

Multi-cultural Britain

An interim report by the Ethnic Diversity Forum

specialists in ethnic marketing
indoormedia

March 26th 2010

We are bringing you something very different this month. It is a subject which is close to our hearts and core to the success of our business. We are of course, referring to the interim report on **Multi-cultural Britain – published courtesy of the IPA.**

The first report published in 2003 acknowledged the need to recognize the differences in targeting ethnic minority groups (EMG's) and this report reaffirms those initial findings urging clients and their agencies, not to overlook this lucrative audience. We didn't, and launched Indoor Media in July 2007.

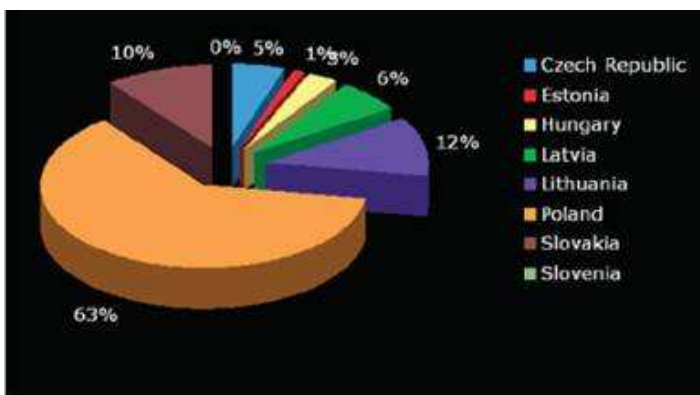


Our mission from day one was to legitimise our ethnic proposition (something woefully lacking in the ethnic media landscape) and fulfil mainstream media requirements – namely industry compliancy through ABCe audited (WPP) ad serving technology.

This was followed by joining comScore in 2009 and becoming the transparent, measurable and accountable service that we are today, supported by, probably, the most comprehensive understanding of the niche markets that we operate within.

Take a look at some of the statistics that we have edited below – sure you're not missing an opportunity to target new customers and grow your clients' business?

It is expected that the BME population in the UK is likely to reach **15%** by 2020, from 10% in 2007. That's equal to one-in-six people (ONS). The projection for the disposable income of ethnic minorities is **£300 bn** for 2011. The Polish Pound is in excess of **£4 bn** and the Eastern European is worth **£8.4 bn**. This figure has doubled in the last two years.



Migrants from Eastern Europe in the UK ⁴

Eastern Europeans are very tech savvy, spending any spare time on the community specific web portals.

An estimated **1.8 million** have arrived from Eastern European states since 2004.

The UK Polish community jumped from 13th to 1st place in two years. In December 2007 more than **385,000** Poles flew from the UK to Polish airports.

In 2006 more than **125,000** current accounts were opened by Poles at Lloyds Bank.

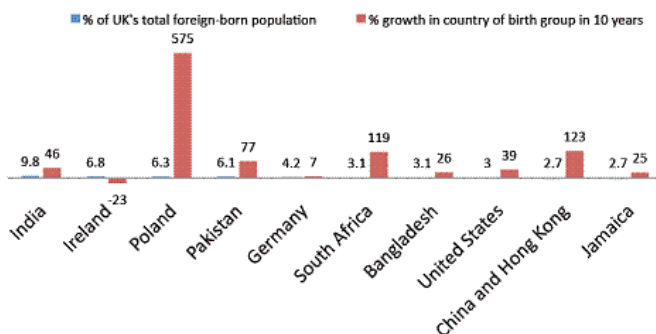
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The 10 largest groups of foreign-born residents in the UK by country of birth 2007



Today, **one-in-five** under-15's are non-white, with diverging birth rates only accelerating this situation.

40% of Londoners are forecasted to be non-white by 2020. The total population of London is expected to be **8.3 million** in 2026 vs. 7.7 million now (2009).

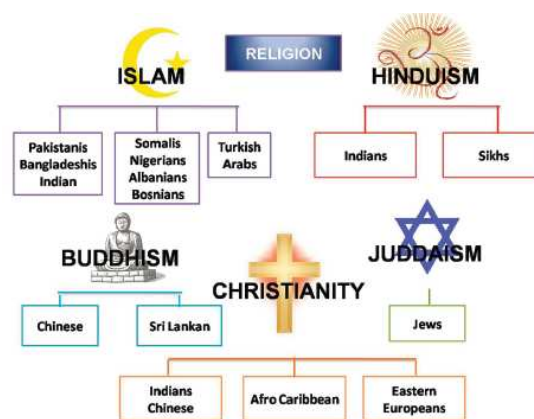
London is home to the largest number of ethnic minorities (including recent arrivals from Eastern Europe) than any other city in the UK. London is also the most cosmopolitan city; home to representatives of **189** countries from the total of **192** countries as recognised by the UN.

19% of the Olympic boroughs population is Muslim, compared with 8.5% of the wider London population and 3% across the UK.

Around **160** different languages are spoken in the five Olympic host boroughs of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest.

Questions about religious beliefs will be included in the 2011 census. This will be a great opportunity for marketers and advertisers to understand the complexities of a truly multi-national society. The impact of culture in the decision making process is key to developing socially, culturally and consumer focused plans.

Ethnic media has witnessed a massive growth in the past two decades from just eight titles in the early 1980's to more than 250 media organisations today. As the migration into the UK rises, ethnic media outlets can only do well due to the lack of relevant content offered by mainstream media organisations. All sources are available on the report accessible at the link below.



So, we say thank you to the IPA and to Quiet Storm, Media Reach and Culturecom and leave the last word here to Sanjay Shabi, Head of Culturecom - Mediacom's ethnic media and targeting division:

"..The UK's ethnic populations are continuing to flourish and expand. Across all generations there is still a fundamental appetite for such communities to consume and embrace media that provides news from home, recognizes their unique, cultural differences...."

To find out what else he and the others have to say, click on the link - <http://www.ipa.co.uk/Content/Marketing-opportunities-in-multi-cultural-Britain>

So if you would like some more information on our audiences which include **South Asian, Eastern European, Chinese, Black African, Black Caribbean, Latin American, South African** and **Mainland Europe**; please contact us on 0207 125 0007 or visit our website www.indoormedia.co.uk

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