



IOM International Organization for Migration



BRAZIL

MAPPING EXERCISE
LONDON, DECEMBER 2005

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The aim of this Mapping Report is to guide IOM's outreach activities and communications strategies. The report does not purport to be exhaustive. The mapping consultant who conducted the exercise and wrote the report on behalf of IOM has taken every effort to ensure accuracy in his/her reporting and the views expressed in this report are his/hers. IOM cannot be held responsible for any omissions or inaccuracies.

INTRODUCTION

AIM OF THE MAPPING EXERCISE, TARGET GROUP AND METHODOLOGY

The aim of the mapping exercise carried out by the International Organisation for Migration (IOM) was to identify the location of potential beneficiaries of IOM's voluntary return programmes, which are open to asylum seekers and irregular migrants, as well as identify the main channels of information used by them. The ultimate goal of the mapping exercise is to help IOM improve its communications with foreign language communities in the United Kingdom through media articles, advertisements and presentations to community groups.

IOM designed a questionnaire with twenty-three questions divided into two sections. The first section asks about media channels and other sources of information available to Brazilians in the UK; for example, voluntary organisations, churches, and festivals. This section also asks about the geographical locations and sizes of the Brazilian communities in the UK. The second section of the questionnaire requests baseline data from each respondent about age, gender, and length of residence in the UK.

A Brazilian national was recruited, part-time, to undertake the mapping exercise and compile this report. The mapping consultant's inside knowledge of the Brazilian community, and established contacts with its members in the UK, proved to be an essential resource for this exercise.

The mapping exercise used multiple approaches to data collection. Information was gathered using in-depth interviews with multipliers¹ and by asking people to fill in questionnaires.

Extensive networking was carried out to identify media, organisations, churches and individuals that had contacts with Brazilians and were prepared to distribute the questionnaire. The fieldwork took place between October and November 2005. During this period, IOM collected 65 questionnaires. These completed questionnaires not only represent the view of 65 individuals but also the consensus views of various groups and communities.

This report includes tables with all the results of the questionnaires. Additionally, the consultant was able to create an extensive list of contacts, which merged data gathered directly from completed questionnaires with information provided by the multipliers during in-depth interviews. This list will be used by the Information team at IOM to disseminate information about IOM's voluntary return programmes to Brazilians across the UK².

It is important to emphasise that the mapping exercise relied on networks. Consequently, the questionnaire was completed by people who selected themselves to be part of this small study. So, it is not possible to generalise from the data about the population of Brazilians in the UK. However the range of individuals who helped to facilitate the mapping exercise does constitute a wide and diverse sample.

¹ This term is used to indicate individuals or organisations that are well known amongst diaspora groups and could therefore play a key role in delivering information.

² This material is confidential and does not form part of this report.



1 MAPPING EXERCISE OUTCOMES

INFORMATION CHANNELS

1.1 INTRODUCTION

The first section of the questionnaire was designed to identify the main channels of information used by Brazilians in the UK. The questions are divided into three categories: media; other sources of information; and information on other community groups. It has been necessary to group the answers in all of these categories because very often the frequencies³ of the answers were single and not useful for the purpose of the mapping exercise. The contact details cited by the respondents for media, organisations, churches, schools, restaurants and shops were merged and structured, along with the contact details provided by the multipliers. This list, which is a document internal to IOM, constitutes a real action plan. It contains details of organisations and agencies with which IOM should liaise in order to increase awareness of the voluntary return programmes among the Brazilian community in the UK.

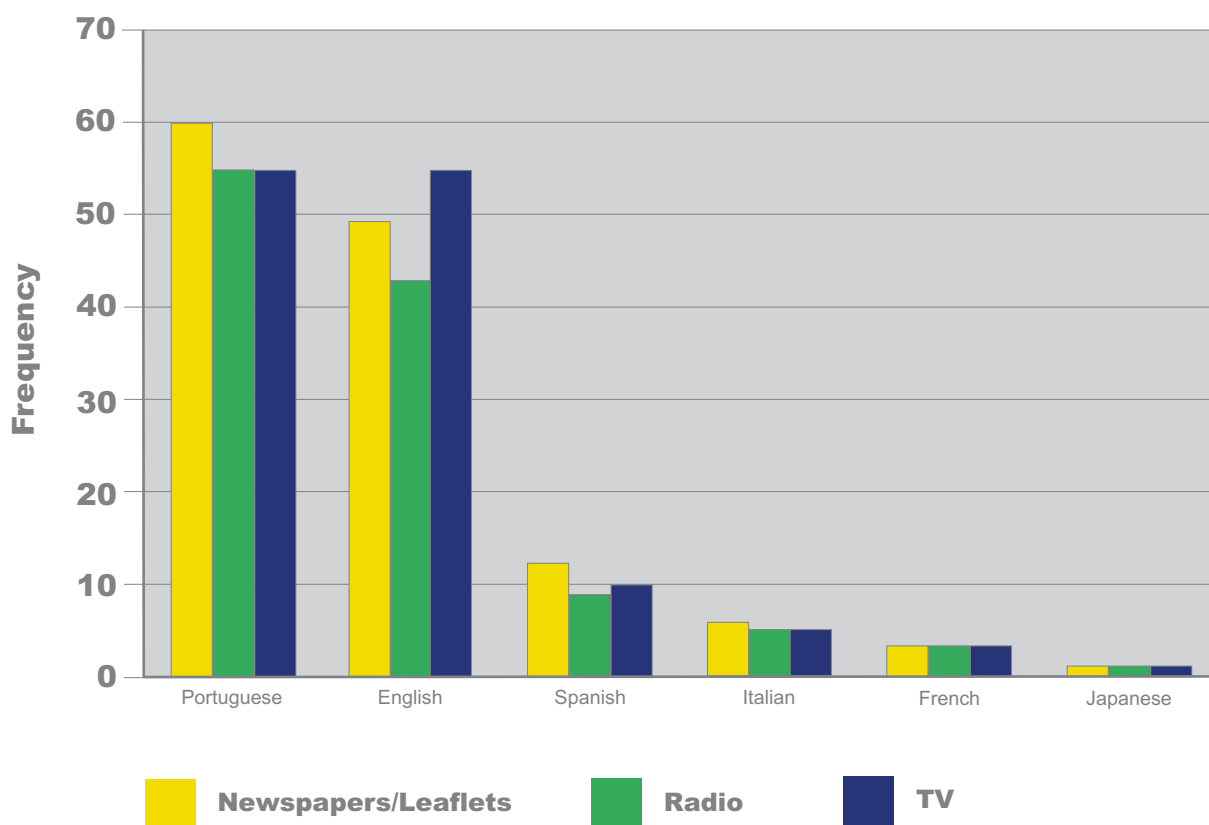
One of the immediate results of the extensive networking conducted during the mapping exercise was to draw the attention of the Brazilian media towards IOM's activities. *Brazilian News*, which is the only Brazilian newspaper published in the UK, carried an article on IOM's voluntary return programme. *OGlobo*, one of the main Brazilian newspapers published in Brazil, interviewed IOM staff with a view to writing an article. *Revista Real*, a Brazilian magazine published in the UK, asked for an interview with IOM. *Jungle Drums*, another Brazilian magazine published in the UK, shared its distribution list with IOM. This is an extremely useful resource for the dissemination of IOM information in future. In this way, the mapping process itself proved to be a valuable outreach activity.

¹ Frequency: This term is often used in statistical analysis. For example, Respondent A says, "Brazilians live in London, Cardiff and Birmingham." Respondent B says, "Brazilians live in London, Manchester and Northern Ireland." This will be noted as six frequencies.

