

A photograph of four women of different ethnicities laughing and smiling together. The image is overlaid with a semi-transparent blue filter. The women are dressed in casual to semi-formal attire. The background shows some indoor plants and a brick wall.

Women's Health Report

Insights from Black, Asian & Minority Ethnic females in the UK

OnePoll

Report introduction

During June and July 2023, OnePoll, undertook a large women's health research project, looking at the experiences of **more than 5,000 females** in the UK, across a variety of health related areas.

This report identifies a range of insights from the **544 respondents from the BAME community** and highlights key differences in the BAME women's health experience, in comparison to the averages from across the UK.

Our findings are completely data-led, and it is clear that **for BAME females, information gathering, discussion, community and support have become a pivotal part of their women's health story**. These elements have empowered them to advocate for themselves and inform others, in an area where it has been acknowledged that less medical research has been done.



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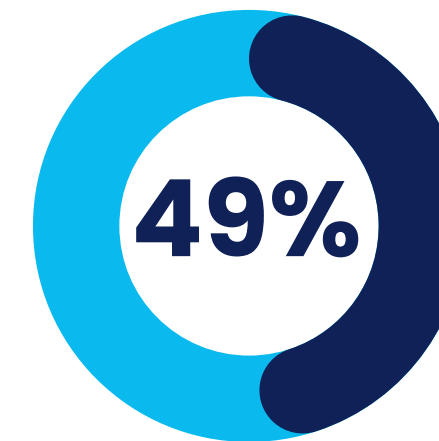
Experiences with **medical professionals**

69% of BAME females will research a health issue prior to seeking medical help. This rises to **73%** among Black and Black British females.

When given advice from a health professional they are unsure of, **73%** of BAME females are likely to query the advice.

BAME women are more likely to be confident asking medical professionals for the following:

- A second opinion – **60% vs the national average of 48%.**
- To see a different Dr or Health Care Professional – **56% vs the national average of 47%.**
- To be referred to a specialist – **71% vs the national average of 65%.**



of BAME females have made multiple visits to medical professionals before receiving a correct diagnosis.

9% above the national average of 40%.

Sources of information

BAME females who do personal research ahead of seeking professional medical advice, are more likely to do so through a variety of sources:

- Family – **44% vs the national average of 35%**
- Friends – **33% vs the national average of 28%**
- Medical books – **20% vs the national average of 11%**
- Social media – **19% vs the national average of 11%**

53% of BAME females think that mainstream media outlets are supportive when it comes to women's health issues. **11% above the national average.**

BAME females are more likely (**70%**), to think there is a greater amount of trustworthy (or reliable) information available on their health issues than 10 years ago. The national average is **63%**.

BAME females are more likely to think information posted via the below channels is accurate.

Mainstream media	BAME females = 27%	Average = 22%
Health/wellbeing social accounts	BAME females = 29%	Average = 19%
Health/wellbeing women's blogs	BAME females = 39%	Average = 26%

Trust in social media

Females from Black, Asian and Ethnic Minority groups **demonstrate greater trust** in a wide variety of social media groups.

