



## Sommaire de rapport

### Étude sur les points de vue des communautés multiculturelles du Canada

September 2006

Préparé pour le Bureau du Conseil Privé

**35035-065095/001/CY**

This report is also available in English on request



**Ipsos**  **Reid**

**Rapport sommaire**

# Rapport sommaire

- L'objectif principal de cette recherche est de mieux comprendre les vues des communautés multiculturelles du Canada sur les problèmes auxquels le pays et les communautés d'immigrants font face, et sur le rôle du gouvernement;
- Selon le recensement de Statistique Canada mené en 2001, la population du Canada compte 18 % d'immigrants. Dans les grandes villes, le % des habitants nés à l'étranger est même beaucoup plus élevé : 44 % à Toronto et 38 % à Vancouver. Le recensement a en outre révélé que 13,6 % des Canadiens utilisent une langue autre que l'anglais ou le français à la maison.
- Ipsos-Reid a mené, au nom du Secrétariat des communications et de la consultation du BCP, six groupes de discussion dans trois villes sur des macro-questions d'intérêt pour l'ensemble du gouvernement. Les groupes comprenaient des membres des communautés immigrantes espagnols, hindis, pakistanaïses et chinoises et étaient menés dans leurs langues maternelles soient en espagnol, panjabi, mandarin et cantonais.
- Les résultats de cette recherche sont qualitatifs. De ce fait, ils ne sont pas représentatifs de la population cible globale.

# Rapport sommaire

- Les participants ont tendance à accorder le bénéfice du doute au gouvernement fédéral puisqu'ils sont nombreux à évaluer son rendement de manière positive.
- Les points de vue sur le gouvernement fédéral ne semblent pas être fixés ou bien éclairés, en particulier chez les immigrants plus nouveaux.
- Peu de nouveaux immigrants sont en mesure de citer des gestes précis du gouvernement fédéral qui appuient leurs points de vue.
- Cela dit, les immigrants cantonnais et mandarins mentionnent en particulier que les excuses au sujet de l'ancienne taxe d'entrée pour les immigrants chinois et la rémunération des survivants représentent des gestes très positifs de la part du gouvernement du Canada, bien qu'ils soient hautement symboliques.
- Lorsqu'ils décrivent le gouvernement, les points de vue des participants sont plus souvent caractérisés par l'inexpérience ou l'ambivalence.
- Ils sont souvent d'avis que le gouvernement fédéral est moins efficace puisqu'il est minoritaire au Parlement.
- Les critiques adressées au gouvernement fédéral portent sur la proximité de sa politique étrangère avec celle des États-Unis, comparativement aux années précédentes, et sur son inefficacité.
- Quelques-uns soulignent volontiers les efforts du gouvernement à tenir ses promesses.

# Rapport sommaire

- La connaissance des cinq priorités du gouvernement du Canada est généralement faible, tant parmi les nouveaux arrivés que parmi les immigrants déjà établis.
- Comme on pouvait s'y attendre, les immigrants déjà établis mentionnent plus souvent la récente réduction de la TPS et la prestation pour la garde d'enfants comme mesures concrètes prises par le gouvernement fédéral.
  - Comme dans la population en général, ces deux initiatives les plus connues, c'est-à-dire la réduction de la TPS et la prestation pour la garde d'enfants, sont perçues comme des mesures relativement positives et comme des promesses tenues par le gouvernement.



## Sommaire de rapport

### Étude sur les points de vue des communautés multiculturelles du Canada

September 2006

Préparé pour le Bureau du Conseil Privé

**35035-065095/001/CY**

This report is also available in English on request



## **Executive Summary**

### **Exploring the Views of Canada's Multicultural Communities**

**September 2006**

**Prepared for the Privy Council Office**

**35035-065095/001/CY**

Ce rapport est aussi disponible en français sur demande



**Ipsos**  **Reid**

## **Executive Summary**



# Executive Summary

- The main objective of the research was to gain a better understanding of the views of Canada's multicultural communities as to issues facing the country and immigrant communities and what they perceive as the role of government.
- Statistics Canada 2001 Census found that immigrants made-up 18% of Canada's population. In large cities, foreign-born residents make-up an even larger percentage of the population: 44% in Toronto and 38% in Vancouver. The 2001 Census found that some 13.6% of Canadians used languages other than English or French in their home.
- On behalf of the Communications and Consultation secretariat of PCO, Ipsos-Reid has conducted eight focus groups in three locations on macro-level issues of interest to the whole of government. The groups were conducted among members of the Spanish, Indian/Pakistani and Chinese communities in the native languages of Spanish, Punjabi, Mandarin and Cantonese.
- Results of this research are qualitative and can not be considered representative of the broader target audience

# Executive Summary

- Participants tend to extend the benefit of the doubt towards the federal government, with many rating its performance positively overall.
- Particularly among newer immigrants, views towards the federal government do not seem fixed or well informed.
- Few new immigrants were able to mention specific actions of the federal government in support of their views.
- That said, Cantonese and Mandarin immigrants did specifically mention the apology for the former head tax on Chinese immigrants and remuneration to survivors as a distinctly positive, albeit largely symbolic, move by the federal government.
- When describing the government, views are more often characterized by unfamiliarity or ambivalence.
- Participants often see the federal government as less effective in light of the fact that it is a minority government in Parliament.
- What criticism there is of the federal government tends to focus on its perceived closeness to the United States in its foreign policy as compared with previous years, and its perceived inefficiency.
- A few speak approvingly of the government's efforts to keep its promises.

# Executive Summary

- Knowledge of the five priorities of the Government of Canada is generally low among both new and settled immigrants.
- Not surprisingly, settled immigrants more commonly mention the recent GST tax reduction and child care allowance as specific steps taken by the federal government.
  - As among the general public, these two more familiar moves, the GST reduction and child care allowance are viewed as moderately positive steps and are seen as areas where the government has followed through on promises with action.



## **Executive Summary**

### **Exploring the Views of Canada's Multicultural Communities**

**September 2006**

**Prepared for the Privy Council Office**

**35035-065095/001/CY**

Ce rapport est aussi disponible en français sur demande



## Exploring the Views of Canada's Multicultural Communities

September 2006

Prepared for the Privy Council Office

35035-065095/001/CY

Ce rapport est aussi disponible en français sur demande

- Objectives
- Methodology
- Executive Summary
- Rapport sommaire
- Key Findings
  - Immigrant Views on the Federal Government
  - Views on the Five Priorities
  - Key Priorities Suggested by Immigrants
  - Priorities of Immigrants vs. General Priorities
  - Priorities of New vs. Settled Immigrants
- Faits saillants
  - Points de vue des immigrants sur le gouvernement fédéral
  - Points de vue sur les cinq priorités
  - Principales priorités suggérées par les immigrants
  - Priorités des immigrants et priorités en général
  - Priorités des nouveaux arrivés et des immigrants déjà établis
- Specific Groups
  - Punjabi Groups
  - Cantonese Groups
  - Mandarin Groups
  - Spanish Groups
- Conclusions
- Study Materials



# Objectives

- Gain a better understanding of the views of Canada's multicultural communities as to issues facing the country and immigrant communities and what they perceive as the role of government; and
- Explore areas such as awareness of the government's agenda, their views on government's performance in these areas, key issues facing the country (including challenges and ideas), and discuss practical day-to-day concerns, including especially the ways government can or should help immigrants to Canada.

