General Election 2015 and the ethnic minority vote

Summary of key findings
Survation for British Future
May 2015

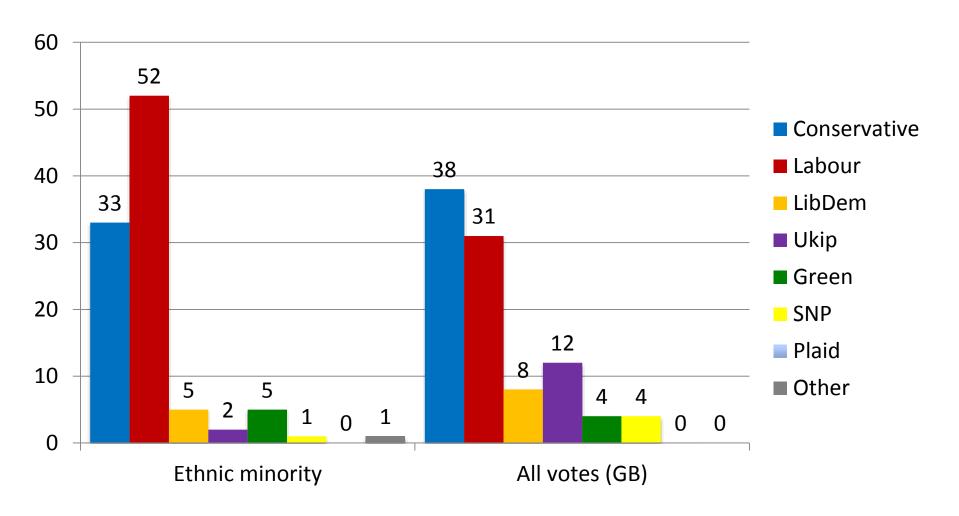
Methodological notes

- Survation conducted a post-election poll for British Future.
- Fieldwork dates, 8th 15th May 2015.
- Sample size: 2067.
- Data was conducted via online panel.
- Data were weighted to the profile of all Great British BME adults aged 18+. Data were weighted by age, sex, region and ethnicity. Targets for the weighted data were derived from ONS data.

Ethnic minorities and the 2015 General Election

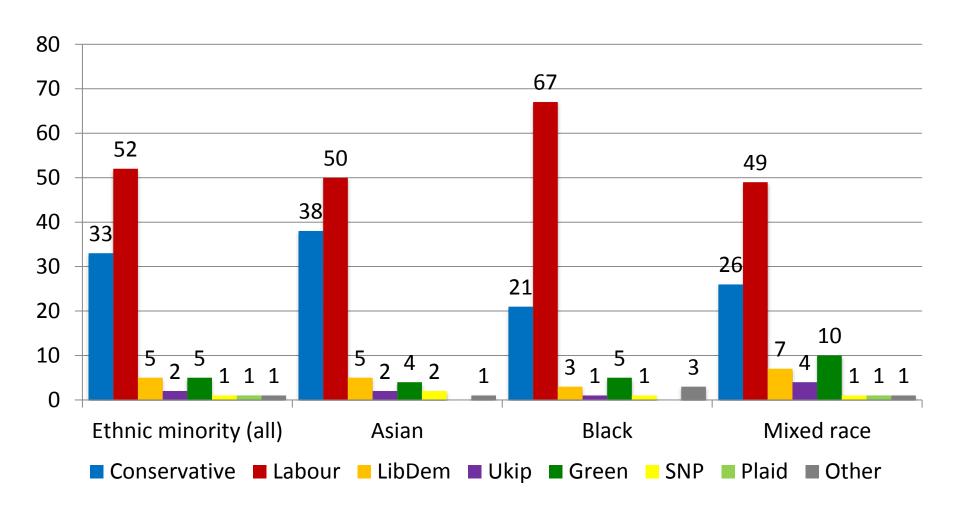
- We estimate that 1 in 10 votes in the General Election were cast by ethnic minority voters, just under 3 million in total, up from 2.5 million (8.5%) in 2010.
- The poll shows that Labour again won most ethnic minority votes, with 52%, and the Conservatives on 33%.
- Vote shares from ethnic minority voters for the major parties vary significantly across different ethnic and faith groups, and across the regions of the UK.
- Labour had a strong lead with black voters, while the Conservatives won as high a vote share from British Asians as they did with white British voters.
- Labour led in the north, midlands and London but the Conservatives were level among ethnic minority voters in southern England.

How did you vote in the 2015 General Election?



