



The Global Indian Pulse

Canada Market Report

The lives, experiences and connections of Indo-Canadians



HSBC

| Opening up a world of opportunity

Contents

01**About this research****02****Executive summary****04****Where they are now**Experiences of Global Indians
in Canada**06****Patterns of movement
to and from India****08****The ties that bind**

Connections to India

10**Investments in India
and Canada**

Flows, motives and hurdles

14**The future is
sustainable**

About this research

Research design

The phrase 'Global Indians' refers to anyone who is not currently living in India but was born there or has a parent or grandparent born there.

Ipsos MORI interviewed 4,152 Global Indians in 9 markets (Australia, Canada, Hong Kong, Malaysia, Saudi Arabia, Singapore, the UAE, the UK, the USA) using its Online Panel. 395 of these interviews were conducted with Global Indians living in Canada (Indo-Canadians). Fieldwork took place 18 August–13 September 2021.

As this is an online sample, it is more urban, more educated, and more affluent than the general population. Data are unweighted.

'Affluent' refers to Indo-Canadians with either a household annual income higher than \$100,000 or liquid assets greater than \$200,000.

Executive summary

The Canadian Global Indians (Indo-Canadians) we spoke to are in a good place – most feel happy (71%), safe (75%) and financially secure (58%). Two-thirds feel supported by both their local community (65%) and the government (67%).

Indo-Canadians maintain strong ties to India. Almost seven in ten feel a strong connection to India (66%) and are very interested in its success (71%). However only a third (34%) are likely to live in India in the future, and more than four-fifths (82%) are planning to retire in Canada.

Indo-Canadians stay in touch with India most commonly through eating or cooking Indian cuisine (78%) and celebrating cultural festivities (62%), with the proportions doing both higher than for Global Indians overall. They are more likely than Global Indians overall to miss food (60% vs 52%).

Indo-Canadians have meaningful ties to both Canada and India. This is demonstrated by where they put their money, with 76% investing in Canada and 59% in India.

Despite all the upheavals of the pandemic, many Indo-Canadians feel optimistic about the future. Half (51%) are planning to increase their investments in Canada in the next three years and two-fifths (39%) in India. Returns and improved personal circumstances are key reasons for this but promoting positive change is the third most important motivator

for increasing Canadian investments (34%) and is a factor for 26% for Indian investments. This illustrates that many Indo-Canadians feel a sense of responsibility to both Canada and India.

More generally, sustainability matters to Indo-Canadians, with three-fifths (61%) saying that environmental or social initiatives are a key part of their decision to invest. Most are planning to make sustainable investments in both markets, with electric cars and recycling topping the list in Canada, while skill development and recycling are the top picks in India.

The Indo-Canadians we spoke to rate property (59%) and stocks and shares (46%) as the most important areas of investment in Canada. In third place are local businesses (27%) – illustrating the commitment many have to Canada.

Where they are now

Experiences of Global Indians in Canada

Most of the Indo-Canadians we spoke to are in a good place. More than seven in ten feel happy (71%) and safe (75%). Most feel financially secure (58%) and think there are good job opportunities in Canada (64%).

Indo-Canadians who are affluent are more likely to feel happy (78%), financially secure (70%) and to say there are good job opportunities in Canada (71%). Men are more likely than women to think there are good job opportunities in Canada (71% vs 58%).

Indo-Canadians feel supported, both by their local community and the government but these feelings are less common than among Global Indians overall. Levels of support are consistent across different demographic groups.

