

22<sup>nd</sup> May 2014  
Polls

Post-polling day  
opinion research  
report: UK

July 2014

Prepared by ICM Research on behalf of The  
Electoral Commission.

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# 1 Executive summary

## Registration

- 95% of UK adults believe they are currently registered to vote, either at their current address (93%) or somewhere else (2%). Only 4% do not think they are on the electoral register.
- A large majority (82%) of people are satisfied with the procedure for getting their name onto the electoral register.

## Turnout

- Turnout for the European Parliamentary elections which took place across the UK on 22nd May was 35.6% of the eligible electorate, while turnout was 36.0% for the local government elections in England, and 51.3% for the local government elections in Northern Ireland.
- Most cite civic responsibility related reasons (70%) for voting in the elections. However, for many the rationale extended beyond principle or habit. Indeed just under half (47%) voted in order to express their view. This marks a departure from the 2012 PCC elections where it was predominantly principles rather than strong opinions that drove people to the polls.
- The majority of non-voters (57%) cite circumstantial reasons for not voting, such as being too busy. Electoral apathy is also a factor, with many non-voters citing disinterest or a belief that the elections were not important.

## Proposed changes to the voting process

- The majority of non-voters (54%) say they would have been more likely to vote if they could have voted online, while being able to vote at the polling station in the days before the elections (44%), or at weekends (33%), would also increase likelihood to vote.

- Among both voters and non-voters, there is strong support for reforms related to convenience, including voting at weekends, being able to vote at the polling station in the days before the election, or being able to vote online. The results imply that these reforms would do much more to encourage people to vote than other suggestions related to security and tackling electoral fraud.

#### Knowledge and information about the elections

- Levels of awareness for local council elections and European elections are similar, with half (49%) stating they knew at least a fair amount about each type of election.
- Information on the local council elections is perceived as having been easier to access than information on the European Parliament elections. This applies to all aspects, including information on how to vote, what the election was for, and parties and candidates.
- The majority (72%) agree that they had enough information to cast their vote at the local elections in England and NI. Again, the figure was lower for European Parliament elections across the UK, with six in ten (61%) agreeing they had enough information.

#### Voting processes and priorities

- There is no single aspect of the voting process which is considered a clear priority by the majority of the public. Voting being secret, voting being safe from fraud and abuse, a choice of voting methods and voting being easy or convenient are each held to be most important by around a quarter of the public.
- Almost three-quarters (75%) are satisfied with the procedure for voting in elections, compared to four in five (80%) who were satisfied with voting procedure following the European and local elections in June 2009. The proportion of respondents saying they are neither satisfied nor dissatisfied with the procedure for voting has increased from one in ten (10%) in 2009 to 14% in 2014.

- Three-quarters of the public (73%) say they are confident that the elections were well run. Of the 18% who are 'not confident', most say this is because they don't have enough information or don't know much about it.

### Voter experience

- Virtually all polling station/place voters (97%) say they were satisfied with the process of voting at a station, with 72% feeling 'very satisfied', and 25% saying 'fairly satisfied'.
- Satisfaction among postal voters is similarly high (96%), with 77% stating they are 'very satisfied'.
- 67% of the public perceive voting at a polling station/place as being 'convenient', while 53% think that postal voting is a convenient method.
- Guidance and support provided in polling stations is largely perceived to be useful (65%), although a significant minority find that they do not need or use the help available. Most postal voters (93%) find it easy to complete and return their vote.
- Most voters (94%) in dual election areas report that it was easy to fill in the ballot paper(s) for the election they were voting in.

### Electoral fraud

- Levels of understanding for electoral fraud remain similar to that seen in previous years. Just under half (46%) of the public think that they understand 'a lot' (12%) or 'a little' (34%) about electoral fraud, but a slightly larger proportion, 53%, know 'hardly anything at all' (29%) or 'nothing at all' (24%).
- The majority of the public (73%) are confident that voting in general is safe from fraud and abuse. Almost one-third (30%) believe some electoral fraud happened at the May 22nd elections, which is in line with previous post-election research.

## 2 Technical summary about the data

2.1 On the 22nd May 2014 the following elections took place across the United Kingdom:

- **England:** European elections plus local elections in some but not all areas (40.9% of the English 18+ population were in a single election area; 59.1% in a dual election);
- **Northern Ireland:** European elections plus local elections for 11 new shadow councils covering all areas (100% dual election);
- **Scotland:** European elections only (100% single election);
- **Wales:** European elections only (100% single election).

2.2 As part of the Electoral Commission's mandate to report on the administration of elections and referendums, it commissioned ICM Research to undertake interviews with a fairly balanced sample of voters and non-voters in order to understand their behaviours, motivations and attitudes toward the elections taking place.

2.3 This research report is based on 2,505 telephone interviews with voters and non-voters across England, Northern Ireland, Scotland and Wales.

2.4 All interviews were conducted on 27<sup>th</sup> May - 9<sup>th</sup> June 2014, by telephone. All respondents were selected at random, using Random Digit Dialed telephone numbers flagged at ward level (within the two booster locations).

2.5 The profile of the contacted sample was designed to match that of the eligible population by key demographics such as gender, age and work status.

2.6 In line with previous research, roughly equal numbers of voters and non-voters were sought to participate on the survey.

2.7 At the analysis stage, data was weighted to match the known demographic profile of each country and was weighted back to the proportional population share of the UK. This had the following impact on the data:

Table 2.1: Weighted and unweighted bases by country

	<b>Unweighted sample (Number of interviews conducted)</b>	<b>Weighted sample N</b>
<b>England</b>	1,001	2,105
<b>Scotland</b>	500	207
<b>Wales</b>	502	120
<b>Northern Ireland</b>	502	73
<b>English areas holding council elections</b>	700	1,244
<b>English areas not holding council elections</b>	301	861

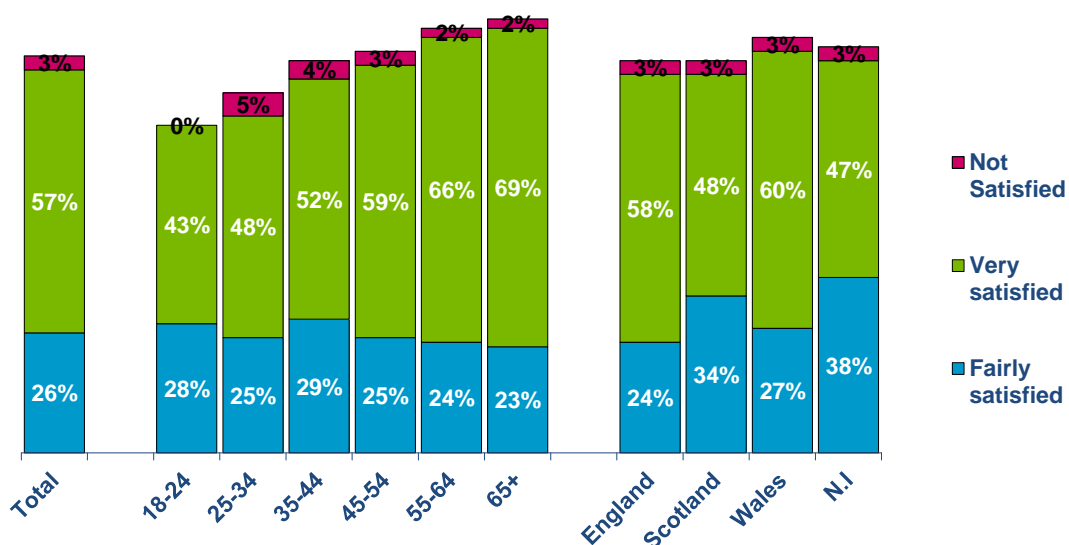
# 3 Registration, turnout and voting

## Registration

3.1 A large majority of respondents (95%) reported they are registered to vote, either at their current address (93%) or if not there, at another address (2%). Only 4% of people said that they would be unable to cast a ballot as a result of not being registered. Self-reported levels of registration are lower among 18-24 year olds, supporting the common view that the younger age group is less engaged in elections than the rest of the population.

3.2 Most people (82%) are satisfied with the procedure for getting their name onto the electoral register. Satisfaction increases steadily in line with age, again reinforcing the trend of greater engagement among older people. However, the lower satisfaction among young people does not reflect high levels of dissatisfaction; rather it indicates a greater propensity to say 'neither nor' or 'don't know', no doubt reflecting the lower incidence of registered voters among this group.

Figure 3.1. Satisfaction with procedure for registering to vote



Q2. How satisfied or dissatisfied are you with the procedure for getting your name on the list of those people who are registered to vote? Base: All respondents (2,505)



## Turnout issues

3.3 Turnout for the European Elections has been reported as 35.6% of the eligible electorate.<sup>1</sup> Our survey, like all those post-election surveys before it, purposively sought a balanced sample of voters and non-voters which makes it an unsuitable representation of overall turnout. However, it does allow us to compare turnout by demographic group if used in a relative rather than absolute context.

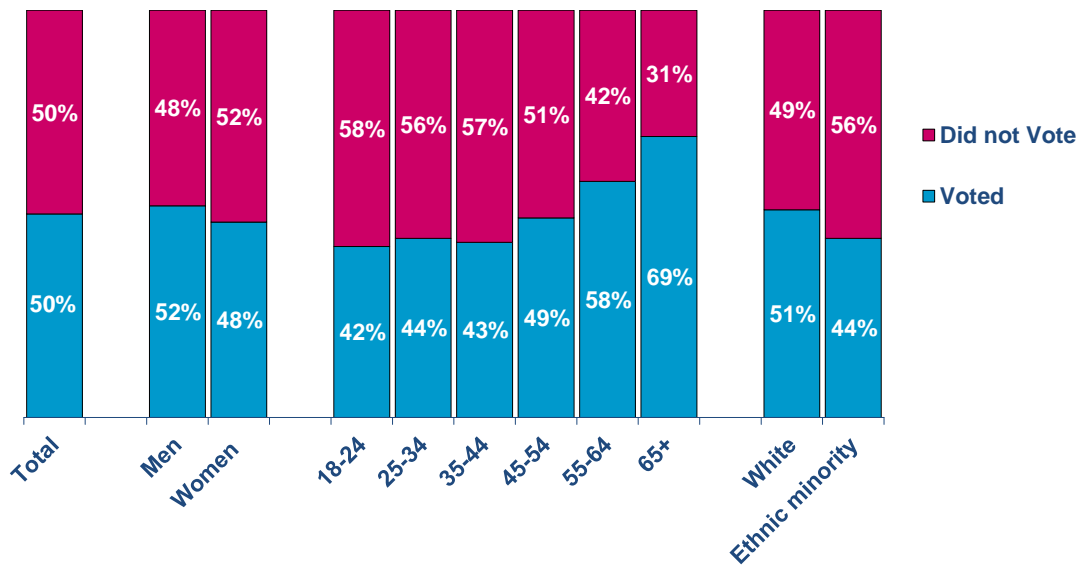
3.4 On this basis, we can observe some familiar characteristics, and some new ones. In the local elections, voter turnout remained relatively low until the age of 44, before steadily increasing in line with age. In a long-observed electoral trend, turnout among the 65+ age group (69%) exceeded all other age groups.

3.5 In the European elections, self-reported turnout also remains at a relatively low level among all age groups up until the age of 55, when the incidence of voters begins to increase steadily in line with age. People aged 18-24 are least likely to have voted in the European elections, compared to the over 65s, who are most likely to have cast their vote.

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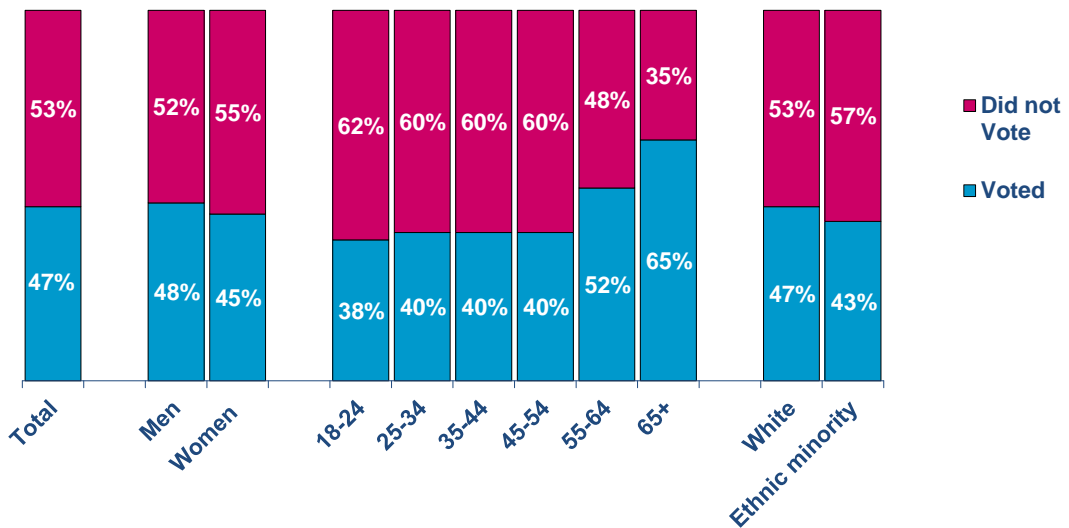
<sup>1</sup> BBC News: <http://www.bbc.co.uk/news/events/vote2014/eu-uk-results>

Figure 3.2. Reported turnout among specific groups: local elections



Q3. As you may know, on Thursday 22<sup>nd</sup> May there were local council elections in England/Northern Ireland. Many people have told us they didn't manage to vote on 22<sup>nd</sup> May. How about you - did you manage to vote in the... Base: All respondents (1,202)

Figure 3.3. Reported turnout among specific groups: European elections



Q3. As you may know, on Thursday 22<sup>nd</sup> May there were European elections. Many people have told us they didn't manage to vote on 22<sup>nd</sup> May. How about you - did you manage to vote in the... Base: All respondents (1,202)

## Reasons for turning out, or failing to do so

3.6 The main reasons for voting in elections once again relate to civic responsibility, with seven in ten (70%) citing reasons that fall under this category<sup>2</sup>. Specifically, more than half (54%) of voters state that they did so because it is important to vote/it is my civic duty/everyone should vote/it is my right to vote, while one fifth (18%) state that they always vote. A related argument stems from an historical appreciation: around one in nine (12%) say that people fought to win the right to vote.

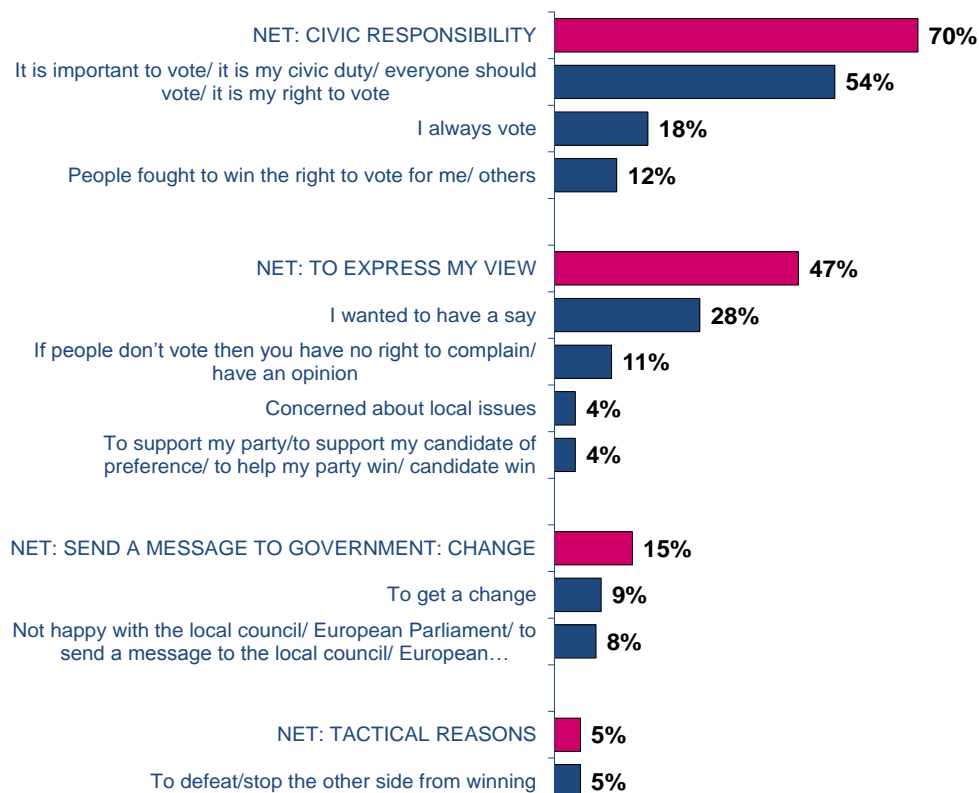
3.7 In 2014, many voters cited reasons relating to a desire to express their view (47%): over a quarter (28%) cite they wanted to have a say, while 11% state that if people don't vote then they don't have the right to complain/have an opinion. A further 15% say they voted in order to send a message to government relating to the need to change.

