



GENERAL CONSIDERATIONS:

- Calgarians born in India prefer being referred as 'East Indians'.
- East Indians, particularly those from the Punjab region are the largest language-based ethnic group in Calgary.
- More than 400 different languages are spoken in India, being Hindi the official language.
- Punjabi, from northern India, is the most spoken East Indian language in Calgary (21,370 people).
- There are many religious groups in India, but the most representative faith in the Punjab region is Sikhism.

FIVE CORE VALUES GRAVITATE AROUND EAST INDIAN CULTURE:

1. Spirituality: India has a very spiritual culture. Religion contributes to shape the social structure, setting the guidelines

to navigate life, providing an important sense of belonging. Thus temples and faith groups are a great way to connect with this community.

2. Family: East Indians are a patriarchal and collectivist society, where the group is more important than the individual. Marriage is seen as an act of responsibility, not love, and there's a huge respect to elders.

Families are usually big and may have up to 3 to 4 generations living in the same household, which may explain why around 80 percent of the Punjabi speakers in Calgary live only in two Wards (Wards 3 and 5). Their orientation to hierarchies may also imply they are very receptive to people in a position of power. Connecting with community or opinion leaders or even the head of a family may amplify the message greatly.

3. Education: Education is extremely important in India; it's seen as the foundation to achieve success, honour and the financial means to support a big family. The higher the degree, the better.

4. Work: Brings self-realization, financial stability and social recognition. There's a strong perception that East Indians are hard-working people. Adaptability and innovation are quite important in the work environment.

5. Success and Celebration: Being a 'masculine' culture (According to G. Hofstede) East Indians are driven by competition, sometimes sacrificing the work-life balance. Celebrating is important but not always based on personal achievements, as most of their festivities are faith-based, and most of their visual communications are joyful, colourful and sometimes exuberant.

The two most important celebrations for this particular community in Calgary are: **Diwali** celebrated between October and November and **Vaisakhi** (Punjabi and Sikh); the 2nd largest parade in Calgary, celebrated in April.

In general East Indians may be responsive to concepts such as solidarity, collaboration, family (extended, not nuclear), community life, sense of belonging, innovation, spirituality and education.

AGE RANGE:

The younger the audience the more connected with digital media platforms. The older the audience is the stronger the connection with traditional media channels such as TV, Radio and printed newspapers.

LIFE STAGE:

Recently arrived East Indian newcomers (with less than 7 years in Canada) will be more likely to obtain information and entertainment in their own language using Canadian media channels in Punjabi/Hindi and media channels from India. With time, interest for news and entertainment from India can decrease and affinity with Canadian mainstream channels can increase.

EAST INDIAN MEDIA CHANNELS OVERVIEW

