

FINAL REPORT

Focus Groups on Newcomer and Immigrant Issues

Focus Group Report

Prepared for:
Citizenship and Immigration Canada (CIC)

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Table of Contents

Executive Summary	i
Sommaire	vi
Introduction	1
Background	1
Methodology	1
Detailed Findings	4
Priorities for the Government of Canada	4
Current Economic Situation in Canada	4
Familiarity with New Policies to Help Families.....	5
Familiarity With Changes to the Citizenship Act	6
Reactions to Advertising Concepts	7
Perspectives on Youth Radicalization	9
Sources of News and Information	9

Appendices

- A. Recruitment screener (English and French)
- B. Discussion guide (English and French)
- C. Ad Concepts (English and French)

EXECUTIVE SUMMARY

Citizenship and Immigration Canada (CIC) commissioned Environics Research Group to conduct qualitative public opinion research among newcomers and settled immigrants. This research was designed to gauge the issues, preferences and needs of newcomers and longer term immigrants to Canada including:

- Key issues facing their communities;
- Views on Canada as a country of immigration;
- Citizenship;
- Settlement and integration
- Views/expectations of the federal government; and
- Communication needs and preferences.

Methodology

Environics Research conducted a series of 14 focus groups with immigrants to Canada between December 1 and 9, 2014. Sessions were conducted in Surrey, Vancouver, Winnipeg, Brampton, Toronto (2 nights) and Montreal. The two sessions in each of Surrey and Brampton were conducted in Punjabi among South Asians, the two sessions in Vancouver with Richmond residents were conducted in Mandarin, two of the sessions in Toronto were conducted in Cantonese and one session in Montreal with newcomers from Lebanon was conducted in French. Five sessions with Filipinos in Winnipeg (2), Toronto (2) and Montreal (1) were conducted in English. In each location, one focus group was conducted with people who were permanent residents or Canadian citizens who had arrived within the past five years. The second group consisted of Canadian residents and citizens who had lived in Canada for five to 10 years. The fourteen sessions were distributed as follows:

Date and time	Group Composition
December 1, 5:30 p.m. PAC	In Canada 5 yrs or less – Surrey, British Columbia (Punjabi)
December 1, 7:30 p.m. PAC	In Canada 5-10 yrs – Surrey, British Columbia (Punjabi)
December 2, 5:30 p.m. PAC	In Canada 5 yrs or less – Richmond, British Columbia (Mandarin)
December 2, 7:30 p.m. PAC	In Canada 5-10 yrs – Richmond, British Columbia (Mandarin)
December 3, 5:30 p.m. CTL	In Canada 5 yrs or less – Winnipeg, Manitoba (Filipinos in English)
December 3, 7:30 p.m. CTL	In Canada 5-10 yrs – Winnipeg, Manitoba (Filipinos in English)
December 4, 5:30 p.m. EDT	In Canada 5 yrs or less – Brampton, Ontario (Punjabi)
December 4, 7:30 p.m. EDT	In Canada 5-10 yrs – Brampton, Ontario (Punjabi)
December 6, 11:00 a.m. EDT	In Canada 5 yrs or less – Toronto, Ontario (Filipinos in English)
December 6, 1:00 p.m. EDT	In Canada 5-10 yrs – Toronto, Ontario (Filipinos in English)
December 8, 5:30 p.m. EDT	In Canada 5 yrs or less – Toronto, Ontario (Cantonese)

Date and time	Group Composition
December 8, 7:30 p.m. EDT	In Canada 5-10 yrs – Toronto, Ontario (Cantonese)
December 9, 5:30 p.m. EDT	In Canada 10 yrs or less – Montreal, Quebec (Lebanese in French)
December 9, 7:30 p.m. EDT	In Canada 10 yrs or less – Montreal, Quebec (Filipinos in English)

The participants were recruited using a combination of random calls to individuals and use of a database of individuals, identified primarily through quantitative surveys, who have agreed to be re-contacted for research purposes. Recruitment involves contacting persons on the list who live in the required geographic regions on a random basis and then screening for eligibility according to the study design.

Statement of Limitations: Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable.

Use of research: By gauging and analyzing the opinions of newcomers and immigrants, the Government of Canada gains insights into important policy areas related to the mandate of the department and related services. The information gained through this public opinion research will be shared throughout Citizenship and Immigration Canada to assist it when establishing priorities, developing policies, and planning programs and services.

The total cost for completing this research is \$158,355.25 (including HST).

General Findings

Priorities for the federal government

- The cited top issue cited most often by participants related to jobs. Quite a few participants – especially those who arrived in Canada within the last 5 years – suggested that the federal government’s top priority should revolve around the settlement of immigrants, including helping them find training and jobs, language training, and improving foreign credential recognition . Other priorities mentioned less often included child care, pensions, services for seniors and cheaper prescription drugs.

Current economic situation in Canada

- When participants were asked to circle words that they felt best described the state of the Canadian economy, they tended to select a variety of positive and negative words. For the most part recent immigrants – particularly those arriving in the last five years – chose positive words such as “stable”, “strong”, “growing”, “competitive” and “safe” to describe the economy. Negative words chosen included “sluggish”, “uneven”, “unreliable” and “stagnant”. In explaining the more negative words they selected, some felt that Canada

needed more investments, either by government or by the private sector, which would create jobs.

- Views on the current state of the Canadian economy were often framed in relation to the economic performance in the United States or their former country. Participants would often compare the Canadian economy favourably to that of the countries from where they came and there was also some sentiment that Canada's economy was sluggish, "un-dynamic" and "just OK." The word "stable" was often used, but concerns were also expressed about the difficulties people have in finding work.
- There was also a widely held belief that Canada had withstood the world recession better than other countries – especially the U.S. There were also concerns voiced about the growing income gap among some people and a lack of jobs with decent wages.
- Most participants had a hard time identifying threats to the Canadian economy as a whole. Some mentioned the declining price of oil, the falling dollar, the possibility of another global recession, or a possible bursting of a Canadian housing bubble at some point.

Support for Families

- Top of mind awareness of the federal government's recent announcements on new supports for families was relatively low. In some cases people confused federal policies with provincial government policies.
- When prompted, a couple of participants in most sessions expressed a vague awareness that the Universal Child Care Benefit (UCCB) was being increased and/or that the Children's Fitness Tax Credit was increasing. There was also scattered awareness of the proposed Family Tax Cut, or family income splitting. Those who had heard of this measure were able to articulate, to a certain extent, what had been proposed. Based on their understanding of these measures they tended to approve, though some participants who did not have young families wanted measures for older people and single people as well.
- There was some awareness of changes to the live-in caregiver program that allows live-in caregivers the option of living elsewhere, other than their employer's home and this change was applauded. There was some confusion as to whether it was now easier or harder for people coming to Canada under this program to become permanent residents.

Changes to the Citizenship Act

- When participants were asked for unprompted recollections of changes to the Citizenship Act it was apparent that many participants easily confused policies around citizenship with policies around immigration (e.g. Express entry, changes to family reunification, investor class immigration or requirements to speak fluent English) with changes to citizenship laws.
- When asked to focus specifically on citizenship quite a few participants had at least some awareness about changes to residency requirements to 4 out of 6 years and that the processing fee for citizenship applications had increased. There was less awareness of processing times being reduced, something that received strong approval among participants. Only the odd person made any unprompted mention of how Canadian citizenship could now be revoked under certain circumstances.

- The vast majority of participants approved of the requirement that those applying for citizenship live in Canada for 4 out of 6 years and be physically in Canada for at least 183 days a year. Many tended to feel that if a person wants to be a citizen they should show some commitment to Canada, and that was best exemplified by living here.
- Participants welcomed faster processing times for citizenship applications but expressed concerns about the cost and some wished they could have the option of paying extra for faster processing. Most participants were not aware that non-citizens can join the Canadian Forces at all, let alone obtain citizenship faster if they do so.
- The new measures around revocation of Canadian citizenship from dual citizens for those convicted of terrorism or treason or other very heinous crimes was somewhat more divisive and confusing. For participants who come from countries that do not allow dual citizenship (such as China) revocation was a non-issue that did not apply to them. But to other participants from places where dual citizenship is permitted, after initially voicing approval of any measure that punishes people for terrorism or treason, some were concerned that dual citizens as a whole were being stigmatized and singled out. Some wondered what would happen to “single citizens” convicted of these crimes.

Advertising Concepts

Two television and online/print concepts were tested with participants.

- **Ad concept 1** included a TV concept consisting of visuals of citizens engaging in common activities within Canada and a print / online concept addressing the myth that “It is very difficult to become a Canadian citizen.”
Ad Concept 1 was tested in some initial groups and participants felt it did not convey a clear message. They also perceived the ad to be something that would run outside of Canada to convince potential foreigners to come to Canada, as opposed to being directed towards recent immigrants
- **Ad concept 2** included a TV concept consisting of visuals of the process followed to become a Canadian citizen and a print / online concept addressing the myth that “New citizens are at risk of having their citizenship revoked for minor infractions such as parking tickets.”
 - Participants liked the idea of an ad that promotes Canadian citizenship and tells them where to learn about changes to the Citizenship Act. They liked images of people applying, taking the oath, doing the test and so on, they liked being directed to a website and they found the slogan “Proud. Strong. Free” to be effective. The reference to protecting all Canadians from dual citizens who commit terrorist acts was seen as being out of place in an otherwise “feel good ad”.
 - References to “shorter processing times” stood out to participants, though they wondered why the ad had details about the new revocation policy that applies to the few, while being vague on other changes that affect the many who are in the process of applying for Canadian citizenship.
 - Participants emphasized that many, if not most, people immigrate to Canada in the first place to join family members in Canada or because they think it will be a benefit

to their children to grow up in Canada. Thus, there were several suggestions that the ad ought to include images of families.

- The print ad that was tested focused entirely on exploding the myth that changes to the *Citizenship Act* would mean that dual citizens could have their citizenship revoked even for very minor misdemeanors such as a parking infraction. No participant thought that citizenship could be revoked for minor crimes, although there was some confusion as to what serious crimes might lead to revocation.

Radicalization

- The introduction of the topic of radicalization among young people in Canada did not spark a lot of discussion. Most participants were aware of isolated cases they had heard about in the media. They tended to view these cases as wayward youth who could just as easily have turned to drug addiction or crime.
- Participants tended to dismiss the idea that young people in their own communities were becoming radicalized, noting that they had not witnessed this phenomenon in their respective communities.

