

PWGSC Contract # B8805-090781/001/CY - Amend. 001

POR Registration # POR 102-09

Contract Award Date: 23/02/2010



Annual Tracking Survey– Winter 2010

FINAL REPORT

Ce rapport est également disponible en français sur demande.

Submitted to:

Citizenship and Immigration Canada
por-rop@cic.gc.ca

EKOS RESEARCH ASSOCIATES INC.

April 2010

EKOS RESEARCH ASSOCIATES

Ottawa Office

359 Kent Street, Suite 300

Ottawa, Ontario

K2P 0R6

Tel: (613) 235 7215

Fax: (613) 235 8498

E-mail: pobox@ekos.com

Toronto Office

181 Harbord Avenue

Toronto, Ontario

M5S 1H5

Tel: (416) 598 8002

Fax: (416) 598 2543

E-mail: toronto@ekos.com

www.ekos.com

TABLE OF CONTENTS

Executive Summary	iii
Sommaire.....	ix
1. Introduction.....	1
1.1 Project Background and Objectives	1
1.2 Methodology.....	2
2. Perceptions of Immigration and Refugee Levels.....	3
2.1 Perceptions of Immigration Levels.....	3
2.2 Perceptions of Refugees Levels	5
2.3 Perceptions of Immigrants	7
3. Perceived Impact of Immigration	9
3.1 Perceived Impact of Immigration on Economy	9
3.2 Impact of Immigration on Employment.....	11
3.3 Perceived Impact of Immigration on Canadian Culture	12
3.4 Effect of Immigration	14
4. Interest and Sources of Information About Immigration Policy..	17
4.1 Interest in Canada’s Immigration Policy	17
4.2 Preferred Source of Information on Immigration Policy.....	19
5. Challenges Facing New Canadians.....	21
5.1 Key Challenges Faced by Newcomers.....	21
5.2 Difficulty Finding Employment in their Field of Expertise	23
6. Views on Canada’s Immigration Policy	25
6.1 Helping Immigrants Settle in Canada	25
6.2 Encouraging Immigrants to Settle Outside of Big Cities	27
6.3 Canada’s Immigration program Ensures Immigrants from Different Nations.....	28
6.4 Belief that the Government of Canada is Enforcing Citizenship Requirements	29
6.5 Preferred Approach to Labour Shortages	30
6.6 Perceived Responsibility for Newcomers Adapting to Life in Canada	31
6.7 Belief that All Canadian Citizens Should Have Access to Similar Rights....	32

7.	Identity, Belonging and Discrimination.....	33
7.1	Belief that New Canadians Should Learn About Canada.....	33
7.2	Top Three Responsibilities of Canadian Citizenship.....	35
7.3	Perceptions on Accommodation of New Canadians	37
7.4	Sense of Belonging	39
7.5	Rating of Various Institutions in Supporting Multiculturalism	41
7.6	Perceived Discrimination on Basis of Race	42
7.7	Perceived Discrimination on Basis of Religion	45
8.	Demographic Profile	49
9.	Segmentation Analysis.....	51
9.1	Background.....	51
9.2	Findings.....	51
9.3	Conclusions.....	55
10.	Conclusions and Implications	57

EXECUTIVE SUMMARY

Background and Methodology

The purpose of this study was to explore the attitudes and perceptions of Canadians regarding a range of key issues for Citizenship and Immigration Canada (CIC), such as perceptions of current immigration levels, the perceived impacts of immigration, views on Canada's immigration policy, and perceptions of identity, belonging, and discrimination. The research measured attitudes among the Canadian population as a whole, as well as among the key target audience of immigrants to Canada.

The methodology for this study involved a national telephone survey of Canadians. The survey was conducted with 1,530 members of the general population, and included an oversample of some 300 immigrants to Canada.

Survey Findings

Survey results suggest that Canadians hold generally positive, but also somewhat conflicted, views on immigration and diversity in Canada. They feel immigration has a positive impact on the economy in general, but are much less positive about the impact of immigration when the focus is narrowed to unemployment specifically. They feel immigration benefits the country as a whole, but are far less enthusiastic about immigration in their more immediate surroundings (e.g., city, community, neighbourhood). They generally agree that ethnic diversity strengthens Canadian society, but express much more mixed views about the benefits of religious diversity.

Results also reveal that attitudes toward immigration and diversity are not shared uniformly across the Canadian public. There are significant cleavages, both regionally and demographically, among Canadians in their views on immigration. Generally-speaking, younger Canadians, those with higher educational attainment, and higher income earners express more favourable views on immigration and diversity. Conversely, older Canadians, those with less education, and lower income earners tend to offer a more negative appraisal of these issues.

Key findings from the study are summarized below, and are described in more detail in the remainder of this report.

Perceptions of Immigration and Refugee Levels

In order to get a sense of Canadians' views on current immigration levels, respondents were asked if they felt there are too many, too few, or about the right number of immigrants coming to Canada. Over half of Canadians (54 per cent) think the number of immigrants coming to Canada is about right. About one in four (23 per cent) think there are too many immigrants coming to Canada, and 13 per cent think there is too little immigration to the country. Tracking suggests that Canadians have become more open to the idea of immigration to the country over the past several years: the proportion of Canadians who feel there are too many immigrants coming to Canada has decreased from 31 per cent in July 2004 to 23 per cent currently, and the proportion of Canadians who feel the right number of immigrants are coming to Canada is up from 49 per cent in 2004 to 54 per cent currently.

Canadians were also asked if they felt that too many, too few, or about the right number of refugees were coming to Canada. This question was asked in two ways: half of the respondents surveyed were presented with a brief description of the refugee process before being asked about refugee levels, and half were not provided any explanation before being asked about refugee levels.

Among respondents who were not provided with a description of the refugee process, one-third (33 per cent) feel we are accepting the right number of refugees to the country. About three in ten (29 per cent) feel there are too many refugees coming to Canada, and one in six (16 per cent) feel there are too few refugees entering the country (22 per cent did not provide a response to this question).

Interestingly, the use of a description of the refugee process appears to result in somewhat more negative views regarding the number of refugees coming to Canada. Those provided with a description of the refugee process are somewhat more likely to feel that too many refugees are entering Canada (33 per cent vs. 29 per cent of those who were not provided the description). Those provided with a description are also more likely to provide a response to the question (17 per cent did not answer this question, compared to 22 per cent among those who were not provided this description).

Turning to views on the number of immigrants currently in Canada, survey results reveal that a clear majority of Canadians (66 per cent) disagree with the idea that there are too many immigrants in Canada, and fewer than three in ten (28 per cent) feel that there are too many immigrants in the country.

Perceived Impact of Immigration

Moving from perceptions of the number of immigrants coming to Canada to perceptions of their impact, the survey asked a number of questions about the economic and cultural impact of immigration on the country.

Survey results reveal that over two-thirds of Canadians (68 per cent) think that immigration has a positive impact on Canada's economy, and only about one in six (16 per cent) think the impact is

negative. However, results are more mixed when the focus is narrowed to the impact of immigration on unemployment specifically. Most Canadians (37 per cent) feel that immigration has no impact on unemployment among those already living in the country, and roughly the same proportion (36 per cent) believe immigration increases unemployment among Canadians. Only about one in five Canadians (21 per cent) feel that immigration increases employment opportunities among those already living in the country.

Turning to cultural impacts, results reveal that Canadians are less likely to feel immigration has a positive impact on our culture than on the economy as a whole, although the majority (57 per cent) think that accepting immigrants from many different cultures makes Canadian culture stronger, and only about one in four (26 per cent) think immigration makes Canadian culture weaker. Tracking reveals that Canadians are somewhat less inclined to feel that immigration strengthens Canadian culture than they were earlier in the decade (down from 61 per cent in 2004 to 57 per cent currently).

Respondents were also asked to more generally rate the perceived effect of immigration on Canada, their province, their city, their community, and their neighbourhood. Fully 71 per cent of respondents feel that immigration has a positive impact on Canada overall, and 67 per cent feel that immigration has a positive effect on their province. However, when the scope of the question is narrowed to focus on their more immediate surroundings (i.e., city, community, neighbourhood), the proportion of respondents who feel immigration has a positive impact declines significantly (59 per cent for city, 58 per cent for community, and 48 per cent for neighbourhood).

Views on Canada's Immigration Policy

The survey also examined Canadians' views on various policy issues related to immigration (e.g., helping immigrants settle in Canada, enforcing citizenship requirements, encouraging immigration outside large municipalities).

Survey results suggest that Canadians are generally satisfied with the level of assistance provided to recent immigrants to help them settle in their new communities. Fully two in three (67 per cent) agree that Canada is doing a good job of helping immigrants settle into their new communities. However, there is also a strong sense that the country is not doing enough to encourage new immigrants to settle in areas outside of Canada's largest municipalities. A clear majority of respondents (67 per cent) agree that Canada is not doing enough to encourage immigration outside of Montreal, Toronto, and Vancouver.

Respondents were also asked who should be most responsible for helping newcomers adapt to their new life in Canada (half of respondents were asked about this issue for those who come to Canada to work temporarily, and half were asked about their views on this issue for those who come to work permanently). Interestingly, results vary depending on whether workers are working on a temporary or permanent basis. The plurality of respondents feel that responsibility for the integration of temporary workers should fall to the individual's employer (27 per cent), and about one in five (21 per cent) feels that temporary workers should be responsible for themselves. However, when asked who should be responsible

for helping *permanent* workers adapt to life in Canada, fully 31 per cent of respondents feel that the workers themselves should be responsible for their integration into Canadian society, and only six per cent feel that a permanent worker's employer should bear primary responsibility in this area. Interestingly, relatively few Canadians identify the federal or provincial governments as being primarily responsible for helping newcomers adapt to life in Canada (and this is the case whether they are working temporarily or permanently in the country).

Identity and Belonging

The survey also asked a number of questions related to Canadian identity and the accommodation of new Canadians.

Survey results reveal that nearly all Canadians feel that new Canadians should be expected to learn about Canada's history, institutions, and traditions. Fully 71 per cent strongly agree with this idea and 22 per cent somewhat agree (only six percent disagree with this idea).

Respondents were also asked about the impact of accommodating new Canadians (both ethnically and religiously) on our identity and society. Results suggest that Canadians hold largely positive views in terms of the impact of accommodating new Canadians of diverse ethnic backgrounds. Seven in ten (70 per cent) feel that Canada's ethnic diversity is a defining and enriching part of our Canadian identity, and a similar proportion (68 per cent) feels that Canada's diverse ethnic backgrounds strengthens Canadian society. In addition, only about one in three Canadians (36 per cent) feel that Canada's ethnic diversity means we have less in common as Canadians (and 51 per cent disagree with this idea).

Religious diversity, however, is seen in a somewhat less positive light. Just over half of Canadians (56 per cent) feel that accommodating new Canadians of diverse religious backgrounds is a defining and enriching part of Canadian identity, and an even smaller proportion (51 per cent) feel that Canada's varied religions strengthen Canadian society. However, it should be noted that only four in ten Canadians (39 per cent) feel that religious diversity means we have less in common as Canadians (and 46 per cent disagree with this idea).

Canadians were also asked to rate various public institutions at how well they serve the needs of a multicultural society. Results reveal some fairly significant differences among the institutions examined. Seven in ten respondents feel that universities and colleges serve the needs of a multicultural society well (72 per cent and 67 per cent, respectively). Six in ten also believe that hospitals (64 per cent), elementary schools (62 per cent), and secondary schools (60 per cent) do a good job supporting multiculturalism. Interestingly, governments are assigned lowest marks in terms of serving the needs of a multicultural society. A bare majority of Canadians feel that the federal (52 per cent), provincial (51 per cent), or municipal (51 per cent) governments support the needs of a multicultural society (although relatively few feel governments are doing a poor job in this area).

Looking at Canadians' sense of belonging to various groups, results suggest a strong connection to Canada: eight in ten Canadians (79 per cent) feel a strong sense of belonging to the country. Seven in ten also feel strongly connected to their province (70 per cent) and their town (69 per cent). Two-thirds of Canadians feel closely connected to their community (67 per cent), their region (65 per cent), and their neighbourhood (65 per cent). Interestingly, most Canadians do not feel a particularly strong connection to their ethnic or religious group: a slight majority (54 per cent) feel a strong sense of belonging to their ethnic group, and only one in three (35 per cent) feel a strong sense of connection to their religious group.

Finally, the survey examined perceptions of discrimination (both racial and religious) among Canadians. The results suggest that while the majority of Canadians say they have not experienced racial or religious discrimination, those who self-identify as a visible minority, and (to a lesser degree) immigrants express fairly high levels of perceived discrimination, particularly in the workplace.

Segmentation Analysis

In order to add texture to the survey results, multivariate analysis (cluster analysis) was undertaken with selected questions from the survey. The results of this cluster analysis suggest that Canadians can be grouped into four segments based on their views of immigration and diversity: the ***Opponents***, the ***Theoretical Supporters***, the ***Culturally Concerned***, and the ***Committed Supporters***.

The results of the cluster analysis echo the detailed findings outlined earlier – Canadians hold generally positive, but somewhat conflicted, views on immigration and diversity in Canada. There is a group of clear supporters of immigration and diversity in Canada, and a group of clear opponents to immigration. However, many Canadians fall somewhere in between these two poles, holding generally favourable views on immigration and diversity, but with limitations. The Theoretical Supporters generally see many benefits from immigration on the country, the economy, and our culture, but are far less enthusiastic about immigration closer to home (i.e., their community or neighbourhood). The Culturally Concerned generally support immigration, but also feel a fairly high level of cultural insecurity about the impact of immigration and diversity on the country.

The segmentation results also reinforce the detailed findings in that results reveal significant differences among Canadians in their views on immigration. Generally-speaking, younger Canadians, those with higher educational attainment, urban dwellers, and higher income earners express more favourable views on immigration and diversity. Conversely, older Canadians, those with less education, and rural residents tend to offer a more negative appraisal of these issues.

Conclusions and Implications

Results of the survey reveal that Canadians tend to view the impact of immigration on the economy in a more favourable light than the impact of immigration on Canadian culture, and many Canadians express fairly high levels of cultural insecurity about immigration and diversity. Therefore, the benefits of immigration should be more closely connected to economic rather than cultural impacts. Further, when communicating the economic impacts of immigration, the focus should be on the economy overall rather than on unemployment specifically (which is more negatively perceived by Canadians).

Results also reveal that immigration is more positively viewed on the national or provincial level rather than the community/neighbourhood level. Consequently, the benefits of immigration should be connected to the country as a whole rather than on communities.

When communicating the idea of diversity, survey results also suggest that the focus should be on ethnic rather than religious diversity, as religious diversity is less positively viewed by Canadians.

