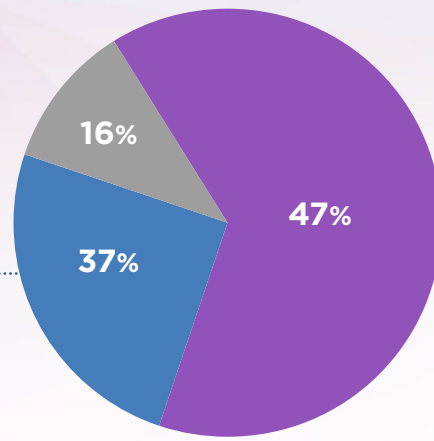


1. At a Glance

Canada is one of the most multicultural countries in the world. As of 2011, 1 in 5 Canadians were foreign born – the highest such figure of any G8 country. It is estimated that 250,000 new immigrants come to Canada each year. In this study, Yahoo Canada explores journeys of new Canadians from their feelings upon arrival to the ways they balance and maintain aspects of their culture. The study explores how they navigate a new media landscape and make key purchase decisions from grocery and beauty through to banking, telecom, and automotive.

ADOPT

MAINTAIN



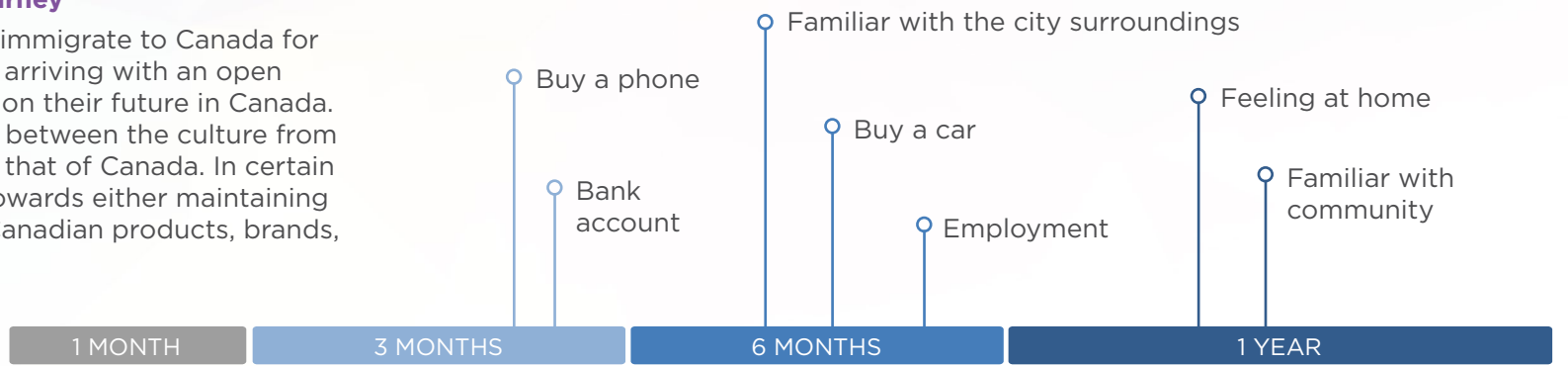
BALANCE

"I tried to learn the rules and strategies of hockey and football, and enjoy watching them like regular Canadians. To maintain my own cultural identity, I try to visit the temples and enjoy the parades."

-M, 29 yo, arrived 2 to 3 years ago

2. The New Canadian Journey

New Canadians choose to immigrate to Canada for varying reasons but all are arriving with an open mind and positive outlook on their future in Canada. Most aim to find a balance between the culture from their country of origin and that of Canada. In certain categories we saw shifts towards either maintaining their culture or adopting Canadian products, brands, and services.

