

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

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# Outline

- Housing & Neighbourhoods
- Service Provision
- Culture & Diversity
- Education & Employment



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# Housing and Neighbourhoods

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



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# Home Ownership

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

Of Chinese new residents who do not own a home over 40% disagreed with the statement 'Brandon is a good place to raise a family'.



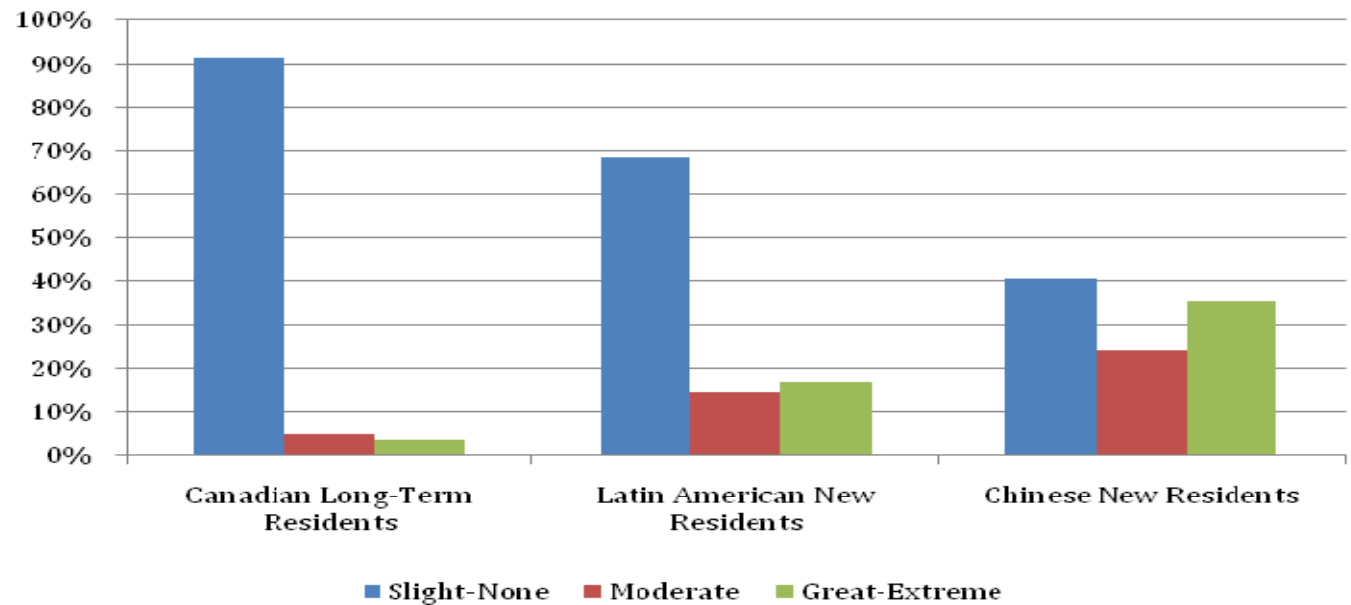
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# Obtaining Housing in the Community

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



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# Suitable and Affordable Housing

