

**EXPLORING BRANDON AS A WELCOMING COMMUNITY:
DISCUSSION DOCUMENT**

November 16, 2009



Rural Development Institute, Brandon University

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November 16, 2009

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Collaborating to Build a Welcoming Community: A Stakeholders' Forum

November 16th, 2009

Co-Hosted by Economic Development Brandon, City of Brandon and the Rural Development Institute, Brandon University

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TABLE OF CONTENTS

Introduction	1
Methodology	2
Description of Sample	4
Housing and Neighbourhoods	10
Highlights of Housing and Neighbourhood Information	10
Illustrative Questions for Consideration.....	11
<i>Home Ownership</i>	11
<i>Obtaining Housing in the Community</i>	13
<i>Suitable and Affordable Housing</i>	14
<i>Description of Neighbourhood</i>	15
<i>Mobility</i>	18
<i>Residential Moves within Brandon</i>	18
<i>Anticipated Mobility in the Next 5 Years</i>	19
<i>Most Important Factors for Remaining in Brandon</i>	20
Service Provision	21
Highlights of Service Provision.....	21
Illustrative Questions for Discussion	22
<i>Method of Transportation</i>	23
<i>Difficulties Experienced in Brandon</i>	24
<i>Views on Community Size</i>	27
<i>Brandon as a Welcoming Community</i>	28
Cultural and Diversity	31
Highlights of Culture and Diversity	31
Illustrative Questions for Consideration.....	32
<i>Country of Birth</i>	33
<i>Language</i>	33
<i>Immigration to Brandon</i>	34
<i>Attitudes Towards Immigration</i>	34
<i>Cultural Acceptance, Tolerance, and Attitudes Towards Diversity</i>	36
<i>Perceived Discrimination</i>	36
<i>Tolerance</i>	37
<i>Multiculturalism</i>	37
Education and Employment	40
Highlights of Education and Employment	40
Illustrative Questions for Consideration.....	41
<i>Educational Attainment</i>	41
<i>Future Education and Training Needs</i>	42
<i>Current Employment</i>	44
Resources	46

INTRODUCTION

As many rural, northern, and rural regional centres are exploring immigration as an option to address local challenges and opportunities such as labour shortages and re-population strategies, the need for welcoming community strategies is pivotal. Welcoming community strategies are essential in rural, northern, and rural regional centres to build competitive regions. Unfortunately, the majority of communities in Canada do not have the partnerships nor the capacities to develop multi-sector partnerships to effectively discuss, design, and implement welcoming community strategies. The *Welcoming Communities* project developed multi-sector partnerships among community leaders, community-based organizations, three levels of government, and industry to discuss Brandon as a welcoming community.

In the past five years, Brandon has received significant increases in the number of immigrant arrivals. The catalysts for this influx of immigrants to the region include labour market factors such as expanding industries and labour shortages. The expansion of operations at industries such as Maple Leaf Foods has resulted in the need to adjust recruiting and hiring practices to extend employee searches beyond the local and provincial labour pool to overseas countries. New arrivals, together with the ability to re-unite family members through the Provincial Nominee Program, will result in more than 5,000 new immigrants to the region between 2002 and 2011. As rural, northern, and rural-regional centers continue to receive and attract immigrants, communities and their citizens need to be engaged in discussions on what it means to be a welcoming community. Working together in a multi-sector collaboration can build partnerships and increase capacity and knowledge, which will in turn result in an improved quality of life for all residents.

Understanding the communities' ability to absorb and support newcomers is a key concern. From a community development perspective, provincial and federal policies and programmes directly impact the ability to effectively plan at the local level. Through provincial and local partnerships, a community-based approach to planning for the arrival and settlement of immigrants will support rural economic development. Although economic factors have traditionally influenced immigration policies and strategies, with the majority of immigrants settling in large metropolitan centres such as Vancouver, Toronto and Montréal, there may be opportunity to influence settlement patterns and retention rates by focusing policies and programmes on social supports thereby increasing the attractiveness of rural and small communities.

This document is designed to provide an overview of initial findings from the welcoming communities survey conducted in the Winter 2009 in Brandon. The document contains a discussion of how the survey was designed and delivered, description of survey participants, and findings from four themes: housing and neighbourhoods; service provision; cultural and diversity; and education and employment. Within each of the four themes the questions posed on the survey are listed along the right-hand side in a text box. The survey question provides context for how the questions were asked and potential connotations for the responses. Throughout the document a brief list of questions/topics for consideration are presented. The list of questions is by no means exhaustive; rather, the list is presented to serve as a catalyst for discussion. The document has been prepared for the welcoming community forum on November 16, 2009. The forum will bring together community organization and agencies to review the initial findings and explore the implications for Brandon as a welcoming community.

METHODOLOGY

Survey Instrument

The survey instrument was, on the whole, adopted from the Mutual Intercultural Relations in Plural Societies project. To ensure that the questions were applicable to those in our sample, some questions were slightly altered. Also, to gather the richest data possible we included new questions informed by community stakeholders' inquiries and also borrowed questions from other surveys. The instrument was pilot-tested with a group of international students and revised based on those findings.

The majority of questions are considered close-ended questions that gather quantitative data. Many questions sought to measure opinions and attitudes regarding specific statements; the most common method was a five-point Likert scale used to measure the level of agreement to particular statements.

The most appropriate method for implementing the questions was interview-administered interview surveys. Since the survey included a number of open-ended questions, it was more effective to have interviewers administer the survey and capture the qualitative data.

Since the sub-samples included individuals who would not have a high-level of English skills, the survey and all related materials had to be translated into Mandarin and Spanish. The survey instrument was administered in three languages: English, Mandarin, and Spanish.

Sampling

The composition of the Brandon community is rapidly changing. Although the community is receiving new residents from around the world an intentional focus was placed on three key groups, or sub-samples, for the welcoming community survey: long term Brandon residents, new residents from Latin American countries¹, and new residents from China. The latter two groups represent the largest groups of recent² immigrants in Brandon. To facilitate participation interviews were conducted in English, Mandarin, and Spanish. Individuals from groups beyond the three focus groups were allowed to participate provided they had adequate fluency in English, Mandarin, or Spanish.

The samples represented in this study were not selected randomly. The Rural Development Institute employed a number of approaches to attract interview participants: circulation of advertisements, information booths, and word of mouth. A one-page description of the project and request for participants circulated through local organizations and networks. With the assistance of the Welcoming Communities Dialogue Group the advertisement reached a large audience in the community. Information booths were held at two strategic locations: Maple Leaf Foods and the Shoppers Mall. Booths provided the opportunity to promote the project and attract participants. As research assistants were hired and the interviews commenced word of mouth was the third method. Interest among community residents, long term and new, was spurred by both interviewers and participants.

Interested community residents contacted the Rural Development Institute to set up an interview at a time of their convenience. Before scheduling an interview, demographic data and country of birth information were recorded from potential respondents, acting as filter questions and to control representation in the sample. A total of 413 in-person interviews were conducted from February to

¹ Primarily this includes El Salvador, Honduras, Colombia, and Mexico.

² "Recent" or "New Residents" refers to those arriving to Brandon within the past 5 years.

April 2009. Each interview was approximately 45 – 80 minutes in length and was conducted in a number of locations around Brandon, depending on the needs of the participants. A \$25 gift voucher for the Shoppers Mall was provided to each participant as a token of appreciation.

Confidentiality

The research process and survey instrument was submitted for review to the Brandon University Research Ethics Committee to ensure the project adhered to national ethic standards. All participants were informed their involvement was voluntary, they could terminate the interview at any time, and they could skip or refuse to answer any question(s). All participants received assurance their identity would be held in confidence and no comments would be directly attributed to their responses. Participants were required to sign a consent form prior to their involvement and each participant received a copy of the signed consent letter. On one occasion a potential participant did not feel comfortable with the process and opted to not continue with the interview.

Interviewers

To administer the surveys 19 interviewers were hired. A job advertisement was posted and circulated through networks seeking interviewers capable of conducting surveys in English, Spanish, and/or Mandarin.

All interviewers were required to attend training workshops where we discussed confidentiality matters and interviewer bias challenges. Interviewers also had an opportunity to go through all questions and “test” the questions on fellow interviewers.

At the completion of interviews a focus group discussion was held with interviewers. The discussion provided an opportunity for interviewers to identify inconsistencies in conducting the interviews in multiple languages and raise concerns about participants’ understanding of questions. The information provided by interviewers helps to inform data analysis and allows the researchers to reflect on question construction and possible data limitations.

Analysis of Data

All data was coded and entered into an Excel spreadsheet, which was then imported into the SPSS program. Through a process of data cleaning and validation the sample of 413 participants was reduced to 405. Seven interviews were discarded as a result of substantial missing data attributed to either participants not showing up or exiting the interview early. One interview was discarded as the participant did not feel comfortable with the confidentiality assured.

At this stage, only basic statistical analysis has been completed using the data. Frequencies and cross-tabulations have proved to be useful methods to gain a broad understanding of our sub-samples. More rigorous statistical analysis could be conducted on the data depending on need.

Data Limitations

The Rural Development Institute has made every attempt to ensure the data in resulting reports are current, accurate, complete and comprehensive at the time of publication. In presenting this information two limitations should be understood when reviewing the findings: representational nature of the survey and data suppression. The information presented in resulting reports represents only the views of the 405 respondents surveyed through the project. The Rural Development Institute strived to build a sample reflective of Brandon’s current population; however, given the nature of Brandon’s continually evolving demographics the extent to which the sample is representational of the community is unknown. Also, the sampling methods we employed were focused on targeted groups and will impact how representational the sample is.

All respondents to the survey were assured confidentiality; their identities would not be revealed in the presentation of data. In circumstances where responses would identify an individual, the Rural Development Institute has either suppressed the data or not published the information. Data generated by Statistics Canada contained in the report are rounded off to the nearest zero or five. In small samples, data results are suppressed by Statistics Canada to maintain confidentiality. Certain numbers presented in resulting report may not add exactly as a result of this procedure. Where appropriate, further commentary has been provided in this report to explain the data variations.

DESCRIPTION OF SAMPLE

Throughout the welcoming community survey the analysis utilizes two key concepts: type of resident and country/region of birth. Type of resident refers to the duration in Brandon of the participant and is divided into two groups:

Long Term Resident - a community resident who has resided in Brandon for at least five years (arrived before 2004).

New Resident – a community resident who has resided in Brandon for less than five years (arrived after 2004).

Country/region of birth identifies the birth country of the respondent. Country/region of birth should not be considered synonymous as current citizenship. A total of 25 different countries of birth were recorded in the welcoming community survey. For the welcoming community survey four country/regions of birth were identified:

Canada – Includes respondents born in Canada. Canadian citizens born outside Canada are categorized based on their country of birth, not citizenship.

Mexico, Central or South America (hereafter referred to as the Latin American Sub-Sample) – Includes respondents born in Mexico, El Salvador, Honduras, and Colombia.

China – Includes respondents born in China.

Other – Includes respondents born in countries/regions not listed above including the Czech Republic, England, Germany, Hong Kong, Ireland, Japan, Korea, Rwanda, Scotland, Spain, the Philippines, Uganda, and the United States

Figure 1 illustrates the number of completed surveys based on these two key concepts. The welcoming community analysis focuses on three sub-samples: Canadian Long Term Residents, Latin American New Residents, and Chinese New Residents. In all three instances the number of respondents exceeds 95. The small number of respondents in the remaining five sub-samples will not warrant analysis as a standalone sub-sample; however, these responses are included in all descriptions of the entire sample.

Figure 1: Survey Sub-Samples Matrix

		Country or Region of Birth			
		Canada	Latin American	China	Other
Length of Residence in Brandon	Long Term Resident (more than 5 years in Brandon)	138	9	11	19
	New residents (less than five years in Brandon)	19	96	96	15
	Total	157	105	107	34

To gauge the representation of the study sample a comparison is made to the City of Brandon’s 2006 census data on three variables: population/demographic age cohorts, reported income, and educational attainment. Overall, the survey sample and sub-samples are fairly representational of the 2006 Census, however, deviations from census data is noted below. In interpreting the welcoming community survey findings it is important to remember who participated and who did not participate in the survey. It is difficult to speak to how representational the *Latin American New Residents* and the *Chinese New Residents* sub-samples are of their respective communities as Brandon’s immigration phenomenon is to a large extent not captured in the 2006 Census.

Table 1 outlines three variables compared across the entire sample and the three sub-samples. The *Latin American New Residents* and *Chinese New Residents* sub-samples were younger than *Canadian Long Term Residents* by at least 15 years. Although the entire sample achieved a fairly even split of males to females the three sub-samples did not. Male respondents represented 60.4% of the *Chinese New Residents* sub-sample and 76% of the *Latin American New Residents* sub-sample. Conversely, males constituted 29.7% of the *Canadian Long Term Residents* sub-sample.

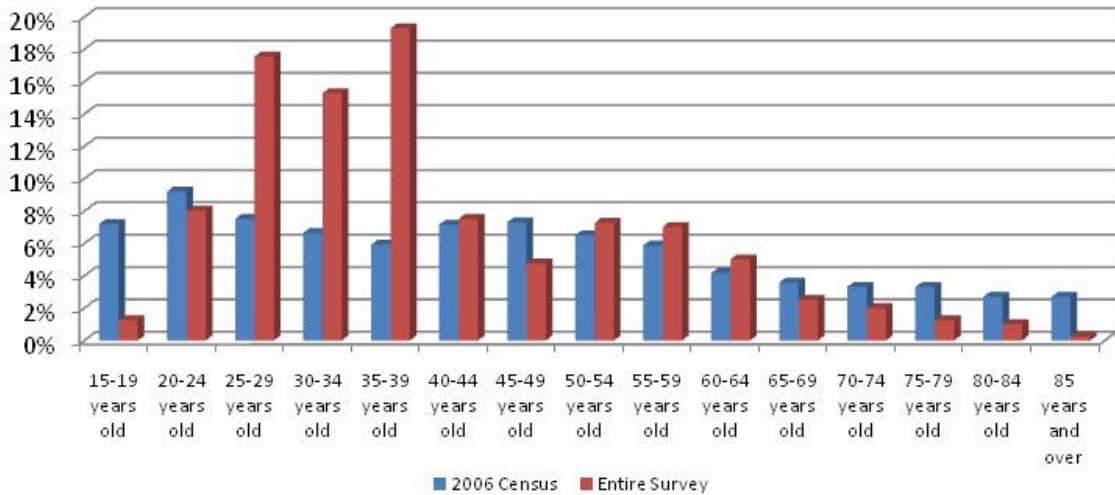
Table 1: Comparisons of Average Age, Percentage of Male Respondents and Median Year Moved to Brandon

	Entire Sample	Canadian Long Term Residents	Latin American New Residents	Chinese New Residents
Average Age	40	49	34	32
Percent of Male Respondents	50.4%	29.7%	76%	60.4%
Median ³ Year Moved to Brandon	2005	1981	2007	2007

Figure 2 illustrates how close the study sample mirrors the city’s demographic age cohorts. In general, the entire survey sample under represents two age cohorts (15-19 year old residents and 65 years or over) and over represents one age cohort (25-39 year old residents). The under representation of 15-19 year age cohort is partially explained by the minimum age of 18 to participate in the survey. The over representation of 25-39 year old residents is explained through the analysis of the sub-sample demographics.

³ The median represents the middle value in an ordered set whereby below and above the median value are an equal number of values. Fifty percent of respondents will be above and below the median value.

