

# ICM

Winter Research Tracking 2014



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Prepared for the Electoral Commission

This proposal, and any work conducted by ICM on this project, complies with the requirements of the international standard of quality for Market Research, ISO 20252:2012 and of Data Security: ISO 27001:2012, and is confidential.

## Topline Results - Winter Tracker 2013

- Results are based on interviews with 1,203 adults aged 18+ across the UK, un-weighted numbers as follows:
  - |                   |     |
|-------------------|-----|
| England:          | 865 |
| Scotland:         | 87  |
| Wales:            | 51  |
| Northern Ireland: | 200 |
  - Interviews were carried out by telephone between 13-15<sup>th</sup> December 2013. Call-backs were made to add an ethnicity variable from 19<sup>th</sup> December - 7<sup>th</sup> January. A total of 15 full replacement interviews were added on 9<sup>th</sup> January 2014 where we were unable to re-contact original sample respondents.
  - A representative sample was interviewed using ICM's telephone omnibus, with quotas set by age, gender and region.
  - The data has been weighted by age, gender, tenure, social class, work status and region. Northern Ireland population represents 2.9% of the UK total, which implies a strong down-weight is applied to Northern Ireland booster interviews in order to make the overall dataset representative of the overall UK population. The 200 interviews are down-weighted to only 35 interviews on this basis. Tables in this top-line do show 200, however, in order to give the reader confidence in the reliability of the data.
  - Trend data has been included from previous waves of Winter Research where possible. Please note that, unless otherwise stated, prior to January 2008 the Winter Research was conducted as a face-to-face survey. From 2008 onwards the research has been conducted over the telephone. Findings from face-to-face and telephone surveys are broadly comparable but caution should be exercised when comparing findings between the different methodologies, and variations in results should be treated as indicative.
  - Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
  - Results are based on all respondents unless otherwise stated.
  - An asterisk (\*) represents a value of less than one half or one percent, but not zero.
  - Study undertaken by ICM on behalf of The Electoral Commission.

## Summary of Key Findings

The following represents some of the highlights in the 2013 data compared to previous waves of the winter tracker research:

### Registration

- Nine in ten (89%) are confident they know how to go about registering to vote, a 2-point drop on 2012 but within statistical margins of error. Since this question was first asked in 2008, there has been no more than 4 percentage points between the highest (92% in 2010) and the lowest figures (88% in 2008).
- In line with previous findings, most people (94%) believe themselves to be registered. Those not registered largely blame the fact they have just moved (25%), or are not eligible (19%).
- Almost everybody is confident that their registration details are accurate and correct (94%) with the few people (5%) not confident being concerned about general lack of security (34% of them), lack of efficiency (33%) or not having their details updated (21%).
- Four in five (82%) are satisfied with system of registering to vote, equally split between those who are 'very' satisfied (43%) and those merely 'fairly' satisfied (39%). Overall satisfaction on this measure has risen 6 percentage points this year, which brings it back in line with levels last seen in 2008-2010. Dissatisfaction is a negligible 2%, with a handful of people relating it to the confusing nature of the system. However, those who are not 'very satisfied' would view positively tightening the system further against fraud or abuse (82% say their satisfaction would increase a lot/a little), making it easier and quicker to register (74%) and making it possible to vote online (64%).
- Confidence in the system of registering is ingrained, with two thirds (67%) confident that voters personal details are held securely and that their own personal details are similarly secure. Both of these findings exactly replicate those of 2012. Slightly fewer (56%) are confident that the system prevents people who should not be on the register from registering, which is a (non-significant) 3-point worsening of the position compared to last year.
- Knowledge of the information people must provide when registering to vote continues to be relatively low. In 2013, 80% think everyone must provide their date of birth and 46% think that everyone must provide a signature. A quarter (26%) believes that a NI number must be provided (but 95% say it would be easy for them to provide it). On the plus side, more people think they can register or change their details at any point in the year than before (65% vs. 2011 59%). Half (53%) correctly say that a utility bill as proof of address is not currently required.
- However, less than half of the public (47%) know that they can choose whether or not to have their information included on the register made available for sale. Moreover, if the choice were no longer available for people to opt out, it is likely that registration levels would be severely and negatively affected. Half (54%) say they would be less likely to register in the future if the choice were withdrawn.

## Voting Process

- Nine in ten (93%) are confident that they know how to go about casting their vote, similar findings to all previous waves. When they do so, two in three (68%) believe they should be given the opportunity to vote for “none of the above” on their ballot paper.
- December 2012 revealed a sizable drop in the proportion of the general public who were not confident that elections were well run, but latest data reverts to (slightly above) the mean – implying that last year might be something of an anomaly. Overall, 75% are confident that elections are well run, up 14-points on last year, but up only 3-points compared to 2011 findings. A quarter of the public are not confident this is the case (24%), more of whom say they are ‘not very confident (15%) rather than ‘not at all’ confident (9%).