I feel supported by my local community



I feel supported by the government



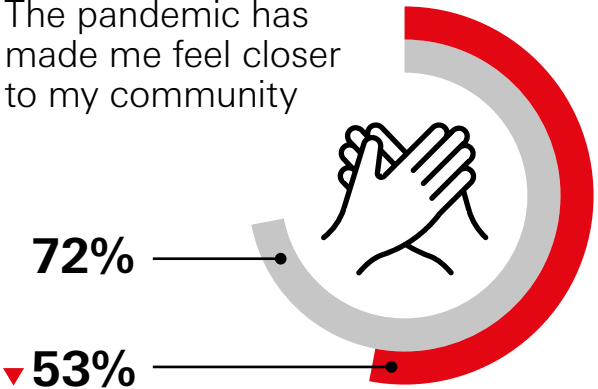
I feel there are good job opportunities



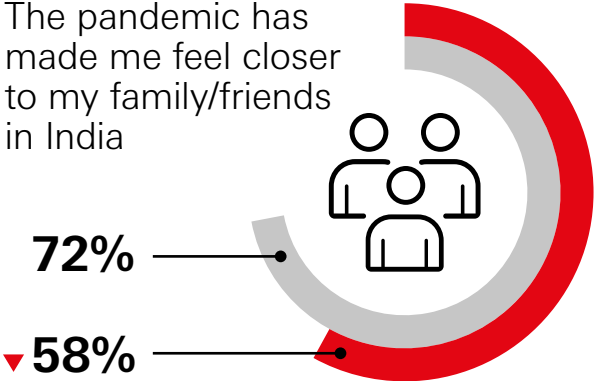
■ Indo-Canadians ■ Global Indians overall
▲ ▼ Signifies significantly higher / lower than overall

For all the difficulties it has brought, Covid has had some positive impacts as well. The pandemic has made a majority of Indo-Canadians feel closer both to their community in the Canada and to their family and friends in India. Over 40s are more likely than under 40s to feel closer to friends family in India (68% vs 54%).

The pandemic has made me feel closer to my community



The pandemic has made me feel closer to my family/friends in India



■ Indo-Canadians ■ Global Indians overall
▲ ▼ Signifies significantly higher / lower than overall



Time in Canada

Half (49%) of the Indo-Canadians we spoke to have lived in Canada for more than 10 years. Around a third (36%) have lived there 5 years or less, higher than for Global Indians overall (22%). Because Indo-Canadians tend to have lived in Canada for a shorter period of time than other Global Indians in their countries of residence, this may be a factor in feelings of support being lower.

Indian ties give a helping hand in Canada

Just over half (56%) of Indo-Canadians say that being connected to India has helped them in the country they live in now.

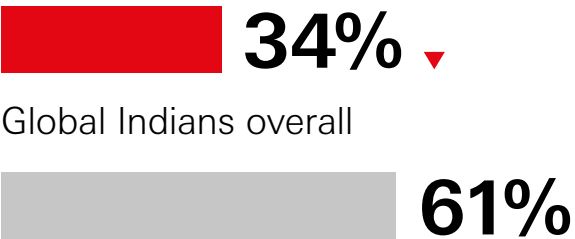
Patterns of movement to and from India

One in ten (9%) of the Indo-Canadians we spoke to have never visited India, higher than for Global Indians overall (4%). Before the pandemic, only one in ten (9%) visited at least once a year, lower than the figure for Global Indians overall (32%). However 43% visited every 1-2 years and 74% went to India at least once every five years.

Indo-Canadians are also considerably less likely than Global Indians overall to plan to live in India in the future, with only a third intending to do so. This may in part be because Indo-Canadians are less likely to hold an Indian passport (54% compared to 74% of Global Indians overall). Of those that are likely to move to India, 12% are planning to do so in the next 12 months, compared to 16% of Global Indians overall.

How likely, or unlikely, are you to live in India in the future?

Indo-Canadians



Global Indians overall

Family and retirement are the top reasons why Indo-Canadians are planning to move to India, although caring for relatives is less of a common factor compared to Global Indians overall.

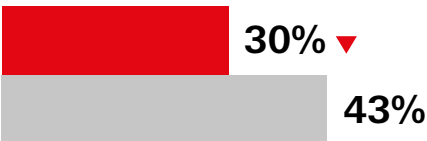
Top 3 reasons for moving to India

Why do you plan to live in India in the future?

I want to live closer to family / friends



I want to be able to care for my parents and elderly relatives in India



Retirement

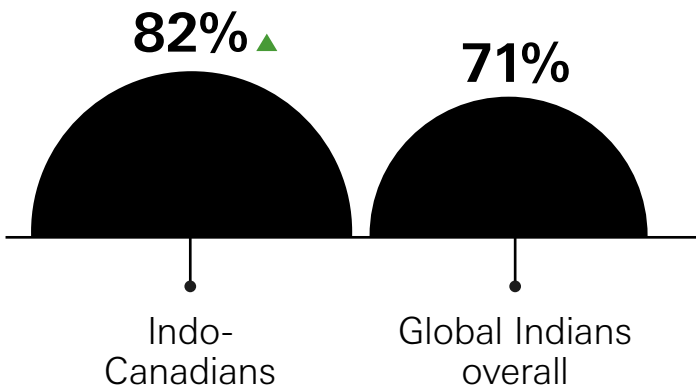


Indo-Canadians Global Indians overall
Signifies significantly higher / lower than overall



More than four in five Indo-Canadians are planning to retire in Canada, a higher figure than Global Indians overall.