# Research Rationale

- The Communications and Consultations Secretariat of the PCO provides advice and support to the Government of Canada, the Clerk and to departments/agencies on matters relating to communications, consultation and citizen engagement issues, and facilitates the coordination of the Government of Canada's activities in these areas.
- One of the tools used to perform this task is public opinion research. PCO regularly undertakes quantitative research to assess the state of the public opinion in regard to broad, macro-level indicators such performance of the federal government, the economy, and top of mind priorities of Canadians.
- To better understand the implications of the findings obtained through on-going quantitative research, PCO also conducts qualitative research. Such research, often in the form of focus group discussions, is performed to gain a deeper and more nuanced understanding of Canadians' views.
- Statistics Canada 2001 Census found that immigrants made-up 18% of Canada's population. In large cities, foreign-born residents make-up an even larger percentage of the population: 44% in Toronto and 38% in Vancouver. The 2001 Census found that some 13.6% of Canadians used languages other than English or French in their home.
- On behalf of the Communications and Consultation secretariat of PCO, Ipsos-Reid has conducted eight focus groups in three locations on macro-level issues of interest to the whole of government. The groups were conducted among members of the Spanish, Indian/Pakistani and Chinese communities in the native languages of Spanish, Punjabi, Mandarin and Cantonese.
- These groups supplement the knowledge gained from groups conducted concurrently among members of the Arabic, Hindi and Lebanese communities conducted in English and French.
  - As a result of the very similar nature of both studies, many of the key findings are similar.



# Methodology

- A series of eight focus groups with 8-10 adult Canadians each who speak Punjabi, Cantonese, Mandarin or Spanish at home was held from September 11-14, 2006. Locations and the languages in which the groups were held are as follows:
  - Vancouver: Punjabi (2 groups)
  - Toronto: Cantonese (2 groups) and Mandarin (2 groups)
  - Montreal: Spanish (2 groups)
  
- Special screener questions were used in recruiting for these groups to ensure that:
  - The relevant language is the first language of the respondent, and that it is the language most often spoken at home.
  - That they emigrated permanently to Canada from another country.
  - That they are interested in the doings of the Government of Canada, the cultural heritage of their country of birth, and in volunteering in their community.
  
- Groups were divided into “new” (lived in Canada for up to 5 years) and “settled” (lived in Canada for 5 to 20 years) immigrants. Punjabi groups were also divided by gender, with women and men in separate groups.



**Ipsos**  **Reid**

---

## **Executive Summary**

# Executive Summary

- The main objective of the research was to gain a better understanding of the views of Canada's multicultural communities as to issues facing the country and immigrant communities and what they perceive as the role of government.
- Statistics Canada 2001 Census found that immigrants made-up 18% of Canada's population. In large cities, foreign-born residents make-up an even larger percentage of the population: 44% in Toronto and 38% in Vancouver. The 2001 Census found that some 13.6% of Canadians used languages other than English or French in their home.
- On behalf of the Communications and Consultation secretariat of PCO, Ipsos-Reid has conducted eight focus groups in three locations on macro-level issues of interest to the whole of government. The groups were conducted among members of the Spanish, Indian/Pakistani and Chinese communities in the native languages of Spanish, Punjabi, Mandarin and Cantonese.
- Results of this research are qualitative and can not be considered representative of the broader target audience

# Executive Summary

- Participants tend to extend the benefit of the doubt towards the federal government, with many rating its performance positively overall.
- Particularly among newer immigrants, views towards the federal government do not seem fixed or well informed.
- Few new immigrants were able to mention specific actions of the federal government in support of their views.
- That said, Cantonese and Mandarin immigrants did specifically mention the apology for the former head tax on Chinese immigrants and remuneration to survivors as a distinctly positive, albeit largely symbolic, move by the federal government.
- When describing the government, views are more often characterized by unfamiliarity or ambivalence.
- Participants often see the federal government as less effective in light of the fact that it is a minority government in Parliament.
- What criticism there is of the federal government tends to focus on its perceived closeness to the United States in its foreign policy as compared with previous years, and its perceived inefficiency.
- A few speak approvingly of the government's efforts to keep its promises.

# Executive Summary

- Knowledge of the five priorities of the Government of Canada is generally low among both new and settled immigrants.
- Not surprisingly, settled immigrants more commonly mention the recent GST tax reduction and child care allowance as specific steps taken by the federal government.
  - As among the general public, these two more familiar moves, the GST reduction and child care allowance are viewed as moderately positive steps and are seen as areas where the government has followed through on promises with action.



**Ipsos**  **Reid**

---

**Rapport sommaire**

# Rapport sommaire

- L'objectif principal de cette recherche est de mieux comprendre les vues des communautés multiculturelles du Canada sur les problèmes auxquels le pays et les communautés d'immigrants font face, et sur le rôle du gouvernement;
- Selon le recensement de Statistique Canada mené en 2001, la population du Canada compte 18 % d'immigrants. Dans les grandes villes, le % des habitants nés à l'étranger est même beaucoup plus élevé : 44 % à Toronto et 38 % à Vancouver. Le recensement a en outre révélé que 13,6 % des Canadiens utilisent une langue autre que l'anglais ou le français à la maison.
- Ipsos-Reid a mené, au nom du Secrétariat des communications et de la consultation du BCP, six groupes de discussion dans trois villes sur des macro-questions d'intérêt pour l'ensemble du gouvernement. Les groupes comprenaient des membres des communautés immigrantes espagnols, hindis, pakistanaïses et chinoises et étaient menés dans leurs langues maternelles soient en espagnol, panjabi, mandarin et cantonais.
- Les résultats de cette recherche sont qualitatifs. De ce fait, ils ne sont pas représentatifs de la population cible globale.