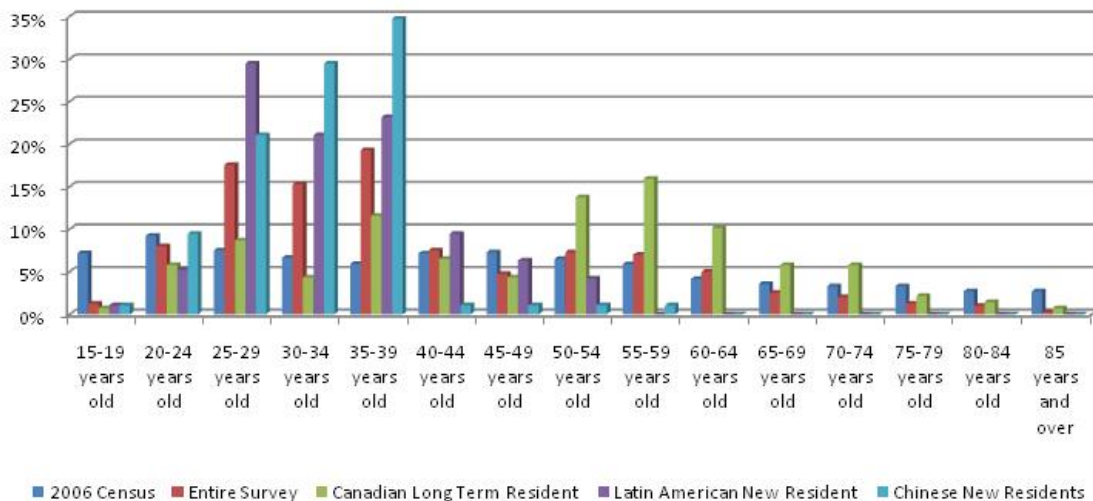
Figure 2: Comparison of Brandon's 2006 Census Demographics to Survey Sample Demographics



Source: Statistics Canada (2006)

The representation of the three key sub-samples to the 2006 Census exhibits greater variation than the entire sample (see Figure 3). The Canada Long Term Resident sub-sample has an under representation of residents aged 15-19 and an over representation of residents aged 50-74. The Latin American New Resident sub-sample has an under representation of residents aged 15-19, over representation of residents aged 25-44, and no representation of residents 55 years or over. The Chinese New Resident sub-sample has an under representation of residents aged 15-19, an over representation of residents aged 25-44, and no representation of residents aged 60 years or over. In both the Chinese and Latin American sub-samples recent industry recruitment experiences illustrate the higher proportion of new residents aged 25-39. International recruits employed in Brandon tend to be between 25-40 years of age.

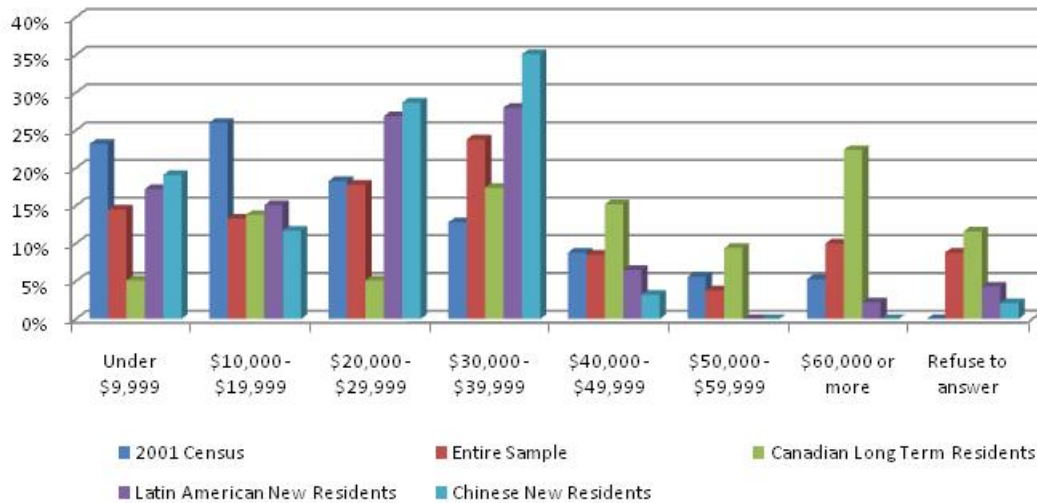
Figure 3: Comparison of Brandon's 2006 Census Demographics to Survey Sub-Sample Demographics



Source: Statistics Canada (2006)

Reported income across the three sub-samples follows similar patterns reported in age cohorts; instances of both under and over representation in comparison to the 2006 Census (see Figure 4). In general, the survey sub-samples roughly parallel the 2006 Census data. The *Canadian Long Term Resident* sub-sample is under representation in 'under \$9,999' and '\$20,000 - \$29,999' categories while over representation in all categories exceeding \$40,000. The *Latin American New Resident* sub-sample and the *Chinese New Residents* sub-sample are underrepresented in the '\$10,000 - \$19,999' and categories exceeding \$50,000 while over represented in the '\$20,000 - \$39,999' categories.

Figure 4: Comparison of Income Levels of Brandon's 2001 Census Demographics to Survey Sub-Samples⁴

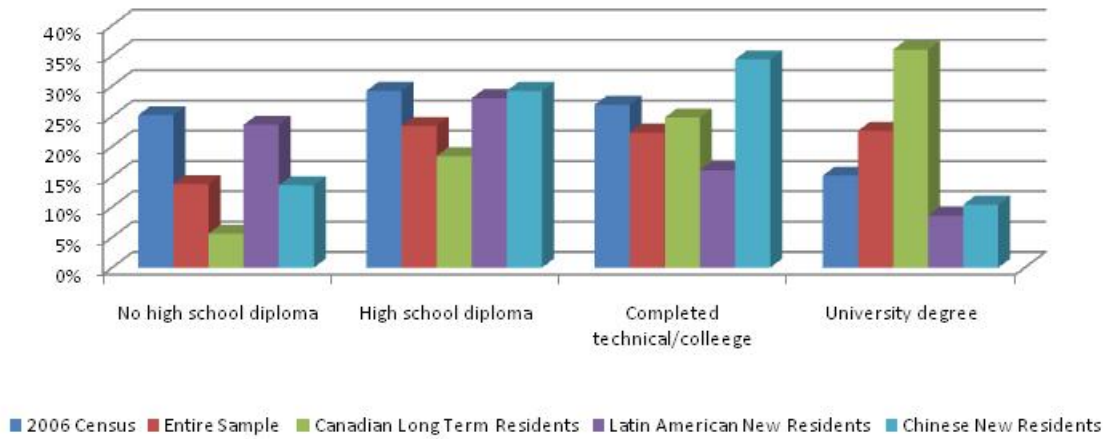


Source: Statistics Canada (2001)

Educational attainment levels of the survey sample and sub-samples in comparison to the 2006 Census demonstrated both under and over representations (see Figure 5). All sub-samples were under represented in the "no high school diploma" category. The *Canadian Long Term Residents* sub-sample is over represented in "university degrees" while the *Latin American New Residents* sub-sample is under represented both "completed technical/college" and "university degree". The *Chinese New Residents Sub-Sample* is slightly over represented in "completed technical/college" and underrepresented in "university degrees" as compared to the 2006 Census.

⁴ Income is compared to the 2001 Census due to data availability. Based on data availability the analysis will be conducted again. Statistics Canada reports income for all individuals aged 15 year or older.

Figure 5: Comparison of Education Attainment Levels of Brandon’s 2006 Census Demographics to Survey Sub-Samples⁵



Source: Statistics Canada (2006)

The welcoming community sample and sub-samples illustrate a fairly representational view of the 2006 Census based on the variables of population/demographic age cohorts, reported income, and educational attainment. As noted, there are deviations from census among the sub-samples. In interpreting the welcoming community survey findings it is important to remember who participated and who did not participate in the survey. The degree of representation among *Latin American New Residents* and the *Chinese New Residents* sub-samples is difficult to ascertain due to the recent nature of immigration to the community.

The Welcoming Community survey utilized Citizenship and Immigration Canada’s definitions of citizenship statuses. Each citizenship status is defined below.

Landed Immigrants are people who have been granted the right to live in Canada permanently by immigration authorities, including those permanent residents who have yet to receive Canadian citizenship. The term *Permanent Resident* is often used interchangeably with landed immigrant. Permanent residents must live in Canada for at least 2-years within a five-year period.

Foreign workers are temporary residents who have come to Canada primarily to work. They are issued a work permit, which is an official document allowing individuals who are not Canadian citizens or permanent residents to work in the country.

Refugees are temporary residents in the humanitarian population who request refugee protection upon or after arrival in Canada. Refugee claimants whose claim is accepted may make an application in Canada for permanent residence.

Provincial nominees are economic immigrants that have been selected by a province or territory for specific skills that contribute to the provincial economy and meet specific labour market needs.

⁵ Statistics Canada reports educational attainment for all individuals aged 15 year or older. Individuals currently enrolled in high school are categorized as “No high school diploma”.

Foreign students are temporary residents who entered Canada mainly to study and have been issued a study permit, which is an official document that allows someone who is not a Canadian citizen or a permanent resident to study in Canada. Typically, students studying for a period of six months or less do not require a study permit.

HOUSING AND NEIGHBOURHOODS

This section contains pertinent information related to housing availability, suitable housing options, description of neighbourhoods, and anticipated mobility in the next five years. Implications and questions have arisen based on data analysis in conjunction with conversations with local stakeholders. The information presented is by no means exhaustive; rather, a selection of key pieces of information relevant for planning.

The document is structured into three categories: housing, neighbourhoods, and mobility. Within each category the questions posed on the survey are listed along the right-hand side in a text box. The questions provide context for how the questions were asked and potential connotations for the responses. Under each question a brief list of questions for consideration are presented. The list of questions is by no means exhaustive; rather, the list is presented to serve as a catalyst for discussion.

The welcoming communities survey asked the following questions related to housing and neighbourhood:

- Anticipated mobility in the next five years
- Description of neighbourhood
- Number of residential moves per year
- Home ownership
- Frequency of travel in the past five years
- Level of difficulty in obtaining affordable housing
- Affordable and suitable housing options in the community
- Factors for remaining in Brandon

Highlights of Housing and Neighbourhood Information

- 80% of Canadian long-term residents, 27.4% of Chinese new residents, and 12.5% of Latin American new residents indicated owning a house in Brandon. Of the Chinese new residents who do not own a house in Brandon over 40% disagreed with the statement 'Brandon is a good place to raise a family'.
- 35.4% of Chinese new residents expressed great-extreme difficulty in obtaining housing, while 16.7% of Latin American new residents articulated great-extreme difficulty. Only 3.6% of Canadian long-term residents noted the same difficulty in obtaining housing in Brandon.
- Almost 62% of both Canadian long-term residents and Chinese new residents disagreed with the statement "Brandon has a choice of suitable and affordable housing", while 35.8% of Latin American new residents disagreed with the statement.
- Based on the most common description of the neighbourhoods it would appear the Latin American new residents are living in closer proximity to those of their own ethnic groups than the Chinese new residents.
- In 2008, Chinese and Latin American new residents were six times more likely to change residential address than Canadian long-term residents.
- One-third of Latin American new residents moved more than once during January – December 2008, with four being the highest number of residential moves reported in 2008; however, only 1.4% of Chinese new residents indicated moving more than once in 2008.

- Almost 70% Latin American new residents anticipate moving in the next five years, compared to 21.2% of Canadian long-term residents and only 15% of Chinese new residents. The most common destinations for residents anticipating a move are Alberta, Ontario, and British Columbia. The frequent reasons for moves include employment opportunities, closeness to family/friends, and weather.
- The most common factor important for remaining in Brandon was “social conditions, such as health care and social programs”. Factors of “employment opportunities” appeared in both the Chinese and Latin American new residents; however, not in the top three for Canadian long-term residents.

Illustrative Questions for Consideration

- Although the majority of Latin American new residents arrived in the community before the majority of Chinese new residents the rate of home ownership is lower. Are there differences in home ownership aspirations between Latin American new residents and Chinese new residents? If differences occur what are the implications for the home construction industry, the rental market, and service provision?
- What extent does people’s perception of Brandon as a good place to raise a family influence home ownership and vice versa?
- The survey did not provide respondents a definition of ‘suitable housing’ or ‘affordable housing’. Could the perception of suitable and affordable differ among the Canadian long-term residents, Chinese new residents, and Latin American new residents? If so, what is the influence on Figure 10?
- Are there ethnic neighbourhoods in Brandon? If so, how can we better understand the composition of neighbourhoods in Brandon and the influence on service and program delivery?
- Why did Latin American new residents move more often in 2008 than Chinese new residents? What factors are influencing residential moves? Is it related to affordable housing, access to public transit, access to social networks/ethnic communities, new demands for suitable housing such as the arrival of family members?

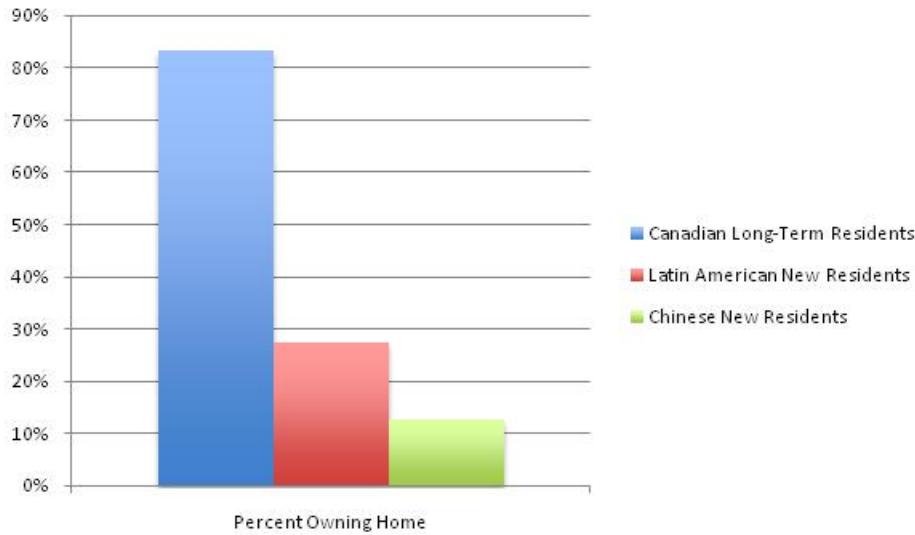
Over the past 12 months numerous public reports have highlighted the low levels of housing availability in Brandon. To gauge the housing experience, three questions were posed to long-term and new residents: current home ownership, difficulty in obtaining housing, and affordable/suitable housing options in the community.

Home Ownership

Over 80% of long -term Canadian residents participating in the survey reported owning a house in Brandon. This rate of home ownership is significantly higher than rates among Chinese new residents (27.4%) and Latin American new residents (12.5%). Home ownership is an expensive undertaking often requiring multiple years of saving money. Over the next five years the rate of home ownership among Chinese and Latin American new residents will be an important indicator of Brandon being a welcoming community. An increase in home ownership among new residents is an indication of new residents’ desire and ability to establish their families and settle in the community.

