



The Global Indian Pulse

U.S. Market Report



HSBC

| Opening up a world of opportunity

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About this research

Research design

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

Ipsos MORI interviewed 4,152 Global Indians in 9 markets (Australia, Canada, Hong Kong, Malaysia, Saudi Arabia, Singapore, the UAE, the UK, the U.S.) using its Online Panel. 823 of these interviews were conducted with Global Indians living in the United States. Fieldwork took place August 18 - September 13, 2021.

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

'Affluent' refers to U.S. Global Indians with either a personal annual income higher than \$70,000 or liquid assets greater than \$250,000.

Expert collaborators



Professor Jaideep Prabhu

Jawaharlal Nehru professor of business and enterprise, Judge Business School at the University of Cambridge, United Kingdom.



Professor Nirvikar Singh

Co-author of 'The Other One Percent: Indians in America' Distinguished Professor of Economics at the University of California, Santa Cruz, United States.



Executive summary

The U.S. Global Indians we spoke to are in a good place – more than seven in ten feel happy (78%), safe (78%) and financially secure (71%). Most feel supported by both their local community (72%) and the government (62%).

U.S. Global Indians have meaningful ties to both the U.S. and India. This is reflected by where they put their money, with eight in ten investing in the U.S. (81%) and seven in ten in India (70%).

Around four in five feel a strong connection to India (77%) and are very interested in its success (82%). The three groups most likely to feel strongly connected to India – the affluent, 30-49 year olds and men – are also more likely to feel happy, safe and supported by government, highlighting that these links to India coexist with a sense of commitment to the U.S.

Indeed four-fifths (80%) are planning to retire in the U.S., higher than Global Indians overall. Quality of life, safety and economic security are the pulls to remain in the U.S. for retirement.

However 50% plan to live in India in the future, rising to around three-fifths among the three segments who feel most connected to India; the affluent, 30-49 year olds and men. A third planning to move to India cite as a reason using their skills and experience to bring about change. Professor Jaideep Prabhu notes that

Global Indians who have developed skills working in U.S. multinationals can go on to apply these to ventures in India. Professor Nirvikar Singh comments that Global Indians who have had fulfilling careers in the U.S. may now feel there are now good opportunities in India.

Many U.S. Global Indians feel optimistic about the future despite all the upheavals of recent years. A majority plan to increase their investments in the U.S. (58%) and India (53%) in the next three years. Returns and improved personal circumstances are key but the top reason in India is promoting positive change there (40%) and this is the third most important motivator for increasing U.S. investments (36%).

More generally, sustainability matters to U.S. Global Indians, with almost three in four (72%) saying that environmental or social initiatives are a key part of their decision to invest. Most are planning to make sustainable investments in both markets, with electric cars, solar/wind power generation and recycling topping the list in the U.S.

The U.S. Global Indians we spoke to rate property (46%) and stocks and shares (47%) as the most important areas of investment in the U.S. In third place are local businesses (33%) – illustrating the commitment many have to the U.S.

Where they are now

Experiences of Global Indians in the U.S.

Many of the U.S. Global Indians we spoke to are in a good place. More than three-quarters feel happy (78%) and safe (78%). Most feel financially secure (71%) and think there are good job opportunities in the U.S. (76%).

Some groups are more likely positive from an economic perspective. U.S. Global Indians who are affluent are particularly likely to feel financially secure (80%) and to think there are good job opportunities in the U.S. (82%). Over 30s are more likely than under 30s to feel financially secure (74% vs 63%) and to say there are good job opportunities (80% vs 71%). Feelings of financial security are higher among men than women (75% vs 67%).

Most U.S. Global Indians feel supported, both by their local communities and the government. However, the proportion feeling supported by government is lower than among Global Indians overall.