Sources of News

- When asked where they typically get their news and stay up to date on current affairs, participants provided a range of sources, both mainstream and specific to their ethnicity. The Internet is a very popular destination for news. Participants noted that they could easily access a wide variety of sites and get the exact type of news that interested them the most, in the language of their choice.
- Television was also cited often, with participants accessing a mix of English and ethnic channels. Radio was mentioned, but wasn't used nearly as much as television and the Internet. Newspapers were mentioned as a source used by many, especially the free dailies, though participants indicated that they used this type of medium less commonly than others. There were also some participants who said they were avid users of social media when it comes to getting the news that matters to them, such as Facebook and Twitter.

SOMMAIRE

Citoyenneté et Immigration Canada (CIC) a chargé Environics Research Group de mener une recherche qualitative d'opinion publique chez les nouveaux arrivants et les immigrants. La recherche était destinée à mesurer les problèmes, les préférences et les besoins des nouveaux arrivants et des immigrants à plus long terme au Canada, y compris :

- les principaux problèmes auxquels fait face leur communauté;
- leurs opinions sur le Canada comme terre d'immigration;
- le programme des aides familiaux résidents;
- la citoyenneté;
- l'établissement et l'intégration;
- leurs opinions sur le gouvernement fédéral et leurs attentes;
- leurs besoins et leurs préférences en matière de communication.

Méthodologie

Environics Research a procédé à une série de 14 groupes de discussion avec des immigrants au Canada entre le 1^{er} et le 9 décembre 2014. Des séances ont eu lieu à Surrey, Vancouver, Winnipeg, Brampton, Toronto (2 soirs) et Montréal. Les séances à Surrey et à Brampton ont été menées en pendjabi avec des Sud-Asiatiques, les deux séances de résidents de Richmond à Vancouver ont été menées en mandarin, deux des séances à Toronto ont été menées en cantonais et une séance de nouveaux arrivants libanais à Montréal a été menée en français. Cinq séances avec des Philippins à Winnipeg (2), Toronto (2) et Montréal (1) ont été menées en anglais. À chaque endroit, un groupe de discussion a été mené avec des gens qui étaient des résidents permanents ou des citoyens canadiens arrivés au cours des cinq années précédentes. Le deuxième groupe se composait de résidents et de citoyens canadiens ayant vécu au Canada de 5 à 10 ans. Les 14 séances ont été réparties comme suit :

Date et heure	Composition des groupes
1 ^{er} décembre, 17 h 30 HNP	Au Canada 5 ans ou moins – Surrey, Colombie-Britannique (pendjabi)
1 ^{er} décembre, 19 h 30 HNP	Au Canada 5 à 10 ans – Surrey, Colombie-Britannique (pendjabi)
2 décembre, 17 h 30 HNP	Au Canada 5 ans ou moins – Richmond, Colombie-Britannique (mandarin)
2 décembre, 19 h 30 HNP	Au Canada 5 à 10 ans – Richmond, Colombie-Britannique (mandarin)
3 décembre, 17 h 30 HNC	Au Canada 5 ans ou moins – Winnipeg, Manitoba (Philippins en anglais)
3 décembre, 19 h 30 HNC	Au Canada 5 à 10 ans – Winnipeg, Manitoba (Philippins en anglais)
4 décembre 17 h 30 HAE	Au Canada 5 ans ou moins – Brampton, Ontario (pendjabi)
4 décembre, 19 h 30 HAE	Au Canada 5 à 10 ans – Brampton, Ontario (pendjabi)

Date et heure	Composition des groupes
6 décembre, 11 h HAE	Au Canada 5 ans ou moins – Toronto, Ontario (Philippins en anglais)
6 décembre, 13 h HAE	Au Canada 5 à 10 ans – Toronto, Ontario (Philippins en anglais)
8 décembre, 17 h 30 HAE	Au Canada 5 ans ou moins – Toronto, Ontario (cantonais)
8 décembre, 19 h 30 HAE	Au Canada 5 à 10 ans – Toronto, Ontario (cantonais)
9 décembre, 17 h 30 HAE	Au Canada 10 ans ou moins – Montréal, Québec (Libanais en français)
9 décembre, 19 h 30 HAE	Au Canada 10 ans ou moins – Montréal, Québec (Philippins en anglais)

Les participants ont été recrutés en appelant au hasard des individus et en communiquant avec d'autres personnes figurant dans une base de données, qui avaient été choisies principalement par des sondages quantitatifs et qui avaient consenti à être jointes de nouveau à des fins de recherche. Le recrutement implique de prendre contact au hasard avec des personnes de la liste qui habitent dans les régions géographiques désignées et de les passer au crible d'analyses pour déterminer leur admissibilité en fonction de l'objet de l'étude.

Déclaration des limites : La recherche qualitative donne un aperçu de l'éventail d'opinions d'une population plutôt que de leur poids, ce que mesurerait une étude quantitative. Les résultats de ce type de recherche devraient être perçus comme indicateurs plutôt qu'extrapolables.

Utilisation de la recherche : En mesurant et en analysant les opinions des nouveaux arrivants et des immigrants, le gouvernement du Canada se familiarise avec d'importants secteurs politiques reliés au mandat du Ministère et des services connexes. L'information procédant de cette recherche d'opinion publique sera partagée par l'ensemble du personnel de Citoyenneté et Immigration Canada pour l'aider à établir ses priorités, élaborer des politiques et planifier ses programmes et services.

Le coût de la recherche s'élève à 158 355,25 \$ (TVH incluse).

Conclusions générales

Priorités pour le gouvernement fédéral

- La question la plus souvent soulevée par les participants avait trait à l'emploi. Plusieurs participants – notamment ceux arrivés au Canada au cours des 5 années précédentes – ont suggéré que le gouvernement fédéral donne priorité à l'établissement des immigrants, ce qui comprend l'aide à trouver de la formation et des emplois, l'apprentissage de la langue et une plus grande reconnaissance des titres de compétence étrangers. D'autres priorités moins souvent mentionnées avaient trait à la garde des enfants, aux pensions, aux services offerts aux personnes âgées et au prix des médicaments d'ordonnance.

Situation économique actuelle au Canada

- Lorsqu'on a demandé aux participants d'encrer ce qui leur semblait le mieux décrire l'état de l'économie du Canada, ils ont eu tendance à choisir une variété de mots positifs et négatifs. Les immigrants récents – en particulier ceux arrivés au cours des cinq années précédentes – ont surtout choisi des mots positifs comme « stable », « solide », « croissante », « compétitive » et « sûre » pour décrire l'économie. Les mots négatifs encrerés incluaient « molle », « inégale », « incertaine » et « stagnante ». En expliquant les mots plus négatifs qu'ils avaient choisis, certains estimaient que le Canada avait besoin de plus d'investissements, soit par le gouvernement ou le secteur privé, ce qui créerait de l'emploi.
- Les opinions sur l'état actuel de l'économie canadienne étaient souvent exprimées par rapport à la performance économique des États-Unis ou du pays d'origine des participants. Les participants comparaient souvent favorablement l'économie canadienne à celle du pays d'où ils venaient et il y avait aussi le sentiment que l'économie du Canada était « stagnante », « statique » et « juste passable ». Le mot « stable » était souvent utilisé, mais on s'inquiétait aussi des difficultés des gens à trouver du travail.
- On croyait aussi généralement que le Canada avait mieux résisté à la récession mondiale que les autres pays – particulièrement les États-Unis. On s'est inquiété de l'écart croissant des salaires entre certaines gens et du manque d'emplois bien rémunérés.
- La plupart des participants ont eu du mal à identifier les menaces à l'économie canadienne. Certains ont mentionné la chute des prix du pétrole, la chute du dollar, la possibilité d'une autre récession mondiale ou l'éclatement possible de la bulle immobilière au Canada.

Soutien aux familles

- On connaissait relativement peu les mesures de soutien aux familles annoncées récemment par le gouvernement fédéral. Dans certains cas, on confondait les mesures fédérales et les mesures provinciales.
- Deux ou trois participants de chaque groupe ont dit être vaguement au courant des hausses de la Prestation universelle pour la garde d'enfants (PUGE) ou de celle du Crédit d'impôt pour la condition physique des enfants. Il y avait aussi une connaissance diffuse des projets de réduction de l'impôt sur les familles ou de fractionnement du revenu familial. Ceux qui avaient entendu parler de cette mesure ont pu expliquer jusqu'à un certain point ce qui avait été proposé. Sur la foi de leur compréhension de ces mesures, ils avaient tendance à les approuver, mais certains participants sans jeune famille souhaitaient aussi des mesures pour les gens plus âgés et les célibataires.
- On connaissait un peu le changement apporté au Programme des aides familiaux résidants, qui permet aux aides familiaux résidants d'habiter ailleurs que chez leur employeur. On a applaudi le changement. On ne savait pas très bien s'il était désormais plus facile ou plus difficile pour les gens venant au Canada en vertu de ce programme de devenir résidents permanents.

Changements à la *Loi sur la citoyenneté*

- Lorsqu'on a demandé aux participants s'ils avaient souvenir de changements apportés à la *Loi sur la citoyenneté*, il a été apparent que plusieurs confondaient facilement la politique d'immigration (p. ex. Entrée express, les changements à la réunification des familles,

l'immigrant investisseur ou l'obligation de parler l'anglais) avec les changements apportés à la citoyenneté.

- Lorsqu'on leur a demandé de s'en tenir spécifiquement à la citoyenneté, plusieurs participants étaient au moins assez au courant des changements à l'obligation de résidence de 4 ans sur 6 et de la hausse des frais de traitement des demandes de citoyenneté. On était moins au courant de la diminution des délais de traitement, qu'ont fortement approuvée les participants. Seulement quelques-uns ont noté que la citoyenneté canadienne pouvait désormais être révoquée en certaines circonstances.
- La grande majorité des participants approuvait l'obligation faite aux candidats à la citoyenneté d'habiter au Canada 4 ans sur 6 et d'être physiquement au Canada durant au moins 183 jours par année. Plusieurs estimaient que quiconque voulant être citoyen devait montrer un engagement au Canada et qu'il n'est pas de meilleur exemple que d'habiter au pays.
- Les participants se sont réjouis de l'abrégement du traitement des demandes de citoyenneté, mais ils se sont inquiétés des frais. Certains ont souhaité qu'on puisse avoir le choix de payer davantage pour un traitement plus rapide. La plupart des participants n'étaient pas au courant que les non-citoyens pouvaient s'engager dans les forces armées canadiennes, encore moins qu'ils pouvaient ainsi obtenir la citoyenneté plus rapidement.
- L'opinion a été un peu plus divisée et confuse sur la révocation de la citoyenneté canadienne des citoyens à double nationalité trouvés coupables de terrorisme ou de trahison ou d'autres crimes haineux. Les participants venant de pays qui n'autorisent pas la double citoyenneté (comme la Chine) ne se sentaient pas concernés par la mesure. Mais les participants venant de pays où la double citoyenneté est permise, après avoir exprimé leur approbation de toute mesure punissant les individus coupables de terrorisme ou de trahison, ont dit craindre que tous les citoyens à double nationalité soient stigmatisés et discriminés. Certains se sont demandé ce qui arriverait des citoyens à nationalité unique trouvés coupables de tels crimes.