# Rapport sommaire

- Les participants ont tendance à accorder le bénéfice du doute au gouvernement fédéral puisqu'ils sont nombreux à évaluer son rendement de manière positive.
- Les points de vue sur le gouvernement fédéral ne semblent pas être fixés ou bien éclairés, en particulier chez les immigrants plus nouveaux.
- Peu de nouveaux immigrants sont en mesure de citer des gestes précis du gouvernement fédéral qui appuient leurs points de vue.
- Cela dit, les immigrants cantonnais et mandarins mentionnent en particulier que les excuses au sujet de l'ancienne taxe d'entrée pour les immigrants chinois et la rémunération des survivants représentent des gestes très positifs de la part du gouvernement du Canada, bien qu'ils soient hautement symboliques.
- Lorsqu'ils décrivent le gouvernement, les points de vue des participants sont plus souvent caractérisés par l'inexpérience ou l'ambivalence.
- Ils sont souvent d'avis que le gouvernement fédéral est moins efficace puisqu'il est minoritaire au Parlement.
- Les critiques adressées au gouvernement fédéral portent sur la proximité de sa politique étrangère avec celle des États-Unis, comparativement aux années précédentes, et sur son inefficacité.
- Quelques-uns soulignent volontiers les efforts du gouvernement à tenir ses promesses.



# Rapport sommaire

- La connaissance des cinq priorités du gouvernement du Canada est généralement faible, tant parmi les nouveaux arrivés que parmi les immigrants déjà établis.
- Comme on pouvait s'y attendre, les immigrants déjà établis mentionnent plus souvent la récente réduction de la TPS et la prestation pour la garde d'enfants comme mesures concrètes prises par le gouvernement fédéral.
  - Comme dans la population en général, ces deux initiatives les plus connues, c'est-à-dire la réduction de la TPS et la prestation pour la garde d'enfants, sont perçues comme des mesures relativement positives et comme des promesses tenues par le gouvernement.



Ipsos  Reid

---

## Key Findings



# Immigrant Views on the Federal Government

## Views on Federal Government:

- Participants tend to extend the benefit of the doubt towards the federal government, with many rating its performance positively overall.
- Particularly among newer immigrants, views towards the federal government do not seem fixed or well informed.
- Few new immigrants were able to mention specific actions of the federal government in support of their views.
- That said, Cantonese and Mandarin immigrants did specifically mention the apology for the former head tax on Chinese immigrants and remuneration to survivors as a distinctly positive, albeit largely symbolic, move by the federal government.

# Immigrant Views on the Federal Government

- When describing the government, views are more often characterized by unfamiliarity or ambivalence.
- Participants often see the federal government as less effective in light of the fact that it is a minority government in Parliament.
- What criticism there is of the federal government tends to focus on its perceived closeness to the United States in its foreign policy as compared with previous years, and its perceived inefficiency.
- A few speak approvingly of the government's efforts to keep its campaign promises.
- Words immigrants use to describe the Federal Government include:
  - Too early to tell
  - Trying to change
  - Consensus seeking
  - Strategies unknown
  - No experience
  - Not efficient (in providing government services)
  - Aggressive
  - Discreet



# Views on the Five Priorities

- Knowledge of the five priorities of the Government of Canada is generally low among both new and settled immigrants.
- Not surprisingly, settled immigrants more commonly mention the recent GST tax reduction and child care allowance as specific steps taken by the federal government.
  - As among the general public, these two more familiar moves, the GST reduction and child care allowance are viewed as moderately positive steps and are seen as areas where the government has followed through on promises with action.

# Views on the Five Priorities

## ➤ Accountability:

- When asked about the federal government, participants often allude to past corruption or, more generally, to a perceived inefficiency of government.
- While these issues related to accountability spring to mind, there is little to indicate in immigrants' minds that the government has done much to change the climate.
- Views on accountability were prompted by a discussion of the government's five priorities, and rarely – if ever – came up unprompted.

## ➤ GST:

- As one of the more familiar recent accomplishments of the federal government, the GST reduction is seen as a generally positive step.
- Reactions to the GST cut, and towards tax cuts generally, tend to differ along community lines.
  - Cantonese and Spanish-speaking immigrants express greater enthusiasm for the GST cut, while Mandarin and Punjabi are more indifferent.

# Views on the Five Priorities

## ➤ Crime:

- As an issue of significant concern among immigrants, the idea that the federal government should address crime and public safety issues was broadly welcomed.
  - Crime is of particular concern among the Punjabi immigrants living in or near Surrey, British Columbia.
  - Cantonese immigrants from Hong Kong recognized that crime is worse in their native city, but several felt that in Toronto “it is getting to be as bad.”
  - Mandarin immigrants also expressed some concern about rising levels of crime in recent years, particularly gun crime (many respondents in these groups heard about the shooting at Dawson College in Montreal on their way to the focus groups).
  - Spanish-speaking immigrants, however, did not think crime was a particularly important problem.
- While important, few could mention hearing of anything the federal government had done in the area.
  - Some thought the federal government was behind the hiring of new police officers recently (in Surrey, British Columbia), while others mentioned hearing about the gun registry but were not clear what it was about.



# Views on the Five Priorities

## ➤ Childcare:

- Apart from the GST reduction, the government's plan to provide a \$1,200 annual childcare allowance generated the most familiarity among immigrants.
- Among some, the move was greeted positively, as a way that they could keep children in the care of childcare providers in their ethnic community, thereby helping to bolster their child's ethnic identity and impart the values of their community group otherwise absent in non-ethnic childcare facilities.
- Similar to members of the general public at large, however, positive views on the childcare allowance are tempered by the sense that the money is not enough in terms of both the amount and the incomplete policy solution it represents.



# Views on the Five Priorities

- Wait times for health care:
  - Among the five priorities, addressing wait times for health care represented the issue of greatest concern for many immigrants, particularly among settled immigrants.
  - Nevertheless, few, if any, participants could mention anything specific that the government had done or planned to do to address wait times.
    - This is in contrast with the very specific measures to lower the GST and offer the child care allowance.
  - When thinking about health care, unprompted by the government's priority to reduce wait times, participants most often mention the scarcity and long waits associated with medical services as a problem.
  - Provincial health premiums are also mentioned as a negative issue in health care (particularly in Surrey, British Columbia).



# Key Priorities Suggested by Immigrants

- Job / economic concerns:
  - For new and settled immigrants across ethnic groups, recognizing foreign credentials stands out as the key issue they want the federal government to help with. A very common experience was that of fruitlessly seeking work, only to be turned away by employers who want domestic qualifications.
  - Many contend that Canada invites them to immigrate on the basis of their advanced education and special skills, but then fails to provide any opportunities for work in their chosen fields. Instead, many must spend years working in manual unskilled labour, taking often prohibitively expensive courses, and attempting to get entry level work experience in fields in which they may have advanced degrees and significant experience.



# Key Priorities Suggested by Immigrants

- Cultural integration / assimilation:
  - For new and settled immigrants, assimilating into Canadian society is a high priority.
    - Mandarin immigrants talk about the insularity of the Chinese community, and their desire to have more interaction with Canadians who are native English speakers.
    - Some Spanish-speaking immigrants want to avoid creating “Hispanic neighborhoods” so that they can assimilate into Canadian society effectively.
  - Many participants suggest that information and communications with immigrant communities is inadequate. They need more information about available resources and policies, and they often need the information in their native languages. Some suggest that an orientation process of sorts would be very useful, or a mentoring program with Canadians.
  - Language: although many immigrants, both new and settled, take advantage of ESL classes, Mandarin immigrants want more effective classes that are better regulated, and Spanish speakers in Quebec want increased access to English classes as well as French.



