

# ICMUnlimited...

## Winter Tracker Research Survey

Research Report

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Final Version

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# Top line results 2014

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Results are based on interviews with 1,205 adults aged 18+ across the UK, un-weighted numbers as follows:

England:	861
Scotland:	89
Wales:	51
Northern Ireland:	204

Interviews were carried out by telephone between 12-15th December 2014.

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

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

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

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

Results are based on all respondents unless otherwise stated.

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

Study undertaken by ICM on behalf of The Electoral Commission.

The following represents some of the highlights in the 2014 data compared to previous waves of the winter tracker research:

## Registration

- Registration levels have edged a statistically insignificant one-point lower than last year, with most people (95%) still believing themselves to be registered, either at the address at which they currently live (92%) or somewhere else (3%). The few not registered (3%) or not registered at their current address (3%) cite the usual causes – particularly having just moved (39% - or put into better context, 2% of all people), not having got round to it (14%), or simply not being bothered (12%).
- Just over one in three (35%) registered voters say they are registered for a postal vote (33% of all UK residents), one-point down on last year but still above the below-30% threshold previously observed in 2012.
- Most are very confident that they how to register to vote, with as many this year (89%) as last saying so. This measure has not moved outside of a 4-point range (88% to 92%) since the question was first asked in 2008. Not only that, but nearly everyone (94%) thinks that their details are correct on the register, with 59% 'very confident' they are. This might be a slight over-estimate given accuracy scores (A&C Survey 2013<sup>1</sup>) operating in the mid-80% range, but the public's self-perception is not too far out. That said, many of those not confident that their details are held accurately mention things with little to do with accuracy, such as a lack of security or confidentiality in holding them at all (26%). One in five (22%) do confirm a suspicion that their details have not been updated.
- Four in five (78%) are satisfied with system of registering to vote, equally split between those who are 'very' satisfied (38%) and those 'fairly' satisfied (40%). Overall satisfaction on this measure has dropped back somewhat from last year (82%), but the long term trend remains stable over time. Dissatisfaction is 6%, with most of these people saying that they either don't know where to get information on registering (44% of them), or finding the system difficult or confusing in one or more different ways (38% of them).
- Understandably, two in three (67%) of those not completely satisfied with the registration system would support improvements to make it easier and quicker, while more (75%) think it should be tightened to prevent fraud and abuse. However, this rather disguises the fact that most people are confident that peoples' details *are* held securely (68%; 2013: 67%), including their own (69%). There is slightly less confidence in the system being capable of preventing people from registering who are not entitled to do so (58%) - but this is still a majority *and* higher than previous trackers (previous high was 56% last year and in 2010).
- The electoral register is currently available for sale although people have the ability to opt-out if they wish to do so. Were the ability to prevent personal details from being sold no longer available, half (49%) say they would be less likely to register, although this is fewer than last year (54%).
- Awareness of the introduction of Individual Electoral Registration this year is low, with only 27% recognising that the way we register has recently changed; indeed, over half (57%) don't think there have been any changes. Respondents in Scotland (42%) are far more likely to be

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<sup>1</sup> [http://www.electoralcommission.org.uk/\\_data/assets/pdf\\_file/0005/169889/Completeness-and-accuracy-of-the-2014-electoral-registers-in-Great-Britain.pdf](http://www.electoralcommission.org.uk/_data/assets/pdf_file/0005/169889/Completeness-and-accuracy-of-the-2014-electoral-registers-in-Great-Britain.pdf)

aware than people in other regions, probably as a result of the unprecedented level of electoral engagement present in the recent Independence referendum.

## Voting Process

- In the same way that most people are confident they know how to register to vote, most also say they are confident in knowing 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.
- Perceptions that UK elections are well run tend to bounce up and down - and 2014 is a 'down' year. While two in three (65%) still think they are (of which only 20% are very confident while 45% are only fairly confident) this represents a fall of 10-percentage points from last year (75%). This may be thought to be somewhat counter-intuitive given the experience of the Independence Referendum, but maybe the answer lies in last year being the outlier in the series (given that in 2012 sixty-one per cent said they were well run).
- Respondents were asked which of a number of different scenarios would improve their confidence in elections being well run. Top of the list is increasing security when counting, storing and transporting ballot boxes (67% would be a lot or a little more confident), followed closely by providing more information on how the voting process works (66%) and people showing photo-ID when they cast a vote (63%). Being able to vote online would instil the least extra confidence that elections are well run, although 42% still said it would.
- Satisfaction in the actual process of voting in elections has steadied at a comfortable level this year (70%), down 2-points on 2013 but still materially above the 64% low observed in 2012. Dissatisfaction (9%) remains premised on perceived unfairness of the voting system (31%) and dislike of politicians (19%).

