

February 2011

HOW DO IMMIGRANTS FIND JOBS?

By

John Shields, Ann Marie Murnaghan, Maryse Lemoine, Philip Kelly, Stella Park

Inside this report:

Introduction to TIEDI	2
Research question	3
Background	3
The Data	4
Results	5
Conclusions	13
Appendix	14
Bibliography	15

KEY POINTS:

- Immigrants and Canadian-born use similar methods to find jobs. Most had found their current position through family or friend networks followed by taking personal initiatives.
- Help wanted ads and direct recruitment by employer were next important methods for finding out about job openings among most groups.
- Job fairs and union postings were reported as least important methods of learning about jobs.
- Immigrants in the natural and applied sciences and in the social science, education, government service, and religion, reported relatively high usage of the internet in job searches, especially in comparison to the Canadian-born in the same sectors.
- When analysed by occupational classification, on-campus recruitment was more important for Canadian-born persons than immigrants with the exception of those in social science, education, government service and religion, and sales and services.
- When analysed by ethnoracial category, Canadian-born Arab, West Asian or North Africans reported that they were often directly recruited by their employers, as did immigrant Latin Americans, white and the other visible minority categories. Immigrants were also more likely to report that recruitment agencies were helpful in finding their current jobs more so than Canadian-born persons.

INTRODUCTION TO TIEDI

The [Toronto Immigrant Employment Data Initiative \(TIEDI\)](#) seeks to assist organizations whose mandate includes the better integration of immigrants into Toronto's labour force. Such partner organizations include immigrant service agencies and advocacy groups, labour organizations, regulatory bodies, professional associations, training organizations, and credential assessment agencies.

The purpose of the project is to provide organizations with free access to statistical data and analysis on various aspects of immigrant labour market integration. The goal is to help organizations access the quantitative data they need in order to: identify priorities, develop programs and services, compose proposals and reports, and carrying out advocacy and public education endeavours.

TIEDI provides a unique service in which community organizations' data needs are met by a team of academic researchers and student analysts. Our partners define the data that they need - the project is thus driven by their agendas and not by academic research priorities.

TIEDI is based at York University, with a team of academic researchers drawn from York, the University of Toronto, and Ryerson University. Core members of the project team also include representatives of the Ontario Council of Agencies Serving Immigrants (OCASI), the Toronto Region Immigrant Employment Council (TRIEC) and World Education Services. The project is funded by the Social Sciences and Humanities Research Council of Canada under its Knowledge Impact in Society program, and by York University.

The datasets used by the project include a range of large-scale surveys such as the Census, the Longitudinal Survey of Immigrants to Canada, the Ethnic Diversity Survey, the Workplace and Employee Survey, the Survey of Labour and Income Dynamics, the Labour Force Survey and the Permanent Residents Data System.

TIEDI Analytical Reports provide tabulations of data, some brief analysis and contextualization, and some necessary caveats about the limitations of the data and analysis. Since the data presented have not been treated to detailed statistical analysis, any conclusions must be seen as preliminary and as starting points for further, more detailed, research. To download free copies of our analytical reports, and to post comments, visit our website, <http://www.yorku.ca/tiedi/pubreports.html>.

For further information, contact the TIEDI Principal Investigator, Dr Philip Kelly (pfkelly@yorku.ca), or the TIEDI Project Coordinator, Stella Park (pstella@yorku.ca).

RESEARCH QUESTION

How did immigrants and Canadian-born learn about the job opening for their current position?

BACKGROUND

Finding employment is one of the major steps to immigrants' integration. Using the Longitudinal Survey of Immigrants to Canada, Schellenberger and Maheux (2007) found that the majority of immigrants across all classes experienced trouble in their job search in their first two years after arrival. Even four years after arrival, 46.1% of immigrants cited their greatest difficulty since arriving in Canada as finding an adequate job. This need for a job was greater than their next two difficulties, learning the language and getting used to the weather, combined. According to their findings, 37.1% of immigrants stated that not having connections in the job market was their second greatest obstacle in obtaining quality employment. The goal of this paper is to find out whether immigrants in different occupational and ethno-racial groups have similar job search methods to the Canadian-born population.

Research has documented how, upon arrival in a new setting, immigrants often use ethnic networks of family and friends to find employment (Granovetter, 1995; Drentea, 1998). Sufficient social capital is important in creating and maintaining these ties, which are influenced by the specificity of ethnoracial groups' histories. Groups with established immigration histories in a country tend to have more established niches in the labour market (Mouw, 2003).

