

# How can the Conservative Party reach out to ethnic minority voters?

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# The challenge

1. **Roughly half of BAME voters currently say they would never vote Conservative.**
2. The share of the electorate that is BAME and mixed race is growing rapidly and looks set to increase the number of no-go areas for the party.
3. The situation shows signs of getting worse.
4. The 2017 General Election revealed the true electoral cost for lack of engagement and support amongst BAME voters.
5. The reasons for lack of BAME support appear to be different amongst differing BAME groups.
6. It's not just about income – White low-income voters were the group **most** likely to switch to the Conservatives at GE 2017

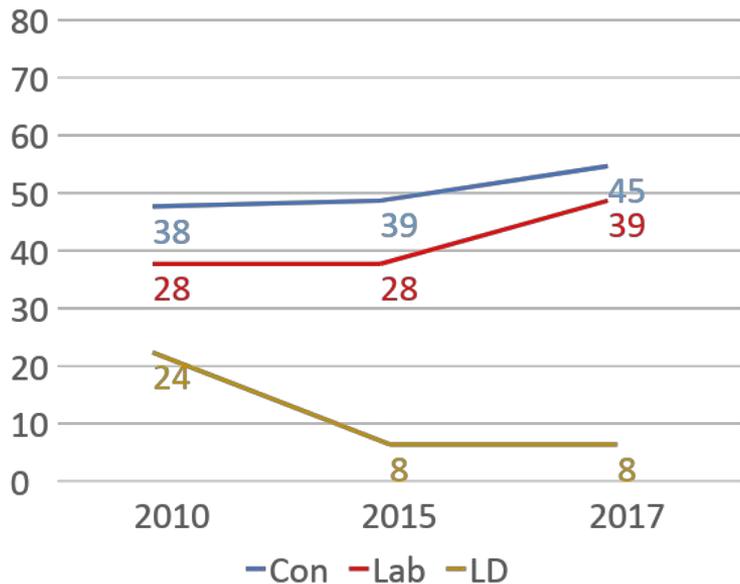
The story so far



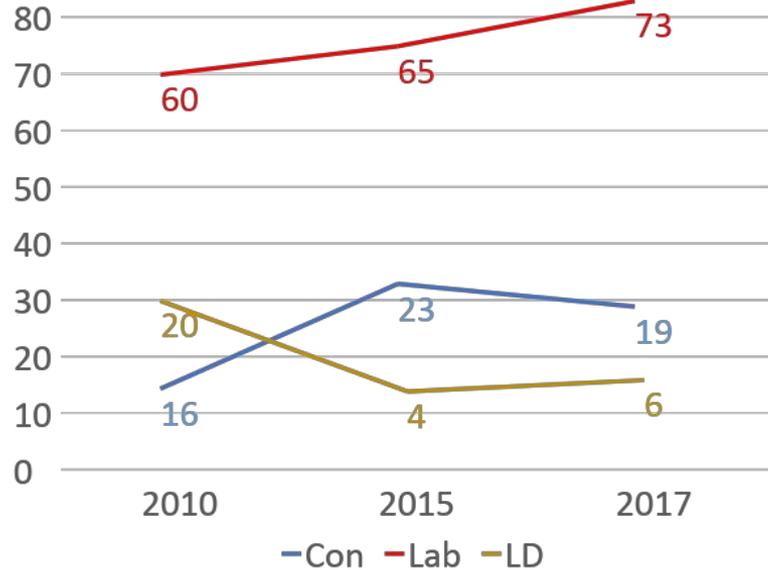
# The story, 2010 to 2017

Source:  
Ipsos Mori

## White vote (%)



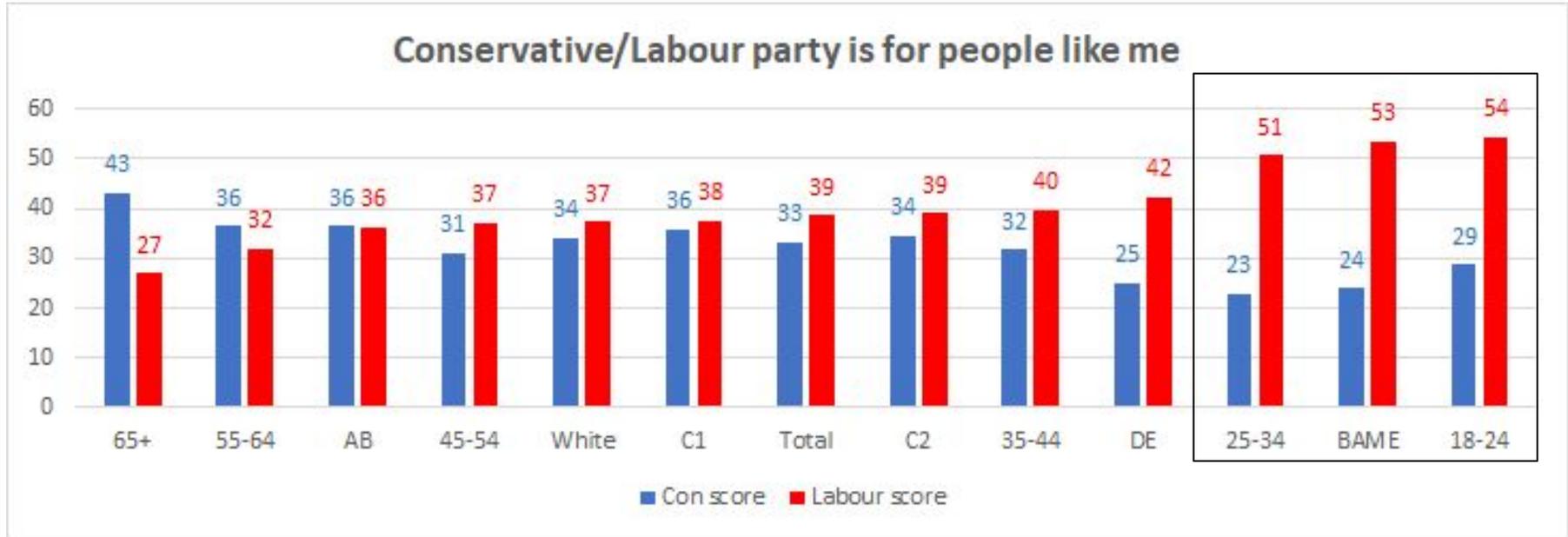
## BAME vote (%)



# New Onward polling shows the scale of the challenge...

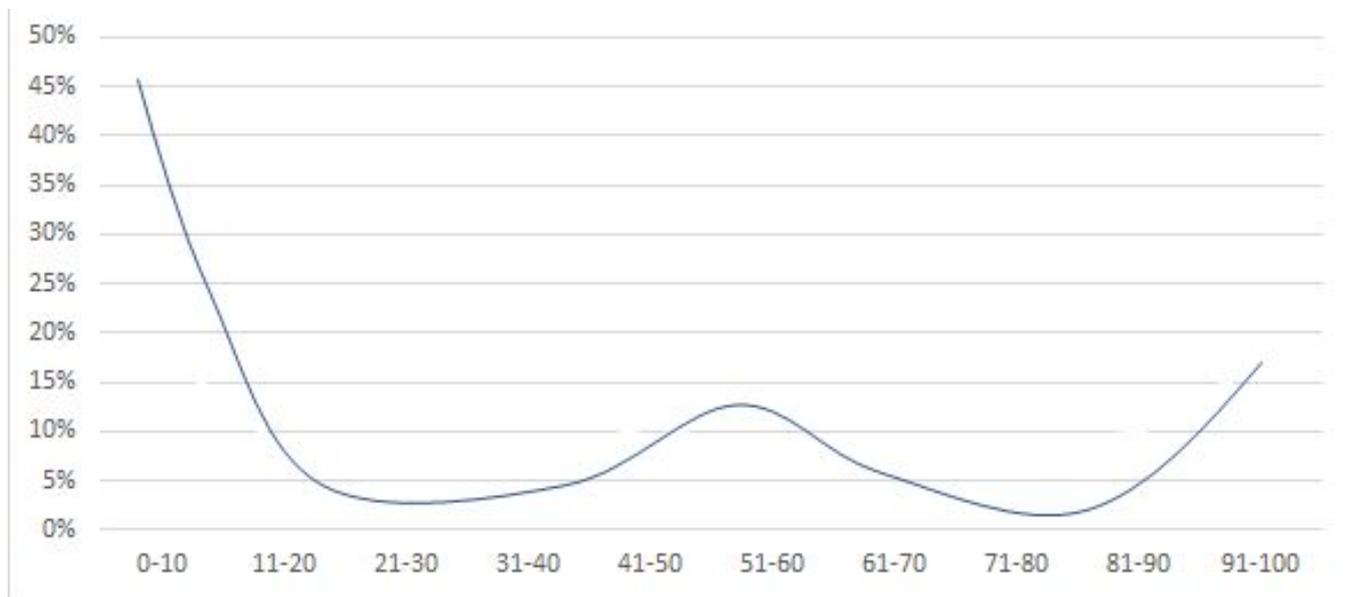
For each of the following, where would you put yourself on a scale of 0-100 (where 100 means you completely agree, 0 means you completely disagree)

