

PMB Portrait: Ethnic Diversity in Canada



Canadian cultural diversity distinguishes it from most other countries. PMB reflects that Canadian mosaic by including questions about ethnic backgrounds – in fact using the same questions as Statistics Canada uses for its census data. The PMB questions provide members with the opportunity to determine readership patterns, media habits, product and brand usage according to the ethnic backgrounds of Canadians.

PMB makes special efforts to include *all* Canadian residents in the survey, regardless of ethnic or language barriers. Special efforts include using translators and having multi-language interviewers. Consequently, less than 1% of the sample fails to complete the interview for language reasons with the result that the PMB sample includes ethnic groups in proportion closely matching the latest Statistics Canada census data.

<i>% of the population</i>	Statistic Canada (all persons) *	PMB 2010 Fall (12+)
Visible minority population **	16	17
South Asian	4	4
Chinese	4	3
Black	3	3
Filipino	1	1
Latin American	1	1
Arab	1	1
Southeast/West Asian	2	1
Not a visible minority	84	83

PMB ethnicity information can also be used to analyze psychographic attitudes. For instance, Canadians reporting Filipino as their ethnic background and South Asian Canadian are likely to be “Budget Fashion Conscious” (indices: 146 and 122 respectively), while people in the Black and Latin/South American ethnic groups tend to keep abreast of fashion and take pride in wearing the latest styles (“Label Queens” index 143 and 146 respectively).

* Statistics Canada. (2006). Visible minority by population, by age group. (2006 census). Retrieved May 20th, 2010 from the World Wide Web: <http://www40.statcan.gc.ca/l01/cst01/demo50a-eng.htm>

** *Employment Equity Act* defines visible minorities as 'persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour (Statistics Canada)

Comparing grocery-purchasing habits according to ethnicity, we see that Filipino Canadians are more likely to be “Brand Central” (index 148). However, the majority of other ethnicities index high on the “Eat ‘n’ Run” cluster that captures people who don’t like to cook and are very likely to order take-out food rather than prepare a meal themselves.

Differences among ethnic backgrounds also become apparent in terms of media consumption habits. For example, Latin American and Black ethnicities tend to read the highest number of magazine issues per month (5.7 and 5.6 issues respectively). Blacks and Aboriginals watch the most television (27 and 28 hours per week respectively compared with the Canadian average of 22 hours compared with Canadians of Japanese origin who spend as little as 10 hours. Radio listening is noticeably higher among West Asian Canadians (16 hours per week) in comparison to Canadians of Arab origin who tune in 7 hours per week on average.

The vastness of PMB product and brand data can also be viewed according to ethnicity. For example, 44% of Canadians of Filipino origin report that they used facial moisturizer in the past 6 months (compared with 38% of whites), and they tend to prefer fragrance-free and regular kinds of moisturizer. Four out of every ten Filipino Canadians bought prescription eyeglasses in the last six months; 66% belong to customer rewards programs; and about 5% took a cruise vacation in the past three years. There are many other ethnicity data nuggets in PMB, for example:

- 30% of aboriginal Canadians vacationed outside of Canada in the past 3 years
- Blacks are more likely to have cable telephone services in the household
- 13% of Canadians of Arab origin have principal residence mortgage
- 262,000 Canadians of Chinese origin and 115,000 of those reporting Latin, Central, or South American origin did volunteer work in the past 2 years
- 6% of South Asian Canadians wrote to a public official in the past 2 years
- 14% of Japanese Canadians visited a casino in the past year

by Katya Matkova; PMB