## Integrity of elections

- Nearly half (47%) say they have (either) a lot (10%) or a little (38%) understanding of electoral fraud, the second year in a row in which the proportion has risen (2013: 43%; 2012: 39%). Still, over half (52%) say they know hardly anything (31%) or nothing about it (20%).
- Four in ten (40%) do think electoral fraud is a problem in the UK, rising to 56% in the East Midlands and 50% in the North East of England. This is the highest level reported since 2010 on a UK-wide level, and equal second high in the series dating back to 2003. While 11% currently think it is a 'very' big problem, more (29%) refer to it as a 'fairly' big problem.
- Polling station voting is considered to be safe from fraud and abuse by more people (79%; 2013: 79%) than postal voting (56%; 2013: 55%), which is consistent with every year in which the question has been asked. However, the statistically significant 6-point drop in the proportion who thinks polling station voting is safe (that we saw last year) has been arrested and steadied, but obviously remains below previously seen levels on the tracker (2012: 85%).
- The media is largely responsible for people being aware of electoral fraud or abuse, with 37% having seen an item in the media somewhere. One in ten heard anecdotal evidence from someone they know (9%) and 3% say they have had first-hand experience of it.
- Half (48%) do think there are sufficient safeguards to prevent electoral fraud, but similar numbers (43%) agree that there could be enough electoral fraud in some places to affect an election result even though a majority (61%) don't think it is common where they live. While most people (84%) say they have not experienced any pressure on who to vote for, there is

less comfort about their knowledge of how to go about reporting electoral fraud (only 33% agree they'd know how to do it). Furthermore, the public are split (35% agree vs. 38% disagree) on whether or not it would be easy to get away with electoral fraud. All of these numbers reflect little in the way of change compared to the 2013 winter survey.

- Generally speaking though, the public accept that most counter measures presented in the survey would be effective in dealing with electoral fraud. Four in five (81%) think being required to show some photo ID would be effective, with large numbers also suggesting that other measures would work, including: having independent observers (70%), making people sign to check their identify before voting in polling stations (69%), and stopping party's and party workers handling postal vote applications and ballot papers (60%). These numbers are almost identical to last year.

## Party Finance

- Knowledge about how parties are funded in order to fight elections has risen 5-points (44% vs 2013: 39%) with one in ten (10%) saying they know a lot about it, and 34% knowing a little. More though (55%) still say they know hardly anything or nothing at all about it.
- Four in ten (41%) are confident that the authorities will "take action" if political donations or spending rules are broken (issues around MPs expenses having been excluded with a question prompt). This represents a slight fall on the 44% recorded on the equivalent question in 2013<sup>2</sup>.
- Only three in ten (28%) agree that the spending on political parties and candidates is open and transparent, which now constitutes a definite – if very shallow – downward trend. Last year 30% thought so, but this is the fourth year in a row that the figure has fallen since 2010, when 37% thought so.
- A quarter (26%), believe the funding of political parties is similarly open and transparent, which is fractionally up on last year but within the previously recorded narrow range.

## Northern Ireland

- In the only questions solely asked of the Northern Ireland sample, half (52%) of those not 'very' satisfied with the system of registering to vote in Northern Ireland (57% of the total NI sample) would derive a lot (34%) or a little (18%) more satisfaction in the registration system by being able to register to vote online. This option became available in Great Britain in 2014.
- Separately, on party finance two in three (67%) think that information on who donates money to political parties in Northern Ireland should be made publically available, while only 8% are happy for it to be kept confidential.

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<sup>2</sup> In 2014, a three-way 'split sample' approach was employed on this question, in order to test different question wording alternatives. As a result, the 2013 sample size for this exactly question wording was smaller (367 unweighted base).

