



## NEW CANADIANS HOOKED ON INTERNET

### 88% of South Asian and Chinese Households have a PC

TORONTO (April 24, 2008)—Two of the fastest-growing Canadian population segments are also among the most wired with 88% PC penetration in the household (above the Canadian general population average of 83%) according to a new study by Solutions Research Group (SRG), a Toronto-based market research firm.

The 2006 Census enumerated nearly 2.5 million (2,479,500) individuals who identified themselves as South Asian or Chinese, representing a growth rate of 27% over 2001. This rate of growth was five times faster than the 5.4% increase for the Canadian population as a whole in the same period.

#### CANADIAN CHINESE CONSUMERS

- Internet use is significantly above average among Mandarin-speaking recent immigrants from Mainland China—89% used the Internet in the last week, with 2.6 hours dedicated to online use versus only 1.6 hours with TV and less than 1 hour per day for radio.
- Google is the top search destination, while Yahoo! is ahead of MSN for instant messaging for Chinese Canadians. YouTube and Facebook were in the top 10, as were 3 major Chinese sites.
- Fairchild Radio was the top radio station in Toronto and Vancouver among Cantonese-speakers, while English-language news stations captured the top spot among Mandarin-speaking Chinese (680 News in Toronto and News 1130 in Vancouver).
- Fairchild TV was number one in Toronto among Cantonese-speakers while Citytv, Fairchild, CBC and Omni 1 and 2 were in the top spots for Mandarin-speakers.
- *Sing Tao* was the leading Chinese-language paper in both Toronto and Vancouver, and the *Toronto Star* and *Vancouver Sun* were the leading English-language dailies in Toronto and Vancouver, respectively.



#### CANADIAN SOUTH ASIAN CONSUMERS

- Among South Asian Canadians in the 15-29 age group, 89% are Internet users and 71% of those 30-49 use the Internet on a weekly basis.
- Google, Yahoo!, Hotmail, MSN, Facebook and YouTube were the top portals among South Asians. South Asian sites and BBC sites were also popular.

- In Vancouver, the recently-launched Red-FM emerged as the leading South Asian radio destination, with a 43% weekly reach. In Toronto, 680 News is the leading station while 101.3 CMR (Canadian Multicultural Radio) is in the #2 spot.
- On TV, Alpha Punjabi was the leading TV brand in Vancouver, followed by ATN, Global and Vision. In Toronto, Citytv and ATN were tied for the top spot.
- The *Toronto Star* was the leading paper in the GTA among South Asians. In Vancouver, *The Province* took the top spot. Ajit was the leading South Asian newspaper in both markets.



An important finding in the research was the extent to which Canadian Chinese and South Asian consumers find in-language advertising relevant. 80% of Canadian Chinese and 78% South Asian consumers say that they find ads by major Canadian companies in their first language in addition to English “useful” with over 50% finding them “very useful.”

## COMMENTS

New Canadians are emerging as the segment to watch in terms of evolution of media consumption in Canada. Given the dual need to keep in touch with friends and family back home and to adapt to a new environment, the Internet is emerging as the first place to turn for many of the well-educated immigrants coming from China and various South Asian countries.

Their media consumption is clearly varied with top mainstream local brands mingling with new and established ethnic brands. This suggests the need for both mainstream and ethnic marketing outreach for effective campaigns.

Strong endorsement of ‘in-language’ advertising is notable. Clearly, many Chinese and South Asian Canadians find such outreach relevant. Brands who ‘speak the language’ of their consumers have a clear shot at establishing leadership in their categories.

## ABOUT **diversity** IN CANADA

The information in this document comes from the media section of *Diversity in Canada 2*, an independent syndicated research study first launched in 2006.

*Diversity in Canada 2* study is not affiliated with a media company or outlet. To maintain an unbiased perspective, Solutions Research Group funds its own ongoing syndicated research studies which are subsequently made available on a subscription basis.

A total of 1,609 telephone interviews (age 15+) were conducted in the CMAs of Toronto and Vancouver in November and December 2007, with Canadian Chinese (808 interviews) and South Asian segments (801). The interviews captured new immigrants, those who have lived in Canada for a while, as well as Canadian-born Chinese and South Asian consumers.

To reach respondents who are not captured by traditional market research studies, interviews were conducted in the following languages: South Asian languages (Punjabi, Urdu, and Hindi), Chinese (Cantonese and Mandarin), and English.

This is the first of a series of data releases from *Diversity in Canada 2*. For more information or for an interview with the Study Director, please contact David Ackerman at [dackerman@srgnet.com](mailto:dackerman@srgnet.com) or 416.323.1337 x 25.