Concepts publicitaires

On a soumis aux participants deux concepts de publicité pour la télévision et deux concepts pour la publicité en ligne ou imprimée.

- Le **concept n° 1** incluait un concept télé composé d'images de citoyens engagés dans des activités communes au Canada et un concept imprimé ou en ligne s'attaquant au mythe selon lequel « Il est très difficile de devenir citoyen canadien ». Le concept n° 1 a été soumis aux premiers groupes et les participants ont estimé qu'il ne communiquait pas un message clair. Ils l'ont aussi perçu comme une publicité qui serait diffusée hors du Canada pour convaincre les étrangers de venir au Canada plutôt qu'une publicité s'adressant aux immigrants récents.
- Le **concept n° 2** incluait un concept télé composé d'images du processus suivi pour devenir citoyen canadien et un concept imprimé ou en ligne s'attaquant au mythe selon lequel « Les nouveaux citoyens risquent la révocation de leur citoyenneté pour des infractions mineures comme des contraventions de stationnement ».

- Les participants ont bien aimé l'idée d'une publicité qui promeut la citoyenneté canadienne et leur dit où s'informer des changements apportés à la *Loi sur la citoyenneté*. Ils ont bien aimé les images de personnes demandant la citoyenneté, prêtant serment, passant l'examen, et ainsi de suite. Ils ont bien aimé être dirigés vers un site Web et ils ont trouvé le slogan « Fier. Fort. Libre. » efficace. La référence à la protection des Canadiens contre les citoyens à double nationalité qui commettent des actes terroristes a été jugée déplacée dans ce qui est autrement une publicité qui porte à « se sentir bien ».
- Les références à « des délais de traitement plus courts » ressortaient pour les participants, mais ils se sont demandé pourquoi la publicité s'étendait sur la nouvelle mesure de révocation qui s'applique à un petit nombre, alors qu'elle est vague sur d'autres changements qui concernent la grande majorité de ceux qui demandent la citoyenneté.
- Les participants ont souligné que beaucoup, sinon la plupart, immigrèrent au Canada pour rejoindre les membres de leur famille qui y sont déjà ou parce qu'ils croient que leurs enfants auront avantage à grandir au Canada. Plusieurs ont ainsi suggéré que la publicité inclue des images de familles.
- La publicité imprimée s'attachait entièrement à briser le mythe selon lequel les changements apportés à la *Loi sur la citoyenneté* signifiaient que la citoyenneté des citoyens à double nationalité pouvait être révoquée, même pour des méfaits bénins comme des contraventions de stationnement. Aucun participant ne croyait que la citoyenneté pouvait être révoquée pour de telles infractions, mais on ne savait pas très bien quels crimes pouvaient entraîner la révocation.

Radicalisation

- L'introduction du sujet de la radicalisation des jeunes au Canada n'a pas soulevé beaucoup de discussion. La plupart des participants étaient au courant de cas isolés relevés par les médias. Ils avaient tendance à considérer ces cas comme le fait de jeunes rebelles qui auraient pu tout aussi bien se tourner vers la drogue ou le crime.
- Les participants écartaient l'idée que des jeunes de leur communauté se radicalisaient. Ils ont dit qu'ils n'avaient pas observé de tels phénomènes chez eux.

Sources de nouvelles

- Lorsqu'on leur a demandé où ils cherchaient d'ordinaire à se renseigner sur les affaires courantes, les participants ont cité un éventail de sources, à la fois des médias traditionnels et des médias de leur groupe ethnique. L'Internet est une destination très populaire pour les nouvelles. Les participants ont noté qu'ils pouvaient accéder facilement à une variété de sites et obtenir le genre de nouvelles qui les intéressaient le plus dans la langue de leur choix.
- La télévision a souvent été citée, les participants accédant à un mélange de canaux de langue anglaise et de canaux ethniques. La radio a été mentionnée, mais pour un usage beaucoup moins fréquent que la télévision et l'Internet. Plusieurs participants ont cité les journaux, surtout les quotidiens gratuits, mais ils ont indiqué qu'ils avaient moins souvent recours à

cette source qu'aux autres. Certains participants ont dit qu'ils étaient de fervents usagers des médias sociaux, comme Facebook et Twitter, pour les nouvelles qui leur importaient.

INTRODUCTION

Citizenship and Immigration Canada (CIC) commissioned Environics Research Group to conduct qualitative public opinion research among newcomers and settled immigrants. This research was designed to gauge the issues, preferences and needs of newcomers and longer term immigrants to Canada with regard to the issues including:

- Key issues facing their communities;
- Views on Canada as a country of immigration;
- The Live-in Caregiver Program;
- Citizenship;
- Settlement and integration
- Views/expectations of the federal government; and
- Communication needs and preferences.

Background

CIC conducts an ongoing research program to help the Department develop a better understanding of Canadian attitudes toward the issues surrounding citizenship and immigration. By gauging and analyzing the opinions of newcomers and immigrants, the Department gains insights into important policy areas related to the mandate of the department and related services.

The information gained through this public opinion research will be shared throughout the Department to assist it when establishing priorities, developing policies, and planning programs and services.

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December 3, 5:30 p.m. CTL	In Canada 5 yrs or less – Winnipeg, Manitoba (Filipinos in English)
December 3, 7:30 p.m. CTL	In Canada 5-10 yrs – Winnipeg, Manitoba (Filipinos in English)
December 4, 5:30 p.m. EDT	In Canada 5 yrs or less – Brampton, Ontario (Punjabi)
December 4, 7:30 p.m. EDT	In Canada 5-10 yrs – Brampton, Ontario (Punjabi)
December 6, 11:00 a.m. EDT	In Canada 5 yrs or less – Toronto, Ontario (Filipinos in English)
December 6, 1:00 p.m. EDT	In Canada 5-10 yrs – Toronto, Ontario (Filipinos in English)
December 8, 5:30 p.m. EDT	In Canada 5 yrs or less – Toronto, Ontario (Cantonese)
December 8, 7:30 p.m. EDT	In Canada 5-10 yrs – Toronto, Ontario (Cantonese)
December 9, 5:30 p.m. EDT	In Canada 10 yrs or less – Montreal, Quebec (Lebanese in French)
December 9, 7:30 p.m. EDT	In Canada 10 yrs or less – Montreal, Quebec (Filipinos in English)

The groups lasted approximately one hour and 30 minutes, and consisted of between 8 and 10 participants (out of 10 people recruited for each group).

Environics developed the recruitment screener and provided it to CIC for review prior to finalizing. Participants were screened to ensure they were invited to the appropriate session according to ethnic background and how long they have been living in Canada. Participants were also screened to ensure the groups included a mix of gender, education, age, and that they would be comfortable voicing their opinions in front of others. Normal focus group exclusions were in place (marketing research, media, and employment in the federal government, and recent related focus group attendance). All participants were offered a \$125 honorarium to encourage participation and thank them for their commitment. All groups were video and audio recorded for use in subsequent analysis by the research team - during the recruitment process and at the session sign-in participants were asked to consent to such recording.

Given the various languages in which the sessions were held, specialized moderators were used:

- Derek Leebosh, Vice President, Environics, moderated all English sessions outside Montreal;
- Kathy Cheng, Vice President, Environics, moderated all Mandarin sessions;
- Roxanne Tsui, moderated all Cantonese sessions;
- Batool Batalvi, moderated all Punjabi sessions, and,
- Rick Nadeau, Senior Associate, moderated the French and English sessions in Montreal.

All qualitative research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA) and applicable PIPEDA legislation.

DETAILED FINDINGS

Priorities for the Government of Canada

Participants were asked to identify what they believe should be the priority for the Government of Canada these days. Some of the more common themes that surfaced included the following:

- **Employment for New Canadians:** Although there were a few references to supporting the economy and job market in general, participants were more likely to focus on the employment situation of new Canadians. This was a relatively broad topic that included a range of immigrant-specific issues and concerns such as employer biases against immigrants, better integration of immigrants into the workforce, access to training and networking opportunities, language skills, and foreign credential recognition. All in all job-related concerns were mentioned more often than any other single issue.
- **Taxes:** Participants believe their tax burden should be lightened.
- **Immigration policies:** Some were concerned that the policies are becoming more stringent (e.g. “tighter rules around sponsorship”) and that they are inconsistent depending on the immigrant’s home country.
- **Health care:** Participants alluded to long wait times, physicians not taking them seriously when presenting with an ill family member, and the price of prescription drugs.

Other priorities mentioned less often included child care, national security, need for more investment by government and the private sector, transportation, affordable housing, aboriginal issues, pensions and services for seniors.

Current Economic Situation in Canada

Participants were asked to select one word they felt best described the state of the Canadian economy (participants could choose among a list of words or they could propose one of their own words). Responses to this exercise were largely inspired by two factors: first, participants would often compare the Canadian economy to their home country’s economy, and second, their perception was influenced by any difficulty they may be having in finding work.

By and large, sentiments towards the economy were fairly positive, a sentiment that is inspired by our resource base, our diverse economy, our diverse and educated population, and some of the trade agreements that have been signed. Suggestions that it is stable, balanced and safe often referred to Canada’s ability to withstand certain economic shocks, that it is not susceptible to big swings or fluctuations, and inflation is under control. Positive sentiment was also evident among those who believe the economy was growing, recovering, and strong, sentiments inspired by such trends as increasing consumer spending, increased immigration, and residential construction.

Not everyone was positive however, as there was also a good number of participants who had a more tempered view of the economy. These individuals were more likely to refer to unemployment in general, how layoffs were still happening, the high cost of living, and no clear signs of consistent upward momentum when describing the economy as stagnant, sluggish, or fragile.

There were concerns that the economy was uneven, in that not all individuals or regions were reaping the benefits of growth, that there is a growing income gap, and there is a lack of jobs with decent wages.

There was also a widely held belief that Canada had withstood the world recession better than other countries. Participants compared the Canadian economy to their previous country's economy and the U.S. economy as a good point of reference. Most participants had a hard time identifying threats to the Canadian economy as a whole. Some of the more common comments included the following:

- the declining price of oil,
- an increase in the interest rate,
- the falling dollar,
- the possibility of another global recession,
- a sharp devaluation or correction in the housing market, especially among participants in Vancouver and Toronto,
- a drop in the stock market,
- a weakened export market or Canada's inability to adapt to growing globalization,
- a terrorist attack,
- a sharp increase in inflation,
- a sudden downward shift in the US economy / dependence on the US economy.

