

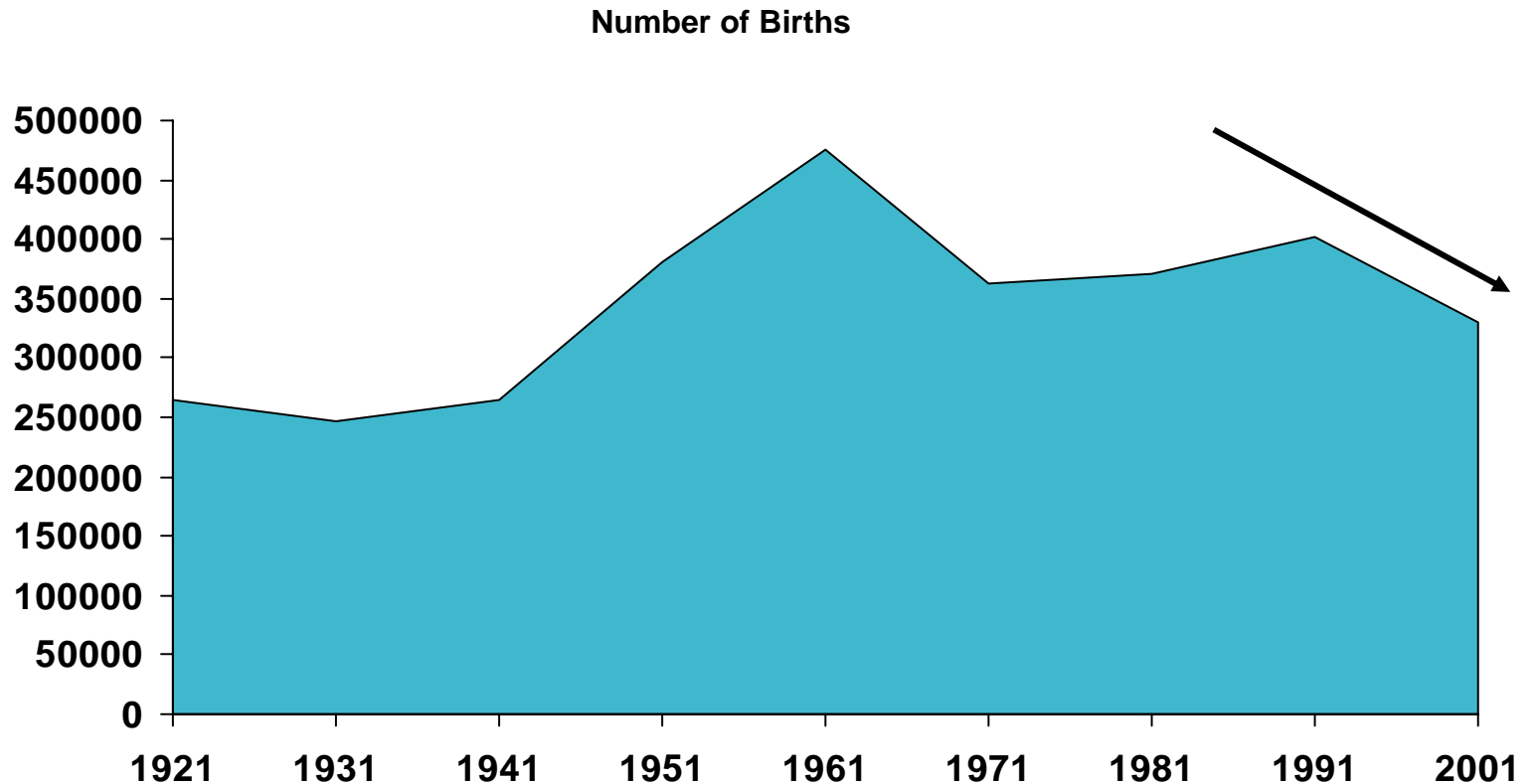


# diversity IN CANADA

## Backgrounder

# Why Diversity in Canada?

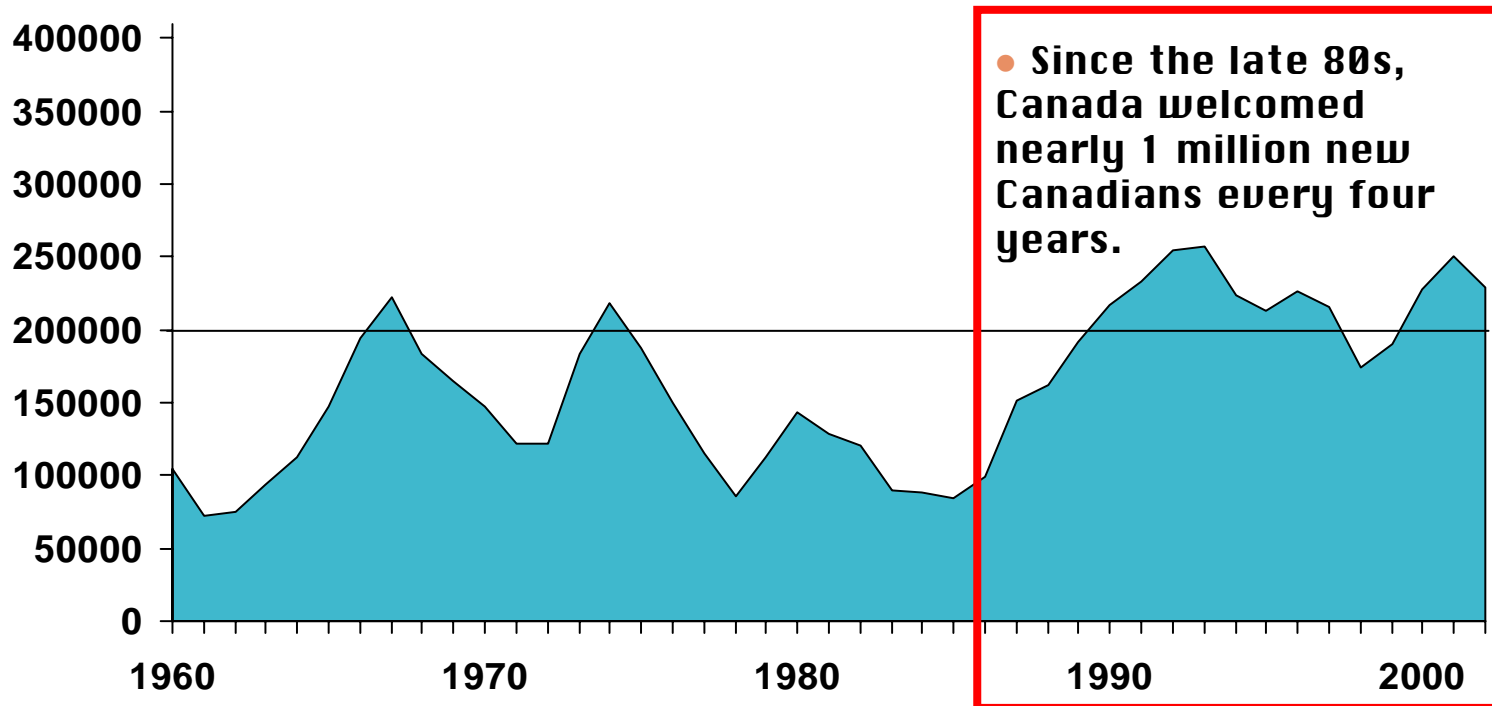
## Number of births in Canada is trending down.



Source: Statistics Canada

Since the early 1990s, annual immigration levels are near the 250,000 per year mark.

