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Winter Tracker Research Survey **Research Report**

14 January 2016

Top line results 2015

Results are based on interviews with 1,204 adults aged 18+ across the UK, un-weighted numbers as follows:

England:	866
Scotland:	91
Wales:	47
Northern Ireland:	200

Interviews were carried out by telephone between 4th and 10th December 2015.

A representative sample was interviewed using a telephone omnibus, with quotas set by age, gender and region.

The data has been weighted by age, gender, social class, work status and region. Northern Ireland population represents 2.9% of the UK total, which implies a strong down-weight is applied to Northern Ireland booster interviews in order to make the overall dataset representative of the overall UK population. The 200 interviews are down-weighted to only 35 interviews on this basis. Tables in this top-line do show 200, however, in order to give the reader confidence in the reliability of the data.

Trend data has been included from previous waves of Winter Research where possible. Please note that, unless otherwise stated, prior to January 2008 the Winter Research was conducted as a face-to-face survey. From 2008 onwards the research has been conducted over the telephone. Findings from face-to-face and telephone surveys are broadly comparable but caution should be exercised when comparing findings between the different methodologies, and variations in results should be treated as indicative.

Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.

Results are based on all respondents unless otherwise stated.

An asterisk (*) represents a value of less than one half or one percent, but not zero.

Changes since 2014 that are statistically significant have been marked with a †

Study undertaken by ICM on behalf of The Electoral Commission.

The following represents some of the highlights in the 2015 data compared to previous waves of the winter tracker research:

Registration

- Three in four (75%) are satisfied with system of registering to vote, with 35% 'very' satisfied and 40% 'fairly' satisfied. Although there is not a statistically significant change since 2014, this is down further on the 82% recorded in 2013. Dissatisfaction is at 7%, consistent with 2014, but there have been significant changes in the reasons given for dissatisfaction.
- Reasons for registering to vote have not shifted dramatically since 2014. Reasons relating to a sense of civic duty remain the strongest motivators to register, being mentioned by 83% of people, down from 96% in 2014. 'It's important to vote/have my say/can't complain if you don't vote' is still the single most commonly cited reason, as it was in 2014, though it has dropped from 55% to 50%. Reasons relating to social influences are the second most common group, consistent in prevalence with 2014, and the newly introduced category of Local Authority reasons (including contact and canvassing from the local authority) was cited by 5%.
- The majority (90%) are confident that they know how to register to vote, a result consistent with the 89% recorded in 2014 and 2013. 93% are confident that their details are correct on the register, including 59% who are 'very confident' they are.
- In 2014 the most commonly cited reason was not knowing where to find information on registering (44%) and this has dropped considerably to just 5%. Various problems relating to the change to the registration system from a household form, to Individual Electoral Registration (IER) were cited as reasons for dissatisfaction in 2015 (32%). The single most frequently used reason for dissatisfaction was a preference for the old system and consequently distaste for the new system of individual registration (15%). Perceptions of the registration process as difficult/confusing are less common than they were in 2014 (22% down from 38%).
- As in 2014, two in three (67%) of those not completely satisfied with the registration system would support improvements to make it easier and quicker, but tightening the system against fraud and abuse is a higher priority (supported by 80% in 2015 and 75% in 2014). However, the majority of people are still confident that people's details are held securely (66%, consistent with 2014).
- The electoral register is currently available for sale although people have the ability to opt-out of this version if they wish to do so. Were the ability to opt out of appearing on this version no longer available, just over half (52%) say they would be less likely to register, consistent with results from 2014.

Voting Process

- In the same way that most people are confident they know how to register to vote, most also say they are confident they know how to cast their vote (92%). This measure has not moved outside of the 92%-94% range since the question was first asked in 2008.

- Confidence that elections in the UK are well-run remains consistent, with two in three (66%) saying they are confident and 22% 'very confident'. Levels of confidence have been seen to fluctuate considerably over the last five years, and these figures sit between the low point of 61% recorded in 2012 and the high point of 75% from 2013.
- People who were not 'very confident' that UK elections are well run were asked which of a number of different scenarios would improve their confidence. The proposal that was seen to offer the greatest increase in confidence was introducing a photographic ID check at polling stations, which almost seven in ten (69%) said would increase their confidence at least a little. This is an increase of six percentage points since 2014. Increasing security when counting, storing and transporting ballot boxes, and providing more information on how the voting process works were the next most popular suggestions, supported by 67%. Making it possible to vote online was the proposal that would do the least to boost public confidence, with 42% saying it would improve their confidence and over half (56%) saying it would not.
- There is a strong correlation between confidence in elections and attitude towards voting. Almost three quarters (74%) of those who say they 'always vote' are confident that elections are well run, compared to over half (57%) of those who say they 'sometimes' vote and one third (33%) of those who say they 'never vote'. Voters are also more likely than non-voters to say that the suggested measures would increase their confidence in the way that elections are run. Introducing a photographic ID check at polling stations was the most popular measure among regular voters, with almost three quarters (73%) saying it would improve their confidence at least a little. This same measure was supported by almost two thirds (65%) of occasional voters and half (50%) of non-voters. These two groups showed stronger relative interest in having more information on how the voting process works, as this was the third most popular measure for regular voters (69%) but the most popular for occasional voters (68%) and joint most popular with non-voters (50%).
- Satisfaction with the actual process of voting in elections has not changed significantly since 2014 and remains higher than the 64% low observed in 2012. Dissatisfaction has risen by four points to 13% and continues to be premised on perceived unfairness of the voting system (49%, up by 18 points since 2014) and dislike of politicians (24%, up five points).

