Community Engagement Survey 2021

A survey of the Ukrainian Canadian community

Final Report

December 2021

The Ukrainian Canadian Congress conducted this study with the following partners:

THE UCC CHARITABLE & EDUCATION TRUST

The UCC Charitable & Educational Trust was formed to promote charitable, welfare, cultural, and educational activity among Ukrainian Canadians.

THE TEMERTY FOUNDATION

The Temerty Foundation was established by James C. Temerty and Louise Temerty to provide funding to charitable organizations focused on medical research, education, and social services that address the needs of children and the underprivileged. The Foundation also has a particular interest in programs and projects within Canada and internationally that focus specifically on Ukraine.

THE UKRAINIAN CANADIAN CONGRESS

The Ukrainian Canadian Congress (UCC) is the voice of Canada's Ukrainian community, bringing together under one umbrella all national, provincial and local Ukrainian Canadian organizations. Together with its member organizations, the UCC has been leading, coordinating and representing the interests of one of Canada's largest ethnic communities (now numbering more than 1.4 millon) since 1940 and has been intrumental in shaping Canada's social, economic and political landscape.

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Introduction

The Ukrainian Canadian community

The history of Ukrainians in Canada is almost as old as the history of post-Confederation Canada itself. Traditionally defined or identified according to "waves" of immigration, Ukrainians came to Canada in several large cohorts, corresponding to different historical circumstances in both Canada and Europe, and thus defining both the collective mindset and the immigration experience of these newcomers.

The "First Wave" (1890s – World War I) came as farmers: the iconic "stalwart peasants in sheepskin coats". Recruited specifically because of their reputation for hard work and experience with the black earth steppe, they came with little. This group was also the one to experience the greatest degree of prejudice, ranging from discrimination to imprisonment in internment camps during the war due to their origin as citizens of the Austro-Hungarian Empire. This early cohort defined perseverance in the face of adversity. While over 5000 Ukrainian-Canadians were disenfranchised and sent into camps, another 10,000 enlisted for the war effort to fight for their new homeland.

The post-World War I wave was different. Also largely coming from Western Ukraine, these immigrants settled in a combination of farms and cities, as unclaimed farmland was scarce. They also tended more toward a Ukrainian national consciousness, given the inter-war upheaval in Europe.

The post-World War II immigration wave was different still, with tens of thousands arriving – many from Displaced Persons' camps – and settling primarily in Southern Ontario, the Montreal area, and to a lesser extent the Lower Mainland of British Columbia.

Unlike those who had come sixty years prior, this group largely saw themselves as political rather than economic immigrants – and invested their energies into linguistic and cultural preservation as a matter of principle.

Add in the subsequent wave of Ukrainian immigrants from Poland, and later still, post-independence newcomers from Ukraine after 1991, and we see yet further cultural and experiential distinctions.

Newcomers from contemporary Ukraine bring with them a modern Ukrainian culture to fuse with the more traditional folklore of those who came before them.

Ukrainian Canadians are marked by different experiences, consciousness, motivations, and interests. Yet, at the same time, Ukrainian Canadians continue to be one of the most cohesive ethnolinguistic groups in Canada. There is a glue that bonds these different generations and different experiential groups together. Exploring and defining that bond – and assessing how it is evolving – was a key motivation for conducting the present research.

The basic demographics of the Ukrainian Canadian population are captured every five years through the national census conducted by Statistics Canada, which documents the number of people who identify as Ukrainian Canadian (of either single or multiple ethnic origin), where they live and their basic characteristics (e.g., age and gender). The Canadian Census of 2016 showed an estimated 1,359,655 Ukrainian Canadians, giving Canada the world's third-largest Ukrainian population. Our research is a first attempt to go beyond this data to provide a deeper understanding of the Ukrainian experience in Canada, which will be increasingly important with the continuing influx of newcomers from Ukraine.

Background

The Survey

Key to fulfilling their mandate, Ukrainian Canadian communities need to have a sound understanding of what Ukrainian Canadians want and need from the Ukrainian community and its leaders. The basic demographics of the Ukrainian Canadian population are captured every five years through the national census conducted by Statistics Canada, which documents the number of people who identify as Ukrainian Canadian (of either single or multiple ethnic origin), where they live and their basic characteristics (e.g., age and gender).

The Canadian Census of 2016 showed an estimated 1,359,655 Ukrainian Canadians, giving Canada the world's third-largest Ukrainian population. These statistics are important, but provide little insight into the Ukrainian experience in Canada and how it is changing with the ongoing influx of newcomers from Ukraine.

To address this gap, the UCC conducted the first-ever national survey of Ukrainian Canadians in 2021. This research is intended to provide a comprehensive portrait of the community to help guide future programs and initiatives. The survey focused on five themes:

- Ukrainian Canadian identity and values
- Ukrainian education and language
- Connection to Ukraine
- Involvement in the Ukrainian community through community life, volunteering and philanthropy
- Perspectives on the future

An important objective of this research is to identify motivating factors for staying connected to the community, as well as obstacles to participation and inclusion.

The survey was conducted online between May 22 and July 1, 2021, with 4,031 individuals across Canada ages 18 years of age or older who self-identified as Ukrainian, Ukrainian Canadian or as a Canadian with Ukrainian roots or descent. The survey was offered in English, French or Ukrainian.

The research was conducted through targeted outreach to established networks and Ukrainian organizations across the country, to encourage participation using a digital link to the online survey. Individuals who completed the survey were also invited to provide referrals to others in the community. A financial incentive was offered to those completing the survey, in the form of a draw to win an iPad or cash.

Further details on the survey methodology are provided in Appendix A.

Because participation in the survey was based on an open invitation rather than being randomly selected, the final sample cannot be considered fully representative of the Ukrainian Canadian population. This sample likely overrepresents those who identify with their Ukrainian background and identity, and underrepresents those for whom this is less important. That being said, the final sample of 4,031 is large for surveys of this type, and includes good representation of the Ukrainian Canadian population on such dimensions as gender, age, region, and involvement in the community.

The sample was weighted by region according to the 2016 census, so the results presented below reflect the distribution of the population across regions. Appended to this report is a profile of the sample by selected demographic characteristics, and how it compares to the Ukrainian Canadian population.

For the purposes of this study, Ukrainian immigration waves are defined as follows:

First Wave (1891 - 1914)
Second Wave (1923 - 1939)
Third Wave (1945 - 1952)
Polish Immigration (1970s - 1980s)
Fourth Wave (1991 - 2000)
Fifth Wave (2000 - present)

About this report

The following sections of this report present results from the survey, including comparisons across groups based on region, language, generation in Canada and other characteristics. Data tables are available under separate cover which provide further details. All results are presented as percentages unless otherwise noted.

Acknowledgements

This study was conducted by the Ukrainian Canadian Congress, supported by the Temerty Foundation and the UCC Charitable and Educational Trust.

The research team at UCC National would like to thank the UCC Executive Committee, the UCC Board of Directors, and UCC Provincial Councils, member organizations and local branches across Canada for their contributions and insights into this study.

Appreciation is also extended to Dr. Keith Neuman (Principal at KNeuman Survey Insights) for his guidance on the survey methodology and analysis, as well as the preparation of this report. Finally, we would also like to thank the 4,031 survey participants who took the time to share their background, experiences, and opinions which informed our understanding of what it means to be Ukrainian in Canada today.

Executive Summary

This research provides the first-ever survey-based national portrait of Ukrainian Canadians that extends beyond basic demographics to reveal their perspectives and priorities in terms of identity, connection to culture and involvement in the local Ukrainian Canadian community. The results reveal a picture of strong connection to Ukrainian history and culture, to Ukraine, and to organizations and causes in the local community. What emerges is a thriving Ukrainian Canadian presence across the country that spans generations and does not reside solely in those who have recently arrived.

The main findings of the research are as follows.

Ukrainian Canadian identity and values

Two-thirds of the participants surveyed say their Ukrainian Canadian identity is a very important part of their life, with very few of the remainder considering it to be of little or no importance. For most, this identity is based on both their ancestry and a connection to Ukrainian culture, and many indicate this identity shapes their personal values, such as a strong work ethic, respect for others, and hospitality. Moreover, this connection to one's roots extends to Ukrainian Canadians who are not actively involved with the local community and those whose family has been in Canada for several generations.

Participants identify a number of attributes that define what it means to be Ukrainian Canadian, but most apt to be considered essential is caring or knowing about the history and experience of Ukrainians in Canada, caring about Ukraine, and having Ukrainian ancestry. Comparatively less emphasis is given to such aspects as participating in cultural activities, being part of a community, learning to speak Ukrainian, and being involved in faith-based activities. Among different types of Ukrainian experiences for oneself and one's family, celebrating Ukrainian holidays and upholding traditions and customs are at the top of the list.

Identity often evolves over a lifetime, and half of the participants surveyed say their Ukrainian identity has changed in some way over the past 10 to 20 years. This group is almost twice as likely to say their identity has strengthened rather than weakened over this time span, and a stronger identity is most commonly reported by those who are English speakers, third plus generation Canadians, or ages 18 to 23. Those experiencing a stronger Ukrainian identity describe this in various ways, including getting more involved with the community or learning about the history and heritage. The smaller group of participants reporting a weakening Ukrainian identity give such reasons as having become less involved in the community, more assimilated into Canadian society, or losing Ukrainian language fluency.

Ukrainian education and language

About half of the participants surveyed have had some form of formal Ukrainian education (in the public or Catholic school system) or through evening and weekend programs, with this experience most predominant among second generation Canadians and those who were part of the third or Polish immigration waves. Among parents, just over half report that one of more of their children have attended (or are attending) a Ukrainian school or evening/weekend program. Parents who themselves have a Ukrainian educational background are three times as likely as others to be providing this experience for their children.

In addition to formal education, two-thirds have participated in other kinds of Ukrainian-centred educational or artistic programs in Canada, such as youth groups, dance ensembles, music, or Sunday school. Similarly, two-thirds of parents report their children being involved in these kinds of Ukrainian programming. This type of involvement is most common among those who also have a formal Ukrainian education.

The Ukrainian language continues to have a strong presence in Canada, but is not the predominant one used in most homes. Among those surveyed, six in ten identify Ukrainian as their mother tongue, but seven in ten report that English is the main language spoken in their household. Ukrainian as mother tongue is most commonly found among residents of Quebec and Toronto, first generation Canadians, and those who were part of the most recent immigration waves.

Most Canadians whose mother tongue is Ukrainian say they can follow all or most of the words in a conversation with someone in Ukrainian, compared with only one in six whose mother tongue is English.

Connection to Ukraine

Many in the Ukrainian Canadian community maintain a strong personal connection to the home country. Three-quarters of those surveyed say they feel very or somewhat attached to Ukraine, with very few expressing no such connection. As might be expected, this attachment is strongest among those who have arrived most recently in Canada. Connections to Ukraine include time spent in the country: Among those not born in Ukraine, six in ten have visited the country at least once, and almost half of this group have done so three or more times. Multiple trips to Ukraine are most widely reported by second generation Canadians and those who were part of the third or Polish immigration waves.

Another form of connection is keeping up with news about Ukraine. About half of those surveyed follow the news on a daily or weekly basis, with others doing so monthly or at least a few times a year. Not surprisingly, it is those who are most recently settled in Canada (part of the fourth and fifth immigration waves) who are most apt to pay regular attention to what is happening in Ukraine.

Involvement in the Ukrainian Canadian community

Among survey participants, six in ten report being an active member of a Ukrainian Canadian organization or charity in the past five years, with another small proportion having done so prior to this period. Active membership is most widespread among individuals with a strong Ukrainian identity, those who have Ukrainian as their mother tongue, or who are part of the third or Polish immigration waves. Those who are not active members are most likely to cite reasons due to personal issues (e.g., other priorities, lack of time) or the absence of a local Ukrainian community, but others mention issues related to the community, such as not feeling welcome or the absence of causes they care about.

Ukrainian Canadians have also been active in volunteering in their local community. More than half of those surveyed report having engaged in this type of activity to support Ukrainian Canadian organizations or charities over the past five years, with about half of this group doing so on a regular basis (at least monthly). Volunteers are most likely to be motivated by contributing to their community and/or supporting a cause they care about, and much less so by realizing such personal benefits as using their skills, making personal connections, improving job opportunities, or being recognized for their contributions.

The survey also explored the barriers to volunteering with the Ukrainian Canadian community. Those who at one point considered such volunteer work and chose not to proceed (comprising one in four survey participants) tend to give reasons unrelated to the community, such as a lack of time, other priorities, or an inability to make a longer-term commitment that may have been required. But a significant proportion of this group also identifies obstacles connected to the organizations they considered, including not feeling welcome, not knowing how to get involved, having had a previous bad experience, or because no one asked them.