Social networks play an important role in helping immigrants find employment. In Canada, Pendakur and Pendakur (2005), using the Equality, Community, and Security survey, reported that 40% of respondents used family and friend networks to find their current job. They also found that foreign born were more likely to use networks to find their jobs, while visible minority workers were less likely to employ those methods.

In the United States, Kuhn and Skuterud (2002) found that the internet was an especially important tool for those job searchers who were unemployed. Those who sought jobs on the internet were more likely to be better educated than the average job searcher, and they are less likely to have their own personal networks of contacts from which to draw in their job search. Kuhn and Skuterud (2002) also found that the internet could have negative implications for staying employed as some employers see those who search for jobs online as more temporary and less committed employees. In the European Union, Pellizzari (2010) found that using informal contacts for job searches had both positive and negative effects on wages in different national contexts. He also found that informal networks were more useful in finding high quality jobs if there was a wide variety of services for job seekers, such as recruiting agencies and government institutions.

THE DATA: WORKPLACE AND EMPLOYEE SURVEY, 2005

The Workplace and Employee Survey (WES) is designed to explore a broad range of issues relating to employers and their employees. The survey is unique in that employers and employees are linked at the microdata level; employees are selected from within sampled workplaces.

The WES offers potential users several unique innovations: chief among these is the link between events occurring in workplaces and the outcomes for workers. In addition, being longitudinal (surveys were conducted from 1999-2005), it allows for a clearer understanding of changes over time. The WES permits the examination of the effect of workplace characteristics, in addition to job searches (Statistics Canada, 2009).

This report uses survey data collected in 2005. The time period leading up to the WES data collection in 2005 was marked by economic growth, strong employment gains, and earnings growth in Canada (Lin, 2008: 5). Existing economic conditions (see Table 1 for basic economic data) and government policies may affect the trajectories of respondents. The outcomes of the respondents presented in this report may not, therefore, be comparable to the experiences of all employed immigrants.

Table 1: Economic Performance Indicators, Canada, 2001-2005

	2001	2002	2003	2004	2005	Overall average
Growth in Real GNP	1.8 %	2.9 %	1.9 %	3.1 %	3.1 %	2.6 %
Unemployment Rate	7.2 %	7.6 %	7.6 %	7.2 %	6.8 %	7.3 %

Source: Maslove, 2008: 228

The WES sample design for workplaces is based on a fixed panel of workplaces; this means that the panel is subject to attrition over time. A second concern with the use of a fixed panel design is the deterioration in the efficiency of the stratification over time as the business universe changes – surveyed workplaces may become less representative of the business environment.

It is also worth bearing in mind that the data presented here represent a relatively small sample of employed immigrants and Canadian-born. Therefore, the sample does not represent those who are unemployed or are still looking for employment.

As with any dataset, there are also issues of outliers, imputation and estimation in using WES data. The most important limitation in the context of this report is that the sample size restricts the use of local data. When cases are selected to limit the data to respondents from the City of Toronto, the cell counts become too small for meaningful results. Data for Canada as a whole are therefore used in this report.

Definitions: Immigrants are defined as permanent residents, naturalized Canadian citizens, visa holders and temporary foreign workers. Basically, respondents who are not Canadian-born are included in the immigrant category.

RESULTS

Table 2 shows the distribution of ethnoracial groups by immigrant status and period of arrival using weighted values of the employed sample.

Table 2: Distribution of respondents by ethnoracial group, immigrant status and period of arrival, Canada, 2005

	Total Estimated Employed Population		Canadian-born		All Immigrants		Immigrants (Period of Arrival)							
							Before 1991		1991-1995		1996-2000		2001-2003	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Aboriginal	203,759	1.7	197,851	2.0	5,907	0.3	4,201	0.3	n/a	n/a	n/a	n/a	n/a	n/a
Arab, West Asian, or North African	124,428	1.0	24,981	0.2	99,447	4.5	54,298	3.6	6,391	2.7	27,174	8.8	11,584	7.5
Black	126,591	1.0	26,192	0.3	100,398	4.6	68,989	4.6	14,696	6.3	11,405	3.7	5,308	3.4
East Asian	435,449	3.6	109,249	1.1	326,201	14.9	185,886	12.5	60,294	25.9	54,769	17.8	25,252	16.3
East Indian	274,768	2.2	63,065	0.6	211,703	9.7	105,801	7.1	34,569	14.8	41,102	13.3	30,231	19.6
Filipino	119,516	1.0	17,812	0.2	101,703	4.6	32,896	2.2	24,127	10.4	37,260	12.1	7,420	4.8
Latin American	105,098	0.9	20,552	0.2	84,546	3.9	66,776	4.5	3,509	1.5	8,213	2.7	6,048	3.9
Southeast Asian	113,584	0.9	13,922	0.1	99,662	4.6	57,118	3.8	13,831	5.9	24,303	7.9	4,410	2.9
Other visible minority	1,259,924	10.3	822,448	8.2	437,476	20.0	320,680	21.5	32,746	14.1	47,703	15.5	36,347	23.5
White	9,452,194	77.4	8,731,244	87.1	720,950	33.0	593,892	39.8	42,686	18.3	56,393	18.3	27,979	18.1

