

YouGov Survey Results

Sample Size: 1034 ethnic minority adults in Britain
Fieldwork: 11th - 16th April 2025

	Total	Heard of global majority	Ethnicity grouped					Ethnicity granular			
			Mixed ethnicity	Indian	Pakistani/Bangladeshi	Black	Other ethnicity (Other Asian/ Chinese/ Arab/ Other)	Indian	Pakistani	Black African	Black Caribbean
Weighted Sample	1034	346	122	196	202	233	281	196	143	175	43
Unweighted Sample	1034	371	160	216	149	239	270	216	106	180	40
	%	%	%	%	%	%	%	%	%	%	%

	13 - 19 May '21	11 - 16 Apr '25										
Have you heard of the term "global majority", or not?												
Yes I have	x	34	100	37	30	31	40	31	30	34	42	31
No I have not	x	51	0	49	56	55	39	55	56	49	36	50
Not sure	x	16	0	14	15	13	21	15	15	17	22	19
Have you ever used the term "global majority" to refer to the portion of the British population that is not white? <i>[Asked only to those who have heard of the term "global majority"; n=371]</i>												
Yes I have	x	21	21	23	21	16	24	19	21	13	26	9
No I have not	x	70	70	73	72	68	68	70	72	72	66	82
Don't know / can't recall	x	10	10	4	7	16	8	12	7	16	9	10
Do you think each of the following are acceptable or unacceptable umbrella terms to refer to the portion of the British population that is not white?												
BAME (Black, Asian and Minority Ethnic)												
Acceptable	49	49	51	50	53	51	41	49	53	50	41	41
Unacceptable	31	34	34	37	34	33	41	29	34	38	39	47
Don't know	20	17	14	13	13	16	18	22	13	12	20	12
Ethnic minorities												
Acceptable	58	66	65	62	70	70	53	72	70	73	49	70
Unacceptable	27	21	22	28	17	20	30	16	17	18	31	20
Don't know	15	13	13	10	13	10	18	12	13	9	20	10
People of colour												
Acceptable	40	42	46	46	38	44	39	44	38	41	38	42
Unacceptable	44	44	43	43	47	45	48	38	47	52	47	49
Don't know	15	14	11	11	15	11	13	17	15	7	14	9
Coloured												
Acceptable	21	18	18	15	17	13	18	22	17	14	21	12
Unacceptable	64	69	73	78	69	76	67	63	69	76	62	79
Don't know	15	13	9	7	14	12	15	15	14	10	17	9
Global majority												
Acceptable	x	27	44	24	24	33	27	24	24	39	28	16
Unacceptable	x	23	30	26	22	19	26	24	22	23	27	21
Don't know	x	50	27	50	54	48	47	51	54	38	44	63

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Weighted Sample	1034	346	122	196	202	233	281	196	143	175	43
Unweighted Sample	1034	371	160	216	149	239	270	216	106	180	40
	%	%	%	%	%	%	%	%	%	%	%

The below are all terms that people sometimes use, or have used, to refer to the portion of the British population that is not white. Which of these terms do you prefer?

BAME (Black, Asian and Minority Ethnic)	x	16	18	14	16	12	20	15	16	15	21	18
Ethnic minorities	x	35	31	32	37	44	23	38	37	44	22	26
People of colour	x	9	11	18	6	7	10	9	6	7	8	21
Coloured	x	3	3	3	5	1	2	5	5	1	3	0
Global majority	x	9	16	10	8	12	12	7	8	10	10	11
No preference	x	21	17	13	19	20	29	19	19	18	31	20
Don't know	x	7	3	10	9	5	5	7	9	5	5	4

How similar, if at all, do you think your experience of being an ethnic minority person in Britain is to that of Britons from the following ethnic minority groups?
British people of Indian heritage