3.8 The 2012 PCC elections saw a low-point in people saying they voted because they wanted to have their say (16%). Instead, a high proportion claimed to have done so because it is their civic duty (58%) or because they always vote (23%), the implication being that many voted because they felt duty-bound rather than because they had a genuine interest in the issues at stake. In 2014, civic duty and habitual voting clearly still played an important part in driving voters to the polls, but it is clear that a substantial proportion of the electorate wished to express their view on local and European issues.

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<sup>2</sup> The overall NET figure is made up of a number of specific reasons which fall under the same theme. The constituent figures may not add to the NET figure, as some respondents will have cited multiple reasons but the overall NET figure will only count each respondent once.

Figure 3.4. Reasons given for voting in elections



Q8. People have many reasons for voting in elections and referendums. Why did you vote on Thursday 22<sup>nd</sup> May? What else? Base: All who voted (1,326). Nb responses <2% are not displayed.

3.9 In the 2014 polls it was primarily circumstantial factors that prevented people from voting. Almost 3 in 5 (57%) non-voters cite reasons relating to circumstances to explain why they did not vote, whether it is not having enough time / being too busy (26%), intending to vote but not being able to on the day (10%), forgetting (9%) or being away on the day of the vote (9%). In the June 2009 elections, half (49%) of non-voters cited circumstantial reasons for not having cast their vote, which is a slightly smaller proportion than in 2014.

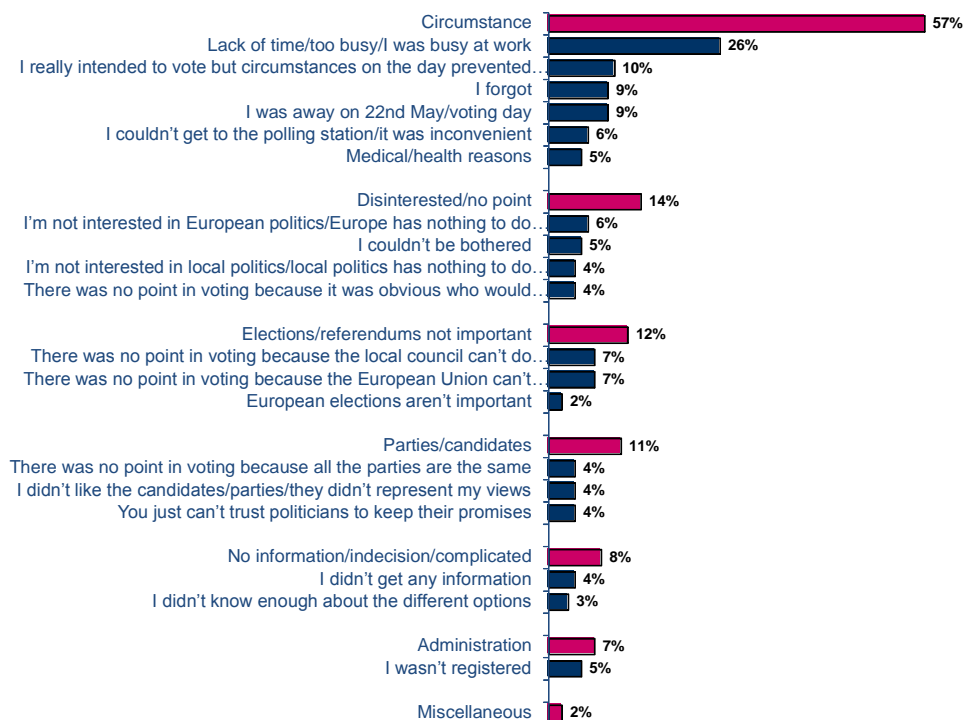
3.10 In the 2010 General Election, only 31% gave a circumstances-based reason for not voting. In subsequent elections (mostly local elections and referendums) we have seen figures closer to the 50% mark. It therefore appears that circumstances are more likely to be a reason given for not voting in elections which are perceived as being less 'critical'.

3.11 The prevalence of circumstantial barriers in 2014 marks a departure from the 2012 PCC elections, in which a lack of awareness was cited as the primary reason for people staying away from the polls. Indeed in 2014 only 8% of non-voters cite reasons relating to a lack of information as a reason for not voting, which is in line with the 2009 post-election research (9%). In Scotland, 14% of non-voters cite reasons relating to a lack of information for not having cast a vote.

3.12 People who are in work, whether it is full-time (36%) or part-time (29%), are more likely than their unemployed (9%) and retired (6%) counterparts to report that a lack of time/being too busy/being at work prevented them from voting.

3.13 A degree of electoral apathy is also evident, with 14% citing reasons relating to disinterest / thinking there is no point. In particular, just over one in ten (12%) state that the elections were not important, while 11% blame the parties and candidates for their abstention.

Figure 3.5. Reasons given for not voting in elections



Q6. People had many reasons for not voting in elections. Why did you not vote in the elections on 22<sup>nd</sup> May? Base: all who did not vote (1,179). Nb responses <2% are not displayed.

## Solving Turnout Issues

3.14 Non-voters were presented with 5 proposals for reforms to voting and were asked whether each would have made them more likely to vote, less likely to vote, or would have made no difference one way or the other.

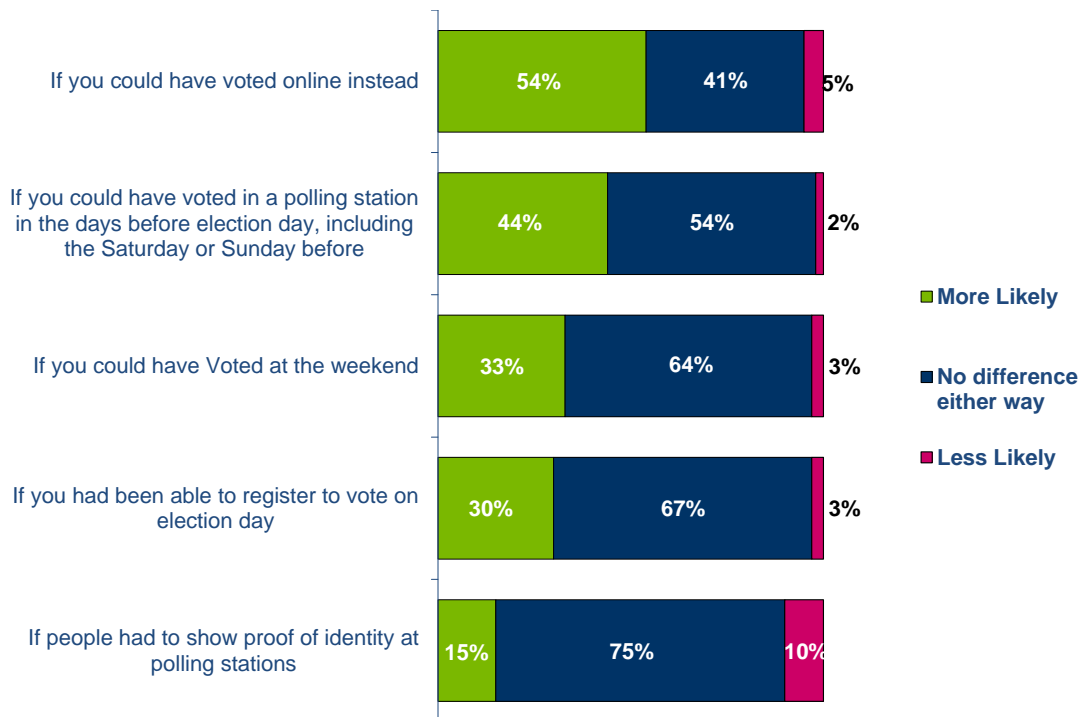
3.15 More than half (54%) of non-voters say that having been able to vote online would have made them more likely to cast their vote, making it the single most efficacious solution of all the proposals presented in the survey. This proposal would seemingly have a large impact on encouraging greater participation from younger people: more than two-thirds of 18-34s (67%) say they would have been more likely to vote if they could do so online. Relatedly, people in employment, whether it is full-time (65%) or part-time (53%), also believe they would have been more likely to vote if they could have done so online.

3.16 Non-voters report that they would be more likely to vote if proposals relating to extending polling station opening-hours were implemented. More than two in five (44%) say they would have been more likely to vote if they could have voted in a polling station in the days before election day (including the Saturday or Sunday before). Likewise one in three (33%) would have been more likely to vote had they been able to do so at the weekend. Unsurprisingly these proposals receive a great deal of support from people in work and the younger age groups.

3.17 According to a third of non-voters (30%) the ability to register to vote on the day would have made them more likely to cast a vote. This sentiment is strongest among young people aged 18-24 (40%) and 25-34 (39%), who we already know are less likely to have their name on the electoral register than their older counterparts. Full-time workers (33%) are also more likely than average to say that being able to register on the day would have made them more likely to vote.

3.18 Reforms related to convenience apparently have a greater bearing on propensity to vote than issues relating to safety and fraud. Only 15% say that requiring people to show proof of identification (ID) would make them more likely to vote, with the bulk of non-voters saying it would make no difference one way or the other. The only group which would be more likely to vote as a result are those who perceive electoral fraud to be an issue (25% would be more likely to vote vs. 13% of those who do not think fraud is a problem). However, this particular proposal sees some opposition from non-voters, with a minority saying that they would be even less likely to vote as a result of this change. One in ten (10%) say they would be less likely to vote if they were required to bring proof of ID to a polling station. This negative impact on likelihood to vote is stronger for those with a disability (23%) and people aged 35-44 (16%).

Figure 3.6. Increasing turnout



Q4. Would you have been more likely to vote if... Base: All who did not vote (1,179). "If people had to show proof of identity at polling stations" was not asked in Northern Ireland, base: (953).

## Support and opposition for changes to the voting process

3.19 Voters and non-voters alike were asked whether they support, oppose, or neither support nor oppose 8 proposed reforms to the voting process.

3.20 The greatest support is given to reforms related to convenience, whether it is being able to vote at weekends (70%), being able to vote in the polling station in the days before the election (65%) or being able to vote online (63%). Unsurprisingly, given the trends observed in the preceding analysis (see 'solving turnout issues') young people and workers are most likely to lend their support to options affording greater flexibility in the voting process.

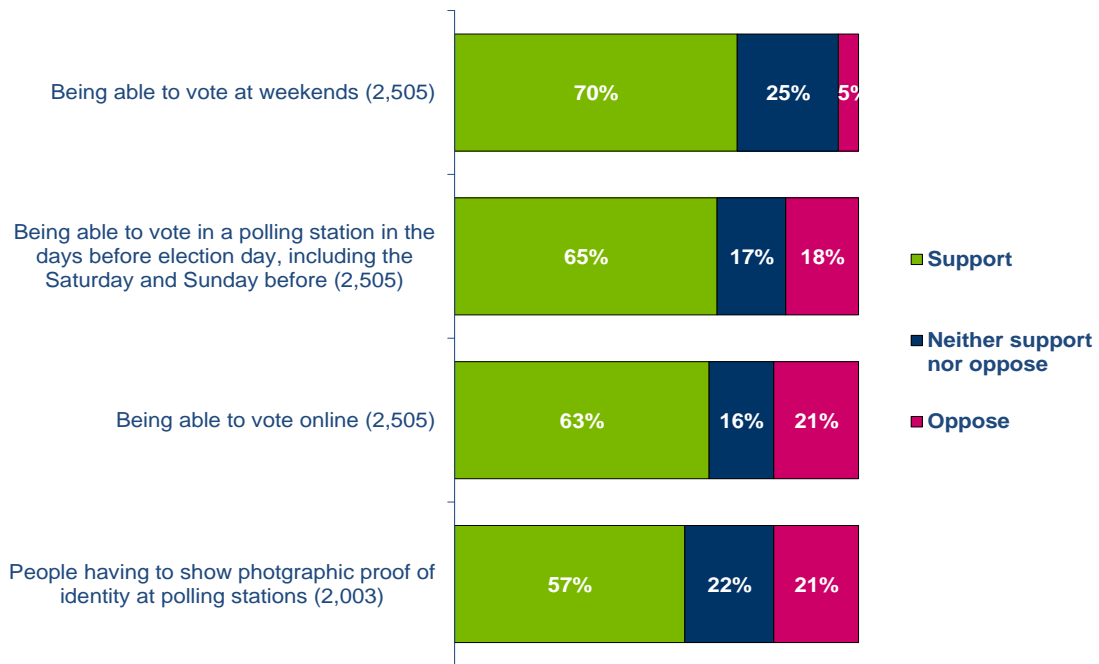
3.21 Two of the proposals presented to respondents related to requiring voters to present proof of ID at polling stations. Almost three in five (57%) support the idea of people having to show photographic ID at polling stations, making this proposal more popular than the suggestion that people should show non-photographic proof of ID (37%). We can infer that this disparity is driven by the belief that if proof of ID is going to be introduced, it might as well be done robustly. After all, among those who are concerned about electoral fraud, support for photographic ID stands at 68% (compared to 54% among those who do not think fraud is a problem), while support for non-photographic ID stands at just 40% (in line with the views who do not believe that electoral fraud is a problem, 39%). Contrary to the findings among non-voters (see above), in the total population people with disabilities are just as likely as others to support proposals requiring proof of identification.

3.22 Two in five support the proposal to allow everyone to vote from the age of 16 (41%). Interestingly, 18-24s (40%) are among the least enthusiastic about the proposal, demonstrating significantly less support than people aged 25-34 (52%) and 35-44 (48%). A majority of those aged 55+ (63%) oppose the proposal.



