

LAST QUESTION

How do Canada's major multicultural markets spend?

By Chris Daniels

The word "mosaic" to describe Canada's social fabric was first coined by John Murray Gibbon in his book *The Canadian Mosaic* (1938). It refers to the fact that immigrants to this country are encouraged to maintain ties with their birth countries and to practise their cultural customs and traditions. In 1971, multiculturalism was even made an official national policy. And yet mainstream advertisers (outside of perhaps telcos and banks) have historically not advertised specifically to ethnic groups in their mother tongue or their media of choice. There are a few reasons for this. Relatively speaking, the number of visible minorities in Canada has not been that large, especially when compared to, say, the Hispanic population in the U.S. There's also been a dearth of research in measuring ethnic marketing campaigns. That's changing—at least on the first front. By 2031, between 29% and 32% of the population is expected to belong to a visible minority, almost double the proportion reported in the 2006 census. And in urban centres like Toronto and Vancouver? They will be more like a visible *majority*. That's too much spending power to simply ignore.

POPULATION



LET'S GO SHOPPING

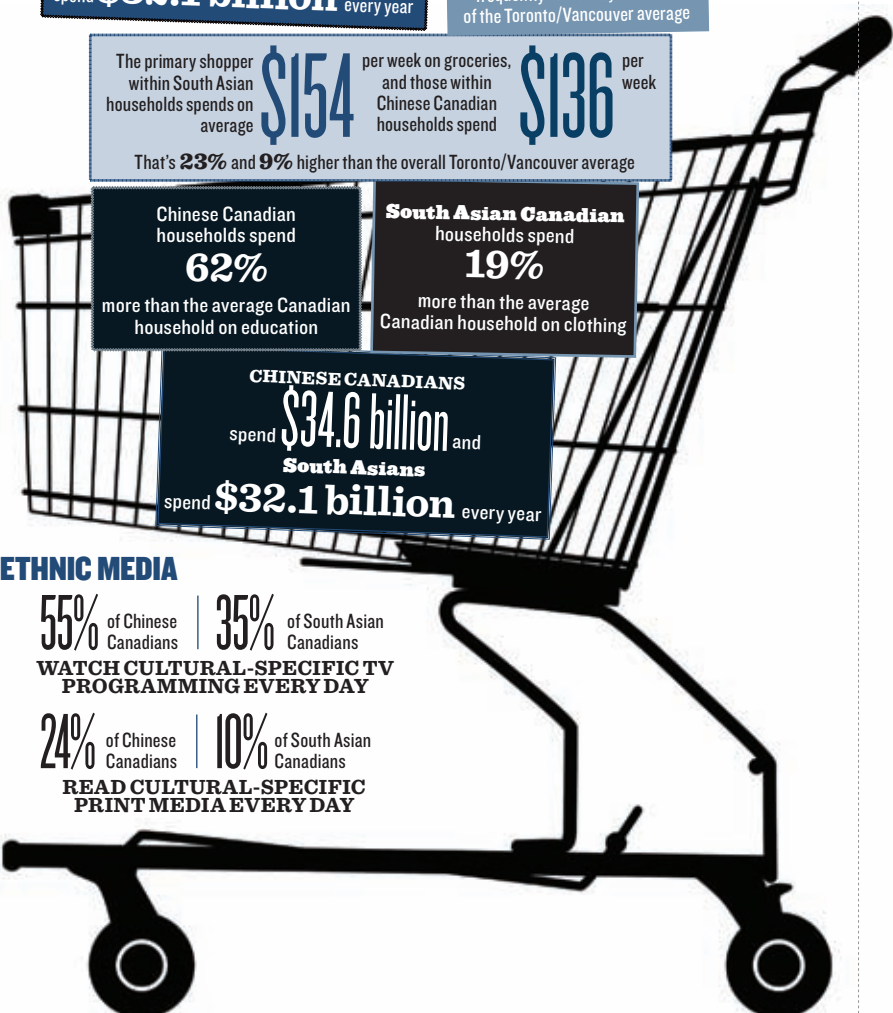
CHINESE CANADIANS spend **\$34.6 billion** and **South Asians** spend **\$32.1 billion** every year

61% of the primary shopper within South Asian households and **53%** within Chinese Canadian households look at grocery flyers "frequently" or "always" vs. 47% of the Toronto/Vancouver average

The primary shopper within South Asian households spends on average **\$154** per week on groceries, and those within Chinese Canadian households spend **\$136** per week. That's **23%** and **9%** higher than the overall Toronto/Vancouver average

Chinese Canadian households spend **62%** more than the average Canadian household on education

South Asian Canadian households spend **19%** more than the average Canadian household on clothing



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ETHNIC MEDIA

55% of Chinese Canadians | **35%** of South Asian Canadians **WATCH CULTURAL-SPECIFIC TV PROGRAMMING EVERY DAY**

24% of Chinese Canadians | **10%** of South Asian Canadians **READ CULTURAL-SPECIFIC PRINT MEDIA EVERY DAY**

AD PREFERENCES

76% of South Asian Canadians agree with the statement: **73%** of Chinese Canadians

"I appreciate that Canadian companies are making an effort to reach out to me and my community with [culturally targeted] ads"

55% of South Asian Canadians agree with the statement: **61%** of Chinese Canadians

"I would like to see more companies advertising specifically to my community"

Sources: Environics Research, Environics Analytics, Solutions Research Group

In Toronto, **No Frills** is the top grocery destination for both South Asian and Chinese Canadians shoppers (42% and 26%). **T&T Supermarket** is a close second, at 22% among Chinese Canadians. **Food Basics** is a distant second, at 12% among South Asians

For **53%** of Chinese Canadians in Vancouver, T&T Supermarket is by far the top grocery destination, with a more than **2-to-1** share lead against its nearest competitor (Real Canadian Superstore at 17%). For South Asians in Vancouver, Real Canadian Superstore and Save-on-Foods are the top two destinations (at 27% and 20%).