

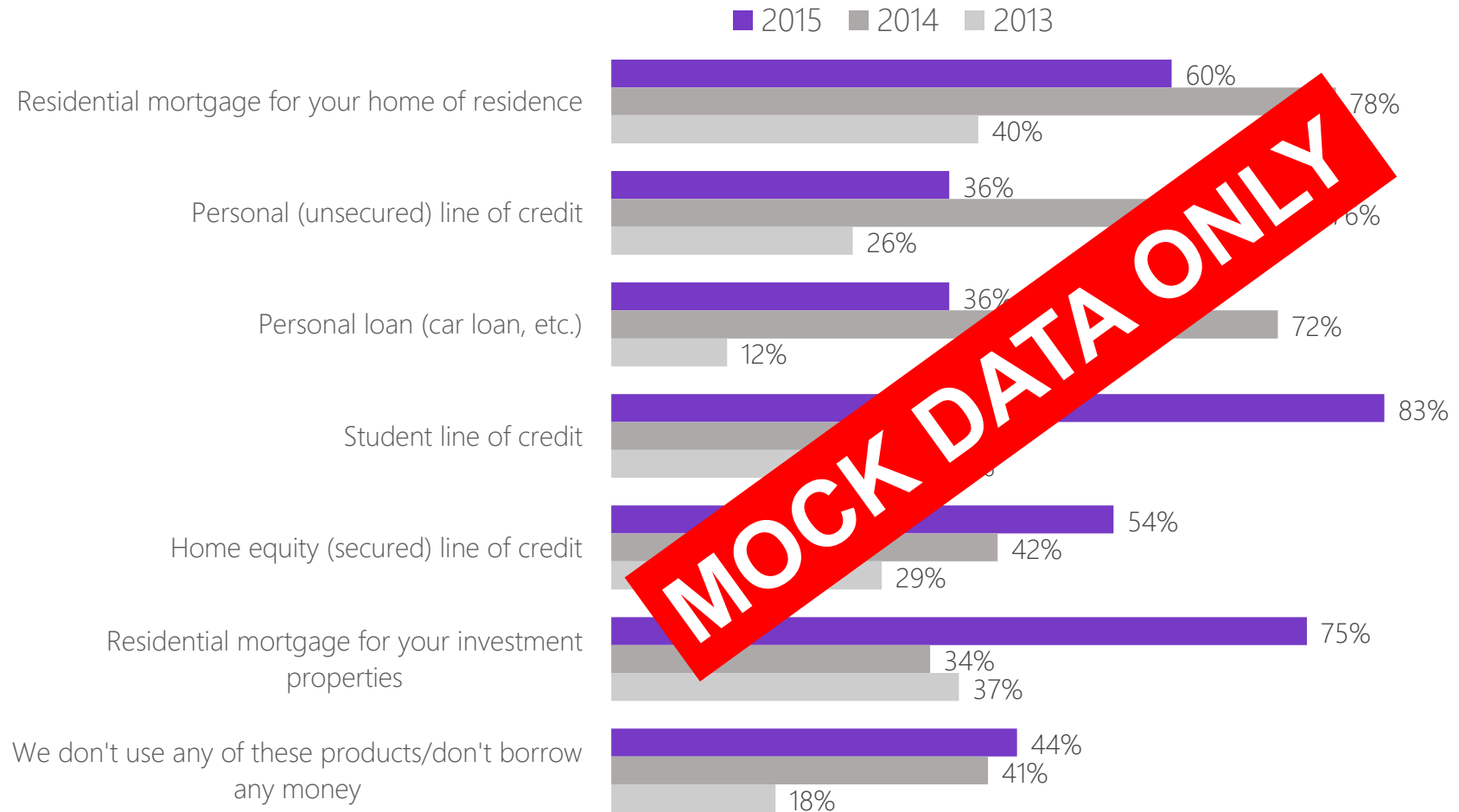
# Financial Services among New Canadians

