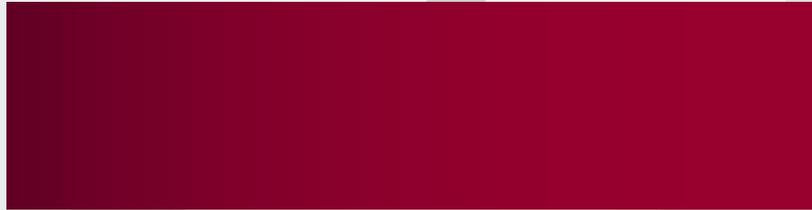




**THE HARRIS
CENTRE**
Memorial University





*Attracting and Retaining Immigrants to Newfoundland and Labrador:
Voices from the Newcomers and International Students*

Final Report

Submitted to the Harris Centre, Memorial University (MUN)

By

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EXECUTIVE SUMMARY

This is a funded study facilitated by Memorial University's Harris Centre looking at attraction and retention of newcomers and international students to NL. Study findings and recommendations are summarized and compared to that of previous studies on immigration issue. It is our hope that this report will be useful to a variety of governmental agencies and non-governmental organizations in formulating plan to attract and retain immigrants to meet the impending needs of skilled human resource for economic development and prosperity of NL.

This was a multisite study with a total sample of 212, including 50 newcomers to NL, 83 international students, 36 immigrants who have left NL, and 32 newcomers from Toronto (27) and Montreal (5). Newcomers were initially defined as persons born outside of Canada who arrived in Canada 5 years ago or less. The study received full approval from Memorial University's Human Investigations Committee (HIC) in January 2009. The data collection period was from February 1 to April 30, 2009.

Research Objectives:

This study addressed two questions: (1) What are the reasons for low attraction of newcomers to NL? (2) What are the factors that motivate immigrants to leave NL? The study incorporated both qualitative methods (guided interview schedule and focus groups) and quantitative methods (structured survey questionnaires). There are also open-ended questions on the surveys which provided additional qualitative data. The data gathered from different sources, using different methods have been consistent and are complementary to each other. The triangulation of data sources and methods of data collection minimizes potential bias, avoids one-side interpretation and enhances the validity and reliability of the findings.

Key findings:

Sample characteristics

- All four groups were highly educated. Many were in the field of sciences, professional, technical services which formed a great human capital available for NL and for Canada
- The greatest source of information for the newcomers and international students for making decision to arrive in their respective province was from family, friends and university alumni. Hence, words of mouth are very important in attracting immigrants.
- Only about 50% of newcomers to NL received information (either before, during or after arrival in NL) about how to access educational services and medical services. And only about 35-40% received information about how to find housing, look for a job, obtain language training, access basic needs and services (food, clothing), and contact immigrant agencies.

Staying/leaving?

- While 50% of newcomers to Toronto/Montreal planned to settle in their respective city, only 34% of the newcomers to NL and 13% of the international students have planned to do so in NL.
- While 54% of newcomers to NL and 35% of the international students were still undecided about whether to settle in or leave NL, about 22% of the newcomers to NL and 52% of international students surveyed in this study have already made the decision to leave NL and settle elsewhere.

Reasons for staying

- For newcomers to NL who have decided to settle here, the most important reasons for their decision to stay were the good quality of life in NL and to be close to family and friends.
- For newcomers to NL who are still undecided about settling here, primary reasons to keep them here would be family and friends and the primary reasons for them to leave are better quality of life elsewhere, job opportunities elsewhere, and political and religious freedom elsewhere.

Reasons for leaving

- For international students, their main reason for leaving NL is the perception of better job opportunities elsewhere.
- For immigrants who have permanently left NL, their main reasons for moving from NL were job opportunities and to be with family or friends.
- When asked generally what would be important for retention of immigrants, all groups responded that the most important reason for leaving/staying in the province was availability of jobs.
- Several members of three groups of respondents (newcomers to NL, those who left NL and international students) cited poor weather, racism and discrimination, isolation, lack of multicultural environment, high cost of living/low pay, great distance from the rest of Canada as deterrents to settle in NL.
- All four groups surveyed mentioned lack of information about NL regarding its strengths, opportunities, living conditions.
- University students perceived a lack of support for their studying and living in NL.

Recommendations:

Study participants from the four groups were consistent in making recommendations to improve attraction of newcomers to NL. Their recommendations include:

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- Create more job opportunities, review wages
- Accept foreign credentials, job qualification from other countries
- Increase acceptance of and support for immigrants and international students
- Create and support multicultural activities and existing ethnic groups
- Provide better financial subsidies for newcomers to cope with the high cost of living
- Implement measures to mitigate the harsh winter
- Review government immigration policies
- Better advertise about NL for new immigrants

In addition to the above recommendations, our recommendations include

- Collaboration between all levels of government, community organizations and existing ethnic community in the effort to improve attraction and retention of immigrants and international students
- All levels of government and other agencies need to be more proactive in reaching the newcomers to NL, providing information and easing their transition/settlement
- Federal government needs to be a better/more utilized source of information for potential immigrants
- Provincial government needs to advertize more actively and widely about its job opportunities, its strengths and potentials for new immigrants
- Municipal government needs to improve services such as local transportation schedules, bus shelters, side-walk conditions to mitigate the harsh winter weather conditions
- Increase Memorial University's visibility on the international stage and its support for international students

The findings have implications for service, education, research and government policy formulation.

INTRODUCTION

Newfoundland and Labrador (NL) has been facing issues of out-migration and population loss, as several recent reports and research studies attest. Gilroy (2005) noted that NL is facing the prospect of a declining and aging population following a decade of out-migration and population loss. The out-migrants were mostly young people and young families; and that “a slow rise in the average age and a low birthrate mean that, barring in-migration, the population of the province will slowly decline in the coming decades” (p. 1). Coombs-Thorne & Warren (2007) further pointed out that the population loss is direst in rural areas, where urbanization and youth out-migration is creating an aging population and contributing to significant inter-regional population shifts. Akbari et al (2007) analyzed the demographic profiles of immigrants in Atlantic Canada, also noted this continuous decline of population growth in Atlantic Canada, turning negative at the end of the last century and during 2001-2006, the Atlantic population remained unchanged at 2.3 million, largely due to population decline in NL. However, since 2002, the immigrant inflow has risen again in Nova Scotia, in New Brunswick and Prince Edward Island, but in Newfoundland and Labrador this growth has been slow and was almost stagnant during 2005-06. Similarly the retention rate has improved in Atlantic Canada. In NL, it has increased from 48% for the period of 1996-2001 to 52.4% for the period of 2001-2006 (Akbari, 2008). This increase is encouraging, however, there is much more work to do as according to the 2006 Census (Statistics Canada, 2006a), the population in Canada increased by 5.4 percent between the years 2001 to 2006; however, during the same period, the population of NL decreased by 1.5 percent or 7,461 people.

The population loss in NL is thus further compounded by the low attraction and retention rates of immigrants. Retention rates of immigrants in NL have dropped since the 1990s and in 2007 more than half of them have left the province (Akbari, et al., 2007). A study by the Atlantic Provinces Economic Council (APEC, 2001) found that more than 70 percent of refugees destined for Atlantic Canada over the 1980-1995 period had out-migrated, while the corresponding rate was 55-60 percent for business immigrants and about 45 percent for skilled workers. The outmigration of non-immigrants together with the low rate of attraction and retention of immigrants have contributed to the projected lack of skilled workforce and affected the economic development of this province.

With respect to reasons for low retention, *Work* was cited as the single most important factor in influencing immigrants’ decision to stay or leave (Gilroy, 2005). Other barriers that hindered successful integration and retention in NL included lack of orientation and matching before immigrating, low support services and social inclusion. The study also noted that “to this point there has generally been a low key approach to promoting awareness of immigration and multiculturalism in the province and of forging linkages among cultures...(and) it is our conclusion that this low key approach does not go far enough...”(p. 37)

A Statistics Canada (2006b) longitudinal survey of immigrants to Canada pointed out that, of the 106,600 prime working-age newcomers who arrived in Canada between October 2000 and September 2001, only 1% resided in Atlantic Canada in 2003, which was far below that of any other province or region. The study also reported that six months after arrival in Canada, 45% of young adult newcomers, 25 to 44 years of age, had chosen Toronto as their home. In addition, *job prospects and family or friends* already settled in the area were cited as the most important reasons for choosing to settle in Toronto for half of those who were living there.

Based on the above findings and the fact that almost three-quarters of recent immigrants to Canada live in the three largest cities, Toronto, Montreal, and Vancouver, there are suggested theories to

explain the low retention rates in NL. Specifically, we are observing the “Montreal-Toronto-Vancouver effect” or the “MTV effect” where greater economic opportunities in large urban centres such as Montreal, Toronto and Vancouver, combined with the presence of ethnic clusters, exert a strong pull on immigrants in NL, except perhaps on those with secure employment and other ties to the region. The lack of adequate recognition of foreign credentials in the professions and trades and inadequate resources for settlement support also likely affect the retention rate of immigrants in NL (Akbari et al, 2007).

The potential economic consequences of negative population growth are complex and far reaching. Akbari and colleagues (2007) predicted that there are at least six direct economic consequences for the Atlantic Canada region: a growing elderly population, shortages of different types of labor, increased pressure on younger labor force participants to provide the social programs for the elderly, shrinking markets for goods and services, thereby creating an adverse impact on incentives for business investments, decline of federal funds transfers to the region because these are determined largely by population size, and difficulty in providing basic services. In addition, the population decline will have indirect adverse economic impact in the region such as the weakening of political representation of each province in the Canadian House of Commons, since it is based on its population size.

It follows that negative population growth has an adverse impact on the rate of growth of human capital formation, as well as physical capital formation, both of which would impact adversely on the ability of firms to hire workers. This does not bode well for the future when there will be a significant increase in demand for all types of workers as the result of increase resource development in NL. This development will have a multiplier effect that will influence both the expansion of existing firms and the birth of new firms. Such demographic projections raise the question of what role immigration and immigration policy can play in Canada’s long-term economic development in general, and that of provinces such as NL in particular.

It is not surprising, therefore, that the NL government has recognized the need to boost immigration to the province in the form of skilled workers and entrepreneurs. In this regard, important issues arise from the perspectives of not only attracting, integrating, and retaining new immigrants to the province but also from the perspective of their impacts on labor markets, economic growth, and public funds. If immigrants are to make a durable contribution to NL, the province’s success in attracting and retaining its immigrants is critical.

There is a paucity of research addressing the attraction and retention of immigrants to NL. A recent study (Gilroy, 2005) was commissioned to explore the issue of retention and integration of newcomers. It did not, however, address the question of attraction, and its sample (n=38) consisted mostly of new refugees. Although this study provided a good foundation to understand the issue of retention and integration of immigrants to NL, there is a need for a more comprehensive study involving a more inclusive sample, including various groups of newcomers, so that their collective voices are heard. To address such need, this study provides not only perspectives from newcomers to NL but also the perspectives of immigrants who have settled elsewhere in Canada and those who left NL after living in the province. In addition, in this study the perspectives from international students in NL are also explored. The findings of this study will be valuable for research users and policy makers to formulate relevant strategies to attract and retain newcomers to NL.

Research objectives:

More specifically the study addresses the following research questions:

1. What are the reasons for low attraction of newcomers to NL?
2. What are the factors that motivate immigrants to leave NL?

Definition of terms:

Based on previous literature, the terms used in this study are defined as follow:

Immigrant: refers to all foreign-born individuals who are permanent residents of Canada.

Newcomers: a persons born outside of Canada who arrived in Canada 5 years ago or less.

International student: an individual who has been admitted to Canada with a student visa for the purpose of formal education.

Ethics approval:

The proposal received full ethic approval from the Memorial University (MUN) Human Investigations Committee (HIC) as of January 22, 2009. This included approval of the study proposal, revised consent form, and study questionnaires.

Data collection was conducted from February to end of April 2009.

METHOD

A combination of quantitative and qualitative methods was used to answer the research questions

Sample and data collection

For Research Question 1: What are the reasons for low attraction of newcomers to NL?

To address this research question, data were collected from current international students at MUN, newcomers in NL and in Toronto/ Montreal. An online questionnaire or an individual verbal interview was the method used for all groups. In addition, focus groups were conducted with the international students to allow freer expressions of ideas and feelings.

Recruitment of international students was done through staff of the International Student Office at MUN's campus, the Marine Institute and the College of North Atlantic in St John's. A link to the on-line questionnaire was sent to the student list serve by office staff mentioned above. Furthermore, reminder notice was sent and personal follow-up with individual students proved to be a successful method of recruitment, as students who participated would forward our website link to other students and continued the recruitment process.

For the focus group meetings with the international students, the invitation to participate was posted at various strategic locations on campus and circulated via email (as described above) with personal follow-up by the research assistant to arrange a time and location for the meeting. Students who chose to participate in a focus group were provided with a computer memory key containing study information to facilitate their understanding of the study purposes. Three focus group meetings were conducted with group numbers ranging from 3 to 4.

Recruitment of newcomers in NL was done through the Association for New Canadians (ANC) and via word of mouth. A research assistant interviewed newcomers to St. John's mostly via individual face-to-face interviews conducted at the ANC. The latter site was used as the recruitment locale since its mandate is the provision of settlement and integration services for immigrants and refugees to NL. It has provided settlement assistance as well as programs and services to support all aspects of newcomer integration for over 30 years, such as language school, job search strategy.... Its catchment area is primarily the greater St. John's and Mount Pearl areas. In addition, the newcomers who do not visit the ANC were recruited by word of mouth, with assistance from members of the local ethnic groups.

Recruitment of newcomers in Toronto was initially done through a visit to an immigration services centre in Toronto and via telephone contact with other immigration centers. We first recruited immigration services staff as partners who were willing to contact their clients and recruit them into our study. Study results were returned via both on-line and paper methods. The centers were provided with stamped self-addressed envelopes allowing them to return the paper questionnaires in an anonymous fashion. Completed consent forms were returned separately from the questionnaires to ensure anonymity.

COSTI Immigration Services in Toronto was chosen initially as the recruitment locale since they have an international clientele. Center staff was asked to contact clients who meet the criteria of being the newcomer, and recruit them to participate. In addition, recruitment in Toronto was also done by the Culture Link Settlement Services and the South Asian Women's Centre, using the same process as that described for COSTI above.

Due to slow recruitment in Toronto, it was decided to include newcomers to Montreal as part of this study. They were recruited by Hironnelle, services d'accueil et d'integration des immigrants, using the same process described above.

For Research Question 2: What are the factors that motivate immigrants to leave NL?

To address the research question 2, we surveyed immigrants who have left NL after living in the province. Their recruitment was done mostly by word of mouth and through local ethno-cultural group members. Again the online web link to the appropriate study questionnaire proved to be an efficient process for recruitment. Study results were also returned to us via paper methods by those with less computer skills or have no computer. Participants were provided with stamped self-addressed envelopes allowing them to return the paper questionnaires in an anonymous fashion. Completed consent forms were returned separately from the questionnaires to ensure anonymity.

Instruments:

Structured survey questionnaires were adapted from that used in the study conducted by Coombs-Thorne & Warren (2007) with a few additional questions from a survey performed by the Newfoundland and Labrador Statistics Agency (Appendices A to D). We felt it was appropriate to continue using previously published questionnaire as this has been well tested for clarity and ease of understanding and allows for comparison and validation. For the focus groups, a guided interview schedule was used and is attached (Appendices E and F). This latter method is effective with homogeneous groups to explore in greater depth certain issues.

One research assistant acted as the interviewer for all face-to-face individual interviews and as the facilitator for focus group meetings. She has been trained in the protocols of maintaining confidentiality, contacting participants, explaining the purposes of the project, obtaining informed consent and tips to generate accurate, valuable data.

Data analysis:

Quantitative data were analyzed using the Statistical Package for the Social Sciences (SPSS), windows version. Descriptive statistics have been provided for all groups on all frequency measures.

Focus groups interviews were taped, transcribed verbatim and analyzed by at least two researcher-interviewers, using colour coding to maintain data integrity and to minimize interviewer bias. Answers to open-ended questions were analyzed in the manner as that used for the focus group information. The results have been subjected to constant comparative analysis for categories, constructs, domains and general themes (Polit & Hungler, 1999).

The blending of quantitative and qualitative data collection, the use of a variety of data sources, and of investigators (use of two or more trained researchers to analyze and interpret data) described above reduce the possibility of errors, of a biased or one-side interpretation, avoid the limitations of a single approach, thus will strengthen the validity and meaningfulness of findings. Furthermore, this multi-method research could lead to substantive insights into the complex and multidimensional nature of issues under study. It also provides feedback loops that augment the gain in knowledge that a single-method study could achieve (Polit & Hungler, 1999).

Data handling:

Responses were considered valid if the respondent signed the consent form and completed the majority of the questions in the questionnaire. If the respondent signed the consent form but made no further response and the remainder of the survey was blank, the questionnaire is considered invalid and is removed from the survey.

Accordingly our total sample size was 235, broken down as follows:

- 57 respondents were received from newcomers to NL. Of these, 3 were invalid since they contained no information and 4 were considered invalid since the immigrants arrived in NL prior to 2003. This leaves 50 valid participants.
- 38 respondents were received from immigrants who moved from NL. Two were invalid because it contained no further information, leaving 36 valid participants.
- 97 respondents were received from international students, 14 were missing all information, leaving 83 valid participants.
- 32 respondents were received from newcomers to Toronto (27) and Montreal (5).
- 11 international students participated in the focus groups.

Thus **212** valid respondents were included in the data analysis.

Limitations of the study:

Although our sample is much larger than that of previous studies on similar issue and our data came from a variety of sources which increase the validity of results, the following limitations must be kept in mind in using the results.

- The sample was non random. As such the results can not be generalized.
- The questionnaire is written in English which may have been difficult for some newcomers to understand and express themselves freely due to language barriers.

However, the results provide some insights on the reasons for low attraction of immigrants to NL and why they left the province. The sample would be much larger and information would be far richer if we had a year-long collection period rather than 3 months.

RESULTS

Quantitative analysis

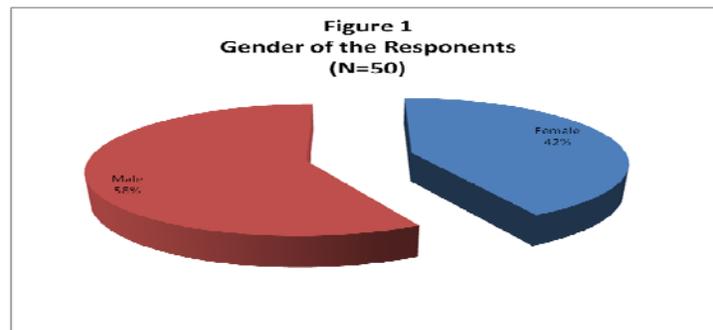
I/ Research Question 1: What are the reasons for low attraction of newcomers to NL?

To answer the research question 1, it is important to ask newcomers to NL and international students about their experiences living in the province, as their opinions and perceptions will influence their friends' and family members' decisions to immigrate to the province. According to Statistics Canada (2006b), family or friends already settled in the area was cited as an important reason for immigrants to choose a location to settle. The opinions of newcomers living in NL and international students, therefore, will indirectly tell us the reasons for low attraction of newcomers to the province. In addition, we asked newcomers to Toronto and Montreal whether they consider settling in NL and the reasons for not doing so.

I/ Survey of Newcomers to Newfoundland and Labrador (NL).

Demographic characteristics of newcomers to NL

A total of 50 survey respondents indicated their gender and as Figure 1 illustrates, 58% of the respondents were male and 42% were female.



The age distribution of the respondents is illustrated by Figure 2. Of those respondents that indicated their age, 44 out of 50, the majority (34%) were between the ages 30 to 39 followed by an older group between the ages 40 to 49 (27%) and 25% of the respondents were between the ages 20 to 29. Of

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those respondents who indicated their marital status, 44 out of 50 or 75% indicated that they were married, 20% were single and 5% reported that they were separated.

