

2018 Canadian Newcomer Pre Arrival Study

An Environics Syndicated Study Prospectus

Canada welcomed 1.2 million new immigrants between 2011 and 2016

Interested in learning more about the opportunity to attract potential Canadian newcomers ahead of their arrival and understand their journeys and decision-making process? Our syndicated pre-arrival study explores financial attitudes and behaviours of pre-arrival immigrants from top source regions including the Philippines, China (mainland), and South Asia (India, Pakistan, and Bangladesh).

Topics Of Exploration Include:

- > Banking Habits / Financial Attitudes
- > Financial Services in Canada
- > Social Media & Financial Technology Usage
- > Immigration Journey / Motivations
- > Classification / Demographic

2018 Study Sample Composition

Region	Country	Language	Basic option (n=300)	Comprehensive (n=450)
China	Mainland China	Simplified Chinese	100	150
South Asia	India, Pakistan, Bangladesh	English	100	150
Philippines	Philippines	English / Tagalog	100	150

Our comprehensive option provides statistically more stable results and gives you the ability to look at the data by key subgroup and compare the differences (i.e. by immigration program.)

Deliverables

- > Questionnaire design in consultation with client
- > Programming of surveys in English, Simplified Chinese, and Tagalog
- > Survey execution
- > A detailed report in PowerPoint and computer tabulations
- > An in-person presentation in Toronto

Study Schedule

Tasks	Timing
Client commitment by	March 30, 2018
Questionnaire design begins	April 2, 2018
Clients add their proprietary questions (if needed)	April 9, 2018
Questionnaire approval and editing begins	April 16, 2018
Questionnaire translation, programming, pre-testing begins	April 23, 2018
Fieldwork begins	April 30, 2018
Analysis/reporting begins	May 28, 2018
Presentation and discussion	TBD

Study Costs

Options	Price
Basic Option: 300 pre-arrivals	\$52,000
Comprehensive: 450 pre-arrivals	\$72,000
Additional Items	
Proprietary Close-Ended Question	\$1,500
Proprietary Open-Ended Question	\$2,000
Additional Proprietary Answer Choice	\$300
Additional Professional Time	
A day of an associate's professional time	\$1,500
Customized Report (~40-45 slides or 80 hours of associate time)	\$15,000

- > The cost includes the language option of English, Simplified Chinese, and Tagalog
- > All costs are exclusive of 13% HST.
- > It is Environics' practice to bill 50% upon confirmation of the project, with the balance due upon satisfactory completion of the project.
- > Customized report – Number of pages estimated above is for actual analysis that require looking at data tables. We will not be charging for title page, table of contents and other "general" pages.

Please contact us to subscribe or for more information

Project Manager

Bernice Cheung, MBA
VP, Cultural Markets & Financial Services
Environics Research
416•969•2841
bernice.cheung@environics.ca

Project Director

Minjung Koo
Senior Research Associate
Environics Research
416•969•2798
minjung.koo@environics.ca

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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