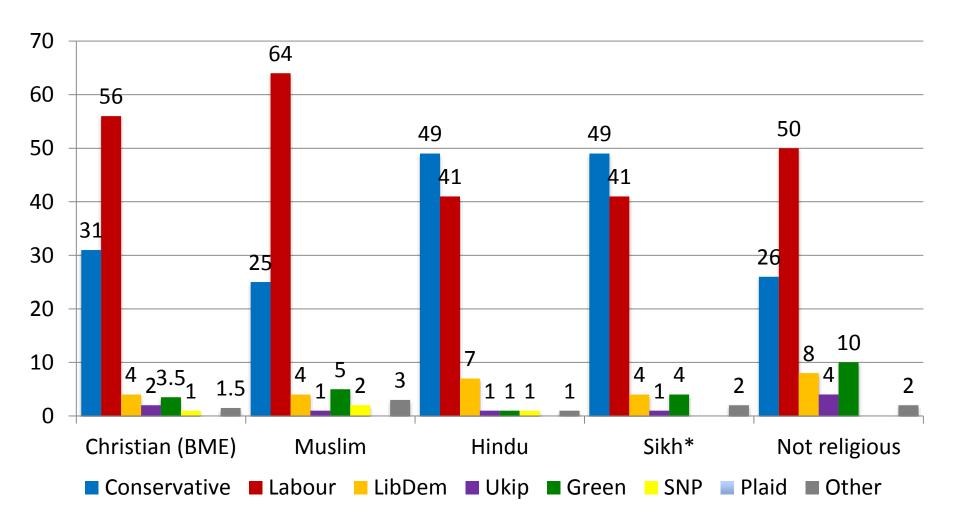
Ethnic minority respondents: 1633 GB voters (from total of 2067 BME respondents)

Vote by ethnic background



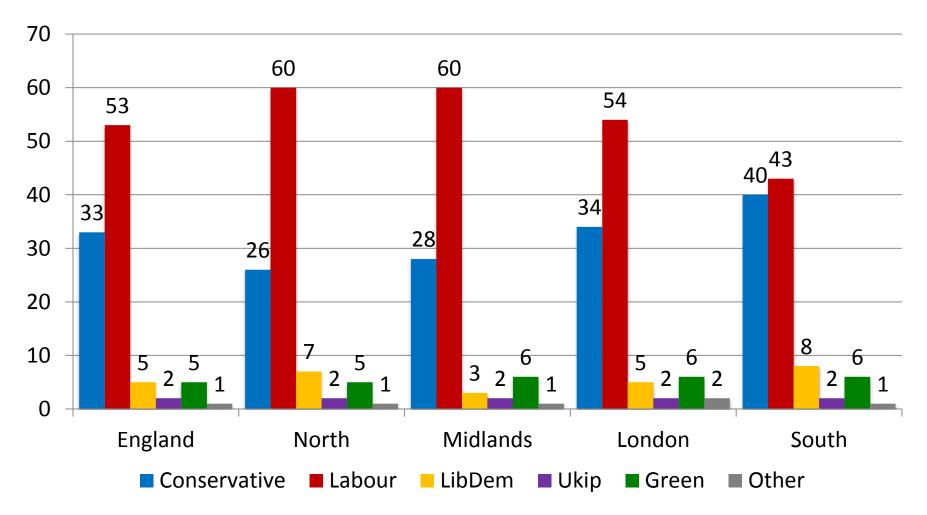
Respondents: All BME voters (1566), Asian (883), Black (364), Mixed/multiple (269).

Ethnic minority vote by faith group



Respondents: Christian (512), Muslim (373), Hindu (223), Sikh (63), *nb small sample; Not religious (363).

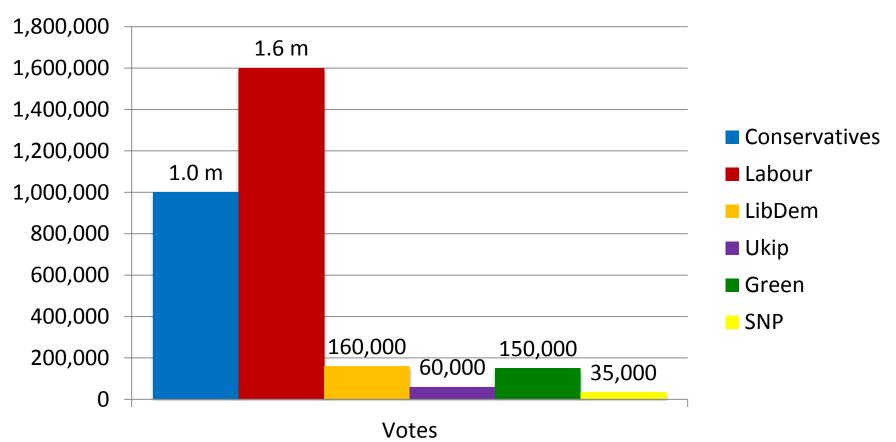
Ethnic minority vote by region



Respondents: England (1490), North (214), Midlands (298), London (527), South (461).

Ethnic minority votes 2015

It is estimated that 1 in 10 votes were cast by ethnic minority voters, 10% of the total vote. Our Survation poll findings would translate into votes as follows:



Estimated range (+/- 5%): Conservatives 910k – 1.05 m; Labour 1.49m – 1.64m, UKIP 38-77k, LibDems 127k-192k, Greens 122k-186k, SNP 20-52k.