

**ETHNIC MINORITY VOTERS POLL  
APRIL 2013  
LORD ASHCROFT KCMG PC**

*1,035 adults from ethnic minorities were interviewed by telephone between 22 March and 15 April 2013. The sample included 169 participants of Black Caribbean background, 154 Black African, 501 Muslim, 150 Hindu, and 100 Sikh.*

*A separate survey of 1,002 adults was conducted by telephone between 12 and 14 April 2013; results have been weighted to be politically representative of all adults in Great Britain.*

**1. What is the most important issue facing the country today? [Unprompted] [Ethnic minority survey only]**

% naming issue	Ethnicity				Religion			
	Black	Asian	Black Caribbean	Black African	Muslim	Hindu	Sikh	Other
<b>The economy/jobs/unemployment/growth</b>	55	56	52	58	57	57	60	53
<b>Immigration</b>	5	6	7	3	4	10	8	5
<b>Benefits/tax credits</b>	5	4	5	5	4	4	4	5
<b>Racial/religious discrimination</b>	4	4	1	6	5	1	2	3
<b>Schools/education/fees/EMA</b>	2	4	1	2	4	2	6	2
<b>Crime/law and order/police/anti-social behaviour</b>	3	3	3	4	4	3	-	3

2. Regardless of which party you would vote for, please say whether you think each of the following words and phrases is true or not true of the Labour Party / the Conservative Party / the Liberal Democrats.

% saying true of each party	ALL VOTERS			Ethnicity												Religion											
				Black			Asian			Black Caribbean			Black African			Muslim			Hindu			Sikh			Other		
	C	L	LD	C	L	LD	C	L	LD	C	L	LD	C	L	LD	C	L	LD	C	L	LD	C	L	LD	C	L	LD
Shares my values	27	40	28	16	65	24	30	62	29	13	61	22	19	69	25	24	61	29	40	61	30	32	60	24	17	67	25
Willing to take tough decisions for the long term	49	35	28	46	55	32	50	51	30	47	53	30	45	57	34	51	52	35	53	47	31	46	53	18	45	57	31
Has the best plans to deal with Britain's problems	29	28	16	22	54	18	29	50	20	19	47	12	25	60	25	24	51	20	35	45	24	33	46	13	22	54	17
Understands minorities	25	51	38	17	73	31	29	73	39	14	69	30	20	78	33	25	74	40	33	69	40	33	70	38	18	74	30
On the side of ordinary people	25	54	36	18	72	37	23	72	37	14	70	35	21	73	38	21	69	37	27	75	40	19	76	39	19	74	37
In touch with the concerns of people like me	26	43	32	15	66	29	29	62	31	16	62	25	15	71	33	24	61	30	38	58	36	31	73	31	17	68	28

3. Please can you give me a name of one current senior British politician who either shares your religious/ethnic background or comes from another minority ethnic or religious background? [Unprompted] [Ethnic minority survey only]

None	57%
Keith Vaz	10%
Sayeeda Warsi	4%
Diane Abbott	3%
Ed Miliband	3%
George Galloway	2%

4. Below are some pairs of statements. Please say which statement in each pair you most agree with, even if you don't completely agree with it.

% agreeing with each statement	ALL VOTERS	Ethnicity				Religion			
		Black	Asian	Black Caribbean	Black African	Muslim	Hindu	Sikh	Other
If you work hard, it is possible to be very successful in Britain no matter what your background	59	58	69	50	66	68	73	70	54
In Britain today, people from some backgrounds will never have a real chance to be successful no matter how hard they work	41	42	31	50	34	32	27	30	46
My children's life will be better than mine	55	59	59	51	67	57	60	62	59
My children's life will be worse than mine	45	41	41	49	33	43	40	38	41
People expect too much from the government	46	41	36	43	38	32	41	38	44
People are entitled to expect more from the government	54	59	64	57	62	68	59	62	56

5. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the interests of Britain?

	ALL VOTERS	Ethnicity				Religion			
		Black	Asian	Black Caribbean	Black African	Muslim	Hindu	Sikh	Other
David Cameron and Chancellor of the Exchequer George Osborne	41	22	38	24	21	30	51	41	23
Ed Miliband and Shadow Chancellor Ed Balls	34	63	51	62	64	54	43	51	63
Don't know	26	15	11	15	16	16	7	8	13

6. Here are two arguments that have been made about the amount the UK government borrows and how quickly this could be reduced through spending cuts and tax rises. Please say which is closer to your own view.

