

2015 Post-Election Mayoral topline results

- This data is based on 575 adults aged 18+ across the areas of Bedford, Copeland, Mansfield, Torbay, Leicester and Middlesbrough. These are the areas where Mayoral elections were held
- Interviewing took place between 12 and 26 May 2015 by telephone. Data are weighted to match the profile of the population of the six areas.
- Where results do not sum to 100, this is due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- All questions except the first question and the demographic question were asked of only those who voted on May 7th 2015.
- Base sizes are in brackets. Please exercise caution with base sizes under 100, and exercise extreme caution with base sizes under 20.
- An asterisk (*) represents a value of less than one half of one percent, but not zero.

REGISTRATION, TURNOUT AND VOTING

- Q1. As you may know, on Thursday 7 May some elections took place in your area. We often find that a lot of people were not able to vote because they were sick, did not have the time, or were just not interested. How about you – did you manage to vote?**
 INTERVIEWER NOTE: IF 'YES' PROBE FOR EACH ELECTION, MULTICODE OK

	%
Yes – ALL: UK Parliament general election	84
Yes - ALL: Local government election	79
Yes - ALL: Mayoral election	70
Yes – BEDFORD ONLY: Referendum on increasing Police's share of Council Tax	82*
No (GO TO DEMOGRAPHICS)	15
Don't know (GO TO DEMOGRAPHICS)	0

*Rebased for respondents in Bedford only.

- Q2. And did you manage to vote in any parish or town council elections? IF 'NO' PROBE IF THERE WERE PARISH/TOWN ELECTIONS IN THEIR AREA.**

	%
<i>Base: All who voted in BEDFORD, COPELAND, MANSFIELD AND TORBAY</i>	<i>(265)</i>
Yes	51
No – did not vote	16
No – there were no parish/town elections in my area	24
Don't know/can't remember	9

- Q3. Did you vote on 7 May...**

	%
<i>Base: All who voted</i>	<i>(500)</i>
In person at polling station	77
By post	22
By proxy (INTERVIEWER NOTE: by getting someone to vote on your behalf)	1
Other	*
Don't know/can't remember	0

Q4. **People have many reasons for voting or not voting in elections and referendums. Why did you decide to vote in the [ELECTIONS THEY VOTED IN] and not to vote in [ELECTIONS THEY DID NOT VOTE IN]?**
MULTICODE OK.

	% (107)
<i>Base: All who did not vote in all elections</i>	
NO INFORMATION/INDECISION/COMPLICATED	17
I didn't know enough about the mayoral election	8
I did not get enough information on the mayoral election	8
I didn't know enough about the local election	7
I did not get enough information on the local election	4
I didn't know enough about the referendum	1
ELECTION NOT IMPORTANT/NOT INTERESTED	17
The mayoral election was not important to me	9
The local election was not important to me	5
I was not interested in the mayoral election	5
There was no point in voting for the mayoral election because my vote would have not made a difference	3
There was no point in voting for the local election because my vote would have not made a difference	3
I was not interested in the local election	1
The referendum was not important to me	*
CANDIDATES/PARTIES	7
I didn't like the parties/candidates in the mayoral election	4
I didn't like the parties/candidates in the general election	2
I didn't like the parties/candidates in the local election	1
BALLOT PAPERS/VOTING SYSTEM	1
I did not understand the voting system for the local election	1
Other	67
There were no MAYORAL elections in my area	17
There were no LOCAL elections in my area	12
I am not eligible to vote in elections	7
Was not given an option	4
Lack of candidates/parties to vote for	2
I never vote in the GENERAL/LOCAL/MAYORAL/REFERENDUM elections	2
Did not know I could	2
Did not receive polling card/ballot paper	1
Other	15
None of these / no reason	4
Don't know	3

Q5. Which of these statements best describes your attitude towards voting at each of the following elections?

	Always vote %	Some- times vote %	First time voter in 2015 %	Never vote %	Not been eligible %	Don't know/ Can't remember %
<i>Base: All who voted .(500)</i>						
UK general elections	81	9	8	0	2	*
Local government elections	70	18	9	1	1	2
Mayoral elections	55	14	17	7	2	5
BEDFORD ONLY: Referendum, such as the AV referendum	69	11	12	3	1	4

Q6. Some people have told us they intentionally spoiled their ballot paper by deliberately leaving the ballot form blank or by not voting in the instructed way. They did this to register a protest. Did you intentionally spoil any of your own ballot papers or not? INTERVIEWER PROBE: IF YES, WHICH BALLOT PAPERS? MULTICODE OK.

	% (500)
<i>Base: All who voted</i>	
No	97
Yes – All ballot papers	0
Yes - UK General election ballot paper	*
Yes - Mayoral election ballot paper	1
Yes - Local government election ballot paper	1
Yes - Referendum ballot paper (BEDFORD ONLY)	0
Don't know/Can't remember	1

SPLIT SAMPLE

Q7. Some people told us that they would have not voted in the local council election had the general election not been held on the same day. How about you, do you think you would have voted in the local council election on Thursday 7 May if there had not been a general election?