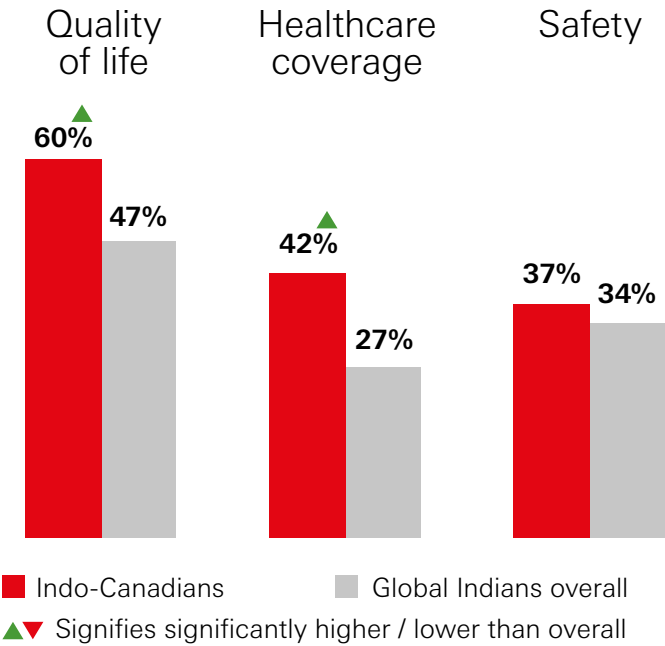
Do you plan to retire in your country of residence?



Signifies significantly higher / lower than overall

Quality of life is an important motivator for Global Indians generally to retire in their country of residence but is particularly important for Indo-Canadians. Healthcare coverage, the second most popular reason to retire in Canada, is also much more of a factor for Indo-Canadians than Global Indians overall.

What are the key reasons for you planning to retire in your country of residence?

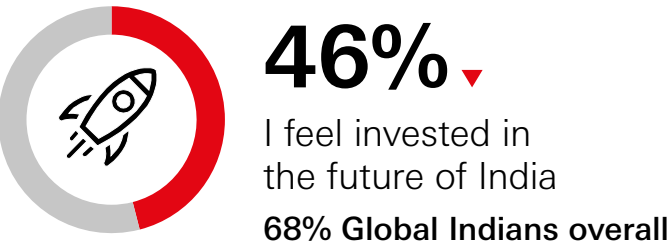
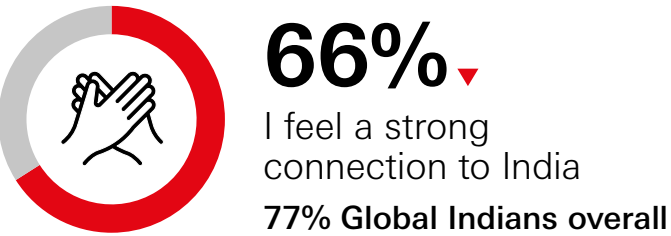


Men are more likely than women to want to retire in Canada because of healthcare coverage (50% vs 37%). Healthcare coverage is also more of a motivator for affluent (54%) and over 50 (70%) Indo-Canadians.

The ties that bind

Connections to India

Many of the Indo-Canadians we spoke to have deep bonds to India. Around two-thirds feel a strong connection to India and are very interested in its success.



▲▼ Signifies significantly higher / lower than overall

Men are more likely than women to feel invested in the future of India (54% vs 41%), which is most probably linked to them being more likely than women to have investments in India.



Missing you

The top 3 things Indo-Canadians miss about India are family (62%), food (60%) and culture (50%). They are more likely than Global Indians overall to miss food (60% vs 52%).

Women are more likely than men to miss family (67% vs 56%).

Indo-Canadians are most likely to stay connected to India through food but cultural festivities are also significant ties. Only 3% do not stay connected to India.

How do you stay connected to India? Please select all, if any, that apply.



Compared to Global Indians overall, Indo-Canadians are more likely to stay connected through food (78% vs 63% overall) and cultural festivities (62% vs 52%). However, they are less likely to send money back to family or friends (36% vs 45%).