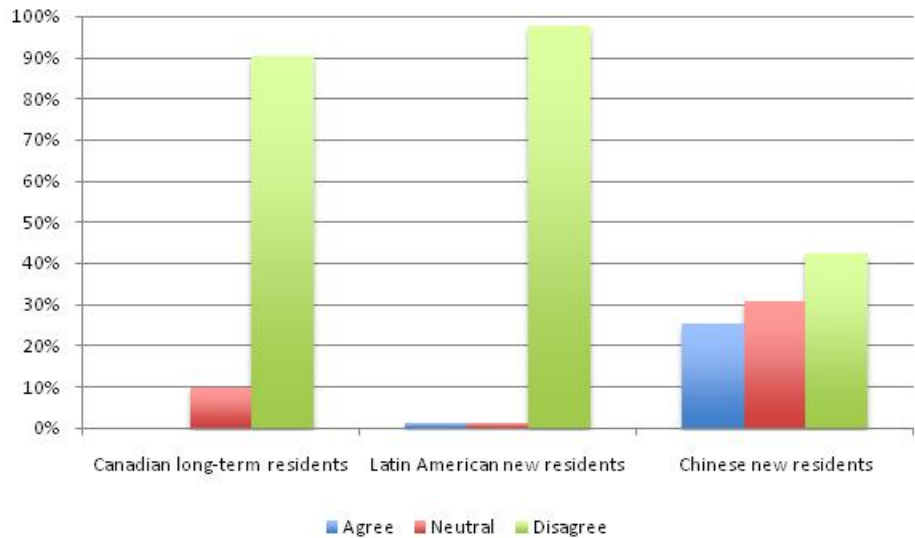
Do you or your family own a house in Brandon?

Figure 6. Home Ownership Rates among Participants



To explore home ownership respondents reporting not owning a house were examined to determine how their response to the statement ‘Brandon is a good place to raise a family’ (see Figure 7). Both Canadian long-term residents and Latin American new residents positively agreed with the statement; however, the responses of Chinese new residents is mixed; over 40% of Chinese new residents disagreed with the statement.

Figure 7. Respondents Not Owning a Home Compared with Responses to ‘Brandon is a Good Place to Raise a Family’



Questions for Discussion

- The survey did not explore the barriers to home ownership among new residents to the community. What are the factors for in considering home ownership? Are there differences among Chinese and Latin American new residents in the barriers?

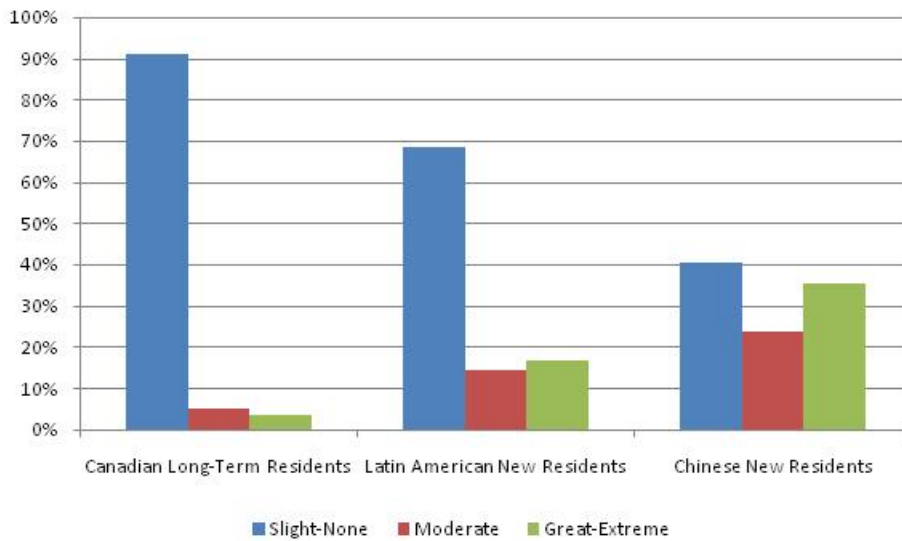
- Although the majority of Latin American new residents arrived in the community before the majority of Chinese new residents the rate of home ownership is lower. Are there differences in home ownership aspirations between Latin American new residents and Chinese new residents? If differences occur what are the implications for the home construction industry, the rental market, and service provision?
- What extent does people’s perception of Brandon as a good place to raise a family influence home ownership and vice versa?

Obtaining Housing in the Community

Participants were asked to rank the level of difficulty experienced in obtaining housing in Brandon. Over one-third (35.4%) of Chinese new residents expressed great to extreme difficulty in obtaining housing, while 16.7% of Latin American new residents articulated great to extreme difficulty in obtaining housing. Only 3.6% of Canadian long-term residents noted great to extreme difficulty in obtaining housing in Brandon.

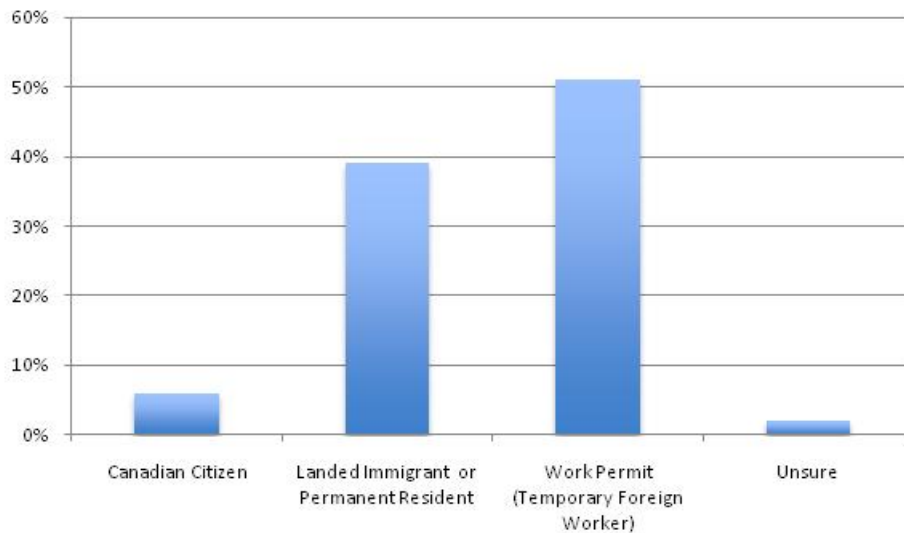
Please indicate how much difficulty is experienced in obtaining housing?

Figure 8. Degree of Difficulty in Obtaining Housing in Brandon



The characteristics of Chinese and Latin American new residents who expressed ‘great-extreme’ difficulty in obtaining housing in Brandon were further explored to determine if gender or citizenship status influenced the difficulty stated. Gender of respondent did not influence the level of difficulty expressed in obtaining housing. The majority (51%) of individuals reporting ‘great-extreme’ difficulty declared their citizenship status as Temporary Foreign Worker (see Figure 9). The remainder of the individuals reported citizenship as Landed Immigrant (39%), Canadian (6%). The remainder of the individuals reported multiple and sometimes contradictory citizenship status. Further, among Chinese new residents expressing difficulty approximately 47% were Temporary Foreign Workers while among Latin American new residents 73% were Temporary Foreign Workers.

Figure 9. Citizenships of Chinese and Latin American New Resident Experiencing Great-Extreme Difficulty in Obtaining Housing



Questions for Discussion

- Why do twice as many Chinese new residents compared to Latin American new residents report difficulty in obtaining housing in Brandon?

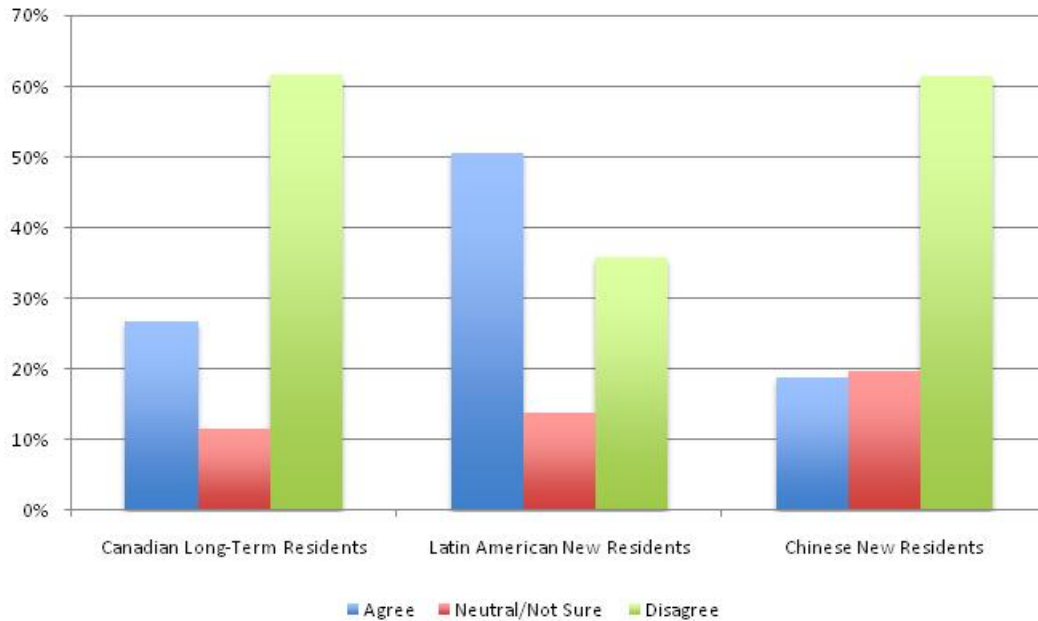
Suitable and Affordable Housing

When asked to comment on whether “Brandon has a choice of suitable and affordable housing” almost 62% of both Canadian long-term residents and Chinese new residents disagreed with the statement while one-third (35.8%) of Latin American new residents disagreed with the statement (see Figure 10). Although each of the three groups (Canadian long-term residents, Chinese new residents, and Latin American new residents) reported differently levels of difficulty in obtaining housing in Brandon (Figure 9), all groups reported challenges in locating suitable and affordable housing.

Do you agree Brandon has a choice of suitable and affordable housing?

If home ownership and suitable housing are key indicators in a welcoming community, the high level of disagreement with the statement ‘Brandon has a choice of suitable and affordable housing’ would indicate a challenge for the community to contemplate. If the community desires to retain new residents as part of a welcoming community strategy the ability to provide suitable and affordable housing is paramount.

Figure 10. Brandon has a Choice of Suitable and Affordable Housing



Questions for Discussion

- To what extent does the perceived lack of suitable and affordable housing prompt families to explore alternative accommodations in neighbouring communities, adjacent provinces, or elsewhere in Canada?
- The survey did not provide respondents a definition of ‘suitable housing’ or ‘affordable housing’. Could the perception of suitable and affordable differ among the Canadian long-term residents, Chinese new residents, and Latin American new residents? If so, what is the influence on Figure 10?

Description of Neighbourhood

Each of the three sub-samples described the composition of their neighbourhoods in different ways. For Canadian long-term residents the most frequent description was “The majority of the people are from my ethnic group” (43.1%). Latin American new residents described their neighbourhood as “There is about an equal mix of people from my ethnic group and other groups” (36.5%), while Chinese new residents described their neighbourhoods as “Almost all people are from a different ethnic group” (51.0%). Based on the most common description of the neighbourhoods it would appear the Latin American new residents are living in closer proximity to those of their own ethnic groups than the Chinese new residents.

Which statement is the most true about the neighbourhood where you live?

