

2011
Elections and
Referendum on
the voting
system to the
UK parliament:
public opinion
survey

Prepared by ICM
Research

October 2011

Contents

1. Executive Summary	2
2. Technical Summary about the Data	5
3. Registration, Turnout and Voting	6
4. Knowledge and Satisfaction	14
5. The Voter Experience	24
6. Electoral Fraud	35
7. Campaign Finance	37
8. Background and Methodology	40

1 Executive Summary

Satisfaction with registration

- 85% per cent of people were satisfied with the procedure for getting their name on the electoral register, with 2% dissatisfied (these figures were similar at 86% and 2% in the 2010 post-election survey).

Turnout

- The official turnout figure for the referendum was 42%, but it was slightly higher in Scotland and Northern Ireland. A number of attitudinal factors drove turnout, such as having an interest in politics and having confidence in the organisation of the ballot.

The Impact of Combination

- A majority of voters say that they would have turned out for the elections even if there had not been referendum (94%), and vice-versa if there had been no elections (89%).
- The voter experience does not seem to have been affected by having to complete multiple ballot papers; 96% found it easy to cast their vote, and 81% found it very easy.

Satisfaction with voting process

- Four in five of all respondents were, in general, satisfied with the procedure for voting in elections and referendums, with 8% dissatisfied. In the 2010 survey, three-quarters (75%) of all people were satisfied with the procedure for voting at elections.

Knowledge of the referendum and elections

- Two-thirds said they knew a great deal (20%) or a fair amount (46%) about what the referendum on 5th May was about. However, one in ten (8%) said they knew nothing at all about the subject of the vote, and a quarter (25%) did not know very much.

- 70% of people across the UK agreed with the statement 'there was a lot of media coverage on the referendum', whereas only 50% of those who had elections agreed that 'there was a lot of coverage of the election' (although this ranged from seven in ten in Scotland (72%) and Northern Ireland (70%) to 45% in England).
- Three quarters (75%) of the UK public agreed that they 'had enough information to be able to make an informed decision on how to vote in the referendum'. 69% of those in UK election areas agreed that they had enough information on how to vote in the election, and agreement was higher in Northern Ireland (80%) and Scotland (79%) than in England (67%) and in Wales (70%).

Confidence referendum well-run

- 85% of voters across the UK were confident that the referendum was well run on May 5, and 12% were not confident. The overall figure (i.e. including voters and non-voters) was 72% confident. The 2010 post-election survey, which was asked of voters only, found that two-thirds (69%) were confident that the May 6 elections were well run, and just under a-third (30%) said they were not confident.
- Respondents (voters and non-voters) in Northern Ireland (64%) were less likely to report confidence than those in England (72%), Wales (73%) and Scotland (75%). Across these areas a similar pattern was found among voters only, with NI voters the least likely to report that they were confident the referendum was well-run.

Confidence election(s) well-run:

- The 2011 survey found that 88% of voters resident in election areas across the UK were confident that the election (in their area) was well run on May 5, and 7% were not confident (the overall figure for voters and non-voters was 77% confident).
- People in Scotland (84%) were more likely to feel confident that the Scottish Parliamentary election was well run than those in England (76%) were about their local elections.

Voter experience

- A large majority (98%) were satisfied with the experience of voting at a polling station/place, and 99% said it was easy for them to get inside.
- Similarly, 98% of postal voters were satisfied with their voting experience, and 84% were very satisfied.

Electoral Fraud

- Three quarters of people (77%) think that voting is safe from abuse and fraud, and a quarter (24%) think it is very safe. Conversely, one in ten (8%) believe that voting is unsafe.
- One in four voters (23%) were concerned that fraud took place at the elections, while 21% were concerned about the referendum vote.

Campaign Finance

- 44% of people believe that the spending and funding of political parties is open and transparent. A similar proportion (41%) feels the same way about the spending and funding of referendum campaigns.
- A large majority agrees that it is important that information on donations is made publically available (83%).

2 Technical summary about the data

2.1 This research report is based on 3,961 telephone interviews with voters and non-voters across the UK. The interviews were stratified by devolved area as follows:

- In England, 1,458 interviews were completed. A total of 958 interviews were conducted with people voting in combined election areas, with boosts in 'referendum only' areas taking the total within such English areas to 500 interviews.
- In Scotland, 1,001 interviews were completed.
- In Wales, 1,001 interviews were completed.
- In Northern Ireland, 501 interviews were completed.