# Key Priorities Suggested by Immigrants

## ➤ Health and Social Services:

- Housing: for new immigrants, simply finding decent affordable housing is a key issue. Many speak of discriminatory rental practices that force immigrants to pay exorbitant deposits on sub-standard housing, often because of their inability to provide references or employment records.
  - Settled immigrants want the opportunity to invest in homes without the high interest rates that come with the inability to provide a credit or employment history.
- Health care: access to health care on arrival, prior to receiving a residency permit, is a real problem for new immigrants. Others talk about long wait times that prevent them from seeing doctors and getting medicine when necessary.
  - A recurrent theme among many participants is the suggestion that recognizing the medical credentials of health care professionals who immigrate to Canada would assist in the current shortage of medical personnel in this country.



# Priorities of Immigrants vs. General Priorities

- There is significant overlap between the priorities of immigrants and general priorities for all Canadians: health care, education, employment and child care are all important issues for immigrants.
- However, new immigrants in particular are much more likely to need access to basic goods and services, and to need assistance simply navigating around a different government, social and cultural system.
  - For new immigrants, economic and social concerns are related primarily to basic survival. They need work (preferably utilizing their skills), housing, and sufficient language training to cope in a new country.
  - For more settled immigrants, getting access to a desirable career path and to opportunities for long-term financial investment, and receiving the respect they feel they deserve as hard-working contributors to society, are the unique priorities.

# Priorities for New vs. Settled Immigrants

- For new immigrants, the most important priorities are low on the hierarchy of needs. New immigrants essentially need access to housing, work, health care, and language training. They need cultural assimilation at a basic level – language, and essential social knowledge to help them operate in a foreign society.
  - New immigrants also need assistance in learning how to avoid being exploited by unscrupulous landlords and employers, and fake lawyers who pretend to help them with the immigration process.
- For more settled immigrants, priorities involve obtaining good work in their chosen field in which they can apply the credentials that Canada wanted them for. They want to move up the economic ladder from simple survival, to investment in the economy and their own and their children's financial future.
  - Settled immigrants also place a high priority on getting respect from Canada, for their cultural background, surviving the immigration process, and making significant contributions to the Canadian economy.



Ipsos  Reid

**Faits saillants**

# Points de vue des immigrants sur le gouvernement fédéral

## Points de vue sur le gouvernement fédéral :

- Les participants ont tendance à accorder le bénéfice du doute au gouvernement fédéral puisqu'ils sont nombreux à évaluer son rendement de manière positive.
- Les points de vue sur le gouvernement fédéral ne semblent pas figés ou bien éclairés, en particulier chez les immigrants plus nouveaux.
- Peu de nouveaux immigrants sont en mesure de citer des gestes précis du gouvernement fédéral qui appuient leurs points de vue.
- Cela dit, les immigrants cantonnais et mandarins mentionnent en particulier que les excuses au sujet de l'ancienne taxe d'entrée pour les immigrants chinois et la rémunération des survivants représentent des gestes très positifs de la part du gouvernement du Canada, bien qu'ils soient hautement symboliques.



# Points de vue des immigrants sur le gouvernement fédéral

- Lorsqu'ils décrivent le gouvernement, les points de vue des participants sont plus souvent caractérisés par l'ignorance ou l'ambivalence.
- Ils sont souvent d'avis que le gouvernement fédéral est moins efficace puisqu'il est minoritaire au Parlement.
- Les critiques adressées au gouvernement fédéral portent sur la proximité de sa politique étrangère avec celle des États-Unis, comparativement aux années précédentes, et sur son inefficacité.
- Quelques-uns soulignent volontiers les efforts du gouvernement à tenir les promesses de sa campagne électorale.
- Au nombre des mots qu'utilisent les immigrants pour décrire le gouvernement fédéral, mentionnons :
  - Trop tôt pour dire
  - Essaie de changer
  - Recherche d'un consensus
  - Stratégies inconnues
  - Pas d'expérience
  - Pas efficace (à fournir les services)
  - Agressif
  - Discret

# Points de vue sur les cinq priorités

- La connaissance des cinq priorités du gouvernement du Canada est généralement faible, tant parmi les nouveaux arrivés que parmi les immigrants déjà établis.
- Comme on pouvait s'y attendre, les immigrants déjà établis mentionnent plus souvent la récente réduction de la TPS et la prestation pour la garde d'enfants comme mesures concrètes prises par le gouvernement fédéral.
  - Comme dans la population en général, ces deux initiatives les plus connues, c'est-à-dire la réduction de la TPS et la prestation pour la garde d'enfants, sont perçues comme des mesures relativement positives et comme des promesses tenues par le gouvernement.

# Points de vue sur les cinq priorités

## ➤ Imputabilité

- Lorsqu'on interroge les participants sur le gouvernement fédéral, ils font souvent allusion à la corruption passée ou, plus généralement, à son inefficacité.
- Bien que ces questions concernant l'imputabilité sautent aux yeux, on peut sans crainte de se tromper affirmer que, dans l'esprit des immigrants, le gouvernement n'en a pas fait beaucoup pour changer le climat.
- Les points de vue sur l'imputabilité ont été recueillis dans le cadre d'une discussion sur les cinq priorités du gouvernement et ils n'ont rarement ou jamais été exprimés spontanément.

## ➤ TPS

- Un des accomplissements récents du gouvernement fédéral les plus connus, la réduction de la TPS, est perçu comme une mesure généralement positive.
- Les réactions à la réduction de la TPS et aux réductions de taxes et d'impôt en général ont tendance à différer d'une communauté à l'autre.
  - Les immigrants de langue cantonaise et espagnole manifestent un plus grand enthousiasme face à la réduction de la TPS, tandis que ceux de langue mandarine et punjabi restent plus indifférents.

# Points de vue sur les cinq priorités

## ➤ Criminalité

- La criminalité est une préoccupation importante parmi les immigrants, et l'idée que le gouvernement fédéral s'y attaque et assure la sécurité publique est chaudement accueillie.
  - La criminalité préoccupe particulièrement les immigrants punjabi qui vivent à Surrey, C.-B., ou aux alentours.
  - Les immigrants cantonnais de Hong Kong admettent que la criminalité est pire dans leur ville natale, mais plusieurs sont d'avis que la situation à Toronto se détériore.
  - Les immigrants mandarins expriment aussi certaines craintes par rapport au taux de criminalité croissant des dernières années, en particulier en ce qui concerne les crimes liés aux armes à feu (un grand nombre de répondants de ces groupes ont entendu parler de la fusillade du Collège Dawson à Montréal en se rendant à la rencontre).
  - Les immigrants de langue espagnole, eux, ne croient pas que la criminalité est un problème majeur.
- Bien qu'il s'agisse d'une question importante, peu de participants peuvent affirmer avoir entendu dire que le gouvernement fédéral ait fait quoi que ce soit dans ce domaine.
  - Certains participants croient que le gouvernement fédéral est à l'origine de l'embauche récente de nouveaux policiers (à Surrey, en C.-B.), et d'autres indiquent avoir entendu parler du registre des armes à feu, mais ne savent pas au juste de quoi il s'agit.

