



Roots & Wings

A Landmark Study Around Female Newcomers

2024



We Wanted To Hear Her Side

Canada's story is constantly being rewritten by the newcomers that have landed. In 2023, our population has grown an astonishing 3.2% (the highest since the 1957) and as a result, our citizens are going through a constant re-evaluation of what we call home.

In our last publication, **"I am Canada"** we explored the step-by-step journey of becoming Canadian and all the tensions and joys that come with it. It was the balance of acclimatization and reaching back to one's culture that stood out as a unique feeling amongst all newcomers. Where people chose to fuse their own culture with the new, where they were excited to leave the old behind, and when they just wanted the comforts of their own. Understanding these powerful emotions presented a lot of opportunities for brands to start conversations with newcomers.

We also saw interesting discrepancies between the female and male experience. It showed that women held stronger sentiments towards the absence of their parents, the difficulties with loneliness, and adapting to new parenting styles. On the other hand, some higher elation was felt in terms of the hope of a brighter future with the new freedoms that Canada offers. We needed to dig further.

We wanted to hear more from her side, the mother, the housewife, career woman, and the single student. We wanted to hear these narratives, explore when she reaches back to her traditions, what most excites her about being Canadian, and how to connect with her.

We call it, **Roots and Wings**.



"We acknowledge that we are all newcomers on the traditional territories of Indigenous Peoples across Canada, whose rich cultures and histories continue to shape these lands. This recognition extends to the many diverse First Nations, Inuit, and Métis peoples who have lived on and cared for these lands for thousands of years."

Methodology Of The Survey

Through this study, we wanted to provide an understanding of the journey and the struggle one goes through when moving into a new country. It was important to bring the aspect of what defines them and what it takes to adjust to a diverse, culturally rich country with a more individualistic and progressive outlook. We took the below approach for this report:

Qualitative Study

Three focused groups consisted of six participants in each. The three groups were Students, Mothers, and Working women which helped us understand from three perspectives the similarities and differences in struggle, and excitement through the journey. These groups were also reflective of the population.



Quantitative Study Powered By Publicis ID

- We surveyed 500 BIPOC newcomer women, who moved or lived in the country for five years or under
- We have modeled the findings of the survey to our broader newcomer women device IDs.

What Gives Us An Edge With The Publicis ID Database?

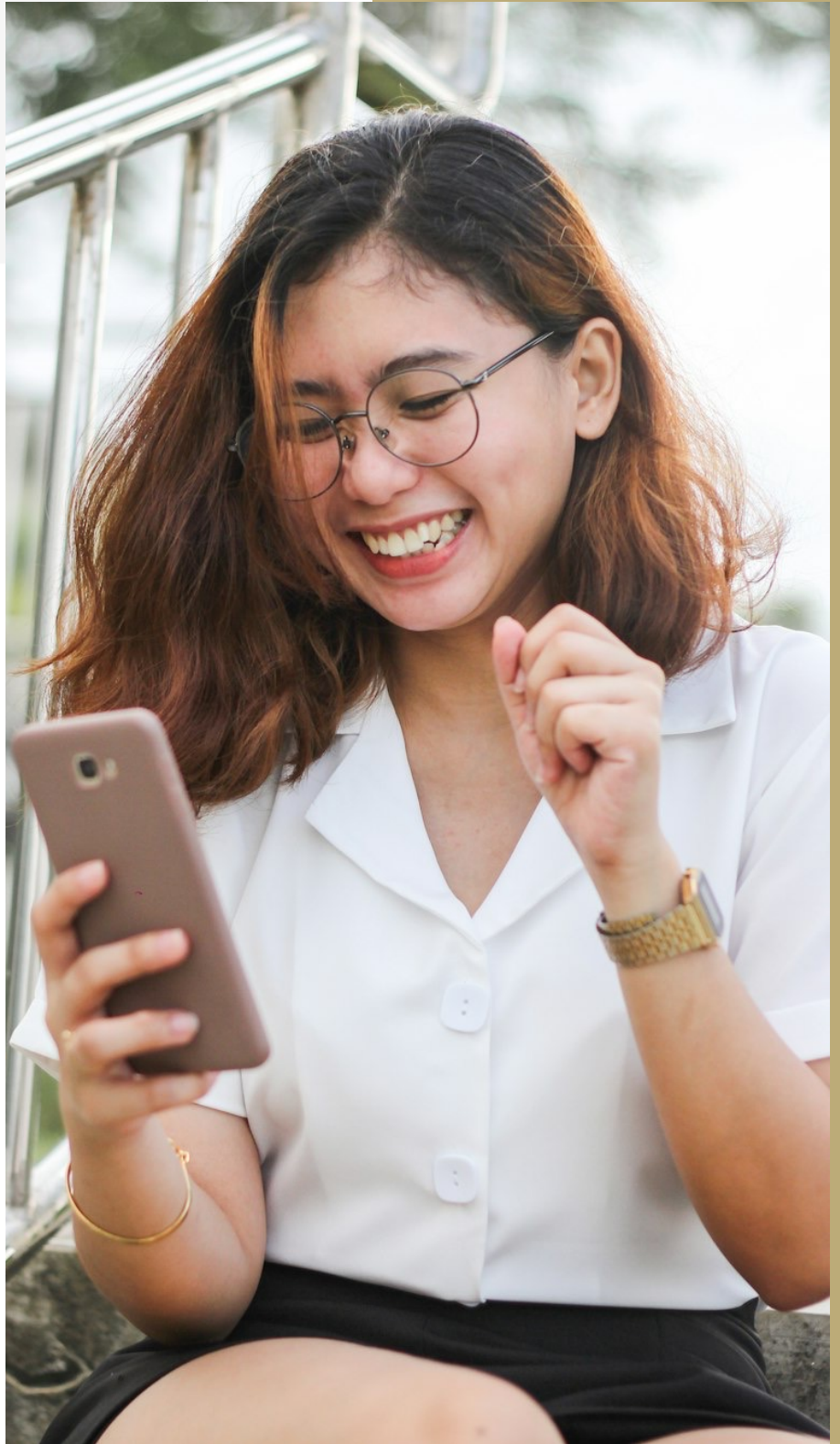
- **Efficient targeting** based on some of the purchase behaviour we captured through the study
- **Recontact the respondents** from the current panel to use it for future studies or continuation of the current report to deep-dive on any specific topic
- Meaningfully define our audience **psychographic profiling**, and deliver the **right messaging strategy**
- Use the Publicis ID panel for future learning to further make our database richer over time
- Clients can use our panel too for short or long form research studies.

Section Summary

- 01 **NEW WINGS:** *Canadian Freedoms & Way of Life*
- 02 **FAR FROM ROOTS:** *Missing Home, New Connections*
- 03 **HOUSEHOLD:** *Roles & Dynamics*
- 04 **SELF EXPRESSION:** *New Standards*
- 05 **CULTURE:** *Holiday Fusions*
- 06 **TAKEAWAYS:** *Canadian Freedoms & Way of Life*

01

NEW WINGS
*Canadian Freedoms &
Way of Life*





“From the moment I stepped off the plane, I noticed people from all walks of life.”

The first Canadian feeling is being welcomed in your own skin.

Newfound Freedoms

The first impression of Canada is associated with being a **welcoming, diverse, polite, and friendly** country.

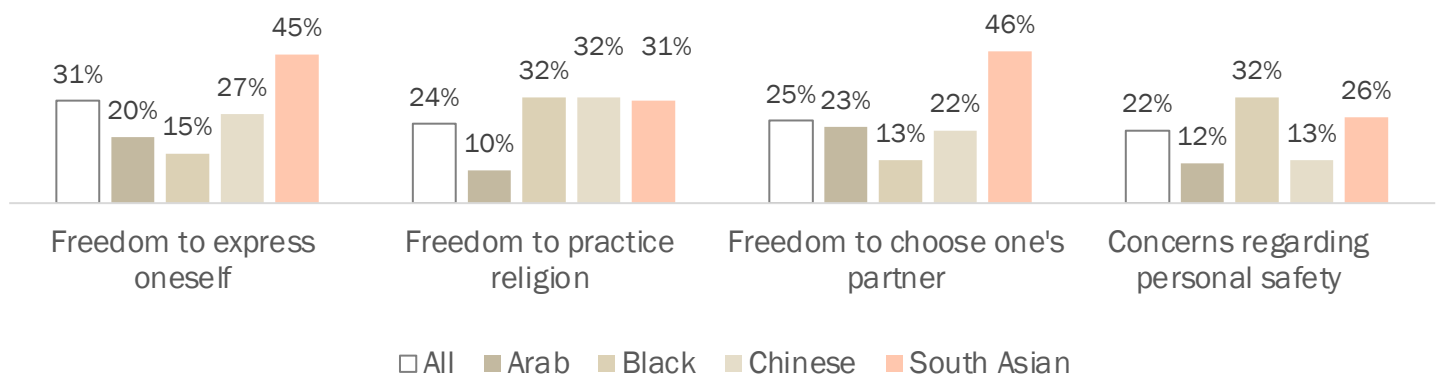
Most women felt a greater sense of independence in Canada compared to their home countries. This sentiment arises from their experiences with conservative upbringings, where societal norms and cultural traditions often dictate a woman's behavior and appearance. In many cultures, women are expected to conform to specific standards of "appropriate" or "presentable," behavior and this expectation plays a large role in their outward identity and natural state.