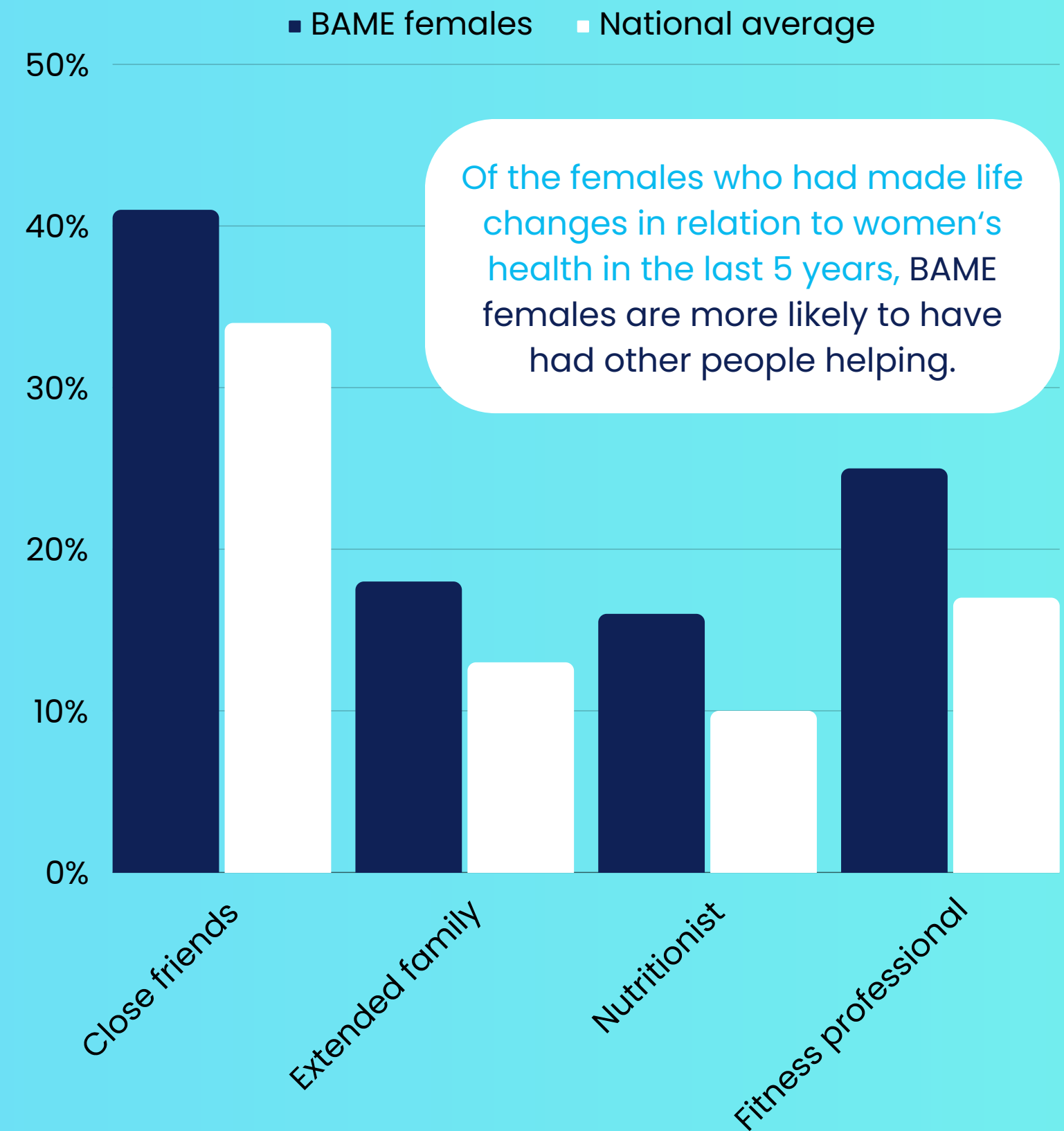
Type of social media group	BAME Women	National average
A local group your are part of on social media	43%	34%
A medical professional on social media	70%	60%
A specific social media group/page dedicated to women’s health	67%	61%
A fitness/nutritionist influencer on social media	47%	33%
A celebrity advocate for women’s health on social media	38%	29%
A non-health specialist women’s influencer social media page	26%	18%
A social media community of people on the same women’s health journey	71%	65%

Sharing and support

Of the females who would share their personal women's health with others, **BAME females would be more likely to share** for the following reasons:

- Reduce the stigma – **28% vs the national average of 21%**
- To educate and raise awareness – **33% vs the national average of 23%**
- To feel empowered – **18% vs the national average of 10%**

Asian females are the most likely group in the UK to share their personal health journey for these reasons.



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