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

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



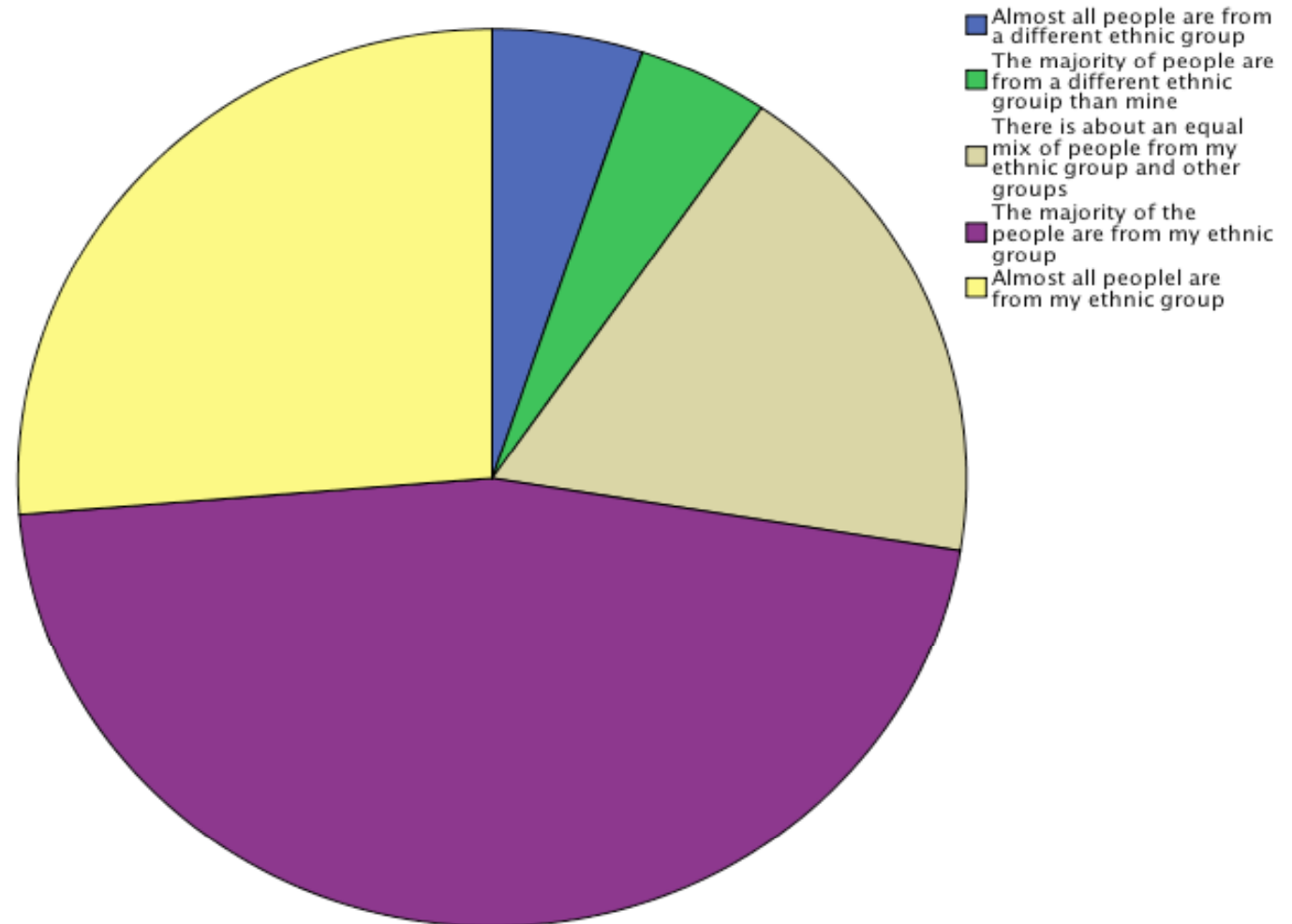
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# Description of Neighbourhood

## Canadian Long-term Residents



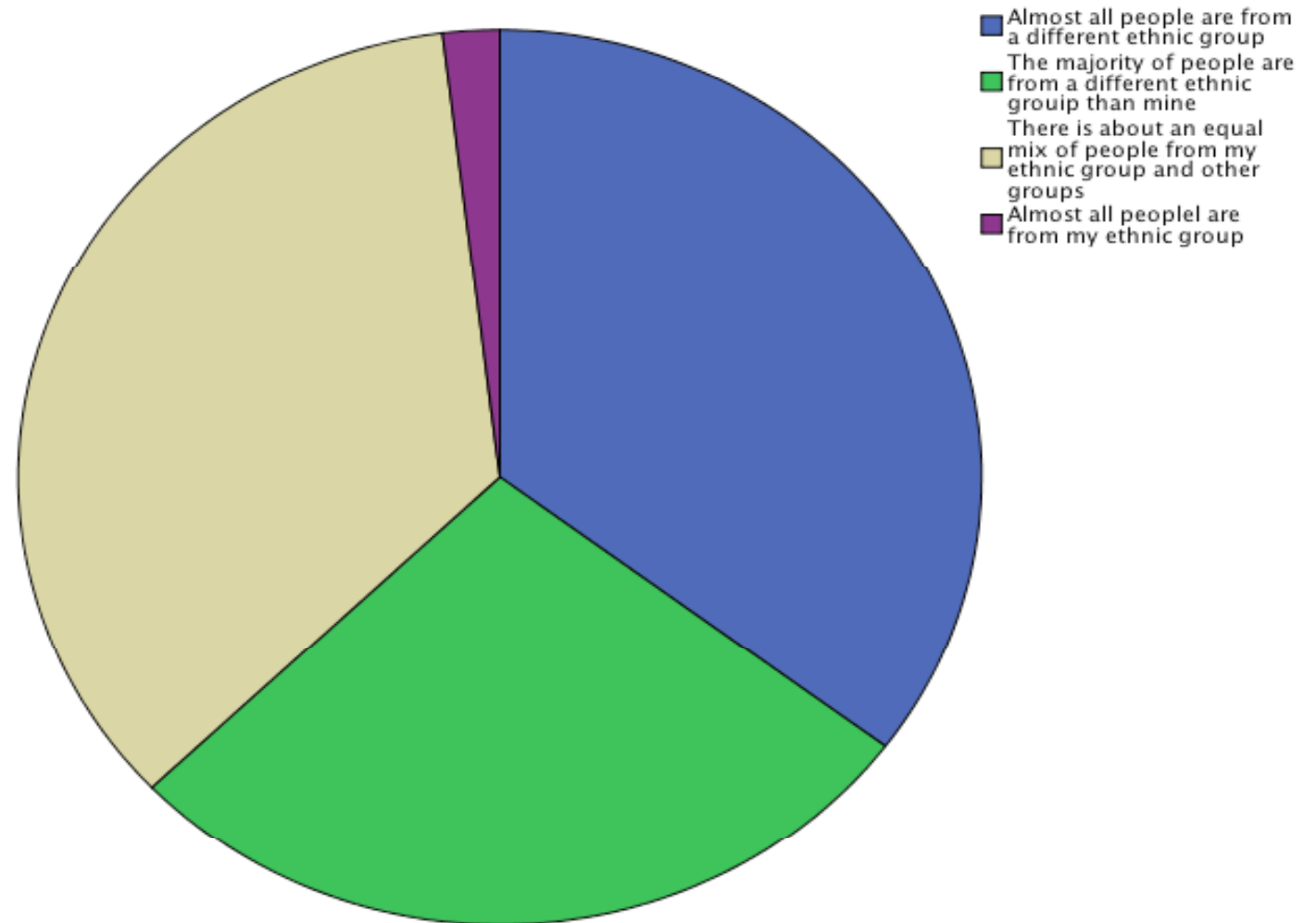
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# Description of Neighbourhood

