

The Newcomer Perspective

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 has launched 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.

Newcomer Impact

This ground-breaking research brings the voices of newcomers 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.

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.

Timing/What's Covered

The program will survey 20,000 newcomers in 2024, beginning in May, with insights published throughout the year.

The study explores 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 & Beverage
- Media
- Health and Wellness
- Grocery
- Government Services

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!