

**Electoral Commission
2011 Winter Research:
Segmentation Analysis**

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1. Executive summary

1.1 Research Objectives

This report outlines a segmentation of public attitudes towards voting and the electoral process in Great Britain and was commissioned by the Electoral Commission as part of their annual 'Winter Tracker' research for 2011.

Given the expected move from household registration to individual registration in Great Britain, this report provides insight beyond the topline findings for questions relating to both electoral registration and perceptions of the integrity of elections by examining the following areas:

- Overall attitudes towards elections and the electoral process amongst different types of respondent
- How knowledge of the registration process impacts on respondent's claimed participation in elections
- Understanding attitudes towards the provision of personal identifiers when registering to vote
- Attitudes towards electoral fraud amongst different types of respondent and the possible impact perceptions of fraud have on participation.

1.2 Methodology

Segmentation techniques allow respondents with similar characteristics and attributes to be grouped into segments or clusters, enabling a greater understanding of the behaviour, motivations and attitudes of individuals with shared attributes.

Survey respondents inevitably have many shared characteristics, be they demographic, attitudinal or behavioral, and as such can potentially be grouped or segmented in many ways. Segmentation analysis is therefore interpretive by nature: the variables or characteristics chosen to segment respondents must be selected based on the objectives for the subsequent analysis.

As the purpose of this study is to provide insight into people's self-declared voting behavior and their attitudes towards the registration process and electoral fraud, the segments sought to first identify different types of respondent, which can be broadly characterized as the 'Active' and the 'Inactive'.

Commonalities were then sought amongst Inactive voters that might help to further subdivide these groups into segments with similar attitudes towards the registration and electoral process. What emerged from this exploratory stage were four distinct segments which captured the essence of four different types of potential voter:

- **The Active and Trusting:** respondents with a high level of involvement in the electoral process (67% of the population)
- **The Inactive and Trusting:** respondents with a low level of involvement in the electoral process and few concerns about the process of registering to vote (19% of the population)
- **The Inactive and Cynical:** respondents with a low level of involvement in the electoral process but strong concerns about the process of registering to vote (10% of the population)

- **The Disengaged:** respondents with no involvement in the electoral process (4% of the population)

Sections Two contains further information about the segments and how they were derived, with a full methodology included in Appendix 1.

1.2 Key findings

Attitudes to elections and the electoral process

- A sense that voting is an important civic duty was strongly correlated with self-declared participation in elections; 86% of Active and Trusting respondents agreed with this, compared to 42% of the Inactive and Trusting and 23% of the Inactive and Cynical.
- Confidence that elections are well run was also closely correlated with participation, with confidence highest amongst the Active and Trusting (82%) and lowest amongst the Disengaged (36%) and the Inactive and Cynical (35%).
- Similarly, the Active and Trusting had the highest satisfaction with the process of voting (77%) and with the system of registration (87%). The Inactive and Cynical and the Disengaged recorded the lowest levels of satisfaction across these two measures.

Knowledge of the registration process

- Self declared knowledge of the registration process (how confident respondents were that they knew how to register) was high overall (90%).
- This confidence was highest amongst Active and Trusting respondents (95% were confident) and lowest amongst the Disengaged (56% were confident).
- Objective knowledge (based on the results of four true/false questions about the requirements of registration) was not closely related to the likelihood of electoral participation with all types of respondent showing low levels of awareness of these requirements.

Changes to registration

- Respondents were asked how a requirement to provide different types of personal information might affect the likelihood of them registering to vote. Three pieces of information were asked about in turn; National Insurance Number, Date of Birth, and Signature.
- For each individual piece of information, the majority of people said that a requirement to provide it would either make no difference or increase the likelihood of them registering to vote; 95% for Date of Birth, 93% for Signature, and 83% for National Insurance number.
- For each of the three pieces of personal information asked about, one in ten said this would make them more likely to register (10% for National Insurance Number, 10% for Date of Birth and 11% for Signature).
- National Insurance Number received the most negative response, with 15% saying this would make them less likely to register.
- Date of Birth and Signature received a less negative response with 5% and 6% respectively saying this would make them less likely to register.

- The Inactive and Cynical were the least willing to provide additional information with 28% of people in this segment saying they would be less likely to register for at least one of the three personal identifiers asked about.
- Those who said they would be less likely to register for at least one of the three personal identifiers mentioned were asked why. The most common reason was that people were concerned about identity fraud and the security of their personal information, which was mentioned by 62% of people who said they would be less likely to register.
- Those citing concerns about identity fraud showed a higher level of concern about the security of the registration system generally and how their details would be handled, with half (47%) saying they were not confident that voter's personal details are held securely. This compares to 26% of respondents who either did not mention concerns about fraud or who did not say they would be less likely to register if extra identifiers were required. When asked whether registering to vote in general was safe from fraud or abuse, those concerned about fraud were not significantly less confident than other respondents (12% cf. 10%)
- A third (36%) mentioned other concerns as the reason why they would be less likely to register, such as the difficulty of finding the required information or the hassle of doing so.

The integrity of elections

- Electoral fraud is not an issue most respondents consider themselves well informed about; 56% said they knew hardly anything or nothing at all about it.
- The highest level of concern was amongst Inactive and Cynical respondents with 44% viewing electoral fraud as a very big or fairly big problem, compared to 36% overall.
- Of those who did view electoral fraud as a problem, Inactive and Trusting respondents and the Inactive and Cynical thought it would have the most impact on electoral outcomes; a third of each (35% and 33%) thought it would affect who is elected in more than a few areas, compared to 22% of Active and Trusting respondents.
- The media was the most common source of information about electoral fraud; however large proportions of respondents in all segments did not say where they had heard about electoral fraud. Out of the Inactive and Trusting respondents who thought electoral fraud was a problem, 54% had not heard about it through the media, acquaintances, or by witnessing it first hand, and nor had 55% of Inactive and Cynical respondents who viewed fraud as a problem.
- Postal voting was the biggest perceived source of fraud and abuse with between a quarter and a third of each segment saying they thought this was unsafe. Voting at a polling station and registering to vote were considered much safer.
- In an additional step of analysis, the report moves away from looking at the segments and instead examines the impact that perceptions of electoral fraud might have on respondent's likelihood to participate in elections:
- 34% of people who claimed to vote regularly thought fraud was either a very big or fairly big problem, compared with 39% of people who did not claim to vote regularly, indicating that viewing electoral fraud as a problem does not have a significant impact on participation¹.

¹ The distinction between those who claimed to vote regularly and those who did not was made using an Involvement Index, which categorises respondents as 'Active' and 'Inactive'. See Section Two for further details of how the Involvement Index was calculated.

- However, people who do not vote regularly and who think fraud is a problem are more likely than their active counterparts to say that it will impact on who is elected in half or more of election areas (25% cf. 14%).
- It is not possible to directly conclude that a perception that fraud impacts the outcome of elections makes people less likely to vote. Over half (54%) of inactive respondents who think fraud affects the outcome of elections in half or more areas report knowing hardly anything or nothing at all about it, and only a fifth (22%) view voting as an important civic duty. This suggests that this is a group of people who are alienated from elections generally, and the lack of participation is not specifically due to their concerns about fraud.

2. The Segments

Segmentation techniques allow respondents with similar characteristics and attributes to be grouped into segments or clusters, enabling a greater understanding of the behavior, motivations and attitudes of individuals with shared attributes.

In order to begin identifying similar segments of the voting age population, variables from the Winter Tracker survey were first grouped into the following related constructs and the inter-relationship between these constructs was examined:

- Variables relating to past voting behaviour and registration status
- Variables relating to awareness and knowledge of current registration policy
- Variables relating to attitudes towards voting, registration, and information security concerns
- Variables relating to likely impact and future behaviour as a result of potential policy changes

The initial exploration suggested that respondent's knowledge of the registration process had little relationship to their self-declared voting behaviour. Active respondents were not significantly more knowledgeable than the less active based on their answers to four true / false questions about the registration process and as such these questions were rejected as inputs to the segmentation model.

What emerged from this process is that respondents clustered around two main themes. The first was their level of involvement and participation in the voting process, and the second was their attitude towards the registration process, both in terms of overall satisfaction and their confidence that any details provided will be securely held.

Based on these findings two indices were created that combined a number of variables into two measures: an 'Involvement Index' and a 'Satisfaction Index'.

Involvement Index

The Involvement Index defined a respondent's levels of participation in voting based on their responses to the following three questions:

- Q1. I would like you to think back, very carefully to the last General Election on 6th May 2010. Some people were not able to vote in that election. Can you remember if you did actually cast your vote at that election?
- Q4. Which of these statements best describes your attitude towards voting at General Elections? (Always vote / Sometimes vote / Never vote / Have not been eligible to vote)
- Q20. Thinking about the last time you registered to vote, how easy or difficult did you find it to provide or confirm the details?

Each respondent was awarded a score out of 100, with 100 indicating the highest possible level of involvement in voting and zero indicating no involvement in voting at all.

Satisfaction Index

The Satisfaction Index defined respondent's levels of satisfaction with the registration process, both in terms of overall satisfaction and their sense that the process is safe from fraud and abuse at both a personal and a general level. The Satisfaction Index was based on the following four questions:

- Q16. How satisfied or dissatisfied are you with the system of registering to vote in Great Britain?
- Q19_2. Thinking about the system of registering to vote in Great Britain, how confident are you that your own personal details are held securely?
- Q19_2. Thinking about the system of registering to vote in Great Britain, how confident are you that the system prevents people who should not be on the register from registering?
- Q30_3. In general, when it comes to being safe from fraud or abuse, would you say that registering to vote is very safe, fairly safe, neither safe nor unsafe, fairly unsafe or very unsafe?

Each respondent was awarded a score out of 100, with 100 indicating the highest possible level of satisfaction with the system of registering to vote and zero indicating the lowest level of satisfaction.

Appendix 1 contains a full discussion of the process by which the segments were defined and of the scoring criteria used on the two indices.

2.1 Introducing the segments

Based on their index scores, four groups of respondents emerged; the Active and Trusting, the Inactive and Trusting, the Inactive and Cynical, and the Disengaged. A summary of the segment characteristics and their relative sizes are included in Table 1 and Figure 1 below.