An Environics Syndicated Study

Sample Slides in  
The Lending Report

**ENVIRONICS**  
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# Financial Products and Services Used



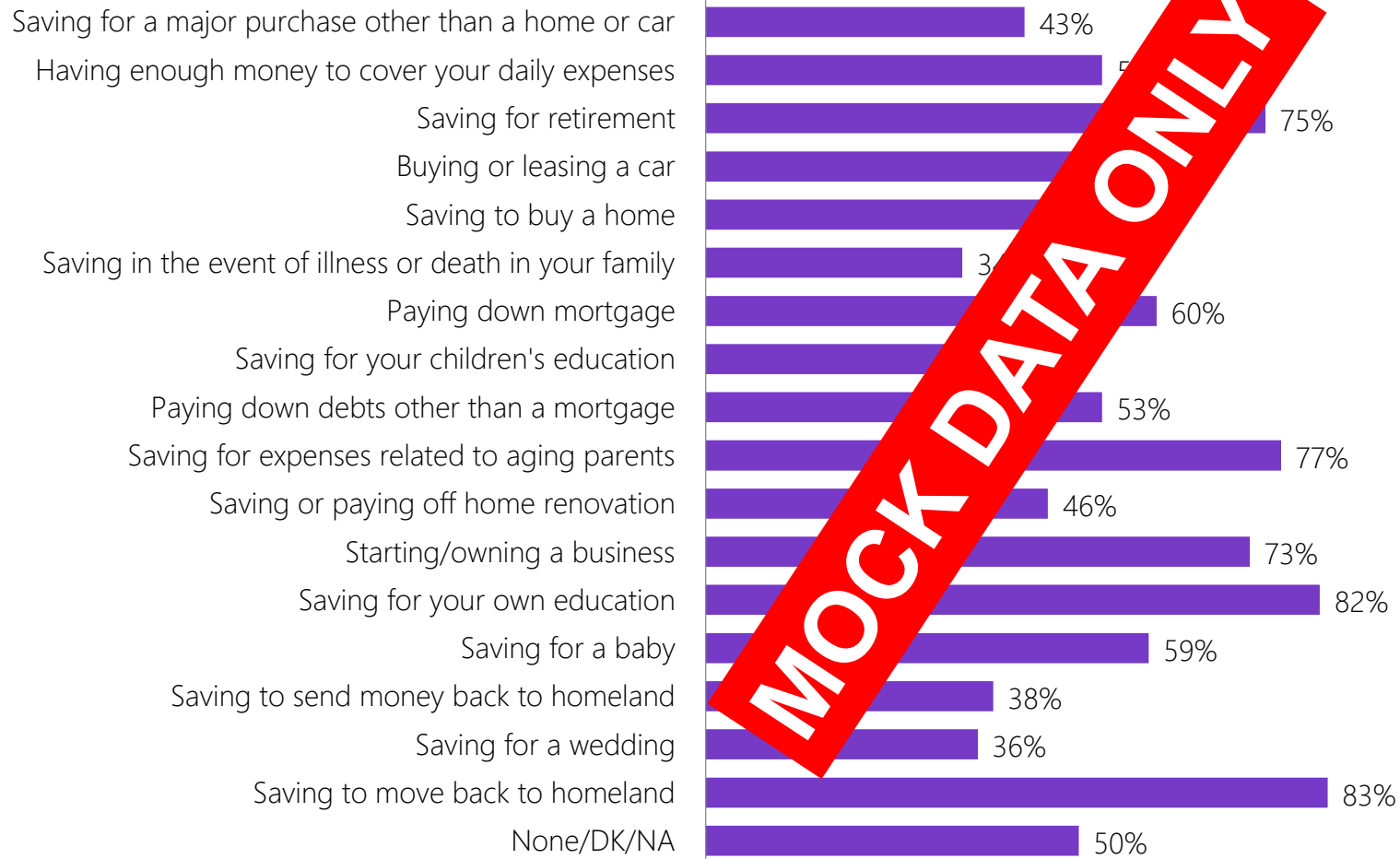
↑/↓: Significantly higher/lower than 2014 study, at 95% confidence level

Base: All Chinese Respondents –2013 (582), 2014 (503), and 2015 (512)

QE1B. Please identify which, if any, borrowing or credit products and services your household currently uses.

# Financial Goals

Financial Goals (for the next 5 years):



Base Size: All Chinese newcomers n=512

B1. Below is a list of possible financial goals. For each, please indicate if it is one of your financial goals for the next 5 years

# Approaches to Finances and Investment

How well does each statement describe you? (Top 2 Box):



**MOCK DATA ONLY**

Base Size: All Chinese newcomers n=512

B2. People have different approaches to finances and investment. Below are some statements describing some of these approaches. Please use the scale below to tell us how well each statement describes you:

# Opinions about Finances

Please tell us which of the following better expresses your opinion about finances:

Credit is a temptation. I prefer not to have access to it

34%

Access to credit is important to manage my finances

I chose my first bank in Canada based on my friends/family recommendation without doing a lot of research myself

45%

55%

I did quite a lot of research on banking in Canada before I chose my first bank

Managing finance in Canada is a completely different from that in my home country

