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Research on Marketing Employment Information to Immigrants

Key findings from past and recent research



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Key Questions

1. Where do immigrants get employment information?
2. What demographic characteristics of immigrants determine their level of awareness of employment information or settlement information in general?
3. What are the media habits of immigrants?
4. What media channels have been used to market employment information to immigrants and how effective have they been?
5. How could employment information be better channeled to immigrants?



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Major Trends

1. Family and friends have continued to be a major source of employment and settlement information for immigrants
2. Internet is evolving as a key source
3. In-language media is a priority channel
4. Peer and Informal networks are important
5. Little employment information is being channeled thru traditional media, even less thru ethnic media
6. Traditional advertising is still very effective
7. Lack of translated materials
8. Immigrants trust ethno-cultural media
9. Employed immigrants are looking for employment information
10. Women immigrants are under informed, fare worse than men
11. Cultural demographics matter regarding media access
12. Immigrant employment outcomes depend on source of employment information

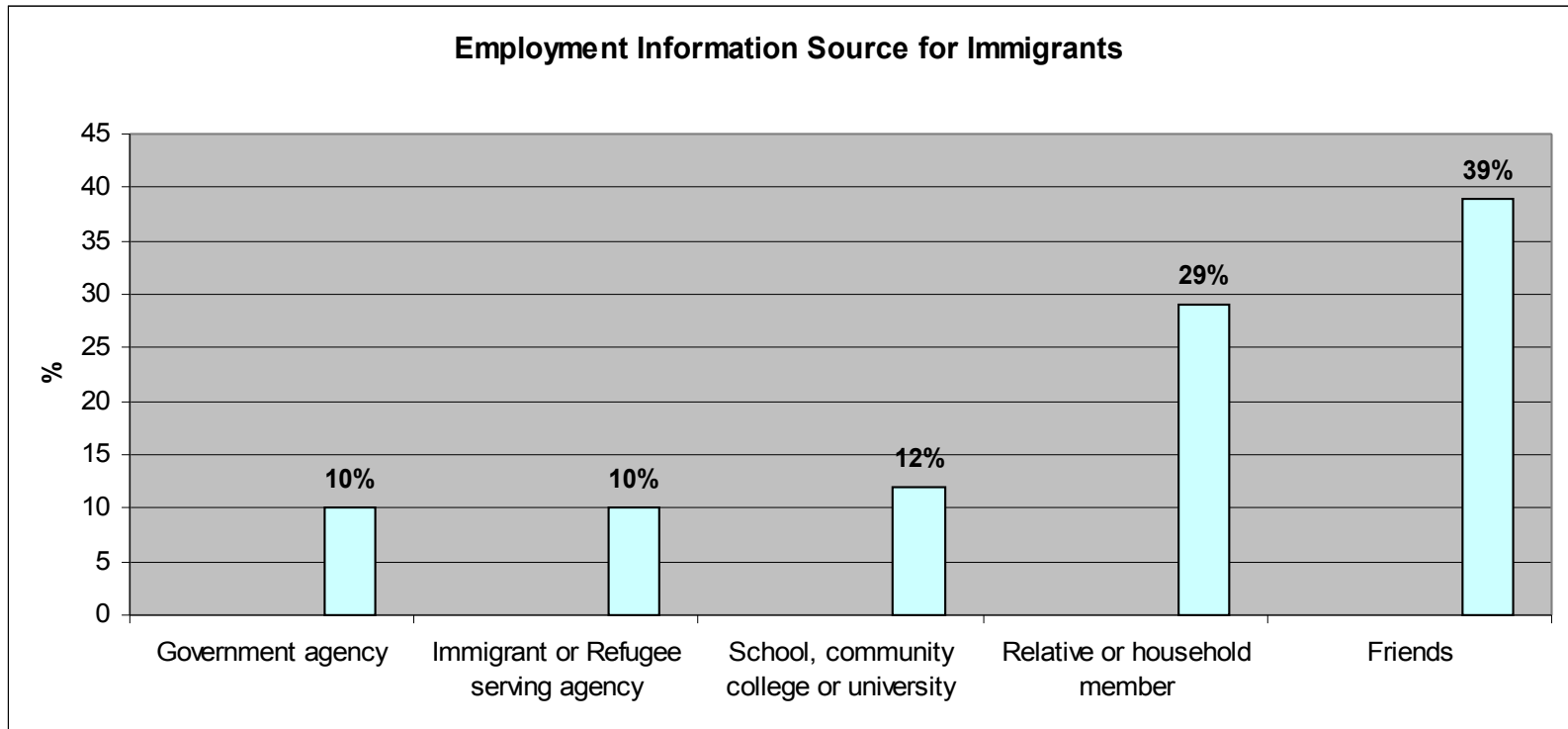


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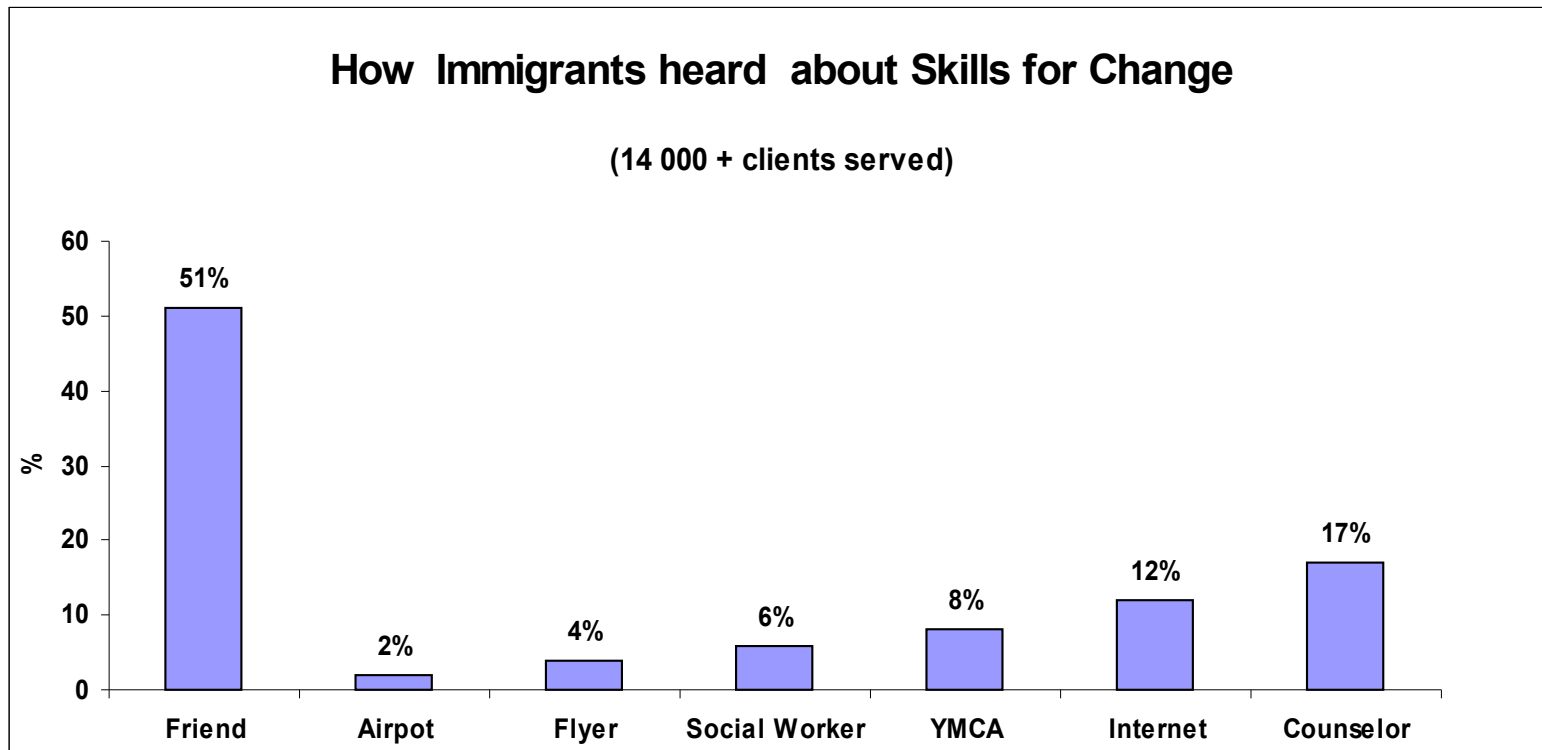
1. Family and friends have continued to be a major source of employment and settlement information for immigrants

