

The Newcomer Perspective

UNIQUE. INVALUABLE. FINALLY AVAILABLE.

An imperative for businesses, service providers, and Canada's future.

Purpose

Newcomers are by far the fastest growing segment of the Canadian market, but they tend to be poorly served because they are poorly understood. The first step to winning in this segment and building life-long loyalty is to get a better understanding of their perspectives and experiences. Historically, that's been difficult to do at scale. Until now.

Partnership

Ipsos is launching an industry-first partnership with the Institute for Canadian Citizenship (ICC), Canada's leading newcomer-serving charity, to produce Canada's largest and most comprehensive insights product capturing the full spectrum of the Canadian newcomer experience. The partnership leverages ICC's revolutionary Canoo App, through which the ICC serves hundreds of thousands of newcomers. For perspective, that's more than all other Canadian settlement service organizations combined.

As equal partners in this venture, half of all sales from the study will go to the ICC to expand and improve the services they provide to newcomers across Canada.

Plan

We are launching the program with a study of 10,000 newcomers in Q1, 2024, followed by an ongoing tracking program with quarterly updates.

We will develop our understanding of newcomers throughout their immigration journey, from recent arrival through settling in and becoming established as Canadian citizens.

From the moment of arrival and in the years that follow, newcomers establish initial connections with businesses and services that define their understanding of what it means to live in Canada.

They also develop longer-term behaviour patterns and lasting perceptions that shape not only their decisions but the fabric of Canada itself.

This will be more than just Canada's authoritative

survey of newcomers. The study will bring their voices to Canadian leaders in the private and public sectors, providing the insights you need to play your part in making Canada a welcoming country that newcomers fall in love with and contribute to, for life.

The study will explore important aspects of newcomers' experiences to help businesses and service providers connect with what matters most.

Topics include:

- How has life in Canada met their expectations on key dimensions?
- Do they feel welcomed by important sectors of Canadian business and community?
- What do they see as the most important issues facing Canada?
- What is their feeling of social cohesion and how does that change over time?
- What is their situation on key aspects of life including finances, housing and employment?
- What are their plans and aspirations for the future?

In addition, interactions with sectors that are key to everyday life will be examined, including:

- Banking and Finance
- Food and Restaurants
- Telco and Media
- Community and Government Services
- Retail and Grocery

Join us!

If your organization is interested in learning more or subscribing and helping to raise the voice of Canadian newcomers, please connect with:

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We'd love to hear from you!