The provision of more information about party candidates is the most desired way of increasing confidence in the way elections are run (76%), although increasing security and transparency in the count (69%), requiring voters to produce ID in polling stations (67%), and providing more information on how the voting process works (66%) all score highly.

- Similarly, satisfaction in the actual process of voting has recovered to more recognisable and comfortable levels (72%), although still marginally below levels seen up to 2010. Dissatisfaction remains premised on perceived unfairness of the voting system (17%), dislike of politicians (12%) and the lack of any point in voting (12%).

## Integrity of elections

- One in ten (9%) think they have a considerable amount of knowledge about electoral fraud, but many more (35%) say that they have limited knowledge (35%). More still (56%) admit they know hardly anything or nothing about it.
- This year, two different ways of assessing the perceived extent of electoral fraud problem were attempted. Firstly, half the sample was asked the traditional question, which suggests that 34% of the public think that it does represent a problem. This is 2-points lower than in each of the previous two years. However, the other half of the sample was asked about electoral fraud within the context of other types of fraud, including benefit fraud and false insurance claims. In this context, the extent of the problem is perceived to be greater, with 44% suggesting that electoral fraud is a problem. We may surmise that placing fraud under a more wide ranging umbrella for different fraud types encourages people to think it may be more pervasive than it is.
- Polling station voting is considered to be safe from fraud and abuse by more people (79%) than postal voting (55%), which is consistent with every year in which the questions has been asked. However, there is a statistically significant 6-point drop in the proportion who think polling station voting is safe, and a non-significant 2-point increase in the proportion who think postal voting is safe from fraud and abuse. This may reflect the ever increasing propensity to cast postal votes, and increasing familiarity and comfort with it.
- Half (48%) do think there are sufficient safeguards to prevent electoral fraud, but similar numbers (42%) agree that there could be enough electoral fraud in some places to affect an election result even though a majority (57%) don't think it is common where they live. While most people (89%) say they have not experienced any pressure on who to vote for, there is less comfort about their knowledge of how to go about reporting electoral fraud (only 27% agree they'd know how to do it). Furthermore, the public are split (37% vs. 37%) on whether or not it would be easy to get away with electoral fraud.

- Generally speaking though, the public accept that most counter measures would be effective in dealing with electoral fraud. Four in five (83%) think being required to show some photo ID would be effective, with large numbers also suggesting that other measures would be effective, including: stopping party's and party workers handling postal vote applications and ballot papers (69%), having independent observers at polling stations (69%) and making people sign to check their identify before voting in polling stations (67%).

## Party Finance

- Knowledge about how parties are funded in order to fight elections is quite low (39% know a lot (8%) or a little (30%). As many (35%) say they know nothing at all about it.
- The sample was split three ways in order to cross-check the extent to which people are confident that the authorities will take the appropriate action over rule breaking or party finance, donations and spending. Each question approach, however, largely yielded the same result. One in three are confident that on:
  - Breaking the rules of political party finance the authorities will take the appropriate action (46%, up from 36% in 2012);
  - Breaking the rules on donations, or spending on election campaigns, the authorities will take the appropriate action (43%);
  - As above but the authorities will simply "take action" (issues around MPs expenses having been excluded with a question prompt) 44%.
- Only three in ten (30%) agree that the spending on political parties and candidates is open and transparent, which is in line with last year. A quarter (25%), believe the funding of political parties is similarly open and transparent.

## Northern Ireland

- A large proportion (85%) recall receiving a form earlier this year asking them to register to vote, with nearly all of them (94%) finding it easy to complete.
- When it comes to the confidentiality of donations to political parties in Northern Ireland, there is an increasingly strong preference for such information to be made publically available, with 64% now saying so compared to 62% last year and 59% in 2008.

**VOTING PROCESS**

**Q1. In general, how confident, if at all, are you that elections are well run in Great Britain/Northern Ireland? Are you.....**

Base: All respondents (1,203)	Dec 2010	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%
<b>Very confident</b>	18	29	18	25
<b>Fairly confident</b>	49	43	43	49
<b>Not very confident</b>	19	16	20	15
<b>Not at all confident</b>	12	8	14	9
<b>Don't know</b>	2	4	5	1
<b>Confident</b>	<b>67</b>	<b>72</b>	<b>61</b>	<b>75</b>
<b>Not Confident</b>	<b>31</b>	<b>24</b>	<b>34</b>	<b>24</b>

⇒ **(2013: NEW QUESTION): ASK THOSE NOT 'VERY' CONFIDENT**

**Q2. To what extent would each of the following increase your confidence in the way that elections are run in Great Britain/Northern Ireland? Would you say it would increase your confidence a lot, a little, hardly at all or not at all? ROTATE**