2.2 All interviews were conducted by telephone on 7-23 May, 2011. All respondents were selected at random, using Random Digit Dialed telephone numbers flagged at ward level. The profile of the contacted sample was designed to match that of the eligible population by key demographics such as sex, age and work status. In line with previous research, roughly equal numbers of voters and non-voters participated on the survey.

2.3 This research was undertaken to understand more about the electoral experiences of the public. The survey includes questions on a range of areas, including satisfaction levels, priorities when voting, confidence in the voting system (including polling station and postal voting), and views on electoral integrity.

2.4 On the 5th May 2011, a number of different electoral events took place. They were as follows:

1. A UK-wide referendum on the possible switch in voting system for MPs to the House of Commons.
2. In Scotland, elections to the devolved Holyrood Parliament.
3. In Wales, elections to the National Assembly for Wales.
4. In Northern Ireland, elections to both the Northern Ireland Assembly and to local councils.
5. In parts of England to local councils.

3 Registration, turnout and voting

Registration

3.1 The vast majority of the UK public says they are registered on the electoral role, with 92% saying they are registered at their current address; 3% think they are registered somewhere else.

Procedural satisfaction

3.2 Most are also satisfied with the registration process. Overall, 85% say they are satisfied with the procedure for getting their name on the list of those people who are registered to vote, with a high level of consistency evident by devolved area - only in Northern Ireland does satisfaction dip slightly, to 77%. Voters on 5 May are more satisfied (91%) with registration processes than non voters (77%).

3.3 Half (53%) say they are 'very' satisfied with the registration procedure, while 32% are 'fairly' satisfied. Only a tiny fraction of the electorate (2%) reveal any dissatisfaction with registration, with students (8%), the unemployed (5%) and those also dissatisfied with the procedure for voting in elections (10%) chief among them.

Turnout by area, election and demographics

3.4 The average turnout for the referendum on 5 May was 42%. Post-elections surveys will show higher turnout rates than official figures. This is probably because of a combination of voters being more receptive to an interview about electoral issues, and more generally because it might be easier to reach voting members of the general public. This is reflected in the average recalled turnout among survey respondents, which totals 54%, although we should remember that the survey design called for roughly equitable numbers of voters and non-voters to be interviewed.

3.5 Turnout among survey respondents did vary by country, as one might expect with different electoral events taking place. Turnout was higher in Scotland and Northern Ireland where

reported turnouts are traditionally slightly higher than elsewhere.

Fig 3.1 Self Reported Voter Turnout by Country.

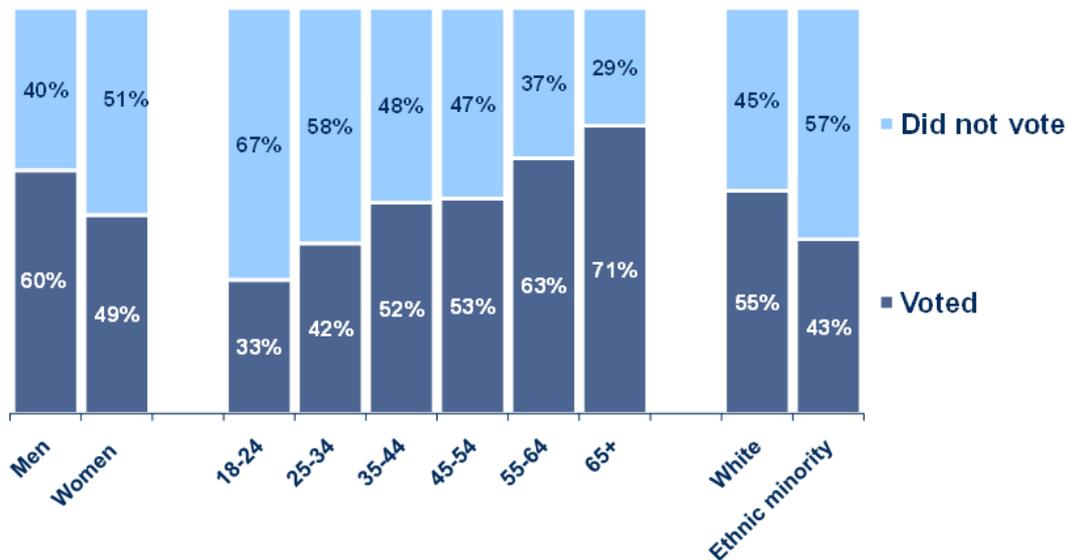
Voted in ... (%)	UK	GB	England	Scotland	Wales	Northern Ireland
Election ¹	41	41	38	57	52	57
Referendum	53	53	53	56	53	56
Election but not referendum	1	1	1	2	1	1
Referendum but not election	2	2	3	1	2	1
One but not the other	4	4	4	3	3	2
Voted in all eligible	50	50	50	55	51	55
Neither	46	46	46	42	46	42
Total: Voted in any	54	54	54	58	54	58