Statistics Canada, LSIC, 2003



Family and friends have continued to be a major source of employment and settlement information for immigrants

Source: Skills for Change Annual Report, 2009/2010



Family and friends have continued to be a major source of employment and settlement information for immigrants

Learn Speak Live Evaluation – Information/Marketing Campaign

Wide variety of **advertising channels**, including TV/Radio ads, print advertising, online advertising, transit advertising.

Most popular time to visit site evening and early morning (1-3 am) (so likely that visitors mainly working)

Callers to 1-800 lines:

- 41% of referrals came from combined transit channels (buses, subway platforms, billboards, transit shelters)
- 38% of referrals came from Metro publication.
- 47% Canadian Citizens, 41% PR, 3% Refugee/Refugee Claimants, 9% Temporary Residents.
- Peak average of 60 calls a day, 38 calls a day overall average, mainly Tuesdays to Thursdays.
- 40% calling on behalf of friend or spouse.

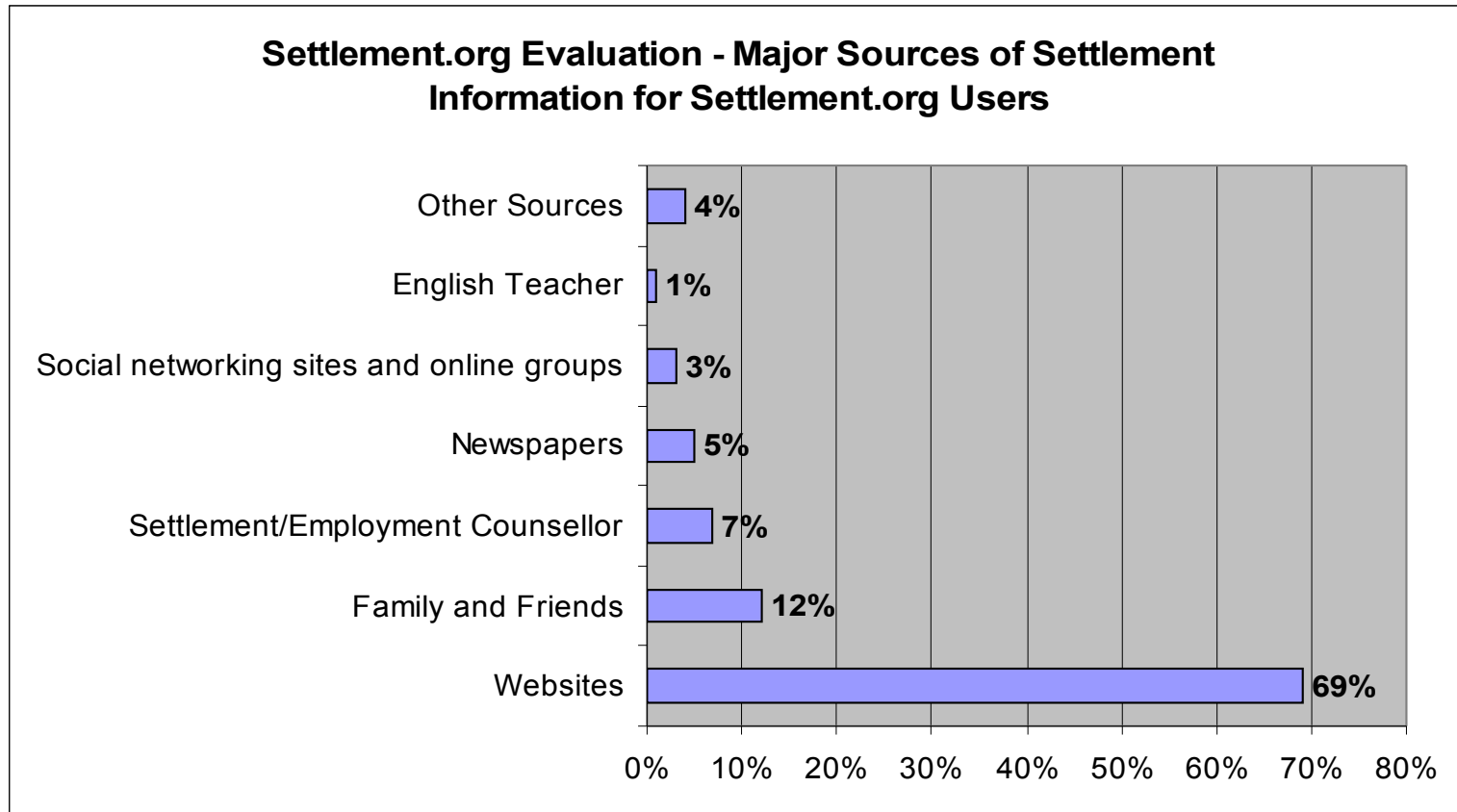


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2. Internet is evolving as a key source of information for immigrants

