

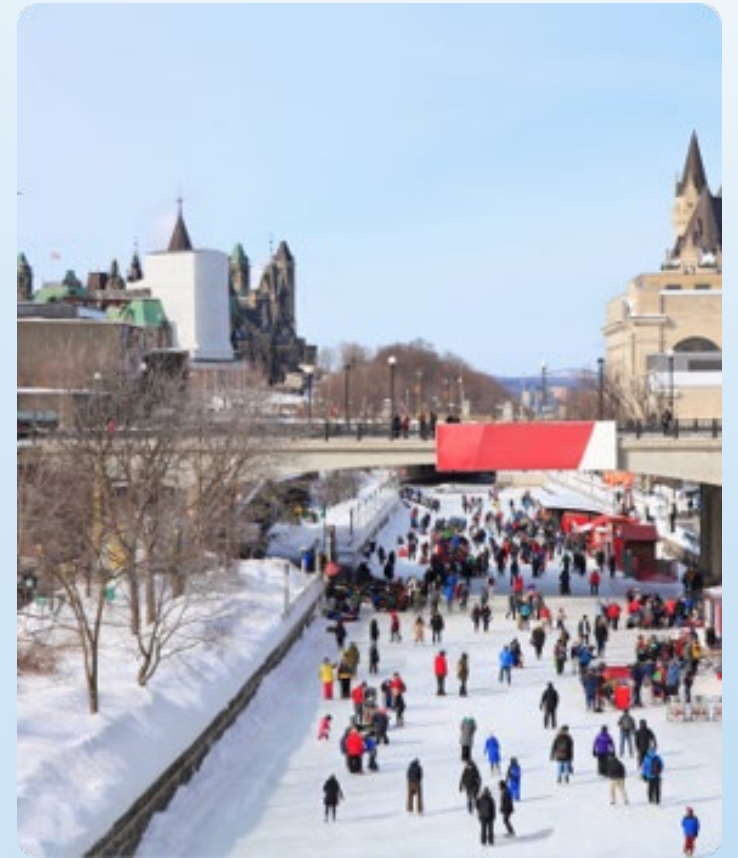


Leger

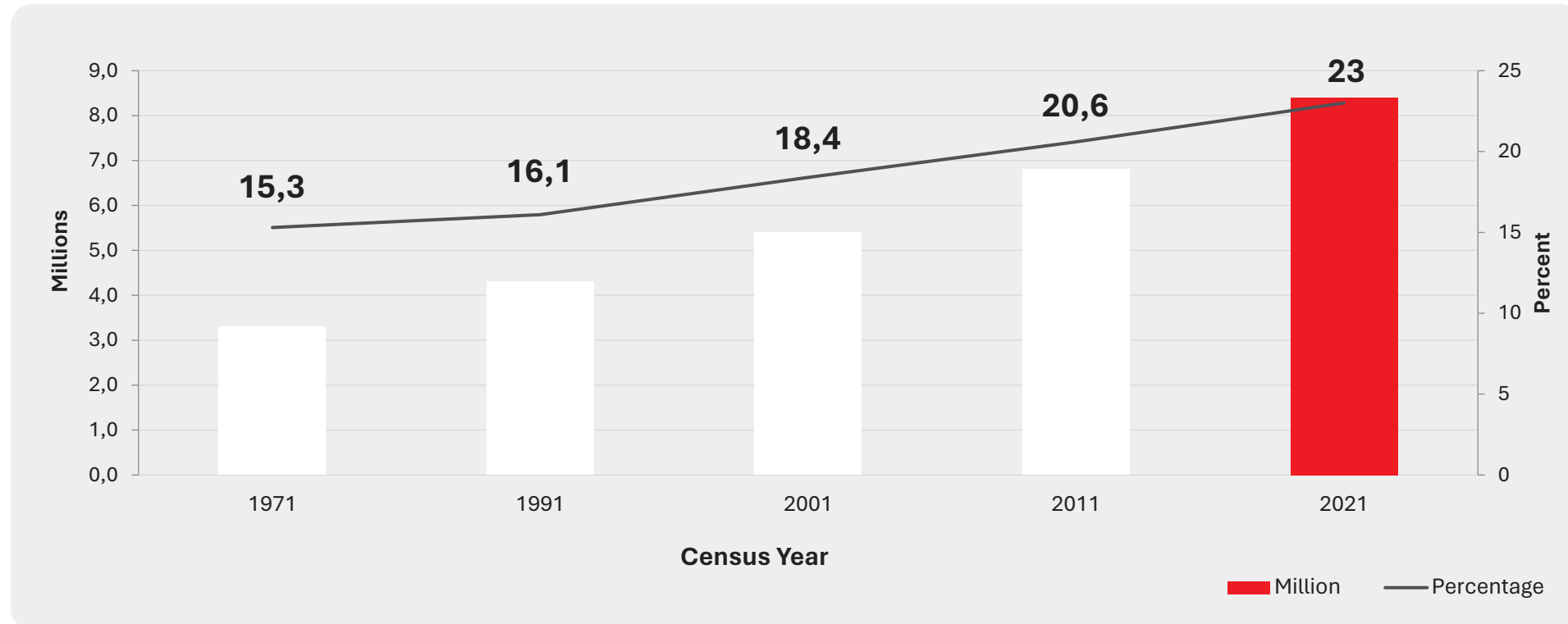
CRACKING THE NEWCOMER CODE 2024

1

The Context

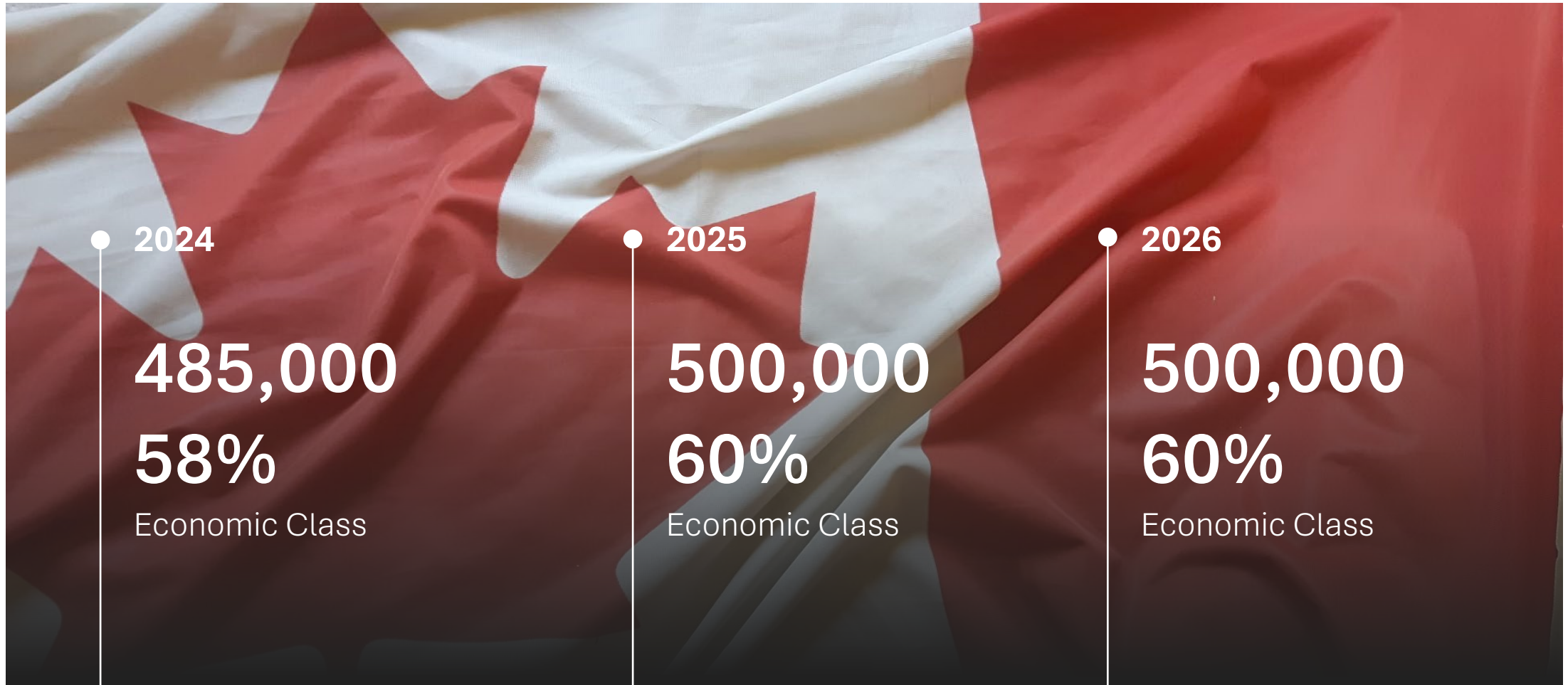


Why is Immigration Important To Canada?



* Source: Statistics Canada, Census of Population, 1871 to 2006, 2016, 2021 and National Household Survey, 2011

