

Innovative Research Group, Inc.

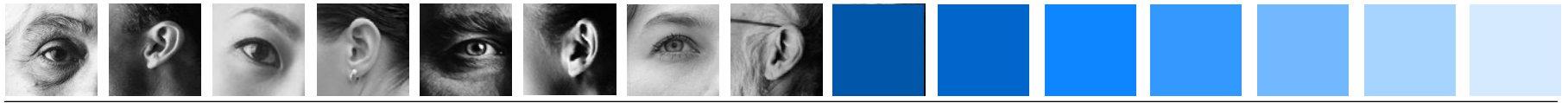
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Vancouver :: Toronto :: Montreal



Chinese Omnibus ▶▶

Reaching the Chinese Community



Prepared for:

S.U.C.C.E.S.S.

STRICTLY PRIVILEGED AND CONFIDENTIAL

S.U.C.C.E.S.S. & INNOVATIVE RESEARCH GROUP

- Partnering to deliver enhanced multilingual market research services to foster a better understanding of the Chinese and Punjabi communities.
- Offering a Chinese and Punjabi omnibus telephone survey and custom research for businesses, government, and non-profit organizations.
- S.U.C.C.E.S.S. and INNOVATIVE working together to bring forward public opinion research highlighting important community issues.



Today's Presentation

1. Local newspaper readership in Metro Vancouver's Chinese community
2. Chinese community political engagement
3. Additional: Labour market research.



Survey Methodology

- 555 Metro Vancouver residents were surveyed by telephone (random digit dial) between September 16th, 2009 to October 5th, 2009.
- The sample is divided into four regions:

Region	Sample (n)	Weighted Sample (n)	Margin-of-error (19 out of 20)
Overall	555	555	4.16
Vancouver	269	304	5.98
Richmond	163	122	7.68
Burnaby	73	97	11.47
Coquitlam	50	32	13.86

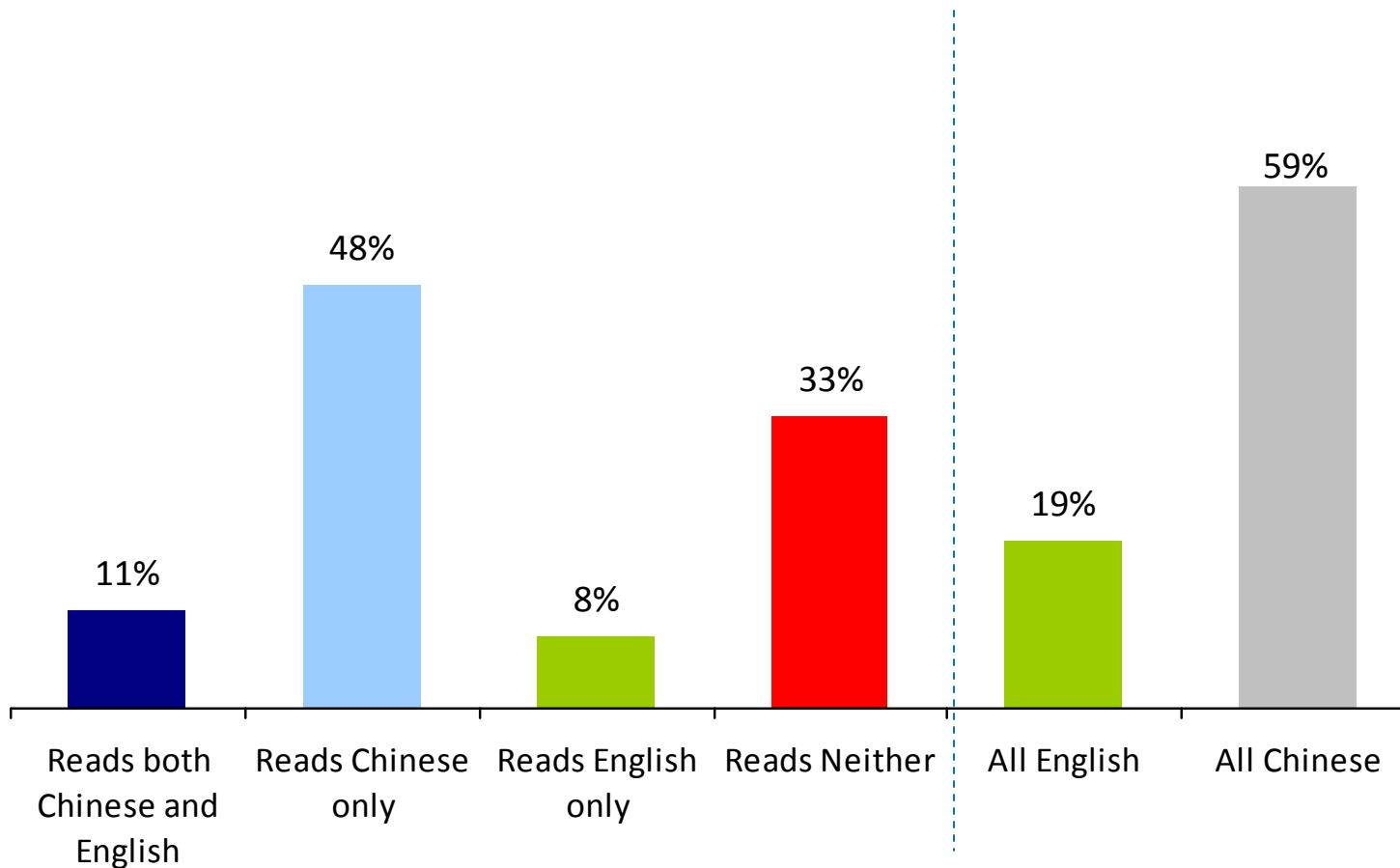
- The results have been weighted by gender and region.