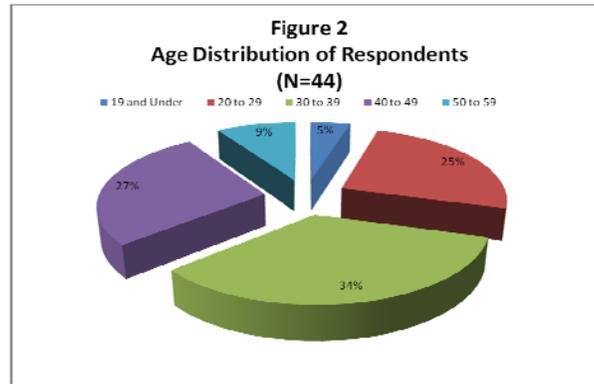
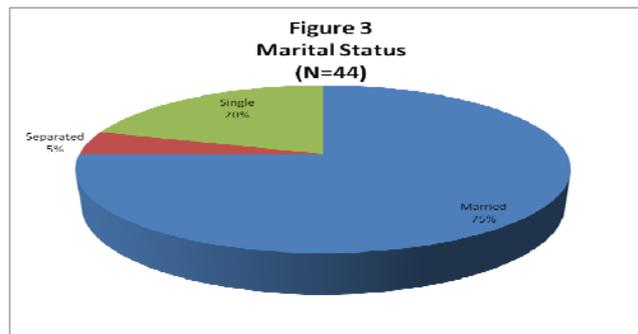


Figure 3 shows the breakdown of the sample by marital status. Figures 2 and 3 suggest that a significant proportion of the respondents were older with the median age of 35.5 and were married.



Figures 4 and 5 illustrate the global origin and country of origin respectively. Most of the respondents immigrated from Asia (52%) and Africa (20%). Europe accounted for 18% followed by Latin America and the Caribbean (6%) and the remaining 4% emigrated from North America.

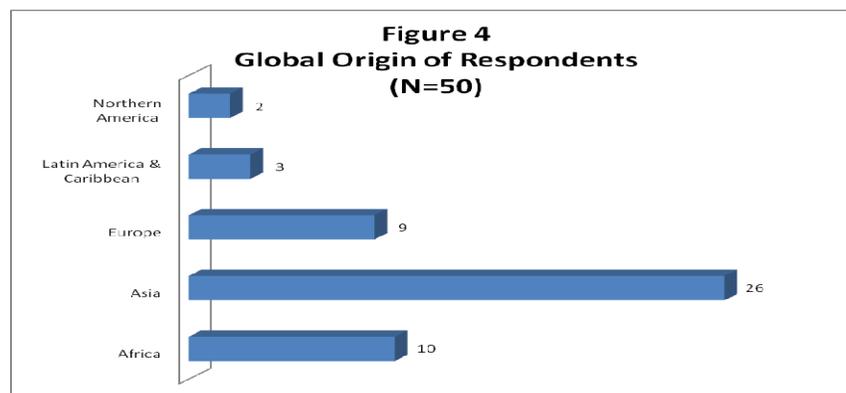
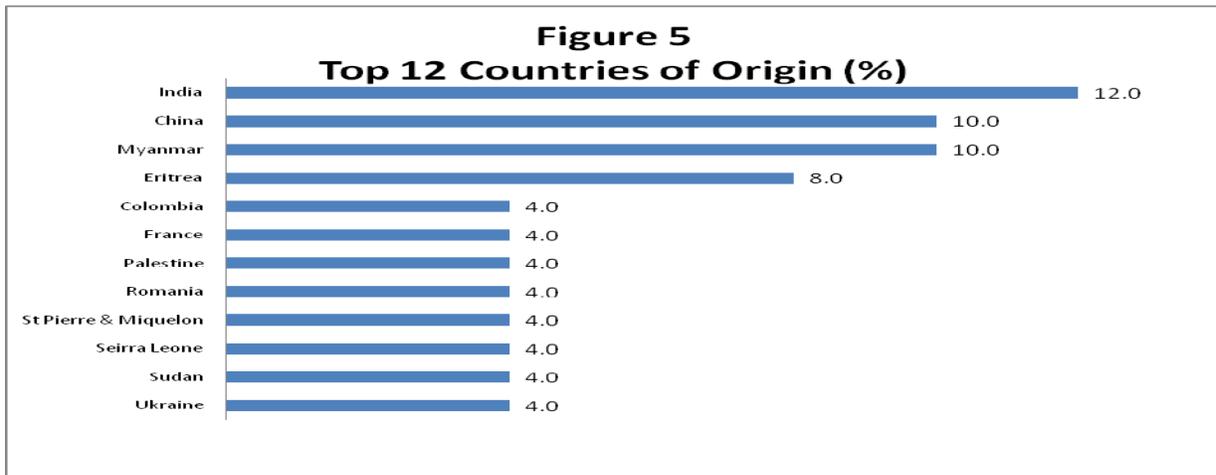


Figure 5 illustrates that a large proportion of the newcomers came from India, China, and Myanmar; however, the total proportion from these countries accounted for only 32 %, indicating that participants in the survey emigrated from different countries and represented a relatively diverse group.

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Our data have also indicated that most of the newcomers (62%) arrived in NL in 2007 and 2008 (26% and 36% respectively), while only 30% arrived during the 2003-2006 period. Their opinions, hence reflected their perceptions of their living experiences in the province at the time of data collection.



The reasons for moving to Newfoundland and Labrador are listed in rank order in Table 1. The top 4 reasons given by the respondents were: education, followed by moving away from a difficult situation, family or personal reasons and receiving a job offer or transfer.

Reasons for Moving to Newfoundland and Labrador (N=47)	Number of Respondents	Percent of respondents
Education	17	36.2
Get away from difficult situation in my home country	15	31.9
Family/Personal	14	29.8
Job Offer/Transfer	11	23.4
Better Lifestyle	6	12.8
Looking For Work	4	8.5
Other	1	2.1

Note: respondents could provide more than one response

When asked about the respondent’s source of information about immigrating to NL, the majority (18) of respondents indicated that they received information from a relative or friend. Table 2 lists, in rank order, the sources for information about immigrating to NL.

Source of information about immigrating to NL (N=47)	Number of Respondents	Percent of respondents
A relative or friend	18	38.3
Others: UN organizations, UN High Commission for Refugees, Job fair, medical board...	10	21.3
Citizen and Immigration Canada website	9	19.1
The media (such as newspapers, journals, internet, or television)	5	10.6
Newfoundland and Labrador provincial government website	5	10.6
International embassy or consulate officer	4	8.5
Association for New Canadians website	3	6.4

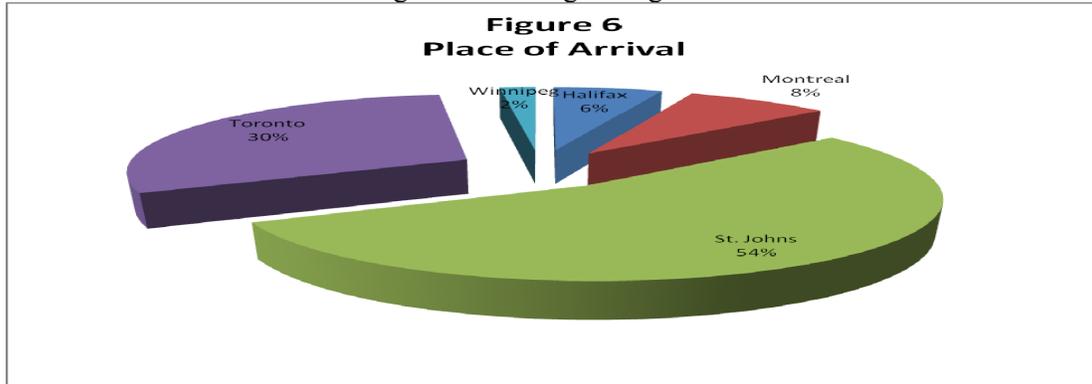
Attracting and Retaining Immigrants to Newfoundland and Labrador

An immigration consultant	3	6.4
Non-governmental organization representative	2	4.3
An immigration lawyer	1	2.1
Note: respondents could provide more than one response		

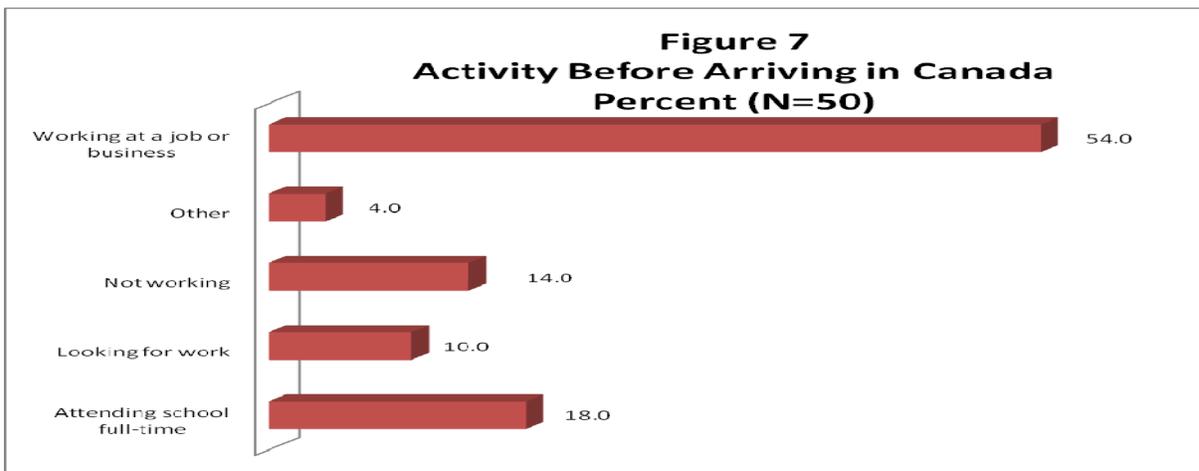
Moving to another country is often stressful because many immigrants do not have the basic information necessary to manage in a foreign environment. As noted in Table 3, a significant majority of the newcomers to NL were without the essential information needed to deal with life in general either before, during or after arriving in NL. Less than 50% of respondents received information about how to access medical services (46.8%), find housing (42.6%), find jobs (38.3%), or get language training (38.3%). And it was disturbing to note that only 36.2% of respondents received information about how to access basic needs and services such as food and clothing, and to contact immigrant agencies. Although 55.3% of respondents received information about how to access educational services (schools, colleges, universities), only 19.1% received information about how to get prior educational/credentials assessed, or how to obtain Canadian equivalents for international qualifications.

Table 3	
Information newcomers received (either before, during, or after arriving here) about living in NL (N=47)	Percent who received Information
How to access educational services (schools, colleges, universities)	55.3
How to access medical services	46.8
How to find housing	42.6
How to look for a job	38.3
How to obtain language training	38.3
How to access basic needs and services such as, food and clothing	36.2
How to contact immigrant agencies such as, the Association for New Canadians	36.2
How to get prior education/credentials assessed	19.1
How to obtain Canadian equivalents for international qualifications	19.1
Other types of information received	6.4
Note: respondents could provide more than one response	

The newcomers listed 5 entry locations where they arrived in Canada. Figure 6 shows the different cities of entry. Not surprisingly, 54% listed St. John's as their place of arrival. This was followed by Toronto, Montreal, Halifax and Winnipeg with 30%, 8%, 6% and 2%, respectively. Historically, immigration to Canada has been characterized as the Montreal - Toronto - Vancouver effect or the MTV effect. The recent resource boom in Alberta and Saskatchewan has weakened this effect but the attraction of the three large cities, with their large immigrant population bases still pull new immigrants into these locations. The data from Figure 6 suggests that Toronto may be a potential source of new immigrants to NL. Excluding St. John's, only 6% of new arrivals landed in Atlantic Canada.



Recent studies have shown that when compared to non-immigrants, immigrants in NL have attained higher education levels, earn higher employment income, and have lower unemployment rates (Akbari et al, 2007). In addition, skilled immigrants, who are mostly engaged in the knowledge economy as managers and professionals, have unemployment rates and employment income comparable to those of the native born in that sector. In light of this, the survey participants were asked, to identify what type of activity they were engaged in before coming to NL, what was the highest level of formal education obtained, and what industry best describes the type of work they did before they moved to NL. Figure 7 illustrates that most of the newcomers (54%) were working at a job or business before they moved to NL. This was followed by 18% who were attending school on a full-time basis, 14% were not working and 10% were looking for employment.



Educational attainment of the newcomers is presented in Table 4. Only 4% reported no formal education or elementary education only, whereas almost 49% reported an educational level equal to or greater than the bachelor level. The stock of human capital as measured by educational attainment is significant in this group.

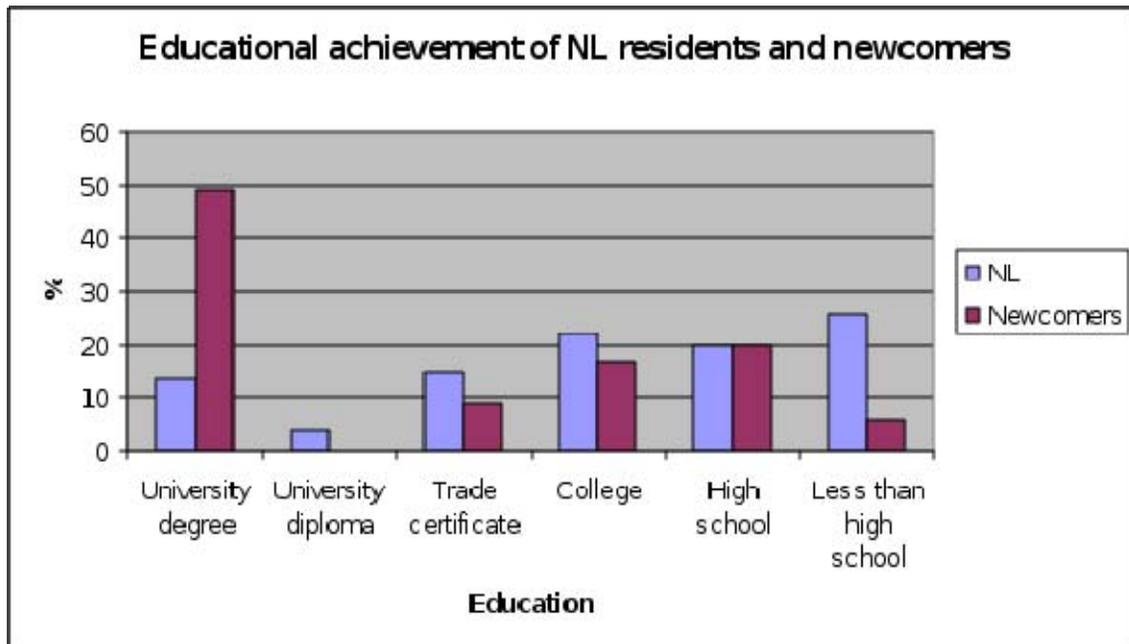
Table 4 Level of Formal Education of newcomers in NL (N=49)		
Level of Formal Education	Percent	
Professional (e.g. Medical, Law)	8.2	Total university degree = 48.9
Doctorate	2.0	
Masters	16.3	
Bachelor	22.4	
College diploma or certificate	16.3	
Trade Certificate/Apprenticeship	8.2	

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High School	22.4
Elementary	2.0
No formal education	2.0

Figure 7.1 showed that the percentage of newcomers to NL with university education is much higher than that of the general population of the province (Statistics Canada, 2008).

Figure 7.1



The newcomers were also asked if they planned to continue their education or training in the future. Of the 48 who responded to this question, 83.3% indicated that they planned to further their education or upgrade their training in the future. The primary reason for upgrading education and training was for career advancement and development. The need and access to language training is a considerable problem that many immigrants face when they come to Canada. The participants in the survey were asked if they needed language training and if they had access to language training. Of the 47 respondents who answered the question regarding the need for language training, 61.7% indicated yes and of 31 respondents who answered the question regarding access to language training, 83.9% indicated they had such access.

Table 5 presents the responses to the question what industry best describes the type of work they did before they moved to Newfoundland and Labrador. Newcomers to NL worked in the service industries that required a high degree of both human capital and skill development.

Area of Employment /Industry	Percent of respondents
Did not work	24.0
Professional, Scientific, or Technical	18.0
Health Care or Social Services	12.0
Education	10.0
Government Services	10.0

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Finance, Insurance, or Real Estate	6.0
Administration, Waste Management, or Remediation Services	4.0
Construction	4.0
Agriculture	2.0
Information or Cultural Industries	2.0
Management of Companies, Enterprises	2.0
Manufacturing	2.0
Mining, Oil, or Gas Extraction	2.0
Wholesale or Retail Trade	2.0
Total	100.0

Of those who were employed before coming to NL, a significant majority indicated that they were employed in the professional/scientific/technical (18%), health care or social services (12%), education (10%) and government services (10%) industries. Of those who did not work, many were enrolled at educational institutions before they came to the province.

Current Status and Reasons for Low Attraction to NL

Newcomers were asked whether they were currently employed in Newfoundland and Labrador. Of the 48 who answered the question, 48% were employed, 44% answered no and 6% stated that the question was not applicable to their current situation. Table 6 profiles the areas of employment of the newcomers according to industry classification. It is significant to note that fifty two percent of the newcomers to NL did not work, versus twenty four percent unemployed before moving to NL.

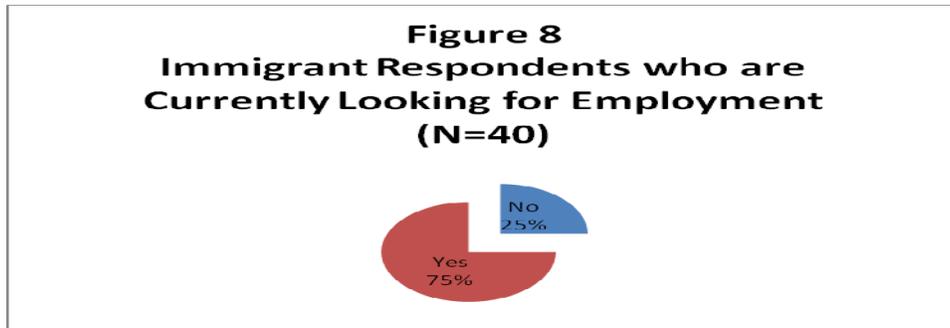
For those who were working at the time of the data collection, the top four areas of work were professional/scientific/technical, health care or social services, accommodations and government services, accounting for 10.4%, 8.3%, 6.3% and 4.2%, respectively.

Areas of employment	Percent
Did not work	52.1
Professional, Scientific, or Technical	10.4
Health Care or Social Services	8.3
Accommodations	6.3
Government Services	4.2
Arts or Entertainment	2.1
Construction	2.1
Education	2.1
Information or Cultural Industries	2.1
Management of Companies, Enterprises	2.1
Manufacturing	2.1
Transportation or warehousing	2.1
Utilities	2.1
Wholesale or Retail Trade	2.1
Total	100.0

When asked if the respondents were happy with their current job, 90.5% of the 21 who answered this question indicated that they were happy and the primary reason was good working conditions. The

Attracting and Retaining Immigrants to Newfoundland and Labrador response to the question “why are you unhappy with your current job” was extremely low with only 2 respondents answering this question. Therefore no useful information could be identified by the response to this question. The respondents who were not currently working were asked to provide reasons for their current situation. Twenty one individuals responded to this question and could select more than one response. The main reasons selected were: unable to find suitable employment (47.6%), other reasons (36.8%) (such as language difficulties, attending schools or planning to study, only stay in NL for a short time) and family responsibilities (23.8%).

Newcomers were asked a number of questions regarding their experiences in seeking employment. As illustrated by Figure 8, regardless of whether they are currently employed, a significant majority (75%) were looking for a job or another job.



According to Table 7, the most frequent reason for looking for another job was to work in their area of specialization (29.4% or 10 out of 34). Other important reasons were: better pay, job advancement, more job security and looking for another career. Less important reasons included: to avoid discrimination, work fewer hours, looking for better working conditions and to find more of an appropriate workload.