Source:  
Populus



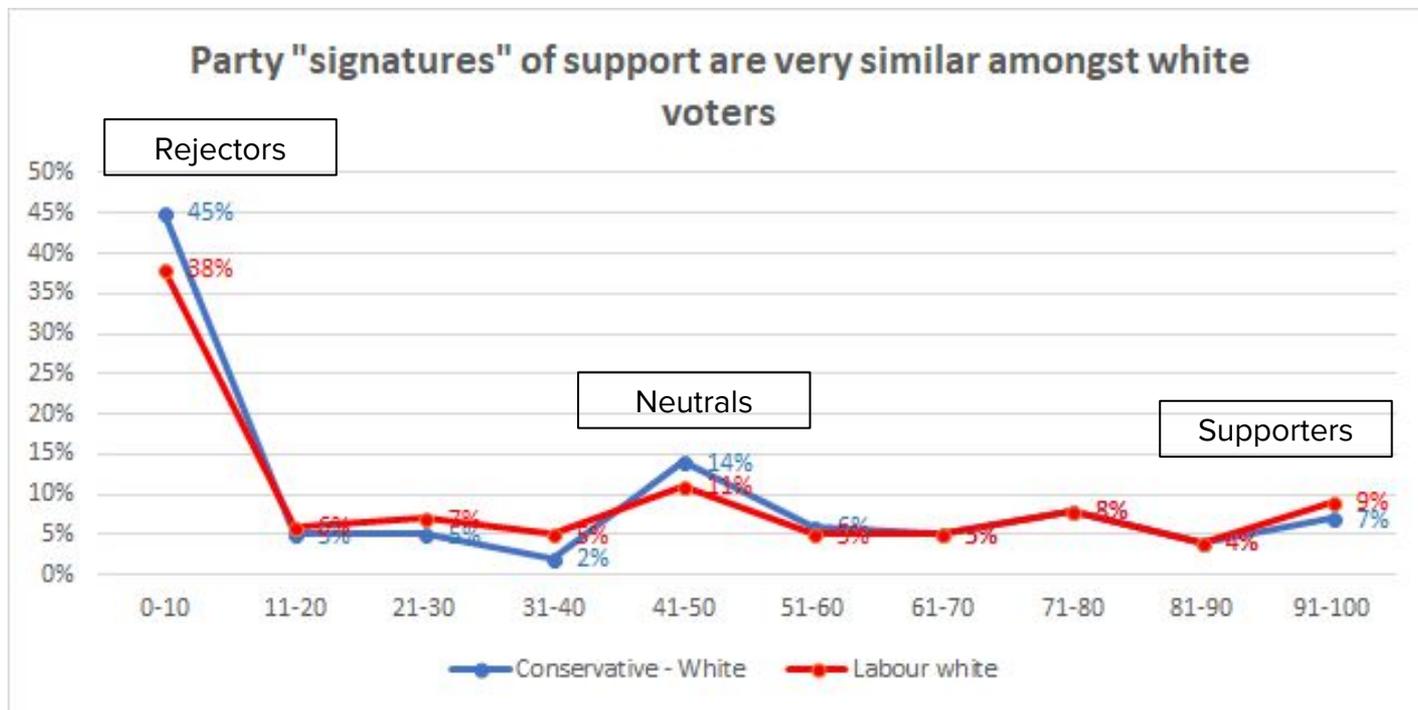
# Most party support, within voting segments, should look like this

For each of the following, where would you put yourself on a scale of 0-100 in feeling that **party is for people like me** (where 100 means you completely agree, 0 means you completely disagree)