2024 to 2026 Immigration Targets



* Source: Government of Canada's Immigration Levels Plan for 2024-2026

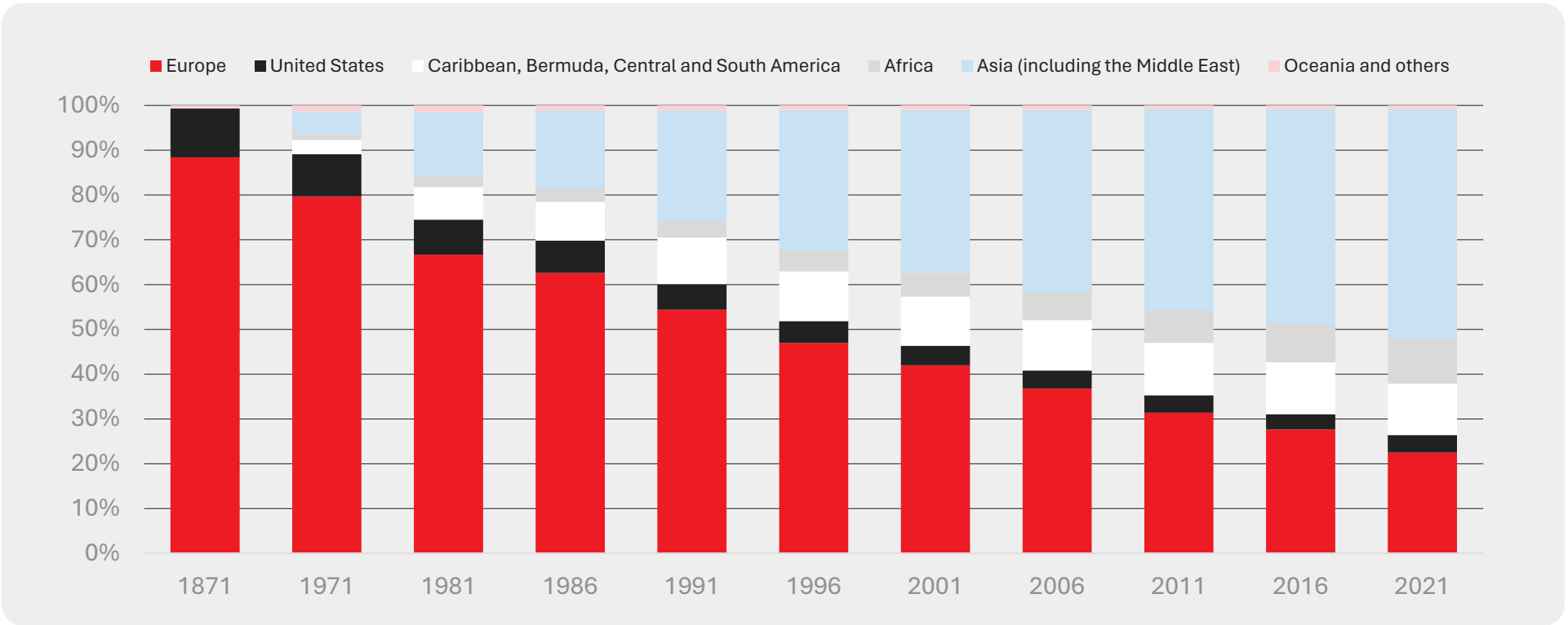
2

Their Profile



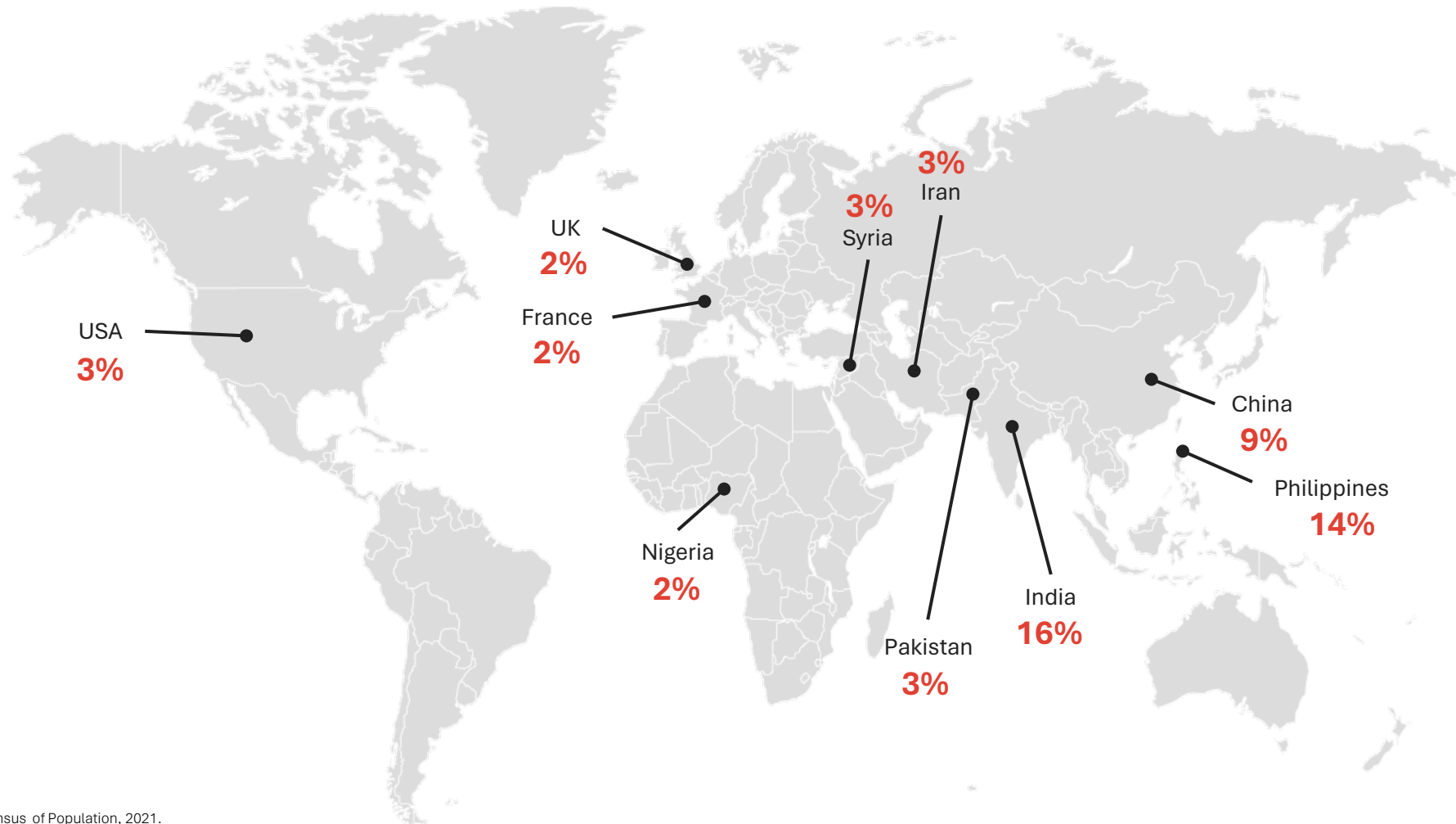
Distribution of Immigrant Population by Region of Birth

Distribution of immigrant population by region of birth, Canada, 1871 to 2021



* Source: Statistics Canada, Census of Population, 1871 to 2006, 2016, 2021 and National Household Survey, 2011.

Countries of Origin in Past 10 Years



* Source: Statistics Canada, Census of Population, 2021.

Demographic Profile



* Source: Statistics Canada, Census of Population, 2021.

3

Cracking the Newcomer (Financial) Code



Methodology



Method

Canadian online survey via Leger's LEO panel (n= 2,104 / 18 years or older and arrived to Canada in past 10 years)