# 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 (1,205)	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 14
	%	%	%	%	%
<b>Very confident</b>	18	29	18	25	20
<b>Fairly confident</b>	49	43	43	49	45
<b>Not very confident</b>	19	16	20	15	20
<b>Not at all confident</b>	12	8	14	9	13
<b>Don't know</b>	2	4	5	1	2
<b>Confident</b>	<b>67</b>	<b>72</b>	<b>61</b>	<b>75</b>	<b>65</b>
<b>Not Confident</b>	<b>31</b>	<b>24</b>	<b>34</b>	<b>24</b>	<b>33</b>

⇒ **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' (963)	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	37	29	15	18	2	66	32
Increasing security and transparency when counting, storing or transporting votes/ballots	38	29	13	18	3	67	30
People being required to show some form of photographic identification at their polling station when they vote	44	19	14	18	4	63	32
People being required to show some form of NON-photographic identification at their polling station when they vote	20	24	21	30	5	44	51
Making it possible to vote online	27	15	15	40	3	42	55
Stopping political parties, candidates, canvassers and campaigners from handling postal votes	31	24	18	23	4	56	41

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

Base: all respondents (1,205)	Jan 2005	Dec 2005-Jan2006	Nov 2006	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%	%	%	%	%	%	%
I always vote at General Elections	64	64	65	63	59	70	61	55	61	64
I sometimes vote at General Elections	20	20	19	23	25	18	23	27	22	21
I never vote at General Elections	11	11	11	9	8	8	10	14	11	11
I've not been eligible in the past to vote at a General Election	4	4	4	4	8	4	4	4	5	5
Don't know	*	2	1	*	*	0	1	*	*	-



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

Base: all respondents (1,205)	May 2003	Dec 2005 – Jan 2006	Nov 2006	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%	%	%	%	%	%	%
Very satisfied	26	30	21	32	31	28	20	25	31	31
Fairly satisfied	48	48	54	43	43	45	48	39	41	39
Neither satisfied nor dissatisfied	9	10	14	9	11	12	19	19	18	19
Fairly dissatisfied	9	6	3	7	8	7	6	9	4	5
Very dissatisfied	5	1	1	5	4	6	5	7	4	4
Don't know / no opinion	3	7	7	4	4	2	2	2	2	2
<b>Satisfied</b>	<b>74</b>	<b>77</b>	<b>75</b>	<b>75</b>	<b>73</b>	<b>74</b>	<b>67</b>	<b>64</b>	<b>72</b>	<b>70</b>
<b>Dissatisfied</b>	<b>14</b>	<b>7</b>	<b>5</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>11</b>	<b>16</b>	<b>7</b>	<b>9</b>

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

Base: all 'fairly' or 'very' dissatisfied at Q4 (2014: 113)	2012	2013	2014
<b>Voting System</b>	<b>30</b>	<b>29</b>	<b>31</b>
The voting system is unfair	18	17	14
The party/candidate I support has no chance of being elected under this voting system	4	9	2
I don't agree with the First Past the Post system / I would prefer Proportional Representation (PR)	8	8	4
Because of the voting system, my vote doesn't count	6	5	11
<b>Ease / Convenience of Voting</b>	<b>21</b>	<b>14</b>	<b>15</b>
Voting is too confusing / I don't understand the system	8	6	4
Difficulty in getting to a polling station	10	4	5
There should be more choice on how and where to vote	2	4	6
Should be able to vote online	4	-	3
<b>Politicians / The Political System</b>	<b>30</b>	<b>21</b>	<b>19</b>
Don't like/trust politicians	17	12	15
Politicians do not deliver on what they promise	17	7	6
You never see politicians except at election time	5	2	*
<b>Other</b>	<b>38</b>	<b>39</b>	<b>47</b>
There is no point in voting / it doesn't make any difference	7	12	10
General dissatisfaction with politicians and political parties	4	6	4
The procedure for voting is open to fraud and abuse	8	4	2
Other	18	16	32
Don't know	5	17	*

⇒ **ASK ALL**

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

Base: All Respondents (1,205)	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%	%	%	%
Very confident	68	66	69	67	69	68	70
Fairly confident	24	27	25	27	24	25	22
Not very confident	4	5	3	4	4	3	5
Not at all confident	3	2	3	2	3	3	3
Don't know	1	1	*	1	1	*	*
<b>Confident</b>	<b>92</b>	<b>93</b>	<b>94</b>	<b>94</b>	<b>92</b>	<b>93</b>	<b>92</b>
<b>Not Confident</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>8</b>

