Mutual Attitudes and Perceptions: Pilot Studies

1) Pilot of Opinion Leader Interviews

- to be conducted by Environics Research Group
- telephone interviews with 10 opinion leaders in each of 2 communities: local notables who are opinion setters in the community
- importance: opinion leaders play a seminal role in shaping the "climate" of the community and setting the social and economic context that newcomers face
- government officials, non-governmental leaders (e.g., NGOs, business associations, union leaders)
- topic = receptivity of the community to diversity and immigration (perceived benefits and challenges)

Sample Questions

- Is immigration/cultural diversity seen as something that contributes to the social and cultural life of your community? Why or why not?
- Are there any disadvantages with having more immigrants/ minorities settle in your community? If yes, can you describe them?
- How can we improve our welcome to immigrants/minorities in this community?

2) Pilot of Focus Groups with Immigrants and Members of Established Community

- to be conducted by Environics Research Group
- 4 focus groups in each of 2 communities: immigrants or non-immigrants X adults or youth (8-10 participants per group, attempt will be made to be as representative of diversity within each group as possible)

Sample Themes:

- immigrants and non-immigrants: sense of belonging to community, sense of belonging/attachment to Canada
- immigrants: type of contact with established members of community, extent to which expectations prior to coming to Canada have been met in this community, willingness/ability to participate in larger society, experiences of discrimination in this community

- nonimmigrants: perceived costs/benefits of immigration and diversity in this community (e.g., economic, social/cultural), type of contact with immigrants/minorities, comfort with diversity, what they are willing to do to increase the "warmth of the welcome"