





BLOOM







• FOUNDED IN 1923 •







Methodology

We interviewed a 2,000-respondent survey via Panelbase's online panel

250 women with Black African heritage 600 women with Southern Asian heritage (a larger sample, which we hope will allow us to filter down into Bangladeshi, Indian and Pakistani women)

200 women with white British heritage

250 women with Black Caribbean heritage

100 women with white continental European heritage

200 women with South East
Asian heritage

200 women with Middle Eastern heritage 200 women with Jewish heritage









81%

"Agree that discrimination in the UK is widespread"

63%

"Agree that discrimination in the UK is getting worse"











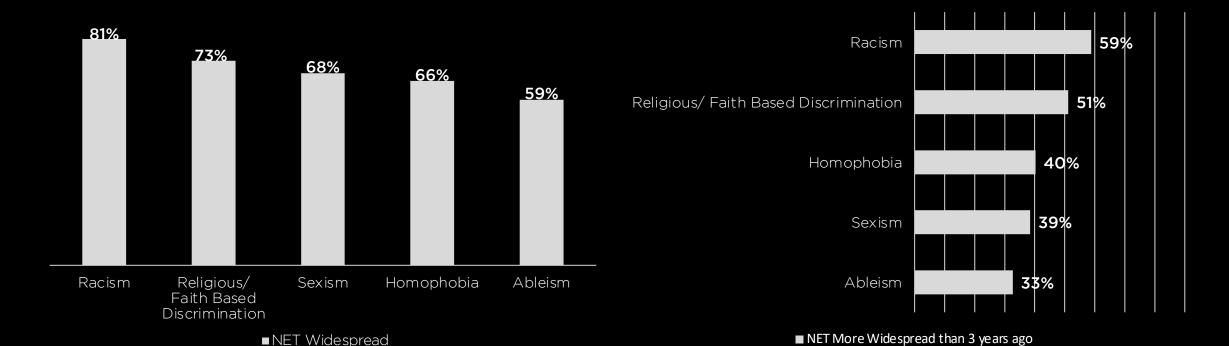


Many feel discrimination is more widespread today, than it was 3 years ago



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

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





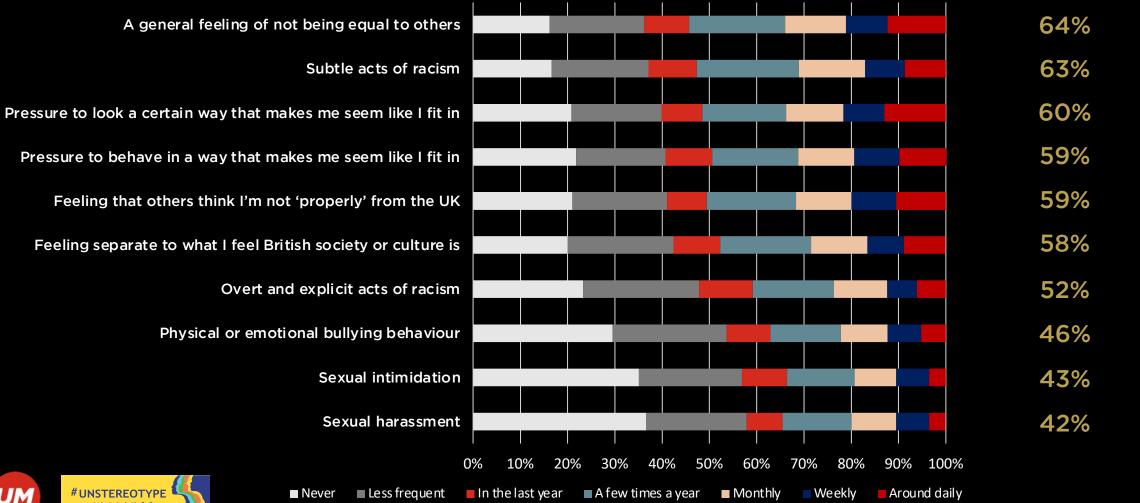


Ethnically diverse women face many harms