In terms of the best method to transmit information about immigration, the Internet/email is seen as more effective than traditional media (television, newspaper, mail); however, these results vary across sub-groups. Generally-speaking, the Internet/email is seen as the preferred communication method by younger Canadians and those with higher income and education levels. Conversely, traditional media tends to be seen as more effective by older Canadians and those with lower income and education.

Results also suggest that if the purpose of communications is to increase support for immigration among opponents, the groups to target would be older Canadians and those with lower income and educational attainment.

Supplier Name: EKOS Research Associates
PWGSC Contract Number: B8805-090781/001/CY - Amend. 001
Contract Award Date: 23/02/2010
To obtain more information on this study, please e-mail por-rop@cic.gc.ca

SOMMAIRE

Contexte et méthode

Cette étude visait à aborder les attitudes et les perceptions des Canadiens au sujet de tout un éventail d'enjeux clés pour Citoyenneté et Immigration Canada (CIC), comme les perceptions à l'égard des niveaux actuels d'immigration, les effets perçus de l'immigration, les points de vue à l'égard de la politique d'immigration du Canada, ainsi que les perceptions à l'égard de l'identité, de l'appartenance et de la discrimination. Plus particulièrement, l'étude a mesuré des résultats témoignant des attitudes dans la population canadienne dans son ensemble, de même que dans le groupe cible que composent les immigrants au Canada.

La méthode sur laquelle s'est fondée l'étude a fait appel à la réalisation d'un sondage téléphonique de portée nationale auprès de Canadiens. En particulier, le sondage, qui s'est effectué auprès de 1 530 membres de la population en général, comprenait aussi un suréchantillon comptant quelque 300 immigrants venus au Canada.

Observations découlant du sondage

Les résultats découlant du sondage font penser que les points de vue des Canadiens à l'égard de l'immigration et de la diversité au Canada sont généralement positifs, mais aussi quelque peu discordants. C'est ainsi que les Canadiens sont d'avis que l'immigration a un effet positif sur l'économie en général, mais que leurs opinions sont moins favorables pour ce qui concerne les effets de l'immigration lorsqu'il est tout particulièrement question du chômage. De même, si les Canadiens estiment que l'immigration profite au pays dans son ensemble, ils sont nettement moins enthousiastes pour ce qui concerne l'immigration dans leur milieu immédiat (p. ex., leur ville, leur collectivité, leur quartier). Enfin, les Canadiens sont généralement d'accord pour dire que la diversité ethnique renforce la société canadienne, mais leurs avis sont beaucoup plus partagés pour ce qui concerne les avantages de la diversité religieuse.

Les résultats indiquent en outre que les attitudes à l'égard de l'immigration et de la diversité ne sont pas uniformément répandues à l'échelle de la population canadienne. Nous observons ainsi d'importants clivages régionaux et démographiques au chapitre de l'opinion que se font les Canadiens au sujet de l'immigration. En règle générale, les jeunes Canadiens, les Canadiens ayant une scolarité plus poussée et ceux dont le revenu est plus élevé formulent des points de vue plus favorables au sujet de l'immigration et de la diversité. Par ailleurs, les Canadiens plus âgés, les Canadiens qui ont fait moins d'études et ceux dont le revenu est plus faible ont tendance à formuler une évaluation moins favorable au sujet de ces enjeux.

Vous trouverez ci-dessous un résumé succinct des principales observations découlant de l'étude, lesquelles sont présentées plus en détail au fil des pages du présent rapport.

Perceptions à l'égard des niveaux d'immigration et des niveaux d'admission de réfugiés

En vue de se faire une idée de l'opinion des Canadiens au sujet des niveaux d'immigration actuels, nous avons demandé aux répondants d'indiquer si à leur avis, il y a un trop grand nombre, trop peu ou juste assez d'immigrants qui viennent au Canada. Plus de la moitié des Canadiens (54 p. 100) sont d'avis qu'il y a à peu près assez d'immigrants qui viennent au Canada. Par ailleurs, c'est le quart environ des personnes interrogées (23 p. 100) qui estiment qu'il y a un trop grand nombre d'immigrants qui viennent au Canada, tandis que 13 p. 100 sont d'avis qu'il y a trop peu d'immigration au pays. Le suivi des résultats au fil du temps fait penser que ces dernières années, les Canadiens sont devenus plus ouverts au sujet de l'immigration au pays. En effet, la proportion de Canadiens d'avis qu'il y a trop d'immigrants qui viennent au Canada a fléchi, passant de 31 p. 100 en juillet 2004 à 23 p. 100 à l'heure actuelle, tandis qu'augmente la proportion de Canadiens d'avis que juste assez d'immigrants viennent au Canada, laquelle est passée de 49 p. 100 en 2004 à 54 p. 100 à l'heure actuelle.

Les Canadiens devaient aussi indiquer s'ils sont d'avis qu'il y a un trop grand nombre, trop peu ou juste assez de réfugiés qui viennent au Canada. Nous avons posé cette question de deux façons : nous avons présenté à la moitié des personnes interrogées une brève description du processus lié au statut de réfugié avant de leur demander de se prononcer au sujet des niveaux d'admission de réfugiés, tandis que nous avons interrogé l'autre moitié des répondants au sujet des niveaux d'admission de réfugiés sans leur avoir donné au préalable d'explications à cet effet.

Au nombre des répondants auxquels nous n'avons pas présenté de description du processus lié au statut de réfugié, le tiers (33 p. 100) estiment que nous accueillons le bon nombre de réfugiés au pays. Par ailleurs, dans une proportion de trois pour dix environ (29 p. 100), les personnes interrogées sont d'avis qu'il y a trop de réfugiés qui viennent au Canada, tandis que le sixième des répondants (16 p. 100) estiment qu'il y a trop peu de réfugiés qui viennent au Canada (à noter, toutefois, que 22 p. 100 des répondants n'ont pas répondu à cette question).

Fait intéressant, le recours à une description du processus lié au statut de réfugié semble entraîné la formulation de points de vue quelque peu plus négatifs au sujet du nombre de réfugiés qui viennent au Canada. En effet, les répondants auxquels nous avons présenté une description du processus lié au statut de réfugié se sont révélés un peu plus susceptibles d'être d'avis qu'un trop grand nombre de réfugiés viennent au Canada (dans une proportion de 33 p. 100, par rapport à 29 p. 100 de ceux auxquels nous n'avons pas présenté de description). Les répondants auxquels nous avons présenté une description se sont aussi révélés plus enclins à répondre à la question (17 p. 100 n'ont pas répondu à la question, par rapport à 22 p. 100 des répondants auxquels nous n'avons pas présenté de description).

En ce qui concerne l'opinion des Canadiens pour ce qui est du nombre d'immigrants actuellement au Canada, les résultats découlant du sondage révèlent qu'une forte majorité des personnes interrogées (66 p. 100) ne sont pas d'accord pour dire qu'il y a trop d'immigrants au Canada, et c'est dans une proportion inférieure à trois pour dix (28 p. 100) que les répondants estiment qu'il y a trop d'immigrants au pays.

Effet perçu de l'immigration

Après s'être attachée aux perceptions à l'égard du nombre d'immigrants qui viennent au Canada, l'étude a traité des perceptions au sujet de l'effet de l'immigration. Dans ce dessein, le sondage comprenait un certain nombre de questions au sujet des effets de l'immigration au pays, tant sur le plan de l'économie que sur celui de la culture.

Les résultats du sondage révèlent que plus des deux tiers des Canadiens (68 p. 100) estiment que l'immigration a un effet positif sur l'économie canadienne, et c'est seulement dans une proportion de un pour six environ (16 p. 100) que les répondants sont d'avis que l'effet en découlant est négatif. À noter toutefois que les résultats sont partagés lorsque nous nous intéressons à l'effet de l'immigration sur le chômage en particulier. À ce sujet, la plupart des Canadiens (37 p. 100) sont d'avis que l'immigration n'a pas d'effet sur le chômage parmi les gens qui vivent déjà ici, tandis que dans une proportion presque identique (36 p. 100), les Canadiens estiment que l'immigration augmente le chômage chez les Canadiens. D'autre part, c'est dans une proportion d'à peu près un pour cinq seulement que les Canadiens (21 p. 100) estiment que l'immigration a pour effet d'accroître les possibilités d'emploi chez les personnes vivant déjà au pays.

En ce qui concerne les effets de l'immigration sur la culture, les résultats indiquent que les Canadiens sont moins susceptibles de se dire d'avis que l'immigration a un effet positif sur notre culture que sur l'économie dans son ensemble, encore que la majorité des personnes interrogées (57 p. 100) estiment que le fait que nous acceptons les immigrants de plusieurs cultures différentes rend la culture canadienne plus forte. Notons aussi que c'est à peu près le quart des répondants seulement (26 p. 100) qui affirment que l'immigration rend la culture canadienne plus faible. À ce sujet, le suivi des résultats révèle que les Canadiens sont quelque peu moins enclins à se dire d'avis que l'immigration renforce la culture canadienne qu'ils ne l'étaient plus tôt dans la décennie (résultat à la baisse, qui est passé de 61 p. 100 en 2004 à 57 p. 100 à l'heure actuelle).

Nous avons aussi demandé aux répondants d'offrir une évaluation plus générale s'attachant à l'effet perçu de l'immigration au Canada, dans leur province, dans leur ville, dans leur collectivité et dans leur quartier. C'est dans une bonne proportion de 71 p. 100 que les répondants signalent qu'à leur avis, l'immigration produit un effet positif pour ce qui concerne le Canada dans son ensemble, et 67 p. 100 sont d'avis que l'immigration produit un effet positif au chapitre de leur province. Ceci dit, lorsque la question s'axe plus particulièrement sur le milieu immédiat des répondants (p. ex., la ville, la collectivité, le quartier), nous observons un fléchissement considérable de la proportion des personnes interrogées qui sont d'avis

que l'immigration a un effet positif (59 p. 100 pour la ville, 58 p. 100 pour la collectivité et 48 p. 100 pour le quartier).

Opinion au sujet de la politique d'immigration du Canada

Le sondage s'est aussi attaché aux points de vue des Canadiens au sujet de divers enjeux de politique dans le contexte de l'immigration (p. ex., le soutien offert aux immigrants pour les aider à s'établir au Canada, la mise en application des exigences liées à la citoyenneté, les mesures visant à encourager l'immigration en dehors des grandes villes).

Les résultats découlant du sondage indiquent que les Canadiens sont généralement satisfaits à l'égard du niveau de soutien offert aux immigrants récents pour les aider à s'établir dans leurs nouvelles collectivités. De plus, c'est dans une forte proportion équivalant aux deux tiers (67 p. 100) que les personnes interrogées sont d'accord pour dire que le Canada fait un bon travail pour ce qui est d'aider les immigrants à s'établir dans leurs nouvelles collectivités. Par ailleurs, selon une opinion également fort répandue, le pays ne déploierait pas suffisamment d'efforts pour encourager les nouveaux immigrants à s'établir dans des régions en dehors des grandes villes canadiennes. En effet, dans une proportion nettement majoritaire (67 p. 100), les répondants sont d'accord pour dire que le Canada n'en fait pas assez pour encourager l'immigration à l'extérieur de Montréal, de Toronto et de Vancouver.

Nous avons aussi demandé aux répondants de se prononcer quant à la question de savoir qui, plus que tout autre, devrait se charger d'aider les nouveaux arrivants à s'adapter à leur nouvelle vie au Canada (à cet effet, nous avons interrogé la moitié des répondants au sujet des gens qui viennent au Canada pour travailler de façon temporaire, et l'autre moitié au sujet de leurs points de vue à l'égard de cette question pour ce qui est des gens qui viennent au pays travailler de façon permanente). Fait intéressant, les résultats varient suivant le statut de travailleur temporaire ou permanent des nouveaux arrivants. En particulier, c'est en plus grand nombre que les répondants sont d'avis que l'employeur des personnes en cause devrait se charger de veiller à l'intégration des travailleurs temporaires (27 p. 100), tandis que dans une proportion avoisinant le cinquième (21 p. 100), les répondants estiment qu'il devrait en incomber aux travailleurs temporaires de veiller à leur propre intégration. En revanche, à la question de savoir qui plus que tout autre devrait se charger d'aider les travailleurs *permanents* à s'adapter à la vie au Canada, c'est largement 31 p. 100 des répondants qui estiment que c'est aux travailleurs qu'il incombe de veiller à leur intégration dans la société canadienne. D'autre part, dans une proportion de six p. 100 seulement, les personnes interrogées sont d'avis que c'est l'employeur du travailleur permanent qui, plus que quiconque, devrait assumer les responsabilités dans ce domaine. Fait intéressant, les Canadiens sont relativement peu nombreux à indiquer que le gouvernement fédéral ou provincial doit assumer la plus grande responsabilité pour ce qui est d'aider les nouveaux arrivants à s'adapter à la vie au Canada (qu'il s'agisse de travailleurs temporaires ou permanents).

Identité et appartenance

Le sondage comprenait aussi un certain nombre de questions portant sur l'identité canadienne et sur les accommodements consentis aux nouveaux Canadiens.

Les résultats découlant du sondage révèlent que c'est pratiquement l'ensemble des répondants qui sont d'avis que les nouveaux Canadiens devraient être tenus de se renseigner sur l'histoire du Canada, ses institutions et ses traditions. En particulier, c'est dans une bonne proportion de 71 p. 100 que les répondants se disent fortement d'accord avec cette idée, tandis que 22 p. 100 des personnes interrogées sont plutôt d'accord (six p. 100 seulement sont en désaccord avec cette idée).

Nous avons aussi demandé aux répondants de se prononcer sur les effets qu'ont, aux chapitres de notre identité et de notre société, les accommodements consentis aux nouveaux Canadiens (sur les plans ethnique et religieux). Les résultats font penser que les Canadiens se font une opinion largement favorable des effets découlant des accommodements consentis aux nouveaux Canadiens de diverses origines ethniques. En effet, c'est dans une proportion de sept pour dix (70 p. 100) que les répondants estiment que la diversité ethnique du Canada définit en partie notre identité canadienne et l'enrichit, et dans une proportion semblable (68 p. 100), les répondants sont d'avis que la diversité des origines ethniques au Canada renforce la société canadienne. De plus, c'est dans une proportion équivalente à seulement un tiers environ (36 p. 100) que les personnes interrogées sont d'avis que la diversité ethnique au Canada nous prive en tant que Canadiens de certaines valeurs communes (en outre, 51 p. 100 des répondants sont en désaccord avec cet énoncé).