When

December 14th, 2023, to February 16th, 2024

Margin of error

For comparison purposes,
a probability sample of this size yields
a margin of error no greater than $\pm 2.1\%$,
(19 times out of 20)

Weighting

Results were weighted by **age, gender, region, country of birth, years since arrival by province.**

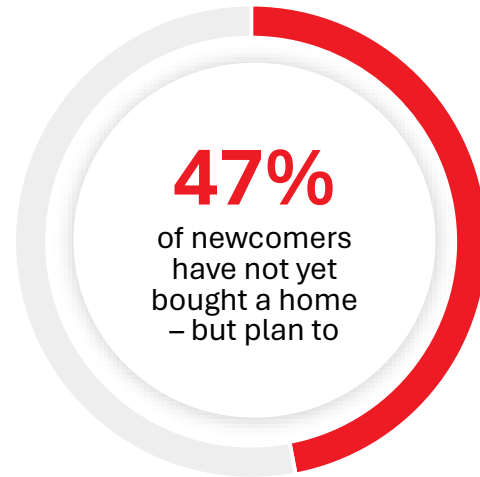
It was weighting to the 2021 Census profile of immigrants in the past 10 years to ensure a representative sample of the new Canadians.

4

Newcomers' Financial Status



Financial Profile

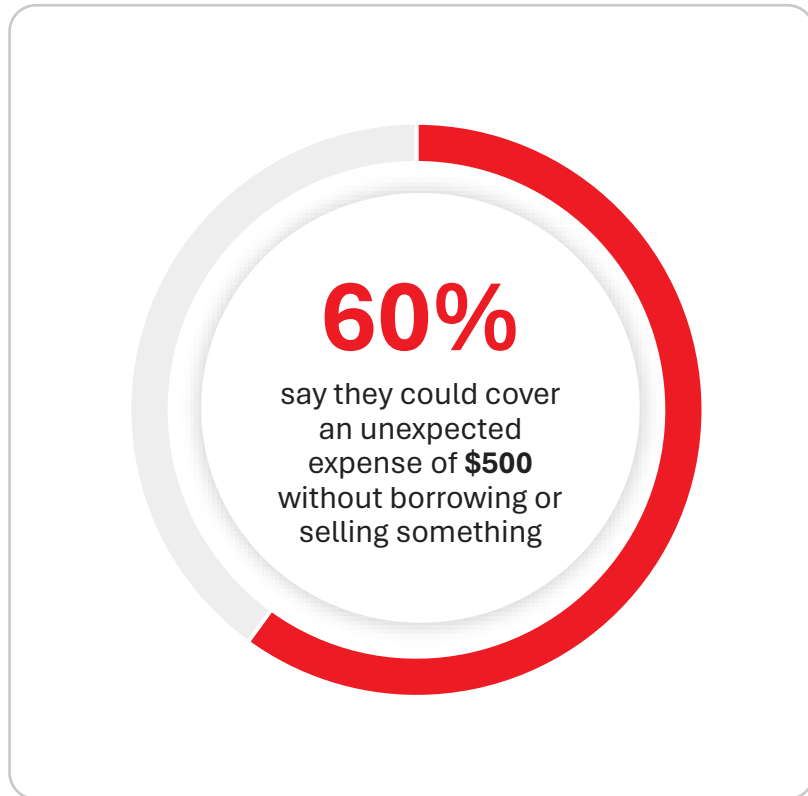


	Newcomers (From our study)	General Population
Home ownership	31%	67%
Average income	\$71,700	\$106,300
Average value of home	\$688,000	\$659,000
Average size of mortgage	\$402,000	\$364,000