Local print media: 6 in 10 Mandarin & Cantonese speakers⁵ read a Chinese newspaper at least once a week



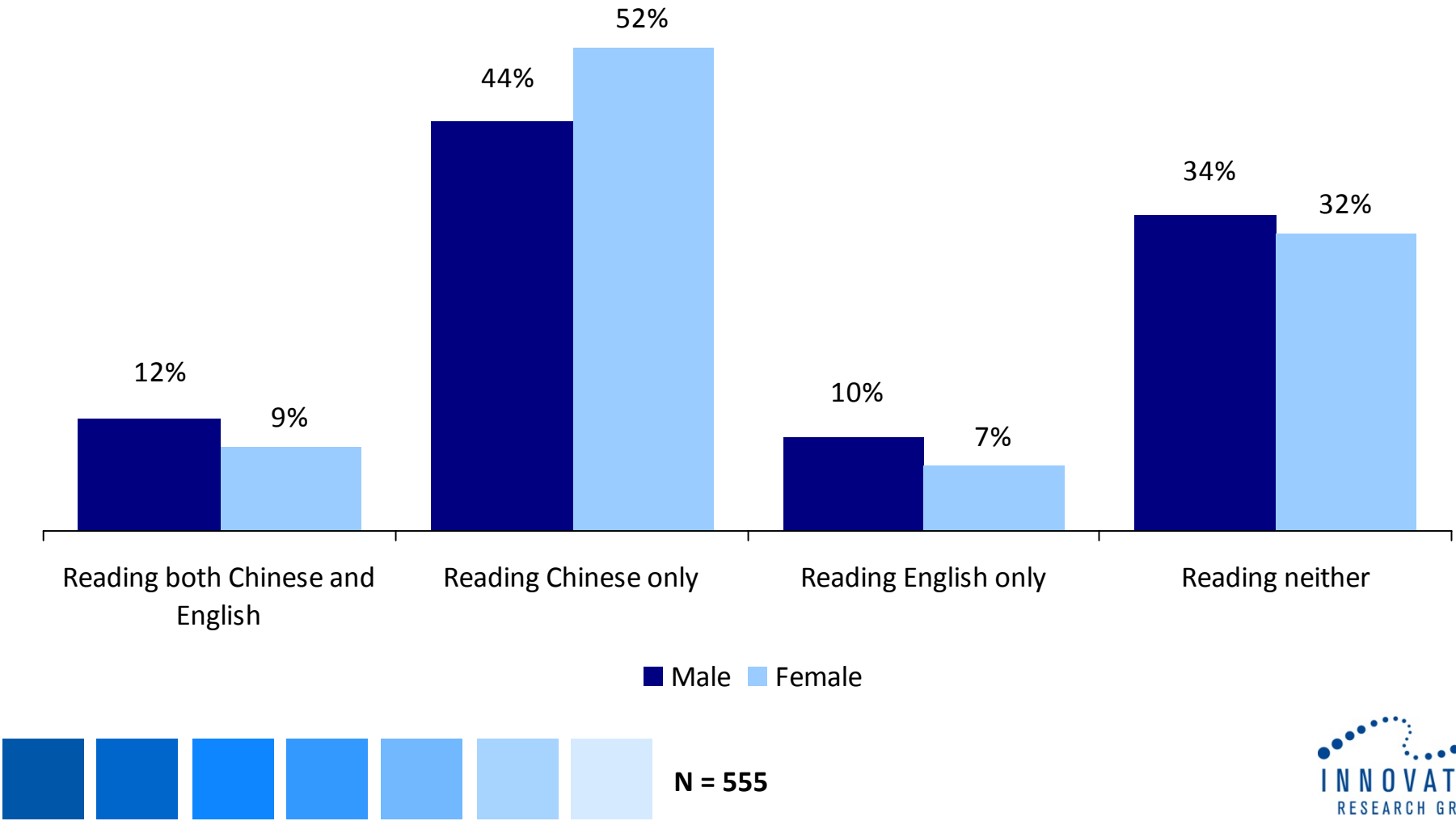
Language of newspaper



N = 555

5-in-10 women report to read only a Chinese newspaper

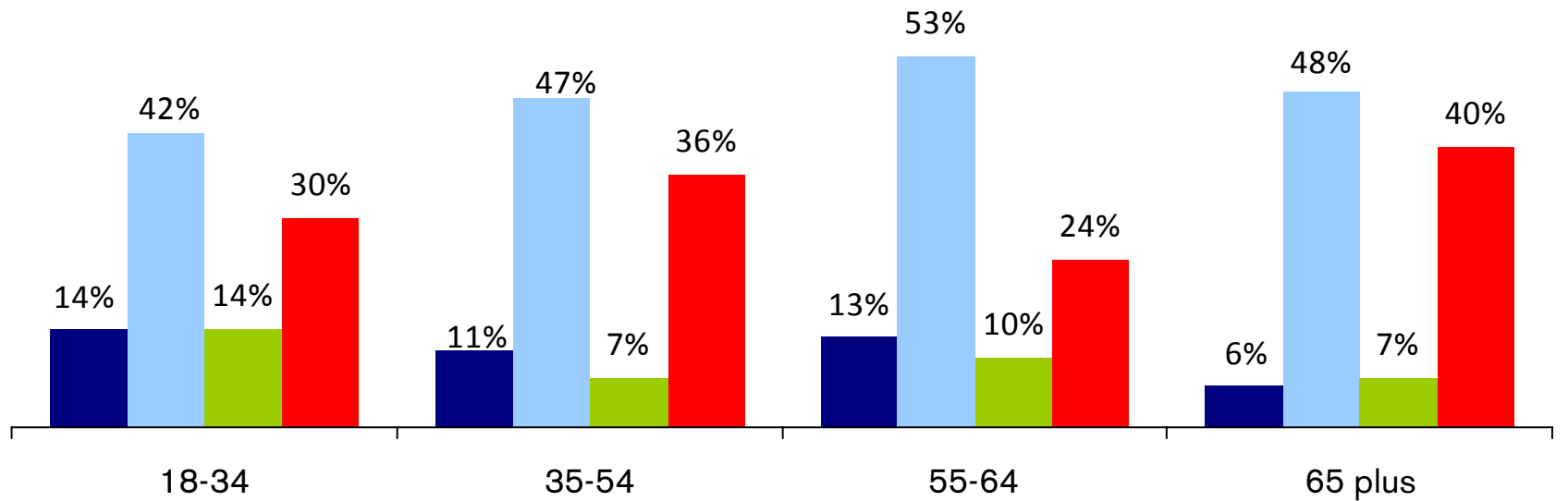
Q Language of newspaper and gender



Across all age groups over two-fifths read only Chinese newspapers



Language of newspaper and age



■ Reading both Chinese and English ■ Reading Chinese only ■ Reading English only ■ Reading neither

