



The Booming Polish Population

We can target ethnic minorities in the UK and internationally

- South Asians
- Chinese
- Black Caribbean
- Black African
- Polish

[Click for more info](#)

0207 125 0007

indoormedia
a division of komli

Specialists in online ethnic marketing

Some of our successful clients



The Polish population in the UK soared from 75,000 to more than **HALF A MILLION** in eight years. It makes this group the biggest UK community by foreign nationality and the second (after India) by country of birth (Source: Daily Mail 2011)

More children are born in Britain to women from Poland than those from any other foreign country, research shows. Last year nearly **20,000 babies** were born to Polish migrants - that is **more than 50 a day** and accounts for **1** in every **37** newborns. Official figures show that in just six years the number of children born to Polish women has **increased nearly six-fold** (Source: DoH)

BABY BOOM		
	Babies born in England and Wales to Polish-born mothers	Percentage of all babies born
2005	3,403	0.5
2006	6,620	1.0
2007	11,952	1.7
2008	16,101	2.3
2009	18,159	2.6
2010	19,762	2.7

According to Hitwise, at one point in 2009 nasza-klasa.pl (a Polish social networking site) was the the **6th most visited** website in the UK, ahead of Twitter (then in 7th place), reflecting the **growth of Britain's Polish immigrant population** after EU accession in 2004).

Check out our Blog on the website:
[The Polish Influence](#)

Most of the London Polish community is centred around Hammersmith as well as Ealing, Enfield and Haringey. Also more are moving to existing centres such as Birmingham, Bradford, Manchester, Leeds and Scotland.



Job	Percentage
Hospitality and Catering	22%
Agriculture	10%
Manufacturing	8%
Health Service	6%
Food Processing	5%
Retail Trade	5%
Constructions Industry	5%

Source: ONS

Although unemployment is around two and a half million, it has fallen in recent months which suggests that migrant workers are **helping to fuel economic growth** rather than undercut British workers in the labour market.

A very informative documentary on the BBC highlighted the appeal of the UK to to these migrant workers - [Young, Foreign and Over Here](#)

Ernst & Young has said that Polish and other Eastern European immigrants "are having a **positive economic impact** by making the UK workforce younger, more flexible and economical, easing the pension's burden and keeping interest rates lower".

Contact us today for more details on how you can target these ever-growing audiences

020 7125 0007