

# Understanding the Investment Potential of the Commonwealth Diaspora

Results of the Commonwealth  
Diaspora Investor Survey



The Commonwealth



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Results of the Commonwealth Diaspora Investor Survey  
April 2018



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# Foreword by Minister for Industry, Trade, Tourism, Lands, and Mineral Resources, Republic of Fiji

The Commonwealth represents one of the largest grouping of countries, outside the United Nations, with almost a third of the world's population of 2.3 billion people and an enormous diaspora community of approximately 25.8 million.

Remittance flows from this global Commonwealth diaspora have made considerable contributions towards the development of the recipient countries. It has been noted by many researchers that diasporas have the potential to significantly increase their impact on development by scaling-up savings and investments (herein after referred to as 'diaspora finance').

Scaling-up diaspora finance offers multiple benefits for the recipient countries, such as:

- (1) providing additional resources to finance development,
- (2) expanding access to less costly credit,
- (3) enabling access to less costly credit,
- (4) encouraging greater non-diaspora investor confidence, and
- (5) providing a more reliable flow of resource in the face of growing global uncertainty (e.g. Brexit, oil price rises).

The main intention of the flagship Commonwealth Diaspora Investor Survey, which was to generate a robust, evidence-based understanding of the potential to increase diaspora investments and savings amongst Commonwealth countries.

The diaspora can be a huge asset for the development of the countries and fill the gaps that are present. They are a channel through which not only finance flows, but also the much needed tacit knowledge, can flow. The diasporas are a potential source of opportunities for trade, investment, innovation and professional networks that home countries can depend on.

The survey shows that there is a need from the countries for diaspora to investment back into the countries. In order to close the gap between the current demand and supply for diaspora financial/investment products, there is need for more information on what the diaspora would like to invest in and the incentives they require.

Therefore, the survey has tried to address the information gap by providing robust evidence base for stakeholders to leverage diaspora investments.

At this point, I thank the Commonwealth Secretariat for including Fiji, as the only Pacific member, in the flagship Commonwealth Diaspora Investor Survey, which includes, Bangladesh, Ghana, Jamaica, Kenya and Nigeria.

The inclusion of Fiji provides a different dynamic to the Survey, as we represent the small island states, in a region that has varied levels of development and are the most isolated countries in the world.

In terms of attracting diaspora investors, Fiji has taken the lead in the region, with the introduction of dual citizenship to entice Fijians who are residing in abroad to come back to Fiji and invest as a local rather than as a foreigner.

In addition, the investment promotion agency, that is, Investment Fiji is tasked to facilitate investment process for Fijian investors also. And now, the Fijian Government is working on amending its Investment Policy and Law for better facilitation of both foreign and domestic investors, including investments from diaspora.

Therefore, the findings of this survey are very timely, as the Fijian Government can capitalise on the information to improve the policies, initiatives and incentives for domestic or diaspora investors.

Fiji looks forward to working closely with the Secretariat, to develop further initiatives that are targeted towards the diaspora, including the use of the diaspora investment toolkit. The Commonwealth family has a lot to offer to each other and we look towards the Secretariat in facilitating peer learning for knowledge and expertise exchanges.

Finally, I wish to thank the co-chairs, H.E. Jitoko Tikolevu, Fijian High Commissioner to the UK and Dr Reginald Darius and Professor Prajapati Trivedi, the former and current Director of Economics, Youth and Sustainable Development at the Commonwealth Secretariat, for their excellent stewardship of the Research Steering Committee. The Committee provided the strategic oversight of the implementation of the survey. We also acknowledge the Fijian and other Commonwealth diaspora living in the UK who have been part of the survey.

Vinaka Vakalevu.

**Hon. Faiyaz Siddiq Koya**

Minister for Industry, Trade, Tourism, Lands, and Mineral Resources  
Republic of Fiji

# Foreword by Director of Economic, Youth, and Sustainable Development

Achieving the Sustainable Development Goals (SDGs) requires effective utilisation of all available sources of revenue, which can be enhanced through the mobilisation of new and innovative forms of financing. To this end, in July 2017, the Commonwealth Secretariat initiated a programme to identify ways to leverage diaspora finance for productive investments in Commonwealth member countries.

This Report is the culmination of the initial research phase of the programme, which outlines the results of the flagship Commonwealth Diaspora Investor Survey. The aim of the Survey was to better understand diaspora interest in investing in their country of origin, which would provide the basis for robust and evidence-based policy interventions to increase diaspora investments and savings in Commonwealth countries.

The Secretariat is indebted to the pilot countries that were a focus of the Survey – Bangladesh, Fiji, Ghana, Jamaica, Kenya and Nigeria – and especially their High Commissions in the United Kingdom that provided crucial support in reaching out to their diasporas.

The findings of this Report sets the basis for further work by the Secretariat for designing policies and relevant toolkits that will assist Commonwealth countries in capitalising on diaspora finance. We also plan to continue working with the pilot countries to devise tailored solutions, based on the country findings of the Survey and drawing on the experience of Commonwealth members that have successful diaspora programmes, such as India. These combined efforts should contribute to the achievement of the SDGs by member countries.

Finally, we hope that this Report adds to the knowledge base on diaspora finance and is of interest to policy-makers and development partners working in this area.

**Professor Prajapati Trivedi**

Director

Economic, Youth and Sustainable Development

Commonwealth Secretariat





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The research also benefited from the strategic oversight provided by the Research Steering Committee (RSC), co-chaired by H.E. Mr. Jitoko Tikolevu, High Commissioner to the United Kingdom for Fiji and Mr Reginald Darius, former Director for Economic, Youth and Sustainable Development (EYSD), Commonwealth Secretariat. Professor Prajapati Trivedi, the current Director for EYSD, later assumed the role of co-chair. Other Committee members included Ms Sharifa Khan and Mr Mahbur Rahman, Bangladesh High Commission; Ms Paulini Cakacaka, Fiji High Commission; Ms Joyce Asamoah-Koranteng, Ghana High Commission; Ms Angela Rose-Howell, Ms Carol Lee-Lea and Ms Renee Lloyd, Jamaica High Commission; Ms Anne Kamau and Ms Grace Cerere, Kenya High Commission; and Mr Victor Adeleke and Mr Isoken Ikponmwoosa, Nigeria High Commission. Mr Muhammad Ayub and Mr Jawad Ajmal of the Pakistan High Commission also participated in earlier deliberations of the RSC. Representatives from capital also joined some of the deliberations of the RSC, as well as providing offline support, including Dr MD Akhtaruzzaman, Bangladesh Bank; Ms Nikita Nandini, Fiji Ministry of Economy; Mr Sampson Akligoh, Ghana Ministry of Finance; Ambassador Sharon Saunders and Mr Lincoln Downer, Jamaica Ministry of Foreign Affairs & Foreign Trade, and Mr Oronde Small, Jamaica Ministry of Finance & the Public Service; Mr Isaac Gitone, National Treasury, Kenya; and Dr Israel Igwe, Nigeria Federal Ministry of Finance.

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This Report was prepared by ComRes with oversight by the Commonwealth Secretariat. Ms Nicola Marsh and Ms Clara Pelly were the key consultants from ComRes that worked on survey design, survey deployment, the compilation of the results, and production of the report.

The Commonwealth Secretariat team included Ms Heidi Tavakoli, Economic Adviser; Ms Resina Katafono, Economic Adviser; Ms Heather Cover-Kus, Technical Research Officer; Mr Wonderful Khonje, Economic Officer; Mr Sanjay Kumar, Debt Management Adviser; Ms Neena Jain, Assistant Programme Officer; with oversight by Ms Denny Lewis-Bynoe, former Adviser and Head of Economic Policy and Small States and later, Mr Travis Mitchell, Adviser and Head of Economic Policy and Small States a.i.

This research was made possible with the support from the Commonwealth Fund for Technical Cooperation and the Government of Australia.



# Executive Summary

Little is known about diaspora interest in savings and investments, as only a small number of surveys exist. To address this knowledge gap, the Commonwealth Secretariat commissioned this survey to provide evidence for stakeholders aiming to leverage diaspora capital.

The survey, undertaken between October 2017 and March 2018, focused on diaspora communities in the UK from six Commonwealth countries – Bangladesh, Fiji, Ghana, Jamaica, Kenya, and Nigeria. The questionnaire examined diaspora savings and investments in their countries of origin and covered current practices and motivations; obstacles to saving and investment; and preferences for future saving and investment.

Overall, the results of the survey indicate that the Commonwealth diaspora interviewed are highly engaged with their countries of origin. Many send support in various forms, most commonly remittances to family and friends, as well as gifts or charitable donations. Benefitting family and friends is the central goal, although a sense of civic pride and desire to contribute to the social and economic development of the country are also motivations. Having some form of savings or deposit account in the country is common, whereas take-up of other products such as government bonds is relatively low. Notably, nearly half of respondents say that they currently hold no form of saving or investment at all in the country in question.

It is clear from the quantitative and qualitative findings that a range of issues present a barrier to saving and investment that must be addressed. Issues related to governance rank highest among these, with over half of respondents citing corruption as a key priority for governments to tackle. Other issues include political instability, security concerns, weak legal framework and enforcement, fluctuating currencies, lack of information and excessive red tape. Poor governance looms particularly large for those with greater formal investment potential such as business owners, for whom turmoil resulting from political instability, policy change and a weak legal framework can act as a serious disincentive.

The considerable potential for diaspora investment is yet to be realised. Over 80% of business owners and over 60% of professionals, express interest in saving or investing in the Commonwealth country with which they have a connection. Potential diaspora investors are frequently entrepreneurial, with more interested in setting up a business than any other form of investment. The sector of greatest interest to potential investors overall is property and real estate. Investment preferences are often consistent with the drive to benefit either a local community or the development of the country as whole, with potential investors most likely to say that they would like to invest in their home towns or cities, and to reinvest any profits in the Commonwealth country rather than repatriating them to the UK.

# COMMONWEALTH DIASPORA

## INVESTOR SURVEY OVERVIEW

### CURRENT PRACTICE:



**77%**

Sent money to family / friends

**50%**

Donations in kind

**35%**

Financial donations to religions / charities



### KEY

- Business Owners
- Non-Business Owners
- Total



**25%**

To invest in social & economic development



**25%**

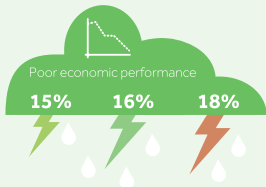
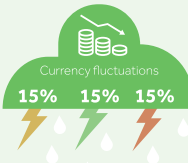
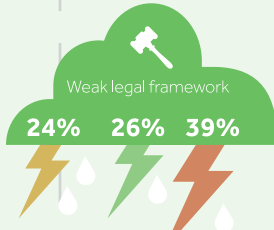
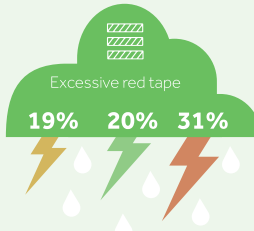
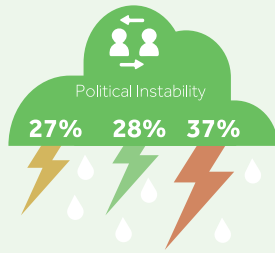
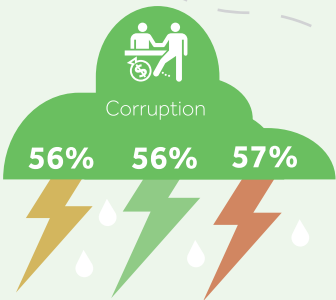
for a sense of duty & personal pride



**82%**

to benefit family & friends

### OBSTACLES:



Have savings / deposit accounts



Own a business or have one with a partner



Don't have any form of saving or investment



### ADDRESSING OBSTACLES AND INCENTIVES:

**39%**

Economic incentives

51% Business  
39% Non-Business

**31%**

Improved technological solutions

38% Business  
30% Non-Business

**30%**

Opportunities to support move to this country

33% Business  
30% Non-Business

**26%**

Special economic rights

24% Business  
26% Non-Business

**25%**

Greater government recognition

40% Business  
23% Non-Business

**22%**

Project that I or my family benefit from

18% Business  
22% Non-Business

**20%**

Forums to share information to investors & stakeholders

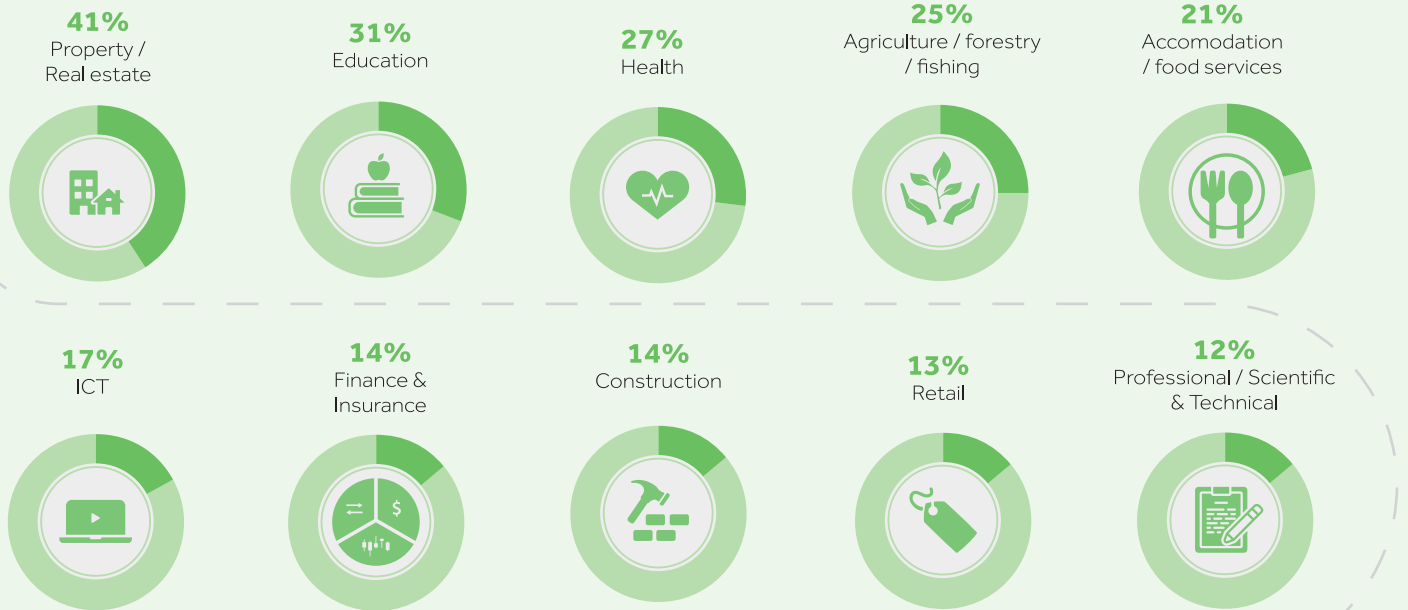
22% Business  
19% Non-Business

**9%**

Advanced social status

15% Business  
18% Non-Business

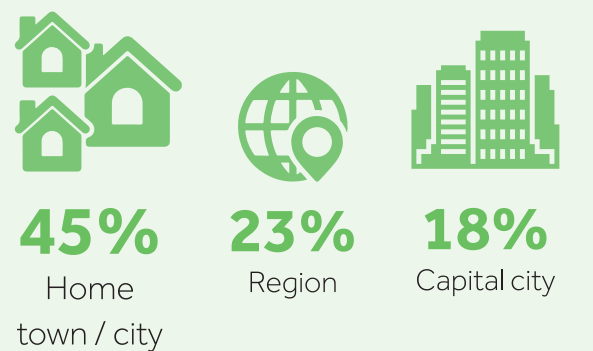
## SECTORS INTERESTED IN:



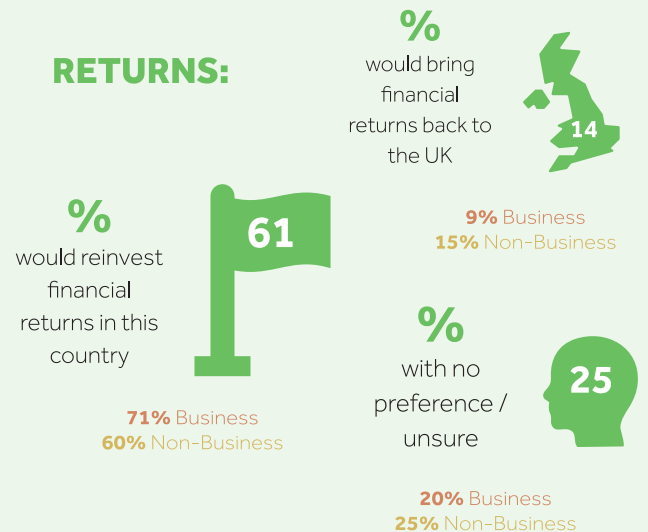
## TYPES OF SAVING / INVESTMENT INTERESTED IN:



## LOCATION INTERESTED IN:



## RETURNS:



## PREFERENCES FOR FUTURE SAVING AND INVESTMENT:

64%  
interested in investing in the Commonwealth country

40%  
don't have any form of saving or investment

83%  
of business owners interested in investing in the Commonwealth country







# Introduction

The flagship Commonwealth Diaspora Investor Survey aims to generate a robust, evidence-based understanding of the potential to increase diaspora investments and savings in Commonwealth countries. Little is known about diaspora interest in savings and investments, as only a small number of surveys exist. To address this knowledge gap, the Commonwealth Secretariat commissioned this Survey to provide robust evidence for stakeholders aiming to leverage diaspora capital.