Reasons	Percent
Want Work My Area (10/34)	29.4
Better Pay (9/34)	26.5
Want Advancement (8/34)	23.5
Want More Job Security (8/34)	23.5
Find Another Career (7/34)	20.7
Want Job Closer Home (5/34)	14.7
Want Better Schedule (4/34)	11.8
Want More Hours (3/34)	8.8
Want Happier Work Culture (3/34)	8.8
Other (2/28): finding a job that I like, planning my own business	7.1
Want Avoid Discrimination (1/34)	2.9
Want Fewer Hours (1/34)	2.9
Want Better Conditions (1/34)	2.9
More Appropriate Workload (1/34)	2.9
Note: respondents could provide more than one response	

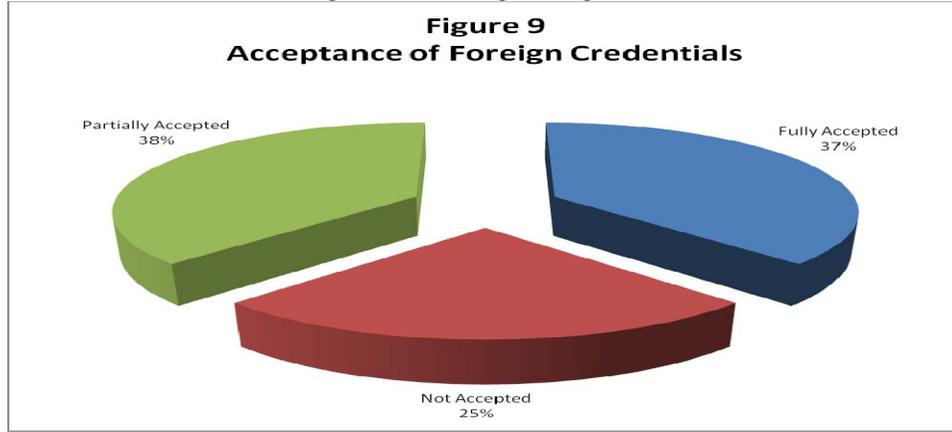
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The above findings in Tables 5, 6 and 7 highlighted the working status of newcomers to NL. More were employed before moving to the province. Of those who were working after arrival, a number were working outside their area of expertise or of their interest.

Accordingly, when we asked about problems or difficulties that immigrants have in finding work in NL, respondents considered language problems (41.7%), foreign credential recognition (27.1%), lack of job experience in Canada (27.1%) and failure to accept foreign work experience (22.9%) as the top 4 problems or difficulties (Table 8). These problems are also cited within the policy-related and academic literature. Discrimination (2/47 or 4.3%), the affordability of childcare (2/48 or 4.2%) and other reasons (1/47 or 2.1) did not appear to present a significant problem for immigrants finding work in the province.

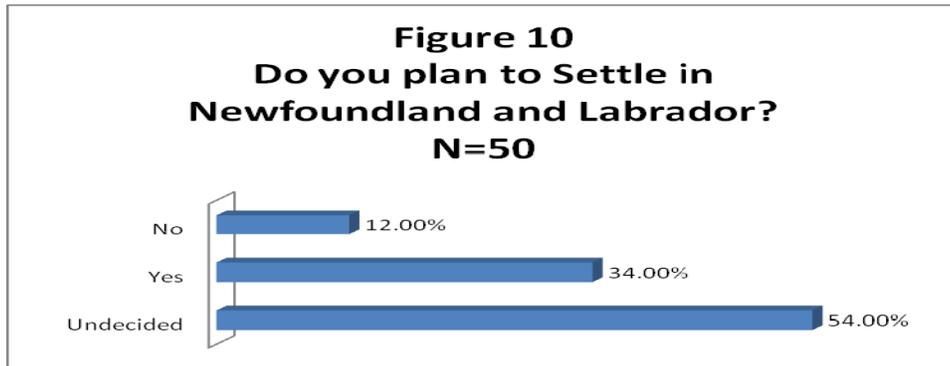
Table 8	
Newcomers' problems or difficulties finding work	Percent
Language problems (20/48)	41.7
Qualifications earned outside of Canada were not accepted (13/48)	27.1
Not having enough job experience in Canada (13/48)	27.1
Job experience from outside Canada was not accepted (11/48)	22.9
Lack of employment opportunities (7/46)	15.2
Not having connections in the job market (6/46)	13.0
Not having family or friends who could help (6/48)	12.5
Transportation problems (4/46)	8.7
Not knowing how to find a job (4/48)	8.3
Not having job references from Canada (4/48)	8.3
Not being able to find a job in your field (3/46)	6.5
Not knowing the city or town in which you are living (3/48)	6.3
Discrimination (2/47)	4.3
Not being able to find/afford childcare (2/48)	4.2
Other (1/47): discrimination	2.1
Note: respondents could provide more than one response	

The acceptability of newcomers' credentials has a great impact on their ability to find suitable employment that is consistent with their ability and experience. Since non-recognition of foreign credentials has been identified as a serious employment barrier in many surveys of immigrant employment status, the newcomers were asked if they contacted any person, organization, educational institution or employer to see if their credentials would be accepted in NL. Sixteen out of 45 respondents (35.5%) checked with a person, organization, educational institution or employer to see if their credentials would be accepted. As shown in Figure 9, 6/16 (37%) had their credentials fully accepted, 38% had their credentials partially accepted and the credentials of 25% of respondents were not accepted.



Future Plans

Most newcomers when asked “did they plan to settle permanently in Newfoundland and Labrador” indicated that they were undecided. As shown in Figure 10, 54% were undecided, 34% planned to settle in NL and 12% were planning to move away.



The respondents were asked to provide reasons for their decisions regarding their settlement plans. Table 9 lists, in rank order, the reasons why immigrant newcomers have chosen to settle in this province. Of those who have decided to settle in this province, the most common reason was the good quality of life in NL. The next most cited reason was to be close to family and friends. Thus, social reasons rank higher than economic reasons as deciding factor for settling in NL.

Table 9	
Reasons for Settling in Newfoundland and Labrador	
(N=17)	
Reasons	Number of respondents
Good Quality of Life in NL	12
To be Close to Family and Friends	10
Others: business opportunities, good connection, quiet place	10
Improve the Future for the family	9
Good Working Conditions in NL	7
NL's Social System	7
Political or Religious Freedom in NL	7
Good Job Opportunities in NL	6

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I Feel Welcome in NL	5
Good Business Climate in NL	3
Good Salaries in NL	2
Note: respondents could provide more than one response	

Table 10 presents the list of reasons given by the respondents for not settling permanently in Newfoundland. With only 6 respondents providing input, it is very difficult to suggest any sort of pattern but poor climate and distance from the rest of Canada were reasons that have anecdotal support.

Table 10	
Reasons for Not Settling in Newfoundland and Labrador	
(N=6)	
Reasons	Number of respondents
Poor Climate In NL	3
Better Quality of Life Elsewhere	2
Other: job opportunities, pursue studies in another country	2
Improve the Future for the Family Elsewhere	2
Distance from NL to the Rest of Canada	2
Good Working Conditions Elsewhere	1
NL's Social System	1
Political or Religious Freedom Elsewhere	1
Good job opportunities Elsewhere	1
Access to Education is Better Elsewhere	1
Salaries are Better Elsewhere	1
Political or Religious Freedom Elsewhere	1
To be Close to Family and Friends Elsewhere	0
Business Climate is Better Elsewhere	0
Note: respondents could provide more than one response	

The largest group of respondents, the undecided, provided a wide variety of reasons for staying or leaving Newfoundland and Labrador. Tables 11 and 12 list their responses to both reasons for settling and moving away from the province, respectively.

The responses from Table 11 display a similar pattern to the responses of those who decided to settle in the province. Social and family reasons were high on the list for settling in NL for undecided newcomers and the economic reasons were less important.

Table 11	
Reasons for Settling in Newfoundland and Labrador-Undecided Newcomers	
(N=27)	
Reasons	Number of respondents
Other	9
Improve the Future for the Family	8
Good Quality of Life in NL	7
To be Close to Family and Friends	6

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I Feel Welcome in NL	6
Social System in NL	5
Political or Religious Freedom in NL	5
Good Working Conditions in NL	3
Good Job Opportunities in NL	3
Good Salaries in NL	3
Good Business Climate in NL	1
Note: respondents could provide more than one response	

As shown in Table 12, the principal reason for not settling in Newfoundland and Labour was the poor climate . Many immigrants came from countries where the climate is hot most of the year and the climatic conditions in NL, at best, are difficult to adjust to. Unfortunately, barring a project that alters the Labrador current, this problem doesn't have a policy solution. Table 12 also shows that there was a preception of a better quality of life and job opportunities elsewhere.

Table 12	
Reasons for Not Settling in Newfoundland and Labrador-Undecided Newcomers	
(N=27)	
Reasons	Number of respondents
Poor Climate In NL	19
Better Quality of Life Elsewhere	10
Good job opportunities Elsewhere	8
Political or Religious Freedom Elsewhere	7
Improve the Future for the Family Elsewhere	6
To be Close to Family and Friends Elsewhere	6
Other	5
NL's Social System	4
Access to Education is Better Elsewhere	4
Salaries are Better Elsewhere	3
Working Conditions Better Elsewhere	2
Business Climate is Better Elsewhere	2
Distance from NL to the Rest of Canada	1
Note: respondents could provide more than one response	

Barriers

The newcomers' perspective on the barriers/problems that prevent successful integration of immigrants into NL is presented in Table 13. They were asked to rate each answer on 5-point Likert scale to the question: "To what extent do you perceive each of the following as possible barriers/problems to the successful integration of immigrants into Newfoundland and Labrador?" The newcomers' comments were combined into three categories: a great deal/somewhat, a little/very little and not applicable.

Table 13: To what extent do you perceive each of the following as possible barriers/problems to the successful integration of immigrants into Newfoundland and Labrador (NL)?

Barriers/Problems	N	A Great Deal/Somewhat %	A Little/Very little %	Not Applicable %
Amount of information available for immigrants regarding labor market conditions (i.e. what jobs are available).	43	55.8	39.5	4.7
Racism and discrimination towards immigrants in NL.	39	35.9	53.8	10.3
Amount of information available for immigrants regarding the immigration process both before and during immigration.	39	66.7	28.2	5.1
The amount of Canadian work experience employers expect immigrants to have prior to their arrival in NL.	42	61.9	33.3	4.8
The current economic conditions in NL.	43	67.4	27.9	4.7
Employer perceptions of potential training costs associated with hiring immigrants (retraining, upgrading).	37	59.5	35.1	5.4
Cultural differences in the job application process (resume writing, interview process, job competition process).	40	62.5	35.0	2.5
Amount of information available for employers to aid in locating immigrant candidates for potential employment.	39	61.5	35.9	2.6
Access to services such as children, counselling, transportation, schools/education for children.	40	50.0	35.0	15.0
The current living conditions in NL (i.e. weather, distance to the rest of Canada).	45	57.8	42.2	0
Access to financial services to help pay for education.	43	53.5	34.9	11.6
Knowledge of Canadian business and work practices.	42	59.5	38.1	2.4
Amount of expert advice and support available through mentor programs, apprenticeships, work terms.	39	56.4	33.3	10.3
Employer recognition of credentials such as diplomas, certificates, or degrees obtained internationally.	37	62.2	32.4	5.4
Number of immigrants living in your area who can provide support for future immigrants.	38	52.6	44.7	2.6
Differences in language and communication.	43	62.8	34.5	2.3

In addition to the quantitative data above, the newcomers also completed the open-ended questions which are analyzed together with that of other groups in the qualitative analysis section.

2/ Survey of International students

The declined birth rate and the outmigration of the young families from NL were predicted to lower the university enrolment. To fill the vacant seats, the university has successfully stepped up the recruitment of international students in recent years. In addition, the presence of international students is considered important to enrich knowledge, enhance cultural diversity, broaden international understanding of issues to increase the graduates' success as future employees in the current rise of globalization. At the same time, international students bring economic benefits to both the educational institutions and the community at large. Their enrolment also helps to maintain the high quality of the post-secondary education system in the province (Government of Newfoundland and Labrador, 2007). Furthermore, the international students form a pool of highly educated and young potential immigrants that will meet the future demand for skilled workers in NL. Their experiences living and studying in this province will influence their decision to stay or to leave following graduation. Their perceptions and opinions are, therefore, valuable, in answering the research questions of this study.

Demographic characteristics of international students

A total of 83 international students indicated their gender. As shown in Figure 11, there were more male (61.4%) than female students (38.6%). Not surprisingly, most (69.7%) were young, between the age of 20-29 (Figure 12), with average age of 26.4 and the majority were single (73.5%) (Figure 13). Although they came from 32 countries of five continents, the greatest source of international students was from Asia (67.5%), followed far behind by Africa (10.8%), then Latin America and the Caribbean (9.6%) (Figure 14). Among the Asian countries, China sent the greatest number of students (26.5%), followed by Bangladesh (10.8%), then India (7.2%) (Figure 15).

Figure 11: Gender of international students (N = 83)

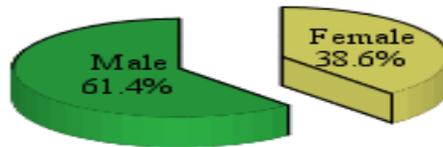


Figure 12: Age distribution for international students (N =76)

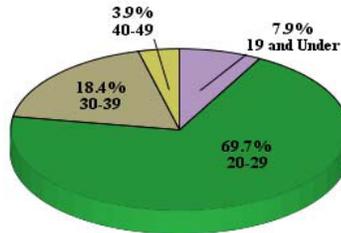


Figure 13: Marital status of international students (N = 83)

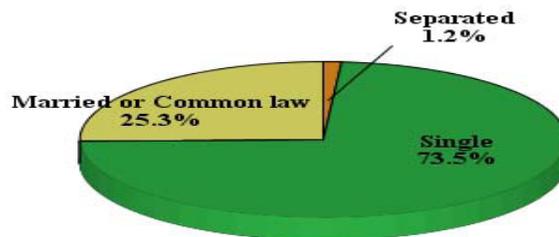


Figure 14: Global origin of international students (N = 82)

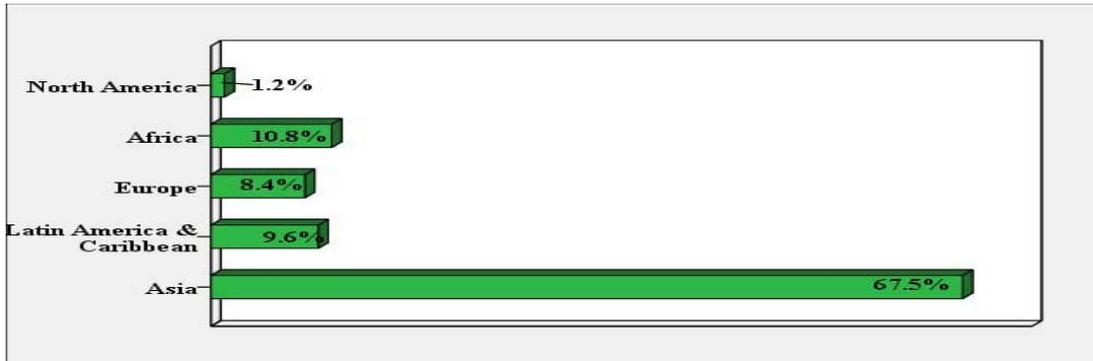
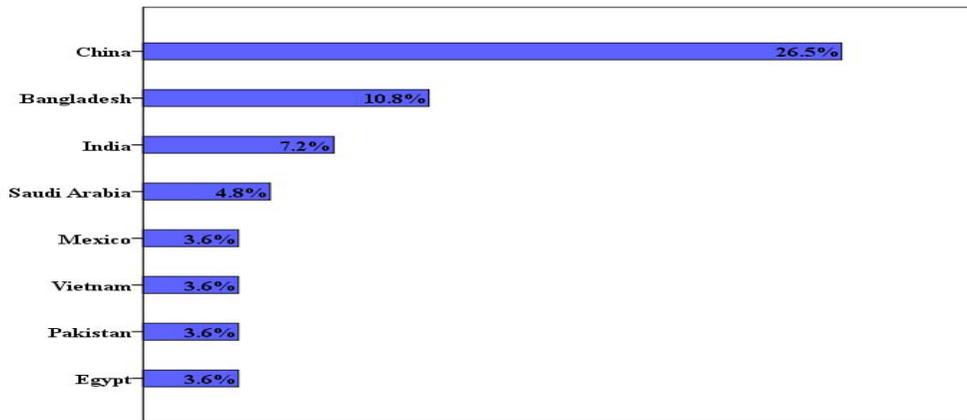


Figure 15: Top 8 countries of international students (N = 82)



More than half of the student participants (55%) arrived in NL in 2007 and 2008 (23% and 32% respectively) while 40.5% arrived during the 2000-2006 period. Their opinions therefore reflect the perceptions of their current experiences in NL.

Before moving to NL, the majority of the students were attending school (63%) and 27.2% were working at a job or business.

Reasons for choosing to study in NL

The reasons for choosing to study in NL are listed in rank order in Table 14. The top four reasons given by the respondents were low tuition, acceptance to study by a professor, availability of scholarship and good quality of life in NL.

Table 14	
Reasons for choosing to study in Newfoundland and Labrador N=83	Percent of Students
Low tuition	56.6
Acceptance to study by a professor	35.0
Availability of stipend/scholarship	20.5
Good quality of life in NL	13.3
Improve the future for the family	13.3

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To be close to family and friends	12.0
Reputation of program	10.8
Newfoundland and Labrador culture	10.8
Newfoundland and Labrador's social system (health care, social programs)	9.6
Climate/scenery of Newfoundland and Labrador	7.2
Others: interesting project, flexible admission schedule, less population...	7.2
Note: respondents could provide more than one response	

When asked about the respondent's source of information about choosing to study in NL the greatest percentage of respondents indicated that they received information from a relative or friend or alumni. Table 15 lists, in rank order, the sources for information about choosing to study in NL.

Table 15	
Source of information for choosing to study in Newfoundland and Labrador (N=83)	Percent of Respondents
A relative or friend	40.0
The media (such as newspapers, journals, internet, or television)	36.0
Non-governmental organization representative	12.0
Other	10.8
International embassy or consulate officer	8.4
Education fair	8.4
Citizen and Immigration Canada website	5.0
Newfoundland and Labrador provincial government website	3.6
An immigration consultant	3.6
An immigration lawyer	0.0
Note: respondents could provide more than one response	

Current status and difficulties in being an international student in NL

Table 16 lists the program of study of international students. One third of them were enrolled in the Sciences programs, followed by Engineering (28.4%) and Business (21%).

Table 16	
Program of study by international students N=83	Percent of students
Sciences	33.3
Engineering	28.4
Business	21.0
Health Sciences	7.4
Arts	2.5
Education	2.5
Social Sciences	2.5
Other: Computer sciences, English as Second language	2.5
Total	100.0

To assess students' level of integration into NL society, they were asked whether they had opportunity to network in the community and in the workforce since their arrival in NL. Out of 76 students who answered this question, 68.4% had opportunity to network in the community and 31.6% had done so in the workforce, perhaps through the required work term in their program of study, or through on-

Attracting and Retaining Immigrants to Newfoundland and Labrador campus and off-campus jobs. Although almost 50% of students were studying in Engineering or Business program (Table 16), both of which have required work terms in their undergraduate curriculum, only 22% of 78 students who answered this question said yes. The lower involvement in the work term may be due to the fact that many international students surveyed were graduate students, and there are no work term requirements even in the Engineering or Business graduate programs.

Although all international students must have a minimum level of English equivalent to TOEFL score of 550 (Test of English as a Foreign Language) before being admitted to a program of study at any Canadian university, including Memorial University, 19% of 79 students stated that they need access to language training. However, only six students currently have access to such training.

Students were further asked whether they have any difficulty being an international student in NL, 55% of 77 students who answered this question said yes. As shown in Table 17, the top five areas of difficulty were lack of employment opportunities (30%), transportation problems (30%), study method (22%), not having family or friend who could help (21%), and language problems (17%).