# Points de vue sur les cinq priorités

## ➤ Garde d'enfants:

- Outre la réduction de la TPS, le programme du gouvernement pour verser une prestation annuelle de 1 200 \$ pour la garde d'enfants est la mesure que les immigrants connaissent le plus.
- Certains participants réservent un bon accueil à l'initiative et la considèrent comme un moyen de confier leurs enfants aux soins de services de garde dans leur communauté et, par conséquent, de renforcer leur identité ethnique tout en leur transmettant les valeurs de leur communauté, ce qui ne serait pas le cas dans les services de garde non ethniques.
- Toutefois, de façon similaire au grand public en général, les points de vue positifs sur la prestation pour la garde d'enfants sont atténués par l'impression que la somme n'est pas assez élevée pour couvrir les frais et que la politique représente une solution incomplète.

# Points de vue sur les cinq priorités

- Délais d'attente pour les soins de santé:
  - Des cinq priorités, les délais d'attente est la question qui préoccupe le plus un grand nombre d'immigrants, en particulier les immigrants déjà établis.
  - Néanmoins, peu de participants, s'il en est, peuvent nommer quoi que soit de précis que le gouvernement a fait ou prévoit faire pour s'attaquer aux délais d'attente.
    - Cette situation contraste avec les mesures très précises pour réduire la TPS et offrir une prestation pour la garde d'enfants.
  - En ce qui concerne les soins de santé, les participants mentionnent le plus souvent spontanément le problème de la rareté des services médicaux et celui des longs délais d'attente qui y sont associés.
  - Les primes des systèmes provinciaux sont également mentionnées parmi les enjeux négatifs des soins de santé (en particulier à Surrey, en C.-B.).

# Principales priorités suggérées par les immigrants

## ➤ Emploi/Économie :

- Pour les nouveaux arrivés et les immigrants déjà établis de tous les groupes ethniques, le fait de reconnaître les titres de compétences étrangers constitue la principale priorité à laquelle le gouvernement fédéral devrait s'attaquer. Les participants ont en commun de connaître l'expérience de chercher du travail sans succès et de se voir refuser par des employeurs qui sont à la recherche de personnes ayant été formées au pays.
- De nombreux participants font remarquer que le Canada les invite à immigrer parce qu'ils sont scolarisés et possèdent des qualifications spéciales, mais ne réussit pas ensuite à leur offrir des possibilités d'emploi dans leur domaine. Nombreux sont ceux qui doivent plutôt travailler pendant des années comme travailleurs manuels non qualifiés, prendre des cours qui coûtent très cher et essayer ensuite d'acquérir une expérience de base dans des domaines où ils sont diplômés et possèdent une certaine expérience.

# Principales priorités suggérées par les immigrants

## ➤ Intégration/adaptation culturelle:

- Pour les nouveaux arrivés et les immigrants déjà établis, l'adaptation à la société canadienne est une grande priorité.
  - Les immigrants mandarins parlent de l'isolement de la communauté chinoise et de leur désir d'interagir davantage avec les Canadiens de langue maternelle anglaise.
  - Certains immigrants de langue espagnole veulent éviter la création de « quartiers hispaniques » pour pouvoir s'adapter efficacement à la société canadienne.
- Les participants sont nombreux à trouver que l'information et les communications avec les communautés immigrantes sont inadéquates. Il leur faut davantage d'information sur les politiques et les ressources disponibles, et ils ont souvent besoin de cette information dans leur langue maternelle. Quelques-uns suggèrent qu'un processus d'orientation quelconque ou encore un programme de mentorat avec les Canadiens serait d'une grande utilité.
- Langue : Même si de nombreux immigrants, tant les nouveaux arrivés que les immigrants déjà établis, sont nombreux à profiter des cours d'anglais langue seconde, ceux de langue mandarine veulent que les cours soient mieux encadrés, et ceux de langue espagnole du Québec désirent avoir davantage accès aux cours d'anglais et de français.



# Principales priorités suggérées par les immigrants

## ➤ Santé et services sociaux:

- Logement: Pour les nouveaux arrivants, le simple fait de trouver un logement décent et abordable est un enjeu important. Un grand nombre de participants évoquent des pratiques discriminatoires en matière de location et du fait que des immigrants soient obligés de verser des sommes exorbitantes à titre de dépôt pour des logements de qualité inférieure, souvent parce qu'ils ne sont pas en mesure de fournir des références ou qu'ils n'ont pas de dossier d'emploi.
  - Les immigrants déjà établis aimeraient avoir la possibilité d'acheter une maison sans payer les taux d'intérêts élevés associés à l'impossibilité de produire un dossier de crédit ou d'emploi.
- Soins de santé: Pour les nouveaux arrivés, c'est un véritable problème d'avoir accès à des soins de santé à leur arrivée, avant d'obtenir un permis de séjour. D'autres parlent des longs délais d'attente qui les empêchent de consulter un médecin et d'obtenir des médicaments lorsqu'ils en ont besoin.
  - De nombreux participants suggèrent à plusieurs reprises que le fait de reconnaître les titres de compétence des professionnels de la santé qui immigreront au Canada aiderait à résoudre la pénurie actuelle de personnel médical au pays.

# Priorités des immigrants et priorités en général

- Il y a un net chevauchement entre les priorités des immigrants et les priorités en général de tous les Canadiens : les soins de santé, l'éducation, l'emploi et la garde d'enfants sont tous des enjeux importants pour les immigrants.
- Toutefois, les nouveaux arrivés en particulier ont beaucoup plus tendance à exprimer le besoin d'accéder à des biens et services fondamentaux et à avoir besoin d'aide pour s'y retrouver dans les divers systèmes gouvernemental, social et culturel.
  - Pour les nouveaux arrivés, les préoccupations économiques et sociales sont principalement liées au simple besoin de survie. Ils veulent du travail (qui fait de préférence appel à leurs compétences), un logement et une connaissance suffisante de la langue pour être en mesure de fonctionner dans leur nouveau pays.
  - Pour les immigrants déjà établis, les seules priorités sont d'avoir accès à la carrière qu'ils souhaitent et à des possibilités d'investissements à long terme et d'obtenir le respect auquel ils estiment avoir droit en tant que travailleurs qui contribuent à la société.