Base: all not 'very confident' (901)	A lot	A little	Hardly at all	Not at all	DK	A lot/little	Hardly/ Not at all
	%	%	%	%	%	%	%
Providing more information on how the voting process works	33	33	17	15	2	66	32
Increasing security and transparency when counting, storing or transporting votes/ballots	39	30	14	14	3	69	28
Requiring voters to produce ID at polling stations	46	20	14	18	1	67	32
Providing more information on party candidates	46	30	11	11	2	76	22
Making it possible to vote online	34	17	11	37	1	51	48
Stopping political parties, candidates, canvassers and campaigners from handling postal votes	26	29	20	22	3	55	41

⇒ **ASK ALL**

**Q3. Which of these statements best describes your attitude towards voting at General Elections? READ OUT. SINGLE CODE.**

Base: all respondents (1,203)	Jan 2005	Dec 2005-Jan2006	Nov 2006	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%	%	%	%	%	%
I always vote at General Elections	64	64	65	63	59	70	61	55	61
I sometimes vote at General Elections	20	20	19	23	25	18	23	27	22
I never vote at General Elections	11	11	11	9	8	8	10	14	11
I've not been eligible in the past to vote at a General Election	4	4	4	4	8	4	4	4	5
Don't know	*	2	1	*	*	0	1	*	*

**Q4. How satisfied or dissatisfied are you with the actual process of voting at elections in Great Britain/Northern Ireland? READ OUT. SINGLE CODE. REVERSE ORDER**

Base: all respondents (1,203)	May 2003	Dec 2005 – Jan 2006	Nov 2006	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%	%	%	%	%	%
Very satisfied	26	30	21	32	31	28	20	25	31
Fairly satisfied	48	48	54	43	43	45	48	39	41
Neither satisfied nor dissatisfied	9	10	14	9	11	12	19	19	18
Fairly dissatisfied	9	6	3	7	8	7	6	9	4
Very dissatisfied	5	1	1	5	4	6	5	7	4
Don't know / no opinion	3	7	7	4	4	2	2	2	2
<b>Satisfied</b>	<b>74</b>	<b>77</b>	<b>75</b>	<b>75</b>	<b>73</b>	<b>74</b>	<b>67</b>	<b>64</b>	<b>72</b>
<b>Dissatisfied</b>	<b>14</b>	<b>7</b>	<b>5</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>11</b>	<b>16</b>	<b>7</b>

⇒ **ASK THOSE FAIRLY / VERY DISSATISFIED AT Q4:**

**Q5. Why do you say you are dissatisfied with the actual process of voting at elections in Great Britain/Northern Ireland? PROBE FULLY. DO NOT READ OUT. MULTICODE**

Base: all 'fairly' or 'very' dissatisfied at Q4 (2013: 89)	2012 %	2013 %
<b>Voting System</b>	<b>30</b>	<b>29</b>
The voting system is unfair	18	17
The party/candidate I support has no chance of being elected under this voting system	4	9
I don't agree with the First Past the Post system / I would prefer Proportional Representation (PR)	8	8
Because of the voting system, my vote doesn't count	6	5
<b>Ease / Convenience of Voting</b>	<b>21</b>	<b>14</b>
Voting is too confusing / I don't understand the system	8	6
Difficulty in getting to a polling station	10	4
There should be more choice on how and where to vote	2	4
Should be able to vote online	4	-
<b>Politicians / The Political System</b>	<b>30</b>	<b>21</b>
Don't like/trust politicians	17	12
Politicians do not deliver on what they promise	17	7
You never see politicians except at election time	5	2
<b>Other</b>	<b>38</b>	<b>39</b>
There is no point in voting / it doesn't make any difference	7	12
General dissatisfaction with politicians and political parties	4	6
The procedure for voting is open to fraud and abuse	8	4
Can't be bothered with it	2	2
Other	18	16
Don't know	5	17

⇒ **ASK ALL**

**Q6. How confident, if at all, are you that you know how to go about casting your vote at an election? READ OUT. SINGLE CODE. REVERSE ORDER**

Base: All Respondents (1,203)	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 13
	%	%	%	%	%	%
Very confident	68	66	69	67	69	68
Fairly confident	24	27	25	27	24	25
Not very confident	4	5	3	4	4	3
Not at all confident	3	2	3	2	3	3
Don't know	1	1	*	1	1	*
<b>Confident</b>	<b>92</b>	<b>93</b>	<b>94</b>	<b>94</b>	<b>92</b>	<b>93</b>
<b>Not Confident</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>6</b>



**Q7. Which one of the following statements do you most agree with? READ OUT. CODE ONE. ROTATE. (2013: NEW QUESTION):**

Base: All respondents (1,203)	%
Ballot papers should include a “none of the above” option so that people can indicate they do not support any of the candidates or parties	68
Ballot papers should <i>not</i> include a “none of the above” option as not turning out to vote amounts to the same thing as choosing such an option on the ballot paper	27
Don't know	5

**REGISTRATION**

**Q8. How confident, if at all, are you that you know how to go about registering to vote? READ OUT. SINGLE CODE. REVERSE ORDER.**