Figure 1. Segment sizes

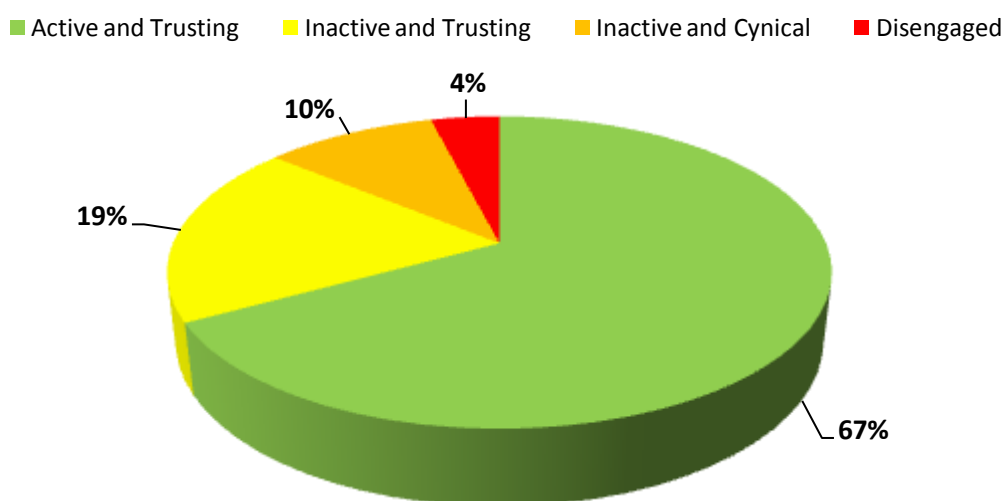


Table 1. Segment descriptions

	Active and Trusting - High level of involvement in elections	67%
	Inactive and Trusting - Low level of involvement in elections but high levels of satisfaction with the process of registering to vote and the security of their personal details	19%
	Inactive and Cynical - Low level of involvement in elections and low levels of satisfaction with the process of registering to vote and the security of their personal details	10%
	Disengaged - Low / zero involvement in elections	4%

The largest segment, comprising 67% of respondents, was made up of the Active and Trusting. These people all had a high level of self-reported participation in elections, scoring a minimum of 75 on the Involvement Index. They also scored highly on the Satisfaction Index, though their Satisfaction score was not used to place them in the segment; if a respondent scored at least 75 on the Involvement Index, they were classified as Active and Trusting.

The second largest segment was made up of the Inactive and Trusting and comprised 19% of respondents. These people registered a low score on the Involvement Index (between 5 and 70), but showed a high level of satisfaction with the process of registering to vote and the security of the registration process (43 or above on the Satisfaction Index). Whilst these respondents were not particularly active in voting at elections, they did not display a high level of dissatisfaction with the registration process.

The third largest segment, comprising 10% of respondents, was made up of those classed as Inactive and Cynical. They received a low score on the Involvement index (between 5 and 70) and a low score on the Satisfaction Index (less than 43 points). Whilst this group displayed similar levels of involvement to the Inactive and Trusting, they were less satisfied with the process of registering to vote and the security of the system.

The final and smallest segment consisted of people classed as Disengaged (4%). These respondents had an Involvement Index score of zero, indicating that they never participate in elections. The Satisfaction Index was not used to define the Disengaged respondents as this group did not display consistent attitudes towards the registration process.

The base size of the Disengaged segment was not sufficient to support a robust statistical analysis and as such the possibility of subsuming the Disengaged segment into the two 'Inactive' segments was considered. However it was decided that fully disengaged respondents had a sufficiently distinct character profile to justify maintaining them as a separate segment, regardless of the base size. It is therefore important to view any findings for the Disengaged segment as indicative rather than statistically significant.

2.2 Segment Profiles

Having outlined the variables used to define the four segments, it is possible to review their characteristics in more depth. The following section looks at the socio-demographic profile of each segment before discussing their behavioural and attitudinal characteristics, based on both responses to the questions used to conduct the segmentation as well as other relevant measures that were not included in the original segmentation process. Appendix 2 contains data tables displaying the full demographic profile of each segment.

Segment 1: Active and Trusting

67% of the population: frequent voters, who tend to be older, in a higher social grade and owner occupiers

Socio-Demographics

Comprising 67% of the voting age population, the Active and Trusting were the largest segment. They were evenly split between men and women (50% cf. 50%) but tended to be older than the population as a whole; 42% were aged over 55 and 25% aged 65 and above. This compares to 35% of the population who were over 55 and 20% who were aged 65 and above. Consequently a high proportion of the Active and Trusting segment was retired (30%), with half (50%) working either full or part time.

Socially, the group tended towards a higher social grade with 30% occupying the 'AB' category and 59% occupying the broader ABC1 grouping. They were more likely than those in other groups to own their own home (70%).

The Active and Trusting were widely dispersed, with a geographic spread broadly relating to that of the United Kingdom (87% in England, 8% in Scotland and 5% in Wales).

Involvement

The Active and Trusting were highly engaged in voting with 100% saying they voted at the last election² and 87% saying they always vote. They also did not have any difficulty registering to vote with 96% saying it was easy to provide or confirm the necessary details when doing so.

As would be expected given their high level of self-reported participation the Active and Trusting reported near universal levels of registration (99%³), with a third (31%) saying they were also registered for a postal vote.

Satisfaction

Although the Satisfaction Index was not used to define the Trusting and Active segment, this group displayed a high level of satisfaction with both the process and the security of registering to vote; 87% said they were satisfied with the process of registering and 86% said they thought registering to vote was safe from fraud and abuse.

They were slightly more circumspect in their attitudes to the security of specific features of the registration process with 69% saying they were confident that their personal details were held

² This is self-reported participation, and it should be noted that respondents have a tendency to over report their voting history.

³ This is self-reported registration.

securely and 53% saying they thought the system prevents people who should not be on the register from registering.

The Active and Trusting appeared to be motivated by a sense of duty with 85% saying they would be neglecting their duty as citizens if they did not vote. Asked how much influence they think they have on public affairs, the Active and Trusting recorded the highest level of self-perceived influence, awarding themselves an average of 4.5 out of 10.

Segment 2: Inactive and Trusting

19% of population: rarely voting, but not dissatisfied with the registration system, tend to be younger, in a lower social grade, and workers or students

Socio-demographics

The Inactive and Trusting constituted the second largest segment, with 19% of the voting age population falling into this group. They were slightly more likely to be female than male (55% cf. 45%), and they were significantly younger than the Active and Trusting, with 27% aged 18-24, and 50% aged under 35. This compares to 8% of the Active and Trusting who were aged 18-24, and 21% who were under 35.

A higher proportion of the Inactive and Trusting segment were students (10% cf. 4% of the Active and Trusting) whilst over half (55%) were working full time or part time and a quarter (25%) were not employed. One in ten (10%) were retired, compared to 30% of Active and Trusting respondents.

In keeping with their younger profile, only half (48%) of Inactive and Trusting respondents classified themselves as 'Owner Occupiers', compared to 70% of the active and Trusting. They also occupied a lower social grade with 50% belonging to the C2DE group, compared to 41% of the Active and Trusting population. A fifth (21%) of Inactive and Trusting respondents were classified as belonging to the AB social grade.

Geographically the Inactive and Trusting were slightly more likely to be located in the North of England (31% cf. 22% of the Active and Trusting) and less likely to live in the Midlands (23% cf. 32% of the Active and Trusting). Otherwise they broadly conformed to the geographic distribution of Great Britain.

Involvement

The Inactive and Trusting reported low levels of involvement in voting and elections with one in twenty (5%) saying they voted at the last election and a quarter (23%) saying that they never vote. Half (51%) said they sometimes vote at elections.

Despite this low level of participation amongst the Inactive and Trusting, 84% still said they found it easy to provide or confirm the necessary details the last time they registered, with 96% saying they were registered to vote, with 32% of these saying they were registered for a postal vote.

Satisfaction

Despite their low level of involvement in voting, Inactive and Trusting respondents displayed a positive attitude to the way in which elections are managed with 80% saying they were satisfied with the system of registering to vote in Great Britain, and 65% saying there were confident elections are well run.

High proportions of Inactive and Trusting respondents viewed registering to vote as safe from fraud and abuse (87%), whilst they were also confident that their own details were held securely (84%)

and that the system prevents people who should not be on the register from registering (77%). In this respect they showed a higher level of satisfaction in the registration system than Active and Trusting respondents.

The Inactive and Trusting were less likely than the Active and Trusting to view voting as an important civic duty with 40% saying they would be neglecting their duty if they did not vote. However, they did register a similar level of self-perceived influence on politics and public affairs with an average of 4.2 out of 10, compared to 4.5 of Active and Trusting respondents.

Segment 3: Inactive and Cynical

10% of population: rarely voting and also dissatisfied with both the process and security of registering to vote, tend to be middle aged, workers and retirees

Socio-Demographics

The Inactive and Cynical were the third largest segment with 10% of the survey population. Like the Inactive and Trusting they were slightly more likely to be female than male (54% cf. 46%), but their age profile tended towards the middle age ranges with 63% aged 35-64, compared to 41% of the Inactive and Trusting. Only 7% were aged 18-24, with 28% were under 35.

The Inactive and Cynical followed a similar social profile as the Inactive and Trusting with 47% classed as C2DE and 53% as ABC1. The two Inactive segments also had a similar occupation profile with 54% of Inactive and Cynical respondents working either full time or part time, compared with 55% of the Inactive and Trusting. In keeping with their older profile Inactive and Cynical respondents were slightly more likely than the Inactive and Trusting to be retired (16% cf. 10%) and slightly less likely to be students (6% cf. 10%). A quarter of each segment was not working (23% of Inactive and Cynical cf. 25% of Inactive and Trusting).

The Inactive and Cynical respondents were most likely to class themselves as 'Owner Occupiers' (60%), with a fifth classed as Social Renters (22%) and a fifth as private renters (18%). Geographically, they were most likely to be located in the South of England (30%), followed by the North (26%) and the Midlands (22%).

Involvement

The Inactive and Cynical had similar levels of involvement to the Inactive and Trusting with 12% saying they had voted at the last election and 34% saying they never vote. Half (51%) said they sometimes vote at elections.

Seven out ten Inactive and Cynical respondents (71%) said they found it easy to provide the necessary details the last time they registered to vote, with 94% claiming to be registered, with a third of these (32%) saying they have a postal vote.

Satisfaction

It is across the various measures of satisfaction with the registration process that the Inactive and Cynical most clearly diverge from the Inactive and Trusting, with the former displaying a significantly more negative attitude.

Fewer than half (47%) of the Inactive and Cynical said they were satisfied with the system of registering to vote, compared to 80% of the Inactive and Trusting. Only a third (35%) were confident that elections are well run with 59% saying they were not confident.

This lack of confidence could be rooted in a belief that the system is not secure; 35% said that registering to vote is not safe from fraud or abuse, compared to 5% of the Inactive and Trusting. Seven out of ten Inactive and Cynical respondents (71%) said they were not confident that their own personal details would be held securely, whilst 53% were not confident the system prevents false registering.

The Inactive and Cynical also hold a more negative attitude than their Inactive and trusting counterparts towards voting generally with only 23% agreeing that they would be neglecting their duty as a citizen if they did not vote. A quarter (25%) strongly disagreed with this statement, compared to 5% of the Inactive and Trusting.