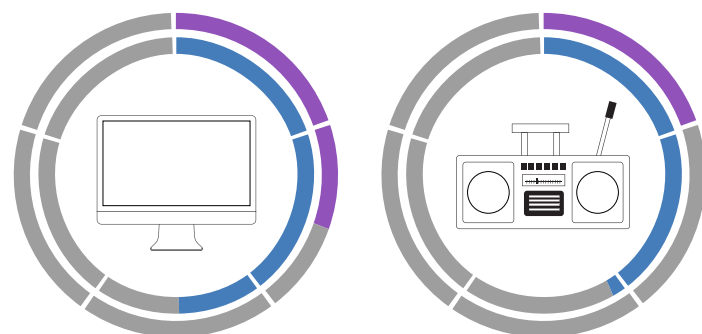


3. Media Consumption - Digital First

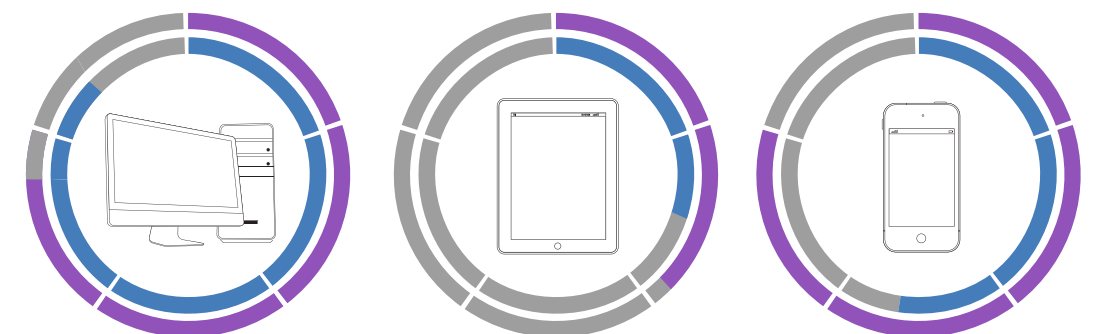
When it comes to preferences for consuming media both in their native language and in English/French, new Canadians are heavy users of digital screens starting with their smartphone. Education is a focus for new Canadians and is illustrated in their equal preference for native and English language content.

Time per channel (hrs/day)

