

# ADDRESSING DATA GAPS: CROSS-SECTOR COLLABORATION IN ESTABLISHING A REPRESENTATIVE DATA BASE

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## HOW STRATEGIC PARTNERSHIP ENHANCED LONDON-MIDDLESEX'S DATA ECOSYSTEM

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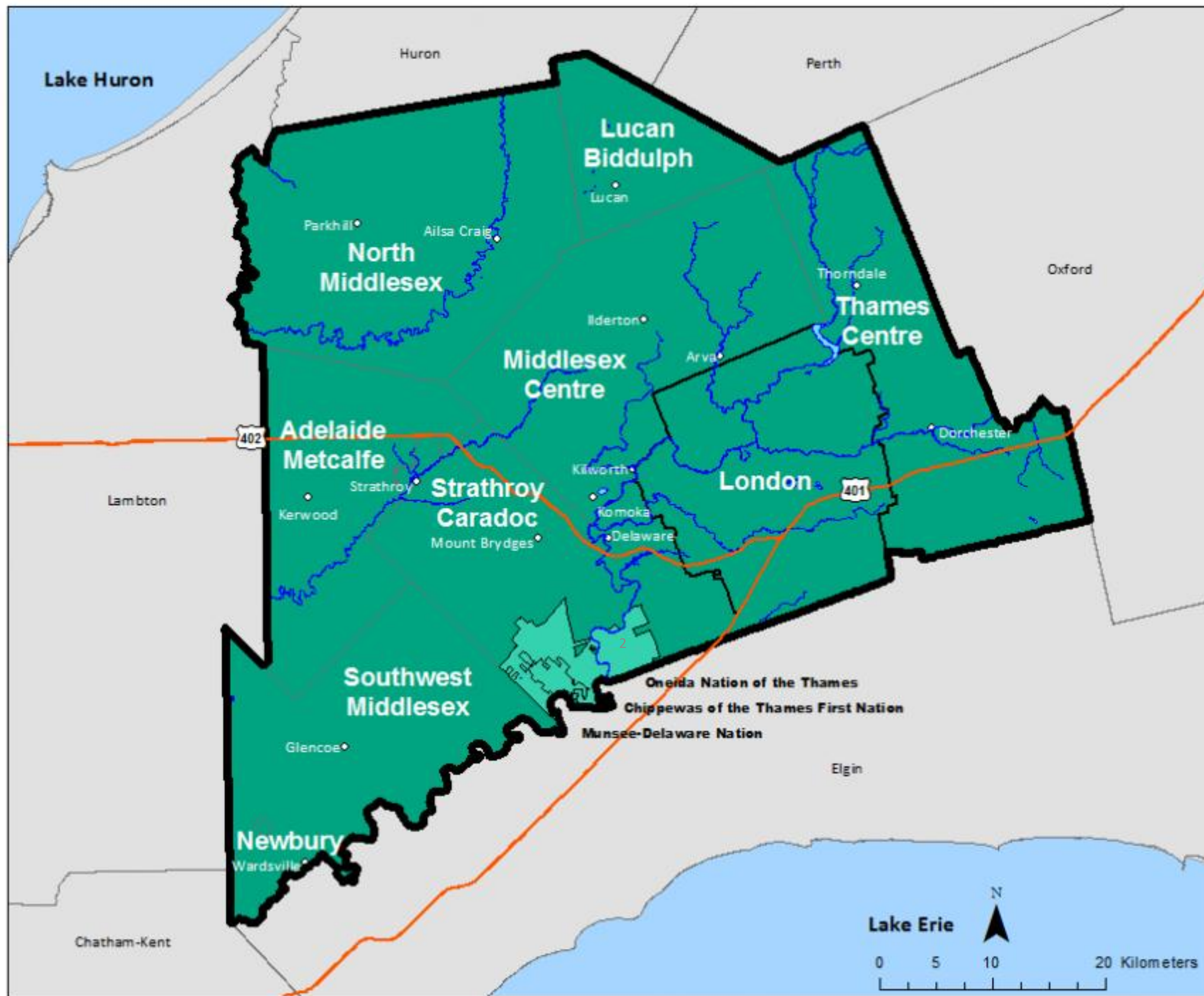
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# The London & Middlesex Local Immigration Partnership (LMLIP)

- Established in 2009, co-led by the City of London and a community member
- Funded by Immigration, Refugees and Citizenship Canada (IRCC)
- Five focus areas: Education, Employment, Health and wellbeing, Inclusion and civic engagement, Settlement
- Our mission: Strengthen the role of the community in serving and integrating immigrants

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**The London Newcomer Strategy – Phase One (2018–2023)** was approved by the City Council in 2018, and reaffirmed its Phase Two in 2023 to attract, integrate and retain newcomers to London, with a specific focus on skilled labour, international students and entrepreneurs.

It is a community-driven, civic-administration supported initiative. There is an Advisory Body to share information, facilitate discussion, identify priorities, shape decisions and direct resources to create the maximum impact. The Advisory Body is comprised of senior leaders from education institutions (school boards and post-secondary), workforce and employment agencies, leading organizations from key economic sectors and newcomers with lived experience.

**Under the Advisory Body, there are three task forces:**

1. Advocacy & Policy Change Task Force
2. Communication Task Force
3. Data Task Force, which is the focus of today's presentation
4. LMLIP serves on this body

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# Partnership With Western University

- Since the establishment of the London & Middlesex Local Immigration Partnership (LMLIP), we have had the pleasure of working with Dr. Victoria Esses who serves as the Research Liaison on the Central Council and chairs a few Working Groups including the Measuring Outcomes Work Group
- The Western Network for Economic and Social Trends, led by Dr. Esses, participates in the partnership with the LMLIP in order to contribute to the community while providing experience in community-based research for the graduate students. Together with NEST, we have conducted a number of research projects to provide the necessary information for the sector and service providers that helped them in filling the gaps in service or in improving the services
- Last year, we partnered once again with <sup>5</sup>NEST who recruited two graduate students – Jessica Lammert, Psychology and Goodnews Oshiogbele, Sociology – who worked with us under the leadership of Dr. Esses and Dr. Nielsen



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# **Survey of Newcomers to London-Middlesex:**

## A Study of the Experiences, Challenges, and Strengths of Permanent Residents in London-Middlesex

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# Goal and Research Questions