Segment 4: Disengaged

4% of population: Non-voters with minimal experience of the registration process, mainly young and in a higher social grade and living in rented accommodation

Socio-demographics

The Disengaged formed the smallest segment, consisting of four per cent of respondents. As mentioned above the base size for this group was extremely small and as such all findings should be treated as indicative rather than statistically reliable.

The Disengaged were more likely to be male than female (60% cf. 40%) with a very young age profile; 50% were aged 18-24, and 75% were under the age of 34. The majority (63%) were in the ABC1 category, with a third (33%) classified as AB. Two thirds (67%) were working either full time or part time, whilst 10% were students. A fifth (18%) were not working.

Unsurprisingly given their age, a majority of the Disengaged were renting; 51% privately and 12% socially, with 37% classing themselves as owner occupiers. They were most likely to be living in the South (36%), with 30% living in the North of England and a further 28% in the Midlands.

Involvement

The Disengaged had the lowest level of involvement in voting and elections; none voted at the last election, and none had ever voted before. A third (34%) said they were not eligible to vote at the last election. Despite their lack of previous participation, 43% still said they were registered to vote, with nearly a quarter (23%) of those registered also holding a postal vote.

Satisfaction

Satisfaction level was not used to segment the disengaged respondents, and given their self-stated lack of experience with the electoral system their answers should be treated with some caution.

Just over a third (36%) said they were satisfied with the system of registering to vote, a further 37% saying they either did not know or that they were neither satisfied nor dissatisfied. Similarly 36% were confident that elections are well run, whilst half (52%) were not confident.

Disengaged respondents did not appear overly concerned with the security of registering to vote with two thirds (66%) saying registering to vote is safe from fraud and abuse with a similar proportion (65%) confident that their personal details would be held securely.

Their attitude towards the importance of voting was also mixed, though they were more likely to disagree than agree that failing to vote would be neglecting their civic duty (46% cf. 36%).

3. Attitudes to Elections and the Electoral Process

Analysis of attitudes towards elections and the electoral process revealed strong differences across segments, with a belief that voting in elections is a civic duty emerging as a strong motivating force behind participation.

A number of measures can be used to better understand attitudes towards, and confidence in, elections and the electoral process in Great Britain. These include:

- Whether voting in elections is considered a civic duty
- Confidence that elections are well run
- Satisfaction with the process of voting
- Satisfaction with the process of registering to vote

Viewed across these three measures, Active and Trusting respondents emerged as the most positive group, with a belief that they would be neglecting their duty as citizens if they did not vote, and showing high levels of confidence and satisfaction with the electoral system. Inactive and Trusting respondents were less likely to view voting as a civic duty, and they showed lower levels of satisfaction in the electoral process. However this was not reflected in higher levels of dissatisfaction but rather increased ambivalence, with a higher tendency to say they are neither satisfied nor dissatisfied with the process.

Inactive and Cynical respondents and the Disengaged expressed a more openly negative view of the electoral system and voting in elections, and showed correspondingly lower levels of satisfaction. However, Disengaged respondents gave higher levels of non-response than other groups, which correspond with their limited experience of the electoral process.

3.1 Attitudes towards Voting in Elections

Active and Trusting respondents overwhelmingly agreed with the statement “I would be seriously neglecting my duty as a citizen if I didn’t vote” (85%), followed by a steep drop-off in agreement across the remaining segments. Four out of ten (40%) Inactive and Trusting respondents viewed voting as a civic duty, followed by 26% of the Disengaged and 23% of Inactive and Cynical respondents.

Table 2.			
Q5. Please tell me how much you agree or disagree with the following statements... I would be seriously neglecting my duty as a citizen if I didn't vote. Base: All respondents (1009)			
	Agree	Neither agree nor disagree	Disagree
Population	68%	14%	17%
Active and Trusting	85%	8%	6%
Inactive and Trusting	40%	25%	33%
Inactive and Cynical	23%	33%	44%
Disengaged	26%	22%	46%

3.2 Confidence in the Electoral Process

Overall there was a high level of confidence that elections in Great Britain are well run (72%), though a quarter (24%) said they were not confident that this was the case. Confidence was highest amongst Active and Trusting respondents (82%), falling to a low of 35% and 36% for the Inactive and Cynical and the Disengaged respectively.

Table 3.

Q2. In general, how confident, if at all, are you that elections are well run in Great Britain? Are you...
Base: All respondents (1009)

	Confident	Not Confident	Don't Know
Population	72%	24%	4%
Active and Trusting	82%	16%	2%
Inactive and Trusting	65%	29%	6%
Inactive and Cynical	35%	59%	6%
Disengaged	36%	52%	12%

3.3 Satisfaction with the process of voting

Asked to consider the process of voting specifically, over three quarters (77%) of Active and Trusting respondents reported being satisfied, with one in ten (9%) saying they were not. Satisfaction was lower amongst the Inactive and Trusting (59%), but their levels of dissatisfaction were no higher than amongst the Active and Trusting (9% of each). Instead the Inactive and Trusting were more likely to report being neither satisfied nor dissatisfied (28%); a reflection more of ambivalence than dissatisfaction. This trend emerges across a number of measures for the Inactive and Trusting respondents and, combined with their sense that voting is not an important civic duty, suggests that their lack of participation stems from a lack of interest rather than dissatisfaction.

The Inactive and Cynical reported the lowest level of satisfaction with the process of voting (33%), coupled with a higher level of dissatisfaction (21%). The Disengaged showed low levels of satisfaction (37%) and the highest level of dissatisfaction (27%), but they were also more inclined to say they did not know how satisfied they were with the system than the population as a whole (14% cf. 2%); a possible indicator of their disengagement and lack of experience with voting.

Table 4.

Q7. How satisfied or dissatisfied are you with the actual process of voting at elections in Great Britain?
Base: All respondents (1009)

	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Don't Know
Population	67%	19%	11%	2%
Active and Trusting	77%	13%	9%	1%
Inactive and Trusting	59%	28%	9%	5%
Inactive and Cynical	33%	42%	21%	4%
Disengaged	37%	22%	27%	14%

3.4 Satisfaction with the registration system

There was a high level of overall satisfaction with the system of registering to vote with four out of five respondents (79%) saying they were satisfied and fewer than one in twenty (4%) reporting dissatisfaction.

Attitudes towards registration followed a similar pattern to attitudes on the voting process when viewed across the segments. Active and Trusting respondents showed a very high level of satisfaction (87%), as did Inactive and Trusting respondents (80%). Neither group registered a significant level of dissatisfaction (2% of each), but the Inactive and Trusting were more inclined to give a neutral response and report that they were neither satisfied nor dissatisfied (17%).

Satisfaction with the registration process falls off sharply amongst the Inactive and Cynical (47%), and was lowest amongst the Disengaged (28%). Both groups registered higher levels of dissatisfaction (15% and 14% respectively), and a quarter (24%) of the Disengaged were unable to say how satisfied they were.

Table 5.
Q16. How satisfied or dissatisfied are you with the system of registering to vote in Great Britain? Base: All respondents (1009)

	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Don't Know
Population	79%	13%	4%	4%
Active and Trusting	87%	8%	2%	3%
Inactive and Trusting	80%	17%	2%	1%
Inactive and Cynical	47%	30%	15%	8%
Disengaged	28%	34%	14%	24%

Overall, the Inactive and Cynical held a less positive view of the electoral system than the Active and Trusting and the Inactive and Trusting. Only a third (35%) said they were confident that elections are well run whilst 59% were not confident. They were also less satisfied with the process of registering to vote and the process of voting. It is not possible to conclude if these respondents are inactive because of their dissatisfaction. The fact that fewer than a quarter (23%) viewed voting as an important civic duty suggests they do not place much importance on electoral participation, regardless of how elections and the registration process are run.

The Disengaged displayed similar levels of dissatisfaction to the Inactive and Cynical. Unsurprisingly respondents in this segment were the most likely to say that they did not know how confident or satisfied they were. Again, it is not possible to conclude if dissatisfaction decreases the participation of this segment but, like the Inactive and Cynical, the Disengaged tended to not view voting as an important civic duty (46%), suggesting they do not place much importance on taking part in elections.

3.5 Conclusions

- Whether voting in an election is considered a civic duty is most strongly correlated with voter behaviour. The more respondents agreed with this, the more likely they were to be active participant in voting and elections.
- Confidence that elections are well run, and satisfaction with the process of voting, are closely linked with participation. Confidence and satisfaction were highest amongst active participants in voting and elections.

4. Knowledge of the Registration Process

4.1 Self-declared and objective measures of knowledge

Knowledge of the registration process was measured by first asking how confident respondents were that they knew how to go about registering to vote, followed by a series of four questions to gauge awareness of the registration process. Scores from these questions were collated to give a mark out of four for respondent's actual knowledge of the registration process.

Self-declared knowledge of the registration process was high overall with nine out of ten respondents (90%) saying they were confident that they knew how to go about registering to vote (figure 2). Unsurprisingly confidence was highest amongst the Active and Trusting (95%) and lowest amongst the Disengaged (57%). Over a third of Disengaged respondents (33%) said they were not confident that they knew how to register, reflecting either a lack of experience with the process or a lack of information.

The Inactive and Trusting and the Inactive and Cynical registered similar levels of self-declared knowledge about how to register to vote (83% and 80%), with nearly a fifth (18%) of the Inactive and Cynical saying they were not confident.

Respondents were also asked to answer four true/false questions about the process of registering to vote. Answers to these questions provide an objective knowledge score for all respondents ranging from zero to four ('don't know' answers were scored as incorrect).

Each segment scored poorly on the objective registration knowledge measure with an average overall score of 1.5. The Inactive and Cynical and the Active and Trusting segments scored highest (1.7 and 1.6) with the Disengaged registering the lowest average score (1.0).

