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, 8\textsuperscript{th} – 15\textsuperscript{th} 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.