

# CANADIAN NEWCOMERS

Community

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## CONTEXT

- Canada has one of the world's oldest populations and lowest birth rates; creating economic and fiscal pressure
- Canada depends on immigration for the majority of its population and labour force growth and a larger share of its economic growth
- Annual current immigration is one of the highest rates of any country and is projected to grow to +500K by 2025

Newcomers have become a target audience for many organizations to tap into, it is important to find new insights and opportunities.

A complete understanding of the Canadian newcomer is vital in helping organizations plan and innovate in this space

# Objectives & Methodology

## KEY OBJECTIVES

Build an ALWAYS-ON community of Canadian Newcomers and engage with them for 4 weeks and beyond.

To unlock a complete granular understanding of the newcomer consumer cohort and activate new revenue streams within organizations.

### **Syndicate Data:**

#### **OVER A PERIOD OF 4 WEEKS, WE...:**

- Asked 79 qualitative question
- Gathered over 8000 posts from over 200 Canadian Newcomers
- Understood the consumer, their journey into Canada, the fears, challenges, dreams and expectations during the first week
- Gathered insights into their first interactions, impressions and experiences with various sectors and services such as banking, telco & wireless connectivity (including home internet, TV and home security systems), insurance, healthcare and retail in the second week.
- Gathered thoughts and expectations about services customized to needs of newcomers (telco and banking) and understood behaviors around remittance visits back home in the third week.
- And finally, in the fourth week, asked follow-up questions and gathered general perceptions about 100% self-service, brand values and Canadian ads.

# Why Online Community?



A comfortable environment where community members speak candidly and openly, leading the way to in-depth consumer understanding and discovery.



From **ENGAGEMENT** to **INSIGHTS** in category understanding, habits and practices, trial barriers, unmet needs, stimuli evaluation, co-creation and path to services and purchases.

# Ipsos Canadian Newcomers Community



A community of **350+ Newcomers Canadians** Who have been in Canada for 24 Months or less who have come from 50+ different countries



## SYNDICATE DATA (Readily Available)

A granular understanding of the journey, emotions, needs, challenges and experiences newcomers go through.

- 79 Open Ended Questions
- 8000 posts

With a Focus on:

- Journey (Pre-Arrival, Waiting Period, Post-Arrival, Settling in)
- Financial Services
- Telco / Connectivity
- Insurance
- Healthcare
- Shopping/Retail/Entertainment/Lottery and Gaming



## ONGOING Nimble cost-effective quantitative and qualitative insights

The focus is on depth of feedback in members' own words, and we encourage interaction between members. The platform has a range of other capabilities including multimedia submissions, mark up tool for concepts to create heatmaps and quantitative questions. Clients are provided with log-ins to view community activity live with the ability to probe further into responses.

- Access to Newcomers 24/7
- Fast Turn around (Report in 1 to 2 weeks)
- Cost-effective

# Topics Covered in the Syndicate Data

## WEEK 01

- Getting to know you
- The journey
- Wishes and aspirations
- First brush with Canadian brands

**+1200** POSTS

## WEEK 02

- First experiences
- Finances and telco
- Healthcare
- Day-to-day living

**+3500** POSTS

## WEEK 03

- Helping them get started
- Supporting family back home
- Retail and shopping

**+1100** POSTS

## WEEK 04

- Follow-ups and deep dives
- Brand perceptions
- ESG
- Advertising
- Entertainment

**+1700** POSTS

# Insights built into the 4 phases of the newcomer journey

## PRE-ARRIVAL

Starts with the decision to migrate to Canada after due consideration. This phase can be years long and involves an endless list of tasks to perform and major decisions and actions to be undertaken in preparation for arrival

## WAITING PERIOD

A crucial, often missed/ ignored and potentially untapped phase in the journey. This phase can be months long depending on the type of visa

## POST-ARRIVAL

This is the phase where expectation meets reality. Here consumers start navigating through many different conditions, norms and other aspects of living in Canada.

