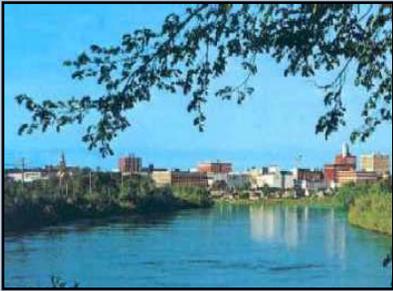


Exploring Brandon as a Welcoming Community: Sharing Survey Results for Discussion

Presented by Jill Bucklaschuk
February 20, 2010





- Researching Brandon as a Welcoming Community
- Housing and Neighbourhoods
- Service Provision
- Culture and Diversity
- Education and Employment

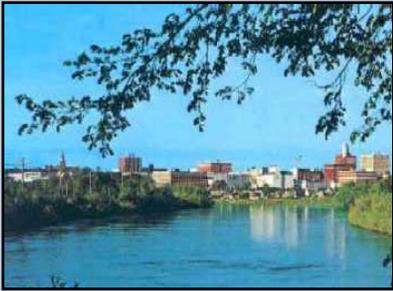


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Welcoming Communities Project



Goals:

- Identify characteristics of a welcoming community
- Create a centralized resource for information on welcoming communities

Method:

- Surveyed 405 community residents



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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

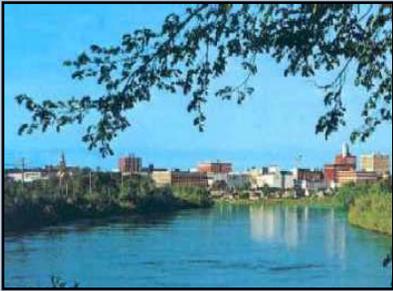


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Data Limitations



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

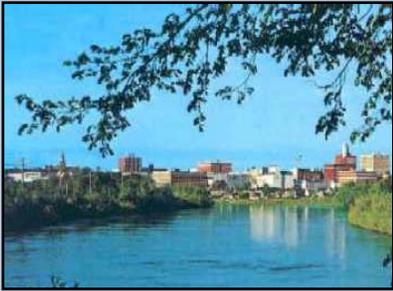


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Sub-Samples



- 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]



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Housing and Neighbourhoods



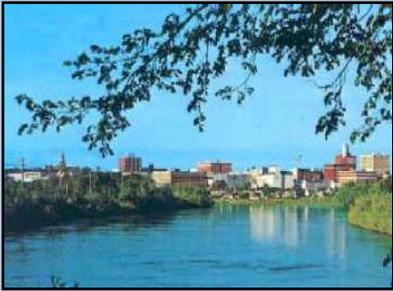
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- Disagree that “Brandon has a choice of suitable and affordable housing”:
 - Nearly 62% of both Canadian long-term residents and Chinese new residents
 - 36% of Latin American new residents
- Great to extreme difficulty in obtaining housing:
 - 4% 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?



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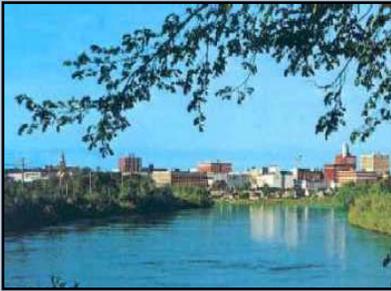


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Service Provision

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



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Difficulties Experienced in Brandon

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 group (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%)

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?

