

ETHNIC AND NEW CANADIANS ARE MORE LIKELY TO DEAL WITH A COMPANY THAT GETS INVOLVED WITH THEIR ETHNIC COMMUNITY

Specifically, Sponsoring Cultural Events is Most Worthwhile for Companies



Ipsos Reid

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Specifically, Sponsoring Cultural Events is Most Worthwhile for Companies

Toronto, ON – Companies may benefit from contributing to ethnic communities according to an Ipsos Reid poll. This study was conducted on the *Multicultural Connection Panel*¹ and finds that six-in-ten ethnic and new Canadians agree that they are more likely to deal with a company that gets involved with their ethnic community (61% with 19% strongly agree and 42% somewhat agree). Only one-in-ten disagree (9% with 3% strongly disagree and 6% somewhat disagree), while three-in-ten are on the fence, neither agreeing nor disagreeing (30%). In particular, Canadians of Chinese backgrounds are more likely to agree with this statement than Canadians from South Asian backgrounds (66% versus 53%).

There are numerous opportunities for companies to take part in ethnic events and activities and leave a positive impact. For instance, an overwhelming majority of ethnic and new Canadians feel it is worthwhile for companies to sponsor cultural events (86% with 34% very worthwhile and 52% somewhat worthwhile). The following lists other ways companies could get involved with ethnic communities that are deemed worthwhile:

- Helping the poor in ethnic communities (84% with 44% very worthwhile and 40% somewhat worthwhile);
- Helping new immigrants settle to life in Canada (83% with 48% very worthwhile and 35% somewhat worthwhile);
- Donating to the construction of new community facilities (82% with 37% very worthwhile and 45% somewhat worthwhile); and,

¹ The Ipsos Multicultural Connection Panel consists of Canadians from various ethnic groups including: African Canadian, Chinese, East Asian, Latin American, South Asian, South Pacific, Southeast Asian, West Asian/Arabian/Middle Eastern, and West Indies.

- Sponsoring local amateur sports in ethnic communities (75% with 22% very worthwhile and 53% somewhat worthwhile).

“Because there are still only a handful of companies that are reaching out to each ethnic community, a well thought out community initiative that resonates with the ethnic group can have immediate impact,” says Jill Hong, Vice President at Ipsos Reid in Toronto. “It can generate immediate word of mouth and goodwill resulting in increased awareness, visit/purchase and usage of your brand or product. By sponsoring cultural events, companies are one with the community, celebrating with families to give a voice to immigrants’ cultures, especially important for groups who are both missing home and creating a new home in Canada.”

The *Multicultural Connection Panel* is a newly launched research tool housed in Ipsos Reid’s Interactive Forum (IAF) software, a custom panel platform. The panel provides companies the opportunity to effectively reach ethnic and new Canadians at a fraction of the cost of traditional ethnic research. As such, marketers are better able to determine the attitudes and opinions of this significant and growing segment of the nation’s population. For information about the study results or the *Multicultural Connection Panel*, please contact Jill Hong, Vice President at Ipsos Reid in Toronto or Hanson Lok, Senior Research Manager at Ipsos Reid in Vancouver.

These are the findings of an Ipsos Reid study fielded from November 24 to December 1, 2008 and from March 11 to March 31, 2009. This online survey of 388 adult ethnic and new Canadians was conducted using Ipsos Reid’s proprietary “Multicultural Connection Panel” – an online panel of ethnic and new Canadians. Statistical margins of error are not applicable to online studies of this nature, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of ± 5.0 percentage points, 19 times out of 20.

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