	ALL VOTERS	Ethnicity				Religion			
		Black	Asian	Black Caribbean	Black African	Muslim	Hindu	Sikh	Other
The government's spending cuts are hurting the economy. It should cut taxes, and/or cuts spending less fast, even if we go on borrowing more for longer, because given how much we already owe, borrowing an extra few billion pounds cannot do much more harm	34	41	42	39	44	43	39	40	42
Borrowing more at a time when we already owe so much money will simply make matters worse, as the country will have to pay more back in the longer term. We have to bring the deficit under control even if it has some painful effects for the economy in the short term	60	54	57	58	51	55	59	59	55
Don't know	6	4	2	3	6	2	2	1	3

7. Some people talk about multiculturalism or Britain becoming a multicultural country. Taking your best understanding of what multiculturalism is, or what a multicultural country is, could you say whether...

	ALL VOTERS	Ethnicity				Religion			
		Black	Asian	Black Caribbean	Black African	Muslim	Hindu	Sikh	Other
...you are in favour of multiculturalism	70	90	91	91	90	93	87	86	90
...you are opposed to multiculturalism	30	10	9	9	10	7	13	14	10
...you think Britain has become a multicultural country	90	86	89	89	82	88	91	88	85
...you think Britain has not become a multicultural country	10	14	11	11	18	12	9	12	15

- UKIP voters were the only group among whom a majority (57%) said they were opposed to multiculturalism (though 86% thought Britain had become a multicultural country). 71% of Conservative voters, 76% of Labour voters and 89% of Liberal Democrat voters said they were in favour of multiculturalism.

8. Thinking about the main parties and their leaders, how supportive or opposed would you say each of the following is to multiculturalism or Britain becoming a multicultural country?

% saying 'supportive'	ALL VOTERS	Ethnicity				Religion			
		Black	Asian	Black Caribbean	Black African	Muslim	Hindu	Sikh	Other
<b>Conservatives</b>	54	40	56	38	42	52	64	55	38
<b>David Cameron</b>	59	44	60	44	43	52	74	67	43
<b>Labour</b>	71	86	86	84	89	86	88	86	86
<b>Ed Miliband</b>	66	72	78	69	76	77	82	76	73
<b>Lib Dems</b>	65	63	69	62	64	69	69	67	65
<b>Nick Clegg</b>	60	57	65	56	58	63	65	69	58

- UKIP voters were much more likely than average to say the Conservative Party (73%) and David Cameron (72%) are supportive of multiculturalism.

9. Please say which of these pairs of statements you most agree with, even if you don't agree with either entirely.

% agreeing with each statement	ALL VOTERS	Ethnicity				Religion			
		Black	Asian	Black Caribbean	Black African	Muslim	Hindu	Sikh	Other
<b>Having a wide variety of backgrounds and cultures has strengthened British culture</b>	53	72	77	73	70	76	76	79	71
<b>Having a wide variety of backgrounds and cultures has undermined British culture</b>	47	28	23	27	30	24	24	21	29
<b>On the whole, immigration into Britain has been a good thing for the country</b>	46	80	64	78	82	68	63	51	80
<b>On the whole, immigration into Britain has been a bad thing for the country</b>	54	20	36	22	18	32	37	49	20
<b>In general, the different ethnic groups that make up this country get on well</b>	43	59	62	54	63	66	57	53	58
<b>There is an increasing amount of tension between the different groups living in Britain</b>	57	41	38	46	37	34	43	47	42

- UKIP voters were the most likely to say that having a wide variety of backgrounds has undermined British culture (62%), and that immigration has on the whole been a bad thing for the country (69%). They were the least likely to say the different ethnic groups that make up this country get on well (30%).

**10. Have you ever heard of someone called Enoch Powell?**

<i>% agreeing with each statement</i>	<b>ALL VOTERS</b>	<b>Ethnicity</b>				<b>Religion</b>			
		<b>Black</b>	<b>Asian</b>	<b>Black Caribbean</b>	<b>Black African</b>	<b>Muslim</b>	<b>Hindu</b>	<b>Sikh</b>	<b>Other</b>
<b>I've heard of him and know who he is or what he said</b>	58	46	28	64	27	23	31	40	51
<b>I've heard of him but I don't really know who he is or what he said</b>	14	13	16	12	14	14	15	22	15
<b>I've never heard of him</b>	28	41	56	23	60	62	55	38	34