

The UK is filled with election buzz and with ethnic minority numbers growing; their vote may prove critical to success for the political parties; particularly with immigration being one of the biggest issues facing all residents. With this in mind we're sure you'll find the following information of interest.



Back in 2005 a report by Operation Black Vote highlighted that EMG voters could be 'critical' in **71** seats in the 2010 election although in order for this to happen, there needed to be greater uptake in registration.

The research investigated reasons for not voting and attributed it to not just apathy, because EMG's are just as likely to be interested in politics as anyone else, and found that personal attitudes motivated voters rather than a sense of community duty. There was also a direct correlation between being canvassed face-to-face by a political party and turning out to vote.

As part of the electoral commission's multi-media campaign to encourage registration to vote, they included the Indoor Media AdMasala™ portfolio to target all major ethnicities online.



**COMSCORE. 2.9 million** unique March 2010

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Ethnic minorities make up **10%** of the UK's total population, and in some constituencies their presence is in the majority. **25** areas nationally have an ethnic minority population of **40+%**



In Greater London some boroughs have more than 50% EMG residency - e.g. Ealing Southall: **53%**, East Harrow: **66%** and Brent South at **65%**

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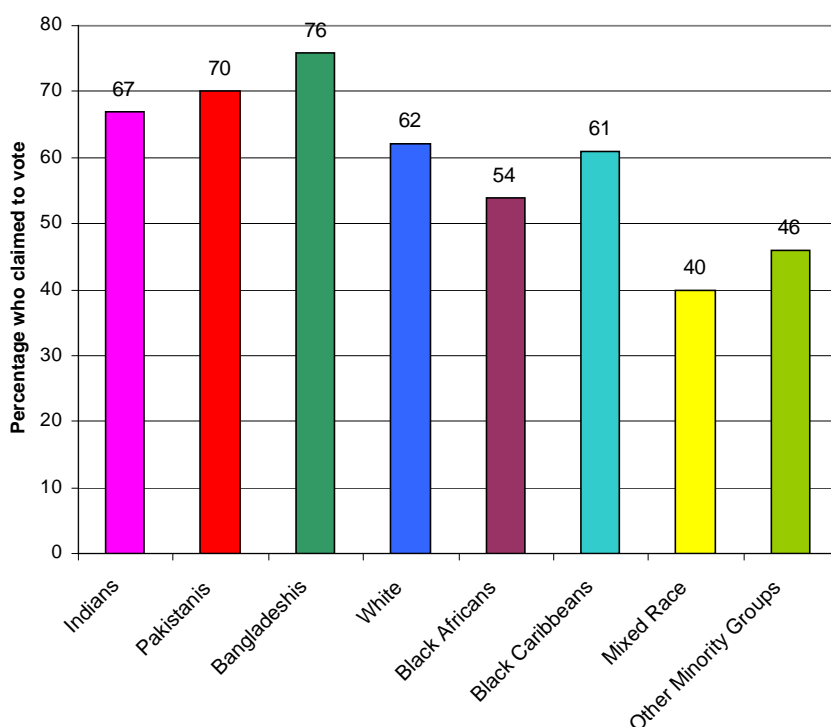


# Pre-Election Special

specialists in ethnic marketing  
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April 30<sup>th</sup> 2010

**Ethnic Minority Voters claiming to vote in the 2005 General Election**



From the available statistics there is higher level of turnout for Asians and in particular Muslims - this trend is set to continue in the future.

The analysis of the EMG vote in the upcoming election is predicted to provide even more evidence that they have a big part to play in politics.

**Indoor Media can target all these nationalities and many more. If they are out there we will find them for you!**

Sources - Ethnic Minorities and Politics: The British Electoral Systems, Prof. Muhammad Anwar Nov. 2009, Reuters UK Mar 2010, IPSOS MORI Electoral Commission.

**Coming up soon**

EMG Recruitment • Health and Fitness • AdMasala™ Portfolio

You will be surprised to know how much we know about EMG's. To find out more call:

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