I feel supported by my local community



I feel supported by the government



I feel there are good job opportunities



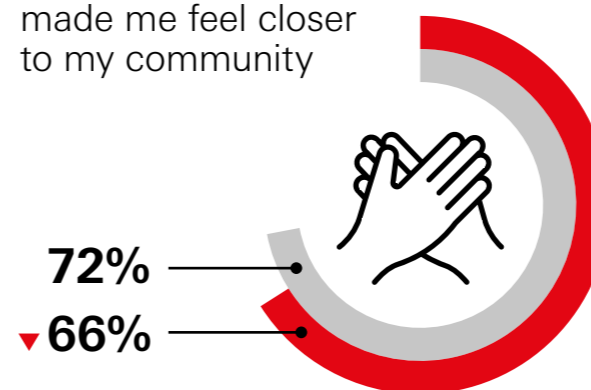
■ U.S. Global Indians ■ Global Indians overall
▲▼ Signifies significantly higher / lower than overall

Feelings of support and positive economic attitudes are linked as the same groups score more highly on both. U.S. Global Indians who are affluent are particularly likely to feel supported by both their local community (78%) and the government (71%). Over 30s are more likely than under 30s to feel supported by their local community (77% vs 65%) and by government (70% vs 46%). Feelings of support by the government are more pronounced among men than women (66% vs 59%).

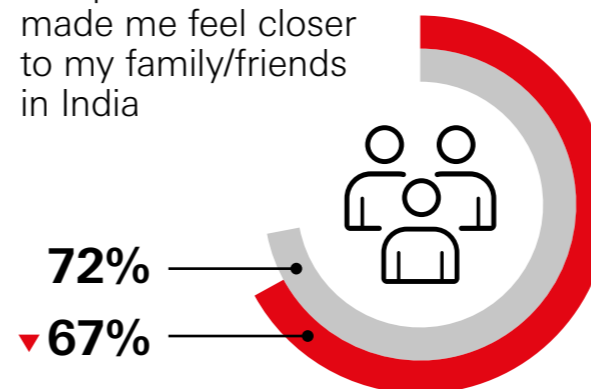
For all the difficulties it has brought, Covid has had some positive impacts as well. The pandemic has made two-thirds of Global Indians feel closer both to their community in the U.S. and to their family and friends in India. However these figures are lower for Global Indians in the U.S. than overall, which may be in part because the pandemic has been politically divisive in the U.S.

Affluent U.S. Global Indians are more likely to say the pandemic has made them feel closer both to their community (72%) and friends and family in India (73%). Over 30s are more likely than 18-29 year olds to agree with both statements.

The pandemic has made me feel closer to my community



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



■ U.S. Global Indians ■ Global Indians overall
▲▼ Signifies significantly higher / lower than overall



Time in the U.S.

Three-fifths (60%) of the Global Indians we spoke to have lived in the U.S. for more than 10 years. A quarter (25%) have resided in the U.S. for over 25 years, rising to 30% of affluent U.S. Global Indians.

Indian ties give a helping hand in the U.S.

Over two-thirds (68%) of U.S. Global Indians say that being connected to India has helped them in the country they live in now.

This sentiment is particularly pronounced among affluent U.S. Global Indians (76%), as well as over 30s compared to under 30s (75% vs 56%) and men in contrast to women (72% vs 64%). All of these groups are particularly likely to feel strongly connected to India.

Professor Jaideep Prabhu comments that there are positive associations with being Indian in the U.S., such as hard working, stable and family orientated.

Professor Nirvikar Singh highlights that the Global Indian population in the U.S. tends to be highly educated because migration has been driven by a demand for talent in the tech sector.

“The U.S. boom in Indian immigration really came with the IT boom and the increased use of visas like the H-1B.”

Brain circulation

Patterns of returning to India

Almost all the U.S. Global Indians we spoke to have visited India at some point – only 4% have never done so. Before the pandemic, 18% visited at least once a year, lower than the figure for Global Indians overall (32%). Two in five (42%) visited every 1-2 years and 82% at least every 5 years.

Half of U.S. Global Indians are planning to live in India at some point in the future, lower than the figure for Global Indians overall. This may in part be because U.S. Global Indians are less likely to hold an Indian passport (59% compared to 74% of Global Indians overall).

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

U.S. Global Indians



Global Indians overall



Three groups are particularly likely to intend to live in India in the future – men (58% compared to 42% of women), 30-49 year olds (59%) and the affluent (58%).

“For a lot of Indian diaspora, the U.S. has been a combination of economic opportunity but also the opportunity for a fulfilling career and now some of those same people are feeling like they can have as good or even better opportunities in India. If you’ve got ten years’ experience working in tech in the U.S., you might find that it is easier to start a firm in India than it is in the U.S.”

