The Objective

To understand the lived experiences of women with ‘minority ethnic heritage’ in the UK today
Methodology
We interviewed a 2,000-respondent survey via Panelbase’s online panel

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Women</th>
</tr>
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<tbody>
<tr>
<td>Black African heritage</td>
<td>250</td>
</tr>
<tr>
<td>Black Caribbean heritage</td>
<td>250</td>
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<tr>
<td>Jewish heritage</td>
<td>200</td>
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<tr>
<td>Middle Eastern heritage</td>
<td>200</td>
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<tr>
<td>Southern Asian heritage</td>
<td>600</td>
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<tr>
<td>South East Asian heritage</td>
<td>200</td>
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<tr>
<td>White British heritage</td>
<td>200</td>
</tr>
<tr>
<td>White continental European heritage</td>
<td>100</td>
</tr>
</tbody>
</table>
How do you feel about these statements?

81% “Agree that discrimination in the UK is widespread”

63% “Agree that discrimination in the UK is getting worse”
How do you feel about these statements?

37%

“Disagree that they feel like an equal citizen”
Many feel discrimination is more widespread today, than it was 3 years ago.

How widespread do you think the following kinds of discrimination are in society today?

- Racism: 81%
- Religious/Faith Based Discrimination: 73%
- Sexism: 68%
- Homophobia: 66%
- Ableism: 59%

And do you feel these are more or less widespread than 3 years ago, or about the same?

- Racism: 59%
- Religious/Faith Based Discrimination: 51%
- Homophobia: 40%
- Sexism: 39%
- Ableism: 33%

Base: Q1: 1,663 (MEH respondents); Q2: Those who feel respective form of discrimination is widespread in society.
Ethnically diverse women face many harms

A general feeling of not being equal to others: 64%
Subtle acts of racism: 63%
Pressure to look a certain way that makes me seem like I fit in: 60%
Pressure to behave in a way that makes me seem like I fit in: 59%
Feeling that others think I'm not 'properly' from the UK: 59%
Feeling separate to what I feel British society or culture is: 58%
Overt and explicit acts of racism: 52%
Physical or emotional bullying behaviour: 46%
Sexual intimidation: 43%
Sexual harassment: 42%

How often, if at all, do you personally tend to experience?

At least in the last year:
- Never
- Less frequent
- In the last year
- A few times a year
- Monthly
- Weekly
- Around daily

Base: 1,6623 (MEH respondents)
For some, life has continuous menacing factors

How often, if at all, do you personally tend to experience?

- 10% face sexual harassment at least weekly
- 23% face overt/explicit racism at least monthly
- 14% face physical or emotional bullying at least weekly
- 31% face subtle acts of racism at least monthly
The pressure to assimilate

How often, if at all, do you personally tend to experience?

37% face pressure to look a certain way in order to fit in.
How do you feel about these statements?

66%

“Agree that people tend to make assumptions about who I am before getting to know me.”
Heritage can bring stereotypes

Which stereotypes, if any, do you feel exist in society about people from your ethnic group(s)?
Different heritage groups often face different stereotypes.

Which stereotypes, if any, do you feel exist in society about people from your ethnic group(s)?

- Black African
- Black Caribbean
- South East Asian
- Southern Asian
- Jewish
- Middle Eastern
Most representation is considered to be neutral or negative

How would you describe the way in which people from your ethnic group(s) tend to be represented in advertising nowadays?

- Very positively: 12%
- Quite positively: 24%
- No opinion: 39%
- Quite negatively: 20%
- Very negatively: 6%
Across categories, authentic representation is rarely seen

Please tell us how you tend to find adverts from brands and companies in the following categories in terms of how they represent people from your ethnic group(s) in their advertising.

Base: 1,663 (MEH respondents)
Which brands and companies would you say do a good job of representing people from your ethnic group(s) in a way that is positive and authentic in their advertising?
Certain heritage groups are particularly negatively represented

How would you describe the way in which people from your ethnic group(s) tend to be represented in advertising nowadays?