3.6 The impact of combined electoral events taking place in some areas but not others, as we might expect, was important. This applies not only to whole areas like Northern Ireland (58%) or Scotland (58%) where reported turnout was higher across the board because of the devolved elections (and council election in Northern Ireland) taking place, but in England, where turnout was slightly higher in council election areas (54%) than in referendum only areas (52%).

¹ Election taken to mean any electoral event taking place on 5 May other than the PVS referendum.

3.7 Many of the frequently observed characteristics and drivers associated with voting again emerge in 2011. Men (60%) were more likely to report that they voted than women on this occasion (49%), and likelihood to vote consistently increases with advancing age. Members of White British groups were statistically significantly more likely to vote (55%) than members of ethnic minorities (43%).

Fig 3.2. Voting by demographic sub group



Q3. As you may know, on Thursday May 5th there were/was (English local council elections / National Assembly for Wales elections / Northern Ireland Assembly elections / Northern Ireland local elections / Scottish Parliament elections) (and)... a UK wide referendum on the voting system used to elect MPs to the House of Commons. Many people have told us they didn't manage to vote on 5th May. How about you - did you manage to vote in the..... Base: All respondents (3,961)

3.8 There are a number of things that are important to people when they vote, but secrecy of the ballot (31%) heads the list. This is particularly important in Northern Ireland where a statistically significantly higher number (39%) mention it. One in five demand ease and convenience in being able to cast their vote (23%), with a similar numbers needing assurance that their vote is safe from fraud and abuse (22%) or wanting alternative methods of casting their vote (21%).

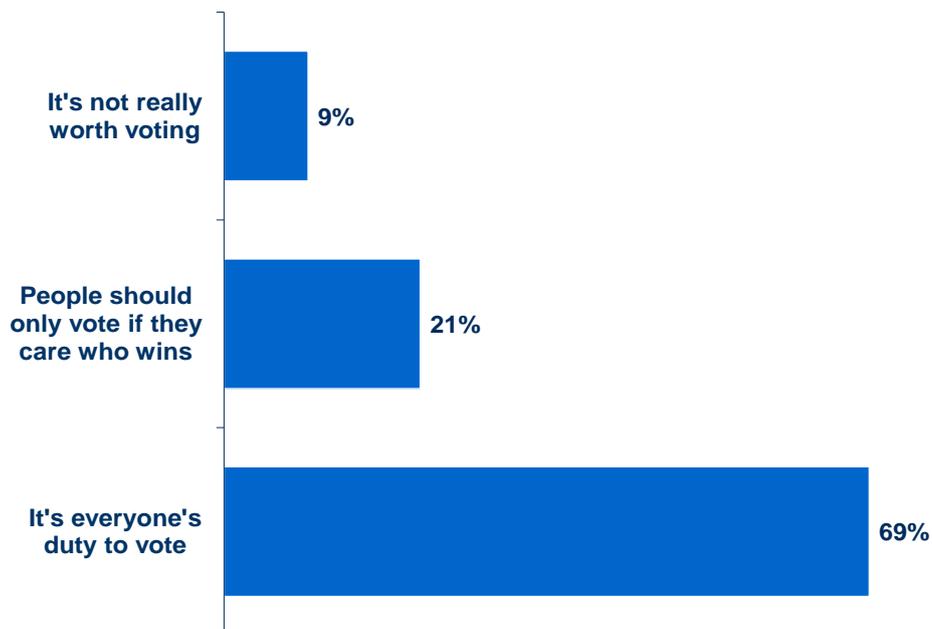
Reason for turning out, or failing to do so

3.9 Just over half (54%) of the survey respondents reported that they managed to cast their vote(s) on May 5th, with the remaining 46% failing to do so. Both sets of respondents were asked for the main reasons that underpinned their behaviour.