The Survey, undertaken between October 2017 and March 2018, focused on diaspora communities in the UK from six Commonwealth countries – Bangladesh, Fiji, Ghana, Jamaica, Kenya, and Nigeria. These countries were selected because they have significant diaspora populations in the UK<sup>1</sup>, their governments are actively seeking to engage their diaspora, the countries span the Commonwealth regions, and represent both large and small states.

The objectives of the Commonwealth Diaspora Investor Survey were to understand three key areas:

- *The current practices and motivations of diaspora communities in channelling finance to their countries of origin<sup>2</sup> for savings and investments.* To achieve this objective, there were questions assessing the type and volume of financial assistance provided as well as why diasporas choose to save and invest back home.
- *Whether diaspora communities would like to provide greater financial assistance to their home countries, and if so, what financial*

*products they would prefer.* For this objective, questions examined the degree to which members of country diasporas would like to provide greater assistance to their countries of origin, and their preferences, for e.g. type of financial instrument, sectoral focus, length of investment etc.

- *The obstacles restricting diaspora savings and investments and the appropriate remedial policy action to incentivise these flows.* Here, there were questions identifying the reasons that prevent or restrict saving and investing, and potential policy actions that might encourage greater saving and investment.

This Report provides the aggregate results of the Survey for the targeted countries and, along with the individual country reports (forthcoming), provides the evidence base for shaping the Commonwealth Secretariat's diaspora finance work programme (also forthcoming). These results will be particularly useful for recommending diaspora policy for governments, including the potential for small and medium enterprise/venture/impact investment. The countries involved in this research phase will be central to the planning of the Secretariat's future work programme, with the aim of replication and expansion to the rest of the Commonwealth. Initial thinking on implementation modalities of the Secretariat's forthcoming diaspora work programme include direct technical assistance and knowledge exchange including through South-South cooperation, as well as through

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1 Please see Appendix 1 for further detail.

2 "Country of origin" is used here as a broad reference to the country to which the respondent may have ties, but recognising that they may identify as British, as a national of one of the 6 identified countries, or identify with both countries. It is also recognised that through marriage or other family connections there may be further national loyalties than simply the UK and "country of origin".

the development of toolkit(s), which can guide practical implementation. The results of this Survey will be a crucial guide for these implementation modalities.

The Report first presents an overview of the Survey methodology and sample, followed by the Survey results, which are presented in order of the

category of questions asked: 1) Current practice and motivations, 2) Obstacles to saving and investment, 3) Addressing Obstacles and other incentive mechanisms, and 4) Preferences for future saving and investment. A detailed technical note and the raw aggregate data are presented in the appendices.

# Overview of Survey Methodology and Sample<sup>3</sup>

## Methodology

To meet the objectives of the survey, the methodology consisted of two phases.

### Phase 1: Quantitative Survey

The first phase was an online survey consisting of 32 questions, including two open questions. Opportunity sampling was used with the aim of achieving a target sample size of 100 responses per country, as the minimum robust sample size achievable. Contact details for diaspora networks were provided by the High Commissions, and the Commonwealth Secretariat's communications team also promoted the survey. Online panels were used to supplement where response rates were low, for Bangladesh, Kenya and Nigeria.

### Phase 2: Qualitative Discussion Groups

The second phase was a series of discussion groups. Two discussion groups were conducted per country. One set was conducted among respondents who expressed interest in taking part via the quantitative survey – 'Professionals' – and one set among individuals identified by the countries' High Commissions as being part of the business community – 'Business Owners'. While the qualitative stage had been intended to follow on from the quantitative stage, smaller than anticipated sample sizes meant that the quantitative fieldwork period was extended, and qualitative groups run concurrently. Telephone interviews were used where availability was more restricted among the 'Business Owner' group.

## Demographic Makeup of Quantitative Survey Sample

As the sampling has predominantly been on an opt-in basis, it is important to note that the sample is not representative of the diaspora populations in the UK. The demographic makeup of the **quantitative survey sample** was as follows:

## Relationship with country of origin

Overall, the breakdown in the total level of the sample was 25% born in the UK, and 75% not born in the UK. However, the sample make-up of different countries varied in terms of reported relationship. The samples of some countries were made up almost exclusively of those not born in the UK, such as Fiji (98% vs 2%) and Ghana (92% vs 8%). Others were more mixed, such as Kenya (75% vs 25%) or Nigeria (74% vs 26%), or closer to a split, such as Jamaica (62% vs 38%), and Bangladesh (52% vs 48%). It is notable, however, that those not born in the UK were not in the majority for any of the country samples.

## Arrival in UK

The date of arrival in the UK varied considerably by country diaspora. For Fiji and Nigeria, the greatest proportion of the diaspora had arrived recently, between 2001–2017 (Fiji – 71%, Nigeria – 42%). For Ghana, Kenya, and Bangladesh, the greatest proportion had arrived between 1981–2000 (48%; 36%; 24%), whereas for Jamaica the greatest proportion had arrived between 1961–1980 (26%).

## Occupation

Broadly there was consistency in the proportions of occupation status reported by different diaspora groups, with the vast majority in every country diaspora describing themselves as non-business owners (between 79%–94%), and only minor proportions of all groups describing themselves as students, retired, or unemployed. Overall in the sample, 12% described themselves as business owners, while 88% described themselves as non-business owners. The proportion of those describing themselves as business-owners in each group was broadly similar, with a slightly higher proportion of business owners reported in

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<sup>3</sup> See technical note in Appendix 1 for further details.

Jamaica (21%), Nigeria (18%), and Ghana (14%), and the slightly lower in Kenya (9%), Fiji (6%) and Bangladesh (6%).

### Company sector

The sample identified themselves as working in a broad range of sectors. The greatest proportion identified themselves as working in the health sector, 16%, with the lowest proportion saying that they worked in motor trades, 1%, and production, 1%. There was also some variation across countries. A much higher proportion of those in the Fijian sample described themselves as working in public administration and defence (19%), for example, than in any other country sample. Similarly, a greater proportion of those in the Kenya sample, 31%, say that they work in the health sector than any other country sample.

### Financial decision maker

The vast majority of the sample described themselves as financial decision makers, with 90% of the total sample saying that they make at least half of their household's financial decisions. This varied only slightly across countries, with the lowest proportion of financial decision makers in the Bangladesh sample, 82%, and the highest in the Jamaican and Fijian samples, both 93%.

### Age

In the total sample overall, the 31–50 age bracket was most populous (51%), with the remaining sample broadly split between the 18–30 bracket (20%) and the 51 or older bracket (26%). Few countries matched this, with Kenya (18–30, 28%; 31–50, 46%; 51+, 24%) and Nigeria (18–30, 32%; 31–50, 52%; 51+, 15%) the closest. While Bangladesh was skewed more towards younger respondents (18–30, 38%; 31–50, 55%; 51+, 5%), the Fiji sample had a heavy bias towards middle age (18–30, 7%; 31–50, 83%; 51+, 7%). Jamaica (18–30,

11%; 31–50, 27%; 51+, 57%) and Ghana (18–30, 6%; 31–50, 44%; 51+, 47%) were skewed more towards the older age brackets.

### Gender

At a total level, broadly a good gender split was achieved: 48% male vs 49% female (3% 'prefer not to say'). Most country samples broadly mirrored this (Fiji: 49% male vs 51% female, Bangladesh: 46% male vs 53% female, Kenya 44% male vs 53% female, Nigeria 53% male vs 47% female). However, the Ghana sample was considerably skewed towards male respondents (60% vs 38% female), while the Jamaican sample skewed towards female (61% vs 36% male).

### Education level

Overall, the sample was skewed towards more educated respondents, with 79% achieving a university degree or equivalent qualification, and just 16% achieving up to secondary-level education. Broadly, this split was evident across the country-level samples. The bias towards tertiary level education was strongest within the Jamaican (86% vs 9%), Nigerian (88% vs 10%), and Ghanaian (84% vs 11%) samples. It was slightly less evident among the Kenyan (78% vs 19%) and Bangladeshi samples (74% vs 22%), and least evident among the Fijian sample (64% vs 24%).

## Demographic Makeup of Qualitative Survey Sample

The qualitative sample was split between those who are business owners and those who are not business owners from each country diaspora. Two focus groups were held per country, one mini-group with business owners, and one full-size group with non-business owners. The sample size for non-business owners ranged between 3–8 for each country, whereas the sample size for business owners ranged between 2–5.

# Survey Results

## Current Practice and Motivations

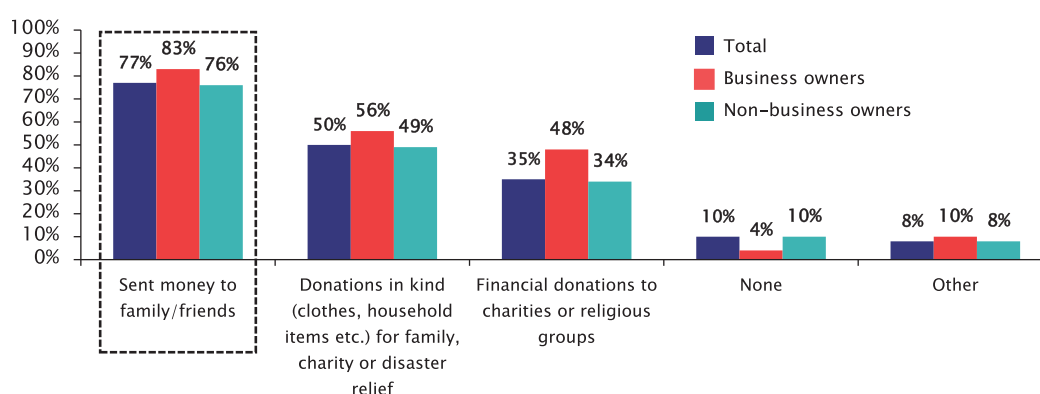
Financial connections between diaspora members and their countries of origin are common. However, largely these are informal, consisting in the most part of remittances to family and friends though many also send in kind donations. Formal investment and saving practice is much less widespread. Although approaching half of diaspora members report having savings or deposit accounts, a similar proportion say that they have none of the saving or investment products listed. Correspondingly, the amounts of money sent back tend to be small. Overwhelmingly, diaspora members report that they are driven more by emotional reasons than financial. The social impact of the support sent is key, whether the motivation is to benefit immediate friends and family, or the social and economic development of the community or country more broadly.

There are some notable differences in practice and motivations among different groups within diaspora communities. Those who are born in the country in question for example are generally more likely to have both informal and formal financial connections than those born in the UK. Diaspora business owners are more likely to say that they send larger sums of money back than those who don't own a business, as well as to report that financial gain as a motivation.

### Current practice: Types of support

**Levels of engagement among the diaspora community interviewed are high, with the vast majority of those interviewed as part of the survey saying that they have sent support to the country with which they have a connection in the last year. Only a very small minority of those interviewed say that they sent no type of support at all in the last year.**

Showing % that have supported countries in the following ways:



Q. How have you supported (Country) in the last year? Base: All respondents (n=1,008), All business owners (n=136), All non-business owners (n=872).

Remittances are by far the most common form of support, with 77% of those interviewed saying that they have sent money to family or friends in the last year. Discussion groups confirm that this practice is extremely common, although diverse in motivation, form and frequency. While some report sending remittances on a weekly basis, to family and friends who are almost dependent on them for their survival, for others this takes the form of a monthly or even annual lump sum sent as a gift or to fund a particular investment. Generally, diaspora members

report that electronic transfer or bank transfer methods are the most straightforward way to send money directly to friends and family, though they also recognise that this has drawbacks.

*"I would say that literally everyone would be, at some stage, sending money back, or they will have family that are still remaining in Bangladesh. If it's not immediate family, close family that they have to keep ties or relationships with and that entails sending money back*

*and forth" – Participant of the Bangladesh Professionals Focus Group*

*"I usually do it by bank transfer, it's backwards though, it's a bit of a pain to do. It can be quite expensive. I found it easier to send money to the orphanage or church, or to the bank." – Participant of the Fiji Professional Focus Group*

*"I think that there are lots of these money transfer organisations and quite a lot of them are online now, so they're trying to provide more efficient and reliable services than the banks. So, in terms of banks, I mean, I hardly use a bank to send money... Even their commissions are also higher than the money remittance, yes." – Participant of the Ghana Professional Focus Group*

Other forms of support are also common, with half of those interviewed as part of the quantitative survey (50%) saying that they have sent donations in kind for family, charity or disaster relief in the last year, and over one-third saying they have sent financial donations to charities or religious groups, 35%. Those from the diaspora community who own a business are particularly likely to do this, with nearly half (48%) saying that they have sent financial donations to charities or religious groups in the past year, in comparison to 34% of professionals who say they have done this. In discussion groups, diaspora members frequently mentioned cultural expectations around sending money home. This cultural expectation was a theme touched on by some business owners who said that they viewed sending support in this way almost as a form of corporate social responsibility (CSR), in which those from the business community use their wealth to support the development of the country with which they have a connection.

*"Sending money is quite a common thing because we have a culture where we have a saying, 'You look after your parents', and when they say parents, extended family... We've been brought up in an environment where probably things are not as comfortable as we have it here, therefore you have to help people that are less privileged" – Participant of the Ghana Professional Focus Group*

*"There is a cultural element to it as well, whereby it's seen as the right thing to do, people look after their own for many of our friends*

*and family." – Participant of the Bangladesh Professional Focus Group*

*"I also have a historic tour company in Jamaica, which teaches people about the history of emancipation, and it has a church event to it. I also started a children's charity, investing time and money in developing aspects of a school for the sake of the poorer children at school in the area" – Participant of the Jamaica Professional Focus Group*

*"I'm interested in businesses that also develop the community, for example with healthcare or with the elderly, a business that has some kind of benefit but also is able to keep itself going." – Participant of the Kenya Professional Focus Group*

Survey responses make clear that those in the diaspora communities with closer links to their countries of origin, whether these are commercial or emotional, are more likely to send financial support. A far higher proportion of diaspora members who already have savings and investment in the country in question say that they have sent money to family or friends in the last year (85%) than those without existing savings or investment, 65%. Similarly, those born in Commonwealth countries are more likely than those born in the UK to send money to family and friends, with 87% saying this in comparison to 53% of those born in the UK. Men are more likely than women to report sending money to family or friends (80% vs 72%).