**Goal:** To better understand immigrants' settlement and integration experiences in London–Middlesex

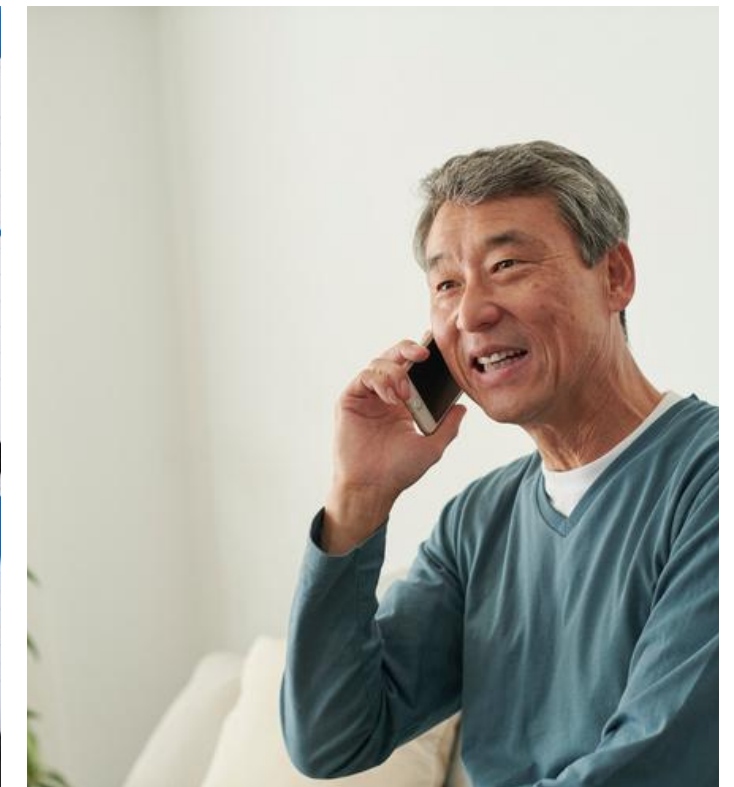
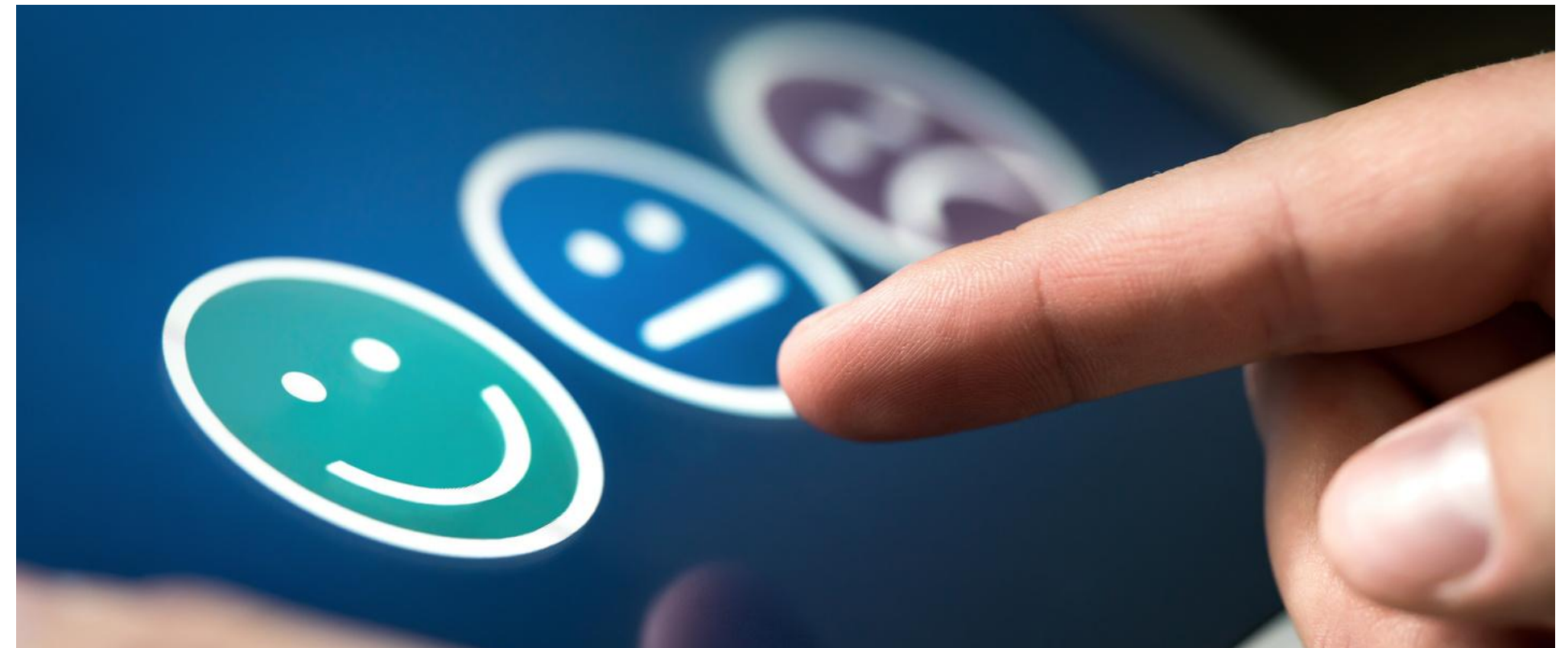
## **Key Questions:**

1. What are the experiences and challenges of immigrants here?
2. What factors (age, gender, etc.) impact their settlement?
3. What are their views on London–Middlesex as a welcoming community?
4. What should governments and organizations focus on to help?

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# FROM ANECDOTE TO EVIDENCE: THE POWER OF COLLABORATIVE RESEARCH

- **The Opportunity:** Most local surveys capture important anecdotes but have methodological limits for broad policy change.
- **Our Goal:** To build a research model that could capture individual stories at scale, transforming them into undeniable evidence for policy action.
- **Our Solution:** A strategic collaboration that blended community trust, policy needs, and academic rigour.
- **Our Result:** 387 immigrants recruited through Random Digit Dialing.



# A Partnership Built on Complementary Strengths

## CITY OF LONDON

- Identified key policy questions
- Provided municipal service perspective
- Contributed financially

## LMLIP

- Ensured survey relevance with settlement expertise
- Leveraged community trust and connections
- Championed the project across sectors
- Contributed financially

