



## PRESS RELEASE

### Ipsos and the Institute for Canadian Citizenship Partner on a Groundbreaking New Study of Newcomer Experiences in Canada – the Largest of its Kind

Toronto, Ontario, Jan 16, 2024 – [Ipsos](#), one of the world's leading market research companies, is pleased to announce its partnership with the [Institute for Canadian Citizenship \(ICC\)](#), Canada's leading newcomer-serving charity, to produce Canada's largest and most comprehensive insights program to understand the Canadian newcomer experience. The study, which is the largest of its kind, will provide an understanding of newcomers throughout their immigration journey, from recent arrival to becoming Canadian citizens, and beyond.

The [research](#) will bring the voices of 10,000 verified newcomers to Canadian leaders in the private and public sectors, providing the insights they need to win in Canada's fastest growing market segment and play their part in making Canada a welcoming country that newcomers fall in love with and contribute to, as proud citizens.

Through this unique partnership, the ICC and Ipsos are launching a new syndicated tracking program to provide continuous access to agencies and service providers, with information to expand and improve the services they provide to newcomers across Canada.

Cynthia Pachovski, CEO of Ipsos in Canada remarked, "We are delighted at the prospect of building an insights partnership with the ICC that raises the voices of Canadian newcomers. This collaboration reinforces Ipsos' commitment to understanding a global and diverse population and providing our clients with a total understanding of society, markets and people in an ever-evolving world."

Daniel Bernhard, CEO of the ICC emphasized the authenticity and value of the insights that will be generated. "So many people claim to speak for immigrants. Thanks to this partnership, the verified adult immigrants we serve through our Canoo program can speak for themselves, and be heard. We worked hard to find the very best partner to bring this unique enterprise to market. Ipsos is clearly that partner."

#### 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. "Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP.



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### **About the Institute for Canadian Citizenship (ICC)**

The ICC works to unlock Canada for newcomers, facilitating and encouraging the journey towards full and active Canadian citizenship. Thanks to its pioneering Canoo Cultural Access Pass, the ICC serves more newcomers than any other organization in Canada. Headquartered in Toronto, the ICC has a presence across the country, including staff in Victoria, Vancouver, Calgary, Ottawa, and Montréal.

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