Looking forward, most of those who have been active volunteers to date are somewhat if not very likely to continue doing so in the future. But among those who have not already been engaged, few express interest in getting involved. What matters most in deciding whether or not to volunteer is having the spare time, but also having a cause to believe in and/or an opportunity to contribute to the community. Close to half of survey participants indicate that access to training and other forms of supporting resources would encourage them to get involved, particularly in the form of language training, direction on roles and positions, personal development investments (e.g., volunteer development, workshops), skills training, or leadership training.

Among survey participants, seven in ten report they or someone in their household made a financial donation to a Ukrainian Canadian organization or charity in the past five years.

Such contributions are most likely to be given by those with strong Ukrainian identities and who are actively engaged in the community, but it is also evident among those with little or no such involvement.

Motivations to give are most closely tied to supporting an organization or cause they care about, but also important are that the organization is seen to contribute to the community, is one they trust, or knowing how their gift is being used. By comparison, less emphasis is given to seeing the impact of the donation, the tax benefit received, or being recognized for the contribution. These reasons also reflect the views of those who have yet to make a donation to the Ukrainian Canadian community.

Sense of connection to the Ukrainian Canadian community

Six in ten survey participants say they feel very or somewhat connected to the local Ukrainian Canadian community. A strong connection is most widely expressed by those who were part of the third or Polish immigration waves, and least so among those who are third plus generation Canadians. Reasons for not having a strong connection to the local community fall into one of two distinct themes. Many do not feel more connected out of a personal preference or current situation (lack of time, happy with current level of connection, not being the social type). But an equal proportion of survey participants cite reasons that speak more directly to issues with the local community and one's ability to connect with it, such as not knowing people, not finding programs or activities they like, not speaking the language, or not feeling welcome.

For one in five participants, language fluency represents an obstacle to membership and inclusion in the local community. This is most likely to be an issue for those whose mother tongue is English who feel they do not have sufficient fluency or comprehension of Ukrainian. By comparison, very few Ukrainian speakers say they have issues understanding English.

How is the connection to Ukrainian Canadian identity and sense of connection changing across generations? Survey participants are evenly divided among those who say they feel more connected than their parent(s), less connected, or about the same. Few parents, however, believe their children will develop an equally strong or stronger sense of Ukrainian Canadian connection, compared with their own.

Two-thirds of survey participants express some if not strong interest in strengthening their connection to the local Ukrainian Canadian community in one's city, town or village. Such interest is most evident among those who already feel a strong sense of connection. What is most likely to attract greater engagement are programs involving cultural activities (such as dance, arts, movies, plays and concerts), followed by educational events (lectures, book clubs), and social activities (charitable, sports). Comparatively less interest is shown in religious events, business and professional opportunities, programming for specific groups such as families and youth, or political organizations such as associations and clubs.

Perspectives on the future

When asked to identify important priorities for the Ukrainian Canadian community as a whole, survey participants are most likely to emphasize greater development of arts, culture and folk programs, followed by programs for children and youth, and Ukrainian language education. Less widely identified are giving greater priority to supporting newcomers, charitable causes in Ukraine, political advocacy, social services to families and seniors, archives, and charitable causes in Canada.

When asked to express their hopes for what the Ukrainian Canadian community will be like in 10 years time, survey participants identify a number of changes or aspirations. Most prominent among them are a community that is growing in size and becoming stronger, one that celebrates culture, is more accepting and inclusive, and is active and dynamic.

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Ukrainian Canadian identity and values

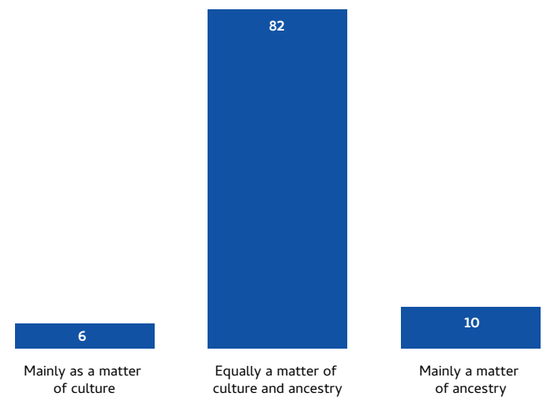
Personal Ukrainian Identity

For most who were surveyed, Ukrainian Canadian identity is an important part of their life and shapes their personal values. This identity is based on both their ancestry and Ukrainian Canadian culture.

Basis of Ukrainian Canadian identity

Ancestry and culture both feature prominently for most Ukrainian Canadians. When asked how they think of themselves as Ukrainian Canadian, eight in ten (82%) say it is equally a matter of culture and ancestry. By comparison, few indicate their identity comes mainly from their Ukrainian ancestry (10%) or from the culture (6%). Moreover, the importance of both ancestry and culture as the source of Ukrainian identity extends across the population, by province and region, generation in Canada, age, and language.

Basis of Ukrainian Identity
(%)



Q.7 How do you think of yourself as a Ukrainian Canadian?

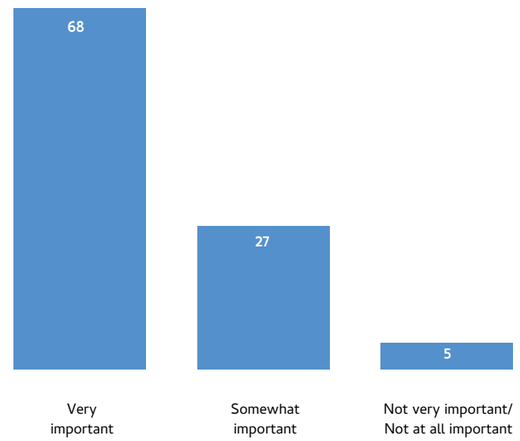
Importance of being Ukrainian

Two-thirds (68%) of those surveyed say that being Ukrainian is a very important part of their life, with the remainder considering this to be somewhat important (27%) or not very (4%) or not at all (1%) important.

Those who say this is very important are most likely to be individuals whose current household language is Ukrainian (85%) and those who feel strongly connected to their local Ukrainian community (93%), while this is least apt to be expressed among those whose identity is based on ancestry alone (27%).

Notably, strong importance is placed on being Ukrainian among close to half of those who have a weak or nonexistent connection to the local Ukrainian community (47%) or do not belong to any Ukrainian organization (49%).

Importance of being Ukrainian
(%)



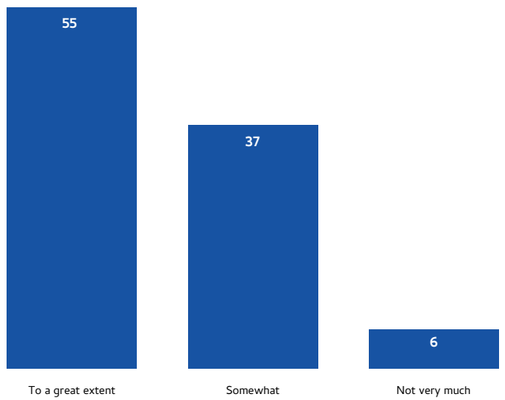
Q.10 How important is being Ukrainian Canadian in your life?

How identity shapes one's values

More than half (55%) of those surveyed say that their Ukrainian identity or roots shape their personal values *to a great extent*, with most of the rest (37%) indicating this is somewhat the case. As might be expected, a significant influence on values is most likely to be reported by those who have a strong sense of identity and/or connection to the local community, as well as those whose household language is Ukrainian. Such impact is less likely to be emphasized by third plus generation Ukrainians, and those with multiple ethnic backgrounds.

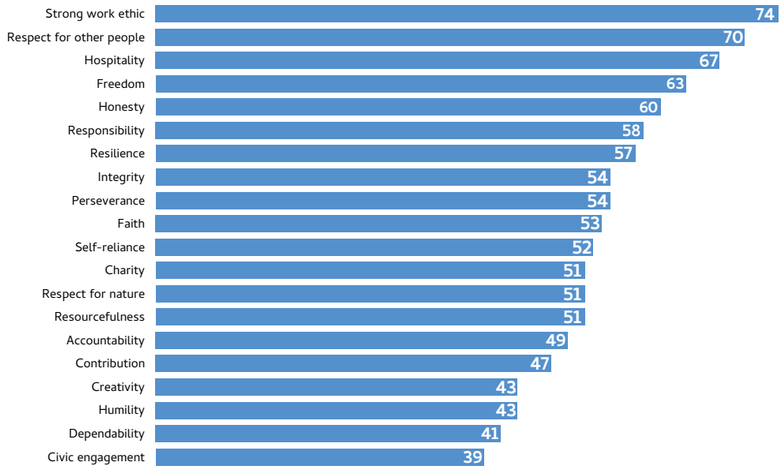
Participants were also asked to indicate which of 20 specified values clearly reflect their own personal values as a Ukrainian Canadian. Those values most widely selected are a strong work ethic (74%), respect for other people (70%), hospitality (67%), freedom (63%), and honesty (60%). These values are at the top of the list across the Ukrainian Canadian population.

Has your Ukrainian identity shaped your personal values?
(%)



Q.14 To what extent, if at all, does your Ukrainian Canadian identity or roots shape or influence your personal values?

Which values reflect your Ukrainian Canadian identity?
(%)



Q.15 Which of the following values, if any, clearly reflect your personal values as a Ukrainian Canadian (or as someone with Ukrainian roots)?

Important aspects of being Ukrainian

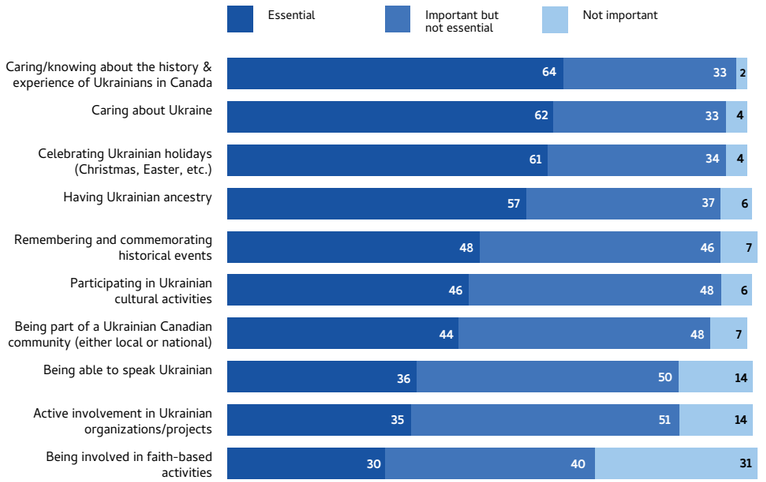
Attributes most widely seen as essential to being Ukrainian Canadian include caring or knowing about the history and experience of Ukrainians in Canada, caring about Ukraine, celebrating Ukrainian holidays, and having Ukrainian ancestry.

What is essential to being Ukrainian?

One way to understand what it means to be Ukrainian Canadian is to identify what people consider to be essential aspects of this identity. The survey asked participants whether each of 10 attributes or activities is essential to being Ukrainian Canadian today (versus being important but not essential, or not important).

A strong majority considers each of these attributes to be important, but there is variation in what is seen to be essential. What Ukrainian Canadians are most likely to consider essential are **caring or knowing about the history and experience of Ukrainians in Canada** (64% say this is essential to being Ukrainian today), **caring about Ukraine** (62%), **celebrating Ukrainian holidays such as Christmas and Easter** (61%), and **having Ukrainian ancestry** (57%). Somewhat fewer place this emphasis on **remembering and commemorating historical events** (48%), **participating in Ukrainian cultural activities** (46%), and **being part of a Ukrainian Canadian community** (44%). At the bottom of the list in importance are **being able to speak Ukrainian** (36%), **active involvement in Ukrainian organizations and projects** (35%), and **being involved in faith-based activities** (30%).

What is essential to being Ukrainian Canadian today?
(%)



Q.13 Please indicate whether you would consider each of the following as essential, important but not essential, or not an important part of what is means to be Ukrainian Canadian today.

The importance placed on these aspects of being Ukrainian are broadly similar across the population, but some variation is evident. In most cases, attributes are more apt to be considered essential by those with strong Ukrainian identities and connections to the local community, as well as those whose mother tongue or household language is Ukrainian. Age is a factor in some cases, but not in a consistent pattern: Older individuals give greater emphasis to such attributes as being part of a Ukrainian Canadian community, speaking Ukrainian and being involved in faith-based activities, while those 18 to 23 are most apt to consider as essential remembering historical events and caring about Ukraine.