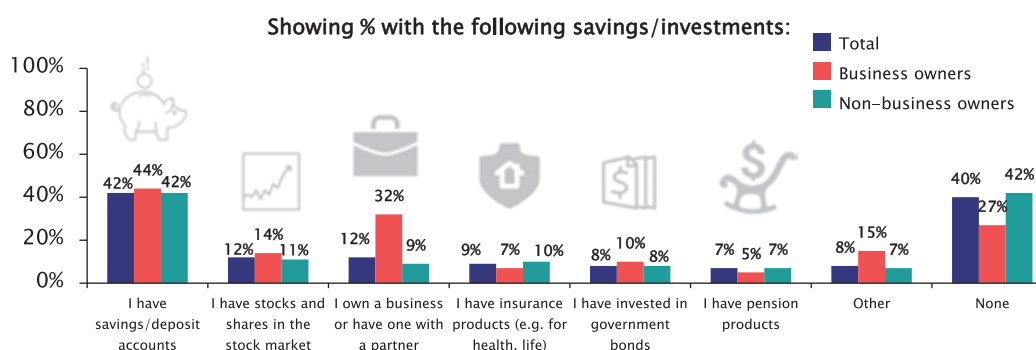
A majority of diaspora members across the target countries report sending some form of either financial or non-financial assistance to the country in question, with at least 60% in every country reporting sending money back to friends and family. However, there is some variation in the prevalence of these financial and non-financial flows. Respondents in Ghana and Fiji, for example, are particularly likely to report sending money to family and friends (94% and 92% respectively), whereas a smaller proportion of those in Bangladesh, Kenya and Nigeria report this type of financial system (61%, 67%, 70% respectively).

### Current practice: Types of savings/ investments

**The highest proportion of those interviewed say that they hold a savings or deposit account**

**in the country in question, although a similar proportion also say that they currently hold no savings or investments in this country. Other forms of savings and investment such as stocks**

**and shares or government bonds are much less common, with only a small proportion saying they hold these currently.**



Q. What savings or investments do you currently hold in this country? Base: All focus countries (n=1,008), All business owners (n=136), All non-business owners (n=872).

The most common form of saving and investment are savings or deposit accounts, with over two in five (42%) of those interviewed saying that they currently hold an account of this type in the country in question. However, only a minority of those interviewed say that they have any of the other forms of savings or investments listed, with only around one in ten saying that they have stocks and shares, own a business, have insurance products, invest in government bonds or pension products (12%, 12%, 9%, 8% and 7%, respectively). This was reflected in discussion groups with non-business professionals, where diaspora members were much more likely to report less formal ways of saving and investment such as investment in property or land, frequently via networks of family and friends. In particular, use of electronic or mobile transfers to send money is widespread, as a method which is quick, cheap and easy.

*"In nearly every corner there's a money transfer shop, the shops themselves have become extremely popular, so I think that in itself is an indicator, it's become very, very common. The thing is, to open a Bangladeshi current account it's not so straightforward as a British citizen." – Participant of the Bangladesh Professional Focus Group*

Utilising informal networks of family and friends is a common theme among diaspora members. While business owners are significantly more likely to report owning or sharing ownership of a business than professionals (32% vs 9%), they often have done so via family connections. Similarly, those

born in the Commonwealth country, and therefore perhaps with stronger networks, are more likely to have savings or deposit accounts (47% vs 26%), stocks and shares in the stock market (12% vs 7%) and to own a business or have one with a partner (13% vs 7%) in country in question.

*"I can only set up my business in Nigeria because I have contacts there and I'm starting small. I have family I can trust there, so it's easier."*

*"My business is very different, but it's the same story. The fact that I have family there, people I can trust – it makes a huge difference" – Participants of the Nigeria Business Owner Focus Group*

*"I'm lucky because I have a friend in Ghana, who has helped me with setting up my shop and keeping it running. It's so useful to have someone there who knows the system, who knows who to contact. Otherwise there's no way I would have been able to do it from here, even travelling so often to Ghana." – Participant of the Ghana Business Owner Focus Group*

It is notable that a significant minority of those interviewed, 40%, report holding none of the forms of saving or investment listed. Non-business owners are much more likely to report holding no current savings or investments in the country in question than business owners (42% vs 27%), as are those born in the UK in comparison to those born in the country in question (61% vs 34%). Given that the proportion of those interviewed saying that they are interested in saving and investing in

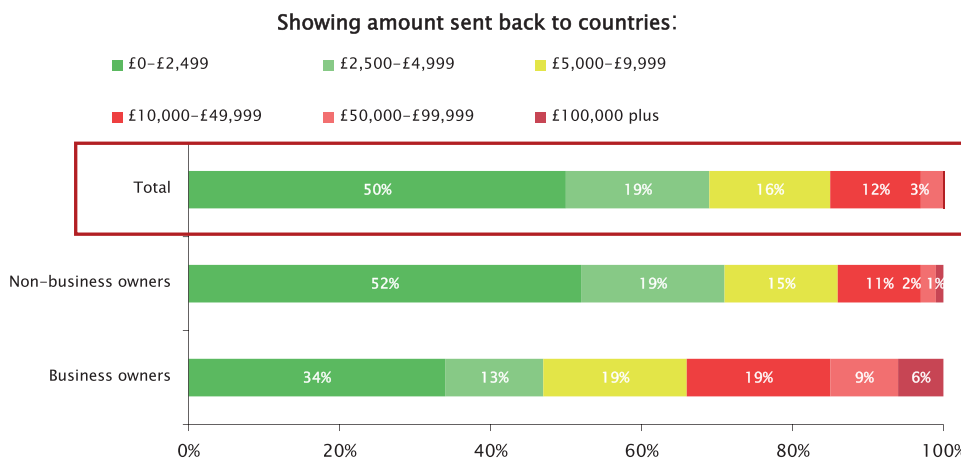
Commonwealth countries is far greater than those who are not (64% vs 12%), this suggests that there is a substantial difference between interest and practice, perhaps the result of the obstacles discussed later in this report. Men are more likely than women to say that they are business owners (15% vs 10%), and to report that they have stocks and shares in the stock market (15% vs 8%).

Broadly, there is consistency across types of financial products that different country diasporas report: for example, saving and deposit accounts are the most common form of financial link across the different countries surveyed, with a much larger proportion of each country's diaspora reporting holding a saving or deposit account than report having stocks and shares, insurance products or government bonds. However, there is some variation in proportion of diaspora members reporting each financial product type across the different countries surveyed. Only 29% of the

Bangladesh diaspora, for example, report having a savings or deposit account in comparison to between 42%–51% of those in Kenya, Nigeria, Ghana, Jamaica and Fiji. Similarly, while 21% of those in the Nigeria diaspora report owning a business, only between 6%–11% of members of the Jamaican, Fijian, Bangladeshi and Kenyan diasporas do so. While a quarter (24%) of Kenyans report having stocks and shares in the stock market, only between 5% and 8% of those in the Fijian, Jamaican and Ghanaian diasporas report holding these.

### Current practice: Amounts sent back to countries

**It is much more common for diaspora members to send small sums of money to the countries with which they have a connection, although business owners are more likely to send larger sums.**



Q. How much money in total did you send to [country] in the last year (includes support for others as well as for your own savings and investment)? Base: Total (n=1,008), All business owners (n=136), All non-business owners (n=872)

By far the greatest proportion of diaspora members – over half of those interviewed – say that in the last year they sent between £0–£2,499 to their countries of origin (50%). This proportion falls sharply for the next greatest amounts tested, with 19% saying that they sent £2,500–£4,999, for example. Only 1% of diaspora members said that they sent £100,000 or more, with under 1% saying that they sent £100,000–£499,999 and £500,000–£999,999.

On average, business owners say that they send back more money than non-business owners, with one in ten saying that they sent £50,000–£99,999 back in the last year (9%) in comparison to just two in a hundred of non-business owners saying this (2%). However, £0–£2,499 is still the most common

amount of money that business-owners say that they send, with one in three saying that they sent this amount in the last year (34%). No business owners said that they sent the largest amounts tested: £1m–£4.9m or £5m plus. In discussion groups, several business owners reported having had difficulties with moving larger sums of money between the UK and their country of origin, suggesting that this may be one constraint that may prevent those from the business community saving or investing more.

*"It's difficult because you can't send over £5000 [from the UK without a lot of paperwork], government policy should be more liberal, more open. There's high borrowing cost in Bangladesh so it would improve GDP if people were able to*



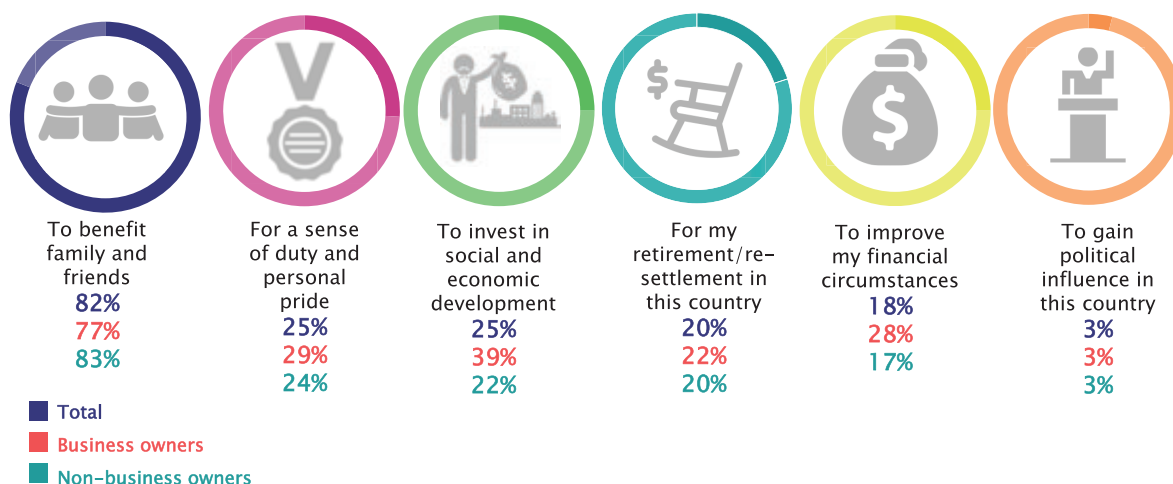
*send over more money.” – Participant of the Bangladesh Business Owners Focus Group*

Those born in the Commonwealth country in question are also more likely to say that they send higher amounts of money, with one in five saying that they sent £2,500–£4,999 (22%) in comparison to one in ten of those born in the UK (10%), for example. Correspondingly, those born in the UK are more likely to say that they send smaller sums of money, with seven in ten saying they sent £0–£2,499 (72%) in comparison to four in ten of those born in Commonwealth countries who say this (42%). Women are more likely than men to say that they send between £0–£2,499 (56% vs 44%), while men are more likely to say that they send £2,500–£4,999 (21% vs 16%) and £5,000–£9,999 (19% vs 13%).

This trend is generally consistent across the different country diasporas interviewed, with the highest proportion of respondents saying that they sent an amount falling within the lowest bracket for all countries. The only exception is those in the Fijian diaspora, 38% of whom report sending an amount within the £2,500–£4,999 bracket, in comparison to 34% of whom say that they send an amount within the £0–£2,499 bracket.

### Current practice: Reasons for sending money

**The most common drivers for sending money reported by diaspora members are emotional and social, with by far the greatest proportion of those interviewed saying that their central motivation is to support family and friends.**



Q. Why do you send money to this country? Base: All respondents who send money to the Commonwealth country in question (n=945); business owners (n=132); non-business owners (n=813).

Benefitting family and friends is overwhelmingly the most frequently given reason for diaspora investment or savings, with eight in ten of those interviewed saying that they send money to the Commonwealth country in question for this reason (82%). Other emotional and social drivers such as a sense of duty and pride or a wish to invest in the social and economic development of the country in question also rank highly among the reasons given by diaspora members for sending money, with a quarter citing each (25% and 25%). Diaspora members are less likely to cite personal profit as a driver, with only around one in five saying that they send money to the country in question either for their retirement or resettlement in the country (20%) or to improve their own financial circumstances (18%). Political concerns were

reported as being the least relevant, with only 3% of diaspora members citing this as the reason they sent money to the country in question.

This is consistent with group discussions, in which diaspora members frequently reported the desire to see the social and economic impact of their investments, whether for those with whom they have personal relationships with such as friends or family, in the local community or in the region more broadly.

*“I’m interested in community development projects which are about local investment, where I would measure success less in financial terms, and more in terms of seeing benefit in the community” – Participant of the Fiji Professionals Group*

*"I don't know if it's a romantic connection. I don't know how you put it, but there is a connection, a strong emotional connection... The idea of being able to go somewhere where 'home' is, that's a powerful thing. Now, I was born in Jamaica. I still have family there, so of course I have a strong connection, but the next generation, some of them also appear to have that connection as well. So, what it is, I don't know specifically." – Participant of the Jamaica Professionals Group*

*"I have been doing remittances to my nephews, but I decided to invest – I opened a shop – so they get revenue from the income from that, so their dependency on me is reduced... Sending money to establish little businesses to assist their welfare, it reduces my burden and means they also get income" – Participant of the Ghana Professionals Group*

For business owners, financial returns are a more important driver than for non-business owners, with nearly one third saying that they send money to improve their own financial circumstances (28% vs 17% of non-business owners). In discussion groups, business owners often spoke about the great potential on offer to investors in the Commonwealth, particularly those which are rapidly growing economies with a burgeoning middle class. Several felt that in fact there were both more numerous and more lucrative business opportunities on offer in these countries than in the UK. Despite this focus on financial returns, however, diaspora business owners are also motivated by the desire to invest in the country's economic and social development, with 39% saying this, a higher proportion than non-business owners, 22%.

*"Making money is easier in Bangladesh than in the UK – it has a growing middle class, large population, there's lots to invest into, it has a good growth story" – Participant of the Bangladesh Business Owners Group*

*"Places like India have been very successful in having a pool of developers, using skills and talent to develop products to then export – Nigeria needs to be like that. I went to uni in Nigeria, I want to use some of its talent" – Participant of the Nigeria Business Group Owners Group*

There are several notable demographic trends when it comes to current practice. Those in older

age groups, those born in the country in question, and those who hold a university degree are all particularly likely to say that they send money to benefit family and friends. For example, 85% of both 31–50 year olds and 51+ say this, while only 68% of those aged 18–30 and 47% of those under 18 do so. Perhaps unsurprisingly, those in older age groups are also more likely to say that they send money to plan for their retirement or resettlement in the country in question, with 27% of those 51 or older, and 21% of 31–50 year olds saying this in comparison to just 10% of 18–30 year olds, though those born in the country in question are also more likely to say this than those born in the UK (24% vs 9%). Both those born in the country in question and those who hold a university degree are also more likely to say that they send money to invest in the country's economic and social development, with over a quarter of those born in the Commonwealth country saying this, 25%, in comparison to 17% of those born in the UK, and 27% of those with a university degree in comparison to 11% of those without.

Broadly, results are consistent across the different countries. Benefitting family and friends is the most common reason given by each of the country diasporas, with between 73% and 94% saying this. There is some variation within countries as to the proportion reporting each motivating factor. The vast majority of the Fijian diaspora (94%) report that benefitting friends and family is the driver behind financial flows, with much smaller proportions selecting any other option. Those in the Kenyan diaspora, however, are much more divided over the drivers for sending money, with between 30%–45% saying that they do so for a sense of duty and personal pride, for Kenya's economic and social development, for their retirement/resettlement in Kenya or to improve their own financial circumstances.

