

Measurement Month is THIS February!

Measurement Month

Collaborating to collect
comparable data in
Northern Ontario



NORTHERN
POLICY INSTITUTE

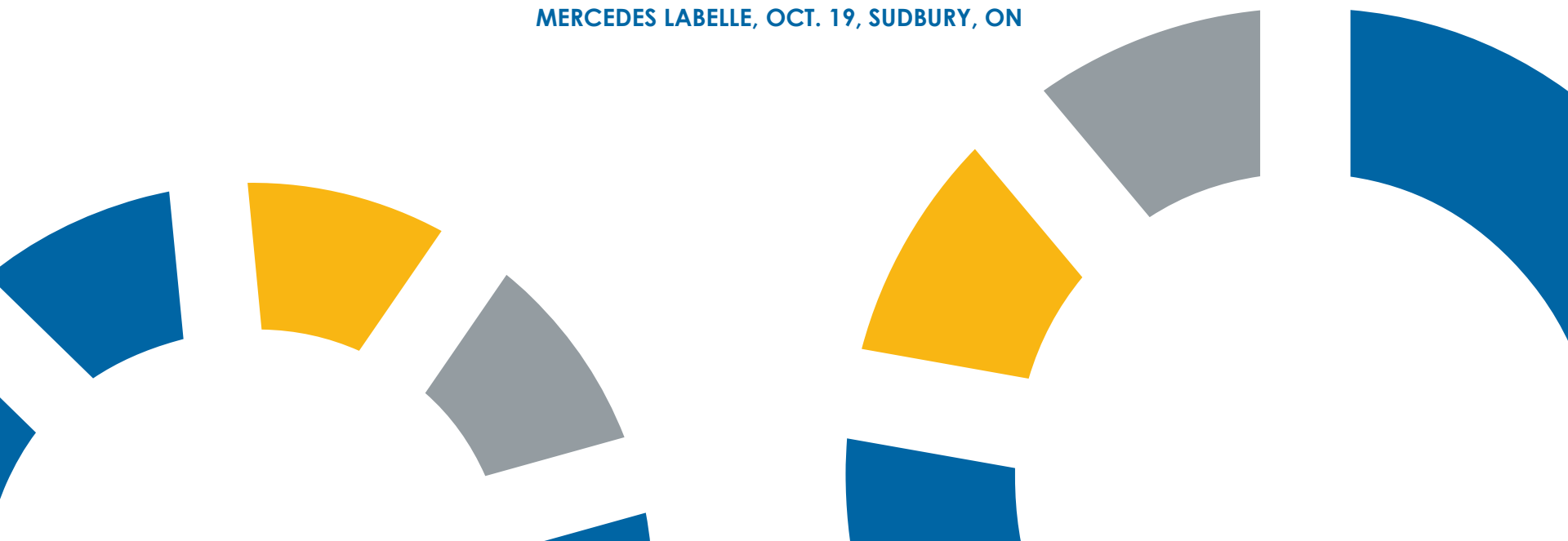
INSTITUT DES POLITIQUES
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MEASUREMENT MONTH

WHAT MEASUREMENT MONTH CAN DO FOR YOU

MERCEDES LABELLE, OCT. 19, SUDBURY, ON



Land Acknowledgement

- NPI would like to acknowledge the First Peoples on whose traditional territories we live and work. NPI is grateful for the opportunity to have our offices located on these lands and thank all the generations of people who have taken care of this land.
- Each community is home to many diverse First Nations, Inuit, and Métis Peoples.
- We recognize and appreciate the historic connection that Indigenous peoples have to these territories. We support their efforts to sustain and grow their nations. We also recognize the contributions that they have made in shaping and strengthening local communities, the province, and Canada.

What is Measurement Month?

- Measurement Month is an effort to **leverage our individual resources** to **collect consistent, comparable data** (via surveys) to inform decision-making at local, regional, provincial, and national levels.
- By working together, we can maximize the opportunities that every voice will be heard.
- Given the data gaps and demographic challenges facing our regions, *Measurement Month* will focus on **racism, reconciliation**, and **welcoming**

Surveys are open from **February 1st to February 15th, 2023**

About the surveys – **Measurement Month 2023**

- **Employer:** measuring and assessing the preparedness of employers to meet the unique needs of immigrants and diverse groups.
- **Individual:** measuring and assessing the gaps and opportunities impacting the lived experiences of individuals in Northern Ontario communities.
- **Exit:** measuring and assessing perspectives of immigrants and diverse groups who have migrated out of a Northern Ontario community.
- **Attitudes towards immigration:** measuring and assessing individual attitudes towards immigration in Northern Ontario communities

Your Role

1. Promote OR partner

- **PROMOTE** the surveys, on social media, on your website, in your newsletters or other regular communications you may distribute.
OR
- **PARTNER** on a survey. Pick one survey (there are four to choose from), distribute it to your clients and contacts, encourage them to respond.

2. Follow-up

- One week after the surveys launch, do another promotional push!