# Priorités des nouveaux arrivés et des immigrants déjà établis

- Pour les nouveaux arrivés, les priorités les plus importantes sont peu élevées dans la hiérarchie des besoins. Ils ont essentiellement besoin de logement, de travail, de soins de santé et de cours de langue. En matière d'adaptation culturelle, leurs besoins sont élémentaires : apprendre la langue et connaître la société dans laquelle ils évoluent suffisamment pour pouvoir fonctionner.
  - Les nouveaux arrivés ont aussi besoin d'aide pour apprendre comment éviter d'être exploités par des propriétaires et des employeurs sans scrupule, et des soi-disant avocats qui prétendent les aider dans le processus d'immigration.
- Pour un plus grand nombre d'immigrants déjà établis, la priorité, c'est de trouver un bon emploi dans le domaine de leur choix qui requiert les titres de compétences pour lesquels le Canada a voulu les accueillir. Ils souhaitent grimper dans l'échelle économique, délaissé la simple survie et être en mesure d'investir dans l'économie et dans leur avenir financier et celui de leurs enfants.
  - Pour les immigrants déjà établis, c'est aussi une grande priorité de gagner le respect du Canada pour leur bagage culturel, le fait qu'ils aient survécu au processus d'immigration et leur contribution importante à l'économie canadienne.



**Ipsos**  **Reid**

**Specific Groups**

# Punjabi Groups

- Punjabi participants are cautiously optimistic about the new Government with other linguistic minorities. They make the point that this Government must work hard to overcome the obstacles associated with being a minority government in Parliament.
- Although Punjabi participants see Canada's involvement in Afghanistan as unnecessary, and call for independence from the United States in decision-making, these participants also strongly support increasing the strength of the Canadian military for its own defence.
- In terms of government priorities and accomplishments, Punjabi participants were not at all interested in the issue of accountability. They were much more likely to cite crime as an important issue than other groups, however, calling for tougher penalties and increased police presence.
- Punjabi participants also like the government's efforts to assist working families with the childcare allowance, and speed the sponsorship of parents who serve as caregivers. However, they see little progress on the important issue of health care and wait times.

# Punjabi Groups

- From the Government of Canada, Punjabi immigrants want assistance with these issues:
  - Employment in their chosen field and recognition of credentials
  - Useful and accurate orientation information on how to go about getting work, following residency procedures, and other basic necessities of getting established.
  - Tax cuts to help them save money and invest instead of living from week to week.
  - Subsidized housing for the initial arrival in Canada. Rental deposits can be exorbitant and the rupee is worth much less than the dollar.

# Cantonese Groups

- Like Punjabi participants, Cantonese immigrants are willing to extend the benefit of the doubt to the new government, but expect it to work harder because of its minority status. Overall views are neutral or slightly positive.
- Cantonese immigrants also think the government spends too much time and money on Afghanistan, and want it to refocus attention on domestic issues incorporated in the five priorities.
- Awareness of the five priorities is low among Cantonese speakers, but GST cuts and the child care allowance are viewed as small but very positive changes (as are the repeal of the head tax and the reduction in landing fees).
- These groups are also somewhat more likely to see crime as a problem to be dealt with by government, but corruption and accountability is thought to be par for the political course.
- Health care wait times are a particularly emotional issue for these participants, having the most direct impact on them and their loved ones. Awareness of any plans to deal with this issue, however, is very low.

# Cantonese Groups

- From the Government of Canada, Cantonese-speaking immigrants want assistance with these issues:
  - Like all groups, the Cantonese participants want assistance with employment, specifically with gaining Canadian experience, recognition of foreign credentials, and language training.
    - They suggest having immigrants go through requalifying exams in their home country before they emigrate, to alleviate the frustration of requalifying after they arrive in Canada.
    - They also suggest government-sponsored short-term jobs in their chosen field to help gain Canadian experience, crucial in applying for work in this country.
    - Improved language training would also be useful: Cantonese immigrants see current ESL training as “one size fits all”, and say it can be too elementary for Cantonese speaking immigrants from Hong Kong.
  - Although cultural integration is not as big an priority for these participants as some others, it is nonetheless important to them to receive information about government services to help them settle and to improve professional skills.



# Mandarin Groups

- Mandarin-speaking immigrants share the cautious optimism of other participants about the new government, but although they approve of what they see as the small changes – the tax rebate for the Metropass, the GST cuts, the child care benefit – they believe that these are relatively insignificant, and designed primarily to create positive publicity.
- Awareness of the five priorities is low among these immigrants. Most have heard something about the child care benefit, patient wait times guarantee and tax cuts, but know virtually nothing about the accountability issue or government plans to deal with crime.

# Mandarin Groups

- From the Government of Canada, these participants are interested in assistance with the following issues:
  - Finding good work and recognizing foreign credentials
  - Subsidized housing for new immigrants, and the ability to speed up the process to bring family members to Canada.
  - Establishing relationships with Canadians to help them integrate
  - Adequate language training for new immigrants
  - Finally, these participants want the government to establish a good relationship with the Chinese government, and show its respect for Chinese immigrants in Canada.

# Spanish Groups

- Spanish-speaking immigrants are perhaps slightly more positive about the new Government than other participants, noting that a lot had been accomplished in a short time under trying circumstances. Some have not noticed any concrete change, however.
- These immigrants have often had trouble dealing with government bureaucracy, but they appreciate the reduction in wait times for the processing of residency paperwork, and the reduced landing fees.
- In terms of the five priorities, Spanish-speaking participants are least likely to think that crime is a big issue (despite the close geographical and temporal proximity of the Dawson College incident). Attitudes about tax cuts are ambivalent, and many suggest that although the child care allowance is nice, it is unnecessary as children are already well cared for in Canada. Instead, health care and wait times are a key priority.

# Spanish Groups

- From the Canadian government, Spanish-speaking immigrants want assistance with:
  - General information and orientation, preferably in Spanish, to help them navigate the system when they first arrive, particularly to avoid those who would exploit them financially.
  - Jobs, recognition of credentials and language training, which are all seen to be interrelated. This issue also ties in to that of health care and patient wait times, which Spanish-speaking participants think could be alleviated with the recognition of foreign medical credentials.
  - Basic help with housing and similar “start-up” issues as immigrants from other linguistic groups.



Ipsos  Reid

**Conclusions**

# Conclusions

- Among newer immigrants, views towards the federal government do not seem fixed or well informed.
- Few new immigrants were able to mention specific actions of the federal government in support of their views.
- That said, Cantonese and Mandarin immigrants did specifically mention the apology for the former head tax on Chinese immigrants and remuneration to survivors as a distinctly positive, albeit largely symbolic, move by the federal government.
- When describing the government, views are more often characterized by unfamiliarity or ambivalence.
- Participants often see the federal government as less effective in light of the fact that it is a minority government in Parliament.
- What criticism there is of the federal government tends to focus on its perceived closeness to the United States in its foreign policy as compared with previous years, and its perceived inefficiency.
- A few speak approvingly of the government's efforts to keep its campaign promises.