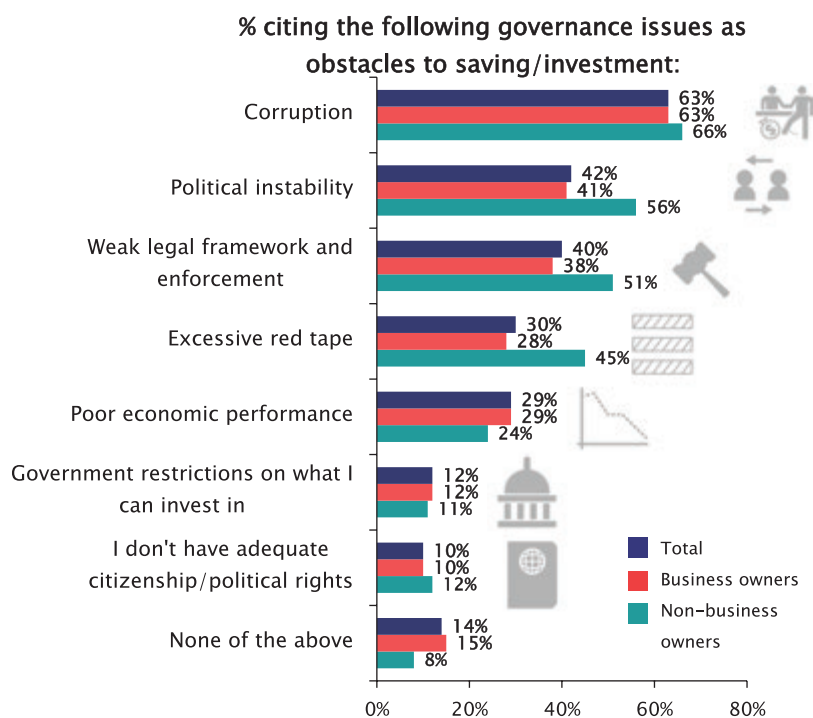
## Obstacles to Saving and Investment

Diaspora members report a wide range of factors that present a barrier to saving and investing. Lack of trust, and perceptions of instability are common themes. Diaspora members are most likely to raise corruption and political instability as governance factors that stand in the way of investing and saving, for example, and cite currency fluctuation and weak financial systems as key finance issues.

Both diaspora business owners and those born in the country in question are particularly sensitive to these factors, perhaps as those who are most likely to have experienced them. For other groups such as non-business owners or those without any existing financial connections, a lack of knowledge or information about the opportunities available present a more significant barrier to saving and investment.

### Obstacles to savings/investment: Governance issues

**Overwhelmingly, the central governance issue presenting an obstacle to saving and investing cited by diaspora members is corruption, although a significant proportion also say that political instability presents a barrier.**



Q. What governance issues prevent you from saving and investing (more) in this country? Base: All respondents (n=1,008); business owners (n=136); non-business owners (n=872)

A majority of diaspora members, 63%, cite corruption as the governance issue that prevents them from investing and saving, with four in ten (42%) also saying that political instability poses a barrier. In discussion groups, people frequently cited a lack of trust in the country's government as the driving force behind a wariness to save or invest in that country. Many felt that corruption and political instability had wide-ranging implications: for financial systems and institutions to the reliability of local government officials. Often, worries over the country's weak legal framework or enforcement fed into this lack of trust, with diaspora members raising concerns that if there were problems, they would struggle to take effective legal action. Notably, concerns of this type were often pervasive, with historic mistrust colouring assessments of the

present situation, although several members from different diaspora communities were more positive about more recent improvement.

*"With the unrest of things happening in Fiji... it's the trust, you worry that if you pour money in and there's a coup, what happens then. Government structures are important – you want them to be reputable, transparent, it's about trust."*  
Participant of the Fiji Professionals Group

*"Another factor that influences investment in Bangladesh is political upheaval, which can be quite frequent or instable... it's up and down, policies change depending on who's in power. I have to say that recently the situation has improved though."* Participant of the Bangladesh Professionals Group

*"What needs to happen is where a system is in place, and it's independent of politics. If they want people to invest into the diaspora, they should be independent of politics. They shouldn't have to be dependent on how do you feel about the current government."* Participant of the Ghana Professionals Group

While more bureaucratic issues such as excessive red tape are less likely to be perceived as preventing saving and investment, nonetheless around three in ten, 30%, say this would prevent them investing or saving, and this was an issue often raised in group discussions. Broadly, however, diaspora members were more likely to perceive red tape as an annoyance that slowed down or lengthened the process of investing, rather than as an issue that might prevent them from doing so altogether.

*"I think it is very difficult to run anything really from here. The amount of red tape really that you need to pass through, and everything has to be one-to-one or face-to-face. You know, even though I went through the whole citizenship process, I now need to get JPs to sign off on who I am. It's like, 'Where do I get these people from if I'm not actually there?' So, yes, it ends up being you either know the system and know somebody who can get you in"* Participant of the Jamaica Professionals Group

Those that own a business are particularly likely to perceive governance issues as an obstacle to saving and investment. Overall, they are more likely to select each of the options listed as presenting an obstacle to saving and investing than those who don't own a business, with the exception of 'government restrictions on what I can invest in'. Political instability appears a particular barrier, with 56% of business owners saying that this poses an obstacle to saving and investing in comparison to 41% of non-business owners.

*"Creating an atmosphere of trust is key – is the government going to put policies in place that help my investments"* Participant of the Kenyan Business Owners Group

There is also some variation in the perception of government issues as preventing saving and investment between those born in the Commonwealth country and those born in the UK. Four in ten, 42%, of those born in the country in question say that a weak legal framework is an

obstacle to saving and investing, for example, while only 32% of those born in the UK say this, suggesting that greater familiarity with the country's governance structures may mean greater awareness of the obstacles they may pose.

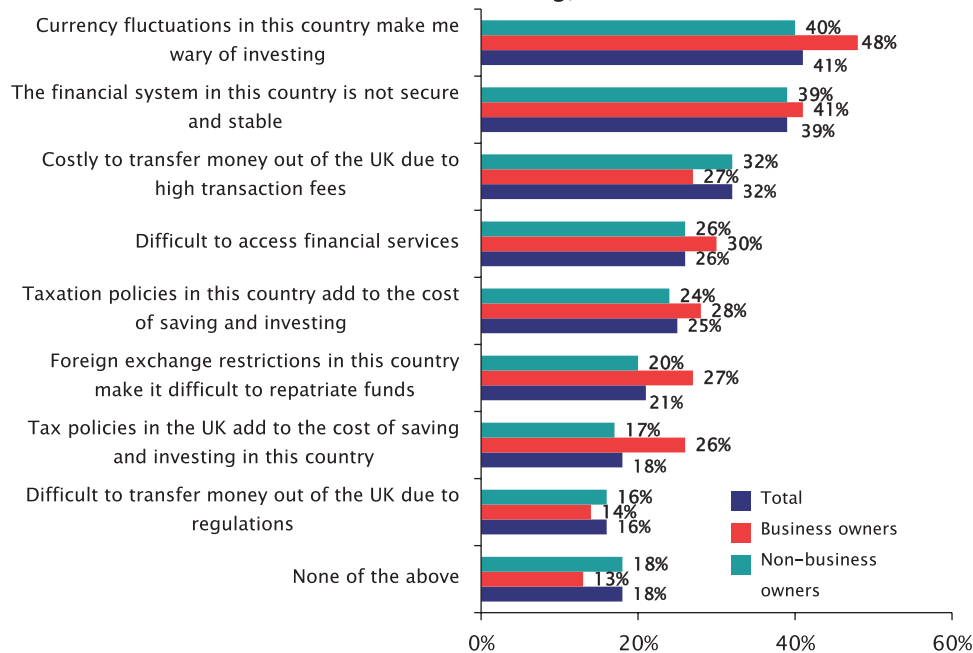
Some variation is also evident on a country by country basis. While corruption is the primary governance issue for those in the Bangladesh, Kenyan, Nigerian, Jamaican and Ghanaian diasporas, it comes second to political instability and security concerns for members of the Fijian diaspora. However, it is worth noting that corruption and political instability/security concerns rank either first or second for all countries. The only exception to this are members of the Ghanaian diaspora, for whom although corruption is the most commonly reported governance issue (73%), weak legal framework and enforcement ranks second (53%), and red tape third (40%).

### Obstacles to savings/investment: Financial system issues

**The most commonly perceived financial system issues are those relating to a lack of stability, whether in terms of concern over a specific issue such as currency fluctuations, or to the system as a whole.**

Currency fluctuations are perceived to be the financial system issue that makes diaspora members most wary of investing, with four in ten, 41%, saying this. A similar proportion, 39%, say that the weak and unstable financial system presents an obstacle, suggesting that currency fluctuations are perhaps perceived as a wider indicator of financial instability. Those in the business community are particularly sensitive to this with nearly half of those interviewed saying that currency fluctuations made them wary of investing, 48%, and only a slightly smaller proportion saying that the fact that the financial system in the country is not secure and stable prevents them from saving and investing, 41%. This was a theme often picked up on during discussion groups, where several members of the business community raised issues that they had had with currency exchange and particularly with large sums of money needed for business transactions. Many of these concerns were also shared by non-business owners, however, with several suggesting that awareness of financial risk limited the amount of money they decided to remit.

### % citing the following financial system issues as obstacles to saving/investment:



Q. What financial system issues prevent you from saving and investing (more) in this country? Base: All respondents (n=1,008); business owners (n=136), Non-business owners (n=872).

*"The exchange rates are a real issue, once you start talking about pounds they assume that you can pay more. Business account rates are higher, exchange rates are higher if you're not in Fiji, the conversions make it more expensive" – Participant of the Fiji Business Owners Group*

*"We have a messed-up financial system, a bad economic policy, the exchange rate is fluctuating and that's what banks are making money for – that's too risky for me." – Participant of the Nigeria Professionals Group*

*"It's very hard to get easy access to credit, there are no platforms to buy shares online, the bank doesn't trust you and you don't trust them – it's very off-putting" – Participant of the Kenya Business Owner Group*

Cost is a further financial system issue, with around a third of diaspora members saying that high transaction fees make it costly to transfer money out of the UK, 32%, and a quarter that taxation policies in the country in question add to the cost of saving and investing, 25%. Transactions through a bank were often perceived to be subject to poor exchange rates and extra charges that meant they were costlier than other electronic or mobile money transfer methods. However, while the cost

of saving and investing in the Commonwealth countries were frequently raised as an annoyance by diaspora members, it was generally perceived to be less significant than other factors in affecting investment decisions overall, not least because many accepted that exchanging or transferring money is invariably a costly process, no matter where it takes place.

*"I'll give you an example. If you're here now and you send £1,000 to America and you say, 'I'm not doing the business anymore, send my money back,' you'll probably get maybe, minus bank charges, £950 back, so you can live with that. In Nigeria, if you send £1,000 to the system, as it arrives in Nigeria, it's down to 365,000 naira. If you say, 'I don't want to do the business anymore, please buy pounds and send my money back to me,' you'll get £750 back." – Participant of the Nigeria Professionals Group*

*"I can move money around here to my Jamaican bank account but they charge interest on bank accounts. It's ridiculous interest... by the end of the month, you owe them money. I mean, it's bad. You may not have spent a penny, and your money will have gone" – Participant of the Jamaica Professionals Group*

*"The problem is that remittances to Africa, we pay the highest fees. So, other regions like India or maybe the Caribbean, the percentage of fees that they pay is about 5% but to Africa is 12% so we get hit harder. So, we're sending £100 but only £90 arrives, or £88 arrives."* Participant of the Ghana Professionals Group

As with governance issues, the obstacles presented by financial systems issues appear to be particularly acute for those who are more closely connected to the country in question, for example those who have pre-existing financial links. Nearly three in ten of those who currently hold savings and investments in the country in question say that tax policies in this country add to the cost of saving and investing, 27%, in comparison to just one in five of those who don't currently hold savings and investment, 21%. Correspondingly, those who don't yet have financial connections are less likely to report that financial system issues present a barrier, with 29% saying that none of the financial system issues listed prevent them from saving and investing in

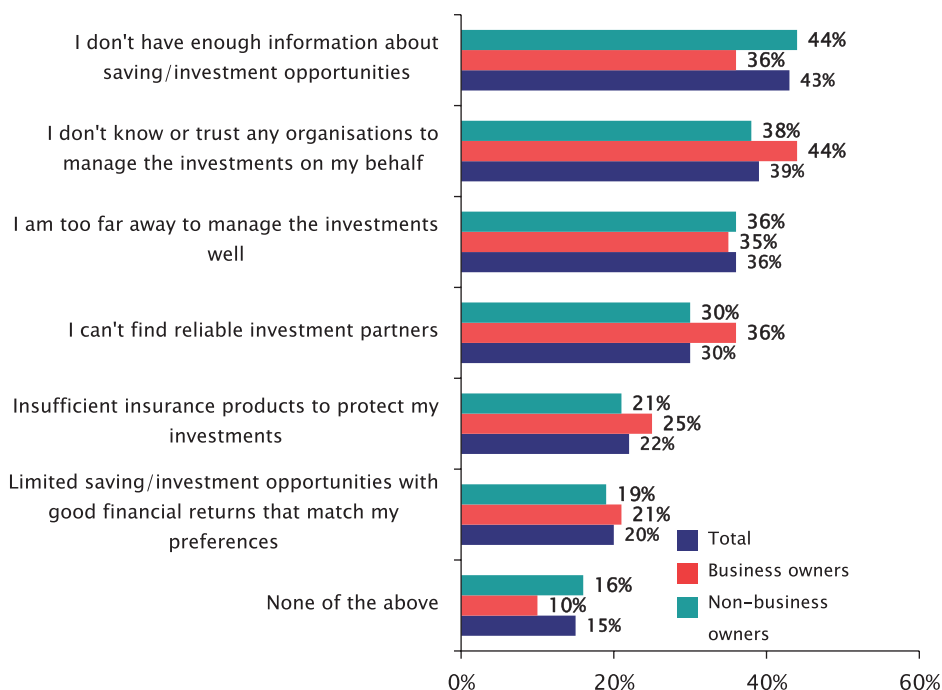
the country, in comparison to just 10% of those with existing savings and investments.

Although results are broadly consistent across the different countries, there are some small variations worth noting. For example, those in the Ghanaian (54%), Nigerian (49%), and Jamaican (43%) diasporas are particularly likely to say that currency fluctuations are off-putting, a greater proportion than those in the Bangladeshi (33%) or Kenyan (30%) diasporas. Those in the Nigerian (46%) and Ghanaian (43%) diasporas are also particularly likely to say that the financial system in those countries isn't strong or stable, in comparison to Kenyans (31%) or Jamaicans (32%).

### Obstacles to savings/investment: Other issues

**When asked for other obstacles to saving and investment, diaspora members frequently cited those relating to a lack of information, knowledge or trust, as well as the barrier presented by distance.**

**% citing the following issues as obstacles to saving/investment:**



Q. What (other) factors prevent you from saving and investing (more) in this country? Base: All respondents (n=1,008); business owners (n=136); Non-business owners (n=872).

When asked about obstacles other than those that were related to governance or financial systems specifically, a significant proportion – around four in ten – raise concerns around a lack of knowledge, with 43% saying that they do not have enough information about saving/investment opportunities and 39% saying that they do not know or trust any organisations to manage investments on their behalf. Nearly all of those who express a desire to invest or save in the Commonwealth country with which they have a connection, 47%, say that they don't have enough information about saving/investment opportunities. This barrier looms particularly large for those without existing savings and investment in the country in question. Half of this group, 50%, say that they don't have enough information about opportunities to save and invest, in comparison to 38% of those who do currently hold savings or investments. Women are also more likely than men to say that they don't have enough information about saving and investment opportunities (47% vs 39%), and to say that they don't know or trust any organisations to manage the investments on their behalf (42% vs 34%).

Broadly, results are consistent across countries, with a lack of information about investment/saving opportunities and a lack of trust in organisations that might manage them most often selected. It is notable that diaspora members in some countries feel that a lack of information presents a particular obstacle, such as for Jamaicans, 56% of whom say that this represents a barrier for them. For members of the Bangladeshi and Nigerian diasporas, distance is a particular issue, with diasporas more likely to say that this presents an obstacle than any of the other options presented.

Lack of knowledge was an obstacle that was universally raised by diaspora members across the different discussion groups held, often feeding into a broader sense of mistrust. Many felt that it was difficult to manage financial connections when living at a distance because they often did not know of and therefore did not trust companies or organisations in the country to manage for them. This reflected the relatively high proportion of those surveyed who said that they felt that they were too far away to manage the investment well (38%). Several diaspora members in every discussion group could cite examples where they or someone they knew had been 'burnt' by a bad experience.