## SETTLING DOWN

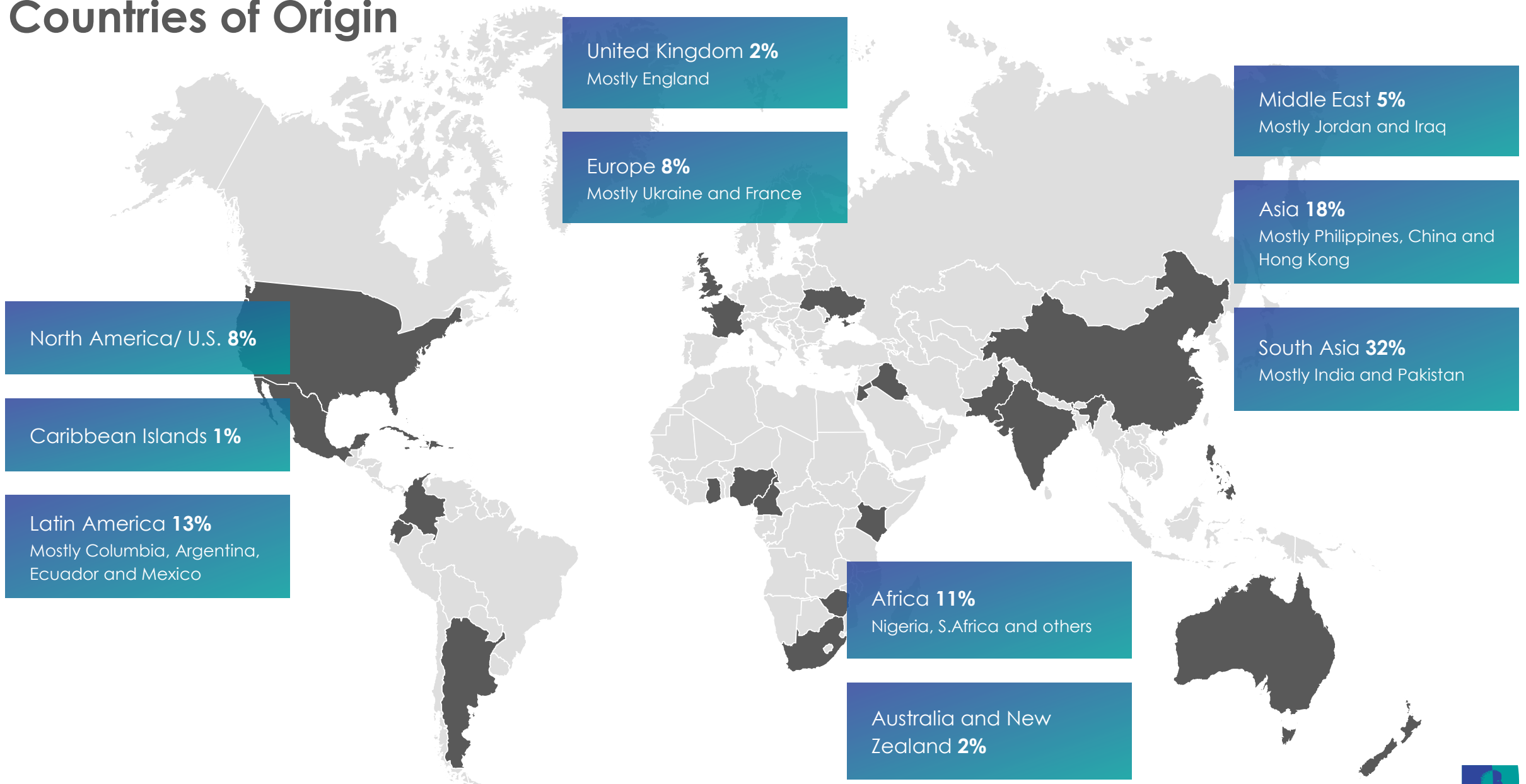
Here is where consumers start experiencing a sense of familiarity and belonging in what was otherwise a new country and environment.

Find mechanisms for identifying and implementing processes for staying in touch with newcomers in this phase, whether through updates, news or informal check-ins. This is important to keep the brand top-of-mind, in the consideration set, and drive purchase.

Evaluate media and language choices to communicate to new Canadians. Content should expand beyond the functional and product or sales related.

Explore options to become a bridge to home in addition to being an aid to settlement.

# Countries of Origin





# Recap: Online Communities



## A DEDICATED GROUP OF PEOPLE

**Pre-recruited**, profiled, and fully engaged, our community members are **available 24/7** to provide critical and thorough insights on demand.



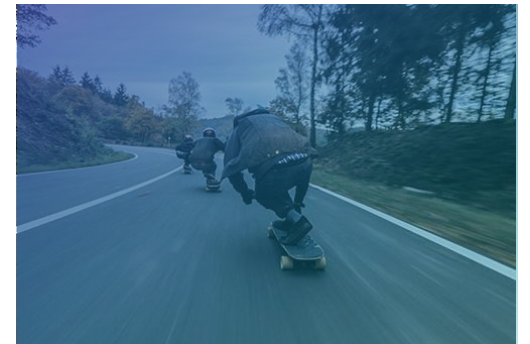
## AN ENGAGING ONLINE PLATFORM

Our proprietary, mobile-optimized platform features a **suite of innovative research tools** designed for engagement and customization.



## TO SUPPORT ONGOING RESEARCH NEEDS

Beyond typical **qual and quant**, our communities encourage **proactive, in-depth feedback through asking, listening, discussing and co-creating**.



## WITH SPEED AND SUBSTANCE

Guided by years of experience, we implement strategic and operational best practices to help **drive efficiencies** and success every step of the way.

# Contacts

## Robin Seed

VP, Ipsos Communities  
robin.seed@ipsos.com