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

At least in the last year







For some, life has continuous menacing factors



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



25% face overt/explicit racism at least monthly

5100 face subtle acts of racism at least monthly





The pressure to assimilate



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

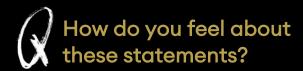
37%

face pressure to look a certain way in order to fit in



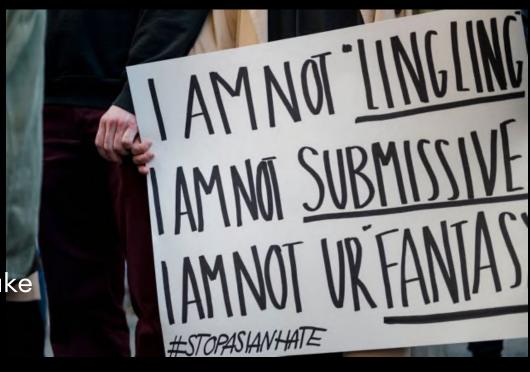






66%

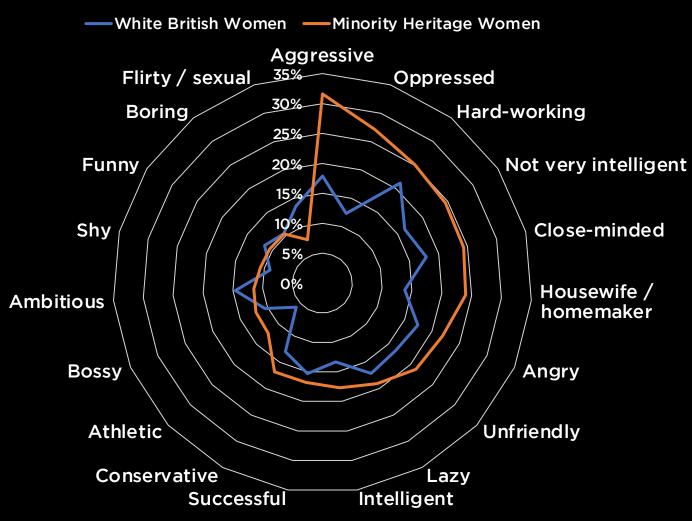
"Agree that people tend to make assumptions about who I am before getting to know me."





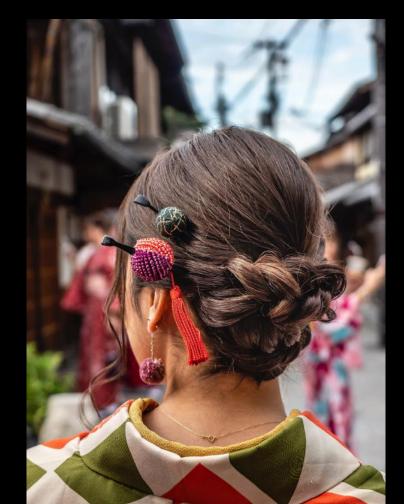


Heritage can bring stereotypes





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







Different heritage groups often face different stereotypes

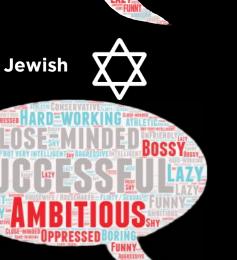


Which stereotypes, if any, do you feel exist in society about people from your ethnic group(s)?





