

**RAMADAN AND EID** 



**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 AND EID AL-FITR?

#### **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

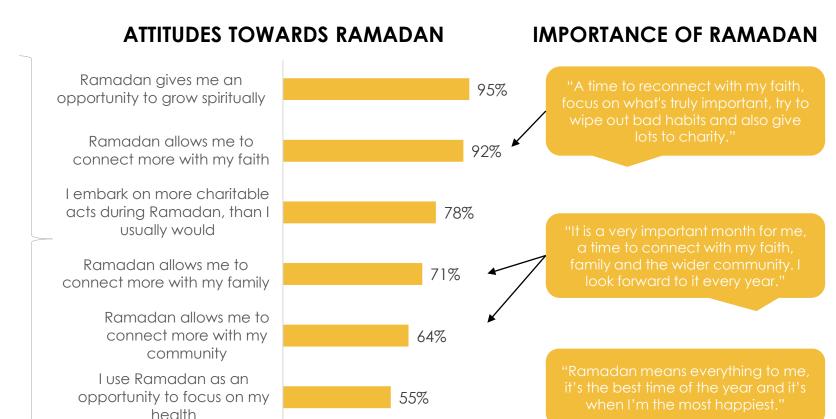
Ramadan is an important month for Muslims as it allows them to grow spiritually, practice discipline, embark in more charitable acts and engage more with their family and community.

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?

# 26% Quite positive Very positive

**EXPERIENCE OF RAMADAN** 





Very positive

Very negative

Neither positive or negative

Source: DSC Ramadan & Eid Survey - May 2023 | Base: 100

Quite positive

Quite negative

Not applicable

#### RAMADAN HAS IT CHALLENGES TOO...

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



Fatigue



36%

Hunger



Consuming less media

(e.g. watching less TV)

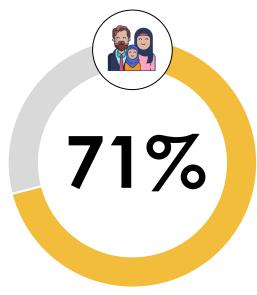


## TOP 5 RAMADAN THEMES

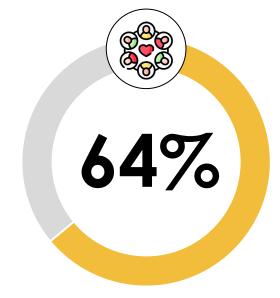


### RAMADAN IS ALL ABOUT CONNECTING WITH FRIENDS, FAMILY AND THE COMMUNITY – INCLUDING NON-MUSLIMS

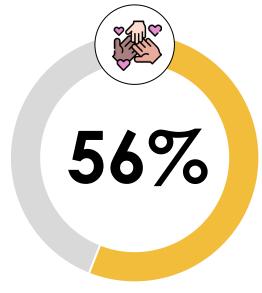
Q - Which, if any of the following statements do you agree with?



"Ramadan allows me to connect more with my family"



"Ramadan allows me to connect more with my community"



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



2

#### 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 homecooked meals during
Ramadan that normal

#### **FOOD = INSPIRATION**



49%
agree Ramadan is a perfect time to try out exciting recipes



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#### DIETS RANGE FROM HEALTHY TO UNHEALTHY

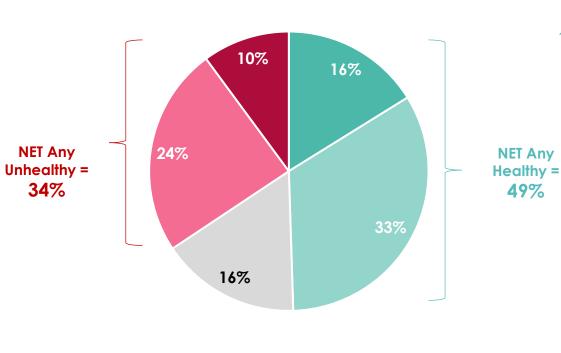
Some Muslims try to be more aware and healthy during Ramadan to help them keep fuller for longer during their fast, however others tend to indulge to treat themselves after a day of fasting.

