

# Beverage Category Multicultural Strategy Report

## An Environics Syndicated Study Prospectus

Almost every Canadian organization is aware that, for them to grow and even survive, it is imperative to respond to Canada's growing sociocultural diversity. Consumer spending among the Canadian visible minority population will increase by 66% over the next five years, compared to only 14% for the rest of the population.

For the beverage category, this task is even more vital. Large households headed by the adult foreign-born population account for a significant proportion of grocery spending. But the task of developing a strategy to connect to Canada's myriad of cultural communities is daunting.

Canadian companies need answers to questions such as:

**Is my current 'mainstream' marketing strategy reaching and impacting cultural communities?**

**Does my category over or under index among different cultural communities?**

**Do I need a different strategy to account for distinct consumer behaviours and attitudes?**

**Are my brands known or relevant to different cultural communities?**

This unique data-driven report answers these questions for the largest ethnic cultural segments—Chinese and South Asian Canadians—and provides clear guidance on:

- Product innovation to address unmet needs
- Renovation of existing brands and products
- Positioning & communication to resonate with each cultural community

### RESEARCH OBJECTIVES:

- Frequency of consumption & purchase for beverage types
- Preferred formats and flavours

- Brand specific metrics for your brand and key competitors:
  - Under & over index of key brands
  - Likelihood to purchase
  - Channels used
  - Ad awareness
- Media use

### METHOD & SAMPLE FRAME:

The report will be based on results collected via an online survey conducted in English, and Traditional & Simplified Chinese.

The sample for the survey for the Beverage Category Multicultural Strategy Report will be structured as follows:

	Total	GTA	GVA
<b>General Population</b>	<b>200</b>	<b>100</b>	<b>100</b>
<b>Chinese</b>	<b>300</b>	<b>150</b>	<b>150</b>
1st Gen 0-10 years	100	50	50
1st Gen 11+ years	100	50	50
2nd Gen or more	100	50	50
<b>South Asian</b>	<b>300</b>	<b>150</b>	<b>150</b>
1st Gen 0-10 years	100	50	50
1st Gen 11+ years	100	50	50
2nd Gen or more	100	50	50
<b>Total</b>	<b>800</b>	<b>400</b>	<b>400</b>

### COST:

**Category Level Results Only - \$5000**

**Category and Brand Results - \$12000**

*\*Cost per custom proprietary question: \$1,000*

*\*Custom studies also available.*

### TIMING:

Report available by end of July 2016

## Please contact us to subscribe or for more information

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## About Environics Cultural Markets Research

Canada has one of the highest immigration rates in the world, and nearly one in five Canadians is foreign-born.

The Cultural Markets practice at Environics Research Group leads the research field in understanding the needs and attitudes of immigrants, their children, and the “1.5 generation.” With its long history of research in Canadian cities—some of the most diverse urban centres on earth—and a more recent focus on ethnocultural diversity and its implications for consumption, civic engagement and social change, Environics has a deep understanding of evolving cultural markets in Canada. Our Cultural Markets practice is ready to help your business become relevant and approachable to this dynamic cohort of new Canadians.

We are Canada’s leaders and have a long-term commitment to Canadian multicultural research. Robin Brown and Kathy Cheng of Environics Cultural Markets are recognized leaders in multicultural consumer insights and recently wrote the book, *Migration Nation: A Practical Guide in Doing Business in Globalized Canada*.

[WWW.MIGRATIONNATION.CA](http://WWW.MIGRATIONNATION.CA)

[WWW.ENVIRONICS.CA/CULTURAL-MARKETS](http://WWW.ENVIRONICS.CA/CULTURAL-MARKETS)

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