Figure 11. Description of Neighbourhood: Entire Survey

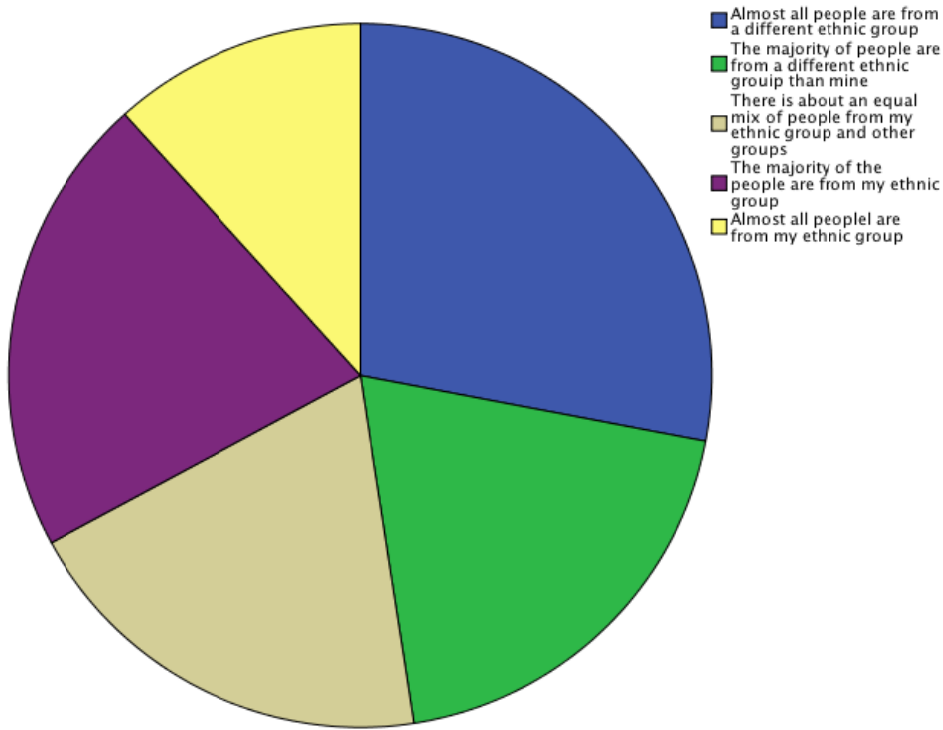


Figure 12. Description of Neighbourhood: Canadian Long-Term Residents

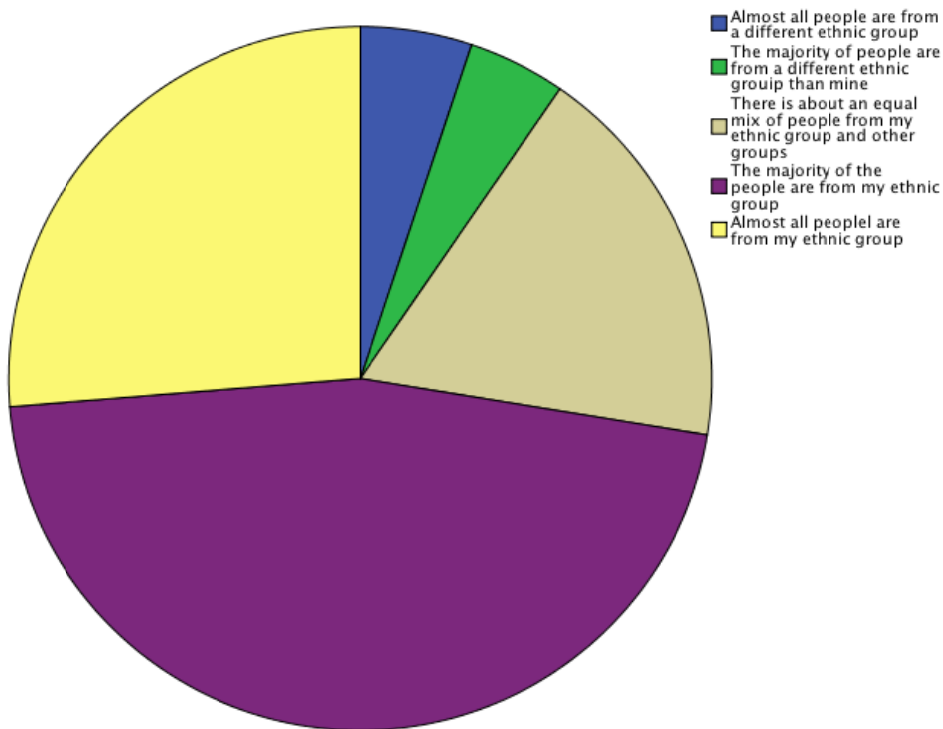


Figure 13. Description of Neighbourhood: Chinese New Residents

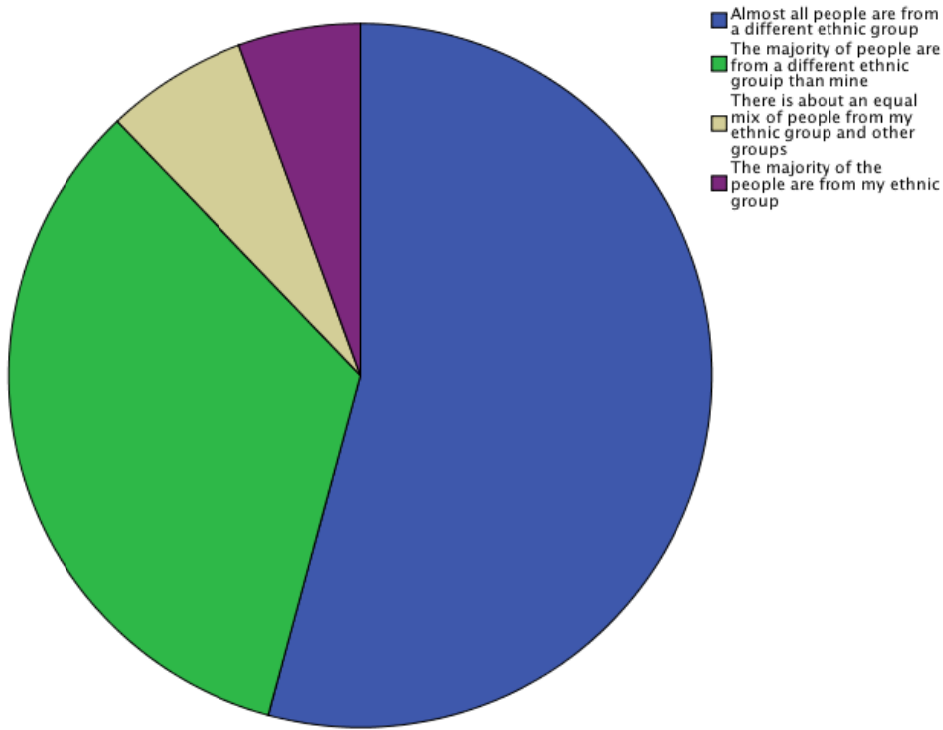
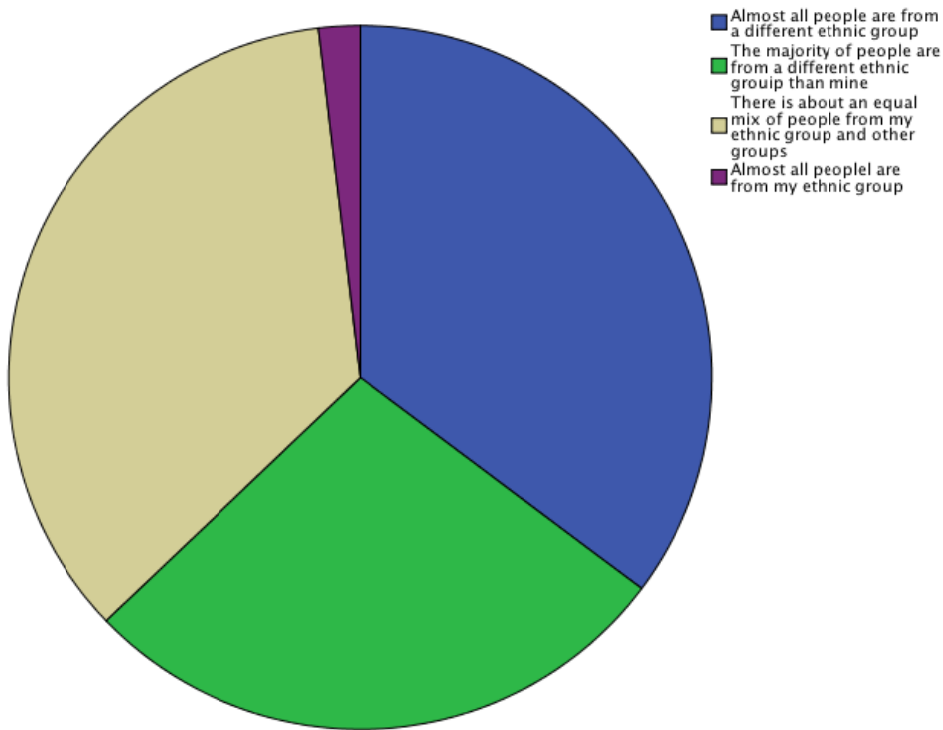


Figure 14. Description of Neighbourhood: Latin American New Residents



Questions for Discussion

- Are there ethnic neighbourhoods in Brandon? If so, how can we better understand the composition of neighbourhoods in Brandon and the influence on service and program delivery?
- Based on survey questions it is not possible to determine if neighbourhood composition is a preference, choice, or by-product of available rental/housing markets.

Mobility

Brandon was overwhelming listed as the only community Chinese and Latin American new residents have lived in Manitoba. Almost 98% of each sub-sample noted they have never lived in another community in Manitoba. A small percentage of participants from the Chinese new residents (4.2%) and Latin American new residents (2.1%) explained they had resided in another province of Canada before moving to Brandon. For Canadian long-term residents 40% of participants noted previous residential addresses in another Canadian province and 82.5% noted living in another Manitoban community. The degree to which new residents continue to remain in Brandon is a noteworthy consideration that should be monitored over the coming years.

Residential Moves within Brandon

When examining residential moves within the community of Brandon the results are staggering, particularly with regards to the 2008 data. Participants were asked to identify the number of occurrences their residential address changed each year from 2006-2009. Table 2 highlights the percentage of individuals reporting at least one residential move in each of the four years. The results for 2008 provide an interesting light on residential moves within Brandon.

How many times have you moved your place of residence (in Brandon) from 2006-2009?

In 2008, Chinese and Latin American new residents were 6 times more likely to change residential address than Canadian long-term residents. Almost two-thirds (65.6%) of all Latin American new residents moved at least once during January – December 2008, of which half of these participants indicated moving more than once with four being the highest number of residential moves reported in 2008. Almost 60% of Chinese new residents moved at least once during the same period; however, only 1.4% of Chinese new residents indicated moving more than once in 2008.

Table 2. Percentage of Individuals Reporting at Least One Residential Move, 2006-2009

	2009 [†]	2008	2007	2006
Canadian long-term resident	0.7%	10.9%	12.3%	6.5%
Latin American New Resident	13.7%	65.6%	37.4%	12.4%
Chinese New Resident	12.5%	59.4%	36.5%	17.0%

[†] Only takes into consideration the first three months as surveys were completed in February – March.

Questions for Discussion

- Why did Latin American new residents move more often in 2008 than Chinese new residents? What factors are influencing residential moves? Is it related to affordable housing, access to public transit, access to social networks/ethnic communities, new demands for suitable housing such as the arrival of family members?

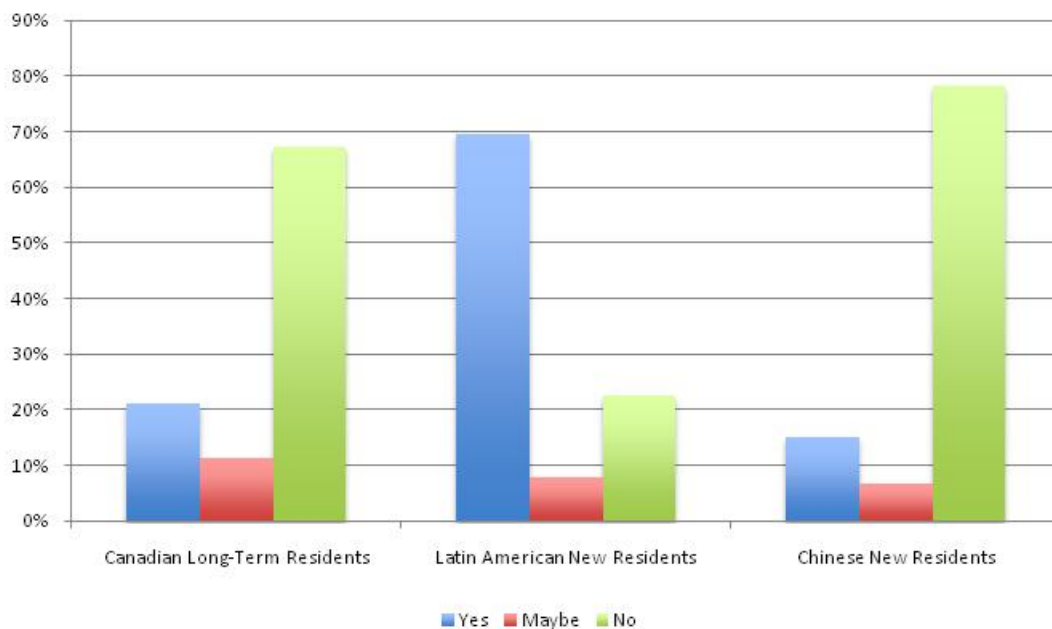
- Do multiple changes of residence affect new residents' long-term plans to remain in the community?

Anticipated Mobility in the Next 5 Years

To gauge future mobility patterns, survey respondents were asked to comment on anticipated change of residence over the next five years. Among the Chinese and Latin American new residents the question aimed to understand whether respondents anticipate remaining in the community of Brandon. Almost 70% Latin American new residents noted they anticipate a move in the next five years, compared to 21.2% of Canadian long-term residents and only 15% of Chinese new residents (see Figure 15).

Do you expect to move within the next five years?

Figure 15. Expected Move in the Next 5 Years



Although Chinese new residents indicated difficulty in obtaining housing and mixed reviews of Brandon as a good place to raise a family the majority (78.3%) do not anticipate leaving Brandon in the next five years. Individuals anticipating a future move all indicated another Canadian province as the destination. The most common provinces listed were Ontario, Alberta, and British Columbia. The most frequently mentioned reasons for moving included: employment opportunity, closer to family/friends, and warmer climate.

Most Important Factors for Remaining in Brandon

To follow up future residential intentions, participants were asked to select the most important factors in their decision to remain in Brandon. Across the three sub-samples the common factor was “social conditions, such as health care and social programs”. Table 3 ranks the 14 factors listed by each sub-sample.

What factors would be very important in your decision to remain in Brandon?

Table 3. Factors for Remaining in Brandon

Rank	Canadian Long-Term Residents		Chinese New Residents		Latin American New Residents	
1.	Can achieve desired lifestyle/quality of life	84.1%	Employment Opportunities	78.1%	Employment Opportunities	89.5%
2.	Feel safe/family feels safe	79.9%	Social conditions, such as health and social programs	72.9%	Cultural values, such as freedom, equality, freedom of speech	86.7%
3.	Social conditions, such as health and social programs	79.7%	Economic conditions	69.2%	Education opportunities	85.7%
4.	Good quality of housing	72.0%	Feel safe/family feels safe	68.2%	Feel safe/family feels safe	83.8%
5.	Cultural values, such as freedom, equality, respect of human respect	70.1%	Cultural values, such as freedom, equality, respect of human respect	57.0%	Economic conditions	82.9%
6.	Employment opportunities	67.5%	Absence of interracial, ethnic, or religious tensions	48.6%	Social conditions, such as health and social programs	79.0%
7.	Economic conditions	56.7%	Education opportunities	43.9%	Can achieve desired lifestyle or quality of life	77.1%
8.	Politically stable/peaceful	56.1%	Politically stable/peaceful	43.9%	Good quality of housing	75.2%
9.	People’s attitudes	54.8%	Can achieve desired lifestyle or quality of life	36.4%	Politically stable/peaceful	70.5%
10.	Educational opportunities	46.5%	People’s attitudes	34.6%	People’s attitude	61.9%
11.	Cultural diversity	36.3%	Cultural diversity	31.8%	Cultural diversity	51.4%
12.	Absence of interracial, ethnic, or religious	29.3%	Presence of people with similar linguistic or ethnic backgrounds	28.0%	Absence of interracial, ethnic, or religious tension	41.9%
13.	Climate/physical environment	26.8%	Climate/physical environment	17.8%	Presence of people with similar linguistics or ethnic backgrounds	36.2%
14.	Presence of people with similar linguistic or ethnic background	19.7%	Good quality of housing	11.2%	Climate/Physical environment	21.9%

SERVICE PROVISION

This section contains pertinent information related to primary method of transportation in the community, difficulties experienced in the community, views on community size, and Brandon as a welcoming community. The information presented is by no means exhaustive; rather, a selection of key pieces of information relevant for planning.

Within each category the questions posed on the survey are listed along the right-hand side in a text box. The questions provide context for how the questions were asked and potential connotations for the responses. Under each question a brief list of questions for consideration are presented. The list of questions is by no means exhaustive; rather, the list is presented to serve as a catalyst for discussion.

The welcoming communities survey asked the following questions related to housing, neighbourhood and mobility:

- What is your primary method of transportation in Brandon?
- Please indicate how much difficulty you experience in living here in Brandon (20 categories)
- Brandon is a welcoming community.
- I think Brandon's current population is _____.
- In the future, I would like to see Brandon have a _____ population.
- Brandon is developing the services required to address increased immigration.
- Brandon has the kind of agencies or organizations I need to help me.
- Brandon is a good place to live.
- Brandon has good job opportunities here for me.
- Brandon is a good place to raise a family.
- Suggestions for making Brandon a more welcoming community.

Highlights of Service Provision

- The primary method of transportation for all three groups was a car. While 95% of Canadian long-term residents listed car as the primary method of transportation only slightly more than half of Latin American (54.2%) and Chinese new residents (52.1%) reported the same.
- Chinese new residents reported the highest level of difficulty in 13 of 20 areas. The difficulty ranked by Chinese new residents was twice as high as other sub-samples in areas such as 'communicating with members of other ethnic groups', 'worshipping', and 'dealing with people in authority'. The Latin American new residents reported the highest level of difficulty in four areas: 'dealing with climate', 'making yourself understood', 'going shopping', and 'finding foods you enjoy'. Canadian long-term residents reported the most difficulty in 1 area, 'using the transport system'. This difficulty could be partly explained by the high use of private vehicles by Canadian long-term residents as their primary method of transportation.
- The majority of Canadian long-term residents and Latin American new residents indicated Brandon's current population is 'about right'; Chinese new residents were split between 'about right' and 'too small'.

- Over 70% of both the Chinese and Latin American new residents indicated Brandon's future population should increase; Canadian long-term residents were divided between remaining the same and becoming larger.
- Over 90% of Chinese and Latin American new residents and over 80% of Canadian long-term residents agreed Brandon was a welcoming community.
- All Latin American new residents (100%) and almost all Canadian long-term residents (99.3%) agreed that Brandon was a good place to live; 70.8% of Chinese new residents agreed .
- The vast majority of Canadian long-term residents (97.1%) and Latin American new residents (96.8%) agreed Brandon is a good place to raise a family; 42.7% of Chinese new residents agreed with the same statement.