Financial Profile

While the long-term financial future looks good for Newcomers, the current needs are not necessarily being met:



Amount Saved Each Month

More than \$1,000 per month	9%
\$501 to \$1,000 per month	14%
\$101 to \$500 per month	31%
Less than \$100 per month	20%
\$0 – I am not able to save month	17%

Save Roughly

\$300
per month on average

6 in 10

remit funds back to country of origin on a regular basis

Q. Today, could your household cover an unexpected expense of \$500 from your household's resources (i.e. without having to borrow or sell something)?

Q. What is the average amount you are able to save each month after paying all of your household expenses?

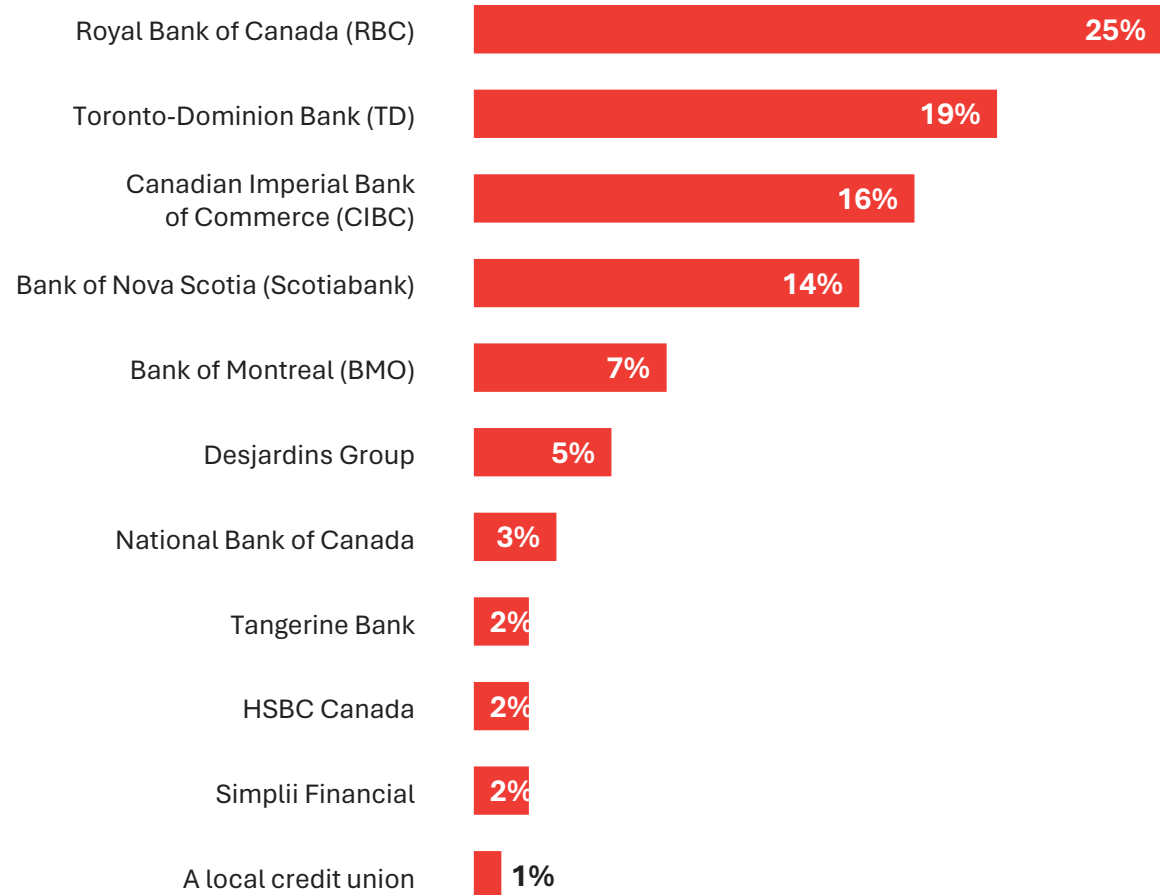
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Financial Relationships