**REGISTRATION**

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

Base: All Respondents (1,205)	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%	%	%	%
Very confident	57	55	68	60	63	66	64
Fairly confident	30	34	24	29	28	23	26
Not very confident	7	7	4	6	5	6	6
Not at all confident	3	3	3	3	2	4	4
Don't know	3	1	*	2	2	*	1
<b>Confident</b>	<b>88</b>	<b>89</b>	<b>92</b>	<b>89</b>	<b>91</b>	<b>89</b>	<b>89</b>
<b>Not confident</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>10</b>

**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 (1,205)	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%
Yes – where living now	93	91	94	92
Yes – another address	3	4	2	3
No	2	4	2	3
DK	3	2	1	2

⇒ **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 (2013: 74)	Dec 2008	Dec 2009	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%	%	%
Just moved	15	24	42	23	25	39
Not bothered	11	17	2	6	7	12
Haven't got round to it	20	12	3	16	14	14
Not eligible for reason(s) other than age (e.g. nationality)	-	12	26	12	11	11
Don't know how to register	8	5	3	3	-	
More convenient/prefer to be registered at second home	-	2	-	4	7	6
Not old enough/not eligible	35	-	5	13	19	-
More convenient/prefer to be registered at second home	-	-	-	-	7	-
I actively dislike politicians/politics and refuse to vote	-	-	-	-	3	-
Politics makes no difference so no point	-	-	-	-	-	2
Other	10	8	17	18	19	-
Don't know	10	19	*	6	5	18

⇒ **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	%
It's important to vote/have my say/can't complain if you don't vote	55
To exercise my democratic rights	18
It is my civic duty	8
Need to register so I can vote	6
Women/people suffered to get the vote	6
I have always voted	5
It should be a legal requirement/compulsory to vote	4
Helps credit profile	3
It came through the post	3
Parental/family influence	2
I thought it happened automatically	2
Other	7
None of these	1
Don't know	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 (1,205)	May 2003	Dec 2005 – Jan 2006	Nov 2006	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%	%	%	%	%	%	%
Very satisfied	26	30	19	43	43	46	38	39	43	38
Fairly satisfied	49	48	56	39	39	40	41	37	39	40
Neither satisfied nor dissatisfied	9	10	14	9	10	8	13	15	14	14
Fairly dissatisfied	7	6	3	4	3	3	2	3	1	4
Very dissatisfied	4	1	2	2	2	1	2	2	1	2
Don't know / no opinion	4	7	7	3	3	2	4	3	2	2
<b>Satisfied</b>	<b>75</b>	<b>77</b>	<b>75</b>	<b>82</b>	<b>82</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>82</b>	<b>78</b>
<b>Dissatisfied</b>	<b>11</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>6</b>

⇒ **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 (2013: 72)	2012	2013	2014
	%	%	%
<b>Difficult/confusing</b>	35	38	38
It is too confusing/I don't understand the system	14	24	14
It is not easy/they could make it easier	17	17	13
I don't know how to register to vote	8	9	6
They do not promote/advertise where/when to register	6	6	12
<b>It is inconvenient</b>	30	9	9
You should be able to register to vote online	23	9	7
It is cumbersome/takes too long	6	5	*
You should be able to register to vote over the telephone	10	5	2
<b>Mistakes/problems</b>	11	15	1
The council makes mistakes with my personal details	2	8	1
The post is unreliable	9	7	1
<b>Not secure</b>	7	11	1
The system of registering to vote is open to fraud and abuse	7	11	1
<b>IER issues</b>			
I preferred the old system of a household form	-	-	-
I was confused by the letter I received in summer about my registration status	-	-	-
I didn't like having to provide additional personal identifiers	-	-	-
<b>Other</b>	35	41	52
I do not know where I can get information about the process of	6	9	44



registering to vote			
There should be more limitations on who can vote	5	7	2
There is no point voting / voting makes no difference	10	6	-
Other answer	14	29	6
Don't know	7	8	6

⇒ **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 Q13 (747)	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%	<b>64%</b>	<b>34%</b>
2014 (NI ONLY:118 unweighted base)	34%	18%	23%	25%	-	<b>52%</b>	<b>48%</b>
Tightening the system further against fraud or abuse							
2013	56%	26%	9%	8%	1%	<b>82%</b>	<b>17%</b>
2014	48%	26%	17%	5%	3%	<b>75%</b>	<b>22%</b>
Make registering to vote easier and quicker							
2013	49%	25%	13%	11%	2%	<b>74%</b>	<b>24%</b>
2014	41%	26%	16%	14%	4%	<b>67%</b>	<b>29%</b>