Black Caribbean











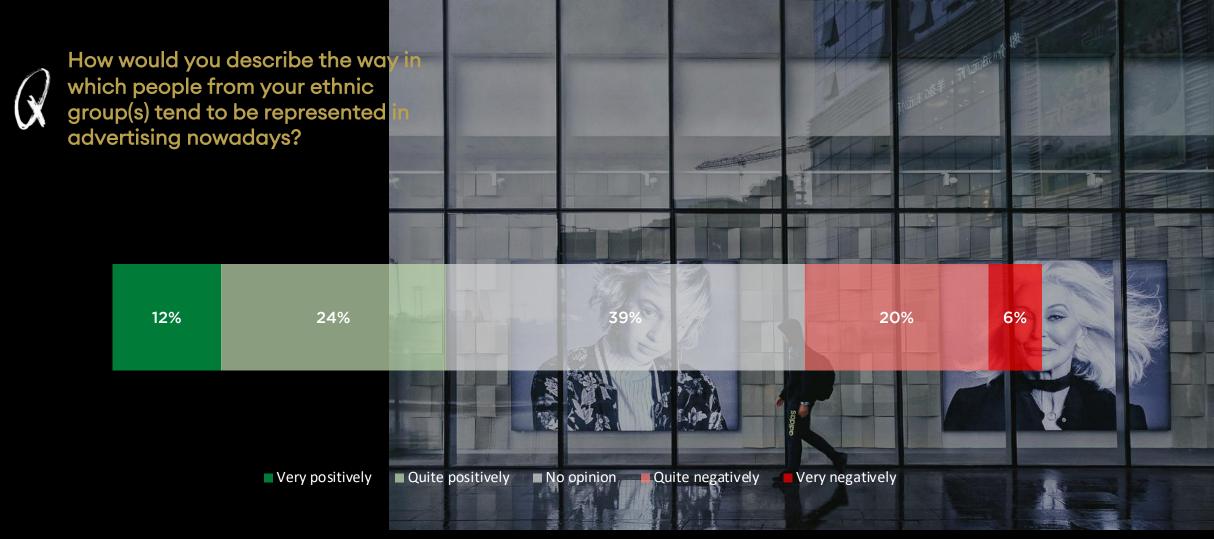








Most representation is considered to be neutral or negative



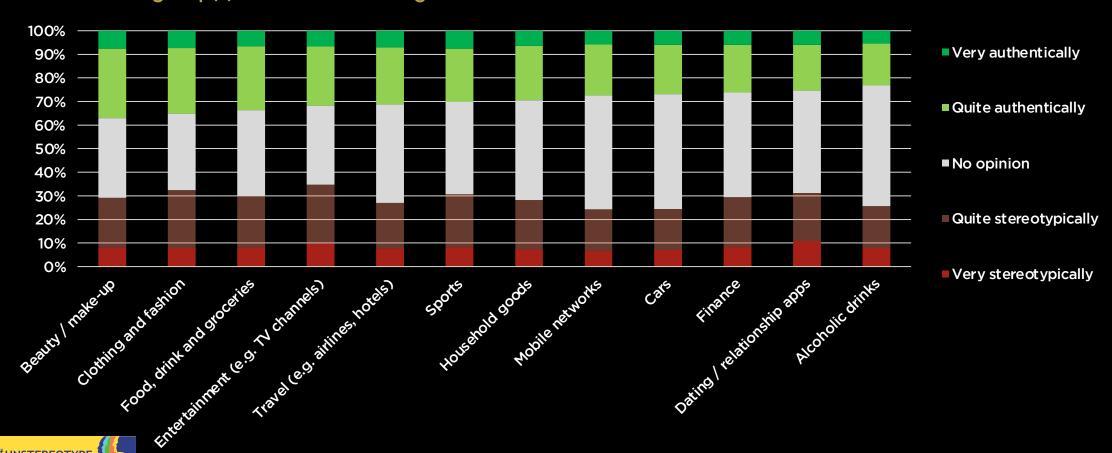




Across categories, authentic representation is rarely seen



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.







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?

