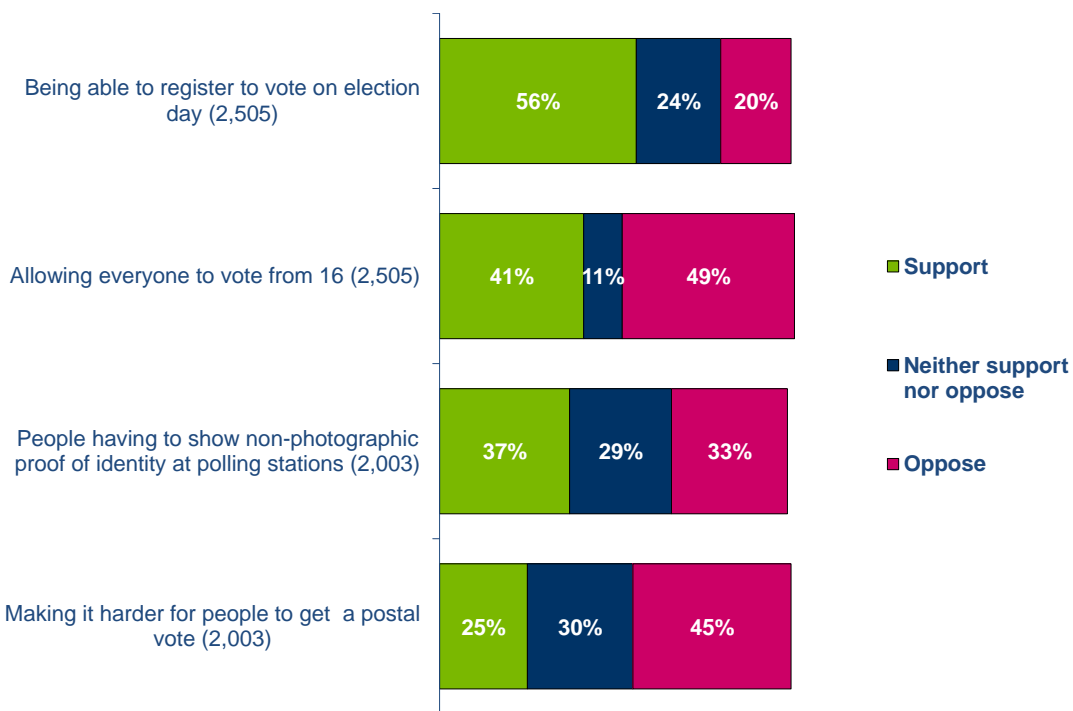
3.23 A quarter (25%) of the electorate support proposals to make it harder to get a postal vote. As we would expect, postal voters themselves (21%) are less inclined to support the motion than their polling station voting counterparts (33%). Some of the strongest support for this reform comes from people who are concerned about electoral fraud (34% compared to 21% among those who are not concerned). However, 45% oppose making it harder for people to get a postal vote; opposition is firm among full-time workers (50%).

Figure 3.7. Support and opposition for changes to the voting process – 1 of 2



Q5. For each of the following, would you support, oppose, or neither support nor oppose introducing these measures at future elections? Individual base sizes shown in brackets.

Figure 3.8 Support and opposition for changes to the voting process – 2 of 2



Q5. For each of the following, would you support, oppose, or neither support nor oppose introducing these measures at future elections? Individual base sizes shown in brackets.

# 4 Knowledge and information about the elections

## Knowledge on elections

4.1 Given the well documented lack of knowledge and awareness on the 2012 PCC elections, there will be a great deal of interest in how much the electorate felt they knew about the European and local elections in 2014.

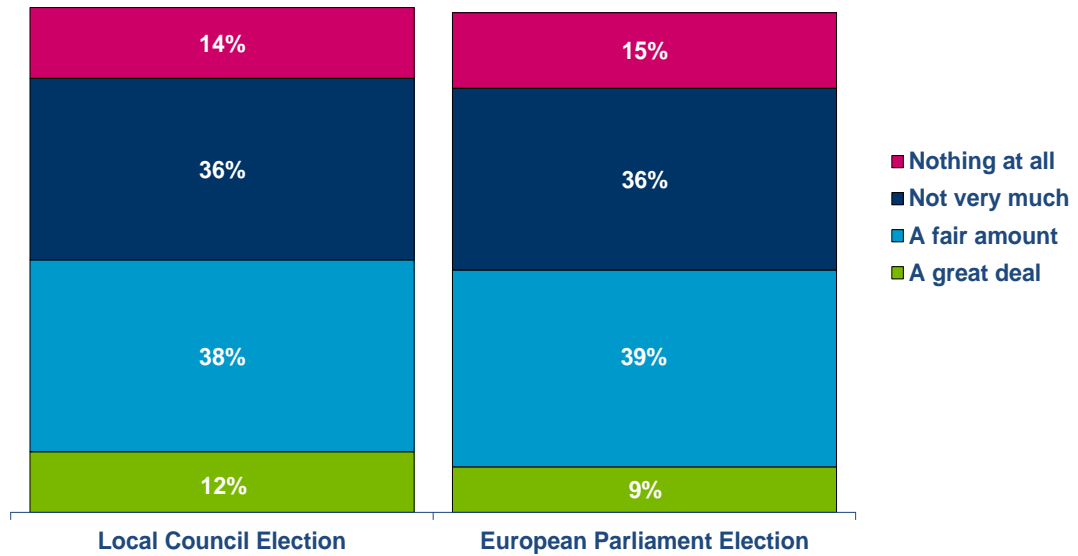
4.2 Just under half (49%) feel that they knew what the local council elections and/or European elections were about, with most saying they knew a fair amount as opposed to a great deal. These awareness levels are in line with the English local elections in 2012 (50%), but somewhat lower than the levels recorded in Scotland and Wales during the same polls. As we have come to expect, awareness of both elections was markedly higher among those who voted on the day.

4.3 Knowledge of the local elections was significantly higher in Northern Ireland (69%) than in local election holding areas in England where less than half (48%) said they knew a great deal / fair amount about them.

4.4 In contrast, knowledge of the European elections, which the entire UK electorate was able to vote in, was consistent across all countries at around 50%. Knowledge was higher in European election areas (i.e. those areas not holding local elections), possibly because local media attention was focused on a single poll rather than being split between two.

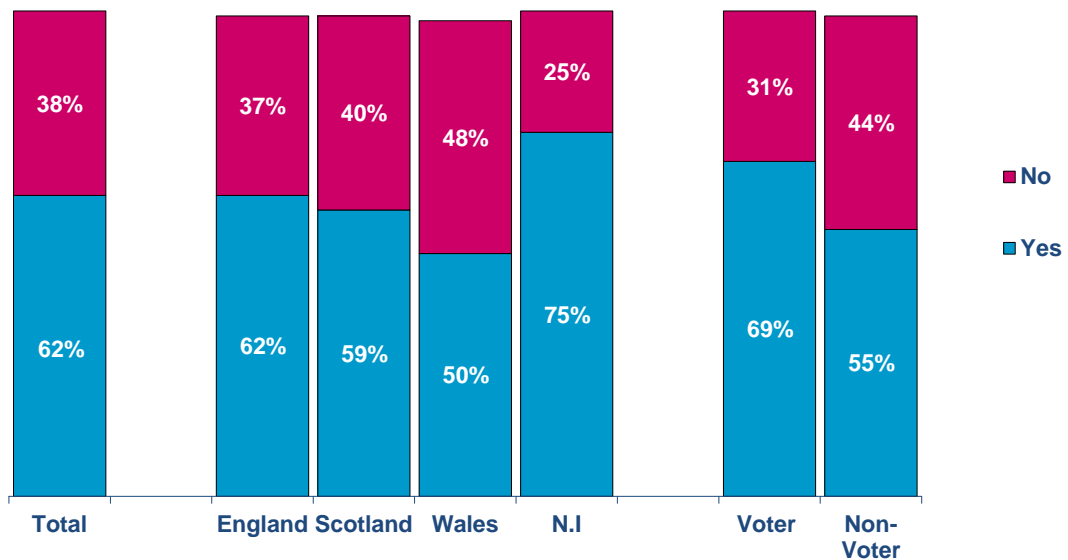
4.5 We can observe several familiar demographic trends in relation to awareness of the elections. Older people are much more likely than those aged between 18 and 34 to report knowing a great deal or fair amount about the polls, particularly when it comes to the local elections. Knowledge of the European elections was more divisive in relation to social grade, whereby the most affluent ABs report greater awareness than their CDE counterparts.

Figure 4.1. Level of knowledge on elections



Q10. How much, if anything, did you feel you knew about the local council election/European Parliament elections on 22<sup>nd</sup> May? European election base: (2,505); Local council elections base: (1,202).

Figure 4.2. Awareness of advertising, publicity and other information



Q11. Thinking back to before Thursday 22<sup>nd</sup> May, did you see or hear any advertising, publicity or other information about the local council election/European Parliament elections? By this, we mean advertising, publicity or other information about the election itself and what you needed to do, rather than information from campaigners? Base: All respondents (2,505)

## Awareness of advertising, publicity and other information

4.6 Most people (62%) saw or heard advertising, publicity or other information about the local council/European Parliament election(s). In Northern Ireland three-quarters (75%) say they saw or heard something, which far exceeds the figures in England (62%), Scotland (59%) and Wales (50%). This may partly be explained by the publicity surrounding the newly defined council boundaries.

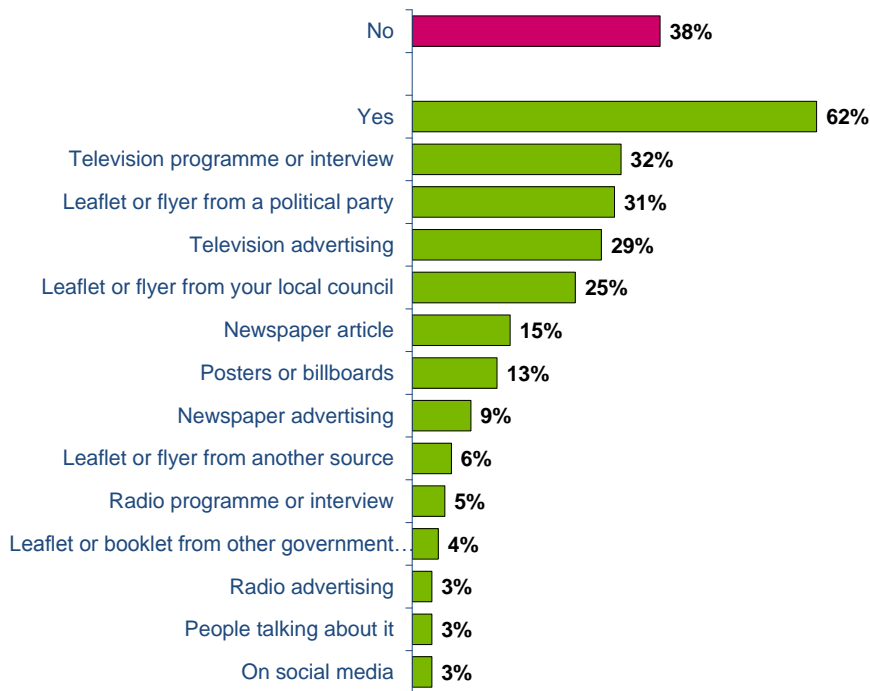
4.7 Awareness of advertising, publicity and other information on the elections was significantly higher in dual election areas (67%) than in areas where only the European elections were occurring (55%). Given the greater level of electoral knowledge expressed by voters, it is unsurprising that voters (69%) are more likely than non-voters (55%) to report having seen or heard something about the elections.

## Sources of information

4.8 Of the 62 per cent of the public who did see or hear something about the elections, most cite television (32%), leaflets or flyers from political parties (31%) and television advertising (29%) as the source of their awareness.

4.9 Sources of information vary markedly by age. Younger people aged 18-34 are significantly less likely to report seeing or hearing something through television programmes or interviews. By contrast, they are far more likely than their older counterparts to recall seeing or hearing something through posters or billboards. In a related trend, White British people are much more likely to cite television as a source of information than their BME counterparts are, which may in part reflect the slightly lower average age of BMEs in the UK.

Figure 4.3. Sources of information on election



Q11a. Thinking back to before Thursday 22<sup>nd</sup> May, did you see or hear any advertising, publicity or other information about the local council election/European Parliament election? By this, we mean advertising, publicity, or other information about the election itself and what you needed to do, rather than information from campaigners. Base: All respondents (2,505).

Q11b. Where did you see the advertising, publicity or other information? Base: All who saw advertising, publicity or other information (1,579). Nb responses <3% are not displayed.

## Ease of accessing information

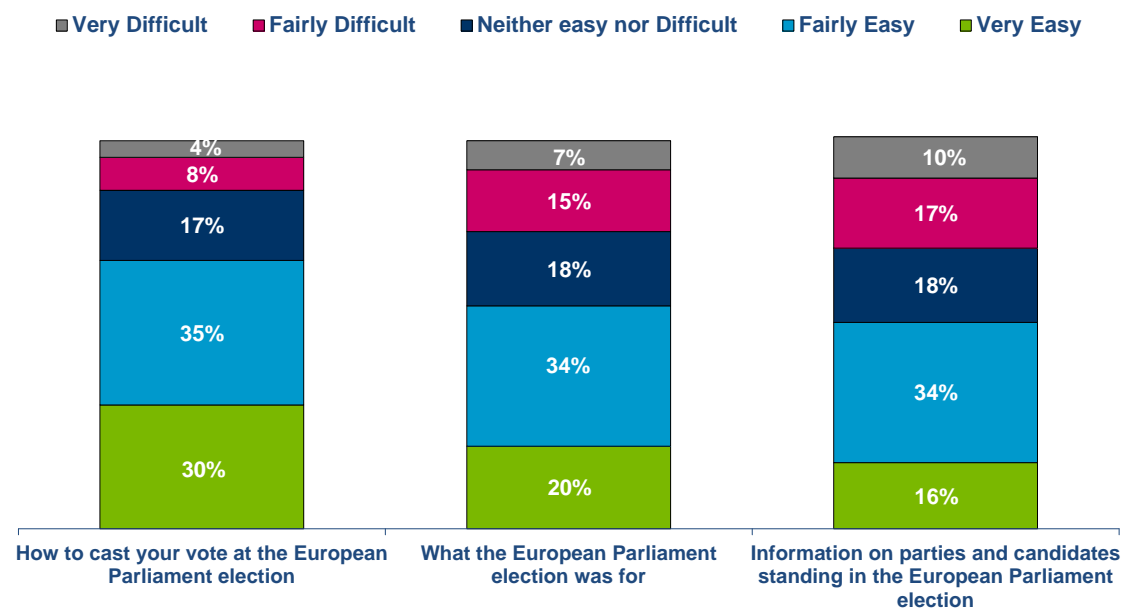
4.10 Two-thirds (65%) of adults believe that it was easy to access information on how to cast your vote at the European election. Despite this agreement on the ease of accessing procedural information, it was perceived as being less easy to access information on what the elections were for (54% say it was easy) and on parties and candidates standing in the European Parliament election (50%).

4.11 People in Northern Ireland are more likely to say that it was easy to access information on each of these things compared to people in other parts in the UK, with the exception of Scotland, where a full 72% of adults say it was easy to find out how to cast your vote in the election.

4.12 Unsurprisingly, people who felt they knew a great deal or fair amount about the European elections are much more inclined to say that information on these topics was easy to access. Related to this trend is the fact that voters are much more likely to report ease of access to information than those who did not vote in the election (84% compared to 48% among non-voters).

4.13 Given what we already know about young people being less engaged in politics and less likely to vote, we might expect to find that they would experience greater difficulty in accessing information on elections, or at least that they would perceive the information to be hard to access. However, the disparity between age groups is not as great as we might expect. For instance, 18-24s (47%) are just as likely as those aged 65+ (47%) to say that it was easy to find out about parties and candidates standing for election. Indeed in most cases young people have a greater propensity to say they found it 'neither easy nor difficult' to access information, which may suggest that the barrier to accessing information is lack of interest rather than the inability to reach it.

Figure 4.4. Ease of accessing information on European Parliament elections



Q12. 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... Base: All respondents (2,505)

4.14 There is a perception that information on local elections was easier to access than information on the European elections. Three-quarters (73%) agree that it was easy to find information on how to cast your vote at the local election, compared to 65% who said the same about the European Parliament elections. Almost two-thirds (63%) felt that information was readily available on what the local election was for, while well over half (58%) believe it was easy to find information on parties and candidates standing for local elections.