3. Await findings

- NPI will analyze the data and will provide for you the anonymized data for your region
- NPI will also publish a series of reports with the survey findings

If interested, email mlefebvre@northernpolicy.ca

Benefits

1. Alignment of Northern Ontario data collection efforts
 - Done at the same time, with the same questions
 - Allows for comparability and for combination, trend analysis, sub-group analysis
2. NPI will prepare the messaging and graphics
3. Your organization's logo will be displayed on the master survey landing page and your organization will be listed as an informal partner in NPI's annual report
4. **NPI will analyze the data and will provide for your use the anonymized data for your region (pending appropriate response rates)**

Master survey landing page:

<https://www.northernpolicy.ca/measurement-month>

If interested, email mlefebvre@northernpolicy.ca

Findings from Measurement Month 2022 – Individual Survey

Total # of respondents: **656**

Key Findings:

- Most respondents are either **satisfied or extremely satisfied** with the **services and support** in their communities.
- **Most respondents**, including students, felt **welcomed in their communities**.
- Concerning RNIP, overall **respondents** who **used the program** expressed **satisfaction** with **all its aspects**
- Most respondents expressed **satisfaction** with their **current employment situation**.
- It is **primarily economic factors** that were **more influential** on **feeling welcomed and settled** in the community, versus social factors.

Findings from Measurement Month 2022 – Exit Survey

Total # of respondents: **147**

Key Findings:

- A common notion among the respondents is that **both social and economic factors** play a large role in the **decision-making process** when leaving a community.
- Generally, respondents felt a **sense of belonging** to the communities in which they previously resided
- Many were **satisfied** with their **employment situation** in their previous communities
- However, the **most common reason** for **out-migrating** from a community was **employment-related**, with respondents indicating there were **better job opportunities elsewhere**

Findings from Measurement Month 2022 – Service Provider Survey

Total # of respondents: **35**

Key Findings:

- A **small majority** of organizations indicate they **have sufficient capacity to meet their mandate**, but **some** organizations indicate that they **do not**.
- **Most** organizations **interacted** in some way with their community's **RNIP program**, while a **smaller group actively participated** in the program.
- A **large majority** of organizations **worked in collaboration with other organizations**, and all these organizations collaborated through **resource sharing**.

Findings from Measurement Month 2022 – Employer Survey

Total # of respondents: **353**

Key Findings:

- In general, employers in the Big 5 have **positive attitudes** towards hiring newcomers and diverse groups.
- Common **hiring-related challenges** include filling **soft skill** gaps and finding and recruiting employees.
- **Navigating the immigration process** can be difficult; employers need to be supported throughout this process.

Findings from Measurement Month 2022 – Experience with Racism Survey

Total # of respondents: **1,250+**

Key Findings:

- While the findings varied by community, the survey found that for the most part, **communities are welcoming.**
- There were several noted **areas of concern** that were shared among the communities, notably:
 - **Individual prejudice** was found to be a **bigger issue** for visible minorities and Indigenous peoples **compared to discrimination built into laws and institutions.**
 - There were noted **differences between** the **experiences** of Indigenous peoples compared to that of visible minorities.

Findings from Measurement Month 2022 – **Attitudes towards Immigration Survey**

Total # of respondents: **2,335**

Key Findings:

- The findings indicate that residents in Northern Ontario generally have **positive views towards immigration** and believe communities are made better because of it.
- The majority of respondents agree that **immigration has positive economic impacts** on **Canada's economy** and on their **community's economy**.
- Survey respondents showed **strong support** for **skilled and unskilled immigrants** moving to Northern Ontario to fill available jobs, with slightly higher support for skilled immigrants compared to unskilled immigrants.

How should you target?

Do what you **can**, with the **capacity** you **have** → everything helps!

Suggestions:

- Share materials on **social media**
- Add the survey link to your **newsletter**
- Link the survey on your organization/municipality's **webpage**
- Direct **email** the link to your email list

Who should you target?

Employer Survey

Who you are:

- Chamber of Commerce, economic development, Community Futures, job developers, workforce planning boards, etc.

Who you should target: Employers!

- Heads of organizations/businesses that have at least one employee
- All industries and types of organizations (e.g. construction, health, mining, research, First Nations, transportation)

Who should you target?

Individual Survey

Who you are:

- K-12 School Boards, Post-Secondary Institution Student Unions and International Students Associations, Settlement Service Providers, Health Providers, Multicultural Centres, Municipalities, etc.

Who you should target: Migrants and all other individuals!

- Individuals residing in Northern Ontario, who are not originally from the community they currently reside in (even those from within Northern Ontario)
 - E.g. students from other communities, people using settlement services, temporary residents (ex. employees with work permits)
- Individuals residing in Northern Ontario communities who are originally from a community in Northern Ontario

Who should you target?

Exit Survey

Who you are:

- Post-Secondary Institutions (colleges and universities, Alumni Associations), Service Providers, Real Estate Agents, etc.

Who you should target:

- Any individual who has lived in a Northern Ontario community previously, but has since left the community (even if they moved within Northern Ontario)
 - E.g. an employee that relocated for work, a student that studied at a PSI then left after graduation, a friend that moved to another community

Materials (provided)

1. Surveys
2. Social media language and graphics (tag [@NorthernPolicy](#))
3. Language for distribution (if you elect to do so)
4. List of suggested targeted respondents
5. Follow-up information: categories of people/individuals/organizations with low response rates to direct follow-up efforts towards
6. Post-survey: anonymized data for your region will be provided, pending appropriate response rates

Note: all promotional materials are simply a resource, should you wish to use them. Feel free to create your own messaging, keeping with the common theme, to tailor the message to your networks.

Questions?

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Coordinated by Northern Policy Institute
with partners from across Northern Ontario

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1 (807) 343-8956 | info@northernpolicy.ca

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