Base: All Respondents (1,203)	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%	%	%
Very confident	57	55	68	60	63	66
Fairly confident	30	34	24	29	28	23
Not very confident	7	7	4	6	5	6
Not at all confident	3	3	3	3	2	4
Don't know	3	1	*	2	2	*
<b>Confident</b>	<b>88</b>	<b>89</b>	<b>92</b>	<b>89</b>	<b>91</b>	<b>89</b>
<b>Not confident</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>10</b>

**Q9. As far as you know, is your name on the electoral register, that is, the official list of people entitled to vote, either where you are living now or somewhere else? MULTICODE FOR 1 AND 2 ONLY**

Base: All Respondents (1,203)	Dec 2011	Dec 2012	Dec 2013
	%	%	%
Yes – where living now	93	91	94
Yes – another address	3	4	2
No	2	4	2
DK	3	2	1

⇒ **ASK IF 'YES – ANOTHER ADDRESS' OR 'NO' AT Q9**

**Q10. Why are you not registered to vote (ADD IF 'YES – ANOTHER ADDRESS': where you are living now)? PROBE FULLY. DO NOT READ OUT LIST. MULTICODE OK**

Base: all not registered or are at another address (2013: 55)	Dec 2008	Dec 2009	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%	%
Just moved	15	24	42	23	25
Not bothered	11	17	2	6	7
Haven't got round to it	20	12	3	16	14
Not eligible for reason(s) other than age (e.g. nationality)	-	12	26	12	11
Don't know how to register	8	5	3	3	-
More convenient/prefer to be registered at second home	-	2	-	4	7
Not old enough/not eligible	35	-	5	13	19
More convenient/prefer to be registered at second home	-	-	-	-	7
I actively dislike politicians/politics and refuse to vote	-	-	-	-	3
Other	10	8	17	18	19
Don't know	10	19	*	6	5

⇒ **ASK ALL IN NORTHERN IRELAND (ALL IN GB SKIP TO Q14):**

**Q11. Can you remember, did you receive a form earlier this year asking you to register to vote, or not? (2013: new question)**

Base: all NI respondents (200 un-wtd)	%
Yes – received a form	85
No – did not receive a form	10
Don't know	5

⇒ **IF YES AT Q11**

**Q12. And how easy or difficult did you find it to fill in this registration form? Did you find it.....(2013: New question)**

Base: All in NI who received voting registration form (171 un-wtd)	%
Very easy	59
Quite easy	36
Quite difficult	3
Very difficult	*
Don't know	2
<b>Easy</b>	<b>94</b>
<b>Difficult</b>	<b>3</b>

⇒ **IF DIFFICULT AT Q12, ASK:**

**Q13. Why did you find it difficult? WRITE IN FULLY**

Minimal response

⇒ **ASK ALL**

**Q14. How satisfied or dissatisfied are you with the system of registering to vote in Great Britain/Northern Ireland? READ OUT. REVERSE ORDER. SINGLE CODE**

Base: All Respondents (1,203)	May 2003	Dec 2005 – Jan 2006	Nov 2006	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%	%	%	%	%	%
Very satisfied	26	30	19	43	43	46	38	39	43
Fairly satisfied	49	48	56	39	39	40	41	37	39
Neither satisfied nor dissatisfied	9	10	14	9	10	8	13	15	14
Fairly dissatisfied	7	6	3	4	3	3	2	3	1
Very dissatisfied	4	1	2	2	2	1	2	2	1
Don't know / no opinion	4	7	7	3	3	2	4	3	2
<b>Satisfied</b>	<b>75</b>	<b>77</b>	<b>75</b>	<b>82</b>	<b>82</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>82</b>
<b>Dissatisfied</b>	<b>11</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>2</b>

⇒ **ASK IF VERY/FAIRLY DISSATISFIED AT Q14**

**Q15. Why are you dissatisfied with the system of registering to vote in Great Britain/Northern Ireland? PROBE FULLY. DO NOT READ OUT LIST. MULTICODE.**

Base: All dissatisfied at Q14 (2013: 24)	2012 %	2013 %
<b>Difficult/confusing</b>	<b>35</b>	<b>38</b>
It is too confusing/I don't understand the system	14	24
It is not easy/they could make it easier	17	17
I don't know how to register to vote	8	9
They do not promote/advertise where/when to register	6	6
<b>It is inconvenient</b>	<b>30</b>	<b>9</b>
You should be able to register to vote online	23	9
It is cumbersome/takes too long	6	5
You should be able to register to vote over the telephone	10	5
<b>Mistakes/problems</b>	<b>11</b>	<b>15</b>
The council makes mistakes with my personal details	2	8
The post is unreliable	9	7
<b>Not secure</b>	<b>7</b>	<b>11</b>
The system of registering to vote is open to fraud and abuse	7	11
<b>Other</b>	<b>35</b>	<b>41</b>
I do not know where I can get information about the process of registering to vote	6	9
There should be more limitations on who can vote	5	7
There is no point voting / voting makes no difference	10	6
Other answer	14	29
Don't know	7	8

