METHODOLOGY

Within this research we explore the Muslim community’s attitudes towards Ramadan and Eid, discover the challenges they face, recognise their behaviour changes during the holy month and understand what they would like to see from advertisers.

APPROACH
10 mins online survey, respondents recruited through the Diversity Standards Collective and a focus group with the Muslim community.

FIELDWORK DATES
April 2023

SAMPLE
100 respondents from the Muslim community. A mixture of age, genders and representation across the UK.
### WHAT IS RAMADAN?

- Ramadan is the Arabic name for the ninth month in the Islamic calendar - it is considered one of the holiest months.
- Ramadan falls on a different date every year, due to the cycles of the moon.
- During Ramadan, Muslims have an early morning meal before dawn, known as suhoor or sehri.
- They do not eat or drink anything - including water - until they break their fast after sunset for the evening meal, called iftar or fitoor.
- Fasting should only be done by people who are in good health.

### WHAT IS EID AL-FITR?

- Eid takes place at the end of Ramadan.
- Like the beginning of Ramadan, Eid begins with the first sighting of the new moon.
- It’s traditional to wear new clothes and, on the way to the mosque, to eat something sweet, such as a date, and recite a short prayer, called a takbeer.
- Before Eid prayers, every Muslim is obliged to make a donation to charity, called Zakat al-Fitr, to help feed the poor.
- In many countries, Eid al-Fitr is a public holiday - many people enjoy large meals with friends and family.
2 in 3 Muslims describe Ramadan as a very positive experience.

Ramadan is an important month for Muslims as it allows them to grow spiritually, practice discipline, embark in more charitable acts and engage more with their family and community.

Q - Thinking about the last time you took part in Ramadan. Overall, how would you describe your experience?

Q - Which, if any, of the following statements do you agree with?

**EXPERIENCE OF RAMADAN**

- Very positive (66%)
- Quite positive (26%)
- Neither positive or negative (8%)
- Not applicable (0%)

**ATTITUDES TOWARDS RAMADAN**

- Ramadan gives me an opportunity to grow spiritually (95%)
- Ramadan allows me to connect more with my faith (92%)
- I embark on more charitable acts during Ramadan, than I usually would (78%)
- Ramadan allows me to connect more with my family (71%)
- Ramadan allows me to connect more with my community (64%)
- I use Ramadan as an opportunity to focus on my health (55%)

**IMPORTANCE OF RAMADAN**

- “A time to reconnect with my faith, focus on what’s truly important, try to wipe out bad habits and also give lots to charity.”
- “It is a very important month for me, a time to connect with my faith, family and the wider community. I look forward to it every year.”
- “Ramadan means everything to me, it’s the best time of the year and it’s when I’m the most happiest.”

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
RAMADAN HAS IT CHALLENGES TOO...

Ramadan is a key test of discipline for many Muslims. The early starts for suhoor, the affects of fasting throughout the day and consuming less media are the top challenges they face.

Q - Which, if any, of the below do you find difficult during Ramadan?
Q - What do you find most challenging during Ramadan and how do you overcome these challenges?

59% Waking up in early hours
51% Dehydration
47% Fatigue
36% Hunger
35% Consuming less media (e.g. watching less TV)

"Having the meal before sunrise is challenging as I wake up to have a meal at 4am, struggle to fall asleep and then will have to wake up for work at 7am." 

"The thirst during hot weather. I overcome by enduring patience and gratification because I know I will have access to water by sunset." 

"Fasting whilst working a 9-5, it is quite challenging due to feeling tired, as well as hungry which can often impact work life balance." 

"Keeping my patience in Ramadan whilst hungry, but what helps me overcome this is remembering the reason why I’m doing this and what I’m going to get out of it." 

"I try my best to stay away from music as it messes with your head and puts you in different moods."
TOP 5 RAMADAN THEMES
Q - Which, if any of the following statements do you agree with?

71% - "Ramadan allows me to connect more with my family"

64% - "Ramadan allows me to connect more with my community"

56% - "Ramadan is a time of sharing with my non-Muslim family, friends and wider communities"

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
FOOD = UNITY, LOVE AND INSPIRATION

Food is key pillar in uniting friends and family by making home-cooked meals and trying out exciting new recipes to share with others.

Q - What, if any, of the following statements do you agree about food during Ramadan?

**FOOD = UNITY**
- 89% agree food brings friends and family together during Ramadan

**FOOD = SHOWING LOVE**
- 67% tend to eat more home-cooked meals during Ramadan that normal

**FOOD = INSPIRATION**
- 49% agree Ramadan is a perfect time to try out exciting recipes
DIETS RANGE FROM HEALTHY TO UNHEALTHY

Some Muslims try to be more aware and healthy during Ramadan to help them keep fuller for longer during their fast, however others tend to indulge to treat themselves after a day of fasting.

