



## Sommaire de rapport

**Étude sur les points de vue des communautés multiculturelles du  
Canada réalisée dans les langues officielles**

**September 2006**

**Préparé pour le Bureau du Conseil Privé**

**35035-065141/001/CY**

This report is also available in English on request



**Ipsos**  **Reid**

## Rapport sommaire

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- 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 hindies, arabes et libanaises et étaient menés en anglais ou en français.
- Les résultats de cette recherche sont qualitatifs. De ce fait, ils ne sont pas représentatifs de l'audience cible globale.

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- Lorsqu'ils décrivent le gouvernement, les points de vue des participants sont plus souvent caractérisés par l'ignorance ou l'ambivalence.
- 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.
- Cela dit, dans les groupes arabes, on observe une nette différence entre les sexes au plan des attitudes. Les femmes ont des opinions beaucoup plus positives et mesurées que les hommes, qui expriment des points de vue très négatifs. Les principales préoccupations dont ils font état concernent la politique étrangère et les relations étroites que le gouvernement entretient à leurs yeux avec les États-Unis.

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- Ils sont souvent d'avis que le gouvernement fédéral est moins efficace puisqu'il est minoritaire au Parlement.
- Les critiques adressées au gouvernement fédéral ont tendance à porter sur la proximité de sa politique étrangère avec celle des États-Unis (que perçoivent en particulier les participants arabes et libanais) et sur son inefficacité en matière de prestation de services, par exemple les soins de santé et l'information aux immigrants.
- Quelques-uns soulignent volontiers les efforts du gouvernement à tenir ses promesses.
- 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 (la réduction de la TPS et la prestation pour la garde d'enfants) ne sont pas perçues comme des mesures sensationnelles, mais comme des promesses tenues par le gouvernement.



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## Executive Summary

# Exploring the Views of Canada's Multicultural Communities in Canada's Official Languages

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**Ipsos**  **Reid**

## **Executive Summary**





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- 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 six focus groups in three locations on macro-level issues of interest to the whole of government. The groups involved participants from the Arabic, Hindi and Lebanese immigrant communities and were conducted in English and French.
- Results of this research are qualitative and can not be considered representative of the broader target audience.



# Executive Summary

- Most 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.
- That said, a significant gender divide was evident in attitudes about the federal government among Arab groups, with women holding much more positive and warm views than men, who held very negative views. The main concerns they expressed are with foreign policy and the perceived close relationship of this government with the U.S.

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- 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 (especially for Arab and Lebanese participants), and its perceived inefficiency in providing services such as health care and information for immigrants.
- A few speak approvingly of the government's efforts to keep its promises.
- 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 initiatives (the GST reduction and child care allowance), are not seen as overwhelmingly positive steps, but are seen as areas where the government has followed through on its promises with action.



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# 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 six focus groups in three locations on macro-level issues of interest to the whole of government. The groups involved participants from the Arabic, Hindi and Lebanese immigrant communities and were conducted in English and French.
- These groups supplement knowledge gained from groups conducted concurrently among members of the Spanish, Indian/Pakistani and Chinese communities (conducted in the native languages of Spanish, Punjabi, Mandarin and Cantonese).
  - As a result of the very similar nature of both studies, many of the key findings are similar.

# Methodology

- A series of six focus groups (8-10 adults in each), with immigrant Canadians of Arabic, Lebanese or Hindi background, was held from September 11-14, 2006. Locations and the languages in which the groups were conducted are as follows:
  - Vancouver: Hindi (2 groups) conducted in English
  - Toronto: Arabic (2 groups) conducted in English
  - Montreal: Lebanese (2 groups) conducted in French
- Special screener questions were used in recruiting for these groups to ensure that:
  - The relevant language (Hindi for Vancouver participants and Arabic for participants in Toronto and Montreal) was the first one learned by the participants, and spoken most often at home, but that they are confident speaking English (in Vancouver and Toronto) or French (in Montreal).
  - Respondents were also screened to include those that emigrated permanently to Canada from another country, and who are interested in the activities of the Government of Canada, the cultural heritage of their country of birth, and in volunteering in their community.
- Hindi groups were divided into “new” (lived in Canada for up to 5 years) and “settled” (lived in Canada for 5 to 20 years) immigrants. Arabic and Lebanese groups were divided by gender, with women and men in separate groups, and a mix of new and settled immigrants in each group.



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- Peu de nouveaux immigrants sont en mesure de citer des gestes précis du gouvernement fédéral.
- Cela dit, dans les groupes arabes, on observe une nette différence entre les sexes au plan des attitudes. Les femmes ont des opinions beaucoup plus positives et mesurées que les hommes, qui expriment des points de vue très négatifs. Les principales préoccupations dont ils font état concernent la politique étrangère et les relations étroites que le gouvernement entretient à leurs yeux avec les États-Unis.