⇒ **ASK IF NOT 'VERY' SATISFIED AT Q14.**

**Q16. To what extent would each of the following increase your satisfaction with the system of registering to vote in Great Britain/Northern Ireland? Would you say a lot, a little, hardly at all or not at all? READ OUT. ROTATE. (2013: New question)**

Base: all not 'very' satisfied at Q14 (685)	A lot	A little	Hardly at all	Not at all	DK	Lot /little	Hardly/ not at all
Making it possible to register to vote online	45%	20%	10%	24%	1%	<b>64%</b>	<b>34%</b>
Tightening the system further against fraud or abuse	56%	26%	9%	8%	1%	<b>82%</b>	<b>17%</b>
Make registering to vote easier and quicker	49%	25%	13%	11%	2%	<b>74%</b>	<b>24%</b>

⇒ **ASK ALL**

**Q17. Thinking about the system of registering to vote [INSERT: in Great Britain / Northern Ireland], how confident are you that...READ OUT. SINGLE CODE. RANDOMISE.**

...in general, voters' personal details are held securely?				
Base: all respondents (1,203)	2010	2011	2012	2013
	%	%	%	%
Very confident	15	16	20	19
Fairly confident	54	52	47	48
Not very confident	20	21	21	20
Not at all confident	7	8	9	10
Don't know	4	4	4	3
<b>Confident</b>	<b>69</b>	<b>68</b>	<b>66</b>	<b>67</b>
<b>Not confident</b>	<b>27</b>	<b>29</b>	<b>30</b>	<b>30</b>
...your own personal details are held securely?				
Base: all respondents (1,203)	2010	2011	2012	2013
	%	%	%	%
Very confident	16	17	19	19
Fairly confident	54	50	48	49
Not very confident	19	21	20	21
Not at all confident	8	8	9	10
Don't know	3	4	3	3
<b>Confident</b>	<b>70</b>	<b>67</b>	<b>67</b>	<b>67</b>
<b>Not confident</b>	<b>27</b>	<b>29</b>	<b>30</b>	<b>30</b>
...the system prevents people who should not be on the register from registering?				
Base: all respondents (1,203)	2010	2011	2012	2013
	%	%	%	%
Very confident	9	11	12	12
Fairly confident	47	43	41	45
Not very confident	23	23	24	24
Not at all confident	8	8	8	12
Don't know	12	15	14	7
<b>Confident</b>	<b>56</b>	<b>54</b>	<b>53</b>	<b>56</b>
<b>Not confident</b>	<b>31</b>	<b>31</b>	<b>32</b>	<b>36</b>

**Q18. How confident, if at all, are you that your registration details on the electoral register are accurate and correct?**

[NOTE TO INTERVIEWER: if asked: by electoral register we mean the list of names that people who are registered to vote are included on]

[NOTE TO INTERVIEWER: if asked: accurate and correct includes whether you are registered to the correct address or under the correct name)

Base: All respondents (1,203)	2013 %
Very confident	59
Fairly confident	34
Not very confident	4
Not at all confident	1
Don't know	1
<b>Confident</b>	<b>94</b>
<b>Not confident</b>	<b>5</b>

⇒ **ASK THOSE NOT CONFIDENT AT Q18**

**Q19. You mentioned that you are [INSERT: not very confident/not confident at all] that your details on the electoral register are accurate and correct. Why do you say that? DO NOT PROMPT**

Base: all not confident (60)	2013 %
Might not be secure/safe/confidential	34
Lack of efficiency/accuracy	33
Details not updated/change of address not acknowledged	21
Not familiar with the system	8
Other	13
Don't know	10

⇒ **ASK ALL REGISTERED TO VOTE (CODES 1 OR 2 AT Q9)**

**Q20 Are you currently registered for a postal vote? That is, registered to send your ballot paper through the post, rather than having to go to a polling station?**

Base: all registered to vote (1,159)	2011	2012	2013
	%	%	%
Yes, am registered for a postal vote	30	29	36
No, am not registered for a postal vote	64	65	58
Don't know	6	6	6

⇒ **ASK ALL**

**Q21a. Please tell me if you think that the following statements about registering to vote in Great Britain/Northern Ireland are true or false. If you don't know, just say so and we will move on to the next question. READ OUT. RANDOMISE ORDER**