Very similar	x	17	16	8	52	14	7	9	52	11	7	3
Fairly similar	x	33	35	31	31	49	24	32	31	50	23	27
TOTAL SIMILAR	x	50	51	39	83	63	31	41	83	61	30	30
Not very similar	x	24	24	29	10	18	35	26	10	19	36	36
Not at all similar	x	12	14	16	2	6	14	18	2	8	14	13
TOTAL NOT SIMILAR	x	36	38	45	12	24	49	44	12	27	50	49
Don't know	x	14	10	15	5	13	21	15	5	12	20	23

British people of Pakistani heritage

Very similar	x	14	16	5	15	42	5	6	15	46	5	3
Fairly similar	x	29	31	28	35	37	24	25	35	36	23	26
TOTAL SIMILAR	x	43	47	33	50	79	29	31	50	82	28	29
Not very similar	x	24	25	34	16	10	32	30	16	9	34	30
Not at all similar	x	18	18	19	21	2	19	25	21	2	18	20
TOTAL NOT SIMILAR	x	42	43	53	37	12	51	55	37	11	52	50
Don't know	x	15	10	14	13	10	21	14	13	7	20	23

Black British people of Caribbean heritage

Very similar	x	12	14	16	10	4	26	7	10	4	21	46
Fairly similar	x	22	23	20	16	21	33	17	16	22	33	36
TOTAL SIMILAR	x	34	37	36	26	25	59	24	26	26	54	82
Not very similar	x	30	31	28	33	40	20	31	33	39	24	4
Not at all similar	x	19	18	21	24	14	5	31	24	14	5	1
TOTAL NOT SIMILAR	x	49	49	49	57	54	25	62	57	53	29	5
Don't know	x	17	13	16	17	20	16	14	17	22	17	13

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Unweighted Sample			1034	371	160	216	149	239	270	216	106	180	40
			%	%	%	%	%	%	%	%	%	%	%
Black British people of African heritage													
	Very similar	x	15	19	13	9	6	40	5	9	6	45	26
	Fairly similar	x	19	22	22	13	23	26	15	13	22	24	27
	TOTAL SIMILAR	x	34	41	35	22	29	66	20	22	28	69	53
	Not very similar	x	29	26	27	37	39	12	32	37	44	11	18
	Not at all similar	x	22	22	22	25	16	8	35	25	12	7	7
	TOTAL NOT SIMILAR	x	51	48	49	62	55	20	67	62	56	18	25
	Don't know	x	15	11	16	16	16	15	13	16	16	13	22
Asian British people of Chinese heritage													
	Very similar	x	8	9	5	8	4	4	17	8	1	3	3
	Fairly similar	x	24	27	21	22	22	19	31	22	24	20	13
	TOTAL SIMILAR	x	32	36	26	30	26	23	48	30	25	23	16
	Not very similar	x	30	32	29	27	35	39	23	27	35	39	46
	Not at all similar	x	21	19	29	24	20	19	18	24	21	19	14
	TOTAL NOT SIMILAR	x	51	51	58	51	55	58	41	51	56	58	60
	Don't know	x	17	13	15	19	19	20	11	19	20	19	24
British people of Arabian heritage													
	Very similar	x	7	9	8	8	7	4	8	8	7	5	2
	Fairly similar	x	23	28	26	27	32	18	15	27	34	18	16
	TOTAL SIMILAR	x	30	37	34	35	39	22	23	35	41	23	18
	Not very similar	x	28	28	23	18	28	38	28	18	24	39	41
	Not at all similar	x	24	23	27	27	15	19	33	27	15	19	17
	TOTAL NOT SIMILAR	x	52	51	50	45	43	57	61	45	39	58	58
	Don't know	x	18	12	16	20	18	20	16	20	19	19	24
How similar, if at all, do you think your experience of daily life in Britain is to that of Britons from different ethnic minority groups to you?													
	Very similar	9	9	9	7	15	12	8	5	15	7	10	0
	Fairly similar	33	44	52	47	42	50	36	45	42	55	38	31
	TOTAL SIMILAR	42	53	61	54	57	62	44	50	57	62	48	31
	Not very similar	29	26	26	29	28	19	27	27	28	20	27	24
	Not at all similar	8	7	6	7	4	7	9	8	4	6	8	9
	TOTAL NOT SIMILAR	37	33	32	36	32	26	36	35	32	26	35	33
	Don't know	21	14	7	10	11	11	20	16	11	13	17	36

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Weighted Sample	1034	346	122	196	202	233	281	196	143	175	43
Unweighted Sample	1034	371	160	216	149	239	270	216	106	180	40
	%	%	%	%	%	%	%	%	%	%	%

How similar, if at all, do you think your experience of daily life in Britain is to that of white Britons?