## Latin American New Residents



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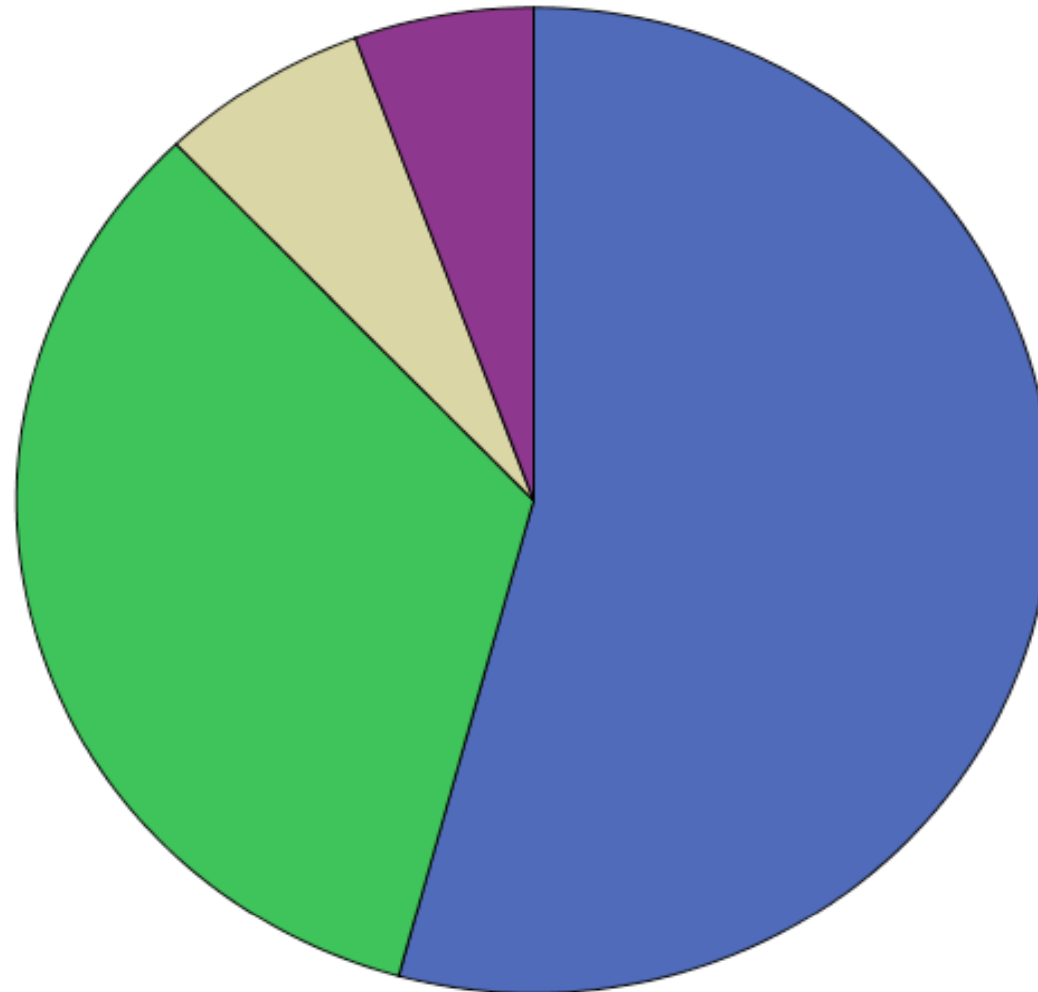