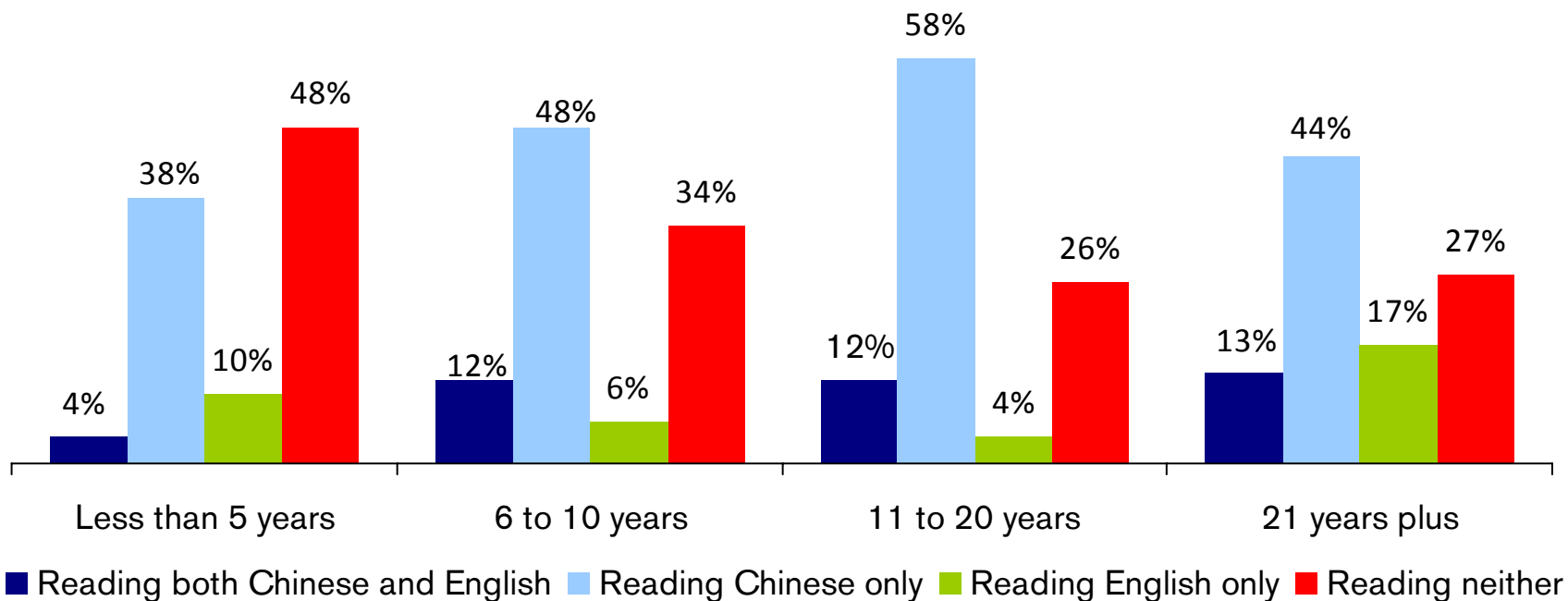


N = 555

Length of residency impacts the size of readership for both English and Chinese newspapers⁸