*"It can be easy in the sense that you just sign up and send someone the money, easier than here in the UK. But there have been a few instances where people's money has, kind of, evaporated into thin air, if you like, because there have been a few business ventures that have gone south. I think people have just become a bit warier about what they're doing now" – Participant of the Nigeria Professionals Group*

*"From September, we've been to Africa three times doing our research. We shouldn't have to spend that much money on flights, hotels, accommodation. We've spent what we could have invested already, just to find information. Just to make sure, okay, is this area safe? What is the structure like here? Whereas I could just go on Google to find out what Croydon's like." – Participant of the Ghana Professionals Group*

*"I want more information about everything – the procedures, how to invest, what are the options. Lots of people have lost confidence in Kenya, with knowing how to invest and with whom" – Participant of the Kenya Professionals Group*

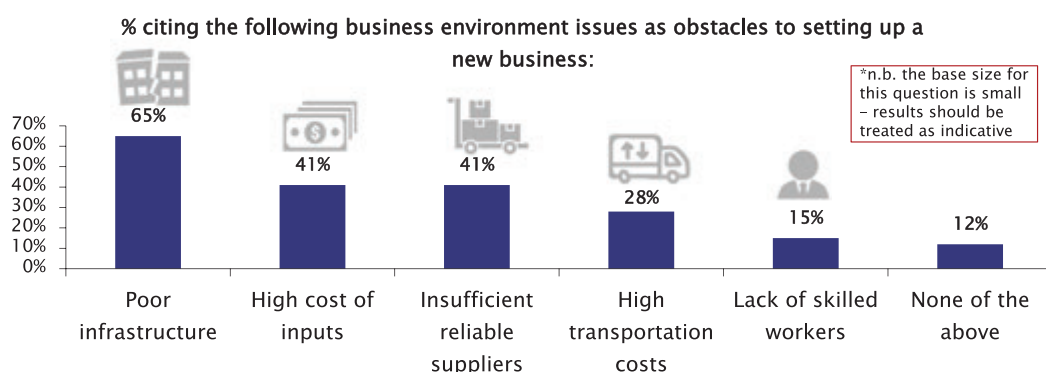
For many, one solution is to utilise personal contacts, who act as informal intermediaries 'on the ground', managing investments and ensuring that they were not at risk of corruption or fraud. As with poor exchange rates, however, it was recognised that given the difficulty doing anything from afar in any country, utilising personal contacts is a common way to speed matters up.

*"It's literally a Nigerian saying – 'You must be on the ground'. If you want to do business, you need to be there, or need someone who you can work with to buy land, or set up a business, or check out the company you want to use" – Participant of the Nigeria Professionals Group*

*"Even to compare Jamaica to the European countries: I tell you, I bought a property in Spain, I had serious problems. To be fair, it applies to almost any country, that it helps if you know somebody there." – Participant of the Jamaica Professionals Group*

## Obstacles to savings/investment: Business environment issues

**Inadequate infrastructure is the most common obstacle cited by those interested in setting up a business in the country in question.**



Q. What business environment factors prevent you from setting up a business in this country? Base: All those interested in setting up a large business (n=89\*)

Well over half of those diaspora members interested in setting up a business say that poor infrastructure prevents them from doing so (65%). Although high costs of inputs (41%), insufficiently reliable suppliers (41%) and high transportation costs (28%) also pose an obstacle, they are cited less frequently. This is consistent with qualitative discussions with entrepreneurial diasporas, who frequently emphasised that while countries had high investment potential – for example with a large supply of skilled workers, and high demand – the necessary infrastructure was not in place.

*"I mean, I could start a business, but it's hard, it's difficult. It's an agricultural society practically still, the information isn't there, the help isn't there." – Participant of the Jamaica Professionals Group*

*"I just wouldn't do it again, setting up a business there from the UK – it's so difficult finding good people to recruit, the corruption is a problem, it's just all too much of a hassle" – Participant of the Ghana Business Owners Group*

### Obstacles to savings/investment: Open response

**Notably, the majority of those using the open text box to specify other obstacles or challenges to saving and investing did so to elaborate on obstacles listed within the survey, particularly around corruption, security and political instability.**

Other factors frequently mentioned by respondents in the open-ended question on obstacles included those relating a lack of infrastructure, whether legal, financial or more general, red tape and associated issues, as well as the cost of investing and saving as a member of the country's diaspora.

## Addressing Obstacles and Other Incentive Mechanisms

For most diaspora members, governance issues around corruption, instability and legal frameworks are the most important to address. Corruption is perceived to be a particular priority, with considerable consensus across different groups that this was a primary obstacle that must be tackled before others such as financial system issues could be rectified. Again, business owners were particularly likely to perceive issues relating to governance and finance as primary, whereas non-business owners were much more likely to say that a lack of information should be a priority for governments to address.

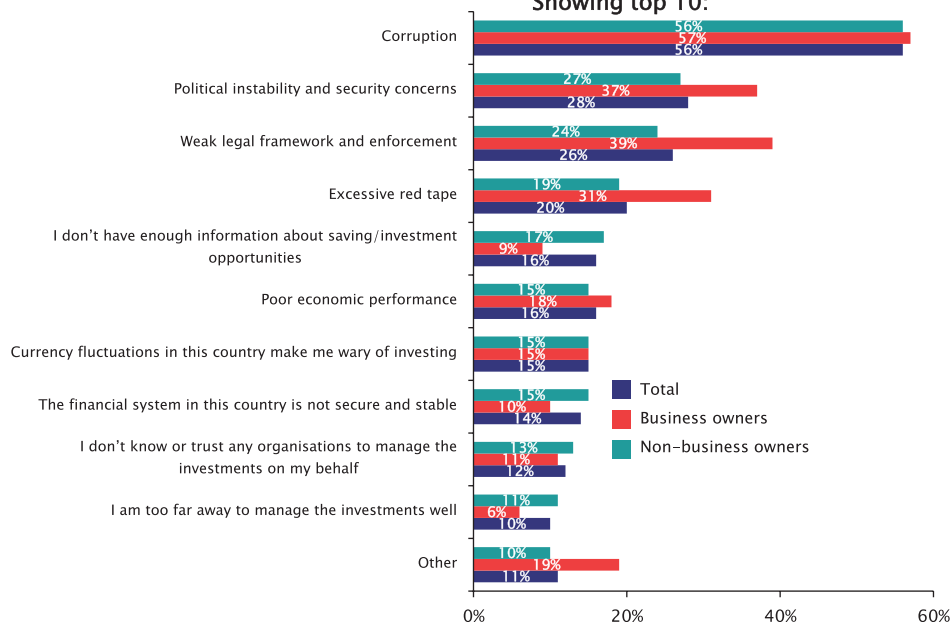
Broadly, economic incentives were considered to be the most motivating, particularly those which diaspora members felt mitigated some of the risk involved in investment such as government grants or financial guarantees. While other options, such as technological solutions to facilitate investment deals were also popular, in discussion groups diaspora members emphasised the value of solutions that sought to bring together and engage potential investors in the UK, in order to share information and forge partnerships.

### Addressing obstacles and other incentive mechanisms: Priority obstacles to address

**Overall, issues relating to governance rank highest among those that diaspora members feel that is most pressing for the government to address, with corruption, political instability and weak legal enforcement topping the list.**



### % citing the following as priorities for the government to address Showing top 10:



Q. Which factors do you view as a priority for the government to address? Base: All respondents who identify obstacle(s) existing to prevent saving and investment in the respective country (n=962), Business owners (n=134), Non-business owners (n=828).

Over half of diaspora members interviewed (56%) say that of the factors listed corruption should be the greatest priority for the government to address. There is considerable consensus on this point with little variation between business owners and non-business owners and those who currently hold savings or investment vs those without, although a higher proportion of those born in the country in question said this, 60% than those born in the UK, 48%. In group discussions diaspora members consistently reiterated that corruption and security concerns were fundamental to diaspora reluctance to invest – a baseline issue that affected many others, and for many diaspora members, must be addressed before they are to be prepared to trust their savings or investments to the country in question. 'Corruption' was therefore in some senses used as a catch-all term, felt to be the root cause of a range of common problems from excessive red tape or bureaucracy (seen as a means to encourage bribery in order to fast-track requests), to poor economic performance/unstable financial systems (because of corrupt government officials or finance professionals), or political instability (because of corrupt politicians). Nonetheless, several diaspora members in every group could also relay personal experiences of corruption, such as having to pay money or exploit connections in order to get something done. Notably, many said that they felt that as members

of the diaspora, they were more vulnerable to being taken advantage of than those living in the country full-time.

*"There is an internal dynamic that creates these problems. It's not something coming from outside. There are people making money from the problems." – Participant of the Nigeria Professionals Group*

*"It's corruption... it's terrible, it's ridiculous. I don't want to deal with them because as soon as they find out that you aren't from Ghana, that you have a different accent, it's like 'how much can we get from this girl', the fine is three times as much as it would have been" – Participant of the Ghana Professionals Group*

Business owners in particular say that they feel it is a priority for government in the respective country to address political instability and security concerns, with 37% saying this in comparison to 27% of those who don't own a business. The barrier that obstructive bureaucracy presents is also more of a priority for this audience, with 31% of business owners saying that governments should address red tape in comparison to just 19% of non-business owners who prioritise this.

There are a number of demographic differences evident in the perceptions of priorities for government to address. Men are more likely than

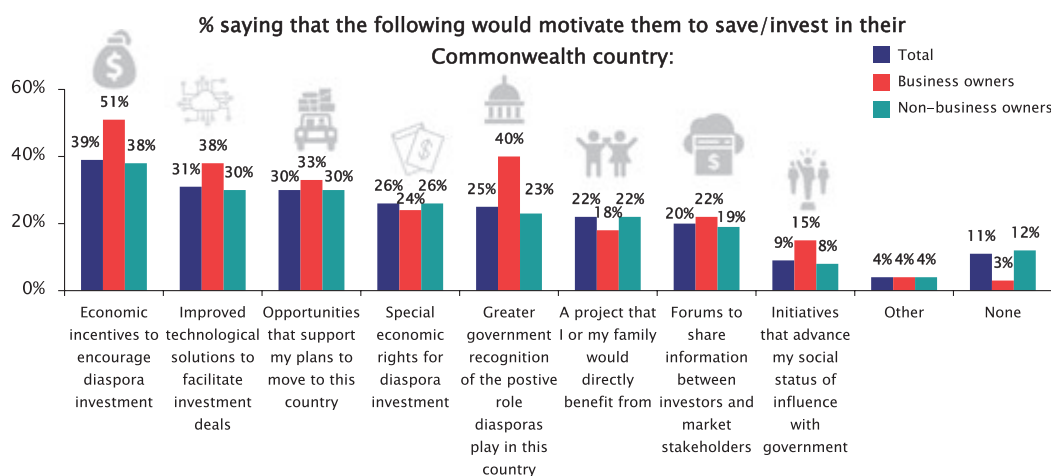
women to say that addressing weak legal framework and enforcement (31% vs 21%); and excessive red tape (25% vs 16%) should be a priority. Those who are yet to save or invest in the country in question are less likely to perceive governance or financial obstacles as a priority, and more likely to highlight a lack of knowledge as the key issue, with 26% saying this should be a priority for government to address in comparison to just 12% of those who currently hold savings or investments. Discussion groups reflected this, with diaspora members who were yet to invest in the country in question often unsure of the opportunities available to them, or the practicalities involved.

The perceived importance of the factors to be addressed is consistent to some extent across different country diasporas. Corruption, for example, is the obstacle selected as the top priority for all countries, with between 49% and 69% of the diaspora saying this. However, there is also some variation in the relative importance placed on factors by different country diasporas. For example, half (52%) of Fijians interviewed reported political instability as a top priority, a significantly greater proportion than those in all other countries, for whom only between 9% and 31% selected

this as a priority. For the Ghanaian diaspora, weak legal framework and enforcement is more of a priority, with 42% selecting this in comparison to only between 16% and 32% of those in other country diasporas. Members of the Ghanaian and Jamaican diasporas are also more likely to say that excessive red tape should be a priority (33% and 29% respectively) than those in other countries (between 11% and 18%). Some of the factors lower down on the list overall, such as distance, were a higher priority for particular country diasporas. While 19% of Bangladeshi diaspora members said that addressing the fact that they felt too far away to manage investments well should be a priority for government, only between 8%–9% of those in other country diasporas said this.

### Addressing obstacles and other incentive mechanisms: Motivations to save and invest

**The incentive mechanism perceived by diaspora members to be the most motivating is the introduction of economic incentives to encourage diaspora investment, although at least a fifth of those interviewed selected all but one of the options listed as motivating.**



Q. Which of the following would motivate you to save or invest in this country? Base: All respondents (n=1,008); business owners (n=136); non-business owners (n=872)

The incentive mechanism with the most potential to motivate members of the diaspora to save or invest in the Commonwealth country with which they have a connection is the introduction of economic incentives to encourage diaspora investment, with four in ten of those interviewed saying that this would motivate them to save or invest in the country in question (39%). In

discussion groups, diaspora members also suggested that alternative forms of incentive might also be motivating, such as offering fast-track on procedures such as applications for citizenship or opening bank accounts.

*"If there was a tax break or something if you were sending money for investment purposes and*

*the government recognised that and gave you different beneficial clauses, that would make it more attractive.” – Participant of the Bangladesh Professionals Group*

*“A good incentive for me would be getting my citizenship! But also things like exemption from stamp duty, maybe schemes that help with red tape” – Participant of the Fiji Professionals Group*

*“Financial incentives, because if I can remember right, when I came to university here in the late 90s I had a number of classmates who were from Malaysia. As soon as they finish university, they ask them to come back home, they were given certain incentives which let them go back home and take their services, skills and qualities back home. So, if we have similar that would help on both sides.” – Participant of the Ghana Professionals Group*

Around one third (31%) of diaspora members said that improved technological solutions to facilitate investment deals would be motivating, with 20% also saying that forums to share information between investors and market stakeholders would encourage them to invest or save. In discussion groups, potential solutions often addressed these themes. Several different groups expressed a need for a solution which sought to improve connections between members of diaspora communities in the UK, in order to bring together potential investors to exchange information, share opportunities and forge partnerships.

*“It would be good to have better signposting, or maybe something like a portal so that members of the diaspora can find out everything they need, to know what’s available” – Fiji Professionals Group*

*“The government needs to hold forums or conferences here promoting initiatives, if there were representatives from the Bangladeshi community, I think that would make it quite appealing. You need to let people know that there is a sea of opportunity in Bangladesh” – Participant of the Bangladesh Professionals Group*

Business owners are particularly motivated by economic incentives, with half saying this (51%) in comparison to just over one-third of non-business owners (38%). This group are also much more likely to say that they would be motivated by greater government recognition of the positive

role diasporas play in the country, with two in five saying this (40%) in comparison to one in five of non-business owners (23%). In discussion groups, suggestions for how such recognition might be manifested often took many forms. Frequently they revolved around a desire for the government to engage with the diaspora more explicitly, for example through promotional events held in the UK, and the fostering of stronger relationships between High Commissions and business owners within the diaspora community. Some held up other countries such as Malaysia or Singapore as those that they felt were superior at recognising and cultivating diaspora business potential.

