

Ethnic Shopper Survey Insights

What is it

Introducing the NielsenIQ Syndicated Ethnic Shopper Survey—an invaluable resource for gaining insights into Canadian shoppers. By including both ethnic and non-ethnic shoppers, we present a complete picture of how Canadians shop, enabling a thorough comparison between these two consumer segments. This survey delves into various aspects of consumer behavior, including channel preferences, attitudes towards private label and sustainable products, as well as organic product consumption. the activities undertaken by shoppers prior to and during their shopping trips.

Deliverables & Investment

Excel data table of the survey: \$4,000

(n=12,050 respondents in Total; n=3,278 First Generation Ethnic shoppers, n=1,149 South Asian shoppers, n=684 Chinese shoppers, n=683 Filipino shoppers, n=394 Latin American shoppers, n=256 Arab shoppers)

PowerPoint report if needed: +\$2,000

For more information, contact your NielsenIQ representative.

Key benefits

The survey on the NIQ Omnishopper Panel boasts an impressive participation of over **12,000** panelists. Among them, we have a robust sample of **3,000+ ethnic shoppers**, offering a comprehensive understanding of both ethnic and non-ethnic consumer behavior.

Key aspects covered in the survey include:

- Percentage breakdown of first generations vs. second generations
- Channels preferred by ethnic shoppers for their shopping needs
- Motivations behind choosing ethnic stores for shopping
- Preferences of ethnic shoppers regarding products made in Canada
- Shopping frequency at ethnic stores
- Factors influencing store choice
- Pre-shopping activities undertaken by ethnic shoppers
- Shopping behaviors and activities while at the store
- Media habits of the panelists
- Attitudes towards store brands, organic products, and sustainability

How do ethnic Canadians shop?