However, upon arriving in Canada, South Asian women reported a significantly higher sense of freedom to express themselves with 45% sharing this view. More to come on how these freedoms come to life in the coming chapters.

Similarly, there is also more freedom to practice religion without scrutiny compared to facing moral policing in most countries. 24% of these newcomer women shared this sentiment.

Another interesting aspect of freedom, particularly among South Asian women, is the freedom to **choose one's partner, with 46% highlighting this**. In South Asian cultures, arranged marriages are common, where a woman's fate is often decided by her parents, and she is often obliged to marry a partner of her religion or caste. This newfound autonomy to in choose a partner represents a significant shift from traditional practices.

Areas Where You Perceive Greater Freedom Compared To Your Home Country

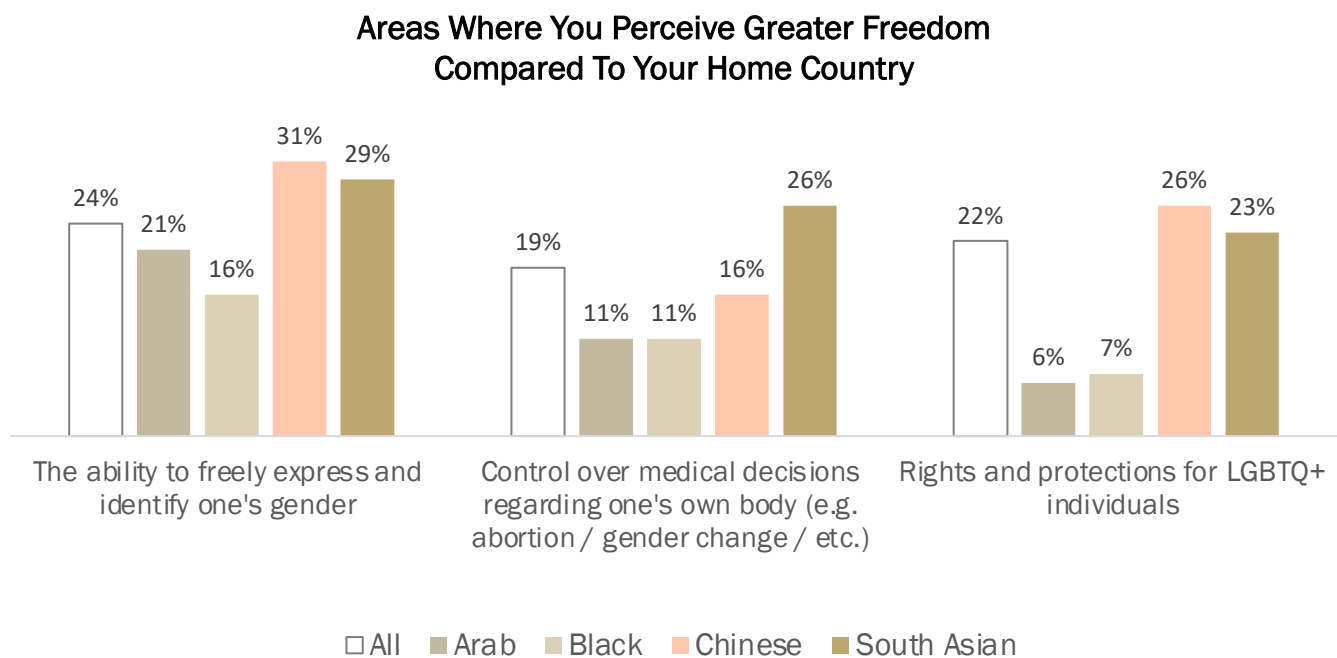


With safety being a concern in most of their home countries, many women grow up in protective environments where they are always accompanied by a male companion or travel in groups. The ability to **enjoy independence**, such as deciding when to leave home without worrying about the time or needing company, imparts a great sense of freedom. This is especially the case among Black (32%) and South Asian (26%) women.

The Freedom To Be Yourself

As the experience of freedom manifests itself, Canada is also recognized as a country that provides a greater sense of freedom to express one's gender and autonomy over personal medical decisions. In contrast, many countries have stringent laws and less protection for LGBTQ+ rights. For instance, although India & China have decriminalized homosexuality, societal acceptance of LGBTQ+ individuals remains a significant challenge.

“In my home country, gender equality is lacking. Different types of couples in Canada (e.g. same-sex) – are just not acceptable. Back home, people won’t be open about it and will hide it from their friends.”



Regarding other aspects of freedom, women of Black ethnicity have overwhelmingly highlighted areas such as access to education (31%), healthcare services (40%), mental health assistance (26%), and longer maternity leaves (35%) above all other female cohorts. This focus may reflect their recognition that access to these services could have been challenging in their home country. Appreciation for longer maternity leave is predominant among Black women. The International Labour Organization (ILO) reports that 830 million women worldwide are deprived of adequate maternity leave and 80% of them live in Africa and Asia.

Experiencing New & Exciting Things

Since moving to Canada, new immigrant women have embraced various lifestyle changes that may be less common in their home countries. Some of the main findings were as follows:



17% of Arab women have **drunk alcohol recreationally** since coming to Canada.

With a high majority of citizens of the Arab World also practicing Islam and alcohol considered haram (*forbidden under Islamic law*), this would appear striking. There could be numerous reasons for this that would require further research but knowing 20% of new Canadian women were **enjoying the freedom** to express themselves – socializing with alcohol could be helping their integration.



21% of women have **solo traveled** since coming to Canada.

In many parts of the world, solo travel for women is sadly advised against for safety reasons. In other regions, it would be considered safe, but many women may not have had the chance given they would have had their friends and family close by to join as travel buddies. On the other hand, many female newcomers came to Canada alone where the prospect of making friends can be challenging so exploring their new country alone may have been a daunting, but exciting new option for them.



28% of South Asian women have taken up a **new hobby** they normally wouldn't have.

One of the rights of passage for newcomers is not just seeing snow for the first time, but shredding it. And although some ski resorts exist in more northern provinces in India and Pakistan – for most newcomers from South Asia, the Canadian slopes will be a first-time adventure! Likewise, more motivation for wanting to express themselves fully in a new land and exposure to more commonly played North American sports play a factor in learning a new hobby.



27% Of Black women have opened up about **mental health/attended therapy**.

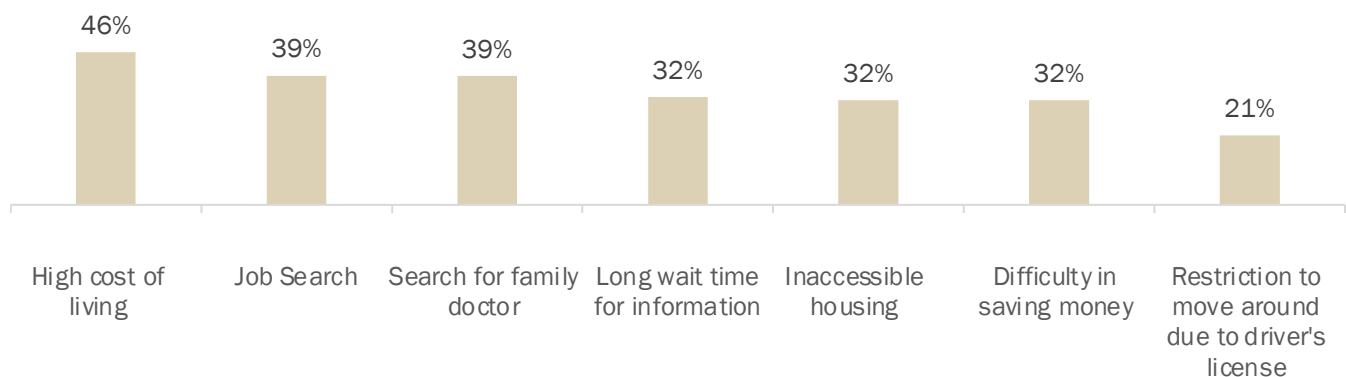
Many of the new Canadian women of black ethnicity have arrived from parts of the world where mental health has been culturally stigmatized. In the Caribbean and Africa, a lack of conversation, associations with shame, and a lack of services are commonplace. Arriving in Canada and realizing both the attitudinal and systematic differences in the approach to mental health may have taken some getting used to, but also may have come as a welcome relief as they sought professional support for the first time.

