

2017 Financial Services Among New Canadians

An Environics Syndicated Study Prospectus

“Canada on track to welcome more than 300,000 immigrants in 2016”

Environics Research understands the importance of new Canadian clients to Canada’s financial institutions and has been conducting its syndicated study, *Financial Services Among New Canadians*, since 2010. The new 2017 study tracks key performance measures, including penetration, satisfaction, use of financial products and services, and first bank relationship and decision-making dynamics among Canada’s key growth segments. More than that though, it identifies important trends and changes in consumer mindsets and behaviours in the increasingly competitive financial services landscape in Canada. The study has been broken down into two exclusive reports—*The Newcomer Report* and *The Chinese and South Asian Canadians Report*.

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 will conduct an online survey with a total of 1,300 recent immigrants who landed in Canada no more than 10 years ago.

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 will conduct an online survey with a total of 850 recent immigrants (425 each for Chinese and South Asian).

2017 Study Sample Plan

Newcomer Report

Chinese and South Asian Report

	South Asian (425)	Chinese (425)	Filipino (325)	Other(325)
1 Year or Less (300)	75	75	75	75
2 Years (300)	75	75	75	75
3 Years (300)	75	75	75	75
4-5 Years (200)	50	50	50	50
6-10 Years (200)	50	50	50	50
11+ Years (200)	100	100		

**All survey participants will be at least 18 years of age, and also identify as one of the decision-makers for their personal or household financial needs. Participants will have the choice of responding to the survey in one of the following languages/scripts: English, French, simplified Chinese and traditional Chinese. Results will be weighted using census data projected to 2016 by ethnicity/source country, tenure and region.*

Subscribers to the 2017 study can also choose to add additional modules or proprietary questions to meet their specific needs (e.g., temporary residents, general population, etc.)

Information scope

- Financial goals and attitudes towards managing finances
- Overall market penetration of financial institutions
- Market penetration of financial institutions by product
- Satisfaction with, and likelihood to recommend, current main financial institution, and likelihood to consider other financial institutions when new needs arise
- Use of financial products and services
- First bank dynamics among Canadians who have been in Canada for no more than 5 years
- Key demographic characteristics

Deliverables

- A detailed report in PowerPoint
- A custom presentation in Toronto
- Detailed computer tabulations

Schedule

Confirmation of participation by:	November 1, 2016
Fieldwork to be completed by:	End of February, 2017
Syndicated report:	Mid to late April, 2017
Customized report:	Mid-May, 2017

Investments

The 2017 study subscribers could choose from the following options:

Core studies

- The Canadian Newcomer Report: \$80,000
- The South Asian Canadian Report: \$25,000
- The Chinese Canadian Report: \$25,000
- Customized report: \$15,000*
- All reports (includes customized report & one presentation): \$105,000

**per 40-45 slides or 80 hours of associate time*

**slide estimates above are for actual analysis that requires data tables. We will not be charging for title page, table of contents and other "general" pages.*

Additional Options

- Proprietary close-ended question: \$1,500
- Proprietary open-ended question: \$2,500
- Proprietary answer choice: \$300
- 2017 Investment Syndicated: \$20,000
- 2017 Insurance Syndicated: \$20,000

'Yes/no,' rating scale or unaided pre-coded list questions are priced as a full question for the first three items and then additional charges apply for remaining items. Please contact us to confirm pricing.

The above prices are in Canadian dollars, excluding HST. Invoicing will be 50% upon subscription and 50% upon delivering the final report.

Costs for additional modules are available upon request.

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 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 long-term commitment to Canadian multicultural research and 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.

www.environicsresearch.com/cultural-markets

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