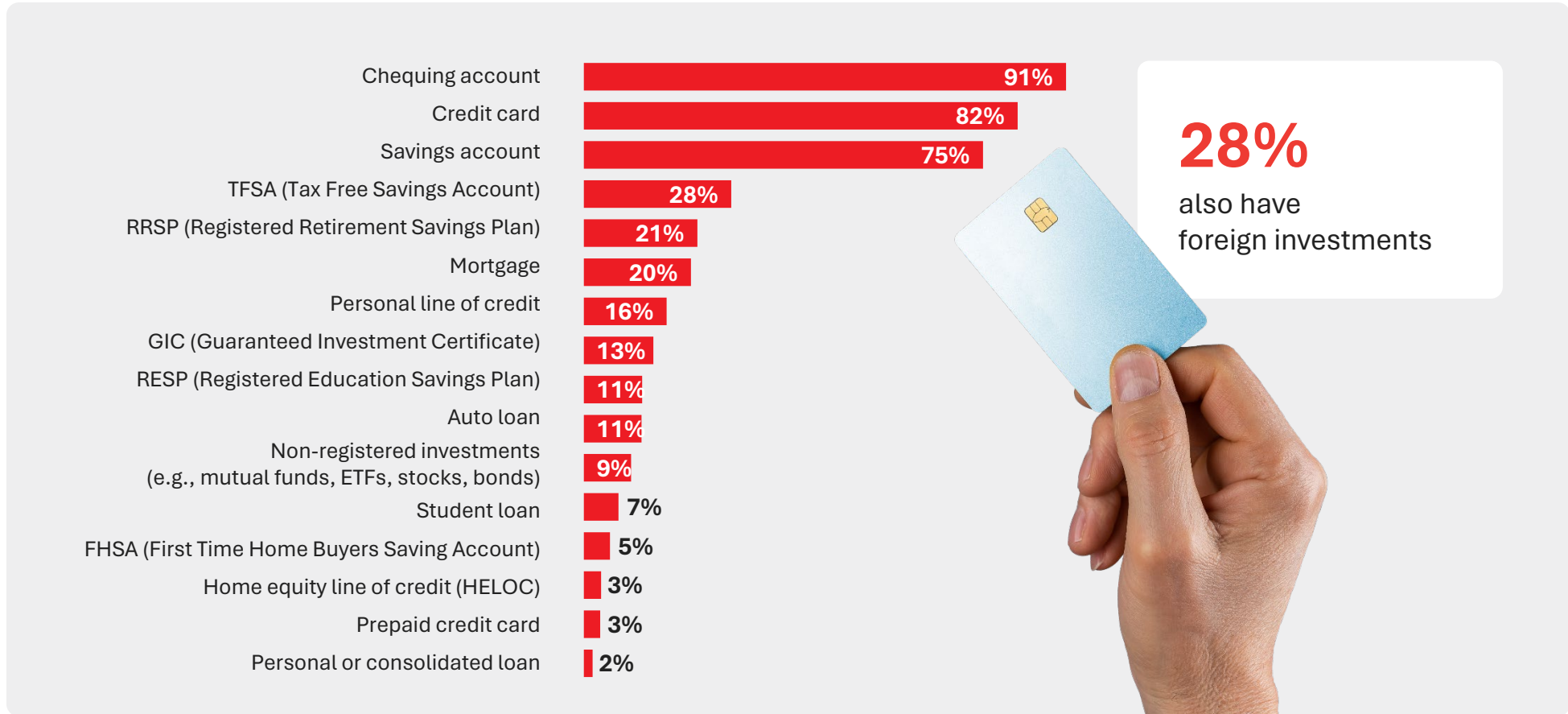
Main Financial Institution

Q. What is your current primary financial institution?

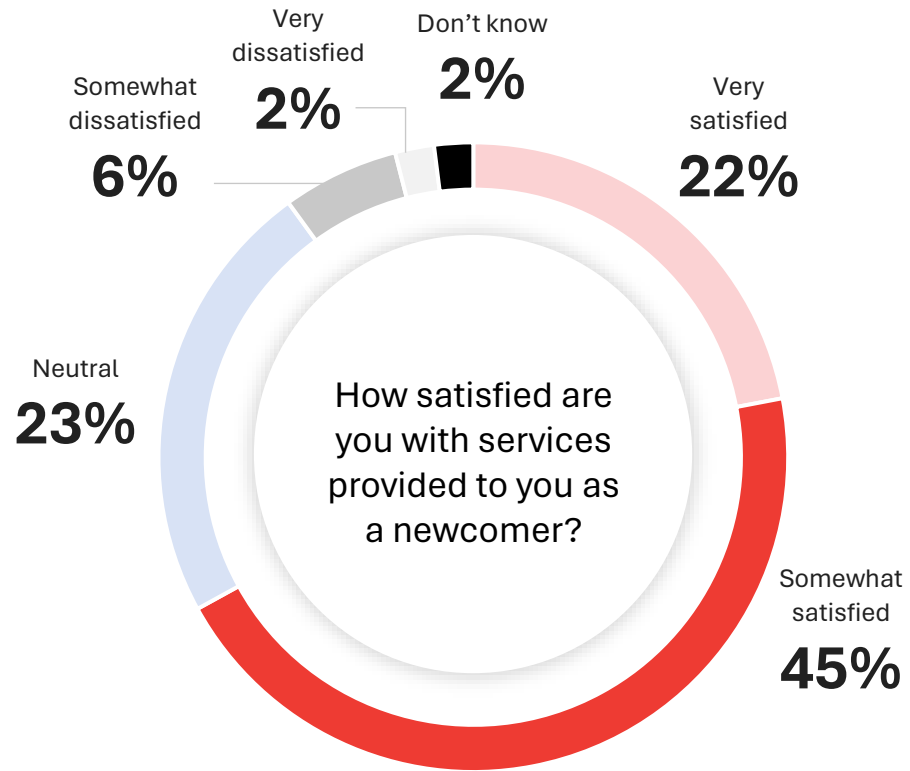


Banking Product Portfolio

Q. What banking services or accounts do you currently have?



Satisfaction with Main Financial Institution

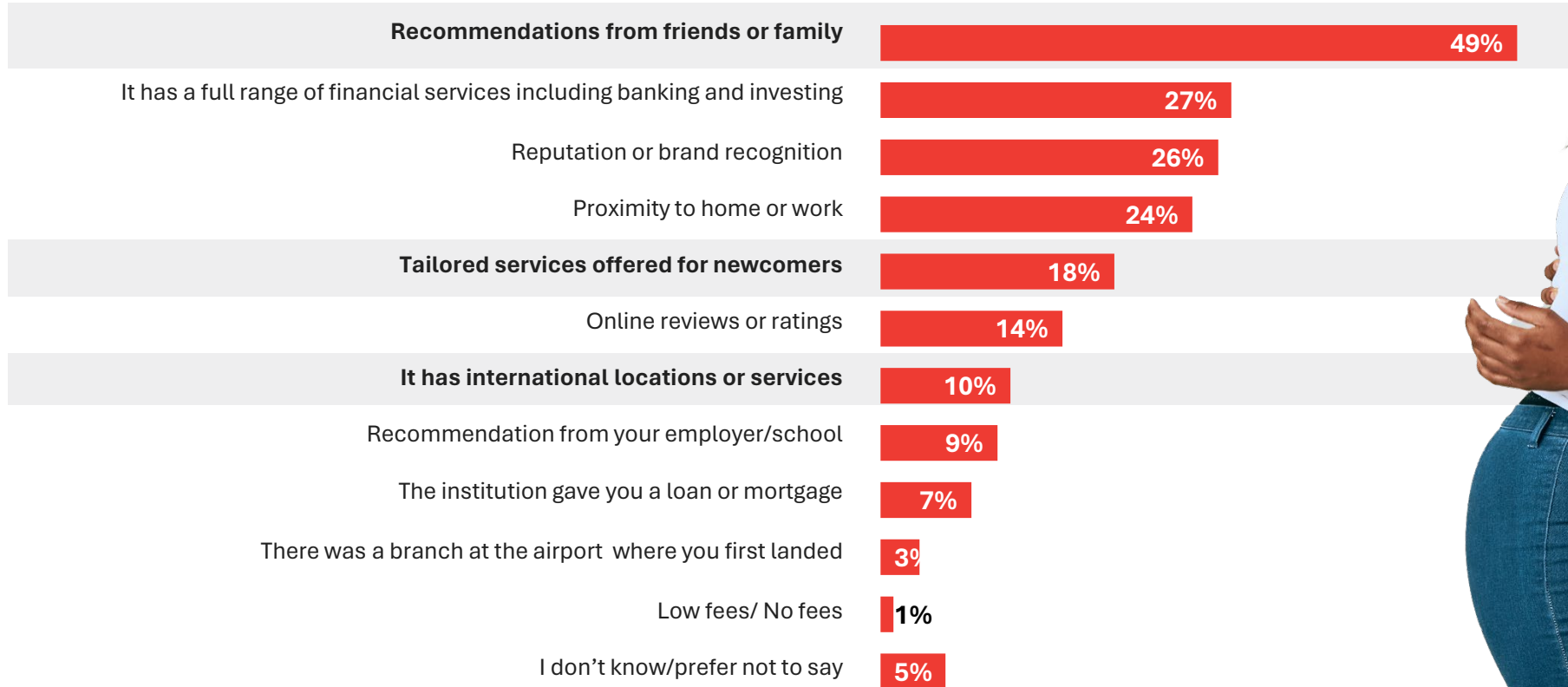


25% were likely to switch their main financial institution in the next 6 months.



Reasons for Choosing Financial Institution

Q. Which factors were most important when choosing your primary financial institution in Canada?