Women are more likely than men to celebrate Indian cultural festivities (69% vs 53%) and to seek out Indian cultural events (38% vs 28%). Over 40s are particularly likely to stay connected to Indian through food (89%).

Investments in India and Canada

Flows, motives and hurdles

Most of the Indo-Canadians that we spoke to are investing in both Canada and India but they are more likely to be investing in Canada. The affluent (84%) are particularly likely to be investing in Canada, as are over 30s compared to under 30s (84% vs 66%). Men have a greater tendency than women to be investing in both Canada (72% vs 83%) and India (66% vs 54%).

Half are planning to increase their investments in Canada in the next three years and two-fifths in India. This demonstrates a sense of optimism about Canada in particular, despite the upheavals of the pandemic. There is a gender gap when it comes to Indian investments, with 48% of men planning to increase their investments in India compared to only 33% of women.

Canada

Are investing in Canada



Have increased their investments in Canada in the last 3 years



Are planning to increase their investments in Canada in the next 3 years



India

Are investing in India



Have increased their investments in India in the last 3 years



Are planning to increase their investments in India in the next 3 years

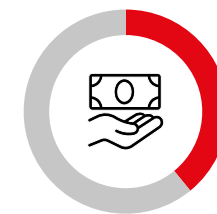


■ Indo-Canadians ■ Global Indians overall (investments in country of residence)

▲ ▼ Signifies significantly higher / lower than overall

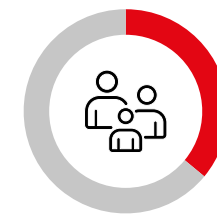
Indo-Canadians are most likely to be planning to increase their Canadian investments for financial reasons but over a third are motivated by wanting to promote positive change in Canada. This illustrates the sense of commitment that many Indo-Canadians have to Canada. The affluent are particularly likely to be planning to increase their investments because of more environmental or social investment opportunities in Canada (36% vs 27% overall).

Why will you increase your investments in your country of residence?



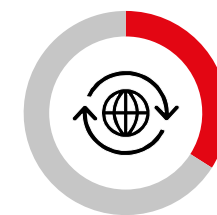
43%

Most effective use of investments



36%

Improved personal circumstances



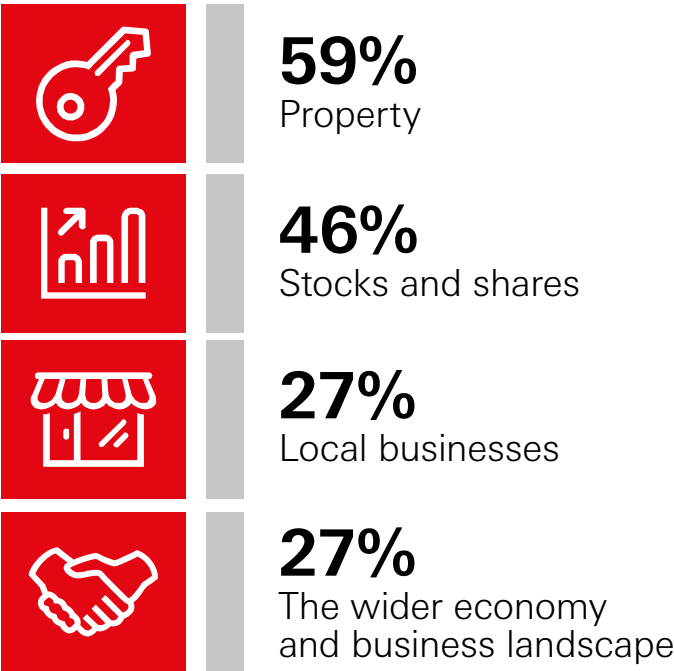
34%

I want to better promote positive change in my country of residence

Motivations for increasing Indian investments are similar, with improved personal circumstances (30%) and returns (27%) the second and third most important reasons. However family and friends remaining in India is the clear winner on 47%. A quarter (26%) say they will increase their investments to promote positive change in India, the fourth highest reason.

Indo-Canadians regard property as the most important investment class in Canada, followed by stocks and shares. Local businesses come third, mentioned by more than one in four.