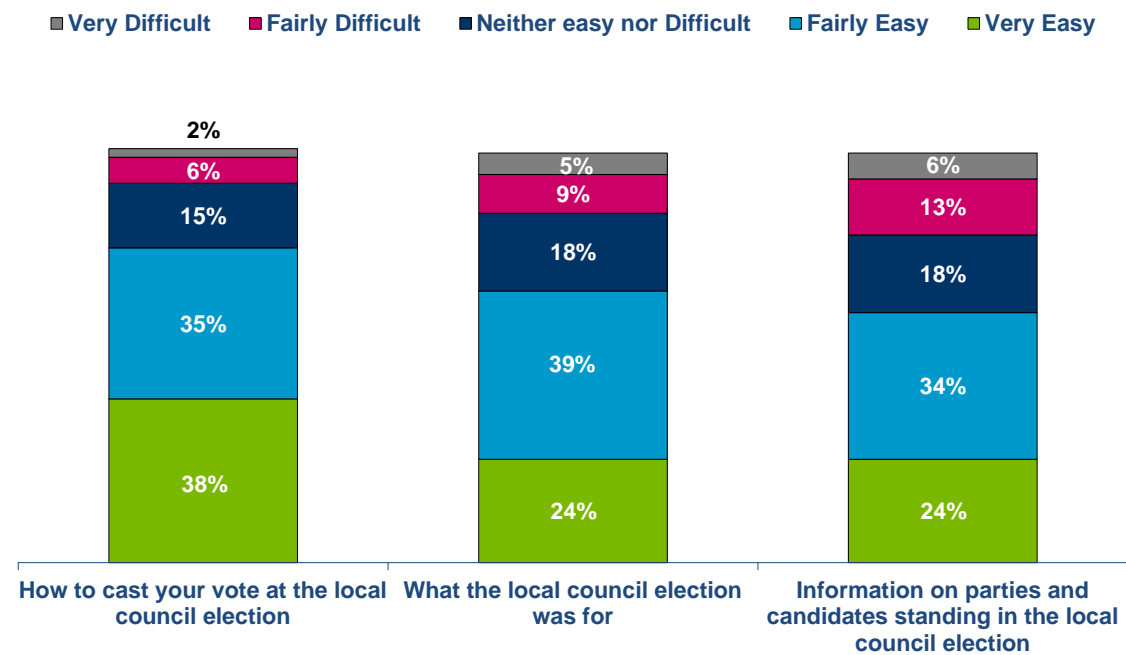
4.15 In a recurring theme, people in Northern Ireland perceive it to be far easier to access information on electoral issues than people elsewhere in the UK. For instance, 83% of people in Northern Ireland believe it was easy to access information on how to cast your vote at the local council election compared to 73% of people in England.

4.16 As was the case for the European elections, people who actually voted in the local elections are much more likely to report that it was easy to access information on various electoral issues compared to those who did not vote in the election.

4.17 There is significant disparity by age in terms of whether people found it easy to access information on what the local council election was for. Three-quarters (76%) of those aged 55-64 report that it was easy to find information on this subject, compared to just 55% of 18-24s. Similarly, a much larger proportion of over 55s (66%) state that it is easy to find information on parties and candidates standing in the local council election compared to 18-24s (46%).



Figure 4.5. Ease of accessing information on local elections



Q13. And now thinking about the local council election in your area, would you say it was very easy, fairly easy, neither easy nor difficult, fairly difficult or very difficult to access information on... Base: All where there was a local council election (1,202)

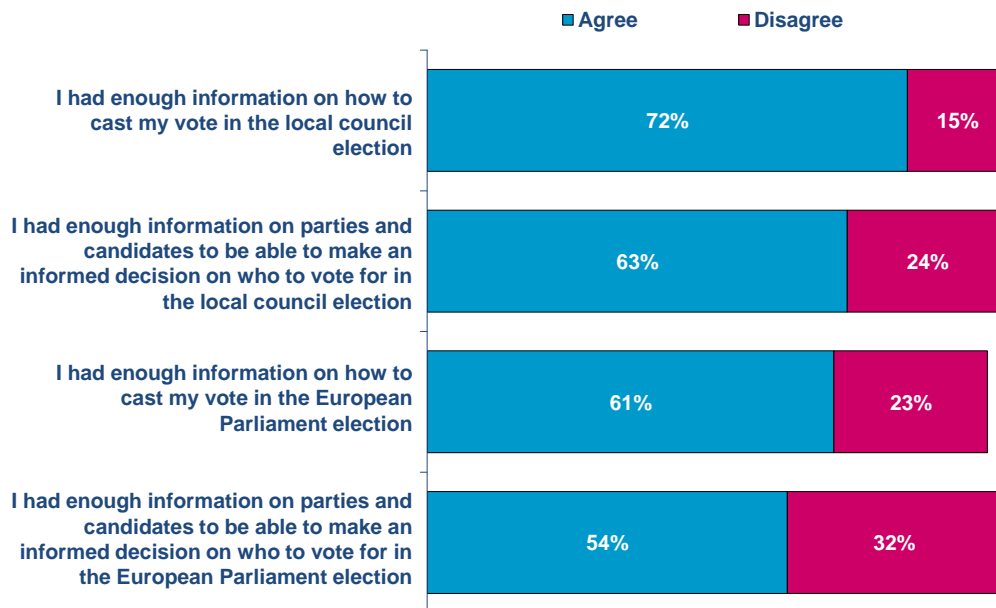
## Information provision

4.18 Information appears to have been more readily available for the local elections than it was for the European elections. Seven in ten (72%) say they had enough information on how to cast their vote in the local elections, in contrast to 61% who say the same about the European Parliament elections.

4.19 People are less likely to feel they had enough information on the parties and candidates standing at European elections (32% say they disagree) compared to those standing at local elections (24% disagree).

4.20 Once again, people in Northern Ireland are much more positive about information provision than elsewhere in the UK. Three-quarters (73%) felt they had enough information on how to cast their vote in the European Elections, and a full 85% say the same about the local elections.

Figure 4.6. Adequacy of information provision



Q14. To what extent do you agree or disagree with the following statements? Base: All where there was a European (2,505) or local council (1,202) election.

# 5 Voting processes and priorities

## Voting Priorities

5.1 The electorate are split in what aspect of the voting process is the most important to them when they cast their vote. Around half (49%) are most concerned about issues relating to secrecy and fraud, with a quarter (26%) stating that their vote being secret is the single most important priority to them, and a slightly smaller proportion (23%) stating that their vote being safe from fraud and abuse is most important to them. However, a similar proportion (46%) are most concerned with the convenience of the voting process, with 23% citing a choice of methods of voting as being the one aspect of the process which is most important to them, and 23% saying that voting being easy or convenient is most important to them. This split in opinion highlights how important each of these aspects of the process are; the fact that there is no clear hierarchy suggests that they hold equal importance.

5.2 Those who voted in the 22nd May elections are significantly more likely than non-voters to prioritise issues of principle, with three in ten (31%) most concerned about their vote being secret compared to one in five (21%) among non-voters, and a further three in ten (30%) most concerned about their vote being safe from fraud and abuse compared to 17% among non-voters. By contrast, those who did not vote in the 22nd May elections are significantly more likely than voters to prioritise practical issues, with three in ten (29%) most interested in having a choice of methods when voting compared to 17% among voters, and a quarter (26%) most interested in voting being easy or convenient compared to 20% among voters.

5.3 It might be expected that younger age groups are more likely to prioritise practical issues given their lower level of political engagement and higher level of support for more flexibility in the voting process; indeed, three in ten (29%) 18 to 34 year olds prioritise a choice of voting methods, compared to 19% of over 55 year olds. Priorities also vary by social grade: the least affluent group, DEs, are significantly more likely than any other socioeconomic group to be most concerned about voting being secret, (35% compared to 20% among C1s), while ABs are most likely to prioritise their vote being safe from fraud and abuse (30% compared to 16% among DEs).

## Satisfaction with voting procedure

5.4 Satisfaction with the procedure for voting in elections in Great Britain and Northern Ireland remains at a similar level, however, slightly fewer respondents report that they are satisfied with voting procedure compared to previous studies. The majority of adults are satisfied, with three quarters (75%) saying they are satisfied (2009: 80%), and three in ten (30%) saying they are 'very satisfied' (2009: 37%). However, the level of dissatisfaction remains similar, with one in ten (10%) stating they are dissatisfied (2009: 8%).

5.5 In line with previous research, older people are more supportive of the current system, with over 55s significantly more likely to be satisfied (86% compared to 64% among 18-34 year olds). Meanwhile, younger age groups are less likely to have a strong opinion, with a quarter (25%) of 18-34 year olds neither satisfied nor dissatisfied with current voting procedure.

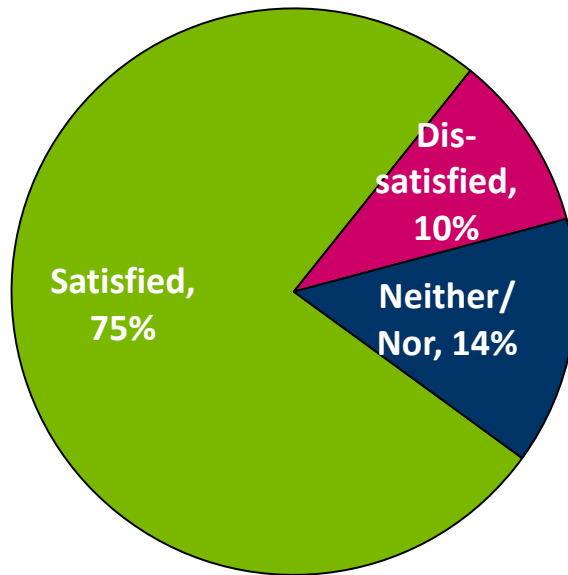
5.6 A higher degree of familiarity with the voting process is also linked to higher levels of satisfaction: Voters (90%), those who feel they know a great deal/fair amount about local elections (85%) and those who feel they know a great deal/fair amount about European elections (82%) are significantly more likely to be satisfied with the procedure for voting.

5.7 Among those dissatisfied with the voting procedure, more than half (54%) cite reasons relating to the ease and convenience of voting. One fifth (22%) are concerned about the difficulty of getting to a polling station, while others think that there should be more

choice on how and where to vote (14%) and that you should be able to vote online (14%).

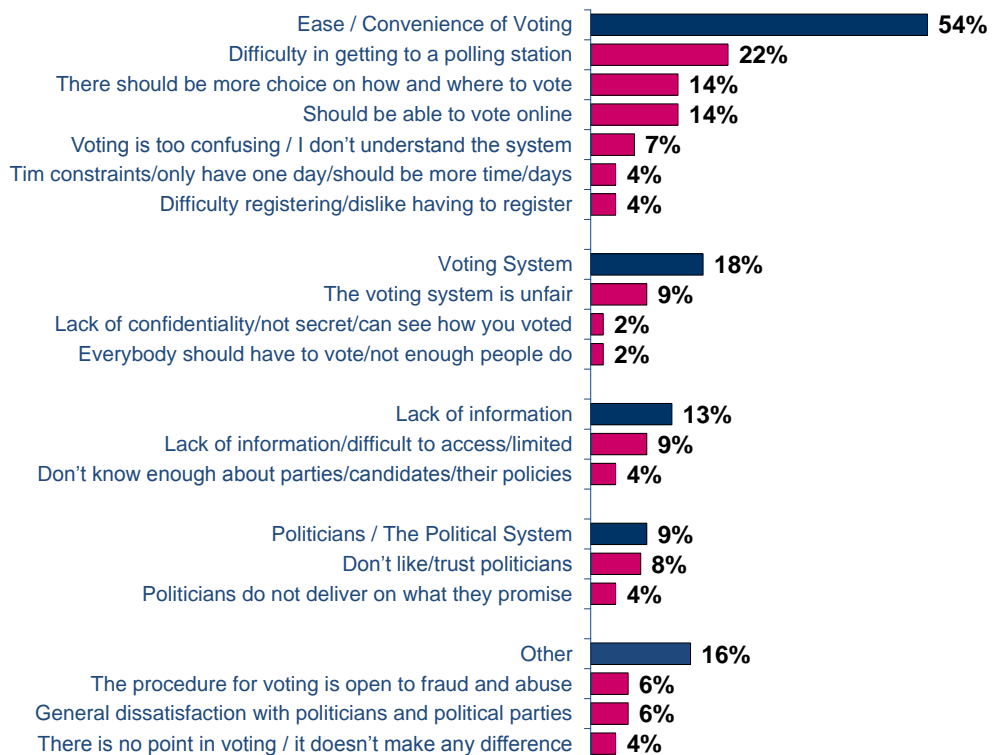
5.8 Just under one in five (18%) of those who are dissatisfied with the voting procedure refer to reasons relating to dissatisfaction with the voting system itself, such as a perception that the voting system is unfair (9%). A further 13% refer to reasons relating to a lack of information, with one in eleven (9%) saying either that the amount of information was insufficient, or that it was difficult to access.

Figure 5.1. Satisfaction with procedure for voting in elections



Q16. Generally speaking, how satisfied or dissatisfied are you with the procedure for voting in elections in Great Britain and Northern Ireland? Base: All respondents (2,505)

Figure 5.2. Reasons for dissatisfaction with procedure for voting in elections



Q17. Why do you say you were dissatisfied with the procedure for voting in elections? Base: All who are very/fairly dissatisfied with voting procedure (227)

## Confidence in the running of elections

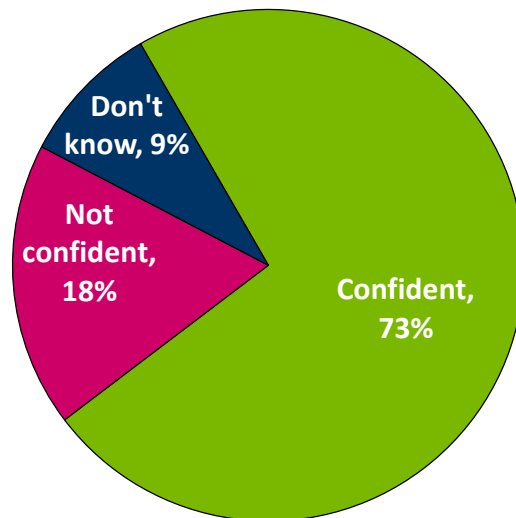
5.9 Confidence in the way in which the elections are run remains high. Three quarters (73%) are 'very' or 'fairly' confident that the elections held on 22nd May were well run. This is consistent with the level of confidence seen for post-election research conducted May 2012 (74%).

5.10 Confidence is significantly higher in those with either personal experience, or a larger degree of knowledge about elections. For example, voters (88%), those who feel they know a great deal/fair amount about local elections (85%) and those who feel they know a great deal/fair amount about the European elections (85%) are all significantly more confident that the elections were well run. Men are also significantly more confident than women (77% compared to 70%), and ABs (79%) are significantly more confident than other socioeconomic groups.

5.11 While confidence is generally high, a significant minority question how the election was run. One fifth (18%) are 'not very' or 'not at all' confident that the elections were well run. Those in Scotland are significantly more likely than those in Great Britain overall to say they are not confident that the elections were well run (23% compared to 18%). Those in election areas where only European Parliament elections took place are also significantly less likely to be confident in the running of elections than those in dual election areas, with 21% stating they are not confident that the elections were well run compared to 15% in dual election areas.