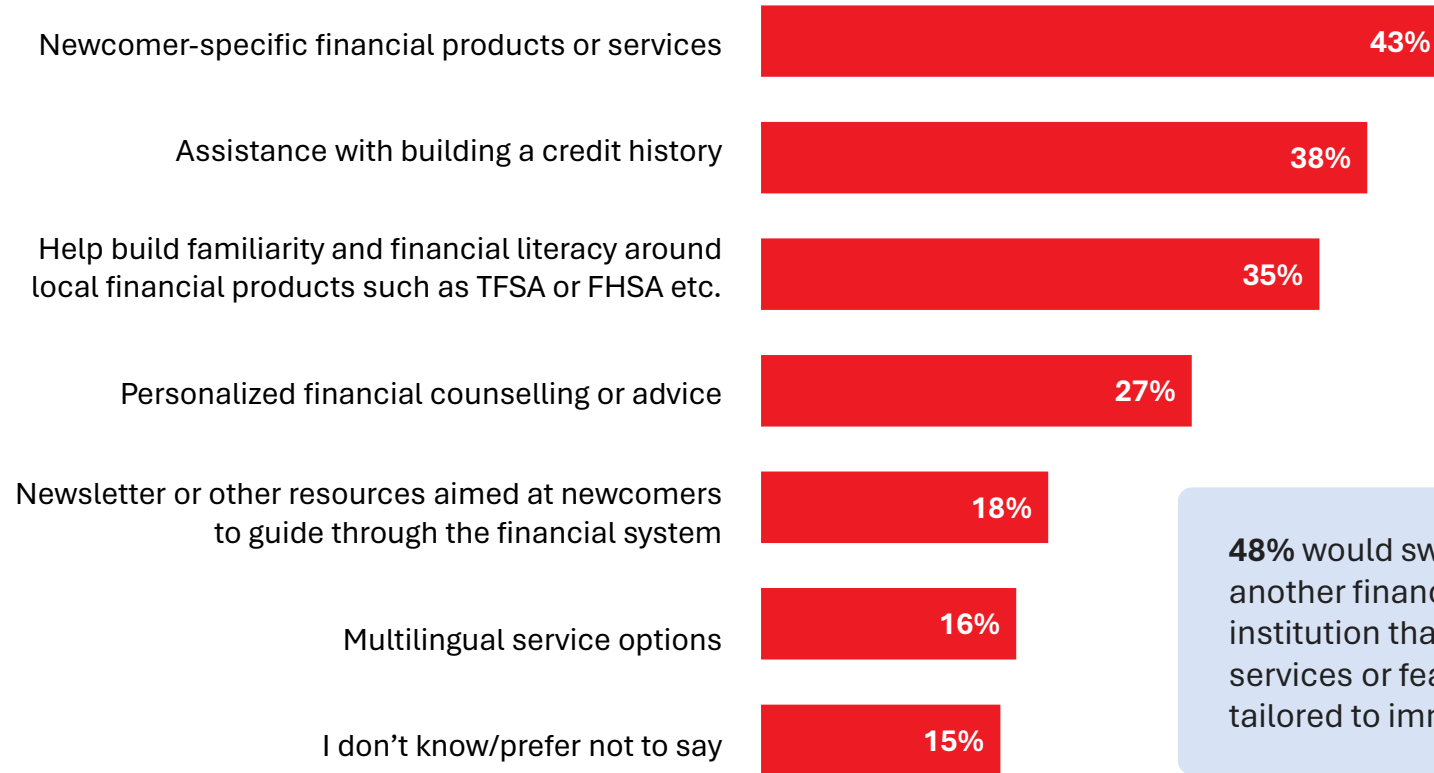
Challenges with Accessing Financial Services

Q. Have you faced any challenges in accessing financial services as a new immigrant?



Additional Services Newcomers Would Find Helpful

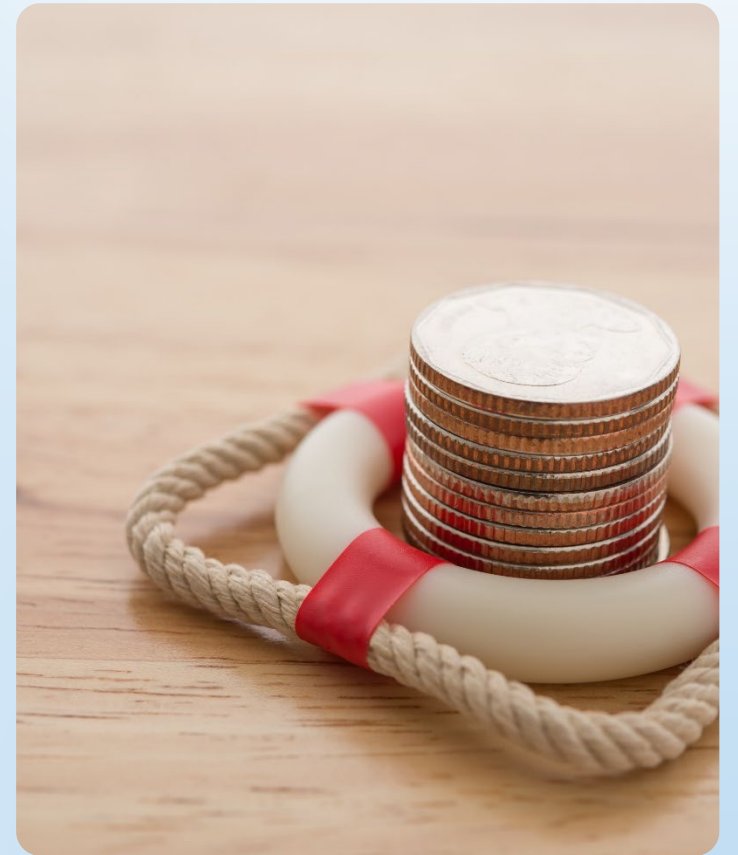
- Q. What additional services or support would you have found helpful from financial institutions upon your arrival in Canada?
- Q. How likely would you be to switch to a new financial institution if they offered services or features specifically tailored to immigrants, such as service in your primary language?