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

"We tend to indulge with fried foods which can be quite oily. We like to treat ourselves for fasting for a long time so our diet becomes worse than normal."

"Although fasting is very healthy. During Ramadan a lot of food tends to be fried and unhealthy due to gatherings and it is hard to stay away from."

"As I'm so hungry by the time it's time to eat, I tend to stuff myself with stuff as soon as I'm able to and feel like I need to eat as much as possible within the hours you're able to."



"We try to stay away from sweets and oily food and minimise excessive eating as Ramadan and fasting is all about being grateful for the food we have, not being greedy and excessive in our day to day life and never waste food."

"You're more aware of what you consume in Ramadan. You need good food to keep you going and a McDonald's won't cut it."

"I am trying new things and realising I don't even need to consume to much food and eating healthy keeps me fuller for longer."



- Slightly less healthily
- Slightly more healthily
- Less healthily

No change



#### 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 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."

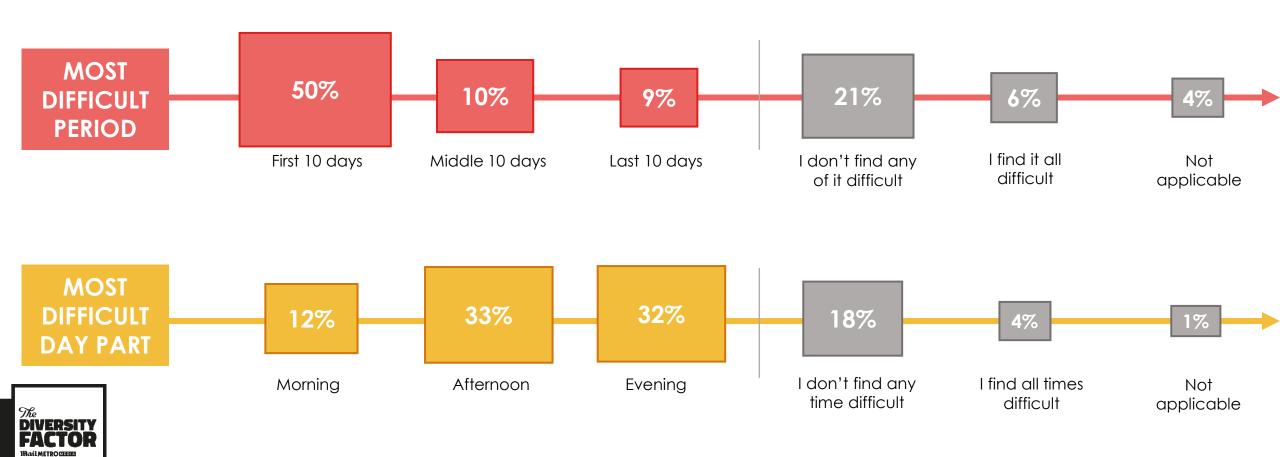
"I want to centre myself and refresh my relationship with food."



#### MOMENTS OF DIFFICULTY = OPPORTUNITY FOR ENCOURAGEMENT

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

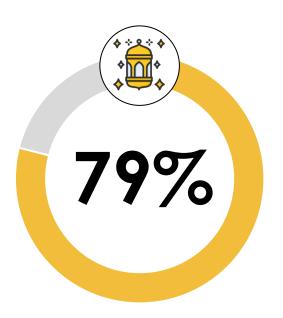
#### EID CELEBRATIONS



#### 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?



Look forward to Eid every year

#### SURROUNDED BY LOVED ONES



79%
agree Eid is about being with friends and family

#### A TIME FOR SHARING AND GIVING



65% believe Eid is a time for giving

#### **INDULGING ON FOOD**



63% food is one of their favourite parts of Eid



#### EID CELEBRATIONS INVOLVE FAMILY, FOOD AND DRESSING UP!

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 semidetached 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 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 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

