

A Snapshot of

# ETHNIC CANADIAN CONSUMPTION HABITS



## WHO

New Canadians 0-3 Years Indexed To Total Population

106 ● 706 ● 676

Chinese ● South Asian ● Middle Eastern

Ethnic Traits Indexed To Total Population

Millennials ● 134

Urban Dwellers ● 188

Families with Kids ● 157



## WHAT



### TOP RANKED FOODS & BEVERAGES BY INDEX

Total Chinese, South Asian, Middle Eastern

- Indian/Pakistani/South Asian Dish
- Chinese/Japanese/Thai Dish (Excl. Sushi)
- Rice/Rice Based Dish
- Dish with Chicken & Other Ingredients
- Pizza
- Eggs
- Hot Cereal
- Potato Chips

- 1 Drinkable Yogurt
- 2 Hot Chocolate
- 3 Iced Tea
- 4 Specialty Coffee
- 5 Energy Drink
- 6 Iced/Cold Coffee
- 7 Smoothie
- 8 Hot Tea

## WHEN

Dinner Consumption Among Ethnic Cohorts

704

South Asian's consume dinner later (9-11pm)



187

Ethnic Cohorts consume dinner later (7-9pm)

## WHERE

Chinese, South Asian & Middle Eastern Canadians More Likely To Consume Foods & Beverages At Work, Restaurants



95



132



103



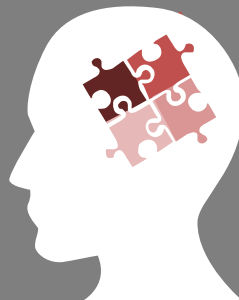
82



129

## WHY

Food & Bev item choice driven by the desire to 'fit in'



TOP FOOD & BEVERAGE MOTIVATIONS BY INDEX  
Total Chinese, South Asian, Middle Eastern

- 1 Helps me feel more confident
- 2 Makes me feel more sophisticated
- 3 Helps me feel special/nicer than usual
- 4 Feel like I fit in
- 5 Heard someone talking about it
- 6 Feel cool/fashionable/trendy

Data Period: Rolling 12 months ending December 2016

Legend: ● Over Index



FIVE's daily diary tracking of what individuals eat and drink details consumption behaviour, needs, preparation dynamics and shopping habits of 20,000 Canadians annually trended over time.

FOR MORE INFORMATION  
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