

# Helping the City of Montreal connect with its immigrant community

With Leger's assistance, the City of Montreal was able to gain a deeper insight into its new Canadian residents and the specific social and economic challenges they encounter, paving the way for targeted integration programs.

## Objectives

To support Montreal's 2018-2021 inclusive action plan, the *Bureau d'intégration des nouveaux arrivants à Montréal* (BINAM) engaged Leger to conduct the comprehensive Echo survey.

This survey aims to map out the specific needs of Montreal's new Canadian residents and collect detailed sociodemographic data, as well as inform and have responsive city policies and support programs.

## Methodology

The Echo survey, employing a web-based methodology, was designed to reach a broad cross-section of the city's population, encompassing new Canadian residents and locally born residents.

By involving participants from all 19 boroughs, including a balance of new Canadian residents and Canadian-born counterparts for comparative analysis, the survey was poised to yield empirical data to guide the development of informed, responsive city policies.

## Outcome

The research was critical in shaping Montreal's inclusive action plan, as it provided a detailed understanding of the unique needs and experiences of the city's immigrant population.

These findings informed the development of more tailored, data-driven policies and programs to effectively support the integration and well-being of the newcomers in the city.

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