68%

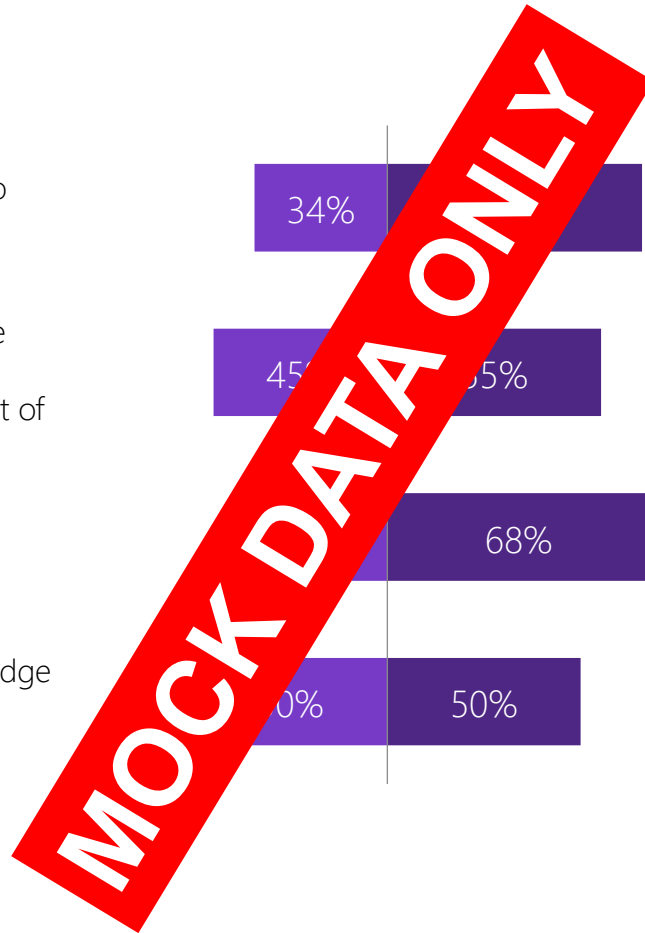
Managing finance in Canada is not too different from that in my home country

I do not think I have enough knowledge to get the most out of the financial services choices available to me in Canada

30%

50%

I feel as though I have the knowledge to get the most out of the financial services choices available in Canada

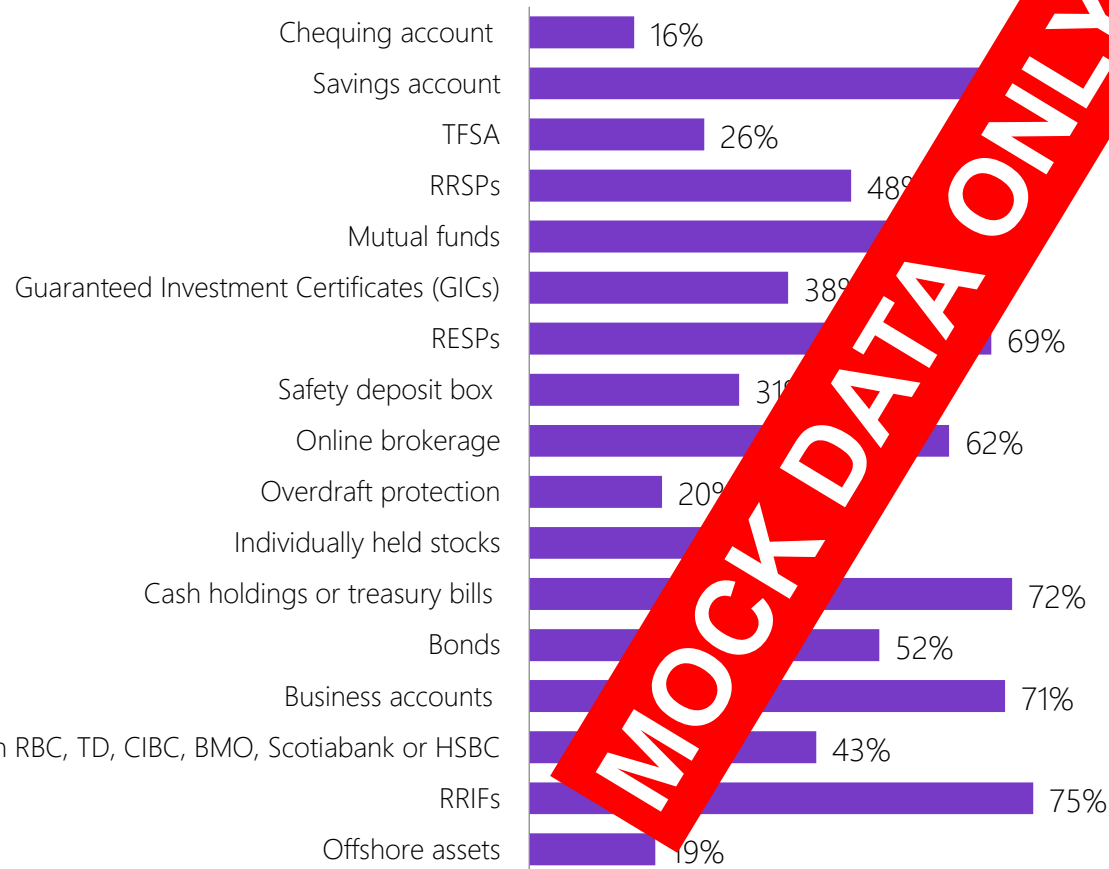


Base Size: All Chinese newcomers n=512

B3. Please tell us which of the following better expresses your opinion about finances:

# Financial Products and Services Used

Please indicate what financial products or services you and your household currently have:

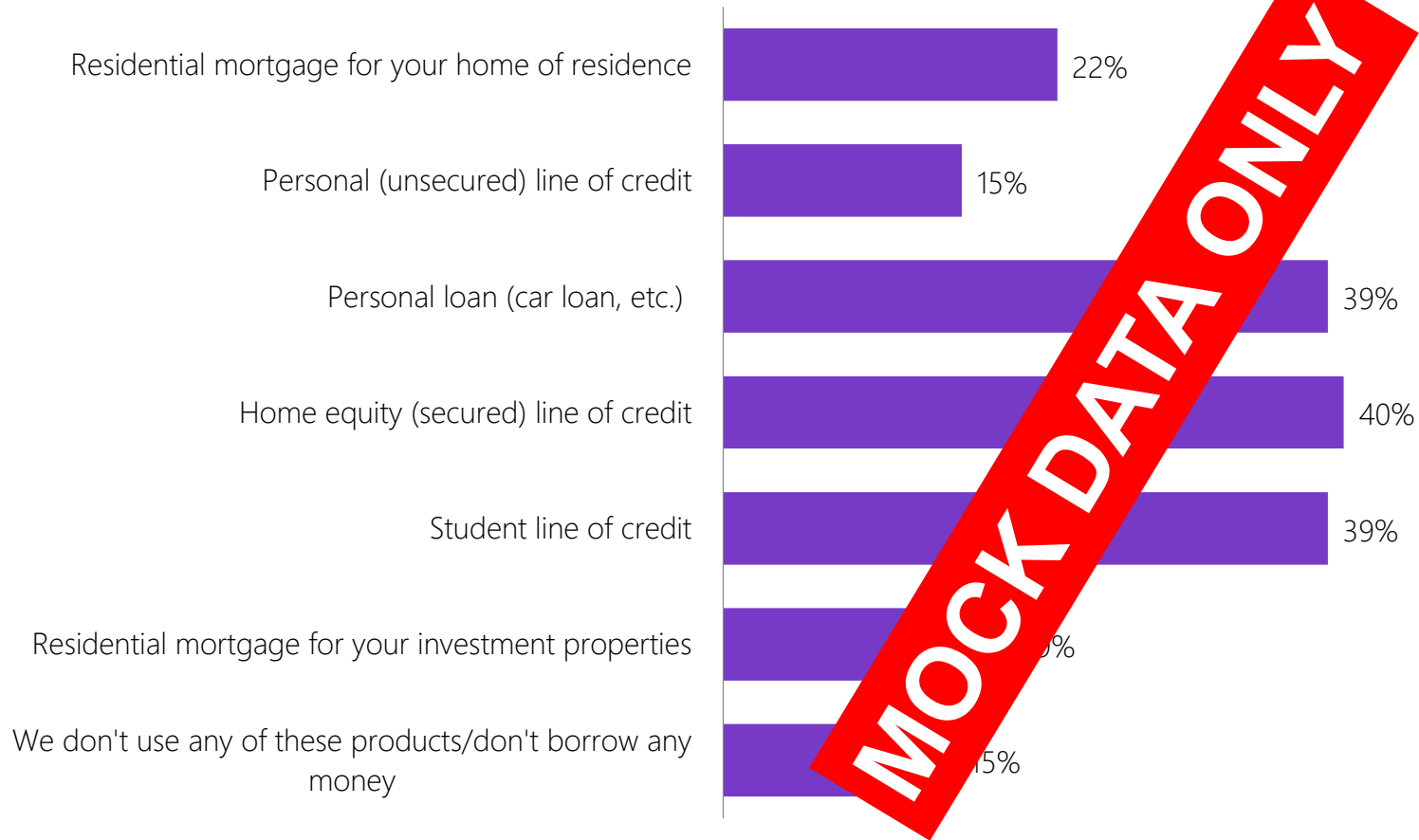


Base Size: All Chinese newcomers n=512

QE1A. Please indicate what financial products or services you and your household currently have? By household, we mean you or any other member of your household.