family get together and all the kids are excited about

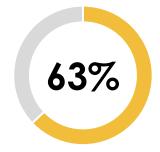
# OPPORTUNITIES FOR ADVERTISERS



#### MUSLIMS ARE OPEN TO BRANDS ENGAGING IN CELEBRATIONS

- 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**



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



Muslims agree **Eid** is a great opportunity for brands to engage 52%



47%



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

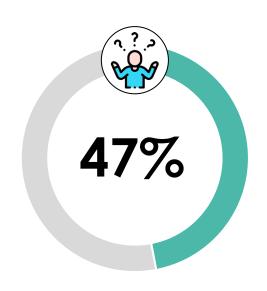


Source: DSC Ramadan & Eid Survey – May 2023 | Base: 100

#### BRANDS EDUCATING ON RAMDAN = 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.



Brits <u>do not</u> have a good level of understanding about Ramadan

71%

Muslims agree
brands should do
more to educate
non-Muslims on what
Ramadan involves



70%

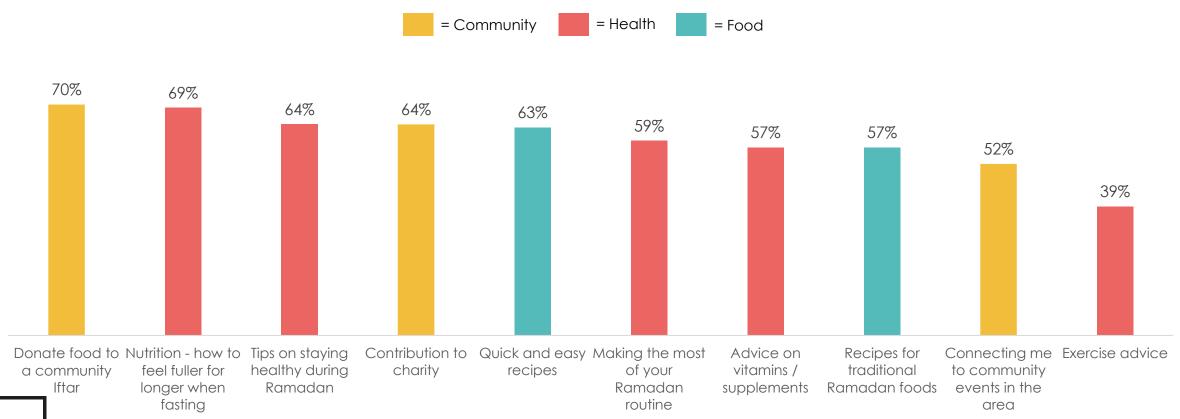
Muslims would feel more positively towards a brand that featured Ramadan in their advertising



#### 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?





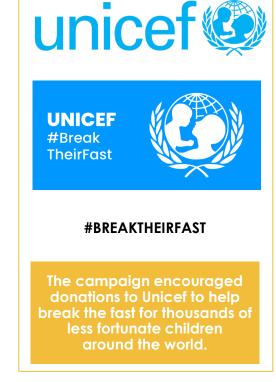
#### WHICH BRANDS ARE GETTING IT RIGHT?

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?











### WHY MAIL METRO MEDIA?



#### USE MAIL METRO MEDIA AND WATCH YOUR CAMPAIGNS TAKE OFF...

#### POWER OF MAIL METRO MEDIA

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#### **TARGETABLE DATA SEGMENTS**

+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

Metro readers are

+37%

more likely to be

Mail Metro Media reache

**REACHING ALL AUDIENCES** 

60%

of the Muslim community

9.2M

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

20.3M

are interested in other cultures (reach 66%)

Audience targeting increases recall, consideration and purchase intent

#### **ASIAN CULTURE**



#### CHADITY



#### FOODIES



#### **ASIAN COMMUNITIES**



#### GIFTING



#### **COOKING & RECIPES**







**RAMADAN AND EID**