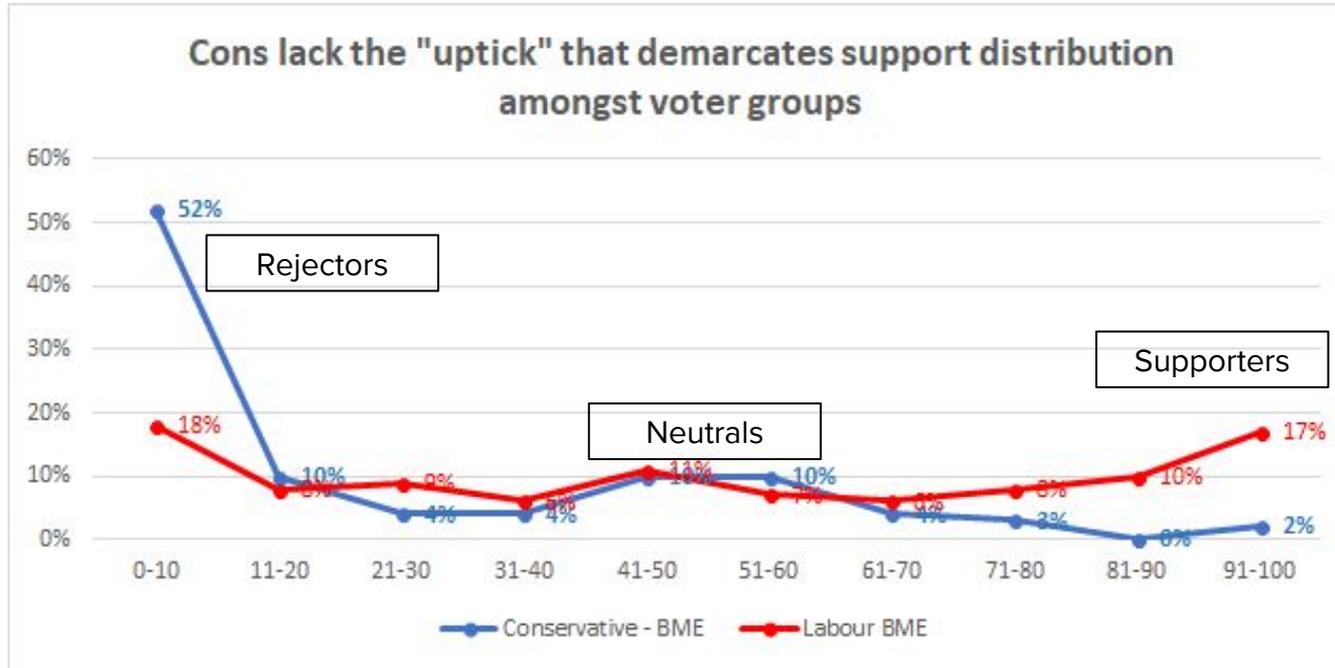
Source:  
Populus

# For white voters, we see the same rejector /supporter distribution between both main parties



Source:  
Populus

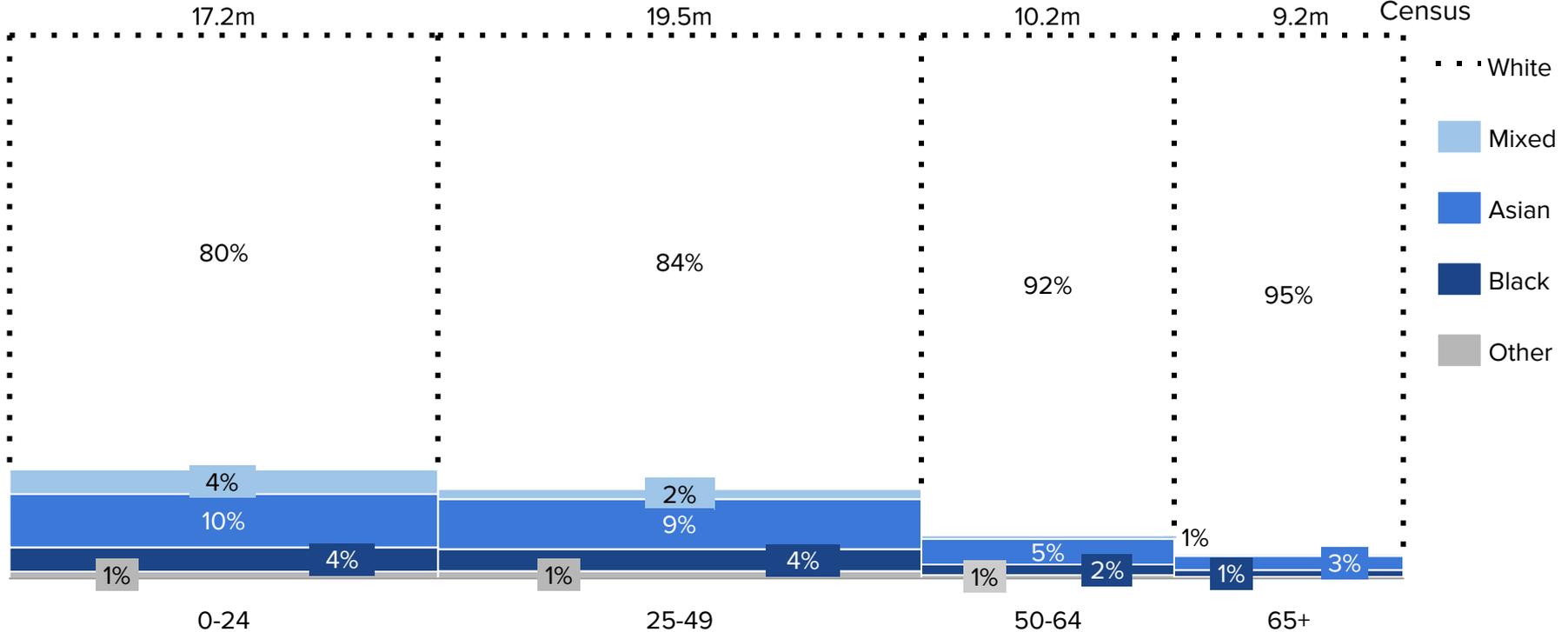
# But for BAME voters, we see different pattern. Cons have almost no strong supporters