Integrity of elections

- Nearly half (48%) say they have either a lot (12%) or a little (36%) understanding of electoral fraud, continuing the upward trend seen since 2012. However, over half (52%) still say they know hardly anything (32%) or nothing about it (19%).
- For the first time, respondents were asked what they understood by the term 'electoral fraud'. The most common definition was someone using someone else's vote (given by 38%), followed by general mentions of corruption/vote rigging (27%) and people who are not eligible to vote doing so anyway (15%). Just 12% could not give any examples of what they understood electoral fraud to be.
- Just under four in ten (39%) do think electoral fraud is a problem in the UK, rising to 53% in the West Midlands and 44% in the East Midlands. While this is similar to the 2014 result, it is still higher than the average level for the preceding ten years (34%). Concerns in this regard are more prevalent among non-voters, with half (50%) of people who say they never vote saying they think it is a problem, compared to 41% of occasional voters and 37% of regular voters.
- Polling station voting is considered to be safe from fraud and abuse by most people (79%, consistent with 2014 and 2013). The system of registering to vote is also viewed as safe by a

similar majority (77%). However, people generally have less faith in the security of postal voting (56% in both 2015 and 2014), which is consistent with every year in which the question has been asked.

- Just over four in ten (41%) say they have seen stories in the media about electoral fraud happening in the UK, up 4% from 2014. Just over one in ten (12%) have heard anecdotal evidence from someone they know, up 3% since 2014, but the number of respondents saying they have first-hand experience of electoral fraud remains consistently low at 2%.
- The number of people who feel there are sufficient safeguards in place to prevent electoral fraud has fallen by eight points since 2014 to 40%. 45% think there could be enough electoral fraud in some places to affect an election result (consistent with 2014), though a majority (55%) still don't think it is common where they live (down six points since 2014). Most people (86%) say they have not experienced any pressure on who to vote for and around one in three (34%) feel they would know how to go about reporting electoral fraud, both similar to the 2014 figures.
- When asked how the voting system could be tightened against fraud and abuse, requiring people to show photo ID at their polling station continues to be seen as an effective measure by the most people (85% believe it would work). Stopping parties, candidates, canvassers and campaigners from handling postal vote applications and ballot papers is the next most popular measure, viewed as effective by three in four (75%). This is followed by having independent observers (69%), making people sign to check their identity before voting in polling stations (66%), and stopping people voting for others by proxy (62%). These numbers remain largely consistent with 2014 and 2013.

Party Finance

- Knowledge about how parties are funded in order to fight elections has not changed significantly since 2014, with 43% of respondents saying they have at least some knowledge of party finance. Although this is four points higher than 2013, the majority (57%) still say they know hardly anything or nothing at all about it.
- Only one in four (25%) agree that the spending and funding of political parties and candidates at UK elections are open and transparent. In previous waves, respondents have been asked about spending and funding separately and in 2014 the average level of agreement achieved was 27%, showing a possible small drop in the last twelve months.
- Half (50%) agree that, if a political party was caught breaking the rules regarding party finance, the authorities would take appropriate action. Although the question was phrased slightly differently, this suggests a slight increase in confidence as, in 2014, only four in ten (41%) were confident that the authorities would take such action.
- When asked where they thought they could find information on party finance, just 21% were correct in saying it would be on the Electoral Commission's website, under one in four respondents (23%) answered the websites of individual parties, and 12% thought it could be found on their local council's website. 22% thought the information was not publicly available anywhere.