FEUTY BEAUTY









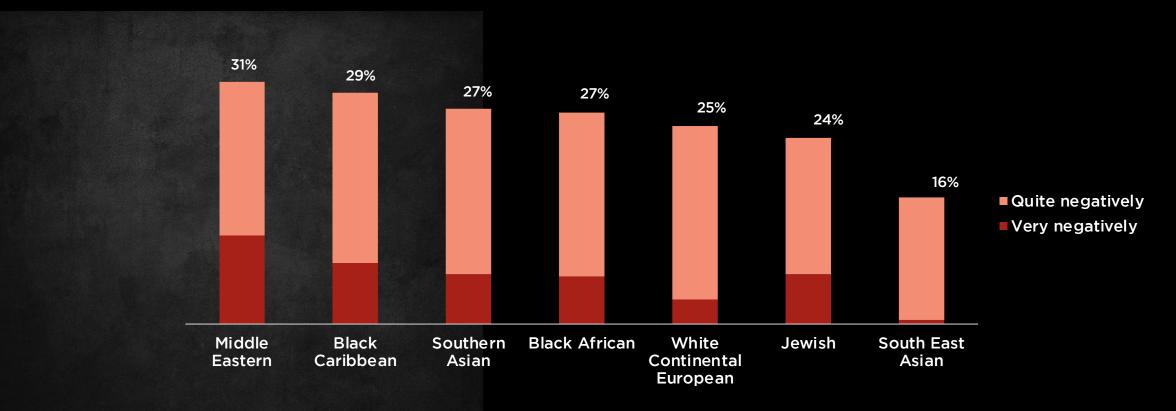




Certain heritage groups are particularly negatively represented

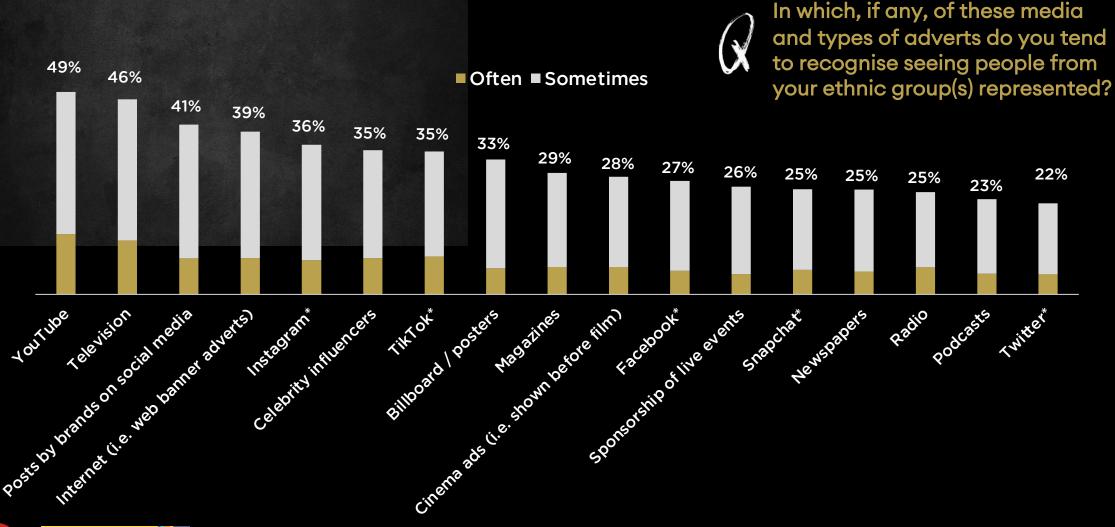


How would you describe the way in which people from your ethnic group(s) tend to be represented in advertising nowadays?





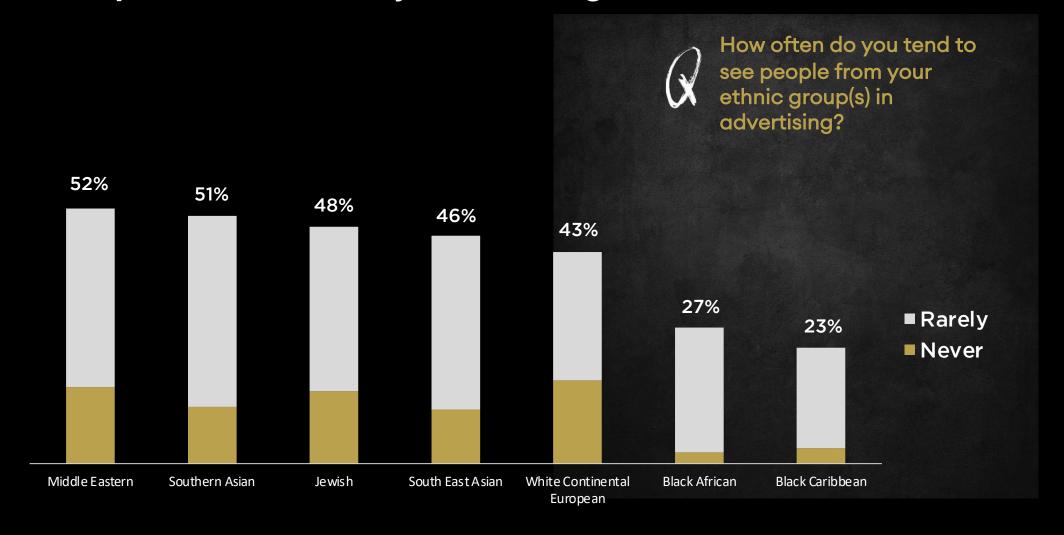
Some media channels are more representative than others







Invisibility is a further major challenge







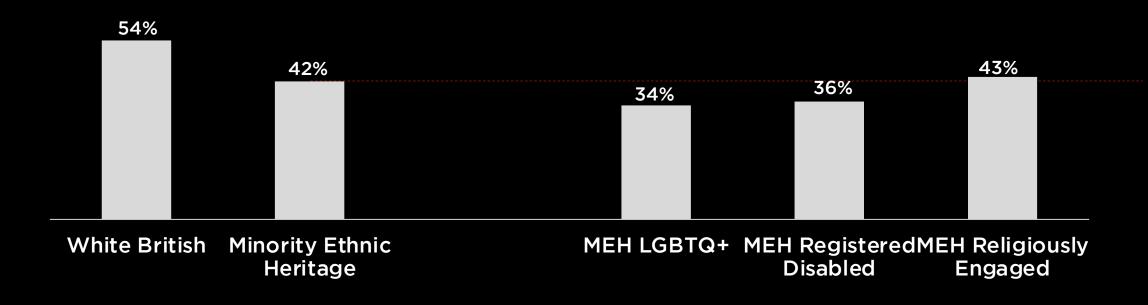






Additional protected characteristics can worsen feelings of inequality

% agree "I feel like an equal citizen"