C'est sous une lumière toutefois moins favorable que les Canadiens envisagent la diversité religieuse. En particulier, c'est tout juste un peu plus de la moitié des Canadiens (56 p. 100) qui estiment que les accommodements consentis aux nouveaux Canadiens de diverses origines religieuses définissent en partie notre identité canadienne et l'enrichissent. C'est en outre dans une proportion encore plus faible (51 p. 100) que les répondants sont d'avis que les diverses religions au Canada renforcent la société canadienne. Il convient néanmoins de souligner que quatre Canadiens sur dix seulement (ou 39 p. 100) sont d'avis que la diversité religieuse nous prive en tant que Canadiens de certaines valeurs communes (en outre, 46 p. 100 sont en désaccord avec cet énoncé).

Les Canadiens devaient aussi indiquer dans quelle mesure diverses institutions publiques comblent les besoins d'une société multiculturelle. Les résultats révèlent certaines différences assez considérables entre les institutions à l'étude. En particulier, c'est dans une proportion de sept pour dix que les répondants sont d'avis que les universités et les collèges parviennent bien à combler les besoins d'une société multiculturelle (72 p. 100 et 67 p. 100 des répondants sont de cet avis, respectivement). Six répondants sur dix estiment aussi que les hôpitaux (64 p. 100), les écoles primaires (62 p. 100) et les écoles secondaires (60 p. 100) font du bon travail au chapitre du soutien au multiculturalisme. Fait intéressant, les répondants attribuent les résultats les plus faibles aux gouvernements pour ce qui est de la satisfaction des besoins d'une société multiculturelle. En effet, c'est en faible majorité que les Canadiens se disent d'avis que le gouvernement fédéral (52 p. 100), que le gouvernement provincial (51 p. 100) ou

encore, que l'administration municipale (51 p. 100) soutiennent les besoins d'une société multiculturelle (encore que les répondants soient relativement peu nombreux à estimer que les gouvernements font du mauvais travail dans ce domaine).

En ce qui concerne le sentiment d'appartenance des Canadiens à l'égard de divers groupes, les résultats font penser qu'un lien fort les unit au Canada. En effet, dans une proportion de huit pour dix (79 p. 100), les Canadiens ressentent un fort sentiment d'appartenance envers leur pays. De plus, dans une proportion de sept pour dix, les Canadiens se sentent également fortement liés à leur province (70 p. 100) et à leur ville (69 p. 100). En outre, les deux tiers des Canadiens se sentent étroitement liés à leur collectivité (67 p. 100), à leur région (65 p. 100) et à leur quartier (65 p. 100). Fait intéressant, la plupart des Canadiens ne ressentent pas de lien particulièrement fort envers leur groupe ethnique ou religieux : dans une proportion faiblement majoritaire (54 p. 100), les répondants ressentent un fort sentiment d'appartenance envers leur groupe ethnique, tandis que le tiers seulement des personnes interrogées (35 p. 100) signalent un lien fort avec leur groupe religieux.

Enfin, le sondage s'est aussi attaché aux perceptions des Canadiens au sujet de la discrimination (raciale et religieuse). Les résultats font penser que si la majorité des Canadiens indiquent ne pas avoir subi de discrimination raciale ou religieuse, les personnes qui disent appartenir à une minorité visible, de même que les immigrants (mais dans une moindre mesure), font état de niveaux assez importants de discrimination perçue, surtout dans le milieu de travail.

Analyse par segmentation

En vue d'approfondir les résultats découlant du sondage, nous avons réalisé une analyse multivariable (ou analyse typologique) s'attachant à certaines questions du questionnaire. Les résultats de l'analyse typologique font penser qu'il est possible de répartir les Canadiens entre quatre segments selon leurs points de vue au sujet de l'immigration et de la diversité : les ***opposants***, les ***partisans théoriques***, les ***inquiets sur le plan culturel*** et les ***partisans convaincus***.

Les résultats découlant de l'analyse typologique font écho aux constatations détaillées décrites précédemment, lesquelles indiquent que les Canadiens se font une opinion généralement favorable, même si elle est quelque peu discordante, au sujet de l'immigration et de la diversité au Canada. En particulier, il y a un groupe de personnes appuyant clairement l'immigration et la diversité au Canada, de même qu'un groupe de personnes s'opposant clairement à l'immigration. Il appert néanmoins qu'un grand nombre de Canadiens se situent entre ces pôles : ils se font une opinion généralement favorable de l'immigration et de la diversité, mais dans le cadre de certaines limites. C'est ainsi que les ***partisans théoriques*** estiment généralement que l'immigration s'accompagne de nombreux avantages pour notre pays, pour l'économie et pour notre culture, mais qu'ils se révèlent nettement moins enthousiastes au sujet de l'immigration plus près de chez eux (c.-à-d. dans leur collectivité ou dans leur quartier). D'autre part, les ***inquiets sur le plan culturel*** soutiennent généralement l'immigration, mais vivent aussi une insécurité assez importante sur le plan culturel pour ce qui concerne les effets de l'immigration et de la diversité au pays.

Les résultats de l'exercice de segmentation renforcent aussi les observations détaillées dans la mesure où les résultats mettent en évidence d'importantes différences entre les Canadiens pour ce qui est de leurs points de vue au sujet de l'immigration. En règle générale, les jeunes Canadiens, les Canadiens ayant une scolarité plus poussée, les urbains et ceux dont le revenu est plus élevé formulent des points de vue plus favorables au sujet de l'immigration et de la diversité. Par ailleurs, les Canadiens plus âgés, les Canadiens qui ont fait moins d'études et ceux qui habitent en région rurale ont tendance à formuler une évaluation moins favorable au sujet de ces enjeux.

Conclusions et répercussions

Les résultats découlant du sondage révèlent que les Canadiens ont tendance à envisager les effets de l'immigration sur l'économie sous une lumière plus favorable que les effets de l'immigration sur la culture canadienne. De plus, un bon nombre de Canadiens font état d'une insécurité assez importante sur le plan culturel pour ce qui concerne l'immigration et la diversité. C'est pourquoi il faudrait voir à relier les avantages de l'immigration plus étroitement avec ses effets économiques qu'avec ses effets culturels. De plus, dans les communications portant sur les effets économiques de l'immigration, il faudrait axer le message sur l'économie dans son ensemble plutôt que sur le chômage en particulier (que les Canadiens perçoivent sous un angle moins favorable).

Les résultats révèlent en outre que l'immigration est envisagée sous un angle plus favorable à l'échelon national ou provincial qu'au niveau de la collectivité ou du quartier. Par conséquent, il faudrait voir à relier les avantages de l'immigration avec l'ensemble du pays plutôt qu'avec les collectivités.

En ce qui concerne les communications s'attachant à l'idée de la diversité, les résultats découlant du sondage indiquent qu'il faudrait axer le message davantage sur la diversité ethnique que sur la diversité religieuse, laquelle est perçue sous un angle moins favorable chez les Canadiens.

Au chapitre de la meilleure méthode à privilégier pour communiquer de l'information au sujet de l'immigration, les Canadiens tiennent l'Internet/le courrier électronique pour un moyen plus efficace que les médias conventionnels (la télévision, les journaux, la poste). Ces résultats varient toutefois entre les sous-groupes. En règle générale, les jeunes Canadiens et les Canadiens faisant état de niveaux de revenu et de scolarité plus élevés signalent préférer l'Internet/le courrier électronique comme moyen de communication. Par ailleurs, les Canadiens plus âgés et ceux dont les niveaux de revenu et de scolarité sont plus faibles sont plus enclins à tenir les médias conventionnels pour plus efficaces.

Les résultats indiquent également que dans la mesure où les communications visent à améliorer le soutien pour l'immigration chez les opposants, il faudrait cibler plus particulièrement les groupes suivants : les Canadiens plus âgés et les Canadiens faisant état d'un moindre revenu et d'un niveau de scolarité plus faible.

Nom du fournisseur : Les Associés de recherche EKOS

Numéro de contrat avec TPSGC : B8805-090781/001/CY - Amend. 001

Date d'attribution : 23/02/2010

Pour obtenir de plus amples renseignements au sujet de cette étude, veuillez adresser un courriel à l'adresse por-rop@cic.gc.ca

1. INTRODUCTION

Citizenship and Immigration Canada's (CIC) mission is to work with its partners to build a stronger Canada by developing and implementing policies, programs and services that facilitate the arrival of persons and their integration to Canada in a way that maximizes their contribution to the country while protecting the health, safety and security of Canadians; maintain Canada's humanitarian tradition by protecting refugees and persons in need of protection; and enhance the values and promote the rights and responsibilities of Canadian citizenship. Building a stronger Canada also involves advancing global migration policies in a way that supports Canada's immigration and humanitarian objectives.

CIC takes an approach to immigration that responds to the needs of communities in all parts of the country by creating opportunities for individuals to come to Canada to make an economic, social, cultural and civic contribution while also realizing their full potential, with a view to becoming citizens. The Department also supports global humanitarian efforts to assist those in need of protection. CIC, along with its partners, realizes this vision through appropriate policies, programs and services.

1.1 PROJECT BACKGROUND AND OBJECTIVES

CIC conducts an ongoing research program to help the Department develop a better understanding of Canadian attitudes toward the issues surrounding citizenship and immigration. An important part of this research program is the CIC Annual Tracking Survey, a study that, as the name suggests, provides an annual update on public opinion in the above-noted areas. The CIC Annual Tracking Survey, which first launched in 1996, is unique internationally, comprising the longest-running regular survey of immigration attitudes in the world.

It has been important within the Department to continuously gauge the perceptions of the Canadian public as well as its target audiences toward immigration and citizenship issues that pertain to its mission and mandate. The tracking survey has been a useful tool for measuring these perceptions and attitudes for more than a decade. By gathering and analyzing the opinions of the general public, the Department gains insight into important areas of public opinion. In the past, these have included attitudes surrounding immigration and refugee levels and policies; government use of biometrics; health issues related to newcomers; labour market issues and temporary foreign workers.

The purpose of this study was to continue to examine and track Canadians' attitudes and perceptions regarding several key Departmental areas, including immigration levels, the perceived impacts of immigration, views on Canada's immigration policy, and perceptions of identity, belonging, and discrimination among Canadians. The research measured attitudes among the Canadian population as a whole, as well as among the key target audience of immigrants to Canada.

More specifically, the research objectives of this study included:

- Exploring perceptions of the numbers of immigrants and refugees coming to Canada.
- Gaining an understanding of Canadians' impressions of CIC's immigration policies.
- Gauging the impact of immigration on communities and culture in this country.
- Assessing feelings of attachment to Canada among immigrants and the general population.
- Gathering data on preferences for media consumption and obtaining information.

1.2 METHODOLOGY

The methodology for this study involved a national telephone survey of Canadians. The survey was conducted with 1,530 members of the general population, and included an oversample of some 300 immigrants (a total of 509 immigrations were surveyed as part of this study). The margin of error associated with a sample of this size is +/- 2.5 percentage points, 19 times out of 20.

The regional breakdown of the sample for this survey was as follows:

Regional Distribution	
	Sample Size
British Columbia	n=205
Alberta	n=188
Saskatchewan/Manitoba	n=171
Ontario	n=499
Quebec	n=297
Atlantic Canada	n=170
Total	n=1,530

The response rate for the study was 13 per cent (the call disposition table is displayed in Appendix A). The final English and French questionnaires are included in Appendix B.

The remainder of this report outlines results from the survey. Where available, current results are tracked over time to gauge any shifts in public opinion which may have occurred over the past several years. Key sub-group differences (e.g., by age, region, education, immigrant/non-immigrant) are highlighted throughout the report.

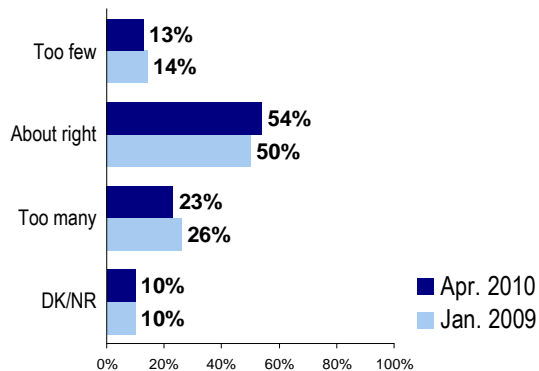
2. PERCEPTIONS OF IMMIGRATION AND REFUGEE LEVELS

2.1 PERCEPTIONS OF IMMIGRATION LEVELS

In order to get a sense of Canadians' views on current immigration levels, respondents were asked if they felt there are too many, too few, or about the right number of immigrants coming to Canada. Results reveal that over half of Canadians (54 per cent) think the number of immigrants coming to Canada is about right. About one in four (23 per cent) think there are too many immigrants coming to Canada, and 13 per cent think there is too little immigration to the country (10 per cent did not respond to this question).

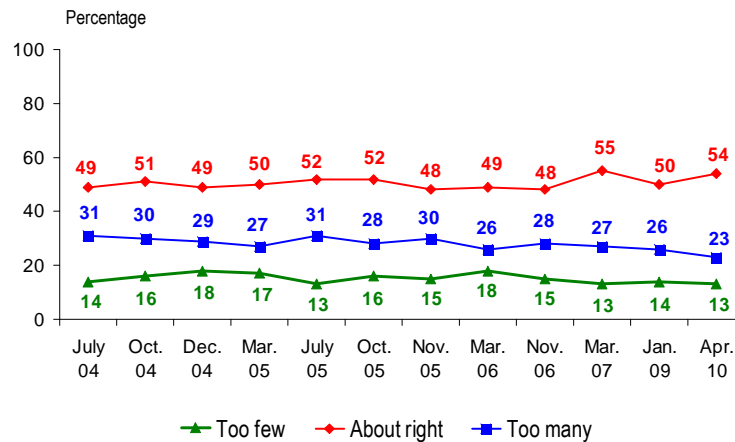
Perception of Immigration Levels

"In your opinion, do you feel there are too many, too few, or about the right number of immigrants coming to Canada?"



Tracking this question suggests that Canadians are becoming more open to the idea of immigration to the country: the proportion of Canadians who feel there are too many immigrants coming to Canada has decreased from 31 per cent in July 2004 to 23 per cent currently. At the same time, the proportion of Canadians who feel the right number of immigrants are coming to Canada is up from 49 per cent in 2004 to 54 per cent currently.

Perception of Immigration Levels (Over Time)



n=1530

Annual Tracking Survey, Winter 2010

The following sub-groups are particularly likely to feel there are too many immigrants coming to Canada.