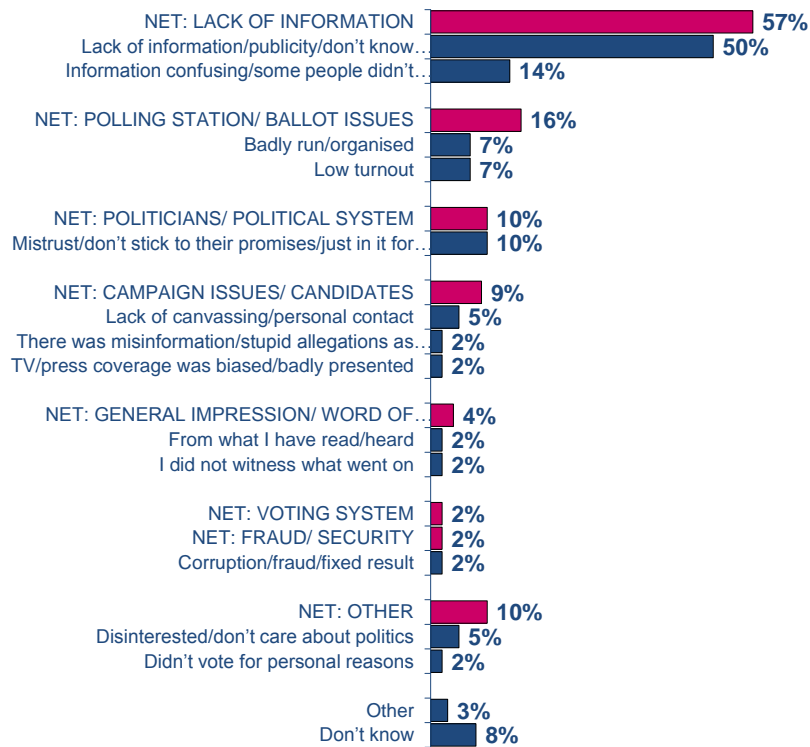
5.12 Among those who are not confident in the running of the elections on 22nd May, lack of information is the key reason for lower levels of confidence, with just under six in ten (57%) citing reasons relating to insufficient information. In particular, half (50%) say they don't have enough information or don't know much about it, while a further 14% say information was scarce or confusing, or that some people didn't understand what the vote was for. A minority (16%) refer to reasons relating to polling station and ballot issues, stating that the elections were badly run or organised (7%) or that turnout was low (7%). One in ten (10%) cite reasons relating to general mistrust of political processes.

Figure 5.3. Confidence in running of elections



Q18. How confident, if at all, are you that the local council election/European Parliament election was/were well run on 22nd May?  
Base: All respondents (2,505)

Figure 5.4. Reasons for lack of confidence in elections being well run



Q19. Why do you say that you are not confident that the local council election/European Parliament election was/were well run? Base: All who were not very/not at all confident that election(s) were well run (477)



# 6 The voter experience

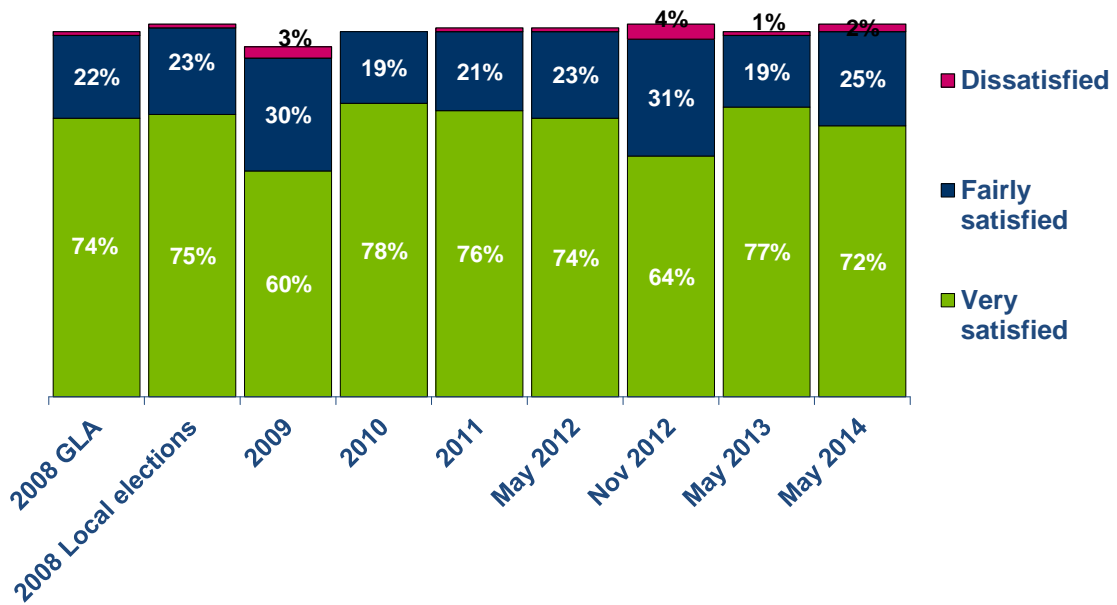
## Polling Station/Place Voting: Satisfaction and Convenience

6.1 There is a high level of satisfaction with the process of voting at a polling station. Virtually all who voted at a polling station (97%) say they were satisfied, which is consistent with previous studies (2009: 98%). Over seven in ten (72%) say they were 'very satisfied'. This is largely consistent across demographic and geographic sub-groups.

6.2 Polling stations are generally seen to be convenient, although there is some variation by country. Around two thirds (67%) of all respondents believe that voting at a polling station or polling place on 22nd May was convenient, with over a third (37%) describing it as 'very convenient'. One in ten (10%) believe that voting at a polling station was inconvenient. Those in Northern Ireland are significantly more likely than respondents elsewhere to be convinced of the convenience of voting at a polling station, with four in five (79%) stating it was convenient at the 22nd May elections, compared to just over six in ten (63%) in Wales and two thirds (67%) in England.

6.3 Voters are significantly more likely than non-voters to perceive polling station voting as convenient (83% compared to 52%). Among different types of voters, polling station voters (94%) are significantly more likely than postal voters (51%) to believe their chosen method of voting was convenient, suggesting that convenience was a factor in opting to use a postal vote.

Figure 6.1. Satisfaction with process of voting at a polling station/place



Q21. Overall, how satisfied or dissatisfied were you with the process of voting at a polling station/place? Would you say... Base: All who voted at a polling station/place (1,011)

Nb. Previous elections may differ in nature and cover different geographical areas, and any comparisons using trend data should therefore be treated as indicative only.

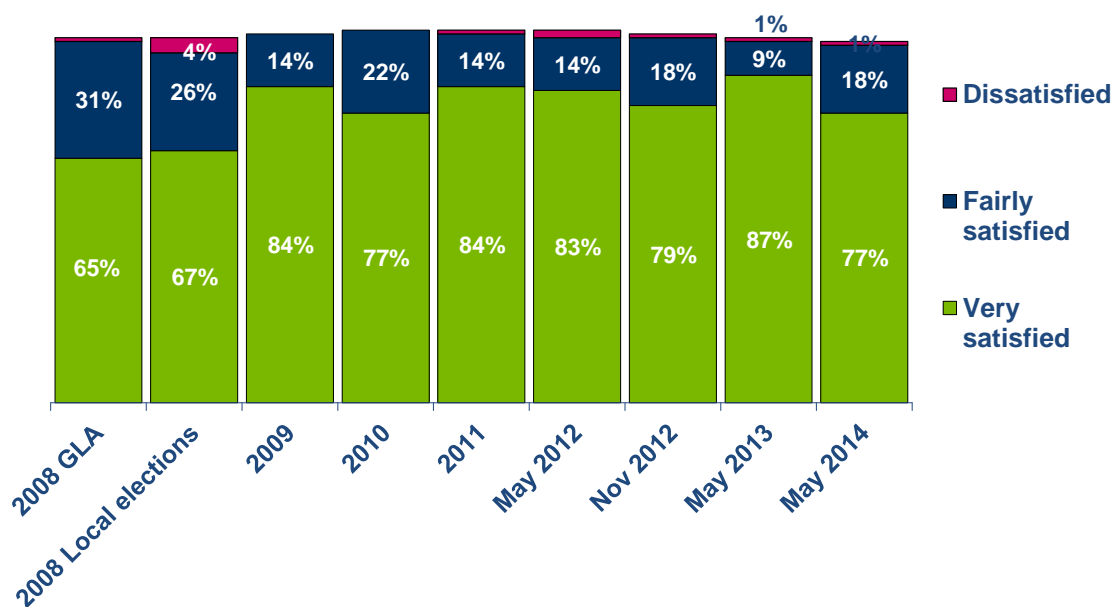
## Postal Voting: Satisfaction and Convenience

6.4 Similarly, views on postal voting are very positive, and remain largely consistent with previous research. Postal voters are generally satisfied with their experience of the voting process, with 96% saying they were satisfied, compared to 98% in June 2009. Over three quarters (77%) say they were 'very satisfied', while only 1% say they are dissatisfied.

6.5 Over half (53%) of all respondents believe postal voting in the 22nd May elections was convenient. A further 28% are neutral and just 6% say it was inconvenient. Voters (58%) are significantly more likely than non-voters (49%) to say that postal voting was convenient. Unsurprisingly, postal voters are more than twice as likely than polling station voters to perceive postal voting as convenient (94% compared to 46%).

6.6 Women (57%) are significantly more likely than men (49%) to perceive postal voting as convenient, while over 55s are significantly more likely than younger age groups to be convinced of the convenience of postal voting, with six in ten (60%) stating it was convenient.

Figure 6.2. Satisfaction with process of voting by post



Q26. Overall, how satisfied or dissatisfied were you with the process of voting by post? Would you say... Base: All who voted by post (307)

Nb. Previous elections may differ in nature and cover different geographical areas, and any comparisons using trend data should therefore be treated as indicative only.

## Guidance and Support in Polling Station

6.7 Satisfaction with the level of help and support available within polling stations is high. Two thirds (65%) say the support available was useful, with half (50%) describing it as very useful. Just 3% say it was not useful. A third (32%) of polling station voters, however, stated that they did not use or did not need the help or support available.

## Postal Vote Ease and Completion Issues

6.8 As in previous studies, virtually all who vote by post find it easy to understand what needs to be done to complete and return their postal vote. The majority of those voting by post found the process straightforward, with over nine in ten (93%) describing it as easy. Two thirds (67%) describe the postal voting process as very easy, while just 4% of postal voters found it difficult. This is largely consistent across sub-groups.

## Combined election issues

6.9 The majority of voters in each election type found it easy to fill in their ballot paper for the May 22nd elections, with no significant differences in ease of completion for different election types. Virtually all of voters in European Parliament elections found it easy to fill in their ballot paper (94%), as did 96% of voters in English local council elections and 93% of voters in council elections in Northern Ireland. Northern Ireland uses the STV voting system (single transferable vote) for both European Parliament elections and local elections; however, there are no significant differences for ease of completion of ballot papers between GB and NI. Further, there are no significant differences between demographic sub-groups.

6.10 Among voters in combined election areas on 22nd May, most people voting in both elections have little difficulty in filling in different ballot papers for two different elections. Virtually all of those voting in both elections state that they found it easy filling in the two different ballot papers (94%), with over three quarters (77%) describing it as 'very easy'. Only 2% describe it as difficult.

6.11 ABs are the most likely social grade to describe the voting process in dual election areas as easy, with 99% saying it was easy compared to 88% of C1s. Those aged between 35 and 54 (99%) are also significantly more likely to describe filling in two different ballot papers as easy compared to over 55 year olds (95%) and 18 to 34 year olds (88%). Interestingly, there are no statistically significant differences between those who knew 'a great deal/fair amount' and 'not very much/nothing' about either local or European elections.

# 7 Electoral fraud

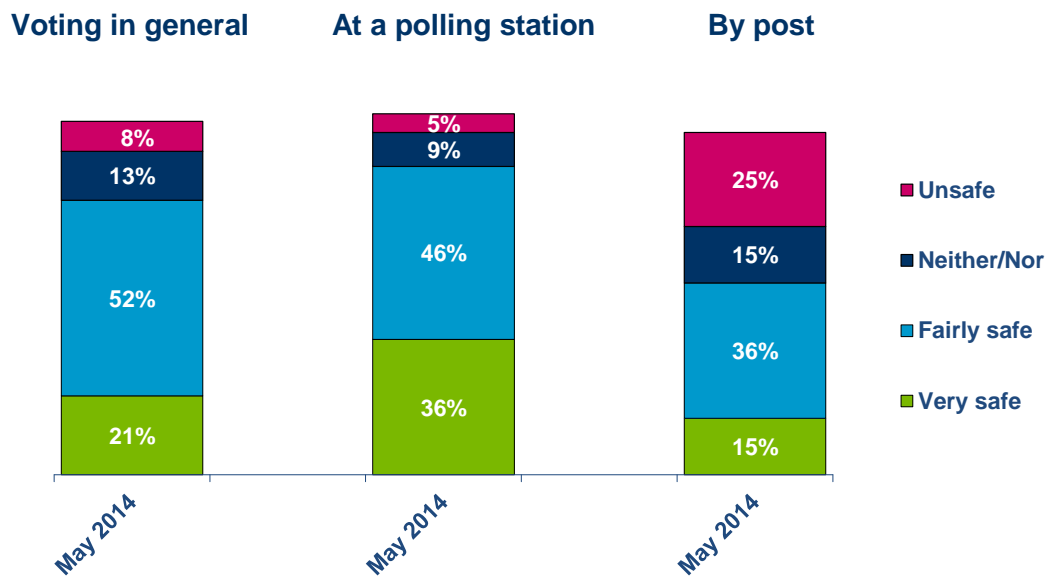
## Level of Understanding

7.1 Self-reported levels of understanding of electoral fraud are consistent with those reported after local and European elections in 2009, with 46% saying they understand at least a little about electoral fraud (2009: 44%). Just over one in nine (12%) say they understand 'a lot' about electoral fraud while one third (34%) understand 'a little'. Over half (53%) understand 'nothing' or 'hardly anything at all'.

7.2 Voters (17%) are significantly more likely than non-voters (7%) to report that they understand 'a lot' about electoral fraud. Conversely, non-voters (32%) are more than twice as likely than voters (15%) to say they know 'nothing at all' about electoral fraud. Men are significantly more likely than women to claim that they understand at least a little about electoral fraud (51% compared to 41%).

7.3 Greater familiarity with the voting process is a factor in better understanding of electoral fraud. Those who knew a great deal/fair amount about local elections are significantly more likely than those with less knowledge to report 'a lot' or 'a little' understanding of electoral fraud (58%), while those who knew a great deal/fair amount about European elections are also significantly more likely to report 'a lot' or 'a little' understanding about electoral fraud (58%).

Figure 7.1. Safety from fraud for voting in general/polling station/postal



Q35/6/7. In general, when it comes to being safe from fraud and abuse, would you say that voting/voting at a polling station/voting by post is... Base: All respondents (2,505)

## Concern about electoral fraud

7.4 Half the sample (1,255 respondents) were asked specifically about electoral fraud with no comparison for other types of fraud. Among the group asked specifically about electoral fraud, one third (33%) believe that fraud relating to elections and voting is a problem in Great Britain and Northern Ireland. 8 per cent believe it to be a 'very big problem'. Just over half (52%) think electoral fraud is 'not a very big problem', or 'not a problem at all', while 15% say they don't know.

7.5 Men are significantly more likely to believe electoral fraud to be a problem, with 37% of men compared to just under three in ten women (28%) describing it as a problem. Women are more than three times as likely to say they don't know, with nearly a quarter (23%) of women giving this answer compared to 7% of men.

7.6 Respondents from a lower socioeconomic grades are also more likely to believe electoral fraud to be a problem, with two in five (39%) DEs describing it as a problem compared to 27% of ABs and 28% of C1s.

7.7 The other half of the sample (1,250 respondents) was asked about several types of fraud, including benefit fraud, false insurance claims and electoral fraud. Concern is most widespread about benefit fraud, with over four in five (82%) believing this to be a problem. There are similar levels of concern over false insurance claims, with four in five (79%) believing this to be a problem.

7.8 By contrast, a much smaller proportion are concerned about electoral fraud. Just three in ten of this sample (30%) believe electoral fraud to be a problem, a result which is similar to the level of concern among the sample group asked specifically about electoral fraud. This consistency suggests that this result is a true representation of the level of concern over electoral fraud. Just 8% describe electoral fraud as a 'very big problem', compared to 46% for benefit fraud and a third (35%) for false insurance claims. Half (51%) believe electoral fraud is 'not a very big problem' or 'not a problem at all', which again is consistent with those respondents asked specifically about electoral fraud.

7.9 There is a strong level of confidence in the safety of voting from fraud and abuse, with three quarters (73%) claiming that voting in general is safe from fraud and abuse. One fifth (21%) say voting in general is 'very safe'. Just over one in nine (13%) believe it is neither safe nor unsafe, while just 8% would describe the voting process as unsafe. This is slightly lower than the level of confidence following local and European elections in 2009, where four in five (80%) believed voting to be safe from fraud and abuse, while 7% believed voting to be unsafe and one in ten (10%) said it was neither safe nor unsafe.

