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Canadian, and then Some: Landmark Study Maps the Multicultural Reality of Canadian Identity

84% of Canadians are comfortable expressing their cultural identity while still feeling Canadian

Toronto, Ontario (December 12, 2024) – What it means to be 'Canadian' isn't what it used to be; it's so much more, according to a new study commissioned by [AV Communications \(AVC\)](#) and Ipsos. The research reveals a seismic shift in the demographic makeup and cultural complexities of Canada, in which previous conceptions about dominant ethnicities no longer control the narrative. For the majority of Canadians (84 per cent), their Canadian identity coexists alongside their cultural identity – it's not about one or the other.

The findings show that cultural connections and diversity now run deep across multiple generations of Canadians, demanding a fundamental rethinking of how communities and organizations engage with audiences in the years ahead.

"Today's multicultural Canada is about so much more than ethnicity or 'newcomer' narratives – it is about a population that is comfortable moving between layers of cultural norms and identities while remaining steadfastly Canadian," said Joycelyn David, Owner and CEO of AV Communications. "Success in today's market requires navigating these layered perspectives and fostering a multicultural mindset."

A New Kind of Canada

Younger and first generations are setting the cultural tone and agenda as they move into adulthood and establish themselves. Fifty-four per cent of Gen Z (18–27-year-olds) and 67 per cent of first-generation Canadians are predominantly not White, compared to 78 per cent of boomers and 83 per cent of third generation Canadians, signaling a massive shift in the country's demographic landscape – and future.

This transformation runs deeper than demographics alone; in fact, what the data tells us is that being more than Canadian is what makes us Canadian. The study reveals 77 per cent of Canadians view cultural diversity as core to national identity, with distinct patterns of cultural engagement emerging:





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- **Cultural Fluidity:** 83% of Canadians feel comfortable expressing their cultural identity while feeling part of Canadian society. They see themselves as Canadian, and then some.
- **Multi-Generational Impact:** Second-generation Canadians (46%) show the highest rates of cross-cultural relationships, emerging as crucial bridges and connectors between cultural communities.
- **Language Layer:** While 97% of third+ generation Canadians speak English and/or French only at home, 51% of first-generation Canadians and 35% of Gen-Z maintain multilingual households, signaling ease in moving between worldviews through linguistic/cultural norms.
- **Content Consumption:** 86% of Gen Z actively engage with international content, signaling a new era of global connectivity and cross-cultural appreciation.

"This groundbreaking study marks a significant departure from traditional siloed approaches to cultural research in Canada," said Grace Tong, Vice President, Ipsos Canada. "Instead of studying ethnic groups in isolation, we've uncovered the complex web of cultural connections that span generations. The data reveals that viewing multicultural consumers as a niche market fundamentally misses how cultural diversity has become embedded in the mainstream Canadian experience."

For more information about this study or to request the full report, please contact us at hello@avcomm.ca; 416-866-8882.

About the Research

The online survey was developed by AVC and conducted by Ipsos between August 9th and 20th, 2024. It includes responses from 1,795 Canadian ages 18+, with quotas on age, gender, and region, born in Canada vs. those who immigrated, as well as generational status in Canada. Ipsos captured a diverse sample of ethnic, racial, and cultural backgrounds including boosts/oversamples of the largest "visible minority" groups and those who immigrated in the past 10 years to ensure a sufficient minimum sample size for reliable analysis.





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Quotas and weighting were employed on all the above characteristics to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The credibility interval for a sample of this size is ± 2.8 percentage points, 19 times out of 20.

About AV Communications (AVC)

Founded in 2003, AVC is driven by a mission to create a more inclusive future, shaping the way brands connect with multicultural audiences globally. Guided by a vision to become a leading independently owned marketing network powered by diversity, AVC strives to push boundaries and set new standards for multicultural mass marketing in the industry. Serving notable brands such as Arbor Financial, ABS-CBN, BMO Financial, Canon, Cadillac Fairview, DIAGEO, and Western Union. AVC was also recently recognized as Top Growing Company by Globe and Mail and Finalist for "Small Business of the Year" with the Canadian Aboriginal and Minority Supplier Council (CAMSC). Learn more at www.avcomm.ca or follow on [LinkedIn](#).

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