⇒ **ASK ALL**

**Q14. Thinking about the system of registering to vote [INSERT: in Great Britain / Northern Ireland], how confident are you that...READ OUT. SINGLE CODE. RANDOMISE.**

...in general, voters' personal details are held securely?					
Base: all respondents (1,205)	2010	2011	2012	2013	2014
	%	%	%	%	%
Very confident	15	16	20	19	17
Fairly confident	54	52	47	48	51
Not very confident	20	21	21	20	18
Not at all confident	7	8	9	10	11
Don't know	4	4	4	3	3
<b>Confident</b>	<b>69</b>	<b>68</b>	<b>66</b>	<b>67</b>	<b>68</b>
<b>Not confident</b>	<b>27</b>	<b>29</b>	<b>30</b>	<b>30</b>	<b>29</b>
...your own personal details are held securely?					
Base: all respondents (1,205)	2010	2011	2012	2013	2014
	%	%	%	%	%
Very confident	16	17	19	19	18
Fairly confident	54	50	48	49	51
Not very confident	19	21	20	21	19
Not at all confident	8	8	9	10	10
Don't know	3	4	3	3	3
<b>Confident</b>	<b>70</b>	<b>67</b>	<b>67</b>	<b>67</b>	<b>69</b>
<b>Not confident</b>	<b>27</b>	<b>29</b>	<b>30</b>	<b>30</b>	<b>29</b>

...the system prevents people who should not be on the register from registering?					
Base: all respondents (1,205)	2010	2011	2012	2013	2014
	%	%	%	%	%
Very confident	9	11	12	12	14
Fairly confident	47	43	41	45	44
Not very confident	23	23	24	24	20
Not at all confident	8	8	8	12	11
Don't know	12	15	14	7	11
<b>Confident</b>	<b>56</b>	<b>54</b>	<b>53</b>	<b>56</b>	<b>58</b>
<b>Not confident</b>	<b>31</b>	<b>31</b>	<b>32</b>	<b>36</b>	<b>31</b>

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

Base: All respondents (1,205)	2013	2014
	%	%
Very confident	59	59
Fairly confident	34	35
Not very confident	4	3
Not at all confident	1	2
Don't know	1	1
<b>Confident</b>	<b>94</b>	<b>94</b>
<b>Not confident</b>	<b>5</b>	<b>5</b>

⇒ **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 (59)	2013	2014
	%	%
Might not be secure/safe/confidential	34	26
Lack of efficiency/accuracy	33	11
Details not updated/change of address not acknowledged	21	22
Not familiar with the system	8	7
Other	13	-
Don't know	10	37

⇒ **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 (1,142)	2011	2012	2013	2014
	%	%	%	%
Yes, am registered for a postal vote	30	29	36	35
No, am not registered for a postal vote	64	65	58	58
Don't know	6	6	6	7

**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 (1,205)	2013	2014
	%	%
More likely	3	3
Less likely	54	49
Make no difference	41	47
Don't know	2	1

**Q19. Please can you tell me which of the following statements is true?**

Base: all respondents (1,205)	2014
	%
The way we register to vote has recently changed	27
There have been no changes to the way we register to vote	57
Don't know	16

<b>INTEGRITY OF ELECTIONS</b>
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**Q20. 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 (1,205)	Dec 2010	Dec 2011	Dec 2012	Dec 13	Dec 14
	%	%	%	%	%
A lot	10	6	7	9	10
A little	41	37	32	35	38
Hardly anything at all	28	33	31	33	31
Nothing at all	19	23	29	23	20
Don't know	2	2	1	1	1
A lot/little	51	43	39	43	47
Hardly at all/not at all	47	56	60	56	52