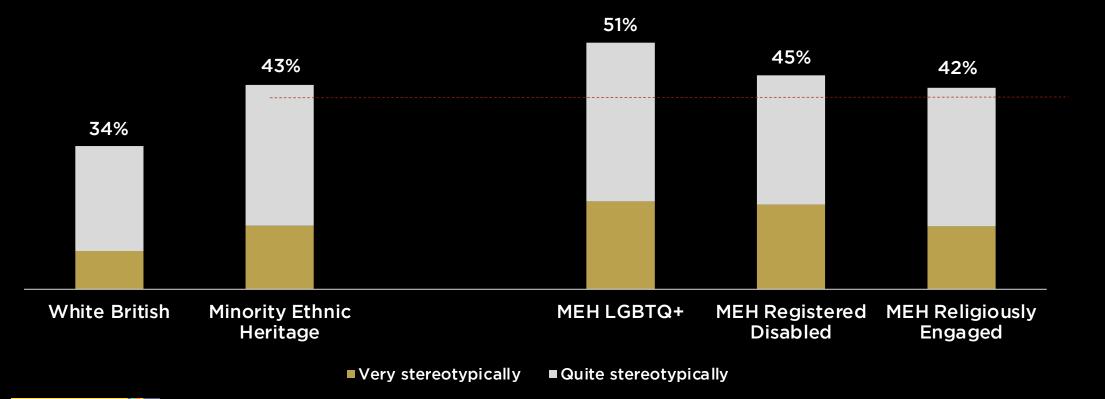




And often more likely to see advertising as stereotypical



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











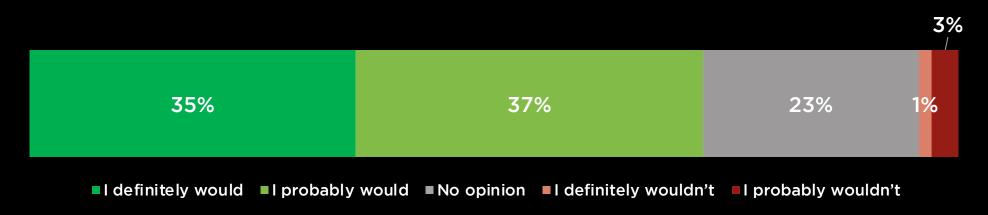


The commercial argument is overwhelming





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?