# Borrowing and Credit Products and Services Used

Please identify which borrowing or credit products and services your household currently uses:



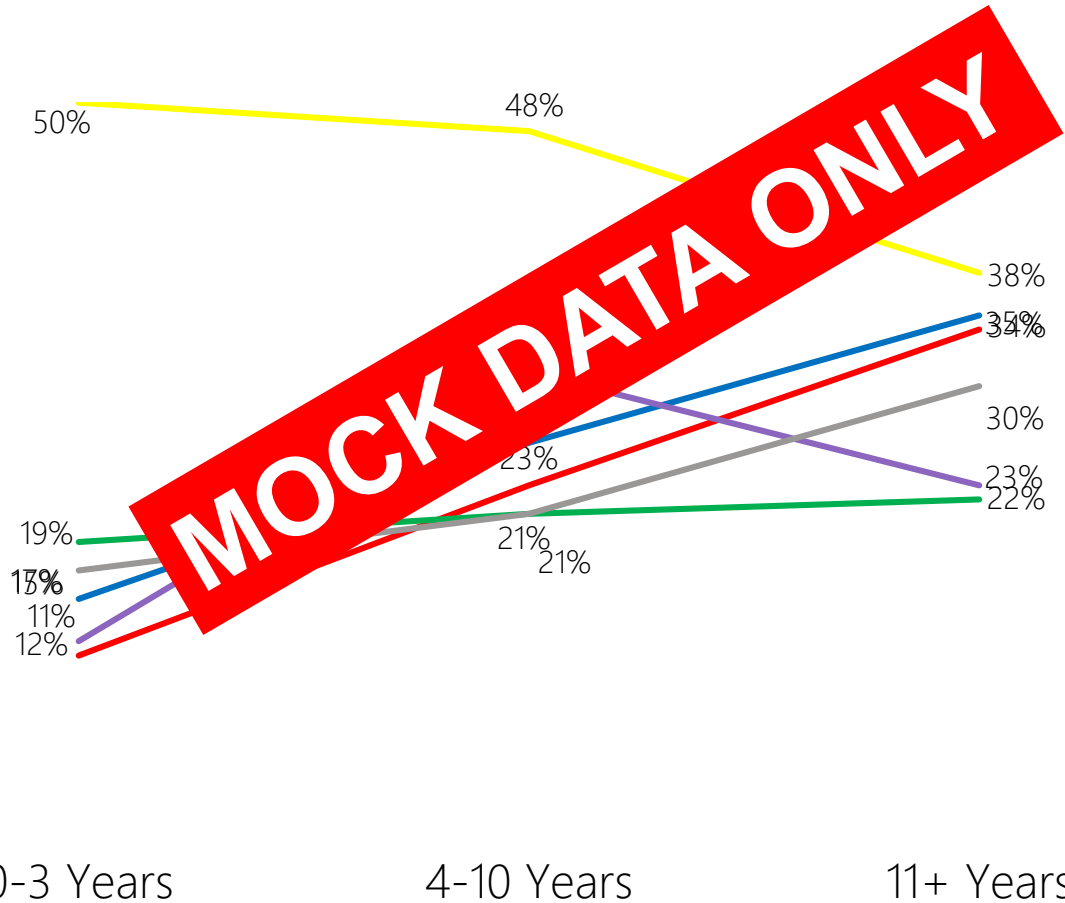
Base Size: All Chinese newcomers n=512

QE1B. Please identify which, if any, borrowing or credit products and services your household currently uses.

# Borrowing and Credit Products and Services Used

### Borrowing and Credit Products by Tenure:

- Personal loan (car loan, etc.)
- Personal (unsecured) line of credit
- Student line of credit
- Home equity (secured) line of credit
- Residential mortgage for your home of residence
- Residential mortgage for your investment properties