Familiarity with New Policies to Help Families

Participants were asked if they had heard anything recently from the Government of Canada about support for families. While there were a few comments around programs and initiatives, by and large participants were not aware of recent announcements on new supports for families.

In some cases people confused federal policies with provincial government policies. In a few other instances, participants tended to recall initiatives that had happened earlier in the year or even last year rather than those more recently announced.

Once prompted by the moderator, a few participants in each session were vaguely aware that the Universal Child Care Benefit (UCCB) was being increased. While many were aware that there is a tax credit for children's fitness and arts programs, only a few seemed aware that changes had been introduced recently. There was scattered awareness of the proposed Family Tax Cut, or family income splitting measure and those who heard of it had at least some awareness of what it actually

meant. Few participants were aware of the increase in the tax deduction for child care expenses. As could be expected, those for whom the changes applied were more aware of the new supports.

To the extent that participants knew about these measures they tended to approve of them. Beyond that, there was clear interest among most participants in how the policies could be expanded to other segments of the population. For instance, participants who did not have young families wondered what was being done for older citizens and single people.

In the Filipino groups specifically, there was some awareness, prompted and unprompted, of changes to the live-in caregiver program that allows live-in caregivers the option of living separately from their employer. This change was strongly supported. There was, however, some confusion as to whether it was now easier or harder for people coming to Canada under this program to become permanent residents.

Familiarity with Changes to the Citizenship Act

When participants were asked for unprompted recollections of changes to the Citizenship Act it was apparent that many participants confused policies around citizenship with policies around immigration (e.g. Express entry, the “super VISA”, changes to family reunification, investor class immigration or requirements to speak fluent English) with changes to citizenship laws.

When asked to focus specifically on citizenship, unprompted awareness was highest of changes to the residency requirements and of changes to the processing fee for citizenship applications. Although there was awareness of changes to the residency requirements, only a few could specifically recall the complete details of the change. Participants seemed less likely to be able to specify how a year was defined (183 days) and more likely to recall the “4 out of 6 years” part of the requirement.

There was much lower awareness of other recent changes such as faster processing times and only the odd person made any unprompted mention of how Canadian citizenship could now be revoked under certain circumstances.

The vast majority of participants approved of the requirement that those applying for citizenship live in Canada for 4 out of 6 years and be physically in Canada for at least 183 days a year. Although a few felt that the change made it harder to become a citizen because 4 years would be needed instead of 3, most tended to feel that if a person wanted to be a citizen they should show some commitment to Canada.

Participants welcomed faster processing times for citizenship applications but expressed concerns about the cost. Some were actually well versed in what these costs were and by how much the fee had increased. The discussion around the fee prompted some to suggest tiered pricing based on the

speed of the processing – in other words, lower fees for slower processing and higher fees for those who are prepared to pay for a more expedited process.

None of the participants volunteered anything about permanent residents in the armed forces and citizenship. In fact, participants were not even aware that non-citizens could join the Canadian Forces at all, let alone get citizenship faster if they do so.

There was minimal unprompted recall of changes related to revocation of citizenship, and even among those who seemed to recall something, the details of what they recalled were rarely accurate or complete. In the end, the revocation of Canadian citizenship for dual citizens convicted of terrorism, treason or spying offences was the measure that generated the most discussion, it introduced the most confusion and it raised the most concerns.

- For some participants whose country of origin does not allow dual citizenship, such as China, this was generally a non-issue. Since their country of origin does not allow dual citizenship, they did not see themselves as ever being a dual citizen.
- But for participants from places where dual citizenship is permitted, such as India or the Philippines, there were clear concerns that dual citizens as a whole were being stigmatized and singled out. Although in general, they supported any measure that punished people convicted of terrorism, treason or spying, the very focused nature of the announcement or of the change invariably left many wondering what would happen to “single citizens” convicted of these same crimes. It also left many wondering whether they should still consider retaining dual citizenship with their original home country out of fear that their Canadian citizenship could be revoked more easily by virtue of the fact that they are dual citizens or out of fear that with time, the criteria for revoking citizenship for a dual citizen is expanded.

Reactions to Advertising Concepts

Approach: Participants were provided a description of two television advertisement concepts and two print advertisement concepts. These descriptions were provided on paper for participants to read along with the moderator (the concepts provided to participants are available in Appendix C). Essentially participants were asked to image the television ad based on the descriptions provided. For both television and print concepts, the moderator read aloud the entire description.

Advertisement Concept #1

Approaches:

- **TV concept** consisting of visuals of citizens engaging in common activities within Canada.

- **Print / online concept** addressing the myth that “It is very difficult to become a Canadian citizen.”

Advertisement concept #1 was tested in some initial groups.

This concept was generally viewed as not having a clear message and was seen more as an advertisement that might be run outside Canada to convince people to immigrate to Canada, rather than one aimed at recent immigrants with the purpose of presenting a compelling case on becoming citizens or for communicating changes to the *Citizenship Act*. (NOTE: Given the extent to which this concept was not achieving its intended impact, it was decided early on in the project that it did not need to be tested in all cities.)

Advertisement Concept #2

Approaches:

- **TV concept** consisting of visuals of the process followed to become a Canadian citizen.
- **Print / online concept** addressing the myth that “New citizens are at risk of having their citizenship revoked for minor infractions such as parking tickets.”

When considering *the television concept*, participants liked the idea of an ad that promotes Canadian citizenship, that “help” is on the way, that the process will be faster and that the ad tells them where to learn about changes to the Citizenship Act. They liked images of people applying, taking the oath, doing the test, at the swearing in ceremony, etc. They also liked being directed to a website and they reacted well to the slogan “Proud. Strong. Free”.

The main criticism participants had about the television concept was the reference to protecting all Canadians from dual citizens who commit terrorist acts – this was seen as out of place in an otherwise “feel good ad”.

On a related note, participants questioned why the advertisement provided detail regarding the revocation policy, which applies to the few, while being vague on other changes that would impact on more individuals who applying for citizenship. For instance, the reference to “shorter processing times” stood out for people as a positive change and one that could benefit from a bit more detail. Participants noted that the issue of foreign credential recognition and jobs were much more pressing for them than dual citizenship or terrorism, leading some to feel that the advertisement was proposing a solution to a problem that did not exist for them.

Finally, participants emphasized that many, if not most, people immigrate to Canada in the first place to join family members in Canada or because they think it will be a benefit to their children to grow up in Canada. In light of this, there were several suggestions from participants that the advertisement ought to include images of families.

The *print advertisement* that was tested was totally focused on discrediting the myth that changes to the Citizenship Act would mean that dual citizens could have their citizenship revoked for very minor misdemeanours such as a parking infraction. No participant thought that citizenship could be revoked for minor crimes, although there was some confusion as to what serious crimes could lead to revocation. The myth as it was proposed in the ad (a parking infraction) was not seen as particularly credible by participants. The approach used in the advertisement left some participants concerned that the ad might in fact backfire since those who only casually glance at the text might be left with the incorrect impression that they could lose their citizenship for a parking infraction.

Perspectives on Youth Radicalization

The introduction of the topic of radicalization among young people in Canada did not spark a lot of discussion. Most participants were aware of isolated cases they had heard about in the media. They tended to view these cases as wayward youth who could just as easily have turned to drug addiction or crime. Participants speculated that these youth may have been attracted to certain beliefs in a moment of particular vulnerability or susceptibility or at a particularly negative time in their life. Participants did not see these incidents as part of some broader phenomenon.

Participants tended to dismiss the idea that young people in their own communities were becoming radicalized. Many felt that their traditional religions do not typically lend themselves to radicalization. They also noted that, by its very nature, radicalization tends to be highly secretive and covert and so it did not surprise many in the sessions that they themselves had not been alerted to or made aware of any such tendencies in their own communities.

Sources of News and Information

When asked where they typically get their news and stay up to date on current affairs, participants provided a range of sources, both mainstream and specific to their ethnicity. The Internet was a very popular destination for news. Participants noted that they could easily access a wide variety of sites and obtain the exact type of news that interests them the most, in the language of their choice. Television was also very popular, with participants accessing a mix of English and ethnic channels. Radio was also used but not nearly as much as television and the Internet. Newspapers were a source used by many, especially the free dailies, though participants indicated that they used this type of medium less commonly than others. There were also some participants who said they were avid users of social media when it comes to getting the news that matters to them, such as Facebook and Twitter.

Some felt that if the Government of Canada had something to announce, they could also advertise in buses and at bus stops, at certain ethnic grocery stores, at ethnic festivals, at places of worship and by sending a flyer or brochure in the mail.

The various sources of news and information mentioned in the sessions are listed below:

	Television	Radio	Other
<i>Chinese</i>	Both English and Chinese TV: Hong Kong channel; Asia channel; Fairchild TV; CBC; CNN; CTV News; CP24	AM 1540; AM 1430; 680 News	Internet: Chinese and Hong Kong websites (general); Apple; BBS; Google News; CCUE; Du Chi (sp?); Globe and Mail; Google searches Newspapers: Tsing Tao newspaper; Toronto Star; Globe and Mail; Apple; Metro
<i>Punjabi</i>	CTV; Punjabi channel; CP24; Weather Network;	Punjabi channel; AM 1650; AM 680; CHFI; 99.9 FM;	Internet: Government websites; Facebook; Twitter; Toronto Star website; Yahoo; MSN; CNN mobile app Newspapers: 24; Toronto Star
<i>Lebanese</i>	Al Jazeera; Radio Canada; Sports channels (RDS); RDI; TV5; CTV; TV streamed in the subway; Lebanese channel	AM 1450; Radio Canada	Internet: Facebook; Twitter Newspapers in Montreal: Journal de Montréal; Metro, 24 Heures
<i>Filipino</i>	CTV; GMA TV; TFC; CP24; CBC; TV streamed in the subway; Global	In Montreal: 98.5 FM; CBC Radio; CJAD; 92.5 FM; 88.8 FM; Virgin Radio	Internet: CTV.ca; The Gazette website; Facebook; The Enquirer; Yahoo Philippines Newspapers in Montreal: The Gazette; Metro; 24 Heures; The Filipino Forum; The Filipino Star Newspapers in Toronto: Metro; 24 Hours; Toronto Star; The Enquirer; The Globe and Mail

APPENDIX A – Recruitment screeners

October 8, 2014

**Environics Research Group Limited
Qualitative Research on Newcomer and Immigrant Issues
Citizenship and Immigration Canada
PN8054**

