

With the Chinese population edging towards half a million, we wanted to share what we know about this very close-knit community.

Indoor Media reaches up to 2.6 million unique users a month of which 200,000 are of South East Asian origin.



Imperial Arch, China Town, Liverpool

Geographical Distribution

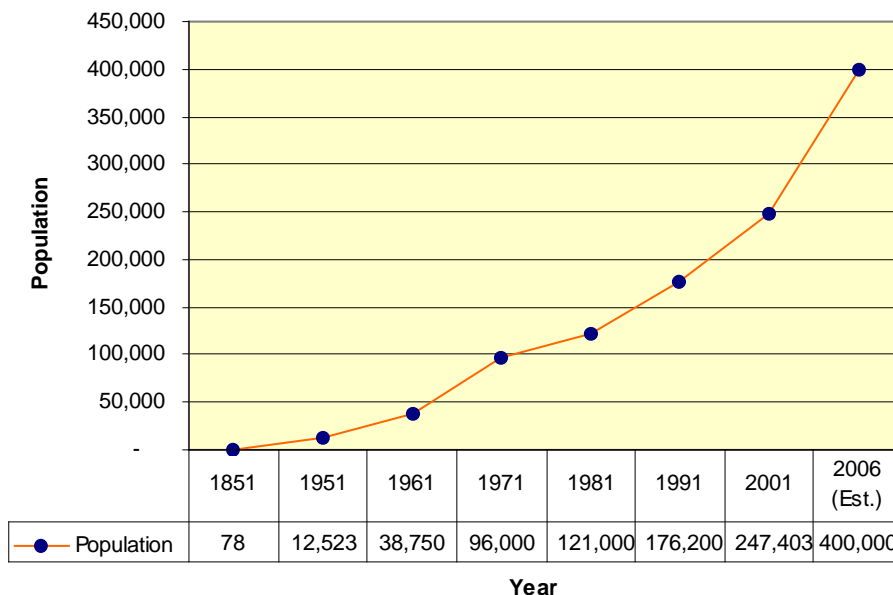
The total Chinese population in the UK as of 2006 was 400,000, of this 33% of them live in London, this does not include people of partial Chinese descent. The Chinese population is more geographically spread than most ethnic groups, and they did not make up more than 2.2.% of the local population in any local authority. (Source – ONS, 2006) .

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UK Chinese Population



Over $\frac{2}{3}$ ^{ds} of Chinese people feel that many consumer brands which use ethnic faces in advertising often do so as a token gesture

(Source – MCC Insight Study-2007)

Some of our satisfied clients:



Mercedes-Benz



The British Chinese Community

specialists in ethnic marketing
indoormedia

British Chinese facts

- **30%** of British Chinese were not on the electoral register, and therefore not able to vote - compared to 6% of White British (Source – Association of Electoral Administration)
- Although 25.1% stated their religious beliefs to be Christian, 15.1% stated their belief as Buddhist, **52%** reported that they had no religious affiliations. (Source – ONS, 2006)
- The Chinese have a higher rate of self-employment. **29%** of all Chinese men were classed as self-employed compared to 17% of white British men and **18%** of Chinese women compared to 7% of White British women. (Source – ONS, 2006)
- Between 1998 and 2002 there was a **12-fold** increase in university applications from Chinese students making them the single, biggest national group studying here. (Source – The Independent, UCAS – 2004)
- The Chinese population is **older** than most of the other ethnic groups in the UK, although younger than the white population. (Source – ONS 2006)

Top brands for the Chinese community

Drinks	Cars	Banking
Smirnoff Coca - Cola	Mercedes	HSBC
Retail	Cosmetics	Clothing
Tesco	Olay Maybelline L'Oréal	H & M Gucci

Did you know....

China will become the world's largest English-speaking nation in the world in another ten years

(Source – Press Trust of India)

Coming up soon

Black community statistics • Latest comScore results • Diverse UK recruitment

You will be surprised to know how much we know about EMG's. To find out more call:

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Please send any questions and comments to natalie@indoormedia.co.uk