

Subject: New Study by New American Dimensions and interTrend Communications Shows Indian Immigrants Embrace Dual Identity in U.S.

Study Shows Indian Immigrants Embrace Dual Identity in U.S.



New study by New American Dimensions and interTrend Communications finds that many Asian Indian immigrants living in the U.S. are proud of their Indian culture but consider themselves to be both Indian and American

LOS ANGELES, March 16, 2009 - Many Asian Indians play a balancing act between celebrating their rich Indian culture and embarking on new experiences in the U.S. On one hand they are eager to embrace American culture, and on the other they hold dear to the traditions and values of their roots. Although 40% expressed that they will one day return to live in India, as the second largest group among Asian immigrants, many Asian Indians consider the U.S. their home. These insights come from an exciting new comprehensive study by Los Angeles based Asian American advertising agency interTrend Communications and multicultural research firm New American Dimensions. From multiple focus groups in Los Angeles to an extensive Internet survey of 458 Indian immigrant adults, this study captures unique insights into the daily lives and thoughts of this highly acculturated and successful group. The study is supplemented by a video snapshot of Asian Indians in Los Angeles to affirm and personify the findings from the research.

Highlights of the study, which are available at www.newamericandimensions.com and www.intertrend.com include:

- Though relatively new to the U.S., first-generation Indians show many signs of advanced acculturation. However, they often go through a retro-acculturation later in life as they begin to realize the uniqueness of their culture.
- American individualism is championed by this group. They respect this value, as it allows them a greater freedom to succeed. Females appreciate this land of opportunity as it creates more possibilities for them to get ahead in life.
- Although highly acculturated and proficient in English, most express the desire to preserve their native culture through food, music, entertainment and language, and to pass it along to the next generation.
- Though they use a lot of media in English with American content, they still consume a considerable amount of Indian media both in-language and in-content. The younger segment (18-34 yr.) consumes the most Indian media, including TV, Radio and Internet; while the 44-54 group reads the most Indian newspapers.
- The majority feel they are portrayed positively in U.S. media which helps them feel comfortable and at-ease with non-Indians.

"Approaching three million in number, and with a household income which is the largest of any Asian segment in the United States, this is a consumer that can't be ignored," said David Morse, President and CEO of New American Dimensions, which provides customized multicultural consumer research.

Julia Huang, CEO of interTrend Communications states "Many Fortune 500 companies, such as State Farm Insurance, have recognized Asian Indians as a vital part of American culture and have begun a meaningful dialogue with them. This segment's high income levels, advanced education, rate of acculturation and success in the managerial workforce have proven to make effective marketing efforts a win-win situation."

About interTrend Communications

interTrend Communications, Inc. has been building relationships, building brands for nearly two decades. As the leading, 100% minority owned, full-service marketing agency targeting a wide range of Asian American segments, interTrend offers marketing solutions that not only touch millions of Asian consumers across the nation but have also greatly influenced the general market. Through traditional practices as well as the excitement of new media, interTrend helps F100 companies establish strong brand leadership positions.

About New American Dimensions

New American Dimensions is a multicultural marketing consulting, research, and trends company based in Los Angeles, California. Its aim is to be nothing less than a rich resource of actionable marketing intelligence for its clients--helping them to shape effective strategies leading to greater success by capturing the rapidly expanding markets of U.S. ethnic consumers and emerging youth markets.

For more information on the study or to arrange an interview, please contact Sharmila Fowler at 630.839.9425, sfowler@newamericandimensions.com or Anna Xie at 562-733-1785, anna@intertrend.com.