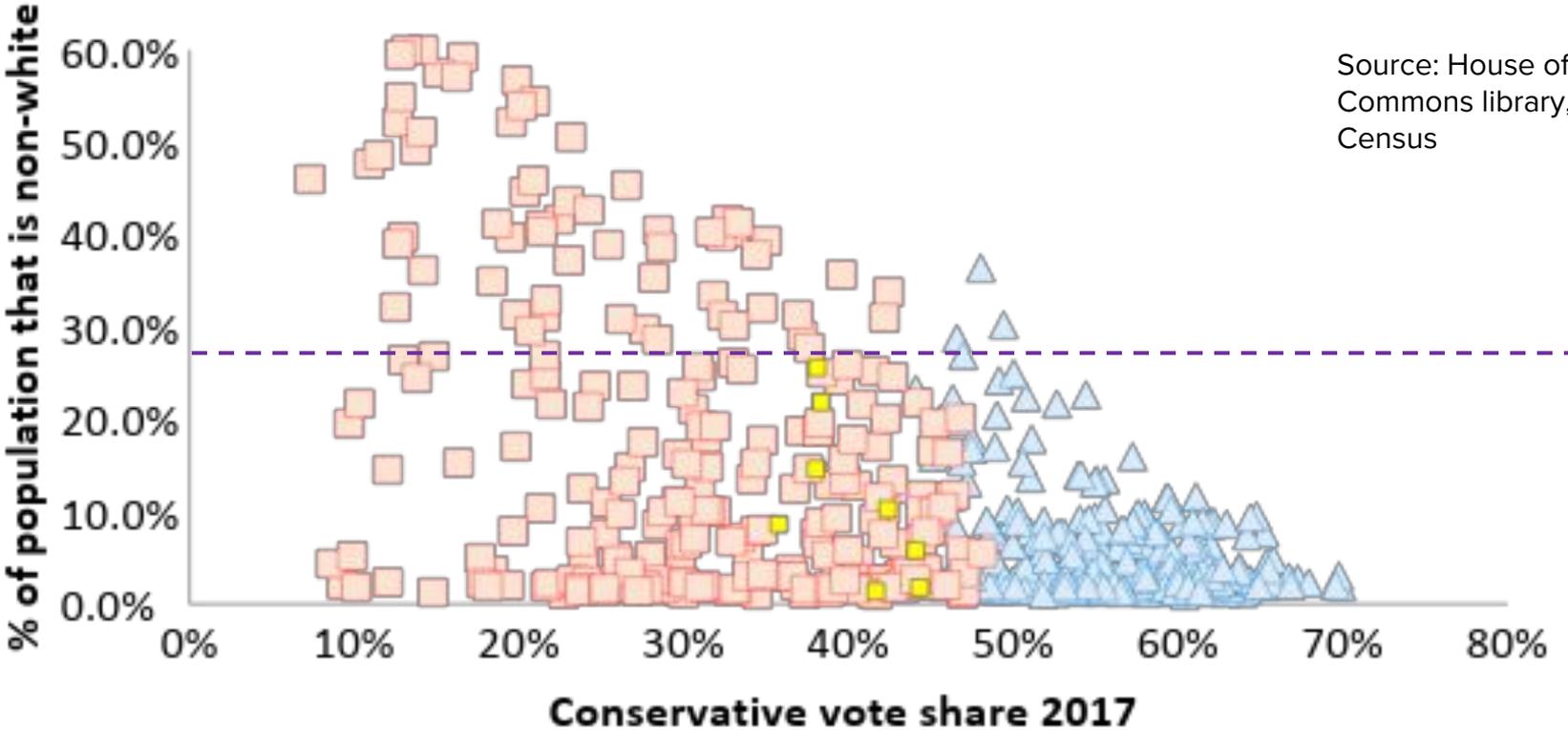
Source:  
Populus

# Changing ethnicity by age, England and Wales

Source:  
Census

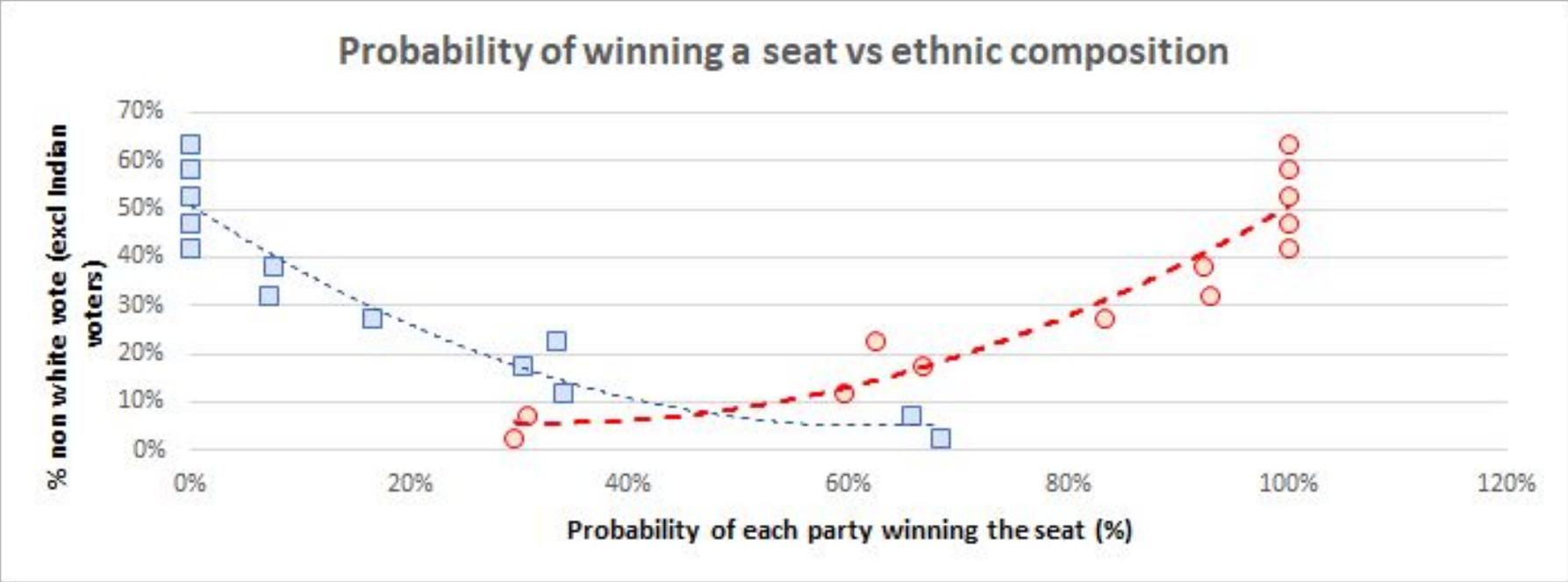


# If BAME vote (net Indian vote) is >30%, Tories can't win



# As BAME vote trends to 10%, a seat is more likely to be Labour than Tory

Source: House of Commons library, Census