Very similar	7	8	7	16	10	3	4	8	10	3	5	1
Fairly similar	28	29	34	43	36	23	21	31	36	26	25	10
TOTAL SIMILAR	35	37	41	59	46	26	25	39	46	29	30	11
Not very similar	25	32	32	23	30	35	35	34	30	33	33	41
Not at all similar	25	19	20	9	16	26	29	13	16	27	29	32
TOTAL NOT SIMILAR	50	51	52	32	46	61	64	47	46	60	62	73
Don't know	16	11	7	9	9	13	10	14	9	12	9	16

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

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	Total	Gender		Age (1)				Age (2)					Social Grade		Country			Region in England			
		Male	Female	18-24	25-49	50-64	65+	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	1034	495	539	167	574	201	92	277	283	181	128	165	722	312	981	17	36	179	186	390	226
Unweighted Sample	1034	487	547	108	598	214	114	235	304	167	145	183	788	246	972	20	42	183	144	410	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		13 - 19 May '21	11 - 16 Apr '25																			
Have you heard of the term "global majority", or not?																						
Yes I have	x	34	34	33	41	36	23	26	41	39	30	25	22	37	26	33	45	39	30	29	37	32
No I have not	x	51	49	52	49	46	62	56	48	43	53	60	61	50	54	51	51	43	52	52	48	55
Not sure	x	16	17	14	10	17	15	17	12	19	17	15	17	14	20	16	4	18	18	19	14	13
Have you ever used the term "global majority" to refer to the portion of the British population that is not white?																						
[Asked only to those who have heard of the term "global majority"; n=371]																						
Yes I have	x	21	19	22	21	24	13	5	21	25	23	11	9	24	11	20	23	26	10	23	22	21
No I have not	x	70	75	65	73	64	79	91	68	64	66	78	88	67	80	71	77	42	80	71	67	71
Don't know / can't recall	x	10	6	13	7	12	8	4	11	10	10	11	2	10	9	9	0	33	10	5	10	8
Do you think each of the following are acceptable or unacceptable umbrella terms to refer to the portion of the British population that is not white?																						
BAME (Black, Asian and Minority Ethnic)																						
Acceptable	49	49	49	48	62	46	44	54	57	49	38	43	51	51	42	49	46	32	48	48	48	55
Unacceptable	31	34	35	33	21	37	38	35	25	33	45	37	37	35	33	34	25	48	31	32	37	33
Don't know	20	17	15	19	17	18	18	11	18	18	17	20	12	14	25	17	30	20	22	20	16	12
Ethnic minorities																						
Acceptable	58	66	67	65	75	61	68	74	69	64	57	72	68	68	61	66	62	74	65	65	65	68
Unacceptable	27	21	22	21	15	25	20	18	18	22	29	16	22	22	20	22	17	22	23	19	23	21
Don't know	15	13	11	14	11	14	12	8	13	14	14	12	10	10	20	13	21	5	12	17	12	11
People of colour																						
Acceptable	40	42	40	44	55	40	36	45	51	44	30	36	41	43	40	42	34	36	43	41	43	42
Unacceptable	44	44	47	41	28	46	50	44	34	43	54	49	47	45	41	43	42	59	49	40	43	42
Don't know	15	14	13	15	17	14	14	11	15	13	16	14	12	12	19	14	24	4	8	19	13	16
Coloured																						
Acceptable	21	18	20	15	26	16	13	21	22	19	11	14	17	18	17	18	11	16	19	22	14	19
Unacceptable	64	69	68	70	59	71	71	71	63	67	78	67	74	72	62	69	68	82	69	65	73	65
Don't know	15	13	12	14	15	13	16	8	15	14	10	19	9	10	21	14	20	2	11	13	13	16
Global majority																						
Acceptable	x	27	21	31	29	28	22	25	31	31	19	24	22	28	24	26	23	33	20	25	30	26
Unacceptable	x	23	28	19	32	24	17	18	26	21	32	16	19	25	20	23	48	37	22	22	23	23
Don't know	x	50	50	50	39	48	60	57	43	48	49	60	58	47	56	51	29	29	58	53	47	52