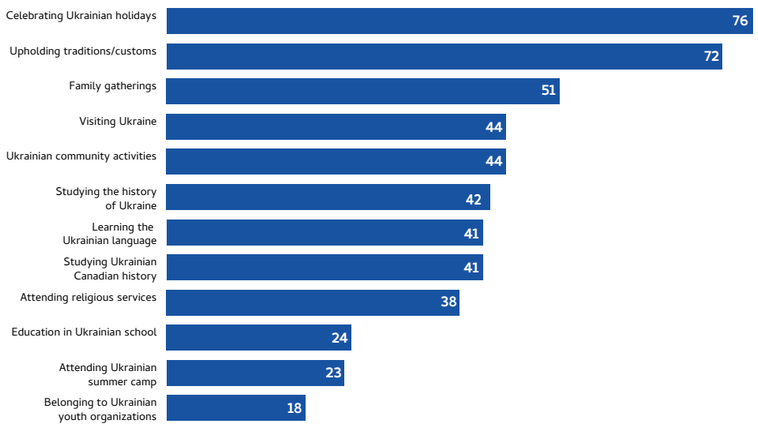
Experiences of greatest importance

The survey also addressed this topic by asking respondents to identify what types of Ukrainian experiences are most important to them and/or their family (from a list of 12 specified items, with the opportunity to volunteer others). At the top of the list are c**elebrating Ukrainian holidays** (76%) and **upholding traditions and customs** (72%).

Smaller but significant proportions place importance on **family gatherings** (51%), **visiting Ukraine** (44%), **Ukrainian community activities** (44%), **studying the history of Ukraine** (42%), **learning the Ukrainian language** (41%), **studying Ukrainian Canadian history** (41%) and **attending religious services** (38%). Emphasis is least apt to be given to youth-directed activities involving **education in Ukrainian schools** (24%), **attending Ukrainian summer camp** (23%), and **belonging to Ukrainian youth organizations** (18%). Only two percent volunteered other types of Ukrainian experiences of most importance (e.g., learning Ukrainian arts and dance, learning about Ukrainian politics).

Celebrating holidays and upholding customs/traditions are the most widely valued Ukrainian experiences across the population, and especially so among women, those whose mother tongue is Ukrainian, and those who were part of the third or Polish waves of immigration. The youngest cohort (ages 18 to 23) is the most likely to emphasize celebrating Ukrainian holidays (82%).

Ukrainian experiences of greatest importance to you/your family
(%)



Q.52 What types of Ukrainian experiences are most important to you or your family?

Ukrainian identity over time

Half report their Ukrainian identity has changed in some way over the past 10 to 20 years. This group is almost twice as likely to say their identity has become stronger, rather than weaker, over this time frame.

Has your identity changed?

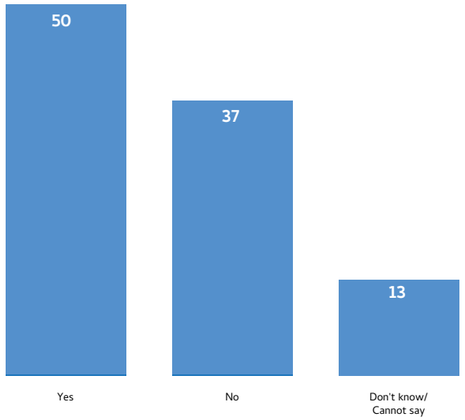
Survey participants were asked whether they felt their Ukrainian identity has changed over the past 10 to 20 years. Half (50%) respond in the affirmative, compared with 37 percent who say no, and the remainder (13%) who are unsure or cannot say.

Results for this question are more similar than different across the population. Those most likely to say their identity has changed include those who are English speakers (as their mother tongue (57%) and/or what they currently speak at home (55%), third plus generation in Canada (56%), part of the first (56%) or second (54%) immigration wave, have no local Ukrainian community (57%), and have a multi-ethnic background (57%). Such change is least apt to be reported by participants 18 to 23 years of age (44%), those who speak Ukrainian in the home (38%), first generation in Canada (42%), and those who are part of the fourth (43%) or fifth (42%) immigration wave.

Notably, the likelihood of such change does not vary by basis of identity nor strength of identity.

Those who say their Ukrainian identity has changed were also asked *how* it has changed, with this question asked open-ended so that participants could answer in their own words (these responses were then coded and tabulated into conceptually meaningful themes).

Has your Ukrainian identity changed over time?
(%)



Q.16 Do you feel that your Ukrainian Canadian identity has changed in the last 10-20 years?

Ukrainian identity has grown stronger

Of this group who reported change, six in ten (60%) provide reasons that reflect a stronger identity over time (this represents 30% of the total sample responding). This includes a number of overlapping themes, the most common centering around one's identity having become more important or they have become more engaged (17%), getting more involved in the community (14%), a general strengthening of identity (12%), or because they are learning more about Ukrainian history and heritage (9%).[1]

A strengthening Ukrainian identity is reported by a majority in every identifiable group in the population, but most noticeably among respondents whose mother tongue is English (71%), are third plus generation (66%), part of the first immigration wave (68%), have multiple ethnic origins (67%), or are ages 18 to 23 (77%).

Ukrainian identity has grown weaker

Among those who say their Ukrainian identity has changed over the past 10 to 20 years, just under four in ten (37%) say it has *grown weaker* over this time period (representing 19% of the full sample). These participants are most likely to say they have become less involved in the Ukrainian community (13%), have become more Canadian or assimilated into Canadian culture (9%), have lost Ukrainian language fluency (4%), or their identity has generally weakened over time (4%). The likelihood of reporting a weaker Ukrainian identity is similar across the population, but somewhat more common among those whose mother tongue is Ukrainian (43%, versus 29% among those for whom it is English) and those ages 75 plus (50%).

How has your Ukrainian identity changed over time?

(%) Those whose identity has changed

Stronger identity	
Identity is more important to me /became more connected & engaged	17
Became more involved in the Ukrainian community/connected to culture	14
Identity has strengthened/grown stronger/increased	12
Learned Ukrainian history & heritage/Ukrainian-Canadian history	9
Identity has evolved/ matured	8
Became more patriotic/proud	7
Learned family history /ancestry	6
Visited Ukraine/traveled to Ukraine	4
Learned or improved Ukrainian language	4
Became more inclusive/tolerant of other values/broadened identity	4
Had children/involved in cultural activities for children	3
Weaker identity	
Became less involved in Ukrainian community/less connected to culture	13
Became more Canadian/assimilated or integrated with Canadian culture	9
Loss of Ukrainian language fluency	4
Identity has weakened grown weaker/lessened	4
Became more critical of Ukrainian culture /organizations	3
Identity is less important to me/less connected or engaged	3
Became less involved in events /traditions	3
Identity has weakened since parents or grandparents passed away	3
Became less involved in the church	3

Q.17 How has your Ukrainian identity changed?

[1] These percentages are based on the 50% who say their identity has changed. Note that because this question was only asked of half of the survey sample, the group subsamples are smaller and limit the precision of group comparisons.

Ukrainian education and language

Formal school experience

About half of participants have some form of formal Ukrainian education, and among parents about half say their children have a similar background. This type of education is most common among second generation Canadians and those who were part of the third or Polish immigration waves.

Personal school background

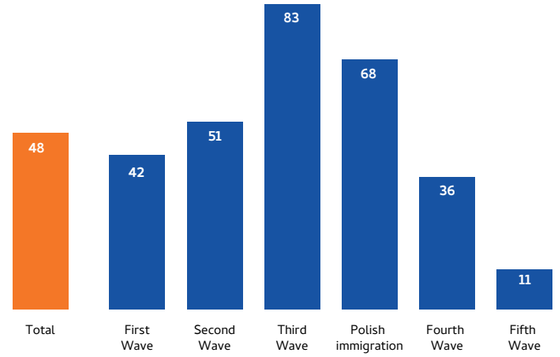
Close to half (48%) of those surveyed say they have attended a Ukrainian school (either in the public or Catholic school system) or through an evening or weekend program. Such experience is largely a function of age and generation in Canada, as it is most commonly reported by those who are second generation (75%), part of the third (83%) or Polish (68%) immigration waves, or ages 56 to 74 (63%). By comparison, a Ukrainian educational background is least evident among those who are first generation (28%) or part of the fifth immigration wave (11%) (as most in these groups would have been educated before arriving in Canada). Ukrainian school experience in Canada likely plays a role in the formation of identity, as this type of education is least likely to be reported among those who place low importance on their Ukrainian identity.

Children's school experience

Among participants who are parents, just over half (54%) say one or more of their children have attended a Ukrainian school (public or Catholic) in Canada and/or attended an evening or weekend program. Parents' own educational background is an important factor in their children's own experience: Parents who themselves attended a Ukrainian school are three times as likely to say their children are also doing so as those who did not have this type of education (76%, versus 24%, respectively).

Ukrainian school background

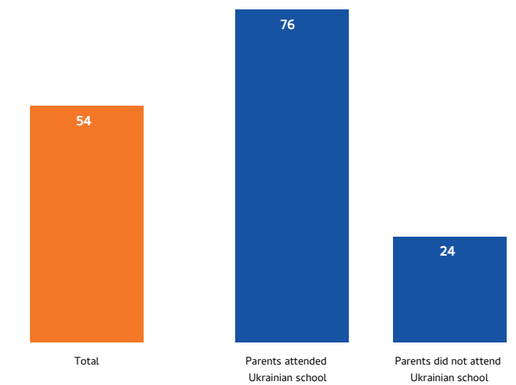
(%) By immigration wave



Q.39 Did you ever attend a Ukrainian school in Canada, either within the Public or Catholic school system?

Children's Ukrainian school background

(%) Parents - by their own Ukrainian school background



Q.41 If you have children, have any of them ever attended a Ukrainian school in Canada, either within the Public or Catholic school system or on evenings/weekends?

Across the sampled population, parents who report their children are getting a Ukrainian education are most likely to include those who are first generation in Canada (61%, versus only 34% among those who are third plus generation), those who are part of the third (74%) or Polish (82%) immigration waves, those whose household language is Ukrainian (73%), and those most closely connected to the Ukrainian community (78%) and having a strong Ukrainian identity (61%, versus only 15% among those for whom this is not important). Across the country, Ukrainian education for one's children is most widespread in Quebec (73%) and Ontario (67%, especially in Toronto at 79%), and least evident in British Columbia (36%). Notably, the likelihood of giving one's children a Ukrainian education of some sort is not significantly lower among younger parents, suggesting there is some continuity in this practice over time.

Other educational programming

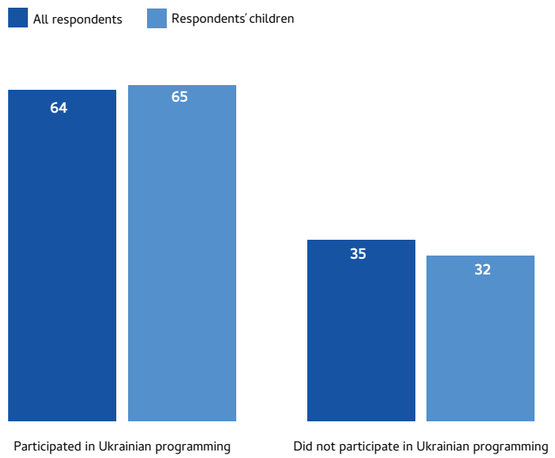
Two-thirds of participants have participated in other forms of Ukrainian educational or artistic programs, and a similar proportion of parents report the same for their children.

Apart from formal education within the school system, two thirds (64%) of participants have participated in other kinds of educational or artistic programs in Canada, such as youth groups, dance ensembles, music or Sunday school. This is a common experience across the population, but most widespread among those who are second generation (83%) and part of the third (90%) or Polish (79%) immigration waves, as well as those with the strongest connection to the community (81%) and Ukrainian identity (70%). Again, this type of program participation is similar across age cohorts, although most apt to be reported by those ages 56 to 74 (75%).

Similarly, two-thirds (65%) of parents report their children have participated in these forms of educational or artistic programs in Canada. This experience is indicated by a majority of participants across the population, but is most common among those in the second generation (76%), part of the third (79%) or Polish (86%) waves, and in this case those whose mother tongue is Ukrainian (73%, versus 49% among those with English as their mother tongue).

As with the other questions on this topic, children are most apt to have had this educational experience if their parents have a strong connection to their Ukrainian community and identity.

Other Ukrainian educational programming
(%)



Q.40 Did you ever participate in any other kind of Ukrainian educational or artistic program in Canada, such as a youth group, dance ensemble, music program or Sunday school?

Q.42 Have any of your children ever participated in any other kind of Ukrainian educational or artistic program in Canada, such as a youth group, dance ensemble, music program, or Sunday school?

Ukrainian language background and comprehension

Survey participants are most likely to have Ukrainian as their mother tongue, but English as the main language spoken in their households. Ability to converse in Ukrainian is mostly a function of one's language background, with only one in five who first learned English able to do so well.

