

**diversity**  
IN CANADA



For Immediate Release

**DIVERSITY IN CANADA STUDY RESULTS COMING SOON**

FIRST OF ITS KIND RESEARCH STUDY CAPTURES THE REALITY OF NEW CANADA IN 9 LANGUAGES

TORONTO (February 8, 2006) – The results of a landmark study presenting a comprehensive picture of Canada’s fastest-growing market segments will be released on March 1, 2006 by Toronto-based Solutions Research Group.

The study, the first of its kind in Canada, delivers a well-rounded perspective of key cultural groups in Vancouver, Toronto and Montreal. A total of 3,000 respondents were interviewed in nine different languages: English, French, Cantonese, Mandarin, Punjabi, Hindi, Urdu, Spanish and Italian.

“There are nearly 5 million consumers of diverse ethnic backgrounds living in Toronto, Vancouver and Montreal and their perspectives are not being captured adequately by traditional market research studies. With Canada’s population increasing by 1 million new Canadians every four years, we must understand this major driver of change in our marketplace in order to translate it into successful marketing or policy-making” says Kaan Yigit, Study Director.

“The outlook of a product within target groups such as Chinese or South Asian Canadians can shift dramatically if results from in-language interviews are included in the data” says Donna Hall, Director of Marketing Strategies for Solutions Research Group. “Companies who understand a complete picture of the consumers they are trying to reach will be able to communicate more effectively and win business.”

*Diversity in Canada* includes everything from lifestyle habits to social perspectives and brand use in one comprehensive source.

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One of the most valuable aspects of the study is the media habits module of the study. It provides a full overview of media preferences by language including online, traditional and ethnic media. Selected results from the study will be presented for the first time at a luncheon presentation in Toronto for the Broadcast Research Council ([www.brc.ca](http://www.brc.ca)) on February 22, 2006, one week ahead of the official launch date.

The logo for 'diversity IN CANADA' has the word 'diversity' in a green, lowercase sans-serif font, with 'IN CANADA' in a smaller, purple, uppercase sans-serif font below it, all within a white rectangular box.

- *Canada and Community*
  - *Social Perspectives*
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  - *Brand Loyalty*
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-30-

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