**Ipsos**  **Reid**

**Study Materials**



# Moderator's Guide

## Introduction (5 Minutes)

- Explain to participants:
  - Ipsos-Reid Group
  - the length of session (2 hours)
  - taping of the discussion
  - one-way mirror and colleagues viewing in back room
  - results are confidential and reported in aggregate/individuals are not identified/participation is voluntary/
  - the role of moderator is to ask questions, timekeeper, objective/no vested interest
  - role of participants: not expected to be experts, no need to reach consensus, speak openly and frankly about opinions, no right/wrong answers
  - Get participants to introduce themselves and their occupation/hobbies etc...

## Study Research Objectives

- Gauge perceptions of most important issues facing the country.
- Determine priorities as they relate to immigrant communities and how the federal government can best address these priorities. What difference the federal government can make in immigrant communities.
- Gauge awareness of the existing government agenda.
- Assess perceived government performance, big picture issues facing the country (including challenges and ideas), and practical day-to-day concerns, including especially the ways government can or should help immigrants to Canada.



# Moderator's Guide

## Warm Up (15 Minutes)

- First of all, what do you think are some of the big challenges facing immigrants to Canada such as yourselves?
  - Is there anything the federal government can do to help address the challenges that face immigrants?
- Can you tell me what you've seen, read or heard about the federal government most recently?
- As far as you know, what are the biggest challenges facing the federal government?

## Overall Assessment (20 Minutes)

- I want you to try to think of 2 to 3 words that describe the Government of Canada. (Allow a couple of minutes).
- Okay let's go around the table and see what we've got [MODERATOR RECORD WORDS ON FLIP CHART, PROBE FOR SIMILARITIES AND DIFFERENCES ETC]
  - Overall how would you rate the Government's performance to date? What are your impressions thus far?
  - Do you get the impression that this Government is taking a different approach than the previous in how it is getting things done?
  - Does it seem like this Government is taking a different approach to dealing with issues that are important for immigrants to Canada?
  - Do you get the feeling that things have changed in Ottawa or rather is it simply the status quo with a different party leading? What specifically makes you say this – [MODERATOR PROBE FOR SPECIFICS]?
  - What can you tell me about the Government's agenda? Can you name a few things that they have done/ they plan on doing?
  - Can you name a few things that they have done or plan on doing for immigrants to Canada such as yourselves?

# Moderator's Guide

## [MODERATOR READ]

- In its most recent Speech from the Throne, the federal government set out a road map of what it would like to get done during the first part of its mandate. This road map focused on 5 specific priority areas; can you name any of these priority areas?
- Prompt for: Accountability, GST, Crime, Child Care, Fiscal Imbalance/Health Care

## [MODERATOR READ AFTER INITIAL DISCUSSION]

- In fact the five key priority areas were:
  - Restoring accountability to Ottawa
  - Lower taxes
  - Tackling crime
  - Universal choice in childcare
  - A patient wait time guarantee
- The Government has also vowed to deal with the fiscal imbalance
  - Has anyone heard of these five priorities? What have you heard?
  - Which of these priorities is important to you and why? How about immigrants to Canada generally?
  - How would you rate the government's performance to date in dealing with these issues? Why do you say this?
  - Let's talk specifically about taxes for a few minutes. Consider for a moment all the taxes you pay i.e., property taxes, sales taxes, income taxes or various other taxes such as taxes paid on investments or government user fees, now let's assume for a second that the federal government wanted to do more in terms of lowering Canadians tax burden, what specifically should be done?
  - If you had to tackle only one tax area, which one would you lower and why?
  - \*\*\*\* If property taxes mentioned, explore appeal/interest in possibility of writing off all/portion of property taxes....doable? Worthwhile? What are the long term benefits? Who would benefit most from this? Do you think reducing property taxes would help immigrants to Canada more, less, or the same as other people? Why?

# Moderator's Guide

## Brainstorming Exercise (20 Minutes)

- Ok, now I'd like us to do a little brainstorming exercise – Let's spend the next 15 or 20 minutes listing issues you personally think need addressing among immigrants to Canada. These could be issues that are specific to immigrants from the same region as you, or to all immigrants to Canada.
- I don't want to spend too much time focusing on the reasons why you've chosen any specific issue; we'll do that later on.

[MODERATOR PROMPT FOR VARIOUS AND LIST ALL ISSUES MENTIONED ON FLIP CHART.]

## Issue Prioritization (20 Minutes)

- Now that we have listed all the issues of concern to us, I would like us to spend the next 15 or 20 minutes prioritizing them. That is, I'd like us to figure out which of the following issues are high priority, medium priority and low priority.
- I'm going to hand each of you a series of 5 stickers and I'd like you to get up and put your stickers next to the issue(s) you see as most important. You can spread your stickers out as you choose (i.e., all five stickers next to one issue or spread out over five)

## Federal Government Priorities (40 MINUTES)

- Let's now focus on those issues we've identified as being of high importance.

[MODERATOR LIST HIGH IMPORTANCE ISSUES] – are these local, national, or international issues?

- Which ones do you think the federal government can have an impact on? And how?
- What specific actions should/could the federal government take to address this issue? Why should it be considered a priority for the federal government? Who will benefit from this action?
- And how would you rate the government's performance to date in dealing with these specific issues? Good/Bad? why

[MODERATOR – SPEECH FROM THE THRONE EXERCISE]

- Now that we've had a chance to discuss these issues, I would like you to complete one final exercise before we wrap things up for the evening.
- In your view, what should the government do, and how should the government do it? What are the top priorities, thinking about all that we've discussed, and what should the government do to address these priorities?



# Moderator's Guide

## **Conclusion [5 Minutes]**

- Can the Government realistically accomplish all the things we talked about today?
- Any final comments?



# Recruitment Screener

- Regardless of any other language you speak, is the first language you learned... [INSERT APPROPRIATE LANGUAGE: Cantonese/ Punjabi/ Mandarin/ Spanish]?
  - Yes (Continue for possible recruit)
  - No (Thank and terminate)
- Which of the following reflects how often you speak [INSERT APPROPRIATE LANGUAGE: Cantonese/ Punjabi/ Mandarin/ Spanish] at home?
  - I only speak [INSERT APPROPRIATE LANGUAGE: Cantonese/ Punjabi/ Mandarin/ Spanish] at home (Continue for possible recruit)
  - I mostly speak [INSERT APPROPRIATE LANGUAGE: Cantonese/ Punjabi/ Mandarin/ Spanish] at home (Thank and terminate – HOLD FOR POSSIBLE RECRUIT)
  - I sometimes speak [INSERT APPROPRIATE LANGUAGE: Cantonese/ Punjabi/ Mandarin/ Spanish] at home (Thank and terminate)
  - I rarely speak [INSERT APPROPRIATE LANGUAGE: Cantonese/ Punjabi/ Mandarin/ Spanish] at home (Thank and terminate)
  - Don't know
- And, how confident would you say that you are in expressing yourself in [outside Quebec: English / in Quebec: French]? Would you say that you are very confident, somewhat confident, not very confident or not at all confident? And how about [in Quebec: English / outside Quebec: French]?

