Exploring Brandon as a Welcoming Community: Sharing Survey Results for Discussion

Presented by Jill Bucklaschuk and Robert C. Annis
November 16, 2009
Outline

• Housing & Neighbourhoods
• Service Provision
• Culture & Diversity
• Education & Employment
Housing and Neighbourhoods

- Home Ownership
- Obtaining Housing in the Community
- Suitable and Affordable Housing
- Description of Neighbourhood
- Mobility
- Residential Moves within Brandon
- Anticipated Mobility in the Next 5 Years
- Most Important Factors for Remaining in Brandon
- Illustrative Questions for Consideration
Home Ownership

- Own a home:
  - 80% of Canadian long-term residents
  - 13% of Latin American new residents
  - 27% of Chinese new residents

Of Chinese new residents who do not own a home over 40% disagreed with the statement ‘Brandon is a good place to raise a family’.
Obtaining Housing in the Community

- Great to extreme difficulty in obtaining housing:
  - 4% of Canadian long-term residents
  - 17% of Latin American new residents
  - 35% of Chinese new residents
Suitable and Affordable Housing

• Disagree that “Brandon has a choice of suitable and affordable housing”:
  – Nearly 62% of both Canadian long-term residents and Chinese new residents
  – 36% of Latin American new residents

Could the perception of ‘suitable’ and ‘affordable’ differ among our sub-samples?
Description of Neighbourhood

Canadian Long-term Residents

- Almost all people are from a different ethnic group
- The majority of people are from a different ethnic group than mine
- There is about an equal mix of people from my ethnic group and other groups
- The majority of the people are from my ethnic group
- Almost all people are from my ethnic group
Description of Neighbourhood

Chinese New Residents

- Almost all people are from a different ethnic group
- The majority of people are from a different ethnic group than mine
- There is about an equal mix of people from my ethnic group and other groups
- The majority of the people are from my ethnic group
Mobility and Residential Moves

- 2008: Chinese and Latin American new residents were 6x more likely to change residential address than Canadian long-term residents.
- 1/3 of Latin American new residents moved more than once between January – December 2008.
- 70% Latin American new residents anticipate moving in the next five years.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Canadian Long-Term Residents</th>
<th>Chinese New Residents</th>
<th>Latin American New Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Can achieve desired lifestyle/quality of life</td>
<td>Employment Opportunities</td>
<td>Employment Opportunities</td>
</tr>
<tr>
<td></td>
<td>84.1%</td>
<td>78.1%</td>
<td>89.5%</td>
</tr>
<tr>
<td>2.</td>
<td>Feel safe/family feels safe</td>
<td>Social conditions, such as health and social programs</td>
<td>Cultural values, such as freedom, equality, freedom of speech</td>
</tr>
<tr>
<td></td>
<td>79.9%</td>
<td>72.9%</td>
<td>86.7%</td>
</tr>
<tr>
<td>3.</td>
<td>Social conditions, such as health and social programs</td>
<td>Economic conditions</td>
<td>Education opportunities</td>
</tr>
<tr>
<td></td>
<td>79.7%</td>
<td>69.2%</td>
<td>85.7%</td>
</tr>
<tr>
<td>4.</td>
<td>Good quality of housing</td>
<td>Feel safe/family feels safe</td>
<td>Feel safe/family feels safe</td>
</tr>
<tr>
<td></td>
<td>72.0%</td>
<td>68.2%</td>
<td>83.8%</td>
</tr>
<tr>
<td>5.</td>
<td>Cultural values, such as freedom, equality, respect of human respect</td>
<td>Cultural values, such as freedom, equality, respect of human respect</td>
<td>Economic conditions</td>
</tr>
<tr>
<td></td>
<td>70.1%</td>
<td>57.0%</td>
<td>82.9%</td>
</tr>
<tr>
<td>6.</td>
<td>Employment opportunities</td>
<td>Absence of interracial, ethnic, or religious tensions</td>
<td>Social conditions, such as health and social programs</td>
</tr>
<tr>
<td></td>
<td>67.5%</td>
<td>48.6%</td>
<td>79.0%</td>
</tr>
<tr>
<td>7.</td>
<td>Economic conditions</td>
<td>Education opportunities</td>
<td>Can achieve desired lifestyle or quality of life</td>
</tr>
<tr>
<td></td>
<td>56.7%</td>
<td>43.9%</td>
<td>77.1%</td>
</tr>
<tr>
<td>8.</td>
<td>Politically stable/peaceful</td>
<td>Politically stable/peaceful</td>
<td>Good quality of housing</td>
</tr>
<tr>
<td></td>
<td>56.1%</td>
<td>43.9%</td>
<td>75.2%</td>
</tr>
<tr>
<td>9.</td>
<td>People’s attitudes</td>
<td>Can achieve desired lifestyle or quality of life</td>
<td>Politically stable/peaceful</td>
</tr>
<tr>
<td></td>
<td>54.8%</td>
<td>36.4%</td>
<td>70.5%</td>
</tr>
<tr>
<td>10.</td>
<td>Educational opportunities</td>
<td>People’s attitudes</td>
<td>People’s attitude</td>
</tr>
<tr>
<td></td>
<td>46.5%</td>
<td>34.6%</td>
<td>61.9%</td>
</tr>
</tbody>
</table>
Illustrative Questions