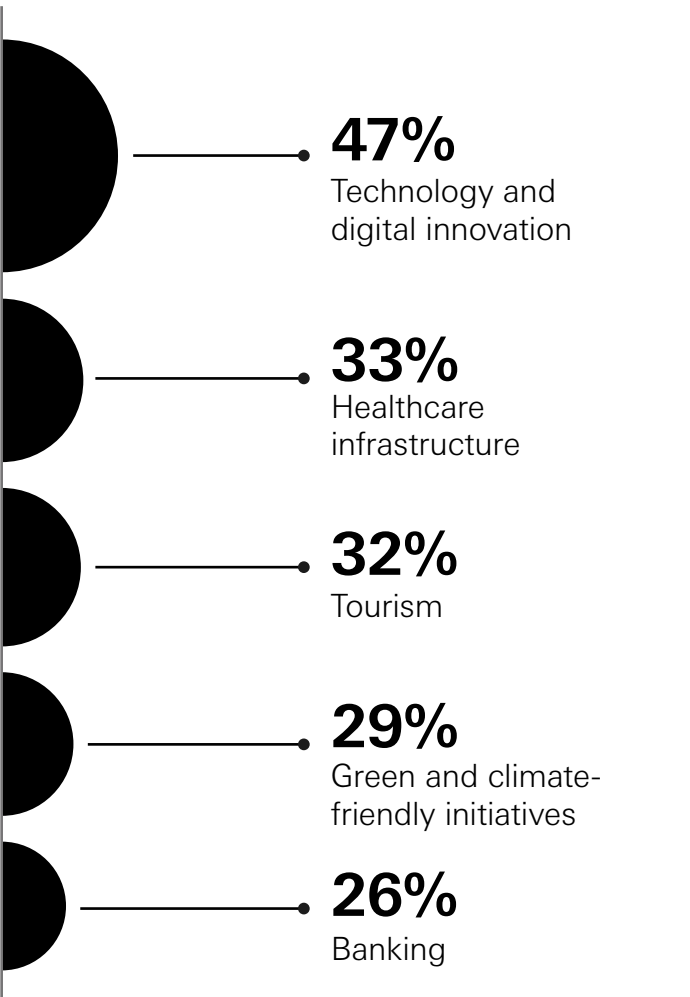
Which of the following, if any, do you think are the most important areas to invest in, in your country of residence?



Stocks and shares are more likely to be favoured by the affluent (57%) and men compared to women (54% vs 39%). Property is more important for other 30s than for 18-29 year olds (64% vs 51%).

Indo-Canadians back technology as the sector most likely to perform strongly in Canada over the next decade or so, followed by healthcare infrastructure and tourism.

In which sectors do you think your country of residence will perform strongly in the next 10-20 years?



The affluent (54%) are more likely to mention technology, as are over 30s compared to under 30s (51% vs 40%). Over 50s are particularly likely to choose healthcare (41%), while men are more likely than women to favour banking (33% vs 20%).