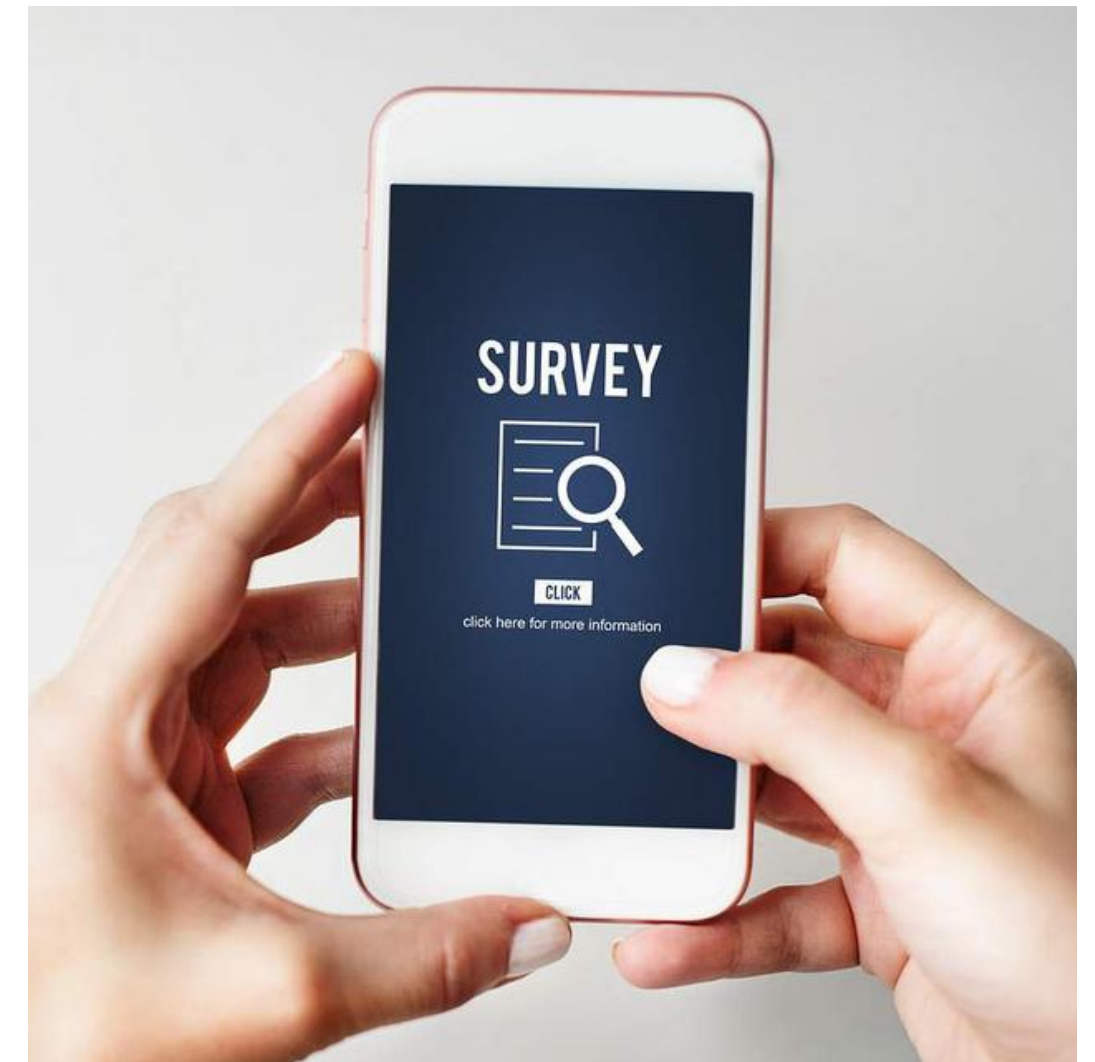
## WESTERN UNIVERSITY (NEST)

- Designed and executed rigorous methodology (Random Digit Dialing)
- Managed ethics approval process
- Conducted advanced statistical analysis and wrote the final reports

# Method

- **Instrument:** Online survey, available in English, French, Arabic, Mandarin, and Spanish
- **Content:** ~60 rating scale or multiple-choice questions
  - Demographics
  - Social and community outcomes
  - Civic and cultural involvement
  - Employment and economic circumstances
  - Attraction and retention
  - Knowledge and use of resources and services
- **Representative sampling:** Random digit dialing
- **387 participants**
  - Permanent residents in Canada
  - Born outside of Canada and lived in Canada & in London-Middlesex for 6 months to 9 years
  - 18 years of age or older

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# Demographic and Other Characteristics

