

The Polish Audience in the UK

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September, 2009

In their quest to attract new customers, marketers' should not overlook the value of the Polish pound. To capitalise on the changing face of the UK, companies who recognise the need to market to, and recruit from, this diverse community are reaping the rewards.

This month, we bring you information on where they live, what they celebrate and their potential value.



Key statistics about this diverse group are: -

- Officially, there are more than **600,000** immigrants living in the UK.
- Unofficial statistics put this at **over 1,000,000**
- Their religion is predominantly **Roman Catholic**
- There are estimated to be around **150,000** Poles in London
- Demographically more than $\frac{3}{4}$ of them are 18 – 34: majority 20 – 29 av. age
- **57%** either have or are working to gain a degree
- They are generally single and have a disposable income estimated conservatively at **£52m**

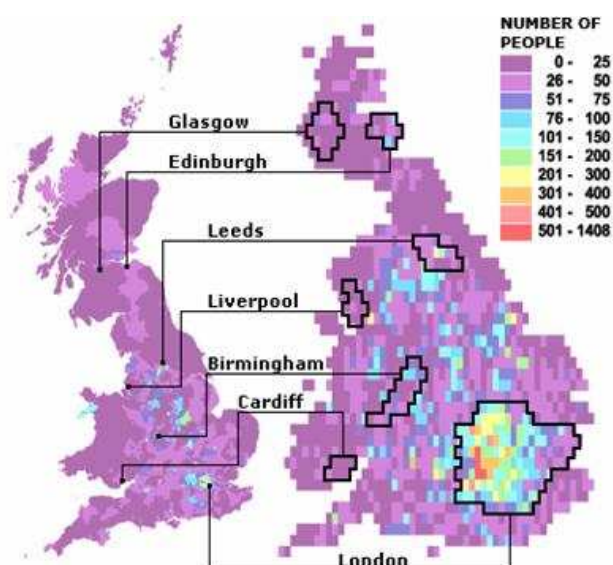
Indoor Media Ltd

Riverside House
47 The Lynch
Uxbridge
Middlesex
UB8 2TQ

+44 (0) 20 7125 0007

www.indoormedia.co.uk

Their preferred areas of living are: -



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Polish Public Holidays 2009 – 2010

2009		
1 st Nov	All Saints Day	It is an opportunity for followers to remember all saints and martyrs, known and unknown, throughout Christian history.
11 th Nov	Independence Day	Commemorates the anniversary of Poland's assumption of independent statehood in 1918 after 123 years of partitions by Austria-Hungary, Germany, and Russia.
25 th – 26 th Dec	Christmas/ Boxing Day	Annual holiday celebrated on December 25th that commemorates the birth of Jesus of Nazareth.
2010		
1 st Jan	New Years Day	Beginning of the New Year
5 th Apr	Easter Monday	Christian Festival commemorating the crucifixion of Jesus Christ
1 st May	Labour Day	Annual holiday celebrated all over the world that resulted from the labour union movement, to celebrate the economic and social achievements of workers
3 rd May	National Day	Independence Day, restoration of independence from Austro-Hungary, Prussia, and Russia in 1918
13 th May	Ascension	Ascension celebrates when Jesus ascended to heaven in the presence of his Eleven Apostles following his resurrection, and that in heaven he sits at the right hand of God the Father.
3 rd Jun	Corpus Christi	Its purpose is to honour the Eucharist, which believers consider to be the actual body and blood of Christ, and as such it does not commemorate a particular event in Jesus' life
15 th Aug	Assumption	The Assumption of the Virgin Mary celebrates the Virgin Mary's ascent to heaven and is marked by religious services at churches throughout Warsaw.

Coming up soon

Celebrations and festivals ● Diwali ● comScore Results

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

020 7125 0007



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Middlesex
UB8 2TQ

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