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# Description of Neighbourhood

## Chinese New Residents



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



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# Mobility and Residential Moves

- 2008: Chinese and Latin American new residents were 6x more likely to change residential address than Canadian long-term residents
- 1/3 of Latin American new residents moved more than once between January – December 2008
- 70% Latin American new residents anticipate moving in the next five years



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# Most Important Factors for Remaining in Brandon

| Rank | Canadian Long-Term Residents   | Chinese New Residents  | Latin American New Residents  |
|------|--|--|---|
| 1.   | Can achieve desired lifestyle/quality of life 84.1%                        | Employment Opportunities 78.1%   | Employment Opportunities 89.5%                                      |
| 2.   | Feel safe/family feels safe 79.9%  | Social conditions, such as health and social programs 72.9%                | Cultural values, such as freedom, equality, freedom of speech 86.7% |
| 3.   | Social conditions, such as health and social programs 79.7%                | Economic conditions 69.2%  | Education opportunities 85.7%                                       |
| 4.   | Good quality of housing 72.0%  | Feel safe/family feels safe 68.2%  | Feel safe/family feels safe 83.8%                                   |
| 5.   | Cultural values, such as freedom, equality, respect of human respect 70.1% | Cultural values, such as freedom, equality, respect of human respect 57.0% | Economic conditions 82.9%   |
| 6.   | Employment opportunities 67.5%   | Absence of interracial, ethnic, or religious tensions 48.6%                | Social conditions, such as health and social programs 79.0%         |
| 7.   | Economic conditions 56.7%  | Education opportunities 43.9%  | Can achieve desired lifestyle or quality of life 77.1%              |
| 8.   | Politically stable/peaceful 56.1%  | Politically stable/peaceful 43.9%  | Good quality of housing 75.2%                                       |
| 9.   | People's attitudes 54.8%   | Can achieve desired lifestyle or quality of life 36.4%                     | Politically stable/peaceful 70.5%                                   |
| 10.  | Educational opportunities 46.5%  | People's attitudes 34.6%   | People's attitude 61.9%   |