n/a: Data suppressed due to reliability and/or confidentiality issues

Among Canadian-born, 87.1% were white, 2% were Aboriginal, 1.1% were East Asian and 8.2% fell in the other visible minority category. Among all immigrants, 33.0% were white, 14.9% were East Asian, 9.7% were East Indian and 20.0% were from the other visible minority group.

Table 3 shows the distribution of the occupational categories for respondents by immigrant status and period of arrival. While the occupational categories are quite broad, this table helps to illustrate differences in the distribution of jobs held by Canadian-born and immigrants in general.

Table 3: Distribution of respondents by Standard Occupational Classification, Immigrant Status and Period of Arrival, Canada, 2005

	Canadian-born	All Immigrants	Immigrants (Period of Arrival)			
			Before 1991	1991-1995	1996-2000	2001-2003
Management (A)	12.2 %	14.4 %	15.5 %	10.1 %	13.7 %	13.1 %
Business, Finance and Administrative (B)	21.7 %	22.2 %	22.5 %	20.1 %	24.6 %	19.0 %
Natural and Applied Sciences and Related (C)	4.9 %	8.5 %	7.7 %	8.0 %	11.8 %	12.0 %
Health (D)	7.8 %	7.6 %	8.5 %	4.6 %	7.0 %	n/a
Social Science, Education, Government Service and Religion (E)	6.5 %	4.5 %	4.9 %	2.8 %	4.1 %	4.4 %
Art, Culture, Recreation and Sport (F)	2.1 %	2.1 %	2.5 %	n/a	n/a	n/a
Sales and Service (G)	25.5 %	21.2 %	19.0 %	25.9 %	25.5 %	29.4 %
Trades, Transport and Equipment Operators and Related (H)	12.4 %	8.5 %	9.3 %	11.6 %	5.0 %	4.4 %
Primary Industry (I)	0.9 %	n/a	n/a	n/a	n/a	n/a
Processing, Manufacturing and Utilities (J)	6.0 %	10.9 %	10.1 %	16.7 %	8.4 %	17.6 %

n/a: Data suppressed due to reliability and/or confidentiality issues

Overall, there are few major differences in the distribution of Canadian-born and immigrants across occupations. Canadian-born were more likely to work in trades and transport (12.4% vs 8.5% for immigrants), and in sales and service (25.5% vs. 21.2% for immigrants), while immigrants were slightly more likely to work in the natural and applied sciences (8.5% vs. 4.9%) and in processing, manufacturing and utilities (10.9% vs. 6.0%). Several of these patterns are particularly accentuated for recent immigrants.

Table 4 shows the distribution of respondents by occupational category and ethnoracial group, showing the dominant occupations for each ethnoracial group.

Table 4: Distribution of respondents by Standard Occupational Classification and Ethnoracial Groups, Canada, 2005

	Aboriginal	Arab, West Asian, or North African	Black	East Asian	East Indian	Filipino	Latin American	Southeast Asian	White	Other Visible Minority
Management (A)	6.7 %	16.2 %	9.6 %	17.4 %	14.1 %	5.3 %	6.0 %	10.3 %	12.4 %	15.1 %
Business, Finance and Administrative (B)	24.0 %	26.2 %	29.1 %	23.0 %	16.6 %	30.7 %	28.5 %	20.2 %	21.5 %	22.2 %
Natural and Applied Sciences and Related (C)	3.4 %	7.0 %	4.2 %	9.8 %	5.4 %	5.8 %	6.8 %	8.7 %	5.0 %	8.3 %
Health (D)	7.7 %	7.7 %	10.1 %	7.5 %	11.8 %	12.8 %	n/a	n/a	7.7 %	7.7 %
Social Science, Education, Government Service and Religion (E)	10.2 %	5.2 %	3.2 %	7.0 %	3.5 %	0.0 %	4.8 %	0.7 %	6.5 %	4.9 %
Art, Culture, Recreation and Sport (F)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2.3 %	2.0 %
Sales and Service (G)	27.1 %	23.7 %	21.8 %	23.2 %	25.6 %	18.9 %	25.4 %	38.0 %	25.0 %	23.0 %
Trades, Transport and Equipment Operators and Related (H)	10.6 %	5.3 %	6.7 %	5.5 %	7.2 %	7.7 %	10.7 %	4.5 %	12.6 %	10.4 %
Primary Industry (I)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.9 %	0.4 %
Processing, Manufacturing and Utilities (J)	10.4 %	8.7 %	15.4 %	6.6 %	16.0 %	18.9 %	17.8 %	17.6 %	6.2 %	6.0 %