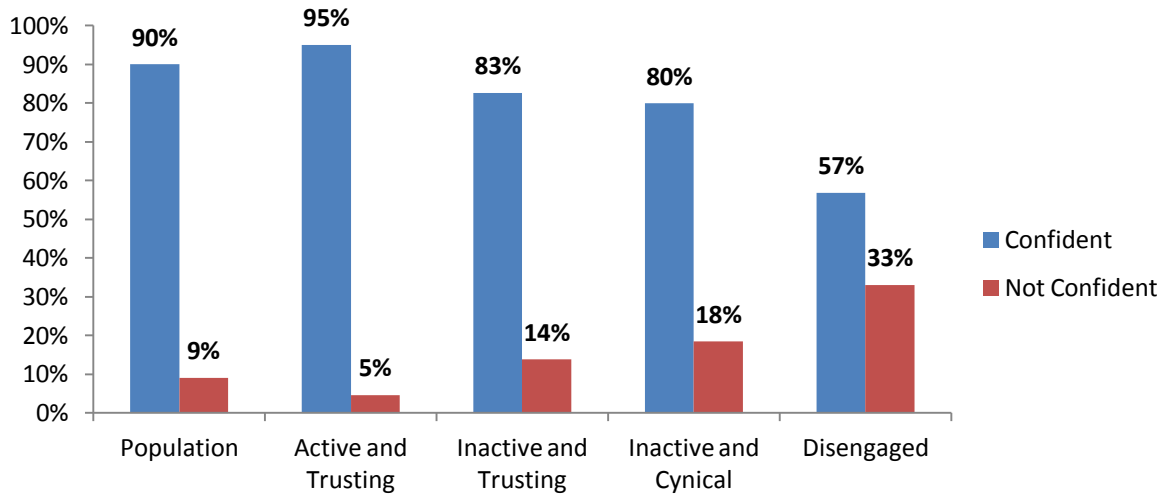
These findings suggest a widespread lack of detailed knowledge as to what is required when registering to vote, regardless of how frequently a respondent votes. It should be noted that a low score on the objective measures is not necessarily a reflection that a respondent does not know how to register, but rather that they are unsure exactly what information they are required to provide when doing so. This could be for a number of reasons, such as the amount of time that has passed since the respondent last registered, or because they did not complete the registration form themselves.

Knowledge of the registration system, or lack thereof, did not seem to have a significant impact on participation. The Active and Trusting were very confident that they knew how to go about registering to vote (95%), but so were the Inactive and Trusting (83%) and the Inactive and Cynical (80%), albeit less so. Their similar confidence levels and scores for the objective measure of knowledge suggest that a higher level of knowledge and confidence does not necessarily translate into a higher level of participation.

Contrary to this finding, the Disengaged were significantly less confident (57%), and also achieved the lowest knowledge score. This is unsurprising as this is a group that never votes, but it does suggest that a lack of knowledge could be an issue amongst those who are totally disengaged from voting. The very low base size for this group means findings can only be treated as indicative.

Figure 2. Q13. How confident, if at all, are you that you know how to go about registering to vote?

Base: All respondents (1009)



	Population	Active and Trusting	Inactive and Trusting	Inactive and Cynical	Disengaged
Knowledge Score	1.5	1.6	1.3	1.7	1.0

4.2 Conclusions

- Self-declared confidence in the registration process correlates loosely with respondent behaviour, with the Active and Trusting most likely to say they were confident that they know how to go about registering to vote, followed by the Inactive and Trusting and the Inactive and Cynical, who in turn were more confident than the Disengaged.
- The objective knowledge measures, which gauged actual awareness of registration requirements, did not correlate strongly with either self-declared knowledge of the registration process or frequency of voting. This meant that the Active and Trusting, who claimed to be more confident in their knowledge of the registration process as well as being more active voters, did not score significantly higher on the objective measure of knowledge than those in the less active segments.

5. Changes to registration

The introduction of Individual Electoral Registration (IER) is expected to contain a requirement that each person registering to vote provide more personal information to verify their identity. This section examines how people feel about a requirement to provide additional information and, for those who are reluctant to do so, why this is the case.

In order to gauge which identifier people would be most concerned about supplying, respondents were asked if a requirement to provide each of the following would make them more or less likely to register:

- National Insurance Number
- Date of Birth
- Signature

The following analysis is not intended to serve as a predictor of the likely registration rates that would be achieved under different types of registration systems. Rather it should be used as an overview of how respondents feel about providing different types of personal information, and why they might be reluctant to provide personal identifiers when registering to vote.

5.1 Provision of identifiers and the registration process

Three quarters of respondents (77%) said that a requirement to provide additional personal identifiers would have no impact on the likelihood of them registering to vote, or that it would make them more likely to register.

Date of Birth received a positive response with 85% saying it would make no difference and 10% saying it would make them more likely to register. There was a very similar response to a requirement to provide a Signature, which 84% of people said would make no difference, and 9% said would increase the likelihood of them registering. National Insurance Number received a more negative response, though three quarters (73%) still said it would make no difference and 10% that it would make them more likely to register.

Looking at those who said they would be less likely to register, a requirement to provide a National Insurance Number elicited the most negative response with 15% saying this would decrease the likelihood of them registering. Date of birth and signature received a less negative response with 5% and 6% respectively saying this would reduce the likelihood of them registering.

People were asked three questions about whether a requirement to supply, respectively, their National Insurance Number, Date of Birth and Signature when registering would make them more likely to register to vote, less likely, or if it would make no difference. Overall, 19% of respondents answered that they would be less likely to register in relation to at least one of the three questions.

One in five (18%) Active and Trusting respondents said a requirement to provide at least one of the additional pieces of information listed would make them less likely to register to vote. The piece of information that caused the most concern was National Insurance Number, which 14% said would reduce their likelihood of registering. Providing date of birth (2%) or a signature (5%) was less of an issue for this group.

A similar proportion of the Inactive and Trusting segment (22%) said they would be less likely to register if required to provide at least one of the additional pieces of information listed, with a requirement to provide a National Insurance Number still receiving the most negative response (16%). However, the Inactive and Trusting also registered a higher level of concern over providing Date of Birth (10%).

The Inactive and Cynical were the most likely to say that a requirement to provide more information would make them less likely to register (28%). Once again the National Insurance Number was the biggest concern (21%), but Date of Birth (10%) and a Signature (13%) also raised concerns.

The Disengaged were the least likely segment to say that changes to registration requirements would lead to them being less likely to register (14%) although it should be noted that this may simply reflect the fact that a large proportion of this group do not register to vote.

Table 6.

Q23. Would a requirement to personally provide your [National Insurance Number / Date of Birth / Signature] when you register to vote make you more likely to register, less likely to register or would it make no difference? Base: All respondents saying they would be *less* likely to register

	National Insurance Number (NIN)	Date of Birth (DOB)	Signature	If NIN or DOB or Signature would reduce likelihood to register
<i>Base</i>	155	41	60	197
Population	15%	5%	6%	19%
Active and Trusting	14%	2%	5%	18%
Inactive and Trusting	16%	10%	5%	22%
Inactive and Cynical	21%	10%	13%	28%
Disengaged	8%	6%	12%	14%

A requirement to provide additional personal identifiers did receive a positive response from some respondents, with the most consistently positive view coming from the Active and Trusting. Amongst this segment one in ten said they would be more likely to register to vote if required to provide their National Insurance Number (10%), Date of Birth (11%) or Signature (10%).

A slightly smaller proportion of Inactive and Trusting respondents said providing additional personal identifiers would make them more likely to register; 8% for each type of identifier mentioned. This was similar to the proportion of Inactive and Cynical respondents who would be more likely to register; 8% for National Insurance Number, 7% for Date of Birth and 4% for Signature.

The Disengaged were the least consistent in their view on this topic with 16% saying they would be more likely to register if providing National Insurance Number, 10% for Date of Birth, and 2% for Signature.

Table 7.

Q23. Would a requirement to personally provide your [National Insurance Number / Date of Birth / Signature] when you register to vote make you more likely to register, less likely to register or would it make no difference? (Base: All respondents saying they would be *more* likely to register)

	National Insurance Number (NIN)	Date of Birth (DOB)	Signature
<i>Base</i>	101	98	100
Population	10%	10%	9%
Active and Trusting	10%	11%	10%
Inactive and Trusting	8%	8%	8%
Inactive and Cynical	8%	7%	4%
Disengaged	16%	10%	2%

It should be noted that whilst the subsequent analysis focuses on the minority of respondents who said they would be less likely to register, the majority of people in all segments reported that additional identification requirements would not reduce the likelihood of them registering.

5.2 Explaining reluctance to provide additional details

All who said they would be less likely to register if required to provide extra details were asked why, with responses subsequently grouped into ‘Concern’s about identity fraud / data security’ and ‘Other concerns’⁴.

Overall, 62% of those who said they would be less likely to register if required to provide at least one of the personal identifiers asked about, mentioned concerns over identity fraud when asked why this was the case. Over a third (36%) mentioned other concerns, which included things like the difficulty and hassle of locating and providing the necessary information. The question allowed for multiple answers, so respondents could be both concerned about identity fraud and also have other concerns.

The number of people asked this question was small⁵, and as such the responses do not lend themselves to analysis by segment without reducing the base size to an unusable level. The following is therefore based on the aggregated responses of all those who were asked why they would be less likely to register to vote if additional identifiers were required, without breaking them down by segment.

5.2.1 Concerns about identity fraud

Concerns about identity fraud were the most common reason given for why people would be less likely to register. It is possible to compare how the profile of those who were concerned about

⁴ ‘Other Concerns’ related to the ease of registering and the difficulty of providing additional information.

⁵ 228 in total, with 207 respondents giving a reason.

identity fraud differs with the remainder of the survey population⁶. In this case the remainder of the survey population includes all those who did not say they would be less likely to register, as well as those who said they would be less likely but who did not mention concerns about identity fraud as a reason why.

Whilst those who were concerned about identity fraud were no less satisfied with the system of registering to vote than other respondents (80% cf. 79%), they were less confident that details provided would be handled securely. Almost half (47%) said they were not confident that voter's personal details are held securely, compared to 26% of other respondents. Similarly, 44% were not confident that their own details would be held securely, compared to 27% of all other respondents.

Those concerned about identity fraud were also more likely than those who were not concerned to say that voting by post was not safe from fraud or abuse (39% cf. 31%). However, when asked whether registering to vote in general was safe from fraud or abuse, they were not significantly less confident than other respondents (12% cf. 10%).

Overall these findings suggest a consistent level of concern with the security of any details that are provided whilst registering, and working to address these worries could reduce the impact that the provision of additional information to register to vote might have on their overall likelihood to register.

In terms of their demographic profile, a notable area of difference was gender. Men comprised over half (57%) of those concerned about identity fraud, but made up slightly under half (48%) of those who would either not be less likely to register or who were not concerned about identity fraud. They were also more likely to be in a middling age bracket with 45% of those concerned about fraud aged between 35 and 54, compared to 34% of those who were not concerned, suggesting that identity fraud is less of a concern for the oldest and youngest age groups. Finally, those concerned about identity fraud were more likely than others to be living in socially rented accommodation (21% cf. 12%) and subsequently less likely to be owner occupiers (51% cf. 65%).

No other significant differences emerged based on standard demographic measures such as ethnicity, working status and region.

5.2.2 Other concerns

'Other concerns', such as the difficulty or hassle of finding and providing the information required, were mentioned by over a third (36%) of those who would be less likely to register. Due to the small base size for this group⁷ differences that emerged between them and the remainder of the sample had to be very large to be of statistical significance.