# Illustrative Questions

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



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# Service Provision

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



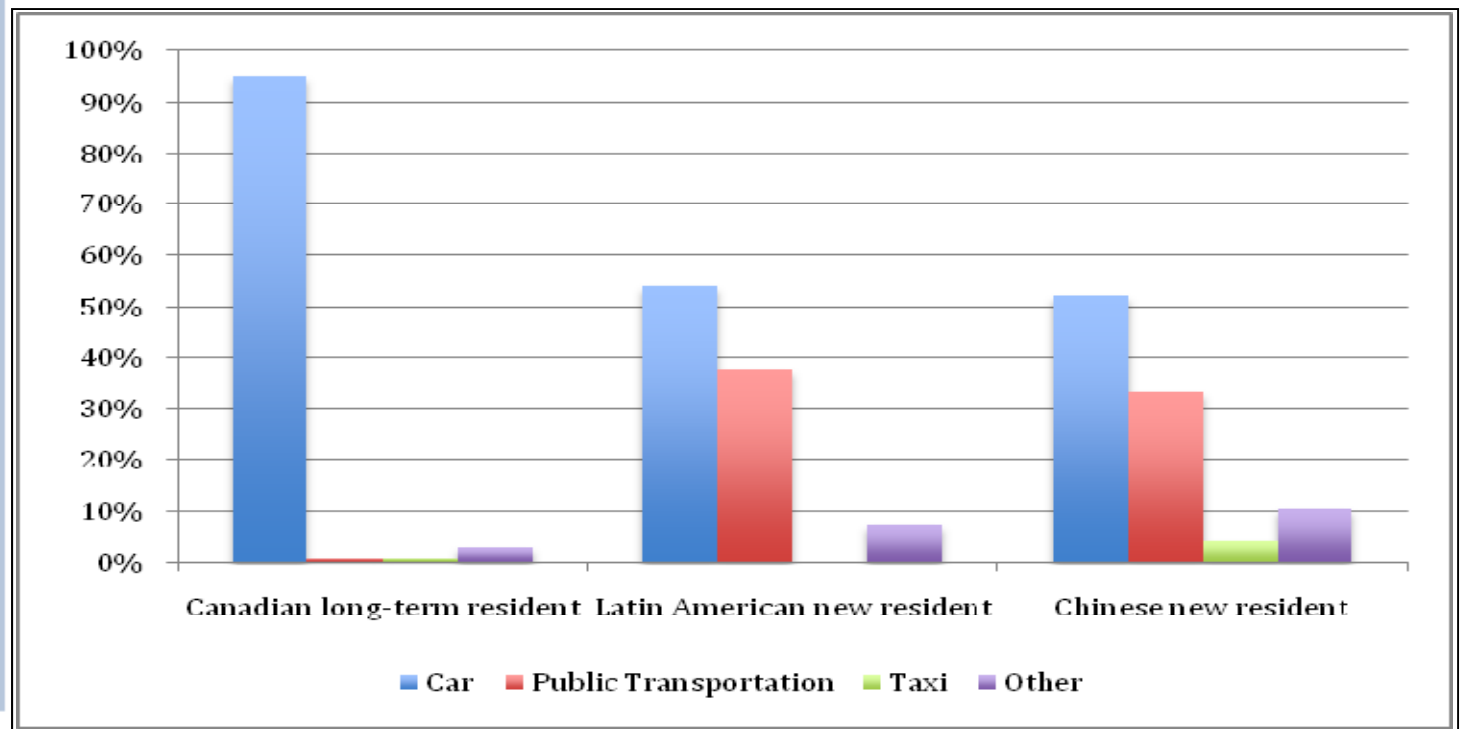
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# Method of Transportation

- Primary method is a car
  - 95% of Canadian long-term
  - 54% of Latin American new residents
  - 52% of Chinese new residents