- What are the barriers to home ownership?
- Why do twice as many Chinese new residents compared to Latin American new residents report difficulty in obtaining housing in Brandon?
- Do multiple changes of residence affect new residents’ long-term plans to remain in the community?
Service Provision

- Method of Transportation
- Difficulties Experienced in Brandon
- Views on Community Size
- Brandon as a Welcoming Community
- Illustrative Questions for Discussion
Method of Transportation

- Primary method is a car
  - 95% of Canadian long-term
  - 54% of Latin American new residents
  - 52% of Chinese new residents
### Difficulties Experienced in Brandon

<table>
<thead>
<tr>
<th>Canadian Long-Term Residents</th>
<th>Chinese New Residents</th>
<th>Latin American New Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealing with climate (12.3%)</td>
<td>Obtaining housing (35.4%)</td>
<td>Dealing with climate (17.7%)</td>
</tr>
<tr>
<td>Dealing with government (8.0%)</td>
<td>Understanding ethnic and cultural differences (35.4%)</td>
<td>Obtaining housing (16.7%)</td>
</tr>
<tr>
<td>Using the transport system (7.2%)</td>
<td>Communicating with people of different ethnic group (31.3%)</td>
<td>Finding foods you enjoy (14.3%)</td>
</tr>
<tr>
<td>Communicating with people of different ethnic groups (5.8%)</td>
<td>Finding foods you enjoy (25.0%)</td>
<td>Communicating with people of different ethnic groups (11.4%)</td>
</tr>
<tr>
<td>Finding foods you enjoy (4.3%)</td>
<td>Understanding jokes and humour (21.8%)</td>
<td>Making yourself understood (9.3%)</td>
</tr>
<tr>
<td>Obtaining housing (3.6%)</td>
<td>Dealing with people in authority (19.8%)</td>
<td>Understanding ethnic or cultural differences (6.3%)</td>
</tr>
<tr>
<td>Going shopping (3.6%)</td>
<td>Going to social gatherings (17.7%)</td>
<td>Using the transport system (6.2%)</td>
</tr>
<tr>
<td>The pace of life (2.2%)</td>
<td>Worshipping (15.7%)</td>
<td>Making friends (5.2%)</td>
</tr>
<tr>
<td>Relating to members of the opposite sex (2.1%)</td>
<td>Dealing with government (13.6%)</td>
<td>Going shopping (4.2%)</td>
</tr>
<tr>
<td>Family relationships (2.1%)</td>
<td>Finding your way around (13.6%)</td>
<td>Going to social gatherings (4.2%)</td>
</tr>
<tr>
<td>Understanding ethnic or cultural differences (1.4%)</td>
<td>Relating to members of the opposite sex (11.5%)</td>
<td>Dealing with government (4.1%)</td>
</tr>
<tr>
<td>Talking about yourself with others (1.4%)</td>
<td>Talking about yourself to others (10.4%)</td>
<td>Understanding jokes and humour (4.1%)</td>
</tr>
</tbody>
</table>
I think that Brandon’s current population is ____________.
Brandon as a Welcoming Community

Brandon is...

• A welcoming community:
  – Over 80% of Canadian long-term residents agree
  – Over 90% of Chinese and Latin American new residents agree

• A good place to live:
  – 99% of Canadian long-term residents agree
  – All Latin American new residents (100%) agree
  – 71% of Chinese new residents agree

• A good place to raise a family:
  – 97% of Canadian long-term and Latin American residents agree
  – 43% of Chinese new residents agree
Illustrative Questions

• How will the primary means of transportation change in the next 5 years?

• Why have Chinese new residents experienced greater levels of difficulty than other sub-samples?