One significant difference was that those who said they would be concerned about the provision of identifiers when registering because of 'other concerns' were less likely than those who did not have this concern to think of voting is as an important civic duty (54% cf. 69%). Also only 49% said they

⁶ 'Remainder of the survey population' refers to all respondents who did not mention identity fraud issues and those who were not asked the questions because they did not say that any of the personal identifiers would reduce the likelihood of them registering (*base: 1030*).

⁷ 82 respondents

always vote at elections, compared to 62% of those who did not mention 'other concerns'. This suggests that those who would be less likely to register because of the difficulty of providing additional information vote less frequently and are less likely to view doing so as an important civic duty. This may be why they are less willing to make the extra effort required to provide additional personal identifiers.

The vast majority (93%) of those citing 'other concerns' said it would be easy for them to provide their National Insurance Number for official purposes if required. This suggests that these respondents are not necessarily concerned that they would be unable to provide the additional personal identifiers, but rather that they are concerned about the time and effort required to do so.

The demographic profile of this group did not differ significantly from those who did not mention 'other concerns'.

5.3 Conclusions

- Overall, the majority of people were not concerned about the prospect of providing additional personal identifiers when registering to vote. Ninety five percent said a requirement to provide Date of Birth would not decrease the likelihood of them registering, followed by 93% for Signature and 83% for National Insurance Number.
- Introducing a requirement to provide a National Insurance Number received the most negative response from all segments except the Disengaged. Overall, 15% of people said this would make them less likely to register to vote.
- Date of Birth received the least negative response overall (5%), possibly because a majority of respondents think this is required already when registering.
- The Inactive and Cynical were the least receptive to a requirement to provide additional personal information with 28% saying they would be less likely to register to at least one of the three different types of identifier they were asked about.
- Some respondents reacted positively to the suggestion of additional identification requirements with one in ten overall saying they would be more likely to register for each of the different identifiers mentioned.
- If a respondent said that a requirement to provide at least one of the three personal identifiers mentioned would reduce the likelihood of them registering to vote, they were asked why this was. The most common concern, cited by 62% of these respondents, was that their details would not be handled securely.
- A third (36%) of those who would be less likely to register said it was because of the difficulty / hassle of providing the necessary information. Those who gave this reason were generally less frequent voters.
- Those concerned about identity fraud were more likely to be male (57%) and aged 35-54 (45%, compared to 34% of those not concerned about identity fraud who were aged 35-55).

- Those citing concerns about identity fraud showed a higher level of concern about the security of the registration system generally and how their details would be handled, with half (47%) saying they were not confident that the system was secure, compared to 26% of all other respondents. Addressing these concerns could help minimize any negative impact of new registration requirements.

6. The Integrity of Elections

The segmentation can be used to investigate attitudes towards electoral fraud across the different groups. Electoral fraud in this study is defined as fraud relating to elections and voting and is measured by recording respondent attitudes to the following:

- Self reported knowledge of electoral fraud
- How much of a problem electoral fraud is
- The impact electoral fraud has on the outcome of elections
- Where people have heard about election fraud
- The extent to which voting at a polling stations, postal voting and registering to vote are safe from fraud and abuse.

6.1 Attitudes to electoral fraud

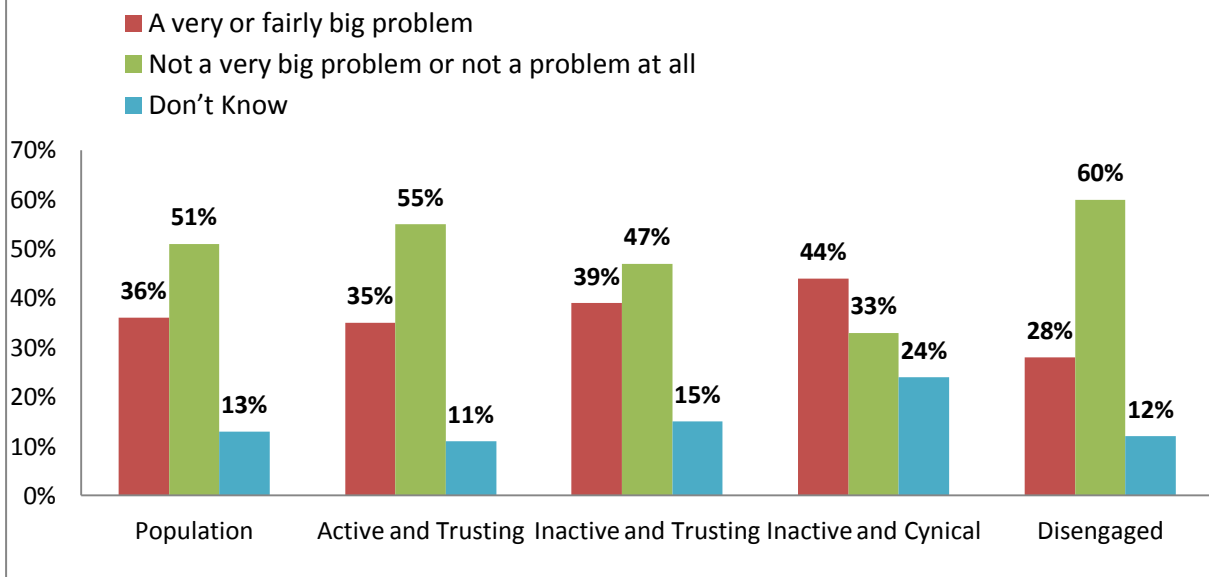
Electoral fraud is not an issue that most respondents consider themselves well informed about with only 6% saying they know a lot and 56% saying they know hardly anything or nothing at all about it. Despite this low level of self reported knowledge over a third (36%) said they thought electoral fraud was a very big or fairly big problem, with half saying it was either not a very big problem or not a problem at all. More than one in ten (13%) said they did not know the extent of electoral fraud, which is low considering the low levels of self-declared knowledge already mentioned.

It is interesting that of those who said they knew nothing at all about electoral fraud, 28% still felt it was a very big or fairly big problem. Such findings indicate that whilst respondents may lack an informed view on the topic, they have a general sense that fraud is an issue in elections.

Reviewing attitudes to electoral fraud by segment, Inactive and Cynical respondents had the highest level of concern with 44% viewing electoral fraud as a problem and a third (33%) saying it was not. A high proportion (24%) said they did not know the extent to which electoral fraud was a problem, indicating that they lack either information or interest in the topic.

A third (35%) of Active and Trusting respondents viewed electoral fraud as a problem with 55% saying it was not. This was similar to the Inactive and Trusting, 39% of whom said fraud was a problem and 47% that it was not. Disengaged respondents were the least likely to view fraud as a problem (60%).

Figure 3. Q27. 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? Do you think it is... Base: All respondents (1009)



6.2 Impact of electoral fraud

Respondents who viewed electoral fraud as a problem⁸ were asked the extent to which they felt it could impact on the outcome of elections. Overall, a quarter (26%) of those who thought electoral fraud was a problem felt that it would affect who is elected in more than a few areas⁹

The Inactive and Trusting, Inactive and Cynical, and the Disengaged all had a more negative view of the impact fraud has on the outcome of elections than the Active and Trusting, 72% of whom thought the impact would be limited to very few areas or none at all.

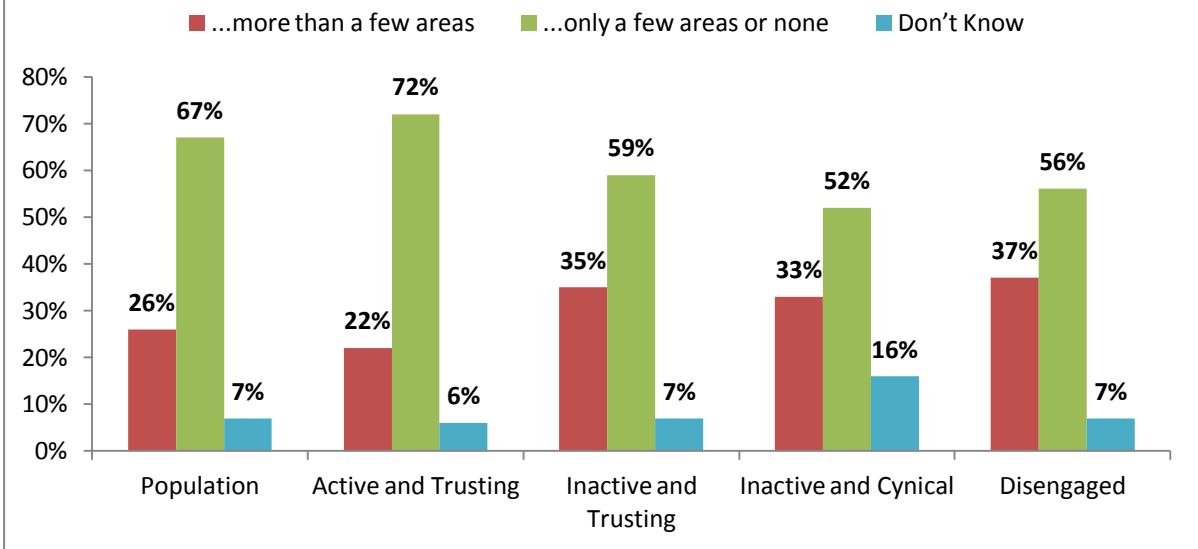
A third of Inactive and Trusting respondents (35%) thought fraud would have an impact in more than a few areas, which was on a par with the Inactive and Cynical respondents (33%) and the Disengaged (37%). Only 22% of Active and Trusting respondents thought fraud would have an impact in more than a few areas.

⁸ Respondents saying electoral fraud is either a very big, fairly big or not very big problem.

⁹ Defined as respondents answering 'All or nearly all election areas', 'More than half', 'About half', and 'Less than half'.

Figure 4. Q29. And do you think fraud will affect who is elected in...

Base: All respondents who think electoral fraud is a problem (943)



6.3 Sources of information about electoral fraud

All respondents were asked if they had seen stories about electoral fraud in the media, heard about it from someone they know or experienced it firsthand. The majority had not heard about or experienced electoral fraud in any of these ways (59%), but over a third (36%) had seen stories in the media. The Active and Trusting, who were the least likely to say fraud would impact the outcome in more than a few areas, were the most likely to have heard about electoral fraud via the media (41%). They were followed by around a quarter (27%) of both the Inactive and Trusting and the Inactive and Cynical segments and a fifth (20%) of Disengaged respondents.

Overall, fewer than one in ten (7%) had heard about fraud from someone they knew, and only 2% claimed to have experienced it firsthand. These proportions did not vary significantly between segments.

Table 8.