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	Total	Gender		Age (1)				Age (2)					Social Grade		Country			Region in England			
		Male	Female	18-24	25-49	50-64	65+	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	1034	495	539	167	574	201	92	277	283	181	128	165	722	312	981	17	36	179	186	390	226
Unweighted Sample	1034	487	547	108	598	214	114	235	304	167	145	183	788	246	972	20	42	183	144	410	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The below are all terms that people sometimes use, or have used, to refer to the portion of the British population that is not white. Which of these terms do you prefer?

BAME (Black, Asian and Minority Ethnic)	x	16	16	16	19	16	13	14	18	16	15	12	15	17	13	16	8	9	10	20	15	19
Ethnic minorities	x	35	34	35	30	34	41	33	27	34	42	42	36	35	34	35	24	37	43	30	36	31
People of colour	x	9	7	12	10	10	7	9	14	9	7	7	7	11	6	9	24	17	8	9	10	8
Coloured	x	3	5	2	12	2	1	3	8	1	1	1	2	4	2	3	6	0	3	6	2	3
Global majority	x	9	9	9	6	11	7	12	8	11	10	9	9	11	7	10	10	8	7	8	11	10
No preference	x	21	23	18	20	21	20	19	21	21	20	18	21	18	27	21	10	19	24	21	18	23
Don't know	x	7	6	8	4	6	11	9	5	7	5	10	11	5	11	7	18	10	6	6	8	6

How similar, if at all, do you think your experience of being an ethnic minority person in Britain is to that of Britons from the following ethnic minority groups?
British people of Indian heritage

Very similar	x	17	21	14	19	16	19	18	16	14	22	21	17	18	16	18	5	3	17	18	21	14
Fairly similar	x	33	33	33	34	31	34	41	34	32	29	34	37	34	32	32	38	57	34	34	29	35
TOTAL SIMILAR	x	50	54	47	53	47	53	59	50	46	51	55	54	52	48	50	43	60	51	52	50	49
Not very similar	x	24	20	27	24	25	24	19	23	26	24	18	25	24	22	24	18	16	24	26	23	24
Not at all similar	x	12	11	13	7	13	11	13	10	14	11	11	12	14	8	12	22	14	8	6	14	14
TOTAL NOT SIMILAR	x	36	31	40	31	38	35	32	33	40	35	29	37	38	30	36	40	30	32	32	37	38
Don't know	x	14	14	14	15	15	12	9	17	14	14	15	8	10	22	14	17	10	17	15	12	13

British people of Pakistani heritage

Very similar	x	14	13	15	18	14	14	7	16	13	17	17	7	13	17	14	11	16	22	15	13	10
Fairly similar	x	29	31	28	31	29	29	23	30	30	29	24	30	30	28	29	24	45	31	29	26	31
TOTAL SIMILAR	x	43	44	43	49	43	43	30	46	43	46	41	37	43	45	43	35	61	53	44	39	41
Not very similar	x	24	23	26	29	23	24	28	25	24	23	23	27	27	19	25	7	11	20	25	28	25
Not at all similar	x	18	17	18	9	18	19	25	14	18	16	19	23	19	13	17	36	18	12	14	19	22
TOTAL NOT SIMILAR	x	42	40	44	38	41	43	53	39	42	39	42	50	46	32	42	43	29	32	39	47	47
Don't know	x	15	15	14	12	15	13	16	14	15	15	17	12	11	22	15	22	10	14	17	14	13

