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## Canadian Market Research

# Canadian Ethnic Markets

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As a starting point for researching specific ethnic markets in Canada look to the latest population projections from Statistics Canada: [Population Projections of Visible Minority Groups, Canada, Provinces and Regions, 2001 to 2017](#)

A summary version of the above report is also available: [Ethnocultural diversity in Canada: Prospects for 2017](#)

Another source to consult is Statistics Canada's Ethnic Diversity Survey (EDS). This survey provides a portrait of the ethnic population by generation (1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> generation Canadians) and examines their sense of belonging to their ethnic group and their inclusion and participation in Canadian society. The full report is called: [Ethnic Diversity Survey: portrait of a multicultural society](#)

The [2001 Census](#) provides a wealth of insight into specific ethnic and racial groups. It also contains information on immigrants by generation (1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup>). Three highlight profiles related to specific population groups are available online:

1. [Profile of languages in Canada: English, French and others](#)
2. [Aboriginal peoples of Canada: A demographic profile](#)
3. [Canada's ethnocultural portrait: The changing mosaic](#)

## Research Tip

### Visible Minority Data is often broken down

Whenever you see a report discussing "Visible Minorities" keep in mind that the source data is usually available broken down by specific visible minority groups.

Contact the source to see if data for your specific market can be provided.

You can also view highlight Census Tract maps online. They contain graphical representations of total visible minority and recent immigrant population concentrations in major metropolitan areas. Start by selecting a city at the following page: [http://geodepot.statcan.ca/Diss/Maps/ThematicMaps/index\\_e.cfm](http://geodepot.statcan.ca/Diss/Maps/ThematicMaps/index_e.cfm)

For more guidance on accessing detailed information from the Census see the [Census research guide](#)

Unfortunately 2001 Census data is starting to date itself, especially when you consider how quickly the visible minority population is expanding. The 2001 Census was updated in 2006 but ethnic results will not likely be available until the end of 2007 at the very earliest.

There are a few options to get more current information on the ethnic population in Canada. Citizenship and Immigration Canada publishes data on new immigrants. [The Monitor](#) provides quarterly statistics on citizenship and immigration trends. It covers permanent residents (by source country and category), foreign workers (by different skill levels and source countries), and foreign students (by level of study, source countries, destination metropolitan area).

Citizenship and Immigration Canada also produces an annual overview report. [Facts and Figures: Immigration Overview](#) provides immigration data by category (skilled workers, entrepreneurs, self-employed, investors, live-in caregivers [nannies], refugees, family members), gender and age, source region/country, education, language ability and destination province.

The most current estimates related to the overall ethnic population in Canada are from the private sector. Estimates on specific ethnic groups, visible minorities and home language groups are available from the online database [SuperDemographics](#). Home Language refers to the language spoken in the home. This database provides postal code level data. There is however a subscription charge to access it.

The offline publication ***FP Markets - Canadian Demographics*** also provides home language estimates by individual city/town. It is available in major libraries and business development centres

One of the best ways to market to ethnic communities is through ethnic specific media. The best source to find such media is the ***CARD MEDIA directory: Ethnic Media & Markets***. It covers ethnic print media, radio stations & programs, TV stations & programs and provides basic data on the number of people by ethnic origin & major city. It is produced twice a year and available in most major libraries. Contact any relevant media directly. Oftentimes they will have detailed information available to help

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you understand the opportunities of a specific ethnic target. For example Fairchild TV - a television channel dedicated to Chinese programming - provides free Statistics Canada and ACNielsen Chinese Media Index data about the Chinese community in Canada, Toronto and Vancouver. See: <http://www.fairchildtv.com/english/fairchildtv.html>

For data on the First Nations people of Canada see the [Census](#) as well as the [statistical publications listed at the Indian and Northern affairs web site](#):

For a comprehensive list of additional free and low cost references see our [Source Lists](#). Within the Market research sector, the following subsectors are available:

[Market: Population Groups - Aboriginal Peoples](#)

[Market: Population Groups - Immigrants](#)

[Market: Population Groups - Language](#)

[Market: Population Groups - Visible Minorities](#)

Finally the best source of specific actionable ethnic market information is to consult community leaders and organizations. Identify social clubs, business groups, sports club and cultural associations where there will be marketing and sponsorship opportunities. Take the time to establish valuable community contacts. They can often be the difference in determining whether or not your small business can establish credibility within a local community. If you understand the unique concerns and issues facing your target community, you will recognize the best business opportunities.

Next: [Income data](#)

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