Recruitment for Group Discussion

Respondent Name: _____

Home #: _____

Business #: _____

Group #: _____

Recruiter: _____

GROUP 1

Surrey (PUNJABI)
Monday, Dec. 1
5:30 pm
In Canada up to 5 years

GROUP 2

Surrey (PUNJABI)
Monday, Dec. 1
7:30 pm
In Canada 5-10 yrs

GROUP 3

Richmond (MANDARIN)
Tuesday, Dec. 2
5:30 pm
In Canada up to 5 years

GROUP 4

Richmond (MANDARIN)
Tuesday, Dec. 2
7:30 pm
In Canada 5-10 yrs

GROUP 5

Winnipeg (Filipino English)
Wednesday, Dec. 3
5:30 pm
In Canada up to 5 years

GROUP 6

Winnipeg (Filipino English)
Wednesday, Dec. 3
7:30 pm
In Canada 5-10 yrs

GROUP 7

Brampton (PUNJABI)
Thursday, Dec. 4
5:30 pm
In Canada up to 5 years

GROUP 8

Brampton (PUNJABI)
Thursday, Dec. 4
7:30 pm
In Canada 5-10 yrs

GROUP 9

Toronto (Filipino English)
Saturday, Dec. 6
11:00 am
In Canada up to 5 years

GROUP 10

Toronto (Filipino English)
Saturday, Dec. 6
1:00 pm
In Canada 5-10 yrs

GROUP 11

Toronto (CANTONESE)
Monday, Dec. 8
5:30pm
In Canada up to 5 years

GROUP 12

Toronto (CANTONESE)
Monday, Dec. 8
7:30 pm
In Canada 5-10 yrs

GROUP 13

Montreal (Lebanese: French)
Tuesday, Dec. 9
5:30 pm
In Canada up to 10 years

GROUP 14

Montreal (Filipino: English)
Tuesday, Dec. 9
7:30 pm
In Canada up to 10 years

10 recruits per session. All born outside Canada and moved to Canada when they were 14 years of age or over.

In what year did you come to Canada? _____. **WRITE IN**
DO NOT READ

Between 2010 and 2014	GROUPS 1, 3, 5, 7, 9, 11 (13 and 14 to be a 5/5 mix)
Between 2004 and 2009	GROUPS 2, 4, 6, 8, 10, 12 (13 and 14 to be a 5/5 mix)
2003 or earlier	THANK AND TERMINATE
Don't know/Refused	THANK AND TERMINATE

We have been asked to speak to participants from all different ages. So that we may do this accurately, may I have your exact age please? _____. **WRITE IN**

Under 18.....	1	TERMINATE
18-29 years of age.....	2	
30-44 years of age.....	3	GET MIX
45-54 years of age.....	4	
55-69 years of age.....	5	
70 years or more	6	TERMINATE

Because we would like to talk to people who have come to Canada in different ways, I would like you to tell me which one of the following best describes your current legal status in Canada. Again, please be assured that we are asking for this information for research purposes only. Are you...?

READ LIST – IF RESPONDENT SAYS LANDED IMMIGRANT, CLASSIFY AS PERMANENT RESIDENT

- 01 – A Canadian citizen
- 02 – A permanent resident of Canada (NB: includes “landed immigrant”)
- 03 – A temporary foreign worker/resident

(NB: includes temporary live-in care giver)

TERMINATE - EXCEPT FOR FILIPINO

GROUPS 5, 6, 9, 10 OR 14 WHERE WE CAN HAVE MAXIMUM TWO PER GROUP

- 04 – A refugee **TERMINATE**
- 05 – or, are you in Canada on a student visa? **TERMINATE**
- 99 - REFUSE/DK/NA **TERMINATE**

What is your country of origin, that is, in what country were you born and a permanent resident in before coming to Canada? **DO NOT READ LIST; RECRUIT MIX OF DIFFERENT COUNTRIES**

China	1	GROUPS 3 + 4
Taiwan.....	2	GROUPS 3 + 4
Hong Kong.....	3	GROUPS 11 + 12
India.....	4	GROUPS 1, 2, 7 + 8
Pakistan.....	5	GROUPS 1, 2, 7 + 8
Philippines	6	GROUPS 5, 6, 9, 10, 14
Lebanon	7	GROUP 13
Other		THANK AND TERMINATE

FOR PUNJABI GROUPS 7 AND 8 IN BRAMPTON, ASK:

What part of the Greater Toronto Area do you live in? Do you live in Brampton, Mississauga or some other part of the Greater Toronto Area?

Brampton	GROUPS 7 OR 8
Mississauga	GROUPS 7 OR 8
ALL OTHER	THANK AND TERMINATE

FOR CANTONESE AND FILIPINO GROUPS 9, 10, 11 AND 12 IN TORONTO, ASK:

What part of the Greater Toronto Area do you live in?

GET MIX – CANTONESE PARTICIPANTS SHOULD BE MOSTLY FROM MARKHAM, RICHMOND HILL, SCARBOROUGH OR NORTH YORK

FOR GROUPS 1, 2, 3 AND 4 IN THE LOWER MAINLAND OF BC, ASK:

What part of the Lower Mainland do you live in?

Surrey	GROUPS 1 OR 2
Richmond	GROUPS 3 OR 4
ALL OTHER	THANK AND TERMINATE

What is the highest level of education you have received?

DO NOT READ LIST – get mix

- Some high school or less 1
- Completed high school 2
- Some college/university (no degree) 3
- Completed college/university 4
- Post-graduate studies 5

Currently are you...? (READ LIST)

- Working full-time (35 hrs. +) ()
- Working part-time (under 35 hrs.) ()
- Unemployed, but looking for work () 1 max. /group
- A full-time student () 1 max. /group
- Retired () 2 max./group
- Not in the workforce (inc. homemaker) () 1 max. /group

ASK Q.14 IF WORKING FULL OR PART-TIME TERMINATE IF TIED TO EXCLUSIONS IN Q. 1

What is your current occupation?

Type of Job	Type of Company
-------------	-----------------

ASK ALL

Which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2013? **READ**

- 01 - Under \$30,000
- 02 - \$30,000 to \$60,000
- 03 - \$60,000 to \$75,000
- 04 - \$75,000 to \$100,000 **GET MIX**
- 05 - \$100,000 to \$150,000
- 06 - \$150,000 and over
- VOLUNTEERED**
- 99 - REFUSE/DK/NA

ASK ALL BORN IN CHINA OR TAIWAN FOR GROUPS 3 OR 4

Do you speak, read and understand Mandarin Chinese?

- 01 – Yes
- 02 – No

And would you be comfortable participating in a group discussion conducted completely in Mandarin or would you prefer to participate in English?

01 – Yes, comfortable in Mandarin

02 – No, prefer English

THANK AND TERMINATE

VOLUNTEERED

03 – Equally comfortable in English or Mandarin

ASK ALL BORN IN HONG KONG FOR GROUPS 11 OR 12

Do you speak, read and understand Cantonese?

01 – Yes

02 – No

THANK AND TERMINATE

And would you be comfortable participating in a group discussion conducted completely in Cantonese or would you prefer to participate in English?

01 – Yes, comfortable in Cantonese

02 – No, prefer English

THANK AND TERMINATE

VOLUNTEERED

03 – Equally comfortable in English or Cantonese

ASK ALL BORN IN INDIA OR PAKISTAN FOR GROUPS 1, 2, 7 OR 8

Do you speak and understand Punjabi?

01 – Yes

02 – No

THANK AND TERMINATE

And would you be comfortable participating in a group discussion conducted completely in Punjabi or would you prefer to participate in English?

01 – Yes, comfortable in Punjabi

02 – No, prefer English

THANK AND TERMINATE

VOLUNTEERED

03 – Equally comfortable in English or Punjabi

ASK ALL BORN IN THE PHILIPPINES FOR GROUPS 5, 6, 9, 10 AND 14

The session will be conducted in English. How comfortable are you in taking part in a group discussion with other Filipinos and Filipinas conducted completely in English? Are you... (READ LIST)

Very comfortable 1

Fairly comfortable 2

Not very comfortable ... 3

Very uncomfortable 4

TERMINATE

TERMINATE

ASK ALL BORN IN LEBANON FOR GROUP 13

The session will be conducted in French. How comfortable are you in taking part in a group discussion with other Lebanese conducted completely in French? Are you... (READ LIST)

- Very comfortable 1
- Fairly comfortable 2
- Not very comfortable ... 3 **TERMINATE**
- Very uncomfortable 4 **TERMINATE**

ASK ALL FOR PUNJABI, MANDARIN OR CANTONESE GROUPS 1, 2, 3, 4, 7, 8, 11 or 12

During the session we may look at some advertising that will be in English. Can you read and understand English well enough to look at an ad in English and be able to discuss it in [Punjabi/Mandarin/Cantonese]?

- Yes 1
- No 2 **TERMINATE**

ASK ALL

Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you in voicing your opinions in front of others? Are you... (READ LIST)

- Very comfortable 1 **MIN 5 PER GROUP**
- Fairly comfortable 2
- Not very comfortable ... 3 **TERMINATE**
- Very uncomfortable 4 **TERMINATE**

Have you **ever** attended a focus group or a one-to-one discussion for which you have received a sum of money, here or elsewhere?

- Yes 1 **MAXIMUM 6 PER GROUP**
- No 2 ---> **(SKIP TO Q.30)**

IF YES ASK:

When did you last attend one of these discussions?

(TERMINATE IF IN THE PAST 6 MONTHS)

How many focus groups or one-to-one discussions have you attended in the past 5 years?

(SPECIFY)

IF MORE THAN 5, TERMINATE.

What topics were discussed in the focus groups you took part in during the last two years?

(SPECIFY – TERMINATE IF RELATED TO IMMIGRATION OR SETTLEMENT ISSUES)

ASK ALL

Sometimes participants are also asked to write out their answers on a questionnaire. Is there any reason why you could not participate? If you need glasses to read, please remember to bring them.

Yes.....1 - **TERMINATE**

No.....2

NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.

INTERVIEWER TELL RESPONDENT

PLEASE BRING ALONG SOME FORM OF IDENTIFICATION AS YOU MAY BE ASKED TO SHOW IT.

IMPORTANT:

The session is 2 hours in length, but we are asking that all participants arrive 15 minutes prior to the start time of the session.

Are you able to be at the research facility 15 minutes prior to the session time?

Yes..... 1-**CONTINUE**

No..... 2-**TERMINATE**

I would like to invite you to a group discussion on:

The session will last 2 hours in total and you will receive \$125 to thank you for your participation.