n/a: Data suppressed due to reliability and/or confidentiality issues

Across all ethnoracial groups, sales and service as well as business, finance and administrative occupations were the most common occupations, generally accounting for more than 50% of the respondents of each group.

a) Learning about Jobs by Occupation

Respondents were asked which method of job search they used in finding their current jobs, and were allowed to provide more than one method in their replies. Table 5 shows the ranked job search method for Canadian-born and immigrants by occupational classification. These values are ranked in order to give an indication of their relative importance. Table 6 presents this same information using percentage-based responses for each category.

Table 5: Job Search Method (ranking) by National Occupational Classification and immigrants status, Canada, 2005

		Family or friend	Personal initiative	Help wanted ad	Directly recruited by employer	Other	Internet	Recruitment agency (head hunter)	News story	Employment Centre/ other government	On-campus recruitment	Union posting	Job fair
Canadian-born	Management (A)	1	3	5	2	4	8	6	9	10	7	11	11
	Business, Finance and Administrative (B)	1	3	2	4	5	6	8	10	7	9	11	12
	Natural and Applied Sciences and Related (C)	1	2	5	3	4	6	8	9	10	7	12	11
	Health (D)	2	1	5	3	4	7	n/a	8	10	6	8	n/a
	Social Science, Education, Government Service and Religion (E)	1	2	4	3	5	7	10	8	9	6	n/a	n/a
	Art, Culture, Recreation and Sport (F)	1	2	5	3	4	6	7	n/a	n/a	8	n/a	n/a
	Sales and Service (G)	1	2	3	4	5	8	11	7	6	9	12	10
	Trades, Transport and Equipment Operators and Related (H)	1	2	4	3	5	8	11	10	6	9	7	12
	Primary Industry (I)	1	2	5	3	6	n/a	4	n/a	n/a	n/a	n/a	n/a
	Processing, Manufacturing and Utilities (J)	1	2	3	4	5	7	8	9	6	10	12	11
Immigrants	Management (A)	1	2	5	3	4	9	6	7	n/a	8	n/a	n/a
	Business, Finance and Administrative (B)	1	3	2	4	7	6	5	9	8	10	n/a	n/a
	Natural and Applied Sciences and Related (C)	1	2	5	6	4	3	7	8	n/a	9	n/a	n/a
	Health (D)	1	2	3	4	5	6	n/a	n/a	n/a	n/a	n/a	n/a
	Social Science, Education, Government Service and Religion (E)	2	1	3	6	5	4	n/a	n/a	n/a	7	n/a	n/a
	Art, Culture, Recreation and Sport (F)	1	2	3	5	n/a	4	n/a	n/a	n/a	n/a	n/a	n/a
	Sales and Service (G)	1	2	4	3	5	9	10	6	7	8	n/a	n/a
	Trades, Transport and Equipment Operators and Related (H)	1	2	4	3	8	10	n/a	5	6	9	7	n/a
	Primary Industry (I)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Processing, Manufacturing and Utilities (J)	1	2	3	4	7	8	5	n/a	6	n/a	n/a	n/a

n/a: Data suppressed due to reliability and/or confidentiality issues

Table 6: Job Search Method for Canadian-born and Immigrants by National Occupational Classification, Canada, 2005