*“Us in the diaspora are giving a great deal, and the government should give back to us, whether it’s giving taxes back, giving us preferential treatment” – Participant of the Kenya Business Owners Group*

*“[We can learn from other Commonwealth countries, for example] The Malaysia High Commission are helpful, they help you to network and set up partnerships. They hold an exhibition every year with lots of companies – they facilitate and promote it by giving you free tickets.” – Participant of the Bangladesh Business Owners Group*

*“Nigeria needs to understand that the diaspora is an asset, they should be trying to help business people make connections, to foster them. Nigeria needs to be welcoming the diaspora” – Participant of the Nigeria Business Owners Group*

*“I went to a really good networking event, which helped me make the contacts I needed. That’s what we need more of – networking events, and also information. If you could go online and just download a checklist of what you need.” – Participant of the Ghana Business Owners Group*

The appeal of the incentives listed is to some extent consistent across the different country diasporas. Economic incentives, for example, are the solution that is most commonly reported to be motivating across the different countries. The only exception to this are the members of the Bangladeshi diaspora, of whom 29% say that improved technological solutions to facilitate investment deals would be motivating, in comparison to 23% who say that economic incentives would encourage

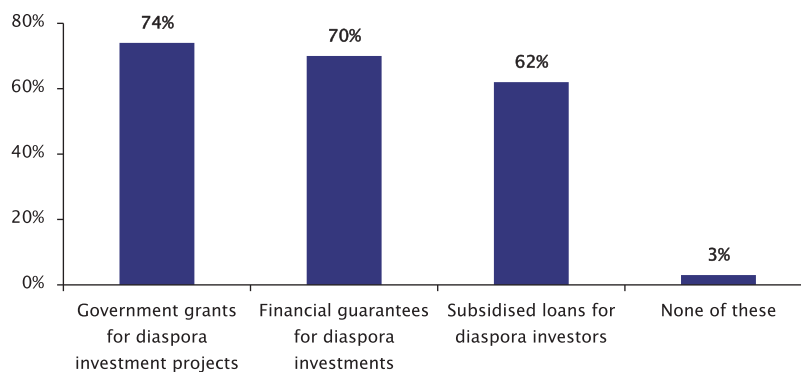
diaspora investment. Perceptions of other potential solutions also vary to some extent across the different country diasporas. While 46% of Ghanaian diaspora members and 41% of Fijian diaspora members say that opportunities that support their plans to move to the country would be motivating, only 13% of Bangladeshi diaspora members and 21% of Kenyan diaspora members say this. Similarly, while 39% of those in the Jamaican diaspora say that special economic rights for diaspora members would be incentivising, only between 16% and 27% of those in other country diasporas say this. Significantly more Kenyan diasporas feel that greater government recognition of the role diasporas play would be motivating (36%) than Fijian diasporas (16%) or Nigerian diasporas (18%).

Of the different economic incentive options listed, the most popular is government grants for diaspora investment projects, with three-quarters of those

interviewed saying that this would motivate them to invest or save in the Commonwealth country in question (74%). However, all the options listed are broadly popular, with seven in ten saying that financial guarantees would motivate them to save or invest (70%), and six in ten saying that subsidised loans would encourage them (62%).

*"I think it would be good for the UK government and the Ghana government to have a clear link that's publicised. So, similar to the current relationship between the UK and China because I was lucky enough to go to China to do some business, but actually, everything was facilitated through the embassy. You know, as a British citizen going to China, I felt protected, I thought that my investment was safe, I thought that the communication was quite clear, what I could do to go to the next stage" – Participant of the Ghana Professionals Group*

**% saying each of the following economic incentives would motivate them to save or invest in their Commonwealth country:**



Q. Which of the following below incentives would encourage you to save or invest in this country? Base: All respondents expressing an interest in economic incentives to encourage diaspora investment (n=442)

## Preferences for Future Saving and Investment

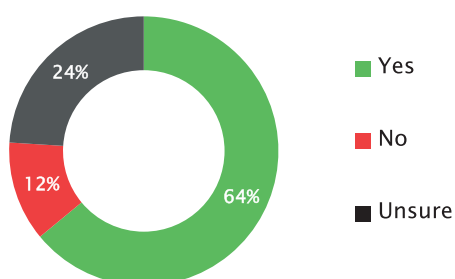
The preferences expressed by diaspora members make clear that there is an investment 'gap', with a far greater proportion expressing interest in saving and investing than are currently doing so. The vast majority of diaspora members say that they would like to save or invest in the country in question, with business owners particularly likely to say this. Notably, more diaspora members say that they would be interested in setting up a business than any other option listed, suggesting that it is

not just those who already own business who are entrepreneurially-minded. Although investment preferences differ to some extent across diaspora communities from different countries, overwhelmingly property and education are the sectors of most interest. In keeping with their desire to benefit family and friends as well as contributing to the social and economic development of the country in question, diaspora members are most likely to express an interest in investing in their home town or city, and to say that they would prefer to reinvest any returns than to return them to the UK.

### Preferences for future savings/ investment: Interest in saving/investing

**There is clearly considerable interest from diaspora members in investing in Commonwealth countries with a clear majority saying they would like to do so, and particular interest demonstrated by those from the business community. Over half of diaspora members say that they would be most interested in setting up a business.**

% saying they would like to invest (more):



Q. Would you like to save/invest (more) in this country? Base: All respondents (n=1,008)

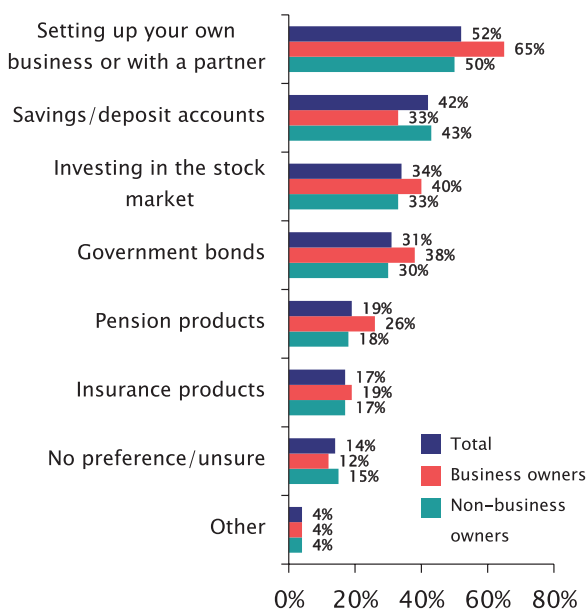
Two-thirds say that they would like to invest or invest more in the Commonwealth country with which they have a relationship, 64%, with just 12% saying that they would not like to invest or

invest more. These findings suggest a notable gap between interest and practice, with more diaspora members interested in saving and investing than are now doing so. Indeed, 46% of those who do not currently have either savings or investment express interest, with 33% saying that they are undecided.

Business owners and those born in the country in question are particularly likely to express interest in saving or investing. Over eight in ten business owners say they would like to invest or invest more (83%) in comparison to three in five non-business owners (61%). Nearly seven in ten of those born in the country in question (69%) say this in comparison to half of those born in the UK (49%). Men are more likely than women to express interest in investing and saving in the country in question (69% vs 60%).

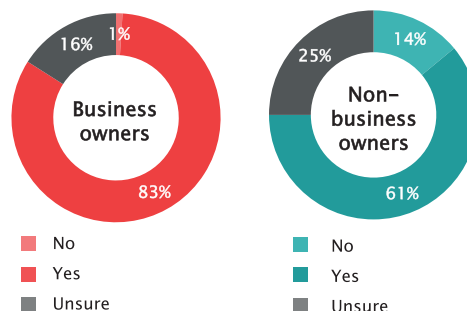
There is significant variation in the proportion of diaspora members who say they would like to save or invest in the country in question across different countries. For example, 80% of Ghanaian diaspora members interviewed say that they are interested in saving or investing, whereas just 37% of those in the Bangladesh diaspora say this. However, across all countries, a higher proportion say that they are interested in investing than say that they are not, or that they are unsure.

% saying they would be interested in the following:



Q. Would you be interested in...? Base: All respondents who would either like to invest (more) or are unsure (n=919); business owners (n=133); non-business owners (n=786)

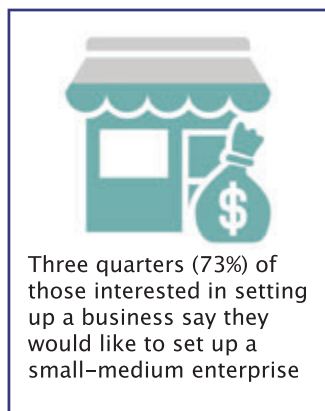
% saying they would like to invest (more), business vs non-business:



Q. Would you like to save/invest (more) in this country? Base: All respondents (n=1,008)

Those interviewed express greatest interest in setting up a business (52%), or in savings/ deposit accounts (42%) in the Commonwealth country in question. While business owners are particularly likely to express an interest in setting up a business, with two-thirds saying they are interested in this (65%), this is also the most popular of the options listed among non-business owners, with half expressing an interest (50%). Of those interested

in setting up a business, most are interested in setting up a small-medium enterprise, with three-quarters saying this (73%) in comparison to 15% who say they are interested in setting up a large enterprise or 12% who have no preference or are unsure. Men are particularly likely to say that they would be interested in investing in government bonds (35% vs 26% of women), while women are more likely to say that they would be interested in insurance products (20% vs 14% of men).



Q. What size business are you interested in setting up? Base: All respondents interested in setting up their own business/ business with a partner (n=512)

Again, there is some slight variation evident across the different countries interviewed. Although at least 47% of those in every country diaspora say that they are interested in setting up a business, Ghanaian diaspora members, for example, are particularly interested in doing so, with 62% saying this. Those in the Kenyan diaspora express more interest than those in any other country diaspora in pension products (31% vs between 14% and 19% in other countries) and insurance products (28% vs between 12% and 19% in other countries).

In discussion groups, diaspora members frequently expressed an interest in investing in business start-ups, or reported that they were already beginning to do so. These ranged from local and community projects, often set up with a friend or family member, to business owners looking to expand or replicate an established company, though most were thinking small-scale.

*"I'm interested in start-ups, less so for what money I would get out, and more for the benefit that it would give, what good it could do. My family had a company, but we had to stop it which was a shame because we wanted to be*

*giving something back"* – Participant of the Fiji Professionals Group

*"I'm setting up a business now in London and want to set up a branch of it in Nigeria – it's very easy here but in Nigeria it's a whole saga. Luckily I have two brothers who are lawyers which has made a huge difference"* – Participant of the Nigeria Business Owners Group

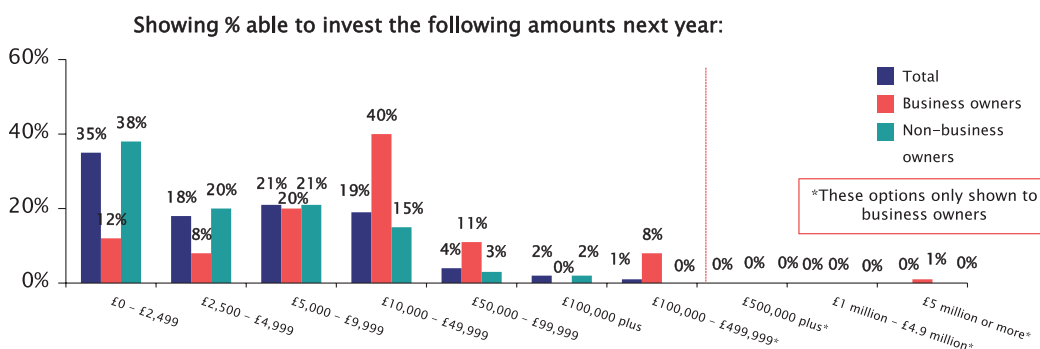
Although generally diaspora members interviewed via the survey express less interest in financial products such as government bonds, pension and insurance, both business owners and those with existing savings or investments in the country are more likely to do so, suggesting that interest in these products may correlate to some extent with existing financial or business experience. Correspondingly, those who do not currently have savings or investments in the country are more likely to be unsure about the type of investment they would like to make. A quarter of this group say they have no preference or are unsure (25%) in comparison to just one in eleven of those who currently hold savings or investments in the country in question (8%).

It is also worth noting that the relative lack of interest in financial products such as governments bonds, pensions and insurance may be informed by low levels of trust in the governance structures of the countries in question. In some discussion groups, diaspora members discussed the idea that trust in the country in question's government would have to be restored before products like these would be considered an attractive option.

### Preferences for future savings/ investment: Amount interested in investing

**There is a clear divergence between business owners and professionals in terms of the amounts those interviewed say that they are able to save and invest in future. Diaspora members who are business owners generally say that they would be able to invest greater amounts than those who are not.**

Business owners are most likely to say that they would be able to invest £10,000 – £49,999 next year, with 40% of those interviewed saying this. Non-business owners are more likely to say they are only able to invest smaller sums of money, with four



Q. How much would you be able to save and invest in this country next year? Base: All respondents who would either like to invest (more) or are unsure (n=919); business owners (n=133); non-business owners (n=786)

in ten saying they can invest £0–£2,499 (38%), one in five saying that they are able to invest £2,500–£4,999 (20%) and a similar proportion saying they are able to invest £5,000–£9,999 (21%).

Those who currently hold savings and investments are also more likely to say that they are able to invest larger amounts in the country in question, with a quarter of those interviewed saying they would be able to invest £10,000–£49,999 (25%) in comparison to just one in fifteen of those currently without savings or investments in the country in question (7%).

Women are more likely than men to say that they would be able to invest £0–£2,499 in the next year (39% vs 31%), while men are more likely to say that

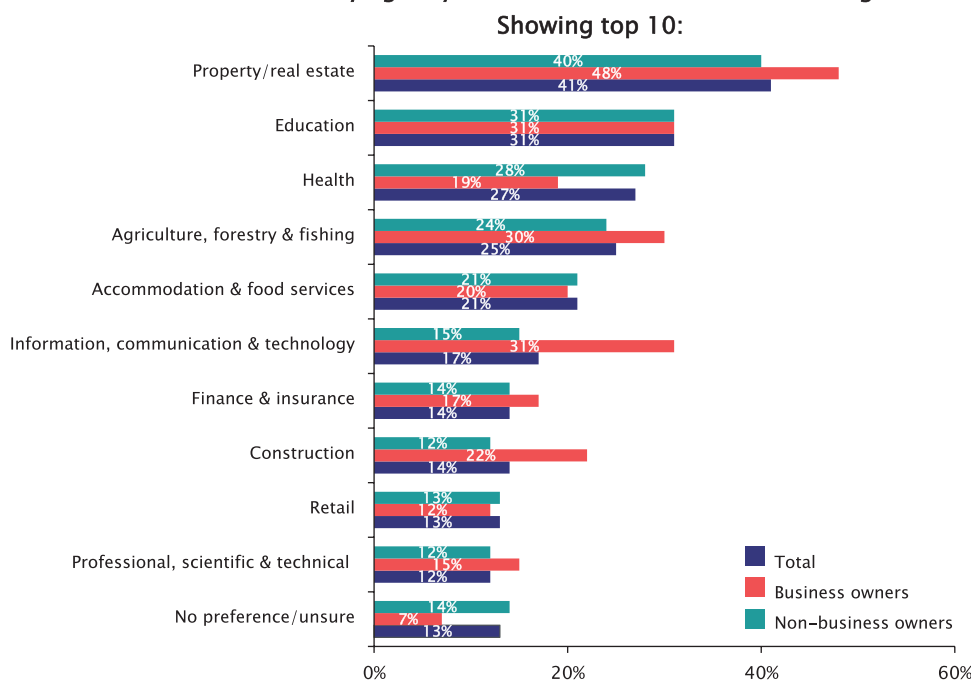
they would be able to invest £10,000–£49,999 in the next year (23% vs 15%).

There is considerable consistency in response across the different country diasporas, with a higher proportion in every country saying that they were able to save and invest £0–£2,499 than any of the other options listed.

**Preferences for future savings/ investment: Interest in sectors**

**The sector which garners the most interest in investment overall from diaspora members interviewed is property and real estate, though a significant proportion also say that they would be interested in education and health.**

**% saying they would be interested in the following:**



Q. Which sector(s) would you be interested in investing in? Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment (n=822); business owners (n=123); non-business owners (n=699)

Four in ten of those interviewed say they would be interested in investing in property or real estate (41%), with around three in ten interested in investing in education (31%) and health (27%). In discussion groups with professionals, investment in land or property was a frequently-discussed ambition, for some simply as an asset they felt was secure, for others as a way to prepare for eventual retirement in the country in question, or simply to strengthen the emotional connections they had with the country. Education and health were sectors too in which diaspora members discussed investment as a means of 'giving back', either in benefitting a local region or community or making a contribution to national development as a whole.