Northern Ireland

- Two in three (67%) of those not 'very' satisfied with the system of registering to vote (69% of the total NI sample) would derive a lot (41%) or a little (26%) more satisfaction if they were able to register to vote online. This is an increase of 15 points since 2014.
- Separately, responses on party finance in Northern Ireland remain consistent with two in three (68%) saying that information on who donates money to political parties in NI should be made publically available, while only 6% are happy for it to be kept confidential

Topline Results

VOTING PROCESS

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

Base: All respondents (1,204)	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 14	Dec 15
	%	%	%	%	%	%
Very confident	18	29	18	25	20	22
Fairly confident	49	43	43	49	45	44
Not very confident	19	16	20	15	20	19
Not at all confident	12	8	14	9	13	13
Don't know	2	4	5	1	2	2
Confident	67	72	61	75	65	66
Not Confident	31	24	34	24	33	32

⇒ **ASK THOSE NOT 'VERY' CONFIDENT**

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

Base: all not 'very confident' : 927 (765 GB only)	A lot	A little	Hardly at all	Not at all	DK	A lot/little	Hardly/ Not at all
	%	%	%	%	%	%	%
Providing more information on how the voting process works	35	32	15	17	1	67	33
Increasing security and transparency when counting, storing or transporting votes/ballots	40	27	15	17	1	67	32
People being required to show some form of photographic identification at their polling station (GB only)	46	24	13	16	1	69	30
People being required to show some form of NON- photographic identification at their polling station (GB only)	16	28	26	30	*	43	56
Making it possible to vote online	21	21	15	41	2	42	56
Stopping political parties, candidates, canvassers and campaigners from handling postal votes	32	25	20	23	1	56	42

⇒ **ASK ALL**

Q3. Which of these statements best describes your attitude towards voting at General Elections?

Base: all respondents (1,204)	Jan 2005	Dec 2005-Jan 2006	Nov 2006	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%	%	%	%	%	%
I always vote at General Elections	64	64	65	63	59	70	61	55	61	64	68 [†]
I sometimes vote at General Elections	20	20	19	23	25	18	23	27	22	21	19
I never vote at General Elections	11	11	11	9	8	8	10	14	11	11	10
I've not been eligible in the past to vote at a General Election	4	4	4	4	8	4	4	4	5	5	3
Don't know	*	2	1	*	*	0	1	*	*	-	*

Q4. How satisfied or dissatisfied are you with the actual process of voting at elections in Great Britain/Northern Ireland?

Base: all respondents (1,204)	May 2003	Dec 2005 – Jan 2006	Nov 2006	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%	%	%	%	%	%
Very satisfied	26	30	21	32	31	28	20	25	31	31	28
Fairly satisfied	48	48	54	43	43	45	48	39	41	39	40
Neither satisfied nor dissatisfied	9	10	14	9	11	12	19	19	18	19	17
Fairly dissatisfied	9	6	3	7	8	7	6	9	4	5	7
Very dissatisfied	5	1	1	5	4	6	5	7	4	4	6
Don't know / no opinion	3	7	7	4	4	2	2	2	2	2	2
Satisfied	74	77	75	75	73	74	67	64	72	70	68
Dissatisfied	14	7	5	11	12	13	11	16	7	9	13[†]

⇒ **ASK THOSE FAIRLY / VERY DISSATISFIED AT Q4:****Q5. Why do you say you are dissatisfied with the actual process of voting at elections in Great Britain/Northern Ireland?**

Base: all 'fairly' or 'very' dissatisfied at Q4 (2015: 155)	2012	2013	2014	2015
Voting System	30	29	31	49 [†]
Because of the voting system, my vote doesn't count	6	5	11	17
The voting system is unfair	18	17	14	13
I don't agree with the First Past the Post system / I would prefer Proportional Representation (PR)	8	8	4	11 [†]
The party/candidate I support has no chance of being elected under this voting system	4	9	2	9
Need more options/opinions/choice	-	-	-	8
Everyone should vote/compulsory voting	-	-	-	5
Politicians / The Political System	30	21	19	24
Don't like/trust politicians	17	12	15	19
Politicians do not deliver on what they promise	17	7	6	8
You never see politicians except at election time/I don't know anything about the candidates [2015 addition]	5	2	*	1
NI Only: Have been put off voting by recent political crisis and negotiations	-	-	-	-
Ease / Convenience of Voting	21	14	15	13
Difficulty in getting to a polling station	10	4	5	4
There should be more choice on how and where to vote	2	4	6	4
Should be simpler	-	-	-	4
Should be able to vote online	4	-	3	3
Voting is too confusing / I don't understand the system	8	6	4	2
Length of time it takes	-	-	-	1

Other	38	39	47	37
General dissatisfaction with politicians and political parties	4	6	4	12 [†]
The procedure for voting is open to fraud and abuse	8	4	2	11 [†]
There is no point in voting / it doesn't make any difference	7	12	10	6
Can't be bothered with it	-	-	-	2
Not enough information/media coverage	-	-	-	2
Many people didn't get to vote/register	-	-	-	*
People don't/didn't understand what the elections were about/too complicated	-	-	-	*
Other	18	16	32	7 [†]
Don't know	5	17	*	3

⇒ **ASK ALL**

Q6. How confident, if at all, are you that you know how to go about casting your vote at an election?

