



THE MOST CURRENT STUDY OF RECENT
NEWCOMERS TO CANADA AVAILABLE TODAY

Do you know how to reach the 1.5 million new consumers who have come to Canada since 2013?

Covering
Newcomers
from

- China
- South Asia
(India, Pakistan)
- Philippines

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Our past
*Newcomers to
Canada* reports
have been
purchased by
over 60 major
companies!

The growth sector of the Canadian market is increasingly driven by the arrival of new immigrant families building households, buying products and establishing new brand relationships. Our *Newcomers to Canada* syndicated report delivers a proven analysis of those who have arrived in Canada within the last 5 years.

With the breakneck speed of change, information stale-dates quicker now than ever. Stay on top of trends for 2019 planning with fresh market data!

WHO SHOULD BUY THIS REPORT?

- | | |
|------------------------|---------------------------------------|
| • Banks | • Hospitality & Tourism Organizations |
| • Grocery Retailers | • Government & Crown Corporations |
| • Telecom Companies | • CPG Companies |
| • Sports Organizations | • Not for Profit Organizations |

THIS RESEARCH COVERS:

- General mind-set: Why they came to Canada, top-of-mind concerns
- TV, internet, home phone, mobile providers
- Smartphones they own, mobile apps they use
- Traditional & digital media use: TV, radio, print, web
- Social Media use (Facebook to Snap, WhatsApp to Wechat)
- Sports and leagues they follow, attendance, and top athletes
- Movie, gallery, arts, museum, live music attendance
- Which banks they use and likelihood to recommend
- Selected loyalty & credit cards they use
- Grocery shopping, primary store and amount spent
- Mother tongue and language spoken in home
- Country of birth and ethnic background
- Demographics – education, income, household size, presence of children, employment status

HOW THE STUDY WAS DONE

Newcomers to Canada Report is based on detailed interviews with a representative cross section of 600 newcomers (arrived in Canada in 2013 or later) conducted in January/February 2019

DELIVERABLES

- A detailed **Overview Report** of over 150 slides in PDF format that provides a comparative easy-to-digest overview of everything the research covers including analysis by ethnic group
- A customized **Power Page** that provides a qualitative point of view on the most important insights and things to focus on for your business
- Two hours of analytical time to run special analyses and tables of interest

Special analyses or customized deliverables or briefings are available on request

**Includes over 150
hard-to-find
charts!**



ABOUT THE COMPANY

Solutions Research Group (SRG) is a Toronto-based consumer research consultancy with a 23-year track record

Our future-leaning perspective and syndicated research publications have helped us become a leading source of specialized market and trending data. Our clients include a range of major Canadian and U.S. brands

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