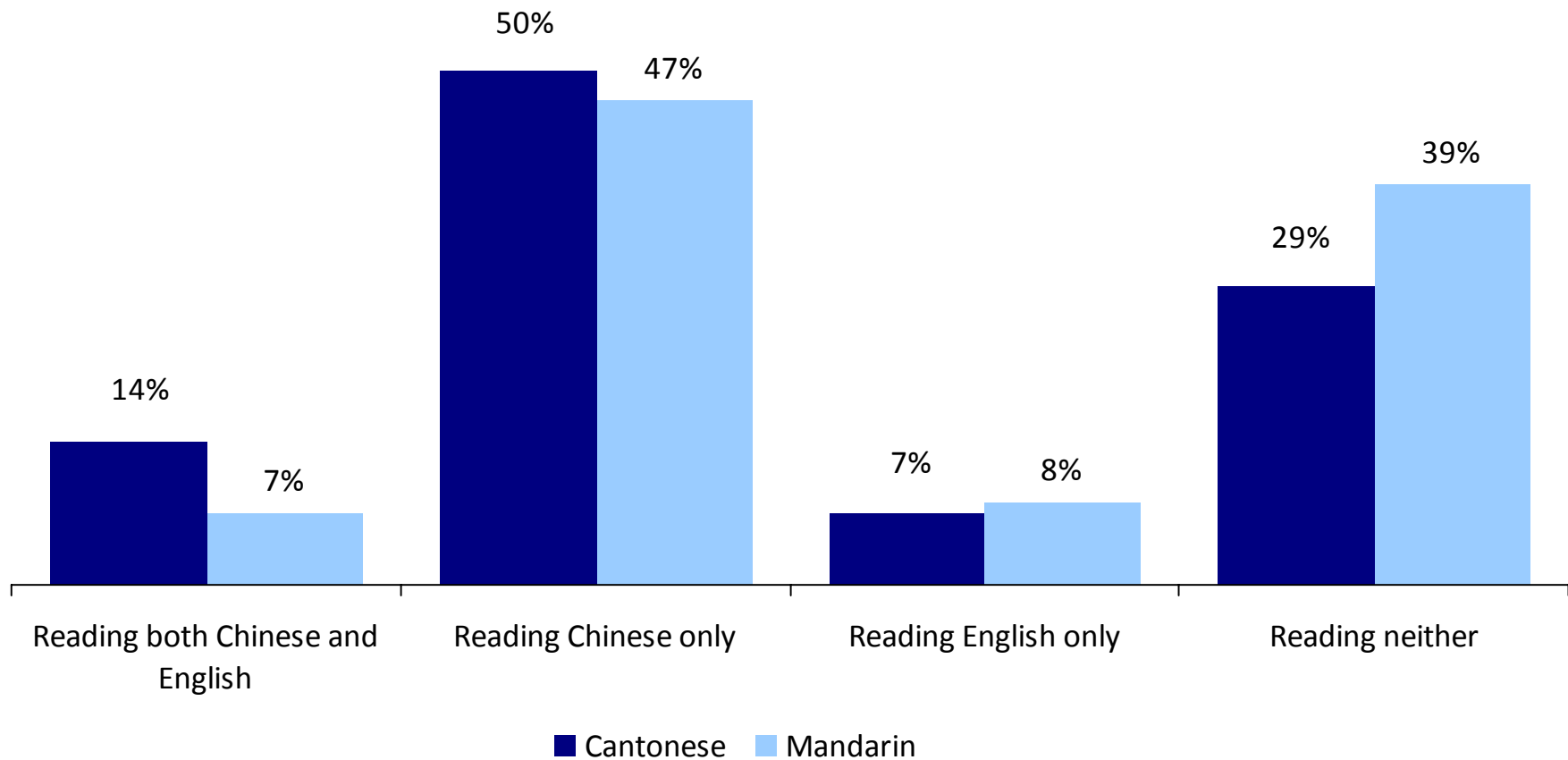


Language of newspaper and length of residency in Canada