Black British people of Caribbean heritage

Very similar	x	12	13	11	11	11	15	14	10	11	13	17	13	12	12	12	9	4	10	20	13	8
Fairly similar	x	22	18	24	17	22	24	23	21	19	23	20	26	20	25	21	20	32	19	22	22	22
TOTAL SIMILAR	x	34	31	35	28	33	39	37	31	30	36	37	39	32	37	33	29	36	29	42	35	30
Not very similar	x	30	30	30	38	29	31	25	37	30	23	25	33	33	24	31	31	27	38	22	28	36
Not at all similar	x	19	21	18	20	20	16	24	17	23	20	19	19	21	16	19	21	22	17	15	22	21
TOTAL NOT SIMILAR	x	49	51	48	58	49	47	49	54	53	43	44	52	54	40	50	52	49	55	37	50	57
Don't know	x	17	17	16	14	19	13	14	15	18	22	18	10	14	22	17	19	15	17	21	16	14

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Weighted Sample			1034	495	539	167	574	201	92	277	283	181	128	165	722	312	981	17	36	179	186	390	226
Unweighted Sample			1034	487	547	108	598	214	114	235	304	167	145	183	788	246	972	20	42	183	144	410	235
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Black British people of African heritage																							
	Very similar	x	15	15	15	17	15	12	14	18	14	14	11	13	14	16	15	11	13	12	20	16	11
	Fairly similar	x	19	17	22	14	21	20	19	18	18	24	23	18	18	22	20	18	14	23	18	19	19
	TOTAL SIMILAR	x	34	32	37	31	36	32	33	36	32	38	34	31	32	38	35	29	27	35	38	35	30
	Not very similar	x	29	28	31	30	28	34	27	29	29	26	27	35	31	25	29	37	35	34	26	27	31
	Not at all similar	x	22	25	19	25	20	21	25	20	24	19	21	23	24	16	21	15	28	15	19	24	25
	TOTAL NOT SIMILAR	x	51	53	50	55	48	55	52	49	53	45	48	58	55	41	50	52	63	49	45	51	56
	Don't know	x	15	16	14	15	16	13	14	15	16	17	18	10	12	22	15	19	10	16	17	15	14
Asian British people of Chinese heritage																							
	Very similar	x	8	11	6	11	8	7	10	9	7	12	10	7	8	8	9	0	11	11	8	8	8
	Fairly similar	x	24	22	26	22	26	22	18	24	24	29	23	19	25	20	24	11	24	28	19	24	25
	TOTAL SIMILAR	x	32	33	32	33	34	29	28	33	31	41	33	26	33	28	33	11	35	39	27	32	33
	Not very similar	x	30	29	32	33	29	33	28	33	33	19	26	35	32	27	30	32	31	32	32	32	25
	Not at all similar	x	21	21	20	21	19	25	26	19	19	19	23	26	21	21	21	38	24	12	20	21	27
	TOTAL NOT SIMILAR	x	51	50	52	54	48	58	54	52	52	38	49	61	53	48	51	70	55	44	52	53	52
	Don't know	x	17	17	16	13	18	14	17	15	16	21	18	13	14	23	17	19	10	17	22	15	15
British people of Arabian heritage																							
	Very similar	x	7	8	5	8	7	7	8	7	7	6	8	6	6	9	7	0	2	7	8	8	6
	Fairly similar	x	23	20	25	26	23	21	18	25	18	30	24	17	24	20	23	23	22	27	24	19	24
	TOTAL SIMILAR	x	30	28	30	34	30	28	26	32	25	36	32	23	30	29	30	23	24	34	32	27	30
	Not very similar	x	28	28	28	30	26	32	25	31	30	18	25	33	30	24	28	28	27	31	25	30	24
	Not at all similar	x	24	25	24	22	24	25	30	21	26	22	22	30	26	21	24	23	32	16	21	25	31
	TOTAL NOT SIMILAR	x	52	53	52	52	50	57	55	52	56	40	47	63	56	45	52	51	59	47	46	55	55
	Don't know	x	18	19	18	14	20	15	20	16	18	23	20	14	14	27	18	26	17	18	22	18	15
How similar, if at all, do you think your experience of daily life in Britain is to that of Britons from different ethnic minority groups to you?																							
	Very similar	9	9	11	7	7	9	12	8	8	7	12	14	8	8	11	9	8	5	8	11	9	9
	Fairly similar	33	44	45	42	54	42	41	40	50	41	44	42	39	46	38	44	44	39	53	38	43	44
	TOTAL SIMILAR	42	53	56	49	61	51	53	48	58	48	56	56	47	54	49	53	52	44	61	49	52	53
	Not very similar	29	26	22	29	18	28	25	30	22	28	27	26	27	28	20	26	20	37	20	27	27	26
	Not at all similar	8	7	7	7	4	8	6	11	5	8	9	6	8	7	8	7	20	5	5	8	7	9
	TOTAL NOT SIMILAR	37	33	29	36	22	36	31	41	27	36	36	32	35	35	28	33	40	42	25	35	34	35
	Don't know	21	14	14	15	17	13	17	12	16	15	9	12	18	11	23	14	9	15	14	16	15	12

