Ethnic Minorities:
At the forefront of digital communications in the UK

Media Guardian Ethnic Media Summit
16 September 2008
Ofcom’s Media Literacy project

Ofcom has a duty under the Communications Act to bring about a better understanding of the nature and characteristics of electronic media to the general public.

**Access**
- Use, volume of use and breadth of use of different platforms

**Understand**
- Understand and evaluate content

**Create**
- Create content and interact with media devices or with other users

This report is one of a suite of Ofcom Media Literacy publications.
Methodology

- Sample of 300 from four different ethnic minority groups – Indian, Pakistani, Black Caribbean and Black African communities

- Face-to-face, using a specialist research agency Ethnic Focus in November/December 2007

- Multiple languages offered – English, Punjabi, Gujarati, Urdu, French, Somali or Arabic

- Sample representative of each of the ethnic minority groups
Ethnic minorities are younger and more likely to be in C2DE households
Ethnic minority groups are younger than the UK population as a whole

Demographics – Age

- 65+: UK 0%, Indian 5%, Pakistani 2%, Black Caribbean 4%, Black African 2%
- 55-64: UK 19%, Indian 12%, Pakistani 11%, Black Caribbean 14%, Black African 5%
- 45-54: UK 14%, Indian 16%, Pakistani 13%, Black Caribbean 19%, Black African 9%
- 35-44: UK 15%, Indian 18%, Pakistani 20%, Black Caribbean 24%, Black African 33%
- 25-34: UK 20%, Indian 28%, Pakistani 24%, Black Caribbean 24%, Black African 29%
- 16-25: UK 28%, Indian 21%, Pakistani 30%, Black Caribbean 16%, Black African 21%

% aged under 45
- UK: 52%
- Indian: 67%
- Pakistani: 74%
- Black Caribbean: 62%
- Black African: 83%
They are also more likely to be C2DEs

Demographics – Socio-economic group

% C2DE

UK: 45%
Indian: 56%
Pakistani: 67%
Black Caribbean: 66%
Black African: 60%
Ethnic minorities are at the forefront of media take-up and use
They are less likely to use traditional media like newspapers and magazines and radio

Regular use of different media

- Watch videos/ DVDs
- Listen to the radio
- Read newspapers/ magazines

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>Indian</th>
<th>Pakistani</th>
<th>Black Caribbean</th>
<th>Black African</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch videos/ DVDs</td>
<td>63%</td>
<td>43%</td>
<td>45%</td>
<td>37%</td>
<td>26%</td>
</tr>
<tr>
<td>Listen to the radio</td>
<td>69%</td>
<td>63%</td>
<td>49%</td>
<td>66%</td>
<td>60%</td>
</tr>
<tr>
<td>Read newspapers/ magazines</td>
<td>74%</td>
<td>52%</td>
<td>49%</td>
<td>38%</td>
<td>38%</td>
</tr>
</tbody>
</table>
... adults from ethnic minority groups are more likely to subscribe to cable & satellite television

Ownership of digital TV platform

<table>
<thead>
<tr>
<th>Region</th>
<th>Analogue only</th>
<th>No TV</th>
<th>Other</th>
<th>Cable</th>
<th>Freeview</th>
<th>Satellite</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>17%</td>
<td>1%</td>
<td>3%</td>
<td>30%</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Indian</td>
<td>14%</td>
<td>2%</td>
<td>4%</td>
<td>12%</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Pakistani</td>
<td>9%</td>
<td>3%</td>
<td>20%</td>
<td>20%</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>Black Caribbean</td>
<td>18%</td>
<td>1%</td>
<td>11%</td>
<td>14%</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>Black African</td>
<td>14%</td>
<td>1%</td>
<td>4%</td>
<td>19%</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>

% Cable & Satellite

UK: 55%  Indian: 72%  Pakistani: 81%  Black Caribbean: 67%  Black African: 64%
… and they are more likely to use other media while watching TV