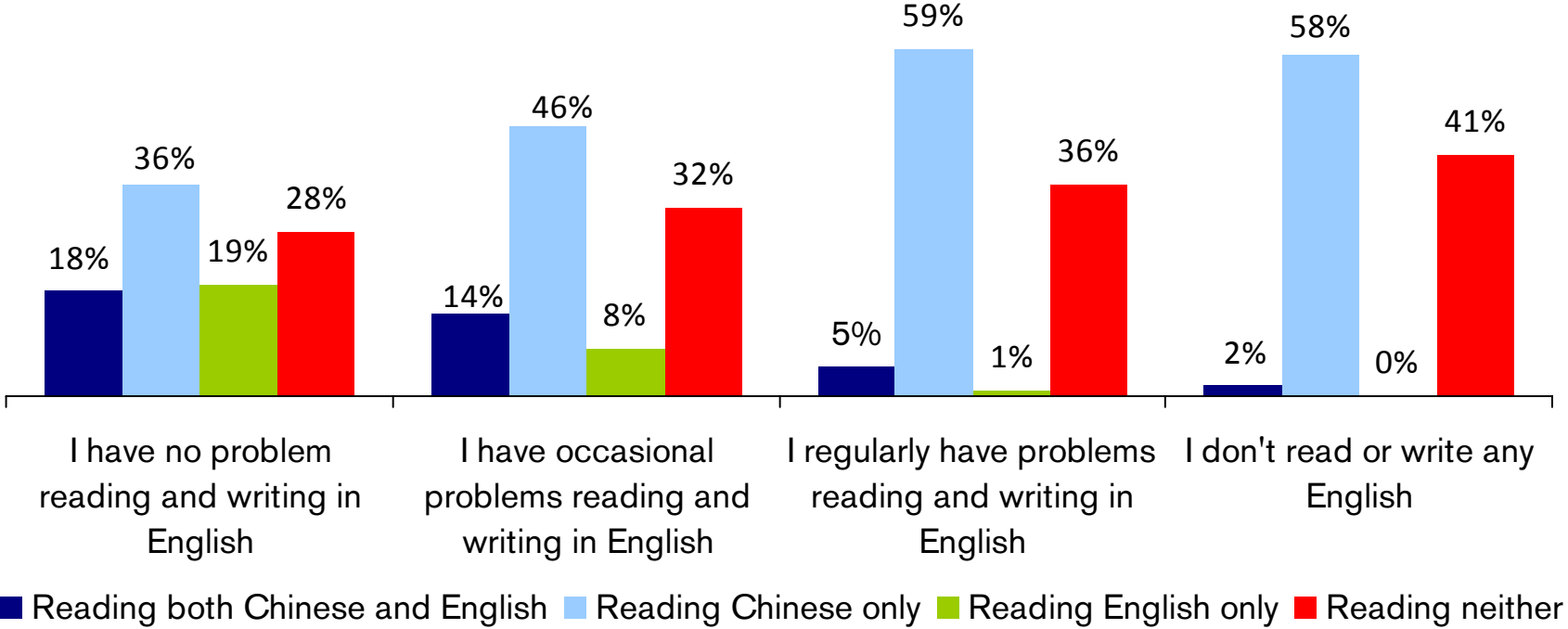
Two-fifths of native Mandarin speakers read neither Chinese nor English newspapers