New Surroundings Require Adjustments Too

Adapting to life in Canada is a multifaceted challenge for most women, with various aspects impacting the overall experience. Independence, while rewarding, can initially be difficult, especially navigating bureaucratic processes like obtaining permits and managing finances independently. For many women, this was the first time they had to navigate the process independently, unlike in their home country where they can rely on family support or agents/brokers for a fee.

“Being independent as an international student is tough. Back home, family handled everything, but here, you're on your own for tasks like permits and SIN numbers.”

Q. Factors That You Found Challenging When Settling In Canada



High cost of living pressures (46%) are more pronounced for first-generation immigrants aiming to put down roots in Canada. Initial challenges arise when settling into the country involve financial obstacles be it fees associated with essential services such as opening a bank account or applying for a credit card without a cognizable credit history, which limits their access to credit at a crucial juncture of their lives. Their financial vulnerability is hence pegged to a ‘newcomer’ status, which has silent ramifications across a breadth of financial services essential to a successful integration into Canadian society. Costs quickly add up when going through significant life decisions with financial importance – purchasing an automobile requires a relatively higher down payment and higher interest rates to access credit, or renting a house, given the housing crisis, requires a higher initial cost to secure a listing.

In addition to the above, landing a job is another major challenge (39%) with many experiencing the devaluation of their credentials even though the majority are highly skilled and educated, necessitating a lengthy and uncertain path to employment. Additionally, accessing healthcare (39%) posed hurdles too, with long wait times (32%) and complexities in finding proper treatment/doctor.



New Wings Take Away

Celebrate & Support Their Independence.

New life in Canada allows them to embrace their true selves by spreading their wings and enjoying the freedom of self-expression.

Some freedoms come with a financial cost too, however, providing support to these women to help them adjust to newfound independence would be well-received.

02

FAR FROM ROOTS
*Missing Home & Making
Connections*



***“Everyone is friendly,
but not friends.”***

1/4

*Newcomers struggle to develop deeper relationships,
beyond the surface level Canadian friendliness.*

Social Struggles Are Commonplace

The sense of belonging was elusive, hindered by the balancing act of academics, work, and the realization that building friendships in a new environment can be daunting.

Loneliness became a prominent issue, particularly worsened by the isolating circumstances of the pandemic and long winters. With social distancing measures in place and restrictions on gatherings, opportunities for face-to-face interactions were reduced, intensifying feelings of isolation.

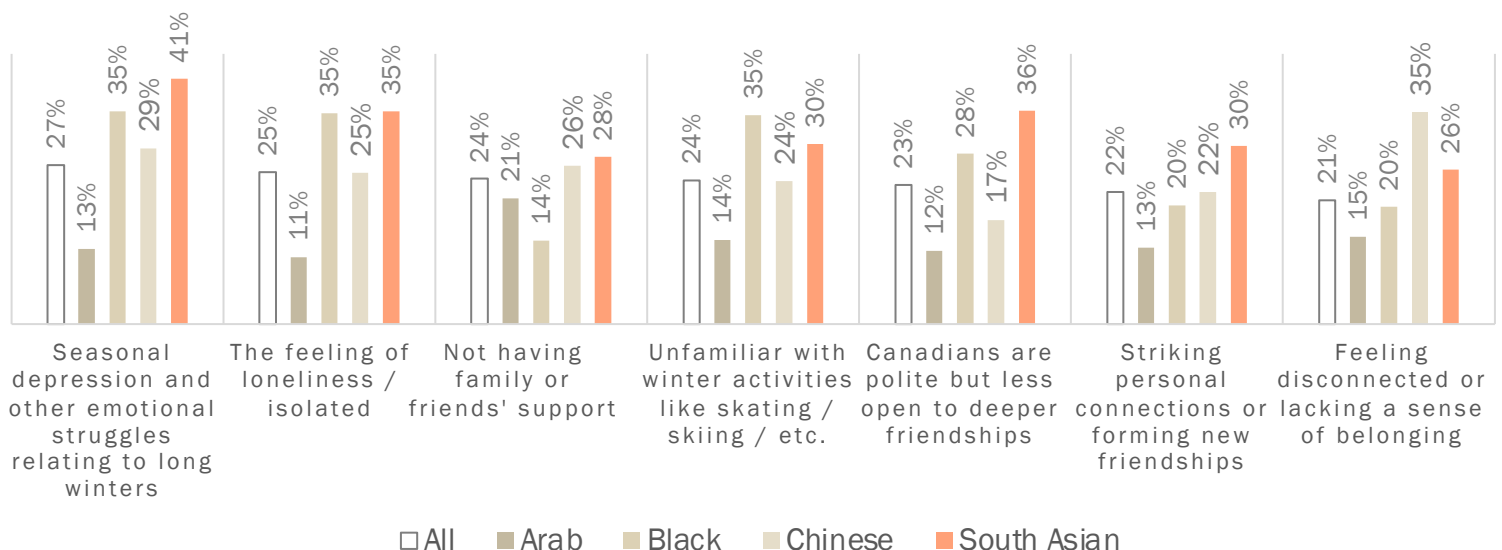
“Came just before COVID – shutdown, no job, could not go out to meet people. Knew a few people from childhood who had moved here - had a few conversations with them.”

Additionally, the **absence of familiar support networks**, such as close friends or family members, further compounded the sense of loneliness. Without the usual avenues for seeking comfort and companionship, individuals found themselves grappling with profound feelings of disconnection and solitude.

“Everyone is friendly but not friends.”

The rich cultural diversity in Canada posed a challenge for many women in grasping the unique mindsets and aspirations of other Canadians. This often led to difficulties in forming deeper friendships, as cultural differences created a barrier to mutual understanding and connection.

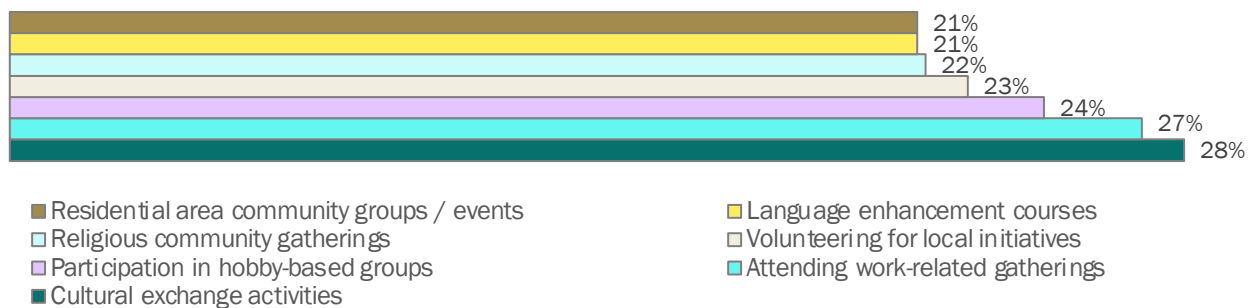
Q. Factors That You Found Challenging When Settling In Canada



Communities & Connections Hold The Key

There is no hiding from the fact that we are wired to be social. It has helped us survive and thrive for millennia, and the new women of Canada, are no different. A solid support network is required to get them to a place of well-being, especially for those who have made the long journey on their own. For those lucky enough to have a family with them on arrival, a solid base for connection is set, but outside of that family core, newcomers had to make a lot of effort to forge connections.

Q. How Have You Engaged With The Local Community/Fostered Connections To Make Canada Feel Like Home?



Integrating Into The Canadian Way Of Life

These new connections and exposure to Canadian cultural life in general can present some challenges for new immigrant women too. For example, the top challenge was **communication style**. Chinese women, as noted in the table below, tend to face the most difficulties when it comes to this which may speak to the unique cultural differences that exist. The more direct East Asian woman approach focuses on harmony and saving face (**Mainzi, or 面子**) clashing with the more indirect North American style. Equally, English is least spoken in China which likely plays a huge role in the communication challenges.

Adjusting to social norms, especially regarding the **unwritten rules about personal space and interactions** also poses an interesting challenge. For both Chinese women and Black women especially, cultural differences with regards to proximity in close public spaces, on public transport for example, can vary from region to region and require some getting used to.

Q. Which Aspects Of Canadian Culture Have Presented Significant Challenges For You To Adapt To?








Platform	All	Arab	Black	Chinese	South Asian
Communication style	28%	24%	14%	40%	25%
Driving culture - as transit outside downtown is limiting	27%	23%	23%	30%	30%
Social norms (understanding unwritten rules about personal space and interactions in social settings)	24%	16%	39%	33%	25%
Navigating around using public transit	23%	31%	4%	23%	39%
Building community connections	22%	19%	11%	23%	19%
To learn how best to layer clothing effectively for winter	22%	15%	26%	27%	30%

Connections Formed In Digital Spaces

As we've discovered, many of the new Canadian women are interacting with Canadian culture in various ways, learning and navigating challenges as they arise. While many of these are experienced first-hand in real life, many of these moments begin on **digital platforms** where connections are made and interactions with 2nd and 3rd-generation Canadians have a high likelihood.