Base: All Respondents (1,204)	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%	%	%
Very confident	68	66	69	67	69	68	70	70
Fairly confident	24	27	25	27	24	25	22	23
Not very confident	4	5	3	4	4	3	5	5
Not at all confident	3	2	3	2	3	3	3	3
Don't know	1	1	*	1	1	*	*	*
Confident	92	93	94	94	92	93	92	92
Not Confident	7	6	6	6	7	6	8	7

REGISTRATION

Q7. How confident, if at all, are you that you know how to go about registering to vote?

Base: All Respondents (1,204)	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%	%	%
Very confident	57	55	68	60	63	66	64	63
Fairly confident	30	34	24	29	28	23	26	28
Not very confident	7	7	4	6	5	6	6	6
Not at all confident	3	3	3	3	2	4	4	3
Don't know	3	1	*	2	2	*	1	*
Confident	88	89	92	89	91	89	89	90
Not confident	10	10	7	9	8	10	10	9

Q8. As far as you know, is your name on the electoral register, that is, the official list of people entitled to vote, either where you are living now or somewhere else?

Base: All Respondents (1,204)	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%
Yes – where living now	93	91	94	92	93
Yes – another address	3	4	2	3	4
No	2	4	2	3	2
DK	3	2	1	2	1

⇒ **ASK IF 'YES – ANOTHER ADDRESS' OR 'NO' AT Q8**

Q9. Why are you not registered to vote (ADD IF 'YES – ANOTHER ADDRESS': where you are living now)?

Base: all not registered or are at another address (2015: 69)	Dec 2008	Dec 2009	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%	%
Just moved/Just about to move	15	24	42	23	25	39	42
Don't see point in registering/voting/don't want to vote	-	-	-	-	-	-	15
Haven't got round to it	20	12	3	16	14	14	14
More convenient/prefer to be registered at second home/another address	-	2	-	4	7	6	10
Not eligible for reason(s) other than age (e.g. nationality)	-	12	26	12	11	11	7
I actively dislike politicians/politics and refuse to vote	-	-	-	-	3	-	4
I didn't receive any forms/polling card	-	-	-	-	-	-	4
Not eligible (for reasons other than nationality)	35	-	5	13	19	-	3
Admin/clerical error	-	-	-	-	-	-	3
Not bothered – uninterested in politics	11	17	2	6	7	12	2 [†]
Don't know how to register	8	5	3	3	-	-	2
Lack of information on	-	-	-	-	-	-	2

parties/policies							
I ran out of time/too busy	-	-	-	-	-	-	2
Health reasons/illness	-	-	-	-	-	-	2
Politics makes no difference so no point	-	-	-	-	-	2	-
I didn't know I had to/I thought I could do it on the day	-	-	-	-	-	-	-
Too difficult/complicated	-	-	-	-	-	-	-
Removed from the register due to new system (e.g. received a letter telling me I needed to re-register)	-	-	-	-	-	-	-
Other	10	8	17	18	19	-	6
Don't know	10	19	*	6	5	18	3 [†]

⇒ **ASK ALL REGISTERED TO VOTE**

Q10. People have many reasons for registering to vote. Why did you decide to register to vote?

Base: all registered to vote (1,163)	Dec 2014	Dec 2015
	%	%
Civic Duty/Voting	96	83 [†]
It's important to vote/have my say/can't complain if you don't vote	55	50 [†]
Need to register so I can vote	6	17 [†]
It is my civic duty	8	14 [†]
To exercise my democratic rights	18	14 [†]
I have always voted	5	9 [†]
It should be a legal requirement/compulsory to vote	4	7 [†]
Social Influences	8	10
Women/people suffered to get the vote	6	6
Parental/family influence/others in household	2	4 [†]
Community background (e.g. Religion in NI; ethnic minority, etc.)	-	2
Local Authority Reasons	-	5
Responded to contact from Local Authority	-	3
I was canvassed/someone handed me a leaflet/spoke to me about registering	-	1
Other	16	12 [†]
Helps credit profile	3	4
I thought it happened automatically	2	3
Other	7	5 [†]
None of these	1	-
Don't know	3	3

⇒ **ASK ALL****Q11. How satisfied or dissatisfied are you with the system of registering to vote in Great Britain/Northern Ireland?**