Professor Nirvikar Singh

Top 3 reasons for moving to India

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

I want to live closer to family / friends



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



I want to use my skills and experience to bring about change in India



■ U.S. Global Indians ■ Global Indians overall
▲▼ Signifies significantly higher / lower than overall

Family and retirement are the top reasons for moving to India but the third most important, cited by over a third, is using their skills and experience to bring about change in India. Education, either for children or for themselves, is less of a driver for U.S. Global Indians than Global Indians overall (15% vs 22% for their children’s education and 9% vs 14% for their own).



Brain circulation, not brain drain

Professor Jaideep Prabhu highlights the concept of ‘brain circulation’, a phenomenon first identified by Professor AnnaLee Saxenian.¹ Brain circulation is the flow of people and ideas to and from India.

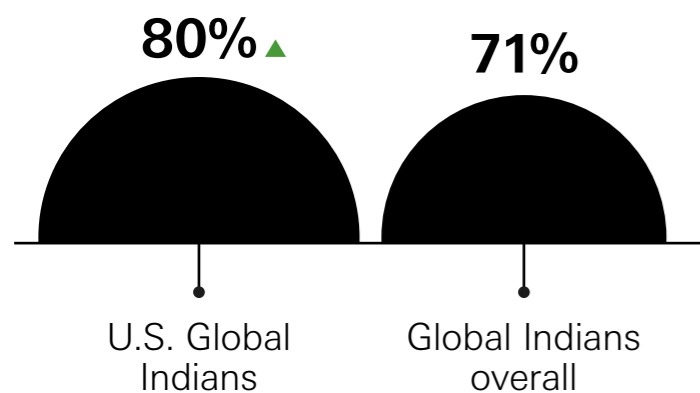
In the U.S., Global Indians have developed skills and connections working for multinationals which they have then utilized for other ventures, whether another multinational or a start-up, in both the U.S. and India. He notes that “many have very successfully engaged with India on a business level.” Professor Prabhu describes the generation of Indians who were very successful in the U.S., particularly in the tech sector, as “India’s ambassadors” who encouraged U.S. companies to recruit more people from India.

¹Saxenian, A., 2002. Brain circulation. How high-skill immigration makes everyone better off. Brookings Review, 20(1), pp.28-31.

Affluent U.S. Global Indians are particularly likely to mention using their skills and experience to bring about change in India (42%), as are 30-49 year olds (41%). The affluent are also more likely to be motivated to move in order to immerse themselves in Indian culture (40% vs 34% overall) and for retirement (34% vs 29%). These factors are also more important for men than women, with 36% mentioning retirement compared to 21% of women and 38% citing immersion versus 28% of women.

Although many intend to live in India in the future, four-fifths are planning to retire in the U.S., a higher proportion than Global Indians overall. Over 50s (91%) are particularly likely to say they intend to retire in the U.S.

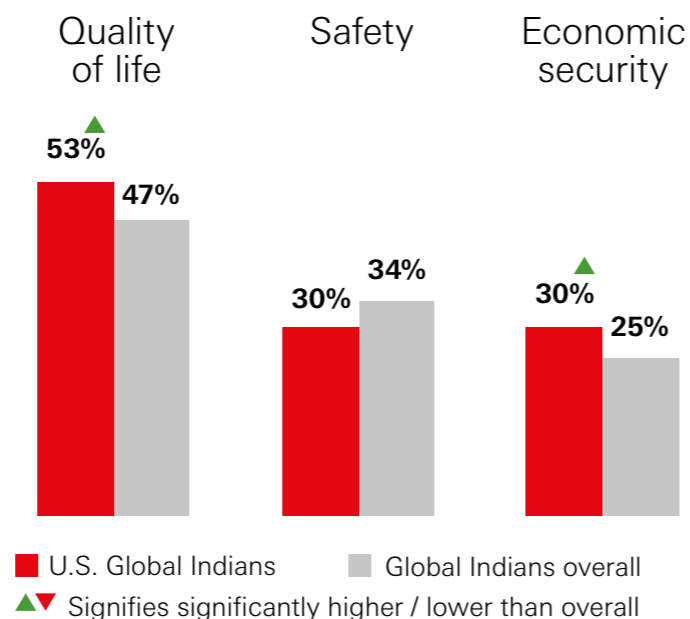
Do you plan to retire in your country of residence?