It comes as no surprise that many of the larger Social platforms such as Facebook, Instagram, and Reddit are leading the way. For Chinese women, many of these channels will be new to them given the proclivity of more homegrown social media platforms such as, WeChat, Weibo and Xiaohongshu (Little Red Book) being more mainstream back home. Downloading new Social platforms and creating new profiles on arrival was likely an exciting first step for them.

Q. Have You Utilized The Following Platforms To Foster New Personal Connections With Others?

	All	Arab	Black	Chinese	South Asian
	29%	18%	28%	38%	31%
	26%	22%	13%	30%	46%
	18%	14%	18%	23%	24%
	15%	25%	10%	28%	5%
	14%	23%	10%	8%	14%
	12%	11%	21%	7%	19%
	11%	15%	6%	12%	3%

Interesting Statistics

- Instagram is a whopping **77% more common for South Asian women**, with huge familiarity already built in their home countries.
- Dating apps like Tinder & Hinge are **87% more common for Chinese women** than the rest of immigrant women (15%) which may speak to the surging use of newfound apps for them once again.
- Smaller more friend-focused/community-building applications such as Meet Up, Nextdoor, and Bumble's recent Friends feature have varying levels of participation among ethnicities but **Meet Up was 53% more common for Arab women**.

Connecting Around The Table

One of the inherent advantages of emigrating to a multicultural society as rich as Canada's is access to the world's cuisine. Food, after all, is the universal language of the soul and for BIPOC women of Canada, they have used food as one of the most important ways to integrate into Canadian life.

For example, **nearly one-third** of them tend to form connections through the sharing of traditional dishes from their homeland with their new Canadian friends. As well as that, local Canadians tend to return the favor too and teach the new arrivals about Canadian food traditions, often once acquainted as friends, or possibly through family as well. The learning of what goes into a perfect poutine and the discussion of your favorite topping on a Beavertails goes a long way in terms of integration!

For some women, trying out diverse cuisine at restaurants is a great way to explore the local food scene in their new city, whilst others, particularly Arab women, **had the highest percentage (32%)** for not wishing to experiment outside of their own culture's cuisine too much. We can only infer this may be due to wishing to consume more halal-friendly options, given a significant portion would be practicing Islam.

“My husband and I come from different cultures, so we celebrate each others' traditions (e.g. Ramadan, Eid). In terms of our food diversity, we love traditional Indian food. My Husband loves experimenting with different cuisines as well, in Canada, we're able to add more.”



1 in 3

share dishes from their homeland with new friends.

When People, Ask Me Where I'm From Based On My Accent Or Ethnicity I ...

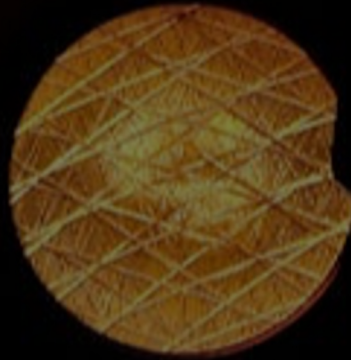
22%

Take Offense



45%

Do Not Mind



24%

Want People To Ask



The Ice That We Fear To Break...

The now taboo question, "Where are you from?" subtly acknowledges someone's difference, singling them out from the crowd. It is no wonder that 1 in 5 people when asked would take offense to that question (particularly triggering for those that are Canadian born not surveyed for this report).

This is because one's intention to point out a difference can come from a curious place or a hurtful one, therefore signaling your intention as being not a threat but one that is here to learn and celebrate can help us break this thin ice.

We've been trained as Canadians to be 'colour blind', politically correct, and to avoid pointing out differences in people, but the flipside is that we ignore the richness of people's story, triggering conformity versus celebration of cultures.

After all, 7 out of 10 newcomers have rich stories they don't mind sharing with you if prompted tactfully with the right intention.

"I don't even know who my neighbour is."



Far From Roots Take Away

Help Them Forge Connections.

Be mindful that even with all the excitement of new surroundings, they often lack true connection in the early stages of their Canadian journey and are far from their loved ones. Help them connect over food and emerging digital platforms where connections are being made.

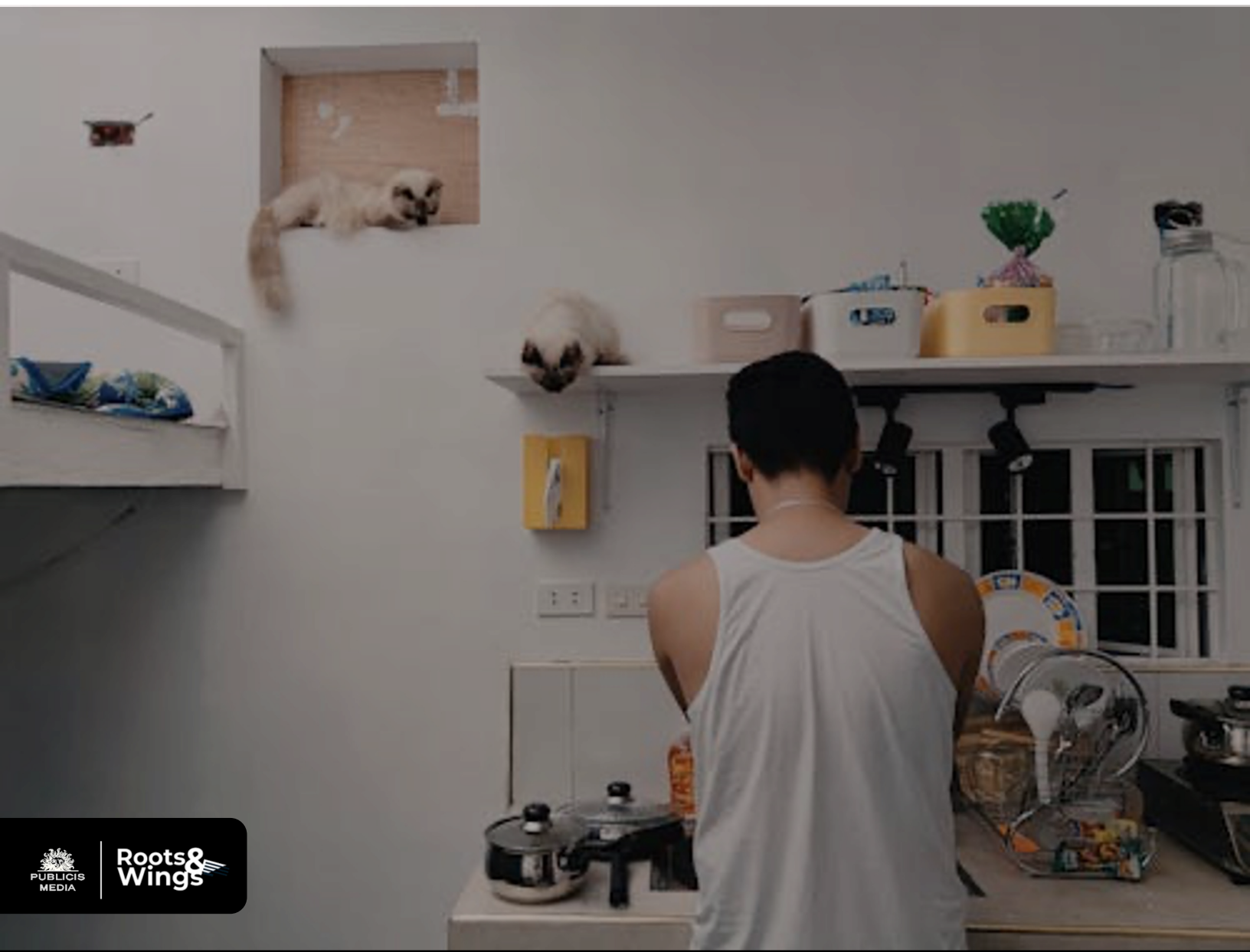
03

HOUSEHOLD *Roles & Dynamics*



“My husband knows how to cook now.”

Equality rising in household dynamics.