**Q21. 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 1205)	Dec 2003 <sup>3</sup>	Apr 2005 <sup>4</sup>	Dec 2005 – Jan 2006	Nov 2006	Jan 2008	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%	%	%	%	%	%	%	%	%
A very big problem	8	17	9	11	7	8	8	10	8	9	8	11
A fairly big problem	16	29	22	26	26	25	19	30	29	27	26	29
Not a very big problem	40	34	40	36	48	42	44	41	43	39	46	41
Not a problem at all	13	8	11	7	11	12	19	9	8	12	12	9
Don't know	24	11	19	21	9	13	9	10	13	13	9	10
<b>A problem</b>	<b>23</b>	<b>46</b>	<b>31</b>	<b>37</b>	<b>33</b>	<b>34</b>	<b>27</b>	<b>40</b>	<b>36</b>	<b>36</b>	<b>34</b>	<b>40</b>
<b>Not a very big problem / not a problem at all</b>	<b>53</b>	<b>42</b>	<b>51</b>	<b>43</b>	<b>58</b>	<b>53</b>	<b>64</b>	<b>50</b>	<b>51</b>	<b>52</b>	<b>58</b>	<b>50</b>

<sup>3</sup> Telephone survey

<sup>4</sup> Telephone survey

**Q22** 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 (1,205)	Dec 2005 – Jan 2006	Nov 2006	Jan 2008	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014	
	%	%	%	%	%	%	%	%	%	%	
Very safe	37	29	30	33	38	40	43	41	30	28	
Fairly safe	46	49	51	50	48	46	43	44	49	51	
Neither safe nor unsafe	9	10	10	9	8	5	4	4	11	12	
Fairly unsafe	2	4	4	5	3	4	6	6	7	6	
Very unsafe	*	1	1	*	1	2	2	3	2	2	
Don't know	5	7	3	2	2	3	2	2	2	1	
<b>Safe</b>	<b>83</b>	<b>78</b>	<b>82</b>	<b>83</b>	<b>87</b>	<b>85</b>	<b>86</b>	<b>85</b>	<b>79</b>	<b>79</b>	
<b>Unsafe</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>8</b>	
Voting by post											
Base: all respondents (1,205)	Apr 2005 5	Dec 2005 – Jan 2006	Nov 2006	Jan 2008	Dec 2008	Dec 2009	Dec 2010	Dec 2011	Dec 2012	Dec13	Dec 14
	%	%	%	%	%	%	%	%	%	%	%
Very safe	6	8	5	8	8	10	10	10	13	16	15
Fairly safe	30	35	33	34	32	36	43	46	40	39	41
Neither safe nor unsafe	14	16	17	16	15	14	11	8	8	12	13

<sup>5</sup> Telephone survey



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

Registering to vote					
Base: all respondents (1,203)	Dec 2010	Dec 2011	Dec 2012	Dec 13	Dec 14
	%	%	%	%	%
Very safe	22	23	23	25	25
Fairly safe	57	58	55	55	52
Neither safe nor unsafe	10	6	7	9	11
Fairly unsafe	7	8	8	7	6
Very unsafe	2	2	3	2	2
Don't know	3	4	3	3	3
<b>Safe</b>	<b>79</b>	<b>80</b>	<b>78</b>	<b>80</b>	<b>78</b>
<b>Unsafe</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>8</b>	<b>8</b>

**Q23. Can I just check, have you.....**

Base: all respondents (1,205)	2014 %
Seen stories in the media about electoral fraud happening in GB/NI	37
Heard from someone you know about electoral fraud happening in GB/NI	9%
Had first hand experience of electoral fraud happening in GB/NI	3%
None of these	56
Don't know	2

**Q24. First hand experience: 9 people willing to talk to the Electoral Commission.**

**Q25. For each of the following please tell me whether you agree or disagree? ROTATE (New question 2013)**

Base: all respondents (1,205)	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%
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%
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%
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%
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%
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%

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

**Q26. How effective, if at all, do you think each of the following would be in preventing electoral fraud taking place? Would you say...ROTATE. (New question 2013)**