▲ ▼ Signifies significantly higher / lower than overall

Quality of life is a significant motivator for Global Indians in general to retire in their country of residence but is particularly important for U.S. Global Indians. Economic security also features more strongly in the U.S. compared to Global Indians overall.

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



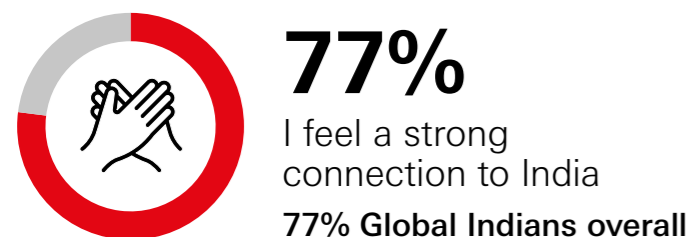
Women are more likely than men to mention quality of life as reasons to retire in the U.S. (58% vs 47%), while men are more likely to give infrastructure as a rationale (23% vs 14%). For over 50s, healthcare coverage is a particularly important factor, coming second in their list of reasons and mentioned by 45% compared to 27% overall.



The ties that bind

Connections to India

The U.S. Global Indians we spoke to often have deep bonds to India. Around four in five feel a strong connection to India and are very interested in its success.



Affluent U.S. Global Indians and 30-49 year olds are more likely to agree with all three statements, with 82% of the affluent and 84% of 30-49 year olds feeling a strong connection to India. As we have seen, both of these groups are more likely to intend to live in India in the future.

Men (72%) are more likely than women (62%) to feel invested in the future of India, which is most probably linked to them being more likely than women to have investments in India.



U.S. Global Indians are most likely to stay connected to India through food, with three in four doing so, but cultural festivities, current affairs and Indian communities are other significant ties. Only 3% claim they do not stay connected to India.

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



The scores on several of these ties are higher for U.S. Global Indians than for Global Indians overall – they are more likely to mention cuisine, cultural festivities, being part of an Indian community and seeking out cultural events.

The nature of links to India can vary. Women are more likely than men to stay connected through cuisine (79% v 69%), while men more likely to send money to family in India (50% vs 37%), as are 30-49 year olds (50%) compared to the U.S. average.

The affluent score higher on several ties; keeping up to date with current affairs (51%), sending money back to family (49%), seeking out cultural events 48% and regularly visiting India 48%.



Missing you

The top 3 things U.S. Global Indians miss about India are food (67%), family (64%) and culture (60%). These figures are higher than for Global Indians overall, where the top three is family (57%), food (52%) and friends (46%), similar to the U.S. figure of 48%.

Men are more likely than women to miss friends (53% vs 44%) and community (39% vs 29%). Affluent U.S. Global Indians are particularly likely to miss culture (64%) and community (40% vs 34% overall).

Professor Nirvikar Singh points out that opportunities to connect with India are enhanced in areas where Global Indians are concentrated.

“As numbers grow, you are able to support certain kinds of activities which reduce feelings of isolation or distance. As Silicon Valley has increased in the number of Indian Americans, you have an increasing number of Indian restaurants, Indian grocery stores and so on. Music and dance, to some extent theatre, have really flourished where you have concentrations of Indian Americans.”