7.10 Those with personal experience tend to be more reassured with regard to the safety of voting, with four in five voters (80%) describing voting as safe from fraud and abuse compared to seven in ten non-voters (68%). Similarly, those with a greater degree of knowledge about the elections are significantly more likely to be confident in the safety of voting. Over four in five (82%) of those who know at least a fair amount about the local elections believe voting to be safe, as do 78% of those who know at least a fair amount about the European elections.

7.11 Older age groups also tend to be more confident in the safety of voting. Four in five over 55 year olds (81%) say that voting is safe, compared to three in four 35-54 year olds (76%), and just over three in five 18-34 year olds (63%). The youngest age group are significantly more likely to have no opinion either way, with a quarter (23%) of 18-34 year olds describing voting as neither safe nor unsafe from fraud and abuse compared to 7% of over 55 year olds.

7.12 Voting at a polling station or polling place is also considered a safe process, with over four in five (82%) describing this process as safe. Over a third (36%) describe it as 'very safe'. This level of confidence is largely consistent with that of June 2009 (86%).

7.13 Reflecting their generally more positive views about polling stations, those in Northern Ireland (88%) are significantly more likely than those in England (81%) or Great Britain (82%) to believe that voting at a polling station is safe. Again, familiarity with the voting process is linked to a perception of voting as safe from fraud and abuse, with nearly nine in ten voters (88%) and over nine in ten polling station voters (91%) describing voting at a polling station or polling place as safe.

7.14 Men are significantly more likely than women to believe that voting at a polling station is safe (85% compared to 79%). Older age groups are also significantly more likely to believe it is safe, with close to nine in ten over 55 year olds (87%) describing voting at a polling station as safe compared to three quarters (76%) of 18 to 34 year olds.

7.15 As in previous research, voting by post is generally perceived as less safe from fraud and abuse compared to voting in person. Confidence in the safety of postal voting is largely consistent with that of 2009, with half (51%) describing it as safe compared to 54% in June 2009. A quarter (25%) describe it as unsafe (2009: 24%). Those in Wales (57%) are significantly more likely to describe postal voting as safe compared to those in England (50%) and Northern Ireland (46%).



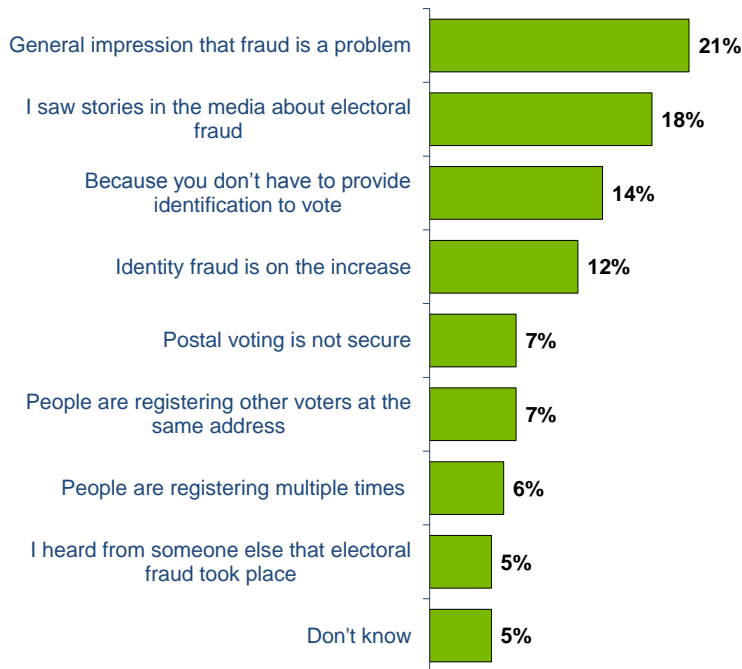
7.16 Perhaps unsurprisingly, those who voted by post themselves are more confident about the safety of postal voting. Over eight in ten postal voters (84%) believe that postal voting is safe compared to less than half that amount among polling station voters, of whom just two fifths (39%) believe that postal voting is safe. Just 6% of postal voters believe postal voting is unsafe compared to a third (33%) of polling station voters.

7.17 There is a degree of uncertainty around the level of electoral fraud believed to have taken place at the May 22nd elections. While one in three (30%) think that some electoral fraud happened at these elections, 46% believe there was 'hardly any' electoral fraud, or 'none at all'. A quarter (24%) are unsure, saying they don't know. However, few appear to have serious concerns over the level of fraud during these elections, with just one in twenty (5%) saying that 'a lot' of electoral fraud took place.

7.18 Concern over electoral fraud at the 22nd May elections appears to be more prevalent in certain areas. Those in Northern Ireland are significantly more likely than any other country to think that 'a lot' or 'a little' electoral fraud took place, with two fifths (39%) believing this to be the case. Respondents in areas where both council and European elections were held are also significantly more likely to be concerned, with one third (33%) of people in this area claiming 'a lot' or 'a little' electoral fraud happened during the May 22nd elections compared to a quarter (26%) of those in areas where only European elections were held. However, there are no significant differences between voters and non-voters, suggesting that increased concern about electoral fraud is not necessarily a reason for people deciding not to vote.

7.19 Among those who believe that electoral fraud took place at the May 22nd elections, many common reasons cited relate to general worries about fraud, with one fifth (21%) saying they have the general impression that fraud is a problem, just under a fifth (18%) stating that they have seen stories in the media about electoral fraud, and around one in nine (12%) claiming that identity fraud is on the increase. More specific concerns include that you don't have to provide identification to vote, cited by 14%, worries over registration, such as people registering other voters at the same address (7%) or people registering to vote multiple times (6%) and the insecurity of postal voting (6%).

Figure 7.2. Reasons for concern over electoral fraud in May 22nd elections



Q34. Which one of the following best describes why you think electoral fraud or abuse took place on 22nd May? Base: All who think there was a lot/little fraud (778)

# 8 Background & methodology

## Technical details

8.1 The political cycle continuously throws up challenges for any post-election study, and the elections held on 22<sup>nd</sup> May proved no exception. Firstly, voting events varied from country to country, as well as within England itself. To summarise the various events:

- European Parliament elections across the whole of the UK, meaning that 100% of the electorate were eligible to vote in at least 1 election;
- Local elections in Northern Ireland. Following the redrawing of local authority boundaries, local elections were held to 11 new 'shadow councils'. 100% of the electorate in Northern Ireland were eligible to vote in local elections and in European Parliament elections;
- Mayoral elections in Hackney, Lewisham, Newham, Tower Hamlets and Watford (standalone findings for the Mayoral elections were not generated as part of this research);
- Local elections in England. Some, but not all, local authorities in England held local elections on 22<sup>nd</sup> May, covering approximately 59.1% of the adult population. A full breakdown of authorities holding local elections is provided in table 8.2.

## Technical details

8.2 The research in this report was comprised of 2,505 telephone interviews with voters and non-voters across the UK. The interviews were stratified as follows:

- In England 1,001 interviews were completed.
- In Scotland, 500 interviews were completed.
- In Wales, 502 interviews were completed.
- In Northern Ireland, 502 interviews were completed.

8.3 All interviews were conducted by telephone on 27th May - 9th June, 2014. All respondents were selected at random, using Random Digit dialled telephone numbers flagged at ward level. The profile of the contacted sample was designed to match that of the eligible population by key demographics such as sex, age and work status. In line with previous research, roughly equal numbers of voters and non-voters participated on the survey.

8.4 It is important to point out that a survey which seeks a representative (demographic) sample on one hand is theoretically compromised by seeking to equal the numbers of voters and non-voters on the other. In order to satisfy both demands, however, ICM usually interview the first c70% of a sample in an orthodox way, before rebalancing the final c30% of interviews with the necessary number of voters / non-voters in line with the demographic profile of their already interviewed counterparts.

8.5 This was a GB representative telephone survey premised on a random location, non-probability quota design and therefore refusal rates in the table below should be considered in that context (i.e. the quotas and subsequent weighting should ensure a representative dataset).

8.6 The sample breakdown is as follows:

Table 8.1 Sample breakdown

	<b>England</b>	<b>Wales</b>	<b>Scotland</b>	<b>NI</b>	<b>Overall</b>
Unused	27474	14258	15537	15402	72671
SAMPLE COMPLETES	1001	502	500	502	2505
Over try	57	8	2	19	86
Screen failure	211	59	81	70	421
Refusals	10377	4429	4045	4547	23398
Quits	187	85	95	94	461
Dead/ unobtainable	3037	1290	1407	1012	6746
<b>TOTAL</b>	<b>42344</b>	<b>20631</b>	<b>21667</b>	<b>21646</b>	<b>106288</b>
Incidence	82.6%	89.5%	86.1%	87.8%	85.6%
Conversion rate	14.86	12.70	12.26	12.44	13.42
Live left	27474	14258	15537	15402	72671

8.7 It can be seen from the sample completes row in Table 8.1 that the interviews were NOT distributed around the GB in proportion to population distribution. Instead, specific numbers of interviews were conducted in each of England, Scotland, Wales, and Northern Ireland in order to provide more robust sub-samples.

8.8 Local council elections only took place in certain administrative areas in England, essentially covering 59.1% of the English population. Booster interviews were conducted in these areas, and again, a weighting scheme was employed to return the final data set to representative order. The following table provides a breakdown of the local authorities holding elections, and those not holding local elections. European Parliament elections took place uniformly across the UK.

**Table 8.2. Local authorities in England holding elections**

	<b>Population of LAs holding elections</b>
<b>Unitary Authorities</b>	
Blackburn with Darwen UA	108,844
Bristol UA	340,731
Derby UA	191,826
Halton UA	97,480
Hartlepool UA	71,658
Hull UA	201,627
Milton Keynes UA	187,090
North East Lincolnshire UA	131,888
Peterborough UA	139,754
Plymouth UA	205,491
Portsmouth UA	162,628
Reading UA	122,303
Slough* UA	102,981
Southampton UA	190,733
Southend-on-Sea UA	136,299
Swindon UA	162,633
Thurrock UA	119,290
Warrington UA	158,218
Wokingham UA	118,920
<b>Metropolitan Councils</b>	
Barnsley	182,531
Birmingham	798,910
Bolton	212,227
Bradford	385,873
Bury	143,108
Calderdale	158,482
Coventry	246,535
Doncaster	237,002
Dudley	245,195
Gateshead	159,938
Kirklees	325,640
Knowsley	113,105
Leeds	596,814
Liverpool	377,504
Manchester	394,975
Newcastle upon Tyne	226,047
North Tyneside	160,457
Oldham	168,340
Rochdale	160,927
Rotherham	160,927
Salford	183,237
Sandwell	233,687

Sefton	219,456
Sheffield	439,387
Solihull	161,657
South Tyneside	118,465
St Helens	138,906
Stockport	222,653
Sunderland	220,561
Tameside	170,829
Trafford	174,847
Wakefield	257,423
Walsall	205,886
Wigan	249,761
Wirral	252,062
Wolverhampton	193,342
<b>London Boroughs</b>	
All 32 London Boroughs	6,355,864
<b>Two-tier district councils</b>	
Adur	49,078
Amber Valley	97,679
Basildon	134,573
Basingstoke and Deane	129,860
Bassetlaw	89,630
Brentwood	58,047
Broxbourne	72,391
Burnley	67,694
Cambridge	103,561
Cannock Chase	76,454
Carlisle	86,551
Castle Point	70,825
Cheltenham	93,134
Cherwell	109,881
Chorley	84,974
Colchester	137,293
Craven	44,767
Crawley	81,897
Daventry	60,911
Eastleigh	98,277
Elmbridge	99,747
Epping Forest	98,614
Exeter	96,723
Fareham	89,279
Gloucester	94,332
Gosport	64,341
Great Yarmouth	77,273
Harlow	62,865

Harrogate	124,904
Hart	70,373
Hastings	71,130
Havant	95,662
Hertsmere	77,120
Huntingdonshire	132,848
Hyndburn	61,922
Ipswich	103,872
Lincoln	76,133
Maidstone	121,459
Mole Valley	67,309
Newcastle-Under-Lyme	226,047
North Hertfordshire	99,171
Norwich	108,307
Nuneaton and Bedworth	97,942
Oxford	123,525
Pendle	68,938
Preston	110,088
Purbeck	36,568
Redditch	65,502
Reigate and Banstead	107,403
Rochford	66,050
Rossendale	52,962
Rugby	77,971
Runnymede	64,945
Rushmoor	72,322
South Cambridgeshire	115,553
South Lakeland	85,183
St Albans	106,949
Stevenage	64,567
Stratford-on-Avon	97,106
Stroud	89,196
Tamworth	59,445
Tandridge	64,669
Three Rivers	67,486
Tunbridge Wells	88,180
Watford	69,548
Welwyn Hatfield	87,666
West Lancashire	87,900
West Oxfordshire	82,782
Weymouth and Portland	52,746
Winchester	91,857
Woking	76,922
Worcester	77,959
Worthing	83,701
Wyre Forest	78,925



<b>Total England 18+ population</b>	<b>41,675,496</b>
<b>Total England 18+ population in areas holding local elections</b>	<b>24,642,418</b>
<b>% Total England 18+ population in areas holding local elections</b>	<b>59.1%</b>

8.9 The regional issues above in mind, we sought to draw a representative sample of the UK population. Telephone numbers were purchased from a commercial supplier with a database of all possible numbers based on postcode sectors. Using the 'seed' numbers, new numbers were generated using the Random Digit Dialling method of number plus one.

8.10 All respondents were selected at random, with RDD telephone numbers flagged at local authority level. Quotas were imposed on basic demographics and, in line with previous research, on the number of voters and non-voters who participated on the survey.

8.11 A weighting scheme has been employed to rebalance the samples in line with the geo-demographic distribution and profile of the eligible electorate. Three independent sets of rim weights were applied, one to account for the regional bias in interview numbers, and another to account for the booster interviews in English local authority areas holding council elections. A third imposed demographic profiles at regional level.

8.12 It should be noted that the weighting targets for each region are set at local authority level. This is due to the fact that some local authorities were holding elections but others were not. It also should be remembered that the survey is NOT premised on a nationally representative sample, but on a representative sample of areas holding elections. This explains why country-level weighting targets are different to those normally seen for fully nationally representative surveys.

8.13 The impact of the weighting schemes are as follows:

Table 8.2. Devolved area weighting schemes

	Un-weighted sample N	Weighted sample N
<b>NET: England</b>	<b>1,001</b>	<b>2,105</b>
English areas holding European Parliament elections only	<b>700</b>	<b>1,244</b>
English areas holding both council elections and European Parliament elections	<b>301</b>	<b>861</b>
<b>Scotland</b>	<b>500</b>	<b>207</b>
<b>Wales</b>	<b>502</b>	<b>120</b>
<b>Northern Ireland</b>	<b>502</b>	<b>73</b>

Table 8.3. Demographic weighting targets within devolved area

	<b>England</b>	<b>Scotland</b>	<b>Wales</b>	<b>NI</b>
<b>Male</b>	49%	48%	48%	49%
<b>Female</b>	51%	52%	52%	51%
<b>18-24</b>	11%	11%	11%	13%
<b>25-34</b>	19%	16%	18%	18%
<b>35-44</b>	19%	18%	20%	18%
<b>45-54</b>	17%	17%	18%	18%
<b>55-64</b>	14%	15%	14%	14%
<b>65+</b>	20%	23%	20%	19%
<b>AB</b>	27%	18%	27%	17%
<b>C1</b>	29%	29%	22%	30%
<b>C2</b>	21%	16%	19%	21%
<b>DE</b>	22%	37%	32%	32%

<b>FT</b>	43%	43%	43%	46%
<b>PT</b>	12%	10%	11%	14%
<b>Not working</b>	45%	47%	46%	40%
<b>NE</b>	4.1%			
<b>NW</b>	11.2%			
<b>Y &amp;H</b>	8.4%			
<b>West Mids</b>	7.2%			
<b>East Mids</b>	8.9%			
<b>Eastern</b>	9.3%			
<b>SW</b>	13.0%			
<b>SE</b>	13.7%			
<b>London</b>	8.4%			
<b>Scotland</b>			8.3%	
<b>Wales</b>		4.8%		
<b>NI</b>				2.9%

## Sampling tolerances

8.14 It should be remembered at all times that a sample and not the entire population has been interviewed. Consequently, all results are subject to sampling tolerances, which mean that not all differences are statistically significant. We can, however, predict the variation between the sample results and the 'true' values (if everyone in the population had been interviewed) from knowledge of the size of the samples on which the results are based and the number of times answers are given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 times out of 100 that the 'true' value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and the percentage results at the 95% confidence level.