◦ **Gender:** 52% Men, 48% Women

◦ **Age:**

- 27% 18–35 years old
- 28% 36–45 years old
- 43% 46 years old or older

◦ **Education:**

10% secondary school or below

29% completed college/vocational training

41% undergraduate degree

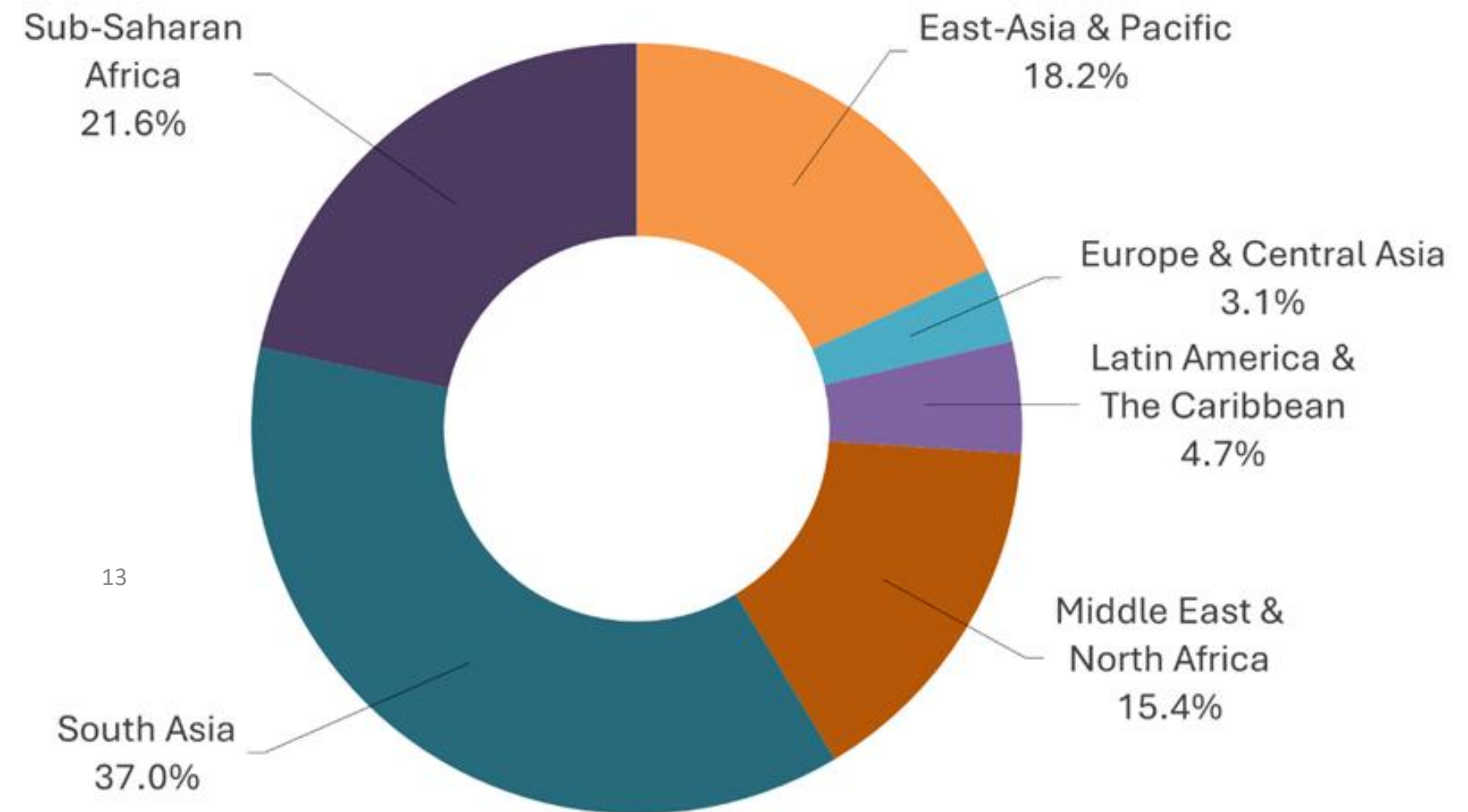


# Region of Birth

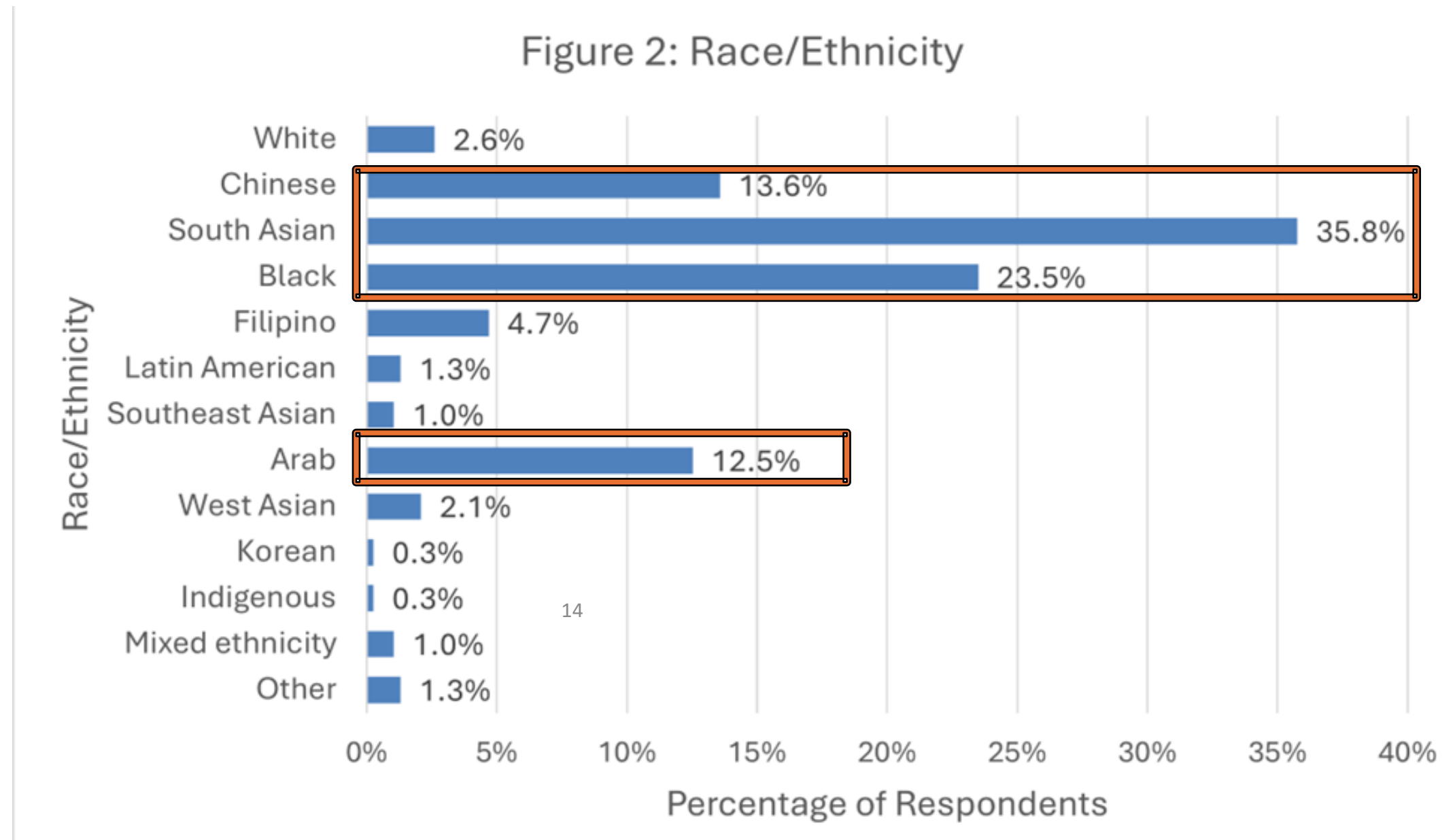
## Top Countries of Birth:

- India
- Nigeria
- China

Figure 1: Region of Birth

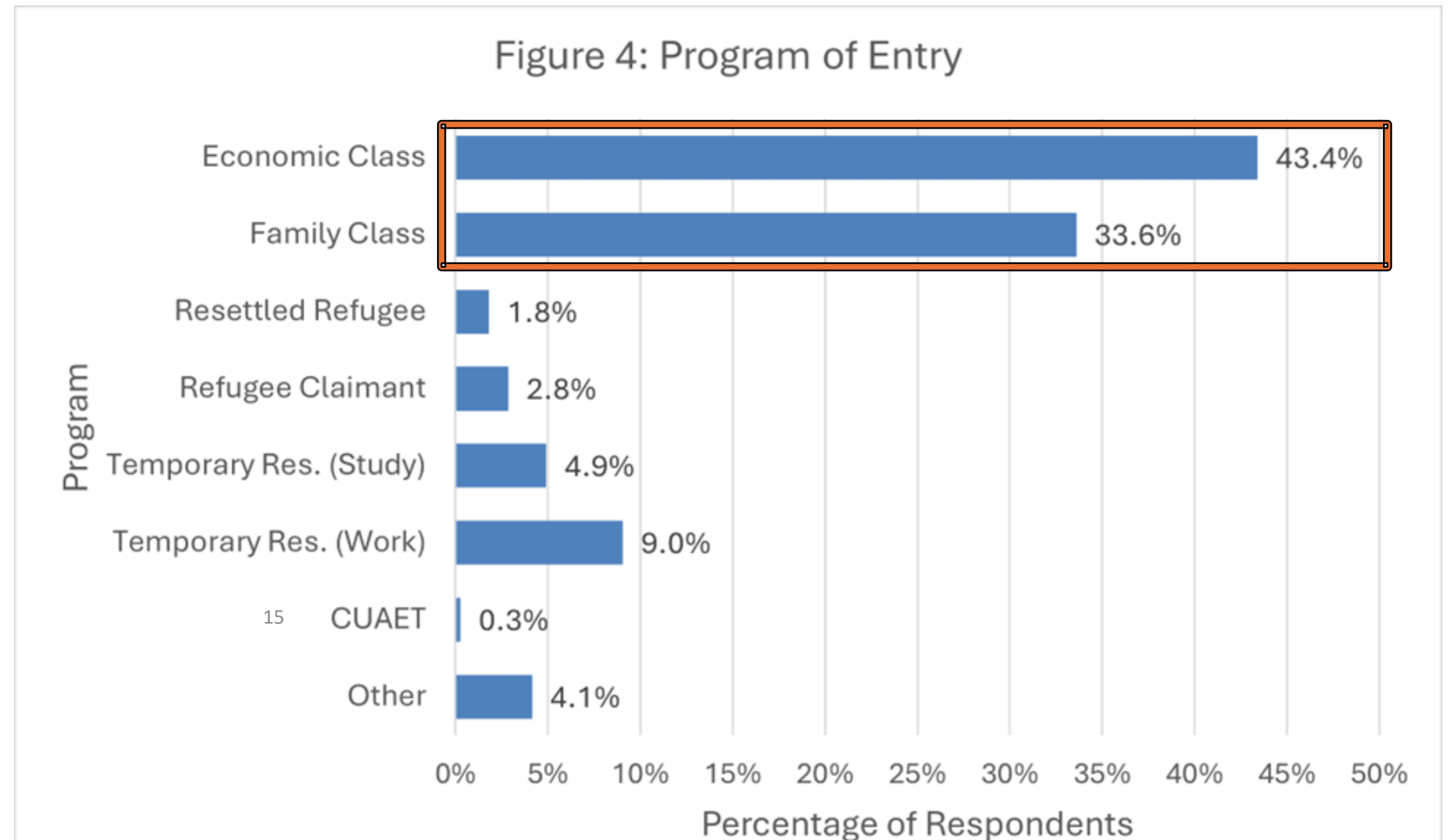


# Race/Ethnicity



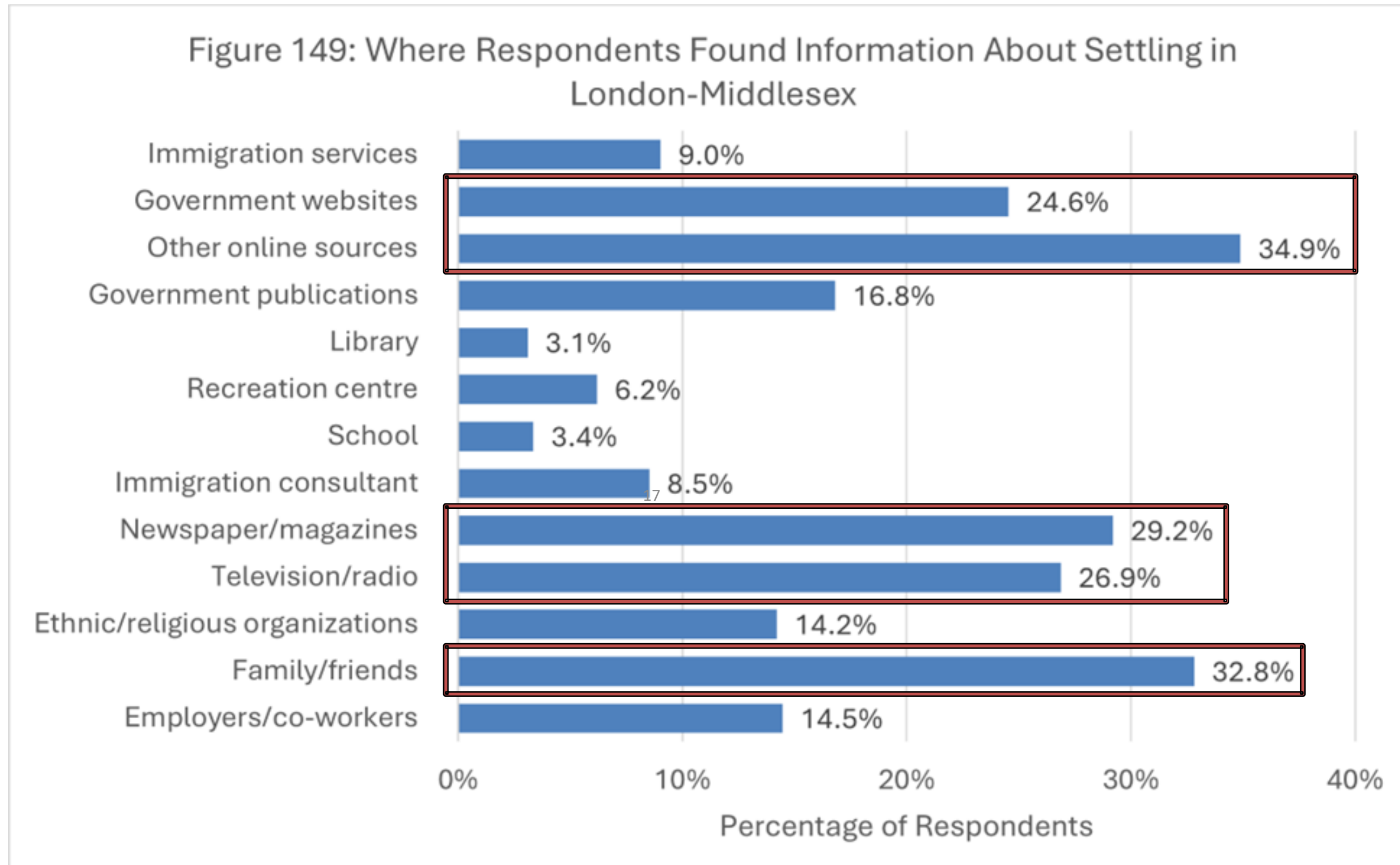
# Program of Entry

The majority of respondents had lived in Canada and in London-Middlesex for 6 years or less