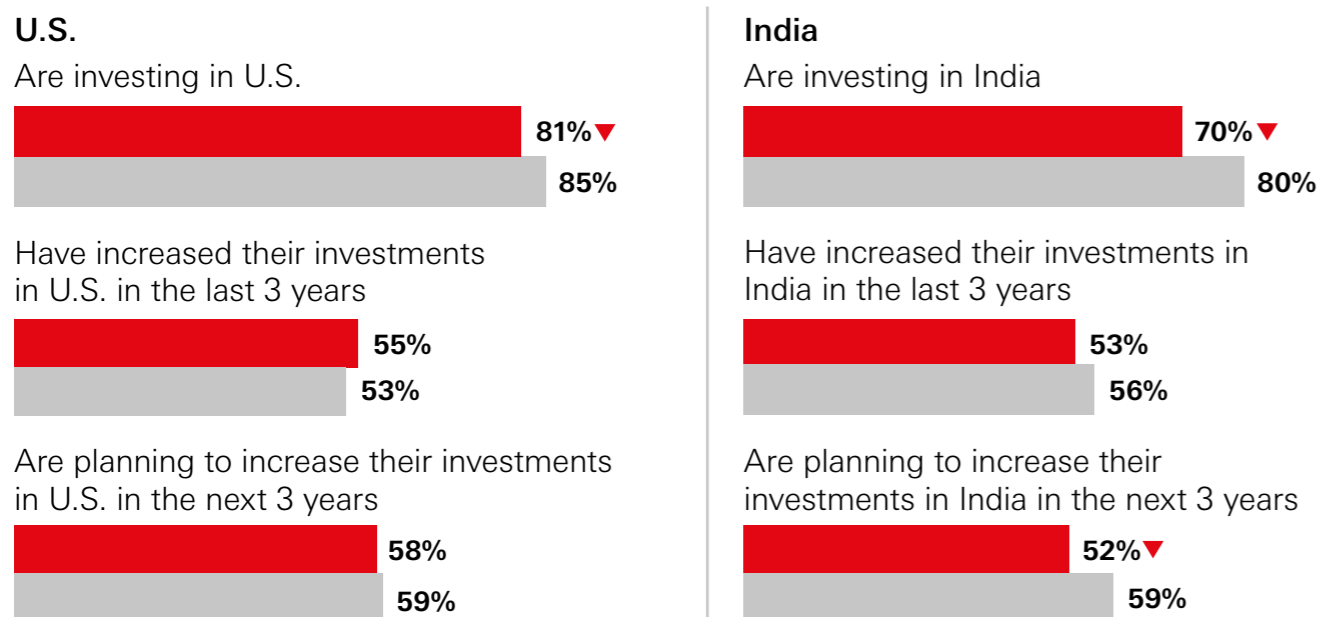
Investments in India and the U.S.

Flows, motives and hurdles



Most of the U.S. Global Indians that we spoke to are investing in both the U.S. and India, and a majority have increased their investments in both over the past three years. Investment levels are higher in the U.S. than India. Affluent U.S. Global Indians and men in comparison to women are more likely to be investing in each country.

Over half are planning to increase their investments in the U.S. and India in the next three years. This demonstrates a sense of optimism, despite the upheavals of the pandemic. This is particularly apparent in relation to the U.S., where more plan to increase their investments.

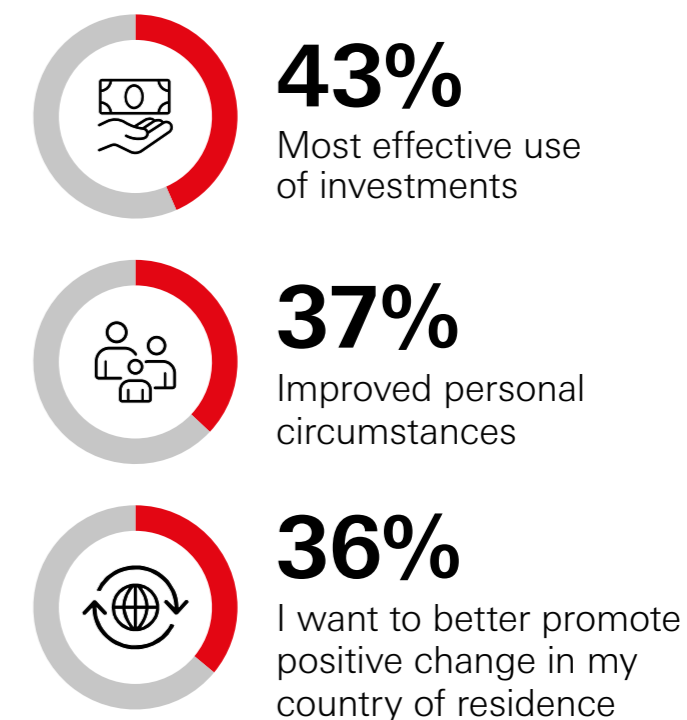


■ U.S. Global Indians ■ Global Indians overall (investments in country of residence)
▲ ▼ Signifies significantly higher / lower than overall

This sense of optimism is particularly marked among the groups who feel the most financially secure, safe and happy; the affluent, men and Global Indians aged 30-49 years old. Almost seven in ten (68%) of affluent U.S. Global Indians are planning to increase their investments in the U.S. and 60% in India. For those aged 30-49, the figures are 66% and 61% and for men 66% (compared to 50% of women) and 62% (versus 43% of women).