1.2 MEDIA

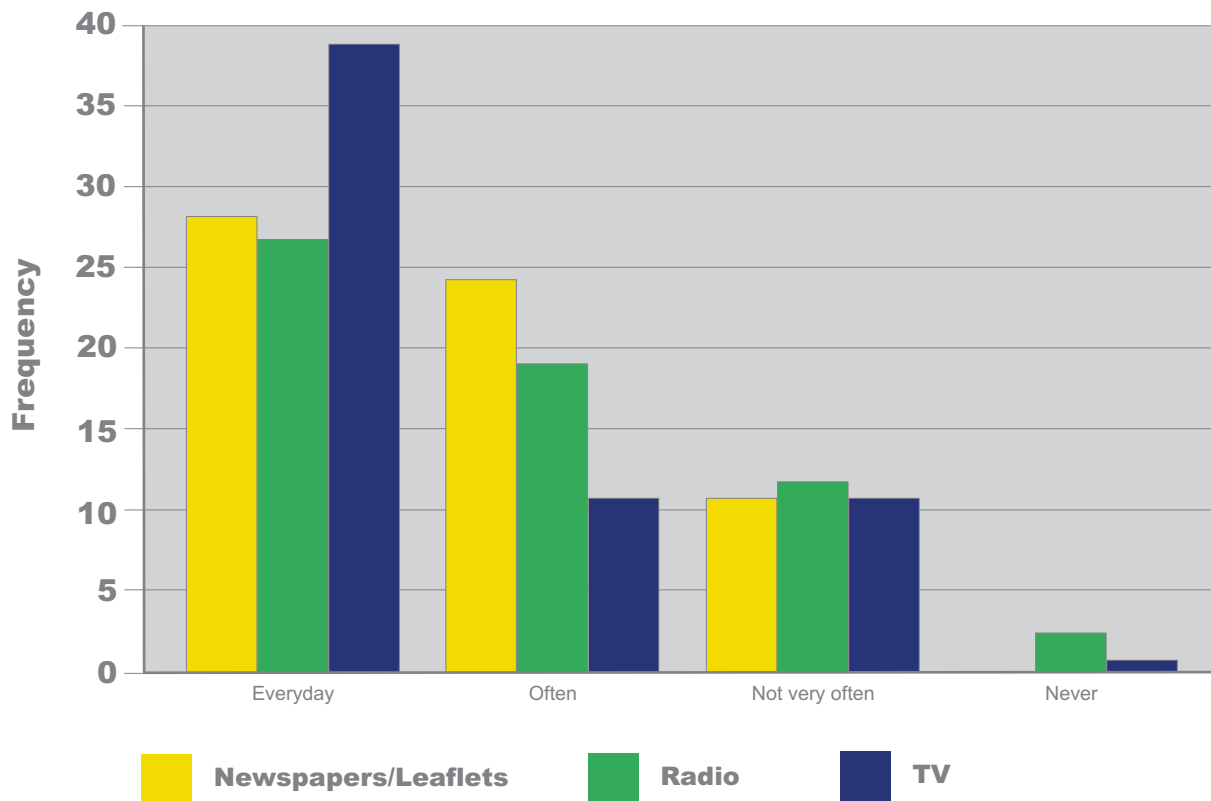
Respondents were asked in which language they could best understand information from sources such as newspapers, leaflets, radio, and television. Figure 1 shows that most respondents feel more confident understanding information in Portuguese. However, the number of respondents who were able to understand the same information source in English appears to be high. As many respondents are comfortable enjoying television in English as Portuguese. Respondents said that Spanish is the next best understood language. Other languages surveyed in the questionnaire included Italian and French.

Figure 1: Media Comprehension



The great majority of respondents said that they read newspapers, listened to radios and watched television either every day or often. The findings are reported in figure 2.

Figure 2: Frequency of Media Consultation



Readership of Newspapers and Publications

Respondents were asked which newspapers or other publications they read most often. Because of the high number of single frequency answers, the results were grouped as: British newspapers or publications; Brazilian newspapers or publications in the UK; and Brazilian newspapers or publications in Brazil.

Figure 3 shows that 67% of respondents read British newspapers. 40% of them read *Metro*. Other newspapers that were read include the *Guardian*, the *Evening Standard*, and *The Independent*. The only Brazilian newspaper printed in the UK, and mentioned by respondents, is *Brazilian News*.

Figure 3: Newspapers Readership

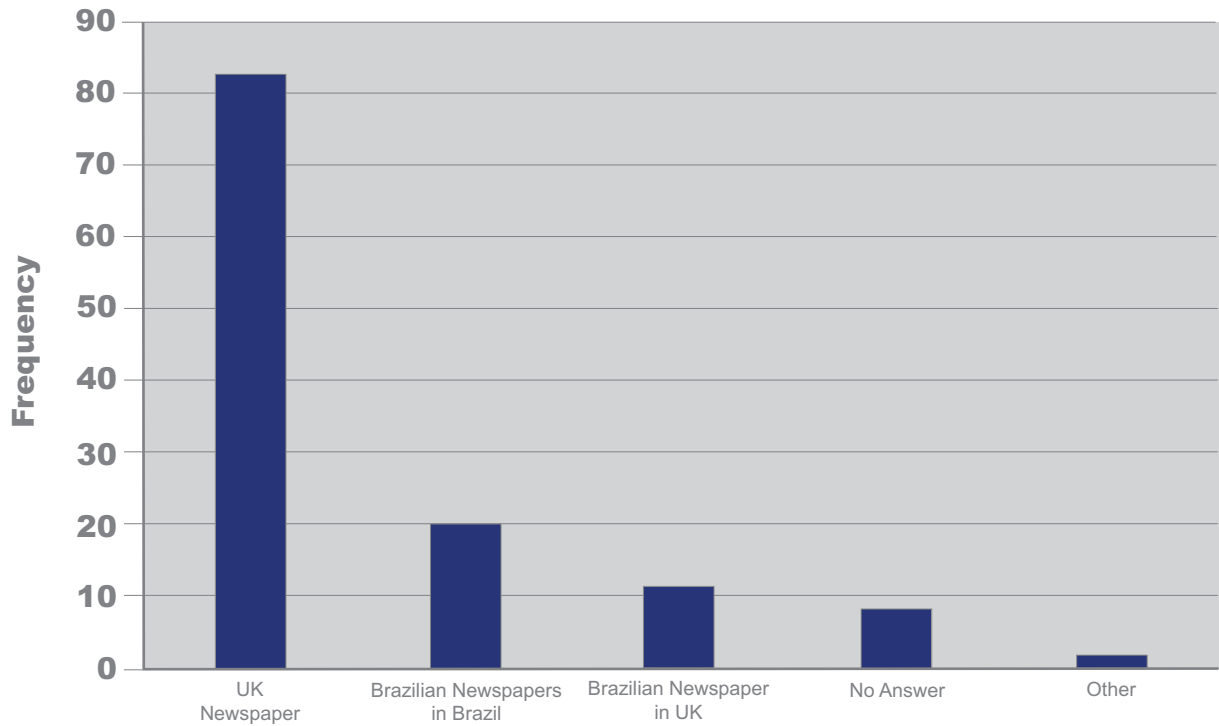


Figure 4 shows that 51% of respondents read Brazilian magazines published in the UK; 60% of them read *Leros*. Other publications that respondents read include *Real Magazine* and *Jungle Drums*.