	% (252)
<i>Base: Half of those who voted</i>	
Yes – would have voted	73
No – would have not voted	22
Don't know	5

SPLIT SAMPLE

Q7a Some people told us that they would have not voted in the mayoral election had the general election not been held on the same day. How about you, do you think you would have voted in the mayoral election on Thursday 7 May if there had not been a general election?

	% (248)
<i>Base: Half of those who voted</i>	
Yes – would have voted	68
No – would have not voted	21
Don't know	11

Q8. **How much, if anything, did you feel you knew about the elections (BEDFORD: and referendum) on Thursday 7 May? Thinking about [ELECTION] would you say you knew...**

<i>Base: All who voted (500)</i>	Great deal %	Fair amount %	Not very much %	Nothing at all %	Don't know %
ALL: UK Parliament general election	37	52	9	1	1
ALL: Local government election	19	41	33	6	2
ALL: Mayoral election	13	37	32	13	5
BEDFORD: Referendum on increasing the Police's share of Council Tax	17	31	36	14	2

Q9. **For each of the following statements, would you say it was very easy, fairly easy, neither easy nor difficult, fairly difficult or very difficult to access information on....? READ OUT. SINGLE CODE FOR EACH. RANDOMISE ORDER. REVERSE SCALE**

<i>Base: All who voted (500)</i>	Very easy %	Fairly easy %	Neither easy nor difficult %	Fairly difficult %	Very difficult %	Don't know %
How to cast your vote at the UK general election	63	28	2	2	2	2
How to cast your vote at the Local election	54	31	4	4	4	4
How to cast your vote at the Mayoral election	47	25	6	7	5	11
BEDFORD: Referendum on increasing Police's share of Council Tax	41	25	8	12	9	4

VOTING PROCESSES AND PRIORITIES

Q10. **Generally speaking, how satisfied or dissatisfied are you with the procedures for voting in elections and referendums in Great Britain?**

<i>Base: All who voted</i>	% (500)
Very satisfied	45
Fairly satisfied	35
Neither satisfied nor dissatisfied	10
Fairly dissatisfied	5
Very dissatisfied	5
Don't know	0

Q11. **Why do you say you were dissatisfied with the procedure for voting in elections?** MULTICODE OK.

	%
<i>Base: All who are fairly/very dissatisfied</i>	
The system is not fair	36
Disagree with First-Past-the-Post/Don't like the voting system	32
Need more options/opinions/choice	13
Should be simpler	9
Many people didn't get to vote/register	8
Not enough information/media coverage	7
Voting process should be available online	7
Voting should be spread over a few days	6
Poorly organised	5
Issues with postal voting	5
Everyone should vote/compulsory	5
People don't/didn't understand what the elections were about. Too complicated	4
Issues with secrecy/anonymity of voting	4
Voting system should be more secure	3
Because of the outcome/dismay with election results	3
Voting process should be available by email	3
Too many elections taking place on the same day	3
Don't trust them/don't fulfil their promises	2
Length of time it takes	2
Outdated methods/paper based/dropping ballots into the box	1
Not enough polling stations to choose from	1
Process is poorly represented/misrepresented	1
Rude/incompetent polling station staff	1
Other	10

Q12. **How confident, if at all, are you that the elections were well run on Thursday 7th of May?**

	%
<i>Base: All who voted</i>	
Very confident	45
Fairly confident	44
Not very confident	7
Not at all confident	3
Don't know	1

Q13

Why do you say that you are not confident that the elections were well run? MULTICODE OK

	%
<i>Base: All saying not very/not at all confident that elections were well run</i>	
Voting system	29
Outdated/unfair voting system	29
People's opinions are not valued/vote will make no difference	5
Lack of information	21
Lack of information/publicity/don't know much/anything about it	13
Information confusing/some people didn't understand what the vote was for	6
Lack of information about the candidates	4
Politicians/political system	17
Mistrust/Don't stick to their promises/just in it for themselves	17
Polling station/ballot issues	15
Badly run/organised	12
Two/More elections on one day/too much to organise/handle	2
Too many ballot papers to complete	2
Low turnout	1
Fraud security	10
Corruption/fraud/fixed results	10
General impression/word of mouth	6
I had a bad impression	4
From what I have read/heard	2
Campaign issues/candidate	6
Little choice in who to vote to	3
TV/press coverage was biased/badly presented	3
Other	42
Other	42
None of these/no reason	3
Don't know	2

Q14 **Some people said it was difficult to fill in the ballot papers for the elections on 7th May. How easy or difficult did you find it to fill in the ballot paper for...** SINGLE CODE FOR EACH. RANDOMISE ORDER. REVERSE SCALE. READ OUT.

	Very easy	Fairly easy	Neither	Fairly difficult	Very difficult	Don't know
	%	%	%	%	%	%
<i>Base: All who voted (500)</i>						
UK Parliament general election	81	14	2	1	*	2
Local government election	73	19	2	1	1	4
Mayoral election	65	16	2	3	2	12
BEDFORD ONLY:						
Referendum on increasing Police's share of Council Tax	80	9	2	2	4	4

Q15 **Why did you say it was difficult?.** MULTICODE OK.