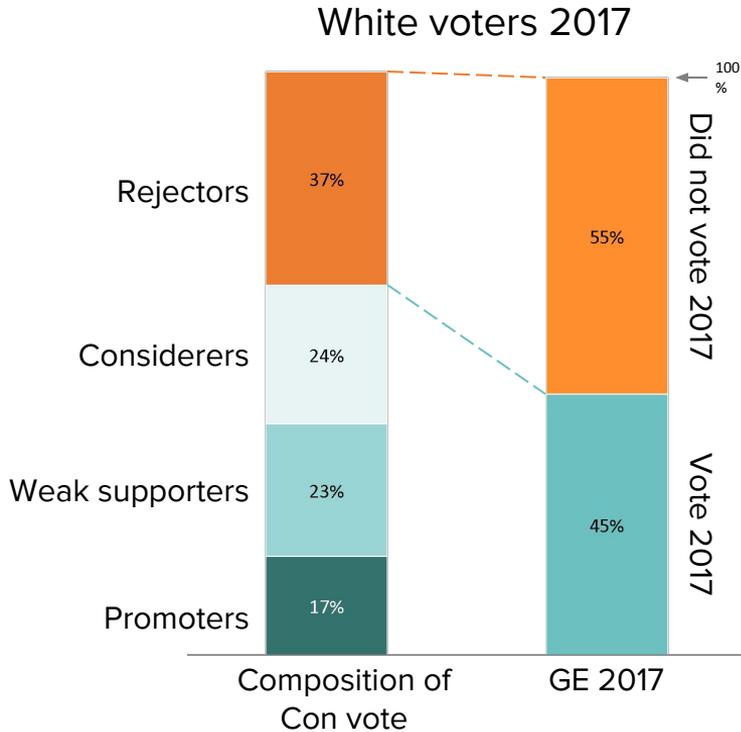


# The future

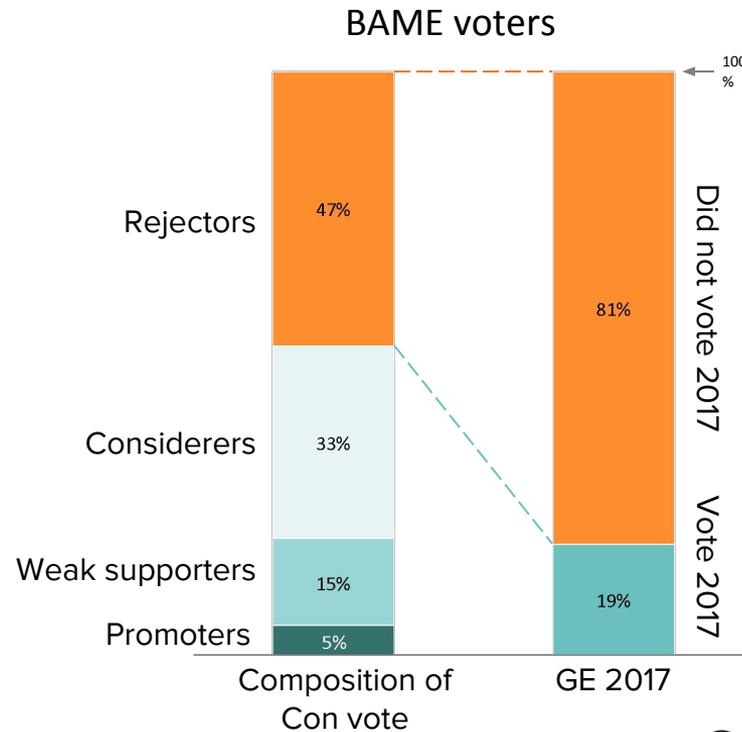
ONWARD 

# The situation can improve. Conservative conversion of BAME considerers is low...

Source: House of Commons library, Census, Onward Modelling, British future, IPSOS Mori