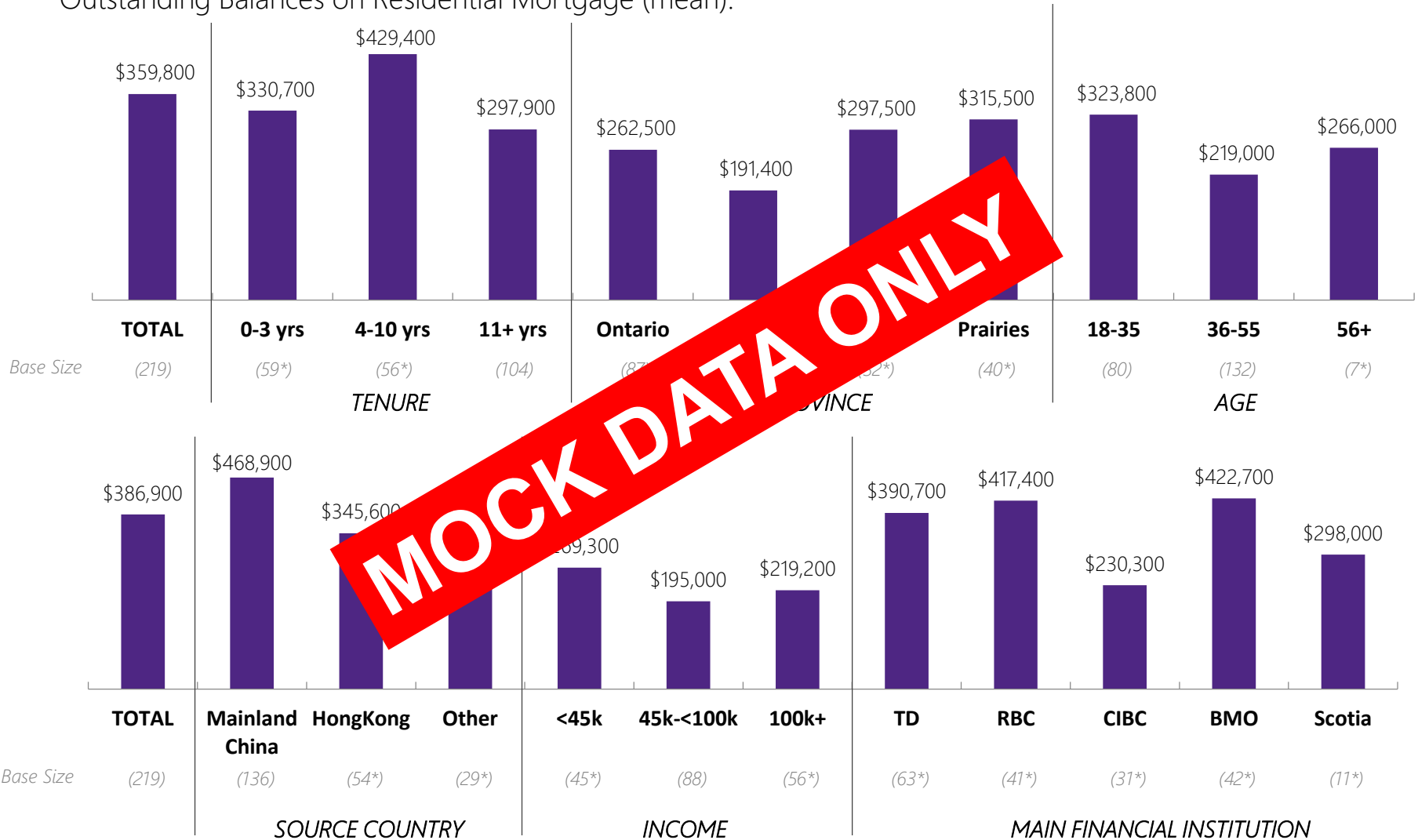
Base Size: All Chinese newcomers; 0-3yr=152, 4-10yr=103, 11+yr=257

QE1B. Please identify which, if any, borrowing or credit products and services your household currently uses.



# Outstanding Mortgage Balances

Outstanding Balances on Residential Mortgage (mean):