Q28. Can I just check, have you...? Base: All respondents (1009)

	Seen stories in the media	Heard about it from someone you know	Experienced it firsthand	None of these	Don't know
Population	36%	7%	2%	59%	1%
Active and Trusting	41%	7%	3%	53%	1%
Inactive and Trusting	27%	7%	2%	71%	*
Inactive and Cynical	27%	6%	1%	66%	1%
Disengaged	20%	10%	*	76%	*

People who thought electoral fraud was a very big or fairly big problem were more likely to have seen stories in the media, with half (49%) saying they had heard about fraud in this way. Whilst the proportion answering ‘none of these’ falls when looking only at the responses of those who thought fraud was a very big or fairly big problem, it is still high (ranging from 35% of the Active and Trusting to 55% of the Inactive and Cynical), which raises the question of how these respondents have formed their negative opinion of electoral fraud.

It may be the case that although many people have not heard directly about electoral fraud through any of the sources mentioned they still have a sense that the mechanisms to prevent it are not in place. This is reflected in the high level of concern over the security of postal voting, discussed in Section 6.4.

Q28. Can I just check, have you...? Base: All respondents who think fraud is a problem (943)					
	Seen stories in the media	Heard about it from someone you know	Experienced it first hand	None of these	Don't know
Population	49%	14%	4%	42%	*
Active and Trusting	54%	14%	4%	35%	*
Inactive and Trusting	44%	12%	5%	54%	*
Inactive and Cynical	34%	12%	2%	55%	*
Disengaged	31%	14%	*	54%	*

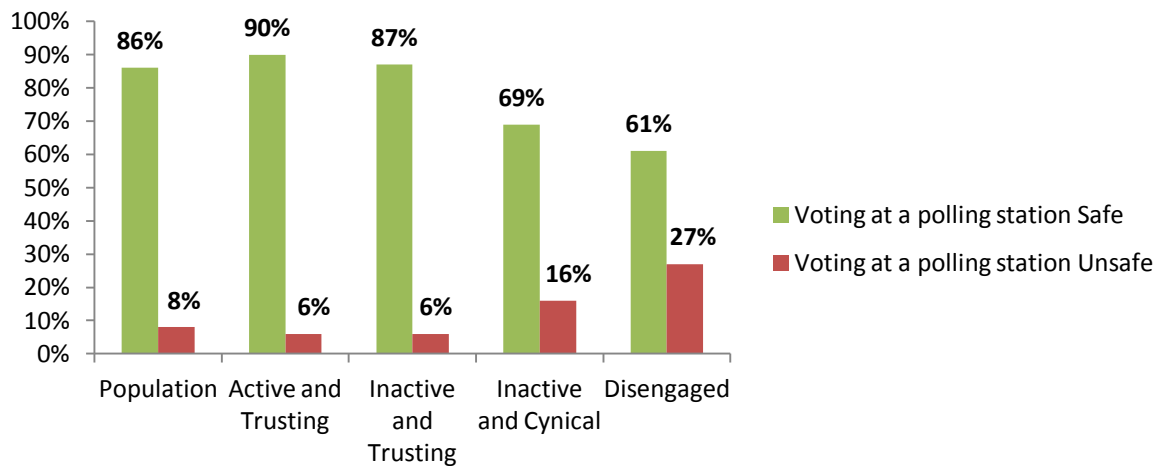
6.4 Sources of electoral fraud

One driver of attitudes towards electoral fraud is a sense, whether informed or not, that certain elements of the system are not safe from fraud or abuse. Voting by post emerged as the biggest concern with a third (32%) saying that this was not safe from fraud and abuse. Fewer people viewed registering to vote and voting at a polling station as unsafe (10% and 8% respectively).

The Active and Trusting (90%) and the Inactive and Trusting (87%) both viewed voting at a polling station as safe with the Inactive and Cynical (69%) and the Disengaged (61%) holding a less positive view.

Figure 5. Q30. Safe from fraud and abuse - Voting at a polling station

Base: All respondents (1009)

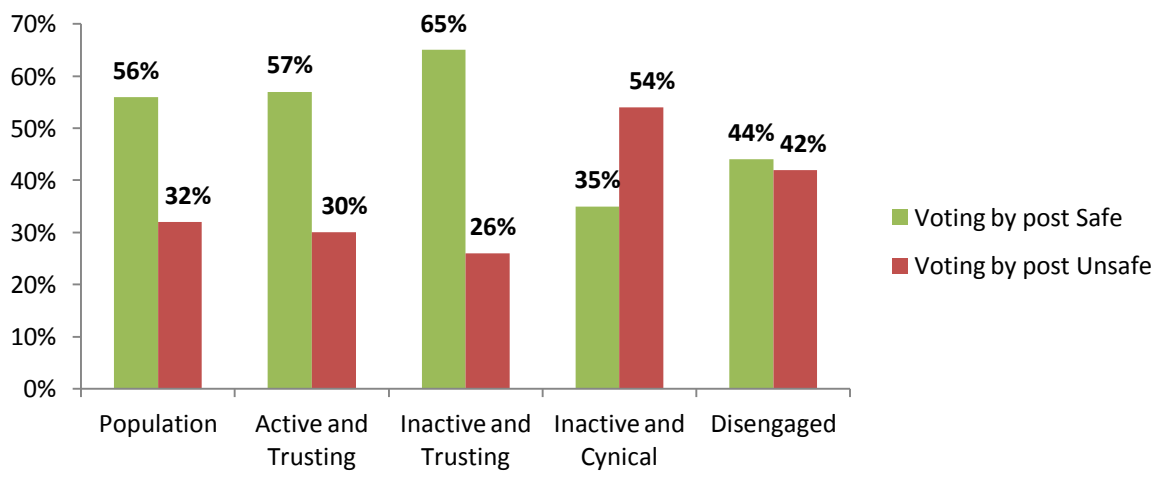


A significant proportion of all groups thought voting by post was not safe from fraud and abuse (32%). The Inactive and Cynical were the only segment where a majority (54%) thought that voting by post was not safe from fraud and abuse. They were followed by the Disengaged, 42% of whom viewed voting by post as unsafe.

Whilst majorities of the Active and Trusting and the Inactive and Trusting segments viewed voting by post as safe from fraud and abuse, 30% and 26% respectively said that it was not. These findings indicate that concerns about the security of postal voting may play a part in forming a perception that electoral fraud is a problem.

Figure 6. Q30. Safe from fraud and abuse - Voting by post

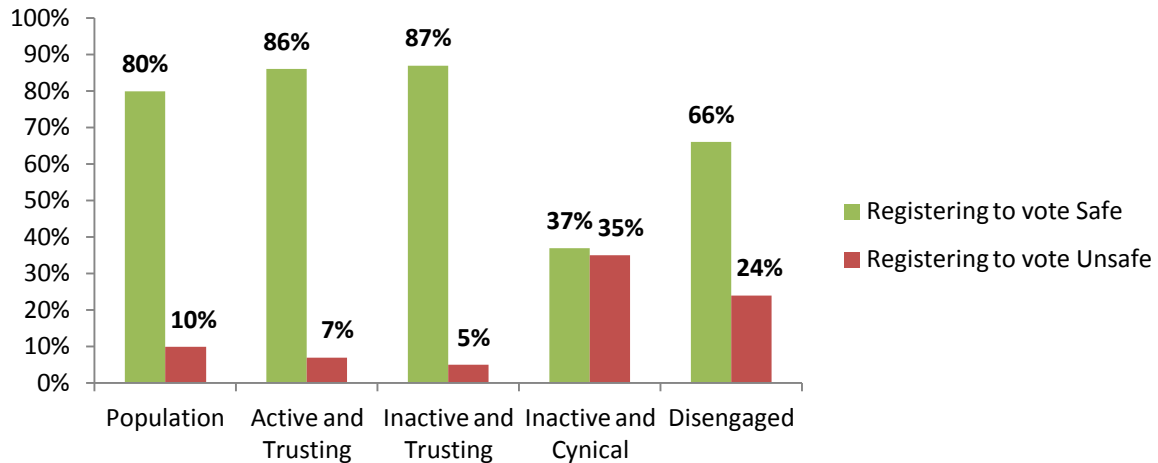
Base: All respondents (1009)



Overall registering to vote was seen as being safe from fraud and abuse (80% thought it safe), though over a third (35%) of the Inactive and Cynical viewed it as unsafe. As this variable was part of the Satisfaction Index used to segment the survey population, the high portion of Inactive and Cynical respondents who view registering as unsafe is to be expected.

Figure 7. Q30 Safe from fraud and abuse - Registering to vote

Base: All respondents (1009)



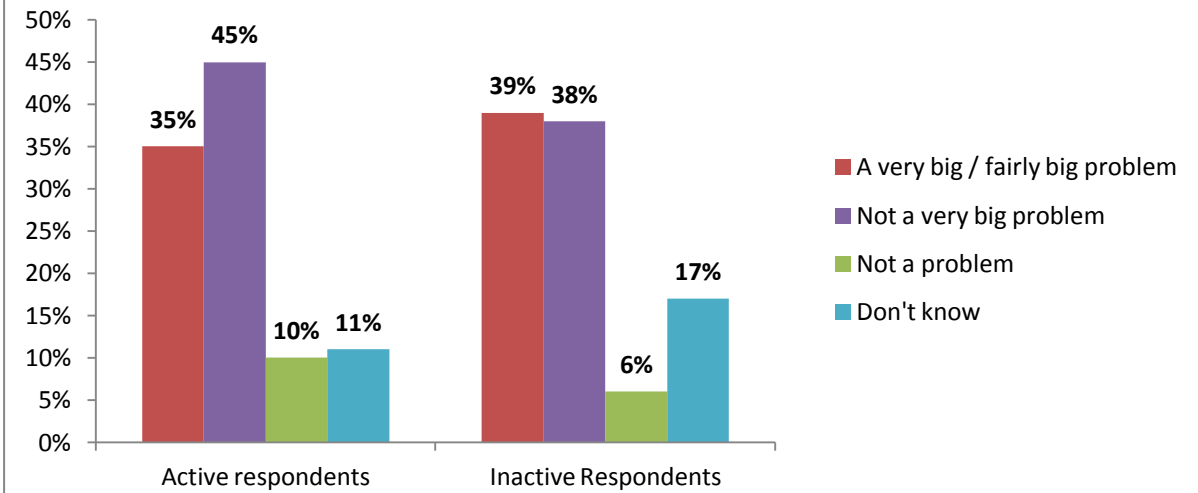
6.5 Electoral fraud and voter behaviour

An additional area of interest was the impact that perceptions of electoral fraud have on respondents' claimed voting behaviour. Figure 8 shows perceptions of fraud amongst Active and Inactive respondents, calculated using the 'Involvement Index' (respondents recording a score of less than 75 are classed as Inactive, respondents with a score greater than or equal to 75 are classed as active - see Appendix 1 for further details of how the Involvement Index was calculated). Viewing the results using just two segments for the Active and the Inactive, as opposed to the four used in previous sections, provides a larger base size for the Inactive group. This allows for a more detailed analysis of attitudes to electoral fraud and the possible impact they have on voting behaviour.