*Conversion = 70% (45% / 64%)*



*Conversion = 36% (19% / 53%)*

**This report shows there is clear scope for the party to improve its performance among ethnic minorities, as the proportion of BAME voters grows**

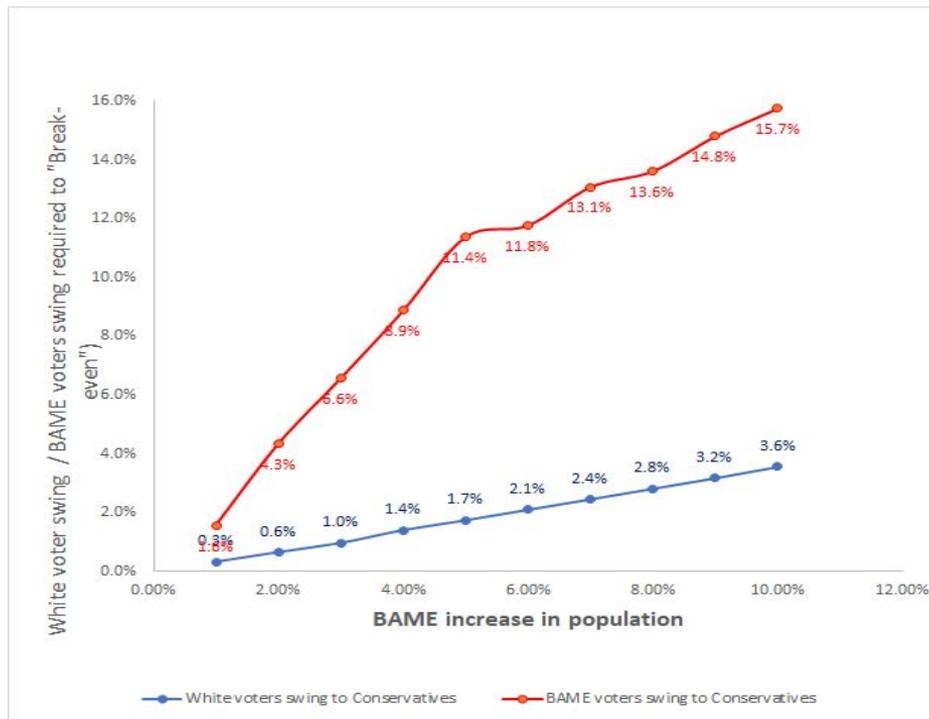
# We have begun working out how different BAME voter groups voted by seat with