## English

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident

## French

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident

# Recruitment Screener

- Did you emigrate to Canada from another country?
  - Yes (Continue for possible recruit)
  - No/ don't know (Thank and terminate)
- [CANTONESE AND MANDARIN SPEAKERS ONLY] Which part of the world did you immigrate from, that is, which was the country of residence before you immigrated to Canada? [DO NOT READ]
  - Mainland China [CONTINUE IF PREFERRED LANGUAGE IS MANDARIN. THANK AND TERMINATE IF PREFERRED LANGUAGE IS CANTONESE.]
  - Hong Kong [CONTINUE IF PREFERRED LANGUAGE IS CANTONESE. THANK AND TERMINATE IF PREFERRED LANGUAGE IS MANDARIN]
  - Taiwan [THANK AND TERMINATE]
  - Other, specify \_\_\_\_\_ [THANK AND TERMINATE]
- How long ago did you immigrate to Canada?
- Record number of years: \_\_\_\_\_
  - Less than 1 year ago [CHECK NEW IMMIGRANTS QUOTA]
  - 1 to 5 years ago [CHECK NEW IMMIGRANTS QUOTA]
  - 5 to 10 [CHECK SETTLED IMMIGRANTS QUOTA]
  - 10 to 20 years ago [CHECK SETTLED IMMIGRANTS QUOTA – PUT ON HOLD]
  - More than 20 years ago [THANK AND TERMINATE]



# Recruitment Screener

- NEW IMMIGRANTS GROUPS SHOULD ATTEMPT AN EVEN MIX OF THOSE WHO IMMIGRATED TO CANADA LESS THAN ONE YEAR AGO, AND THOSE WHO IMMIGRATED BETWEEN 1-5 YEARS AGO.
- SETTLED IMMIGRANTS GROUPS SHOULD ATTEMPT TO INCLUDE ONLY THOSE WHO IMMIGRATED 5-10 YEARS AGO.

<b>City (Language)</b>	<b>Date</b>	<b>Composition (5:30pm)</b>	<b>Composition (7:30pm)</b>
➤ Vancouver (Punjabi)	9/11/2006	New immigrants	Settled immigrants
➤ Toronto (Cantonese)	9/12/2006	Settled immigrants	New immigrants
➤ Toronto (Mandarin)	9/13/2006	New immigrants	Settled immigrants
➤ Montreal (Spanish)	9/14/2006	Settled immigrants	New immigrants
➤ Do you plan to move back to your home country or move to a different country in the next year or so?			
– Yes [THANK AND TERMINATE]			
– No [CONTINUE]			
➤ Are you in Canada temporarily, for example, are you here on a student visa or on another temporary basis?			
– Yes [THANK AND TERMINATE]			
– No [CONTINUE]			
➤ Do you or does anyone in your household work in any of the following areas? (READ LIST) IF "YES" TO ANY - THANK AND TERMINATE			
– An advertising agency			
– A market research company			
– The media, that is for TV, Radio or a newspaper			
– The Government of Canada			



# Recruitment Screener

- Have you attended a discussion group like this or a market research focus group in the past year? IF "YES" - THANK AND TERMINATE
- I am going to read you a series of age categories, please stop me when I get to the one that applies to you.
  - 18-35 years (SOFT QUOTA 8 PER LOCATION)
  - 36-54 years (SOFT QUOTA 4 PER LOCATION)
  - 55 years and older (SOFT QUOTA 2 PER LOCATION)
- Could you please tell me what is the highest level of education you have achieved, is it?
  - Less than high school
  - Some high school
  - Graduated high school
  - Some post secondary (university/community college)
  - Graduated post secondary (university or community college)
- Please tell me whether you agree or disagree with the following statement. Please use a 7-point scale, where 7 means you strongly agree, 1, means you strongly disagree and 4 means you neither agree nor disagree?
  - I am very interested in learning about what the Government of Canada is doing.
  - I am very interested in the cultural heritage of the country where I was born.
  - I am very interested in volunteering in my community.
  - (If scores of 3,4,5,6,7 continue for possible recruit, if 1 or 2 thank and terminate. GIVE PREFERENCE TO THOSE WITH HIGHER SCORES ON EACH STATEMENT.)





# Recruitment Screener

- I am going to read you two statements and I would like you to tell me which one of the two most closely resembles your own personal situation. (Soft quota – attempt good mix in all locations)
  - I am encouraged by the various steps the federal government has taken since it has been elected. Positive outlook
  - I am concerned by the various steps the federal government has taken since it has been elected. Negative outlook
  - \*\*\*\*(IN EACH LOCATION, PLEASE ENSURE 14 PARTICIPANTS ARE RECRUITED for 8-10 to show per group)\*\*\*\*
  - If you suddenly had a million dollars, what would you do? [THE PURPOSE OF THE QUESTION IS TO TEST HOW ARTICULATE THE RESPONDENT IS IN EXPRESSING HIMSELF OR HERSELF.]
  - INTERVIEWER: USE THIS QUESTION TO TEST HOW ARTICULATEDLY RESPONDENT EXPRESSES HIM/ HERSELF. IF RESPONDENT IS INARTICULATE OR UNCOMMUNICATIVE, THANK AND TERMINATE.]
  - Wonderful, you qualify to participate in one of our discussion sessions. The session will be held on ....
- | <b>City (Language)</b> | <b>Date</b> | <b>Composition (5:30pm)</b> | <b>Composition (7:30pm)</b> |
|------------------------|-------------|-----------------------------|-----------------------------|
| ➤ Vancouver (Punjabi)  | 9/11/2006   | New immigrants              | Settled immigrants          |
| ➤ Toronto (Cantonese)  | 9/12/2006   | Settled immigrants          | New immigrants              |
| ➤ Toronto (Mandarin)   | 9/13/2006   | New immigrants              | Settled immigrants          |
| ➤ Montreal (Spanish)   | 9/14/2006   | Settled immigrants          | New immigrants              |
- EXACT LOCATIONS TO BE DETERMINED.
  - The session will be 2 hrs in length. We are reserving this discussion time for you. So if for any reason you cannot attend, please call: XXX-XXXX.



## Exploring the Views of Canada's Multicultural Communities

September 2006

Prepared for the Privy Council Office

35035-065095/001/CY

Ce rapport est aussi disponible en français sur demande