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

Presented by Jill Bucklaschuk
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• Researching Brandon as a Welcoming Community
• Housing and Neighbourhoods
• Service Provision
• Culture and Diversity
• Education and Employment
Welcoming Communities Project

Goals:
• Identify characteristics of a welcoming community
• Create a centralized resource for information on welcoming communities

Method:
• Surveyed 405 community residents
Mutual Intercultural Relations in Plural Societies

• International collaborative project to build an understanding of intercultural relations
• Designed to understand intercultural relations by considering both recent immigrants’ and community members’ experiences and ideas

Themes

• Citizenship
• Mobility
• Ethnic Origin
• Neighbourhoods
• Languages
• Social Contacts
• Cultural Identity
• Security
• Acculturation Attitudes and Expectations
• Perceived Discrimination
• Multicultural Ideology
• Tolerance/Prejudice
• Attitudes Towards Immigration
Data Limitations

• Data represents only the views of the 405 respondents
• Data suppression and confidentiality
• Translation of tool and responses
• Possible interviewer bias
Sub-Samples

• Long-Term Canadian Resident [138]
  – Resided in Brandon for at least five years
  – Born in Canada

• New Resident
  – Resided in Brandon for less than five years
  – Latin American (Mexico, Central/South America) [96]
  – Chinese (born in China) [96]
Housing and Neighbourhoods

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

• Great to extreme difficulty in obtaining housing:
  – 4% of Canadian long-term residents
  – 17% of Latin American new residents
  – 35% of Chinese new residents

• 2008: Chinese and Latin American new residents 6x more likely to change residential address than Canadian long-term residents
Illustrative Questions

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

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

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

- **A good place to raise a family:**
  - 97% of Canadian long-term and Latin American residents agree
  - 43% of Chinese new residents agree
## Difficulties Experienced in Brandon

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

• Why have Chinese new residents experienced greater levels of difficulty than other subsamples?
• What services are required for the community to address increased immigration? Which organizations need to be involved?
Culture and Diversity

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

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

• Percent agreeing that immigration tends to threaten Canadian culture:
  – 16% Canadian long-term residents
  – 10% Latin American new residents
  – 28% Chinese new residents
Attitudes Towards Immigration

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

How might perceptions of too much immigration impact the community?
Illustrative Questions

• What are the most effective ways to address discrimination and prejudice?
• How do cultural differences influence the way new residents perceive multiculturalism?
Education and Employment

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

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

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

- Are there adequate services in the community to address new residents’ desires for further education and training?
- Should we be concerned by the disconnect between experience/training and current employment?
- Over the next five years, what will be the employment trends in Brandon?
• For discussion documents, presentations, and more information on the survey:

http://www2.brandonu.ca/organizations/rdi/wel_comm_forum2009.asp
Other Resources

• Temporary Foreign Worker Project:
  http://www2.brandonu.ca/organizations/rdi/tfw.asp

• Welcoming Communities Project:
  http://www2.brandonu.ca/organizations/rdi/welcomingcommunity.asp

• Ethnocultural Organizations Project:
  http://www2.brandonu.ca/organizations/rdi/ethnocultural.asp