Contrasts & Commonalities In Gender Roles Among Immigrant Women: Home Country Vs. Canada

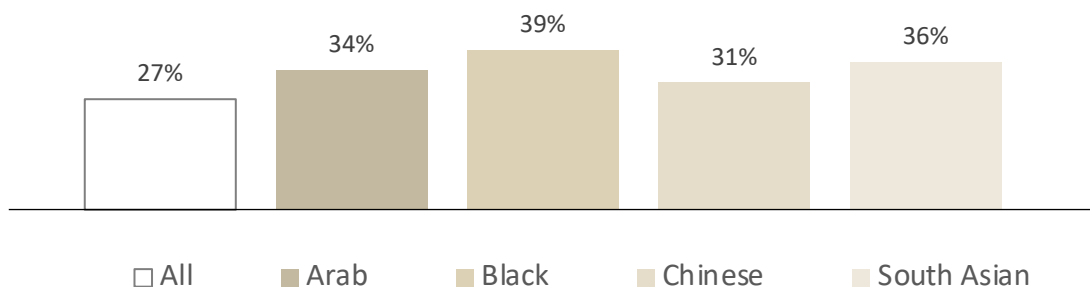
Through this study, some of the differences highlighted were women having greater freedom, and security to roam freely. Societal expectations varied, with an emphasis on household chores being typically viewed as primarily women's responsibilities especially higher among South Asians (55%), except in a Chinese (28%) household where responsibilities are more evenly shared, resembling the dynamic observed in Canada.

Most Black (27%) and South Asian (27%) women also shared a similar sentiment that back home culturally it is assumed that “preparing meals,” is a woman’s responsibility regardless of whether she is a working woman, a student or a mother. However, the dynamic changed and became a shared responsibility when they moved to Canada.

“He used to help out 30%, now that we’re here and nobody is watching ... it’s 50%.”

It's noteworthy that middle-class and affluent families often employ cleaners to manage household chores, a practice prevalent across cultures. This trend is particularly pronounced in Black and South Asian communities, where labor costs are comparatively lower. However, this reliance on hired help can pose considerable challenges, especially for new parents lacking support networks in Canada, with 39% experiencing this firsthand.

Cleaner To Assist With Household Chores Back Home



Canadian Schools Not Hard Enough On Homework ...

For many women new to Canada, raising children away from their home country adds an extra layer of complexity to the already challenging journey of parenthood. Cultural shocks and steep adjustment curves further complicate this experience.

“How could you come back from school without any homework?”

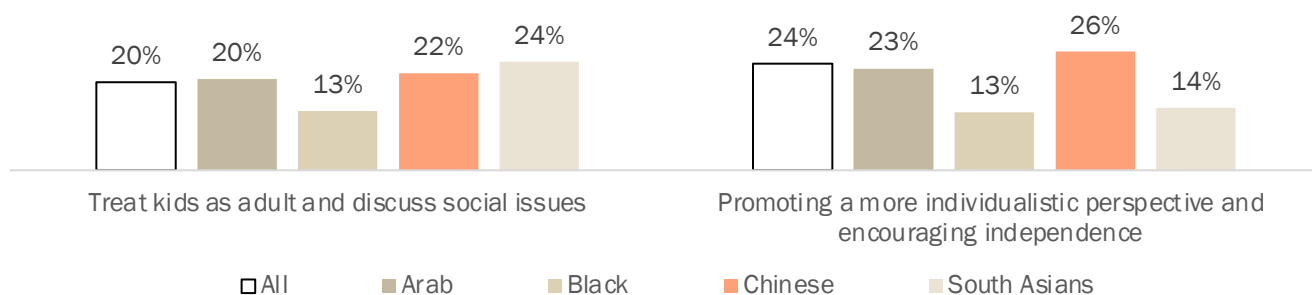
When asked about Canadian academics, some mothers expressed concern that Canadian schools do not assign enough homework, as they are accustomed to an education system back home where children receive a significant amount. This difference has been both surprising and concerning for new parents in Canada at first.

... Uncomfortably Progressive For Some

Another issue of concern highlighted was that Canadian schools are too progressive. These schools provide support and information on gender identity, sex, and drugs at a young age, which contrasts with the experiences and beliefs of some mothers who grew up in environments where schools focused primarily on academics rather than social issues. Due to taboos and religious beliefs surrounding many of these topics, mothers are concerned about the impact on their children.

“We can't rely solely on schools to teach values. As Christian parents, it's important to instill our own beliefs since they differ from Canadian societal values.”

Challenging To Integrate Or Reconcile With The Canadian Parenting Style

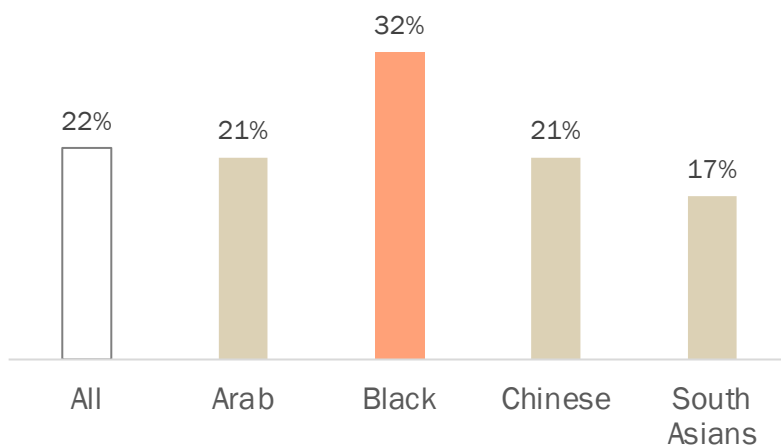


Having grown up with a parenting style that emphasized allowing children to remain innocent until they were mature enough to explore and experience things on their own, some mothers, particularly those from Chinese backgrounds, found it challenging to adopt the Canadian approach of openly discussing social issues and promoting individualistic perspectives. Some feel the need to put extra effort into imparting their own beliefs to their children, aiming to reduce the influence of Western society and maintain some of the societal norms of their home countries.

Struggling With The Mini Democracies In The House

As these new mothers continue to navigate through their struggles and learning curves, another notable sentiment emerged regarding disciplining children. In many of their home cultures, minor wrongdoings were met with scolding, and repeated offences often resulted in spanking, a taboo approach in Canada. This approach played a significant role in their parenting style. However, they find it frustrating that they cannot freely practice this method of discipline in Canada.

Adjusting To Not Being Able To Use Traditional Disciplinary Methods Like Slap/Spank My Kids



"That's a big change. Explaining to your child why something is wrong can be challenging."

"If they keep repeating it, a slap might make them think twice next time."

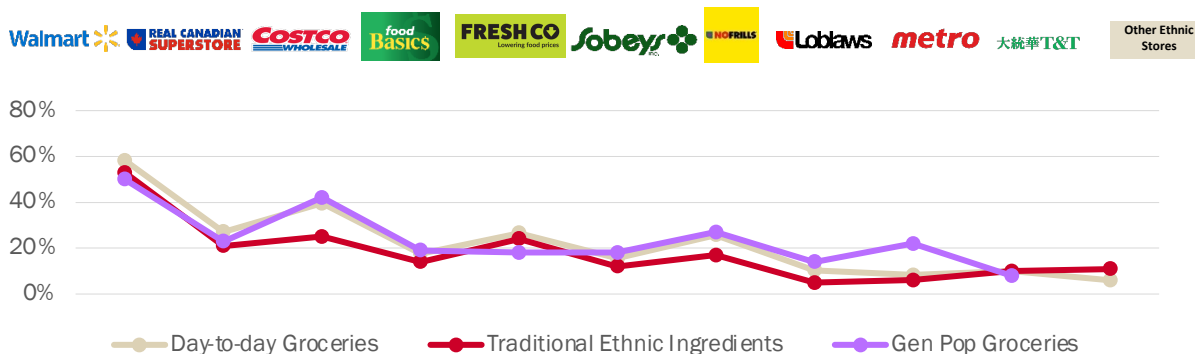
"Seeing various parenting styles – Russian, Chinese, and more, leaves me overwhelmed. With so many approaches, I'm unsure which one to embrace or how to blend them into my own."

Adopting Western parenting norms presents a learning curve, particularly as **balancing household and work responsibilities while spending quality time with their children is challenging for 40% of mothers**. Some mothers seek information through parenting books and by observing and interacting with mothers from diverse backgrounds. The journey is often confusing as they slowly try to blend their traditional values with new practices, aiming to create a balanced parenting style that honors both worlds without sacrificing either.

Grocery Is The Gateway

One of the most common responses from our survey was that the women liked to engage in **diverse food markets and grocery stores** on offer. Given grocery store visits are often a weekly, sometimes even daily visit, this gave the women more frequent exposure to one of the gateways into Canadian culture. We asked our respondents for their grocery store preference:

Q. Where Do You Prefer To Shop For Your Groceries?



Observations By Ethnicity

- Walmart had a 38% higher preference rate among **South Asian women (80% vs 58% All Respondent Total)**
- Costco had a 35% higher preference rate for **Black women all women (54% vs 40% All Respondent Total)**
- T&T supermarket which was frequented by **25% of Chinese shoppers**
- Smaller ethnic grocers performed stronger when shoppers were **preparing traditional ethnic dishes**

“I stock up for 4-5 months at an Indian grocery store”

Did You Remember The Bags?