Using a cutting edge statistical technique (MRP) we have begun the task of understanding how different minority groups vote differently in every seat in England and Wales.

This, coupled with the ability to model through likely changes in the composition of the ethnic composition of the country, means we are beginning to understand the precise seats that could fall as a) BAME population increases b) the BAME vote flexes between parties.

Much of the modelling is provisional and subject to change, but it illustrates the political consequences of BAME vote change and growth as a share of the population.

# Cons either need 2% white swing, or 12% BAME swing to off-set expected BAME growth rates by 2031 to avoid losing seats



BAME%	BAME % pt increase in population	White voters swing to Conservatives	BAME voters swing to Conservatives
15%	1.00%	0.3%	1.6%
16%	2.00%	0.6%	4.3%
17%	3.00%	1.0%	6.6%
18%	4.00%	1.4%	8.9%
19%	5.00%	1.7%	11.4%
20%	6.00%	2.1%	11.8%
21%	7.00%	2.4%	13.1%
22%	8.00%	2.8%	13.6%
23%	9.00%	3.2%	14.8%
24%	10.00%	3.6%	15.7%

# The seats that fall by 2031 (-6% decline in white population on Rees projections...)

Seats that go from Tory to Labour	White (%) today
Chipping Barnet	67%
Southampton, Itchen	86%
Calder Valley	93%
Hastings and Rye	90%
Norwich North	91%
Pudsey	89%
Richmond Park	78%
Thurrock	78%
Preseli Pembrokeshire	94%
Stoke-on-Trent South	90%
Telford	90%
Norwich North	92%
Aberconwy	96%
Hendon	53%
Mansfield	95%
Middlesbrough SE	96%
Northampton North	83%
Bolton West	91%
Pendle	79%
Northampton South	81%
Milton Keynes North	79%
Milton Keynes South	79%
Morecambe and Lunesdale	97%
Finchley and Golders Green	65%
Harrow East	38%
Watford	75%
Pudsey	93%
Morecambe and Lunesdale	98%

## Results: BPS Projection (Population in 1000s, %)

Group	MY2001	MY2011	MY2031	MY2051	MY2061
<b>WHITE</b>	54,384	55,211	58,467	57,851	56,778
Per cent	92.0%	87.3%	79.9%	72.9%	69.7%
<b>MIXED</b>	687	1,260	2,258	3,405	3,978
<b>ASIAN</b>	2,627	4,333	8,626	13,159	15,373
<b>BLACK</b>	1,174	1,881	2,711	3,432	3,652
<b>OTHER</b>	238	592	1,075	1,529	1,718
<b>ALL</b>	59,111	63,278	73,137	79,375	81,500
<b>BAME</b>	4,726	8,066	14,670	21,525	24,721
Per cent	8.0%	12.7%	20.1%	27.1%	30.3%
<b>Diff (vs TRENDEF)</b>					
<b>WHITE</b>		-1,345	-1,325	-2,232	
<b>BAME</b>		1,249	3,474	5,825	
<b>Diff (vs NPP2012)</b>					
<b>ALL</b>			1,758	2,141	1,829

*Ethnic Population Projections for the UK and Local Areas, 2011-2061: New Results for the Fourth Demographic Transition*

*Leeds University*

*Philip Rees, Pia Wohland, Stephen Clark, Nik Lomax, Paul Norman*

These are seats that progressively go from Conservative to Labour as the white population across the country goes down 1%. By 2031 the white % of the country will have decreased 6% from today. These are the seats most likely to fall given ethnic composition