- Ontario residents (28 per cent)
- Those 45 years of age and older (29 per cent)
- Those with less educational attainment
- Toronto and Vancouver residents (28 per cent each)
- Interestingly, those who self-identify as a visible minority (27 per cent)

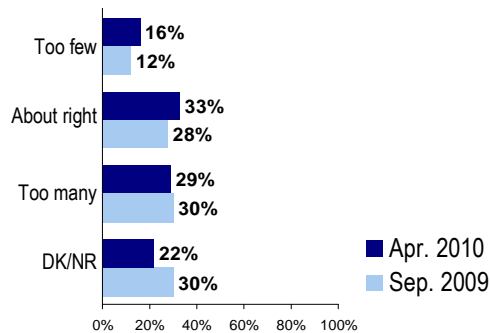
2.2 PERCEPTIONS OF REFUGEES LEVELS

Canadians were also asked if they felt that too many, too few, or about the right number of refugees were coming to Canada. This question was asked in two ways: half of the respondents surveyed were presented with a brief description of the refugee process before being asked about refugee levels, and half were not provided any explanation before being asked about refugee levels.

Among respondents who were not provided with a description of the refugee process, one-third (33 per cent) feel we are accepting the right number of refugees to the country. About three in ten (29 per cent) feel there are too many refugees coming to Canada, and one in six (16 per cent) feel there are too few refugees entering the country (22 per cent did not provide a response to this question).

Perceptions of Refugee Levels (without description)

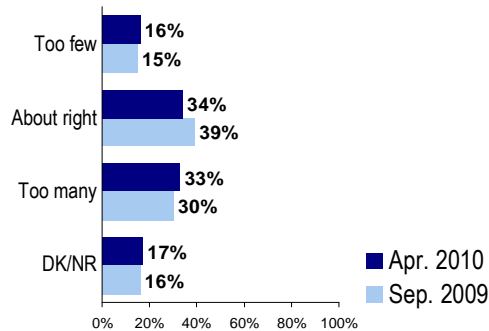
“In your opinion, do you feel that there are too many, too few or about the right number of refugee claimants coming to Canada?”



Interestingly, the use of a description of the refugee process appears to result in somewhat more negative views regarding the number of refugees coming to Canada. Those provided with a description of the refugee process are somewhat more likely to feel that too many refugees are entering Canada (33 per cent vs. 29 per cent of those who were not provided the description). Those provided with a description are also more likely to provide a response to the question (17 per cent did not answer this question, compared to 22 per cent among those who were not provided this description).

Perceptions of Refugee Levels (with description)

Refugees can come to Canada in different ways. Some of them can live in refugee camps overseas and are selected by the Canadian government to come to Canada. Other people come to Canada and, after arriving, claim that they are refugees, saying that they cannot go home because they face persecution. "In your opinion, do you feel that there are too many, too few or about the right number of refugees coming to Canada...?"



EKOS Research
Associates Inc.

n=750

Annual Tracking Survey, Winter 2010

The following sub-groups are most likely to feel there are too many refugees coming to Canada (this is for the combined sample – i.e., with and without the description of the refugee process):

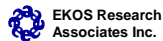
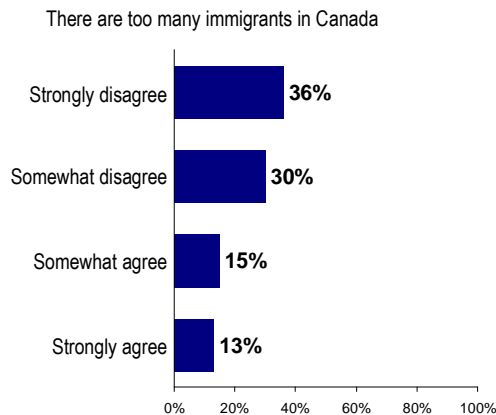
- British Columbia (36 per cent) and Ontario (35 per cent) residents
- Those 65 years of age and older (45 per cent) and those 45-64 years of age (39 per cent)
- Those with less education
- Toronto (37 per cent) and Vancouver (36 per cent) residents
- Interestingly, immigrants (39 per cent) and visible minority respondents (35 per cent)

2.3 PERCEPTIONS OF IMMIGRANTS

Turning to views on the number of immigrants currently in Canada, survey results reveal that a clear majority (66 per cent) of Canadians strongly (36 per cent) or somewhat (30 per cent) disagree with the idea that there are too many immigrants in Canada. Fewer than three in ten (28 per cent) strongly (13 per cent) or somewhat (15 per cent) agree that there are too many immigrants in Canada.

Perceptions of Immigrants

“Please tell me to what extent you either agree or disagree with each of the following statements.”



n=1530

Annual Tracking Survey, Winter 2010

Agreement that there are too many immigrants in Canada is highest among:

- Ontario residents (34 per cent)
- Those 45-64 years of age (35 per cent)
- Lower income earners
- Those with less educational attainment
- Visible minority respondents (38 per cent)
- Toronto residents (35 per cent)

3. PERCEIVED IMPACT OF IMMIGRATION

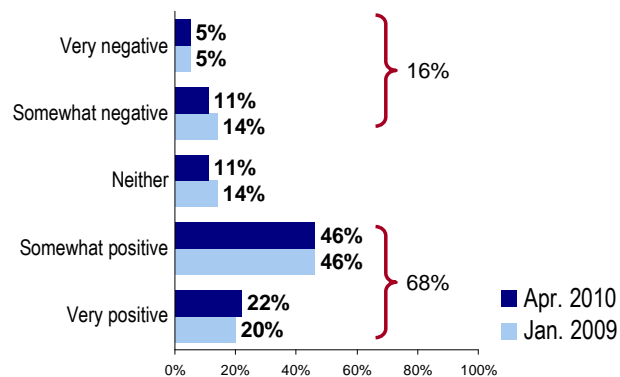
Moving from perceptions of the number of immigrants coming to Canada to perceptions of their impact, the survey asked a number of questions about the economic and cultural impact of immigration on the country.

3.1 PERCEIVED IMPACT OF IMMIGRATION ON ECONOMY

Survey results reveal that over two-thirds of Canadians (68 per cent) think that immigration has a very (22 per cent) or somewhat (46 per cent) positive impact on Canada's economy. Only about one in six Canadians (16 per cent) think the impact is somewhat (11 per cent) or very negative (5 per cent). These results have remained largely stable over the past year.

Perceived Impact of Immigration on Economy

“Does immigration make a positive or negative impact on Canada's economy?”



The following sub-groups are particularly likely to feel immigration has a positive impact on Canada's economy:

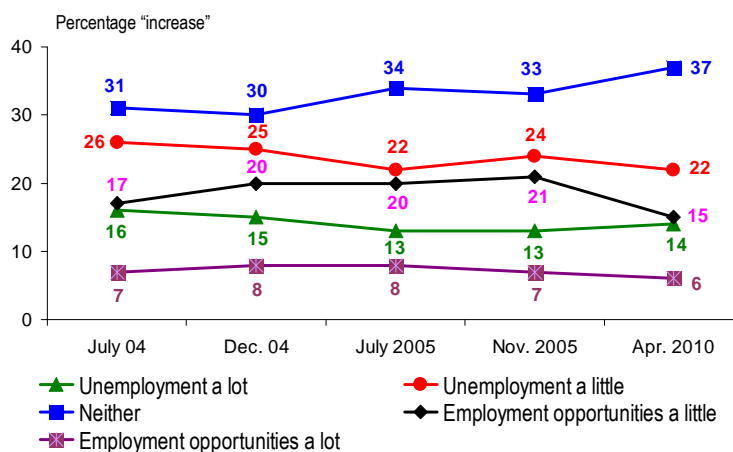
- Men (73 per cent)
- Those under 25 years of age (77 per cent)
- Higher income earners
- Immigrants (78 per cent)
- Those with university education (79 per cent)
- Allophones (79 per cent)

3.2 IMPACT OF IMMIGRATION ON EMPLOYMENT

Despite highly favourable views on the impact of immigration on the economy as a whole, results are somewhat more mixed when the focus is narrowed to the impact of immigration on unemployment. Most respondents (37 per cent) feel that immigration has no impact on unemployment among those already living in the country, and roughly the same proportion (36 per cent) believe immigration increases unemployment among Canadians (22 per cent feel immigration increases unemployment “a little”, and 14 per cent feel immigration increases unemployment “a lot”). Only about one in five respondents (21 per cent) feel that immigration increases employment opportunities among those already living in the country (15 per cent “a little” and 6 per cent “a lot”).

Impact of Immigration on Employment

“Overall, what would you say is the effect of immigration on unemployment among people already living here? Does immigration increase...?”



EKOS Research
Associates Inc.

n=1530

Annual Tracking Survey, Winter 2010

The following sub-groups are most likely to feel that immigration increases unemployment in Canada:

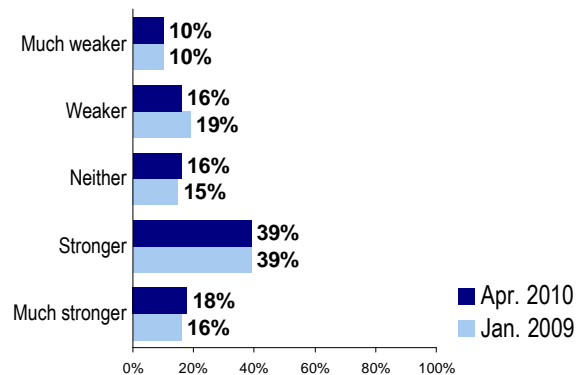
- Ontario residents (40 per cent)
- Non-immigrants (38 per cent)
- Those with less education
- Rural residents (41 per cent)

3.3 PERCEIVED IMPACT OF IMMIGRATION ON CANADIAN CULTURE

Moving from economic to cultural impacts, survey results reveal that the majority of Canadians believe immigration has a positive impact on our culture. Over half (57 per cent) think that the fact that we accept immigrants from many different cultures makes Canadian culture stronger (39 per cent) or much stronger (18 per cent). Only about one in four (26 per cent) think immigration makes Canadian culture weaker (16 per cent) or much weaker (10 per cent).

Perceived Impact of Immigration on Canadian Culture

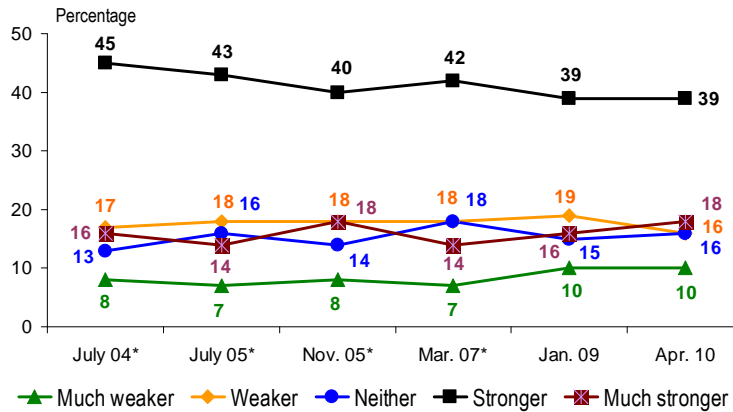
“Does the fact that we accept immigrants from many different cultures make Canadian culture stronger or weaker?”



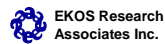
Despite fairly positive views on the impact of immigration on Canadian culture, tracking reveals that Canadians are somewhat less inclined to feel that immigration strengthens Canadian culture than they were earlier in the decade (down from 61 per cent in 2004 to 57 per cent currently).

Perceived Impact of Immigration on Canadian Culture (Over Time)

“Does the fact we accept immigrants from many different cultures make Canadian culture stronger or weaker?”



*Asked about “our culture” and not “Canadian culture” in these surveys



n=1530

Annual Tracking Survey, Winter 2010

The following are most likely to think that immigration strengthens Canadian culture:

- Atlantic Canadians (68 per cent)
- Those under 45 years of age (63 per cent)
- Immigrants (65 per cent)
- Those with a university degree (64 per cent)
- Those who self-identify as a visible minority (61 per cent)
- Allophones (71 per cent)
- Vancouver residents (64 per cent)

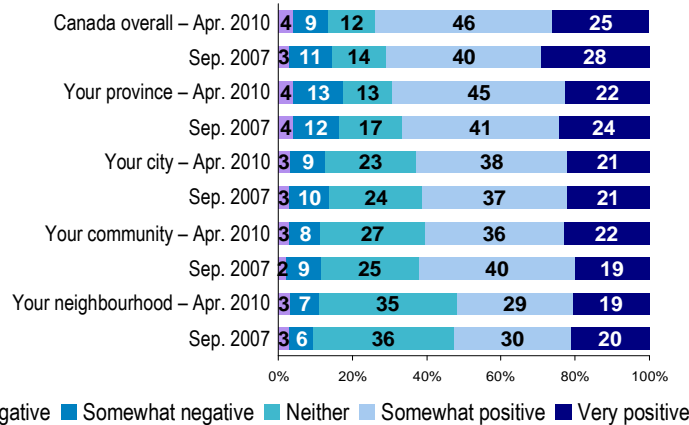
3.4 EFFECT OF IMMIGRATION

Respondents were also asked to more generally rate the perceived effect of immigration on Canada, their province, their city, their community, and their neighbourhood. The results suggest that Canadians feel that immigration have a positive effect on Canada overall, however, they are somewhat more sceptical as to whether immigration is having a positive effect on their more immediate surroundings.

Fully 71 per cent of respondents feel that immigration has a very (25 per cent) or somewhat (46 per cent) positive impact on Canada overall (up from 68 per cent in 2007). Similarly, 67 per cent feel that immigration has a positive effect on their province. However, when the scope of the question is narrowed to focus closer to home (i.e., city, community, neighbourhood), the proportion of respondents who feel immigration has a positive impact declines significantly (59 per cent for city, 58 per cent for community, and 48 per cent for neighbourhood).

Effect of Immigration

“In general, what effect does immigration to this country have on...?”



Generally-speaking, positive perceptions of the impacts of immigration appears to be more common among those who have completed university degrees and, not surprisingly, new Canadians:

- Those with a university degree are more likely to rate the effects of immigration as positive across all of the areas examined – Canada (81 per cent), their province (77 per cent), their city (69 per cent), their community (68 per cent), and their neighbourhood (58 per cent).
- Newcomers to Canada are also more likely to express positive views of the impacts of immigration across the areas examined –Canada overall (80 per cent, compared to 68 per cent among those born in Canada), their province (78 per cent vs. 64 per cent, respectively), their city (70 per cent vs. 56 per cent, respectively), their community (68 per cent vs. 54 per cent, respectively), and their neighbourhood (62 per cent vs. 43 per cent, respectively).

In contrast, perceptions of the effects of immigration are more negative among older Canadians:

- Respondents aged 65 and over are more likely to express negative perceptions of immigration on their province (22 per cent, compared to 9 per cent among those under 25 years of age), Canada overall (20 per cent vs. 4 per cent, respectively), and their city (17 per cent vs. 8 per cent, respectively).

4. INTEREST AND SOURCES OF INFORMATION ABOUT IMMIGRATION POLICY

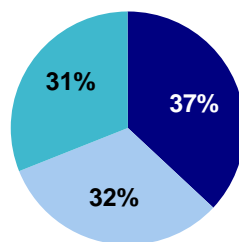
The survey also asked a number of questions regarding Canadians' interest in immigration policy, and their preferred method of receiving information about immigration policy.