	Family or friend	Personal initiative	Help wanted ad	Directly recruited by employer	Other method	Internet	Recruitment agency (headhunter)	News story	Canada Employment Centre /	On-campus recruitment	Union posting	Job fair
Canadian-born												
Management (A)	32.7 %	17.3 %	13.5 %	19.6 %	14.2 %	3.0 %	4.7 %	1.8 %	1.5 %	3.6 %	0.2 %	0.2 %
Business, Finance and Administrative (B)	41.2 %	15.5 %	17.2 %	13.6 %	7.9 %	5.3 %	4.3 %	2.2 %	4.5 %	2.3 %	0.4 %	0.2 %
Natural and Applied Sciences & Related (C)	36.2 %	17.3 %	12.0 %	15.4 %	12.6 %	8.4 %	5.1 %	2.1 %	1.5 %	6.1 %	0.2 %	0.4 %
Health (D)	26.6 %	35.4 %	10.2 %	17.6 %	12.3 %	1.8 %	n/a	1.2 %	0.8 %	3.5 %	1.2 %	n/a
Social Science, Education, Govt Service and Religion (E)	26.2 %	23.6 %	21.2 %	22.2 %	9.3 %	4.1 %	1.8 %	2.2 %	2.0 %	6.8 %	n/a	n/a
Art, Culture, Recreation and Sport (F)	42.4 %	18.4 %	11.0 %	14.0 %	11.8 %	4.1 %	2.2 %	n/a	n/a	1.4 %	n/a	n/a
Sales and Service (G)	43.1 %	25.0 %	16.4 %	11.2 %	6.9 %	1.7 %	0.5 %	1.8 %	2.8 %	1.1 %	0.1 %	0.7 %
Trades, Transport and Equipment Operators and Related (H)	50.8 %	18.8 %	12.3 %	14.0 %	8.3 %	1.5 %	0.6 %	1.1 %	3.8 %	1.2 %	2.5 %	0.3 %
Primary Industry (I)	46.5 %	26.8 %	3.9 %	12.1 %	2.7 %	n/a	8.3 %	n/a	n/a	n/a	n/a	n/a
Processing, Manufacturing and Utilities (J)	48.4 %	26.2 %	12.5 %	11.5 %	7.1 %	3.1 %	3.0 %	2.1 %	5.6 %	1.1 %	0.5 %	0.7 %
Immigrants												
Management (A)	30.8 %	21.4 %	10.3 %	17.8 %	15.3 %	2.0 %	5.9 %	4.2 %	n/a	2.4 %	n/a	n/a
Business, Finance and Administrative (B)	39.9 %	17.1 %	18.8 %	15.2 %	5.2 %	5.5 %	9.5 %	1.8 %	3.9 %	0.9 %	n/a	n/a
Natural and Applied Sciences & Related (C)	36.0 %	17.8 %	10.2 %	8.9 %	11.1 %	14.4 %	7.6 %	4.5 %	n/a	2.5 %	n/a	n/a
Health (D)	39.1 %	33.4 %	14.2 %	13.7 %	9.0 %	5.5 %	n/a	n/a	n/a	n/a	n/a	n/a
Social Science, Education, Govt Service and Religion (E)	20.8 %	26.1 %	18.8 %	11.8 %	12.6 %	15.8 %	n/a	n/a	n/a	10.7 %	n/a	n/a
Art, Culture, Recreation and Sport (F)	43.6 %	20.1 %	19.1 %	2.8 %	n/a	9.8 %	n/a	n/a	n/a	n/a	n/a	n/a
Sales and Service (G)	49.4 %	29.8 %	11.4 %	11.7 %	6.2 %	1.8 %	1.4 %	2.7 %	2.3 %	2.2 %	n/a	n/a
Trades, Transport and Equipment Operators and Related (H)	49.0 %	18.8 %	10.1 %	18.5 %	3.6 %	1.8 %	n/a	6.6 %	5.2 %	3.4 %	4.7 %	n/a
Primary Industry (I)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Processing, Manufacturing and Utilities (J)	56.7 %	16.1 %	13.8 %	8.3 %	2.4 %	1.7 %	3.2 %	n/a	3.1 %	n/a	n/a	n/a

n/a: Data suppressed due to reliability and/or confidentiality issues

** : Percentages do not add up to 100% because respondents could select multiple choices.

The most commonly reported method of learning about jobs for Canadian-born and immigrants was through family or friends. This applied across nearly all occupational classifications, ranging from 26.2% to 56.7%. More than half of immigrants working in processing, manufacturing and utilities

and Canadian-born working in trades, transport and equipment operators had found their current position through family or friends. The only cases in which family and friends had not been the predominant way of finding out about current positions were found in the health field for Canadian-born respondents, and in the social science, education, government service and religion field for immigrants. In these two fields, 35.4% and 26.1% of respondents respectively reported that personal initiative was the most important method in finding their current jobs.

Across most fields, the second most important method of job search was personal initiative, ranging between 15.5% to 35.4%.