Figure 4: Magazines Readership

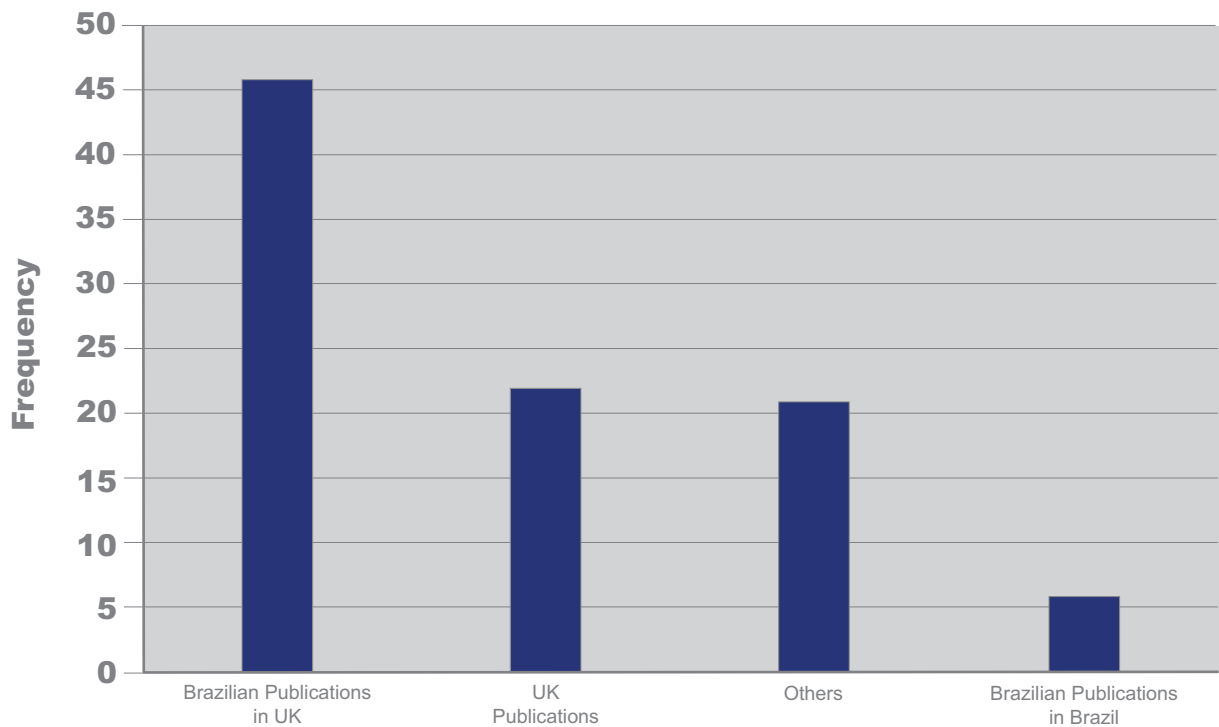
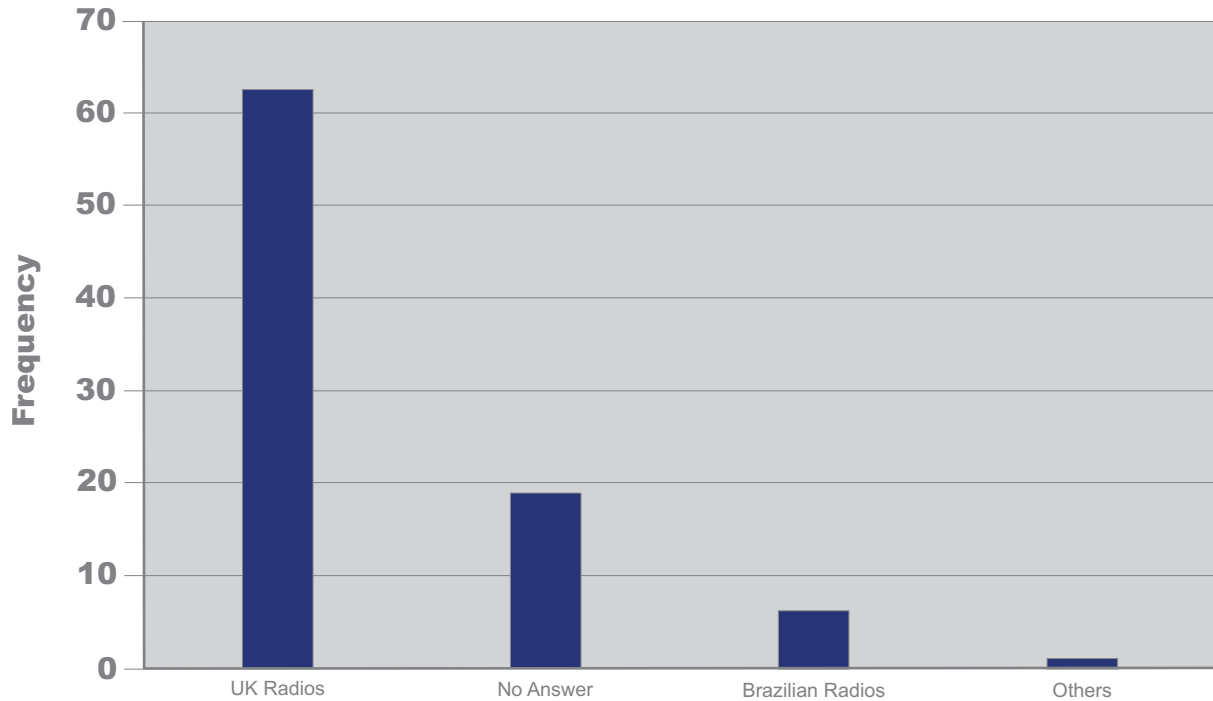