Locations:

Monday, December 1st (5:30-7:30pm and 7:30-9:30pm) – Surrey (Punjabi)

Sheraton Guildford

15269 - 104th Avenue, Surrey

Tel: 604-582-9288

Tuesday, December 2nd (5:30-7:30pm and 7:30-9:30pm) – Richmond (Mandarin)

Smartpoint Research
1140 Homer St., Vancouver
Tel: 604-484-4111

Wednesday, December 3rd (5:30-7:30pm and 7:30-9:30pm) – Winnipeg (Filipinos – English)

NRG Research Group
213 Notre Dame Ave., Suite 804, Winnipeg
Tel: 204-989-8999

Thursday, December 4th (5:30-7:30pm and 7:30-9:30pm) – Brampton (Punjabi)

Contract Testing
119 West Drive, Brampton
Tel: 905-456-0783

Saturday, December 6th (11:00am-1:00pm and 1:00-3:00pm) – Toronto (Filipinos – English)

Head Quarters
5075 Yonge Street, Suite 600 / 601, Toronto
Tel: 416-929-4669

Monday, December 8th (5:30-7:30pm and 7:30-9:30pm) – Toronto (Cantonese)

Head Quarters
5075 Yonge Street, Suite 600 / 601, Toronto
Tel: 416-929-4669

Tuesday, December 9th (5:30-7:30pm Lebanese – French/7:30-9:30pm Filipinos – English) - Montreal

Ad Hoc Research
1250 Guy Street, Suite 900, Montreal
Tel: 514-937-4040

INTERVIEWERS: Tell respondent that it is a small group and anyone who does not show or cancels at the last minute will compromise the project. Make sure they know we feel their opinions are valuable and we are serious about finding out what they have to offer.

NOTE: PLEASE TELL ALL RESPONDENTS THAT THEY WILL RECEIVE A CONFIRMATION CALL THE DAY PRIOR TO THE SESSION. IF FOR SOME REASON THEY HAVE NOT HEARD FROM US THEY SHOULD CONTACT US AT _____. IF THEIR NAME IS NOT ON THE ATTENDANCE FORM THEY WILL NOT BE ADMITTED TO THE GROUP.

Environics Research Group Limited
Recherche qualitative sur les questions de nouveaux arrivants et immigrants
Citoyenneté et immigration Canada
PN8054

Recrutement pour les groupes de discussion

Nom du répondant _____

N° de téléphone résidentiel: _____

N° de téléphone d'affaires : _____

Groupe n°: _____

Recruteur: _____

GROUPE 13

Montréal (Libanais: français)

Mardi, 9 décembre

17h30

Au Canada jusqu'à 10 ans

10 recrues par session. Tous nés à l'extérieur du Canada et se sont installés au Canada lorsqu'ils avaient 14 ans ou plus.

Bonjour, mon nom est _____ d'Environics Research; nous appelons aujourd'hui pour inviter des participants à assister à un groupe de discussion que **nous menons actuellement de la part du Gouvernement du Canada**. Votre participation à cette recherche est entièrement volontaire et votre décision d'y participer ou non n'affectera en rien les interactions que vous pourriez avoir avec le gouvernement.

Toute information recueillie, utilisée et/ou dévoilée sera utilisée qu'à des fins de recherche seulement et sera traitée conformément aux exigences de la Loi sur la protection des renseignements personnels. La session durera un maximum de **2 heures** et vous recevrez une somme en argent comptant en guise de remerciement pour votre participation.

Est-ce que vous nous permettez de vous poser, à vous ou à quelqu'un d'autre dans votre foyer, quelques questions additionnelles afin de voir si vous/eux qualifiez pour notre étude?

Oui..... 1 – **CONTINUER**

Non..... 2 – **REMERCIER ET TERMINER**

1. Est-ce que vous, une personne de votre foyer ou de votre famille immédiate travaillez pour:

	<u>Non</u>	<u>Oui</u>
Une firme d'étude en marketing, communications ou relations publiques ou une agence de publicité	()	()
Un média (radio, télévision, journaux, revues, etc.)	()	()
Un ministère ou un organisme du gouvernement fédéral ou provincial	()	()
Un organisme qui fournit des services aux nouveaux arrivants et réfugiés	()	()

SI OUI À L'UN CI-DESSUS – REMERCIER ET TERMINER

2. **INDIQUER:** Homme 1 Répartition de 50/50
Femme 2

3. Êtes-vous né au Canada ou dans un autre pays?

Canada **REMERCIER ET TERMINER**
Un autre pays **CONTINUER**
Ne sait pas/Refus **REMERCIER ET TERMINER**

4. Quel âge aviez-vous lorsque vous avez déménagé au Canada?

_____ans **TERMINER SI A DÉMÉNAGÉ AU CANADA À MOINS DE 14 ANS**

5. En quelle année êtes-vous arrivé au Canada? _____. **INSCRIRE**
NE PAS LIRE

Entre 2010 et 2014 **GROUPE 13 un partage de 5/5**
Entre 2004 et 2009 **GROUPE 13 un partage de 5/5**
2003 ou avant **REMERCIER ET TERMINER**
Ne sait pas/Refus **REMERCIER ET TERMINER**

6. On nous a demandé de parler avec des participants de différentes catégories d'âges. Pour pouvoir le faire de façon efficace, je vous demanderais de bien vouloir me donner votre âge exacte s.v.p.? _____. **INSCRIRE**

Moins de 18 ans 1 **TERMINER**
18-29 ans 2
30-44 ans 3 **OBTENIR UN BON PARTAGE**
45-54 ans 4
55-69 ans 5
70 ans ou plus 6 **TERMINER**

7. Parce que nous aimerions parler à des gens qui sont venus au Canada de différentes façons, je voudrais que vous me disiez lequel des suivants décrit le mieux votre statut juridique actuel au Canada. Encore une fois, s'il vous plaît soyez assurés que nous demandons ces informations à des fins de recherche uniquement. Êtes-vous ...? **LIRE LA LISTE - SI LA PERSONNE DIT IMMIGRANT REÇU, CLASSER COMME RÉSIDENT PERMANENT.**

- 01 – Un citoyen canadien
- 02 – Un résident permanent du Canada (NB: comprend un “immigrant reçu”)
- 03 – Un travailleur étranger/résident temporaire
(NB: comprends un aide familial résidant temporaire) **TERMINER**
- 04 – Un réfugié **TERMINER**
- 05 – ou, êtes-vous au Canada sur un visa étudiant? **TERMINER**
- 99 – REFUS/NSP/PR **TERMINER**

8. Quel est votre pays d'origine, c'est-à-dire dans quel pays vous êtes né et étiez un résident permanent avant de venir au Canada? **NE PAS LIRE LA LISTE; RECRUTER UN MIXTE DE DIFFÉRENTS PAYS**

- Chine 1 **GROUPE 3 + 4**
- Taiwan..... 2 **GROUPE 3 + 4**
- Hong Kong..... 3 **GROUPE 11 + 12**
- Inde 4 **GROUPE 1, 2, 7 + 8**
- Pakistan..... 5 **GROUPE 1, 2, 7 + 8**
- Philippines 6 **GROUPE 5, 6, 9, 10, 14**
- Liban..... 7 GROUPE 13**
- Autre..... **REMERCIER ET TERMINER**

12. Quel est le plus haut niveau de scolarité que vous avez reçue? **NE PAS LIRE LA LISTE - obtenir un mixte**

- Secondaire non terminé ou moins 1
- Secondaire terminé..... 2
- CEGEP/Université non terminé (pas de diplôme)..... 3
- CEGEP/Université terminé..... 4
- Études universitaires supérieures 5

13. Actuellement est-ce que vous...? (LIRE LA LISTE)

- Travaillez à temps plein (35 hrs. +) ()
- Travaillez à temps partiel (moins de 35 hrs.) ()
- Sans emploi, mais à la recherche d'emploi () 1 max. /groupe
- Étudiant à temps plein () 1 max. /groupe
- Retraité () 2 max. /groupe
- Pas sur le marché du travail (incl. personne au foyer) () 1 max. /groupe

POSER LA Q.14 SI TRAVAILLE À TEMPS PLEIN OU TEMPS PARTIEL, TERMINER SI LIÉ AUX

EXCLUSIONS À LA Q. 1

14. Quelle est votre occupation actuelle?

Type d'emploi

Type d'entreprise

DEMANDER À TOUS

15. Pourriez-vous me dire laquelle des catégories suivantes correspond au revenu annuel total, avant impôt, de tous les membres de votre foyer, pour 2013? **LIRE**

01 - Moins de 30 000 \$

02 - 30 000 \$ à 60 000 \$

03 - 60 000 \$ à 75 000 \$

04 - 75 000 \$ à 100 000 \$

05 - 100 000 \$ à 150 000 \$

06 - 150 000 \$ et plus

OFFERT SPONTANÉMENT

99 - REFUS/NSP/PR

OBTENIR UN MIXTE

DEMANDEZ À TOUS CEUX NÉS AU LIBAN POUR LE GROUPE 13

23. La session se déroulera en français. Dans quelle mesure êtes-vous à l'aise à participer à une discussion de groupe avec d'autres libanais menée entièrement en français? Êtes-vous ... (LIRE LA LISTE)

Très à l'aise 1

Assez à l'aise 2

Pas très à l'aise 3

Très mal à l'aise 4

TERMINER

TERMINER

DEMANDER À TOUS

24. On demande aux personnes qui participent à des groupes de discussion d'émettre leurs opinions et commentaires. Dans quelle mesure vous sentez-vous à l'aise d'émettre vos opinions devant d'autres personnes? Êtes-vous(LIRE LA LISTE)

Très à l'aise 1 **MIN 5 PAR GROUPE**

Assez à l'aise 2

Pas très à l'aise 3 **TERMINER**

Très mal à l'aise 4 **TERMINER**

25. Avez-vous **déjà** participé à un groupe de discussion ou à un entretien face-à-face où l'on vous a remis une somme d'argent, ici ou ailleurs?

- Oui 1 **MAXIMUM 6 PAR GROUPE**
- Non 2 ---> **(PASSER À LA Q.29)**

SI OUI, DEMANDER:

26. À quand remonte la dernière fois que vous avez participé à une de ces discussions?

(TERMINER SI AU COURS DES 6 DERNIERS MOIS)

27. À combien de groupes de discussion ou d'entretiens face-à-face avez-vous participé au cours des 5 dernières années?

(PRÉCISER)

SI PLUS DE 5 – TERMINER

28. Quels sujets ont été discutés dans les groupes de discussion auxquels vous avez pris part au cours des deux dernières années?

(PRÉCISER – TERMINER SI LIÉ AUX QUESTIONS D'IMMIGRATION ET D'ÉTABLISSEMENT)

DEMANDER À TOUS

29. On demande parfois aux participants d'écrire leurs réponses sur un questionnaire. Y a-t-il une raison quelconque pour laquelle vous ne pourriez pas participer? Si vous avez besoin de lunettes pour lire, veuillez les apporter avec vous.

- Oui.....1 - **TERMINER**
- Non..... 2

NOTE: TERMINER SI LE RÉPONDANT DIT QU'IL A UN PROBLÈME DE VUE OU D'AUDITION, UN PROBLÈME DE LANGUE ÉCRITE OU VERBALE, UNE INQUIÉTUDE À NE PAS POUVOIR COMMUNIQUER EFFICACEMENT.