4.1 INTEREST IN CANADA'S IMMIGRATION POLICY

Respondents were asked to what extent they keep informed of news and information about Canada's immigration policy. Results reveal fairly polarized views in terms of interest levels in this area: about one in three Canadians (31 per cent) indicate they keep informed about issues related to Canada's immigration to a great extent, and roughly the same proportion (37 per cent) say they do not pay attention to this issue at all.

Interest in Canada's Immigration Policy

"To what extent would you say you keep informed in terms of news and information about Canada's immigration policy?"



- Not at all (1-2)
- Neither (3)
- A great deal (4-5)

The following sub-groups are more likely to say they keep informed about immigration-related issues:

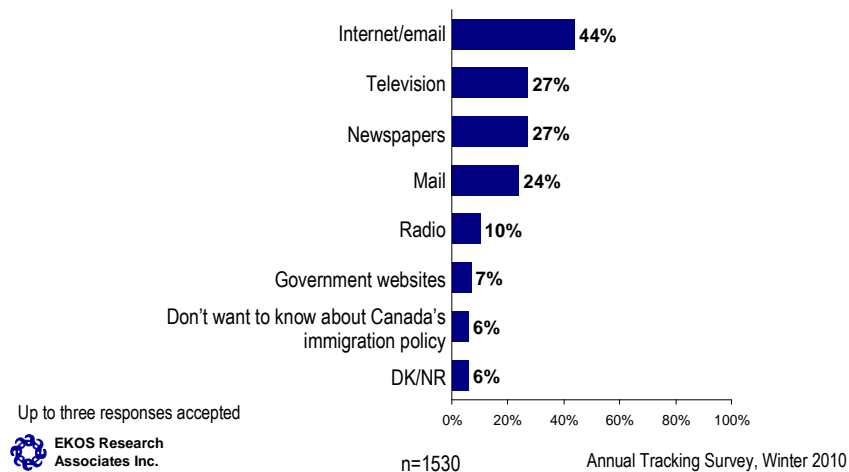
- Ontario residents (37 per cent)
- Men (35 per cent)
- Older Canadians
- Immigrants (47 per cent)
- Those with university education (41 per cent)
- Allophones (44 per cent)
- Toronto residents (38 per cent)

4.2 PREFERRED SOURCE OF INFORMATION ON IMMIGRATION POLICY

When asked, unprompted, how they would prefer to receive information about Canada's immigration policy, the Internet tops the list, with more than four in ten Canadians (44 per cent) citing this as their preferred method to receive this type of information. Newspapers (27 per cent), television (27 per cent), and the mail (24 per cent) are also seen as effective methods to receive information about Canada's immigration policy. All other methods of receiving information about immigration policy were mentioned by 10 per cent or fewer respondents.

Preferred Source of Information on Immigration Policy

“How would you prefer to receive information about Canada's immigration policy, such as information about its activities, programs, policies or services? Any other ways?” [Open]



The Internet/email is particularly likely to be identified as a preferred source of immigration policy among the following sub-groups:

- Men (48 per cent)
- Those 25-44 years of age (57 per cent)
- Those earning \$100,000 or more in household income (55 per cent)
- Those with university education (51 per cent)
- Allophones (51 per cent)

5. CHALLENGES FACING NEW CANADIANS

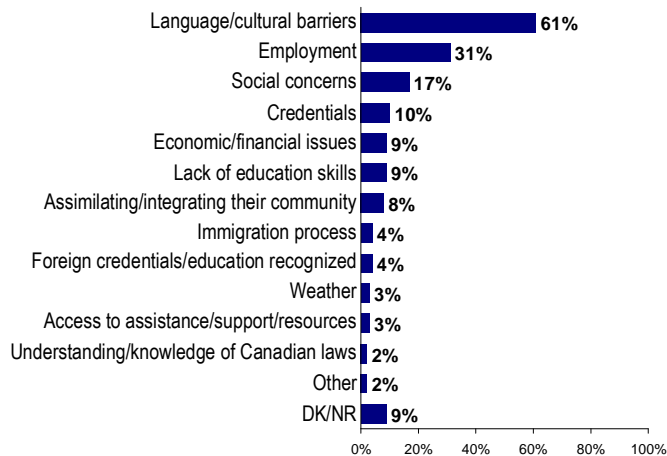
The survey also included a number of questions examining Canadians' views on the challenges faced by newcomers to Canada.

5.1 KEY CHALLENGES FACED BY NEWCOMERS

Respondents were asked, unprompted, to identify the key hurdles facing newcomers in establishing themselves in Canada. Language/cultural barriers top the list (mentioned by 61 per cent of Canadians), followed by employment (31 per cent). Social concerns (such as housing, daycare, racism – 17 per cent), and credential recognition (10 per cent) were also mentioned by a number of the respondents surveyed. All other responses were mentioned by less than 10 per cent of Canadians.

Key Challenges Faced by Newcomers

“In your view, what are some of the key hurdles facing newcomers in establishing themselves in Canada?” [Open]

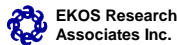


Tracking reveals that over the past year language/cultural barriers and employment issues have both decreased in significance as perceived challenges faced by newcomers. Conversely, Canadians are now more likely to feel that social issues (such as housing, daycare, racism) are important hurdles facing Canadian newcomers (this is up significantly since January 2009, and back to levels seen in 2005 and 2006).

Key Hurdles Faced by Newcomers (Over Time)

“In your view, what are some of the key hurdles facing newcomers in establishing themselves in Canada?” [Multiple responses accepted]

	Mar. 05 %	Oct. 05 %	Mar. 06 %	Nov. 06 %	Jan. 09 %	Apr. 10 %
Language/Cultural barriers	56	59	53	64	68	61
Employment	23	32	21	15	40	31
Social concerns	16	20	17	22	6	17



n=1530

Annual Tracking Survey, Winter 2010

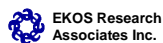
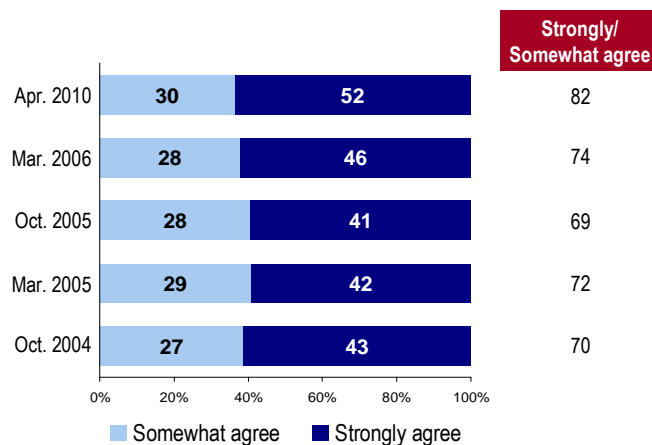
- Language cultural/barriers are most likely to be perceived as a challenge among:
 - ◇ British Columbia residents (67 per cent)
 - ◇ Those 65 years of age and older (66 per cent)
 - ◇ Non-immigrants (63 per cent)
 - ◇ Those with university education (67 per cent)
 - ◇ Urban residents (63 per cent)
 - ◇ Vancouver residents (72 per cent)
- Employment is most likely to be perceived as a challenge among:
 - ◇ Ontario residents (37 per cent)
 - ◇ Women (36 per cent)
 - ◇ Immigrants (38 per cent)
 - ◇ Those with university education (36 per cent)
 - ◇ Allophones (38 per cent)
 - ◇ Toronto residents (37 per cent)

5.2 DIFFICULTY FINDING EMPLOYMENT IN THEIR FIELD OF EXPERTISE

Looking specifically at employment-related difficulties, survey results reveal that a large majority of Canadians believe that immigrants face significant difficulties finding employment in their field of expertise. Fully 82 per cent of respondents strongly (52 per cent) or somewhat (30 per cent) agree that immigrants have more difficulty than the average Canadian in finding employment in their field of expertise (and agreement with this idea is eight points up since 2006).

Difficulty Finding Employment in their Field of Expertise

“Immigrants have more difficulty than Canadians finding employment in their field of expertise.”



n=1530

Annual Tracking Survey, Winter 2010

The following sub-groups are particularly likely to feel immigrants have more difficulty in finding employment in their field of expertise than do Canadians as a whole:

- Immigrants (88 per cent)
- Those with university education (92 per cent)
- Parents of immigrants (86 per cent)
- Residents of Montreal (89 per cent)
- Toronto (86 per cent) and Vancouver (88 per cent) residents

6. VIEWS ON CANADA'S IMMIGRATION POLICY

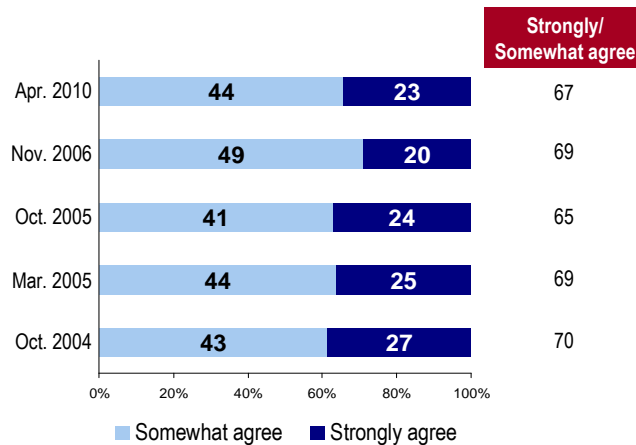
The survey also examined Canadians' views on various policy issues related to immigration (e.g., helping immigrants settle in Canada, enforcing citizenship requirements, encouraging immigration outside large municipalities).

6.1 HELPING IMMIGRANTS SETTLE IN CANADA

Survey results suggest that Canadians are generally satisfied with the level of assistance provided to recent immigrants to help them settle in their new communities. Fully two in three (67 per cent) agree that Canada is doing a good job of helping immigrants settle into their new communities (including 23 per cent who strongly agree with this idea). These results are generally consistent with those from previous years.

Helping Immigrants Settle in Canada

“Canada does a good job of helping immigrants settle into their new communities.”



Agreement that Canada is doing a good job of helping immigrants settle into their new communities is highest among:

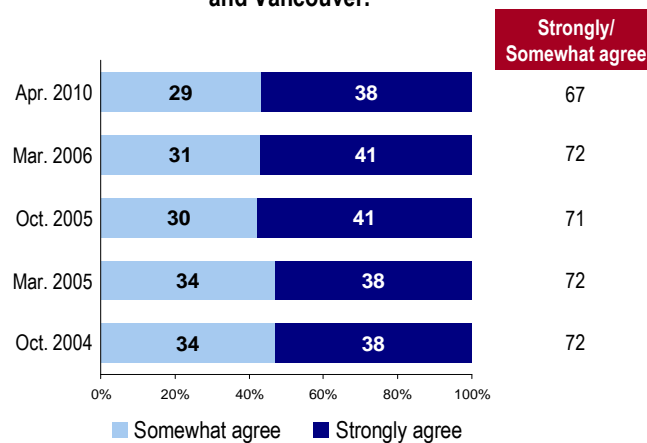
- Ontario residents (71 per cent)
- Those under 25 years of age (71 per cent)
- Those earning less than \$40,000 in annual household income (73 per cent)
- Those with less education
- Allophones (73 per cent)

6.2 ENCOURAGING IMMIGRANTS TO SETTLE OUTSIDE OF BIG CITIES

While respondents are generally satisfied with Canada's overall approach to helping immigrants settle into their communities, there is a strong sense that the country is not doing enough to encourage new immigrants to settle in areas outside of Canada's largest municipalities. A clear majority of respondents (67 per cent) agree that Canada is not doing enough to encourage immigration outside of Montreal, Toronto, and Vancouver (although tracking reveals a drop in agreement since 2006, when 72 per cent agreed with this idea).

Encouraging Immigrants to Settle Outside of Big Cities

"The country is not doing enough to encourage new immigrants to settle in areas outside of Canada's largest municipalities, including Montreal, Toronto and Vancouver."



EKOS Research
Associates Inc.

n=1530

Annual Tracking Survey, Winter 2010

Agreement with this idea is particularly high among:

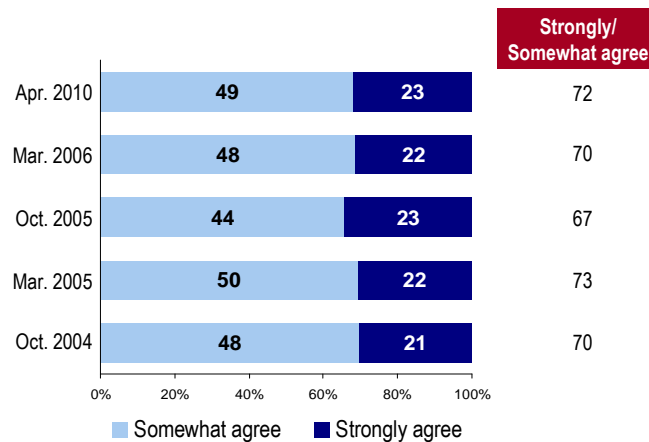
- Men (71 per cent)
- Those 65 years of age and older (74 per cent)
- Higher income earners
- Immigrants (70 per cent)
- Those with university education (73 per cent)
- Toronto residents (76 per cent)

6.3 CANADA'S IMMIGRATION PROGRAM ENSURES IMMIGRANTS FROM DIFFERENT NATIONS

Survey results also suggest that Canadians generally agree that our immigration system results in a diversity of immigrants entering Canada. Nearly three in four respondents (72 per cent) agree that Canada's immigration program ensures the selection of immigrants from many different nations. These results have remained largely stable over the past few years.

Canada's Immigration Program Ensures Immigrants from Different Nations

"Canada's immigration program ensures the selection of immigrants from many different nations around the world."



EKOS Research
Associates Inc.

n=1530

Annual Tracking Survey, Winter 2010

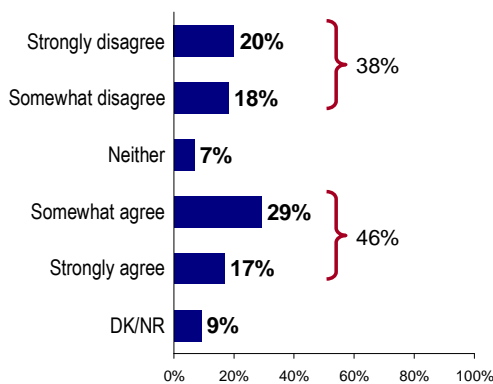
- Immigrants (76 per cent), those who identify themselves as a visible minority (77 per cent), and Montreal residents (77 per cent) are most likely to agree that our immigration program ensures the selection of immigrants from around the world.