Q Language of newspaper and the native Chinese dialect



Chinese Newspapers are readers' first choice, even among¹⁰ those with strong English skills

Q Language of newspaper and English proficiency



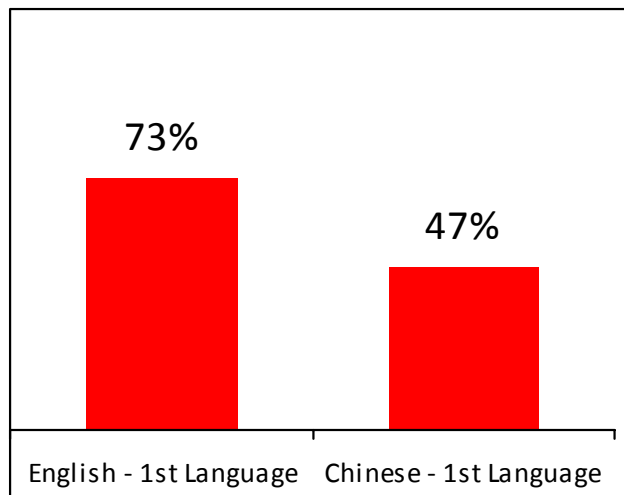
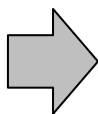
Political Engagement



Historical elections research: Chinese voters say they are less likely to vote and are much more undecided

Examples of election research 2008-09

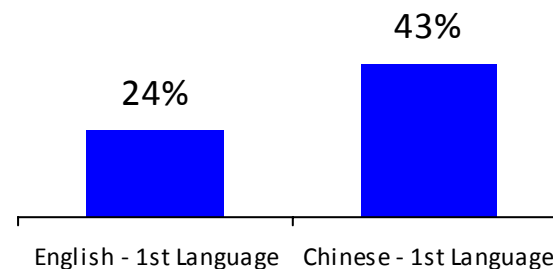
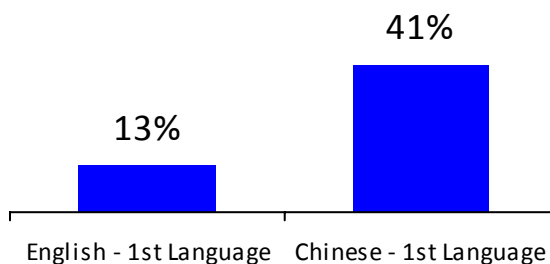
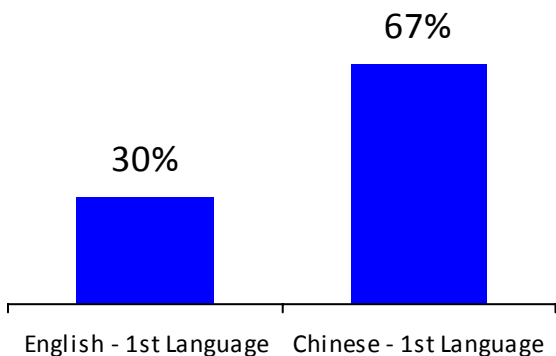
“Definitely going to vote” – City