Regardless of which grocery store our New Canadian women were visiting, often the first few visits to a grocery store can provide the best learning experience. We’ve all been in the position where we’ve visited a grocery store that we’re not familiar with, and the prospect of finding that one ingredient can take **way longer** than it should have. Finding a store clerk to guide you can often feel like a huge relief!

For immigrants, particularly those new to Western and North American stores, the adjustment phase is real and various factors take some getting used to. In Canada, the need for a car was a significant change for many, particularly for 32% of students and 31% of Black women. Grocery stores, particularly larger ones, are often outside the city center making access a lot tougher for those in the city core and lacking car access.

Challenges such as confusing pricing on produce, the necessity to bring own bags, and the lack of quality ingredients from their home culture's cuisine were also highlighted, the latter being especially common among Chinese women.



Household Take Away

Help Them Maintain Their Roots Under Their Roofs.

With everything new outside, they try to keep their food, and parenting styles from home inside. Shifting household dynamics means a learning curve and more time spent on food prep, house maintenance, and even childcare. Help make their household adjustments easy.

04

SELF EXPRESSION
New Standards





“NOBODY GIVES A DAMN!”

Comfort & Individuality Above Anything Else.

Stifling Beauty Standards At Home

In their home country, these women managed the household, acted as caregivers, adhered to social norms when it came to modesty in clothing, and were expected to look good and put together, as soon as they stepped out of the house. In their words, they gave a damn.

Pervasive beauty standards – dress code, physical characteristics, and the way women are expected to present themselves permeate their home culture and societies. In East Asia, beauty standards caused women to strive for a slim figure, pale skin, double eyelids, a high nose bridge, and a melon seed-like face ((瓜子脸, *guāzǐliǎn* - the traditional symbol of beauty in China.

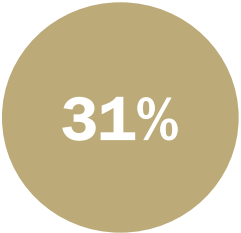
For most South Asians, the ideal beauty is appearing “pure” – achieved by modest clothing and showing the least amount of skin possible. To achieve beauty/glamour without exposing much skin, women turn to colorful patterns in their clothing and flashy jewelry.

For women in the workplace, dressing to a certain standard was essential to receive respect. Consequently, these women care about their appearance, not because they are vain but because so much of how women are treated is rooted in their physical appearance.

"There's a social pressure to look better than other women."



In my home country people tend to be more critical of imperfections



Expectation back home is to be presentable

"Can't walk into a meeting room wearing jeans. Nobody will take you seriously."

Style Liberation In ‘Causal’ Canada

In contrast within their new life in Canada, they find relief in discovering that **comfort and individuality** are embraced by women when it comes to fashion choices. They welcome this freedom to be themselves and dress according to comfort because **fear of being judged no longer exists**.

This sentiment is more pronounced among younger women (**18-34 – 43% vs. total 38%**) who we know are going through a period of self-discovery at a time when self-confidence is largely impacted by other people’s opinions. This was also seen strongly among **South Asians** who come from regions where traditional clothing is still expected in certain cultural celebrations.

	Total	Arab	Black	Chinese	South Asian
There is a freedom to dress how you want in Canada	38%	22%	27%	44%	52%

This observation of a more relaxed vibe in fashion here in Canada even extends to the workplace. They feel that judgement is more reserved for performance at work rather than personal appearances. For some students, they were even surprised to see others come to school in pajamas. Imagine the shock.

Fast Fashion & No Judgement

“Here, it’s all about ease & convenience.”

“I grab T-shirts for \$10 at this store. Not expensive at all.”

“No one judges you by the way you look.”

The Practicalities Of Being A Woman

Beyond perception and self-image, women newcomers face mundane yet significant changes they need to deal with. Practical things like skincare suddenly need to change given drastic weather adjustments. They never had to deal with winter skincare back home and variances in climate, physiological skin characteristics, and levels of melanin, all contribute to a heightened need for moisturization.

“Noticed my skin gets dryer here. Products I used before were no longer enough. I have to try something new.”

Finding substitutes for beauty products suited for their skin, hair, and face in a new country is also a challenge. Walking into a store full of unknown brands could be very daunting so there is an opportunity to educate and help these women connect with other women who have been in their shoes and show them the ropes.

“Hard to find products that work for me here.”

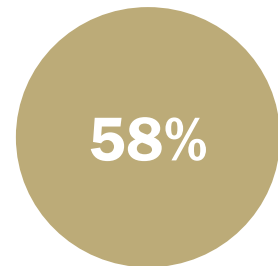
	Total	Arab	Black	Chinese	South Asian
Determining suitable beauty products tailored to your skin type	26%	23%	20%	39%	38%
Developing a skincare routine tailored to combat winter conditions	38%	25%	34%	40%	45%



New ‘Seasonal’ Wardrobes

Apart from health and beauty regimens, they also need to rethink their wardrobe choices. The concept of winter fashion, discovering what “layering” means in the cold season, and dealing with modesty in clothing, especially during the summer season, are new factors that shape their adjustment in a new country.

While these seem mundane to most of us, these require more mental effort – having to think about what would look good on them while trying to stay warm, learning how to choose the right winter jacket, how to use scarves, what a *toque* even means, etc. These could even cause financial strain for them given changes in wardrobe for every season.



Of **South Asians** have had to adjust their fashion choices to suit Canadian weather patterns

Finding Their New Look All In One Place: Malls

Outside of Global, well-known brands, **1/4** of the women stated that they were mostly unfamiliar with North American brand names.

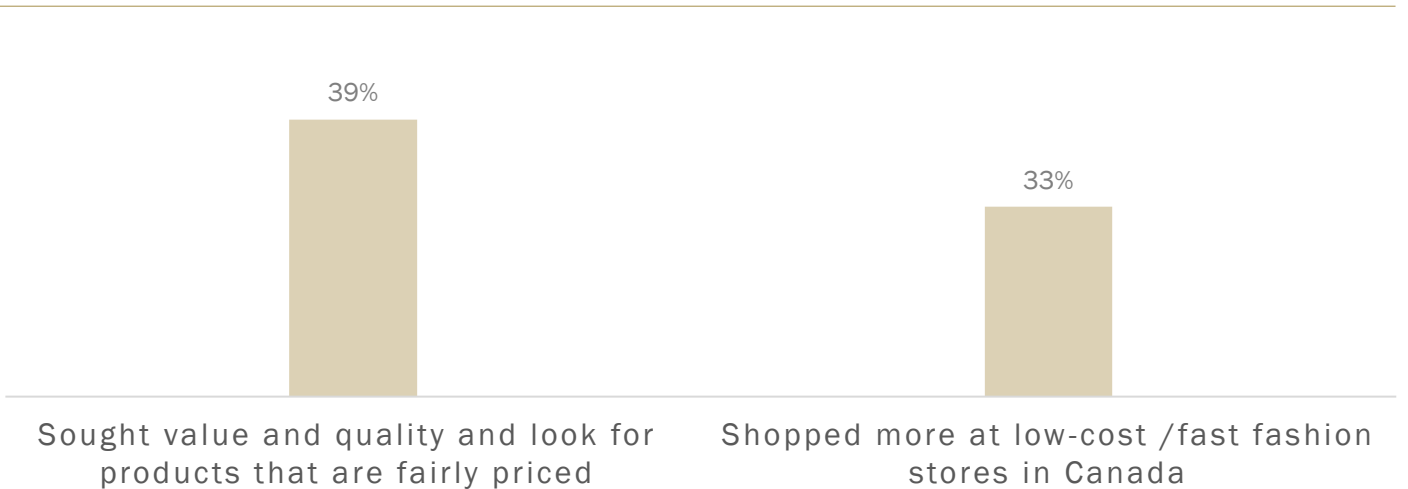
What helps them learn, South Asians in particular, is the browsing of the shop-fronts in **North American style malls**, a vast array of stores all in one place helps them get acquainted with these new brands and aids in physically trying on clothes, given sizing differences. As we know, clothing sizes are not measured uniformly across the world and Asian sizing tends to run smaller compared to that of the US.