Relying on help wanted ads and being directly recruited by an employer were the next most frequently used methods for finding out about their current position. Approximately a fifth of Canadian-born and immigrants working in the social sciences, education, government service and religion (respectively 21.2% and 18.8%) had found their current position through help wanted ads, along with 19.1% and 18.8% of immigrants working in the art, culture, recreation and sport industry, and those working in business, finance and administration respectively. The highest proportions direct recruitment by an employer were found among the Canadian-born working in the social science, education, government service and religion (22.2%), and in management (19.6%). Immigrants in natural and applied sciences, and those in social science, education, government service and religion were less likely than Canadian-born persons in the same field to be directly recruited by employers (8.9% vs. 15.4% and 11.8% vs. 22.2%, respectively). Whereas Canadian-born persons were more likely to be directly recruited by their employers; immigrants were more likely to use help wanted ads, possibly an indication of the quality of the networks of Canadian-born over immigrants.

Immigrants in the fields of social science, education, government service and religion, the natural and applied sciences, and those in art, culture, recreation and sport, reported that they had used the internet to find their current job (respectively 15.8%, 14.4%, and 9.8%).

Job fairs, union postings and on-campus recruitment were the source of information least used source of information for finding out about current employment. While the Canadian-born population used some of these services, the majority of immigrants in the sample did not.

b) Learning about Jobs by Ethnicity

Table 7 shows how individuals learnt about the job opening of their current job for Canadian-born and immigrants. Participants were allowed to report more than one method, and for each ethno-racial group, the most common result was ranked Table 8 profiles this information utilizing percentage-based responses for each category.

The ethnoracial groups are aggregated from the 20 ethnocultural variables collected in the WES.

Table 7: Most Common Methods of Learning About Current Job Opening (ranking) by Ethnoracial Groups, Canada, 2005

		Family or Friend	Personal Initiative	Help Wanted Ad	Directly Recruited By Employer	Other method	Internet	Recruitment Agency (head hunter)	News Story	Canada Employment Centre/ Other Government Agency	On-Campus Recruitment	Union Posting	Job Fair
Canadian-born	Total	1	2	3	4	5	6	9	10	7	8	11	12
	Aboriginal	1	3	2	4	5	6	9	8	7	10	11	n/a
	Arab, West Asian, or North African	1	4	5	2	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Black	1	3	n/a	n/a	2	n/a	4	n/a	n/a	n/a	n/a	n/a
	East Asian	1	2	5	6	3	8	7	n/a	n/a	4	n/a	n/a
	East Indian	1	2	3	4	5	n/a	6	n/a	n/a	n/a	n/a	n/a
	Filipino	1	n/a	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Latin American	2	1	3	n/a	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Southeast Asian	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Other Visible Minority	1	2	4	3	5	6	8	7	10	9	11	12
	White	1	2	3	4	5	7	8	10	6	9	11	12
Immigrants	Total	1	2	3	4	5	6	7	8	9	10	11	12
	Aboriginal	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Arab, West Asian, or North African	1	2	3	6	4	7	8	9	n/a	5	n/a	n/a
	Black	1	2	3	4	5	8	7	n/a	6	n/a	n/a	n/a
	East Asian	1	2	3	5	4	7	9	6	10	8	n/a	n/a
	East Indian	1	2	5	3	8	6	4	7	9	11	n/a	10
	Filipino	1	2	3	6	4	5	8	n/a	n/a	7	n/a	n/a
	Latin American	1	2	5	3	n/a	6	4	n/a	n/a	n/a	n/a	n/a
	Southeast Asian	1	2	3	5	4	6	8	9	7	10	n/a	n/a
	Other Visible Minority	1	2	5	3	4	6	7	8	9	10	11	n/a
	White	1	2	4	3	5	7	9	8	6	10	11	12

n/a: Data suppressed due to reliability and/or confidentiality issues

Table 8: Most Common Methods of Learning About Current Job Opening by Percent Ethnoracial Groups, Canada, 2005