- Middle Eastern: 31%
- Black Caribbean: 29%
- Southern Asian: 27%
- Black African: 27%
- White Continental European: 25%
- Jewish: 24%
- South Asian: 16%

Base: 1,498 (Recognises people from their ethnic groups in advertising nowadays)
Some media channels are more representative than others

In which, if any, of these media and types of adverts do you tend to recognise seeing people from your ethnic group(s) represented?

- YouTube: 49% Often, 46% Sometimes
- Television: 41% Often, 39% Sometimes
- Posts by brands on social media (i.e. web banner adverts): 36% Often, 35% Sometimes
- Celebrity influencers: 35% Often, 35% Sometimes
- TikTok*: 33% Often, 29% Sometimes
- Billboard / posters: 33% Often, 28% Sometimes
- Magazines: 27% Often, 26% Sometimes
- Internet (i.e. web banner adverts): 25% Often, 25% Sometimes
- Cinema ads (i.e. shown before film): 25% Often, 25% Sometimes
- Sponsorship of live events: 23% Often, 22% Sometimes
- Facebook*: 23% Often, 22% Sometimes
- Snapchat*: 23% Often, 22% Sometimes
- Newspapers: 23% Often, 22% Sometimes
- Radio: 23% Often, 22% Sometimes
- Podcasts: 23% Often, 22% Sometimes
- Twitter*: 23% Often, 22% Sometimes

Base: 1,663 (MEH respondents)
Invisibility is a further major challenge

How often do you tend to see people from your ethnic group(s) in advertising?

- Middle Eastern: 52%
- Southern Asian: 51%
- Jewish: 48%
- South East Asian: 46%
- White Continental European: 43%
- Black African: 27%
- Black Caribbean: 23%

Base: 1,663 (MEH respondents)
An intersectional look
Additional protected characteristics can worsen feelings of inequality

% agree “I feel like an equal citizen”

- White British: 54%
- Minority Ethnic Heritage: 42%
- MEH LGBTQ+: 34%
- MEH Registered Disabled: 36%
- MEH Religiously Engaged: 43%

Base: Total sample
And often more likely to see advertising as stereotypical

How would you describe the way in which people from your ethnic group(s) tend to be represented in advertising nowadays?

- White British: 34%
- Minority Ethnic Heritage: 43%
- MEH LGBTQ+: 51%
- MEH Registered Disabled: 45%
- MEH Religiously Engaged: 42%

Base: Recognises people from their ethnic groups in advertising nowadays
So what can we do?
The commercial argument is overwhelming.

Would you be more likely to buy products/services from brands and companies who show people from your ethnic group(s) in a positive and authentic way in their advertising?

- 35% definitely would
- 37% probably would
- 23% no opinion
- 1% definitely wouldn't
- 3% probably wouldn't
Brands and famous role models have a vital part to play

Which of the following do you feel have the power to make progress in tackling inequality and injustice in UK society?

- Famous role models: 72%
- Brands and companies: 71%
- Places of education: 70%
- Social media companies: 70%
- Social media influencers: 69%
- Celebrities: 69%
- High-profile activists: 68%
- TV channels: 67%
- Politicians: 67%
- Pop artists: 66%
- Sportspeople: 64%
- Newspapers and news websites: 64%
- Allies speaking up in everyday life: 62%
- Royal family: 62%
- Police: 59%
Especially among certain ethnic groups

Which of the following do you feel have the power to make progress in tackling inequality and injustice in UK society?

- South East Asian: 76%
- Black African: 73%
- Black Caribbean: 71%
- Southern Asian: 70%
- Jewish: 69%
- Middle Eastern: 60%

NET Power: 73%
No opinion: 69%
NET No Power: 71%
Why do you think brands and companies have a part to play in tackling inequality and injustice?

“Brands are such a big part of life nowadays that, through one big statement, well loved and widely used brands can challenge people’s perceptions at a large scale and relatively quickly.”

- 26 year old female, Middle Eastern heritage, Yorkshire & Humberside
Please share an example of an ad you feel represented your ethnicity in a positive and authentic way.
Stereotypes abound

There are many labels and judgments that can be attached to women with particular ethnicity.

...as do other harms

Many women in the UK experience frequent acts of discrimination and harassment.

Brands can act

In most women’s eyes, brands hold the power to stand up for equality and what is right.
Women & Heritage.