Base: All Respondents (1,204)	May 2003	Dec 2005 – Jan 2006	Nov 2006	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%	%	%	%	%	%
Very satisfied	26	30	19	43	43	46	38	39	43	38	35
Fairly satisfied	49	48	56	39	39	40	41	37	39	40	40
Neither satisfied nor dissatisfied	9	10	14	9	10	8	13	15	14	14	17 [†]
Fairly dissatisfied	7	6	3	4	3	3	2	3	1	4	4
Very dissatisfied	4	1	2	2	2	1	2	2	1	2	3
Don't know / no opinion	4	7	7	3	3	2	4	3	2	2	1
Satisfied	75	77	75	82	82	85	79	76	82	78	75
Dissatisfied	11	6	5	5	5	5	4	5	2	6	7

⇒ **ASK IF VERY/FAIRLY DISSATISFIED AT Q11****Q12. Why are you dissatisfied with the system of registering to vote in Great Britain/Northern Ireland?**

Base: All dissatisfied at Q11 (2015: 85)	2012	2013	2014	2015
	%	%	%	%
IER issues				32
I preferred the old system/household form/don't like registering myself	-	-	-	15
I didn't like having to provide additional personal/extra information to confirm my registration	-	-	-	10
I didn't understand why I wasn't registered after I had filled in one form already (the Household Registration Form – HEF)	-	-	-	5
I didn't like receiving so many forms	-	-	-	4
I was confused by the changes in how I have to register	-	-	-	2
Difficult/confusing	35	38	38	22[†]
It is too confusing/I don't understand the system	14	24	14	8
It is not easy/they could make it easier	17	17	13	8
Council/EONI [in NI] should automatically update the register when I move or use other services	-	-	-	4
I'm not sure how to check if I am already registered	-	-	-	3
I don't know how to register to vote	8	9	6	1
They do not promote/advertise where/when to register	6	6	12	1 [†]
It is inconvenient	30	9	9	8
You should be able to register to vote online	23	9	7	4
It is cumbersome/takes too long	6	5	*	4
You should be able to register to vote over the telephone	10	5	2	-
Mistakes/problems	11	15	1	7

The post is unreliable	9	7	1	4
The council/EONI [in NI] makes mistakes with my personal details	2	8	1	3
Not secure	7	11	1	6
The system of registering to vote is open to fraud and abuse	7	11	1	6
Other	35	41	52	33 [†]
There is no point voting / voting makes no difference	10	6	-	10
I do not know where I can get information about the process of registering to vote	6	9	44	5 [†]
There should be more limitations on who can vote	5	7	2	3
Other	14	29	6	-
Other (specify) Coded responses	-	-	-	8
Everyone should be automatically registered at birth	-	-	-	4
It is harder for students to vote	-	-	-	2
People can be taken off the electoral roll without their knowledge	-	-	-	2
Young people should be able to vote	-	-	-	1
Don't know	7	8	6	8

⇒ **ASK IF NOT 'VERY' SATISFIED AT Q11**

Q13. To what extent would each of the following increase your satisfaction with the system of registering to vote in Great Britain/Northern Ireland? Would you say a lot, a little, hardly at all or not at all?

Base: all not 'very' satisfied at Q11 (765) [NI only: 132]	A lot	A little	Hardly at all	Not at all	DK	Lot /little	Hardly/ not at all
Making it possible to register to vote online (%)							
2013	45	20	10	24	1	64	34
2014 (NI ONLY:118 unweighted base)	34	18	23	25	-	52	48
2015 (NI ONLY: 132 unweighted base)	41	26	16	17	1	67 [†]	33 [†]
Tightening the system further against fraud or abuse (%)							
2013	56	26	9	8	1	82	17
2014	48	26	17	5	3	75	22
2015	54 [†]	25	12 [†]	7	2	80 [†]	19
Make registering to vote easier and quicker (%)							
2013	49	25	13	11	2	74	24
2014	41	26	16	14	4	67	29
2015	46	25	15	13	1	71	28
Making it possible to register to vote on polling day (%)							
2015	35	22	17	25	1	57	42
Not having to provide so much personal information (%)							
2015	24	24	23	28	1	48	51
Authorities changing my electoral register details automatically when I move (%)							
2015	51	20	13	13	2	71	26
Giving me the choice to register or update my registration details when I use another public service (e.g. register with my GP, change my name/address on my driving licence) (%)							
2015	50	25	12	12	1	75	24

⇒ **ASK ALL****Q14. Thinking about the system of registering to vote [INSERT: in Great Britain / Northern Ireland], how confident are you that...**