	Family or friend	Personal initiative	Help wanted ad	Directly recruited by employer	Other method	Internet	Recruitment agency (headhunter)	News story	Canada Employment Centre / Other govt agency	On-campus recruitment	Union posting	Job fair
Canadian-born												
Aboriginal	41.5 %	14.8 %	22.2 %	11.6 %	11.3 %	10.9 %	3.3 %	3.3 %	3.7 %	2.0 %	0.3 %	n/a
Arab, West Asian, or North African	46.7 %	15.5 %	4.9 %	21.1 %	16.2 %	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Black	39.1 %	11.7 %	n/a	n/a	32.6 %	n/a	7.8 %	n/a	n/a	n/a	n/a	n/a
East Asian	30.4 %	13.4 %	12.5 %	6.4 %	12.9 %	2.5 %	3.0 %	n/a	n/a	12.8 %	n/a	n/a
East Indian	45.8 %	38.6 %	11.3 %	6.3 %	1.9 %	n/a	1.8 %	n/a	n/a	n/a	n/a	n/a
Filipino	56.0 %	n/a	15.2 %	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Latin American	22.5 %	51.2 %	10.5 %	n/a	10.2 %	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Southeast Asian	22.7 %	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other Visible Minority	39.5 %	18.9 %	14.3 %	14.4 %	13.2 %	4.5 %	2.3 %	2.5 %	1.8 %	2.0 %	0.9 %	0.4 %
White	40.0 %	21.9 %	14.9 %	14.9 %	8.6 %	2.9 %	2.5 %	1.7 %	2.9 %	2.4 %	0.6 %	0.3 %
Immigrants												
Aboriginal	48.2 %	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Arab, West Asian, or North African	47.0 %	19.9 %	19.1 %	7.3 %	10.2 %	4.2 %	2.5 %	4.5 %	2.1 %	2.6 %	n/a	n/a
Black	44.6 %	24.9 %	10.2 %	6.6 %	7.9 %	4.0 %	3.9 %	2.7 %	n/a	7.7 %	n/a	n/a
East Asian	47.7 %	26.2 %	22.2 %	10.6 %	6.7 %	1.6 %	3.4 %	n/a	3.8 %	n/a	n/a	n/a
East Indian	43.6 %	23.4 %	10.7 %	12.1 %	2.6 %	3.4 %	11.1 %	2.7 %	2.1 %	0.6 %	n/a	1.1 %
Filipino	39.2 %	19.7 %	16.7 %	8.6 %	11.8 %	8.6 %	6.6 %	n/a	n/a	7.9 %	n/a	n/a
Latin American	44.2 %	20.8 %	9.6 %	17.4 %	n/a	7.5 %	14.7 %	n/a	n/a	n/a	n/a	n/a
Southeast Asian	61.7 %	17.1 %	9.0 %	2.2 %	6.6 %	2.0 %	1.7 %	1.6 %	1.8 %	0.4 %	n/a	n/a
Other Visible Minority	39.2 %	18.2 %	8.5 %	17.9 %	8.9 %	8.2 %	4.6 %	3.4 %	2.7 %	2.2 %	1.4 %	n/a
White	37.6 %	25.6 %	15.0 %	16.7 %	7.1 %	3.5 %	2.4 %	3.4 %	4.6 %	1.9 %	1.0 %	0.7 %

n/a: Data suppressed due to reliability and/or confidentiality issues

Relying on family or friends was the most frequently reported method of learning about the opening of one's current job, ranging from 22.5% to 61.7%. The only exception was for Canadian-born Latin Americans who were more likely to rely on personal initiative (51.2% of those currently employed did so). Personal initiative was generally the second most important method for learning about job openings.

In contrast to the previous findings, immigrants were generally more likely than Canadian-born to be recruited directly by their employers, and immigrants used a more diverse set of methods to help them find their current employers than the Canadian-born participants in the Workplace Employment Survey when aggregated by ethnoracial categories.

Except for on-campus recruitment, less than 5% of immigrants and Canadian-born had found their current position through news stories, Canada Employment Centres or other government agencies, union postings or at a job fair.

CONCLUSIONS

Clearly, only tentative conclusions can be reached from the data compiled in this report. In part, this is because immigrant status and ethnoracial group are only a few of the factors that might influence how job seekers search for employment. It is also worth bearing in mind that the data presented here represent a relatively small sample of employed immigrants and Canadian-born – in particular, it does not represent those who are still looking for employment. As well, this study does not show how satisfied immigrants are with their jobs once they gain employment. To find out job satisfaction level of immigrants, check out TIEDI website for publication by Shields et al. (2011).

In terms of the variables that were examined in relation to job search techniques, the following conclusions emerge:

- Immigrants and Canadian-born use similar methods to find jobs. Most had found their current position through family or friend networks followed by taking personal initiatives.
- Help wanted ads and direct recruitment by employer were next important methods for finding out about job openings among most groups.
- Job fairs and union postings were reported as least important methods of learning about jobs.
- Immigrants in the natural and applied sciences and in the social science, education, government service, and religion, reported relatively high usage of the internet in job searches, especially in comparison to the Canadian-born in the same sectors.
- When analysed by occupational classification, on-campus recruitment was more important for Canadian-born persons than immigrants with the exception of those in social science, education, government service and religion, and sales and services.
- When analysed by ethnoracial category, Canadian-born Arab, West Asian or North Africans reported that they were often directly recruited by their employers, as did immigrant Latin Americans, white and the other visible minority categories. Immigrants were also more likely to report that recruitment agencies were helpful in finding their current jobs more so than Canadian-born persons.