The findings indicate that perceptions of electoral fraud have little relation to voting behaviour. The most significant difference was that the Inactive were more likely than the active to say that they did not know how much of a problem electoral fraud was (17% cf. 11%).

Figure 8. Q27. 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?

Base: All active respondents (732) / All inactive respondents (277)



Still looking at just two segments, there was a stronger link between the perceived impact of fraud and claimed voter behaviour. Inactive respondents who thought fraud was a problem¹⁰ were more likely than Active respondents to say that it would affect the outcome in half or more election areas (25% cf. 14%).

It is not possible to conclude from these findings whether a perception that fraud impacts the outcome of elections makes people less likely to vote; only that Inactive respondents are more likely than the Active to think that fraud will affect the outcome in more than half of electoral areas. However, it is possible to isolate the Inactive respondents who think this, and to look at their responses to some other attitudinal measures.

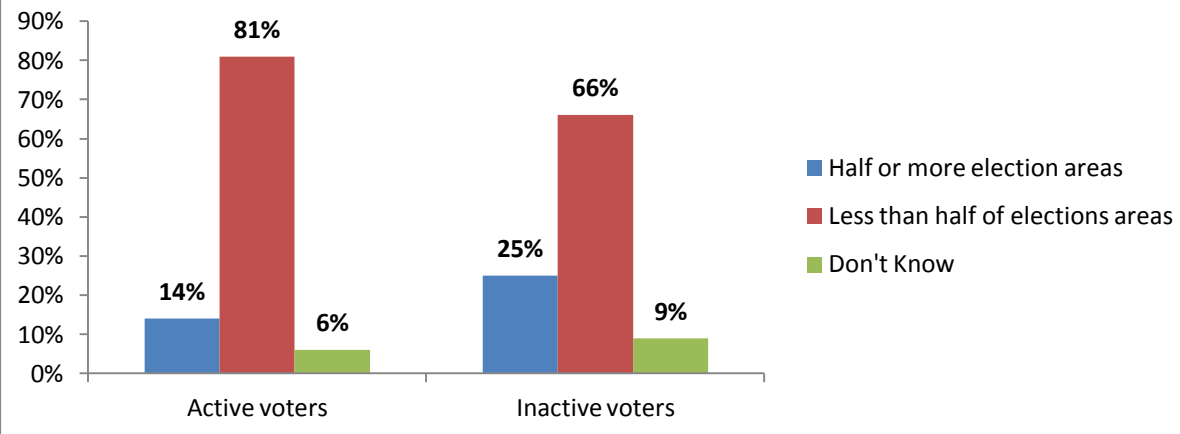
Firstly, over half (54%) of inactive respondents who think fraud affects the outcome of elections in half or more areas said that they know hardly anything or nothing at all about it. Secondly, 60% said they had not heard about fraud in the media, from acquaintances, or by witnessing it firsthand. Based on this it could be argued that fraud is not a major issue in the mind of these respondents, and their views on the topic are not well considered.

It should also be noted that only a fifth (22%) of inactive respondents who think fraud affects the outcome of elections in half or more areas view voting as an important civic duty. This compares to a third (34%) of all inactive respondents and 68% of the population as a whole and suggests that they are a group of people alienated from elections generally, and not specifically due to their concerns about fraud.

¹⁰ Defined as 'a very big problem', 'a fairly big problem' or 'not a very big problem'

Figure 9. Q29. And do you think fraud will affect who is elected in...

Base: All active respondents who thought fraud was a problem (580) / All inactive respondents who thought fraud was a problem (210)



6.6 Demographic profile of people concerned about fraud

Whilst there are no strong demographic trends that unite those who viewed electoral fraud as a problem¹¹, some weaker trends did exist and are outlined below:

- Those who thought fraud was a problem tended to be in the older and younger age groups; 46% of 18-24 year olds and 43% of retirees, compared to 30% of people aged 35-54.
- Concerns about fraud were lowest amongst people in the AB social grade; 28% thought it was a problem, compared to 36% of the overall population.
- People who classified themselves as disabled were more likely than people without a disability to say fraud was a problem (41% cf. 33%).
- There was no significant difference in the proportions of men and women who thought fraud was a problem (34% cf. 38%).

There were also demographic differences between those who thought fraud would have an impact on who is elected in half or more electoral areas and the general population:

- They tended to be younger; 24% of those aged 18-24 thought fraud would impact outcomes in half or more areas, compared to 14% of the population.
- Though retirees were more likely than the overall population to view fraud as a problem (43% cf. 36%), they did not have a disproportionately negative view of its impact with only 11% saying it would affect outcomes in half or more of areas.
- People in the C2DE social grade were twice as likely as those in the ABC1 grade to say fraud would have an effect in half or more areas (20% cf. 9%).

¹¹ Defined as a 'very big problem' or 'a fairly big problem'

- People with a disability were more likely than those without a disability to say fraud would impact in half or more areas (18% cf. 12%).

6.7 Conclusions

- Electoral fraud is not an issue that respondents consider themselves well informed about with a majority (56%) saying they know hardly anything or nothing at all about it.
- Over a third (36%) of people did view electoral fraud as either a very big or fairly big problem with the highest level of concern coming from Inactive and Cynical respondents (44%).
- Between a third and a fifth of those who viewed electoral fraud as a problem thought it would have an impact on electoral outcomes in more than a few areas. The Inactive and Trusting (35%) and the Inactive and Cynical (33%) thought fraud would have the greatest impact.
- Amongst those who thought electoral fraud was a problem, the media was the most common source of information about it, with half (49%) saying they had heard about fraud in this way. Overall, 42% of those who saw fraud as problem did not express how they had heard about it.
- People were generally satisfied that voting at a polling station and registering to vote were safe from fraud and abuse.
- Significant proportions of each segment did not think voting post was safe from fraud and abuse. The Inactive and Cynical were the most likely to say this (54%) and the Inactive and Trusting were the least likely (26%).
- Similar proportions of active and inactive respondents viewed electoral as a very big or fairly big problem (35% cf. 39%). However, inactive respondents were more likely than the active to say that fraud would affect the outcome in half or more election areas (25% cf. 14%).
- The inactive respondents who thought fraud would impact the outcome in half or more areas admitted to knowing little about electoral fraud, and held a more negative opinion of the civic importance of participating in elections, suggesting that issues other than concerns about fraud are reducing their participation in the electoral process.
- Younger respondents and retirees were more likely to be concerned about fraud; 46% of 18-24 year olds and 43% of retirees thought it was a problem. The retirees who thought fraud was a problem did not tend to think it would impact significantly on electoral outcomes; only 11% of retirees thought it was a problem said it would affect the outcome in half or more areas, compared to 24% of those aged 18-24.

7. Conclusions

In order to provide greater insight into the attitudes and behaviour of potential voters in Great Britain four types of respondent were identified based on their self-declared voting behaviour and their attitude towards the current registration system. The segments were as follows:

- Active and Trusting
- Inactive and Trusting
- Inactive and Cynical
- Disengaged

The attitudes of respondents in these four segments were then examined in relation to four key areas of interest. These were:

- Their attitude towards elections and the electoral process
- Their knowledge of the registration process
- The potential impact of changes to the registration system
- Their perceptions of electoral fraud

In summary, whilst it is not possible to draw firm conclusions about causality, people who actively participate in elections tend to view voting as an important civic duty. They are also more likely than those in the three less active segments to hold a positive view of the way elections and the registration process are run.

Amongst the inactive segments, the Inactive and Trusting were the most satisfied with the system of registering to vote and the process of voting. This suggests that their inactivity relates more to a lack of interest in voting, rather than dissatisfaction with the system. Inactive and Cynical respondents were much less satisfied with the system, as were Disengaged.

Knowledge of how to register was not closely linked to voting behaviour with the majority of people in the less active segments confident they knew how to register whilst also achieving similar scores to active respondents when asked objective questions about the process.

A large majority of respondents were not concerned about changes to the system of registration. Those who were concerned were most likely to say this was because of worries about the security of their personal information. These people had an overall sense that the registration system was not secure and that their personal details would not be held safely.

A smaller number of respondents said they would be less likely to register because of the difficulty of providing additional details. These tended to be people who were less committed to the process of registering and voting, and arguably they were concerned more about the effort involved rather than their ability to provide the required information.

Electoral fraud was not a topic most respondents felt informed about, and a majority were unable to say where, if at all, they had heard about it. Looked at by segment, attitudes to fraud did not show a great deal of variance, though the Inactive and Cynical were more likely than others to view it as a problem.

Postal voting was the biggest perceived source of electoral fraud with between a quarter and a third of respondents in each segment saying they thought this was unsafe. Voting at a polling station and registering to vote were considered much safer.

Using a simplified segmentation of 'Active' and 'Inactive' respondents, Inactive respondent's thought that fraud would have a greater impact on electoral outcomes, but it was not possible to conclude if this was what reduced their participation in elections. Rather it appeared that these were people who assigned a low level of importance to voting and who may be alienated from the process more generally, rather than because of specific concerns about fraud.

The media was the most common source of information about electoral fraud and people who thought fraud was a problem were more likely to have seen stories in the media.

Overall, these findings suggest that viewing electoral fraud as a problem does not have a significant impact on a respondent's voting behaviour and that, whilst those less active in voting may think fraud has a bigger impact on electoral outcomes, this view is not necessarily what shapes their voting habits.

Appendix 1 – Segment Methodology

1.1 Survey Methodology

- The survey was conducted by telephone and took place between 9th and 12th December 2011.
- TNS-BMRB interviewed a nationally representative quota sample of 1,204 adults living in the UK and aged 18+. The sample consisted of 1,009 interviews with people living in Great Britain and a boost of 195 interviews with people living in Northern Ireland.
- The Winter Tracker research covers both Great Britain and Northern Ireland. However, as the purpose of this report is to provide insight into public attitudes in advance of proposed changes to the system of voter registration in Great Britain, responses from Northern Ireland have been excluded from the analysis.
- Data was weighted to match the profile of the national population using a range of variables including gender, age, working status, social grade and region.
- Where results do not sum to 100%, this is because of rounding, multiple response codes or the exclusion of 'Don't know' responses.
- An asterisk (*) represents results of less than half a percent.

1.2 Segmenting the survey population

Segmentation techniques allow respondents with similar characteristics to be grouped into segments or clusters, enabling a greater understanding of the behaviour, motivations and attitudes of individuals with shared attributes.

Survey respondents inevitably share many characteristics, be they demographic, attitudinal or behavioural, meaning they can be grouped or segmented in a range of legitimate ways. Segmentation analysis is therefore interpretive by nature with the variables or characteristics used to segment respondents chosen based on the objectives of the subsequent analysis.