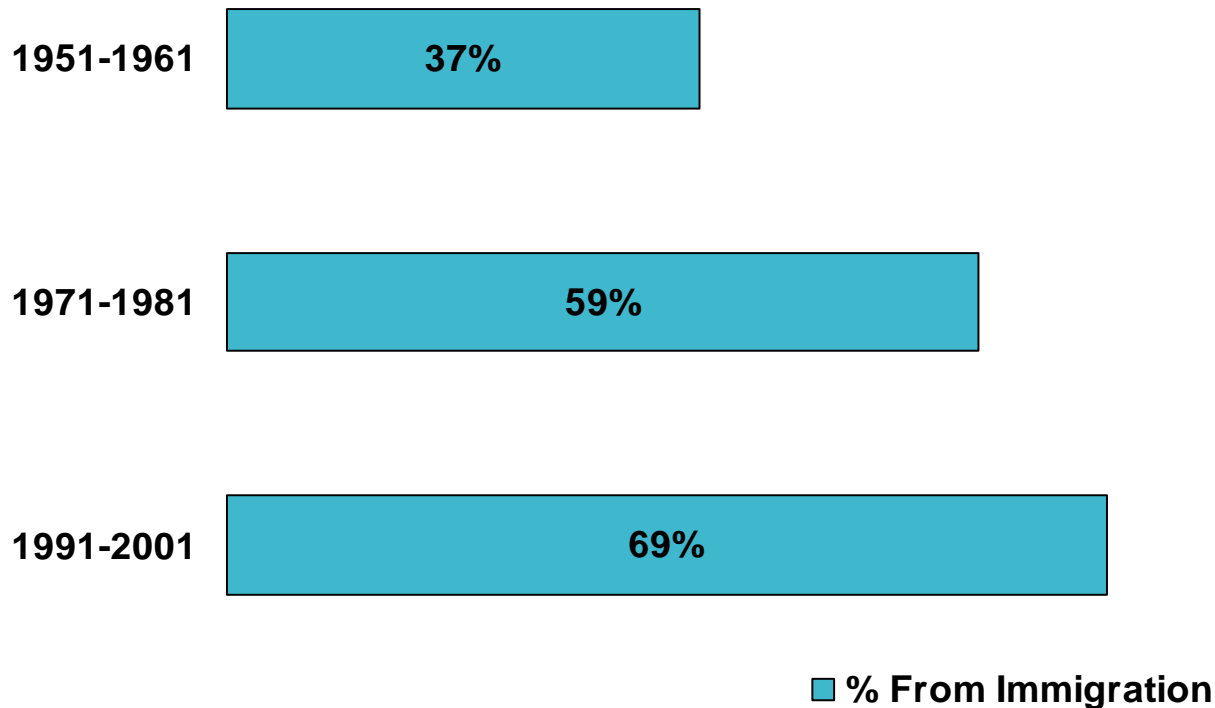
Annual Number of Immigrants to Canada



Source: Citizenship and Immigration Canada

## Immigration now accounts for about 70% of total population growth in Canada.

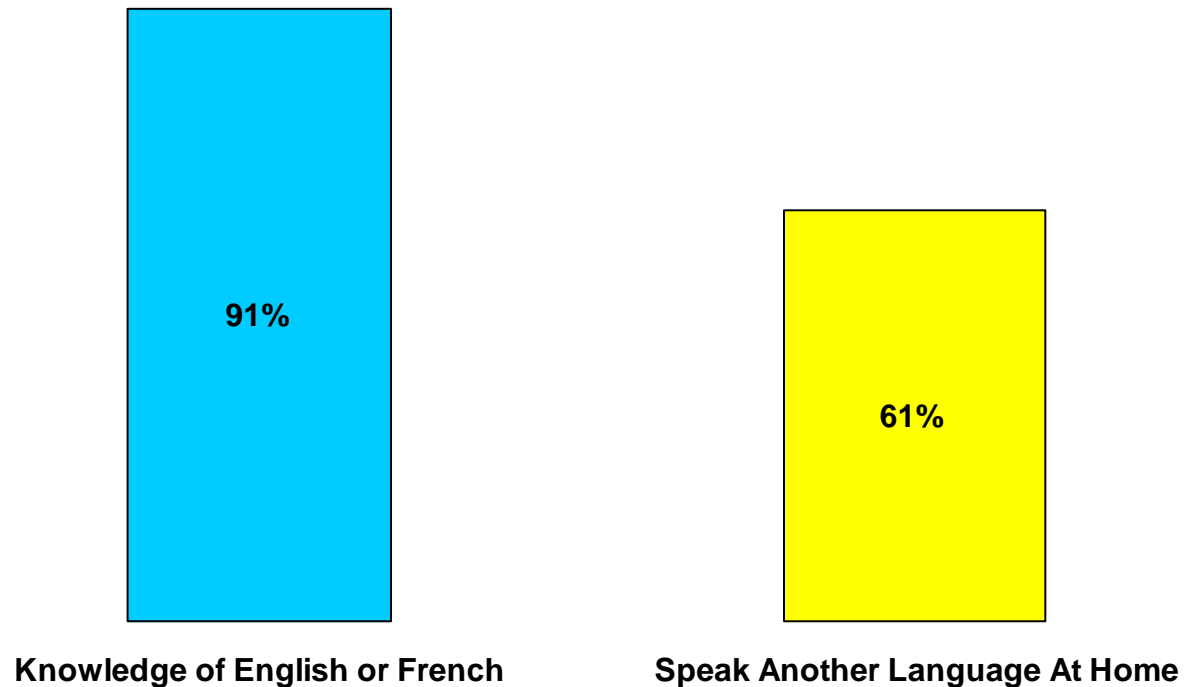
Percentage of Canadian Population Growth Coming from Immigration