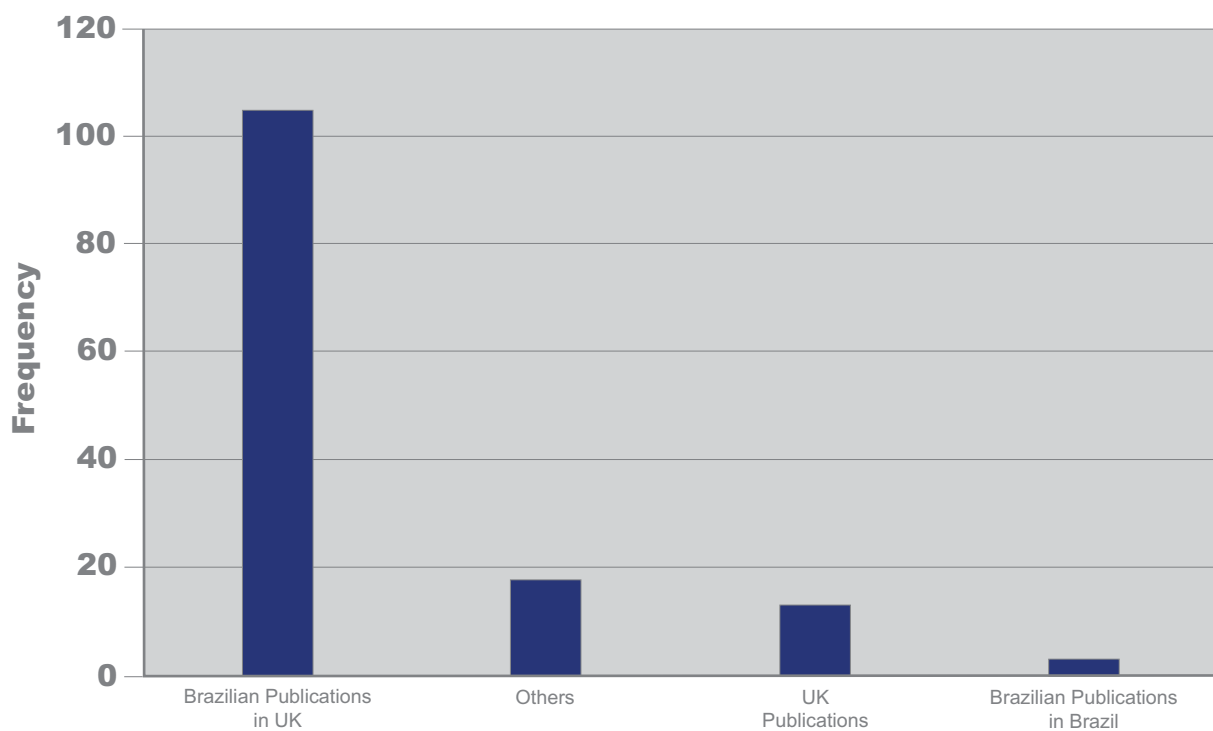
Figure 5: Radio

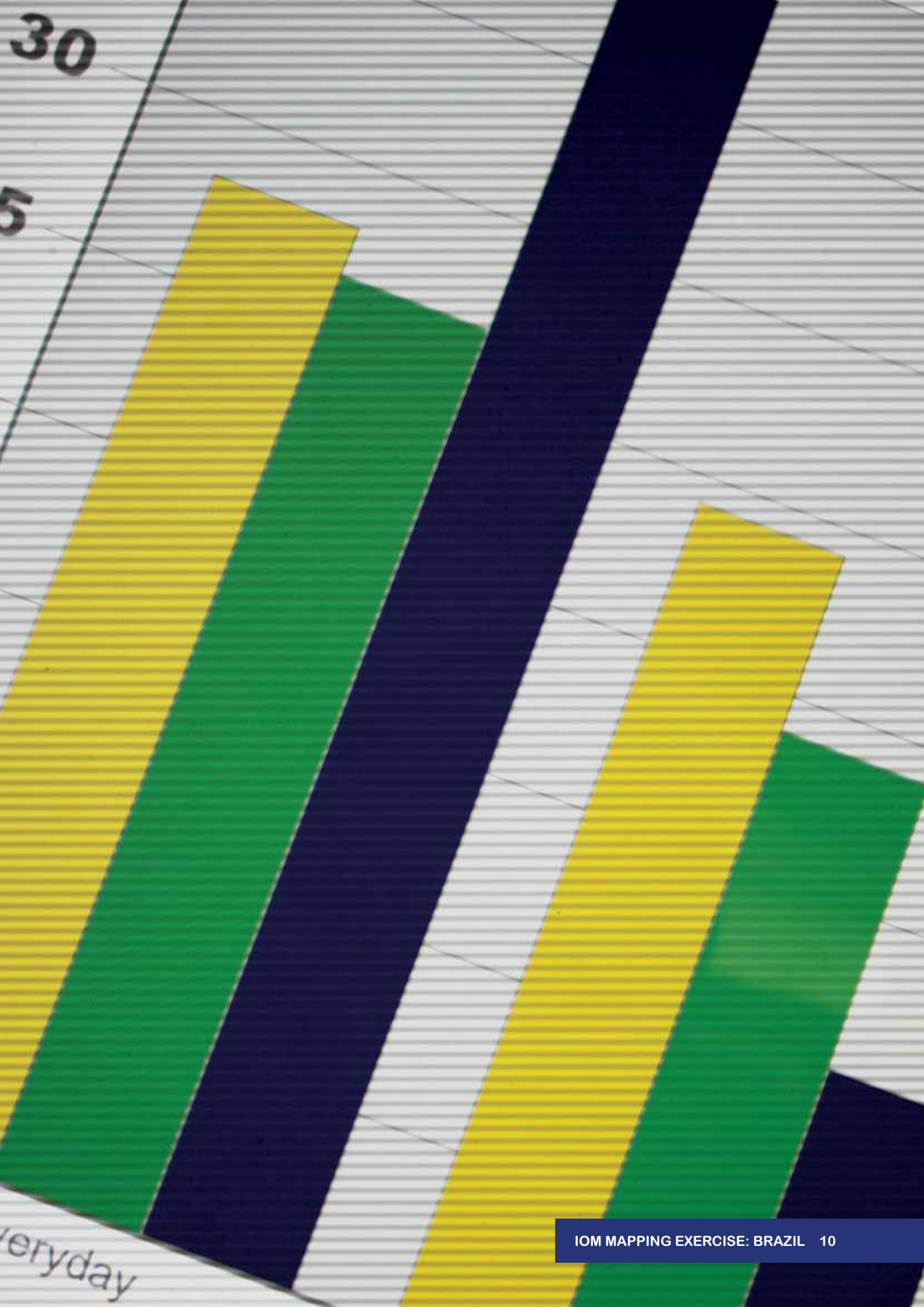


Radio and Television

Figures 5 and 6 show that respondents make most use of British radio and television, both BBC and commercial channels. Unfortunately the results on radio and TV programmes are not useful for the purpose of this mapping exercise because the single frequencies are far too many to be grouped.

Figure 6: Television





30

5

everyday

Internet

Computers and the Internet seems to be quite popular amongst respondents. 93% of respondents are able to access information from the Internet. *Google*, the *BBC* and *Yahoo* are amongst the most popular websites and search engines.

Conclusions and Recommendations

- These results confirm that IOM should certainly continue advertising regularly in *Brazilian News*, in *Leros*, and in *Jungle Drums*.
- IOM should ask for *Leros*' and *Jungle Drums*' distribution lists and use them for disseminating IOM information on the voluntary return programmes.
- The results of the questionnaires confirm that Brazilians in the UK tune in to both commercial and BBC channels on radio and television. But, IOM is unlikely to advertise with any of the commercial channels cited. The practical reasons for this include the cost and the mismatch between the target group and the total audience.
- IOM should consider advertising in *Metro*.

1.3 OTHER SOURCES OF INFORMATION

The Brazilian Network in the UK

The results of the mapping questionnaires confirmed what the consultant learnt from the in-depth interviews with the multipliers. The Brazilian network in the UK is more informal and unobtrusive than other diaspora groups, which have well-established community organisations. This informal network enables Brazilians to rely mostly on friends and colleagues for help, advice and support. Other sources of help and advice include churches (Catholic and Evangelical), legal advisors and the Brazilian Embassy.

Information on organisations, churches, institutions, and initiatives which are popular with Brazilians in the UK, has been supplied to IOM, with a dedicated section on recommended action points.

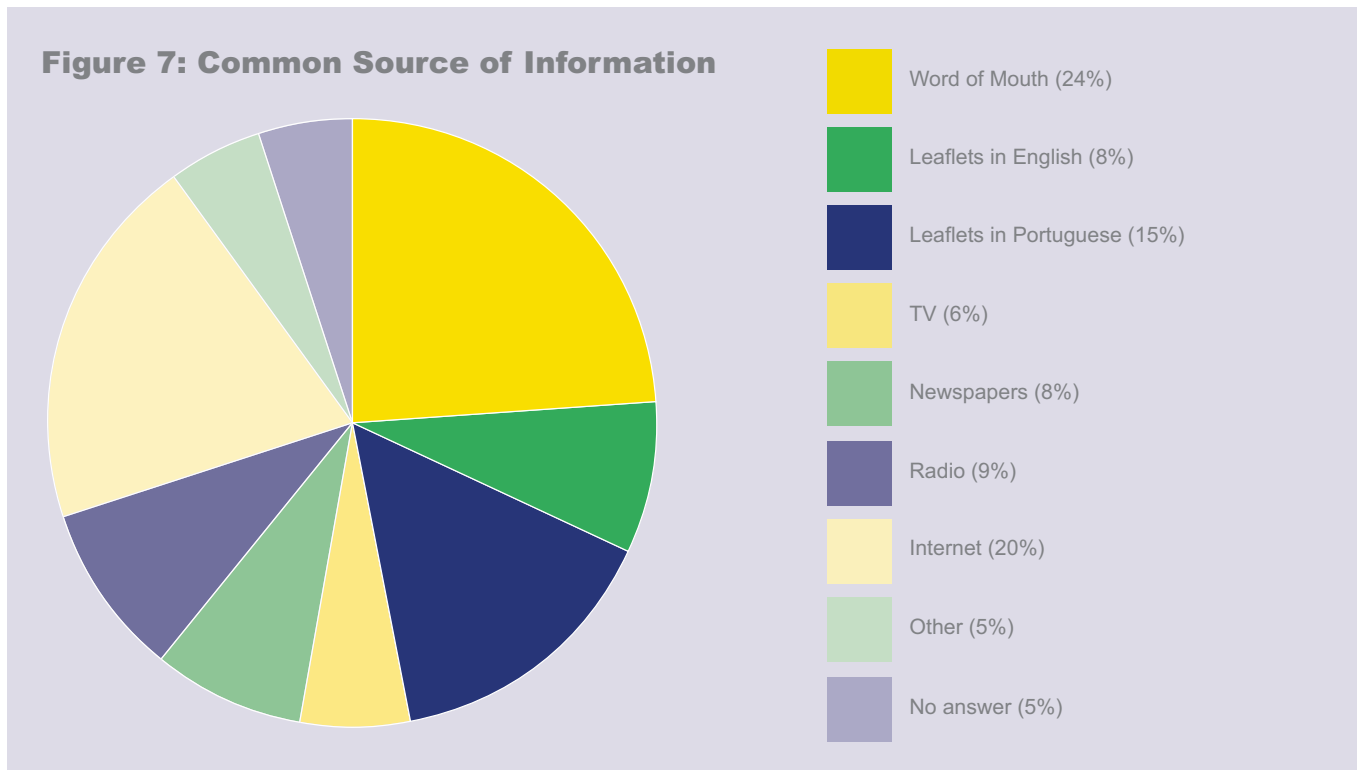
Some of the following initiatives are of particular interest.