Mother tongue

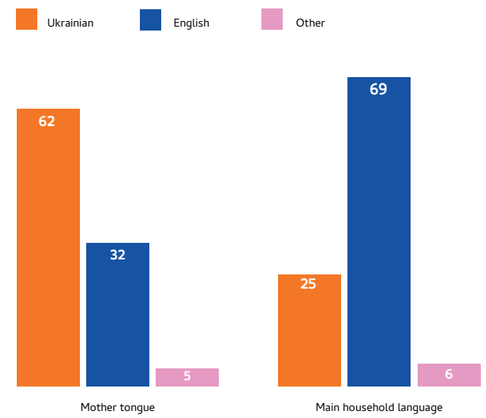
Among those participating in the survey, six in ten (62%) say Ukrainian is their mother tongue, compared with one-third (32%) for whom it is English, and a small percentage who identify Russian (3%) or another language (2%). Ukrainian mother tongue is most common among those in Quebec (78%) and Ontario (75%, especially in Toronto at 84%), as well as those in the first generation (83%) and those part of the third (84%), Polish (80%), fourth (76%) or fifth (81%) waves. By comparison, individuals in the second wave are almost evenly split between those whose mother tongue is Ukrainian (51%) or English (48%). As might be expected, Ukrainian mother tongue increases with age (from 40% among those 18 to 23, to 86% among those ages 75 and older).

Main household language

In contrast to mother tongue, most (69%) participants identify English as the main language spoken in their household, compared with Ukrainian (25%) and some combination of Ukrainians and another language (3%) and another language altogether (3%). Among those for whom Ukrainian is their mother tongue, only 37 percent now identify this as their main language spoken in their household, compared with 57 percent who say it is English.

As with mother tongue, Ukrainian is most likely to be the main household language among those living in Quebec (42%) or Toronto (40%), those in the first generation (56%), and those part of the fourth (64%) or fifth (63%) generations. By comparison, age is much less of a determinant of whether people identify English or Ukrainian as their main household language.

Mother tongue and main household language
(%)



Q.43 What is the main language spoken in your household?
Q.44 What is your mother tongue (first language spoken)?

Ukrainian language comprehension

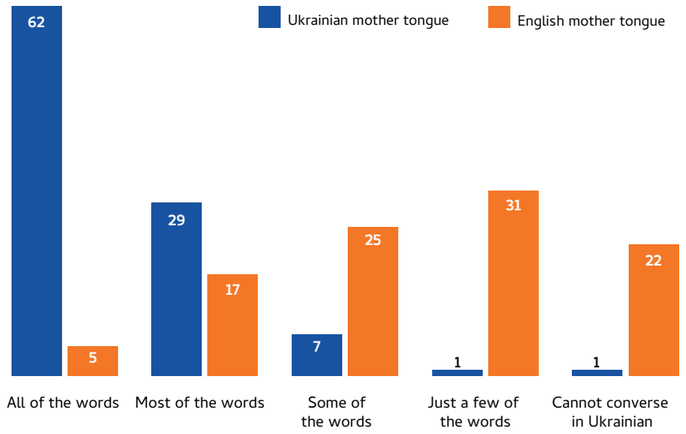
The survey asked participants about their conversational knowledge of Ukrainian. For the sample as a whole, fewer than half (44%) say they would be able to understand all of the words in a conversation with someone in Ukrainian, compared with most (24%), some (13%) or just a few (11%) of the words. Another eight percent say they cannot converse in Ukrainian.

Predictably, comprehension of conversational Ukrainian is mostly a function of one's mother tongue. Among those whose first language is Ukrainian, most say they could understand all (62%) or most (29%) of the words in conversation, compared with five percent and 17 percent, respectively among those whose mother tongue is English (22% of this group cannot converse at all in Ukrainian).

Results present a similar pattern when comparing conversational knowledge by main household language. Nine in ten (89%) Ukrainian speakers say they can understand all of the words in a Ukrainian conversation. Among English speakers, one in four (26%) could follow all of the words in Ukrainian, with the rest saying it would be most (30%), some (18%) or just a few (16%). Another one in ten (11%) could not have such a conversation in Ukrainian.

Ukrainian language comprehension

(%) By mother tongue



Q.45 If you were to have a conversation in Ukrainian, would you be able to understand all the words, most of the words, some of the words, or just a few of the words?

Connection to Ukraine

Attachment to Ukraine

Many Ukrainian Canadians feel a strong connection to their homeland of Ukraine, with a majority of those surveyed visiting the country one or more times, and keeping up with news on a regular basis. Attachment to Ukraine is strongest among those who have most recently arrived in Canada.

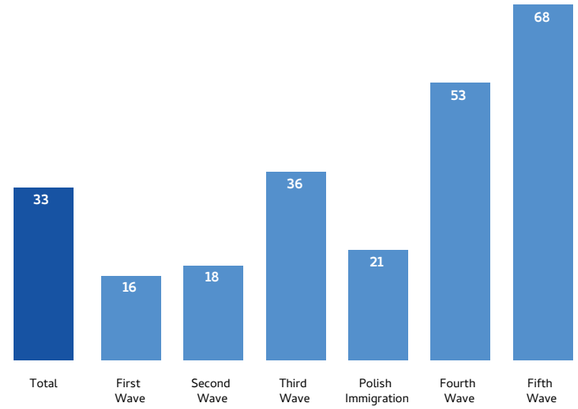
Personal connection

Personal attachment to the source country is strong among Ukrainian Canadians. Three-quarters of those surveyed say they feel very (33%) or somewhat (42%) connected to Ukraine, with the rest describing themselves as not very (18%) or not at all (6%) connected. As would be expected attachment is closely linked to generation and immigration wave: Strong connection to Ukraine is most widely felt among participants in the most recent (fifth) immigration wave (68%) and those who are first generation in Canada (61%), as well as those for whom Ukrainian is their main household language (62%).

This level of personal connection is least likely to be expressed among those who were part of the first (16%) or second (18%) immigration wave, and third plus generation Canadians (13%). Strong connection to Ukraine is also more evident among those who are very connected to the local Ukrainian community and who place great importance on their Ukrainian identity. At the same time, personal attachment to Ukraine is consistent across age groups.

Personal connection to Ukraine

(%) "Very connected" - by immigration wave



Q18. How connected do you feel to Ukraine?

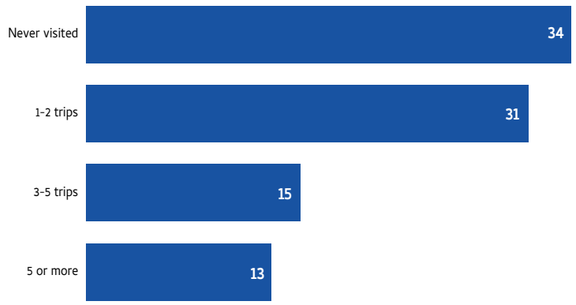
Visiting Ukraine

For many, connection to Ukraine extends beyond feelings of attachment to time spent visiting the country. One fifth (19%) of survey respondents were born in Ukraine. Of those born elsewhere, six in ten say they've visited the country, either once or twice (31%), three to five times (15%) or more often (13%) [2].

Among those not born in Ukraine, visiting the country at least once is most common among second generation Canadians (66%, versus 41% among those in the third plus generation), and those who were part of the third (74%) or Polish (77%) waves of immigration. These also tend to be the individuals very connected to local Ukrainian communities and their Ukrainian identity. Age is less apt to be a factor, but older individuals are more likely to have made six or more trips to visit Ukraine.

Frequency of visiting Ukraine

(%) Those not born in Ukraine



Q.19 How many times, if at all, have you been to Ukraine?

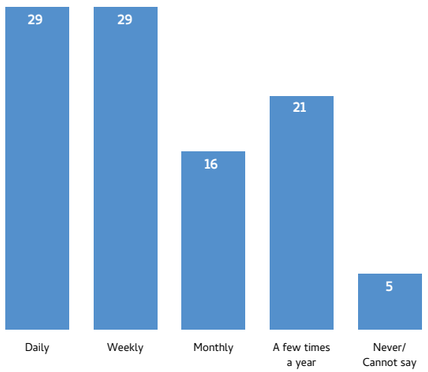
Keeping up with news about Ukraine

Most Ukrainian Canadians maintain a connection through keeping up with news about what is happening in Ukraine. More than half say they read news about Ukraine daily (29%) or weekly (29%), with others doing so monthly (16%) or a few times per year (21%). Attention to Ukrainian news is tied most closely to recency of arrival in Canada.

Doing so on a daily or weekly basis is most common among those who are first generation (83%; 54% do so daily) or part of the fourth (72%) or fifth (89%) waves of immigration. By comparison, just over one-third (35%) of third plus generation Ukrainian Canadians read news about Ukraine with this frequency.

Keeping up with news about Ukraine

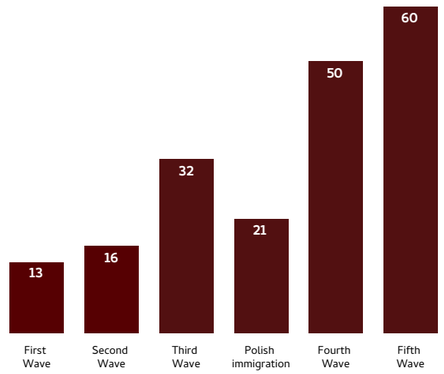
(%)



Q.20 How frequently, if at all, do you read news about Ukraine?

Keeping up with news about Ukraine

(%) Daily - by immigration wave



Q.20 How frequently, if at all, do you read news about Ukraine?

[2] The survey did not record the number of visits to Ukraine among those who were born there.

Involvement in the Ukrainian community

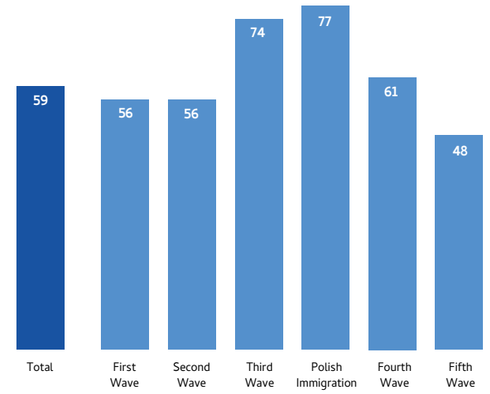
Membership in Ukrainian organizations

Six in ten survey participants have been active members in Ukrainian organizations and charities in the past five years. Others have not done so because they lack the time or due to other commitments, but some cite barriers related to the community itself, such as not feeling welcome.

The Ukrainian Canadians participating in this survey have been involved in their community. Six in ten (59%) say they have been an active member of a Ukrainian organization or charity during the past five years, with another seven percent indicating they used to be prior to this time period. Such membership is most commonly reported by those individuals with the strongest connection and identity to their Ukrainian ancestry and culture. This includes those whose mother tongue is Ukrainian (69%, versus 48% whose mother tongue is English), as well as those who are second generation (68%) or part of the third (74%) or Polish (77%) immigration waves. This type of involvement is much less evident (but still present) among individuals who place little or no importance in their Ukrainian identity (17%) and those who say there is no local Ukrainian community (21%). Active membership is roughly similar across age cohorts, although somewhat lower among those ages 24 to 55 (53%).

Membership in Ukrainian organizations

(%) By immigration wave



Q.22 During the last 5 years, have you been an active member of a Ukrainian Canadian organization or charity?

Reasons for not being active in the Ukrainian community

Survey participants who have not been an active member of a Ukrainian organization or charity during the past five years were asked why this was the case (the survey presented a list of 10 possible reasons, plus the opportunity to volunteer others). Many participants name more than one reason, but at the top of the list are those pertaining to obstacles unrelated to the Ukrainian community, in the form of other competing priorities (33% of this group), a lack of time (33%), the absence of a local Ukrainian community where they live (18%), and the inability to make a long term commitment (18%).

Participants also identified another set of barriers to involvement that are specific to the local Ukrainian community. This includes a lack of interest (13%), not feeling welcome (10%), local organizations not having a cause they care about (7%), not feeling heard or appreciated (6%), having had a bad experience in the past (5%), not being aware of opportunities for participation (4%), and membership fees (3%). Each of these reasons is mentioned by a small proportion, but as a group they add up to almost three in ten of the reasons offered for not being active in the community.

Why not belong to Ukrainian organizations

(%) Those who are not a member

Reasons unrelated to the community	
Competing priorities	33
Lack of time	33
Absence of a local Ukrainian community	18
Inability to make a long term commitment	18
Reasons related to the community	
Lack of interest	13
Not feeling welcome	10
Local organization does not have a cause I care about	7
Not feeling heard or appreciated	6
Not aware of opportunities for participation	5
Having had a bad experience in the past with the community	4
Membership fees	3
Other reasons	**8**
Cannot say	**11**

Q.23 What is the main reason or reasons for not being a member in the last 5 years?