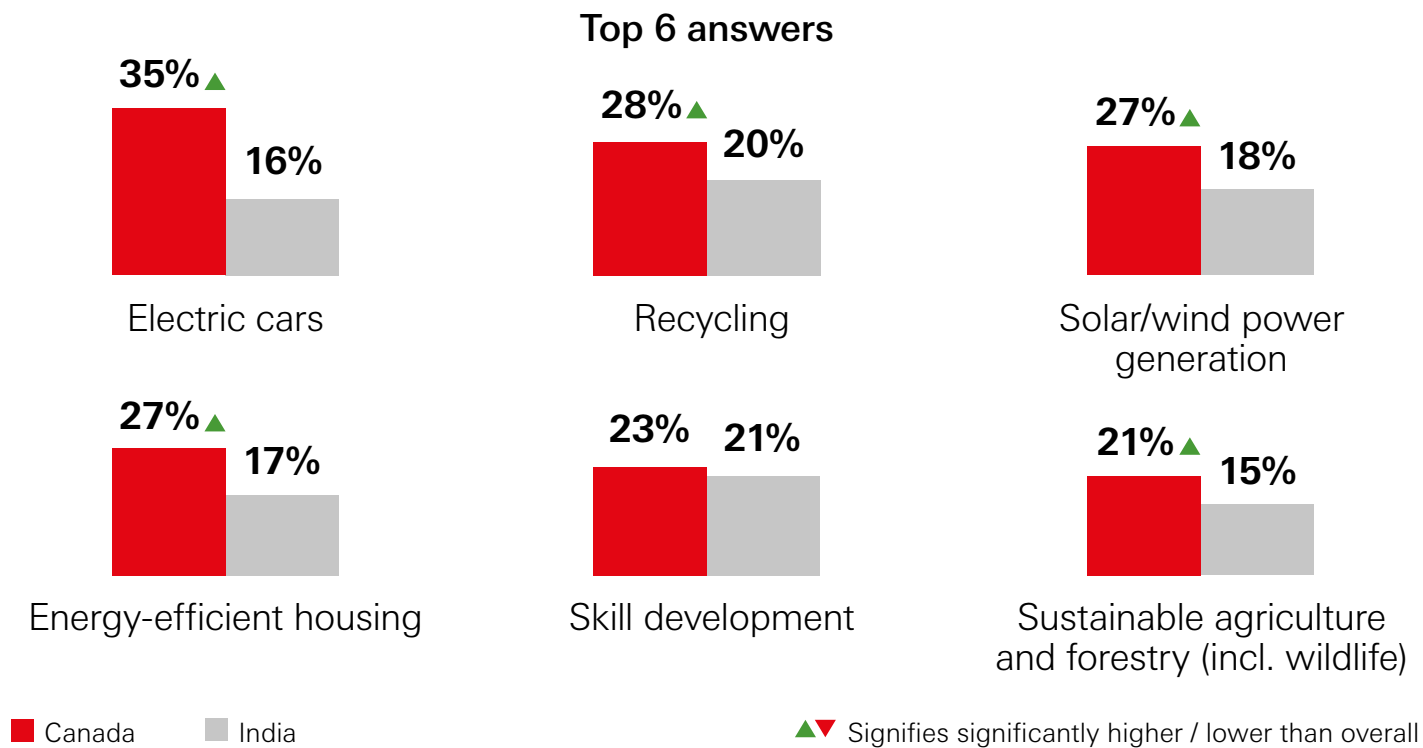
Plans to increase investments reflect the optimistic outlook of Indo-Canadians

The future is sustainable

Sustainability is an important factor for the investment decisions of the Indo-Canadians we spoke to. Three-fifths (61%) say that environmental or social initiatives are a key part of their decision to invest. This is particularly the case for men (69%) compared to women (54%).

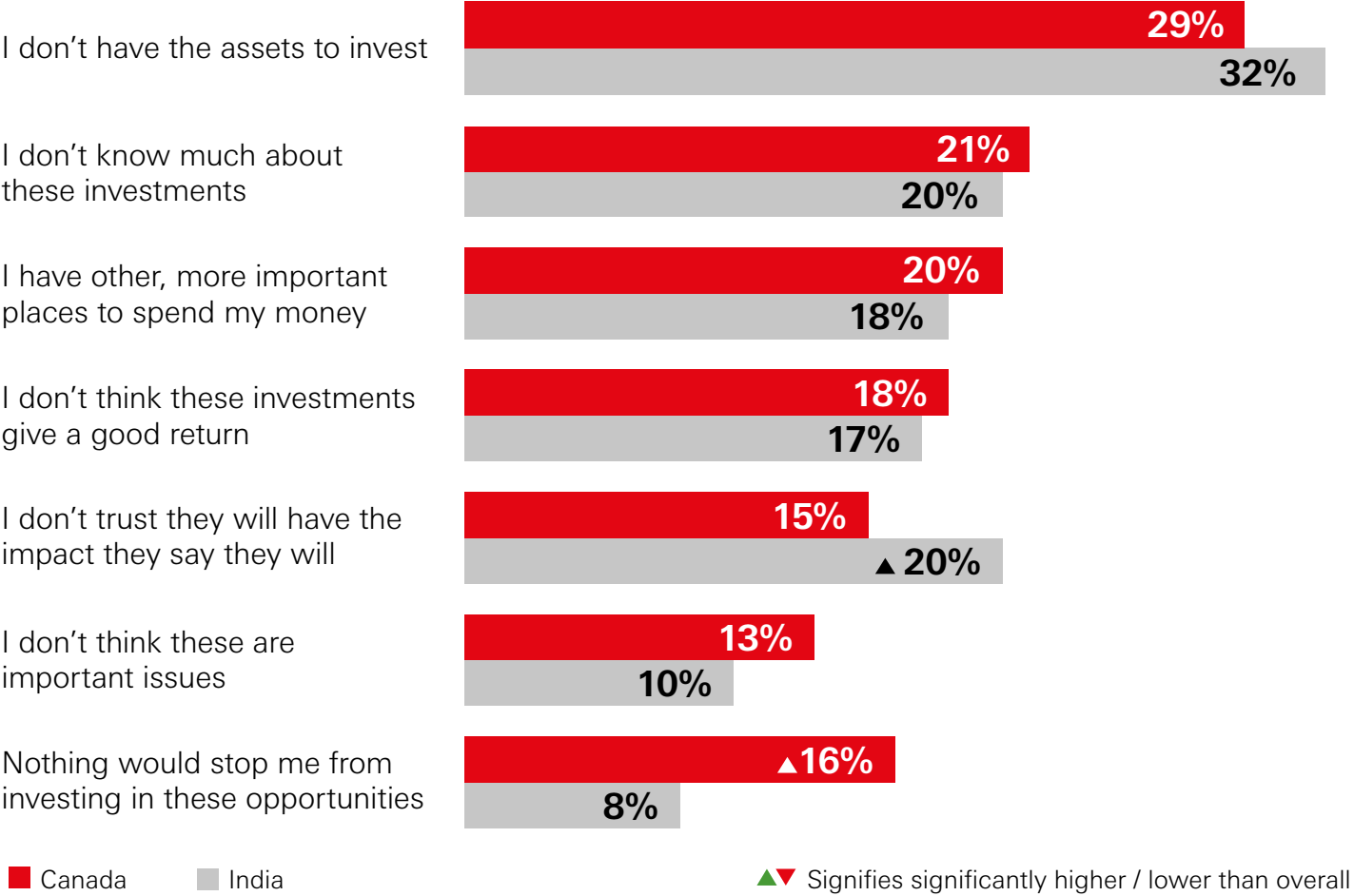
Indo-Canadians are planning a range of sustainable investments in both Canada and India. The intention to invest in many of these is higher in Canada than India. Electric cars and recycling come top in Canada, while skill development and recycling are the most popular options in India.