U.S. Global Indians are mostly likely to be planning to increase their U.S. investments for financial reasons but over a third are motivated by wanting to promote positive change in the U.S. This illustrates the sense of commitment that many U.S. Global Indians have to the U.S.

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



“The recirculation and ties between Indian Americans and India itself are going to be increasingly important.”

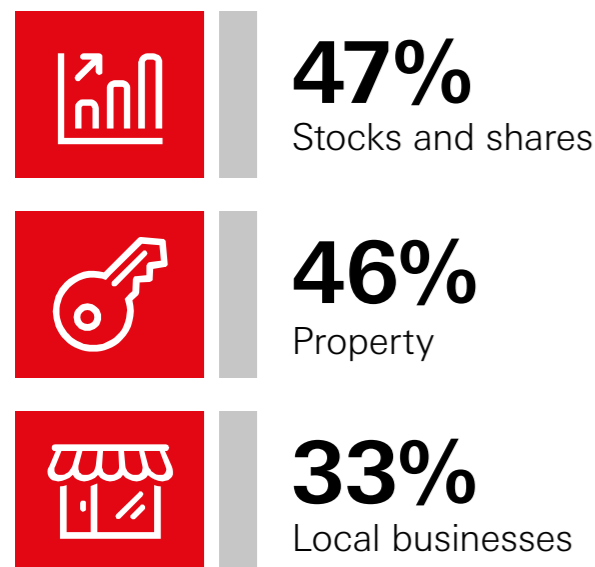
Professor Nirvikar Singh

Motivations for increasing Indian investments are similar. Promoting positive change in India comes top (40%, rising to 44% among the affluent) and returns are second on 38%. However family and friends remaining in India comes third on 37%.

U.S. Global Indians see stocks and shares and property as the most important investment classes in the U.S. However local businesses are also significant, mentioned by a third.

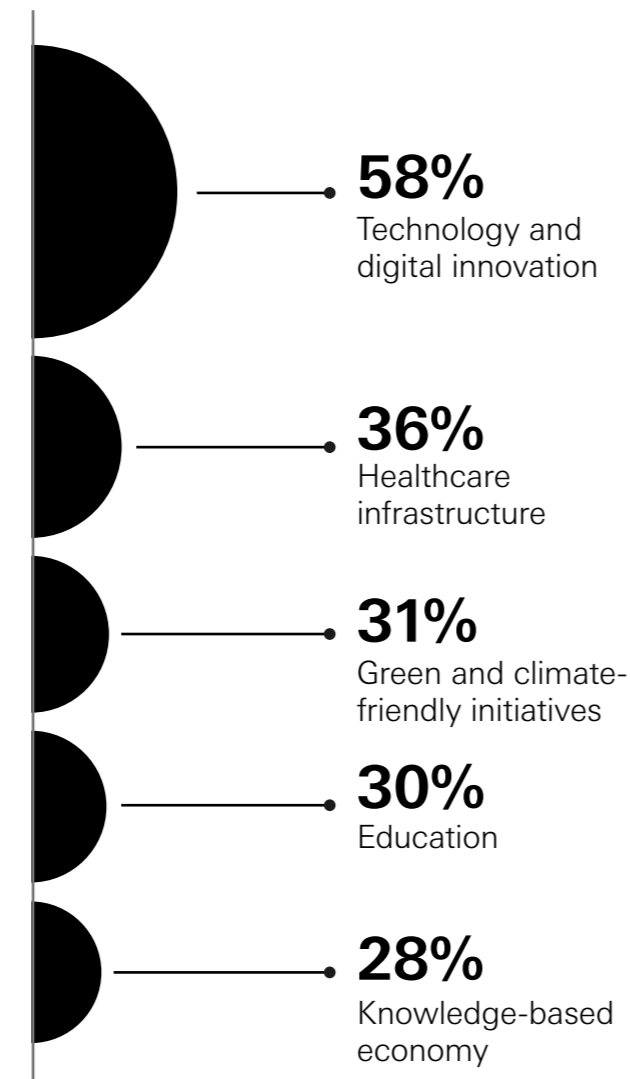
Affluent U.S. Global Indians are particularly likely to see stocks and shares (54%) as important. This is also the case for men compared to women (54% vs 40%). Men are more likely than women to see local businesses (36% vs 29%) and entrepreneurs/start-ups (36% vs 27%) as important areas of investment in the U.S.