	UK General Election	Local election	Mayoral election	BEDFORD: Referendum on increasing Police's share of Council Tax
	N (6)	N (11)	N (22)	N (4)
<i>Base: All who said fairly/very difficult</i>				
Too many ballot papers at once	1	1	1	0
Too many different candidates to consider (NOT REFERENDUM)	*	0	1	0
I did not understand how to mark the ballot paper	3	2	3	0
I was confused as to which ballot paper related to which election	0	1	2	3
I was confused about the different voting system	2	5	6	3
The list was too long / I struggled to find the candidate I was looking for (NOT REFERENDUM)	2	1	1	0
Lack of information/clarity/guidance	*	3	4	1
The first and second choice options	0	2	1	0
Didn't get a ballot paper	0	0	2	0
Lack of information about the candidates	0	0	1	*
Wasn't sure if I had filled it out correctly	0	0	0	1
Other	0	0	*	0
Don't know	0	0	2	0

Q16 **You said you voted in more than one election. How easy or difficult did you find it to fill in different ballot papers/more than one ballot paper on the same day for different elections? Was it...**

	%
<i>Base: All who voted in more than one election</i>	
	(475)
Very easy	73
Fairly easy	19
Neither easy nor difficult	5
Fairly difficult	3
Very difficult	1
Don't know	0

Q17 **Why did you say it was difficult? MULTICODE OK.**

	N
<i>Base: All who said fairly/very difficult</i>	
	(16)
I was confused about the different voting system	5
Too many ballot papers at once	4
The instructions were not clear	4
I was confused as to which ballot paper related to which election	3
It was my first time voting	3
I was confused because ballot papers looked different	1
The lists were too long / I struggled to find the candidate I was looking for	1
I didn't know there were so many elections on the same day	1
Don't know	2

POLLING STATION

Q18 **Overall, how satisfied or dissatisfied were you with the process of voting at a polling station? Would you say...**

	%
<i>Base: All who voted at polling station</i>	
	(387)
Very satisfied	70
Fairly satisfied	20
Neither satisfied nor dissatisfied	5
Fairly dissatisfied	3
Very dissatisfied	2
Don't know	0

Q19 **Thinking back to when you went to vote at the polling station, how useful, if at all, was the help or support available from polling station staff on how to vote? Was it ...**

	%
<i>Base: All who voted at polling station</i>	
	(387)
Very useful	46
Fairly useful	15
Not very useful	6
Not at all useful	1
Didn't use them/need them	32
Don't know	0

Q20 **And again thinking back to when you went to vote at the polling station, how useful, if at all were any written instructions on how to vote, such as a poster on display in the polling booth or guidance on the ballot paper(s)? Were they...**

	%
<i>Base: All who voted at polling station</i>	
	(387)
Very useful	39
Fairly useful	23
Not very useful	3
Not at all useful	2
Didn't use them/need them	32
Don't know	1

VOTING BY POST

Q21 **How easy or difficult was it to understand what you had to do in order to complete and return your postal vote? Would you say....**

	%
<i>Base: All who voted by post</i>	
	(104)
Very easy	65
Fairly easy	28
Neither easy nor difficult	3
Fairly difficult	2
Very difficult	2
Don't know	0

Q22 **Thinking back to when you voted by post, how useful, if at all were any written instructions on how to vote and return your vote, such as guidance on the ballot paper(s)? Were they...**

	%
<i>Base: All who voted by post</i>	
	(104)
Very useful	69
Fairly useful	19
Not very useful	3
Not at all useful	0
Didn't use them/need them	9
Don't know	0

Q23 **Overall, how satisfied or dissatisfied were you with the process of voting by post? Would you say...**

	%
<i>Base: All who voted by post</i>	
	(104)
Very satisfied	79
Fairly satisfied	19
Neither satisfied nor dissatisfied	0
Fairly dissatisfied	1
Very dissatisfied	1
Don't know	0

ELECTORAL FRAUD

Q24 How much, if at all, do you think electoral fraud took place at the May 7th elections? Would you say that it happened...

	%
<i>Base: All who voted</i>	
A lot	8
A little	20
Hardly at all	21
Not at all	20
Don't know	31

Q25 Which one of the following best describes why you think electoral fraud or abuse took place on 7th May?

	%
<i>Base: All who said a lot/a little fraud took place</i>	
Posting voting is not secure	30
I saw stories in the media about electoral fraud	26
Because you don't have to provide identification to vote	25
General impression that fraud is a problem	24
Identity fraud is on the increase	18
People are registering other voters at the same address	15
People are registering multiple times	8
I heard from someone else that electoral fraud took place	6
Voting was done in pencil /not pen	2
Lots of spoiled votes	2
Vote rigging/set up	1
Problems with the counting process	1
Funder influence over the election	1
Because of the outcome/dismay with election results	1
Not everyone votes/voting should be made compulsory	1
I have first-hand experience of electoral fraud	1
Because of foreigners/immigrants voting	1
Mistakes happen	1
I do not think electoral fraud took place	*
Don't know	6