Table 17	
Difficulties being international students in NL(N=83)	Percent of students
Lack of employment opportunities	30.0
Transportation problems	30.0
Study method	22.0
Not having family or friends who could help	21.0
Language problem	17.0
Not having other students from your country of birth	11.0
Not knowing the city/town in which you are living	9.6
Discrimination	8.4
Not being able to find/afford child care	3.6
Other difficulties*	15.7
Note: respondents could provide more than one response	

*Other difficulties include:

- Terrible weather in the winter and road conditions inconvenient for those without a car
- Not many scholarships available for international students
- Inadequate support systems
- Not being able to make friends, trouble “fitting in”
- No reasonable health insurance
- Time difference
- Style differences
- Insufficient reading ability
- Racism – for example, people asking me if I’m going back to where I came from after I am done my studies.

Future Plans

Regarding their future plans, as shown in Table 18 the greatest percentage of students plans to work in the professional, scientific or technical services (40.5%). This is not surprising as most international students majored in sciences or engineering (as described earlier in Table 16).

Area of work when graduate (N=79)	Percent of students
Professional, scientific or technical services	40.5
Government services	10.0
Education	10.0
Management	7.6
Health care /Social services	6.3
Mining, oil or gas extraction	5.0
Finance, insurance, real estate	5.0

To answer research question 1: *What are the reasons for low attraction of newcomers to NL?*, students were asked about their plan to settle in NL and the barriers/problems they faced living and studying in the province. As noted in Figure 16, among 69 students who answered this question, more than half (52.17%) will move away and almost 35% were undecided. Similar to the newcomers to NL, only 13% planned to settle in the province.

Figure 16: International students’ plan to settle in NL (N = 69)

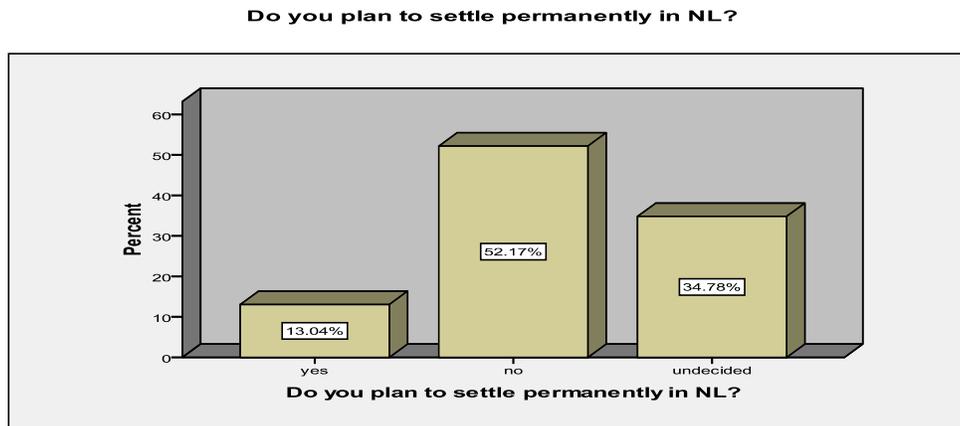


Table 19 presents the reasons given by the students for not settling permanently in Newfoundland. Job opportunities and distance from the rest of Canada, better quality of life and better salary are the top four reasons.

Reasons	Number of students	Percent of students
Job opportunities are better elsewhere	38	45.8
Distance from NL to the rest of Canada	28	33.7
Better quality of life elsewhere	25	30.1
Salaries are better elsewhere	24	28.9
To be close to family and friends elsewhere	22	26.5
Poor climate/weather In NL	20	24.1
Good working conditions elsewhere	16	19.3
Access to education is better elsewhere	15	18.1

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Improve the future for the family elsewhere	14	16.9
Business climate is better elsewhere	14	16.9
NL's social system	13	15.7
Political or religious freedom elsewhere	9	10.8
Other reasons: lack of entertainment (concerts, performances), NL too small and 'boring', not my 'home', racism/discrimination, feeling as an 'outsider', pursue PhD study elsewhere.	7	8.4
Note: respondents could provide more than one response		

Barriers

The students' perspective on the barriers/problems that they faced in Newfoundland and Labrador is presented in Table 20. They were asked to rate each answer on 5-point Likert scale to the question: to what extent do you perceive each of the following as possible barriers/problems to international students in Newfoundland and Labrador? Their comments were combined into three categories: a great deal/somewhat, a little/very little and not applicable. We inferred that these barriers/problems added to the reasons for the majority of international students not to settle in NL and could possibly lead them to form their eventual decision to leave.

Barriers/problems	N	A great deal/Somewhat %	A little/Very little %	Not applicable %
Amount of information available for international students regarding job market conditions (i.e. what jobs are available)	71	43.7	50.7	5.6
Racism and discrimination towards international students in NL	71	26.8	57.8	15.5
The current economic conditions in NL	71	53.5	33.8	12.7
Support and information provided to international students in NL	70	63.4	41.4	4.3
Amount of information available for international students to assist in looking for employment	71	43.7	50.7	5.6
Knowledge of Canadian business and work practices	71	38.1	56.4	5.6
Access to services such as children, counselling, transportation, schools/education for children	71	46.5	38.0	15.5
The current living conditions in NL (cost/availability)	70	60.0	35.7	4.3
Process of application for financial services to help pay for education	71	45.1	29.6	25.4
Access to activities related to your culture	70	44.3	48.5	7.1
Amount of expert advice and support available through mentor programs, apprenticeships, work terms	70	41.5	41.4	17.1
Recognition of credentials such as diplomas, certificates, or degrees obtained internationally	71	42.2	39.4	18.3
Number of international students living in your area who can provide support for international students	70	37.1	58.6	14.3
Differences in language and communication	70	35.7	54.3	10.0
Differences in behaviours (cultural practices, religion, dress)	83	39.8	41.0	19.3
Others: racism/discrimination, lack of support, feeling as 'outsider', local drinking habits, personal problems...	40	22.5	37.5	40.0

Attracting and Retaining Immigrants to Newfoundland and Labrador

Further, students were asked for their perceptions regarding whether the educational institution and the provincial government was doing enough to help retain and motivate international students to come and to stay in NL. Table 21 summarizes the opinions of 46 students who answered this question and lists the reasons for their answers.

Table 21				
Do you feel the educational institution, the provincial government was doing enough to help retain and motivate international students to come and to stay in NL? (N=46)				
	University/college/educational institution		Newfoundland and Labrador government	
	%	Reasons for answer	%	Reasons for answer
No	47.8	-Lack access to job market -Inadequate staff support, little understanding of international students issues -High cost of living -Discrimination -Inadequate information about MUN & province -Few students of same ethnic group	60.9	-lack of jobs -should lower threshold of immigrant policy for students who completed their degree in NL - poor street condition in the winter -haven't seen any government's plan -low salary -NL needs to be more open-minded -They are doing enough to bring them (students) to NL, but not much in motivating them to stay
Yes	32.6	-Had part-time on & off campus jobs -MUN is doing its best -Good information in MUN website -The ISA (International Student Association) office is wonderful	17.4	-like the student work program -like the PNP (provincial Nominee Program) -Didn't raise international student fees recently -Provide MCP to students
Undecided	8.7	-They are doing something, but you can't get a job here, how can you stay?	13.0	
Don't know	10.9	- Don't know what they are doing -How to measure the word "enough"?	8.7	-The economic downturn is going on now, they need to support their own people first
Total	100.0		100.0	

As mentioned before, in addition to completing the structured questions above, international students also answered open-ended questions and interviewed in focus groups. These qualitative data are presented in the qualitative analysis section.

3/ Survey of Newcomers to Toronto and Montreal

To further clarify the reasons for low attraction of immigrants to NL, we also surveyed a convenience sample of newcomers to Toronto and Montreal. A total of 32 newcomers from these two cities completed the questionnaire distributed through the immigrant services agencies.

Demographic characteristics

Similar to the newcomers to NL and the international student groups, there were more male (61.3%) than female (38.7%) participants in this survey. Again, the highest number was from Asia, followed by Latin America, then Europe (Table 22).

Table 22: Global origin of newcomers to Toronto & Montreal (N=32)

Origin	Number of respondents	Percent of respondents
Asia (Japan, Korea, China, India, Philippines, Bangladesh, Pakistan...)	16	50.0
Latin America	8	25.0
Europe	5	15.6
North America	1	3.1
Africa	1	3.1
Eurasia	1	3.1
Total	32	99.9

Table 23 showed that the majority of newcomers to Toronto and Montreal were young adults, in the age bracket of 20-39 (65.5%). Most were single (never married) (59.4%) (Table 24).

Table 23: Age distribution of newcomers to Toronto & Montreal (N=29)

Age	Number of respondents	Percent of respondents
18 or younger	2	6.9
20-29	8	27.5
30-39	11	38.0
40-49	6	20.7
50 and older	2	6.9
Total	29	100.0

Table 24: Marital status of newcomers to Toronto & Montreal (N=32)

Marital status	Number of respondents	Percent of respondents
Single	19	59.4
Married/Common law	9	28.1
Divorced	2	6.2
Separated	2	6.2
Total	32	100.0

The majority (84.4%) of newcomers to Toronto/Montreal were highly educated, with post-secondary education (college diploma and higher). (Table 25)

Table 25: Level of Formal Education of newcomers to Toronto/Montreal (N=32)

Formal Education	Number of respondents	Percent of respondents
Professional (i.e. Medical, Law)	1	3.1
Masters	5	15.6
Bachelor	13	40.7
College diploma or certificate	8	25.0
Trade Certificate/Apprenticeship	1	3.1
High School	4	12.5
Total	32	100

Attracting and Retaining Immigrants to Newfoundland and Labrador
Information about Immigration

The newcomers to Toronto/Montreal reported their greatest source of information about immigrating was from relative or friends. (Table 26)

Table 26		
Source of information about immigrating to Toronto/Montreal (N=32)	Number of Respondents	Percent of respondents
A relative or friend	15	46.9
Citizen and Immigration Canada website	11	34.4
International embassy or consulate officer	5	15.6
Non-governmental organization	5	15.6
An immigration consultant	4	12.5
Provincial government website	3	9.4
An immigration lawyer	1	3.1
Association for New Canadians	1	3.1
Note: respondents could provide more than one response		

*Reasons for **not** settling in Newfoundland and Labrador*

The newcomers to Toronto and Montreal were asked whether they plan to settle permanently in their respective city and 50% said yes.

We further asked the Toronto/Montreal newcomers for their reason(s) for *not* settling in Newfoundland and Labrador. Of the 19 respondents who completed this question, the top three reasons were lack of knowledge about NL, distance of NL to the rest of Canada and better quality of life elsewhere. (Table 27)

Table 27: Reasons for Toronto/Montreal newcomers <i>Not</i> Settling in NL (N=19)		
Reasons	Number of respondents	Percent of respondents
Lack of knowledge about NL	6	31.6
Distance from NL to the rest of Canada	6	31.6
Better quality of life elsewhere	5	26.3
better pay elsewhere	4	24.1
Improve the future for the family elsewhere	4	24.1
Job opportunities are better elsewhere	4	24.1
Poor climate/weather In NL	3	15.8
Better working conditions elsewhere	3	15.8
Access to education is better elsewhere	2	10.5
To be close to family and friends elsewhere	2	10.5
Better social system (health/social services) elsewhere	2	10.5
Better political or religious condition elsewhere	2	10.5
Note: respondents could provide more than one response		

Additional information collected via open-ended questions in the survey from newcomers to Toronto and Montreal is included in the qualitative analysis section.

II. Research question 2: ‘What are the factors that motivate immigrants to leave NL?’

To answer the research question 2, we directly surveyed a sample of immigrants who have left NL after having lived in the province for various length of time. Their opinions clarified, reinforced and supplemented the perceptions expressed by the newcomers and international students described above.

Survey of immigrants who left NL

Demographic characteristics of immigrants who left NL

Of the total of 36 immigrants who left NL participated in this survey, 35 indicated their gender. Similar to the newcomers and international students, more male (61.1%) than female (38.9%) completed the questionnaire (Figure 17). They were older than the two previous groups as 50% were in the age bracket of 40-59 (Figure18). Most were married (77.1%) (Figure 19).

Figure 17: Gender of immigrants who left NL (N = 36)

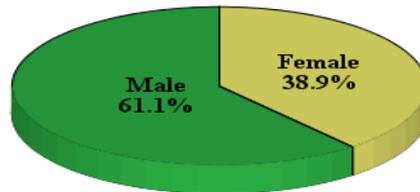


Figure 18: Age distribution of immigrants who left NL (N = 36)

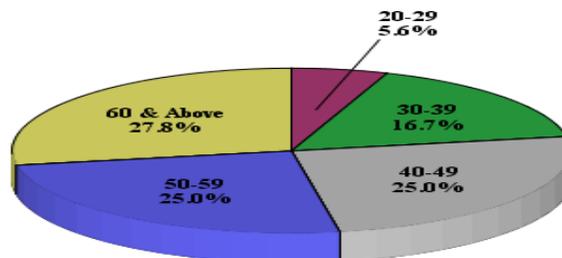
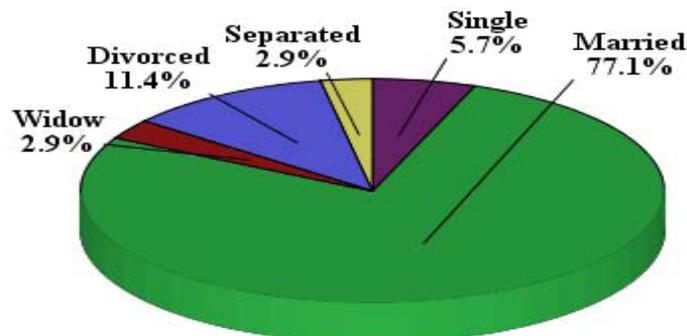


Figure 19: Marital status of immigrants who left NL (N = 35)

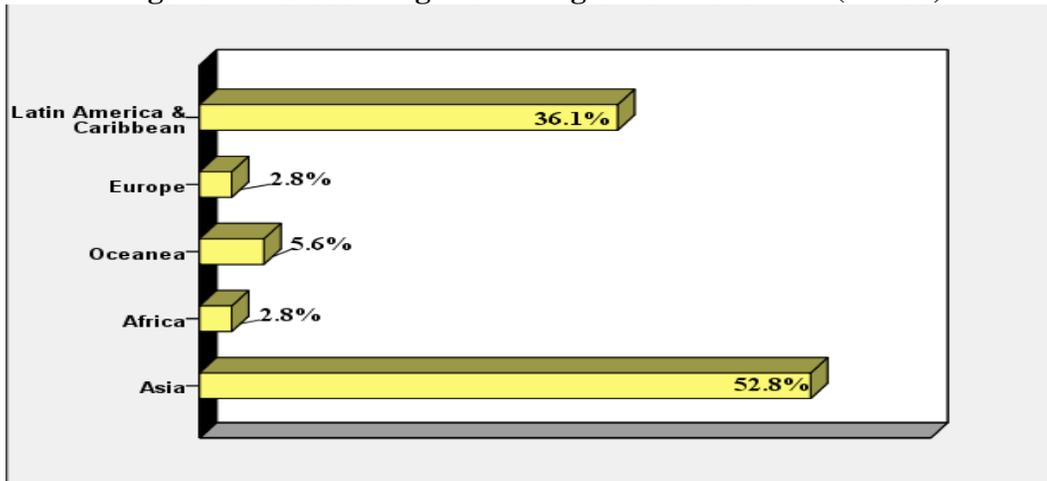


Immigrants who have left NL were highly educated as almost 66% had a university degree (Table 28).

Education	Percent	
Professional (i.e. Medical, Law)	22.9	Total University = 65.8
Doctorate	22.9	
Masters	14.3	
Bachelor	5.7	
College	17.1	
Trade Certificate/Apprenticeship	8.6	
High School	8.6	

The majority of people who left NL were from Asia (52.8%), mostly Vietnam, followed by those from the Latin America and Caribbean (36.1%), mostly from Cuba (Figure 20).

Figure 20: Global origin of immigrants who left NL (N = 36)



The majority (66.7%) moved with spouse/partner, 30.6% moved alone. One considered moving back to NL. Two others will only move back if there is job or being admitted to the University (Table 29).

	Number of respondents	Percent of respondents
Moved with spouse/partner	24	66.7
Moved alone	11	30.6
Moved with children	7	19.4
Moved with dependents	3	8.3
Considering moving back to NL	1	2.8
Note: respondents could provide more than one response		

Out of 20 participants who answered the question “Is this the first time you moved from NL?”, 16 answered this question and 15 said yes. Table 30 listed the *main* reason and *other* reasons for leaving NL. The greatest *main* reason (58.4%) were **job** related, either to accept a new job (33.4%) or to look for job/work (25%). Other reason most cited was to live with or close to family or friends (55.5%).

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	Main reason (Choose one)		Other reasons (choose more than one)	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
To accept a new job	12	33.4	1	2.8
To look for a job/work	9	25.0	1	2.8
To go to school	3	8.3	1	2.8
Move with spouse/parent	3	8.3	5	13.8
To live with or close to family or friends	3	8.3	20	55.5
To retire	3	8.3	1	2.8
Job transfer	2	5.6	0	
Climate/scenery	1	2.8	9	25.0
Better schools, health care & other services	0		7	19.4
Taxes	0		2	5.6
Health	0		2	5.6
Others: live in multicultural city, easy travel, closer to kids, had enough (living in NL)			4	11.0
Total	36	100.0		

Before moving from NL, 58.3% were working at a job or business. Table 31 listed the areas of work they did before leaving the province.

	Number of respondents	Percent of respondents
Professional/Scientific/Technical services	7	19.4
Accommodation and food services	7	19.4
Did not work	5	13.9
Education (Schools, School Boards)	4	11.1
Health care and social services	4	11.1
Others: research, completion of University study, deliver person	3	8.3
Construction	2	5.6
Government services	1	2.8
Transportation and Warehousing	1	2.8
Wholesale or Retail trade	1	2.8
Information or cultural industry	1	2.8
Total	36	100.0

We asked this group who have left NL to give their opinions regarding the reasons for low attraction of immigrants to NL (research question 1) and what will retain immigrants after their arrival (research question 2), their opinions are included in the next section of qualitative analysis.

Qualitative Analysis

Data from open-ended questions from all four study groups (newcomers to NL, immigrants who have left NL, international students, and newcomers to Toronto/Montreal) were categorized and, whenever possible, were quantified and summarized in a table. Similarly, those from the focus groups were organized into themes. Some relevant unedited quotes were used to illustrate the ideas expressed. Additional quotes are available on request.

I/ Advantages of living in NL

Most study participants identified the positive qualities of life in NL such as its safety, low crime rate, tranquility, and the friendliness of local people.

“...we enjoyed the scenery, nature, and the kindness of the people greatly when we were there and came back twice for vacation visits.” (a person who left NL)

“...NL is really attractive, warm, pleasant people – the ability to make a real difference if you have unique skills.” (another person who left NL)

“This is a perfect location to study because it’s quiet...you can focus on your school.” (international student)

“...People are really friendly here. They treat me very well. They greet each other in the morning...I have been to Vancouver and Toronto and other cities but people don’t greet even their neighbours...they don’t know their neighbours...” (another international student)

“...people are very nice, very polite and the nicest people maybe in Canada...when you ask questions you need to get somewhere about the directions they go with you and help you find the place right away...if you go from east to west [in Canada] the level of politeness goes down...other places sometimes they don’t even reply to your ‘hi’ or your greeting and if you say ‘hi’ they look at you...they give you a weird look.” (a student in focus group)

For the international students, low tuition, quality of education and good health care are added incentives to study in the province.

...“Tuition is low, students have MCP and study conditions are not bad – quite good actually compared with more European countries – it’s a wonderful place!”

II/ Research Question 1: What are the reasons for low attraction of newcomers to NL?

Reasons for low attraction of newcomers to the province are multiple. However, the top reason given by all four groups surveyed was lack of **jobs**. This factor was most important for those who left NL (64%), followed by NL newcomer group and international students (40% each). The next three reasons most mentioned by the moved away group were, in ranking order, poor climate (36.1%), no recognition of foreign credentials (16.7%) and high cost of living/low pay/high taxes (16.7%). The reasons identified by the NL newcomers were racism (20%) and high cost of living/low pay/high taxes (17%). Other reasons cited by international students for attracting and retaining more of their fellow students are financial reasons such as providing more scholarships (20%) and keeping tuition low (11.1%) (Table 32).