Source: Statistics Canada

91% of immigrants from the 90s can speak an official language – however, 61% choose to speak a non-official language at home.

1990s immigrants – proportion speaking a non-official language at Home, Canada, 2001



Source: Statistics Canada 2001

*Research conducted only in English or French misses a significant proportion of the fastest-growing population groups in Toronto, Vancouver and Montreal.*

## How We Did The Study...

## Key Design Criteria

- Capture the full texture of the largest ethnic population segments by interviewing in English or French and in respondents' heritage language
- Rigorous sample & questionnaire design to ensure projectable results
- Ability to compare population segments to each other and to a "general market benchmark"
- Ability to dig deeper within major population segments to analyze within-group similarities and differences by age, born in Canada vs. outside, gender etc.

## General Methodology

- A total of 3,000 telephone interviews (age 15+) were conducted in Toronto, Montreal and Vancouver (June - August of 2005). Oversample target groups and interview languages were:
  - Chinese (Cantonese, Mandarin, English)
  - South Asian (Punjabi, Hindi, Urdu, English)
  - Black Canadians (English, French)
  - Hispanic (Spanish, English, French)
  - Italian (English, French, Italian)
  - West Asian/Arab Canadians (English, French)
- Combined, these target groups now represent an estimated 4 million Canadians living in Toronto, Vancouver and Montreal in 2005.

## Interviewing

- Trained interviewing force for each target/language group, under the supervision of SRG project director.
- Cross-cultural consultations before the questionnaire was finalized to ensure clarity, comprehension and language relevance for all of the languages.

## A Two-Stage Survey Process

- *Diversity in Canada* was completed in two stages:
  - Stage One was a general population survey of 1,013 Canadians from all backgrounds in Montreal (351), Toronto (350) and Vancouver (312) conducted for comparative purposes. All interviews were completed in either English or French. The results of this survey of 1,013 people can be considered accurate to  $\pm 3.1$  percentage points, 19 times out of 20.
  - Stage Two (1,987 interviews) focused on the six target groups on an oversample basis. Interviews were conducted in mother tongue languages as well as in English or French. Among these major population groups, survey samples ranged from 220 to 640 interviews which generate results that are accurate in the range of  $\pm 6.6$  to  $\pm 3.9$  percentage points, 19 times out of 20.

## Validation of Sample

- Results from target group interviews were compared to ethnic origin data from the 2001 Census for the Toronto, Montreal and Vancouver CMAs.
- Composition of target groups surveyed closely mirrored 2001 Census data on key demographic variables: age, gender and whether born in Canada or outside.
- The six target samples were weighted within and across each CMA to accurately reflect their distribution proportionate to the population.

## Diversity in Canada Study

- Diversity in Canada is an independent syndicated study. To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research studies.

### Contents

- *Classification Screen*
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