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



U.S. Global Indians back technology as the sector most likely to perform strongly in the U.S. over the next decade or so, some way ahead of the second-placed sector healthcare infrastructure. This may reflect the links that many U.S. Global Indians have to this sector. Men (64%) are more likely than women (51%) to choose technology.

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



Plans to increase investments reflect the optimistic outlook of U.S. Global Indians

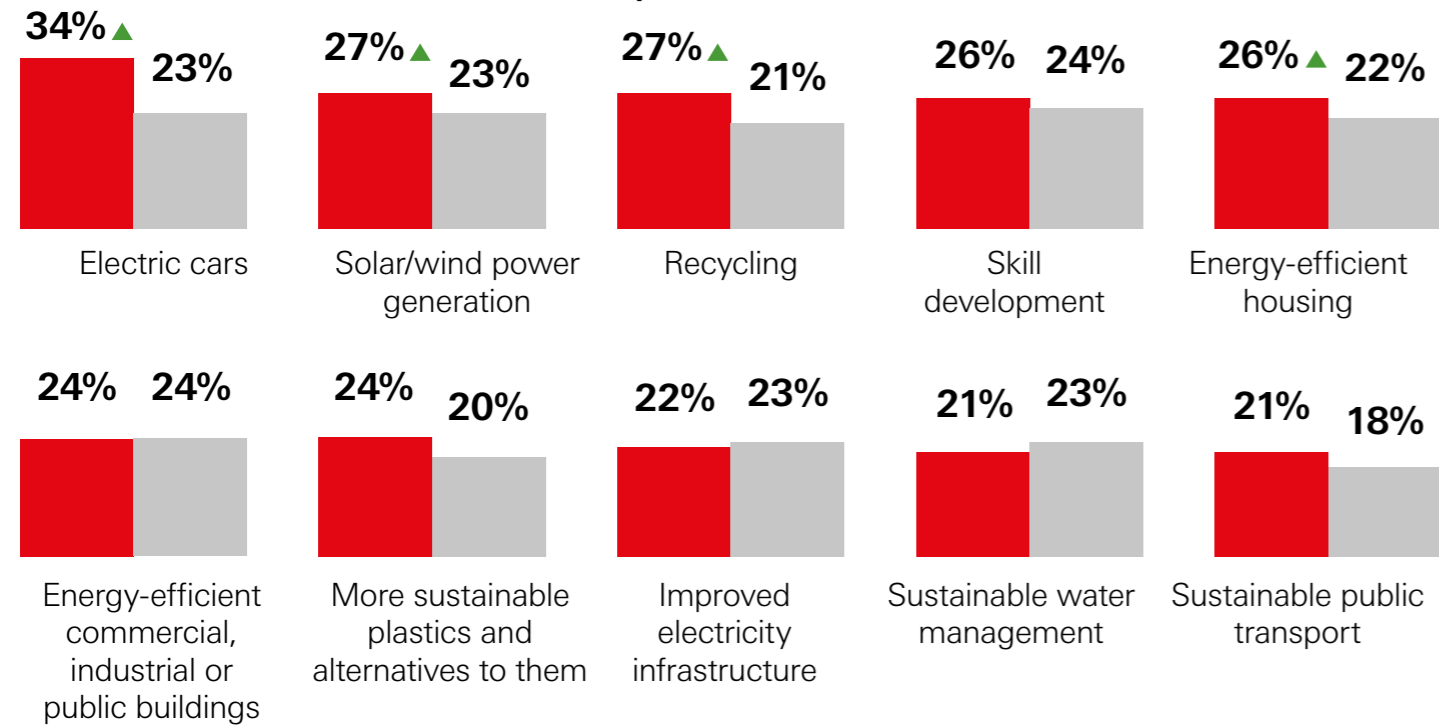
The future is sustainable

Sustainability is an important factor for the investment decisions of the U.S. Global Indians we spoke to. Almost three in four (72%) say that environmental or social initiatives are a key part of their decision to invest. This is particularly the case for affluent Global Indians (79%) and for 30-49 year olds (77%). As we have seen, these are both groups which are planning to increase their investments in the U.S. and India in the next three years.

U.S. Global Indians are intending to make a range of sustainable investments in both the U.S. and India. They are more likely to be planning several of these in the U.S. rather than India, with electric cars coming top.