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- Quelques-uns soulignent volontiers les efforts du gouvernement à tenir ses promesses.
- La connaissance des cinq priorités du gouvernement du Canada est généralement faible, tant parmi les nouveaux arrivés que parmi les immigrants déjà établis.
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## Key Findings



# Immigrant Views on the Federal Government

- Most 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.
- That said, a significant gender divide was evident in attitudes about the federal government among Arab groups, with women holding much more positive and warm views than men, who held very negative views. The main concerns they expressed are with foreign policy and the perceived close relationship of this government with the U.S.
  - The women were not very engaged on current events, and were unaware of the government of the day. It seemed to the moderator that to them, saying “Government of Canada” was equivalent to saying “Canada”, and because of this, they had more positive things to say.

# Immigrant Views on the Federal Government

- When describing the government, views are more often characterized by unfamiliarity or ambivalence.
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- What criticism there is of the federal government tends to focus on its perceived closeness to the United States in its foreign policy (especially for Arab and Lebanese participants), and its perceived inefficiency in providing services such as health care and information for immigrants.
- 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
  - Determined
  - Well organized
  - No experience
  - Not efficient (in providing govt. services)
  - Americanized
  - Disappointing

# 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 initiatives (the GST reduction and child care allowance), are not seen as overwhelmingly positive steps, but are seen as areas where the government has followed through on its 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 in providing services in a timely and accurate way.
- While these issues related to accountability spring to mind, there is little of a specific nature to indicate that in immigrants' minds, the government has done much to change the climate.

## ➤ GST:

- As one of the more familiar recent accomplishments of the federal government, the GST reduction is seen as a generally positive step, although most participants feel it is a small first step.
- Reactions to the GST cut, and towards tax cuts generally, tend to differ along community lines.
  - French-speaking Lebanese immigrants express greater enthusiasm for the GST cut, while Hindi groups are more indifferent, suggesting that the government cut the GST with one hand while raising income taxes with the other.

# 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.
  - Arab immigrants in Toronto recognized that crime is worse in their native country, but several felt that things in Toronto are getting worse.
  - Hindi immigrants also felt that crime is an increasing problem, particularly in Surrey, BC, where they live, and on public transit like the Sky Train.
  - Lebanese immigrants, by contrast, made a point of saying that they came from a war-torn country, and so “it’s a matter of perspective.”
- While important, few could mention hearing of anything the federal government had done in the area.
  - Many thought the federal government should institute stiffer penalties and prevention measures, 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. Some question the eligibility age of six. However, although this initiative is greeted generally positively, the majority of participants in these groups were not particularly interested in the issue of child care.
- Among Hindi participants, some were familiar with the child care plan, but when prompted for their views, little was forthcoming.
- Among Arab immigrants in Toronto, few among the women were sufficiently engaged with current issues to know about the child care initiative, therefore attitudes were vague. The Arab men did not raise child care as an important matter, except to point to high costs.
- In Toronto, few Lebanese participants had children, and child care was not raised as an important issue.

# 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 of medical professionals and the long waits associated with medical services as a problem.
  - To solve the problem of wait times, immigrants in all groups suggest speeding up the process to recognize foreign medical credentials.



# 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.
  - Participants in all groups 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 when they arrive. 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.
  - Arab immigrants think that although some Canadians are interested in their culture, many still react to them with prejudice and treat them in a discriminatory way, particularly since September 11 2001.
  - Lebanese immigrants are more assimilated into Western culture. They say they are generally made to feel welcome in Quebec, but still find that they are sometimes met with ignorance and mistakenly blamed for general problems in the Middle East.
- Many participants suggest that information and communications with immigrant communities is inadequate. They need more information about policies and available resources, 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. This is a very important priority for participants in all groups.
- Language: although many immigrants, both new and settled, take advantage of ESL classes, these immigrants think that more language training should be available to those who arrive without English or French fluency.



# Key Priorities Suggested by Immigrants

## ➤ Health and Social Services:

- Housing: for new immigrants, simply finding decent affordable housing is a key issue. Some 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 and 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. Accurate, reliable, and easily accessible information is a high priority.
  - 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 of this group.





# 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 skills, 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 be able to invest in the economy and their own and their children's financial future.
  - Settled immigrants also place a high priority on getting respect from Canadians, for their cultural uniqueness, their ability to successfully navigate immigration process, and their significant contributions to the Canadian economy.