Source: Arnold Love, 2010



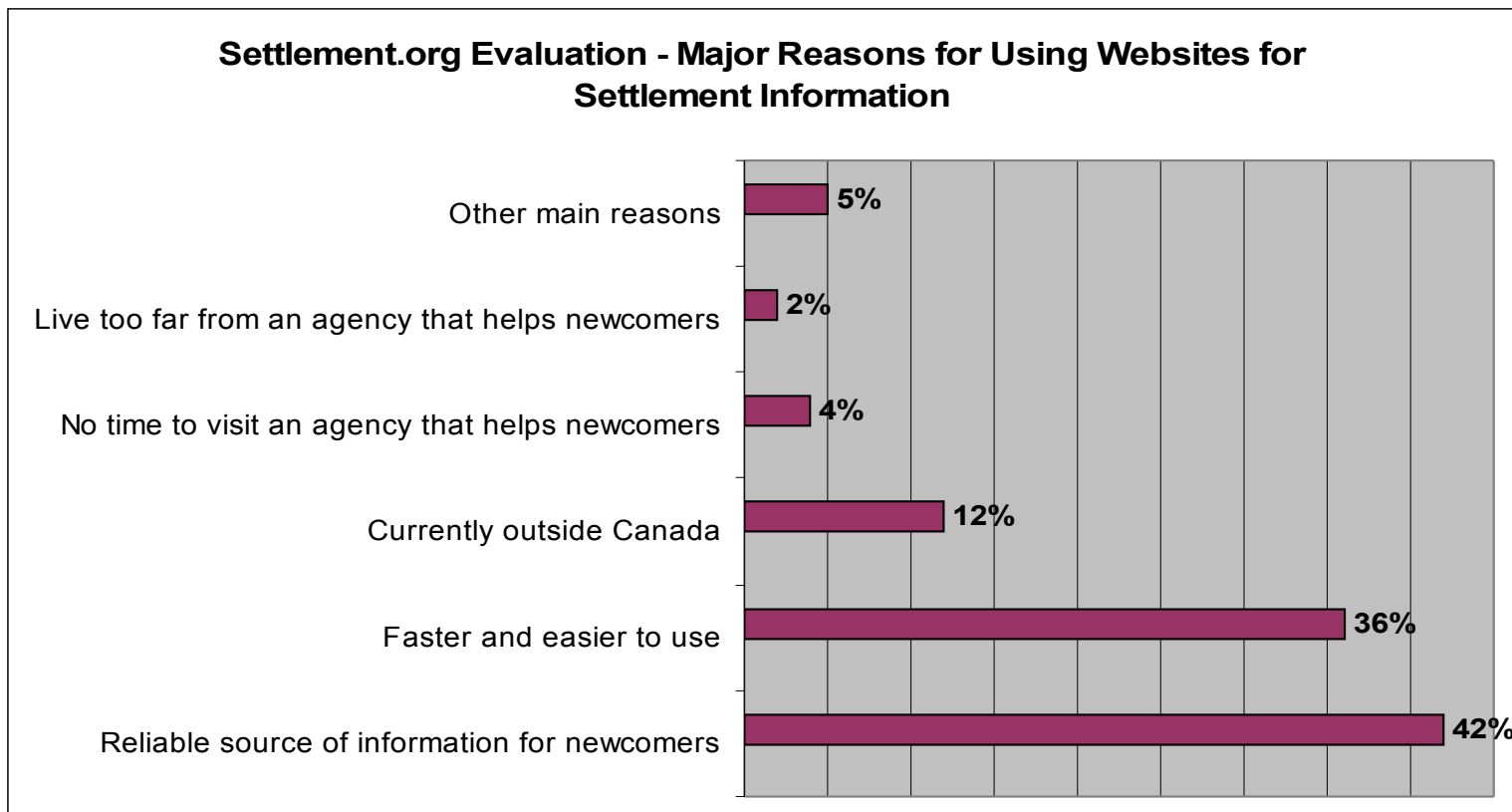


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Internet is evolving as a key source of information for immigrants

Source: Arnold Love, 2010





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Internet is evolving as a key source of information for immigrants

- 88% of Chinese and South Asian Immigrants use the internet (above national averages) and average 1.8 hours online daily (also above)
- Among people born in Canada, 75% used the Internet, compared with 66% of those born elsewhere. However, the rate was 78% among immigrants who arrived in Canada during the last 10 years. Most of these recent immigrants live in urban areas.

Publicis Diversite – Diversity Initiative
Canadian Internet Use Survey, 2007 (Statistics Canada)



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3. In-language media is a priority channel for marketing information to immigrants

- Chinese and South Asians are heavy consumers of in-language media
- 41 TV networks/digital stations that have some multilingual coverage, 47 radio stations that represent over 70 different ethnic groups, 195 newspapers/magazines for 44 different cultural groups, including some dailys/weeklys

Publicis Diversite – Diversity Initiative
Canadian Internet Use Survey, 2007 (Statistics Canada)



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In-language media is a priority channel for marketing information to immigrants

Variable	Chinese	South Asian
	% of Households	
Watching TV daily	55	35
Listening to Radio daily	35	31
Reading Newspapers daily	24	10

The Multicultural Imperative - Environics



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In-language media is a priority channel for marketing information to immigrants.

The Effect of Ethnic Media on Marketing Information to Immigrants

- Jangles Productions was contracted by CIC Ontario Region in August of 2009 to conduct a multimedia, multilingual campaign to promote three settlement services: Settlement.Org, 211, Newcomer Information Centres
- There were more than 6.4 million impressions from the combined circulation figures of all 22 ethnic publications over the six month period.
- This ambitious approach worked: all 3 services saw significantly increased traffic.



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4. Peer and informal networks are important for marketing employment information to immigrants

Role of Internet based informal social networks

Internet based informal social networks were very useful for providing immigrants with the following supports:

- Advocacy
- Counseling and support
- Health and well-being
- Information and referral
- Orientation
- Recreation

NewBridger Study-(Julie Xiaoping Lin et al, 2010)



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Peer and informal networks are important for marketing employment information to immigrants