Which of the following, if any, do you... a) plan to invest in, in India, in the next 2 years, b) plan to invest in, your country of residence, in the next 2 years



We see similar barriers to investment in sustainable initiatives in Canada and India. However Indo-Canadians are more concerned about investments not having the promised impact in India, and this is particularly the case among the affluent (26%).

Which of the following, if any, would stop you from investing in these environmental or social-focused investment opportunities?



Indo-Canadians are twice as likely to say nothing would stop them from investing in these opportunities in Canada rather than India, and the affluent are particularly likely to say this (24%).

Disclaimer

This report is issued and published by HSBC Holdings plc, 8 Canada Square, London E14 5HQ. HSBC Holdings plc and the HSBC Group (together, "HSBC") are not responsible for any loss, damage, liabilities or other consequences of any kind that you may incur or suffer as a result of, arising from or relating to your use of or reliance on this report. The contents of this report are subject to change without notice. HSBC gives no guarantee, representation or warranty as to the accuracy, timeliness or completeness of this report.

This report is for general circulation and information purposes only. This report is not prepared with any particular customers or purposes in mind and does not take into account any investment objectives, financial situation or personal circumstances or needs of any particular customer.

Excerpts from this factsheet may be used or quoted, provided they are accompanied by the following attribution. Reproduced with permission from The Global Indian Pulse by HSBC published in 2021 by HSBC Holdings plc.' HSBC is a trademark of HSBC Holdings plc and all rights in and to HSBC vest in HSBC Holdings plc. Other than as provided above, you may not use or reproduce the HSBC trademark, logo or brand name. This report may not be distributed to any jurisdiction where its distribution is unlawful.

This report does not constitute and should not be construed as legal, tax or investment advice, solicitation and/or a recommendation of any kind from the bank to you nor is it intended to sell any investments, financial products or services or solicit purchases or subscriptions for them. You should not use or rely on this document in making any investment decision. HSBC is not responsible for such use or reliance by you.

Any market information shown refers to the past and should not be seen as an indication of future market performance. This article should not be used as the basis for any decision on taxation, estate, trusts or legacy planning. You should always consider seeking professional advice when thinking about undertaking any form of prime residential or commercial property purchase, sale or rental. It is important to note that the capital value of, and income from, any investment may go down as well as up and you may not get back the original amount invested. Past performance is not a guide to future performance. You should consult your professional advisor in your jurisdiction if you have any questions regarding the contents of this article.

No part of this document or video may be reproduced, stored in a retrieval system, or transmitted, on any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of HSBC Holdings plc.

© HSBC Holdings plc 2021. All rights reserved.