

The Newcomer Perspective

Unlock the Power

Essential for businesses, service providers, and Canada's future.

Created for Growth

Newcomers are essential for Canada's social fabric and economic growth. From the moment of arrival and in the years that follow newcomers establish connections with businesses and services that shape their lives in Canada.

The first step to winning with newcomers and building loyalty is understanding their perspectives and experiences. Historically, that's been difficult to do at scale. Until now.

Supported through Partnership

Ipsos has launched an industry-first partnership with the Institute for Canadian Citizenship (ICC), Canada's leading newcomer-serving charity. The program leverages the ICC's revolutionary Canoo App to enable Canada's largest and most comprehensive continuous insights program, capturing the full spectrum of the Canadian newcomer experience.

Key Benefits for Business

20,000 newcomers share their opinions and experiences in the largest survey of its kind. The Newcomer Perspective offers valuable insights for businesses across industries.

Businesses can optimize strategies in an evolving market and develop tailored products and services that resonate with newcomers' needs and aspirations.

Insights available now.

Sectors Covered

- Banking / Finance
- Grocery
- Food and Beverage
- Health and Wellness
- Media
- Support Services

Use Cases

- Foundational Understanding
- Customer Experience
- Product Innovation
- Consumer Segmentation
- Brand Management
- Marketing Strategy
- Ongoing Tracking

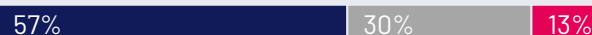
How is life in Canada compared to expectations?

Play a pivotal role for newcomers to Canada.

Through this research we see thousands of stories of perseverance, optimism, and social connection. We also see challenges that impact many layers of life in Canada.

Your brand can help shape newcomers' expectations and foster lasting relationships by understanding their unique context and acting with empathy.

Welcoming



Freedom



Education



Healthcare



Finances



Housing



■ Better ■ Same ■ Worse

Build Your Newcomer Strategy and Business

If your organization is interested in learning more or subscribing, please connect with:

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