

Tomorrow's Consumers Are you reaching them?

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Minority ethnic groups have a younger age profile than the indigenous UK population and will comprise a greater proportion of those of working age in years to come and represent an ever-increasing percentage of consumers.

Source - PIU. Ethnic Minorities and the Labour Market; Interim Analytical Report, 2002



Asian Indians, Pakistani's, Bangladeshi's and people of other Asian backgrounds account for **50%** of all minority ethnic groups in the UK, followed by Black African and Caribbean people who make up a further **25%**.

Multicultural communities will become increasingly visible and more influential as its people climb the business and corporate ladder

IPA Ethnic Diversity in the UK 2010 – Management Summary

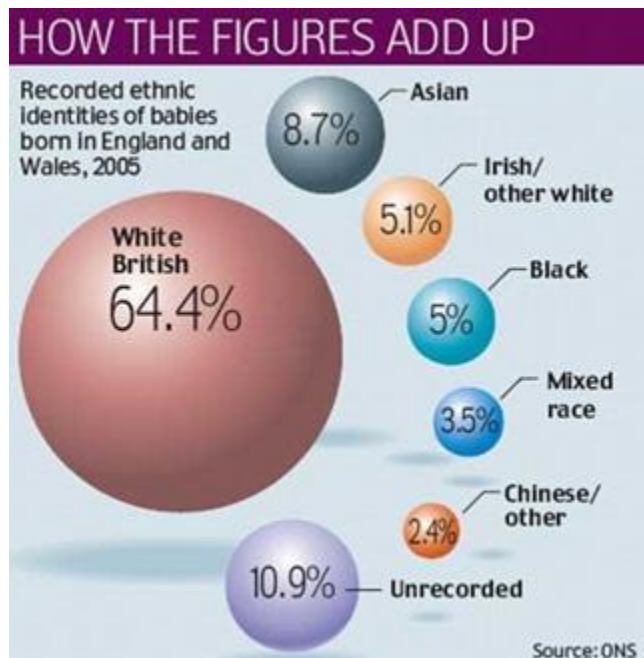
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Future Generations

24.7 per cent of children born last year have mothers who were born abroad – and their numbers have doubled since the late 1990's



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If you would like to know more about reaching these and the many other ethnic groups online, give us a call and find out how we can help you target this ever-growing audience.

Tomorrow's Consumers Are you reaching them?

Last year, the ONS calculated that women born in Britain will average 1.84 children each during their lifetimes, while women who came to this country from abroad will have **2.51 children** during their lives.

The three most common countries of origin of foreign-born mothers are **Pakistan, Poland and India**. In London around half of babies have foreign-born mothers. In some London boroughs, such as Newham and Brent, around **3/4 of children** have mothers who were born abroad.

Source - <http://www.dailymail.co.uk/news/article-1296638/Migrants-responsible-birth-baby-number-foreign-born-mothers-doubled.html#>

EMG's & Technology

This research has found that under-45s tend to be more engaged with digital media, and aspects such as take-up are higher among EMGs because of their younger age profile.



Other interesting facts include -

- One in five children under 16 year olds are from ethnic minorities
- 38% of Bangladeshi and 35% of Pakistani ethnic groups are under 16 years old, almost double that of the indigenous population with 19%
- South Asian women were more likely than other groups to be married with dependent children

Source: Office of National Statistics.

If you would like to know more about reaching the Asian community and many other ethnic groups online, give us a call and find out how we can help you target this ever-growing audience 0207 125 0007

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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