



# NEWS

## **NEW IMMIGRANTS MORE LIKELY TO CITE SAVING FOR THEIR KIDS' EDUCATION THAN OTHER FINANCIAL GOALS, RBC STUDY**

**TORONTO, November 16, 2007** — When it comes to financial goals, more new immigrants to Canada include saving for their children's education than saving for their own retirement or even paying down a mortgage. This is according to an RBC/Ipsos Reid survey that shows regardless of tenure or country of origin, new Canadians clearly have education on their minds.

While most new immigrants (70 per cent) who have been in Canada 10 years or less are still focusing on having enough money to cover daily expenses, the RBC survey shows 46 per cent identify saving for their children's education as a financial goal for the next 12 months. This compares to 41 per cent who cite saving for retirement and paying down the mortgage (40 per cent).

"While covering day-to-day expenses is still top-of-mind for most, many new Canadians are already looking to the future and their children's education," noted Mark Whitmell, RBC's director, Cultural Markets. "This doesn't entirely surprise us as new Canadians are likely to have more education than the overall population. In fact, we learned more than two-thirds (68 per cent) have at least some university education."

The RBC survey shows the combined average top financial goals for the next 12 months of new immigrants to Canada (who have been here ten years or less) regardless of ethnicity, as:

- Day to day expenses: 70 per cent
- Saving for children's education: 46 per cent
- Saving for retirement: 41 per cent
- Paying down the mortgage: 40 per cent
- Saving for a major purchase other than real estate or property: 37 per cent
- Saving in the event of illness or death in the family: 33 per cent
- Saving to buy a home (27 per cent)
- Saving for expenses relating to aging parents (22 per cent)
- Owning a business or saving for own education (20 per cent each)
- Paying down debts other than mortgage (19 per cent)
- Saving for or paying off home renovations (12 per cent)

By tenure, the RBC survey shows the top five financial goals of new immigrants over the next 12 months as:

<b>&lt; 3 Years in Canada</b>	<b>3 -&lt;5 Years in Canada</b>	<b>5-10 Years in Canada</b>
Daily expenses (77%)	Daily expenses (65%)	Daily expenses (70%)
Children's Education (50%)	Children's Education (47%)	Children's Education (44%)
A major purchase other than real estate property (39%)	Paying down mortgage (44%)	Retirement (43%) Paying down mortgage (43%)
Retirement (36%)	Retirement (42%)	Saving in the event of an illness or death in the family (35%)
Own Education (35%)	Major purchase (41%)	Major purchase (34%)

By ethnicity, the top five financial goals of new immigrants over the next 12 months are:

<b>Chinese</b>	<b>South Asian</b>	<b>Other</b>
Daily expenses (64%)	Daily expenses (75%)	Daily expenses (71%)
Children's Education (51%)	Paying down the mortgage (38%)	Children's Education (48%)
Retirement (45%)	Children's Education (36%)	Paying down the mortgage (47%)
Saving in the event of an illness or death in the family (34%)	To buy a home (36%)	Retirement (44%)
A major purchase other than real estate property (30%)	Saving in the event of an illness or death in the family (34%)	A major purchase other than real estate property (43%)

“We initiated this study of immigrants who have been in Canada 10 years or less because one of our priorities is to ensure they are in the best position they can be to settle in Canada successfully,” explained Mr. Whitmell. “Having a better appreciation of what matters most to newcomers gives us a better perspective on how we can help them achieve their goals faster and easier.”

One of the ways RBC is helping new Canadians is through the RBC Royal Bank Scholarship for New Canadians which awards seven immigrant students with a cash prize of \$2,000 each toward education expenses. This year’s winners, to be announced at a dinner in Toronto tomorrow evening, have come from China, India, and South Africa and have settled in locales as diverse as Kingston, Ontario, Vancouver, B.C. and Red Deer, Alberta.

Said Whitmell: “We have always believed that new Canadians place a high priority on education but being able to quantify this knowledge makes us even more pleased to recognize the accomplishments of new immigrant students.”

#### About the Survey Methodology:

These are the findings of an RBC /Ipsos Reid survey conducted between March 15 and April 30, 2007. The poll was based on a randomly selected sample of 1,000 new immigrants who are 18 years of age or older and have been in Canada for 10 years or less. With this sample size, the overall results are considered  $\pm 3.1$  percentage points, 19 time out of 20, of what they would have been if all new immigrants had been surveyed. The survey was conducted by telephone and the interviews were held in Mandarin, Cantonese, Hindi, Punjabi, Korean, English and French. The findings were weighted to reflect the actual regional distribution and ethnic composition of new Canadians immigrating to Canada within the past 10 years.

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For full tabular results, please see the Ipsos Reid website at [www.ipsos.ca](http://www.ipsos.ca).