3.10 Attitudinal reasons are usually more important than demographics when explaining turnout. An interest in politics is vital, with twice as many people who have an interest in politics voting (62%) compared to those members of the electorate who have little or no interest (32%). Confidence in well run elections is also reflected in turnout (although the direction of cause and effect is debatable). Voting incidence is 63% among those confident that they were well run on May 5th, compared to only 23% turnout amongst those not confident. Furthermore, reported turnout was much higher (60%) among people satisfied with the procedure for voting than it was among those not satisfied (45%) with it (although again, the debatable cause and effect conundrum applies).

3.11 When asked which statement comes closest to their view of elections, a majority agreed that 'it's everyone's duty to vote' (69%). Support for the statement was above average amongst those aged 55+ (78%), and lower amongst 18-24 year olds (52%). These figures support many conventional theories on declining turnout.

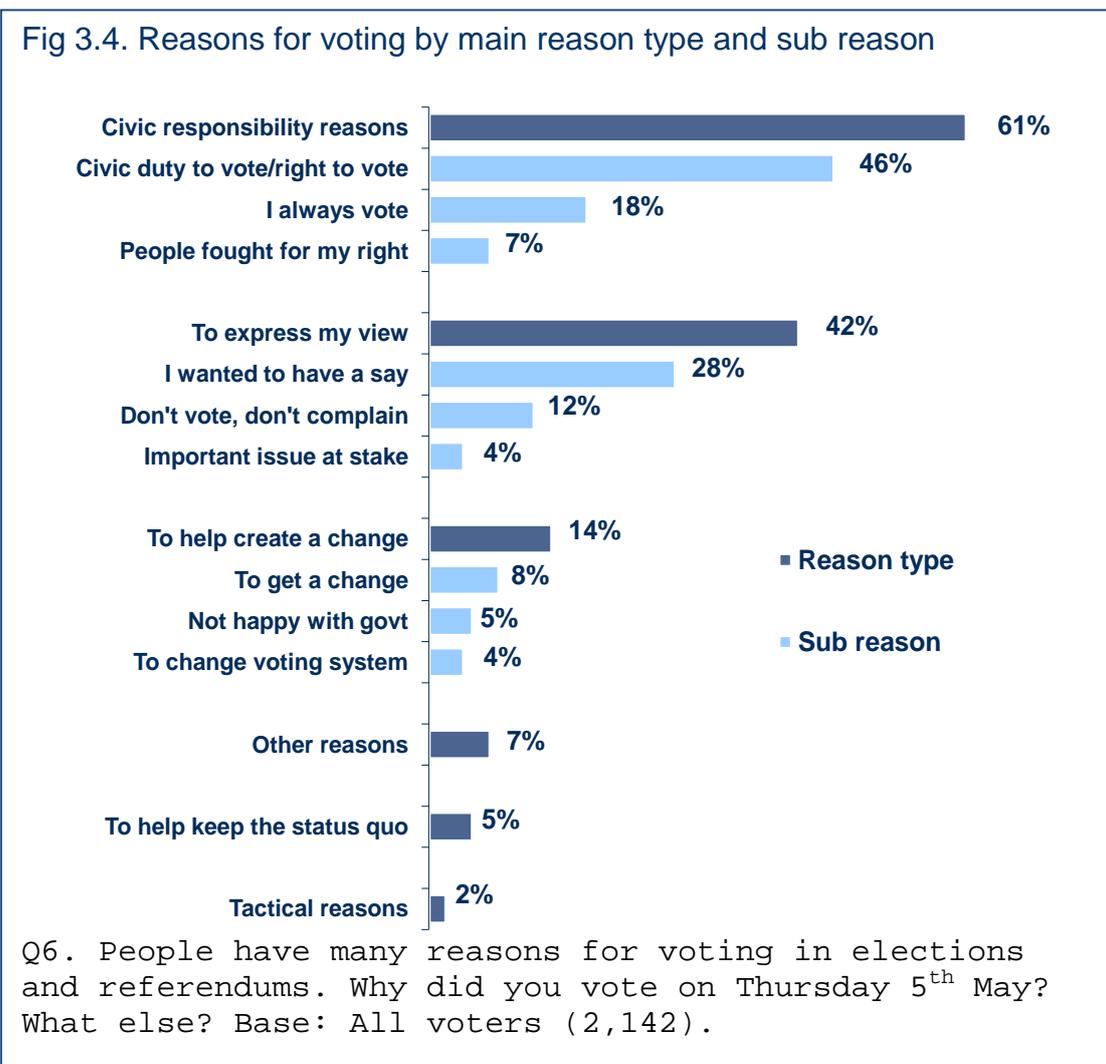
Fig 3.3. General Attitudes towards Voting