- The Brazilian Embassy runs a forum called *Dialogo Brazil*. It consists of monthly meetings in which participants discuss economic, academic, cultural and social issues relevant to the Brazilian community in the UK.
- The Brazilian Consulate runs a parallel forum called *Conselho dos Cidadãos*. This is a small group which brings together the main multipliers of the Brazilian community in the UK to discuss substantial issues related to Brazilians in the UK.
- The Survive Course is another interesting initiative designed to provide Brazilians migrants who arrived in the UK with general advice on accommodation, health services, job centres, legal centres etc.

IOM should try to arrange outreach activities about the voluntary return programme which could be involved in these initiatives, in line with the mapping consultant's recommendations.

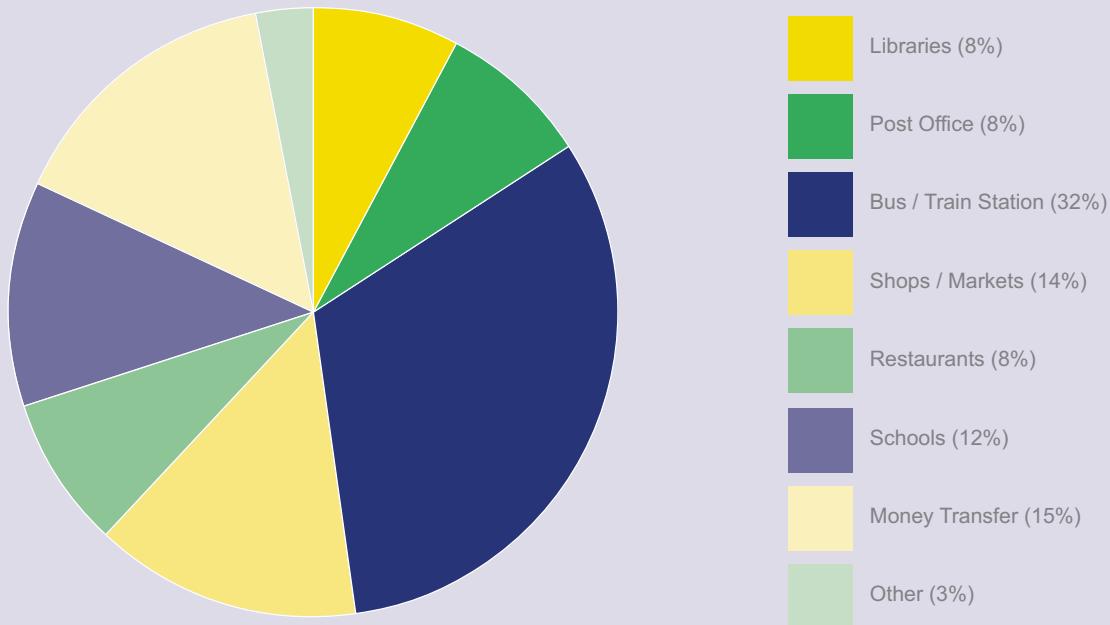
Preferred Channels of Information

Figure 7 shows that 24% of respondents said that they usually obtained information by word of mouth. 20% looked to the Internet and 14% commonly relied on leaflets in Portuguese.



When asked where else information should be publicised, 32% of respondents indicated bus and train stations as the main location; 15% indicated money transfer agencies and 14% named shops and markets. Figure 8 shows the responses to this question.

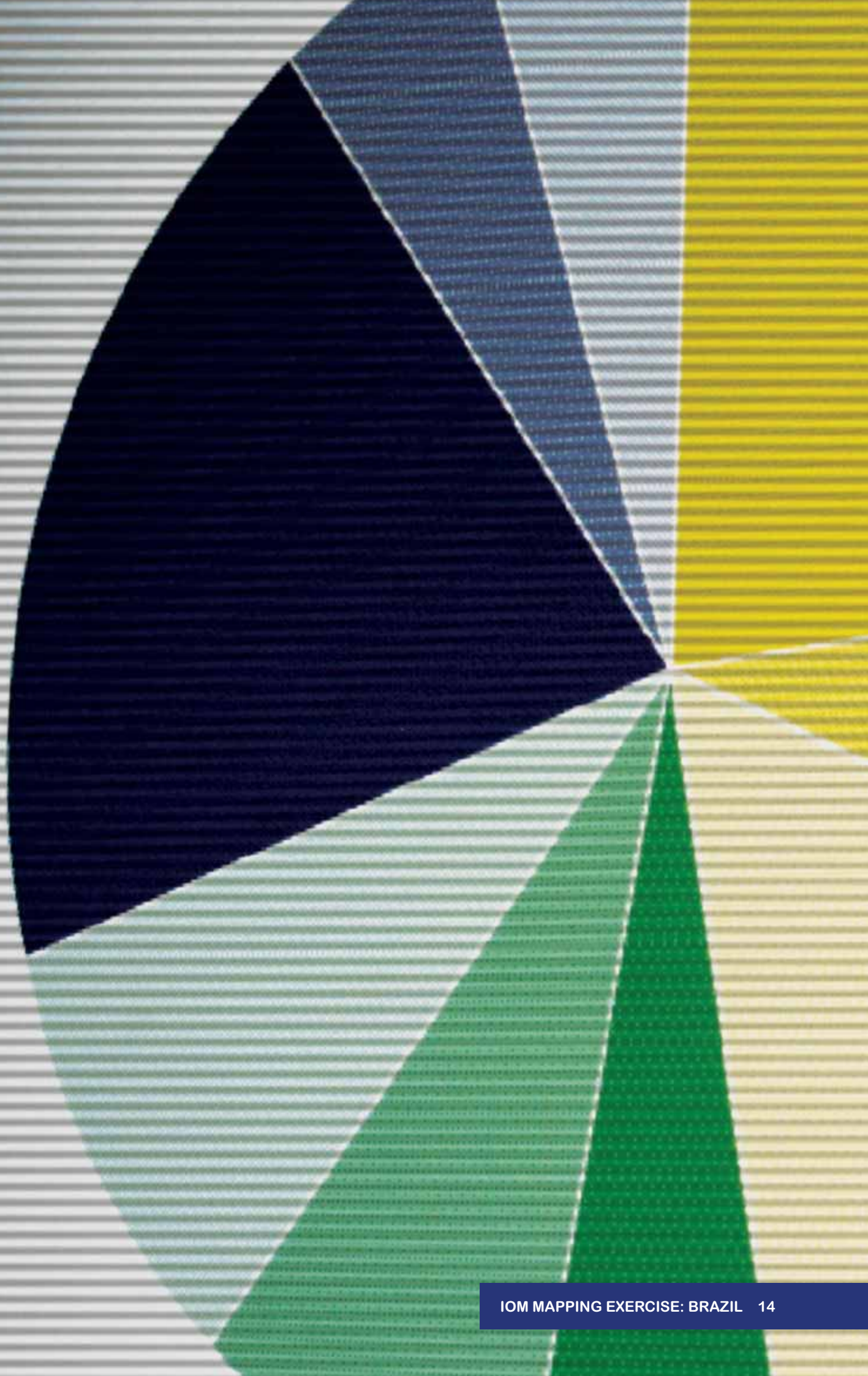
Figure 8: Respondents Recommendation for Locations of Publicity Material



When asked in what format respondents prefer to receive information in their own language, 70% said leaflets and text translations. IOM should continue to translate and produce leaflets in Portuguese.