Base: all respondents in GB (1,169)	Very effective	Quite effective	Not very effective	Not effective at all	DK	Effective	Not effective
<b>People being required to show some form of photographic identification at their polling station</b>							
2013	53%	31%	8%	7%	2%	<b>83%</b>	<b>15%</b>
2014	50%	31%	10%	8%	*%	<b>81%</b>	<b>19%</b>
<b>People being required to show some form of <u>non</u>-photographic identification at their polling station</b>							
2013	15%	29%	31%	21%	3%	<b>45%</b>	<b>53%</b>
2014	14%	33%	32%	22%	*%	<b>46%</b>	<b>54%</b>
<b>People being required to sign in order to check their identity before being given their ballot paper in the polling station</b>							
2013	33%	34%	22%	10%	2%	<b>67%</b>	<b>32%</b>
2014	31%	38%	19%	13%	*%	<b>69%</b>	<b>31%</b>
<b>Having independent observers in all polling stations</b>							
2013	31%	38%	19%	8%	3%	<b>69%</b>	<b>27%</b>
2014	34%	36%	20%	10%	*%	<b>70%</b>	<b>30%</b>
<b>Stopping people voting for others by proxy. IF ASKED: SAY: At the moment you can get someone else to make a 'proxy' vote on your behalf</b>							
2013	30%	31%	21%	11%	7%	<b>61%</b>	<b>32%</b>
2014	28%	32%	21%	19%	*%	<b>60%</b>	<b>40%</b>
<b>Stop postal voting on demand. IF ASKED, SAY: at the moment you can request a postal vote without giving a reason</b>							
2013	19%	30%	28%	14%	9%	<b>49%</b>	<b>42%</b>
2014	20%	32%	29%	19%	*%	<b>52%</b>	<b>48%</b>
<b>Stop political parties, candidates, canvassers and campaigners from handling postal vote applications and postal ballot papers</b>							
2013	35%	34%	17%	8%	5%	<b>69%</b>	<b>25%</b>
2014	36%	33%	18%	13%	*%	<b>69%</b>	<b>31%</b>

## PARTY FINANCE

⇒ **ASK ALL**

**Q27. 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 (1,205)	2013	2014
A lot	8%	10%
A little	30%	34%
Hardly anything at all	25%	27%
Nothing at all	35%	28%
Don't know	1%	*%
<b>A lot/little</b>	<b>39%</b>	<b>44%</b>
<b>Hardly/nothing at all</b>	<b>60%</b>	<b>55%</b>

**Q28. 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.**

Base: all respondents (1,205; 2013: split sample (354))	2013	2014
Very confident	9%	9%
Fairly confident	36%	32%
Not very confident	31%	38%
Not at all confident	22%	19%
Don't know	3%	2%
<b>Confident</b>	<b>44%</b>	<b>41%</b>
<b>Not confident</b>	<b>53%</b>	<b>57%</b>

**Q29 To what extent do you agree or disagree with the following statements: READ OUT. REVERSE ORDER OF SCALE. SINGLE CODE**

The <u>spending</u> of political parties and candidates at UK elections is open and transparent.						
Base: all respondents (1,203)	Jan 2006	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%	%	%
Strongly agree	3	8	7	6	10	10
Tend to agree	22	29	25	25	20	18
Neither	20	17	22	26	24	24
Tend to disagree	29	24	26	24	26	24
Strongly disagree	13	17	14	13	16	21
Don't know	13	5	7	5	4	3
<b>Agree</b>	<b>25</b>	<b>37</b>	<b>32</b>	<b>31</b>	<b>30</b>	<b>28</b>
<b>Disagree</b>	<b>42</b>	<b>40</b>	<b>39</b>	<b>38</b>	<b>42</b>	<b>45</b>
The <u>funding</u> of political parties in the UK is open and transparent						
Base: all respondents (1,203)	Jan 2006	Dec 2010	Dec 2011	Dec 2012	Dec 2013	Dec 2014
	%	%	%	%	%	%
Strongly agree	3	7	6	6	8	8
Tend to agree	23	27	21	22	18	18
Neither	18	15	21	22	19	21
Tend to disagree	32	28	30	26	30	26
Strongly disagree	11	18	16	18	21	23
Don't know	12	5	6	6	5	4
<b>Agree</b>	<b>26</b>	<b>34</b>	<b>27</b>	<b>28</b>	<b>25</b>	<b>26</b>
<b>Disagree</b>	<b>43</b>	<b>46</b>	<b>46</b>	<b>44</b>	<b>51</b>	<b>49</b>

**Q30 Which ONE of the following statements about party finance in Great Britain /NI do you think is true?**

Base: all respondents (1,205)	2014 %
Information on the funding of political parties is available on the Electoral Commission's website	14
Information on the funding of political parties is available on your local council's website	12
There is no information on the funding of political parties available to the public	18
Information on the funding of political parties is available on individual political party websites	20
Don't know	36

⇒ **ASK IN NORTHERN IRELAND ONLY**

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

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

ENDS