Volunteering with the Ukrainian community

A majority of Ukrainian Canadians surveyed have volunteered in the past five years. The most common motivations are to contribute to the community and support a cause they believe in. Barriers relate to lack of time and other priorities, but some have experienced problems relating to the community.

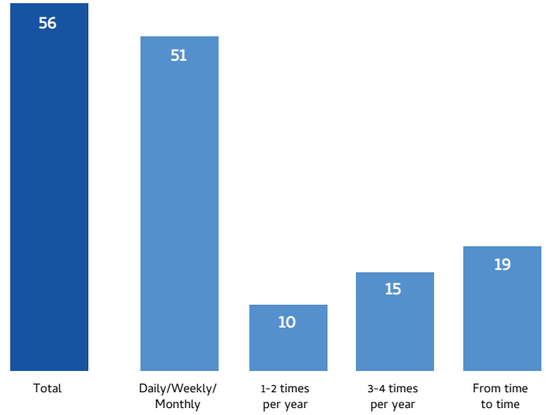
Volunteer activity in the past five years

As with group membership, survey participants have also been active in volunteering their time with the community. More than half (56%) say they have volunteered with one or more Ukrainian organizations or charities over the past five years, with another five percent who indicate they did so previous to this period. Such involvement is evident across the population sampled, but is most widespread among those with the strongest connection to community and identity, as well as those who are part of the third (69%), Polish (81%) or fourth (67%) immigration waves. As would be expected, volunteer activity is closely linked to group membership (with approximately 80% overlap between these two types of involvement).

Among those who have volunteered with the Ukrainian community, half do so on a regular basis, whether daily (8%), weekly (22%) or monthly (21%). One-quarter volunteer less frequently (one and two (10%) or three to four times (15%) per year), while another one in five (19%) does so only from time to time. Frequency of volunteer time does not vary significantly across the sampled population.

Volunteering with the Ukrainian community

(%) By frequency of volunteer activity



Q.24 During the last 5 years, have you volunteered for one or more Ukrainian Canadian organizations or charities?

Q.25 How often do you volunteer with Ukrainian Canadian organizations on average?

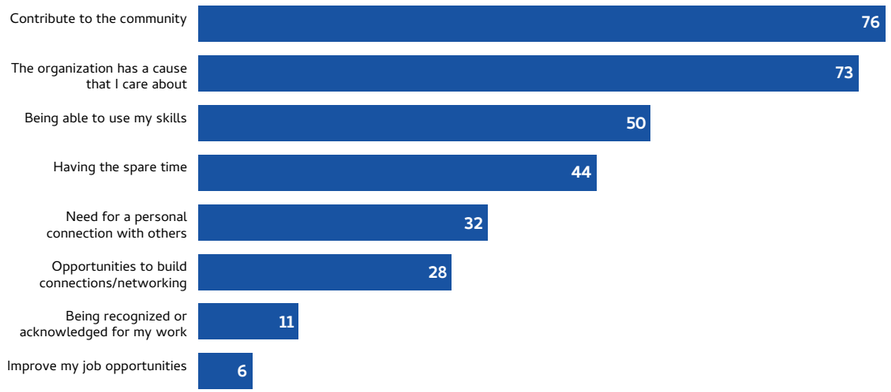
Motivations for volunteering

Survey participants who have volunteered with the Ukrainian community in the past five years were asked to identify what was most important in deciding to do so (eight potential reasons were presented, along with the option to volunteer others). Most say they are motivated to volunteer in order to contribute to the community (76%) and/or because the organization has a cause they care about (73%). These are the top two reasons given across all of the identifiable groups in the sample population.

Participants are less likely to mention other reasons pertaining to personal benefits they may realize from such efforts: Being able to use their skills (50%), having the spare time (44%), needing a personal connection with others (32%), because of the opportunities to build connections and network with others (28%), to be recognized for their work (11%) and to improve job opportunities (6%). Only two percent identify other motivations for volunteering (e.g., supporting Ukrainian youth, the accessibility of organization leadership.

Motivations for volunteering

(%) Those who have volunteered



Q.26 Which of the following considerations were most important in deciding about volunteering for an organization in the Ukrainian Canadian community?

Barriers to volunteering

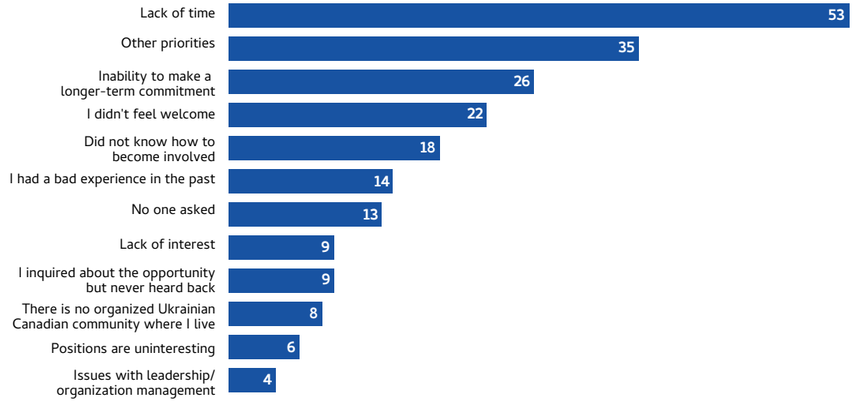
What might be the barriers to volunteering? One in four (26%) of those surveyed say they considered volunteering for an organization or charity in the past five years, and in the end chose not to do so. The likelihood of this experience is largely similar across the population sampled, but is somewhat greater among individuals under 40 years of age (35%), and among those who have been a member of a Ukrainian organization or charity (28%, versus 22% among those who have not). Notably, this experience of backing away from a volunteer opportunity is equally likely to be reported by those who have been active volunteers and those who have not.

Those who report this experience were asked why they chose in the end not to pursue volunteering (11 potential responses were presented, plus the option of volunteering others). As with the previous question about barriers to volunteering, this group is most likely to say they ended up not doing so for reasons unrelated to the organizations involved, including a lack of time (53%), other priorities (35%), and the inability to make a longer-term commitment (26%).

But a significant proportion of this group identify barriers connected to the organizations they considered. This includes not feeling welcome (22%), not knowing how to get involved (18%), having had a bad experience in the past (14%), because no one asked them (13%), a lack of interest (9%), having inquired but never hearing back (9%), the available positions were uninteresting (6%), and issues with the organization leadership or management (4%). Each of these reasons are mentioned by a small proportion of this group (and of the broader population), but added together represent more than four in ten of all responses given to this question.

Barriers to volunteering

(%) Those who considered volunteering but chose not to



Q.32 In the last 5 years, have you considered volunteering for a Ukrainian Canadian organization or charity, but the the end chose not to do so ?

Q.33 Thinking back to this/these situation/s, what was the main reason or reasons why you didn't end up volunteering?

Future volunteering

How likely are people to continue or start volunteering in the future? Among those who have already been active, more than half (56%) say they are very likely to do so again in the next five years, with most of the rest indicating they are somewhat likely (34%) to do so. However, among people who *have not* volunteered, only one in ten (9%) are likely to do so, with most saying they are somewhat (40%) or not likely (36%) to get involved in this way.

Among those who have volunteered during the past five years, intentions about continuing to do so are closely linked to how often they have been involved to date. Being very likely to volunteer over the past five years is widespread among those who have been involved daily (90%) or weekly (77%), and then drops off among those who have been active monthly (62%), three to four times a year (54%), one to two times a year (38%), or from time to time (23%).

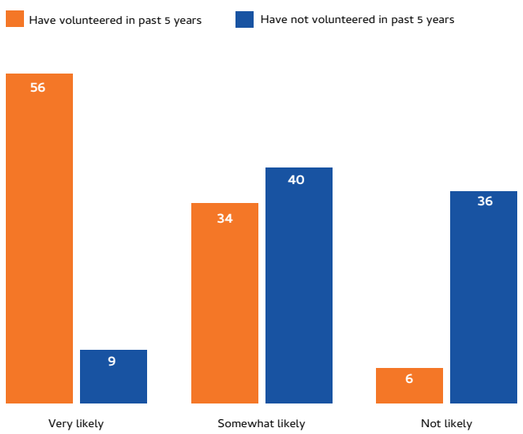
Survey participants were asked what factors would be most important in deciding whether to volunteer (or continue volunteering) for an organization in the Ukrainian Canadian community (eight potential responses were presented, along with the opportunity to volunteer others). At the top of the list is having the spare time to do so (55%), followed by the two principal reasons offered previously for volunteering - the organization having a cause they believe in (51%) and contributing to the community (46%). Less widely mentioned are motivations pertaining to personal benefits, such as being able to use their skills (37%), fulfilling a need for personal connection with others (25%), opportunities to build connections (22%), being recognized for one's work (11%) and improving job opportunities (6%).

Active volunteers are more likely than those who have not been involved in the past five years to place an emphasis on the organization having a cause they can believe in (65%, versus 37%, respectively), contributing to the community (65%, versus 32%), and being able to use their skills (48%, versus 28%).

No such differences appear with the other possible motivations for volunteering with the Ukrainian Canadian community.

Likelihood of volunteering in next five years

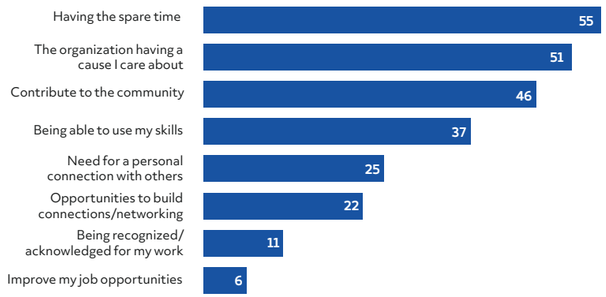
(%) By volunteer status



Q.34 How likely are you to decide to volunteer, or to continue volunteering, for a Ukrainian Canadian organization in the next 5 years?

Most important factors in volunteering

(%)



Q.35 Which factors would be most important in the deciding to volunteer or continue volunteering for an organization in the Ukrainian Candian community?

Volunteer training

What role has training played in attracting and supporting volunteering with the Ukrainian Canadian community? Among survey participants who have volunteered in the past five years, just under three in ten (28%) report having been offered training or information-related to their volunteer work with a Ukrainian Canadian organization. The incidence of such training is similar across the sampled population, but somewhat higher among those ages 18 to 23 (41%).

Among those offered this type of training or information, three in ten (30%) say it has been very effective in supporting their volunteer work, with most of the remainder (56%) judging it to be somewhat effective. Fewer than one in ten report this training to be not very (7%) or not at all (1%) effective, with another seven percent who cannot say.

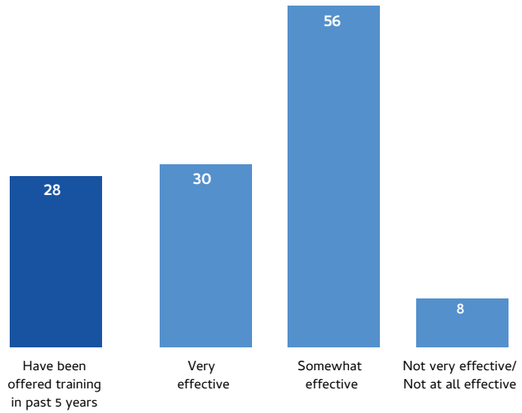
Future volunteer supports

Survey participants were also asked what kind of support, if any, they would find most helpful as a volunteer for a Ukrainian Canadian organization (among 9 options presented, plus the opportunity to volunteer others). All nine options presented are identified by at least 10 percent of the sample population, with the most popular being language training (30%), direction on roles and positions (26%), investing in personal development (volunteer development, workshops, etc.) (25%), skills training (21%), and leadership training (21%). Somewhat fewer emphasize accommodations to their schedule (16%), providing resources (e.g., transportation, reimbursement for costs, technical support, software or hardware) (15%), more recognition for the work performed (13%) and computer or technology training (11%). Three percent volunteered other kinds of support (e.g., a more inclusive environment), while 16 percent indicated they did not need any forms of volunteer support and a similar proportion (18%) did not offer any response.

Active volunteers were more likely than those who have not been involved to identify most kinds of support, especially leadership training (27%, versus 12%, respectively) and direction on roles, positions and tasks (33%, versus 17%).