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

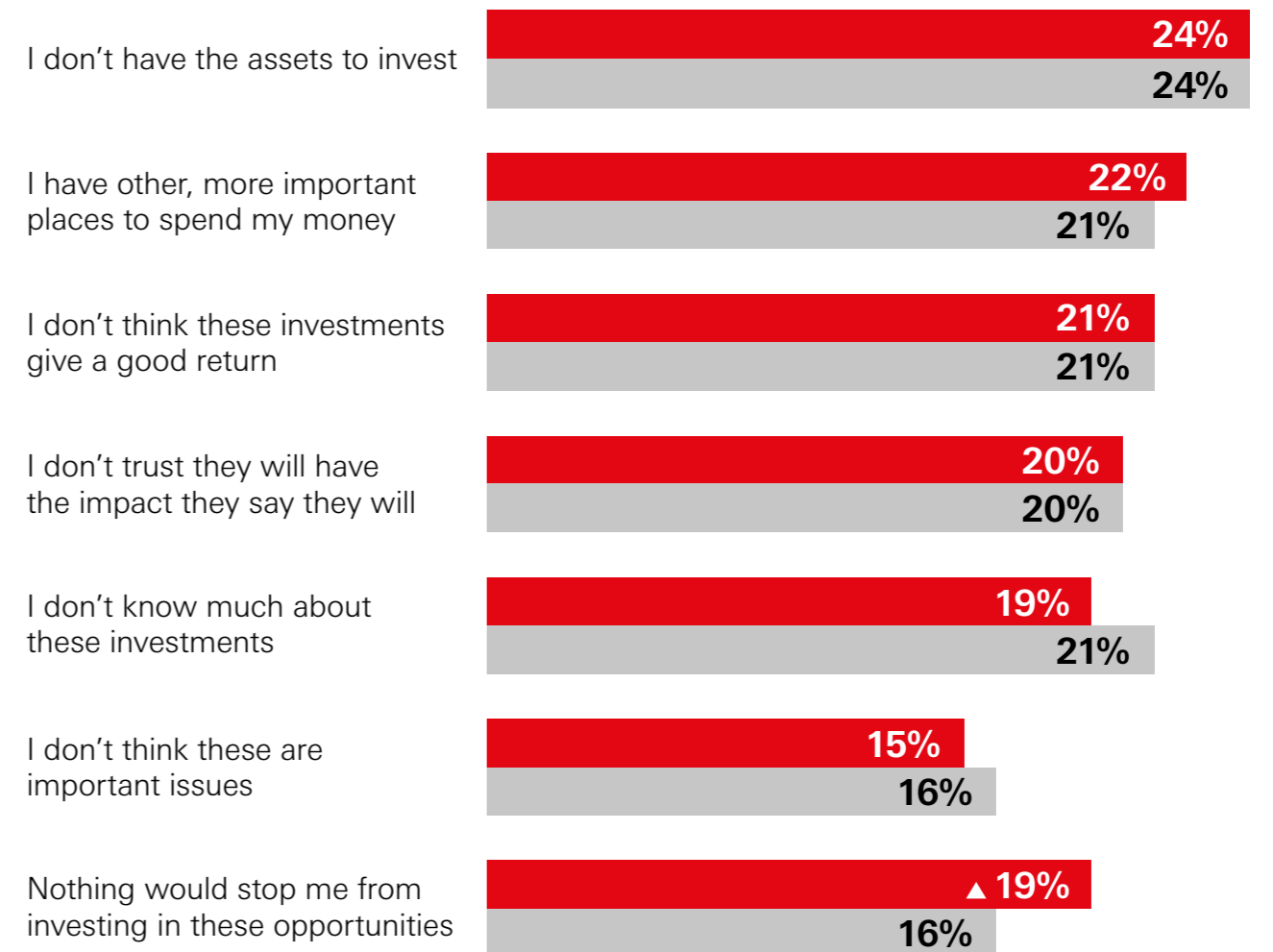
Top 10 answers



■ U.S. ■ India ▲▼ Signifies significantly higher / lower than overall

We see similar barriers to investment in sustainable initiatives in the U.S. and India but U.S. Global Indians are more likely to say that nothing would stop them from investing in these opportunities in the U.S.

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



■ U.S. ■ India ▲▼ Signifies significantly higher / lower than overall

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