City Vote
UNDECIDED

Provincial Vote
UNDECIDED

Federal Vote
UNDECIDED



The Lure of the North



Methodology

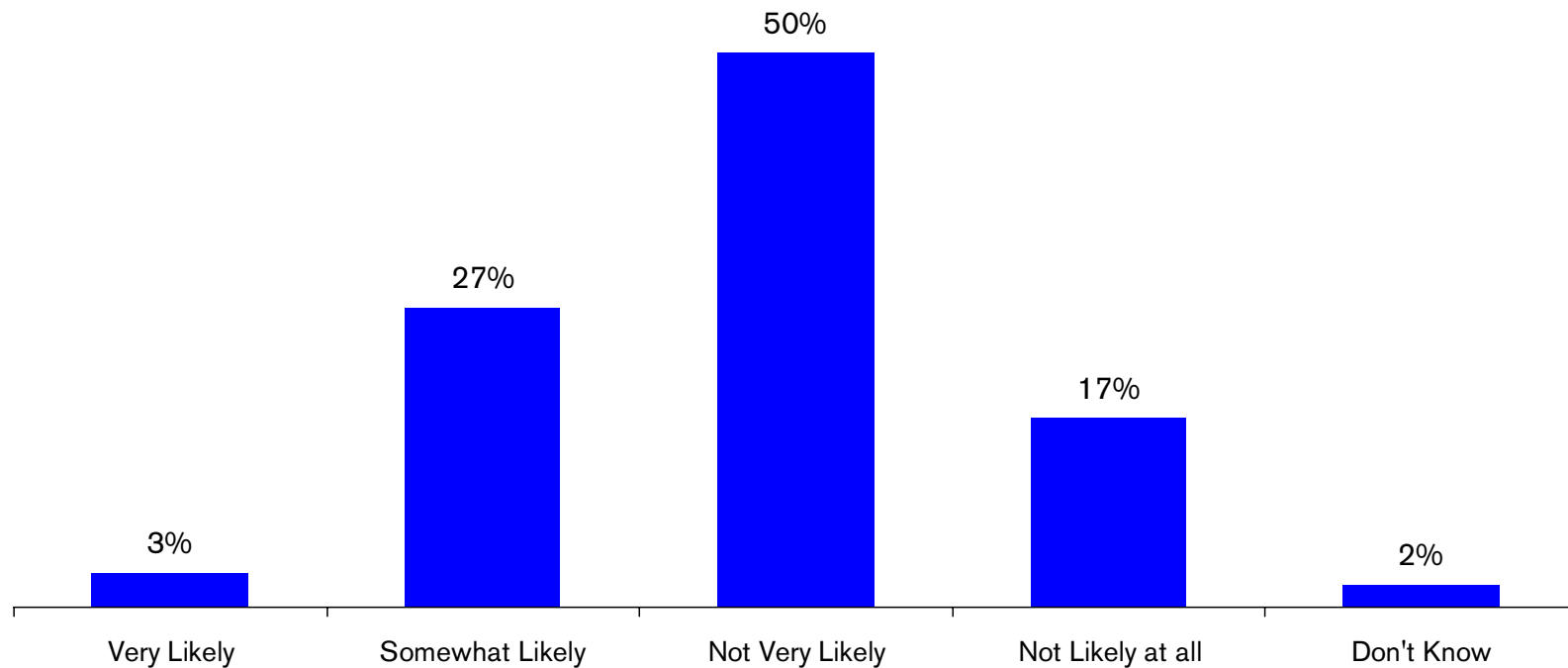
- 315 residents of Metro Vancouver's Chinese community from the age of 18 to 54 were interviewed by phone between February 10 and February 17, 2009.
- The margin-of-error for the overall sample (n=315) is +/- 5.52%, 19 times out of 20. The margin of error will be larger within each sub-grouping of the survey population.
- Telephone interviews were conducted through a joint venture between Innovative Research Group and S.U.C.C.E.S.S. and concentrated in census areas that have a high proportion of Chinese-language residents in Vancouver, Richmond, Burnaby, Surrey, Coquitlam, and North Vancouver.
- Data was weighted by gender and region to reflect 2006 Stats Can census data. Interviews were conducted in either Mandarin or Cantonese.
- In this report, "Chinese" refers to this sample of Chinese-language residents, and not the broader Chinese population that includes those that do not speak Cantonese and Mandarin.
- **Note:** *Graphs may not always total 100% due to rounding values rather than an error in data. Sums are added before rounding numbers.*



Only 3 in 10 likely to consider moving to a small urban centre in northern BC or Alberta to pursue opportunity



If you were offered a job or an opportunity in a small urban centre in northern British Columbia or northern Alberta that allowed you to earn and save more money, how likely is it that you would consider relocating?