In order to register to vote everyone must provide their National Insurance Number				
Base: All GB respondents (1,168)	2009	2011	2012	2013
	%	%	%	%
True	35	29	25	26
False	41	47	53	53
Don't Know	24	24	22	21
In order to register to vote everyone must provide their date of birth				
Base: All GB respondents (1,168)	2009	2011	2012	2013
	%	%	%	%
True	77	78	78	80
False	11	10	12	13
Don't Know	12	12	10	7
In order to register to vote everyone must provide their signature				
Base: All GB respondents (1,168)	2009	2011	2012	2013
	%	%	%	%
True	46	45	43	46
False	40	39	43	40
Don't Know	14	16	14	13
People can register to vote, or change their voting registration details such as those on where they live, at most points during the year				
Base: All GB respondents (1,168)	2009	2011	2012	2013
	%	%	%	%
True	58	58	59	65
False	13	13	16	15
Don't Know	29	29	25	21
NEW 2013: In order to register to vote, everyone must provide a utility bill as proof of address				
Base: All GB respondents (1,168)	2009	2011	2012	2013
	%	%	%	%
True	-	-	-	29
False	-	-	-	53
Don't Know	-	-	-	19
NEW 2013: When registering to vote people can decide whether they want their information included on a version of register that is available for general sale				
Base: All GB respondents (1,168)	2009	2011	2012	2013
	%	%	%	%
True	-	-	-	47
False	-	-	-	29
Don't Know	-	-	-	24

**Q21b. At the moment, a version of the electoral register can be bought by any person, company or organisation. This version is, for example, used by businesses and charities to confirm name and address details. You can currently choose whether your information is included on this version of register that is made available for sale.**

**If this choice was no longer available and you had to have your information included on a register that is available for sale, would you be more likely to register to vote, less likely to register or would it make no difference? (2013: New question)**

Base: all respondents (1,203)	
More likely	3%
Less likely	54%
Make no difference	41%
Don't know	2%

**Q22. How easy or difficult would it be for you to provide your National Insurance number if you needed it for official purposes? READ OUT. SINGLE CODE. REVERSE ORDER ON ALTERNATE INTERVIEWS**

Base: all respondents (1,203)	2011	2012	2013
	%	%	%
Very easy	73	75	73
Fairly easy	22	20	21
Fairly difficult	2	2	3
Very difficult	1	2	2
Don't know	1	1	1
<b>Easy</b>	<b>95</b>	<b>95</b>	<b>95</b>
<b>Difficult</b>	<b>3</b>	<b>4</b>	<b>5</b>

## INTEGRITY OF ELECTIONS

**Q23. As you may know, there are many types of fraud such as benefit fraud and insurance fraud. From what you know or have heard, how much do you feel you understand about electoral fraud in the UK, that is fraud relating to elections and voting? Would you say....? READ OUT. SINGLE CODE. REVERSE ORDER.**

Base: all respondents (1,203)	Dec 2010	Dec 2011	Dec 2012	Dec 13
	%	%	%	%
A lot	10	6	7	9
A little	41	37	32	35
Hardly anything at all	28	33	31	33
Nothing at all	19	23	29	23
Don't know	2	2	1	1
A lot/little				43
Hardly at all/not at all				56

⇒ **SPLIT SAMPLE 50:50 ON Q24 A AND B**

**Q24a. How much of a problem, if at all, do you think electoral fraud, that is fraud relating to elections and voting, is in [INSERT Great Britain/Northern Ireland]? Do you think it is... READ OUT. SINGLE CODE. REVERSE ORDER.**

Base: all (split sample 2013: 598)	Dec 2003 <sup>1</sup>	Apr 2005 <sup>2</sup>	Dec 2005 – Jan 2006	Nov 2006	Jan 2008	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 13
	%	%	%	%	%	%	%	%	%	%	%
A very big problem	8	17	9	11	7	8	8	10	8	9	8
A fairly big problem	16	29	22	26	26	25	19	30	29	27	26
Not a very big problem	40	34	40	36	48	42	44	41	43	39	46
Not a problem at all	13	8	11	7	11	12	19	9	8	12	12
Don't know	24	11	19	21	9	13	9	10	13	13	9
<b>A problem</b>	<b>23</b>	<b>46</b>	<b>31</b>	<b>37</b>	<b>33</b>	<b>34</b>	<b>27</b>	<b>40</b>	<b>36</b>	<b>36</b>	<b>34</b>
<b>Not a very big problem / not a problem at all</b>	<b>53</b>	<b>42</b>	<b>51</b>	<b>43</b>	<b>58</b>	<b>53</b>	<b>64</b>	<b>50</b>	<b>51</b>	<b>52</b>	<b>58</b>

<sup>1</sup> Telephone survey

<sup>2</sup> Telephone survey



⇒ **SPLIT SAMPLE 50:50 ON Q24 A AND B**

**Q24b. From what you know or have heard, how much of a problem, if at all, do you think different types of fraud are in Great Britain? ROTATE OPTIONS. (New question 2013)**

Base: split sample base (605)	A very big problem	A fairly big problem	Not a very big problem	Not a problem at all	DK	Problem	Not a problem
Benefit fraud	55%	35%	6%	1%	2%	90%	8%
False insurance claim	42%	48%	5%	1%	3%	91%	6%
Electoral fraud, that is fraud relating to elections and voting	10%	34%	34%	10%	12%	44%	44%