...in general, voters' personal details are held securely?						
Base: all respondents (1,204)	2010	2011	2012	2013	2014	2015
	%	%	%	%	%	%
Very confident	15	16	20	19	17	15
Fairly confident	54	52	47	48	51	51
Not very confident	20	21	21	20	18	21
Not at all confident	7	8	9	10	11	12
Don't know	4	4	4	3	3	1
Confident	69	68	66	67	68	66
Not confident	27	29	30	30	29	33
...your own personal details are held securely?						
Base: all respondents (1,204)	2010	2011	2012	2013	2014	2015
	%	%	%	%	%	%
Very confident	16	17	19	19	18	16
Fairly confident	54	50	48	49	51	52
Not very confident	19	21	20	21	19	21
Not at all confident	8	8	9	10	10	11
Don't know	3	4	3	3	3	1
Confident	70	67	67	67	69	68
Not confident	27	29	30	30	29	32

...the system prevents people who should not be on the register from registering?						
Base: all respondents (1,204)	2010	2011	2012	2013	2014	2015
	%	%	%	%	%	%
Very confident	9	11	12	12	14	11
Fairly confident	47	43	41	45	44	45
Not very confident	23	23	24	24	20	27 [†]
Not at all confident	8	8	8	12	11	13
Don't know	12	15	14	7	11	5 [†]
Confident	56	54	53	56	58	56
Not confident	31	31	32	36	31	40[†]

Q15. How confident, if at all, are you that your registration details on the electoral register are accurate and correct?

Base: All respondents (1,204)	2013	2014	2015
	%	%	%
Very confident	59	59	59
Fairly confident	34	35	35
Not very confident	4	3	3
Not at all confident	1	2	3
Don't know	1	1	1
Confident	94	94	93
Not confident	5	5	6

⇒ **ASK THOSE NOT CONFIDENT AT Q15**

Q16. You mentioned that you are [INSERT: not very confident/not confident at all] that your details on the electoral register are accurate and correct. Why do you say that? **DO NOT PROMPT**

Base: all not confident (68)	2013	2014	2015
	%	%	%
Details not updated/change of address not acknowledged	21	22	29
Might not be secure/safe/confidential	34	26	21
Lack of efficiency/accuracy	33	11	21
Not familiar with the system	8	7	11
I know that I have not registered myself	-	-	8
Issues with paperwork/do not understand the paperwork/paperwork returned to me after completion	-	-	4
Issue with being taken off the electoral register without my knowledge	-	-	1
Other	13	-	5
Don't know	10	37	9 [†]

⇒ **ASK ALL REGISTERED TO VOTE (CODES 1 OR 2 AT Q8)**

Q17. Are you currently registered for a postal vote? That is, registered to send your ballot paper through the post, rather than having to go to a polling station?

Base: all registered to vote (1,163)	2011	2012	2013	2014	2015
	%	%	%	%	%
Yes, am registered for a postal vote	30	29	36	35	31 [†]
No, am not registered for a postal vote	64	65	58	58	67 [†]
Don't know	6	6	6	7	2 [†]

Q18. At the moment, a version of the electoral register can be bought by any person, company or organisation. This version is, for example, used by businesses and charities to confirm name and address details. You can currently choose whether your information is included on this version of the register that is made available for sale.

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

Base: all respondents (1,204)	2013 %	2014 %	2015 %
More likely	3	3	3
Less likely	54	49	52
Make no difference	41	47	45
Don't know	2	1	*

INTEGRITY OF ELECTIONS

Q19. 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....?

Base: all respondents (1,204)	Dec 2010	Dec 2011	Dec 2012	Dec 13	Dec 14	Dec 15
	%	%	%	%	%	%
A lot	10	6	7	9	10	12
A little	41	37	32	35	38	36
Hardly anything at all	28	33	31	33	31	32
Nothing at all	19	23	29	23	20	19
Don't know	2	2	1	1	1	*
A lot/little	51	43	39	43	47	48
Hardly at all/not at all	47	56	60	56	52	52

Q20. How much of a problem, if at all, do you think electoral fraud, that is fraud relating to elections and voting, is in [INSERT Great Britain/Northern Ireland]? Do you think it is...

Base: all (respondents 1,204)	Dec 2003 ¹	Apr 2005 ²	Dec 05 – Jan 06	Nov 2006	Jan 2008	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%	%	%	%	%	%	%	%
A very big problem	8	17	9	11	7	8	8	10	8	9	8	11	8 [†]
A fairly big problem	16	29	22	26	26	25	19	30	29	27	26	29	31
Not a very big problem	40	34	40	36	48	42	44	41	43	39	46	41	45 [†]
Not a problem at all	13	8	11	7	11	12	19	9	8	12	12	9	9
Don't know	24	11	19	21	9	13	9	10	13	13	9	10	7 [†]
A problem	23	46	31	37	33	34	27	40	36	36	34	40	39
Not a very big problem / not a problem at all	53	42	51	43	58	53	64	50	51	52	58	50	54[†]

¹ Telephone survey

² Telephone survey

Q21. In general, when it comes to being safe from fraud or abuse, would you say that [INSERT: a, b and c] is very safe, fairly safe, neither safe nor unsafe, fairly unsafe or very unsafe. READ OUT. SINGLE CODE EACH. REVERSE ORDER OF SCALE.