Illustrative Questions for Discussion

- How will the primary means of transportation change in the next 5 years? Will the use of public transportation continue among Chinese and Latin American new residents or will they adopt transportation preferences represented by Canadian long-term residents?
- Which factors from the list of 20 can be addressed to decrease the difficulty experienced by long-term and new residents in the short term (1-2 years)? Which factors should be considered a top priority? Which organizations/partners would be part of a proposed solution?
- Why have Chinese new residents experienced greater levels of difficulty than Latin American new residents and Canadian long-term residents in most categories presented in Figures 17, 18, and 19?
- What factors influence the Chinese new residents perception Brandon is not a good place to raise a family?
- What services are required for the community to address increased immigration? Which organizations need to be involved?

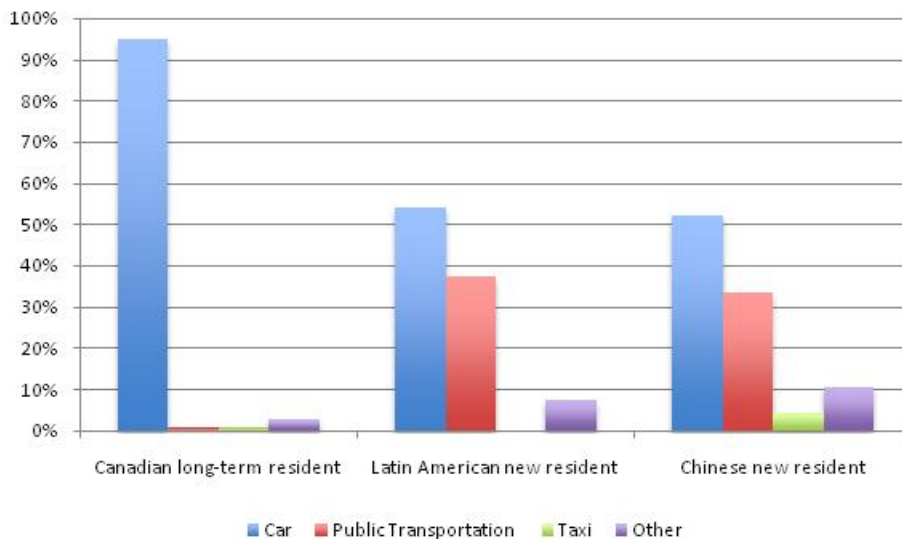
Method of Transportation

Traveling around the community is essential to access services, employment, and social networks. To gauge the main method of traveling in the community each survey participant identified the most common method of transportation utilized in Brandon. Understanding transportation methods permits effective program and policy planning.

Although the primary method of transportation for all three groups was a car, the percentage of respondents varied (see Figure 16). While 95% of Canadian long-term residents listed car as the primary method of transportation only slightly more than half of Latin American (54.2%) and Chinese new residents (52.1%) reported the same.

What is your primary means of transportation?

Figure 16. Primary Method of Transportation



Among new residents in Brandon public transportation is the primary means of transportation for over one-third. Upon further examination no correlation between using public transportation and length of time in the community was discovered. Participants responding 'other' indicated using a bicycle and walking as their primary means of transportation.

Questions for Discussion

- How can the current methods of transportation be adequately taken into consideration for program and service delivery in Brandon?
- How will the primary means of transportation change in the next five years? Will the use of public transportation continue among Chinese and Latin American new residents or will they adopt transportation preferences represented by Canadian long-term residents?

Difficulties Experienced in Brandon

To understand the challenges associated with living in Brandon participants ranked their level of difficulty in 20 areas ranging from using public transit, to understanding humour, to relating to members of the opposite sex. Table 4 illustrates the challenges as ranked by Canadian long-term residents, Chinese new residents, and Latin American new residents.

Please indicate how much difficulty you experience living here in Brandon.

Table 4. Percent of Respondents Reporting Great-Extreme Difficulty

Canadian Long-Term Residents	Chinese New Residents	Latin American New Residents
Dealing with climate (12.3%)	Obtaining housing (35.4%)	Dealing with climate (17.7%)
Dealing with government (8.0%)	Understanding ethnic and cultural differences (35.4%)	Obtaining housing (16.7%)
Using the transport system (7.2%)	Communicating with people of different ethnic groups (31.3%)	Finding foods you enjoy (14.3%)
Communicating with people of different ethnic groups (5.8%)	Finding foods you enjoy (25.0%)	Communicating with people of different ethnic groups (11.4%)
Finding foods you enjoy (4.3%)	Understanding jokes and humour (21.8%)	Making yourself understood (9.3%)
Obtaining housing (3.6%)	Dealing with people in authority (19.8%)	Understanding ethnic or cultural differences (6.3%)
Going shopping (3.6%)	Going to social gatherings (17.7%)	Using the transport system (6.2%)
The pace of life (2.2%)	Worshipping (15.7%)	Making friends (5.2%)
Relating to members of the opposite sex (2.1%)	Dealing with government (13.6%)	Going shopping (4.2%)
Family relationships (2.1%)	Finding your way around (13.6%)	Going to social gatherings (4.2%)
Understanding ethnic or cultural differences (1.4%)	Relating to members of the opposite sex (11.5%)	Dealing with government (4.1%)
Talking about yourself with others (1.4%)	Talking about yourself to others (10.4%)	Understanding jokes and humour (4.1%)
Making friends (1.4%)	Going shopping (9.4%)	The pace of life (4.1%)
Worshipping (0.7%)	Dealing with climate (8.4%)	Following rules and regulations (2.1%)
Understanding jokes and humour (0%)	Making yourself understood (6.2%)	Finding your way around (2.1%)
Making yourself understood (0%)	Making friends (5.2%)	Worshipping (2.0%)
Following rules and regulations (0%)	Following rules and regulations (5.2%)	Relating to members of the opposite sex (2.0%)
Finding your way around (0%)	Family relationships (5.2%)	Family relationships (2.0%)
Dealing with people in authority (0%)	The pace of life (4.2%)	Dealing with people in authority (1.0%)
Going to social gatherings (0%)	Using the transport system (4.1%)	Talking about yourself with others (1.0%)

When looking at all 20 areas the Chinese new residents reported the highest level of difficulty in 13 of the 20 areas. The difficulty ranked by Chinese new residents was twice as high as other sub-samples in areas such as ‘communicating with members of other ethnic groups’, ‘worshipping’, and ‘dealing with people in authority’. The Latin American new residents reported the highest level of difficulty in four areas: ‘dealing with climate’, ‘making yourself understood’, ‘going shopping’, and ‘finding foods you enjoy’. Canadian long-term residents reported the most difficulty in 1 area, ‘using the transport system’. This difficulty could be partly explained by the high use of private vehicles by Canadian long-term residents as their primary method of transportation.

Figure 17. Great-Extreme Difficulty of Canadian Long-Term Residents

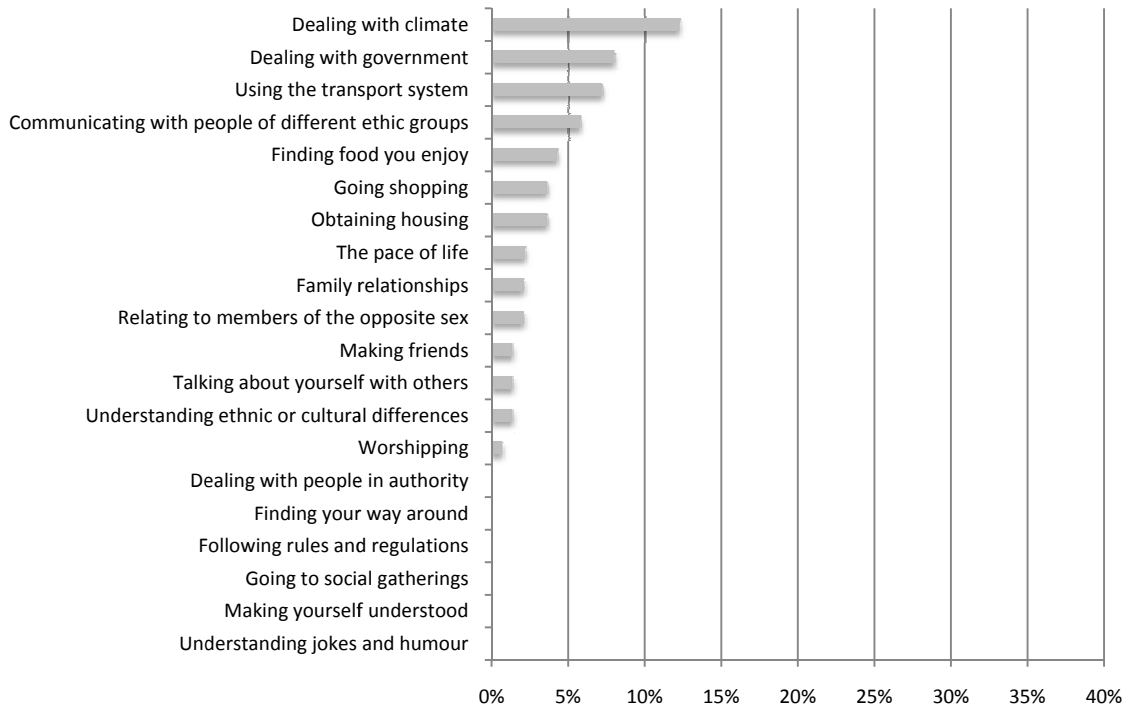


Figure 18. Great-Extreme Difficulty of Chinese New Residents

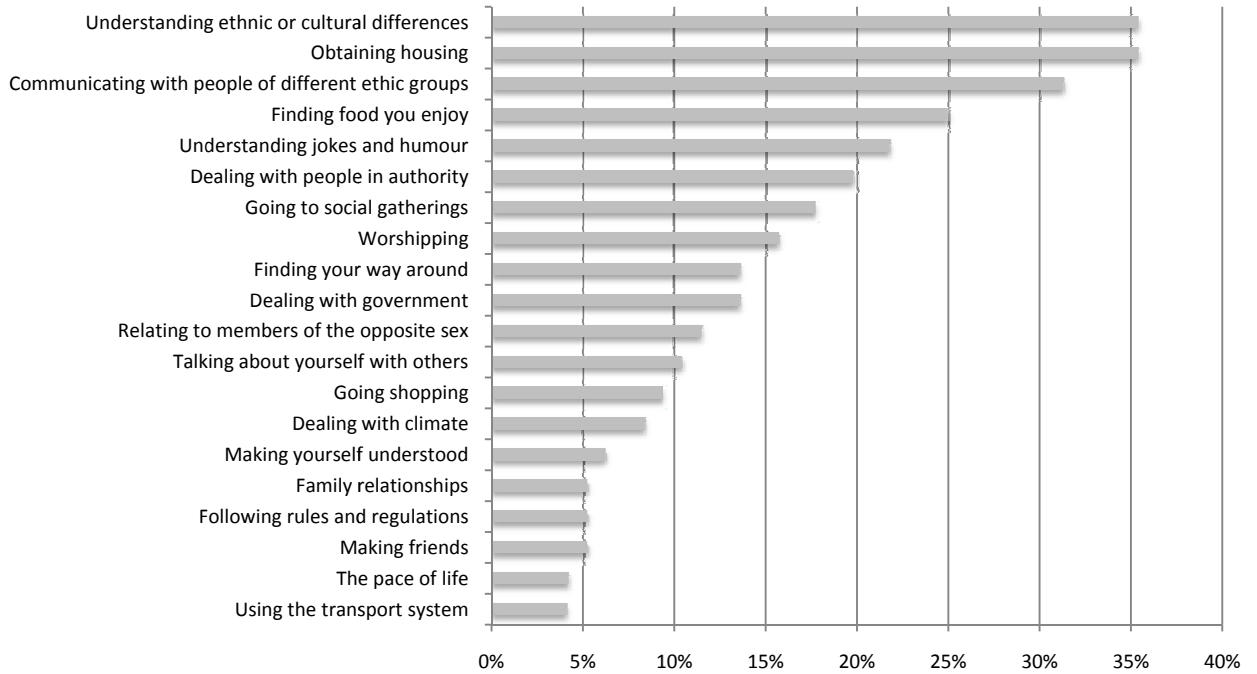
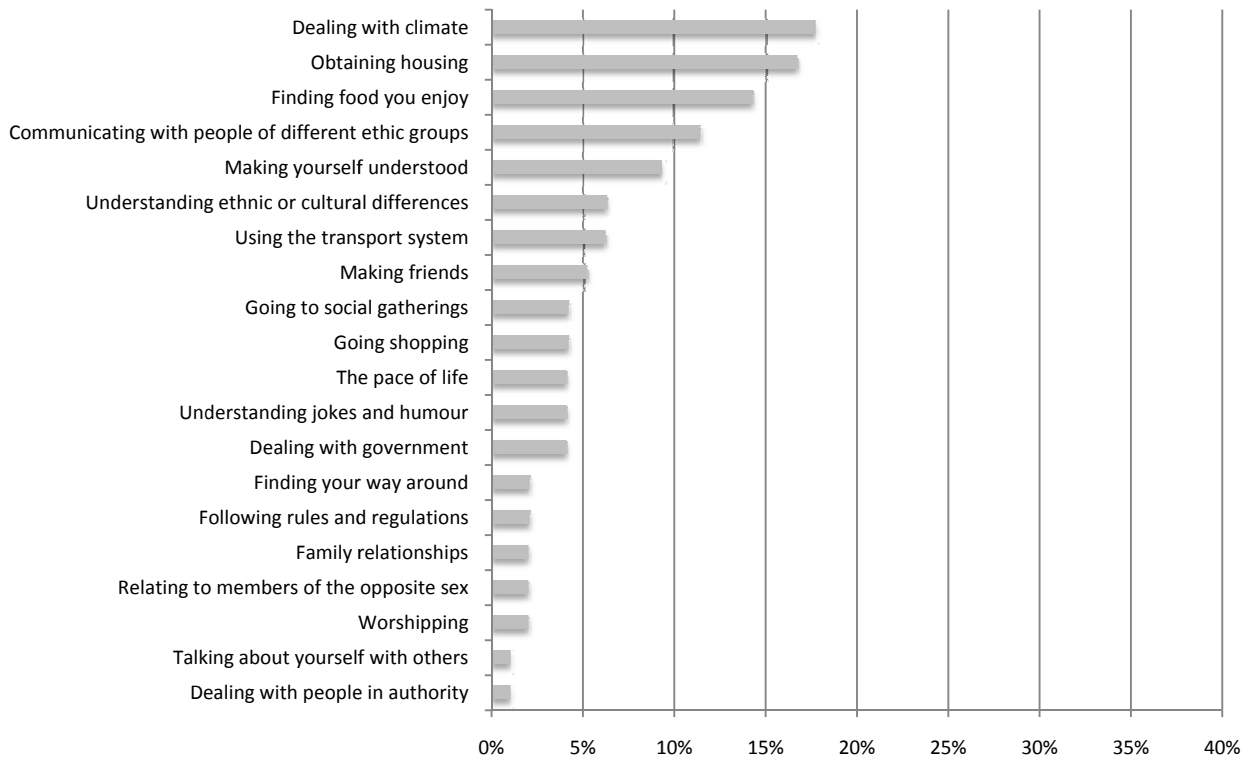


Figure 19. Great-Extreme Difficulty of Latin American New Residents



Questions for Discussion

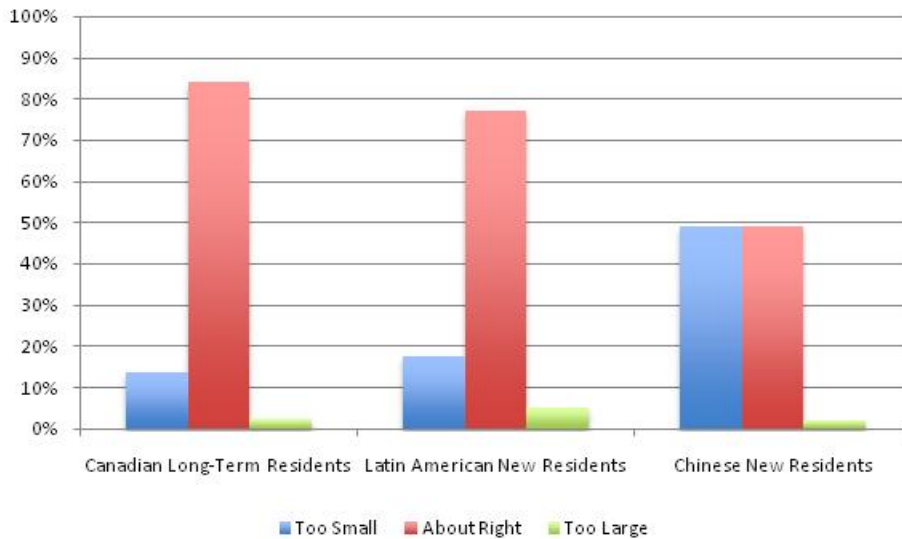
- Which factors from the list of 20 can be addressed to decrease the difficulty experienced by long-term and new residents in the short term (1-2 years)? Which factors should be considered a top priority? Which organizations/partners would be part of a proposed solution?
- Why have Chinese new residents experienced greater levels of difficulty than Latin American new residents and Canadian long-term residents in most categories presented in Figures 17, 18, and 19?

