



Mixed Britain

We can target ethnic minorities in the UK and internationally

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- Chinese
- Black Caribbean
- Black African
- Polish

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Specialists in online ethnic marketing

Some of our successful clients

John Lewis

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Emirates

ASDA

MoneyGram
International Money Transfer

Muslim Hands

New research has suggested that the UK has around **two million** people of mixed origin, possibly forming the nation's single biggest ethnic minority group.

ONS estimate that 2.9% of children in the UK are mixed race, but the figures did not take into account the **8.9%** of children, who live with parents who have a different ethnic background. This results in **3%** of the British population being mixed race.



Since **45%** of the mixed-race population is white/black and **38%** are white/Asian, the figure for mixed children overall is bound to be strongly affected by Caribbean/African and Asian attitudes to family life. (BBC 2011)

The majority of mixed race respondents to a COI survey said they identified with either their father's or their mother's ethnic group. All mixed race respondents said they would like to see the representation of ethnic minorities in the media increase and improve (COI communication report)

The proportion of mixed marriages has increased from **3%** to **11%** in the space of just 14 years. Nearly one in 10 British children now live in a mixed-race family and **20%** of young people under the age of 16 are from an ethnic minority background, compared to **15%** of the total population (Source:Telegraph 2011)



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

020 7125 0007