Voting at a polling station											
Base: all respondents (1,204)	Dec 05 – Jan 2006	Nov 2006	Jan 2008	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%	%	%	%	%	%
Very safe	37	29	30	33	38	40	43	41	30	28	31
Fairly safe	46	49	51	50	48	46	43	44	49	51	48
Neither safe nor unsafe	9	10	10	9	8	5	4	4	11	12	12
Fairly unsafe	2	4	4	5	3	4	6	6	7	6	6
Very unsafe	*	1	1	*	1	2	2	3	2	2	2
Don't know	5	7	3	2	2	3	2	2	2	1	1
Safe	83	78	82	83	87	85	86	85	79	79	79
Unsafe	2	5	5	6	4	7	7	9	9	8	8

Voting by post												
Base: all respondents (1,204)	Apr 2005 ³	Dec 05 – Jan 2006	Nov 2006	Jan 2008	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%	%	%	%	%	%	%
Very safe	6	8	5	8	8	10	10	10	13	16	15	17
Fairly safe	30	35	33	34	32	36	43	46	40	39	41	39
Neither safe nor unsafe	14	16	17	16	15	14	11	8	8	12	13	14

³ Telephone survey

Fairly unsafe	27	26	25	29	29	25	19	24	23	19	19	19
Very unsafe	19	7	9	9	11	11	9	8	9	8	9	9
Don't know	4	9	10	5	5	5	8	4	6	6	4	2
Safe	36	42	38	42	40	46	53	56	53	55	56	56
Unsafe	46	33	34	37	40	36	28	32	33	27	28	28

Registering to vote						
Base: all respondents (1,204)	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%
Very safe	22	23	23	25	25	27
Fairly safe	57	58	55	55	52	50
Neither safe nor unsafe	10	6	7	9	11	13
Fairly unsafe	7	8	8	7	6	6
Very unsafe	2	2	3	2	2	2
Don't know	3	4	3	3	3	1
Safe	79	80	78	80	78	77
Unsafe	9	10	11	8	8	9

Q22. Can I just check, have you.....

Base: all respondents (1,204)	2014 %	2015 %
Seen stories in the media about electoral fraud happening in GB/NI	37	41 [†]
Heard from someone you know about electoral fraud happening in GB/NI	9	12 [†]
Had first hand experience of electoral fraud happening in GB/NI	3	2
None of these	56	54
Don't know	2	*

Q23. What do you understand by the term “electoral fraud”?

Base: all respondents (1,204)	2015 %
Someone using someone else's vote	38
Cheating/corruption/ vote rigging	27
When people not eligible but still do vote	15
Casting a vote where not registered	12
Ballot stuffing (i.e. one person submitting multiple ballots)	12
Deliberately miscounting votes	11
Misuse of postal voting	9
Spoiling/tampering of ballot papers	7
People being intimidated	6
Missing/disposing of votes	5
Other	8
Don't know	12

Q24. For each of the following please tell me whether you agree or disagree?

Base: all respondents (1,204)	Agree strongly	Tend to agree	Neither	Tend to disagree	Disagree strongly	DK	Agree	Disagree
There could be enough electoral fraud in some areas to affect the election result (%)								
2013	18	24	19	18	12	9	42	30
2014	17	26	29	18	11	*	43	28
2015	14 [†]	31 [†]	26	16	11	2	45	27
I would know how to report electoral fraud (%)								
2013	14	13	11	17	38	7	27	55
2014	18	15	15	20	32	*	33	52
2015	15 [†]	19 [†]	12 [†]	20	31	3	34	51
It would be easy to get away with electoral fraud in Great Britain/NI (%)								
2013	15	22	18	21	16	8	37	37
2014	15	21	27	21	17	*	35	38
2015	12 [†]	23	27	24	12 [†]	3	34	36
Electoral fraud is very common where I live (%)								
2013	3	4	21	22	34	16	7	56
2014	3	3	33	22	39	*	6	61
2015	2	5	32	26 [†]	30 [†]	6	7	55 [†]
I felt I had little or no choice about who to vote for because of pressure from people I know (%)								
2013	2	1	7	11	78	1	4	89
2014	3	3	10	8	76	*	6	84
2015	3	3	7 [†]	12 [†]	75	1	6	86
There are sufficient safeguards in place to prevent electoral fraud (%)								
2013	17	31	20	15	8	8	48	24
2014	19	29	29	13	9	*	48	23
2015	12 [†]	28	30	17 [†]	10	4	40 [†]	27 [†]