Reasons	% Newcomers to NL N=35	% International students N=45	% People who left NL N=28
Lack of jobs	40.0	40.0	64.0
Poor climate			36.1
No recognition of foreign credentials	8.5		16.7
High cost of living, low pay, high taxes	17.0		16.7
Racism, discrimination	20.0		

Other themes identified by the participants are outlined below:

Lack of employment

Having a job has been identified as the most important determinant for immigrants to decide on a place to settle. In NL, due to lack of industry, the unemployment rate has been one of the highest in Canada. Even local residents have to out-migrate to look for work. For that reason, it is even more difficult for newcomers and international students to find suitable employment.

“...I want to find a job to support myself...minimum pay....I find that I’m either over-qualified or not a good fit for the population...we compete with local people who have the language and they have a larger network here...naturally we have some barriers to compete with the local people – I think that’s why we find it’s very difficult to find a job here...” (an international student)

“it’s not easy to get a job...there are some students and they’ve graduated and they’re still like struggling to find a job...” (another international student)

“how many students graduated in Chemistry/Physics can find jobs in NL? I think if NL have diverse ‘job market’ students will stay” (another international student)

“not many jobs in NL - no manufacturing jobs“ (immigrant who left NL)

“could not find a better job in NL”(another immigrant who left NL)

Non recognition of foreign credentials

“Credentials are not recognized here even though on immigration websites the impression is given that they are recognized”. (an international student)

“lack of jobs; no recognition of prior profession/education” (person who left NL)

Isolation

For the newcomers who are working or studying in NL, they feel very isolated and lonely. Some the newcomers and international students identified the reason for their acute feelings of loneliness and isolation was lack of people of their own ethnic groups. Therefore, they missed the things related to their ethnic culture such as foods, religious affiliations, important festivities and holidays of their own culture.

“... I think international students when they come to Newfoundland they feel very lonely – because they move from their home and Newfoundland is not really like Toronto or some other country where you have multicultural and multiethnic. Newfoundland is an island somewhat very much like a European country, I think...in the beginning they may feel very lonely, isolated and lonely and that is one of the obstacles...” (an international student in focus group)

“...I talk to other students and they’ve very lonely...I find they spend all day in depression...they’re working...they don’t go out...they don’t do anything...they have no friends...they have no cultural activities...it’s difficult...” (another international student in focus group)

“lack of ethnic food and cultural programs, less social and family support compared to other provinces, lack of immigrant community such as in bigger cities” (a newcomer to NL)

In addition, study participants expressed difficulty in getting to know the local residents well. They all spoke highly of the friendliness and helpfulness of Newfoundlanders toward strangers. However, they sensed a distance between themselves and local people.

“...Newfoundland is a bit distant...they are very friendly – they welcome you to go to their house and they will treat you very, very well and will help you when you are in trouble but it’s hard to get very close – just like members in the old community – they put you in some safe distance – it’s hard to be closer – it’s very difficult to get in...” (a student in focus group)

Other reason for loneliness is the geographical distance between the island and other big cities of Canada or the US. Due to this great distance, it is very costly to visit their friends and relatives in other big cities, as air travel is the only convenient mode of transportation available.

“geographic isolation/lower accessibility to other parts of the country/world”

“flights between NL and Europe (it’s very expensive not to transit by Montreal or Toronto - and very long)” (a newcomer to NL)

High cost of living and low salary

The higher cost of food, accommodation, heating, transportation and other living essentials, together with low salary and higher taxes in NL have been perceived by a number of participants as deterrents to attraction of newcomers to the province.

“The salaries here in this province are not as good as other places...that is why all the students will leave...” (an international student)

“...Break terms – I have to stay and then I have to pay \$11 per night – it’s not included in the housing fee – I have to pay separately – that’s unfair for international students because they don’t have a choice...” (an international student in focus group)

Local public transportation

Newcomers and international students depended largely on local city buses for their daily transportation and found that both the bus schedule and routes are inadequate and inconvenient. For them, the only alternative to bus use is walking which is very difficult in the winter due to the poor state of the sidewalks and very windy, cold, slushy weather.

“transportation issues...buses...the city doesn’t clean the sidewalks...you have to walk beside the cars in the winter and it’s risky...”

“In winter the streets are so bad in a way that you can’t use them – few buses (schedule) – if you lose your bus you need to wait another half hour for the next one to come”.

Lack of knowledge (policies and regulations)

Many newcomers and international students mentioned a lack of knowledge about NL, its location, history, general strengths, available employment opportunities as well as policies and regulations.

“lack of information about the potential in the province and how newcomers could tap to the opportunities” (a newcomer to NL)

Discrimination

Although results from the structured survey in this study indicated that racism and discrimination have not been perceived as important factors in attracting and retaining immigrants (Tables 8, 13, 17, 20, 32), however, it emerged as a theme in the responses to the open-ended questions of the surveys and the focus group interviews which allow freer expression of feelings and greater depth discussion of the issues. The following unedited quotes describe their experiences. Some of these quotes were poignant and may have not reflected the perception of the majority of respondents, they were mentioned by several in each group. According to their perception, racism and discrimination existed in various forms and were expressed in different ways in areas such as job hiring, career promotion and recognition, student admission to the university and so on. It may be due to misunderstanding between cultures. It is difficult to know whether this issue is real or perceived. In either case, it affects people’s feelings and behaviours and their decision to stay or leave.

“Local people feel immigrants are ‘stealing’ jobs from them – racism and discrimination towards foreigners very high in NL” (an international student)

“...many jobs are advertised just for the sake of advertising...they already have somebody in mind they’re going to hire...you don’t get the feedback when you apply whether the application was successful, not successful”(an international student)

“Racism—for example, people asking me if I’m going back to where I came from after I am done my studies” (an international student)

“people leave NL and go to Calgary, Toronto or even US because there are better opportunities and acceptance of international students” (another international student)

“Local companies prefer to hire people from NL or at least recommended by a Newfoundlander - such conditions make it hard for an outsider to get a job in professional field” (a newcomer)

“...the main reason for low attraction (of immigrants to NL) is non-acceptance by the society at large. Newfoundland is a very closed society, even Canadians from mainland are not accepted. I have heard comments, like, mainlanders are wasting Newfoundland money when they got sick even though they were working and paying taxes. I have seen the reaction of Newfoundlanders in the 80's when many Europeans jumped the plane to seek asylum from communist countries. Many of them were highly talented but they left the province as they must have felt unwanted in the province. Today, perhaps only a few of them are still in the province. This was a big loss for the province” (person who left NL).

Some international students perceived a lack of support for their studying and living in the province as expressed in the following quotations:

“I think NL is less ready than other provinces for international students due to the fact that there are less international students in NL compared to other parts of the country”

“A lack of follow through at all levels – the university needs restructuring as far as International students are concerned – the front end looks enticing but support systems are not there – the main support problem is the lack of information pertaining to employment.. .. No one follows through on what they are supposed to do”

“Support staff are too burdened or think that it is too much to help international students”

Poor weather

Another factor affecting the attraction of newcomers to NL is the long cold, windy weather. The poor weather and inconvenient public transportation add to the barriers for newcomers to arrive and settle in the province.

"windy, slushy weather and isolation..."

III. Research Question 2: What are the factors that motivate immigrants to leave NL?

The answers for research question 1 are also applicable for answering question 2. Not surprisingly, most members of the newcomers to NL and those who left the province mentioned lack of employment (53% and 71.4% respectively) as the most important factor that motivated immigrants to leave. Next on the list for these two groups were poor weather (40.6% and 36.1% respectively) then high taxes/high living cost/low pay (25% and 16.7%). Furthermore, distance between NL and other big cities was mentioned by 22% of the newcomers to NL. 16.7% of those who left NL reported lack of recognition of foreign credential was the next factor that motivated them to leave. We also directly asked people who have left NL for the reasons of their move. Their answers again echo the experiences described by newcomers to NL and international students, categorized for research question 1 and again below.

Lack of job

...There are not job opportunities and qualifications earned outside Canada were not accepted (a newcomer to NL)

Poor weather

"weather with long winter... cold climate"

High cost of living, low pay, high taxes

"cannot go anywhere without flying or by boat"

"need higher salary to balance with the high cost of living" (person who left NL)

Poor public transport

...poor public transportation; bad owners (employers); high price of food (a newcomer to NL)

Lack of multiculturalism, isolation

"moved out of NL because other provinces have big Vietnamese community"

"Lack of ethnic food and cultural programs...lack of immigrant community such as in bigger cities"

"The food variety...we can't find the special things we like, especially for someone who has a special diet – vegetarian. I have difficulty finding some vegetables I used to get in [home country]...easy access to those vegetables in Vancouver, Ontario, Montreal –some of them in New Brunswick...Now Sobey's have some [ethnic] foods and Dominion – things are improving but in a slow place" (an international student)

"I found living in Newfoundland a very isolated feeling - not same as we feel here...less social and family support compared to other provinces" (person who left NL)

Racism, discrimination

“...in job or hiring areas the preferences given to Newfoundlanders rather than equal opportunity for all” (a newcomer to NL)

“Discrimination and racism during job interview process (i.e. are you Canadian? Why are you here?)” (an international student)

For some who moved from NL, their perceptions of racism, discrimination that they experienced while living in NL was described as below

“...Newfoundlanders are basically very good but they may be too proud of themselves hence they cannot understand others” (person who left NL).

...I lived and worked in NL for many years. When I first arrived, I felt welcomed by all but later on I felt I was not wanted even at my place of work. I gave everything to my work - my place of work was new and I gave a lot of myself to develop the area. Unfortunately, it was never recognized. I had the feeling that my colleagues and students preferred me to leave the place. One aspect I realized that you are not accepted by society at large unless you are a Newfoundlander no matter what. Now I realize that in the early part I was accepted because there was no qualified person in the province to do my job (person who left NL).

Family reunification/social support

It is noted that for those who left NL, more than half (55.5%) (Table 30) did so to be near their adult children, friends. Their move further reduces the pool of immigrants needed to attract newcomers to NL. Their adult children/relatives may have had to leave NL to look for job and settle elsewhere, hence, this motivates their parents/relatives to join them. Thus a vicious circle is established.

“ones who have stayed after retirement have their children settled/married in NL” (person who left NL)

“Newfoundland and Labrador is a nice province but most of new immigrants don’t want to come and live there because their relatives are in other provinces.” (a newcomer to Toronto)

Another newcomer to Toronto provided a comprehensive list of factors that motivated immigrants to leave and suggested measures to increase retention:

“Limited opportunities in the areas of employment; hourly earnings that is inferior comparatively to other provinces; limited number of immigrants who can help their relatives to reintegrate into the NL society; non encouragement of newcomers to initiate their own projects and churches that can make them to not live in the province; no motivation and competition to attract newcomers; no program set by the provincial government to help the newcomers to reunite their relatives; As most of provinces assist new immigrants with RAP-re-settlement assistance program for almost one year, NL has to extend the program of RAP to two years and this will attract newcomers to stay while receiving the RAP assistance and after living two years in NL they will find necessary to continue living in the province; collaborate, motivate and encourage churches and NGOs to be fully engaged into the program of re-settlement.”

RECOMMENDATIONS

Participants from various study groups were consistent in making recommendations to improve attraction of newcomers to the province. Their suggestions are categorized as below:

Create more job opportunities, provide better wages

“Suitable work for both spouses is difficult to organize (but not always impossible) (Person who left NL).

“create more jobs in different business areas; help immigrants to improve their study; upgrading (another person who left NL).

“The province needs to increase job opportunities in government departments. Effectively help newcomers on arrival how to secure jobs. Develop more industries in the province.” (a newcomer)

Acceptance of foreign credentials, job qualification from other countries

“Acceptance of degrees (of country of origin)” (a newcomer to NL)

Increased acceptance of and support for immigrants/international students

There is a need to improve local residents’ acceptance of immigrants, to be aware of the contributions made by immigrants to the province’s economic development. The ethnic cultural organizations need to be supported and encouraged so that their activities are more visible and sustainable which in turn attract other immigrants to NL. Furthermore, information from relatives and friends has been identified as the most important factor in attracting immigrants. It follows that immigrants who have been content with their settlement will provide free advertisement for the province and will entice their family and friends/colleagues to join them.

“Need day of multiethnic awareness (to acquaint people of NL with customs and traditions of other cultures – promote acceptance, diversity (skin color-discriminatory remarks)” (international student)

“Employers lack information about the immigrants’ skills. They really needed to be educated about the hidden potentials in the immigrant employees” (a newcomer to NL)

“...the only way immigrants will stay in the province if they feel genuinely accepted and appreciated for who they are and not blocked from contributing to the society. Newfoundlanders & Labradorians need to understand that only by accepting and recognizing others (different from themselves) their society can be enriched and progressive. There is no need for the ‘island’ mentality in today’s world. Society and culture always evolve, if one prevents and lives in the past to protect the ‘old days’ culture - that is a sure way of self-destruction. It becomes an incestuous relationship and will face all the problems that come with it.” (a person who left NL)

“Acceptance/tolerance of newcomers (ethnic background, language, sexual orientation, religious beliefs, social/economic status)” (a newcomer to Toronto)

Initiate and support multicultural activities

...besides the common life immigrants need sometimes their traditional activities such as group/religious celebrations, special food/ restaurants, convenience- connection with relatives in other provinces so that they feel “at home” a least for the first few years to gradually adapt the new life, then after they will love and accept comfortably the land as their home land (a newcomer)

Attracting and Retaining Immigrants to Newfoundland and Labrador
Provide financial subsidies to cope with high cost of living

“for refugee immigrants I would like to request to CIC to provide financial support for at least three years” (a newcomer)

“Government has to attract people by lowering taxes and gas prices etc. because the first thing which attracts anybody is money and then living conditions. Given the type of weather we have Government should give special rebates to people who move to NL like tax rebates on home heating cost and renting an apartment etc. for at least first 5 years so that they can establish and explore their opportunities while in the phase of transition.”(a newcomer)

... Affordable housing prices; more information about opportunities available in NL. Convincing information is by the word of mouth. As more immigrants settle here, they will convince more of their friends. So, a nucleus needs to be formed for more people to come, as it happened in Ontario, B.C. etc. So, bottom line concentrate on new immigrants and offer them job incentives to compel them to stay. They will do the rest of the job of attracting more people of their kind (another newcomer to NL)

For international students, the high cost of living in NL could be softened by increasing scholarship funding and keeping tuition low.

Implement measures to mitigate the harsh winter weather, such as better bus shelter and schedule, better sidewalk condition in the winter, indoor shopping malls...

“improving transportation for example, highways in NL - better road conditions between NL and the rest of Canada” (a person who left NL)

Review of Government immigration policies

“Immigrants are forced to come to Newfoundland based on the fact that Newfoundland has less immigrants than other provinces in Canada. I think if refugees got a choice of where they wanted to go inside of Canada they would be more willing to stay” (a newcomer to NL)

Province will attract more immigrants...*“If the immigration process is easier and waiting time is much shorter” (a newcomer to Toronto)*

“The best immigration policy, PNP program to sponsor relatives, distant relatives and friends, full living and tuition fee support for enhancing education.” (a newcomer to Toronto)

“Things that will attract newcomers are the following: the provincial government has to set a program of welcoming more immigrants and prepare a good economic atmosphere that will allow newcomers to work without any problem; encourage, help and facilitate newcomers to get reunited with their family members as soon as possible without any exigence.” (another newcomer to Toronto)

“Allow, encourage and sponsor the initiatives and projects created by new immigrants for example, religious non-profit organizations, personal business, et cetera...” (a newcomer from Montreal)

Better advertisement about NL for new immigrants regarding job opportunities, facilities, language, government policies and regulations...

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Most immigrants come from the vibrant metropolis. It is understandable that they prefer to stay in similar environment in Canada. It is therefore important that NL's urban living is better known to potential newcomers. The current advertisement about NL as a vast open landscape may be suitable for attracting only eco-tourists or outdoor adventurers, but not immigrants in general. Some immigrants who left NL provided concrete suggestions such as:

...need more advertizing about the new oil and gas industry development to attract skilled workers, good salary/benefits, show them the tradition warm welcome of Newfoundlander, the convenience of living in NL towns/cities with full modern life activities (housing/ condo/ apartment living, shopping, attractions, but more relaxing near nature and beautiful unique sceneries) (a person who left NL)

...avoid showing too much lonely towns or areas with only few hundred people population, or just scenery with one lonely lady and the sky/mountain... (that's giving the wrong feeling of isolated lands like in the far North with snow, cold, no man's land!) (a person who left NL)

...show them after a day of work, they can take a ride from big cities like St John's, Gander, Corner Brook... to the splendid seashores just in 15- 20 minutes and relax with nature, or 1-hour drive to the endless beautiful parks on the week-end, make friendly living with neighbors, less crimes, convenient in transportation to anywhere in the world when needed.. (a person who left NL)

...NL is less well-known than other province in Canada such as Ontario, British Columbia or Quebec. Potential immigrants do not know what they can do for their living in NL.

...lack of information about the province (people from outside first think about NL as a far away land, lots of snow, cold and isolated, not much business...) (a person who left NL)

To many, NL is an unknown place:

“...when I came here and I was ordering some chemicals for my project...I told them about the location and I said St. John's, NL and they said, ‘Is that in the US?’ “...my dad when I told him I want to go I didn't say NL I said, St. John's, and he said, ‘where's that, Nunavut?’” “I hear about NL when I'm in NL...”(an international student)

...this survey came to me as a surprise, sent from a friend. In Ontario - with many immigrants from around the world, they did not know NL is now in need of big numbers skilled people, because lack of information about the province, its people, its living activities. (a newcomer to Toronto)

NL needs... *“Intense public relations work”* (a newcomer to Toronto)

Not only does the province need to better advertise itself, the university is also a “best kept secret”, according to an international student:

“...I don't think the university does a good job in advertising itself...international students when they are searching for a university in Canada they don't spot Newfoundland actually – this university doesn't have international collaboration – you have to reach out and have more collaboration...promote it better...it still depends on the word of mouth...people want to study abroad but they have difficulty to find a decent school and I think Memorial is quite good – the teaching quality, the facilities, and the language, environment is good – but people have difficult to access this information...” (an international student)

International students also made specific suggestions for Memorial University to improve its attraction to international students. These suggestions relate to access to job market, improved living condition...such as:

Attracting and Retaining Immigrants to Newfoundland and Labrador

“MUN has a peer group that send people to pick up new students from their region—I like that part”

“Provide opportunities for students to live together with other international students”

“Help international students become part of the community – many international students feel alone/isolated...[suggest] opportunity for religious practice”

“Follow through on commitments/charters outlined on website”

“Co-op programs for international families i.e. gym membership, research assistant-type jobs, employment opportunities”

“Provide support/assistance – mental, financial (educational, social, cultural, linguistic)”

“Better housing – graduate students apartments with private bathroom and kitchen”

“The fact that the government of NL is encouraging programs like student-graduate work programs and provincial nominees is a factor in retaining and motivating international students to come and to stay in NL”

“Connection to the community regarding work opportunities”

“Create post-graduate employment opportunities program”

“Need employership assistance (i.e. Alberta)”

“The institutions can provide more funding to the current graduates from the university and establish a strong tie with the business and career environment – universities should also make room for permanent jobs wherein establishing a quota for international students”

“Good funding – many students have the opportunity to attend other schools but better university funding attracted them to come to MUN”

“More scholarships/ awards/ funding/ fellowships for international students”

“Involve the NL government in recruiting international students – offer incentives – live, study, stay in NL”

“Make MUN a first class university in Canada”

SUMMARY OF FINDINGS

Below are the main survey findings of the four groups of participants: newcomers to NL, newcomers to Toronto/Montreal, international students and those who left NL. The data gathered from different sources, using different methods have been consistent and are complementary to each other. The triangulation of data sources and methods of data collection minimizes potential bias, avoids one-side interpretation and enhances the validity and reliability of the findings.

