

Public Perceptions of the Immigrant Centre, Winnipeg: A University-Community Partnership

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Introduction

The Immigrant Centre has helped thousands of newcomers settle in Winnipeg. The public should be overjoyed with the Centre's successes, and the success of other centers like it.

Yet no known research has systematically assessed the public's opinion of the Immigrant Centre.

We sought to address this gap in the current research.

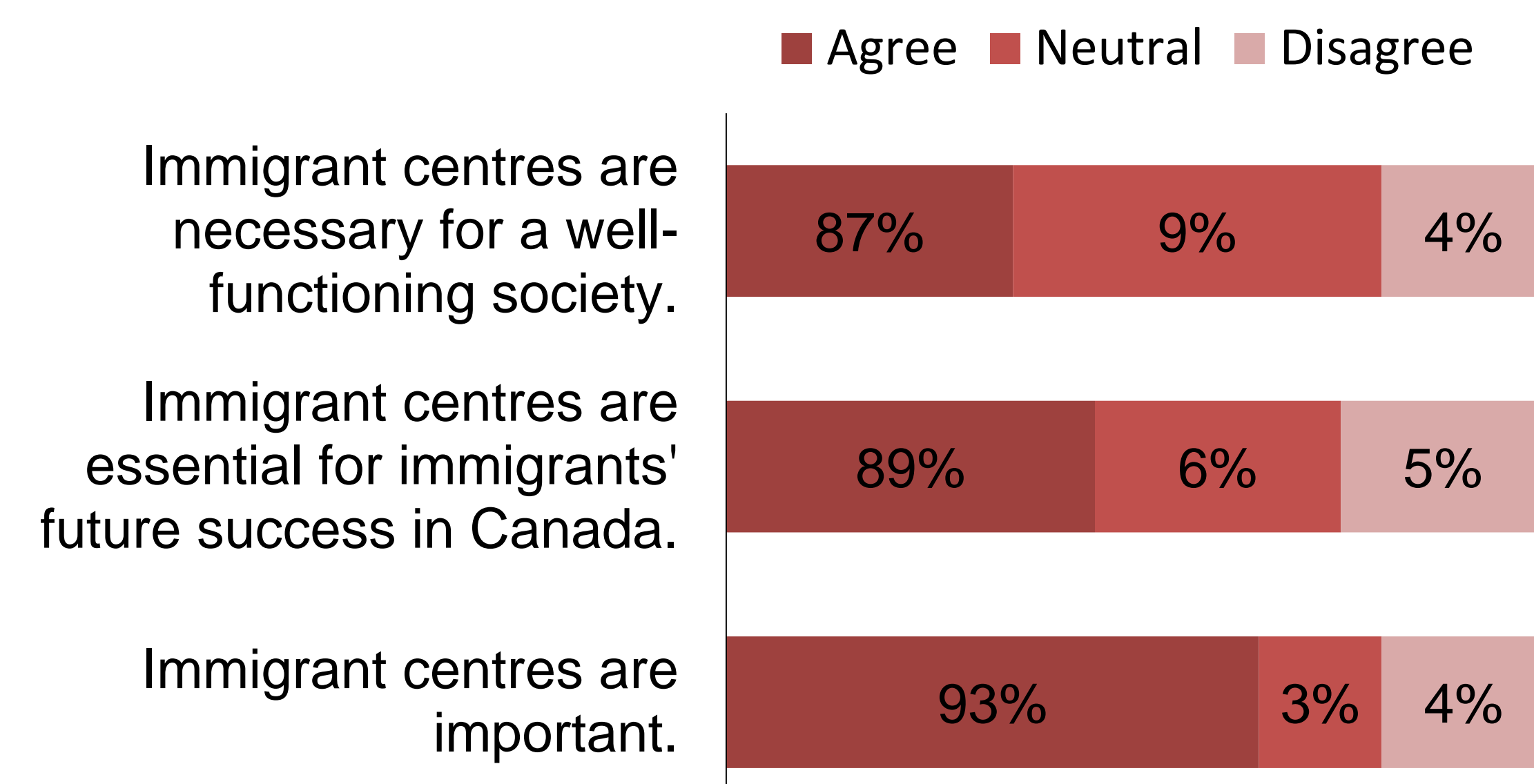
Method

In an on-line survey, approx. 600 Winnipeggers:

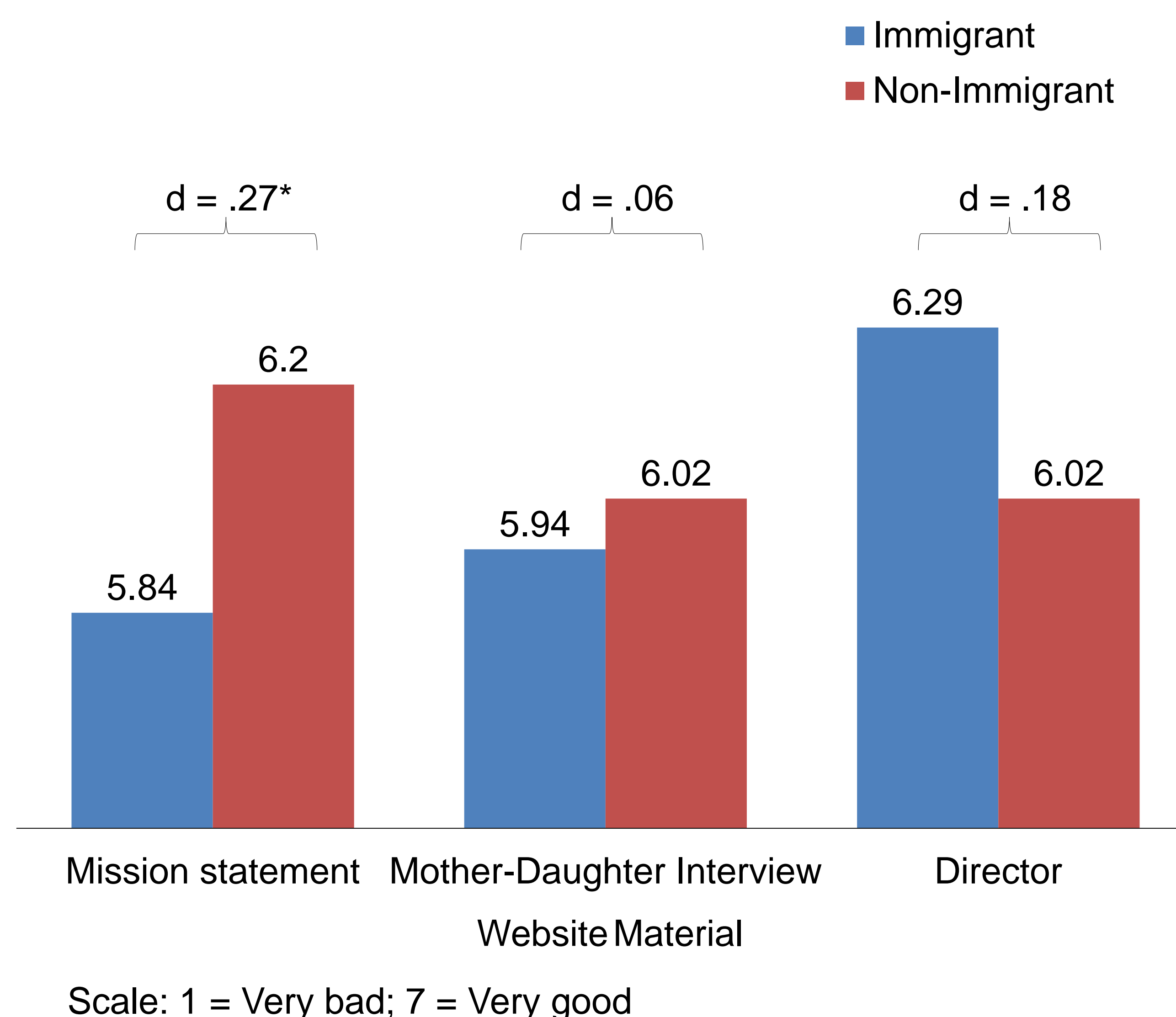
- Reported their attitudes towards immigrant centres
- Read one of three Immigrant Centre website materials:
 - Mission Statement
 - Executive Director's role and settlement story
 - Interview with a reunited mother and daughter
- Reported their immigrant status & attitudes towards immigrant centres