6.4 BELIEF THAT THE GOVERNMENT OF CANADA IS ENFORCING CITIZENSHIP REQUIREMENTS

Turning to views on Government of Canada performance in enforcing citizenship requirements, respondents were informed that three years of residency in Canada, knowledge of French or English, and general knowledge of Canada is required to obtain Canadian citizenship. They were then asked if they felt that that the Government of Canada is doing enough to enforce these requirements. Results are fairly split on this issue: about half of the respondents surveyed (46 per cent) agree that the Government of Canada is doing enough to enforce the requirements for citizenship, however, a sizeable minority (38 per cent) disagree with this idea.

Belief that the Government of Canada is Enforcing Citizenship Requirements

Currently, the following items are required to obtain Canadian citizenship: 3 years of residency in Canada, knowledge of French or English, and general knowledge of Canada, including history, geography, and governance. "Do you agree or disagree that the Government of Canada is doing enough to enforce this requirement?"



EKOS Research
Associates Inc.

n=1530

Annual Tracking Survey, Winter 2010

Agreement that the Government of Canada is doing enough to enforce citizenship requirements is highest among:

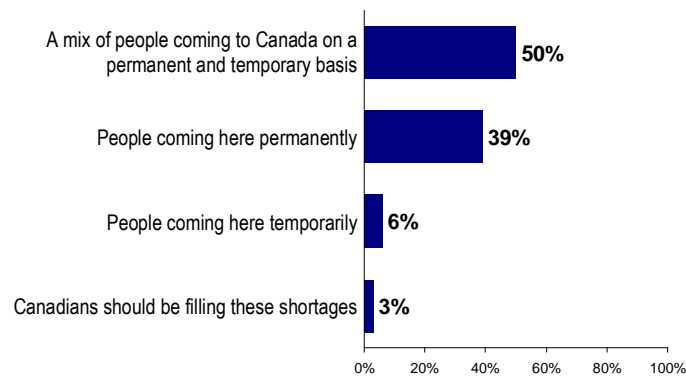
- Atlantic Canadians (54 per cent)
- Younger Canadians
- Lower income earners
- Immigrants (60 per cent)
- Visible minority respondents (54 per cent)
- Allophones (59 per cent)

6.5 PREFERRED APPROACH TO LABOUR SHORTAGES

Survey results also suggest that Canadians prefer a mix of permanent and temporary workers as the best way to meet labour shortages when employers cannot find the people they need to fill jobs in Canada. Half of Canadians (50 per cent) feel labour shortages should be addressed through a mix of permanent and temporary workers, compared to about four in ten (39 per cent) who feel that labour shortages should be addressed solely by hiring people coming here permanently, and six per cent who feel it should be addressed solely through people coming here temporarily. Three per cent volunteered that Canadians should be filling these labour shortages.

Preferred Approach to Labour Shortages

“Sometimes employers can’t find the people they need to fill jobs here in Canada. Which of the following best reflects your point of view?
Skill and labour shortages in Canada should be met by...”



6.6 PERCEIVED RESPONSIBILITY FOR NEWCOMERS ADAPTING TO LIFE IN CANADA

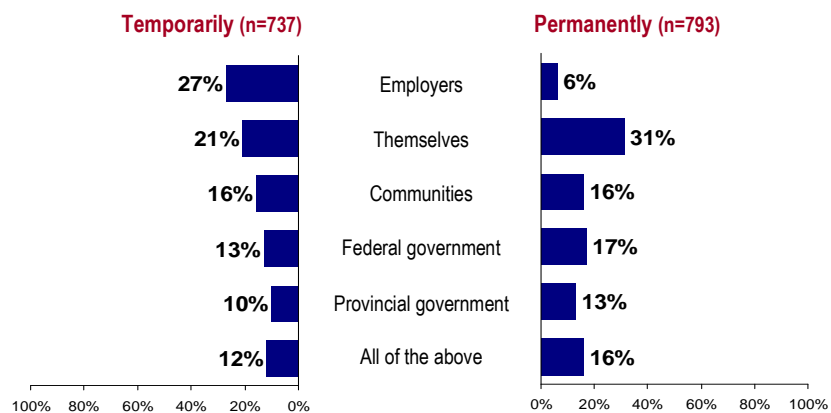
Respondents were also asked who should be most responsible for helping newcomers adapt to their new life in Canada (half of respondents were asked about this issue for those who come to Canada to work temporarily, and half were asked about their views on this issue for those who come to work permanently).

Interestingly, results vary depending on whether workers are working on a temporary or permanent basis. The plurality of respondents feel that responsibility for the integration of temporary workers should fall to the individual's employer (27 per cent), and about one in five (21 per cent) feels that temporary workers should be responsible for themselves. However, when asked who should be responsible for helping *permanent* workers adapt to life in Canada, fully 31 per cent of respondents feel that the workers themselves should be responsible for their integration into Canadian society, and only six per cent feel that a permanent worker's employer should be primarily responsible for helping them adapt to life in Canada.

About one in six (16 per cent) feel communities should be primarily responsible for helping both permanent and temporary workers adapt to life in Canada. Interestingly, relatively few Canadians identify the federal or provincial governments as being primarily responsible for helping newcomers adapt to life in Canada (and this is the case whether they are working temporarily or permanently in the country).

Perceived Responsibility for Newcomers Adapting to Life in Canada

"If someone comes to Canada to work [TEMPORARILY / PERMANENTLY], who should be most responsible for helping them adapt to life in Canada? Should it be ..."

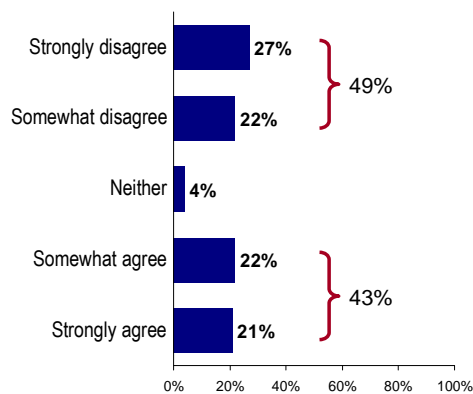


6.7 BELIEF THAT ALL CANADIAN CITIZENS SHOULD HAVE ACCESS TO SIMILAR RIGHTS

Respondents were also asked whether they felt that all Canadian citizens should have access to all the rights and privileges of Canadian citizenship, even if they live and pay taxes in another country. Responses to this question are almost evenly split with 49 per cent disagreeing with this idea, and almost the same proportion (43 per cent) agreeing that all Canadians are entitled to the same rights and privileges, regardless of their country of residence.

Belief that All Canadian Citizens Should Have Access to Similar Rights

“All Canadian citizens should have access to all the rights and privileges of Canadian citizenship, even if they live and pay taxes in another country?”



EKOS Research
Associates Inc.

n=1530

Annual Tracking Survey, Winter 2010

- Immigrants (52 per cent) and university graduates (50 per cent) are most likely to agree that all Canadian citizens should have access to all the rights and privileges of Canadian citizenship, even if they live and pay taxes in another country
- Seniors (61 per cent), those in rural areas (58 per cent), and those who have completed apprenticeships or trade certificates (56 per cent) are most likely to disagree with this idea.

7. IDENTITY, BELONGING AND DISCRIMINATION

The survey also asked a number of questions related to Canadian identity, the accommodation of new Canadians, and perceived discrimination.

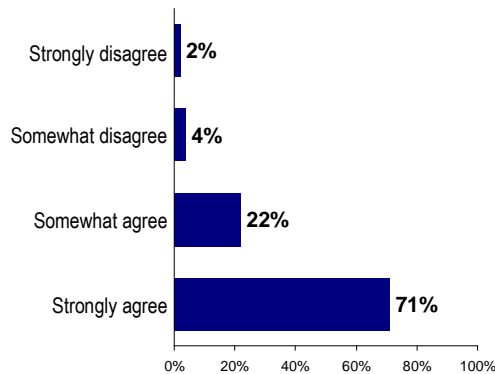
7.1 BELIEF THAT NEW CANADIANS SHOULD LEARN ABOUT CANADA

Survey results reveal that nearly all Canadians feel that new Canadians should be expected to learn about Canada's history, institutions, and traditions. Fully 71 per cent strongly agree with this idea and 22 per cent somewhat agree (only six per cent disagree).

Belief that New Canadians Should Learn About Canada

“Please tell me to what extent you either agree or disagree with each of the following statements.”

New Canadians should be expected to learn about Canada's history, institutions, and traditions



Strong agreement with this idea is particularly high among:

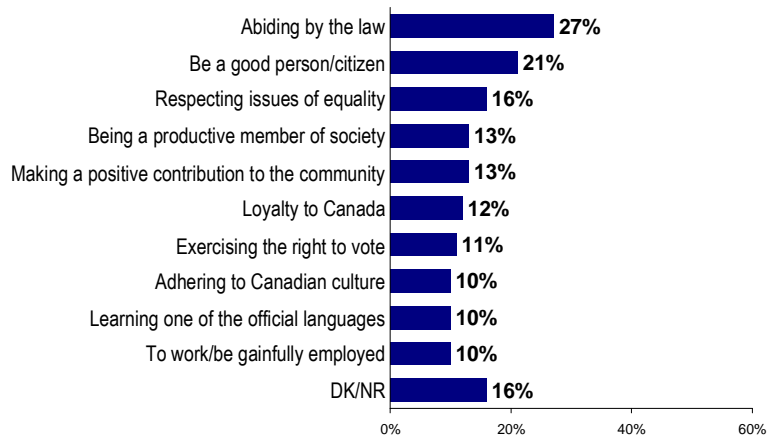
- Ontario residents (76 per cent)
- Those 65 years of age and older (81 per cent)
- Immigrants (75 per cent)
- Allophones (77 per cent)

7.2 TOP THREE RESPONSIBILITIES OF CANADIAN CITIZENSHIP

When asked, unprompted, to identify the top three responsibilities of Canadian citizenship, abiding by the law is listed as the primary responsibility (mentioned by 27 per cent of respondents), followed closely by being a good citizen (21 per cent), and respecting issues of equality (16 per cent). A number of other ideas were also mentioned by respondents, e.g., being a productive member of society (13 per cent), making a positive contribution to the community (13 per cent), being loyal to Canada (12 per cent), and exercising the right to vote (11 per cent).

Top 3 Responsibilities of Canadian Citizenship

“In your opinion, what are the top three responsibilities of Canadian citizenship?” [Open]



These results vary demographically:

- Those under 25 years of age appear less concerned with abiding by the law (10 per cent) and adhering to Canadian culture (3 per cent) while these issues were top concerns among those 45 years of age and older.
- Those earning \$100,000 or more in annual household income are particularly likely to mention being a productive member of society (17 per cent) and contributing to the community (17 per cent).
- Immigrants appear relatively more concerned with abiding by the law (32 per cent) and voting (15 per cent) than those born in Canada.

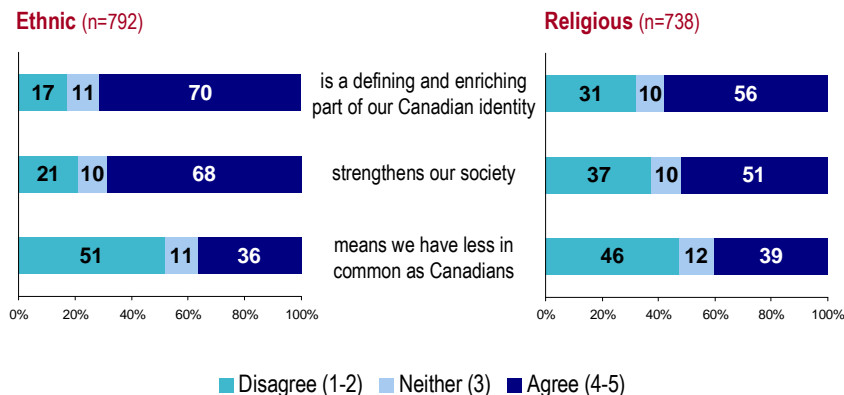
7.3 PERCEPTIONS ON ACCOMMODATION OF NEW CANADIANS

Respondents were also asked about the impact of accommodating new Canadians (both ethnically and religiously) on our identity and society. Results suggest that Canadians hold largely positive views in terms of the impact of accommodating new Canadians of diverse ethnic backgrounds. Seven in ten (70 per cent) feel that Canada's ethnic diversity is a defining and enriching part of our Canadian identity, and a similar proportion (68 per cent) feels that Canada's diverse ethnic backgrounds strengthen Canadian society. In addition, only about one in three Canadians (36 per cent) feel that Canada's ethnic diversity means we have less in common as Canadians (and 51 per cent disagree with this idea).

Religious diversity, however, is seen in a somewhat less positive light. Just over half of Canadians (56 per cent) feel that accommodating new Canadians of diverse religious backgrounds is a defining and enriching part of Canadian identity, and an even smaller proportion (51 per cent) feel that Canada's varied religions strengthen Canadian society. However, it should be noted that only four in ten Canadians (39 per cent) feel that accommodating new Canadians of diverse religious backgrounds means we have less in common as Canadians (and 46 per cent disagree with this idea).

Perceptions on Accommodation of New Canadians

Accommodating new Canadians of diverse [ETHNIC / RELIGIOUS] backgrounds...



Demographic differences vary depending on the issue examined, however, there are several notable trends:

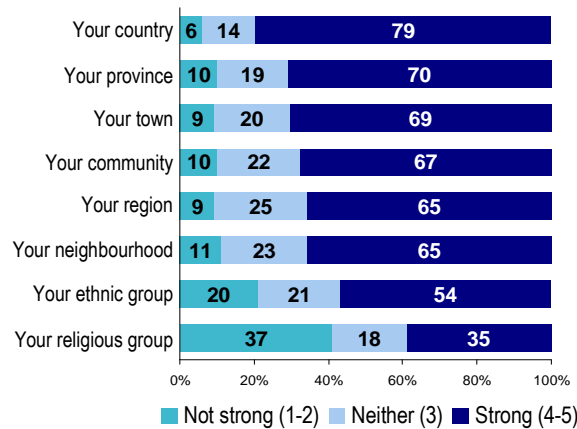
- Immigrants display relatively more positive perceptions of the effects of accommodating new Canadians of various backgrounds. Three in four (74 per cent) immigrants feel that Canadian society is strengthened by its many ethnic backgrounds (vs. 66 per cent of those born in Canada), and 61 per cent believe that Canada is also improved by its religious diversity (vs. 48 per cent among non-immigrants).
- Regionally, residents of Atlantic Canada appear to have the most positive views of the impacts of accommodating new Canadians of various ethnic and religious backgrounds. Fully 88 per cent of Atlantic Canadians feel that accommodating ethnic diversity strengthens Canadian society, and 77 per cent feel that religious diversity has a similar impact. Not surprisingly, in light of Quebec's proposed veil law and the ongoing debate about the reasonable accommodation of diversity in that province, Quebec residents are far less likely than other Canadians to perceive the effects of diversity in a positive light. Only 41 per cent of Quebec residents agree that diverse ethnic backgrounds strengthens society, and only 21 per cent feel religious diversity strengthens society.
- Seniors are more likely to see the impacts of accommodating various religions as negative. Over half of those 65 years of age and older (53 per cent) feel that religious diversity means that Canadians have less in common with each other (compared to only 31 per cent of those under 25 years of age).
- Those with university education also have more favourable views of accommodating different ethnic backgrounds. Three in four university graduates (74 per cent) see Canada's diverse ethnic backgrounds as a source of strength, compared to 64 per cent of those who have completed apprenticeships or trade certificates.