INTERVIEWEUR DIRE AU RÉPONDANT
VEUILLEZ APPORTER AVEC VOUS UNE PIÈCE D'IDENTITÉ AVEC PHOTO QUI POURRAIT VOUS ÊTRE DEMANDÉ SUR PLACE.

IMPORTANT:

La session durera 2 heures, mais nous demandons à tous les participants d'arriver 15 minutes avant le début de la session.

Est-il possible pour vous d'être présent à la salle de recherche 15 minutes avant le début de la session?

Oui..... 1-**CONTINUER**

Non..... 2-**TERMINER**

J'aimerais vous inviter à un groupe de discussion qui aura lieu:

GROUPE 13

Montréal (Libanais: français)

Mardi, 9 décembre

17h30

Au Canada jusqu'à 10 ans

La session durera un total de 2 heures et vous recevrez la somme de 125 \$ en guise de remerciement pour votre participation.

Lieu:

Mardi, 9 décembre (17h30-19h30 Libanais – français) - Montréal

Ad Hoc Recherche

1250, rue Guy

Bureau 900

Montreal

Tél: 514-937-4040

INTERVIEWERS: Veuillez dire au répondant que les groupes sont petits et que toute personne qui ne se présente pas ou qui annule à la dernière minute compromettront le projet. Assurez-vous qu'ils savent que leurs opinions sont importantes pour nous et que nous sommes sérieux de savoir ce qu'ils ont à offrir.

NOTE: VEUILLEZ DIRE AUX RÉPONDANTS QU'ILS RECEVRONT UNE CONFIRMATION PAR TÉLÉPHONE LA JOURNÉE AVANT LE GROUPE. SI POUR UNE RAISON QUELCONQUE ILS N'ONT PAS EU DE NOS NOUVELLES ILS DEVRAIENT NOUS CONTACTER AU _____. SI LEUR NOM N'EST PAS SUR LA LISTE DE PRÉSENCE, ILS NE SERONT PAS ADMIS AU GROUPE DE DISCUSSION.

APPENDIX B – Discussion guides

December 8, 2014

**Environics Research Group Limited
Focus Groups on Newcomer and Immigrant issues – Discussion agenda
Citizenship and Immigration Canada
PN8054**

1. Introduction to Procedures (10 minutes)

Welcome to the focus group. We want to hear your opinions. Feel free to agree or disagree. Even if you are just one person among ten that takes a certain point of view, you could represent a lot of people who feel the same way as you do.

You don't have to direct all your comments to me; you can exchange ideas and arguments with each other too. There are some observers watching the session on the other side of the two way mirror and they are part of the research team.

We are also video-taping this session to help me write my report. The video will only be used internally to analyse the research and will not be released to anyone else. I may take some notes during the group to remind myself of things also. Anything you say here will remain confidential and anonymous and any comments you make will not be linked to you by name in any reporting we do on this project.

I should also mention that I work for a public opinion research company. I do not work for the Government of Canada which is the client that commissioned the research.

The host/hostess will pay you your incentives at the end of the session.

Let's go around the table so you can each introduce yourselves to the group. Tell us your name and a little bit about yourself, such as what kind of work you do if you work outside the home, how long ago you moved to Canada, what made you choose Canada and what made you choose [this city] etc...

2. Warm-up – General context (20 minutes)

Before we get into the main topic of our focus group tonight, I want to start with a fairly broad question. Could you each write down your answer to the following question - Thinking of the issues facing Canada today which **one** would you say the Government of Canada (that is the federal government) should focus on most? (NB: Keep in mind that there are issues that are municipal, provincial or federal government issues – please focus on FEDERAL issues)

FLIP CHART – PROBE – TRY TO ENSURE PARTICIPANTS FOCUS ON FEDERAL GOVERNMENT ISSUES

What makes you say that?

Why do you feel this is THE MOST IMPORTANT issue? Probe on key issues mentioned.

3. Word exercise – Economy (20 minutes)

I have an exercise I would like to do with you now. I am going to hand you a sheet with some words that might be used to describe Canada's economy. I would like you to take a look and circle the word that you most strongly associate with Canada's economy.

HAND OUT WORD LIST

AFTER PARTICIPANTS HAVE CIRCLED WORDS GO AROUND THE TABLE AND WRITE ON A FLIP CHART

Why did you choose that word? DISCUSS

What do you each feel is the greatest threat to the Canadian economy? DISCUSS

Have you heard anything recently from the Government of Canada about support for families? What did you hear?

[PROBE IF NECESSARY ANYTHING ABOUT TAX CUTS AND BENEFITS – see specifics below]

- Increase to Universal Child Care Benefit (UCCB) (going up by \$60/month)
- Increase to children's fitness and arts tax credit
- Income-splitting
- Increase in tax deduction for child care expenses

4. Citizenship (15 minutes)

Have you heard of recent Government of Canada announcements regarding the new Citizenship Act?

IF YES: What have you heard?

PROBE ABOUT ANNOUNCEMENTS ON:

- Have you heard anything about changes to citizenship processing times? (**NOTE TO MODERATOR:** Processing fees for citizenship applications were increased and the time to process applications has been reduced)

What is your reaction to that?

- Have you heard anything about revocation of citizenship? (**NOTE TO MODERATOR:** There are now measures in the Citizenship Act to revoke the citizenship of dual citizens convicted of terrorism, treason or spying offences)

What is your reaction to that?

- Have you heard anything about changes to residency requirements for citizenship? (**NOTE TO MODERATOR:** Now you need to be resident in Canada for 4 out of 6 years and to be resident for a year you need to be physically present in Canada for at least 183 days of that year)

What is your reaction to that?

- Anything about PRs in the armed forces and citizenship? (**NOTE TO MODERATOR:** You can now apply for citizenship faster if you are a permanent resident serving in the Canadian Armed Forces)

What is your reaction to that?

5. Citizenship Advertising (20 minutes)

Now we are going to describe some government communications materials and I would like you to answer some questions about them. I am going to describe a TV ad (as well as the print ad that would go with it) to you and then we will discuss what you think of it.

MODERATOR TO READ OUT THE DESCRIPTION OF TV AD AND CIRCULATE IT ON PAPER.

What is the main message of the ad?

What do you like about it? Why? Anything else?

Was there anything you didn't like?

Are there any elements that are confusing – that you don't understand?

What changes, if any, would you make to improve the ad?

What do you think of the print version of the ad?

PROBE: Had any of you heard of the “myth” the ad refers to? IF YES: Did any of you think this was going to happen?

Conclusion (15 minutes)

Have you heard anything about some young people in Canada becoming “radicalized” (i.e. joining ISIS or committing or planning terrorist acts in Canada etc...)? Why do you think this is happening?

Is this happening at all to young people in your community?

Where do you get your news? What TV stations, radio stations? Newspapers? **PROBE FOR BOTH ETHNIC IN-LANGUAGE AND ENGLISH MEDIA**

We have covered a lot of topics today and really appreciate you taking the time and energy to come down here and give your opinion. Your input is very important and insightful. To conclude, I wanted to ask you whether you have any last thoughts that you want to give the Government of Canada about today’s topic.

THANK YOU FOR PARTICIPATING!

**Groupe de recherche Environics
Groupes de discussion sur des questions touchant
les nouveaux venus et les immigrants – Ordre du jour
Citoyenneté et Immigration Canada
PN8054**

1. Introduction à la procédure (10 minutes)

Bienvenue au groupe de discussion. Nous voulons entendre vos opinions. Sentez-vous libres d'être d'accord ou pas. Même si vous n'êtes qu'une personne sur dix à exprimer un point de vue particulier, vous pouvez représenter un tas de gens qui pensent comme vous.

Vous n'avez pas à m'adresser tous vos commentaires. Vous pouvez aussi échanger des idées et des arguments les uns avec les autres. Des observateurs qui font partie de l'équipe de recherche nous regardent de l'autre côté de la glace d'observation.

Nous enregistrons la séance sur bande vidéo pour m'aider à rédiger mon compte rendu. La vidéo ne servira qu'à l'interne pour analyser la recherche et ne sera remise à personne d'autre. Il se peut que je prenne des notes au cours de la discussion pour me rappeler certaines choses. Tout ce que vous direz ici restera secret et anonyme. Aucune remarque ne vous sera attribuée dans les comptes rendus que nous ferons de ce projet.

Je devrais ajouter que je travaille pour une maison de sondage d'opinions. Je ne travaille pas pour le gouvernement du Canada, qui a commandé cette recherche.

L'hôte/hôtesse vous versera votre cachet à la fin de la séance.

Faisons un tour de table pour que chacun puisse se présenter. Dites-nous votre nom et parlez-nous un peu de vous, comme depuis quand vous vous êtes établi au Canada et le genre de travail que vous faites si vous travaillez hors de la maison, qu'est-ce qui vous a convaincu de choisir le Canada, et qu'est-ce qui vous a convaincu de choisir Montréal, etc.

2. Réchauffement – Contexte général (20 minutes)

Avant d'aborder l'objet principal de notre séance, je veux commencer par vous poser une question assez large. Pourriez-vous répondre par écrit à la question suivante : De toutes les questions qu'affronte le Canada aujourd'hui, **laquelle**, selon vous, devrait le plus retenir l'attention du gouvernement du Canada (c'est-à-dire le gouvernement fédéral) ? (NB: Gardez à l'esprit qu'il y a des questions d'ordre municipal, provincial ou fédéral – veuillez vous concentrer sur les questions d'ordre FÉDÉRAL)

**TABLEAU PAPIER – EXPLORER – S'ASSURER QUE LES PARTICIPANTS SE
CONCENTRENT SUR LES QUESTIONS QUI CONCERNENT LE GOUVERNEMENT
FÉDÉRAL**

Qu'est-ce qui vous fait dire cela ?

Pourquoi estimez-vous que c'est la question LA PLUS IMPORTANTE ? Explorer les principales questions mentionnées

3. Exercice lexical – Économie (20 minutes)

J'aimerais maintenant vous faire faire un exercice. Je vais vous donner une feuille contenant des mots qu'on pourrait utiliser pour décrire l'économie du Canada. Jetez-y un coup d'œil et encerclez le mot que vous associez le plus à l'économie du Canada.

DISTRIBUER LA LISTE DE MOTS

UNE FOIS QUE LES PARTICIPANTS AURONT ENCERCLÉ LES MOTS, FAIRE LE TOUR DE LA TABLE ET ÉCRIRE SUR UN TABLEAU PAPIER

Pourquoi avez-vous choisi ce mot ? DISCUTER

Quelle est, selon vous, la plus grande menace à l'économie du Canada ? DISCUTER

Avez-vous entendu quoi que ce soit récemment du gouvernement du Canada à propos de soutien de la famille ? Qu'avez-vous entendu ?