**MOCK DATA ONLY**

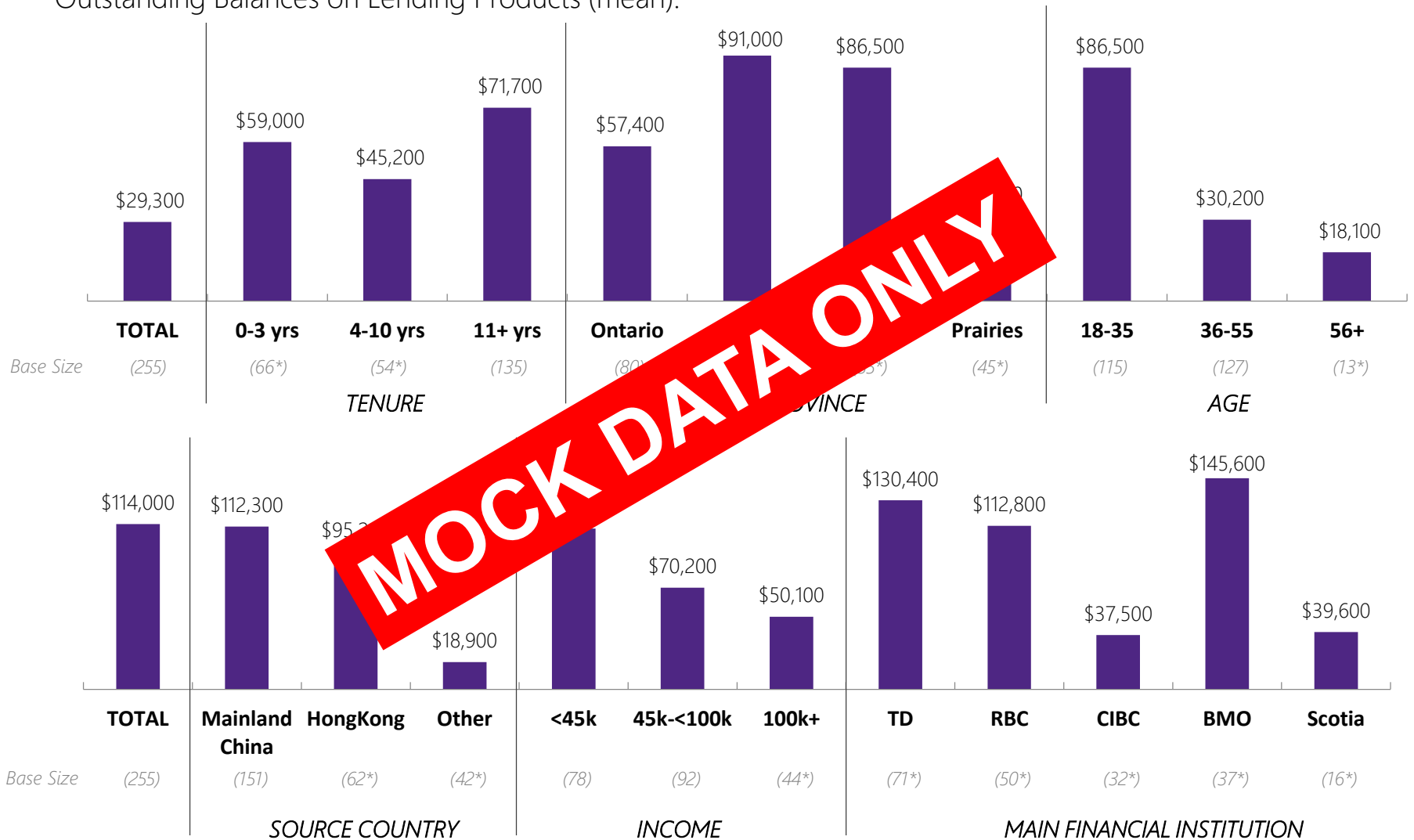
Base Size: All Chinese newcomers with mortgage

\*Caution: Low base size

QE1D. Think of all the financial products and service you just specified. Can you select the range that best reflects the amount you and your family currently have in each of following category? Your best estimate is fine.

# Outstanding Lending Product Balances

Outstanding Balances on Lending Products (mean):



Base Size: All Chinese newcomers with lending products

\*Caution: Low base size

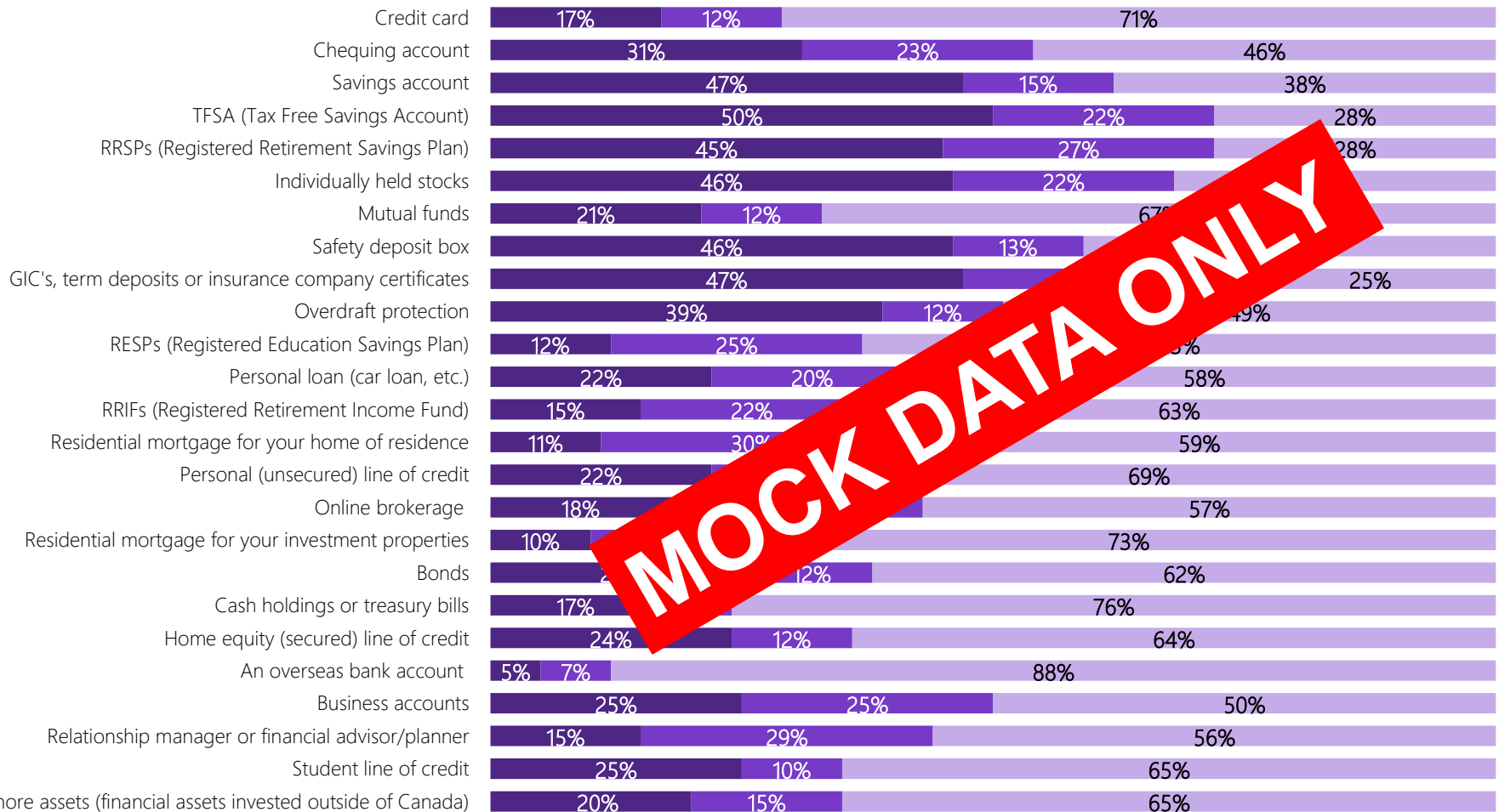
QE1D. Think of all the financial products and service you just specified. Can you select the range that best reflects the amount you and your family currently have in each of following category? Your best estimate is fine.