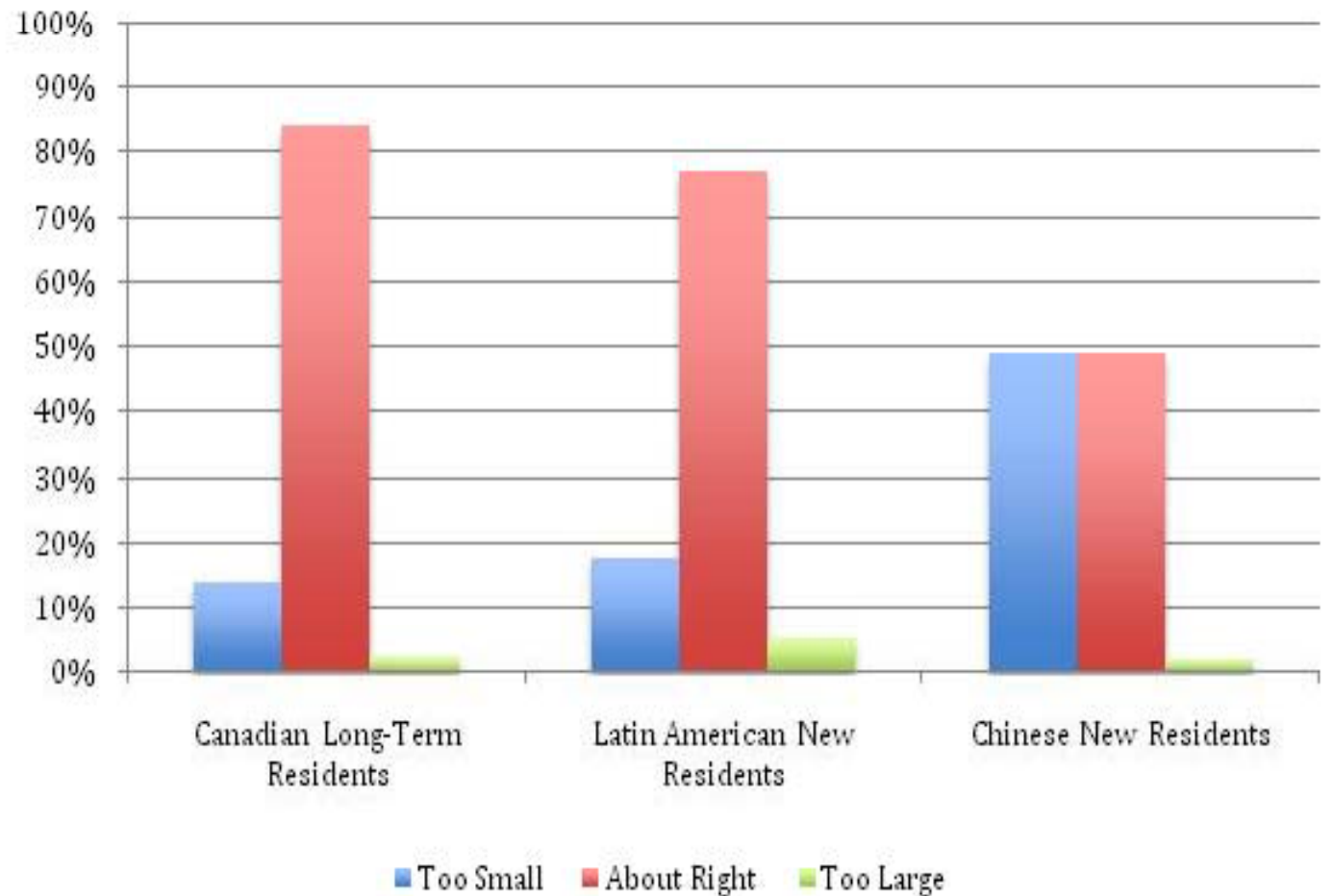


# Difficulties Experienced in Brandon

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

# Views on Community Size

*I think that  
Brandon's current  
population is*  
\_\_\_\_\_.



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# Brandon as a Welcoming Community

Brandon is...

- A welcoming community:
  - Over 80% of Canadian long-term residents agree
  - Over 90% of Chinese and Latin American new residents agree
- A good place to live:
  - 99% of Canadian long-term residents agree
  - All Latin American new residents (100%) agree
  - 71% of Chinese new residents agree
- A good place to raise a family:
  - 97% of Canadian long-term and Latin American residents agree
  - 43% of Chinese new residents agree



# Illustrative Questions

- How will the primary means of transportation change in the next 5 years?
- Why have Chinese new residents experienced greater levels of difficulty than other sub-samples?
- What services are required for the community to address increased immigration? Which organizations need to be involved?



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# Culture & Diversity

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



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# Country of Birth

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



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# Language

- I understand English “a little” or “not at all”
  - 34% of Latin American new residents
  - 68% of Chinese new residents
- I speak English “a little” or “not at all”
  - 50% of Latin American new residents
  - 71% of Chinese new residents

|                              | Speak ___ at home<br>a lot or all the time... |                      | Speak ___ in my neighbourhood<br>a lot or all the time... |                      |
|------------------------------|---|----------------------|---|----------------------|
|                              | English                                       | An other<br>language | English   | An other<br>language |
| Latin American New Residents | 4.2%  | 90.5%                | 20.8%   | 48.4%                |
| Chinese New Residents        | 5.3%  | 94.7%                | 31.2%   | 50.7%                |