Experience with volunteer training

(%) By effectiveness of training/information received

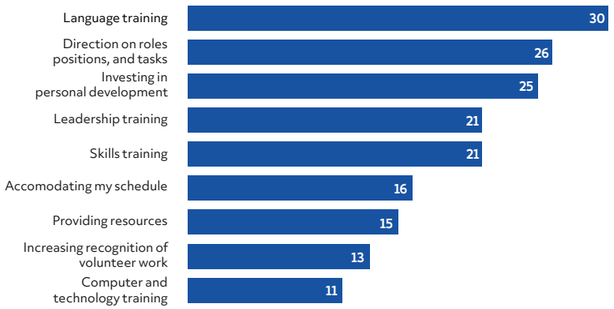


Q.27 During the last 5 years, have you been offered training or imformation related to your volunteer work in a Ukrainian Canadian organization?

Q.28 Thinking about your experience over the last 5 years, rate the overall effectiveness of the training or information offered to you to support your volunteer work in Ukrainian Canadian organizations.

Most helpful volunteer supports

(%)



Q.29 What kind of support, if any, would you find most helpful as a volunteer for Ukrainian Canadian organizations?

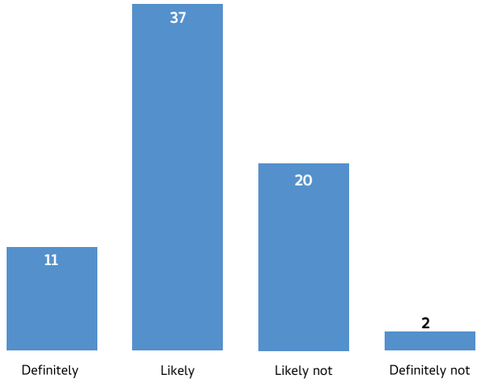
Those who have not been volunteers are more likely to say language training would be helpful (36%, versus 26%, respectively), and to identify what might be of help (29%, versus 9%).

Would individuals step up their volunteer activity if additional training or resources were made available?

Close to half of those surveyed say they would definitely (11%) or likely (37%) do so. The remainder indicate this would likely (20%) or definitely (2%) not make a difference in their volunteer efforts, while a comparable percentage (24%) cannot say either way. The value of such training and resources is most apt to make a difference among those who whose mother tongue is Ukrainian (19% say it would definitely do more), those in the fifth immigration wave (20%), and those ages 18 to 23 (24%).

While active volunteers are much more likely than those who have not been involved to say they are very likely to volunteer in the future, the availability of additional training or resources does not appear to be an important consideration. Active volunteers are only marginally more likely than others to say they would definitely or likely volunteer more if such support was provided.

Would additional training/resources encourage you to volunteer more?
(%)



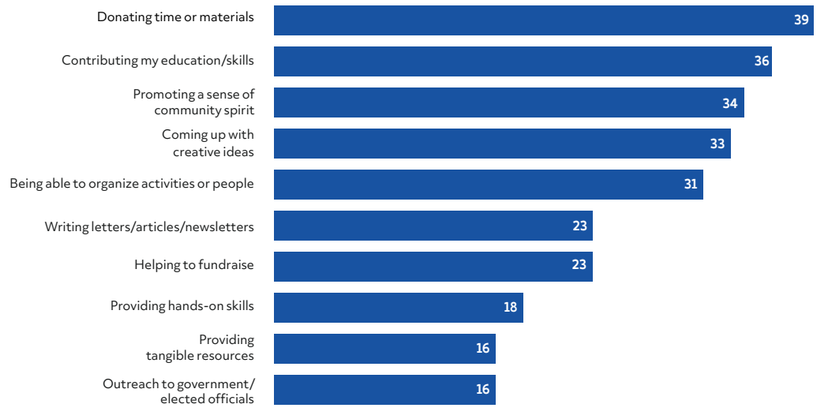
Q.30 If additional training or resources became available, such as (but not limited to) those in the previous question, would you contribute more, or volunteer more than you currently do in the Ukrainian Canadian community?

Most important volunteer contribution

Survey participants were asked how they feel they could contribute most as a volunteer in the Ukrainian Canadian community (irrespective of what they may have already been doing) (10 possible response options were presented, plus the opportunity to volunteer others). All ten options presented are identified by at least one in six, but the most common are donating time and materials (39%), contributing education or professional skills (36%) and promoting a sense of community spirit (34%), coming up with creative ideas that help solve problems (33%), and being able to organize activities or people (31%). Less widely mentioned include communications (writing letters, newsletters, etc.) (23%), helping with fundraising (23%), providing hands-on skills (e.g., building projects) (18%), doing outreach to governments and elected officials (16%) and providing tangible resources (e.g., driving, child care) (16%). One in five (18%) did not offer a response to this question.

Active volunteers are more likely than those who have not been involved to identify all of these ways of contributing to the Ukrainian Canadian community,with the biggest difference in being able to organize activities or people (43%, versus 16%, respectively), contributing their education and professional skills (45%, versus 25%), donating time and materials (49%, versus 28%), and promoting a sense of community spirit (43%, versus 23%). Among those who have not volunteered in the past five years, three in ten (31%) responded to this question with "cannot say."

How could you best contribute to the community as a volunteer?
(%)



Q.31 In what ways do you feel you could contribute most as a volunteer in the Ukrainian Canadian community?

Financial donations to the Ukrainian Canadian Community

Seven in ten have donated to the Ukrainian Canadian organizations and charities in the past five years. The likelihood of donating is closely linked to strength of connection to the community and identity. The most common motivation is to support a cause they believe in.

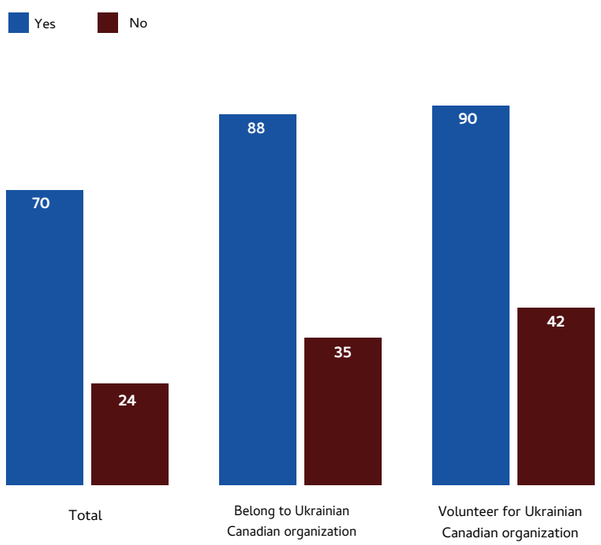
A strong majority (70%) of survey participants report they or someone in their household made a donation to a Ukrainian Canadian organization or charity in the past five years. As would be expected, such contributions are most common among individuals who are very connected to the local community (92%), belong to a Ukrainian Canadian organization (88%) or those who have volunteered in the past five years (90%); this is also more evident among those in the second generation (82%) and part of the third (87%), Polish (81%) or fourth (78%) immigration waves.

At the same time, donations are also reported by an appreciable proportion of individuals who are not connected to the community, including those for whom their Ukrainianidentity is not important (34%), do not belong to a Ukrainian Canadian organization (35%), or have not been a volunteer (42%).

The likelihood of donations to the community increase with age (59% among those 18 to 23, rising to 83% among those 75 years and older).

Financial donations to the Ukrainian Canadian community in past 5 years

(%) By community involvement



Q.36 In the last 5 years, have you or someone in your household made a donation to a Ukrainian Canadian organization or charity?

Reasons for making donations

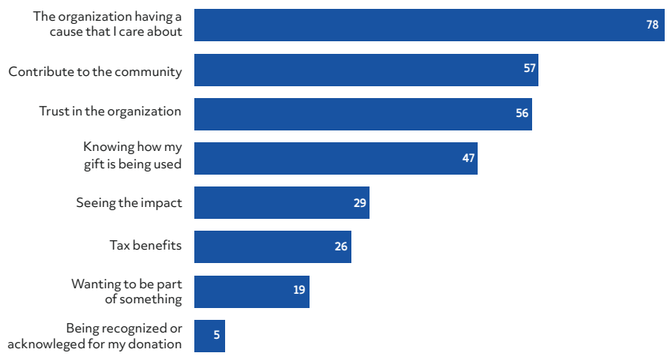
Those reporting having made a donation to a Ukrainian Canadian organization or charity in the past five years were asked which of eight considerations were most important in doing so (participants could also volunteer other reasons). By far the most commonly cited reason for donating is because the organization or charity has a cause they care about (78%).

Majorities also mention as important considerations that the organization or charity contributes to the community (57%), it is one that they trust (56%), or knowing how their gift is being used (47%). Less importance is given to seeing the impact of the donation (29%), the tax benefits received (26%), wanting to be part of something (19%), or being recognized or acknowledged for the contribution (5%). Fewer than one percent volunteered other reasons, and only two percent did not offer any response to the question.

The rank order in importance given to these considerations is largely the same across the sampled population. Younger individuals are comparatively more likely to emphasize the contribution to the community, trust in the organization, and wanting to be part of something, while older people assign greater importance to the tax benefits.

Reasons for making financial donations

(%) Those who have made a financial donation in the past 5 years



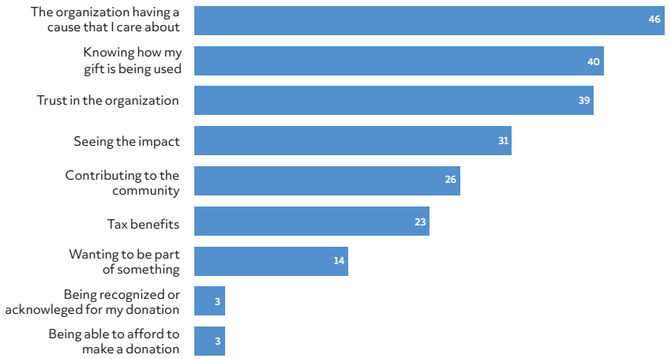
Q.37 Which of the following considerations were most important in your decision to donate to a Ukrainian Canadian organization or charity ?

Those who *have not* made a donation to a Ukrainian organization or charity in the past five years were asked what, if anything, might prompt them to do so (with 8 possible reasons presented, plus the opportunity to volunteer others). These participants are most likely to say what matters is the organization having a cause they believe in (46% of this group), knowing how their gift would be used (40%) and trust in the organization (39%).

Others mention seeing the impact of their gift (31%), contributing to the community (26%), tax benefits (23%), and wanting to be part of something (14%). Very few say they care about being recognized for their donation (3%), or volunteer other reasons (e.g., being able to afford it) (3%).

What might prompt you to make a financial donation?

(%) Those who have <u>not</u> made a financial donation in past 5 years



Q.38 What, if anything, might prompt you to make a donation to a Ukrainian Canadian organization or charity?

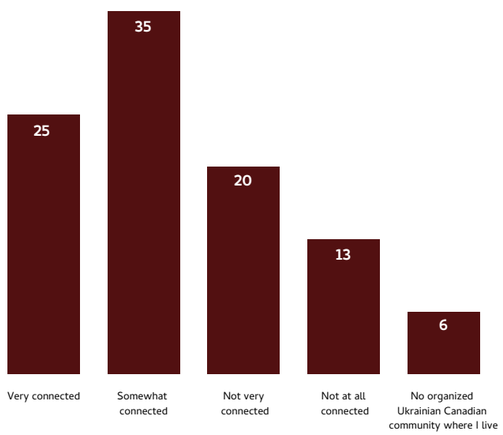
Current connection to local Ukrainian Canadian Community

Six in ten feel somewhat if not very connected to the local Ukrainian Canadian community. Reasons for lack of stronger connection are both personal and issues with the community. Language fluency with Ukrainian is an obstacle for some English speakers but also for others who grew up speaking Ukrainian.

The survey asked participants about how strongly they feel connected to the local Ukrainian Canadian community in the city, town or village where they live. Six in ten say they feel very (25%) or somewhat (35%) connected, compared with one-third who feel not very (20%) or not at all (13%) connected. Another six percent indicate there is no organized Ukrainian Canadian community where they live.

Connection to local community is closely tied to other dimensions of connection to the Ukrainian Canadian community, including language, strength of personal identity, and membership in organization. Strong community connection is also most prominent among those who were part of the third (35%) and Polish (38%) immigration waves. Those least apt to describe their local community connection as very strong include those in the third plus generation in Canada (17%), those whose mother tongue is English (15%), and those part of the first immigration wave (19%).

Current connection to local Ukrainian Canadian community
(%)



Q.46 How connected do you currently feel to the local Ukrainian Canadian community in the city,town, or village where you live?

Reasons for not feeling more connected

Those who do not feel very connected to the local Ukrainian Canadian community were asked *why* they do not feel more connected (16 possible response options were presented, plus the opportunity to volunteer others). Responses to this question can be grouped into two main themes. The first theme pertains to individuals' personal preferences and situation, and includes such reasons as not having the time to become more connected (26%), being happy with their current level of connection (23%), having moved to a new region and have not (yet) connected (10%) and not being a social type (9%).