7.4 SENSE OF BELONGING

Respondents were also asked to rate their sense of belonging to various groups. Results suggest that Canadians feel a strong connection to Canada: eight in ten (79 per cent) feel a strong sense of belonging to the country. Seven in ten respondents also feel strongly connected to their province (70 per cent) and their town (69 per cent). Two-thirds of Canadians feel closely connected to their community (67 per cent), their region (65 per cent), and their neighbourhood (65 per cent). Interestingly, most Canadians do not feel a particularly strong connection to their ethnic or religious group: a slight majority (54 per cent) feel a strong sense of belonging to their ethnic group, and only one in three (35 per cent) feel a strong sense of connection to their religious group.

Sense of Belonging

“How strong is your own personal sense of belonging to each of the following?”



While differences between demographic groups vary with each indicator, there are some notable trends exhibited:

- While there are no major differences between the way men and women perceive their sense of belonging at the national and provincial levels, women generally feel much closer to their town (73 per cent, compared to 65 per cent among men), community (69 per cent vs. 64 per cent, respectively), region (68 per cent vs. 61 per cent, respectively), neighbourhood (68 per cent vs. 62 per cent, respectively), ethnic group (59 per cent vs. 49 per cent, respectively) and religious group (42 per cent vs. 28 per cent, respectively).
- Those in rural areas feel more strongly connected to Canada (86 per cent, compared to 78 per cent among urban respondents), their community (76 per cent vs. 65 per cent, respectively), neighbourhood (78 per cent vs. 63 per cent, respectively), town (75 per cent vs. 68 per cent, respectively), region (74 per cent vs. 63 per cent, respectively), and ethnic group (65 per cent vs. 52 per cent, respectively).
- Respondents 65 years of age and older display a much stronger sense of connection on nearly every indicator. Seniors are more likely than those under 25 years of age to feel a strong sense of belonging to the country (85 per cent, compared to 75 per cent among those under 25), their province (76 per cent vs. 63 per cent, respectively), their community (76 per cent vs. 40 per cent, respectively), and their neighbourhood (77 per cent vs. 46 per cent, respectively).

Other noteworthy sub-group differences include:

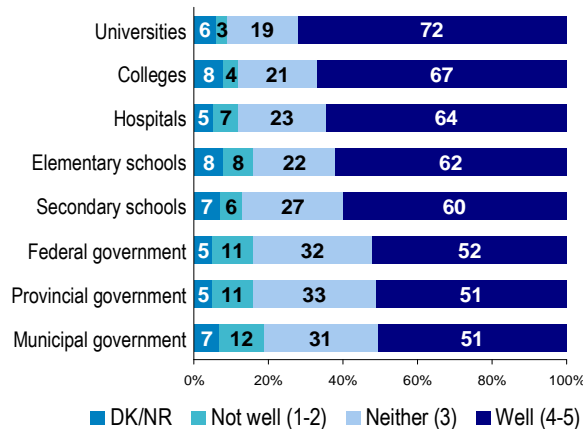
- Quebec residents exhibit the weakest sense of belonging to Canada (63 per cent).
- Immigrants are somewhat less likely to feel strongly connected to Canada (74 per cent vs. 81 per cent of those born in Canada).
- Atlantic Canadians appear to feel a stronger sense of belonging to their communities and neighbourhoods (79 per cent and 75 per cent, respectively).
- Strong connection to religious group appears to be more prominent among visible minorities (44 per cent, compared to 32 per cent among non-visible minority respondents) and immigrants (42 per cent, compared to 33 per cent among those born in Canada).

7.5 RATING OF VARIOUS INSTITUTIONS IN SUPPORTING MULTICULTURALISM

As part of the survey, Canadians were also asked to rate various public institutions at how well they serve the needs of a multicultural society. Results reveal some fairly significant differences among the institutions examined. Seven in ten respondents feel that universities and colleges serve the needs of a multicultural society well (72 per cent and 67 per cent, respectively). Six in ten also believe that hospitals (64 per cent), elementary schools (62 per cent), and secondary schools (60 per cent) do a good job supporting multiculturalism. Interestingly, governments are assigned lowest marks in terms of serving the needs of a multicultural society. A bare majority of Canadians feel that the federal (52 per cent), provincial (51 per cent), or municipal (51 per cent) governments support the needs of a multicultural society (although relatively few feel governments are doing a poor job in this area).

Rating of Various Institutions in Supporting Multiculturalism

“Please rate the following public institutions at how well they serve the needs of a multicultural society?”



EKOS Research Associates Inc.

n=1530

Annual Tracking Survey, Winter 2010

- While responses vary depending on the institution, immigrants, seniors, and those residing in rural areas are generally more likely than others to feel that all of the institutions examined do a good job of serving the needs of a multicultural society.

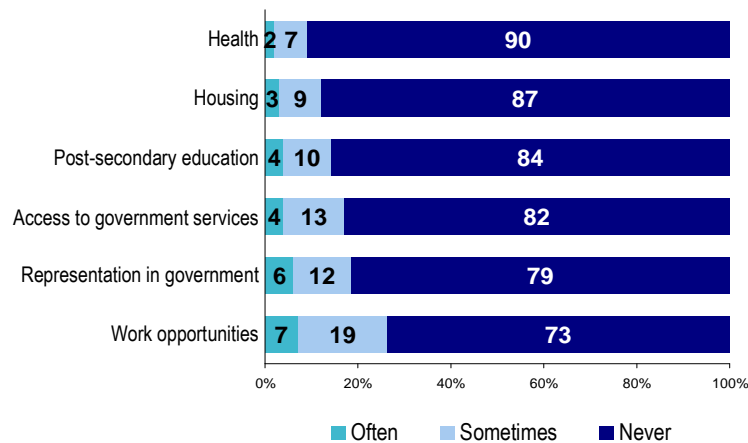
7.6 PERCEIVED DISCRIMINATION ON BASIS OF RACE

Finally, the survey examined perceptions of discrimination (both racial and religious) among Canadians. The results suggest that while the majority of Canadians say they have not experienced racial or religious discrimination, some Canadians do feel they have been subject to discrimination, particularly in the workplace.

Overall, nine in ten Canadians say they have never been a victim of discrimination on the basis of race when it comes to health care (90 per cent) or housing (87 per cent). Eight in ten have never perceived racial discrimination with regards to post-secondary education (84 per cent), access to government services (82 per cent), or representation in government (79 per cent). However, more than one in four (26 per cent) feel that they have been the subject of racial discrimination either sometimes (19 per cent), or often (7 per cent) in the workplace (although a clear majority – 73 per cent – do not feel they have been subject to discrimination in terms of work opportunities).

Perceived Discrimination on Basis of Race – Overall

“For each of the following areas, please tell me whether you personally have felt discriminated against on the basis of RACE.”



EKOS Research
Associates Inc.

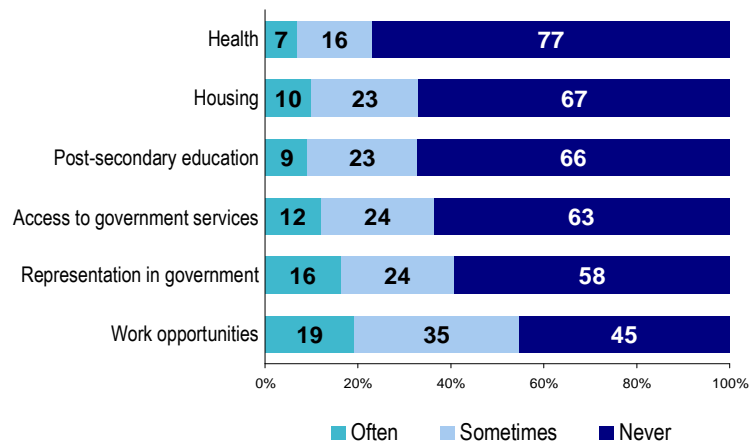
n=748

Annual Tracking Survey, Winter 2010

However, these results are quite different among those who self-identify as a visible minority and among immigrants to Canada. While the majority of visible minority respondents (77 per cent) say they have never experienced racial discrimination in health care, almost one in four (23 per cent) say they have felt discrimination in this area sometimes (16 per cent) or often (7 per cent). Similarly, while two-thirds of visible minority respondents say they have never been a victim of discrimination in housing or post-secondary education, one in three say they have felt discriminated against in these areas. Six in ten visible minority respondents say they have never perceived racial discrimination with regards access to government services (63 per cent), or representation in government (58 per cent), but roughly four in ten have felt discriminated against in these areas. And more than half of visible minority respondents (54 per cent) feel that they have been the subject of racial discrimination in the workplace either sometimes (35 per cent), or often (19 per cent).

Perceived Discrimination on Basis of Race – Visible Minority

“For each of the following areas, please tell me whether you personally have felt discriminated against on the basis of RACE.”



EKOS Research Associates Inc.

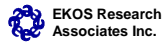
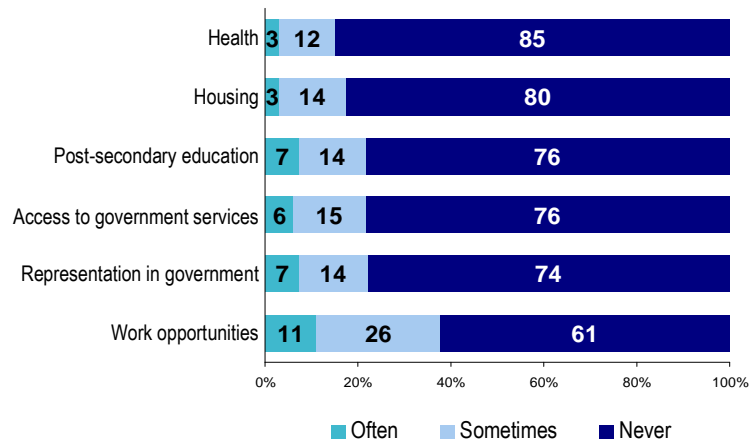
n=174

Annual Tracking Survey, Winter 2010

Turning to immigrant views on this issue, three-quarters or more say they have never been a victim of discrimination on the basis of race across most of these areas, however, almost four in ten (37 per cent) feel that they have been the subject of racial discrimination either sometimes (26 per cent), or often (11 per cent) in the workplace.

Perceived Discrimination on Basis of Race – Immigrant

“For each of the following areas, please tell me whether you personally have felt discriminated against on the basis of RACE.”



n=251

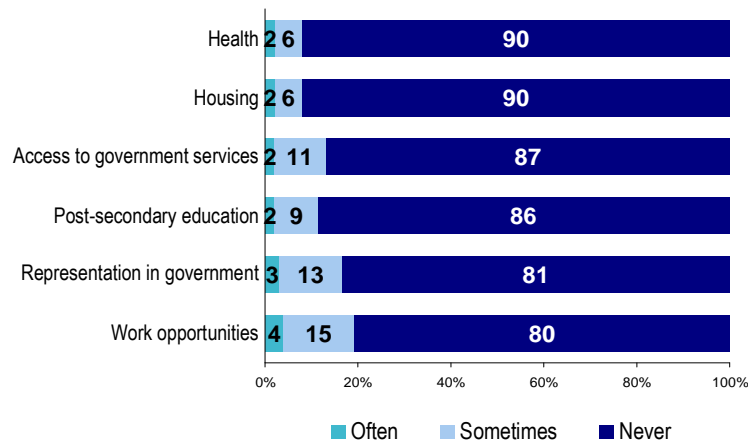
Annual Tracking Survey, Winter 2010

7.7 PERCEIVED DISCRIMINATION ON BASIS OF RELIGION

Canadians are somewhat less likely to feel they have been discriminated against on the basis of religion than on the basis of race, however, visible minority respondents and immigrants are again more likely to express higher levels of perceived discrimination. Overall, nine in ten Canadians say they have never felt religious discrimination with respect to health care (90 per cent), housing (90 per cent), access to government services (87 per cent), or post-secondary education (86 per cent). Similarly, eight in ten do not believe that they have ever faced religious discrimination in terms of representation in government (81 per cent) or work opportunities (80 per cent). However, while still low, almost one in five Canadians (19 per cent) say they have felt discriminated against in the workplace often (4 per cent) or sometimes (15 per cent).

Perceived Discrimination on Basis of Religion – Overall

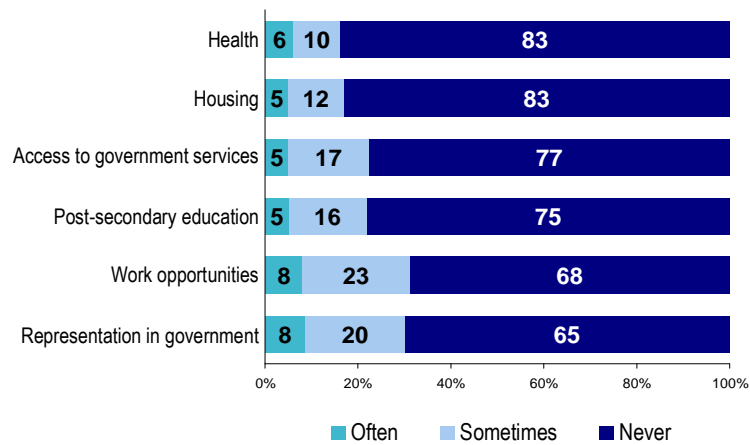
“For each of the following areas, please tell me whether you personally have felt discriminated against on the basis of RELIGION.”



Again, these results are somewhat different among those who self-identify as a visible minority and among immigrants. Three-quarters or more visible minority respondents say they have never perceived discrimination in health, housing, government services, or post-secondary education, however, a fairly large proportion say they have experienced religious discrimination in the workplace (31 per cent) or in terms of representation in government (28 per cent).

Perceived Discrimination on Basis of Religion – Visible Minority

“For each of the following areas, please tell me whether you personally have felt discriminated against on the basis of RELIGION.”



EKOS Research Associates Inc.