[EXPLORER AU BESOIN CE QUI TOUCHE LES BAISSÉS D'IMPÔT ET LES PRESTATIONS – se référer aux détails suivants]

- Augmentation de la prestation universelle pour la garde d'enfants (augmentation de 60 \$)
- Bonification du crédit d'impôt pour la condition physique et les activités artistiques pour les enfants
- Le fractionnement du revenu
- Augmentation du montant déductible pour la garde d'enfant

4. Citoyenneté (15 minutes)

Avez-vous entendu parler d'avis récents du gouvernement du Canada à propos de la nouvelle Loi sur la citoyenneté ?

SI OUI : Qu'avez-vous entendu ?

EXPLORER LES AVIS SUR :

- Avez-vous entendu parler de changements du temps de traitement pour les demandes de citoyenneté ? (**NOTE À L'ANIMATEUR** : On augmente les frais de traitement des demandes de citoyenneté et on réduit le temps de traitement)

Comment y réagissez-vous ?

- Avez-vous entendu parler de quelque chose concernant la révocation de la citoyenneté ? (**NOTE À L'ANIMATEUR** : La Loi sur la citoyenneté prévoit désormais la révocation de la citoyenneté canadienne des citoyens à double nationalité trouvés coupables de terrorisme, de trahison ou de délits d'espionnage)

Comment y réagissez-vous ?

- Avez-vous entendu parler de quelque chose concernant les conditions de résidence ? (**NOTE À L'ANIMATEUR** : Il faut maintenant résider au Canada durant 4 ans sur 6 et pour être résident, il faut être physiquement présent au Canada au moins 183 jours de l'année)

Comment y réagissez-vous ?

- Avez-vous entendu parler de quelque chose concernant les résidents permanents actifs dans les forces armées et la citoyenneté ? (**NOTE À L'ANIMATEUR** : Si vous êtes résident permanent actif dans les forces armées canadiennes, vous pouvez maintenant demander la citoyenneté plus tôt)

Comment y réagissez-vous ?

5. Publicité sur la citoyenneté (40 minutes)

Nous décrirons maintenant un message du gouvernement sur lequel je vous poserai des questions. Je vous décrirai une pub de télé (et la version imprimée qui l'accompagne) et nous parlerons ensuite de ce que vous en pensez.

L'ANIMATEUR LIT LA DESCRIPTION DE LA PUB TÉLÉ ET LA FAIT CIRCULER SUR PAPIER.

Quel est le principal message de la pub ?

Qu'est-ce qui vous plaît dans cette pub ? Pourquoi ? Autre chose ?

Y a-t-il quelque chose qui vous a déplu ?

Y a-t-il des éléments qui sont confus – que vous ne comprenez pas ?

Y a-t-il des changements que vous proposeriez pour améliorer la pub ?

Que pensez-vous de la version imprimée de la pub ?

SONDER: Avez-vous entendu parler du mythe auquel la pub fait référence ? SI OUI: Est-ce qu'il y en a d'entre vous qui y croyez vraiment?

Conclusion (10 minutes)

Avez-vous entendu quoique ce soit concernant la radicalisation de jeunes gens au Canada (c.-à-d. qui se joignent à ISIS, ou commettent ou prévoient commettre des actes terroristes au Canada, etc.) ? Qu'est-ce qui explique selon vous ce phénomène ?

Est-ce que c'est quelque chose que vous voyez dans votre communauté ?

Comment suivez-vous l'actualité? Quelles chaînes de télé, de radio, etc. écoutez-vous ? Quels journaux ? **SONDER LES MÉDIAS CULTURELS ET ANGLAIS/FRANCAIS**

Nous avons couvert une quantité de sujets aujourd'hui et j'apprécie vraiment que vous ayez pris le temps et la peine de venir ici donner votre opinion. Vos remarques sont pénétrantes et très importantes. Avez-vous d'autres idées dont vous aimeriez faire part au gouvernement du Canada sur les sujets d'aujourd'hui?

MERCI D'AVOIR PARTICIPÉ

APPENDIX C – Ad Concepts

Applicable media type(s): TV CONCEPT

Name of concept: 1

Approach: Visuals of citizens engaging in common activities within Canada. Two voices, one male and one female.

Voiceover 1: The Government of Canada is helping more newcomers become Canadian citizens.

Voiceover 2: Canadian citizenship means...

... having the opportunity to succeed (*Visual: business/academic*)

...and using your voice to be heard (*Visual: speaking at a community meeting*)

Voiceover 2: ...having the freedom to see the world (travel)

... and having room to grow in a country that is safe and free (*Visual: family/business*)

Voiceover 1: Learn more about the rights and responsibilities of citizenship.

Voiceover 1 and on screen: Visit Canada.ca/citizenship.

Voiceover 1 and on screen: A message from the Government of Canada

On screen: Strong. Proud. Free.

On screen: Canada wordmark & audio sting

Applicable media type(s): TV CONCEPT

Name of concept: 2

Approach: Visuals of the process followed to become a Canadian citizen.

Voiceover: The Government of Canada has made changes to Canada's *Citizenship Act*.

Visual: *Person applying for Canadian citizenship*

Voiceover: These changes will help qualified applicants become Canadian citizens more quickly.

Visual: *Person studying Discover Canada*

Voiceover: And they will help prepare new citizens to assume the rights and responsibilities of being Canadian and protect all Canadians from those dual citizens who commit acts of terrorism, spying and treason..

Visual: *Person writing the test, to person taking the oath at citizenship ceremony*

Voiceover: Find out more about how to become a Canadian citizen and the amendments to the Citizenship Act at:

Voiceover and on screen: Canada.ca/citizenship.

Voiceover and on screen: A message from the Government of Canada

On screen: Strong. Proud. Free.

On screen: Canada wordmark & audio sting

Applicable media type(s): PRINT/ONLINE CONCEPTS

Name of concept: Print/online 1

Myth: It is very difficult to become a Canadian citizen.

Fact: In fact, thanks to improvements in the citizenship program like the new decision-making process, newcomers can realize their dream of becoming a Canadian citizen much sooner.

Get the facts about recent changes to Canada's *Citizenship Act*.

Visit Canada.ca/citizenship to learn more.

A message from the Government of Canada.

Applicable media type(s): PRINT/ONLINE CONCEPTS

Name of concept: Print/online 2

Myth: New citizens are at risk of having their citizenship revoked for minor infractions such as parking tickets.

Fact: Only dual citizens who are convicted of the most serious crimes such as terrorism, spying and treason are at risk of having their citizenship revoked.

Get the facts about recent changes to Canada's *Citizenship Act*.

Visit Canada.ca/citizenship to learn more.

A message from the Government of Canada.

Type(s) de média(s) visé(s) : CONCEPT TÉLÉVISUEL
Nom du concept : 1

Approche : Images de citoyens participant à des activités courantes au Canada. Deux voix (homme et femme).

Voix hors champ 1 : Le gouvernement du Canada aide de plus en plus de nouveaux arrivants à devenir des citoyens canadiens.

Voix hors champ 2 : La citoyenneté canadienne signifie...

... avoir la possibilité de réussir, (*images : commerces ou universités*)

...et de se faire entendre, (*images : personne s'exprimant durant une réunion communautaire*)

Voix hors champ 2 : ...être libre de parcourir le monde, (*images : voyage*)

...et avoir la latitude de prospérer dans un pays sûr et libre. (*images : famille ou entreprise*)

Voix hors champ 1 : Renseignez-vous sur les droits et les responsabilités liés à la citoyenneté.

Voix hors champ 1 et sur écran : Visitez le Canada.ca/citoyenneté

Voix hors champ 1 et sur écran : Un message du gouvernement du Canada.

À l'écran : Forts. Fiers. Libres.

À l'écran : Mot-symbole « Canada » et musique

Type(s) de média(s) visé(s) : CONCEPT TÉLÉVISUEL

Nom du concept : 2

Approche : Images du processus menant à l'obtention de la citoyenneté canadienne.

Voix hors champ : Le gouvernement du Canada a apporté des modifications à la *Loi sur la citoyenneté* du Canada.

Image : *Personne présentant une demande de citoyenneté canadienne.*

Voix hors champ : Ces modifications aideront les demandeurs admissibles à obtenir plus rapidement la citoyenneté canadienne.

Image : *Personne étudiant Découvrir le Canada.*

Voix hors champ : Elles feront en sorte de mieux préparer les nouveaux citoyens à assumer les droits et les responsabilités liés à la citoyenneté canadienne; elles protégeront aussi tous les Canadiens contre les citoyens possédant une double nationalité qui commettent des actes de terrorisme, d'espionnage et de trahison.

Image : *Personne faisant l'examen écrit, puis personne prêtant serment lors de la cérémonie de citoyenneté.*

Voix hors champ : Renseignez-vous sur la façon d'obtenir la citoyenneté canadienne et sur les modifications apportées à la *Loi sur la citoyenneté* en visitant le :

Voix hors champ et à l'écran : Canada.ca/citoyenneté

Voix hors champ et à l'écran : Un message du gouvernement du Canada.

À l'écran : Forts. Fiers. Libres.

À l'écran : Mot-symbole « Canada » et musique

Type(s) de média(s) visé(s) : CONCEPTS POUR PRESSE ÉCRITE/WEB

Nom du concept : Presse écrite/Web 1

Mythe : Il est très difficile d'obtenir la citoyenneté canadienne.

Réalité : Dans les faits, grâce aux améliorations apportées au Programme de citoyenneté, comme le nouveau processus décisionnel, les immigrants peuvent réaliser plus rapidement leur rêve de devenir des citoyens canadiens.

Renseignez-vous sur les récentes modifications apportées à la *Loi sur la citoyenneté* du Canada.

Visitez le site Canada.ca/citoyenneté pour en apprendre davantage.

Un message du gouvernement du Canada.

Type(s) de média(s) visé(s) : CONCEPTS POUR PRESSE ÉCRITE/WEB

Nom du concept : Presse écrite/Web 2

Mythe : Les nouveaux citoyens risquent de voir leur citoyenneté révoquée pour des infractions mineures, comme les contraventions de stationnement.

Réalité : Seuls les citoyens possédant une double nationalité qui sont reconnus coupables des crimes les plus graves, comme le terrorisme, l'espionnage et la trahison, risquent de voir leur citoyenneté révoquée.

Renseignez-vous sur les récentes modifications apportées à la *Loi sur la citoyenneté* du Canada.

Visitez le site Canada.ca/citoyenneté pour en apprendre davantage.

Un message du gouvernement du Canada.