Sample characteristics

- All four groups were highly educated. Many were in the field of sciences, professional, technical services which formed a great human capital available for NL and for Canada
- The greatest source of information for the newcomers and international students for making decision to arrive in their respective province was from family, friends and university alumni. Hence, words of mouth are very important in attracting immigrants.
- Only about 50% of newcomers to NL received information (either before, during or after arrival in NL) about how to access educational services and medical services. And only about 35-40% received information about how to find housing, look for a job, obtain language training, access basic needs and services (food, clothing), and contact immigrant agencies.

Staying/leaving?

- While 50% of newcomers to Toronto/Montreal planned to settle in their respective city, only 34% of the newcomers to NL and 13% of the international students have planned to do so in NL.
- While 54% of newcomers to NL and 35% of the international students were still undecided about whether to settle in or leave NL, about 22% of the newcomers to NL and 52% of international students surveyed in this study have already made the decision to leave NL and settle elsewhere.

Reasons for staying

- For newcomers to NL who have decided to settle here, the most important reasons for their decision to stay were the good quality of life in NL and to be close to family and friends.
- For newcomers to NL who are still undecided about settling here, primary reasons to keep them here would be family and friends and the primary reasons for them to leave are better quality of life elsewhere, job opportunities elsewhere, and political and religious freedom elsewhere.

Reasons for leaving

- For international students, their main reason for leaving NL is the perception of better job opportunities elsewhere.

Attracting and Retaining Immigrants to Newfoundland and Labrador

- For immigrants who have permanently left NL, their main reasons for moving from NL were job opportunities and to be with family or friends.
- When asked generally what would be important for attracting and retaining immigrants, the factor mentioned most frequently by all groups was availability of jobs.
- Several members of three groups of respondents (newcomers to NL, those who left NL and international students) also cited poor weather, racism and discrimination, isolation, lack of multicultural environment, high cost of living/low pay, great distance from the rest of Canada as deterrents to settle in NL.
- All four groups surveyed mentioned lack of information about NL regarding its strengths, opportunities, living conditions.
- University students perceived a lack of support for their studying and living in NL.

Summary of Recommendations:

Study participants from the four groups were consistent in making recommendations to improve attraction of newcomers to NL. Their recommendations include:

- Create more job opportunities, provide better wages
- Accept foreign credentials, job qualification from other countries
- Increased acceptance of and support for immigrants/international students
- Create and support multicultural activities
- Provide financial subsidies to cope with the high cost of living
- Implement measures to mitigate the harsh winter
- Review government immigration policies
- Better advertisement about NL for new immigrants

In addition to the above recommendations, our recommendations include:

- Increase Memorial University's visibility on the international stage
- All levels of government and other agencies need to be more proactive in reaching the newcomers to NL, providing information and easing their transition/settlement
- Federal government needs to be a better/more utilized source of information for potential immigrants
- Provincial government needs to advertize more actively and widely about its job opportunities, its strengths and potentials for new immigrants
- Municipal government needs to improve services such as local transportation schedules, bus shelters, side-walk conditions to mitigate the harsh winter weather conditions

DISCUSSION

In this section, the key findings of this study will be examined and compared with that of previous studies on immigration issues.

The discussion will focus on the purposes of the study, demographic characteristics of the sample, the results of two main research questions, relevance of findings to theories and implication for service, education, research and government policy formulation.

Purpose of the study

Previous studies on immigration issues in NL focus on labor force integration and employment, or on profiling the immigrants in the province. Gilroy's study (2005) addressed the retention issue, but not the attraction aspect and its sample is small (N=38), including mainly refugees whose needs and background may have been different from that of other classes of immigrants. Our study looks at both issues of attraction and retention. It is multisite, involves larger sample of immigrants and international students from diverse backgrounds (N=212) so that their collective voice is heard. As mentioned before, the use of various data sources and different research methods enhances the validity of findings.

The findings we obtain from these diverse groups are fairly consistent between groups and serve to validate the data. The results will assist the NL government to formulate strategies to boost immigration to the province, to provide the needed skilled human resources for the development of the offshore oil and mineral industries in the province.

Sample characteristics

The demographic characteristics of our sample are similar to that of previous studies by Gilroy (2005) and by Coombs-Thorne and Warren (2007). Immigrants and international students come to NL from all continents, but the largest group comes from Asia (especially China). They are highly educated with background in sciences, engineering, informational technology, health and social services which forms an important human capital that can be tapped for economic development of the province. There are more male participants than female, most are young or in the prime working age. Although highly educated, the majority (>83%) want to pursue further education or upgrade their training. This is consistent with results from a national study which found that about two-thirds of newcomers planned to further their education or training, with half of the immigrants who had acquired a university degree prior to immigration among those planning to take further training (Chui 2003).

It is confirming to note that the top reasons for immigrants moving to NL are virtually identical between our study and that of study by Coombs-Thorne and colleague (2007). Most important reason being education, the next in importance for both is to "get away from difficult situation in my home country" (32% and 24% respectively), followed by family/personal reasons (30% and 20% respectively).

Information need

Both newcomers to NL and Toronto as well as international student cited relatives and friends as well as alumni of educational institutions as the main sources of information about immigrating to their respective province. Perhaps information from other sources are not available or difficult to get or they have more trust in information from family and acquaintances who have had experiences with immigration than information from unfamiliar sources. Kinship and friendship also exert strong influence on immigrants' decision to settle or to leave their place of arrival and will be discussed later. The federal government needs to be a better source of information for potential immigrants. Only 19% of newcomers to NL identified the Citizenship and Immigration Canada (CIC) website as a source of information about immigrating to NL (versus 38% who indicated that a relative or friend was a source of information). The federal government could provide information about job

opportunities, for example, so that immigrants are better prepared before uprooting and can integrate more quickly into their adopted country. Recently the NL Government launched a website solely for providing information for prospective immigrants (McLean, 2009). This is an intervention in the right direction and its impact should be monitored and evaluated.

Similarly, it is disturbing to note that less than half of newcomers to NL received information on how to access basic essential services, such as medical service, housing, job, food, clothing...(Table 3). Only 19% received information on how to get prior credentials assessed or how to obtain Canadian equivalents for foreign qualification which is so important for finding suitable employment after arrival in Canada. This finding indicates a need for better orientation for immigrants during the transition period to facilitate their settlement.

Employment before and after immigration.

Results in Tables 5, 6 and 7 indicated that the unemployment rate of newcomers was higher than their jobless level prior to their arrival in NL (52% and 24% respectively) For those newcomers who did find work,—less people were able to find employment in the areas that they were employed before arrival to NL. This was especially significant in the areas of Professional / Scientific / Technical services, the most common areas of employment. Furthermore, the most common reason given for looking for another job is “want work in my area”. This finding indicates that they have difficulty finding job and many must have work in area outside of their interest or expertise. The difficulties in finding work such as language barriers, non recognition of international credentials, lack of Canadian work experiences...(Table 8) were also identified in several national studies (Citizenship and Immigration Canada, 2002; Statistics Canada, 2005) as well as studies in NL (Gilroy, 2005; Coombs-Thorne and Warren, 2007). It is obvious that if newcomers do not feel gainfully employed, they may become frustrated and move elsewhere.

Reasons for staying/leaving

In this study, only 34% newcomers decided to settle in NL which is similar to that of Gilroy’s study (36%) and that of study by Coombs-Thorne and Warren (39%). However this result is unexpectedly low comparing with recent findings of Statistic Canada where the arrival rate of immigrants and retention rate in NL has been improving, with retention rate reaching 52.4% during the period.2001-2006 (Akbari, 2008).

In our study the primary reasons that newcomers decided to settle in NL are **family and social reasons**, such as “good quality of life in NL” (12/17 or 70%), “to be close to family and friends” (59%), and to “improve the future for the family” (53%) (Table 9) . This finding is also found by Coombs-Thorne and Warren (2007). It is not surprising that economic reasons are not the primary drivers for the decision to settle in this province. NL has a history of high unemployment, low per capita incomes and dependence on Federal Government transfers. However, the economic climate has changed in the province. What will be interesting will be to what extent will significant economic returns from the development of the offshore and minerals in the province influence immigrants to come and settle in Newfoundland and Labrador. With pending shortages of workers and the prospect of prosperity, the results from our survey suggest that there is a disconnect between the perceptions of newcomers and the economic conditions in the province.

However, in our survey 54% of newcomers are still undecided about settling in NL. Their main reason for possibly leaving is the poor climate in NL (19/27 or 70%) (Table 12). Climate is uncontrollable, but the harsh weather can be mitigated by improving local public transportation,

keeping the side walk in better condition in the winter... However, their other reasons for possibly leaving NL are all issues that can potentially be improved upon in this province to increase retention such as better quality of life, good job opportunities...Hence, the undecided may be swayed to stay if deterrent factors are modified. Similarly, only 13% of international students decided to stay and a large percentage (35%) of this group are undecided. It is unfortunate that our province is providing higher education and training to immigrants and international students but unable to retain them in the province.

In our study, it is noted that 50% newcomers to Toronto decided to settle in Ontario which is congruent with that found by CIC (2002) but much higher than the percentages of newcomers in NL (34%) and international students (13%) who planned to settle in NL

For international students and immigrants who left NL, the primary reason for staying or leaving are availability of **jobs**. **Job** is also the top reason cited by all groups as the factors that attract immigrants and the second important factor is **family and friends**. Other factors include racism and discrimination, isolation, lack of multicultural environment, high cost of living/low pay, great distance from the rest of Canada. These factors are also cited in Gilroy's study and that of Coombs-Thorne and Warren as deterrents to settlement in NL. Family/friends provide critical social support for the well-being of the refugees and has been found as the deciding factor in their resettlement to Ontario from their initial settlement sites (Simich, 2003).

Our findings and discussions are also consistent with a study by Audas et al (2009) of provisionally licensed international medical graduates (PLIMG) from 1995 to 2006. These are physicians who have the necessary qualification and training, but requires service time in Canada to be certified by a Canadian college of medicine. They tracked the retention of PLIMG by years of practice in NL, and found that on average retention was close to 80% at 1 year, but quickly falls to just over 50% at 2 years, and just over 30% at 3 years. Less than 20% of PLIMGs remain in the province after 5 years of practice. The most common province for resettlement was Ontario. The authors concluded that "this is not surprising since...physicians in Ontario tend to be better compensated than those in NL. Furthermore, many urban centres in Ontario have much more ethnic diversity than rural NL and, therefore...physicians would seek to live in communities where they have access to more individuals from culturally similar backgrounds"(p. 23).

Based on these findings, it behooves our various levels of government and other agencies and organizations to improve the conditions in this province wherever possible in order to raise retention and minimize secondary migration to another province.

RELEVANCE OF FINDINGS TO THEORIES

The main reasons, **jobs and family/friends**, cited by respondents in this study as the determining factors in attracting and retaining immigrants support the theory of "MTV effects", where greater job opportunities in large cities such as Montreal, Toronto and Vancouver, and the presence of various ethnic communities, exert a strong pull on immigrants in NL (Akbari et al., 2005). This "MTV effects" also fits well in the broader framework of social determinants of health and well-being, promoted by the World Health Organization (WHO) and adopted by various levels of government in improving the health of Canadians. According to this framework, the factors affecting health include the social and economic conditions (job, employment status...), living and working environment (climate, safety...), social support (emotional, informational support, social inclusion), transport policy, and others (Wilkinson & Marmot, 2003). Each of these factors affects person's health by itself and interacts with each other to influence the well being of individuals and communities. These

Attracting and Retaining Immigrants to Newfoundland and Labrador factors have been identified by participants in this study as deciding factors in attraction and retention of immigrants. It follows that immigration/settlement policies need to consider not only economic/job factor, but the social and humanitarian aspects in attraction and retention of newcomers.

POLICY IMPLICATIONS

The results of this study have implications for services, education, research and government policy formulation. For *service*, there is a need to review and improve culturally sensitive services to assist immigrants to integrate into NL society. These services may include language classes, counselling services, orientation to basic facilities such as banking, health and education services... For *education*, the findings help shaping the education programs for the general public on the values that immigrant can bring to the community, so that immigrants will feel accepted. Education program is also needed to improve immigrants' understanding of the local culture. Furthermore, the program content of all levels of education and professional schools needs re-examination regarding its extent of internationalization to prepare the graduates for functioning in the multicultural society of Canada and rising globalization climate. For *research*, there is a need for intervention studies to find the best ways to attract immigrants and minimize the impact of out-migration. Furthermore, the findings will help *policy makers* targeting funding and other resources to meet the critical needs for immigrants. They will provide support for a visionary *policy* to create a strong, vibrant social and economic development which supports a stable, healthy employment status. At the same time, policies are needed to provide incentives for business immigrant to set up business in the province. Other areas needing government actions such as marketing the province to the immigrants, providing support for existing ethno-cultural groups in the province to maximize their activities so that they can create an inviting cultural environment for newcomers.

CONCLUSION

In our study, the participants have identified several advantages of living in NL. The province has a peaceful, safe environment and local people are friendly and helpful. However, much more efforts are needed to attract and retain immigrants of diverse ethnic and cultural backgrounds. These efforts cannot be done by one single department or one agency alone, but collaboration among all levels of government: municipal, provincial, federal and community groups including NGOs, business sector, religious groups and existing ethnic community. Below are some highlights of recommendations suggested by the study participants and authors of this research. For more details, please see the recommendation section.

- Municipal government needs to improve local transportation schedules, bus shelters and sidewalk condition to mitigate the harsh winter weather.
- Provincial government needs to advertize more actively and widely about the province's job opportunities, its strengths and potentials, as there is a disconnect between study participants' perceptions of job prospect and predicted prosperity of NL. It needs to improve people's net income so that they can better cope with the high cost of living in the province. Alternatively, it could provide better orientation program and better subsidy to newcomers during the transition period. In addition, it should inform the general public of the values that immigrants can bring, improve internationalization of formal education and provide support and encouragement for existing ethnic, cultural groups/associations in the province to create a rich diverse cultural environment that attracts new immigrants.
- Federal government needs to simplify the immigrant process, provide better information on the essentials of living and working, language training, recognition of international credentials before immigrants' arrival to Canada...

Attracting and Retaining Immigrants to Newfoundland and Labrador

- Memorial University needs to be more visible on the international stage. During the past five years, it has achieved great success in attracting greater number of international students to the university, however, MUN is still largely unknown to many potential applicants. It needs to collaborate with the government and business sectors to improve job prospects for international students to increase their retention rate following graduation. Although Memorial University's current strategic plan promotes internationalization, it is interesting to know how much this plan is followed through in each faculty and department where the program content and academic policies are formulated .

Recently provincial government have implemented some activities suggested above such as the launch of a specific website for potential immigrants to obtain needed information and the increased funding for the Multicultural Women's Organization to provide needed support services for newcomers (Power, 2009), as well as the annual international food and craft fair to enhance mutual understanding of various culture and to orientate, encourage immigrants to setting up business in the province. These initiatives are in the right direction not only to attract and retain immigrants, but enhance economic development of the province, stem the tide of out-migration, attract the return of out-migrants and improve the economic prosperity and enrich the quality of life for all Newfoundlanders and Labradorians.

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Attracting and Retaining Immigrants to Newfoundland and Labrador
ATTACHMENT 1

MEMORIAL UNIVERSITY OF NEWFOUNDLAND

Consent to Take Part in Research

TITLE: Attracting and retaining immigrants to NL: voices from the newcomers

INVESTIGATOR(S): Drs. Lan Gien, Rebecca Law, Scott Lynch
Memorial University of Newfoundland Schools of Nursing, Pharmacy, and Economics

SPONSOR: Leslie Harris Centre of Regional Policy & Development, Memorial University

You have been asked to take part in a research study. It is up to you to decide whether to be in the study or not. Before you decide, you need to understand what the study is for, what risks you might take and what benefits you might receive. This consent form explains the study.

The researchers will:

- discuss the study with you
- answer your questions
- keep confidential any information which could identify you personally
- be available during the study to deal with problems and answer questions
- If you decide not to take part or to leave the study this will not affect you in any way

1. **Introduction:** Most immigrant to Canada did not settle in Newfoundland and Labrador (NL). There is no comprehensive study to find out why few immigrants arrived and settled in NL, or the reasons that many left the province after arrival.

2. **Purpose of study: Is to find out:**

1. What are the reasons for low attraction of newcomers to NL?
2. What are the factors that motivate immigrants to leave NL?

3. **Description of the study procedures:** If you agree to take part in this study, you will either

- be interviewed face-to-face by the interviewer OR
- be interviewed by telephone

You will not be asked for information that can identify you. Your name and any identifying information will not appear on the questionnaire. Your answers will be mixed with that of many other participants and cannot be identified in the study findings and report.

4. **Length of time:** interviews or questionnaire completion should take less than 1 hour

5. **Possible risks and discomforts:** There are very few potential risks to you. You may find the interview tiring. You may answer only those questions which you feel comfortable in answering. You may withdraw from the study at any point you wish. This will, in no way, have any negative impact on you.

6. **Benefits:** We cannot guarantee that you will benefit immediately from taking part in this study. We hope that the findings will help improving services to meet your needs and future newcomers to NL. Everyone who participates will receive a copy of the summary of the results if they wish.

7. **Liability statement:** Signing this form or completion of the questionnaire on line gives us your consent to be in this study. It tells us that you understand the information about the research study. When you sign this form, you do not give up your legal rights. You will be provided a copy of the signed consent form.

8. **Contacts:** If you have questions about this research study or your rights in taking part in it, you may contact the Human Investigation Committee at (709) 777-6974.

- If problems come up during the study, please contact Dr. Lan Gien (709) 777-6276
- The investigator or the research staff Ms Joanne Smith-Young can be reached at (709) 777-7106

SIGNATURE PAGE

Study Title: *Attracting and retaining immigrants to NL: voices from the newcomers*

Name of Principal Investigator:

Dr. L. Gien (Principal Investigator); Professor Scott Lynch & Dr Rebecca Law

To be filled out and signed by the participant:

	<i>Please check as appropriate</i>	
<i>I have read the consent (and information sheet).</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
<i>I have had the opportunity to ask questions/to discuss this study.</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
<i>I have received satisfactory answers to all of my questions.</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
<i>I have received enough information about the study.</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
<i>I have spoken to the interviewer</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
<i>I understand that I am free to withdraw from the study at any time, without having to give a reason, without affecting me in any way.</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
<i>I understand that it is my choice to be in the study and that I may not benefit.</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
<i>I agree to take part in the study.</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO
<i>I agree to take part in the follow-up interview, if needed.</i>	<input type="checkbox"/> YES	<input type="checkbox"/> NO

Signature of Participant

Date

Telephone #

(For quality check)

Signature of Witness

Date

I have explained this study to the best of my ability. I invited questions and gave answers. I believe that the participant fully understands what is involved in being in the study, any potential risks of the study, and that he or she has freely chosen to be in the study.

Signature of Interviewer

Date

Attracting and Retaining Immigrants to Newfoundland and Labrador
ATTACHMENT 2 – FOCUS GROUPS

MEMORIAL UNIVERSITY OF NEWFOUNDLAND
Consent to Take Part in Focus group

TITLE: Attracting and retaining immigrants to NL: voices from the newcomers

INVESTIGATOR(S): Drs. Lan Gien, Scott Lynch, Rebecca Law

SPONSOR: Leslie Harris Centre of Regional Policy & Development, Memorial University

You have been asked to take part in a research study. It is up to you to decide whether to be in the study or not. Before you decide, you need to understand what the study is for, what risks you might take and what benefits you might receive. This consent form explains the study.

The researchers will:

- discuss the study with you
- answer your questions
- keep confidential any information which could identify you personally
- be available during the study to deal with problems and answer questions
- If you decide not to take part or to leave the study this will not affect you in any way

1. Introduction: Most immigrant to Canada did not settle in Newfoundland and Labrador (NL). There is no comprehensive study to find out why few immigrants arrived and settled in NL, or the reasons that many left the province after arrival.

2. Purpose of study: Is to find out

- What are the reasons for low attraction of newcomers to NL?
- What are the factors that motivate immigrants to leave NL?

3. Description of the study procedures and tests

Focus groups will be used to collect information. The meetings will be arranged at a time that is convenient for the participants and the investigator. Each focus group will be made up of about eight to ten people (8-10). The discussion at the meetings will be taped to allow us to capture all that is said by the members of the group. At the end of the study all audiotapes will be destroyed.