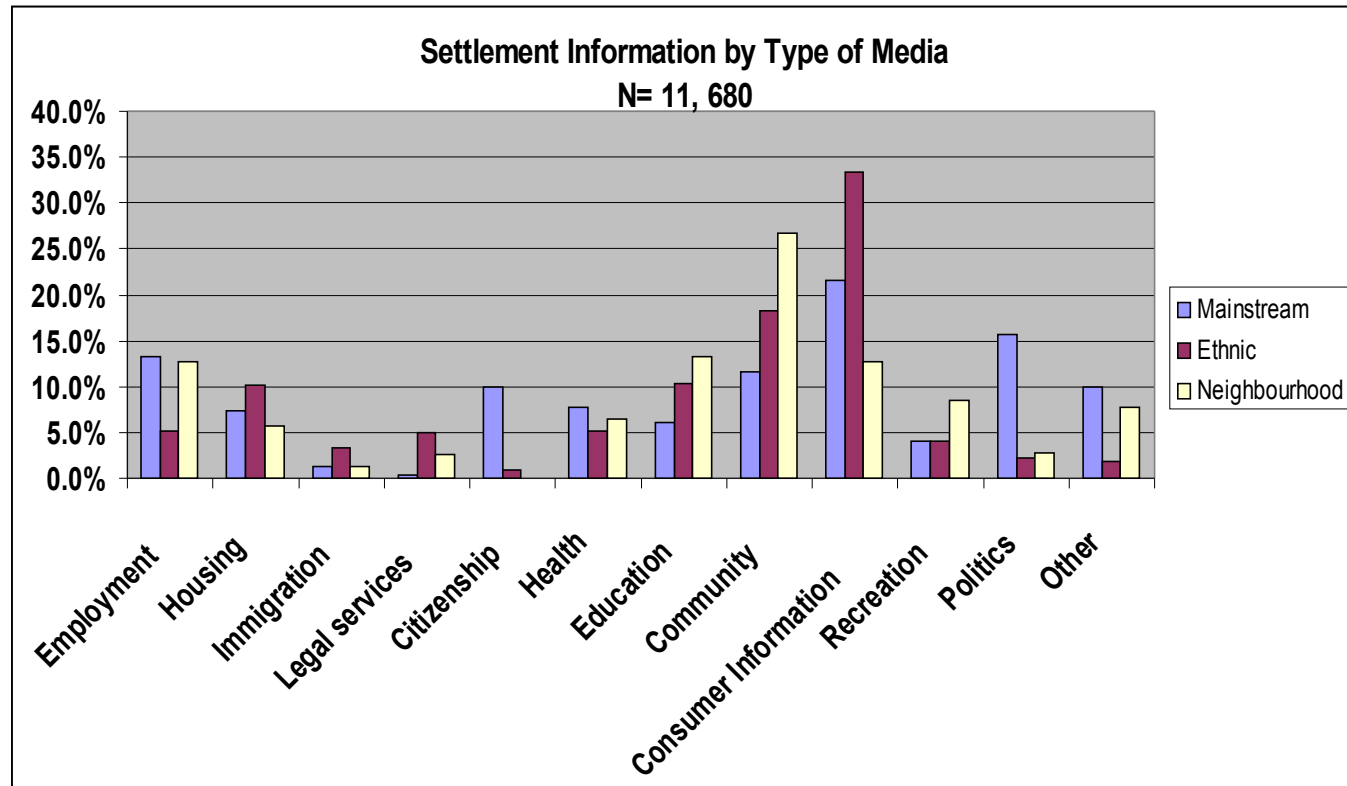
- TRIEC's PINS is a good example of immigrant peer networks.
- 72 active networks were found during TRIEC's environmental scan
- 50+ groups on the on-line directory
- 30 or so groups have an estimated electronic reach of over 30,000 members
- 77% of the groups are ethno specific
- 76% are sector specific
- Sectors include: Engineering, Accounting, Social work, Architecture, IT, Law, Healthcare, Business Management, Food Service, Natural Sciences and Academics



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5. Not enough employment information is being channeled through traditional media, even less is being channeled thru ethnic media