48% would switch to another financial institution that offered services or features tailored to immigrants.

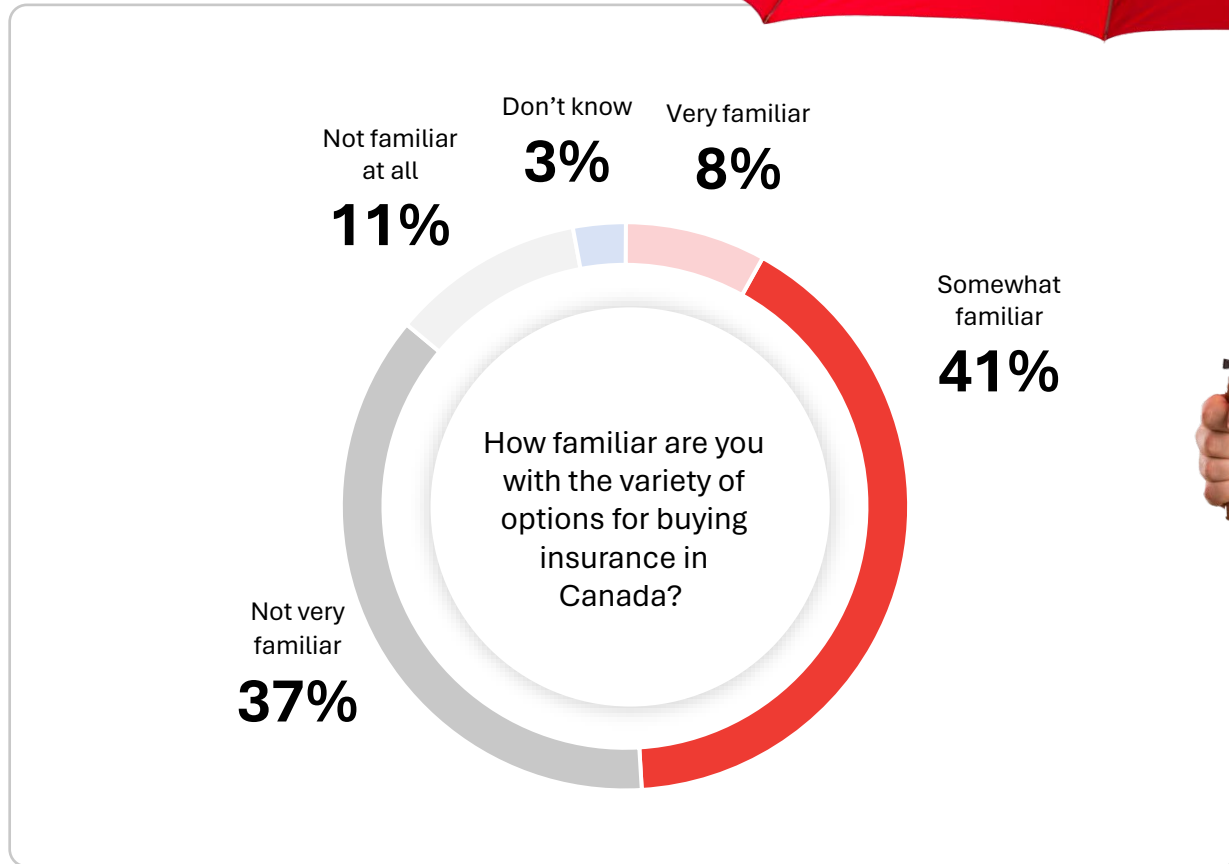
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Insurance



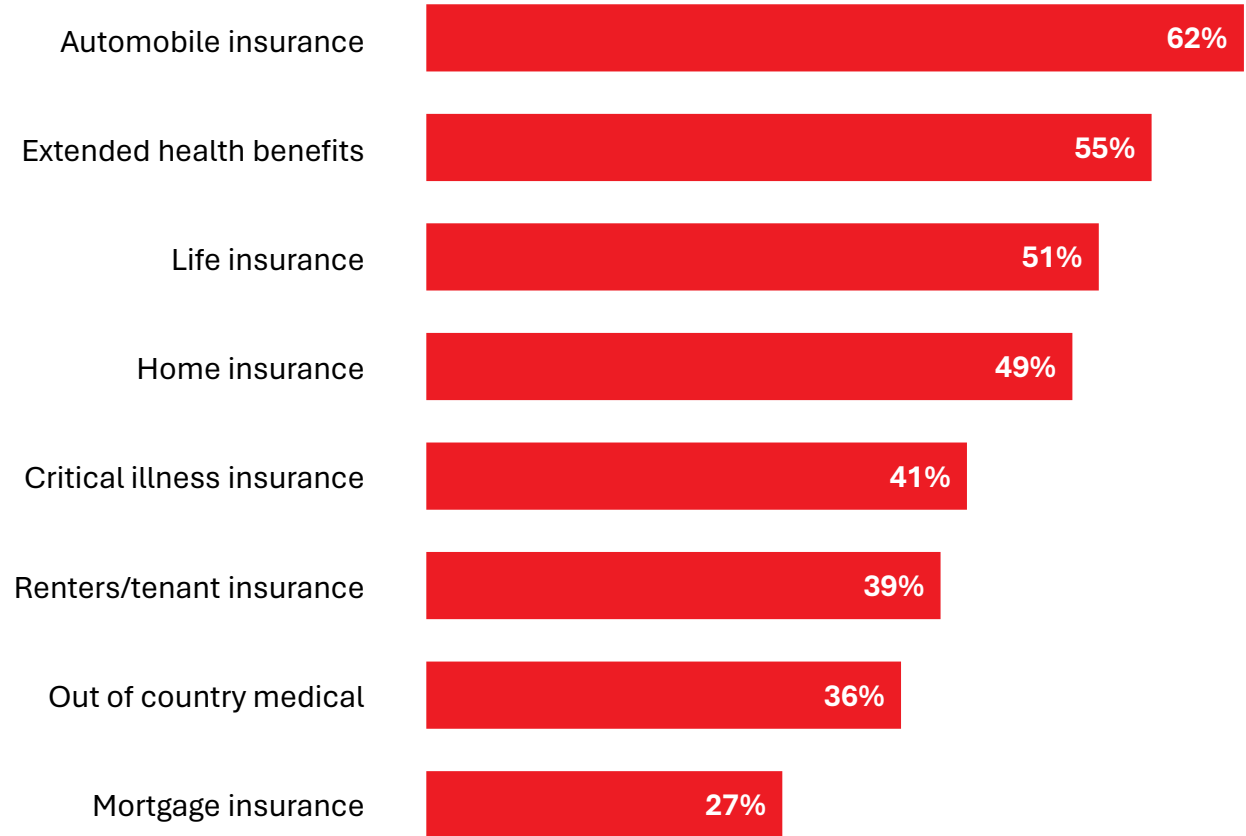
Familiarity with Insurance Buying Option

