



New Canadians & Grocery Shopping

An Ipsos Reid New Canadians Syndicated Study



New Canadians' Shopping Carts Look Different...

...from a typical "mainstream" Canadian's cart. Immigration is fueling two-thirds of Canada's population growth. Chinese and South Asian immigrants represent more than half of the total influx – unlike half a century ago, when most immigrants came from Europe. A direct implication of the changing mosaic is a drastically different palate. This guarantees different family grocery needs and more diversified grocery shopping destinations. The Ipsos Reid "New Canadians & Grocery Shopping" report will provide insights into grocery shopping habits and attitudes among the two largest and fastest growing new Canadian communities.

Who Should Use This Research?

The "New Canadians & Grocery Shopping" report is intended to be used by grocery manufacturers and retailers to...

- Understand new Canadians' grocery shopping and consumption behaviour and attitudes
- Identify the product categories that are most likely to attract a larger share of new Canadians' grocery shopping
- And, to identify the customer segment of the greatest potential.

Report Content

The report will provide subscribers with indispensable insights regarding:

- Attitudes towards "mainstream" grocery/food
- Role of grocery shopping in their life
- Grocery shopping behaviour, such as decision making, frequency, shopping destination, spend and share of spend, etc.

- Grocery categories and brands that are shopped always, often, occasionally and rarely
- Grocery categories shopped mainly from "mainstream" supermarket chains versus those shopped mainly from a community grocery store
- "Grocery Acculturation Index" – market segmentation by level of receptiveness and consumption of "mainstream" groceries to help subscribers target the market with the greatest potential

Benefits of Subscribing to Syndicated Research

It is usually more expensive to research hard to reach segments such as the new Canadians. By sharing the survey with other participating organizations, syndicated research clients enjoy the benefits of full service and customized results at a much reduced cost.

Research Approach

Ipsos Reid will conduct a telephone survey among a random sample of 800 first generation self-identified Chinese and South Asians (400 each community) who are 18 years of age or older in a language that the respondent feels most comfortable speaking (e.g. Cantonese, Mandarin, Hindi, Punjabi and English). Sample will be drawn from provinces where there is a large and growing population of Chinese and South Asian Canadians, namely Ontario, British Columbia and Alberta. All respondents must be one of the key grocery shoppers in their household. With a sample of this size, overall results are considered accurate within ± 3.46 percentage points, 19 times out of 20, of what they would have been if

all Chinese and South Asians in Canada had been surveyed. The results will be weighted, using projected census data, to reflect the actual demographic composition of region, gender, age, household size and income.

Deliverables

- A comprehensive written report of study findings
- Detailed data tables
- In-person customized presentation (travel costs outside of GTA are extra)

Tentative Schedule*

Client consultation:	January 2009
Interviewing:	March 2009
Report:	April 2009

Options and Costs

The cost of the "New Canadians & Grocery Shopping" Report is CDN \$32,500 plus GST.

Subscribers may add their own proprietary questions at an additional cost, on a first-come, first-served basis. Results will be provided to your organization only on a strictly confidential basis. Costs for proprietary questions are:

Close-ended:	CDN \$2,500 plus GST**
Open-ended:	CDN \$3,800 plus GST**

**GST is applicable to all study costs. Paper copies of each report and CD-ROMs with study deliverables are available for \$25.00 each (in compliance with Ontario tax laws, organizations based in Ontario will be charged PST for each paper copy/CD-ROM).

Subscribers may add a booster sample should there be a need to have a larger base size for a particular sub-segment of interest. Please contact us for further information.





Ipsos Reid

Fax-back Subscription Request

Please fill in your information and fax this page to the attention of Michael Waters or Ray Kong at 416.324.2865 to confirm your subscription.

New Canadians & Grocery Shopping Report (32,500 plus GST)

Proprietary questions or booster sample (Pricing to be confirmed)

Name: _____

Title: _____

Company: _____

Mailing Address: _____

Postal/Zip Code: _____

Phone: _____

Fax: _____

Email: _____

Approval signature: _____

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About Ipsos Reid and Ipsos Reid's New Canadians Research

Ipsos Reid is Canada's market intelligence leader. With operations in seven cities, Ipsos Reid employs more than 500 researchers and support staff in Canada. Ipsos Reid's marketing research and public affairs practices are staffed with seasoned research consultants, with extensive industry-specific backgrounds, offering the premier suite of custom and syndicated research vehicles in Canada. Ipsos Reid is a member of the Ipsos Group, a leading global survey-based market research group. To learn more, visit www.ipsos.ca.

Ipsos Reid has conducted a number of custom and syndicated studies among key ethnic communities in Canada. These studies include research about financial services, consumer products and services, public sector organizations and online distribution channels. Current studies in the Ipsos Reid New Canadians Series include "New Canadians Report on Financial Services" and "Canadian Chinese Media Monitor."

Contact Information

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