Use of other media while watching TV

<table>
<thead>
<tr>
<th></th>
<th>Use your mobile phone</th>
<th>Talk on your landline/home phone</th>
<th>Go on the internet</th>
<th>Listen to music on CD/MP3 player/computer</th>
<th>Listen to a radio station</th>
<th>Play computer games on a games console</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>50% 49% 24% 11% 7%</td>
<td>67% 41% 21% 26% 11%</td>
<td>82%</td>
<td>87%</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Indian</td>
<td>72% 67% 41% 26% 11%</td>
<td></td>
<td>86%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pakistani</td>
<td>79% 70% 41% 28% 17% 16%</td>
<td></td>
<td>87%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black Caribbean</td>
<td>63% 64% 38% 30% 34% 12%</td>
<td></td>
<td>82%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black African</td>
<td>80% 60% 45% 38% 37% 13%</td>
<td></td>
<td>86%</td>
<td></td>
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</tr>
</tbody>
</table>

% who say they use other media while watching TV

69%

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Ethnic minorities more likely to download video and audio content but confidence in finding content online is lower.
Adults from ethnic minority groups are more interested in using different functions of digital devices.

Interest in digital media functionality

- Digital TV
  - UK: 67%
  - Indian: 77%
  - Pakistani: 79%
  - Black Caribbean: 85%
  - Black African: 91%
- DAB radio
  - UK: 61%
  - Indian: 68%
  - Pakistani: 72%
  - Black Caribbean: 77%
  - Black African: 78%
- Internet
  - UK: 97%
  - Indian: 100%
  - Pakistani: 98%
  - Black Caribbean: 98%
  - Black African: 100%
- Mobile phone
  - UK: 94%
  - Indian: 98%
  - Pakistani: 95%
  - Black Caribbean: 98%
  - Black African: 97%
They are also more likely to use the internet to download video or audio content
But they are less confident about finding content online

Confidence in finding content online

- **UK**:
  - Confident: 91%
  - Neither: 4%
  - Not confident: 5%

- **Indian**:
  - Confident: 75%
  - Neither: 15%
  - Not confident: 10%

- **Pakistani**:
  - Confident: 69%
  - Neither: 19%
  - Not confident: 11%

- **Black Caribbean**:
  - Confident: 75%
  - Neither: 15%
  - Not confident: 9%

- **Black African**:
  - Confident: 83%
  - Neither: 10%
  - Not confident: 6%
They are much less likely to use the internet for shopping and banking online.

Use of the internet

- Public/ civic
- Leisure information
- News
- Entertainment
- Creativity
- Transactions
- Work/ studies information
- Communication

The chart shows the percentage of people using the internet for different purposes across various ethnic groups in the UK. The text indicates that they are much less likely to use the internet for shopping and banking online.
Concerns about media are significantly higher among ethnic minorities
Adults from ethnic minorities are more concerned about offensive or poor quality content on TV

Concerns about TV

- UK
- Indian
- Pakistani
- Black Caribbean
- Black African

Offensive content
- too much violence
- sex/nudity/bad language

Poor quality content
- too many ads
- too many repeats
They also have concerns with public service broadcasting provision in the UK

Importance of and satisfaction with PSB provision

- Channel trust: 73% importance, 27% satisfaction
- Trustworthy news programmes: 80% importance, 23% satisfaction
- Programmes that show different cultures and opinions: 80% importance, 32% satisfaction
- Programmes that reflect the interests and concerns of people like me: 76% importance, 30% satisfaction
- Provides high quality UK made children’s programmes: 83% importance, 33% satisfaction
Adults from ethnic minorities are more concerned about offensive or poor quality content on radio

Concerns about radio

- UK
- Indian
- Pakistani
- Black Caribbean
- Black African

- Poor quality content
  - too many ads
  - lack of originality
  - lack of quality

- Offensive content
  - bad language
  - shock tactics
  - drug references
Concerns about the internet cover a range of issues but are not significantly different from the rest of the UK

Concerns about the internet
- Offensive content
  - sexual content/pornography
  - unsuitable for children
- Risk to security/finances
  - computer viruses/bugs
  - insecure websites
  - others getting my details
- Personal privacy
  - spam/unwanted emails
  - claims for money

Concerns about the internet cover a range of issues but are not significantly different from the rest of the UK
Concerns about mobile phones tend to be around affordability

Concerns about mobile phones

- UK
- Indian
- Pakistani
- Black Caribbean
- Black African

- Affordability
Key findings

• Ethnic minorities are at the forefront of media take-up and use

• The younger age profile of adults from ethnic minority groups explains some – but not all of this

• Ethnic minorities are more likely to download audio and video content but confidence in finding content online is lower than the UK average

• Concerns about media are significantly higher among ethnic minority groups than the UK average