⇒ **ASK ALL**

**Q25 In general, when it comes to being safe from fraud or abuse, would you say that [INSERT: a, b and c] is very safe, fairly safe, neither safe nor unsafe, fairly unsafe or very unsafe. READ OUT. SINGLE CODE EACH. REVERSE ORDER OF SCALE.**

Voting at a polling station									
Base: all respondents (1,203)	Dec 2005 – Jan 2006	Nov 2006	Jan 2008	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%	%	%	%	%	%
Very safe	37	29	30	33	38	40	43	41	30
Fairly safe	46	49	51	50	48	46	43	44	49
Neither safe nor unsafe	9	10	10	9	8	5	4	4	11
Fairly unsafe	2	4	4	5	3	4	6	6	7
Very unsafe	*	1	1	*	1	2	2	3	2
Don't know	5	7	3	2	2	3	2	2	2
<b>Safe</b>	<b>83</b>	<b>78</b>	<b>82</b>	<b>83</b>	<b>87</b>	<b>85</b>	<b>86</b>	<b>85</b>	<b>79</b>
<b>Unsafe</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>9</b>

  

Voting by post										
Base: all respondents (1,203)	Apr 2005 3	Dec 2005 – Jan 2006	Nov 2006	Jan 2008	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 13
	%	%	%	%	%	%	%	%	%	%
Very safe	6	8	5	8	8	10	10	10	13	16
Fairly safe	30	35	33	34	32	36	43	46	40	39
Neither safe nor unsafe	14	16	17	16	15	14	11	8	8	12
Fairly unsafe	27	26	25	29	29	25	19	24	23	19
Very unsafe	19	7	9	9	11	11	9	8	9	8
Don't know	4	9	10	5	5	5	8	4	6	6
<b>Safe</b>	<b>36</b>	<b>42</b>	<b>38</b>	<b>42</b>	<b>40</b>	<b>46</b>	<b>53</b>	<b>56</b>	<b>53</b>	<b>55</b>
<b>Unsafe</b>	<b>46</b>	<b>33</b>	<b>34</b>	<b>37</b>	<b>40</b>	<b>36</b>	<b>28</b>	<b>32</b>	<b>33</b>	<b>27</b>

<sup>3</sup> Telephone survey

Registering to vote				
Base: all respondents (1,203)	Dec 2010	Dec 2011	Dec 2012	Dec 13
	%	%	%	%
Very safe	22	23	23	25
Fairly safe	57	58	55	55
Neither safe nor unsafe	10	6	7	9
Fairly unsafe	7	8	8	7
Very unsafe	2	2	3	2
Don't know	3	4	3	3
<b>Safe</b>	<b>79</b>	<b>80</b>	<b>78</b>	<b>80</b>
<b>Unsafe</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>8</b>

**Q26. For each of the following please tell me whether you agree or disagree? ROTATE (New question 2013)**

Base: all respondents (1,203)	Agree strongly	Tend to agree	Neither	Tend to disagree	Disagree strongly	DK	Agree	Disagree
There could be enough electoral fraud in some areas to affect the election result	18%	24%	19%	18%	12%	9%	<b>42%</b>	<b>30%</b>
I would know how to report electoral fraud	14%	13%	11%	17%	38%	7%	<b>27%</b>	<b>55%</b>
It would be easy to get away with electoral fraud in Great Britain/NI	15%	22%	18%	21%	16%	8%	<b>37%</b>	<b>37%</b>
Electoral fraud is very common where I live	3%	4%	21%	22%	34%	16%	<b>7%</b>	<b>56%</b>
I felt I had little or no choice about who to vote for because of pressure from people I know	2%	1%	7%	11%	78%	1%	<b>4%</b>	<b>89%</b>
There are sufficient safeguards in place to prevent electoral fraud	17%	31%	20%	15%	8%	8%	<b>48%</b>	<b>24%</b>

⇒ **ASK IN ENGLAND, WALES & SCOTLAND ONLY:**

**Q27. How effective, if at all, do you think each of the following would be in preventing electoral fraud taking place? Would you say...ROTATE. (New question 2013)**

Base: all respondents in GB (1,168)	Very effective	Quite effective	Not very effective	Not effective at all	DK	Effective	Not effective
People being required to show some form of photographic identification at their polling station	53%	31%	8%	7%	2%	83%	15%
People being required to show some form of <b>non</b> -photographic identification at their polling station	15%	29%	31%	21%	3%	45%	53%
People being required to sign in order to check their identity before being given their ballot paper in the polling station	33%	34%	22%	10%	2%	67%	32%
Having independent observers in all polling stations	31%	38%	19%	8%	3%	69%	27%
Stopping people voting for others by proxy. IF ASKED: SAY: At the moment you can get someone else to make a 'proxy' vote on your behalf	30%	31%	21%	11%	7%	61%	32%
Stop postal voting on demand. IF ASKED, SAY: at the moment you can request a postal vote without giving a reason	19%	30%	28%	14%	9%	49%	42%
Stop political parties, candidates, canvassers and campaigners from handling postal vote applications and postal ballot papers	35%	34%	17%	8%	5%	69%	25%