*"I work with a Fijian charity, I feel that the passion to serve and to give back is there. We invest a lot of money back home, in property and other things. There's a community value, you give your money to the community and everyone benefits"* – Participant of the Fiji Professionals Group

While there are several sectors in which the interest of business owners and non-business owners broadly converge, such as property (48% vs 40%), education (31% vs 31%) and accommodation and food services (20% vs 21%), there are other areas where there are significant differences. Business owners express greater interest than non-business owners in investing in information, communication & technology (31% vs. 17%), construction (22% vs. 12%), and business administration & support services (21% vs. 10%). Women are more likely than men to say that they are interested in investing in education (35% vs 27%) and health (32% vs 22%). However, men are more likely to express an interest in agriculture, forestry and fishing (29% vs 20%), information, communication and technology (22%

vs 13%), construction (17% vs 11%), professional, scientific and technology sectors (16% vs 9%), transport and storage (14% vs 6%) and motor trades (8% vs 2%).

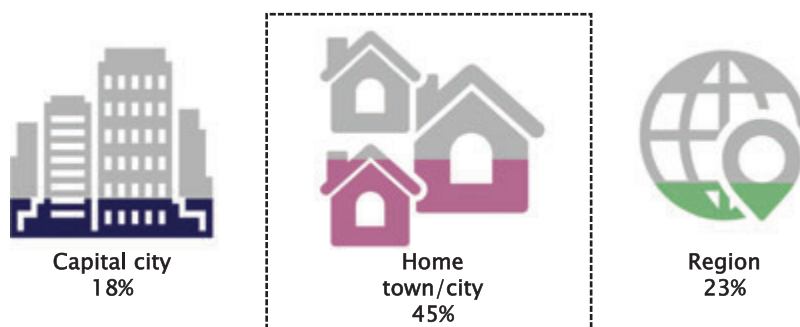
*"I'm interested in starting a fintech business, building on my industry experience in cryptocurrencies, AI and data science. There's a growing movement in some parts of Africa to reach people in more rural places without access to banks via fintech"* – Participant of the Nigeria Business Owners Group

There is some variation by country in the sectors members of the diaspora are interested in investing in. While property/real estate is among the top three sectors of greatest interest in all of the featured countries bar Bangladesh, and education among the top three of all except Fiji, there are other areas of difference. One-fifth of those interviewed from Bangladesh, for example, expressed an interest in investing in information, communication and technology – a sector that did not rank among the top three for any other country. While relatively high proportions of diaspora members in Fiji, Nigeria and Ghana expressed an interest in investing in agriculture, forestry and fishing, for example, it did not feature in the top three sectors for any of the other countries featured.

### Preferences for future savings/ investment: Where to invest

**Overwhelmingly, diaspora members who are interested in investing are most interested in investing in their home town or city, with a far greater proportion saying this than expressing interest in investing a capital city or particular region.**

Showing % saying they would like to invest in each of the following:



Q. Where would you like to invest? Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment (n=822)

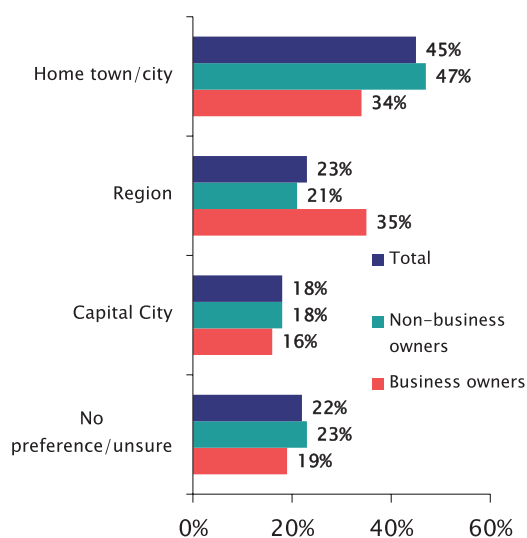


Nearly half of diaspora members interested in investing (45%) said that they would like to do so in their home town or city, perhaps reflecting the drive to benefit immediate networks of family and friends, or local communities.

*"For me, it's about investing in my community, I don't expect to get anything back from it in a financial sense at least. I would like to really see the benefit physically in my community"* – Participant of the Fiji Professionals Group

*"So, for example, with my cousin's husband who is a dentist, if he were able to get the funding to sustain his business, to create another business, he can create jobs down there, so there will be certain groups of people down there who will be better supported and won't be making demands on us here."* – Participant of the Ghana Professionals Group

**% saying they would like to invest in the following places:**



Q. Where would you like to invest? Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment (n=822); business owners (n=123); non-business owners (n=699)

Only around one in five, 18%, say they would be interested in investing in the capital city, with a slightly higher proportion saying that they would be interested in investing in the supra-national region specified (23%).

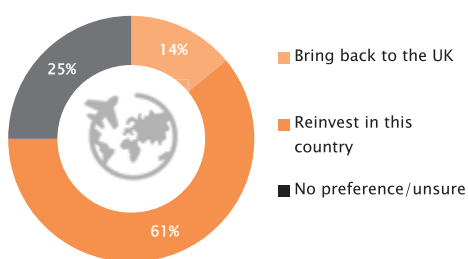
This preference is mirrored across different country diasporas, with a higher proportion within each country diaspora saying that they would like to invest in their home town or city than either in the capital city or another region. However, it is worth noting that there is still some variation evident by country when it comes to preferences for investment location. Significantly more Nigerians (34%) say that they would be interested in investing in West Africa than the proportion of Fijians interested in investing in the Pacific Islands (15%) or Ghanaians interested in investing in West Africa (16%). Similarly, while 34% of Nigerians express an interest in investing in the capital city, Abuja, just 3% of Jamaicans say that they would be interested in investing in Kingston.

Business owners appear more open to investing in places other than their home town or city, with 35% saying that they would like to invest in the region specified, in comparison to 21% of non-business owners. Again, this seems likely to reflect the reasons driving investment, with business owners more likely to be looking to improve their own financial circumstances, for example.

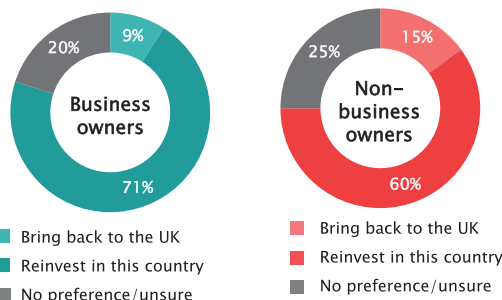
**Preferences for future savings/ investment: Financial returns**

**The overwhelming preference among diaspora members interested in investing would be to reinvest financial returns in the country with which they have a connection, rather than bringing returns back to the UK.**

**% saying they would do the following with their financial returns:**



**% saying they would do the following with their financial returns (business vs non-business):**



Q. Would you like to bring your financial returns back to the UK or reinvest in this country? Base: All respondents who would either like to invest (more) or are unsure (n=919)

Three in five of those interviewed said they would like to reinvest their financial returns (61%), with only one in seven saying they would like to bring them back to the UK. Business owners are particularly likely to say this, with nearly three-quarters saying they would like to reinvest returns in the country in question (71%). Men are also more likely to say that they would like to reinvest their financial returns in the country in question than women (66% vs 56%). Those born in their Commonwealth country are also more likely than those born in the UK to say that they would reinvest back in their country of birth (66% vs. 46%). This is consistent with group discussions, in which diaspora members often emphasised their willingness to invest or save in the countries with which they have a connection – and voiced frustration at the sense that this was not always matched by the country itself.

*“The diaspora is the 48th county, there is a lot of money being sent back home but there’s still willingness to invest more – it shouldn’t be so hard for people to remit or to invest, diasporas are giving a great deal” – Participant of the Kenya Business Owners Group*

*“We need to recognise the diaspora, we are global citizens, we live here, and we have heritage back in Ghana, we have a connection and, you know, an affinity with our homeland. The Ghanaian government does have a government diaspora policy. It’s not very transparent, it’s actually done without consulting the diaspora.” – Participant of the Ghana Business Owners Group*

It is also worth noting, however, that diaspora members in group discussions often highlighted the difficulty that many from the Commonwealth diaspora face in attempting to bring back financial returns from the country with which they have a connection. It perhaps should also be considered that preferences may thus be coloured by experiences diaspora members have had to date.

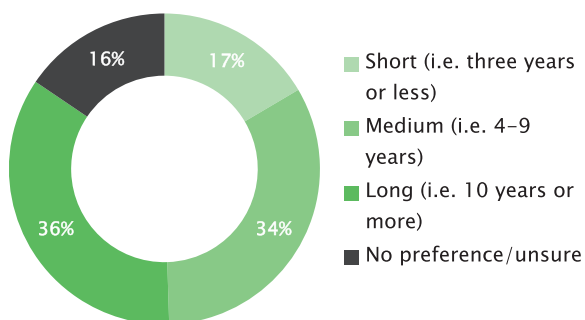
*“The main obstacle to saving and investment in Bangladesh is that it is very difficult to repatriate the money – getting it back from Bangladesh is very hard. I think there are plans to introduce a new policy from June, but at the moment that’s the big reason” – Participant of the Bangladesh Business Owners Group*

There is also some variation evident in response across different country diasporas. While a significantly greater proportion say that they would like to reinvest financial returns in the country than bring them back to the UK for the vast majority of country diasporas, those in the Bangladeshi diaspora are more divided over this question, with 33% saying that they would like to bring returns back to the UK in comparison to 32% who say that they would reinvest them in Bangladesh.

### Preferences for future savings/ investment: Length of investment

**Opinion is broadly split when it comes to the length of investment members of the Commonwealth diaspora interviewed are interested in, though there is slightly less interest in shorter-term investments.**

**% saying they are interested in the following types of investment:**



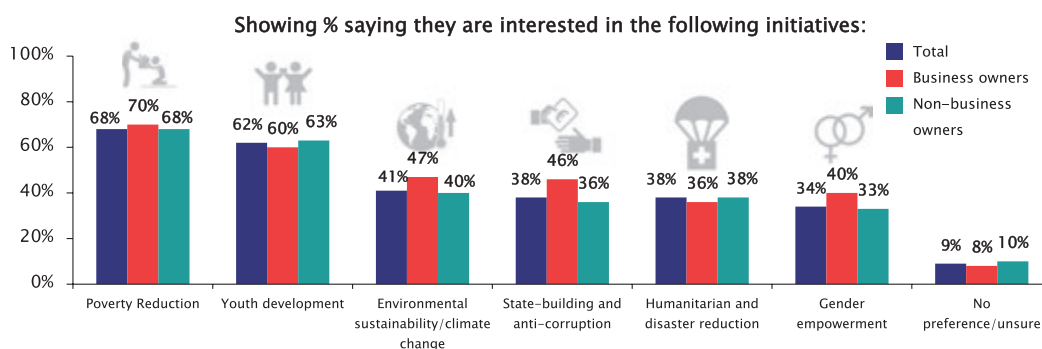
Q. Are you interested in short, medium or long-term savings and investment? Base: All respondents who would either like to invest (more) or are unsure (n=919)

Around one third of diaspora members who express some interest in investing say they are interested long-term investments (36%), or medium-term investments (34%), with just under one-fifth saying they are interested in short-term investments (17%). Those with existing current savings or investments are significantly more likely to say that they are interested in medium-term investment; 40% in comparison to 25% of those with no savings/investment. Those born in the UK are less likely than those born in the Commonwealth country in question to express a clear preference on investment length, with one-quarter, 26%, saying that they have no preference or are unsure.

There is some variation across countries when it comes to preferences for length of investment. Those in the Bangladesh and Nigerian diasporas are more likely than those from other country diasporas to say that they are interested in shorter-term investments (28% and 23% respectively). Those in the Fijian diaspora, however, are more likely than those in other country diasporas to say that they are interested in long term investment (67%).

### Preferences for future savings/ investment: Interest in other initiatives

**Members of the Commonwealth diaspora interviewed generally express interest in the initiatives listed below, with at least a third saying they would be interested in all of the initiatives listed and a majority expressing interest in initiatives relating to poverty reduction or youth development.**



Q. Would you also be interested in initiatives related to? Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment (n=822); business owners (n=123); non-business owners (n=699)

In discussion groups, diaspora members frequently expressed interest in addressing social issues in the country with which they have a connection, and this is borne out by the levels of interest indicated in the quantitative survey. Around two-thirds of those interviewed expressed interest in poverty reduction or youth development initiatives (68% and 62%). Around four in ten also said that they would be interested in environmental sustainability/ climate change (41%), state-building and anti-corruption initiatives (38%), and humanitarian and disaster reduction (38%), with around a third expressing an interest in gender empowerment initiatives (34%). Broadly, there is consensus on this across the different groups within diaspora members interviewed, with no significant differences in levels of interest expressed by business owners in comparison to non-business owners, or those born in the UK in comparison to those born in the country in question. However, women are more likely than men to express an interest in initiatives relating to poverty reduction (73% vs 64%) and gender empowerment (43% vs 24%), whereas men are more likely to say that they would be interested in initiatives relating to state-building and anti-corruption (44% vs 32%).

*"I'm very conscious of the average salary of the poorest in Jamaica. 10% of the population have 90% of the wealth. There are people with £100 a month to feed their wife and kids, kids that can't go to school. I'm interested in investing time and money in developing aspects of the school that I went to, for example, to give a bit of money to the poorer children at school in that area." – Member of the Jamaica Professionals Group*

There is some variation evident in the degree of interest expressed in the initiatives listed by different country diasporas. While broadly, members across different country diasporas say that they would be interested in projects relating to poverty reduction, interest is particularly high among those in the Kenyan diaspora, 86% of whom express interest in this in comparison to 55% of those in the Bangladeshi diaspora and 59% of those in the Nigerian diaspora, for example. Although 58% of those in the Fijian diaspora say that they are interested in environmental sustainability and climate change initiatives, only 31% of those in the Nigerian diaspora say this. Half, 52%, of those in the Ghanaian diaspora say that they would be interested in projects relating to state-building and anti-corruption, in comparison to 27% of those in the Bangladeshi diaspora.

# Appendix 1: Technical Note

This research programme has consisted of a quantitative survey and follow-up qualitative interviews and details for each stage of the research are provided below. A Research Steering Committee, co-chaired by Fiji and the Commonwealth Secretariat, with representation from the High Commissions from each of the Commonwealth countries included in the research, as well as diaspora finance experts has offered support and counsel at key stages of the research process.

## Quantitative research

The quantitative survey was designed based on a comprehensive literature review conducted by Commonwealth Secretariat to ensure that barriers and drivers to invest covered in the literature were covered. The questionnaire was peer reviewed by diaspora finance experts and reviewed and approved by the Research Steering Committee before proceeding with fieldwork. Fieldwork was conducted between 4th October 2017 and 14th February 2018.

The target sample sizes (100) have been determined based on the priority to achieve a robust sample to confidently represent the experiences and views of the diaspora populations and minimise the margin of error, and the feasibility of reaching these groups. The size of the diaspora populations is defined based on the

Office for National Statistics Annual Population Survey data from 2015. A net of those born in the Commonwealth countries in this research, and those who self-identify as a national from these countries provides a diaspora population size for each country. This definition of the diaspora population may underestimate the true size as it will omit those who have heritage from the Commonwealth country but identify as a UK national. Table A.1 provides the margins of error for the total sample and the individual countries included in the research. The margin of error across all countries is 3.08.

The screening criteria for the survey required that the respondent was born in the participating Commonwealth country, or that their parents, grandparents or great-grandparents were born there. Those who did not qualify under this definition were screened out.

A combined approach of opportunity sampling and an online panel have been used to achieve a sufficiently statistically robust sample size for each participating diaspora community. The High Commissions for each country provided contact details, and shared invitations to participate with their diaspora networks, and the Commonwealth Secretariat's communications team additionally boosted visibility of the survey via their newsletter and social media channels. Panels were used to supplement the data for Bangladesh, Kenya and

**Table A.1** Margin of Error Calculation

Nationality	Born in United Kingdom	Born in country of nationality	Net 1 and 2	Sample size	Net 1 and 2 MOE
	Estimate	Estimate			
Nigeria	8	84	92	155	7.86
Bangladesh	4	58	62	87	10.5
Jamaica	1	48	49	117	9.05
Ghana	3	35	38	452	4.58
Kenya	c	14	14	101	9.72
Fiji	—*	—*	4*	96	9.88
<b>TOTAL</b>	<b>—</b>	<b>—</b>	<b>259</b>	<b>1008</b>	<b>3.08</b>

Note: \*Fiji data estimated from place of birth data collated by OECD, based on 2001 UK Census.

