

**Monday 26<sup>th</sup> February 2018 – under embargo**

### **EXPATS ENJOY AN IMPROVED QUALITY OF LIFE IN BRIMINGHAM**

- Birmingham is the top 5 city in the world for job opportunities for expats
- Majority of expats in Birmingham say quality of life is better than it was at 'home'
- 57% enjoy more disposable income since their move

Whether they are making friends, exploring culture, enjoying great food or developing their careers, HSBC's Expat Explorer survey of 8,356 expats based in the UK shows that UK cities offer a world class experience. Birmingham is especially recognised for the fulfilling professional life it offers to expats. The city has been voted fifth in the world for expat job opportunities.

Host of the 2022 Commonwealth games and becoming a growing business hub outside of London, Birmingham is undergoing significant investment. The city is regenerating major areas, including the recent redevelopment of Birmingham New Street Station, and is attracting major companies, including HSBC which is opening its UK headquarters there later this year.

Three-quarters of expats in Birmingham (75%) say that their overall quality of life is as good as or better than it was at home. Integration is also high with 85% of expats in the city learning or using English - more than in London (77%) and Edinburgh (75%) - and 64% of expats saying that they are integrating well with the British culture and people.

Birmingham comes fifth in the world for expat job opportunities, behind international hubs such as San Francisco, London, New York and Dublin. Almost two-thirds of expats (64%) say the work culture is better than in their home country, compared to global average of 49%, and 62% enjoy a better work/life balance since their move. Additionally, 59% are more fulfilled at work.

Although expats in Birmingham earn on average USD61,950, considerably less than expats in London (USD107,863), they are more likely to enjoy more disposable income (57%) and to own a property (51%) than expats in London (51% and 50% respectively). This can be explained by the lower cost of living with 51% saying it is 'affordable' compared with only 1% of expats in London.

#### **Dean Blackburn, Head of HSBC Expat comments on the UK findings:**

"The UK's relationship with the rest of the world is changing and it is more important than ever that its cities make a name for themselves. The UK's reputation on the world stage stems in great part from the views of expats who come and go.

"It is fantastic news then, that expats rate Birmingham among the highest in the world for the job opportunities and quality of life it offers, while feeling at home in the city.

"Expats in Birmingham are getting stuck into life, contributing their skills and cultures to the country."

All expats are invited to share their experience of living abroad by taking the 2018 Expat Explorer survey online open until 9 April 2018:

<https://start.yougov.com/refer/vtHcJcJT0md9Hz?&source=48>

**Expatriate Explorer online:**

Report and country comparisons: <https://expatexplorer.hsbc.com/survey/>

Tweet @: [www.twitter.com/expatexplorer](http://www.twitter.com/expatexplorer)

Facebook: [www.facebook.com/hsbcexpat](http://www.facebook.com/hsbcexpat)

Expatriate experiences blog: [www.expatexplorer.blogspot.com/](http://www.expatexplorer.blogspot.com/)

Expatriates' ratings of 46 host countries are available to explore online through the [Expatriate Explorer interactive tool](#).

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**Media enquiries to:**

**Ankit Patel**

**020 799 19813**

**ankit.patel@hsbc.com**

Twitter: @HSBC\_UK

**Note to editors:**

**HSBC UK**

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