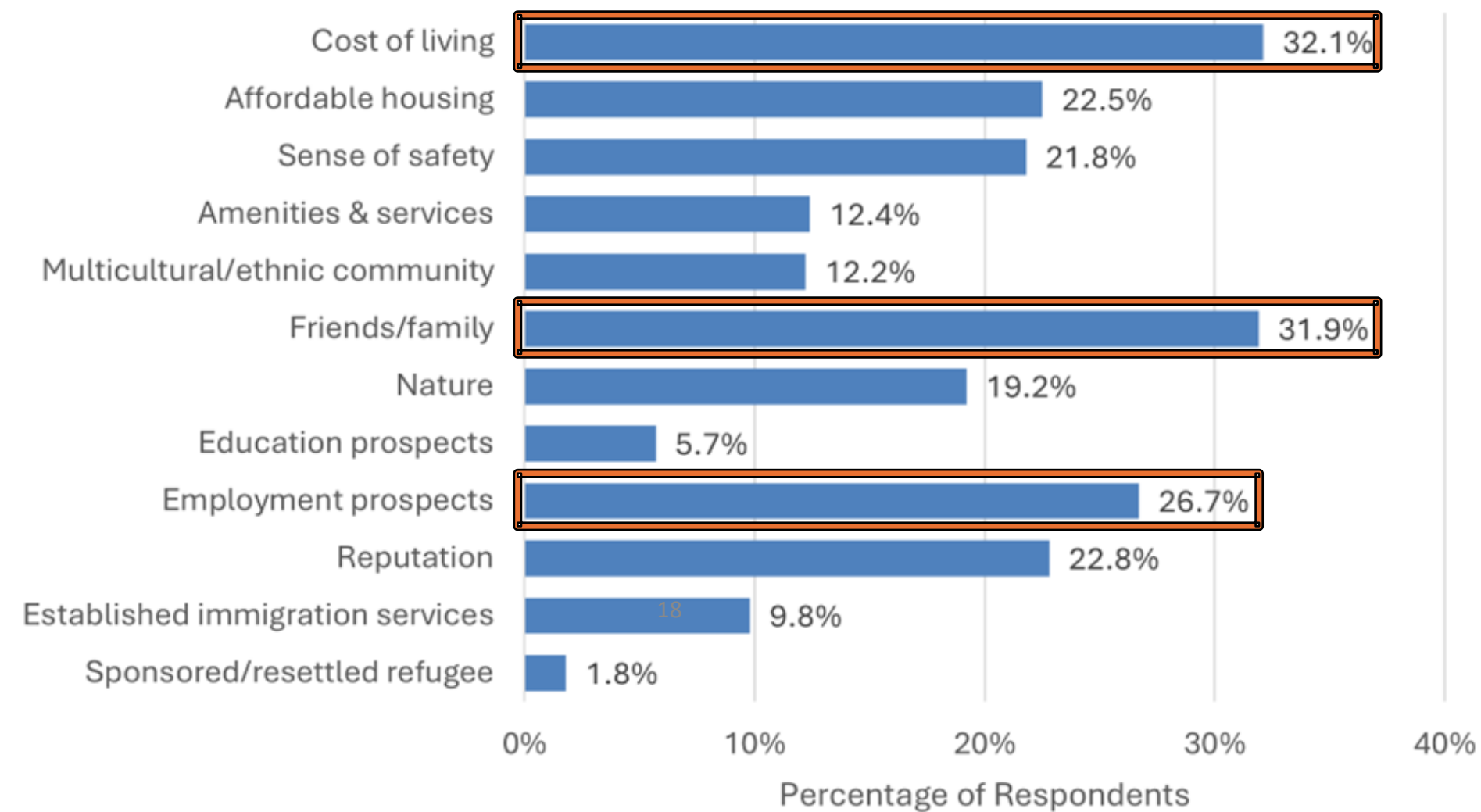
# Attraction and Retention

# How did immigrants learn about London-Middlesex?



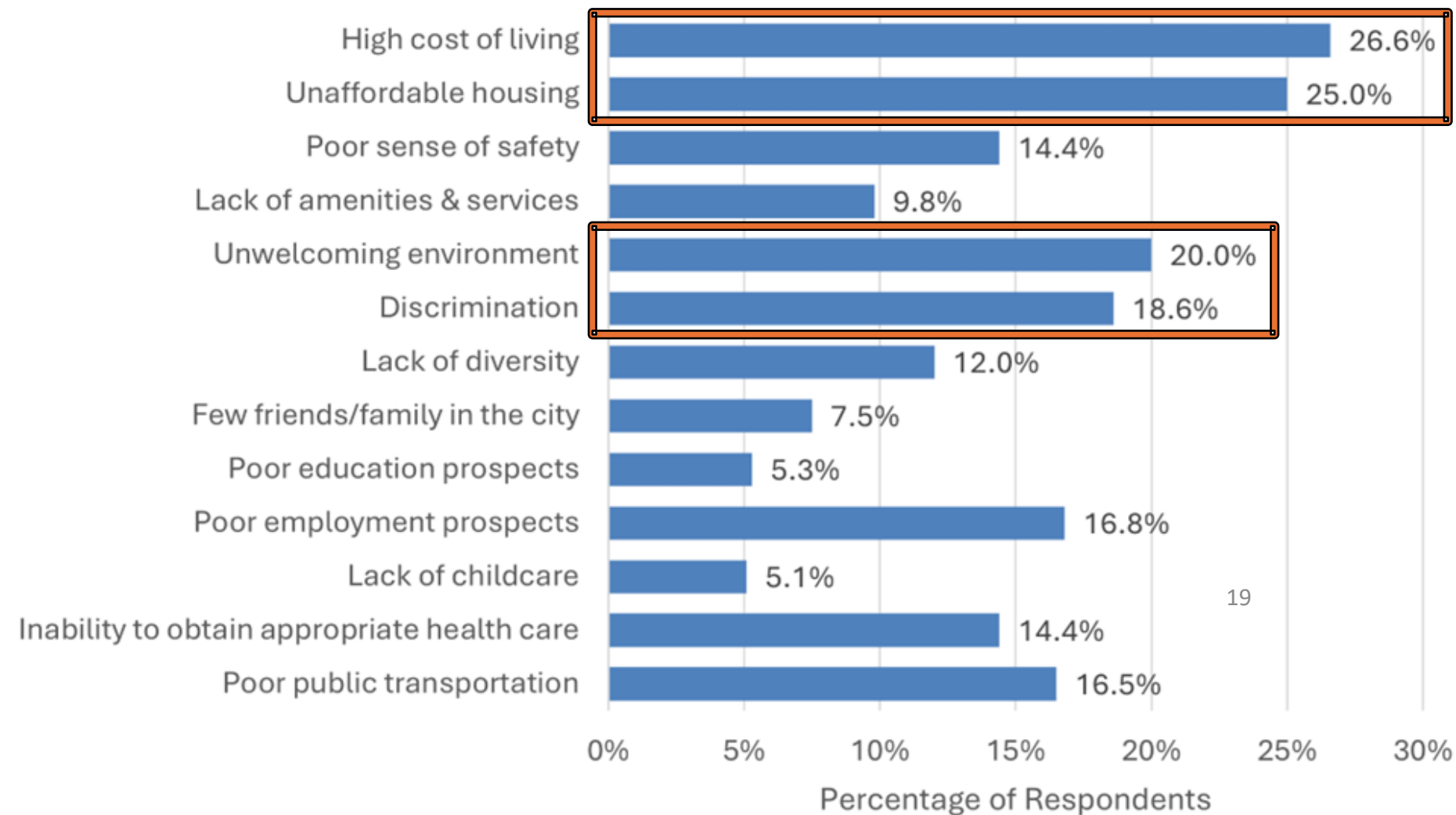
# Reasons for moving to London-Middlesex

Figure 135: Reasons for Moving to London-Middlesex



# Reasons to leave London-Middlesex

Figure 145: Reasons Why Respondents Would Leave London-Middlesex



60% would move to another city in Ontario

20% would move to the United States

# Use of Services

# What service did immigrants need most upon arrival in London-Middlesex?



## **Employment service (34.2%)**

- Respondents aged 46–65
- Born in Sub-Saharan Africa or Middle East & North Africa
- Entered Canada as Temporary Residents