Views on Community Size

Over the past ten years Brandon's population has notably increased. Participants were asked to comment on Brandon's current population and desired future size of Brandon. The majority of Canadian long-term residents and Latin American new residents indicated Brandon's current population is 'about right'. Among Chinese new residents there was an even split between 'about right' and 'too small' (see Figure 20). Less than five percent of the three sub-samples indicated Brandon's current population was 'too large'.

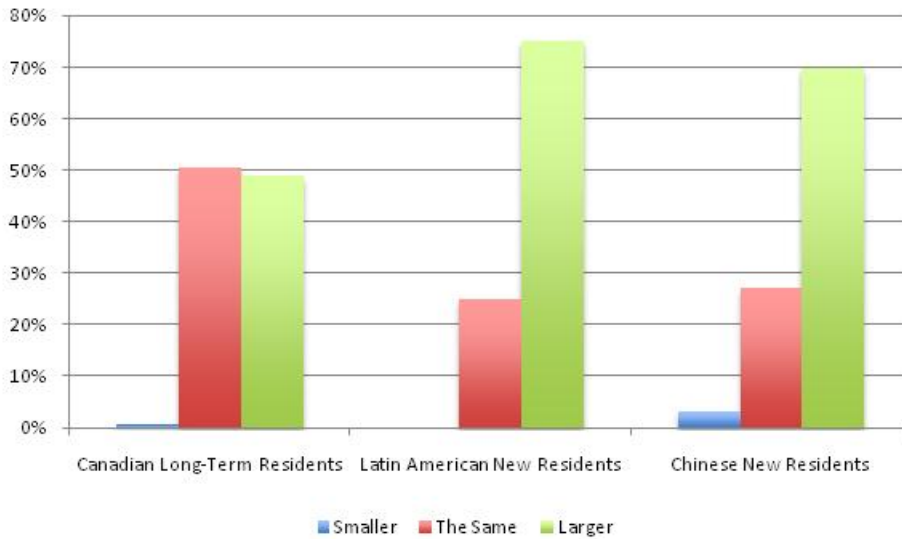
I think that Brandon's current population is _____.

Figure 20. I think that Brandon's current population is ...



When participants were asked about Brandon's future population Chinese and Latin American new residents responded differently than Canadian long-term residents. Over 70% of both the Chinese and Latin American new residents indicated Brandon's future population should increase. Canadian long-term residents, on the other hand, were more divided between remaining the same and becoming larger. In all three sub-samples very few people desired Brandon's future population to decrease.

Figure 21. In the future, I would like to see Brandon have a _____ population



Questions for Discussion

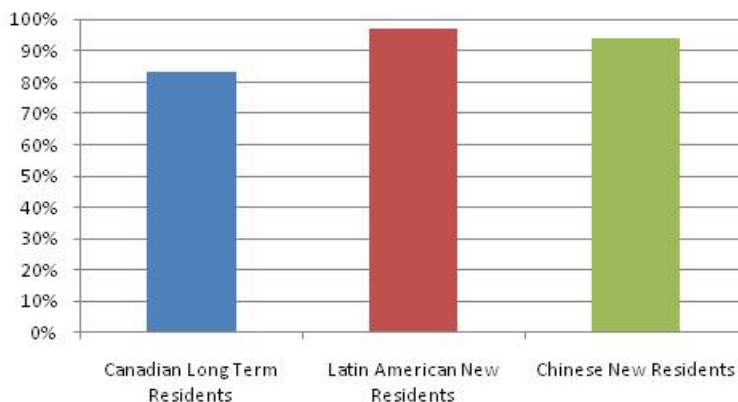
- What impacts does the desire among Chinese and Latin American new residents for a larger population have for the community?

Brandon as a Welcoming Community

When asked if Brandon was a welcoming community survey respondents overwhelmingly agreed with the statement. Over 90% of Chinese and Latin American new residents and over 80% of Canadian long-term residents agreed Brandon was a welcoming community (see Figure 22). When encouraged to compare Brandon to other Canadian communities, participants expressed uncertainty because many have never lived in another Canadian community or were unsure. Overall, between 10 to 35% of the three sub-samples agreed with the statement Brandon is a welcoming community. Almost 94% of both the Chinese and Latin American new residents agreed that the ‘people in Brandon are friendly and welcoming’ along with 80% of Canadian long-term residents.

Indicate the extent to which you agree or disagree – Brandon is a welcoming community.

Figure 22. Brandon is a Welcoming Community, Percent Agreeing



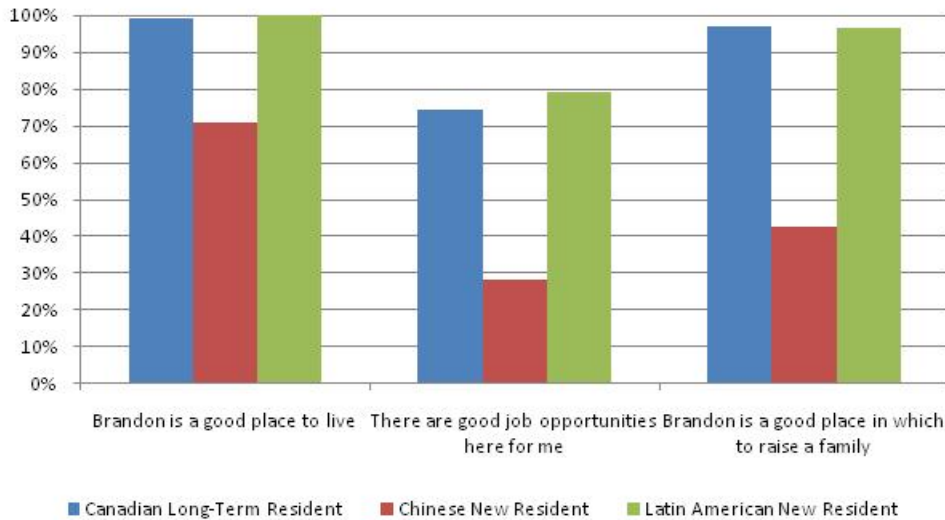
Brandon is a good place to live.

There are good job opportunities here for me.

Brandon is a good place to raise a family.

Almost all Canadian long-term residents and Latin American new residents agreed that Brandon was a good place to live (99.3% and 100% respectively) and raise a family (97.1% and 96.8% respectively). However, 70.8% of Chinese new residents agreed with the statement 'Brandon is a good place to live' and only 42.7% agreed that Brandon is a good place to raise a family (see Figure 23). In general, Canadian long-term residents and Latin American new residents agreed there are good job opportunities in Brandon, while less than 30% of Chinese new residents agreed with the statement.

Figure 23. Perceptions of Brandon as a Good Place to Live, Job Opportunities, and Raising a Family, Percent Agreeing

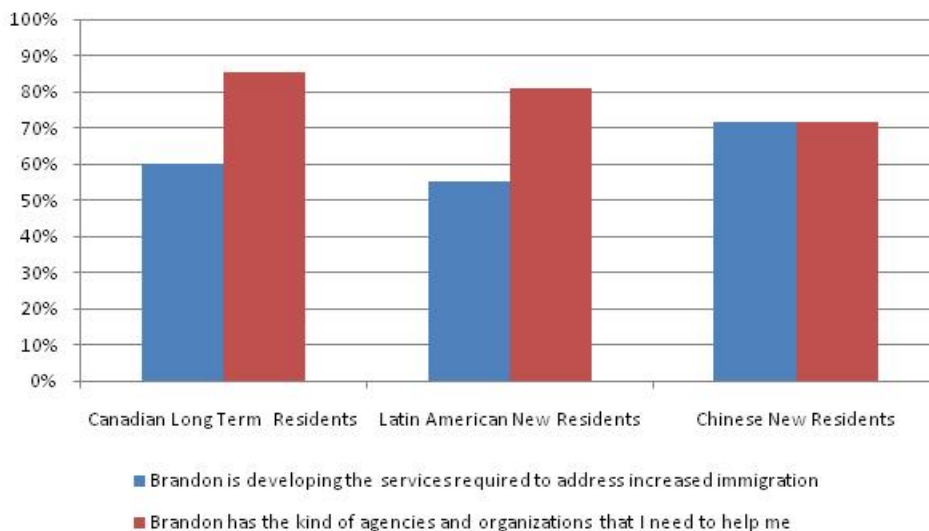


Access to services is a key characteristic of welcoming communities. Over 50% of each sub-sample agreed with the statement 'Brandon is developing the services required to address increased immigration' (see Figure 24). In addition, over 70% of each sub-sample agreed 'Brandon has the kind of agencies and organizations needed to help people'.

Brandon is developing the services required to address increased immigration.

Brandon has the kind of agencies/organizations I need to help me.

Figure 24. Services and Agencies in Brandon, Percent Agreeing



The following is a non-ranked list of illustrative themes of suggestions for making Brandon a more welcoming community:

- Improvement of government and community service provision, including better use of existing services, better coordination, and making services known and more accessible;
- Building a welcoming community through mentorship, outreach, and orientation;
- Promotion of cultural and Intercultural activities;
- Improvement in language services, including interpretation, translation services, and Bilingual service provision;
- Providing information to immigrants and the general public, including knowledge of laws, obligations, rights of immigrants, and employers;
- Addressing racism, discrimination, prejudice, and negative attitudes;
- Ensuring growth and development, including population growth, economic development and the management of such processes;
- Improving and enhancing education and training, including adult and post-secondary as well as kindergarten to grade 12.
- Addressing employment concerns such as credential recognition and diversity of opportunities;
- Improving housing; and
- Developing amenities related to consumption and entertainment such as shopping, food, and recreation.

*Suggestions for making
Brandon a more
welcoming community.*

Questions for Discussion

- What factors influence the Chinese new residents perception Brandon is not a good place to raise a family?
- What services are required for the community to address increased immigration? Which organizations need to be involved?
- Should the community be celebrating the high view of Brandon as a welcoming community? If yes, how should the community celebrate this achievement?

CULTURAL AND DIVERSITY

This section contains pertinent information related to cultural tolerance, discrimination, attitudes towards immigration, and language. Implications and questions have arisen based on data analysis in conjunction with conversations with local stakeholders. The information presented is by no means exhaustive; rather, a selection of key pieces of information relevant for planning.

The report is structured into two main sections: immigration to Brandon and cultural acceptance, tolerance, and attitudes towards diversity. Most of the questions asked included a series of statements that respondents were to indicate whether they strongly disagreed, somewhat disagreed, were neutral, somewhat agreed, or strongly agreed. For the purposes of simplification and data presentation, only the level of agreement is reported on (combining somewhat agree and strongly agree). In each section there is a brief list of questions for consideration. The list of questions is by no means exhaustive; rather, the list is presented to serve as a catalyst for discussion.

The welcoming communities survey asked the following questions related to culture and diversity:

- Country of Birth
- Language spoken at home
- Language spoken in respondents' neighbourhood
- Attitudes towards immigration
- Perceived discrimination
- Tolerance
- Multicultural ideology

Highlights of Culture and Diversity

- Survey respondents were primarily born in North America (39.6%), followed by Latin America (26.2%) and Asia (27.7%). There were 24 different countries of birth reported by respondents.
- Nearly 62% of Latin American new residents agreed that there is too much immigration in Brandon; while only 12% of long-term residents and 15% of Chinese new residents had similar feelings.
- When asked about English language proficiency, 34% of Latin American new residents and 68% of Chinese new residents expressed that they *understand* English “not at all” or “a little”. About 50% of Latin American new residents and 71% of Chinese new residents expressed that they *speak* English “not at all” or “a little”.
- Regarding what language respondents speak at home, 90% of Latin American new residents and 95% of Chinese new residents stated that they speak some other language than English at home either a lot or all of the time. In their neighbourhood, 21% of Latin American new residents and 31% of Chinese new residents speak English a lot or all of the time.
- Nearly 19% of all survey respondents agree (either somewhat or strongly) that immigration increases crime in Brandon.
- About 33% of Latin American new residents and 15% of Chinese new residents perceived that they have been teased or insulted because of their ethnic or immigrant background.

12% of Latin American new residents and 7% of Chinese new residents perceived that they have been threatened or attacked because of their ethnic or immigrant background.

- The majority of survey respondents felt that immigrant or ethnic groups should have as much say about the future of Canada as people who were born and raised in the country: 74% of long-term residents, 93% of Latin American new residents, and 93% of Chinese new residents.
- Approximately 87% of Chinese new residents felt that people of different ethnic and cultural origins should keep their culture to themselves and 49% of the same subsample felt that people coming to Brandon should change their behaviour to be more like the majority of Brandon residents.
- When presented with the statement “we should do more to learn about the customs & heritage of different ethnic and cultural groups in this country”, 88% of long-term residents, 90% of Latin American new residents, and 93% of Chinese new residents were in agreement.

Illustrative Questions for Consideration

- Why do nearly 62% of new Latin American new residents feel there is too much immigration in Brandon? What implications could perceptions of too much immigration have on community dynamics?
- Does immigration increase levels of crime? Is it alarming that nearly 19% of survey respondents agreed that immigration increased crime in Brandon? How can this concern be more fully explored?
- What role might desires for political correctness play in influencing respondents’ answers to questions regarding immigration, tolerance, and multiculturalism? Might there be cultural differences in the nature of responses?
- Despite the very low levels of perceived discrimination, any amount of discrimination is upsetting. What is the nature of discrimination in Brandon? Has it been increasing over recent years? What are the most effective ways to address discrimination and prejudice?
- Why might new residents (or new immigrants) have different opinions than Long-Term residents on topics related to cultural diversity and tolerance? How do cultural differences influence the way new residents perceive multiculturalism?
- What else do we need to know about the nature of tolerance, prejudice, and discrimination in Brandon in order to effectively address related concerns?