Table 8.4 Sampling tolerances

SAMPLE SIZE	SAMPLING TOLERANCES APPLICABLE TO %'S AT OR NEAR		
	10% OR 90% + / -	30% OR 70% + / -	50% + / -
100 interviews	5.9%	9.0%	9.8%
500 interviews	2.6%	4.0%	4.4%
1000 interviews	1.9%	2.8%	3.1%
2,505 interviews	1.2%	1.8%	2.0%

8.15 For example, with a sample size of 2,505 interviews where 50% (the worst case scenario as far as tolerances are concerned) give a particular answer, we can be 95% certain that the 'true' value will fall within the range of 2.0% from the sample result.

8.16 When results are compared between separate groups within a sample (say, between England and Wales), different results may be obtained. The difference may be 'real' or it may occur by chance (because a sample rather than the entire population has been interviewed). To test if the difference is a real one, i.e. if it is 'statistically significant', we again have to know the size of the samples, the % giving a certain answer and the degree of confidence chosen. If we assume the 95% confidence level again, the differences between the results of two separate groups must be greater than the values given in the table below:

Table 8.5 Tests for statistical significance

SAMPLE SIZES TO BE COMPARED	DIFFERENCES REQUIRED TO BE STATISTICALLY SIGNIFICANT AT OR NEAR		
	10% OR 90% + / -	30% OR 70% + / -	50% + / -
100 and 100	8.3%	12.7%	13.9%
200 and 200	5.9%	8.9%	9.8%
500 and 500	3.7%	5.7%	6.2%
1000 and 1000	2.6%	4.0%	4.4%

8.17 Some comparisons have been made between 2014 elections and elections held in previous years. Some caution should be exercised when comparing data outcomes in this way, as there might be some variance in methodological approach and/or question wording.

## Social class definitions

8.18 Most market research projects classify the population into social grades, usually on the basis of the Market Research Society occupational groupings (MRS, 1991).

Table 8.6 Social class definitions

A.	Professionals such as doctors, solicitors or dentists, chartered people like architects; fully qualified people with a large degree of responsibility such as senior civil servants, senior business executives and high ranking grades within the armed forces. Retired people, previously grade A, and their widows.
B.	People with very senior jobs such as university lecturers, heads of local government departments, middle management in business organizations, bank managers, police inspectors, and upper grades in the armed forces.
C1.	All others doing non-manual jobs, including nurses, technicians, pharmacists, salesmen, publicans, clerical workers, police sergeants and middle ranks of the armed forces.
C2.	Skilled manual workers, foremen, manual workers with special qualifications such as lorry drivers, security officers and lower grades of the armed forces.
D.	Semi-skilled and unskilled manual workers, including labourers and those serving apprenticeships. Machine minders, farm labourers, lab assistants and postmen.
E.	Those on the lowest levels of subsistence including all those dependent upon the state long-term. Casual workers, and those without a regular income.

## 9 Marked up top line

- Results are based on interviews with 2,505 members of the eligible electorate aged 18+. Interviews are distributed as follows:
  - England: 1,001;
  - Northern Ireland: 502;
  - Scotland: 500;
  - Wales: 502.
- Interviews were carried out by telephone between 27<sup>th</sup> May – 9<sup>th</sup> June 2014.
- A representative sample was interviewed in each type of area, with quotas set by voting/not voting, election type, age, gender and local authority area.
- The data has been weighted by region, election holding areas, age, gender, social class and work status.
- 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 numbers as shown at the head of each question answer set.
- Based on the full sample of 2,505 and assuming a 95% confidence interval, data is assumed to be correct to within +/-1.8%.
- 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.

## REGISTRATION, TURNOUT AND VOTING

⇒ **ASK ALL**

**Q1** As far as you know, is your name on the electoral register, that is, the official list of people who can vote, either where you are living now or somewhere else?

Yes – where living now	93%
Yes – somewhere else/another address	2%
No	4%
Don't know	2%

**Q2** How satisfied or dissatisfied are you with the procedure for getting your name on the list of those people who are registered to vote? **SAY IF NECESSARY: By list of people who are registered to vote we mean the electoral register.**

**Are you.....READ OUT**

Very satisfied	57%
Fairly satisfied	26%
Neither satisfied nor dissatisfied	11%
Fairly dissatisfied	1%
Very dissatisfied	2%
Don't know	3%

**Q3** As you may know, on Thursday May 22<sup>nd</sup> May there were/was ...**CATI: INSERT AS APPROPRIATE: European Parliament elections / European Parliament elections AND local council elections (INTERVIEWER ONLY MENTION in Hackney, Lewisham, Newham, Tower Hamlets and Watford: AND MAYORAL ELECTIONS).**

**Many people have told us they didn't manage to vote on 22<sup>nd</sup> May. How about you – did you manage to vote in the.....READ OUT AS APPROPRIATE**

	% Yes
LOCAL COUNCIL ELECTION AREAS ONLY (NORTHERN IRELAND AND ENGLISH LOCAL COUNCIL ELECTION AREAS): Local council elections in England/Northern Ireland (delete as appropriate) (BASE: 1202)	50%
MAYORAL ELECTION AREAS ONLY: Mayoral elections in your local authority (BASE: 16)	48%
ALL AREAS: European Parliament elections (BASE: 2505)	47%

⇒ **IF NON-VOTER AT Q3, ASK**

**Q4** Would you have been more likely to vote on 22<sup>nd</sup> May, less likely to vote, or would it have made no difference one way or the other if.....**READ OUT. CODE ONE FOR EACH. BASE: ALL NON-VOTERS (1,179)**

- 1 = More likely to vote**
- 2 = No difference one way or the other**
- 3 = Less likely to vote**

	1	2	3
If you could have voted at the weekend instead	33%	64%	3%
If you could have voted online instead	54%	41%	5%
If you had been able to register to vote on election day	30%	67%	3%
NOT IN NORTHERN IRELAND: If people had to show proof of identity at polling stations. BASE: (953)	15%	75%	10%
If you could have voted in a polling station in the days before election day, including the Saturday and Sunday before. INTERVIEWER PROMPT: Election day is usually on a Thursday	44%	54%	2%

⇒ **ASK ALL**

**Q5** For each of the following, would you support, oppose, or neither support nor oppose introducing these measures at future elections? **READ OUT. CODE ONE FOR EACH.**

- 1 = Support**
- 2 = Oppose**
- 3 = Neither support nor oppose**

	Support	Neither/nor	Oppose
Being able to vote at weekends	70%	25%	5%
Being able to vote online	63%	16%	21%
Being able to register to vote on election day	56%	24%	20%
NOT IN NORTHERN IRELAND: People having to show photographic proof of identity at polling stations	57%	22%	21%
NOT IN NORTHERN IRELAND: People having to show non-photographic proof of identity at polling stations	37%	29%	33%
NOT IN NORTHERN IRELAND :Making it harder for people to get a postal vote	25%	30%	45%
Allowing everyone to vote from 16	41%	11%	49%
Being able to vote in a polling station in the days before election day, including the Saturday and Sunday before. INTERVIEWER PROMPT: Election day is usually on a Thursday	65%	17%	18%



⇒ **IF NON-VOTER AT Q3, ASK**  
**Q6 People had many reasons for not voting in elections. Why did you not vote in the elections on 22<sup>nd</sup> May? DO NOT PROMPT. BASE: ALL NON-VOTERS (1,179)**

<b>Circumstances</b>	<b>57%</b>
Lack of time/too busy/I was busy at work	26%
I really intended to vote but circumstances on the day prevented me	10%
I forgot	9%
I was away on 22nd May/voting day	9%
I couldn't get to the polling station/it was inconvenient	6%
Medical/health reasons	5%
Bad Weather	*
Disorganised/lost track of time/lost polling card	*
Bereavement	*
<b>Administration</b>	<b>7%</b>
I wasn't registered	5%
I didn't receive a polling card	1%
I didn't receive a postal vote/it arrived too late	1%
I didn't know where my polling station was	1%
Admin reason	*
Had no identification	*
<b>Elections/referendums not important</b>	<b>12%</b>
There was no point in voting because the local council can't do very much/can't change anything/has no power	7%
There was no point in voting because the European Union can't do very much/can't change anything/has no power	7%
European elections aren't important	2%
The elections (unspecified) aren't important	1%
Local council elections aren't important	1%
<b>Disinterested/no point</b>	<b>14%</b>
I'm not interested in European politics/Europe has nothing to do with me	6%
I couldn't be bothered	5%
I'm not interested in local politics/local politics has nothing to do with me	4%
There was no point in voting because it was obvious who would win/my vote wouldn't have made a difference to the outcome	4%
Didn't see the point/not important (non-specific)	1%
<b>Parties/candidates</b>	<b>11%</b>
There was no point in voting because all the parties are the same	4%
I didn't like the candidates/parties/they didn't represent my views	4%
You just can't trust politicians to keep their promises	4%
I don't like the way the parties interact with each other/lack of cooperation/progress	1%
Do not believe in politics/the voting system/democracy	1%
Politicians do not care/only in politics for their own benefit	*
Dislike the EU/do not agree with the EU	*
<b>No information/indecision/complicated</b>	<b>8%</b>
I didn't get any information	4%
I didn't know enough about the different options	3%
I couldn't decide which way to vote	1%
I don't know anything about local politics	1%
I don't know anything about European politics/ the EU parliament	1%
<b>Miscellaneous</b>	<b>2%</b>
I never vote	1%
I don't vote in local elections	*
I don't vote in European elections	*
Religious reasons	*
Other	*

None of these/no reason	*
Don't know	*

⇒ **IF VOTED, ASK:**

**Q7 Did you vote on 22<sup>nd</sup> May..... BASE: ALL VOTERS (1,326)**

In person at a polling station	76%
By post	24%
By proxy IF NECESSARY SAY: (getting someone else to vote on your behalf)	*
Other	*
Don't know/can't remember	*

**Q8 People have many reasons for voting in elections and referendums. Why did you vote on Thursday 22<sup>ND</sup> May? What else? BASE: ALL VOTERS (1,326)**

<b>NET: Civic responsibility</b>	<b>70%</b>
It is important to vote/it is my civic duty/everyone should vote/it is my right to vote	54%
I always vote	18%
People fought to win the right to vote for me/others	12%
I wanted to be part of the democratic process/democracy	1%
To show my support/support the community	*
<b>NET: To express my view</b>	<b>47%</b>
I wanted to have a say	28%
If people don't vote then you have no right to complain/have an opinion	11%
Concerned about local issues	4%
To support my party/to support my candidate of preference/to help my party win/candidate win	4%
Because an important issue was at stake	3%
Concerned about European issues	3%
I wanted to vote	1%
I am interested in politics	*
Because it was my first time voting/first time I was able to vote/first time someone I know was voting	*
I study/studied politics	*
<b>NET: To send a message to central/European/local government: Change</b>	<b>15%</b>
To get a change	9%
Not happy with the local council/European Parliament/to send a message to the local council/European Parliament	8%
<b>NET: Tactical reasons</b>	<b>5%</b>
To defeat/stop the other side from winning	5%
<b>NET: Convenience/ time/practicality</b>	<b>1%</b>
Because I was sent a ballot paper in the post	1%
Because that was the day the vote was held	*
It was easy to vote	*
I could vote	*
I was passing/working at the poll station that day	*
<b>NET: To send a message to central/European/local government: Keep status quo</b>	<b>*</b>
Like/pleased with the government	*
Because I like/support the European parliament	*
<b>NET: Issue-specific</b>	<b>*</b>

There were certain policies I agreed with that I wanted to show my support	*
Because I want to get a change surrounding the issue of immigration	*
To have my say in the Scottish independence vote	*
<b>NET: Other reasons</b>	<b>2%</b>
I was urged/persuaded to vote by a family member/friend	1%
You are required to vote/I thought you had to vote/if you do not vote you are fined	1%
Because I knew one of the candidates and wanted to support them	*
Personal reasons	*
Other	1%
None of these/no reason	*
Don't know	1%

**Q9** 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 for a party or candidate (IN NI SAY 'CANDIDATE' ONLY). They did this to register a protest. Did you intentionally spoil your own ballot paper or not? IF YES, INTERVIEWER: WHICH BALLOT PAPER(S) DID YOU SPOIL? BASE: ALL VOTERS (1,326)

Yes – both ballot papers (local and European election area only)	*
Yes – local council ballot paper (local council election area only)	*
Yes – European Parliament paper only	*
No – did not spoil	99%
Don't know	*

⇒ **ASK ALL IN AREAS HOLDING LOCAL COUNCIL ELECTIONS/ASK ALL EVERYWHERE ABOUT EUROPEAN PARLIAMENT ELCTIONS**

**Q10** How much, if anything, did you feel you knew about the ....ELECTION: ASK AS APPROPRIATE.....on 22<sup>nd</sup> May? Would you say you knew...READ OUT. CODE ONE

	<b>Local council Election</b>	<b>European Parliament election</b>
	<b>BASE (1,202)</b>	<b>BASE (2,505)</b>
A great deal	12%	9%
A fair amount	38%	39%
Not very much	36%	36%
Nothing at all	14%	15%
Don't know	*	*

⇒ ASK ALL

**Q11** Thinking back to before Thursday 22<sup>nd</sup> May, did you see or hear any advertising, publicity or other information about the....ASK AS APPROPRIATE: local council elections/European Parliament election? By this, we mean advertising, publicity, or other information about the election itself and what you needed to do, rather than information from campaigners? DO NOT PROMPT. PROBE FOR WHERE SEEN

	No	38%
	Yes: Where seen?	62%
Base: All saying yes (1,579)		
Television programme or interview		32%
Leaflet or flyer from a political party		31%
Television advertising		29%
Leaflet or flyer from your local council		25%
Newspaper article		15%
Posters or billboards		13%
Newspaper advertising		9%
Leaflet or flyer from another source		6%
Radio programme or interview		5%
Leaflet or booklet from other government source (including Electoral Office of Northern Ireland and Department of Education)		4%
Radio advertising		3%
People talking about it		3%
On social media		3%
Advertising on internet websites		2%
Searched online/on the internet (no details)		2%
On another specific website		2%
Lecture or talk		1%
Local council offices		1%
Local council website		1%
University/college student union		1%
<a href="http://www.aboutmyvote.com">www.aboutmyvote.com</a>		-
The Electoral Commission website <a href="http://www.electoralcommission.org.uk">www.electoralcommission.org.uk</a>		*
Other		8%
None of these / no reason		-
Don't know		1%

**Q12 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. CODE ONE PER ROW**

- 1- Very easy
- 2- Fairly easy
- 3- Neither easy nor difficult
- 4- Fairly difficult
- 5- Very difficult

	1	2	3	4	5
How to cast your vote at the European Parliament election	30%	35%	17%	8%	4%
What the European Parliament election was for	20%	34%	18%	15%	7%
Information on parties and candidates standing in the European Parliament election	16%	34%	18%	17%	10%

⇒ **ASK ALL IN LOCAL COUNCIL ELECTION AREAS ONLY:**

**Q13 And now thinking about the local council election in your area, would you say it was very easy, fairly easy, neither easy nor difficult, fairly difficult or very difficult to access information on....READ OUT. CODE ONE PER ROW. BASE: ALL IN LOCAL COUNCIL ELECTION AREAS (1,202)**

- 1- Very easy
- 2- Fairly easy
- 3- Neither easy nor difficult
- 4- Fairly difficult
- 5- Very difficult

	1	2	3	4	5
How to cast your vote at the local council election	38%	35%	15%	6%	2%
What the local council election was for	24%	39%	18%	9%	5%
Information on parties and candidates standing in the local council election	24%	34%	18%	13%	6%

⇒ **ASK ALL IN APPROPRIATE AREAS**

**Q14 To what extent do you agree or disagree with the following statements? READ OUT. CODE ONE FOR EACH.**

- 1. Agree strongly**
- 2. Tend to agree**
- 3. Neither agree nor disagree**
- 4. Tend to disagree**
- 5. Disagree strongly**

	1	2	3	4	5
ALL AREAS (2,505): I had enough information on how to cast my vote in the European Parliament election	29%	32%	15%	13%	10%
ALL AREAS(2,505): I had enough information on parties and candidates to be able to make an informed decision on who to vote for in the European Parliament election	24%	30%	13%	14%	18%
ASK IN LOCAL COUNCIL ELECTION AREAS ONLY(1,202): I had enough information on how to cast my vote in the local council election	38%	34%	13%	8%	7%
ASK IN LOCAL COUNCIL ELECTION AREAS ONLY(1,202): I had enough information on parties and candidates to be able to make an informed decision on who to vote for in the local council election	32%	31%	12%	11%	12%

## VOTING PROCESSES AND PRIOTITIES

⇒ ASK ALL

**Q15** Thinking generally about elections, which one of the following would you say is most important for you when you vote? READ OUT. CODE ONE

Voting being secret – that is, without anyone else knowing how I voted	26%
Voting being easy or convenient for me	23%
My vote being safe from fraud and abuse	23%
Having a choice of methods of voting (such as by post or in person at a polling)	23%
Other	3%
Don't know	2%

⇒ ASK ALL

**Q16** Generally speaking, how satisfied or dissatisfied are you with the procedure for voting in elections in Great Britain and Northern Ireland? Are you...?