## **Health and wellness service (18.8%)**

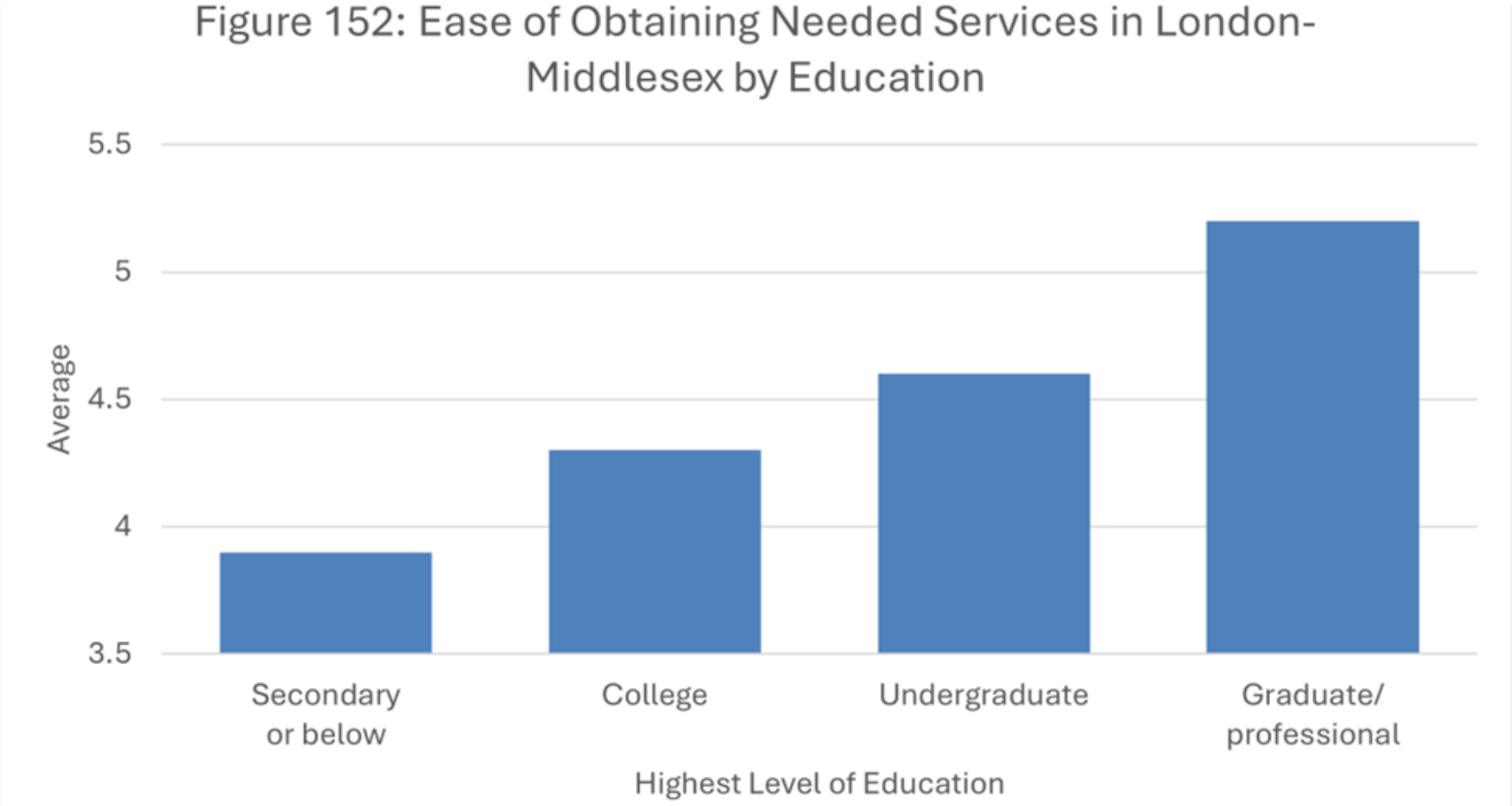
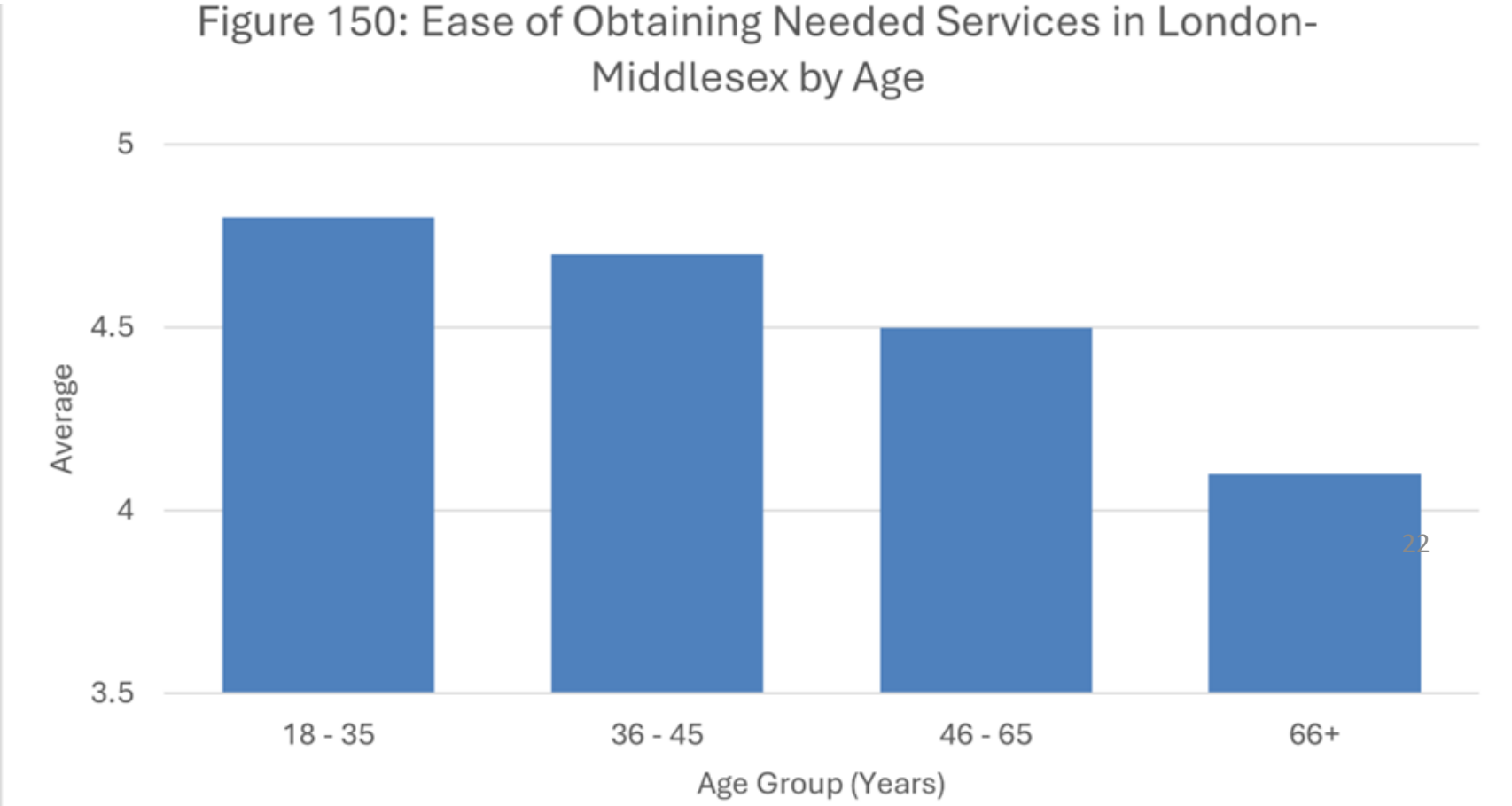
- Respondents aged 66+
- Born in South Asia or Latin America & the Caribbean