The second theme speaks more directly to issues people may have with the local Ukrainian community and their ability to connect with it. This includes not knowing people in the community (18%), not having found programs or activities they like (17%), not speaking the language (12%), finding the community not very accepting (10%), not identifying with or feeling comfortable with the local community (9%), not feeling Ukrainian enough (9%), or not in agreement with the community's political views (5%).

The overall balance of responses across the two themes are roughly equivalent: 53 percent of responses fit the first theme of personal preference and situation, compared with 47% that fit the second theme of community issues. This balance varies depending on how connected people currently feel. Reasons pertaining to the local community make up a greater proportion of responses among those who feel not very or not at all connected (57%), compared with those who feel somewhat connected (37%) or report there is no local community (42%).

Reasons for not being strongly connected to Ukrainian community
(%) Those who do not feel very connected to local community

Personal Preferences	
Not having time to become more connected	26
Happy with current level of connection	23
Moved to new region and have not (yet) connected	10
Not the social type	9
Issues with the community	
Not knowing people in the community	18
Haven't found programs or activities of interest	17
Not speaking the language	12
Finding community not very accepting	10
Not feeling Ukrainian enough	9
Not identifying with or feeling comfortable with the local community	9

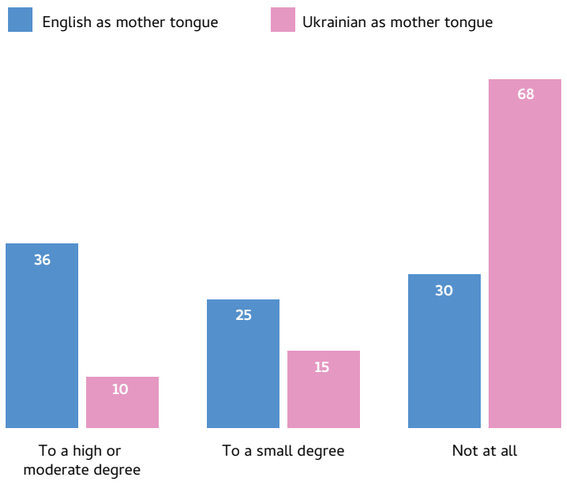
Q47 What is the main reason or reasons you do not feel more connected to your local Ukrainian Canadian community than you currently do?

Language fluency as a barrier to connection

To what extent does language fluency present an obstacle to membership or inclusion in a Ukrainian Canadian organization? One in five survey participants identify this to be an issue to a high (8%) or moderate (11%) degree, with most saying it is an issue only to a small degree (18%) or not at all (55%). This is most likely to be an issue to a high or moderate degree for those whose mother tongue is English (36%), with most (83%) in this group confirming the obstacle is a lack of fluency in Ukrainian.

Among participants whose mother tongue is Ukrainian, only one in ten (10%) consider language to be an issue to a high or moderate degree, but most (75%) in this small group also say it is Ukrainian fluency that is the issue, compared with those who identify English (14%) or another language (3%). At the same time, English is more apt to be the language at issue among those for whom Ukrainian is their main household language (this group is almost as likely to identify English (33%) as Ukrainian (40%) as the language at issue).

Language fluency as a barrier to to connection with the community*
(%) By mother tongue



Q.48 To what degree, if at all, do you feel that a lack of language fluency (eg. Ukrainian, English, French) has been an obstacle to your membership or inclusion in a Ukrainian Canadian organization?

*Data reflects a barrier to a language generically, but in most cases it reflects a barrier to speaking/understanding Ukrainian

Intergenerational connection

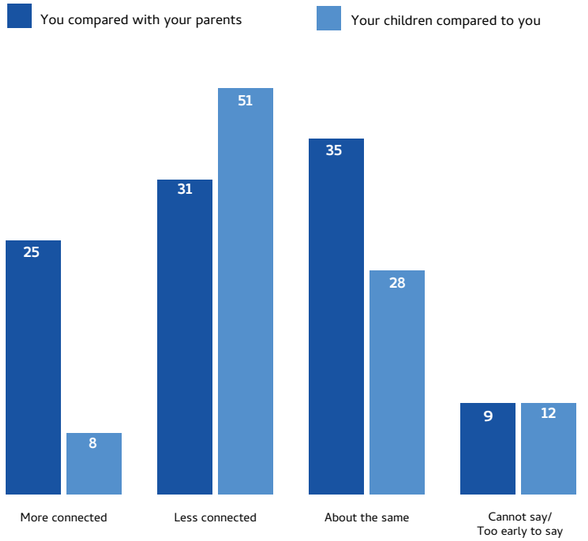
How is the sense of connection to the Ukrainian Canadian community changing across generations? Survey participants were asked how they compare their own connection to that of their parents. One in four (25%) say they are more connected to the community than their parents, compared with a slightly larger proportion (31%) who indicate they are less connected. Another one-third (35%) report it is about the same as their parents, with one in ten unable to offer an opinion on this question.

Participants most likely to say they feel a stronger sense of connection to the community than their parents include those whose personal identity is based mainly on Ukrainian culture (34%), whose main household language is Ukrainian (36%), and those who were part of the fourth (42%) or fifth (35%) immigration waves. A weaker connection is most evident among those whose identity is based primarily on ancestry alone (52%) and for whom their identity is not important (54%), as well as those who do not belong to a Ukrainian Canadian organization (47%).

What do parents expect to happen with their children's connection to the Ukrainian Canadian community once they are grown? Only eight percent believe their children will be more connected than they are, compared with half (51%) who expect they will be less so. The remainder anticipate the connection will end up being about the same as their own (28%) or cannot say at this point in time (12%). Few in any group expect their children to develop a stronger connection to the Ukrainian Canadian community than they themselves have, even among those who are very connected to the community (12%) and those whose main household language is Ukrainian (13%).

Parents' own experience is weakly related to what they anticipate for their children. Those who themselves say they are more connected than their parents are marginally more apt to believe their children will become even more so (14%) and somewhat less likely than others to think they will end up being less connected as adults (30%).

How is connection to the Ukrainian community changing across generations?
(%)



Q.11 How would you compare your connection to the Ukrainian Canadian community to that of your parents?

Q.12 If you have children, do you think they are (or will be they are grown up) more connected to the Ukrainian Canadian community than you are, less connected or about the same?

Interest in stronger connection to the Ukrainian Canadian community

Two-thirds of survey participants express interest in strengthening their connection to the local community, with this intention strongest among those already feeling well connected. The most popular forms of programming involve cultural activities such as dance, the arts and concerts.

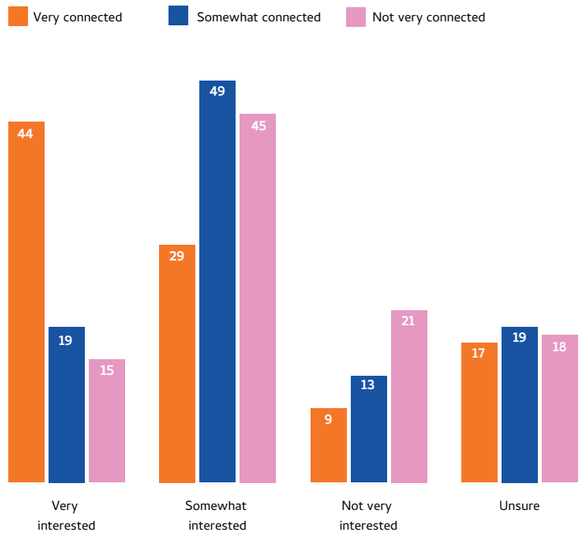
Interest in becoming more connected

How much interest is there in strengthening the connection to the local Ukrainian Canadian community in one's city town or village? Among those surveyed, one in four (24%) say they are very interested in doing so, with four in ten (40%) expressing some interest, and another one in six indicating they are not very (11%) or not at all (3%) interested in developing closer ties to the community. Others say they are unsure or cannot say at this point (18%) or that there is no organized community where they live (4%).

As might be expected, those most apt to express such interest are the same people who already feel a strong connection to the community (44% of this group say they are very interested in strengthening their connection, compared with those who are somewhat (19%) or not very (15%) connected at the present time). In addition, strong interest in stronger ties is also more prevalent among those who are first generation (31%) and those who are part of the Polish (31%), fourth (30%) or fifth (35%) immigration waves, in comparison with those who were part of previous waves (20% combined).

Interest in becoming more connected to local Ukrainian community

(%) By strength of current connection



Q.50 How interested, if at all, are you in becoming more connected to the local Ukrainian Canadian community in your town, city or village?

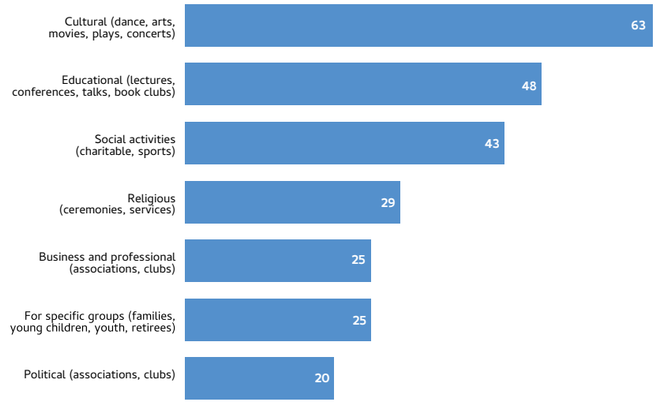
Community programs of greatest interest

Survey participants were asked which kinds of Ukrainian programs or activities they would most like to take advantage of in their community (from a list of seven options, plus the opportunity to volunteer others). Among these options, the most popular is cultural activities (such as dance, arts, movies, plays and concerts) (63%), followed by educational events (lectures, conferences, talks, book clubs) (48%), and social activities (charitable, sports) (43%). Less apt to be identified are religious activities (ceremonies, services) (29%), business and professional opportunities (associations, clubs) (25%), programming for specific groups such as families and youth (25%), and political events (associations, clubs) (20%). Only one percent identified other types of programs (e.g., Ukrainian language, cooking classes), while one in ten (10%) did not respond to the question.

Interest in new programming is largely similar across the sampled population, including those who are not currently well connected to the local community or say there is no local community where they live. Both cultural and social activities are most likely to be of interest to individuals ages 18 to 23. What makes a difference in attraction to these seven types of programming is overall interest in becoming more connected to the local Ukrainian Canadian community: The stronger the level of interest the more likely that each of these options is identified as one's survey participants say they would take advantage of if available.

Ukrainian community programs of greatest interest

(%)



Q.51 What kinds of Ukrainian programs or activites would you most like to take advantage of in your city, town or village, if available?

Perspectives on the future

Future programming

Looking ahead to what they see as community priorities, survey participants are most likely to emphasize greater development of arts and culture, followed by children and youth, and Ukrainian language education. Less emphasis is given to charitable causes, political advocacy and social services.

Most important community priorities

Apart from people's own preferences and interests, what do they consider to be of greatest importance to the Ukrainian Canadian community as a whole, in terms of what specific areas that warrant more development? (Survey participants were presented with 9 response options, plus the opportunity to volunteer others). As was the case with personal priorities (as reported above), Ukrainian Canadians are most likely to prioritize arts, culture and folk programs (66%), followed by programs for children and youth (56%), or Ukrainian language education (55%).

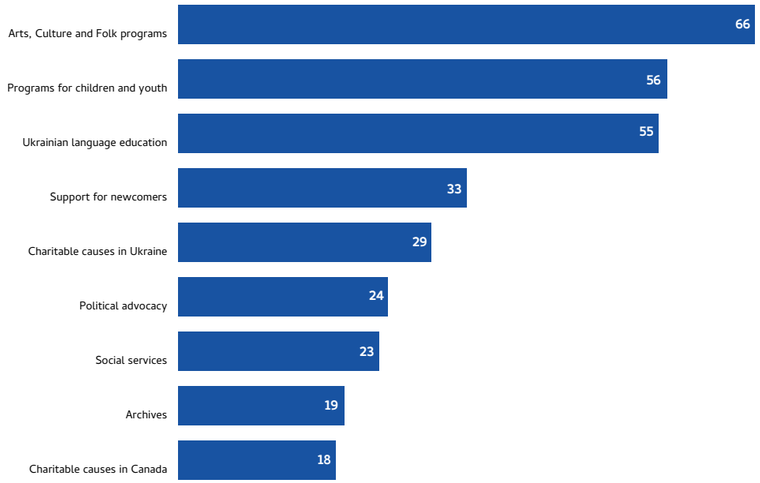
Fewer identify support for newcomers (33%), charitable causes in Ukraine (29%), political advocacy (24%), social services (e.g., for families, seniors) (23%), archives (19%), or charitable causes in Canada (18%).