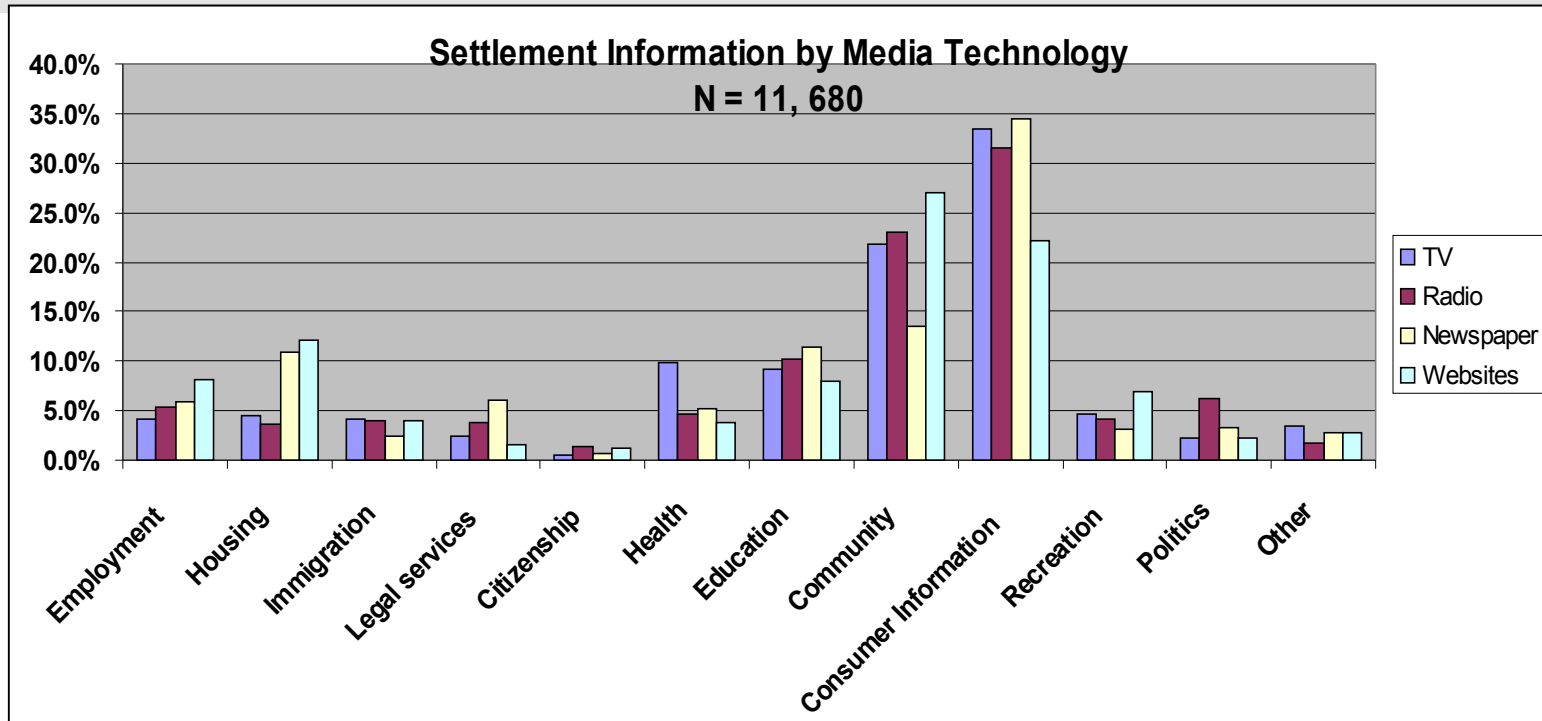
(Karim H. Karim, Et al, 2007) - Carleton University)



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Not enough employment information is being channeled through traditional media, even less is being channeled thru ethnic media



Of the little employment information made available, most of it was channeled through websites.

(Karim H. Karim, Et al, 2007) - Carleton University



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6. Traditional marketing of settlement information is still very effective

Learn Speak Live Evaluation – Information/Marketing Campaign

Wide variety of **advertising channels**, including TV/Radio ads, print advertising, online advertising, transit advertising.

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Callers to 1-800 lines:

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7. There is a lack of translated materials.

Carleton Research Conclusions

- Newcomers want practical information on employment, health care, education and housing
- There is insufficient information on where to go to get settlement related information
- There is a lack of translated material on settlement related subjects
- Ethno-cultural media are looking for clear and reliable settlement information in multiple languages but cannot find it
- Print is preferred over video and TV as it can be read repeatedly
- Newcomers gravitate to ethno-cultural media as a way to connect to the host society through a familiar medium
- Newcomers experience difficulty in using automated services or accessing internet websites that exclusively or predominately are in English or French

(Karim H. Karim, Et al, 2007) - Carleton University



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8. Immigrants trust and access ethno-cultural media

- Newcomers gravitate to ethno-cultural media as a way to connect to the host society through a familiar medium (Karim H. Karim, Et al, 2007) - Carleton University
- There were more than 6.4 million impressions from the combined circulation figures of all 22 ethnic publications over the six month period. – Jangles productions campaign
- Chinese and South Asians are heavy consumers of in-language media (Canada) - 41 TV networks/digital stations that have some multilingual coverage, 47 radio stations that represent over 70 different ethnic groups, 195 newspapers/magazines for 44 different cultural groups, including some dailys/weeklys -Diversity Initiative Canadian Internet Use Survey, 2007 (Statistics Canada)
- 90 % of Chinese and South Asian families watch TV daily -The Multicultural Imperative - Environics
- 66 % Listen to radio daily -The Multicultural Imperative - Environics
- 34% read newspapers daily- The Multicultural Imperative - Environics