Conclusions and Recommendations

- Because of the informal network amongst Brazilians in the UK, IOM should liaise with the main multipliers identified during the mapping exercise to implement outreach activities, especially since word of mouth is the usual way respondents obtain information. The list of contacts is an essential resource for this purpose.
- IOM should implement the suggestions of respondents and continue to advertise on buses. IOM should also consider advertising in train stations, at money transfer agencies, and in shops and markets, especially those that sell Brazilians goods.
- IOM should continue producing leaflets in Portuguese because it appears to be the preferred format for information.



1.4 GEOGRAPHICAL LOCATION AND SIZE OF THE BRAZILIAN COMMUNITY IN THE UK

It proved to be extremely difficult to gather information on the geographical locations and sizes of the Brazilian communities in the UK. Nobody knows exactly where their members are or how many members there are.

Census

According to the 1991 UK census, the number of people born in Brazil and living in the UK was 9,301. This number had risen to 14,555 when the census was repeated in 2001.

Home Office Statistics and Mapping Questionnaire Results

Internal statistics provided by the Home Office, together with the mapping questionnaire results, clearly suggest that the largest community of Brazilians lives in London. Other areas in which Brazilians have settled include the Midlands, Merseyside, Dorset and Oxfordshire.

55% of the 65 respondents did not answer the question asking for information on where Brazilians live in the UK. For the rest, there was a total of 59 responses (or frequencies), bearing in mind that respondents could indicate more than one location. 71% of these responses indicated different London boroughs and 17% singled out locations in the rest of the country. It appears that Brazilians in London are not grouped in one area in particular, but they are spread over many different parts of the capital.

The increasing number of Brazilians living in Northern Ireland was highlighted during one of the *Conselho dos Cidadãos* meetings organised by the Brazilian consulate. One of the participants, an immigration lawyer well known in the Brazilian community in the UK, had organized a seminar for Brazilian illegal migrants in Northern Ireland. It was attended by approximately two hundred people. During the seminar, participants expressed their concern about the black market exploitation of illegal migrants in the region. It was said that people are paid no more than £2 per hour to work in factories and farms.

Brazilian Consulate Estimated Figures

During meetings held with the Brazilian consulate in London the following estimated figures on the locations and sizes of Brazilian communities in the UK were provided:

London	50,000
The Midlands (mainly Birmingham)	20,000
Norfolk (mainly King's Lynn and Norwich)	15,000
Manchester, Liverpool & Merseyside	10,000
Brighton and East Sussex	10,000

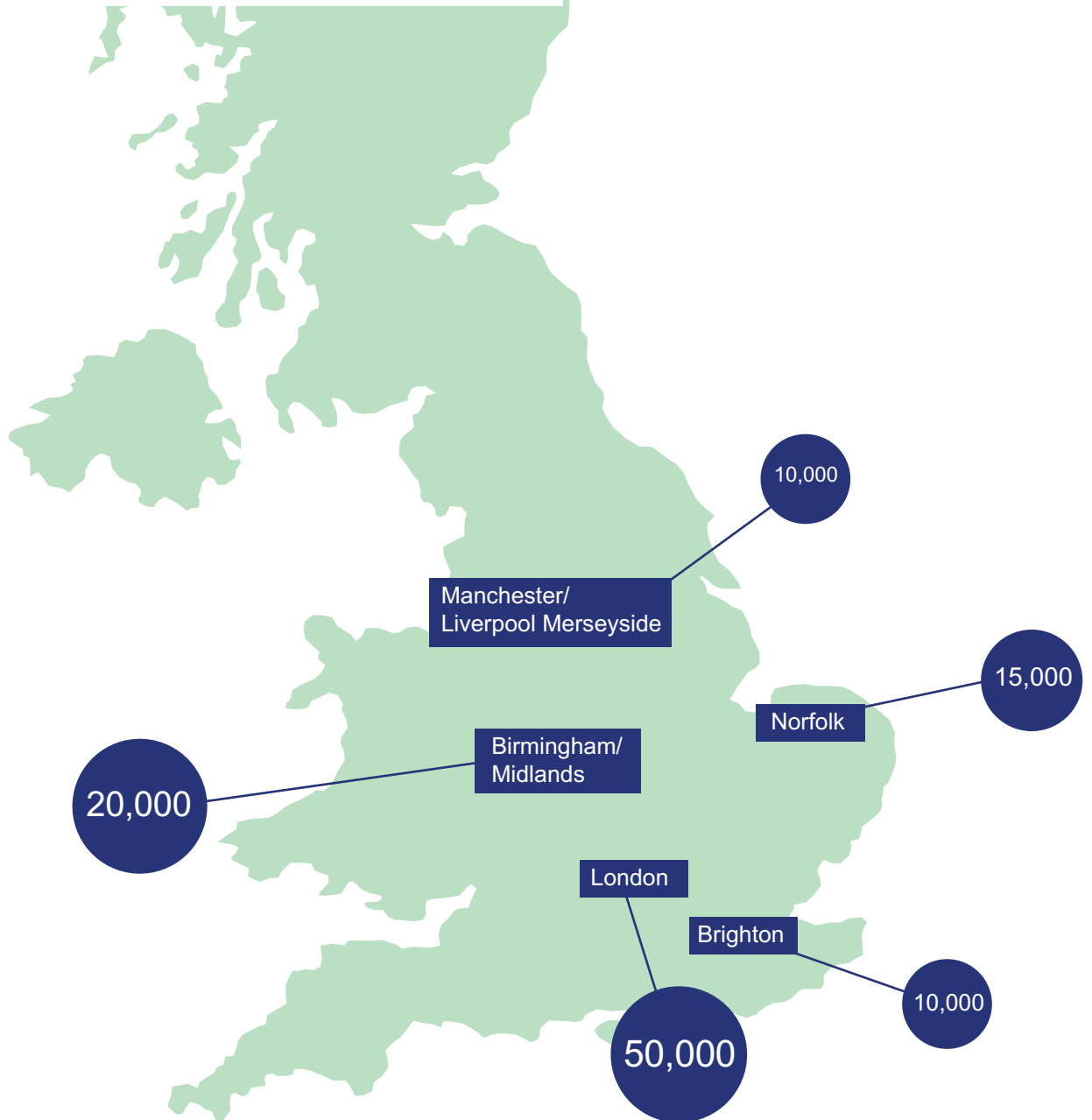
Brazilian consulate officials stressed that these figures are not accurate statistics but merely estimates. In fact fewer than ten thousand Brazilians are formally registered with the consulate.

The consulate officials pointed out that the number of Brazilians living in the UK is steadily increasing. Between 100 and 150 Brazilians living in the UK asked for the consulate's services every day in 2001. Nowadays, 350 a day approach the consulate. Consulate officials said that in most cases they are dealing with illegal immigrants who have entered the UK with a student visa and have then over-stayed in Britain.

Conclusions

The information from different sources (Home Office, Brazilian Consulate and IOM mapping questionnaire) suggests the same conclusion. London has the highest density of Brazilians in the UK. The estimates provided by the Brazilian consulate are shown on the map below:

Geographical Spread of the Brazilian Community in the UK, 2005





2 MAPPING EXERCISE OUTCOMES

CHARACTERISTICS OF RESPONDENTS

The second section of the questionnaire was designed to collect baseline data from each respondent about their age, gender, and length of residence in the UK. This chapter also looks at the questionnaire collected general information on respondents' use of different types of transport, of phones and of local services. This data will be used by IOM to improve future information strategies.

2.1 GENDER

32 out of a total of 65 respondents were men and 30 were women. Three people did not answer. This indicates a good gender balance between respondents.

2.2 AGE

Figure 9 shows the age of respondents. 66% per cent of the sample were aged 34 and under, while 29% per cent were aged 35 or older but less than 65.