Three percent volunteered other community priorities, including becoming a more inclusive community and Ukrainian history. The rank order of priorities is similar across the sampled population.

The emphasis given to the arts and culture is at the top for most groups, but especially among women (72%, versus 59% among men), those whose mother tongue is English (73%) and those who are third plus generation (74%). Ukrainian speakers are most likely to place importance on programs for children and youth (66%), as well as Ukrainian language education (63%), while support for newcomers is most apt to be a priority among first generation Canadians (46%).

Most important Ukrainian Canadian community priorities

(%)



Q.53 Thinking about what is of the greatest importance to the Ukrainian Canadian community as a whole, what specific areas should organizations focus most on developing?

Hopes for the future

The final question on the survey asked participants to look to the future, to express their hopes for what the Ukrainian Canadian community will be like 10 years from now (this was a fully open-ended question). Half (49%) of those participating in the survey provided comments, which were coded in 25 conceptually meaningful themes. No one theme predominates but the top four are each mentioned by roughly one in five survey participants. These include the future Ukrainian community becoming bigger and stronger (growing, flourishing, striving) (24%), celebrating culture (customs, festivals, traditions) (21%), being more accepting and inclusive (open, tolerant, welcoming) (20%), or being active and dynamic (engaged, healthy, relevant, vibrant, visible) (18%).

Other themes mentioned by at least one in ten participants include the community becoming more cohesive and connected (integrated, less divided, united), encouraging Ukrainian language, doing more to include young people, strengthening connections to Ukraine, becoming more sustainable (remaining alive, continuing to exist), welcoming newcomers and engaging immigrants, and remembering the Ukrainian history and heritage.

What do you hope the Ukrainian Canadian community will be like in next 10 years?

(%) Main themes

Becoming bigger and stronger (growing, flourishing, striving)	24
Celebrating culture (customs, festivals, traditions)	21
Being more accepting and inclusive (open, tolerant, welcoming)	20
Being active and dynamic (engaged, healthy, relevant, vibrant, visible)	18
Becoming more cohesive and connected (intergrated, less divided, united)	16
Encouraging Ukrainian language	12
Including young people	10
Maintaining and growing connections to Ukraine	10
Sustaining the culture (remaining alive, continuing to exist)	10
Including newcomers and engaging immigrants	9
Remembering history and hertiage	9
Building/retaining schools/access to information	8
Increasing recognition of Ukrainian impact on Canadian culture	7
Developing/evolving/imporoving/progressing	7
Becoming more charitable/helpful/supportive	7

Q54. Thinking of the Ukrainian Canadian community 10 years from now, what do you hope it will be like?

APPENDIX: Survey methodology

This section outlines the procedures used to conduct the study.

Questionnaire design

The questionnaire of this study was designed by UCC staff under the advisement of Dr. Keith Neuman[1] and with input from UCC Executive Council and Board members, the UCC Charitable and Educational Trust, and the Temerty Foundation. Some of the questions were taken directly or closely adapted from the 2018 Survey of Jews in Canada[2], in large part because they were well-designed and relevant to the topics of interest for the Ukrainian Canadian community. New questions were developed to focus on issues and concerns relating to how the Ukrainian Canadian community has changed over time, with particular attention to questions relating to vision and values, volunteerism, and rates of involvement in the community.

The questionnaire included approximately 50 questions which are organized along five thematic blocks: Ukrainian Identity; Involvement in the Ukrainian Canadian Community; Participation in Ukrainian Education; Connection to Ukraine; and Future Participation and Programming. The questionnaire included primarily closed-ended questions, along with a few open-ended questions to capture the views, feelings, and attitudes of the respondents. At the end of the survey, an optional space was provided for participants to elaborate on any of the questions. This open commentary option provided additional valuable material.

Prior to being finalized, the questionnaire was pre-tested with 20 eligible respondents across Canada for the purposes of evaluating the survey length, comprehension, and potential sensitivities around question content and language. Respondents were provided with access to the link in the survey software, with an additional 2-3 questions for feedback at the end of the questionnaire, which was used to further refine the survey questionnaire.

The final version was structured to be used primarily as a self-administered online survey, with the provision to also administer as a telephone interview for those without internet access. A copy of the questionnaire was posted on the UCC website at www.ucc.ca.

The UCC toll-free number (1-866-942-4627) was provided on the website landing page, which was answered by staff in the UCC Winnipeg office. Names and numbers were recorded and followed up within a 48-hour time frame.

Sample design and respondent recruitment

The objective of the study was to complete interviews with a sizable sample of self-identified Ukrainian Canadians, to the extent possible within the available time frame and resources, who are in some way engaged or affiliated through networks and organizations across the country. Eligibility was defined as Canadians who self-identify as Ukrainian, Ukrainian Canadian, or as a Canadian with Ukrainian roots or descent. Self-identification was used as the basis for determining eligibility because there is no scholarly consensus on who qualifies as Ukrainian, Ukrainian Canadian, or a Canadian with Ukrainian roots or descent, and no clear demarcation of where the line dividing Ukrainians and non-Ukrainians lies. Thus, the survey was offered to anyone who describes themselves as Ukrainian, Ukrainian Canadian, or as a Canadian with Ukrainian roots or descent, and is 18 years of age or older residing in Canada.

The study was not intended to reach a representative sample. Because Ukrainian Canadians constitute only 3.87% of the Canadian population, the use of standard survey research methods was not a feasible option given the high costs of using probability sampling to identify and recruit participants. UCC staff instead developed a strategy to make the research sample as comprehensive as possible within the available time frame and budget. This strategy entailed two main parts and focused on various groups of respondents based on their level of engagement and participation in the community.

First, the survey focused on all provinces and territories where Ukrainian Canadians are represented according to the 2016 Statistics Canada Census, which includes 100% of the "Ukrainian Canadian" population of 1.359M[3] (defined by those who identify as having a single ethnic origin of Ukrainian, or a multiple ethnic origin of Ukrainian and one or more other ethnic origins). The census defines ethnic origin as "the ethnic or cultural origins of a person's ancestors."[4]

Second, a multi-stage sampling plan was developed in order to ensure the survey sample reflects views of a broad spectrum of Ukrainian Canadians. The sampling plan encompassed the following steps:

1. The initial sampling frame was developed based on the "most-engaged" stakeholders, which include UCC Provincial Councils, Branches and Member Organizations. To bolster representation of this cohort, we offered an "opt in" option for individual organizations who wished to receive summary results of their memberships' responses, at no cost to them. Leaders of these councils, branches, and organizations were encouraged to distribute the link to the survey to their individual members through their distribution lists. It was not possible to determine with precision the total number of individuals encompassed in these lists since UCC did not have access to them, but it was estimated to be between 5000 – 10,000. These groups were contacted with a targeted email message to the leaders of each organization, highlighting the importance of their participation.

2. The second category includes other stakeholders engaged in community life including Ukrainian owned/operated businesses, arts and culture groups, and institutions such as Ukrainian schools for children and university departments offering Ukrainian and/or Eastern European studies. These groups were also contacted with a targeted email message to the leaders of each organization, highlighting the importance of their participation. In addition, the groups were approached through UCC's social media engagement campaign (customized posts and tags). Leaders of these groups were encouraged to distribute the link to the survey to their individual members through their distribution lists.

3. Individuals who are not directly engaged in the community but still identify as Ukrainian Canadian were the most challenging to recruit for this survey. To encourage representation in this category UCC conducted targeted social media advertising campaigns, based on the cities and towns identified in the 2016 Census where larger numbers of Ukrainian Canadians reside. We also leveraged existing connections in regions where numbers of Ukrainian Canadians are low, in order to ensure a sufficient sample. Existing connections were encouraged to distribute the link through their networks, both official and unofficial, and through their social media accounts.

4. The survey's marketing strategy targeted both stakeholder groups and individuals not currently involved, encompassing internal UCC messaging, UCC newsletters and social media, Ukrainian print and online media promotion (including a dedicated landing page on the UCC website), and social media promotion to ad-hoc groups. The promotional information included a brief description of the study, who is eligible to participate, and how to do so (a toll-free telephone number and email link are provided). For those interested in sharing information about the survey, a "social media toolkit" was developed to ensure ease of sharing.

5. Finally, all respondents who completed the survey were invited at the end of the interview to provide referrals to other Ukrainian Canadians who might consider participation in the survey. This is a type of "river sampling" which is typically done by a respondent providing referrals to the researchers. However, in this survey, UCC asked respondents to send their referrals a direct link to the survey. The UCC is confident that referrals who do not fit the criteria for the survey as defined on the website landing page would not have proceeded to take the survey questionnaire. Survey respondents were self-selected on the "honour

[1] Principal at KNeuman Survey Insights

[2] Environics Institute, 2018. http://www.environicsinstitute.org/projects/project-details/

[3] 2016 Census Data tables – Ethnic Origin (101), Age (15A), Sex (3) and Selected Demographic, Cultural, Labour Force, Educational and Income Characteristics (651) for the Population in Private Households of Canada, Provinces and Territories, Census Metropolitan Areas and Census Agglomerations, 2016 Census - 25% Sample Data (statcan.gc.ca)

[4] Ethnic Origin Reference Guide, Census of Population, 2016 (statcan.gc.ca)

system" due to UCC's desire to be as inclusive as possible. The survey software limited participation to only one IP address. Survey administrators did not evaluate eligibility criteria for any respondent.

Survey administration

The survey was conducted between May 10, 2021 and June 30, 2021 online and by telephone. The survey was offered in English, French, and Ukrainian.

The survey sample and administration was managed by UCC staff with software support from globally-recognized platform Survey Monkey Pro. Telephone interviewing was conducted by trained UCC staff or Board members who are fluent and/or native English, French, or Ukrainian speakers. Senior UCC staff trained UCC staff and summer students in how to conduct the survey, providing a 2-page document outlining the process of administering the questionnaire, best practices, how to troubleshoot if necessary, and undergoing mock interviews. Approximately 25 surveys were completed by telephone interview.

To help increase response rates, UCC followed up with respondents who did not complete their survey by sending a reminder email. Reminder emails were only be sent to respondents who did not open the original email with the survey link. In addition, UCC reminded key stakeholders to complete the survey through internal messaging, and to the general public via specific social media messaging.

To detect and remove fraudulent responses as a result of placing the survey on the website and social media, we analyzed the responses at the level of the questionnaire (inconsistent responses, similar responses to open-ended questions) and computer information (IP address).

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To boost participation, a financial incentive was offered to respondents in the form of a contest draw. Several tiers of incentives were offered: one iPad - $600 CAD, 1 prepaid card - $100 CAD, and 3 prepaid cards at $50 CAD.

The incentives were offered to respondents at the end of the survey, after they had entered their name and email address. Incentives were offered based on two main considerations. First, the survey entails a substantial time commitment for respondents based on the number of questions. Second, incentives repeatedly have been shown to increase response rates, which is a critical consideration in studies of rare populations where substantial effort is devoted to locating qualified respondents.

Study sample

The final sample was weighted by province and territory, based on the 2016 Canadian Census numbers.

The table below provides a distribution of Ukrainian Canadians by province and territory as identified by the 2016 Canadian Census, as well as the sample profile by province and territory (unweighted and weighted).

Province/Territory	Ukrainian Canadian population	% of population[5]	Number of survey participants	Sample % (unweighted)	Sample % (weighted)
British Columbia	229,205	17	345	9	17
Alberta	369,095	27	726	18	27
Saskatchewan	143,700	11	343	9	11
Manitoba	180,055	13	667	17	13
Ontario	376,440	28	1629	40	28
Quebec	42,550	3	208	5	3
New Brunswick	3,535	<1	22	1	<1
Nova Scotia	9,115	<1	44	1	<1
Newfoundland and Labrador	1,350	<1	4	<1	<1
Prince Edward Island	925	<1	10	<1	<1
Yukon	2,200	<1	2	<1	<1
Nunavut	195	<1	2	<1	<1
Northwest Territories	1,295	<1	5	<1	<1
TOTALS	1,359,655	100	4,031	100	100

The final sample cannot be considered representative of the entire Ukrainian Canadian population due to the sampling methods described above. However, the sample does provide solid representation across relevant groups within this population, such as gender, age, immigration wave, and involvement in the community.

[5] 2016 Census Data tables – Ethnic Origin (101), Age (15A), Sex (3) and Selected Demographic, Cultural, Labour Force, Educational and Income Characteristics (651) for the Population in Private Households of Canada, Provinces and Territories, Census Metropolitan Areas and Census Agglomerations, 2016 Census - 25% Sample Data (statcan.gc.ca)

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