# Attitudes Towards Immigration

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



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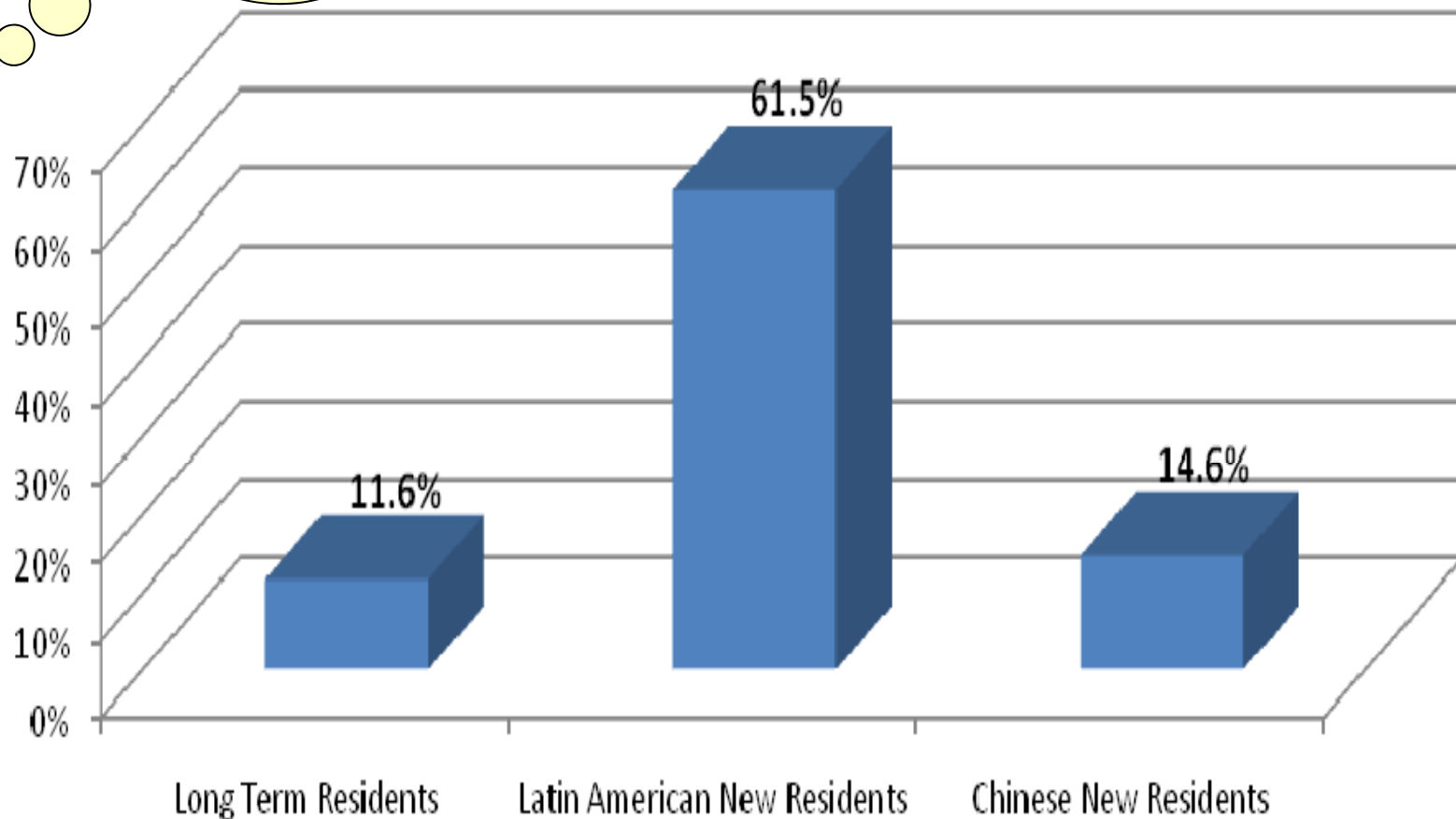


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# Attitudes Towards Immigration

How might perceptions of too much immigration impact the community?

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



# Perceived Discrimination

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



# Tolerance

- Agree that immigrants or ethnic groups living here should have as much say about the future of Canada as people who were born and raised here:
  - 74% of Canadian long term residents
  - 93% of Latin American new residents
  - 93% of Chinese new residents
- Agree that it is a bad idea for people of different ethnicities to marry one another:
  - 6% of Canadian long-term residents
  - 6% of Latin American new residents
  - 4% of Chinese new residents



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# Multiculturalism

- Agree that people of different ethnic and cultural origins should keep their culture to themselves:
  - 7% of Canadian long-term residents
  - 18% of Latin American new residents
  - 87% of Chinese new residents
- Agree that people who come to Brandon should change their behaviour to be more like the majority of Brandon residents:
  - 9% of Canadian long-term residents
  - 30% of Latin American new residents
  - 49% of Chinese new residents
- Agree that we should do more to learn about the customs and heritage of different ethnic and cultural groups in this country:
  - 88% of Canadian long-term residents
  - 90% of Latin American new residents
  - 93% of Chinese new residents