• What services are required for the community to address increased immigration? Which organizations need to be involved?
Culture & Diversity

- Country of Birth
- Language
- Attitudes towards Immigration
- Perceived Discrimination
- Tolerance
- Multiculturalism
- Illustrative Questions for Consideration
Country of Birth

- North America (40%)
- Latin America (26%)
- Asia (28%)
- 24 different countries of birth reported
**Language**

- I understand English “a little” or “not at all”
  - 34% of Latin American new residents
  - 68% of Chinese new residents

- I speak English “a little” or “not at all”
  - 50% of Latin American new residents
  - 71% of Chinese new residents

<table>
<thead>
<tr>
<th></th>
<th>Speak ____ at home a lot or all the time...</th>
<th>Speak ____ in my neighbourhood a lot or all the time...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English</td>
<td>An other language</td>
</tr>
<tr>
<td>Latin American New Residents</td>
<td>4.2%</td>
<td>90.5%</td>
</tr>
<tr>
<td>Chinese New Residents</td>
<td>5.3%</td>
<td>94.7%</td>
</tr>
</tbody>
</table>
Attitudes Towards Immigration

- Percent agreeing that immigrants take jobs away from other Canadian people:
  - 14% Canadian long-term residents
  - 1% Latin American new residents
  - 4% Chinese new residents
- Percent agreeing that immigration tends to threaten Canadian culture:
  - 16% Canadian long-term residents
  - 10% Latin American new residents
  - 28% Chinese new residents.
Attitudes Towards Immigration

Agree that, overall there is too much immigration in Brandon.

How might perceptions of too much immigration impact the community?

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long Term Residents</td>
<td>11.6%</td>
</tr>
<tr>
<td>Latin American New Residents</td>
<td>61.5%</td>
</tr>
<tr>
<td>Chinese New Residents</td>
<td>14.6%</td>
</tr>
</tbody>
</table>
### Perceived Discrimination

<table>
<thead>
<tr>
<th></th>
<th>Long-term Canadian residents</th>
<th>Latin American New Residents</th>
<th>Chinese New Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think that others have behaved in an unfair or negative way</td>
<td>17%</td>
<td>62%</td>
<td>50%</td>
</tr>
<tr>
<td>towards my ethnic or immigrant group.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I do not feel accepted by ethnic or immigrant groups.</td>
<td>6%</td>
<td>18%</td>
<td>3%</td>
</tr>
<tr>
<td>I feel ethnic groups have something against me.</td>
<td>4%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>I have been teased or insulted because of my ethnic or immigrant background.</td>
<td>9%</td>
<td>33%</td>
<td>15%</td>
</tr>
<tr>
<td>I have been threatened or attacked because of my ethnic or immigrant background.</td>
<td>2%</td>
<td>12%</td>
<td>7%</td>
</tr>
</tbody>
</table>
• Agree that immigrants or ethnic groups living here should have as much say about the future of Canada as people who were born and raised here:
  – 74% of Canadian long term residents
  – 93% of Latin American new residents
  – 93% of Chinese new residents

• Agree that it is a bad idea for people of different ethnicities to marry one another:
  – 6% of Canadian long-term residents
  – 6% of Latin American new residents
  – 4% of Chinese new residents
Multiculturalism

• Agree that people of different ethnic and cultural origins should keep their culture to themselves:
  – 7% of Canadian long-term residents
  – 18% of Latin American new residents
  – 87% of Chinese new residents

• Agree that people who come to Brandon should change their behaviour to be more like the majority of Brandon residents:
  – 9% of Canadian long-term residents
  – 30% of Latin American new residents
  – 49% of Chinese new residents

• Agree that we should do more to learn about the customs and heritage of different ethnic and cultural groups in this country:
  – 88% of Canadian long-term residents
  – 90% of Latin American new residents
  – 93% of Chinese new residents
Illustrative Questions

• What role does political correctness play in influencing responses?
• What are the most effective ways to address discrimination and prejudice?
• How do cultural differences influence the way new residents perceive multiculturalism?
Education & Employment

- Educational Attainment
- Future Education and Training Needs
- Current Employment
- Illustrative Questions for Consideration
Educational Attainment

What is the highest level of schooling that you have obtained?

- No High School Diploma
- High School Diploma
- Completed Technical/College
- Completed University

Canadian Long-Term Residents
Latin American New Residents
Chinese New Residents
Future Education & Training Needs

• Do you plan to get any further education or training? (affirmative responses)
  – 54% of Canadian long-term residents
  – 68.8% of Latin American new residents
  – 96.9% of Chinese new residents

How can the community respond to these desires?
Current Employment

• Work at Maple Leaf Foods:
  – 78% of Latin American new residents
  – 82% of Chinese new residents

• Is your primary job an occupation related to your training and/or experience? (affirmative responses)
  – 73% of Canadian long-term residents
  – 34% of Latin American new residents
  – 8% of Chinese new residents
Illustrative Questions

• Are there adequate programs and services in the community to address new residents’ desires for further education and training?

• What challenges are presented by the disconnect between training/experience with current employment?

• Over the next five years, what will be the employment trends in Brandon?