YouGov Survey Results

Sample Size: 1034 ethnic minority adults in Britain

Fieldwork: 11th - 16th April 2025

	Total	Gender		Age (1)				Age (2)					Social Grade		Country			Region in England			
		Male	Female	18-24	25-49	50-64	65+	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	1034	495	539	167	574	201	92	277	283	181	128	165	722	312	981	17	36	179	186	390	226
Unweighted Sample	1034	487	547	108	598	214	114	235	304	167	145	183	788	246	972	20	42	183	144	410	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How similar, if at all, do you think your experience of daily life in Britain is to that of white Britons?

Very similar	7	8	10	5	2	7	11	15	2	8	7	12	13	7	8	8	0	2	9	8	6	11
Fairly similar	28	29	32	27	29	27	34	36	28	26	27	40	32	30	29	29	37	30	28	30	28	32
TOTAL SIMILAR	35	37	42	32	31	34	45	51	30	34	34	52	45	37	37	37	37	32	37	38	34	43
Not very similar	25	32	28	36	32	35	27	27	33	34	37	26	28	35	27	32	23	47	35	31	34	28
Not at all similar	25	19	16	23	21	20	19	15	21	20	18	15	20	19	19	19	27	11	15	18	20	23
TOTAL NOT SIMILAR	50	51	44	59	53	55	46	42	54	54	55	41	48	54	46	51	50	58	50	49	54	51
Don't know	16	11	13	9	17	12	8	7	15	12	11	8	7	9	17	11	12	10	13	14	12	7

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov Survey Results

Sample Size: 1034 ethnic minority adults in Britain

Fieldwork: 11th - 16th April 2025

	Total	Country of Birth	
		UK	Outside of the UK
Weighted Sample	1034	368	666
Unweighted Sample	1034	444	590
	%	%	%

	13 - 19 May '21	11 - 16 Apr '25		
Have you heard of the term "global majority", or not?				
Yes I have	x	34	35	33
No I have not	x	51	49	52
Not sure	x	16	16	16
Have you ever used the term "global majority" to refer to the portion of the British population that is not white?				
<i>[Asked only to those who have heard of the term "global majority"; n=371]</i>				
Yes I have	x	21	21	20
No I have not	x	70	69	70
Don't know / can't recall	x	10	10	10
Do you think each of the following are acceptable or unacceptable umbrella terms to refer to the portion of the British population that is not white?				
BAME (Black, Asian and Minority Ethnic)				
Acceptable	49	49	48	49
Unacceptable	31	34	36	34
Don't know	20	17	17	17
Ethnic minorities				
Acceptable	58	66	63	67
Unacceptable	27	21	24	20
Don't know	15	13	13	12
People of colour				
Acceptable	40	42	43	42
Unacceptable	44	44	40	46
Don't know	15	14	17	12
Coloured				
Acceptable	21	18	14	19
Unacceptable	64	69	73	67
Don't know	15	13	12	14
Global majority				
Acceptable	x	27	25	28
Unacceptable	x	23	24	23
Don't know	x	50	51	49

YouGov Survey Results

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	Total	Country of Birth	
		UK	Outside of the UK
Weighted Sample	1034	368	666
Unweighted Sample	1034	444	590
	%	%	%

The below are all terms that people sometimes use, or have used, to refer to the portion of the British population that is not white. Which of these terms do you prefer?