Results

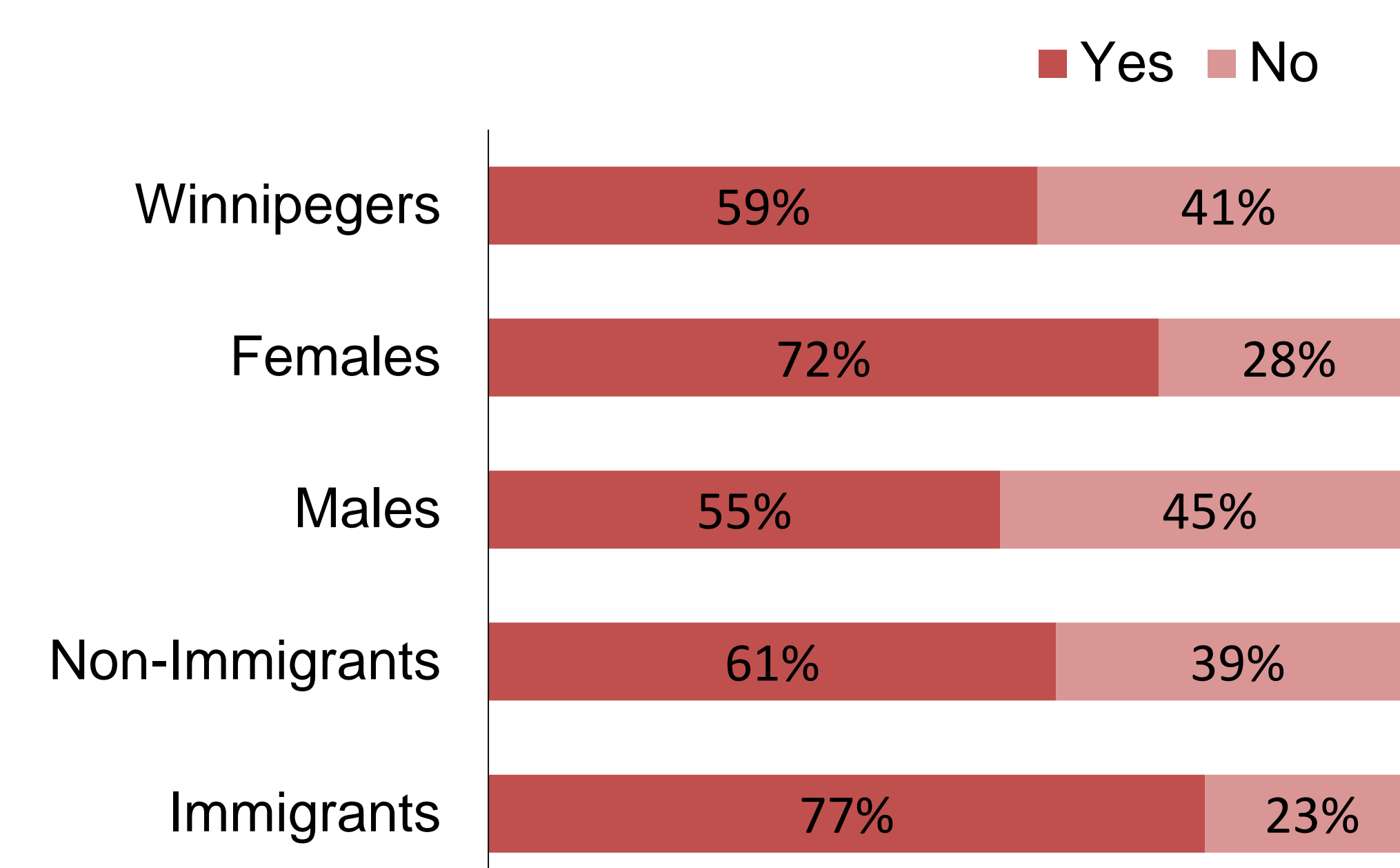
Support for Immigrant Centres Across Canada