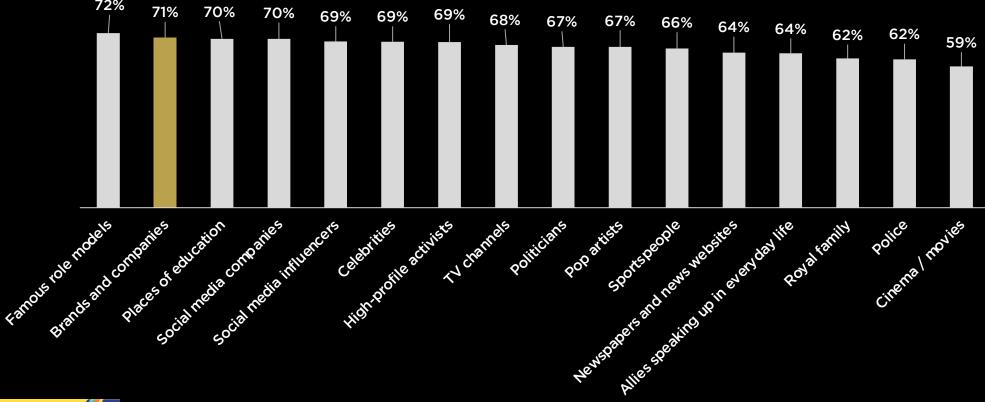




Brands and famous role models have a vital part to play



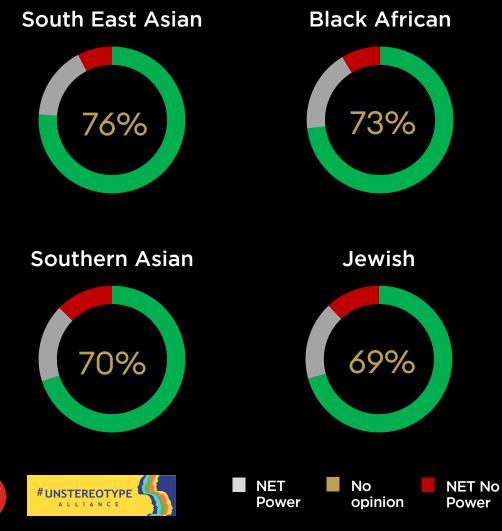
Which of the following do you feel have the power to make progress in tackling inequality and injustice in UK society?

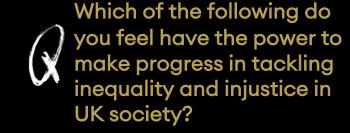






Especially among certain ethnic groups



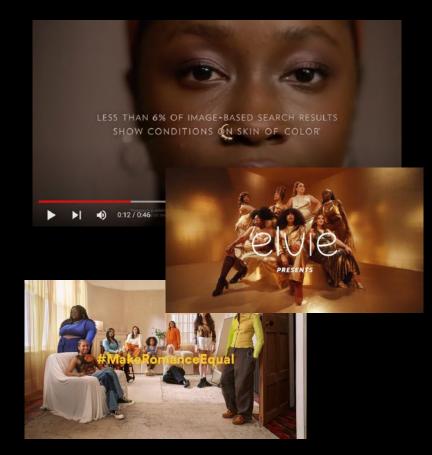


Black Caribbean

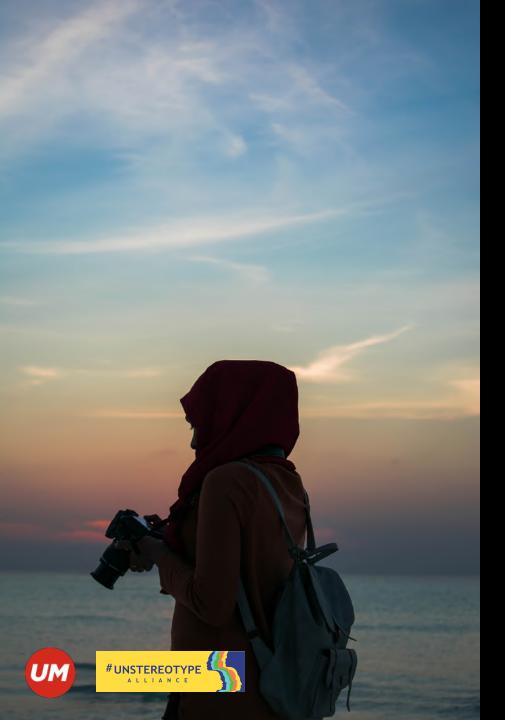
71%

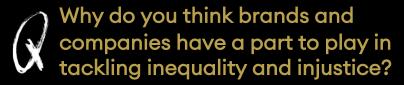
Middle Eastern

60%









"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."

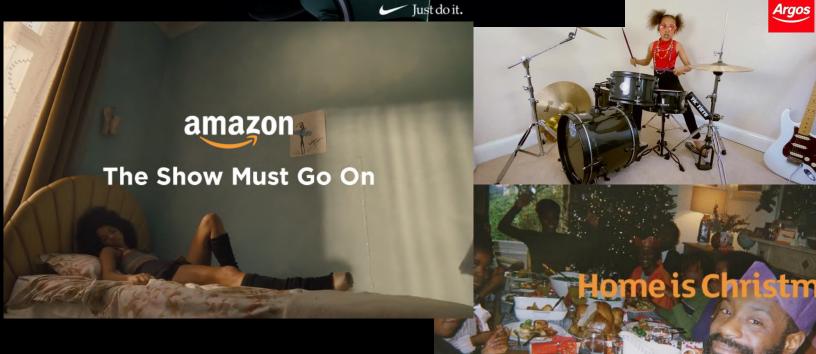
- 26 year old female, Middle Eastern heritage, Yorkshire & Humberside



Please share an example of an ad you feel represented your ethnicity in a positive and authentic way.



Rämädän









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.