Q - Do you tend to eat more healthily or less healthily during Ramadan?

- More healthily: 16%
- Slightly more healthily: 24%
- No change: 33%
- Slightly less healthily: 16%
- Less healthily: 10%

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
RAMADAN ENCOURAGES THE PRACTICE OF BETTER HABITS

Ramadan is also a time for self-reflection and practising gratitude. Many Muslims will be focusing on building a stronger connection to the religion, being more mindful with their energy, donating more and focusing on their health.

Q – During Ramadan this year, what personal changes will you be focusing on?

STRONGER CONNECTION TO RELIGION

“Ramadan allows me to connect more with my faith.”

“Staying focused during my prayers, my mind tends to wander.”

“Connecting with the Quran and proper knowledge and understanding, rather than a soulless repetition as is easy to fall into due to desire for quantity not quality worship.”

“Spiritual growth and gaining a closer relationship with God as I have been drifting away from religion recently.”

BEING MORE MINDFUL

“Ramadan gives me an opportunity to grow spiritually.”

“Dressing modestly to abide with rules of the religion, becoming more mindful of the way I interact with family and other members of the public.”

“Focusing on myself and spiritually being there in my mind, body and soul and practising patience.”

“I want to focus on projecting better energy towards myself and others.”

DONATING

“I embark on more charitable acts during Ramadan.”

“I will be focusing on learning more, giving more to charity as the Ramadan’s approach and making the most out of my fasts.”

“I have donated blood for the first time this year. I intend to keep this up throughout the year.”

“To increase the amount of charity I do, not only in Ramadan but outside of Ramadan.”

“I will try to pray as much as I can and give charity.”

HEALTH

“I use Ramadan as an opportunity to focus on my health.”

“Pay more attention to my health e.g. going to gym and avoiding bad foods.”

“I am working on choosing healthier food options. This means eating nutritious foods that will keep me energised during the fasting hours.”

“I want to centre myself and refresh my relationship with food.”

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
1 in 2 Muslims find the first 10 days of Ramadan the most difficult period in the month, while the afternoon and evening are the most hardest periods in the day. On the flip side, 1 in 5 do not find any period of Ramadan difficult.

Q - Which period of Ramadan do you tend to find most difficult?

Q - What part of the day is the hardest when fasting?

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
EID CELEBRATIONS
4 IN 5 LOOK FORWARD TO EID EVERY YEAR

Many look forward to Eid as they are surrounded by friends and family, share gifts and gratitude to their loved ones and indulge in food.

Q - Which, if any, of the following statements do you agree with about Eid?

- **79%** look forward to Eid every year
- **79%** agree Eid is about being with friends and family
- **65%** believe Eid is a time for giving
- **63%** food is one of their favourite parts of Eid

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
Muslims will visit family, friends and community members on the day of Eid sharing gifts and food. Many, especially the ladies, enjoy the festivities by dressing up in traditional clothing which tends to be brand new.

Q – Please describe how you typically celebrate Eid? For example, what you do, who you spend it with, what you eat and what you wear.

**FAMILY AND COMMUNITY CELEBRATIONS**

“People host ‘open houses’ where anyone is welcome to come and eat/socialise. My family will host for 500 throughout the day in my aunt’s humble semi-detached in Neasden.”

“I dress in traditional South Asian wear and celebrate with my family, we usually then visit friends and family who live locally. We eat a banquet of South Asian food and mangoes of course.”

“In Islam we are prophetically instructed not to allow the Eid day to be like a normal day. So on the day we indulge dress well, buy high quality meat and gather with the community for the Eid salah then continue with family for the day.”

“In the evening we go out to a restaurant with my family. During the meetings will we exchange gifts and money to the children and eat lots of food together.”

“It’s the best time for a family get together and all the kids are excited about receiving gifts.”

**FOOD IS IMPORTANT**

“Food is very important on this day, so many Muslims either go out to eat or cook a large spread and invite family over.”

“We spend Eid with our family, we tend to eat biryani for Eid because it’s a dish that requires more effort.”

“Eid is spent with friends and family. We enjoy vermicelli and traditional Pakistani food, briyani, karahi and mostly meat dishes.”

“A universal thing for Muslims celebrating Eid is to go Eid shopping and buy a new outfit every year. It is exciting, fun and turns into a day out every time.”

“I wear Islamic clothing for women called the abaya or as others may know it as, the burka. The abayas I wear for Eid are always beautifully decorated.”

“In the evening we go out to a restaurant with my family. During the meetings will we exchange gifts and money to the children and eat lots of food together.”

**A TIME TO DRESS UP!**

“A universal thing for Muslims celebrating Eid is to go Eid shopping and buy a new outfit every year. It is exciting, fun and turns into a day out every time.”