⇒ **ASK IN ENGLAND, WALES & SCOTLAND ONLY:****Q25. How effective, if at all, do you think each of the following would be in preventing electoral fraud taking place? Would you say...**

Base: all respondents in GB (1,004)	Very effective	Quite effective	Not very effective	Not effective at all	DK	Effective	Not effective
People being required to show some form of photographic identification at their polling station (%)							
2013	53	31	8	7	2	83	15
2014	50	31	10	8	*	81	19
2015	52	33	9	6	1	85 [†]	14 [†]
People being required to show some form of <u>non</u> -photographic identification at their polling station (%)							
2013	15	29	31	21	3	45	53
2014	14	33	32	22	*	46	54
2015	12	32	34	20	1	44	55
People being required to sign in order to check their identity before being given their ballot paper in the polling station (%)							
2013	33	34	22	10	2	67	32
2014	31	38	19	13	*	69	31
2015	27 [†]	38	21	12	1	66	33
Having independent observers in all polling stations (%)							
2013	31	38	19	8	3	69	27
2014	34	36	20	10	*	70	30
2015	30	39	19	10	2	69	29
Stopping people voting for others by proxy (%)							
2013	30	31	21	11	7	61	32
2014	28	32	21	19	*	60	40
2015	28	34	25 [†]	11 [†]	2	62	36
Stop postal voting on demand (%)							
2013	19	30	28	14	9	49	42
2014	20	32	29	19	*	52	48
2015	22	30	29	16	3	52	44
Stop political parties, candidates, canvassers and campaigners from handling postal vote applications/postal ballot papers (%)							
2013	35	34	17	8	5	69	25
2014	36	33	18	13	*	69	31
2015	39	36	13 [†]	10	3	75 [†]	23 [†]

PARTY FINANCE

⇒ **ASK ALL**

Q26. Political parties need money to run themselves and fight elections. How much would you say you know about political party finance, that is the way in which parties raise money to pay their staff and fight elections? Would you say....

Base: all respondents (1,204)	2013 %	2014 %	2015 %
A lot	8	10	11
A little	30	34	32
Hardly anything at all	25	27	26
Nothing at all	35	28	30
Don't know	1	*	1
A lot/little	39	44	43
Hardly/nothing at all	60	55	57

Q27. To what extent do you agree or disagree with the following statements: READ OUT. REVERSE ORDER OF SCALE. SINGLE CODE

Q27.a The spending and funding of political parties and candidates at UK elections is open and transparent.	
Base: all respondents (1,204)	Dec 2015
	%
Strongly agree	7
Tend to agree	18
Neither	27
Tend to disagree	28
Strongly disagree	18
Don't know	2
Agree	25
Disagree	46

Nb. This merges two previous questions. In 2014, 28% agreed that the spending of political parties was open and transparent, and 26% agreed that the funding of political parties was open and transparent, giving an average of 27% agreement.

Q27.b If a political party is caught breaking the rules, the authorities will take appropriate action	
Base: all respondents (1,204)	Dec 2015
	%
Strongly agree	25
Tend to agree	26
Neither	14
Tend to disagree	21
Strongly disagree	14
Don't know	1
Agree	50
Disagree	34

Nb. This is a variation on a previous question: 'How confident, if at all, are you that when a political party or one of its members is caught breaking the rules on political donations or spending on election campaigns, the authorities will take action? Please do not include issues around MPs expenses as being part of these rules.' In 2013, 44% were confident the authorities would take action, this dropped to 41% in 2014.

Q28. Which ONE of the following statements about party finance in Great Britain /NI do you think is true?

Base: all respondents (1,204)	2014	2015
	%	%
Information on the funding of political parties is available on individual political party websites	20	23
There is no information on the funding of political parties available to the public	18	22 [†]
Information on the funding of political parties is available on the Electoral Commission's website	14	21 [†]
Information on the funding of political parties is available on your local council's website	12	12
Don't know	36	22 [†]

⇒ **ASK IN NORTHERN IRELAND ONLY**

Q29. In your opinion, should information about who donates money to political parties in Northern Ireland be made available to the public or kept confidential, or do you not mind either way?

Base: all in Northern Ireland (200)	Dec 2008	Dec 2011	Dec 2012	Dec 2013	Dec 2014	Dec 2015
	%	%	%	%	%	%
Made available	59	62	62	64	67	68
Kept confidential	8	4	7	6	8	6
Do you not mind either way	32	33	31	29	24	25
Don't know	*	1	*	*	2	1