The focus group meeting will last for about 1 ½ - 2 hours with time for refreshments in between. At this meeting you will be asked to fill out 2 forms; the first form is a consent form showing that you agree to take part in the focus group. In the second form you will be asked to give information about your age, field of study, work and your country of origin. Your name and other identifying information will not appear on any paper. Your comments will be mixed with that of others and cannot be identified.

4. Length of time: The focus group meeting would last up to 2 hours.

5. Possible risks and discomforts:

There are very few potential risks to you. You may feel uncomfortable with discussing personal issues in a group situation. If there are any personal issues with which you need assistance, a referral process will be in place to help. You may answer only those questions which you feel comfortable in answering. You may withdraw from the focus group at any point you wish. This will, in no way, have any negative impact on you.

6. Benefits: We cannot guarantee that you will benefit immediately from taking part in this study. We hope that the findings will help improving services to meet your needs and future international students of MUN. Everyone who participates will receive a copy of the summary of the results if they wish.

7. Liability statement: Signing this form gives us your consent to be in this study. It tells us that you understand the information about the research study. When you sign this form, you do not give up your legal rights. You will be provided a copy of the signed consent form.

6. Contacts

- If you have questions about this research study or your rights in taking part in it, you may contact the Human Investigation Committee at (709) 777-6974.
- If problems come up during the study, please contact Dr. Lan Gien (709) 777-6276
- The investigator or the research staff Ms Joanne Smith-Young can be reached at (709) 777-7106

ATTACHMENT 3 – INTERNATIONAL STUDENTS ON-LINE SURVEY

MEMORIAL UNIVERSITY OF NEWFOUNDLAND

Consent to Take Part in Research

TITLE: Attracting and retaining immigrants to NL: voices from the newcomers

INVESTIGATOR(S): Drs. Lan Gien, Scott Lynch, Rebecca Law
Memorial University of Newfoundland Schools of Nursing, Pharmacy, and Economics

SPONSOR: Leslie Harris Centre of Regional Policy & Development, Memorial University

You have been asked to take part in a research study. It is up to you to decide whether to be in the study or not. Before you decide, you need to understand what the study is for, what risks you might take and what benefits you might receive. This consent form explains the study.

The researchers will:

- discuss the study with you
- answer your questions
- keep confidential any information which could identify you personally
- be available during the study to deal with problems and answer questions
- If you decide not to take part or to leave the study this will not affect you in any way

1. Introduction: Most immigrant to Canada did not settle in Newfoundland and Labrador (NL). There is no comprehensive study to find out why few immigrants arrived and settled in NL, or the reasons that many left the province after arrival

2. Purpose of study: Is to find out:

- a. What are the reasons for low attraction of newcomers to NL?
- b. What are the factors that motivate immigrants to leave NL?

3. Description of the study procedures: If you agree to take part in this study, you will complete the questionnaire on line. The completed questionnaire serves as your consent to participate. You will not be asked for information that can identify you. Your name and any identifying information will not appear on the questionnaire. Your answers will be mixed with that of many other participants and cannot be identified in the study findings and report.

4. Length of time: questionnaire completion on line should take less than 1 hour .

5. Possible risks and discomforts: There are very few potential risks to you. You may answer only those questions which you feel comfortable in answering. You may withdraw from the study at any point you wish. This will, in no way, have any negative impact on you.

6. Benefits: We cannot guarantee that you will benefit immediately from taking part in this study. We hope that the findings will help improving services to meet your needs and future international students of MUN. Everyone who participates will receive a copy of the summary of the results if they wish.

7. Liability statement: Signing this form or completion of the questionnaire on line gives us your consent to be in this study. It tells us that you understand the information about the research study. When you sign this form, you do not give up your legal rights. You will be provided a copy of the signed consent form.

8. Contacts

- If you have questions about this research study or your rights in taking part in it, you may contact the Human Investigation Committee at (709) 777-6974.
- If problems come up during the study, please contact Dr. Lan Gien (709) 777-6276
- The investigator or the research staff Ms Joanne Smith-Young can be reached at (709) 777-7106

Appendix A - online Survey

ON-LINE SURVEY OF INTERNATIONAL STUDENTS

Section A: Demographic Information

Q1. Gender: Male Female

Q2. Marital status: Single (Not Married/Common law) Divorced Widowed
 Married/Common-Law Separated

Q3. Country of Birth: _____

Q4. Year of Arrival in Canada: _____

Q5. Year of Arrival in Newfoundland and Labrador: _____

Q6. Age of Arrival in Canada: _____

Q7. Age of Arrival in Newfoundland and Labrador: _____

Q8. Program of Study

- Engineering
- Business
- Arts
- Science
- Other, please specify _____
- Health Sciences
- Social Sciences
- Tourism/Recreation
- Education

Section B: Background

Q9. What were you doing mostly **in the month before** you moved to Newfoundland and Labrador? *Choose only one.*

- Working at a job or business
- Looking for work
- Attending school full-time
- Not working
- Other, please specify _____

Q10. Which of the following industries **best** describes the type of work you did **before** you moved to Newfoundland and Labrador? *Choose only one.*

- Did not work
- Agriculture
- Fishing
- Forestry
- Construction
- Administrative/Waste Management/Remediation Services
- Government Services (Federal/Provincial/Municipal/Crown Corporations)
- Transportation/Warehousing
- Manufacturing
- Wholesale/Retail/Trade
- Health Care/Social Services
- Other, please specify _____
- Finance/Insurance/Real Estate
- Mining/Oil/Gas Extraction
- Professional/Scientific/Technical Services
- Arts/Entertainment/Recreation
- Accommodation/Food Services
- Utilities
- Education (Schools/School Board)
- Information/Cultural Industries
- Management of Companies/Enterprises

Attracting and Retaining Immigrants to Newfoundland and Labrador

Q11. Where did you look for information about choosing to study in Newfoundland and Labrador? *Choose all that apply.*

- International embassy or consulate officer
- Non-governmental organization representative
- A relative or friend or alumni
- The media (such as newspapers, journals, internet, or television)
- Citizen and Immigration Canada website
- Newfoundland and Labrador provincial government website
- Education fair
- An immigration consultant
- An immigration lawyer
- Other, please specify _____

Q12. What motivated you to choose to study in Newfoundland and Labrador? *Choose all that apply.*

- To be close to family and friends
- Good quality of life in Newfoundland and Labrador
- Improve the future for the family
- Good job opportunities in Newfoundland and Labrador
- Good salaries in Newfoundland and Labrador
- Good working conditions in Newfoundland and Labrador
- Good business climate (free market) in Newfoundland and Labrador
- Newfoundland and Labrador's social system (health care, social programs)
- Political or religious freedom in Newfoundland and Labrador
- Newfoundland and Labrador culture
- Reputation of educational institution
- Reputation of program
- Low tuition
- Availability of stipend or scholarship
- Climate/Scenery of Newfoundland and Labrador
- Acceptance to study by a professor
- Other, please specify _____

Section C: Integration

Q13. Have you had an opportunity to network since you arrived in Newfoundland and Labrador?

- In the community
- In the workforce

Q14. Have you been involved in work terms in Newfoundland and Labrador?

- Yes
- No

Q15a. Do you need access to language training?

- Yes No ± **Go to question 16a.**

Q15b. If yes, do you currently have access to language training?

- Yes No

Q16a. Have you had any difficulties in being an international student studying in Newfoundland and Labrador

- Yes No ± **Go to question 17**

Attracting and Retaining Immigrants to Newfoundland and Labrador

Q16b. If you have had difficulties in being an international student studying in Newfoundland and Labrador what problems or difficulties have you had? *Choose all that apply.*

- Not applicable
- Language problems
- Not knowing the city or town in which you are living
- Not having other students from your country of birth
- Not having family or friends who could help
- Study method
- Lack of employment opportunities
- Discrimination
- Transportation problems
- Not being able to find/afford childcare
- Other, please specify _____

Section D: Future Plans

Q17. In what area do you plan to work when you graduate? *Choose only one.*

- Agriculture
- Fishing
- Forestry
- Construction
- Finance/Insurance/Real Estate
- Mining/Oil/Gas Extraction
- Arts/Entertainment/Recreation
- Professional/Scientific/Technical Services
- Accommodation/Food Services
- Administrative/Waste Management/Remediation Services
- Government Services (Federal/Provincial/Municipal/Crown Corporations)
- Transportation/Warehousing
- Other, please specify _____
- Manufacturing
- Utilities
- Wholesale/Retail/Trade
- Education (Schools/School Board)
- Health Care/Social Services
- Information/Cultural Industries
- Management of Companies/Enterprises

Section E: Barriers

Q18. To what extent do you perceive each of the following as possible **barriers/problems** to international students in Newfoundland and Labrador?

- a. Amount of information available for international students regarding job market conditions (i.e. what jobs are available)
 - A great deal Somewhat A little Very little Not applicable
- b. Racism and discrimination towards international students in Newfoundland and Labrador
 - A great deal Somewhat A little Very little Not applicable
- c. The current economic conditions in Newfoundland and Labrador
 - A great deal Somewhat A little Very little Not applicable
- d. Support and information provided to international students in Newfoundland and Labrador

Attracting and Retaining Immigrants to Newfoundland and Labrador

A great deal Somewhat A little Very little Not applicable

e. Amount of information available for international students to assist in looking for employment

A great deal Somewhat A little Very little Not applicable

f. Knowledge of Canadian business and work practices

A great deal Somewhat A little Very little Not applicable

g. Access to services such as childcare, counselling, transportation, schools/education for children

A great deal Somewhat A little Very little Not applicable

h. The current living conditions in Newfoundland and Labrador (cost/availability)

A great deal Somewhat A little Very little Not applicable

i. Process of application for financial services to help pay for education

A great deal Somewhat A little Very little Not applicable

j. Access to activities related to your culture?

A great deal Somewhat A little Very little Not applicable

k. Amount of expert advice and support available through mentor programs, apprenticeships, work terms

A great deal Somewhat A little Very little Not applicable

l. Recognition of credentials such as diplomas, certificates, or degrees obtained internationally

A great deal Somewhat A little Very little Not applicable

m. Number of international students living in your area who can provide support for international students

A great deal Somewhat A little Very little Not applicable

n. Differences in language and communication

A great deal Somewhat A little Very little Not applicable

o. Differences in behaviours (cultural practices, religion, dress)

A great deal Somewhat A little Very little Not applicable

p. Other, please specify _____

A great deal Somewhat A little Very little Not applicable

Section F: Future Plans

Q19a. Do you plan to settle permanently in Newfoundland and Labrador?

- Yes ± Go to question 20.
- No ± Go to question 19b.

Attracting and Retaining Immigrants to Newfoundland and Labrador

Undecided

Q19b. If you are **not** planning to settle permanently in Newfoundland and Labrador, what are the reasons? *Choose all that apply.*

- Not applicable
- To be close to family and friends elsewhere
- Quality of life is better elsewhere
- Improve the future for my family elsewhere
- Access to education is better elsewhere
- Job opportunities are better elsewhere
- Salary/pay is better elsewhere
- Working conditions are better elsewhere
- Business climate is better elsewhere
- Social system is better elsewhere (health care, social programs)
- Political or religious conditions are better elsewhere
- Poor climate/weather in NL
- Distance from NL to the rest of Canada
- Other, please specify _____

Section G: Comments

Q20. How can the university/college/educational institution help retain and motivate international students to study/stay in Newfoundland and Labrador?

Q21. Do you feel the university/college/educational institution is doing enough to help retain and motivate international students to come/and to stay in Newfoundland and Labrador? *Please give reasons for your answers.*

Q22. Do you feel the Newfoundland and Labrador government is doing enough to help retain and motivate international students to come/and to stay in Newfoundland and Labrador?

Section H: Income

Q23. What is your estimated **annual household** income before taxes and deductions?

- Under \$10,000
- \$10,001 - \$25,000
- \$25,001 - \$35,000
- \$35,001 - \$45,000
- \$45,001 - \$55,000
- \$55,001 - \$75,000
- Over \$75,000

Q24. What is your estimated **annual personal** income before taxes and deductions?

- Under \$10,000
- \$10,001 - \$25,000
- \$25,001 - \$35,000
- \$35,001 - \$45,000
- \$45,001 - \$55,000
- \$55,001 - \$75,000
- Over \$75,000

Attracting and Retaining Immigrants to Newfoundland and Labrador

Thank you for taking the time to fill out this survey!

If you know of any immigrants or former international students who have left NL that might be available for an interview for this project or if you have any further questions concerning this study, please contact:

Joanne Smith-Young, Coordinator
Nursing Research Unit
School of Nursing
Memorial University of Newfoundland
St. John's, NL A1B 3V6

Telephone: (709) 777-7106

Email: jsmithyo@mun.ca

- Q8.** What is the reason(s) you moved to Newfoundland and Labrador? *Choose all that apply.*
- Education
 - Better lifestyle
 - Family/personal reasons
 - To look for work
 - Job offer/transfer
 - Difficult situation in my home country (such as political or religious problems)
 - Other, please specify _____
- Q9.** Where did you look for information about immigrating to Newfoundland and Labrador? *Choose all that apply.*
- International embassy or consulate officer
 - Non-governmental organization representative
 - A relative or friend
 - The media (such as newspapers, journals, internet, or television)
 - Citizen and Immigration Canada website
 - Newfoundland and Labrador provincial government website
 - Association for New Canadians website
 - An immigration consultant
 - An immigration lawyer
 - Other, please specify _____
- Q10.** What kinds of information did you receive (either before, during, or after arriving here) about living in Newfoundland and Labrador? *Choose all that apply.*
- How to find housing
 - How to look for a job
 - How to access medical services
 - How to obtain language training
 - How to access educational services (schools, colleges, universities)
 - How to get prior education/credentials assessed
 - How to obtain Canadian equivalents for international qualifications
 - How to access basic needs and services such as, food and clothing
 - How to contact immigrant agencies such as, the Association for New Canadians
 - Other, please specify _____

Section C: Education

- Q11.** How many formal years of education have you received? _____
- Q12.** What is the highest level of formal education you have obtained? *Choose only one.*
- No formal education
 - Elementary school (6 years of formal schooling)
 - High school (12 years of formal schooling)
 - Trade certificate/apprenticeship (after high school)
 - College diploma or certificate
 - Bachelor's Degree (total of 16 years of formal schooling)
 - Professional Degree (i.e. Medical, Law, Dentistry)
 - Master's Degree (total 18 years of formal schooling)
 - Doctorate Degree (total more than 18 years of formal schooling)
- Q13a.** Do you plan to further your education or training in the future?
- Yes No ± **Go to question 14a.**

Attracting and Retaining Immigrants to Newfoundland and Labrador

Q13b. If yes, **why** do you plan to further your education or training in the future? *Choose all that apply.*

- Career advancement/development/preparation for career change
- Required by employer
- Required for recognition of diploma/certificate/degree
- Seeking credit towards a program certificate/diploma/degree
- For personal development and fulfillment
- Pursuing a hobby or interest
- Other, please specify _____

Q14a. Do you need access to language training?

- Yes No ± **Go to question 15a.**

Q14b. If yes, do you currently have access to language training?

- Yes No

Section D: Employment

Q15a. Are you currently employed in Newfoundland and Labrador?

- Yes ± How long? _____ ± **Go to question 15b.**
- No ± **Go to question 15f.**

Q15b. If yes, which of the following industries **best** describes the type of work you are doing **now**? *Choose only one.*

- Agriculture
- Fishing
- Forestry
- Construction
- Finance/Insurance/Real Estate
- Mining/Oil/Gas Extraction
- Professional/Scientific/Technical Services
- Arts/Entertainment/Recreation
- Accommodation/Food Services
- Administrative/Waste Management/Remediation Services
- Government Services (Federal/Provincial/Municipal/Crown Corporations)
- Transportation/Warehousing
- Manufacturing
- Utilities
- Wholesale/Retail/Trade
- Education (Schools/School Board)
- Health Care/Social Services
- Information/Cultural Industries
- Management of Companies/Enterprises
- Other, please specify _____

Q15c. If yes, are you happy in your current job?

- Yes ± **Go to question 15d**
- No ± **Go to question 15e**

Attracting and Retaining Immigrants to Newfoundland and Labrador

Q15d. If yes, why are you happy with your current job? Choose all that apply.

- good pay
- good working conditions
- opportunities for advancement/promotion/development
- good interpersonal environment
- flexibility of working hours
- autonomy in the workplace
- child care provisions
- Other, please specify _____

Q15e. If no, why are you unhappy with your current job? Choose all that apply.

- Poor pay
- Not enough hours of work
- Too many hours of work
- Poor physical conditions (i.e. bad ventilation, too noisy)
- Sexual harassment
- Personal conflict with employer
- Discrimination
- Lack of opportunities for advancement/promotion/development
- Difficult adapting to work culture/co-workers/supervisor
- Problems with workload/responsibilities (too much/not enough)
- Position is not in area of specialization/expertise
- Job is not desired profession
- Lack of job security
- Location is not convenient (too far from home)
- Inconvenient work schedule (i.e. shift work)
- Other, please specify _____

Q15f. If you are not currently working in Newfoundland and Labrador, please indicate the reason(s) for not currently working. Choose all that apply.

- On maternity leave
- Unable to find suitable employment
- Family responsibilities
- Personal choice
- Other, please specify _____

Q15g. Are you planning to look for a job in the coming year?

- Yes No ± **Go to question 16**

Q15h. If you are planning to look for a job in the coming year - what are the reasons? Choose all that apply.

- Better pay
- More convenient location (Closer to my home)
- More hours of work
- More convenient work schedule
- Less hours of work
- Better job security
- To avoid discrimination
- To find a preferred job (change in career)
- Better physical conditions (i.e. better ventilation, less noise)
- To avoid discrimination
- Better advancement/promotion/development opportunities
- To avoid sexual harassment
- To find a position in my area of specialization/expertise
- To avoid personal conflict
- Happier work culture/co-workers/supervisor
- More appropriate workload/responsibilities (*Please specify*)
- More work than current job Less work than current job
- Other, please specify: _____

Attracting and Retaining Immigrants to Newfoundland and Labrador

Q16. Are you planning to relocate/move in the near future?

- Yes ±Please specify reason _____
±If yes, when are you planning to relocate/move _____
- No

Q17. If you have had difficulties finding work, what problems or difficulties have you had? *Choose all that apply.*

- Not applicable
- Language problems
- Not knowing how to find a job
- Not knowing the city or town in which you are living
- Qualifications earned outside of Canada were not accepted
- Job experience from outside Canada was not accepted
- Not having enough job experience in Canada
- Not having job references from Canada
- Not having family or friends who could help
- Lack of employment opportunities
- Not being able to find a job in your field
- Not having connections in the job market
- Discrimination
- Transportation problems
- Not being able to find/afford childcare
- Other, please specify _____

Q18. Have you checked with any person, organization, educational institution or employer to see if your credentials would be accepted in Newfoundland and Labrador?

- Yes ±With whom? _____
- No

Q19. Were your credentials *fully* accepted, *partially* accepted, or *not* accepted by the person, organization, or employer mentioned above?