BAME (Black, Asian and Minority Ethnic)	x	16	16	16
Ethnic minorities	x	35	31	37
People of colour	x	9	13	7
Coloured	x	3	2	4
Global majority	x	9	10	9
No preference	x	21	20	21
Don't know	x	7	8	7

How similar, if at all, do you think your experience of being an ethnic minority person in Britain is to that of Britons from the following ethnic minority groups?

British people of Indian heritage

Very similar	x	17	19	17
Fairly similar	x	33	35	32
TOTAL SIMILAR	x	50	54	49
Not very similar	x	24	20	26
Not at all similar	x	12	12	12
TOTAL NOT SIMILAR	x	36	32	38
Don't know	x	14	14	14

British people of Pakistani heritage

Very similar	x	14	18	12
Fairly similar	x	29	31	28
TOTAL SIMILAR	x	43	49	40
Not very similar	x	24	21	26
Not at all similar	x	18	16	18
TOTAL NOT SIMILAR	x	42	37	44
Don't know	x	15	14	15

Black British people of Caribbean heritage

Very similar	x	12	13	11
Fairly similar	x	22	19	23
TOTAL SIMILAR	x	34	32	34
Not very similar	x	30	35	28
Not at all similar	x	19	16	21
TOTAL NOT SIMILAR	x	49	51	49
Don't know	x	17	16	17

YouGov Survey Results

Sample Size: 1034 ethnic minority adults in Britain

Fieldwork: 11th - 16th April 2025

		Country of Birth		
		Total	UK	Outside of the UK
Weighted Sample		1034	368	666
Unweighted Sample		1034	444	590
		%	%	%
Black British people of African heritage				
Very similar	x	15	15	14
Fairly similar	x	19	21	18
TOTAL SIMILAR	x	34	36	32
Not very similar	x	29	29	29
Not at all similar	x	22	18	24
TOTAL NOT SIMILAR	x	51	47	53
Don't know	x	15	17	14
Asian British people of Chinese heritage				
Very similar	x	8	8	9
Fairly similar	x	24	23	24
TOTAL SIMILAR	x	32	31	33
Not very similar	x	30	29	31
Not at all similar	x	21	24	19
TOTAL NOT SIMILAR	x	51	53	50
Don't know	x	17	17	17
British people of Arabian heritage				
Very similar	x	7	9	6
Fairly similar	x	23	24	22
TOTAL SIMILAR	x	30	33	28
Not very similar	x	28	27	28
Not at all similar	x	24	22	26
TOTAL NOT SIMILAR	x	52	49	54
Don't know	x	18	17	19
How similar, if at all, do you think your experience of daily life in Britain is to that of Britons from different ethnic minority groups to you?				
Very similar	9	9	11	8
Fairly similar	33	44	44	43
TOTAL SIMILAR	42	53	55	51
Not very similar	29	26	24	27
Not at all similar	8	7	6	8
TOTAL NOT SIMILAR	37	33	30	35
Don't know	21	14	15	14

YouGov Survey Results

Sample Size: 1034 ethnic minority adults in Britain

Fieldwork: 11th - 16th April 2025

	Total	Country of Birth	
		UK	Outside of the UK
Weighted Sample	1034	368	666
Unweighted Sample	1034	444	590
	%	%	%

How similar, if at all, do you think your experience of daily life in Britain is to that of white Britons?

Very similar	7	8	9	7
Fairly similar	28	29	30	29
TOTAL SIMILAR	35	37	39	36
Not very similar	25	32	29	34
Not at all similar	25	19	20	19
TOTAL NOT SIMILAR	50	51	49	53
Don't know	16	11	13	11

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