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# Illustrative Questions

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



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# Education & Employment

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



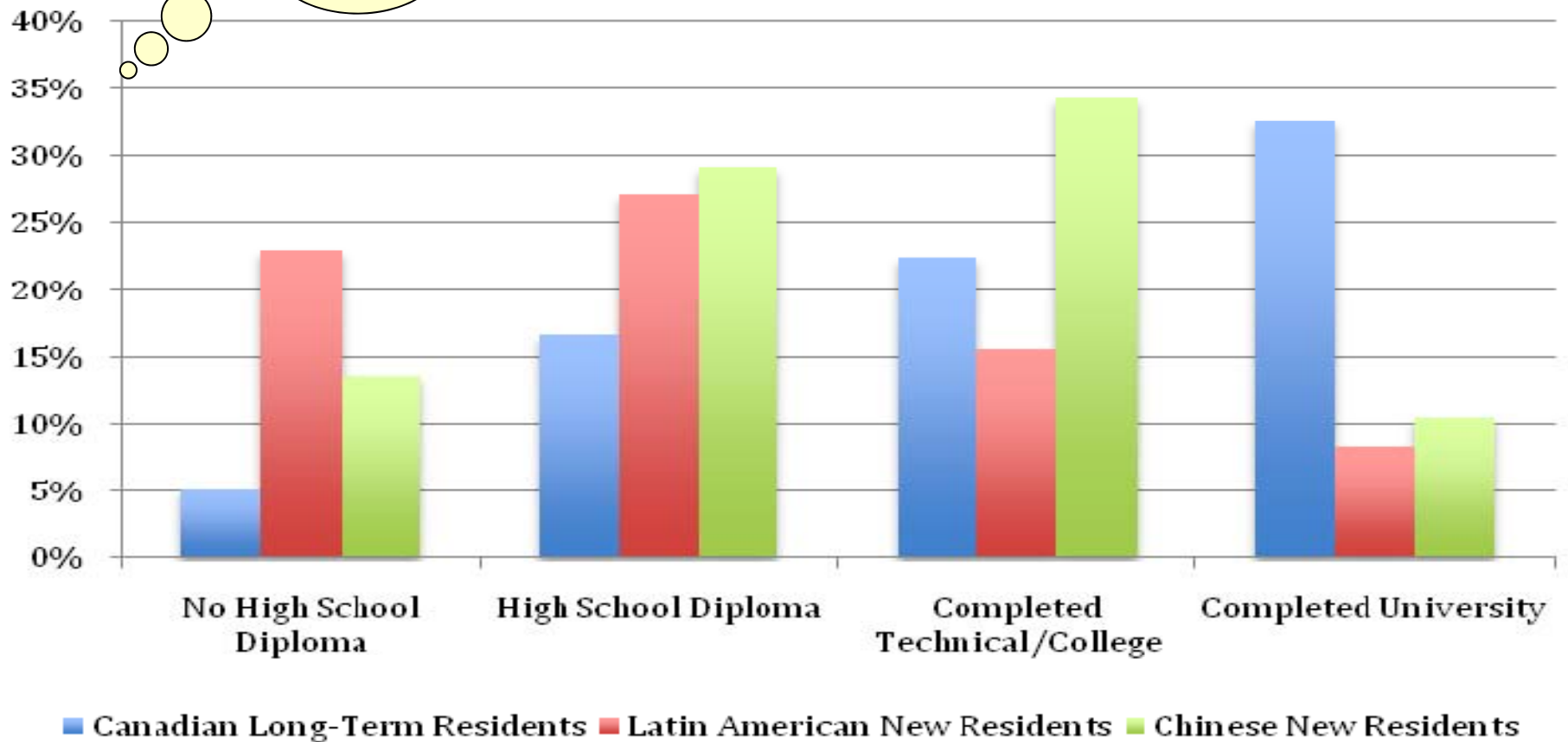
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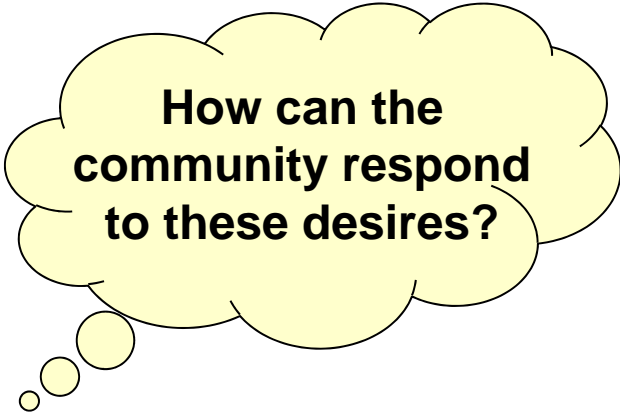
# Educational Attainment

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



# Future Education & Training Needs

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



**How can the community respond to these desires?**



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# Current Employment

- Work at Maple Leaf Foods:
  - 78% of Latin American new residents
  - 82% of Chinese new residents
- Is your primary job an occupation related to your training and/or experience? (affirmative responses)
  - 73% of Canadian long-term residents
  - 34% of Latin American new residents
  - 8% of Chinese new residents



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# Illustrative Questions

- Are there adequate programs and services in the community to address new residents' desires for further education and training?
- What challenges are presented by the disconnect between training/experience with current employment?
- Over the next five years, what will be the employment trends in Brandon?



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