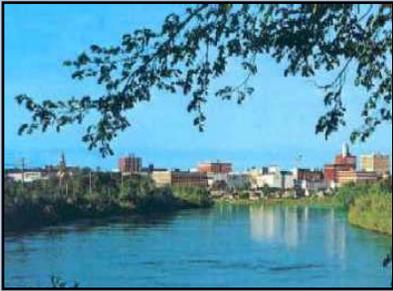


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Culture and Diversity



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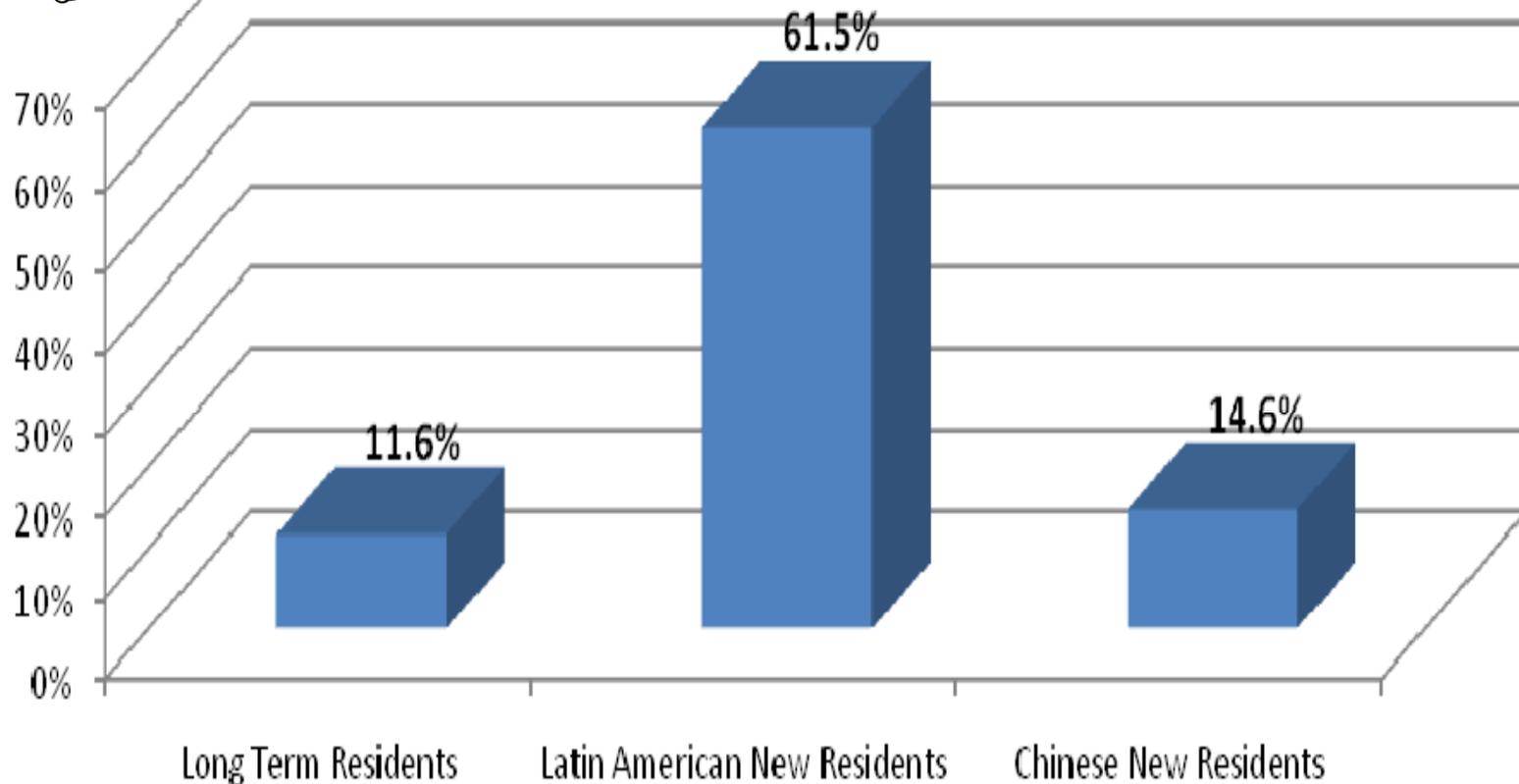
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- Agree that we should do more to learn about the customs and heritage of different ethnic and cultural groups in this country:
 - 88% of Canadian long-term residents
 - 90% of Latin American new residents
 - 93% of Chinese new residents
- Agree that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

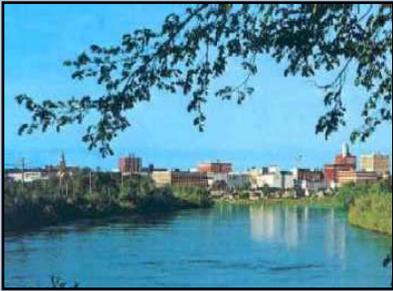
Attitudes Towards Immigration

How might perceptions of too much immigration impact the community?

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



Illustrative Questions



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

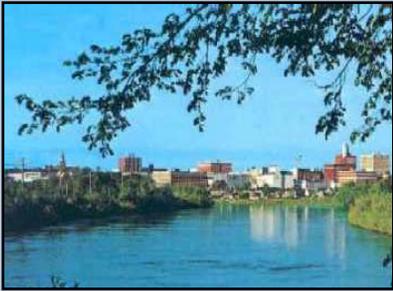


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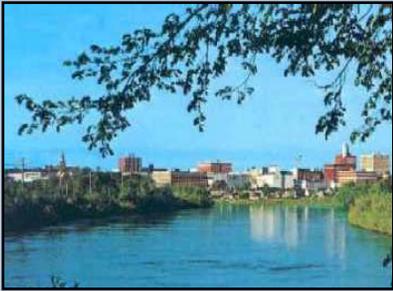
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Education and Employment



- 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?

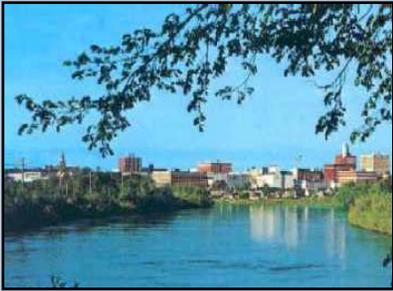


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Resources



- For discussion documents, presentations, and more information on the survey:

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

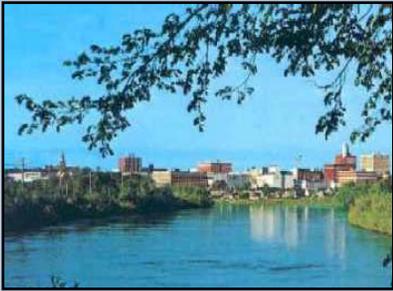


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Other Resources



- 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>



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