Very satisfied	30%
Fairly satisfied	46%
Neither satisfied nor dissatisfied	14%
Fairly dissatisfied	7%
Very dissatisfied	3%
Don't know	*

⇒ IF FAIRLY/VERY DISSATISFIED AT Q16, ASK:

**Q17** Why do you say you were dissatisfied with the procedure for voting in elections? DO NOT READ OUT. BASE: ALL FAIRLY/VERY DISSATISFIED AT Q16 (227)

<b>Voting System</b>	<b>18%</b>
The voting system is unfair	9%
Lack of confidentiality/not secret/can see how you voted	2%
Everybody should have to vote/not enough people do	2%
Dislike/disagree with the postal vote/being able to vote by post	
Dislike procedure/system	1%
Outdated system/needs to be more modern	
Because of the voting system, my vote doesn't count	1%
I don't agree with the First Past the Post system / I would prefer Proportional Representation (PR)	1%
The party/candidate I support has no chance of being elected under this voting system	*
<b>Ease / Convenience of Voting</b>	<b>54%</b>
Difficulty in getting to a polling station	22%
There should be more choice on how and where to vote	14%
Should be able to vote online	14%
Voting is too confusing / I don't understand the system	7%
Tim constraints/only have one day/should be more time/days	4%
Difficulty registering/dislike having to register	4%

Difficult procedure/should be made easier	1%
Difficult/unable to register for postal vote	1%
Difficult/confusing/unable to vote by proxy/should be made easier	1%
Inconvenient/too far/costly to get to/busy at work	1%
<b>Lack of information</b>	<b>13%</b>
Lack of information/difficult to access/limited	9%
Don't know enough about parties/candidates/their policies	4%
<b>Politicians / The Political System</b>	<b>9%</b>
Don't like/trust politicians	8%
Politicians do not deliver on what they promise	4%
You never see politicians except at election time	*
<b>Other</b>	<b>16%</b>
The procedure for voting is open to fraud and abuse	6%
General dissatisfaction with politicians and political parties	6%
There is no point in voting / it doesn't make any difference	4%
Takes too long/too long to count/reveal the results	1%
Can't be bothered with it	*
Other - specify	2%
Don't know	1%

⇒ **ASK ALL**  
**Q18** How confident, if at all, are you that the .....ASK AS APPROPRIATE:  
**ELECTION .....was/were well run on 22<sup>nd</sup> May? Are you...READ OUT**

Very confident	26%
Fairly confident	47%
Not very confident	11%
Not at all confident	7%
Don't know	9%



⇒ IF NOT CONFIDENT AT Q18, ASK  
 Q19 Why do you say that you are...Q18 not confident.....that the..... ASK AS  
 APPROPRIATE: election(s) was/were well run? BASE: ALL NOT CONFIDENT  
 (477)

<b>NET: Lack of information</b>	<b>57%</b>
Lack of information/publicity/don't know much/anything about it	50%
Information confusing/some people didn't understand what the vote was for	14%
Lack of information about candidates	1%
<b>NET: Polling station/ballot issues</b>	<b>16%</b>
Badly run/organised	7%
Low turnout	7%
Long wait for results	1%
Didn't receive a polling card/postal ballot papers	*
Lack of time given to vote/ decide	*
The counting process was not well verified	*
Two elections on one day/too much to organise/handle	*
<b>NET: Politicians/political system</b>	<b>10%</b>
Mistrust/don't stick to their promises/just in it for themselves	10%
<b>NET: Campaign issues/candidates</b>	<b>9%</b>
Lack of canvassing/personal contact	5%
There was misinformation/stupid allegations as to what the vote was about	2%
TV/press coverage was biased/badly presented	2%
Little choice in who to vote for	1%
<b>NET: General impression/word of mouth</b>	<b>4%</b>
From what I have read/heard	2%
I did not witness what went on	2%
I had a bad impression	*
<b>NET: Voting system</b>	<b>2%</b>
People did not know the voting procedure	1%
People's opinions are not valued/vote will make no difference	1%
Outdated voting system	*
<b>NET: Fraud/security</b>	<b>2%</b>
Corruption/fraud/fixed result	2%
<b>NET: Other</b>	<b>10%</b>
Disinterested/don't care about politics	5%
Didn't vote for personal reasons	2%
Dislike European parliament/European elections	1%
Other	3%
None	*
Don't know	8%

## POLLING STATIONS

⇒ ASK ALL

**Q20** From what you have seen or heard or experienced, do you think that voting at the polling station / (SCOTLAND: polling place) for the Thursday 22<sup>nd</sup> May election(s) was/were...READ OUT

Very convenient	37%
Fairly convenient	30%
Neither convenient nor inconvenient	18%
Fairly inconvenient	5%
Very inconvenient	5%
Don't know	5%

⇒ IF POLLING STATION VOTER AT Q7 (= 1), ASK:

**Q21** Overall, how satisfied or dissatisfied were you with the process of voting at a polling station/place? Would you say.....READ OUT. BASE: ALL POLLING STATION VOTERS (1,011)

Very satisfied	72%
Fairly satisfied	25%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	1%
Very dissatisfied	*
Don't know	-

**Q22** Thinking back to when you went to vote at the polling station/place, how useful, if at all, was the help or support available from polling station/place staff on how to vote? Was it...READ OUT

Very useful	50%
Fairly useful	15%
Not very useful	3%
Not at all useful	1%
Didn't use them/need them	32%
Don't know	*

**Q23** And again thinking back to when you went to vote at the polling station/place, 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....READ OUT

Very useful	42%
Fairly useful	22%
Not very useful	4%
Not at all useful	1%
Didn't use them/need them	30%
Don't know	1%

## VOTING BY POST

⇒ **ASK ALL**

**Q24** From what you have seen, heard or experienced, do you think that voting by post for the 22<sup>nd</sup> May election(s) was...**READ OUT**

Very convenient	27%
Fairly convenient	26%
Neither convenient nor inconvenient	28%
Fairly inconvenient	4%
Very inconvenient	2%
Don't know	13%

⇒ **ASK ALL POSTAL VOTERS (Q7 = 2)**

**Q25** How easy or difficult was it to understand what you had to do in order to complete and return your postal vote(s)? Would you say....**READ OUT. BASE: ALL POSTAL VOTERS (307)**

⇒

Very easy	67%
Fairly easy	26%
Neither easy nor difficult	3%
Fairly difficult	2%
Very difficult	2%
Don't know	-

**Q26** Overall, how satisfied or dissatisfied were you with the process of voting by post? Would you say.....**READ OUT**

Very satisfied	77%
Fairly satisfied	18%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	*
Very dissatisfied	*
Don't know	1%

## COMBINED ELECTION ISSUES

⇒ **ASK ALL VOTERS**

**Q27** Some people said it was difficult to fill in the ballot paper(s) when voting in the 22<sup>nd</sup> May election(s). How easy or difficult did you find it to fill in the ballot paper(s) for the ....ASK FOR EACH Q3 ELECTION VOTED IN. Was it.....

**IF NECESSARY:** By 'fill in' we mean place your vote on the form rather than decide which way to vote.

- 1= Very easy
- 2 = Fairly easy
- 3 = Neither easy nor difficult
- 4 = Fairly difficult
- 5 = Very difficult

	1	2	3	4	5
ENGLISH ELECTION AREAS ONLY: English local council elections: (374)	79%	17%	2%	1%	1%
NORTHERN IRELAND ONLY: council elections in Northern Ireland: (274)	63%	30%	1%	4%	2%
LONDON MAYORAL ELECTION AREAS ONLY: Mayoral elections in your local authority: (8)	41%	59%	-	-	-
ALL AREAS: European Parliament elections: (1,293)	76%	18%	3%	2%	*

⇒ **FOR EACH 'DIFFICULT' AT Q27, ASK:**

**Q28** Why do you think it was difficult to fill in the .....Q27.....ballot paper? **WRITE IN**

	<i>English local council elections</i> BASE (7)*	<i>Council elections in Northern Ireland</i> BASE (15)*	<i>European Parliament elections</i> BASE (34)
Text too small	1	0	6%
Instructions were unclear	1	*	39%
Didn't know whether to use a 'X' or a '1', 2, 3 etc.	0	*	4%
The candidates were in a confusing order	2	*	13%
The parties were in a confusing order	0	1	16%
I could not easily find the party name of my choice	0	*	17%
I could not easily find the party candidate of my choice	0	*	*
The layout was confusing	0	1	9%
Other	1	*	33%
Don't know	2	-	1%

\* Numbers are shown rather than percentages due to small base size.

⇒ IF VOTED IN BOTH LOCAL COUNCIL AND EUROPEAN PARLIAMENT ELECTION, ASK:

**Q29** You said you voted in both the local council and European Parliament elections. How easy or difficult did you find it to fill in the different ballot papers on the same day for the two different elections? Was it.....IF NECESSARY: By 'fill in' we mean place your vote on the form rather than decide which way to vote. **BASE: ALL WHO VOTED IN BOTH LOCAL COUNCIL AND EUROPEAN PARLIAMENT ELECTIONS ( )**

Very easy	77%
Fairly easy	17%
Neither easy nor difficult	4%
Fairly difficult	1%
Very difficult	1%
Don't know	-

## ELECTORAL FRAUD

⇒ ASK ALL

**Q30** 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...**

A lot	12%
A little	34%
Hardly anything at all	29%
Nothing at all	24%
Don't know	1%

⇒ **SPLIT SAMPLE: HALF THE SAMPLE TO BE ASKED Q31, OTHER HALF TO BE ASKED Q32**

**Q31** How much of a problem, if at all, do you think electoral fraud, that is fraud relating to elections and voting, is in Great Britain/Northern Ireland? Do you think it is...  
**READ OUT. SINGLE CODE. REVERSE ORDER. BASE: (1,255)**

A very big problem	8%
A fairly big problem	25%
Not a very big problem	39%
Not a problem at all	13%
Don't know	15%

**Q32 From what you have seen or heard, how much of a problem, if at all, do you think different types of fraud are in Great Britain/Northern Ireland? ROTATE OPTIONS. BASE: ()**

- 1= A very big problem
- 2 = A fairly big problem
- 3 = Not a very big problem
- 4 = Not a problem at all
- 5 = Don't know

	1	2	3	4	DK
Benefit fraud	46%	36%	11%	3%	4%
False insurance claim	35%	44%	10%	2%	9%
Electoral fraud, that is fraud relating to elections and voting	8%	23%	37%	14%	19%

**Q33 How much, if at all, do you think that electoral fraud took place at the May 22<sup>nd</sup> elections? Would you say it happened a lot, a little, hardly at all or not at all?**

A lot	5%
A little	25%
Hardly at all	33%
Not at all	14%
Don't know	24%

⇒ IF A LOT/A LITTLE, ASK:

**Q34 Which one of the following best describes why you think electoral fraud or abuse took place on 22nd May? READ OUT. CODE ONE. BASE: ALL WHO BELIEVE A LOT/A LITTLE FRAUD TOOK PLACE (778)**

General impression that fraud is a problem	21%
I saw stories in the media about electoral fraud	18%
DO NOT READ OUT IN NI: Because you don't have to provide identification to vote	14%
Identity fraud is on the increase	12%
Postal voting is not secure	7%
People are registering other voters at the same address	7%
People are registering multiple times	6%
I heard from someone else that electoral fraud took place	5%
I have first-hand experience of electoral fraud (on May 22nd)	*
Other	5%
Don't know	5%

⇒ ASK ALL

**Q35** In general, when it comes to being safe from fraud and abuse, would you say that voting is....

Very safe	21%
Fairly safe	52%
Neither safe nor unsafe	13%
Fairly unsafe	6%
Very unsafe	2%
Don't know	6%

**Q36** In general, when it comes to being safe from fraud and abuse, would you say that voting at a polling station (SCOTLAND: place) is...READ OUT

Very safe	36%
Fairly safe	46%
Neither safe nor unsafe	9%
Fairly unsafe	4%
Very unsafe	1%
Don't know	4%

**Q37** In general, when it comes to being safe from fraud and abuse, would you say that voting by post is...READ OUT

Very safe	15%
Fairly safe	36%
Neither safe nor unsafe	15%
Fairly unsafe	19%
Very unsafe	6%
Don't know	9%

## CLASSIFICATION

**Q38** Generally speaking, do you consider yourself to be Labour, Conservative, Liberal Democrat, (SNP Scotland only), (Plaid Cymru, Wales only) or a supporter of another party?

**NORTHERN IRELAND:** Generally speaking, do you consider yourself to be a supporter of Sinn Fein, the Democratic Unionist Party, the Ulster Unionist Party, the Social Democratic and Labour Party, Alliance Party or another party?

Labour	26%
Conservative	17%
UKIP	9%
Liberal Democrat	4%
Green	3%
SCOTLAND: SNP	2%
WALES: Plaid Cymru	*
NI: Sinn Féin	
NI ONLY: Democratic Unionist Party	*
NI ONLY: Ulster Unionist Party	*
NI ONLY: Social Democratic and Labour Party	*
NI ONLY: NI21	*
NI ONLY: TUV	*
Other	4%
None	12%
Refused	14%
Don't know	7%

⇒ **ASK ALL**

**Q39** Do you hold any of the following forms of photographic identification?

	Yes	No
Passport	84%	16%
Photocard driving licence	72%	27%
<b>EITHER</b>	<b>93%</b>	<b>7%</b>

⇒ **IF NO FOR BOTH AT Q39, ASK:**

**Q40** Do you hold any other type of photographic ID? **BASE: ALL WITH NO ID AT Q39 (189)**

Yes:	46%
PASS (Proof of Age Standards Scheme) approved cards	8%
Citizen card	5%
Military identification card	1%
Student ID	1%
NI ONLY: Electoral ID card	1%
Other	31%
No	54%