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# Financial Products and Services Not Used

Consideration of using products:

■ In the next 12 months   ■ In the next 2-5 years   ■ Would not consider



**MOCK DATA ONLY**

QE10. Below are some financial products and services that you currently do not have/use. Would you consider using any of them in the next 12 months or so? What about in the next 5 years?

# The Newcomer Report

With a focus on the total past 10-year newcomer market and paying specific attention to past 1-year new arrivals and first Canadian bank account opening dynamics, Environics Research Group will conduct an online survey with a total of 1,000 recent immigrants who landed in Canada no more than 10 years ago.

## TENURE QUOTAS:

0-1 year – 200

2 years – 200

3 years – 200

4-5 years – 200

6-10 years – 200

## ETHNICITY QUOTAS:

South Asian – 250

Chinese – 250

Filipino – 250

Other – 250

## REGIONAL QUOTAS:

Ontario – 300

Quebec – 300

British Columbia – 300

Alberta, Manitoba &  
Saskatchewan – 300

## INVESTMENT:

\$55,000

# The Chinese and South Asian Canadians Report

With a focus on the two largest cultural groups in Canada and the ability to deep dive by tenure, region and other subgroups of interest (e.g. Cantonese vs. Mandarin speaking Chinese), Environics Research Group will conduct an online survey with a total of 1,000 recent immigrants (500 each for Chinese and South Asian).

## TENURE QUOTAS:

0-3 years – 150

4-10 years – 100

11+ years – 250

## REGIONAL QUOTAS:

Ontario – 150

British Columbia – 150

Quebec – 150

Alberta – 150

## INVESTMENT:

\$55,000

# The Lending Report

With a focus on lending products – including attitudes towards borrowing and product usage behaviours – and the ability to deep dive by tenure, ethnicity and region, Environics Research Group will conduct an online survey with a total of 1,500 immigrants.

## TENURE QUOTAS:

0-1 year – 200

2 years – 200

3 years – 200

4-5 years – 200

6-10 years – 200

11+ years - 500

## ETHNICITY QUOTAS:

South Asian –500

Chinese –500

Filipino – 250

Other – 250

## REGIONAL QUOTAS:

Ontario – 500

Quebec – 300

British Columbia – 400

Alberta, Manitoba &  
Saskatchewan – 300

## INVESTMENT:

\$35,000

# The Investment Report

With a focus on investment products – including attitudes towards investment and product usage behaviours – and the ability to deep dive by tenure, ethnicity and region, Environics Research Group will conduct an online survey with a total of 1,500 immigrants.

## TENURE QUOTAS:

0-1 year – 200

2 years – 200

3 years – 200

4-5 years – 200

6-10 years – 200

11+ years - 500

## ETHNICITY QUOTAS:

South Asian –500

Chinese –500

Filipino – 250

Other – 250

## REGIONAL QUOTAS:

Ontario – 500

Quebec – 300

British Columbia – 400

Alberta, Manitoba &  
Saskatchewan – 300

## INVESTMENT:

\$35,000

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<http://environicsresearch.com/insights/newcomer-study/>

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