- Not applicable
- Fully accepted
- Partially accepted
- Not accepted

Section E: Barriers

Q20. To what extent do you perceive each of the following as possible **barriers/problems** to the successful integration of immigrants into Newfoundland and Labrador?

a. Amount of information available for immigrants regarding labour market conditions (i.e. what jobs are available)

- A great deal Somewhat A little Very little Not applicable

b. Racism and discrimination towards immigrants in Newfoundland and Labrador

- A great deal Somewhat A little Very little Not applicable

Attracting and Retaining Immigrants to Newfoundland and Labrador

- c. Amount of information available for immigrants regarding the immigration process both before and during immigration
- A great deal Somewhat A little Very little Not applicable
- d. The amount of Canadian work experience employers expect immigrants to have prior to their arrival in Newfoundland and Labrador
- A great deal Somewhat A little Very little Not applicable
- e. The current economic conditions in Newfoundland and Labrador
- A great deal Somewhat A little Very little Not applicable
- f. Employer perceptions of potential training costs associated with hiring immigrants (retraining, upgrading)
- A great deal Somewhat A little Very little Not applicable
- g. Cultural differences in the job application process (resume writing, interview process, job competition process)
- A great deal Somewhat A little Very little Not applicable
- h. Amount of information available for employers to aid in locating immigrant candidates for potential employment
- A great deal Somewhat A little Very little Not applicable
- i. Access to services such as children, counselling, transportation, schools/education for children
- A great deal Somewhat A little Very little Not applicable
- j. The current living conditions in Newfoundland and Labrador. (weather, distance to the rest of Canada)
- A great deal Somewhat A little Very little Not applicable
- k. Access to financial services to help pay for education
- A great deal Somewhat A little Very little Not applicable
- l. Knowledge of Canadian business and work practices
- A great deal Somewhat A little Very little Not applicable
- m. Amount of expert advice and support available through mentor programs, apprenticeships, work terms
- A great deal Somewhat A little Very little Not applicable
- n. Employer recognition of credentials such as diplomas, certificates, or degrees obtained internationally
- A great deal Somewhat A little Very little Not applicable
- o. Number of immigrants living in your area who can provide support for future immigrants
- A great deal Somewhat A little Very little Not applicable
- p. Differences in language and communication

Attracting and Retaining Immigrants to Newfoundland and Labrador

- A great deal Somewhat A little Very little Not applicable

q. Other, please specify _____

- A great deal Somewhat A little Very little Not applicable

Section F: Future Plans

Q21a. Do you plan to settle permanently in Newfoundland and Labrador?

- Yes
- No ± **Go to question 21c.**
- Undecided

Q21b. If you **are** planning to settle permanently in Newfoundland and Labrador, what are the reasons? *Choose all that apply.*

- Not applicable
- To be close to family and friends
- Good quality of life in Newfoundland and Labrador
- Improve the future for the family
- Good job opportunities in Newfoundland and Labrador
- Good salaries in Newfoundland and Labrador
- Good working conditions in Newfoundland and Labrador
- Good business climate (free market) in Newfoundland and Labrador
- Newfoundland and Labrador's social system (health care, social programs)
- Political or religious freedom in Newfoundland and Labrador
- I feel welcome in Newfoundland and Labrador
- Other, please specify _____

Q21c. If you are **not** planning to settle permanently in **Newfoundland and Labrador**, what are the reasons? *Choose all that apply.*

- Not applicable
- To be close to family and friends elsewhere
- Quality of life is better elsewhere
- Improve the future for my family elsewhere
- Access to education is better elsewhere
- Job opportunities are better elsewhere
- Salary/pay is better elsewhere
- Working conditions are better elsewhere
- Business climate is better elsewhere
- Social system is better elsewhere (health care, social programs)
- Political or religious conditions are better elsewhere
- Poor climate in Newfoundland and Labrador
- Distance from Newfoundland and Labrador to the rest of Canada
- Other, please specify _____

Attracting and Retaining Immigrants to Newfoundland and Labrador

Q21d. If you are not planning to settle permanently in Newfoundland and Labrador, where would you like to settle in Canada?



- British Columbia
- Saskatchewan
- Quebec
- Alberta
- Manitoba
- Nova Scotia
- Prince Edward Island
- Northwest Territories
- New Brunswick
- Ontario
- Nunavut

Section G: Comments

Q22a. Do you have any other comments on this survey, or wish to add other information?

Q22b. In your opinion what will attract newcomers to come/stay in the province?

Q22c. In your opinion what are the barriers that motivate newcomers to leave the province?

Section H: Income

Q23. What is your estimated annual household income before taxes and deductions?

- \$10,000 or under
- \$10,001 - \$25,000
- \$25,001 - \$35,000
- \$35,001 - \$45,000
- \$45,001 - \$55,000
- \$55,001 - \$75,000
- \$75,001 - \$100,000
- \$100,001 - \$200,000
- Over \$200,000

Q24. What is your estimated annual personal income before taxes and deductions?

- \$10,000 or under
- \$10,001 - \$25,000
- \$25,001 - \$35,000
- \$35,001 - \$45,000
- \$45,001 - \$55,000
- \$55,001 - \$75,000
- \$75,001 - \$100,000
- \$100,001 - \$200,000
- Over \$200,000

Thank you for taking the time to take part in this survey!

If you know of any immigrants who have left NL that might be available for an interview for this project or if you have any further questions concerning this study, please contact:

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Appendix C

SURVEY OF NEWCOMERS TO TORONTO, ONTARIO

Section A: Demographic Information

Q1. Gender: Male Female

Q2. Marital status: Single (Never Married/Common law) Divorced Widowed
 Married/Common-Law Separated

Q3. Country of Birth: _____

Q4a. Year of Arrival in Canada: _____ place of Arrival in Canada _____

Q4b. Year of Arrival in Toronto, Ontario _____

Q5. Age of Arrival in Canada: _____

Section B: Background

Q6. What were you doing mostly **in the month before** you moved to Toronto, Ontario?

Choose only one.

- Working at a job or business
- Looking for work
- Attending school full-time
- Not working
-

Other, _____ please

specify _____

Q7. Which of the following industries **best** describes the type of work you did **before** you moved to Toronto, Ontario? *Choose only one.*

- Did not work
- Agriculture
- Fishing
- Forestry
- Construction
- Finance/Insurance/Real Estate
- Mining/Oil/Gas Extraction
- Professional/Scientific/Technical Services
- Arts/Entertainment/Recreation
- Accommodation/Food Services
- Administrative/Waste Management/Remediation Services
- Government Services (Federal/Provincial/Municipal/Crown Corporations)
- Transportation/Warehousing
- Manufacturing
- Utilities
- Wholesale/Retail/Trade
- Education (Schools/School Board)
- Health Care/Social Services
- Information/Cultural Industries
- Management of Companies/Enterprises

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Other, please specify _____

Q8. What is the reason(s) you moved to Toronto, Ontario? *Choose all that apply.*

- Education
- Better lifestyle
- Family/personal reasons
- To look for work
- Job offer/transfer
- Difficult situation in my home country (such as political or religious problems)
- Other, please specify _____

Q9. Where did you look for information about immigrating to Toronto, Ontario? *Choose all that apply.*

- International embassy or consulate officer
- Non-governmental organization representative
- A relative or friend
- The media (such as newspapers, journals, internet, or television)
- Citizen and Immigration Canada website
- Ontario provincial government website
- Association for New Canadians website
- An immigration consultant
- An immigration lawyer
- Other, please specify _____

Q10. What kinds of information did you receive (either before, during, or after arriving here) about living in Toronto, Ontario? *Choose all that apply.*

- How to find housing
- How to look for a job
- How to access medical services
- How to obtain language training
- How to access educational services (schools, colleges, universities)
- How to get prior education/credentials assessed
- How to obtain Canadian equivalents for international qualifications
- How to access basic needs and services such as, food and clothing
- How to contact immigrant agencies such as COSTI Immigration Services
- Other, please specify _____

Section C: Education

Q11. How many formal years of education have you received? _____

Q12. What is the highest level of formal education you have obtained? *Choose only one.*

- No formal education
- Elementary school (6 years of formal schooling)
- High school (12 years of formal schooling)
- Trade certificate/apprenticeship (after high school)
- College diploma or certificate
- Bachelor's Degree (total of 16 years of formal schooling)
- Professional Degree (i.e. Medical, Law, Dentistry)
- Master's Degree (total 18 years of formal schooling)
- Doctorate Degree (total more than 18 years of formal schooling)

Q13a. Do you plan to further your education or training in the future?

- Yes No ± **Go to question 14a.**

Q13b. If yes, **why** do you plan to further your education or training in the future? *Choose all that apply.*

- Career advancement/development/preparation for career change
- Required by employer
- Required for recognition of diploma/certificate/degree
- Seeking credit towards a program certificate/diploma/degree
- For personal development and fulfillment
- Pursuing a hobby or interest
- Other, please specify _____

Q14a. Do you need access to language training?

- Yes No ± **Go to question 15a.**

Q14b. If yes, do you currently have access to language training?

- Yes No

Section D: Employment

Q15a. Are you currently employed in Toronto, Ontario?

- Yes ± How long? _____ ± **Go to question 15b.**
- No ± **Go to question 15f.**

Q15b. If yes, which of the following industries **best** describes the type of work you are doing **now**? *Choose only one.*

- Agriculture
- Fishing
- Forestry
- Construction
- Finance/Insurance/Real Estate
- Mining/Oil/Gas Extraction
- Professional/Scientific/Technical Services
- Arts/Entertainment/Recreation
- Accommodation/Food Services
- Administrative/Waste Management/Remediation Services
- Government Services (Federal/Provincial/Municipal/Crown Corporations)
- Transportation/Warehousing
- Manufacturing
- Utilities
- Wholesale/Retail/Trade
- Education (Schools/School Board)
- Health Care/Social Services
- Information/Cultural Industries
- Management of Companies/Enterprises
- Other, please specify _____

Q15c. If yes, are you happy in your current job?

- Yes ± **Go to question 15d**
- No ± **Go to question 15e**

Q15d. If yes, **why** are you **happy** with your current job? *Choose all that apply.*

- good pay
- good working conditions

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Q17. If you have had difficulties finding work, what problems or difficulties have you had? *Choose all that apply.*

- Not applicable
- Language problems
- Not knowing how to find a job
- Not knowing the city or town in which you are living
- Qualifications earned outside of Canada were not accepted
- Job experience from outside Canada was not accepted
- Not having enough job experience in Canada
- Not having job references from Canada
- Not having family or friends who could help
- Lack of employment opportunities
- Not being able to find a job in your field
- Not having connections in the job market
- Discrimination
- Transportation problems
- Not being able to find/afford childcare
- Other, please specify _____

Q18. Have you checked with any person, organization, educational institution or employer to see if your credentials would be accepted in Toronto, Ontario?

- Yes ±With whom? _____
- No

Q19. Were your credentials *fully* accepted, *partially* accepted, or *not* accepted by the person, organization, or employer mentioned above?

- Not applicable
- Fully accepted
- Partially accepted
- Not accepted

Section E: Barriers

Q20. To what extent do you perceive each of the following as possible **barriers/problems** to the successful integration of immigrants into Toronto, Ontario?

a. Amount of information available for immigrants regarding labour market conditions (i.e. what jobs are available)

- A great deal Somewhat A little Very little Not applicable

b. Racism and discrimination towards immigrants in Toronto, Ontario

- A great deal Somewhat A little Very little Not applicable

c. Amount of information available for immigrants regarding the immigration process both before and during immigration

- A great deal Somewhat A little Very little Not applicable

d. The amount of Canadian work experience employers expect immigrants to have prior to their arrival in Toronto, Ontario

- A great deal Somewhat A little Very little Not applicable

e. The current economic conditions in Toronto, Ontario

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- A great deal Somewhat A little Very little Not applicable
- f. Employer perceptions of potential training costs associated with hiring immigrants (retraining, upgrading)
- A great deal Somewhat A little Very little Not applicable
- g. Cultural differences in the job application process (resume writing, interview process, job competition process)
- A great deal Somewhat A little Very little Not applicable
- h. Amount of information available for employers to aid in locating immigrant candidates for potential employment
- A great deal Somewhat A little Very little Not applicable
- i. Access to services such as children, counselling, transportation, schools/education for children
- A great deal Somewhat A little Very little Not applicable
- j. The current living conditions in Toronto, Ontario
- A great deal Somewhat A little Very little Not applicable
- k. Access to financial services to help pay for education
- A great deal Somewhat A little Very little Not applicable
- l. Knowledge of Canadian business and work practices
- A great deal Somewhat A little Very little Not applicable
- m. Amount of expert advice and support available through mentor programs, apprenticeships, work terms
- A great deal Somewhat A little Very little Not applicable
- n. Employer recognition of credentials such as diplomas, certificates, or degrees obtained internationally
- A great deal Somewhat A little Very little Not applicable
- o. Number of immigrants living in your area who can provide support for future immigrants
- A great deal Somewhat A little Very little Not applicable
- p. Differences in language and communication
- A great deal Somewhat A little Very little Not applicable
- q. Other, please specify _____
- A great deal Somewhat A little Very little Not applicable

Section F: Future Plans

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Q21a. Do you plan to settle permanently in Toronto, Ontario?

- Yes ± **Go to question 21b.**
- No ± **Go to question 21c.**
- Undecided

Q21b. If you **are** planning to settle permanently in Toronto, Ontario, what are the reasons? *Choose all that apply.*

- Not applicable
- To be close to family and friends
- Good quality of life in Toronto, Ontario
- Improve the future for the family
- Good job opportunities in Toronto, Ontario
- Good salaries in Toronto, Ontario
- Good working conditions in Toronto, Ontario
- Good business climate (free market) in Toronto, Ontario
- Toronto, Ontario's social system (health care, social programs)
- Political or religious freedom in Toronto, Ontario
- I feel welcome in Toronto, Ontario
- Other, please specify _____

Q21c. If you are **not** planning to settle permanently in Toronto, Ontario what are the reasons? *Choose all that apply.*

- Not applicable
- To be close to family and friends elsewhere
- Quality of life is better elsewhere
- Improve the future for my family elsewhere
- Access to education is better elsewhere
- Job opportunities are better elsewhere
- Salary/pay is better elsewhere
- Working conditions are better elsewhere
- Business climate is better elsewhere
- Social system is better elsewhere (health care, social programs)
- Political or religious conditions are better elsewhere
- Poor climate Toronto, Ontario
- Other, please specify _____

Q21d. If you **are not planning** to settle permanently in **Toronto**, where would you like to settle in Canada?

- Other city in Ontario
- British Columbia
- Saskatchewan
- Quebec
- Northwest Territories
- Newfoundland and Labrador
- Nunavut
- Yukon
- Nova Scotia
- Prince Edward Island
- Manitoba
- New Brunswick
- Alberta

Q21e. Have you considered to settle in Newfoundland & Labrador?

- Yes ± **Go to question 22a.**
- No ± **Go to question 21f.**
- Undecided ± **Go to question 22a.**

Q21f. If you are **not** planning to settle in **Newfoundland and Labrador** what are the reasons? *Choose all that apply.*

- Not applicable
- To be close to family and friends elsewhere
- Quality of life is better elsewhere
- Improve the future for my family elsewhere
- Access to education is better elsewhere
- Job opportunities are better elsewhere

Attracting and Retaining Immigrants to Newfoundland and Labrador

- Salary/pay is better elsewhere
- Working conditions are better elsewhere
- Business climate is better elsewhere
- Social system is better elsewhere (health care, social programs)
- Political or religious conditions are better elsewhere
- Poor climate in Newfoundland and Labrador
- Distance from Newfoundland and Labrador to rest of Canada
- Lack of knowledge about Newfoundland and Labrador
- Other, please specify _____

Section G: Comments

Q22a. Do you have any other comments on this survey, or wish to add other information?

Q22b. In your opinion what will attract newcomers to come/stay in the province?

Q22c. In your opinion what are the barriers that motivate newcomers to leave the province?

Section H: Income

Q23. What is your **annual household** income before taxes and deductions?

- \$10,000 or under
- \$10,001 - \$25,000
- \$25,001 - \$35,000
- \$35,001 - \$45,000
- \$45,001 - \$55,000
- \$55,001 - \$75,000
- \$75,001 - \$100,000
- \$100,001 - \$200,000
- Over \$200,000

Q24. What is your **annual personal** income before taxes and deductions?

- \$10,000 or under
- \$10,001 - \$25,000
- \$25,001 - \$35,000
- \$35,001 - \$45,000
- \$45,001 - \$55,000
- \$55,001 - \$75,000
- \$75,001 - \$100,000
- \$100,001 - \$200,000
- Over \$200,000

Thank you for taking the time to take part in this survey!

If you know of any immigrants or former international students who have left NL that might be available for an interview for this project or if you have any further questions concerning this study, please contact:

Joanne Smith-Young, Coordinator
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Attracting and Retaining Immigrants to Newfoundland and Labrador

Q8e. Are you considering moving back to Newfoundland and Labrador?

- Yes ±For what reason(s) _____
- No ±For what reason(s) _____

Q9. Please indicate the reasons why you moved to your present province or country:

	Main Reason	Other Reasons
	<i>(Choose only one response)</i>	<i>(Choose as many as apply)</i>
Job Transfer	<input type="checkbox"/>	<input type="checkbox"/>
To accept a new job	<input type="checkbox"/>	<input type="checkbox"/>
To look for a job/work	<input type="checkbox"/>	<input type="checkbox"/>
Move with spouse/parent	<input type="checkbox"/>	<input type="checkbox"/>
To go to school	<input type="checkbox"/>	<input type="checkbox"/>
To live with or close to family or friends	<input type="checkbox"/>	<input type="checkbox"/>
Retirement	<input type="checkbox"/>	<input type="checkbox"/>
Health	<input type="checkbox"/>	<input type="checkbox"/>
Climate/scenery	<input type="checkbox"/>	<input type="checkbox"/>
Taxes	<input type="checkbox"/>	<input type="checkbox"/>
Better schools, health care and other services	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>	<input type="checkbox"/>

Section C: Previous Employment Information

Q10. What were you doing mostly in the month before you left NL? *(Choose only one)*

- Working at a job or business
- Looking for work
- Attending school full-time
- Retired
- Keeping house
- Other, please specify: _____

Q11. Which of the following industries best describes the type of work you did before you moved? *(Choose only one)*

- | | |
|---|--|
| <input type="checkbox"/> Did Not Work | <input type="checkbox"/> Transportation and Warehousing |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Fish Processing (Fish Plants) |
| <input type="checkbox"/> Fishing (Catching/Harvesting) | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Forestry | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Wholesale and Retail Trade |
| <input type="checkbox"/> Finance and Insurance and Real Estate | <input type="checkbox"/> Education (Schools, School Boards) |
| <input type="checkbox"/> Mining and Oil and Gas Extraction | <input type="checkbox"/> Health Care and Social Assistance |
| <input type="checkbox"/> Professional/Scientific/Technical Services | <input type="checkbox"/> Information and Cultural Industries |
| <input type="checkbox"/> Arts, Entertainment and Recreation | <input type="checkbox"/> Management of Companies and Enterprises |
| <input type="checkbox"/> Accommodation and food Services | |
| <input type="checkbox"/> Administrative, Waste Management and Remediation Services | |
| <input type="checkbox"/> Government (Federal, Provincial, Municipal Departments And Crown Corporations) | |
| <input type="checkbox"/> Other, please specify: _____ | |

Section E: Comments

Q12. Do you have any comments on this survey, or wish to add other information regarding your decision to move from Newfoundland and Labrador? Please use the space provided below.

Q13. In your opinion, what are the reasons for low attraction of newcomers/immigrants to NL? Please use the space provided below.

Q14. In your opinion, what will retain immigrants in Newfoundland and Labrador after their arrival? Please use the space provided below.

Thank you for taking the time to fill out this survey!

If you know of any immigrants who have left NL that we could invite to participate in this study or if you have any further questions concerning this study, please contact:

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APPENDIX E

Questions for Focus Groups: International Students

1. Tell us how your experience in living/studying in NL has been?
2. What are some good points living/studying in NL?
3. What do you miss or wish to have living in NL?
4. What were some of your reasons for choosing the program/school?
5. Are you planning to return home after your program? move to another province or country? or stay and find employment in Newfoundland? What are the reasons for your decision?
6. Tell us about your experience in any work-terms or internships to help you get experience in your field?
7. Have you had the opportunity to network or meet local employers in your field?
8. What do you see as some of the barriers to finding employment in Newfoundland in your field?
9. Do you have any suggestions for overcoming these barriers to employment?
10. what are the barriers living in NL?
11. What could be done to bring more international students/immigrants to Newfoundland?
12. What are the factors that will motivate newcomers/immigrants to stay in NL?
13. Does anyone have any final comments or questions?

APPENDIX F

Personal Information Sheet

For participants taking part in focus groups (aged 19 years or older)

What is your:

1. Age: _____ years
2. Gender: Male Female
3. Country of Birth: _____
4. Number of years in NL: _____ years
5. Number of years in Canada: _____ years
6. Student status: Full time Part time
7. Are you working: Full time Part time Not working
8. Field of study
 - Engineering Arts
 - Health Sciences Tourism/Recreation
 - Business Science
 - Social Sciences Education
 - Other, please specify _____



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