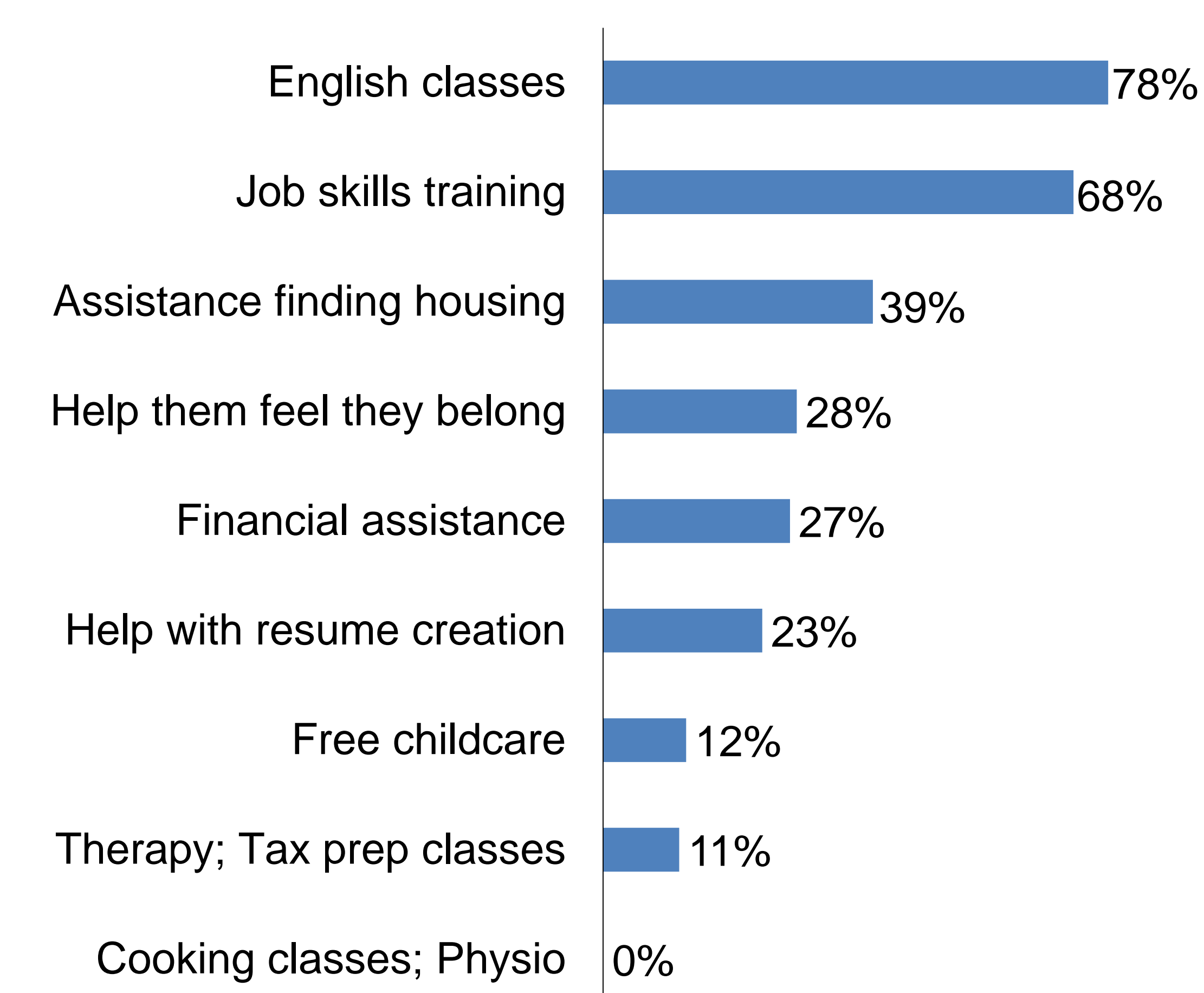
To what extent do you think the Immigrant Centre is a good or bad thing for Winnipeg?



Would you support the Immigrant Centre?



What kinds of services should immigrants receive?



Conclusion

In general, Winnipeggers are highly supportive of the Immigrant Centre as well as immigrant centres in Canada.

Winnipeggers' attitudes towards the Immigrant Centre varied as a function of their immigrant status and the website materials they read.

Winnipeggers most often identified English classes, job skill training, and assistance finding housing as services immigrants should receive.

Despite the importance of cooking classes to successful settlement, Winnipeggers did not list this service.

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