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**Faits saillants**

# Points de vue des immigrants sur le gouvernement fédéral

- La plupart des 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.
- Cela dit, dans les groupes arabes, on observe une nette différence entre les sexes au plan des attitudes. Les femmes ont des opinions beaucoup plus positives et mesurées que les hommes, qui expriment des points de vue négatifs. Les principales préoccupations dont ils font état concernent la politique étrangère et les relations étroites que le gouvernement entretient à leurs yeux avec les États-Unis.
  - Les femmes ne sont pas très renseignées sur l'actualité et ne connaissent pas le gouvernement en place. Le modérateur a l'impression que, pour elles, parler du « gouvernement du Canada » revient au même que parler du « Canada », et c'est la raison pour laquelle elles sont plus positives.

# 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 ont tendance à porter sur la proximité de sa politique étrangère avec celle des États-Unis (que perçoivent en particulier les participants arabes et libanais) et sur son inefficacité en matière de prestation de services, par exemple les soins de santé et l'information aux immigrants.
- 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      - Pas d'expérience
  - Essaie de changer      - Pas efficace (à fournir les services gouvernementaux)
  - Déterminé                - Américanisé
  - Bien organisé            - Décevant

# 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 (la réduction de la TPS et la prestation pour la garde d'enfants) ne sont pas perçues comme des mesures sensationnelles, mais 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 l'inefficacité du gouvernement à fournir des services en temps opportun et d'une manière adéquate.
- 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.

## ➤ TPS :

- Un des accomplissements récents du gouvernement fédéral les plus connus, la réduction de la TPS, est perçue comme une mesure généralement positive, même si la plupart des participants estiment qu'il s'agit d'un premier pas timide.
- 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 libanais de langue française manifestent un plus grand enthousiasme face à la réduction de la TPS, alors que les groupes hindi se montrent plus indifférents et prétendent que le gouvernement fédéral réduit la TPS d'une main et augmente l'impôt sur le revenu de l'autre.

# 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.

- Les immigrants arabes de Toronto admettent que la criminalité est pire dans leur pays d'origine, mais plusieurs sont d'avis que la situation à Toronto se détériore.
- Les immigrants hindi croient aussi que la criminalité est un problème croissant, en particulier à Surrey,
- C.-B., où ils vivent, et dans les transports publics comme l'aérotrain (Sky Train).
- Les immigrants libanais, eux, ne manquent pas de signaler qu'ils viennent d'un pays ravagé par la guerre et que, par conséquent, « tout est une question de perspective ».

➤ 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.

- Un grand nombre de participants estiment que le gouvernement fédéral devrait mettre en place des peines plus sévères et des mesures de prévention, 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 remettent en question l'âge d'admissibilité de six ans. Cependant, même si cette initiative est généralement bien accueillie, la majorité des participants ne sont pas particulièrement intéressés à la question de la garde d'enfants.
- Certains des participants hindi connaissent le plan pour la garde d'enfants, mais quand on leur demande ce qu'ils en pensent, ils sont peu loquaces.
- Chez les immigrants arabes de Toronto, peu de femmes sont assez renseignées sur l'actualité pour connaître l'initiative pour la garde d'enfants. Par conséquent, elles se montrent assez vagues à ce sujet. Les hommes arabes ne croient pas que la garde d'enfants est une question importante, mais ils en soulignent le coût élevé.
- A Toronto, peu de participants libanais ont des enfants, et la question de la garde d'enfants n'est pas soulevée comme étant un enjeu important.



# 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 de professionnels de la santé et celui des longs délais d'attente associés aux services médicaux.
  - Pour régler le problème des délais d'attente, les immigrants de tous les groupes suggèrent d'accélérer le processus de reconnaissance des titres de compétences des médecins étrangers.

# 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.
- Les participants de tous les groupes font remarquer que le Canada les invite à immigrer parce qu'ils sont scolarisés et possèdent des qualifications spéciales, mais ne réussit pas ensuite, lorsqu'ils arrivent, 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 arabes sont d'avis que, même si certains Canadiens s'intéressent à leur culture, ils sont encore nombreux à entretenir un préjugé à leur égard et à les traiter d'une manière discriminatoire, surtout depuis le 11 septembre 2001.
    - Les immigrants libanais sont mieux adaptés à la culture occidentale. Ils affirment se sentir généralement bienvenus au Québec, mais il leur arrive encore d'être confrontés à l'ignorance et de se voir blâmer à tort pour les problèmes au Moyen-Orient en général.
  - 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. Il s'agit d'une priorité très importante pour les participants de tous les groupes.
  - Langue : Même si les immigrants, tant les nouveaux arrivés que les immigrants déjà établis, sont nombreux à profiter des cours d'anglais langue seconde, ils estiment que davantage de cours de langue devraient être offerts aux nouveaux arrivants qui ne parlent ni anglais ni 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. Certains 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. De l'information précise, fiable et facilement accessible est une grande priorité.
  - 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 des Canadiens pour le caractère unique de leur culture, leur capacité à réussir à suivre le processus d'immigration et leur contribution importante à l'économie canadienne.