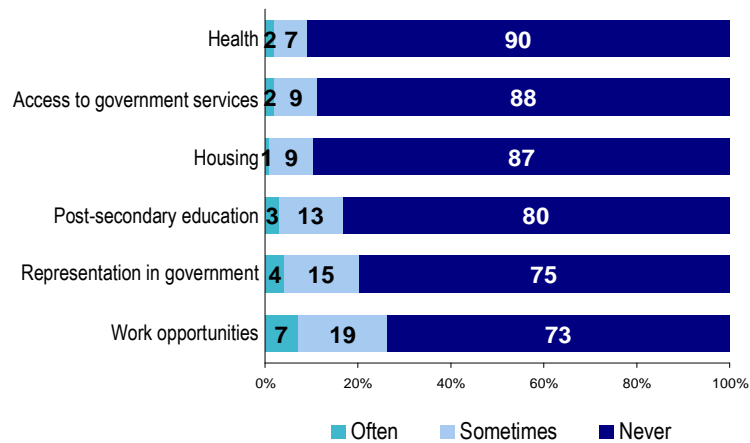
n=180

Annual Tracking Survey, Winter 2010

Turning to immigrant views on this issue, at least three-quarters say they have never felt discriminated against with respect to health care, access to government services, housing, post-secondary education, or representation in government. However, over one in four immigrants say they have experienced racial discrimination in the workplace often (7 per cent) or sometimes (19 per cent).

Perceived Discrimination on Basis of Religion – Immigrant

“For each of the following areas, please tell me whether you personally have felt discriminated against on the basis of RELIGION.”



EKOS Research Associates Inc.

n=258

Annual Tracking Survey, Winter 2010

8. DEMOGRAPHIC PROFILE

Outlined below is a profile of respondents to the survey across a number of characteristics such as age, income, ethnic group, country of citizenship, etc.

	%
Age	
<25	12%
25-34	16%
35-44	19%
45-54	20%
55-64	15%
65+	16%
No response	3%
Education	
High school diploma or equivalent	65%
Registered apprenticeship/trade	15%
College/CEGEP/certificate	33%
University degree	39%
None	4%
Household Income	
Under \$20,000	9%
\$20,000-\$39,999	16%
\$40,000-\$59,999	16%
\$60,000-\$79,999	15%
\$80,000-\$99,999	13%
\$100,000-\$149,999	12%
\$150,000 and above	8%
Refused	11%
Gender	
Male	49%
Female	51%
Immigration Status	
Yes	25%
No	75%
Parents' Immigration Status	
One parent	10%
Both parents	19%
No	72%

	%
Countries of Citizenship	
Canada	95%
UK	3%
Europe (not UK)	4%
USA	2%
Other	5%
Belonging to Ethnic or Cultural Group(s)	
British	40%
French	17%
Other Western European	15%
Eastern European	13%
Scandinavian	7%
South Asian	5%
Southeast Asian	5%
Native American/Aboriginal	5%
American	3%
Middle Eastern	3%
Latin American	2%
African	2%
Don't know	8%
Visible Minority	
Yes	23%
No	76%
Language	
English	59%
French	25%
Other	19%

9. SEGMENTATION ANALYSIS

9.1 BACKGROUND

In order to add texture to the survey results, multivariate analysis (cluster analysis) was undertaken with selected questions from the survey. Cluster analysis is a multivariate statistical procedure aimed at identifying relatively homogeneous groups or clusters. Forming clusters of individuals and studying the characteristics that they share, as well as those in which they differ, provides valuable insights into the data collected. The specific cluster technique used in creating this segmentation was Quick Cluster.

The segments were created using many of the scaled attitudinal questions examining views on immigration and diversity (see Appendix A for a list of the questions used to create the clusters). The clusters created were then cross-tabulated by all questions included in the survey (e.g., demographics, perceptions of immigration and refugee levels, sense of belonging to various groups, perceptions of citizenship, perceptions of discrimination, etc.) in order to gain a better understanding of each of these clusters. We tested both four and five group cluster solutions, but the four group solution yielded a better cluster distribution (one of the clusters in the five group solution was comprised of less than 10 per cent of respondents).

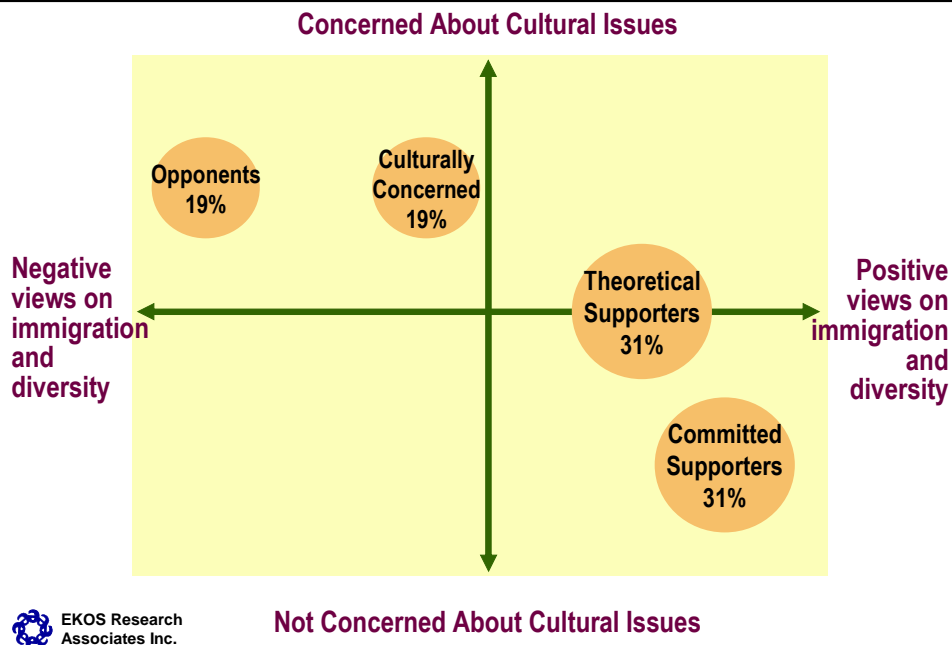
9.2 FINDINGS

The results of this cluster analysis suggest that Canadians can be grouped into four segments based on their views of immigration and diversity: the **Opponents**, the **Theoretical Supporters**, the **Culturally Concerned**, and the **Committed Supporters**. Data tables cross-tabulating survey questions by these four clusters is included under separate cover.

The four segments are displayed graphically in Exhibit 1 along two dimensions: (1) views on immigration and diversity, from negative to positive, and (2) concern about cultural issues, from concerned to not concerned (please note segments are displayed relatively rather than absolutely across both these dimensions). Each of these clusters is described in some detail below.

Exhibit 1

Typology of Canadians



Opponents: This group comprises roughly 19 per cent of the Canadian public. This group is least likely to hold favourable views of immigration or diversity in Canada. They are much more likely than the other groups to feel that there are too many immigrants and refugees coming to Canada, and that there are too many immigrants currently in Canada. They are most likely to feel that immigration has a negative impact on the economy in general and unemployment specifically. They are most likely to feel that accepting immigrants from many cultures makes Canadian culture weaker, and most likely to feel that immigration has a negative impact on the country, as well as their province, city, community and neighbourhood.

This group is the strongest proponent of the idea that new Canadians should be expected to learn about Canada's history, institutions, and traditions. This group is also most likely to feel that immigrants should be responsible for themselves in terms of adapting to life in Canada.

The opponents feel a particularly strong sense of belonging to their community, neighbourhood, region, and interestingly, their ethnic and religious group.

They are most likely to agree that accommodating new Canadians of diverse ethnic and religious backgrounds means we have less in common as Canadians, and they are most likely to disagree that accommodating new Canadians of diverse ethnic and religious backgrounds strengthens our society, or is a defining aspect of Canadian identity.

Interestingly, despite not self-identifying as a visible minority, this group is most likely to feel that have been discriminated against on the basis of race in terms of work opportunities, representation in government, and access to government services.

This groups is most likely to feel that adhering to Canadian culture and learning one of the official languages are the top responsibilities of Canadian citizenship.

Finally, the Opponents are most likely to disagree that the Government of Canada is doing enough to enforce citizenship requirements, and that all Canadians should have access to all the rights and privileges of Canadian citizenship even if they live and pay taxes in another country.

This group is over-represented by Ontario residents, those 45 years of age and older, those without university degrees, those born in Canada, rural residents, those of British and French descent, and Anglophones.

Theoretical Supporters: This group comprises roughly 31 per cent of the Canadian public. This group holds a generally favourable view of immigration and diversity in Canada. They are most likely to feel that there are the right number of immigrants and refugees coming to Canada. They also strongly agree that immigration has a positive impact on the economy and that accepting immigrants from many cultures makes Canadian culture stronger.

They strongly disagree that accommodating new Canadians of diverse ethnic and religious backgrounds means we have less in common as Canadians, and strongly agree that accommodating new Canadians of diverse ethnic and religious backgrounds strengthens our society, and is an enriching and defining part of Canadian identity.

They also believe that immigration has a positive impact on the country and their province, but what differentiates this group from the Committed Supporters is their significantly less positive views regarding the impact of immigration on their community and their neighbourhood. In other words, this group generally holds positive views on immigration and diversity, and see many benefits from immigration on the country, the economy, and our culture, however, they are far less enthusiastic about immigration in their more immediate surroundings – i.e., community and neighbourhood. They are also less likely than the other groups to say they keep informed about immigration policy.

They tend to agree that the Government of Canada is doing enough to enforce citizenship requirements, but disagree with the idea that all Canadians should have access to all the rights and privileges of Canadian citizenship even if they live and pay taxes in another country.

This group is over-represented by Atlantic Province residents, those who do not live in Montreal, Toronto, or Vancouver, those under 35 years of age, those with high school education, and Anglophones.

Culturally Concerned: This group comprises roughly 19 per cent of the Canadian public. This group holds largely favourable views of immigration and diversity in Canada. They, along with the Theoretical Supporters, are most likely to feel that there are the right number of immigrants coming to Canada. They strongly agree that immigration has a positive impact on the economy, and strongly feel that immigration has a positive impact on the country, their province, city, community and neighbourhood.

What primarily differentiates this group from the Supporter cohorts is their views on cultural issues. They are far more likely than the Committed Supporters or the Theoretical Supporters to feel that accepting immigrants from many cultures makes Canadian culture weaker. In addition, they are far more likely than the Supporter groups to agree that accommodating new Canadians of diverse ethnic and religious backgrounds means we have less in common as Canadians, and far less likely to agree that accommodating new Canadians of diverse ethnic and religious backgrounds strengthens our society, and is a defining part of Canadian identity.

Other than the Opponents, they are most likely to agree that new Canadians should be expected to learn about Canada's history, institutions, and traditions, and, other than the Opponents, they are most likely to disagree that the Government of Canada is doing enough to enforce citizenship requirements.

This group is over-represented by Quebec residents, Montreal residents, those with college degrees, those born in Canada, and those of French descent.

Committed Supporters: This group comprises roughly 31 per cent of the Canadian public. This group holds the most favourable views of immigration and diversity in Canada. They are much more likely than any of the other groups to feel that there are too few immigrants and refugees coming to Canada, and are most likely to disagree that there are too many immigrants currently in Canada. They are most likely to say they keep informed about Canada's immigration policy, and are most likely to feel that immigration has a positive impact on the economy in general and unemployment specifically. They are most likely to feel that accepting immigrants from many cultures makes Canadian culture stronger, and most likely to feel that immigration has a positive impact on the country, their province, their city, their community, and their neighbourhood.

They are somewhat less likely than the other groups to agree with the idea that new Canadians should be expected to learn about Canada's history, institutions, and traditions, and are most likely to feel that governments should be responsible for helping new Canadians adapt to life in Canada. This group is most likely to say they keep informed about Canada's immigration policy.

They are most likely to disagree with the idea that accommodating new Canadians of diverse ethnic and religious backgrounds means we have less in common as Canadians. And they are most likely to agree that accommodating new Canadians of diverse ethnic and religious backgrounds strengthens our society, and is an enriching and defining aspect of Canadian identity.

They are also most likely to agree that the Government of Canada is doing enough to enforce citizenship requirements, and that all Canadians should have access to all the rights and privileges of Canadian citizenship even if they live and pay taxes in another country.

This group is over-represented by, interestingly, Ontario residents (who also over-represent the Opponents cohort), Toronto residents, urban dwellers, those 35-44 years of age, those with university degrees, higher income earners, and those who immigrated to Canada.

9.3 CONCLUSIONS

Segmentation results echo the detailed findings outlined earlier – Canadians hold generally positive, but somewhat conflicted, views on immigration and diversity in Canada. There is a group of clear supporters of immigration and diversity in Canada, and a group of clear opponents to immigration. However, many Canadians fall somewhere in between these two poles, holding generally favourable views on immigration and diversity, but with limitations. The Theoretical Supporters generally see many benefits from immigration on the country, the economy, and our culture, but are far less enthusiastic about immigration closer to home (i.e., their community or neighbourhood). The Culturally Concerned generally support immigration, but also feel a fairly high level of cultural insecurity about the impact of immigration and diversity on the country.

The segmentation results also reinforce the detailed findings in that results reveal significant differences among Canadians in their views on immigration. Generally-speaking, younger Canadians, those with higher educational attainment, urban dwellers, and higher income earners express more favourable views on immigration and diversity. Conversely, older Canadians, those with less education, and rural residents tend to offer a more negative appraisal of these issues.

10. CONCLUSIONS AND IMPLICATIONS

The results of the study suggest that Canadians tend to view the impact of immigration on the economy in a more favourable light than the impact of immigration on Canadian culture, and many Canadians express fairly high levels of cultural insecurity about immigration and diversity. Therefore, the benefits of immigration should be more closely connected to economic rather than cultural impacts. Further, when communicating the economic impacts of immigration, the focus should be on the economy overall rather than on unemployment specifically (which is more negatively perceived by Canadians).

Results also reveal that immigration is more positively viewed on the national or provincial level rather than the community/neighbourhood level. Consequently, the benefits of immigration should be connected to the country as a whole rather than on communities.

When communicating the idea of diversity, survey results also suggest that the focus should be on ethnic rather than religious diversity, as religious diversity is less positively viewed by Canadians.

In terms of the best method to transmit information about immigration, the Internet/email is seen as more effective than traditional media (television, newspaper, mail); however, these results vary across sub-groups. Generally-speaking, the Internet/email is seen as the preferred communication method by younger Canadians and those with higher income and education levels. Conversely, traditional media tends to be seen as more effective by older Canadians and those with lower income and education.

Results also suggest that if the purpose of communications is to increase support for immigration among opponents, the groups to target would be older Canadians and those with lower income and educational attainment.