Stage 1: Initial exploration

During an initial exploratory stage, variables from the survey were grouped together into themes. Not all variables were used at this stage. The four thematic constructs that were created, along with their component variables, were as follows:

1. Past voting behaviour:

Q1: Whether the respondent voted at the last election

Q4: Respondent's past voting behaviour

Q14: Whether the respondent's name was on the Electoral register

2. Subjective attitudes towards the registration process:

Q13: Self-declared knowledge of the registration process
Q16: Satisfaction with the registering process
Q20: How easy the respondent found it to register

3. Subjective attitudes towards the security of the registration system:

Q19_2: Confidence that personal details are held securely
Q19_3: Confidence that the system prevents false registering
Q30_3: Whether registering to vote is safe from fraud and abuse

4. Actual knowledge of the registration process

Q22_1 – Q22_4: Respondents were given a mark out of four based on their answers to four true/false questions about the registration process.

The variables used to create these four thematic constructs comprised of a mixture of numeric responses (such as five point attitudinal rating scales) and non-numeric responses (such as yes/no categorical response codes).

In order to understand the relationship between variables with both numeric and non-numeric responses, a technique known as "Non Linear Canonical Correlations" was used. NLCC techniques allow us to understand the linkages between questions regardless of the underlying data type by outputting a set of numeric dimensions that can then be fed into a clustering algorithm.

Stage 2: Consolidating and simplifying the constructs

Two loosely correlated themes emerged from the NLCC data that was put through the clustering algorithm. The first was the respondent's level of involvement and participation in the voting process, and the second was their overall satisfaction with the registration process.

The 'Involvement theme' comprised the variables relating to past voting behaviour with three types of respondent emerging:

- The highly active and frequent voter
- The generally inactive and infrequent voter
- The totally inactive and disengaged voter

The 'Satisfaction theme' combined and consolidated the variables that covered both subjective attitudes towards the registration process, and the security of the registration system. The reason for combining these two separate themes was that responses to these questions were closely correlated and broadly related to similar issues (i.e. satisfaction). Again, three types of respondent emerged:

- Those who were generally satisfied with the system of registration and the security of their personal details
- Those who were generally dissatisfied with the system of registration and the security of their personal details
- Those who had no consistent opinion about the system of registration and the security of their personal details

The remaining theme – respondent’s actual knowledge of the registration system – did not contribute anything substantial to the segmentation solution. This measure failed to correlate with whether respondents said that they knew how to go about registering to vote, as well as correlating weakly with their self-declared voting behaviour.

It is feasible that some people may think that they are knowledgeable about registration, but in reality have a low level of understanding of the actual requirements of the system. In other cases, respondents may have little confidence in their own knowledge and yet score well on the objective questions. This suggested a pattern of random guessing on the part of respondents. To test this theory a comparison was made between the actual scores and an expected random distribution. This showed that respondents actually perform slightly worse than would be expected if responses were completely random, confirming that respondents are genuinely mistaken in their understanding of the current registration policy, but that guesswork was probably a factor for some people.

Based on these findings the actual knowledge variables were rejected from further use in the segmentation. The main issue was that level of actual knowledge was partly determined by guesswork rather than actually knowing the right answer and bore little relation to respondent’s self-declared knowledge or actual behaviour.

The objective knowledge questions were useful in their own right as they showed how little people know about the actual requirements of the current registration process. However, the ultimate reason for excluding these measures was that they did not conform to the two main emergent dimensions of interest; ‘Involvement’ (a measure of self-declared participation in voting) and ‘Satisfaction’ with the security of the registration system and how personal data is handled.

Combining the constructs

The consolidation process left two remaining constructs, both of which were only loosely correlated with each other. These were ‘Involvement’ and ‘Satisfaction’ and, as previously mentioned, each construct contained three types of respondent.

The next stage was to combine the constructs in order to create usable segments for the subsequent analysis. This was achieved by creating two indices; an ‘Involvement Index’ and a ‘Satisfaction Index’, based on answers given to the various component questions.

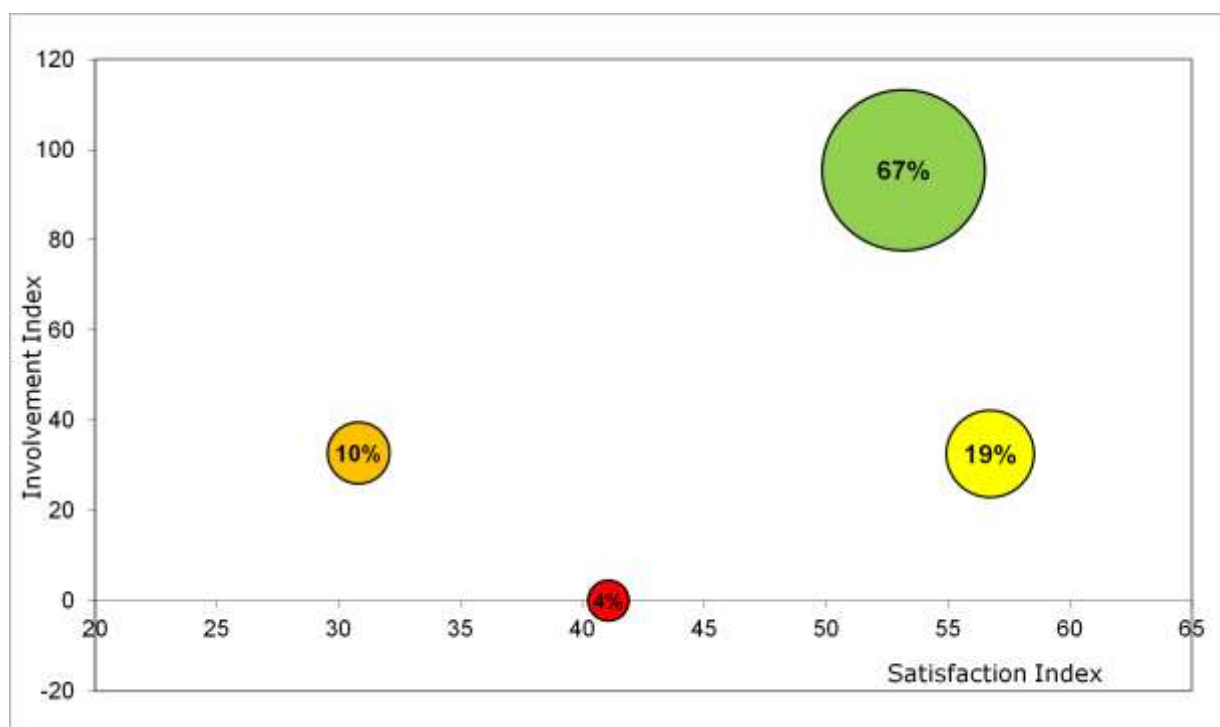
The ‘Involvement Index’ was created by totalling respondent’s scores across the following three variables:

Appendix Table 1.		
Involvement Index		
Variable	Response	Index Score
Q1. Can you remember if you did actually cast your vote at that election?	Yes	40
	No	0
Q4. Which of these statements best describes your attitude towards voting at General Elections?	Always	40
	Sometimes	20
	Never	0
Q20. Thinking about the last time you registered to vote, how easy or difficult did you find it to provide or confirm the details?	Very easy	20
	Fairly easy	15
	Neither easy nor difficult	10
	Fairly difficult	5
	Very difficult	0

The 'Satisfaction Index' was created in the same way using the following variables:

Appendix Table 2.		
Satisfaction Index		
Variable	Response	Index Score
Q30_3. Confidence that registering to vote is safe from fraud and abuse	Very safe	20
	Fairly safe	15
	Neither safe nor unsafe	10
	Fairly unsafe	5
	Very unsafe	0
Q19_2. Confidence that own details are held securely	Very confident	20
	Fairly confident	14
	Not very confident	7
	Not at all confident	0
Q19_3. Confidence that the system prevents false registering	Very confident	20
	Fairly confident	14
	Not very confident	7
	Not at all confident	0
Q16. Satisfaction with the process of registering to vote	Very satisfied	20
	Fairly satisfied	15
	Neither satisfied nor dissatisfied	10
	Fairly dissatisfied	5
	Very dissatisfied	0

Based on the two index scores, four clusters or segments of interest emerged. These are visualised in the chart below, with a percentage figure showing their relative size as a proportion of the overall survey population:



The segments were then named based on their level of involvement in voting (Active/ Inactive / Disengaged) and their level of satisfaction, with those showing a low level of concern about the registration system and the security of their details classed as 'Trusting' and those who were dissatisfied and concerned classed as 'Cynical'. The segment characteristics, prevalence and index scores are summarised in Appendix Table 3 below.

Segment	Description	Prevalence	Index Scores
Active and Trusting	High level of involvement in elections Low level of concern about registration and the security of the system	67%	Involvement Index score of 75 points or higher
Non-Active and Trusting	Low level of involvement in elections Low level of concern about registration and the security of the system	19%	Involvement score of between 5 and 70 and a Satisfaction Index score of over 43 points
Inactive and Cynical	Low level of involvement in elections High level of concern about registration and the security of the system	10%	Involvement between 5 and 70 points Confidence 43 points or lower
Disengaged	Zero involvement in elections and inconsistent attitudes towards registration and the security of the system	4%	Involvement Index score of 0

Appendix 2 – Additional Data Tables

Appendix Table 4. Demographic characteristics of survey segments						
		Population ¹²	Active and Involved	Non-Active and Trusting	Inactive and Cynical	Disengaged
<i>Un-weighted base</i>		1009	732	161	92	24
Demographics						
Gender	Male	49%	50%	45%	46%	60%
	Female	51%	50%	55%	54%	40%
Age	18-24	13%	8%	27%	7%	50%
	25-34	17%	13%	23%	21%	26%
	35-44	18%	18%	18%	26%	12%
	45-54	17%	19%	14%	14%	8%
	55-64	15%	17%	9%	23%	*
	65+	20%	25%	9%	9%	4%
Social Grade	ABC1	57%	59%	50%	53%	61%
	C2DE	43%	41%	50%	47%	39%
Ethnicity	White	92%	92%	91%	94%	92%
	Non-White	8%	8%	9%	6%	8%
Region	North	25%	22%	31%	26%	30%
	Midlands	29%	32%	23%	22%	28%
	South	32%	34%	29%	30%	36%
	Scotland	9%	8%	11%	13%	6%
	Wales	5%	5%	6%	9%	0%
Work status	Working	52%	50%	55%	54%	68%
	Not working	18%	16%	25%	23%	18%
	Retired	24%	30%	10%	16%	4%
	Student	5%	4%	10%	6%	10%
Tenure	Owner Occupier	64%	70%	48%	60%	37%
	Social Renter	13%	11%	14%	22%	12%
	Private Renter	24%	19%	38%	18%	24%

¹² This is the survey population rather than the UK population as a whole and as such some of the demographic survey variables may not correspond with the national population.