APPENDIX

RELEVANT QUESTIONS FROM WES SURVEY QUESTIONNAIRE:

1. **4(a)** – When you were first hired how did you learn about the job opening? (Check all that apply)
 - a. Help wanted ad
 - b. Directly recruited by employer
 - c. Internet
 - d. Other
 - e. Family or friend
 - f. Union posting
 - g. Canada Employment Centre/other government agency
 - h. On-campus recruitment News story
 - i. Job fair
 - j. Recruitment agency (headhunter)
 - k. Personal initiative
2. **5** – What is your job title?
3. **6** – What are your most important activities or duties?
4. **44** – Gender
5. **46** – Were you born in Canada?
6. **46 (a)** – In what year did you immigrate to Canada?
7. **55** – Canadians come from many ethnic, cultural and racial backgrounds. From which groups did your parents or grandparents descend? (Check all that apply.)
 - a. Canadian
 - b. American
 - c. British (from England, Scotland, Ireland, etc.)
 - d. French
 - e. Any other European groups
 - f. Arab (from Egypt, Jordan, Lebanon, Iraq, etc.)
 - g. Black (from Africa, Caribbean, Haiti, U.S.A., Canada, etc.)
 - h. Chinese
 - i. East Indian (from India, Pakistan, East Africa, etc.)
 - j. Filipino
 - k. Inuit (Eskimo)
 - l. Japanese
 - m. Korean
 - n. Latin American (from Mexico, Central America or South America)
 - o. Métis

- p. North American Indian (First Nations, Aboriginal persons, Native Peoples)
- q. North African (from Egypt, Morocco, Algeria, etc.)
- r. South East Asian (from Burma, Cambodia, Laos, Viet Nam, etc.)
- s. West Asian (from Syria, Turkey, Afghanistan, Iran, etc.)
- t. Other, specify

The derived variable from question 55 used in this report follows the following categorization:

Aboriginal = Inuit (Eskimo) or Métis or North American Indian

East Asian = Japanese or Korean or Chinese

Arab, West Asian or North African = Arab or West Asian or North African

White= Canadian or British or American or French or Any other European groups

All other categories are as above

Questionnaire: http://www.statcan.gc.ca/imdb-bmdi/instrument/2615_Q1_V7-eng.pdf

BIBLIOGRAPHY

Drentea, Patricia. 1998. "Consequences of Women's Formal and Informal Job Search Methods for Employment in Female-Dominated Jobs." *Gender and Society* 12:3, 321-338.

Granovetter, Mark. 1995. *Getting a Job: A Study of Contacts and Careers*. Chicago: University of Chicago Press.

Kuhn, Peter and Mikal Skuterud. 2004. "Internet Job Search and Unemployment Durations." *American Economic Review* 94:1, 218-232.

Lin, Jane. 2008. "Trends in employment and wages, 2002 to 2007" *Perspectives on Labour and Income*. Vol. 9, no. 9 (September). *Statistics Canada Catalogue* 75-001-XIE, p 5-15
<http://www.statcan.gc.ca/pub/75-001-x/2008109/article/10694-eng.htm>.

Maslove, Allan M. ed. 2008. "Appendix B Fiscal Facts and Trends". *How Ottawa Spends, 2008-2009 A More Orderly Federalism?* Montreal: McGill-Queen's University Press. 211-228.

Mouw, Ted. 2003. "Social Capital and Finding a Job: Do Contacts Matter?" *American Sociological Review* 68: 6, 868-898.

Pellizzari, Michele. 2010. "Do Friends and Relatives Really Help in Getting a Good Job?" *Industrial and Labour Relations Review*. 63(3):7.

Pendakur, K and R. Pendakur. 2002. "Colour my world: have earnings gaps for Canadian-born ethnic minorities changed over time?" *Canadian Public Policy*. 28(4): 489-512.

Schellenberg, Grant and H el ene Maheux. 2007. Immigrants' perspectives on their first four years in Canada: Highlights from three waves of the Longitudinal Survey of Immigrants to Canada. *Canadian Social Trends*, April 2007, Statistics Canada - Catalogue No. 11-008. Available <http://www.statcan.gc.ca/pub/11-008-x/2007000/pdf/9627-eng.pdf>

Shields, John, Ann Marie Murnaghan, Philip Kelly and Maryse Lemoine. 2010. "How satisfied are immigrants with their jobs and benefits?" *TIEDI Analytical Report 12* (September):1-17.

Statistics Canada. 2009. "Workplace and Employee Survey (WES)". February 1, 2011.
< http://www.statcan.gc.ca/imdb-bmdi/instrument/2615_Q1_V7-eng.pdf>.