



New Canadians & Out-Of-Home Dining

An Ipsos Reid New Canadians Syndicated Study



Are New Canadians As Crazy About Steakhouses...

...as many "mainstream" Canadians? Are they making as many trips to coffee shops? Do South Asian Canadians eat only at South Asian restaurants and Chinese Canadians only at Chinese restaurants? What would attract these communities to western restaurants?...

Immigration is fueling two-thirds of Canada's population growth. South Asian and Chinese 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 quite drastically different palate. This guarantees different dining needs and behaviours and more diversified dining destinations. The "New Canadians & Out-Of-Home Dining" report will provide insights into out-of-home dining habits and attitudes among the two largest and fastest growing new Canadian communities.

Who Should Use This Research?

This report is intended to be used by restaurant operators and foodservice suppliers that are seeking opportunities to attract patronage or more frequent patronage of new Canadian customers and to make their brand part of new Canadians' new lifestyle in Canada.

Report Content

The report will provide subscribers with indispensable insights regarding:

- New Canadians' out-of-home dining behaviour, with respect to western dining in particular, including dining destination, frequency, spend, party size, day part/meal, etc.

- Their perceptions of western food and western restaurants in general
- Awareness and perceptions of subscriber brands
- The role of dining-out, at western restaurants in particular, in their lives
- Motivators and need states when choosing a western dining destination
- Expectations and gaps of a western dining experience including service, menu selection, pricing, etc.

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 (e.g. Cantonese, Mandarin, Hindi, Punjabi and English) that the respondent feels most comfortable speaking. Sample will be drawn from provinces where there is a large and growing population of South Asian and Chinese Canadians, namely Ontario, British Columbia and Alberta. 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 or South Asians in Canada had been

surveyed. The results will be weighted, using census data or projected census data wherever appropriate, 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/February 2009
Interviewing:	March 2009
Report:	April 2009

Options and Costs

The cost of the "New Canadians & Out-Of-Home Dining" 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**

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 & Out-Of-Home Dining 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."

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