Figure 9: Age

Age group	Number of respondents	Percentage
Under 18	0	0%
18 -24	12	18.5%
25 – 34	31	48%
35 - 44	15	23%
45 - 54	4	6%
55 - 64	1	1.5%
65 and over	0	0%
No Answer	2	3%

Total: 65

2.3 LENGTH OF RESIDENCE IN THE UK

Figure 10 shows how length of residence in Britain varies between respondents. 48% of respondents had been in Britain for less than 3 years and 42% had been in Britain for between 3 and 10 years.

Figure 10: Length of residence in Britain

Length of residence	Number of respondents	Percentage
Less than 12 months	14	21.5%
1 year but less than 3	18	28%
3 years but less than 5	17	26%
5 years but less than 10	11	17%
10 years or more	3	4.5%
No answer	2	3%

Total: 65

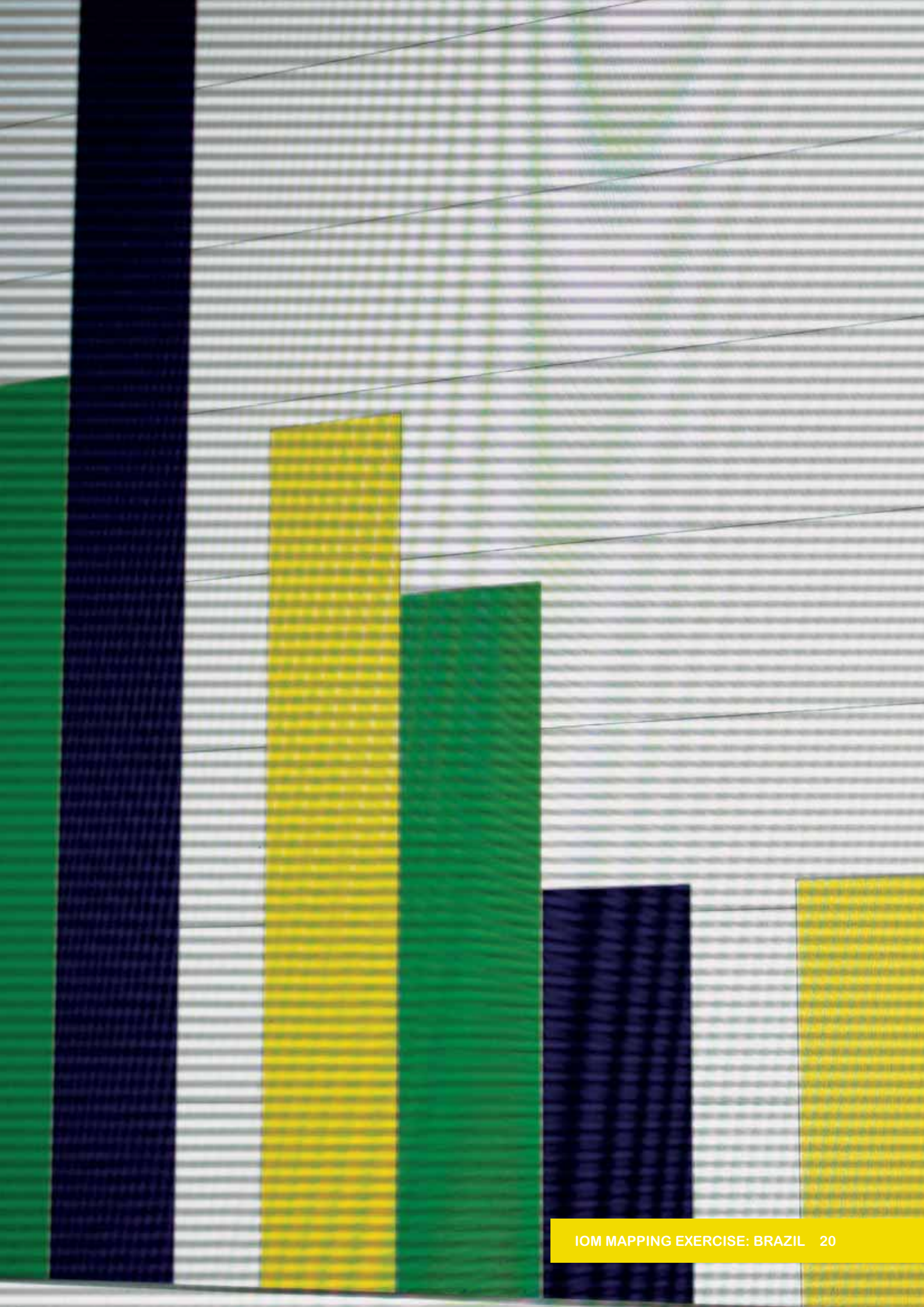
2.4 LANGUAGE AND COMMUNICATION SKILLS

Figure 11 shows that the large majority of respondents feel more comfortable in speaking, reading, writing and understanding Portuguese.

Figure 11: Language and Communication in the UK

	Speak	Read	Write	Understand
English	16	9	9	6
Portuguese	57	58	57	57
Other	3	3	2	2
No Answer	3	2	2	4

Numbers indicate frequencies





2.5 GENERAL INFORMATION ON USE OF TRANSPORT, PHONES AND LOCAL SERVICES

These questions were included in the questionnaire to investigate where IOM should advertise its voluntary return programmes to have most impact on Brazilians.

Respondents were asked what means of transport they used most often. Figure 12 shows that 43% of respondents use buses, 26% use the Underground and only 6% use mainline trains.

Figure 12: Means of Transport

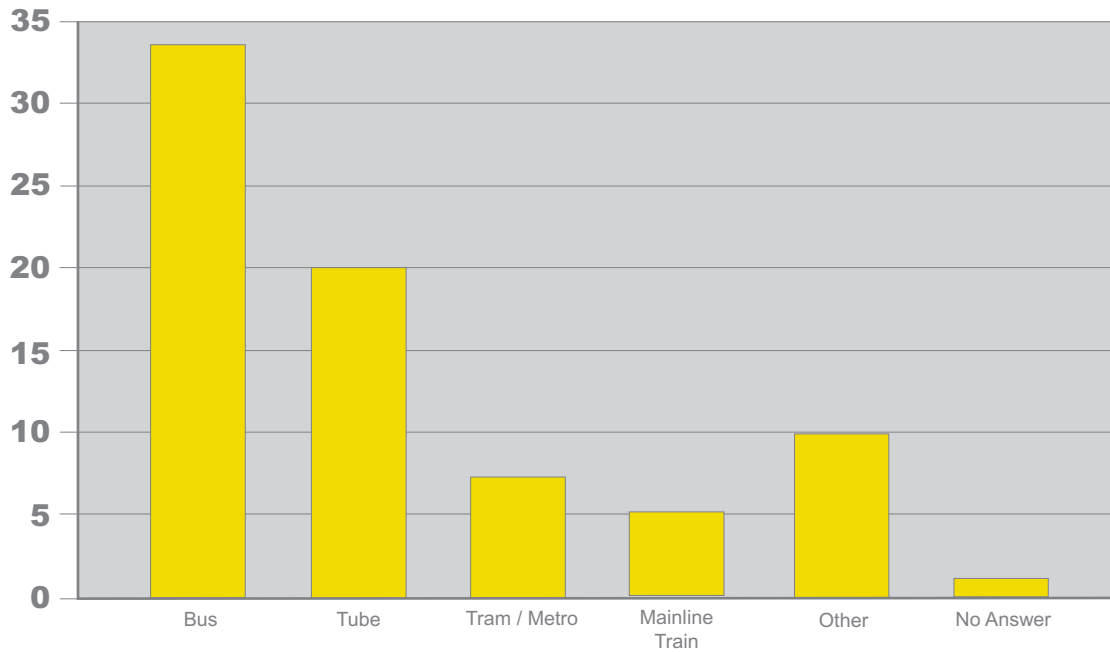
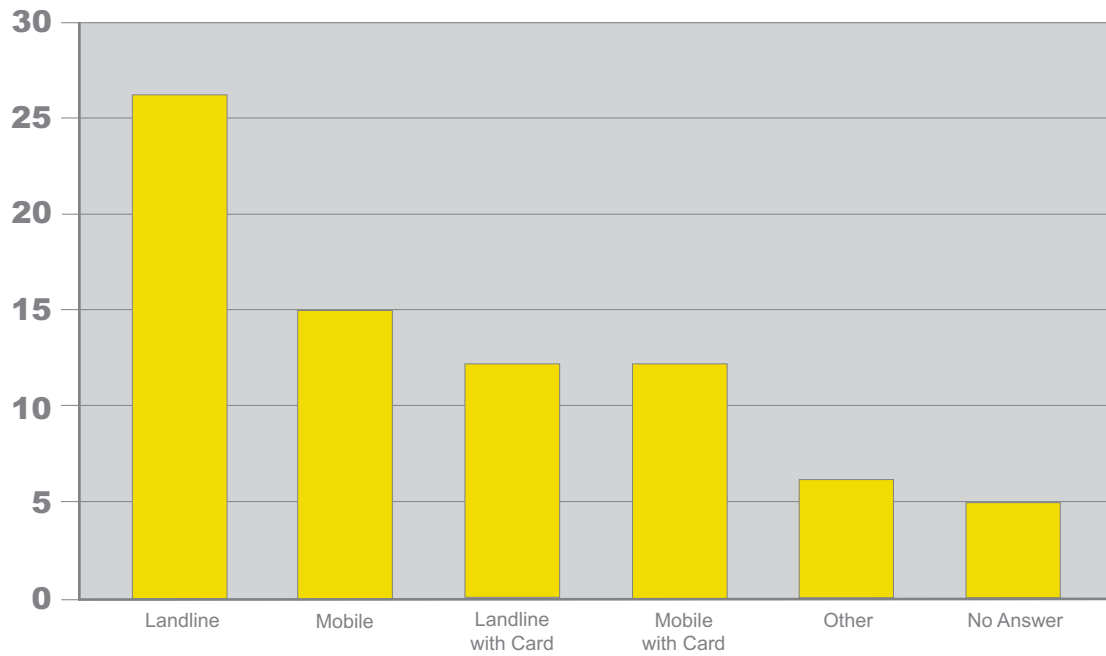