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**Specific Groups**

# Hindi Groups

- Hindi participants are taking a wait-and-see approach towards the new Government.
- These participants identify the biggest challenge for the Canadian government as fostering a better cultural understanding between the mainstream culture and immigrant groups, thereby easing the integration of immigrants into Canadian society.
- Health care is viewed as a top priority among Hindi participants, but is not an area in which government is seen to have done much. They also cite crime as an important issue, calling for tougher penalties and increased police presence. In terms of government accomplishments, Hindi participants recognize the lower GST as a modestly positive step.
- Hindi participants also mention efforts to speed the immigration process, but express ambivalent views towards these measures. On one hand, lowering the barriers to immigration is seen as positive, but lowering barriers for immigrants to come does not address their top concern, finding good work. Several Hindi participants say government needs to do more to manage the expectations of immigrants who are arriving in Canada, particularly with respect to professional opportunities.
- These immigrants make little mention of foreign policy, other than to note an unwelcome closeness with the United States, and a need to articulate an independent foreign policy.





# Hindi Groups

- From the Government of Canada, Hindi immigrants want assistance with these issues:
  - Employment in their chosen field (perhaps through incentive programs in which companies could hire and train immigrants) and recognition of foreign credentials.
  - Useful and accurate information on what to expect on arrival in Canada in terms of credentials, standard and cost of living, and basic rights.
  - Affordable and accessible health care, perhaps through a fast-tracking recognition of foreign medical credentials.

# Arab Groups

- Unlike the Hindi participants, a sharp gender divide exists among Arabs in attitudes about the new government, with women much less engaged and significantly more positive than men, who were more likely to focus on foreign policy in evaluating its performance.
- Female Arab immigrants think of the Canadian government in positive terms as generous and helpful. To the extent that there are negative comments, the government's perceived generosity is seen by some as wasteful.
- Awareness of the five priorities is very low among Arab women.
- Most Arab men, although positive about Canada itself, see a disappointing trend in foreign policy toward alignment with the United States, and are quite negative toward the government for that reason.
- Nonetheless, Arab men are quite aware of the five priorities, and when asked for any positives about the new government, they mention the GST reduction, childcare, the environment, increased commitment to the military, and the lowering of immigration fees.

# Arab Groups

- From the Government of Canada, Arab immigrants want assistance with these issues:
  - Similar to other groups, Arab participants want help with employment, specifically with gaining Canadian experience and recognition of foreign credentials.
  - Health care is also a key issue for these immigrants.
  - The minimum wage should be raised, and taxes should be lowered. Both of these would assist immigrants in financially establishing themselves.
  - Crime rates are increasing, stricter prevention measures and penalties are needed.
  - Cultural integration and reduction of prejudice and discrimination is an important topic for these immigrants, particularly the men.

# Lebanese Groups

- Francophone Lebanese immigrants are generally positive towards the new government. However, many express negative views towards recent foreign policy developments, particularly what they perceive as Canada's insufficient analysis of the situation in Lebanon prior to "taking sides."
- Among Lebanese men, positive views of the government centre on its support for a traditional definition of marriage, plans to scale back the gun registry, lowering immigration fees, and resolving the softwood lumber trade dispute.
- Awareness of the five priorities was low among the women, but high among the men. Accountability is virtually an unknown topic and no participants were particularly interested in it. The language used to describe this priority, "rétablir l'imputabilité à Ottawa," was unclear to participants. All agree that health care and tax reductions are particularly important. Crime is a priority for the women, although both groups made a point of saying that Canada does not have a crime problem, compared to Lebanon.

# Lebanese Groups

- From government, Lebanese participants are interested in assistance with the following issues:
  - Like all immigrants, the French-speaking Lebanese are particularly interested in finding good, meaningful work, not just survival jobs, and having their credentials recognized in Canada.
  - Other general issues of concern are similar as for other immigrants, including health care reform, and the lowering of taxes to give immigrants a financial boost.
  - Values are an issue for these immigrants also, with many of the men suggesting that gay marriage should be reversed as it is a ‘threat to families and society’ and makes it difficult for them to adapt.
  - On a specific note, Lebanese immigrants point out that the Canadian embassy in Beirut does not currently process applications. Instead, Lebanese people must travel to Canada’s regional immigration centre in Syria, a particularly difficult task given the current state of affairs between the two countries.