Country of Birth

Survey respondents were primarily born in North America (39.6%), followed by Latin America (26.2%) and then Asia (27.7%). These percentages are not a surprise since we specifically sampled for long-term residents and new residents from Latin America and China. The information regarding country of birth collected by the survey is not necessarily representative of Brandon's population as a whole; however, it does indicate how diverse Brandon has become with 24 different countries of birth reported amongst survey respondents.

What country were you born in?

Table 5: Country of Birth

Continent	Country
North American	Canada and USA
Latin American	Mexico, El Salvador, Colombia, Honduras, and Trinidad and Tobago
Asia	Korea, China, Hong Kong, the Philippines, and Japan
Africa	Rwanda, Mauritius, Ethiopia, Ghana, Nigeria, Uganda
Europe	Spain, England, Germany, Ireland, Scotland, Czech Republic

As reported by Statistics Canada⁶ (2007), on the whole, Brandon's population is ethnically homogenous with the vast majority of residents claiming to be of British Isles (48%) or European (36%) origins. Most of Brandon's residents are not recent immigrants; the 2006 Census showed that 2,965 residents claimed first generation status while 25,355 indicated third generation or more. Few residents claim visible minority status, however, there has been a relative increase since the last Census – 2% of Brandon's population claimed visible minority status in 2001 compared to 4% in 2006.

Language

Approximately 49% of survey respondents chose to conduct interviews in English, while 26% were conducted in Spanish and 25% in Mandarin. Of the Latin American new resident sub-sample approximately 3% of respondents and none of the Chinese new resident sub-sample chose to conduct their interview in English.

When asked if respondents understand English, 34% of Latin American new residents and nearly 68% of Chinese new residents expressed that they understand English "not at all" or "a little". When asked if they speak English, 50% of Latin American new residents and 71% of Chinese new residents expressed that they speak English "not at all" or "a little". The frequency of speaking English may be influenced by one's family and social network; Table 6 illustrates how often new residents speak English or another language in their home and in their neighbourhood. Interestingly, and not surprisingly, new residents speak English more often in their neighbourhood than they do at home, particularly indicative of the limited formation of ethnic neighbourhoods in Brandon. Over 23

⁶ Statistics Canada. 2007. Brandon, Manitoba (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. <http://www12.statcan.ca/census-recensement/2006/dp-prof/92-591/index.cfm?Lang=E> (accessed November 6, 2009).

different languages were reported by respondents as another language they use at home or in their neighbourhood.

Table 6: Languages Spoken A Lot & All the Time

	Speak _____ at home a lot or all the time...		Speak _____ in my neighbourhood a lot or all the time...	
	English	Another language	English	Another language
Latin American New Residents	4.2%	90.5%	20.8%	48.4%
Chinese New Residents	5.3%	94.7%	31.2%	50.7%

Immigration to Brandon

Historically, immigration to Brandon has been low; however, this is changing. In 2007, Brandon had the highest rate of immigration growth in Manitoba, tripling the 2006 level (172) to 642 newcomers. According to the 2008-2009 year-end report from Brandon’s sole immigrant-service organization (Westman Immigrant Services), there has been an increase in client service visits from 1500 in 2007-2008 to over 2900 in 2008-2009, with clients representing over 46 countries. This increase now puts Brandon as the third highest destination community for immigrants to Manitoba, behind Winnipeg and Winkler⁷.

Attitudes Towards Immigration

Respondents were asked to indicate their level of agreement with a series of statements designed to gauge their attitudes towards immigration in general. The following table represents those responses that were in agreement (somewhat agree and strongly agree).

Table 7: Attitudes towards Immigration - Percentage of Respondents in Agreement

	Canadian Long-term Residents	Latin American New Residents	Chinese New Residents
We will all benefit from the increased economic activity created by immigrants.	81%	88%	95%
Immigrants take jobs away from other Canadian people.	14%	1%	4%
Immigration tends to threaten Canadian culture.	16%	10%	28%
If more immigrants come to Brandon there would be more unemployment.	14%	25%	17%
Immigration creates social unrest.	17%	20%	4%

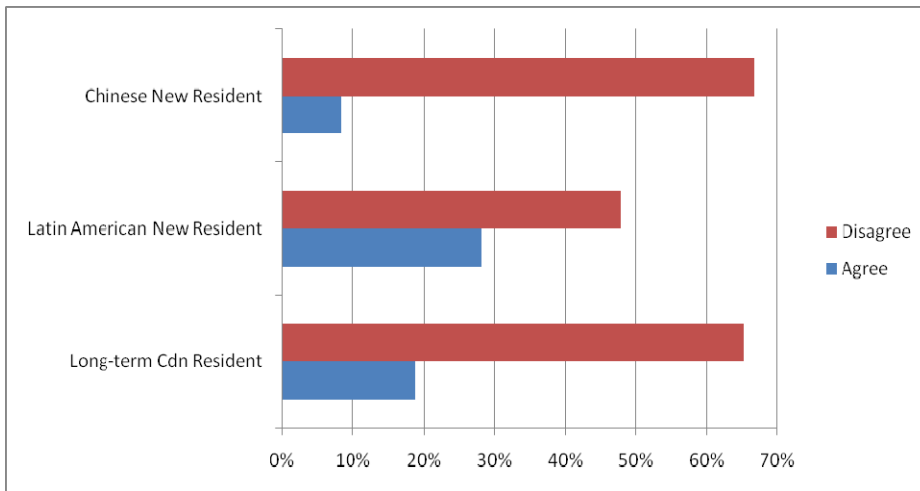
There were very few surprises regarding levels of agreement with the series of statements. However, it is interesting to note that Chinese new residents, on the whole, are more likely to agree that immigration threatens Canadian culture than Long-term residents and Latin American new residents. With the series of statements, it is important to note that perhaps meanings were lost in translation or words are interpreted in a different manner than intended. On a positive note, the

⁷ Manitoba Labour and Immigration. 2008, Summer. “Manitoba Immigration Facts: 2007 Statistical Report.” http://www2.immigratemanitoba.com/asset_library/en/resources/pdf/mif07.pdf (March 2, 2009).

majority of all survey respondents agreed that there are benefits from the increased economic activity created by immigrants. In recent years, Brandon has experienced the addition of new ethnic restaurants, grocers, and other new businesses, which have been positively received and enjoyed by many residents.

While respondents viewed economic development as an important by-product of increased immigration, they had some concern about increasing levels of crime (see Figure 25). The majority of respondents were in disagreement that immigration increases crime; however it is important to note that nearly 19% of respondents agreed that immigration increases crime in Brandon.

Figure 25 - Immigration increases the level of crime in Brandon.



The survey asked participants whether they thought there was too much immigration in Brandon. Nearly 62% of Latin American new residents agreed that there is too much immigration in Brandon; while only 12% of Canadian long-term residents and 15% of Chinese new residents had similar feelings. It is difficult to determine why Latin American new residents feel there is too much immigration in Brandon. As presented, the question does not allow respondents to explain what too much immigration looks like or what implications they feel too much immigration could have on the community.

Questions for Discussion

- Why do nearly 62% of new Latin American new residents feel there is too much immigration in Brandon?
- What implications could perceptions of too much immigration have on community dynamics?
- Does immigration increase levels of crime? Is it alarming that nearly 19% of survey respondents agreed that immigration increase crime in Brandon? How can this concern be more fully explored?
- What role might desires for political correctness play in influencing respondents' answers to questions regarding immigration? Might there be cultural differences in the nature of responses?

Cultural Acceptance, Tolerance, and Attitudes Towards Diversity

In 1971, the Government of Canada adopted a policy on multiculturalism to identify and acknowledge ethnic diversity in Canada. Under the adoption of the multicultural policy, ideals of cultural and ethnic homogeneity were replaced with celebrating and accepting diversity. At the root of multiculturalism is protection from discrimination and the right to maintain and celebrate one's cultural heritage.

Brandon has experienced rapid and sudden demographic changes in recent years, going from a homogenous community to one that includes residents representing over 43 different nationalities and a plethora of languages. With such rapid changes comes a fundamental shift in people's exposure to immigrant and ethnic groups, which, ideally, results in positive attitudes towards ethnic and cultural diversity. Adapting to cultural and demographic change can be a challenge for communities with important implications for social relationships and community dynamics.

Perceived Discrimination

Unfortunately, the survey found that Brandon is not free of prejudice and discrimination. All respondents were asked to indicate their level of agreement with a series of statements regarding perceived discrimination. They were encouraged to think of their experiences in Brandon. Table 8 illustrates the percentages of those who somewhat agreed and strongly agreed with the listed statements. It must be noted that a small number of respondents indicated that the statements were not applicable.

Table 8: Perceived Discrimination, Percentage of Respondents in Agreement

	Canadian Long-term Residents	Latin American New Residents	Chinese New Residents
I think that others have behaved in an unfair or negative way towards my ethnic or immigrant group.	17%	62%	50%
I do not feel accepted by ethnic or immigrant groups.	6%	18%	3%
I feel ethnic groups have something against me.	4%	6%	0%
I have been teased or insulted because of my ethnic or immigrant background.	9%	33%	15%
I have been threatened or attacked because of my ethnic or immigrant background.	2%	12%	7%

While the percentages of respondents who have either been teased or insulted and threatened or attacked are not very high, it is still alarming that any individuals are being physically discriminated and attacked. No details have been captured regarding the nature of this discrimination, who is involved, and how often it occurs. There is also a lot of individual perception tied to these statements and no conceptualization of 'ethnic or immigrant background' was presented, aside from how the respondents perceived the term.

Tolerance

A series of statements were presented to respondents and they were asked to indicate their level of agreement to each. The statements were designed to gauge tolerance and acceptance towards immigrants and ethnic diversity. There were few surprises or no stark indications of intolerance in Brandon amongst the three subsamples (table 9). Largely, levels of agreement across all subsamples were similar. The possible influence of desires for political correctness in response to such strong statements must enter into interpretation and consideration of the results.

Table 9: Tolerance & Acceptance, Percentages of Respondents in Agreement

	Canadian Long-term Residents	Latin American New Residents	Chinese New Residents
It is a bad idea for people of different ethnicities to marry one another.	6%	6%	4%
Immigrants or ethnic groups living here should not push themselves where they are not wanted.	17%	33%	45%
If employers only want to hire certain groups of people, that's their business.	25%	41%	56%
It makes me angry when I hear immigrants or ethnic groups demanding the same rights as Canadian citizens.	9%	10%	4%
Immigrants or ethnic groups should have as much say about the future of Canada as people who were born and raised here.	74%	93%	93%
It is good to have people from different ethnic groups living in the same country.	98%	96%	80%
We should promote equality among all groups, regardless of ethnic origin.	99%	98%	98%

Multiculturalism

The survey presented respondents with a number of statements created to assess multicultural ideology and attitudes towards multiculturalism in Canada. It is important to assess how respondents feel about cultural and ethnic diversity in Canada as a whole since this will illustrate their orientation towards multiculturalism in general, as opposed to being specific to their community of residence.

Largely, respondents indicated positive attitudes towards multiculturalism and cultural diversity in Canada (table 10). Regarding some statements, the new resident subsamples had slightly different views than the Canadian long-term residents. For example, 87% of Chinese new residents felt that people of different ethnic and cultural origins should keep their culture to themselves and 49% of the same subsample felt that people coming to Brandon should change their behaviour to be more like the majority of Brandon residents. For further elaboration see the following table.

Table 10: Multicultural Ideology, Percentage of Respondents in Agreement

	Canadian Long-term Residents	Latin American New Residents	Chinese New Residents
We should recognize that cultural and racial diversity is a fundamental characteristic of Canadian society.	97%	85%	90%
We should help ethnic and racial minorities preserve their cultural heritages in Canada.	87%	87%	89%
It is best for Canada if all people forget their different ethnic and cultural backgrounds as soon as possible.	0%	1%	4%
A society that has a variety of ethnic and cultural groups is more able to tackle new problems as they occur.	72%	77%	53%
The unity of this country is weakened by people of different ethnic and cultural backgrounds sticking to their old ways.	39%	22%	24%
If people of different ethnic and cultural origins want to keep their own culture they should keep it to themselves.	7%	18%	87%
A society that has a variety of ethnic or cultural groups has more problems with national unity than societies with one or two basic cultural groups.	27%	29%	56%
We should do more to learn about the customs & heritage of different ethnic and cultural groups in this country.	88%	90%	93%
Immigrant or ethnic parents must encourage their children to retain the culture & traditions of their homeland.	84%	88%	91%
People who come to Brandon should change their behaviour to be more like long-time Brandon residents.	9%	30%	49%

Once again, with such strong statements it is necessary to consider the role of desires to be politically correct with responses. The differences that exist within this set of statements are intriguing and warrant further exploration. The view of immigrants or new residents appears quite different than Canadian long-term residents on a few of the statements, which particularly examine whether one should continue expressing their cultural traditions. However, there are also some inconsistencies in responses as well. For example, very few respondents from any subsample believe that it is best for Canada if all people forget their different ethnic and cultural backgrounds as soon as possible, while nearly half of Chinese new residents and 30% of Latin American new residents feel that people coming to Brandon should change their behaviour.

Questions for Discussion

- What is the nature of discrimination in Brandon? Has it been increasing over recent years?
- What are the most effective ways to address discrimination and prejudice?
- Why might new residents (or new immigrants) have different opinions than Long-Term Residents on topics related to cultural diversity and tolerance?
- What else do we need to know about the nature of tolerance, prejudice, and discrimination in Brandon?
- How do cultural differences influence how new residents perceive multiculturalism? Why do some new residents believe it is necessary to alter behaviour to become more like the majority?

EDUCATION AND EMPLOYMENT

This section contains pertinent information related to current levels of educational attainment, future education/training desires, current employment, and future employment wishes. At the conclusion of the document a list of potential implications and questions for further consideration are posed. Implications and questions have arisen based on the data analysis in conjunction with conversations with local stakeholders. The information presented is by no means exhaustive; rather, a selection of key pieces of information relevant for planning.

The welcoming communities survey asked the following questions related to education and employment:

- What is the highest level of schooling that you have completed?
- Do you plan to get any further education?
- What type of work do you do?
- Where do you work?
- Is your primary job an occupation related to your training and/or experience?

Highlights of Education and Employment

- Canadian long-term residents had the highest proportion of completed university programs among survey participants, Latin American new residents had the highest proportion of participants with no high school diploma, and Chinese new residents had the highest proportion of participants with technical/community college.
- 96.9% of Latin American new residents and 68.8% of Chinese new residents desire to engage in further education or training opportunities; 54% of Canadian long-term residents expressed the same desire.
- The most frequently mentioned type of education among both Chinese and Latin American new residents was English language courses.
 - Chinese new residents also described an interest in university undergraduate programs, topics related to business and accounting most frequently mentioned.
 - Latin American new residents also indicated a desire for college/trade programs, such as welding and nursing aids, and a wish to continue to either a college or university program upon the completion of English language course.
 - Canadian long-term residents future education or training was related to general interests, university programs (both undergraduate and graduate), and professional designations.
- 78% of Latin American new residents and 82.3% of Chinese new residents reported working at Maple Leaf Foods.
- Approximately 73% of all Canadian long-term residents reported their primary job is related to their training and/or experience while only 34% of Latin American new residents and 8% of Chinese new residents agreed with the question.