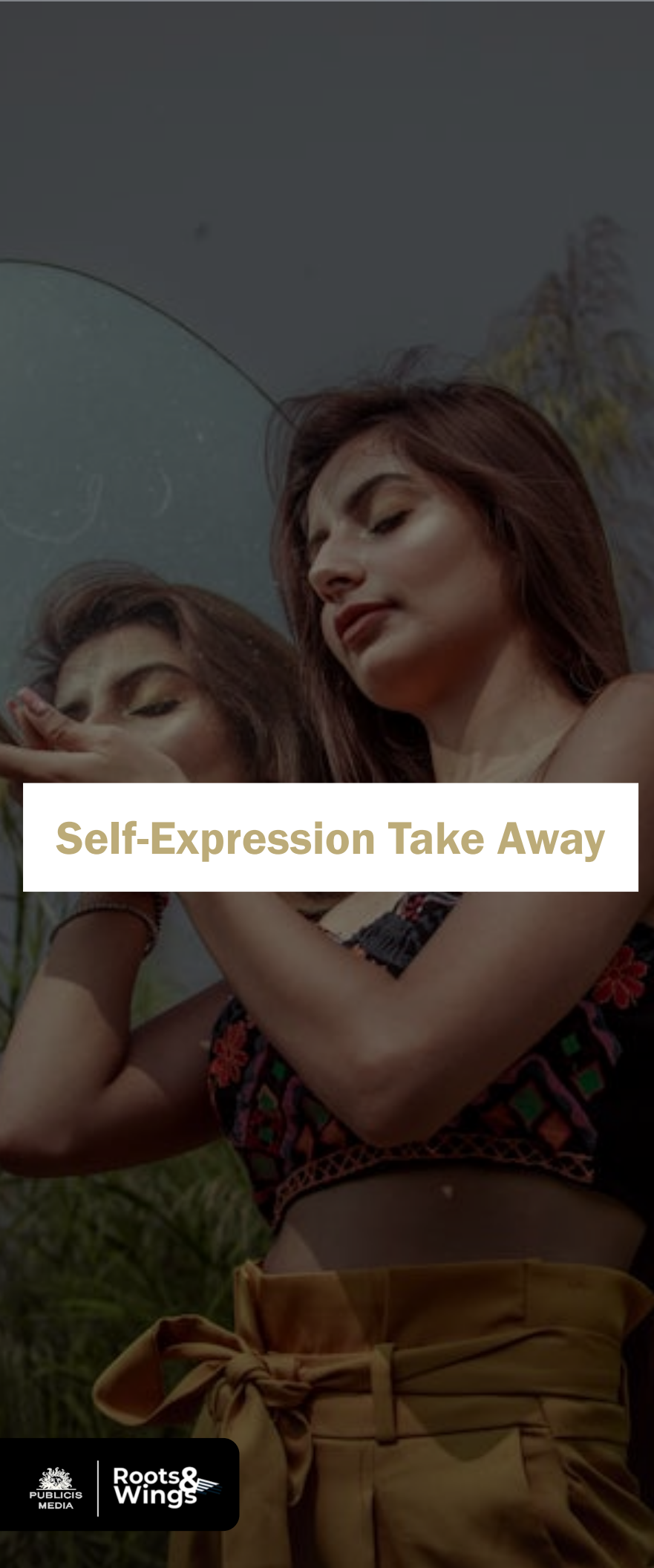


131i

South Asians shopped in-store at malls more than any other major cohort

When shopping for beauty/fashion, 22% said “Value for money” was most important for them. This meant that **affordability and quality** are major factors that drive their decision where to shop and what to buy. Affordability is paramount given financial constraints in their settlement journey and quality is equally important because these clothes need to last for as long as they need them to.





Self-Expression Take Away

Set Them Up For Success.

Fewer expectations of the beauty styles and fashion they choose is liberating but this means new challenges! Brisk weather to deal with, unfamiliar brands, and new products they now need means a helping hand to guide them can go a long way.

05

CULTURE
Holiday Fusions





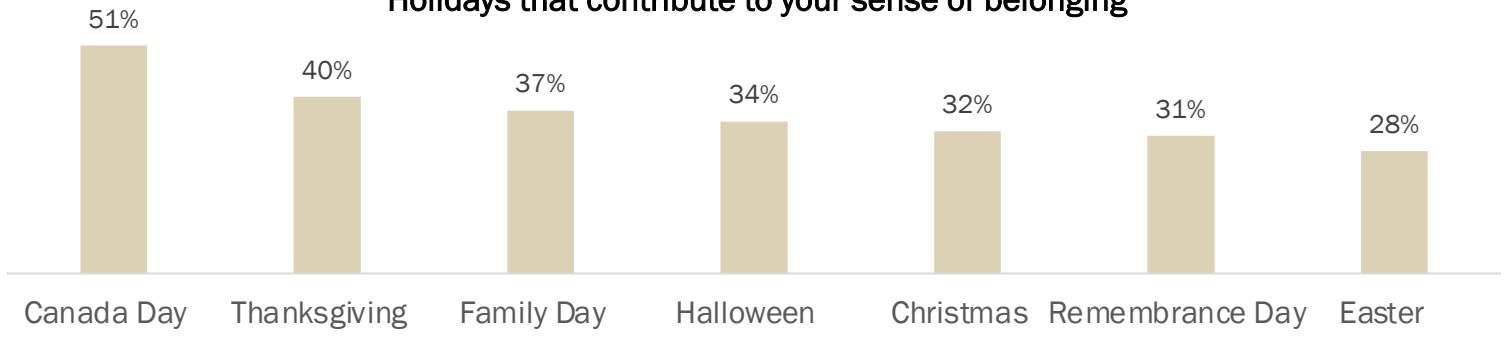
“I want to feel more connected to this place – festivals and holidays are one way to do that.”

Cultural celebrations are fusing us together.

The Holidays That Build The Canada Connection

1 in 10 newcomers use holidays to relax or travel. For the other 90%, holidays are a time to celebrate their roots and embrace their new country's traditions, fostering a sense of belonging. Those that rank at the top for Canada acclimatization are actually the non-Christian based holidays.

Holidays that contribute to your sense of belonging



31%

Love to watch fireworks on Canada Day

Introduce Some Canadian Roots On Canada Day

Canada Day is the number one holiday newcomers look to connect to their new home. Brands that are Canadian-born, appeal to summer mood or want to help newcomers acclimatize can consider this window to be truly inclusive in their comms by inviting them to events, introducing them to Canadian music that acts as the soundtrack to a BBQ or lakeside getaway. Food and beverage brands can take notice, for instance, 1.6MM beers and 730K bags of chips are consumed over this week from newcomers alone!



1 in 3

eat turkey at Thanksgiving

Thanksgiving Is A Time Of Food Fusion

A holiday that surrounds food is an occasion for fusion. 30% of newcomers have adopted eating turkey into their Thanksgiving weekends which for many is a new delicacy. For instance, Turkey is not a popular meal in India due to the different varieties available that are stringier and bonier. Another 30% of newcomers have actually started fusing their home cuisines like “Masala turkey” with this dish, which invites brands to play with content that involves new recipes and ingredients come October.

Winter Holidays Light Up The Dark Days For Newcomers

Christmas Is More About The Lights Than Religion

The long dark winters are one of the hard realities faced, but Christmas is playing a role in fighting depression. 38% of 35-54 year old newcomers are walking around to look at the lights during this time, which is 10% higher than the 18-34 demographic. Although they may not come from western Christian backgrounds, this is the season where celebrations are necessary for the soul.



1 in 3 adopted swapping gifts from the older demographics and 1 in 5 are watching the traditional holiday movies and specials that are considered staples in Canada. Seeing the older demographics skew more, suggest that it is the family of newcomers that are getting into the spirit. This speaks to the "HUGENESS" of the season, where it is all encompassing in Canadian culture for 1/6th of the year.

Hit by seasonal depression



"I went out to see the lights like everyday in December."

"I've seen Christmas at home, but here it's on a HUGE level."

*"Seasonal affective disorder hit me hard."
27% Of All Newcomers*

Family Day Is An Opportunity To Learn Some Winter Activities With The Time Off

The hardships of winter aren't as severe for people who know how to take part in winter activities. We know newcomers are into learning and the dead of winter Family Day is the occasion that leaves us with free time to do so. 41% of South Asian and Filipino people are unfamiliar with the winter activities that Canadians enjoy and opens a window of opportunity for brands to help them associate to some skating, skiing, and other icy activities.



Culture Take Away

Fuel The Festive Fusion.

Know what holidays are opportunities to invite newcomers to more traditional Canadian methods of celebration like Canada Day. With others, have fun with fusion ideas with food-related holidays like Thanksgiving. Help them light their way through winter with an introduction to the activities that bring everyone joy.

06

CLOSING
Takeaways



In Summary

The narratives we heard from newcomer women have painted a vivid picture of the journey they face in Canada – the joys of embracing a new home, the beauty of blending their cherished cultures with new experiences, and the bittersweet moments of nostalgia.