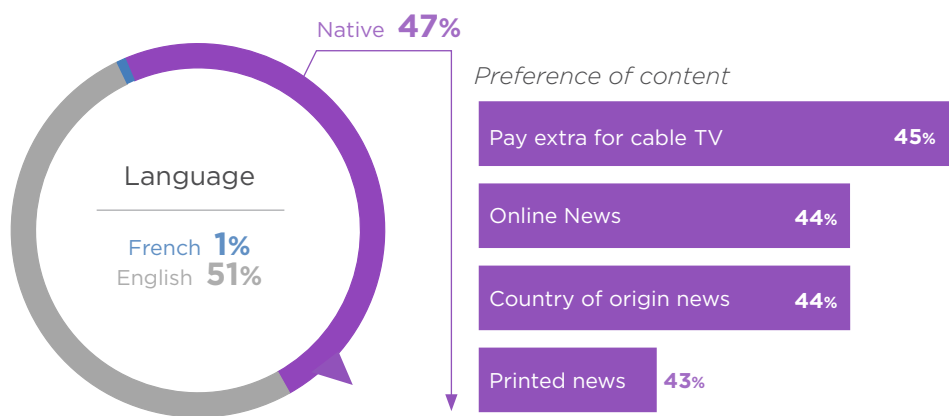
Traditional devices



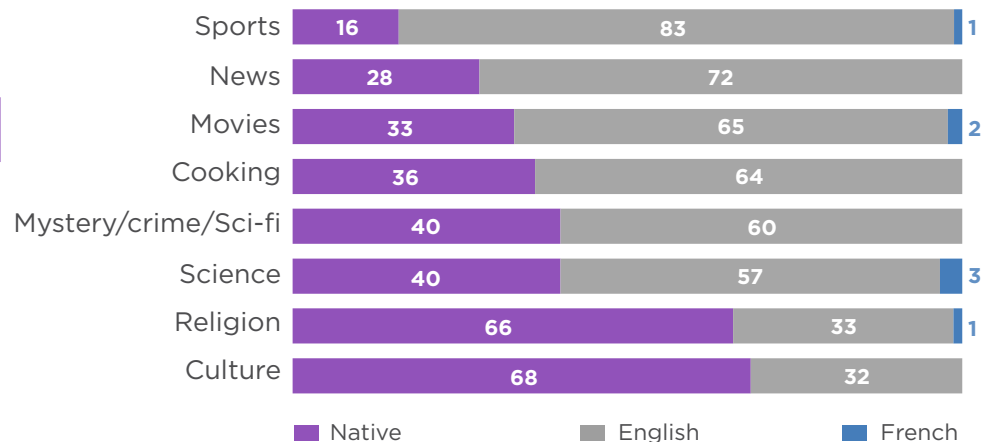
Digital devices



Language of media



Preferred language per media content



4. Shopping Habits

New Canadians arrive with an open mind as they navigate through the key purchases they need to make in their first few months. In categories like grocery and beauty new Canadians are seeking to maintain aspects of their cooking and skincare routines but are open to sampling new brands and new ways of doing things. In telecom, banking, and automotive new Canadians are in a whole new world and are seeking new brands, products, and education. This audience places importance on value, selection, and quality while still aiming to maintain a comfortable spend level.

Important to new Canadians when they shop



Quality
SELECTION
Value

GROCERY

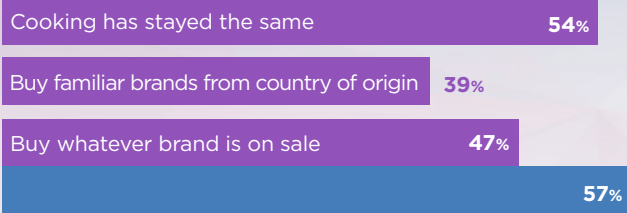
Key barriers

Hard to find familiar:
Foods & brands

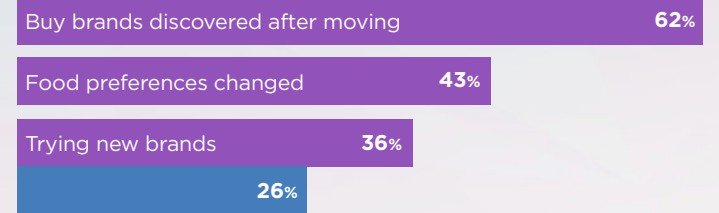
Top factors considered

Public transit access
Location
Familiar brand

Maintain



Adopt



BEAUTY

Key barriers

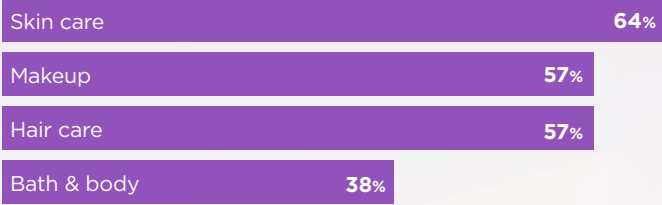
More expensive in Canada:
Skin care & Makeup

Top factors considered

Prestigious brand
Low price

Maintain

Price perception: more expensive in Canada



Adopt



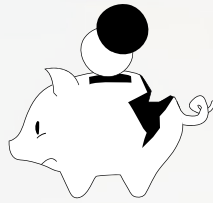
BANKING

Key barriers

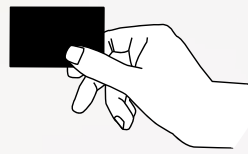
Fees and products:
Fees too high & hard to understand financial products

Top factors considered

Number of branches
Low price
Selection



5% | 21%
Do not save



67% | 58%
Credit Card for payment only



52% | 29%
Not comfortable with debt
(except for mortgage)