Nigeria. As the sampling has predominantly been on an opt-in basis, it is important to note that the sample is not representative of the diaspora populations in the UK. We hypothesise that it is therefore likely that this sample reflects a more attentive group who may be both more engaged, which will mean inflated interest in making investments in the respective Commonwealth

countries, and also more informed about the obstacles they may face.

Weights have been applied so that equal representation is given to each participating Commonwealth country diaspora in the data. A breakdown of the achieved sample and some key demographic profiling is provided in Table A.2.

**Table A.2 Sample Demographic Profile**

		Bangladesh	Fiji	Ghana	Jamaica	Kenya	Nigeria
TOTAL	Unweighted	87*	96*	452	117	101	155
	Weighted	168	168	168	168	168	168
Origin	Born in UK	48%	2%	8%	38%	25%	26%
	Born in Commonwealth country	41%	96%	87%	59%	57%	50%
	Not born in UK	52%	98%	92%	62%	75%	74%
Year arrived in UK	2001–2017	22%	71%	31%	14%	29%	42%
	1981–2000	24%	22%	48%	15%	36%	20%
	1961–1980	5%	4%	12%	26%	8%	10%
	1941–1960	1%	–	–	9%	3%	1%
	Before 1941	–	1%	–	–	–	–
Occupation	Employed in professional role	45%	66%	55%	60%	50%	53%
	Employed in semi-skilled/unskilled work	28%	17%	13%	3%	21%	6%
	Student	9%	2%	6%	4%	8%	12%
	Retired	1%	3%	9%	11%	7%	3%
	Unemployed	11%	6%	3%	1%	5%	7%
	Business Owner	6%	6%	14%	21%	9%	18%
	NET: non-business owner	94%	94%	86%	79%	91%	82%
Company sector	Agriculture, forestry & fishing	–	4%	3%	2%	2%	2%
	Production	–	–	3%	–	1%	3%
	Construction	–	2%	3%	1%	4%	5%
	Motor trades	–	–	1%	–	1%	1%
	Wholesale	4%	2%	1%	1%	1%	3%
	Retail	9%	4%	4%	1%	6%	3%
	Transport & storage	1%	5%	6%	–	2%	3%
	Accommodation & food	4%	6%	4%	–	6%	2%
	Information, communication & technology	6%	11%	6%	6%	5%	11%

(Continued)

**Table A.2 Sample Demographic Profile (Continued)**

		Bangladesh	Fiji	Ghana	Jamaica	Kenya	Nigeria
	Finance & insurance	12%	4%	6%	3%	7%	13%
	Property/real estate	1%	6%	3%	11%	7%	4%
	Professional, scientific & technical	7%	7%	13%	14%	9%	11%
	Business administration & support services	9%	6%	6%	10%	–	4%
	Public administration & defence	6%	19%	4%	3%	4%	8%
	Education	10%	2%	9%	16%	6%	9%
	Health	12%	12%	19%	11%	31%	12%
	Arts, entertainment & recreation	1%	2%	1%	10%	1%	–
	Other	10%	–	–	–	5%	3%
Financial decision maker	Yes	82%	93%	92%	93%	89%	90%
	No	18%	7%	8%	7%	11%	10%
Age	Under 18	–	–	–	–	1%	1%
	18–30	38%	7%	6%	11%	28%	32%
	31–50	55%	83%	44%	27%	46%	52%
	51 or older	5%	7%	47%	57%	24%	15%
Gender	Male	46%	49%	60%	36%	44%	53%
	Female	53%	41%	38%	61%	53%	47%
Education	Up to secondary	22%	24%	11%	9%	19%	10%
	Tertiary	74%	64%	84%	86%	78%	88%

Note: \*Small base size – results should be treated as indicative.

### Qualitative research

Qualitative conversations have also been conducted with representatives from each of the Commonwealth country diaspora, with the objective of adding depth and nuance to the insight gained from the quantitative survey. Verbatim from these discussions have also been provided in this report. Separate group discussions were conducted

with those who are business owners and those who are not business owners from each country diaspora in order to have conversations which are relevant to existing investment knowledge and priorities. In some cases, where availability was more restricted these conversations have been conducted over the telephone. The number of people interviewed in this qualitative phase is summarised in Table A.3.

**Table A.3 Sample Profile by Occupation**

	Bangladesh	Fiji	Ghana	Jamaica	Kenya	Nigeria
TOTAL	9	5	9	6	8	7
Business owners	5	2	1	2	5	2
Non-business owners	4	4	8	5	3	5

# Appendix 2: Raw Aggregate Data

QA1. How are you connected to this country?						
Summary						
Base: All respondents asked						
	Country					
	Bangladesh	Kenya	Nigeria	Fiji	Ghana	Jamaica
Unweighted base	95	101	161	96	452	117
Weighted base	180	168	178	168	168	168
I was born there	39%	57%	48%	96%	87%	59%
One or both of my parents were born there	67%	35%	54%	34%	45%	62%
One or both of my grandparents were born there	45%	26%	30%	30%	37%	48%
One or both of my great grandparents were born there	35%	22%	27%	30%	35%	39%

QA2. In what year did you arrive in the UK to live (and not to visit for a holiday)?	
Base: All respondents	
	Total
Unweighted base	1008
Weighted base	1008
Born in the UK	25%
2001–2017	35%
1981–2000	27%
1961–1980	11%
1941–1960	2%
Before 1941	*
Mean	1995.48
Median	2000.42
Standard deviation	15.28
Standard error	0.53

QB1. How have you supported this country in the last year?	
Base: All respondents	
	Total
Unweighted base	1008
Weighted base	1008
Sent money to family/friends	77%
Donations in kind (clothes, household items etc.) for family, charity or disaster relief	50%
Financial donations to charities or religious groups	35%
Other	8%
None	10%

**QB2. What savings or investments do you currently hold in this country?**

Base: All respondents

	Total
Unweighted base	1008
Weighted base	1008
I have savings/deposit accounts	42%
I own a business or have one with a partner	12%
I have stocks and shares in the stock market	12%
I have insurance products (e.g. for health, life)	9%
I have invested in government bonds	8%
I have pension products	7%
Other	8%
None	40%

**QB3. How much money in total did you send to this country in the last year (includes support for others as well as for your own savings and investment)?**

Base: All respondents

	Total
Unweighted base	1008
Weighted base	1008
£0 – £2,499 (1.25k)	50%
£2,500 – £4,999 (3.75k)	19%
£5,000 – £9,999 (7.5k)	16%
£10,000 – £49,999 (30k)	12%
£50,000 – £99,999 (75k)	3%
£100,000 plus (125k)	1%
£100,000 – £499,000 (300k)	*
£500,000 – £999,999 (750k)	*
£1 million – £4.9 million (3 million)	–
£5 million or more (7.5 million)	*
Mean	15.62
Standard deviation	151.85
Standard error	4.78

**QB4. Why do you send money to this country?**

Base: All respondents who send money to the Commonwealth country in question

	Total
Unweighted base	945
Weighted base	921
To benefit my family/friends	82%
For a sense of duty and personal pride	25%
To invest in this country's economic and social development	25%
For my retirement/resettlement in this country	20%
To improve my financial circumstances	18%
To gain political influence in this country	3%
Other	4%

**QC1. Would you like to save/invest (more) in this country?**

Base: All respondents

	Total
Unweighted base	1008
Weighted base	1008
Yes	64%
No	12%
Unsure	24%

**QC2. Would you be interested in...?**

Base: All respondents who would either like to invest (more) or are unsure

	Total
Unweighted base	919
Weighted base	883
Setting up your own business or with a partner	52%
Savings/deposit accounts	42%
Investing in the stock market	34%
Government bonds	31%
Pension products	19%
Insurance products (e.g. for health, life)	17%
Other	4%
No preference/unsure	14%



**QC3. What size business are you interested in setting up?****Base: All respondents interested in setting up their own business/business with a partner**

	Total
Unweighted base	512
Weighted base	458
Small-medium enterprise	73%
Large	15%
No preference/unsure	12%

**QC4. How much would you be able to save and invest in this country next year?****Base: All respondents who would either like to invest (more) or are unsure**

	Total
Unweighted base	919
Weighted base	883
£0 – £2,499 (1.25k)	35%
£2,500 – £4,999 (3.75k)	18%
£5,000 – £9,999 (7.5k)	21%
£10,000 – £49,999 (30k)	19%
£50,000 – £99,999 (75k)	4%
£100,000 plus (125k)	2%
£100,000 – £499,000 (300k)	1%
£500,000 – £999,999 (750k)	*
£1 million – £4.9 million (3 million)	–
£5 million or more (7.5 million)	*
Mean	23.63
Standard deviation	220.92
Standard error	7.29

**QC5. Which sector(s) would you be interested in investing in?****Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment**

	Total
Unweighted base	822
Weighted base	772
Property/real estate	41%
Education	31%
Health	27%
Agriculture, forestry & fishing	25%
Accommodation & food services	21%
Information, communication & technology	17%
Finance & insurance	14%
Construction	14%
Retail	13%
Professional, scientific & technical	12%
Wholesale	12%
Arts, entertainment & recreation	11%
Business administration & support services	11%
Production	11%
Transport & storage (inc. postal)	10%
Motor trades	5%
Public administration & defence	4%
No preference/unsure	13%

**QC6. Would you also be interested in initiatives related to...?****Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment**

	Total
Unweighted base	822
Weighted base	772
Poverty reduction	68%
Youth development	62%
Environmental sustainability/climate change	41%
Humanitarian and disaster reduction	38%
State-building and anti-corruption	38%
Gender empowerment	34%
No preference/unsure	9%

**QC7. Where would you like to invest?**

Base: All respondents interested in setting up a business or investing in stock market, bonds or other investment

	Total
Unweighted base	822
Weighted base	772
Capital city	18%
Home town/city	45%
Region	23%
No preference/unsure	22%

**QC8. Would you like to bring your financial returns back to the UK or reinvest in this country?**

Base: All respondents who would either like to invest (more) or are unsure

	Total
Unweighted base	919
Weighted base	883
Bring back to the UK	14%
Reinvest in this country	61%
No preference/unsure	25%

**QC9. Are you interested in short, medium or long-term savings and investment?**

Base: All respondents who would either like to invest (more) or are unsure

	Total
Unweighted base	919
Weighted base	883
Short (i.e. 3 years or less)	17%
Medium (i.e. 4-9 years)	34%
Long (i.e. 10 years or more)	36%
No preference/unsure	16%

**QD1. What governance issues prevent you from saving and investing (more) in this country?**

Base: All respondents

	Total
Unweighted base	1008
Weighted base	1008
Corruption	63%
Political instability and security concerns	42%
Weak legal framework and enforcement	40%
Excessive red tape	30%
Poor economic performance	29%
Government restrictions on what I can invest in	12%
I don't have adequate citizenship/political rights	10%
None of the above	14%

**QD2. What (other) factors prevent you from saving and investing (more) in this country?**

Base: All respondents

	Total
Unweighted base	1008
Weighted base	1008
I don't have enough information about saving/investment opportunities	43%
I don't know or trust any organisations to manage the investments on my behalf	39%
I am too far away to manage the investments well	36%
I can't find reliable investment partners	30%
Insufficient insurance products to protect my investments	22%
Limited saving/investment opportunities with good financial returns that match my preferences	20%
None of the above	15%

QD3. What financial system issues prevent you from saving and investing (more) in this country?	
Base: All respondents	
	Total
Unweighted base	1008
Weighted base	1008
Currency fluctuations in this country make me wary of investing	41%
The financial system in this country is not secure and stable	39%
Costly to transfer money out of the UK due to high transaction fees	32%
Difficult to access financial services (bank accounts, foreign exchange, investment management)	26%
Taxation policies in this country add to the cost of saving and investing	25%
Foreign exchange restrictions in this country make it difficult to repatriate funds	21%
Tax policies in the UK add to the cost of saving and investing in this country	18%
Difficult to transfer money out of the UK due to regulations	16%
None of the above	18%

QD4. What business environment factors prevent you from setting up a business in this country?	
Base: All respondents interested in setting up a large business	
	Total
Unweighted base	89
Weighted base	69*
Poor infrastructure (energy, telecommunications, water etc.)	65%
Insufficient reliable suppliers	41%
High cost of inputs (e.g. commercial machinery)	41%
High transportation costs	28%
Lack of skilled workers	15%
None of the above	12%

QD5. Are there any other obstacles or challenges to saving and investing (more) in this country which we have not already covered?	
Base: All respondents	
	Total
Unweighted base	1008
Weighted base	1008
Yes	17%
No	83%

QE1. You have said that the factors below present an obstacle to you saving or investing in this country. Which factors do you view as a priority for the government to address?

Base: All respondents who identify obstacle(s) existing to prevent saving and investment in the respective country

	Total
Unweighted base	962
Weighted base	948
Corruption	56%
Political instability and security concerns	28%
Weak legal framework and enforcement	26%
Excessive red tape	20%
I don't have enough information about saving/investment opportunities	16%
Poor economic performance	16%
Currency fluctuations in this country make me wary of investing	15%
The financial system in this country is not secure and stable	14%
I don't know or trust any organisations to manage the investments on my behalf	12%
I am too far away to manage the investments well	10%
I can't find reliable investment partners	9%
Costly to transfer money out of the UK due to high transaction fees	9%
Difficult to access financial services (bank accounts, foreign exchange, investment management)	8%
Taxation policies in this country add to the cost of saving and investing	8%
Insufficient insurance products to protect my investments	8%
Limited saving/investment opportunities with good financial returns that match my preferences	6%
Foreign exchange restrictions in this country make it difficult to repatriate funds	6%
Difficult to transfer money out of the UK due to regulations	5%
Tax policies in the UK add to the cost of saving and investing in this country	4%
I don't have adequate citizenship/political rights	4%
Government restrictions on what I can invest in	3%
Poor infrastructure (energy, telecommunications, water etc.)	2%
High cost of inputs (e.g. commercial machinery)	1%
Lack of skilled workers	*
High transportation costs	*
Insufficient reliable suppliers	*
Other	11%

QE2. Which of the following would motivate you to save or invest in this country?	
Base: All respondents	
	Total
Unweighted base	1008
Weighted base	1008
Economic incentives to encourage diaspora investment (e.g. grants or subsidised loans)	39%
Improved technological solutions to facilitate investment deals (e.g. platforms connecting entrepreneurs with investors)	31%
Opportunities that support my plans to move to this country	30%
Special economic rights for diaspora investment (e.g. allowing diasporas to buy property which is off limits to foreigners/tax incentives for diaspora investors)	26%
Greater government recognition of the positive role diasporas play in this country (e.g. diaspora awards)	25%
A project that I or my family would directly benefit from (e.g. an airport that I would use)	22%
Forums to share information between investors and market stakeholders (e.g. investment events)	20%
Initiatives that advance my social status or influence with government in this country	9%
Other	4%
None	11%

QE3. You have expressed interest in "economic incentives to encourage diaspora investment". Which of the below incentives would encourage you to save or invest in this country?

Base: All respondents expressing interest in economic incentives to encourage diaspora investment

	Total
Unweighted base	442
Weighted base	396
Government grants for diaspora investment projects	74%
Financial guarantees for diaspora investments	70%
Subsidised loans for diaspora investors	62%
None of these	3%

Demographics	
Base: All respondents	
	Total
Unweighted base	1008
Weighted base	1008
<b>Origin</b>	
Born in UK	25%
Not born in UK	75%
<b>Age</b>	
Under 18	*
18–30	20%
31–50	51%
51 or older	26%
<b>Gender</b>	
Male	48%
Female	49%
<b>Education</b>	
Up to secondary	16%
Tertiary	79%





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