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9. Employed immigrants are looking for employment information

Learn Speak Live Evaluation:

- 47% of callers were Canadian Citizens
- Most popular time to visit site evening and early morning (1-3 am) (so likely that visitors mainly working)

Settlement.org

- 47% of settlement.org visitors have been in Canada 5 + years

CERIS working paper # 79

- A lot of newcomers have taken up survival jobs and no information is available to them about how they can find an appropriate job. - (Lucia Lo et al, 2010: CERIS working paper # 79 (York Region access))



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10. Women fare worse than men and they are under informed

- Male immigrants appeared to be more informed than female immigrants –CERIS #79
- Immigrant women fare worse than Canadian-born women, Canadian-born men, and immigrant men. - TIEDI Analytical Report 7

11.Cultural demographics matter regarding media access

- Fewer people from East and South Asia had heard of some service providers in the York Region– Ceris # 79

Variable	Chinese	South Asian
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Cultural demographics matter regarding media access

- 88% of Chinese and South Asian Immigrants use the internet (above national averages) and average 1.8 hours online daily

Publicis Diversite – Diversity Initiative
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12. Employment outcomes depend on immigrant sources of employment information.

- Employed immigrants who found their current job through news stories, union postings, and recruitment agencies had the highest average hourly wages.
- Employed immigrants who found their current job through personal initiative, family or friends, and Canada Employment Centres had the lowest average hourly wages.
- Recent immigrants had higher wages when they found their job through the internet or by personal initiative.
- **Immigrants are more likely to have found their current jobs through sources of information resulting in lower wages (family and friends, personal initiative), than those providing access to higher wages (union postings, news stories or recruitment agencies).**
- Immigrants who had found their current job through news stories, job fairs, the internet, Canada Employment Centres, or help wanted ads earned more than Canadian-born.
- Immigrant women fare worse than Canadian-born women, Canadian-born men, and immigrant men.

TIEDI Analytical Report 7



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More promising approaches to marketing settlement information to immigrants include

- HRSD's work in Canada portal is now on Facebook
- CIC uses Twitter to announce new programs
- CIC uses You Tube to market settlement information to immigrants
- MCI has a presence on Facebook, marketing Opportunities Ontario information to foreign graduate students studying in Ontario
- OCASI recently launched the inmylanguage.org website targeted at immigrants in 12 languages
- Physical outreach still important - important to go where newcomers are
- OCASI working with ESL instructors to integrate web content into ESL lesson plans
- COSTI will be running a CIC marketing campaign - mainly focused on some of the lesser known services that CIC funds - there will be a mini destination portal on Settlement.Org
- City of Toronto recently launched the Toronto Employment & Labour Market Information (TELMI) web portal, a local labour market information website and the City of Toronto Immigration & Settlement Portal, for marketing settlement information to immigrants



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More promising approaches to marketing settlement information to immigrants include

The **York Region immigration portal** implemented a marketing/outreach plan in June 2010, to run until December, at which time they'll evaluate.

- Approaches:
 - partnering with ethnic media with targeted, translated ads
 - TV segments with local community/cable provider
 - communication kits for local agencies/service providers
 - link campaigns



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More promising approaches to marketing settlement information to immigrants include

The **Durham Region immigration portal** launched in March, 2010.

- Marketing of the portal is done through:
 - Ads in 24 hours, Canadian immigrant, online, relocation guide, Goldbook (telephone book)
 - Hard copy swag - USB sticks, mouse pads, pens - provided to service providers, faith communities, Boards of Trade, job fairs with employers, etc.
 - Having a portal business card has also been helpful, including providing them with card holders for service providers (very popular).



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Conclusion

- We have some information, but we don't think that we have enough.
- More light should be shed on questions like:
 - Where do immigrants get employment information?
 - Which demographics are getting their information from which sources (print, online, TV/radio)? Are they finding the right employment information at their preferred source?
 - Are we targeting (and should we be targeting) under-employed immigrants with employment information?
- Joint initiatives could be undertaken to conduct research in these areas, in order to be able to improve the provision of employment information to un- and under-employed immigrants.



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