36% | 54%
Comfortable borrowing

TELECOM

Key barriers

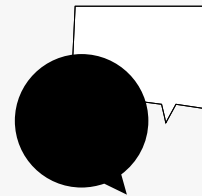
Too expensive:
Data, Talk/minutes, & phones

Top factors considered

Mobile data
International minutes
Bundle
Low price
Familiar brand



81%
feel cell phone plans in Canada are more expensive than in their country of origin



69%
use online calling or a video chatting app to stay in touch with friends/family in Canada



56%
want a plan that allows them to stay in touch with friends/family in their country of origin

AUTOMOTIVE

Key barriers

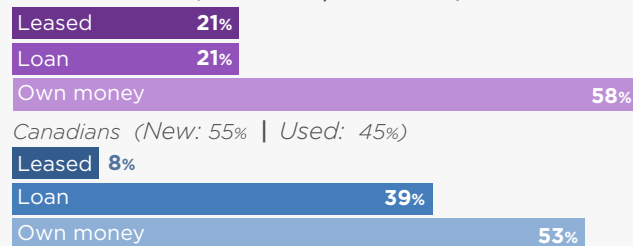
Purchasing process:
Takes longer & Difficult/confusing

Top factors considered

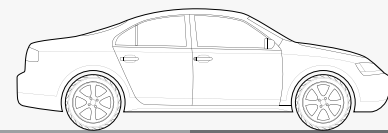
Safety
Prestigious brand
Design

Method of payment

New Canadians (New: 45% | Used: 55%)



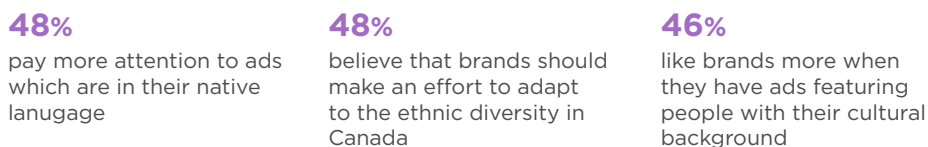
New car comparison to what they had



5. Brand Opportunities

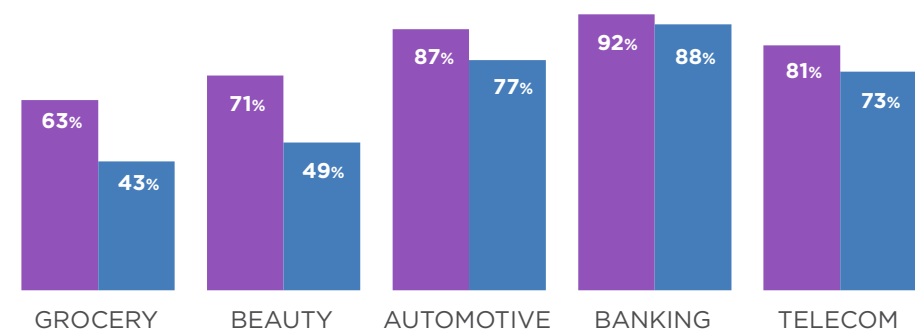
As illustrated by their media consumption and shopping habits, new Canadians are a valuable audience for marketers in Canada and their needs and actions differ from that of those who have been in Canada for much longer. Marketers and brands have an opportunity to educate and influence this desirable audience with a digital first media planning focus.

Attitude towards ads (100% scale)



Influence of onlinemedia in making key purchase decisions

(Net scores of all online)



6. Methodology

The research included qualitative online discussions with new Canadians across multiple ethnicities along with quantitative work through an online survey as well as in person intercept. Yahoo also surveyed Canadian born consumers for a comparison to the new Canadian audience.

The new Canadians we spoke to included Chinese, South Asian, Middle Eastern, European, and Filipino. In person intercept was conducted in Toronto, Montreal, and Vancouver metro areas.