How familiar are you with the variety of options for buying insurance in Canada?



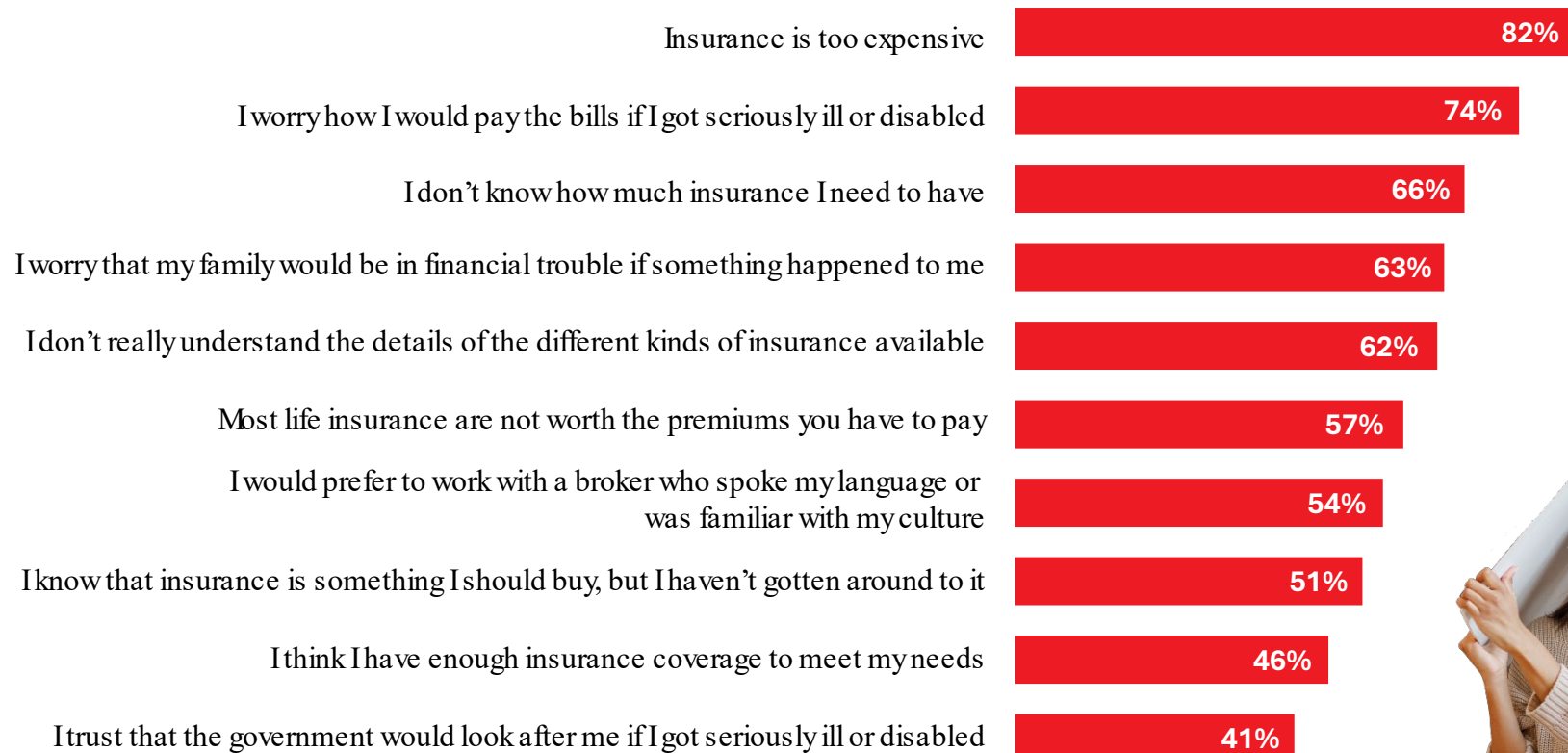
Insurance Coverage

Q. Do you currently have any of these insurance policies?



Attitudes Towards Insurance

Q. How much do you agree or disagree with the following statements about insurance....



Key Takeaways

The full report "Cracking the Newcomer Code" will be available in a few weeks and some of the important things we've learned are...

#1

Newcomers are Getting Ahead

Despite all the head winds they are facing from establishing credit to finding a job, newcomers are making progress establishing themselves and becoming successful

#2

Opportunities for Other Players to Win the Business

The leading Financial Institutions have not established the depth of relationship required to keep switching behaviour low – opening the door to unconventional players

#3

Newcomers Face Serious Challenges Establishing their Financial Lives

From proving their identities to establishing credit in Canada, newcomers face unique challenges that FIs (and regulators) need to address.

#4

FIs need to Create Better Newcomer-Specific Products

FIs that create newcomer-specific products that address the specific challenges newcomers face will be more successful – however, the barriers to entry for other FIs to copy them is very low

#5

There are Unprecedented Opportunities in the Insurance Category

Newcomers' understanding and ownership of a range of insurance products presents a huge opportunity for providers with the right communication and approach to education to succeed.

7

Need more
Insights?



Report Topics

Challenges & **Support**

Settlement Experience

Multiculturalism vs. Melting Pot

Personal **Finances**

Banking & Insurance Products, Services and Attitudes

Demographic Analysis by Question



Contact Us

If you would like to purchase the full report, don't hesitate to contact our team.

Seeking additional insights? Our team is available to conduct custom research on newcomers.

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Leger