

THE NEWCOMER PERSPECTIVE FOUNDATIONS

Connect & Unlock the Power of New Canadians

The Newcomer Perspective Study, a landmark syndicated study from Ipsos developed in strategic partnership with the Institute for Canadian Citizenship (ICC), offers unparalleled insights into Canada's fastest-growing market segment. It leverages Ipsos' syndicated expertise with the ICC's unrivaled access to **the most robust sample of Newcomers in Canada**, delivering actionable insights for organizations seeking to understand and serve this critical demographic. The research empowers leaders to build foundational brand relationships and secure future growth.

How It's Used

The insights from The Newcomer Perspective are applied by our experts to address your specific business needs. Example applications include but are not limited to:

- Newcomer-Centric Marketing Strategy
- Product & Service Development
- Channel Optimization
- Brand Loyalty & Engagement Models
- Communications & Messaging Refinement
- Identifying White Space Opportunities
- Enhancing Customer Experience & Onboarding

Survey Content

Newcomer Foundations provides essential, industry-agnostic insights that can be leveraged by businesses across all sectors.

Foundations covers:

- Demographics & Settlement
- PR / Citizenship Status
- Outlook (Life and Future in Canada)
- Habits & Attitudes
- Media

How We Do It

Via Canoo, the ICC's revolutionary app that serves thousands of Newcomers

Robust annual sample of 5K

A total sample of ~25K

We Provide



Advisory partnership to uncover insights on Newcomers



Annual Trends Report on Newcomers



Customized deliverables for your brand and/or industry

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