“I wear Islamic clothing for women called the abaya or as others may know it as, the burka. The abayas I wear for Eid are always beautifully decorated.”

“I spend Eid with my parents, dressed in something new usually a traditional outfit. The men will go to the mosque to pray and the women take their time getting ready.”

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
OPPORTUNITIES FOR ADVERTISERS
MUSLIMS ARE OPEN TO BRANDS ENGAGING IN CELEBRATIONS

However, the Muslim community would like to see more representation in advertising and ensure it reflects the wide range of identities within the community – for example, telling stories of converts or reverts and showing that any ethnicity can follow Islam.

Q - Please click on all the statements you agree with about advertising during Ramadan.
Q - Please select any of the below statements that you agree with when it comes to Eid.

**RAMADAN**

63%

Muslims agree Ramadan is a great opportunity for brands to engage with my community

**52%**

Muslims rarely see advertising featuring the Muslim community

**47%**

Muslims believe advertising doesn’t reflect the wide range of identities within the Muslim community

**EID AL-FITR**

62%

Muslims agree Eid is a great opportunity for brands to engage with my community

**23%**

Muslims often notice adverts that are about Eid

**60%**

Muslims would feel more positively towards a brand that featured Eid in their advertising

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
BRANDS EDUCATING ON RAMADAN = PERCEIVED MORE POSITIVELY

1 in 2 Brits do not have a good level of understanding about Ramadan. The Muslim community believe that brands have a purpose to educate non-Muslim on Ramadan and in doing so, would be seen more positively among the Muslim community.

Q - Please click on all the statements you agree with about advertising during Ramadan.

- 71% Muslims agree brands should do more to educate non-Muslims on what Ramadan involves
- 70% Muslims would feel more positively towards a brand that featured Ramadan in their advertising

Brits do not have a good level of understanding about Ramadan

Source: YouGov, DSC Ramadan & Eid Survey – May 2023 | Base: 100
MUSLIMS WANT TO SEE CONTENT ON CHARITY, HEALTH AND RECIPES

Specifically, donation banks within their community, nutritional tips to help them stay fuller for longer, quick and easy recipes and making the most of their Ramadan routine to lead a healthy lifestyle during the holy month.

Q - Thinking about brands engaging with the community during Ramadan. Which, if any, of the following topics would be of interest to you?

- Donate food to a community iftar: 70%
- Nutrition - how to feel fuller when fasting: 69%
- Tips on staying healthy during Ramadan: 64%
- Contribution to charity: 64%
- Quick and easy recipes: 63%
- Making the most of your Ramadan routine: 59%
- Advice on vitamins / supplements: 57%
- Recipes for traditional Ramadan foods: 57%
- Connecting me to community events in the area: 52%
- Exercise advice: 39%

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
WHICH BRANDS ARE GETTING IT RIGHT?

Q - Many brands like to advertise around Ramadan or Eid. Can you think of any campaigns that have stood out and why they stood out?

- **Tesco**
  - **Together This Ramadan**
  - The campaign was centred around iftar – during the day the creative showed empty plates which were filled with food as the sun set for iftar.

- **KitKat**
  - **Iftar Bar**
  - KitKat celebrates well-deserved breaks and recognised the importance of breaking fast at sundown during the holy month with a 30 piece iftar bar.

- **Uber Eats**
  - **Iftar Incoming**
  - Uber Eats had one execution with hundred of variations. The poster was updated daily to reflect the time of sunset (iftar) and customised per location every day of the month.

- **Unicef**
  - **#BreakTheirFast**
  - The campaign encouraged donations to Unicef to help break the fast for thousands of less fortunate children around the world.

Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100
WHY MAIL METRO MEDIA?
**POWER OF MAIL METRO MEDIA**

- **+11%**  
  Wow uplift of unique browsers in our Charity audience cohort the week Ramadan started

- **3.8M**  
  Article views on Ramadan and Eid content across our digital websites last year

- **+37%**  
  Metro readers are more likely to be Muslim

**REACHING ALL AUDIENCES**

- **60%**  
  Mail Metro Media reaches 60% of the Muslim community

- **9.2M**  
  9.2M prefer to buy brands which emphasise inclusion and diversity in their adverts (65% reach)

- **20.3M**  
  20.3M are interested in other cultures (reach 66%)

**TARGETABLE DATA SEGMENTS**

- **ASIAN CULTURE**  
  - 1.2M

- **ASIAN COMMUNITIES**  
  - 3.9M

- **CHARITY**  
  - 5.4M

- **GIFTING**  
  - 2.1M

- **FOODIES**  
  - 2.6M

- **COOKING & RECIPES**  
  - 3.4M

Audience targeting increases recall, consideration and purchase intent.