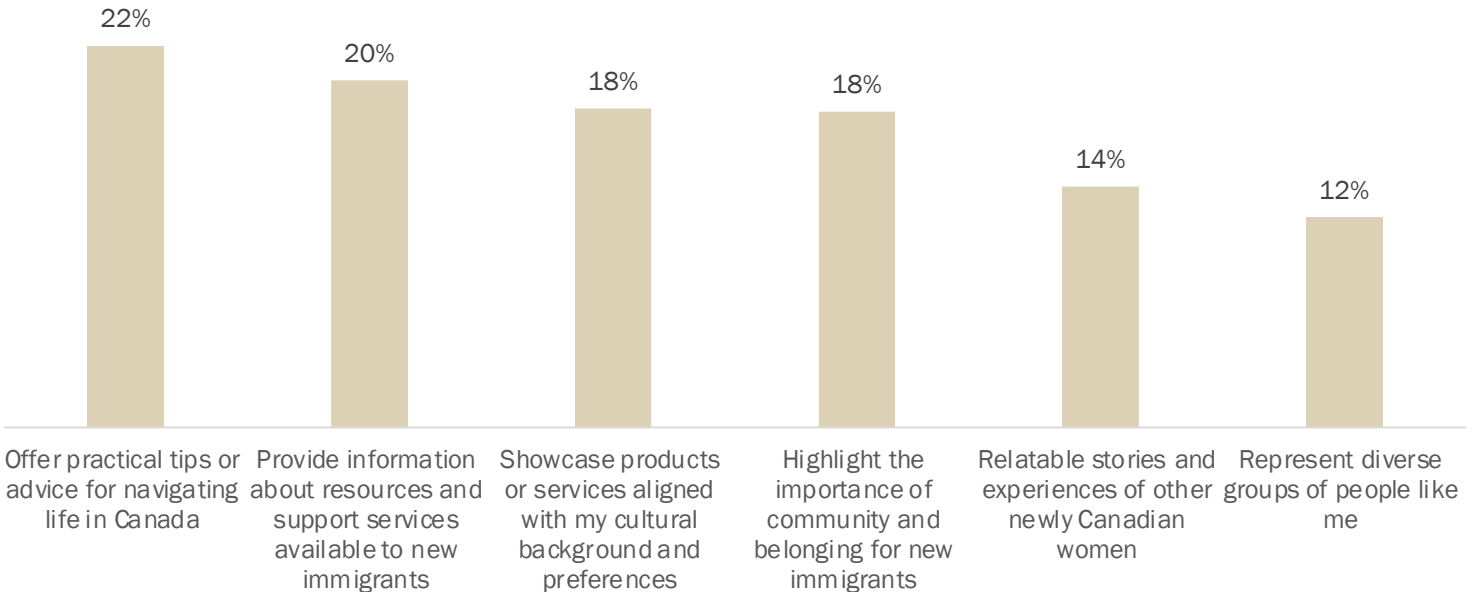
Connecting with these women means more than acknowledging their presence; it means understanding their struggles, guiding them through unfamiliar paths, and celebrating their newfound freedoms. It's about going beyond mere representation in advertising to genuinely supporting their transition.

The below chart paints a picture of how far Canada has come in terms of representation in their advertising but indicates the need for brands to take a new step forward.

It tells us that representation has now become table stakes. It tells us that brands can now take steps to help these women fully embrace who they are, and where they want to go and nourish their memories of roots that they are replanting in Canada.

They Prefer Practicality Over Pictures

Advertising That Appeals To Me



1

Celebrate & Support Their Independence

New life in Canada allows them to embrace their true selves by spreading their wings and enjoying the freedom of self-expression. Some freedoms come with a financial cost too, however, so providing support to these women to help them adjust to newfound independence would be well-received.

2

Help Them Forge Connections

Be mindful that even with all the excitement of new surroundings, they often lack true connection in the early stages of their Canadian journey and are far from their loved ones. Help them connect over food and emerging digital platforms where connections are being made.

3

Help Them Maintain Their Roots Under Their Roofs

With everything new outside, they try to keep their food, and parenting styles from home inside. Shifting household dynamics means a learning curve and more time spent on food prep, house maintenance, and even childcare. Help make their household adjustments easy.

4

Set Them Up For Success

Fewer expectations on the beauty styles and fashion they choose is liberating but this means new challenges. Brisk weather to deal with, unfamiliar brands, and new products they now need means a helping hand to guide them can go a long way.

5

Fuel The Festive Fusion

Know what holidays are opportunities to invite newcomers to more traditional Canadian methods of celebration like Canada Day. With others, have fun with fusion ideas with food-related holidays like Thanksgiving. Help them light their way through winter with an introduction to the activities that bring everyone joy.

07

APPENDIX



Demographics: Skewin' Younger

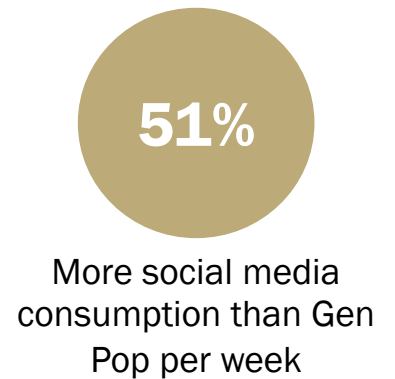
The BIPOC women of Canada, especially those who have recently arrived in Canada (<5 years ago) are **much more likely to be youthful** in their demographic makeup, with **55%-65%** depending on the quarterly survey respondent data, being between the ages of **18-34**. This has a **huge effect** on how they tend to engage with the media landscape in Canada, and what content they spend the most time with as they spend their downtime, seeking inspiration and entertainment

Media: Not Surprisingly, Their Phone Is Their Lifeblood

On Digital media, for example, they spend **22% more hours per week** on this channel vs the rest of Canadians. Their smartphones are the lifeblood of course, with their content-scrolling leaning towards more **entertainment content (41%)** in the form of short-form clips, music and film content to keep them scrolling and are **65% more likely** to consume this content than all other Canadians. This content is largely found on Social and like many of their age groups – they engage with a plethora of platforms as you can see in the table below.

Q. Which Social Platform Have You Used In The Past Month?

Social Platform	%	Index
Facebook	78%	i107
Instagram	67%	i152
FB Messenger	55%	i106
Whatsapp	49%	i200
TikTok	37%	i177
Pinterest	31%	i152
LinkedIn	30%	i139
Snapchat	29%	i211
X/Twitter	22%	i98
Reddit	20%	i140
Other	4%	i73



Streamers At Heart

Typically, not opting for a cable TV subscription when they arrive in Canada, they veer towards more subscription-based services with the **likely players** fighting for their share of streaming hours. Ω

77% Watch TV Content Through Subscription Service Or Online TV (i122 Vs Gen Pop)

NETFLIX

60%, i127



33%, i141

prime video

43%, i113



11%, i220

Streamers at heart, their audio consumption follows a similar pattern, streaming music in the last month at a **44% higher rate** than their fellow Canadians. Interestingly, a large portion of them opt for **ad-based platforms (42%, i120)** – Spotify, YT Music and IHeartRadio being the largest free services in Canada.

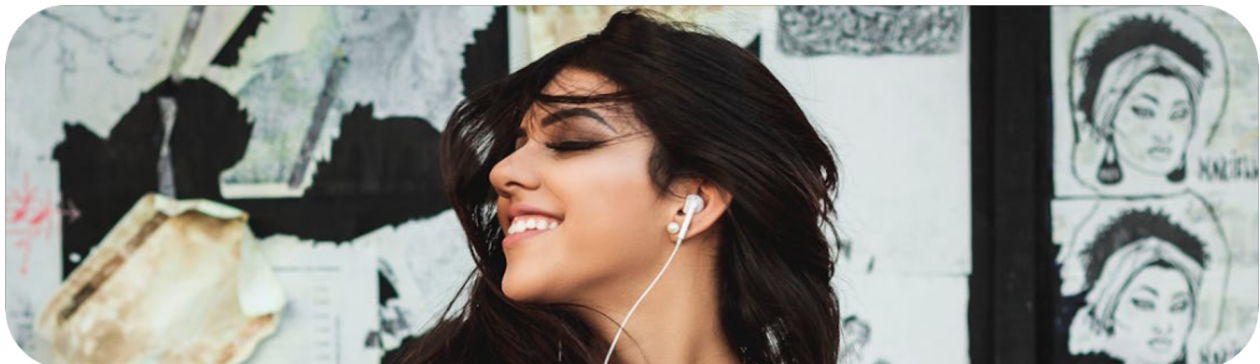
On their airways you can expect to hear a lot of top 40 tunes as they integrate into Canadian listenership habits when socializing or in cabs. However, they have an electric mix of music and still listen with much greater affinity to music that connects with their culture – such as dance, and multicultural songs.

Top Music Genres By % Of Audience

- Top 40 (33%, i125)
- 50's-90's (31%, i83)
- Hip Hop/Rap (29%, i193)

Top Music Genres By Index

- Religious (13%, i240)
- Multicultural (14%, i235)
- Dance (24%, ii208)





Roots & Wings

A Landmark Study Around Female Newcomers

2024