Illustrative Questions for Consideration

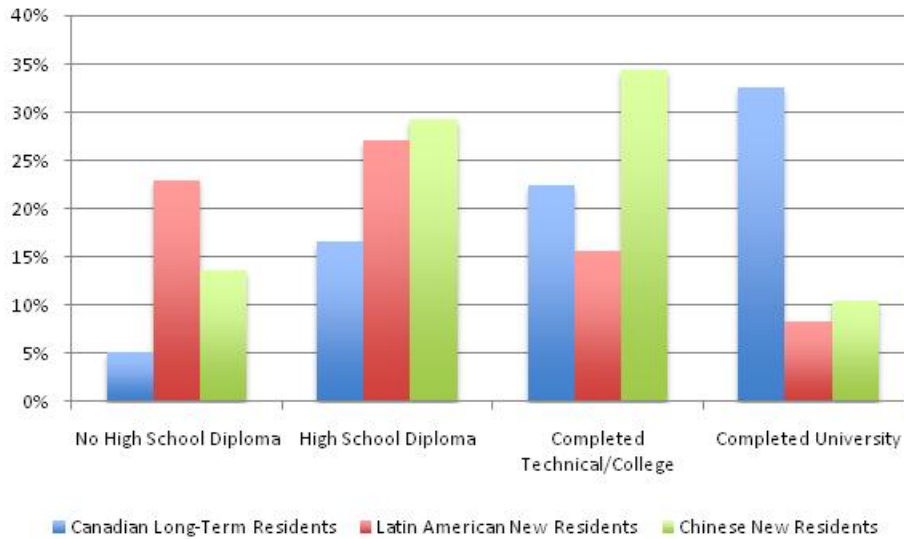
- Given the large proportion of new and long-term residents contemplating further education and training, how can the community respond to their desires? Are there adequate programs and spaces in the program within the community?
- Will further education and training sought by Chinese and Latin American new residents be obtained in Brandon? If not, will these residents return to Brandon upon the completion of their studies?
- Many Latin American new residents alluded to foreign credential recognition as a needed service to assist in education pursuits. How can this process be better explained and facilitated for new residents?
- The vast majority of new residents expressed an interest in learning English; however, very few Canadian long-term residents indicated learning Spanish or Mandarin.
- Over the next five years, what will the employment trends in Brandon look like? Will long-term and new residents participating in the survey maintain their current employment in five years?
- Does Brandon offer adequate employment opportunities for residents given the strong desire among Canadian long-term residents, Chinese new residents, and Latin American new residents for further education and training? Will acquiring new skills result in individuals needing to look for employment outside the community?

Educational Attainment

The patterns of educational attainment among survey participants varied across the three sub-samples. Canadian long-term residents had the highest proportion of completed university programs among survey participants, Latin American new residents had the highest proportion of participants with no high school diploma, and Chinese new residents had the highest proportion of participants with technical/community college (see Figure 26). Based on discussions at the June 2009 Welcoming Communities Dialogue Group meeting a note of caution was expressed regarding the interpretation of 'technical/community college' completion among Chinese new residents. In some regions of China technical college is not a form of post-secondary education. This uncertainty makes comparisons difficult.

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

Figure 26. Education Attainment Levels

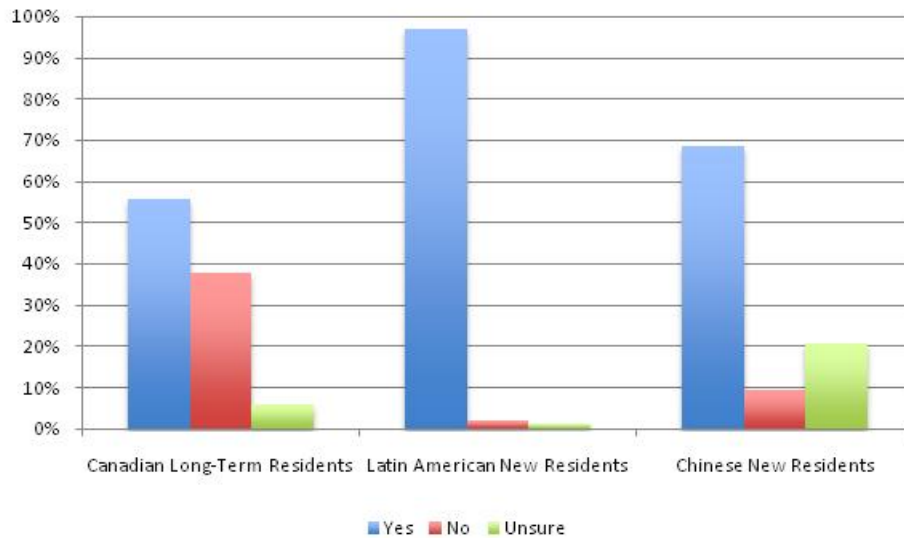


Future Education and Training Needs

All three sub-samples expressed a desire to engage in further education or training opportunities. In particular, new residents expressed a strong interest in future education and training; 96.9% of Latin American new residents and 68.8% of Chinese new residents (see Figure 27). Among new residents, both males and females expressed an equal interest in further education or training.

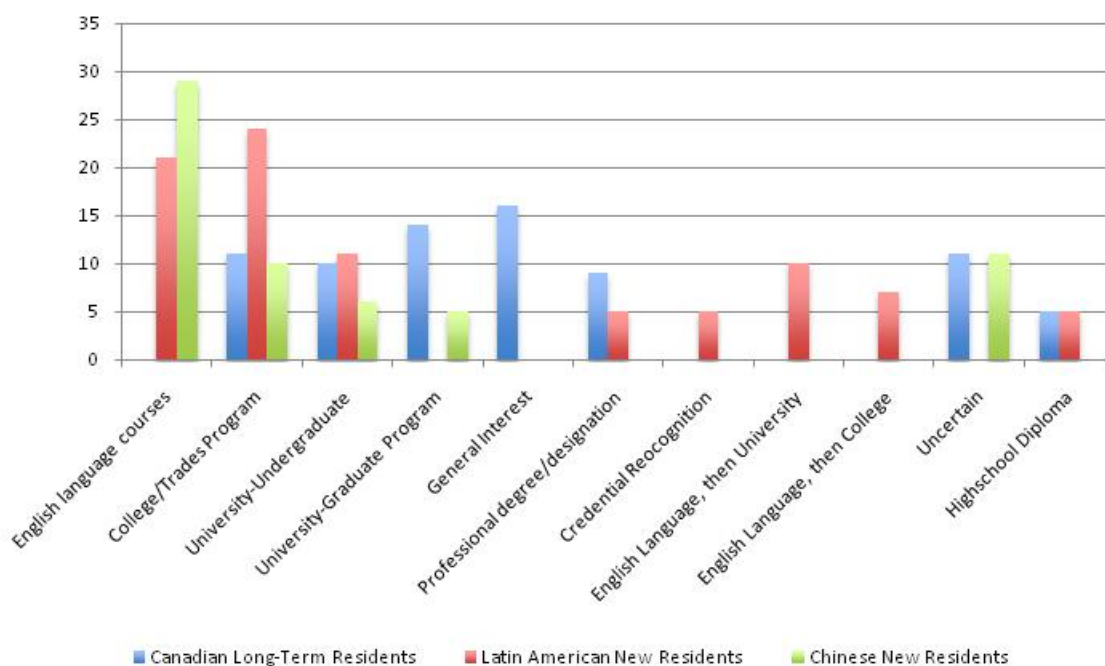
Do you plan to get any further education or training?

Figure 27. Future Plans for Further Education and/or Training



When asked to describe the type of education or training desired a large range of responses was provided (see Figure 28). The most frequently mentioned type of education among both Chinese and Latin American new residents was English language courses. Chinese new residents also described an interest in university undergraduate programs; topics related to business and accounting most frequently mentioned. Latin American new residents also indicated a desire for college/trade programs, such as welding and nursing aids, and a wish to continue to either a college or university program upon the completion of English language course. Among Canadian long-term residents future education or training was related to general interests, university programs (both undergraduate and graduate), and professional designations. Canadian long-term residents aged 45 or older articulated the desire for general interest training, such as leadership development, knitting, or learning computer software. The survey information illustrated individuals have not determined an institution or community/province they will seek education or training.

Figure 28. Categories of Anticipated Future Education/Training, Frequency of Response



Topics of Discussion

- Given the large proportion of new and long-term residents planning/contemplating further education or training, how can the community respond to their desires? Are there adequate programs and spaces in the program within the community?
- Will further education and training sought by Chinese and Latin American new residents be obtained in Brandon? If not, will these residents return to Brandon upon the completion of their studies?
- Many Latin American new residents alluded to foreign credential recognition as a needed service to assist in education pursuits. How can this process be better explained to new residents?
- The vast majority of new residents expressed an interest in learning English; however, very few Canadian long-term residents indicated learning Spanish or Mandarin.

Current Employment

Place of employment data illustrates the dominant place of work of respondents was Maple Leaf Foods; 78% of Latin American new residents and 82.3% of Chinese new residents. Other areas of employment noted in the survey include: health services, education, and government (municipal and provincial). Respondents' description of their current primary job was categorized into five categories: unskilled (ie: farm labours, food service, house cleaner), skilled (ie: technician, carpenter, hair dresser, seamstress), white collar (ie: clerk, salesperson, secretary), professional (ie: doctors, lawyers, teacher, business executive), and not currently working (ie: unemployed, retired, homemaker, student). The unskilled category dominated among Chinese and Latin American new residents; while Canadian long-term residents reported a variety of categories (see Figure 29).

Where do you currently work?

Figure 29. Categories of Employment

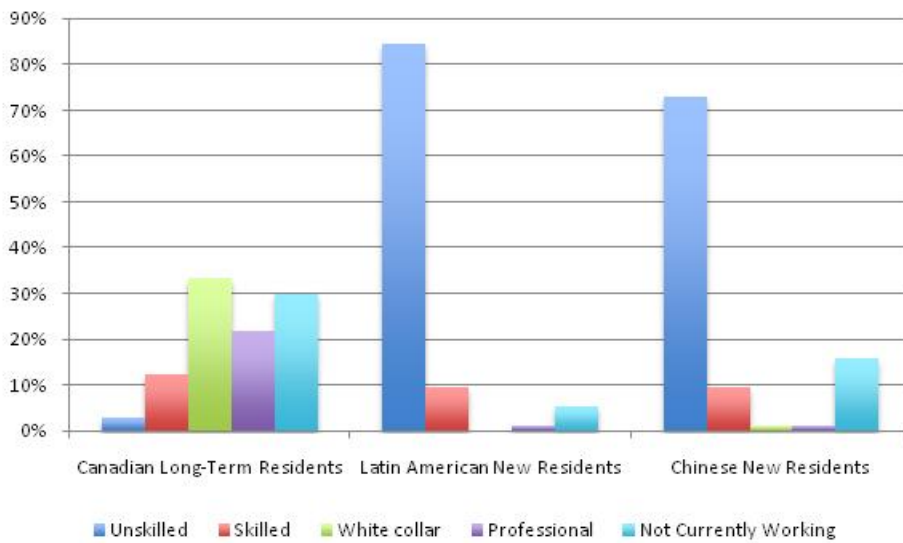
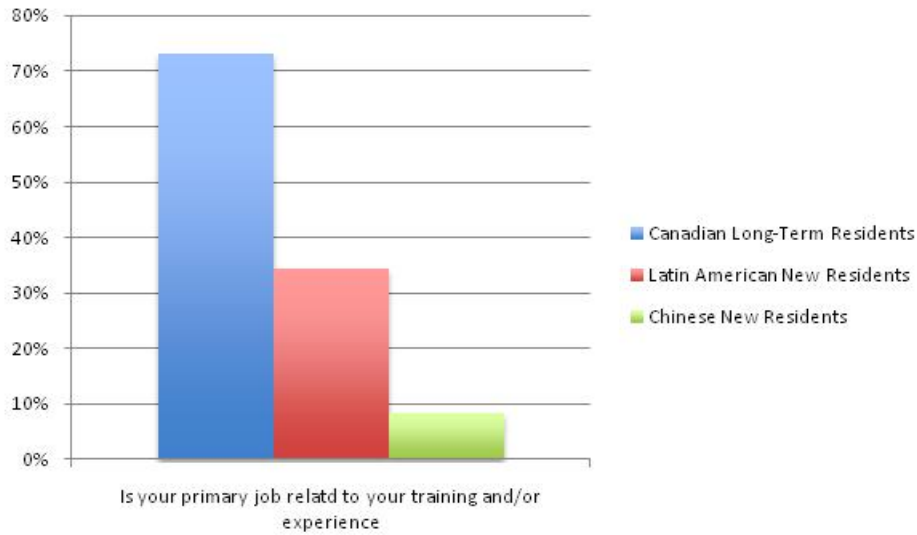


Figure 30 illustrates respondents' agreement to the question "is your primary job an occupation related to your training and/or experience". Approximately 73% of all Canadian long-term residents reported their primary job is related to their training and/or experience while only 34% of Latin American new residents and 8% of Chinese new residents agreed with the question. Foreign credential recognition and the value of foreign work experience is a great concern for new immigrants and policy-makers. Interestingly, the survey revealed new residents' current primary occupation is not related to their experience or training.

Figure 30. Is your Primary Job Related to your Training and/or Experience



Topics for Consideration

- Over the next five years, what will the employment trends in Brandon look like? Will long-term and new residents participating in the survey maintain their current employment in five years?
- Does Brandon offer adequate employment opportunities for residents given the strong desire among Canadian long-term residents, Chinese new residents, and Latin American new residents for further education and training? Will acquiring new skills result in individuals needing to look for employment outside the community?

RESOURCES

Website

Temporary Foreign Workers Project - <http://www2.brandonu.ca/organizations/rdi/tfw.asp>

Welcoming Communities Project - <http://www2.brandonu.ca/organizations/rdi/welcomingcommunity.asp>

Discussion Papers

An overview of Temporary Foreign Workers in Brandon, Manitoba: Expectations, roles and responsibilities of key stakeholders –governments, communities, and employers. (RDI Working Paper #2008-1). http://www2.brandonu.ca/rdi/TFW/RDI_DiscussionPaper1.pdf

Enhancing and linking ethnocultural organizations and communities in rural Manitoba: A focus on Brandon and Steinbach. Final Project Report. <http://www2.brandonu.ca/organizations/rdi/Publications/Immigration/EnhancingLinkingEthnoculturalOrganizationsFinal-Apr09.pdf>

Mapping ethnocultural communities and organizations in Brandon and the Westman Region: Phase 1 Final Report. <http://www2.brandonu.ca/organizations/rdi/Publications/Immigration/MappingEthnocultural-BdnandWestmanFinalReport08.pdf>

Settlement: Considerations for Temporary Foreign Workers and their families in Brandon, Manitoba. (RDI Working Paper #2008-3). http://www2.brandonu.ca/rdi/TFW/RDI_DiscussionPaper2.pdf

Settlement: Considerations for Temporary Foreign Workers in Brandon and Area. (RDI Working Paper #2008-2). http://www2.brandonu.ca/TFW/RDI_DiscussionPaper3.pdf

Publications

Bucklaschuk, J., Moss, A., & Annis, R.C. (2009, Spring). Temporary may not always be temporary: The impact of 'transitional' foreign workers and increasing diversity in Brandon, Manitoba. *Our Diverse Cities*, 6, 64-70.

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