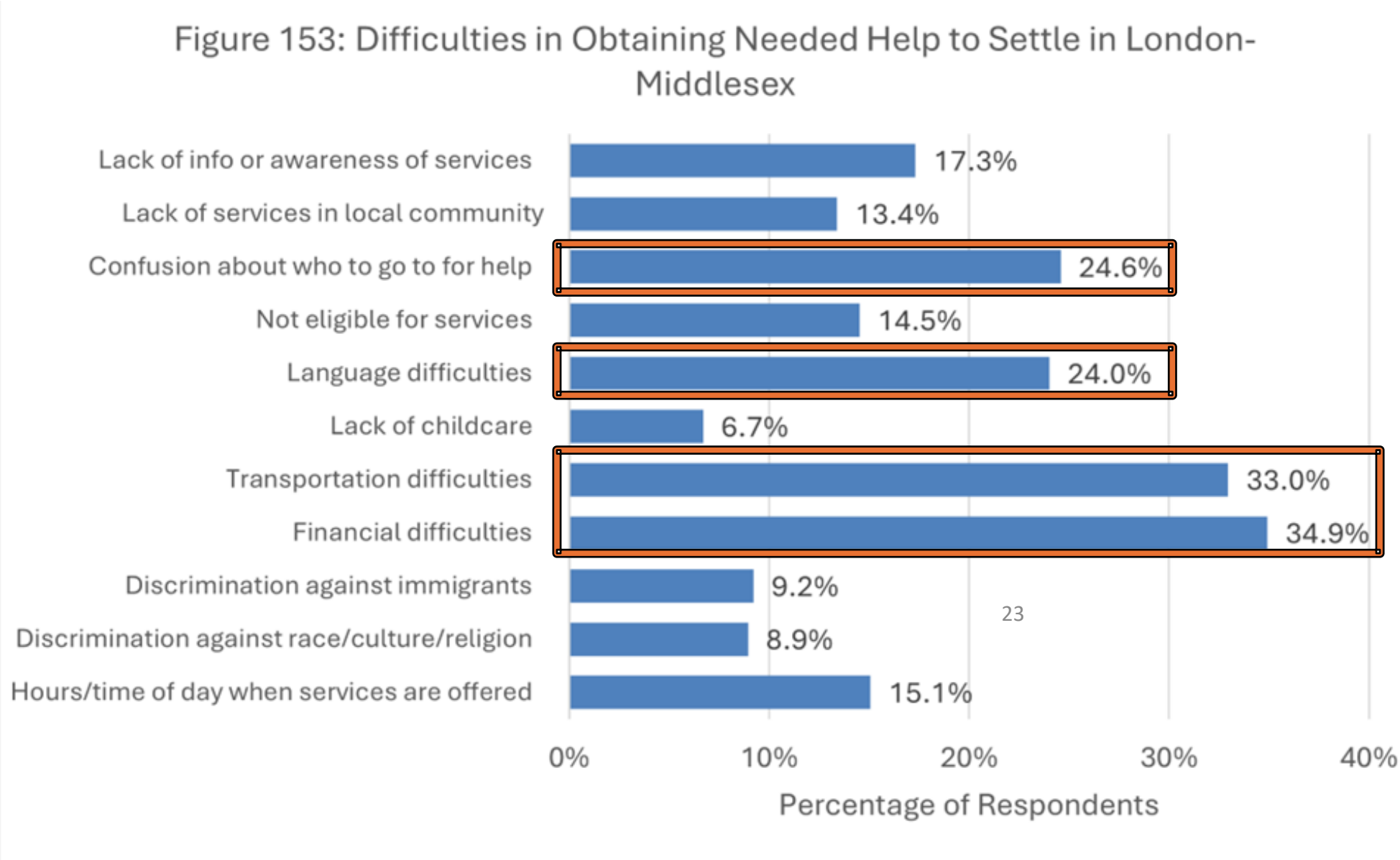
## **Information about settling in London-Middlesex (14.0%)**

# Do immigrants find it easy to obtain the services they need?

Ease of obtaining needed services **decreased with age** and **increased with education**



# Difficulties in obtaining help to settle in London-Middlesex



Respondents living in London more likely to experience **confusion about who to go to for help**

Respondents living in Middlesex County more likely to report **lack of services** and **difficulty with hours services are offered**

# **Characteristics Associated with Less Favourable Outcomes**

# Age

## **18–35**

- Are more likely to experience discrimination
- Have a weaker sense of belonging to Canada

## **66+**

- Have more difficulties finding work
- Have lower life satisfaction<sub>25</sub>
- Have a weaker sense of belonging to London–Middlesex and to their neighbourhood

# Gender

## Women

- Have more difficulties finding work and housing
- Have lower life satisfaction, ability to achieve goals, and ability to achieve important outcomes since coming to Canada
- Have a weaker sense of belonging to Ontario, London-Middlesex, and their neighbourhood

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# Region of Birth

## **Individuals born in Sub-Saharan Africa**

- Experience the highest rates of discrimination
- Are least likely to know or trust people in their local community
- Tend to work jobs that require no formal education
- Have the lowest job satisfaction

# Program of Entry

## **Individuals who entered Canada as refugees**

- Have more difficulties finding work that matches their qualifications

# Education

## **Individuals with secondary school education or below**

- Are more likely to be employed on temporary/contract basis
- Have lower job satisfaction
- Have more difficulties finding suitable housing
- Are least likely to trust in people in their local community
- Have a weaker sense of belonging to London-Middlesex and their neighbourhood
- Experience a lower ability to achieve important outcomes

# What Would Help Immigrants Reach Their Full Potential in London-Middlesex?

## Top Ranked Choices

- Improved Services for Immigrants: 39.5% ranked this as top item
- Social Connections: 26.4% ranked this as top item

## Most Likely to be Ranked in Second Place

- Educational Opportunities: 51.0% ranked this in second place

## Most Likely to be Ranked in Third Place

- Employment Opportunities: 45.3% ranked this in third place



# Cross-Sector Collaboration

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# Access the full report:

# Thank you. Questions?

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**Part A (Permanent Residents)**

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