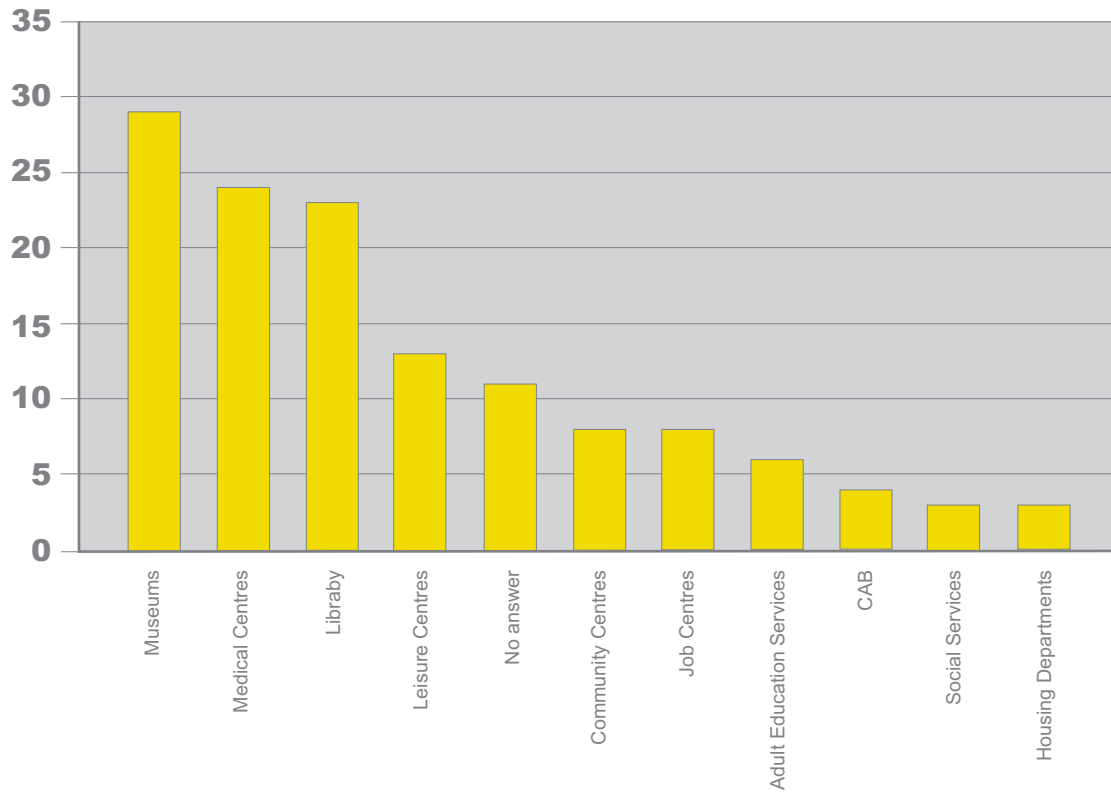
Figure 13 shows that the most popular way of making phone calls to Brazil is via a landline (34%). Mobile phones to Brazil are used by 19% of respondents. 15% of respondents use a landline with a telephone card and 15% use mobile phones with cards. 15% of respondents use a landline with a telephone card and 15% use mobile phones with cards.

Figure 13: Phone Calls



Respondents were asked which local services they use the most. 21% said they go to museums, 18% go to medical centres and 17% go to libraries.

Figure 14: Local Services



Recommendations

IOM should use this information to develop its communication strategies as follows:

- it should continue advertising on buses, because it appears to be the most common means of transport;
- it should advertise on phone cards, both for mainline and mobile phones; and
- it should consider advertising in medical centres and libraries.



3 CONSTRAINTS

The Brazil mapping exercise ran quite smoothly, considering that it was a pilot exercise. With any survey, the risk is always of receiving too few responses to the questionnaire. The consultant is satisfied with the number of questionnaires received back. However, it was difficult to persuade Brazilian nationals visiting IOM premises to fill in the questionnaire. In particular, those coming for fingerprinting appeared quite stressed. This is a difficulty that IOM should try to overcome for future mapping exercises because valuable data could definitely be obtained from “in-house” interviews.

Some of the respondents said that the questionnaire was too long and that the question on language and communication skills was not very clear. IOM should try to address this issue for future mapping exercises by reducing the number of questions.

In terms of data collection, another constraint arose from questions which received far too many single frequency answers. In some cases, it was possible to gather them together in cluster groups but, in other cases, this was not possible and the data was not useable within the mapping exercise.



4 CONCLUSIONS AND RECOMMENDATIONS

The mapping exercise achieved its aims by identifying the main channels of information used by Brazilians in the UK, and their main locations.

The following recommendations emerged from the implementation of the mapping exercise:

- IOM should follow the recommendations included in the list of contacts, which is an effective action plan for outreach activities with the Brazilian community in the UK;
- IOM should continue to advertise in *Brazilian News*, *Leros*, *Jungle Drums* and in www.oilondres.com.br;
- IOM should continue to produce leaflets in Portuguese because this was highlighted as the preferred format for information;
- IOM should continue advertising on buses because this was indicated as the most common means of transport;
- IOM should liaise regularly with the main multipliers to ensure a wide dissemination of information on the voluntary return programme; especially in view of the informal network that exists amongst Brazilians and considering that word of mouth was the most common way of obtaining information;
- IOM should consider placing advertisements in *Metro*;
- IOM should advertise on phone cards;
- IOM should try to place information in medical centres, libraries, money transfer agencies, on phone cards (both for landline and mobiles), and in shops selling Brazilian goods;
- All these recommendations should be taken into consideration immediately, since the links between IOM and both the main multipliers and the Brazilian media in the UK were strengthened during the implementation of the mapping exercise.

A stylized graphic of the Brazilian flag. The flag's colors—green, yellow, and blue—are represented by large, irregular shapes. A white banner with a green border runs diagonally across the center. The text "EM E PROGRESSO" is written in green, uppercase letters on the banner. Several white stars are scattered across the blue field of the flag.

EM E PROGRESSO

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