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**Conclusions**

# Conclusions

- Most 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.
- That said, a significant gender divide was evident in attitudes about the federal government among Arab groups, with women holding much more positive and warm views than men, who held very negative views. The main concerns they expressed are with foreign policy and the perceived close relationship of this government with the U.S.

# Conclusions

- 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 (especially for Arab and Lebanese participants), and its perceived inefficiency in providing services such as health care and information for immigrants.
- A few speak approvingly of the government's efforts to keep its campaign promises.





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**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's Guide

## **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?

## **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: Hindi (Vancouver)/ Arabic (Toronto and Montreal)]?
  - Yes (Continue for possible recruit)
  - No (Thank and terminate)
- Which of the following reflects how often you speak [INSERT APPROPRIATE LANGUAGE: Hindi (Vancouver)/ Arabic (Toronto/ Montreal)] at home?
  - I only speak [INSERT APPROPRIATE LANGUAGE: Hindi (Vancouver)/ Arabic (Toronto/ Montreal)] at home (Continue for possible recruit)
  - I mostly speak [INSERT APPROPRIATE LANGUAGE: Hindi (Vancouver)/ Arabic (Toronto/ Montreal)] at home (Continue for possible recruit)
  - I sometimes speak [INSERT APPROPRIATE LANGUAGE: Hindi (Vancouver)/ Arabic (Toronto/ Montreal)] at home (Continue for possible recruit – GIVE PREFERENCE TO THOSE WHO MOSTLY OR ONLY SPEAK HINDI/ARABIC AT HOME)
  - I rarely speak [INSERT APPROPRIATE LANGUAGE: Hindi (Vancouver)/ Arabic (Toronto/ Montreal)] at home (Put on hold.)
  - Don't know (Thank and terminate)
- Did you emigrate to Canada from another country?
  - Yes (Continue for possible recruit)
  - No/ don't know (Thank and terminate)
- Did you emigrate from [VANCOUVER: India / Toronto AND Montreal: Lebanon]?
  - Yes (Ensure that Hindi recruits in Vancouver emigrated from India and that Lebanese recruits in Montreal emigrated from Lebanon. In Toronto, no more than 3 recruits per group should have emigrated from Lebanon.)
  - No/ don't know (Thank and terminate in Vancouver and Montreal; continue for possible recruit in Toronto)



# Recruitment Screener

- 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?
- English
  - Very confident
  - Somewhat confident [PUT ON HOLD]
  - Not very confident [THANK AND TERMINATE IN VANCOUVER AND TORONTO]
  - Not at all confident [THANK AND TERMINATE IN VANCOUVER AND TORONTO]
- French
  - Very confident
  - Somewhat confident [PUT ON HOLD]
  - Not very confident [THANK AND TERMINATE IN MONTREAL]
  - Not at all confident [THANK AND TERMINATE IN MONTREAL]
- How long ago did you immigrate to Canada?
  - Record number of years: \_\_\_\_\_
  - Within the past 5 years [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]
  
  - Hindi (Vancouver) NEW IMMIGRANTS GROUPS SHOULD ATTEMPT TO INCLUDE ONLY THOSE WHO IMMIGRATED WITHIN PAST 5 YEARS.
  - SETTLED IMMIGRANTS GROUPS SHOULD ATTEMPT TO INCLUDE ONLY THOSE WHO IMMIGRATED 5-10 YEARS AGO.
  - Arab (Toronto) and Montreal (Lebanese) Groups should be segmented by gender (male/female) and within each group try for half new immigrants, half settled immigrants.





# Recruitment Screener

- 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
- 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)



# Recruitment Screener

- 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 1or 2 thank and terminate. GIVE PREFERENCE TO THOSE WITH HIGHER SCORES ON EACH STATEMENT.)
- 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



# Recruitment Screener

- \*\*\*\*(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 ARTICULATELY RESPONDENT EXPRESSES HIM/HERSELF IN ENGLISH (VANC/TO) AND FRENCH (MTL). 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 (Ethnic Hindi in English)  | 9/11/2006   | New immigrants              | Settled immigrants          |
| Toronto (Ethnic Arab in English)     | 9/13/2006   | Women                       | Men*                        |
| Montreal (Ethnic Lebanese in French) | 9/14/2006   | Women                       | Men                         |
- \* Groups in Toronto and Montreal will be segmented by gender. Within these groups there should be a mix of new and settled immigrants.
  - 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 in Canada's Official Languages

September 2006

Prepared for the Privy Council Office

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Ce rapport est aussi disponible en français sur demande