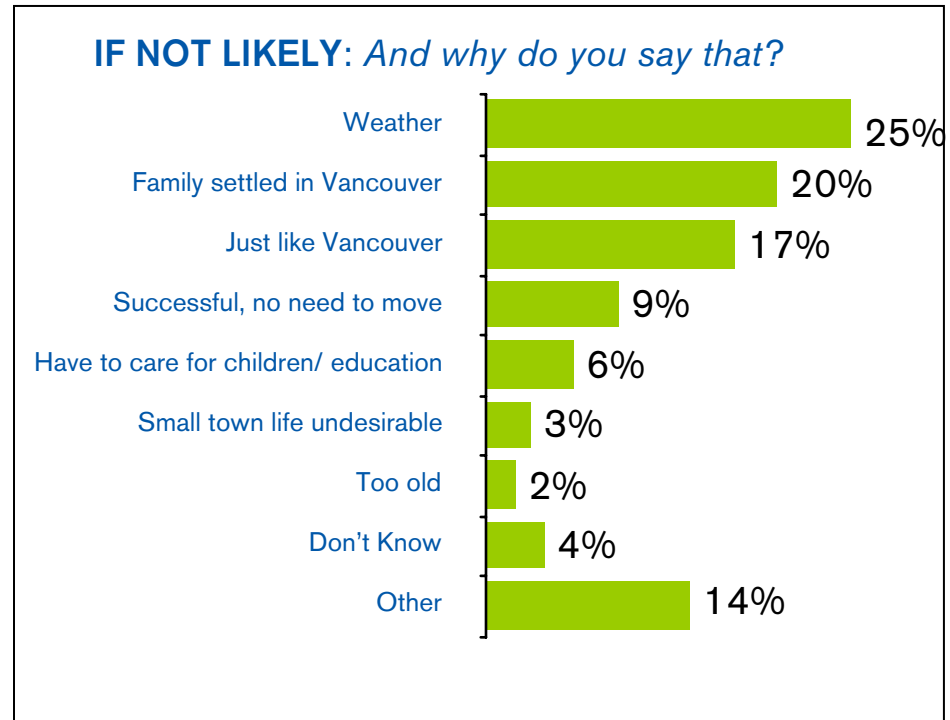
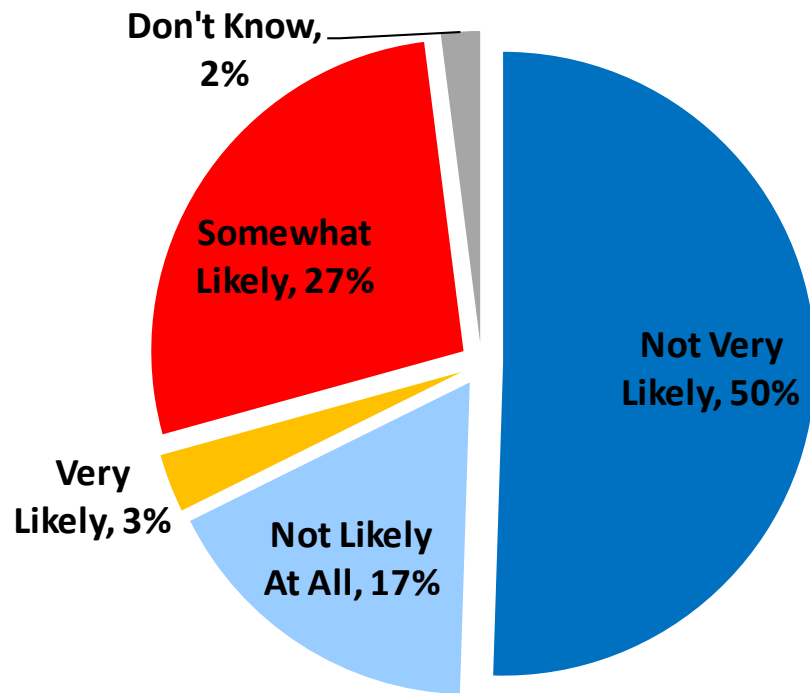


n = 315

Weather, family, and Vancouver itself key reasons to stay



If you were offered a job or an opportunity in a small urban centre in northern British Columbia or northern Alberta that allowed you to earn and save more money, how likely is it that you would consider relocating? Is that...



Some groups more willing to consider move north than others

Q If you were offered a job or an opportunity in a small urban centre in northern British Columbia or northern Alberta that allowed you to earn and save more money, how likely is it that you would consider relocating? Is that...

	Likely	Not Likely
Overall	30%	68%
Male	40%	60%
Female	21%	75%
Cantonese	25%	71%
Mandarin	33%	66%
18-34s	35%	62%
35-54s	29%	69%
China	29%	69%
Hong Kong	28%	71%
Taiwan	43%	53%
Read and write English, no problem	34%	65%
Read and write English, occasional problems	29%	68%
Read and write English, regular problems/none	26%	70%





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