**PARTY FINANCE**

⇒ **ASK ALL**

**Q28. Political parties need money to run themselves and fight elections. How much would you say you know about political party finance, that is the way in which parties raise money to pay their staff and fight elections? Would you say....READ OUT. SINGLE CODE. REVERSE ORDER. (New question 2013)**

Base: all respondents (1,203)	
A lot	8%
A little	30%
Hardly anything at all	25%
Nothing at all	35%
Don't know	1%
<b>A lot/little</b>	<b>39%</b>
<b>Hardly/nothing at all</b>	<b>60%</b>

⇒ **SPLIT SAMPLE 1/3RD FOR Q29 A/B/C**

**Q29a. How confident, if at all, are you that when a political party or one of its members is caught breaking the rules of political party finance, the authorities will take appropriate action? Are you...READ OUT. REVERSE ORDER. SINGLE CODE.**

Base: split sample (410)	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 13
	%	%	%	%	%	%
Very confident	7	7	7	8	6	12
Fairly confident	33	25	30	30	29	33
Not very confident	39	39	38	37	35	36
Not at all confident	21	30	23	22	28	15
Don't Know	N/A	N/A	N/A	3	2	2
<b>Confident</b>	<b>41</b>	<b>31</b>	<b>37</b>	<b>39</b>	<b>36</b>	<b>46</b>
<b>Not confident</b>	<b>59</b>	<b>69</b>	<b>61</b>	<b>59</b>	<b>63</b>	<b>52</b>

**Q29b. How confident, if at all, are you that when a political party or one of its members is caught breaking the rules on political donations or spending on election campaigns, the authorities will take appropriate action? Are you...READ OUT. REVERSE ORDER. SINGLE CODE. \*NOTE: Wording change 2013**

Base: split sample (438)	Dec 2012	Dec 2013
	%	%
Very confident	8	9
Fairly confident	31	34
Not very confident	34	37
Not at all confident	24	19
Don't Know	3	1
<b>Confident</b>	<b>39</b>	<b>43</b>
<b>Not confident</b>	<b>58</b>	<b>56</b>

**Q29c. How confident, if at all, are you that when a political party or one of its members is caught breaking the rules on political donations or spending on election campaigns, the authorities will take action? Please do not include issues around MPs expenses as being part of these rules. Are you... READ OUT. REVERSE ORDER. SINGLE CODE. (2013: new question)**

Base: split sample (354)	
Very confident	9%
Fairly confident	36%
Not very confident	31%
Not at all confident	22%
Don't know	3%
<b>Confident</b>	<b>44%</b>
<b>Not confident</b>	<b>53%</b>

⇒ **ASK ALL**

**Q30** To what extent do you agree or disagree with the following statements: **READ OUT. REVERSE ORDER OF SCALE. SINGLE CODE**

The <u>spending</u> of political parties and candidates at UK elections is open and transparent.					
Base: all respondents (1,203)	Jan 2006	Dec 2010	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%	%
Strongly agree	3	8	7	6	10
Tend to agree	22	29	25	25	20
Neither agree nor disagree	20	17	22	26	24
Tend to disagree	29	24	26	24	26
Strongly disagree	13	17	14	13	16
Don't know	13	5	7	5	4
<b>Agree</b>	<b>25</b>	<b>37</b>	<b>32</b>	<b>31</b>	<b>30</b>
<b>Disagree</b>	<b>42</b>	<b>40</b>	<b>39</b>	<b>38</b>	<b>42</b>

  

The <u>funding</u> of political parties in the UK is open and transparent					
Base: all respondents (1,203)	Jan 2006	Dec 2010	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%	%
Strongly agree	3	7	6	6	8
Tend to agree	23	27	21	22	18
Neither agree nor disagree	18	15	21	22	19
Tend to disagree	32	28	30	26	30
Strongly disagree	11	18	16	18	21
Don't know	12	5	6	6	5
<b>Agree</b>	<b>26</b>	<b>34</b>	<b>27</b>	<b>28</b>	<b>25</b>
<b>Disagree</b>	<b>43</b>	<b>46</b>	<b>46</b>	<b>44</b>	<b>51</b>

⇒ **ASK IN NORTHERN IRELAND ONLY**

**Q31.** In your opinion, should information about who donates money to political parties in Northern Ireland be made available to the public or kept confidential, or do you not mind either way?

Base: all in Northern Ireland (200)	Dec 2008	Dec 2011	Dec 2012	Dec 2013
	%	%	%	%
Made available	59	62	62	64
Kept confidential	8	4	7	6
Do you not mind either way	32	33	31	29
Don't know	*	1	*	*