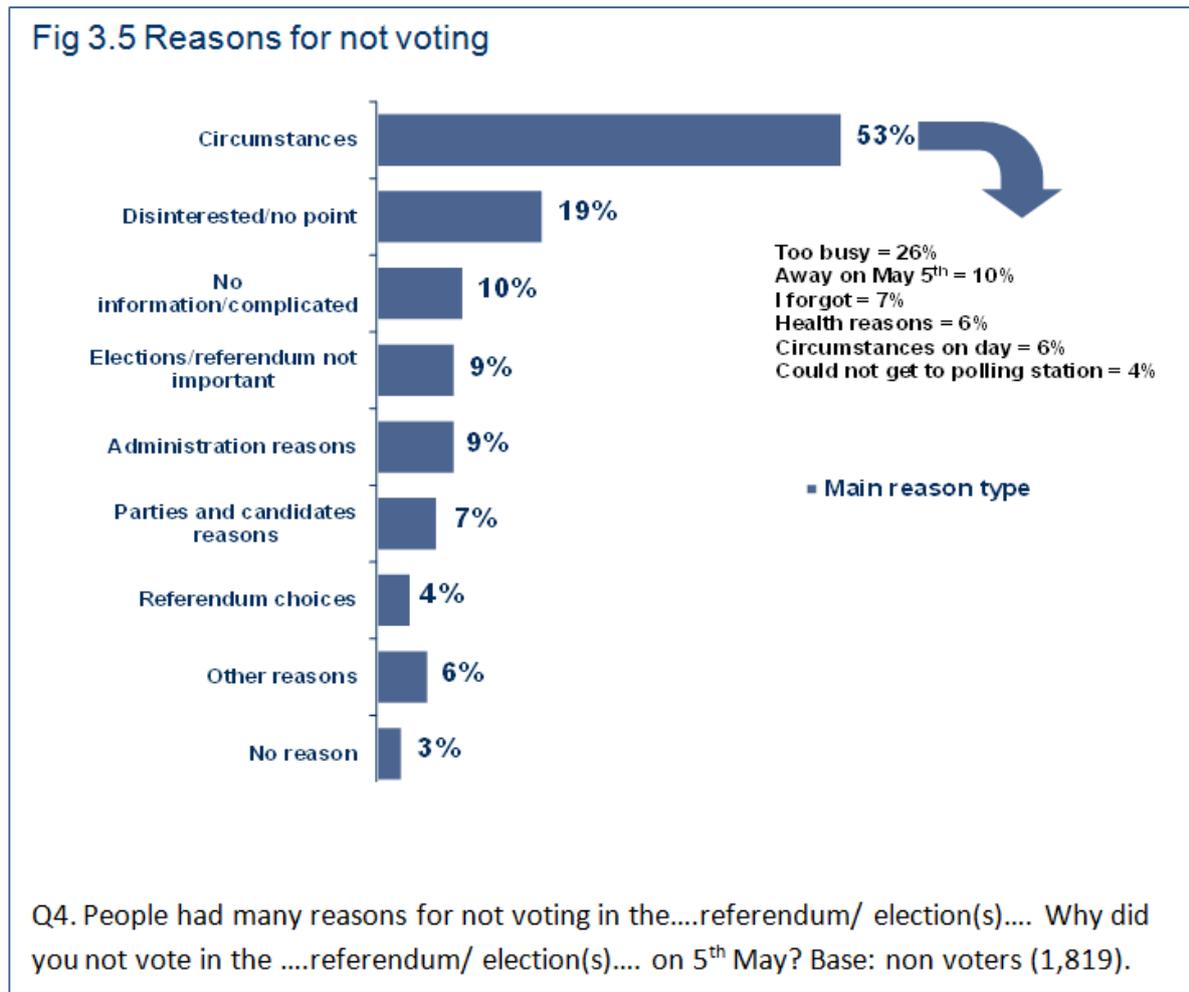
Q10b. Which one of these statements comes closest to your views about elections... Base: All respondents (3,961).

3.12 Conversely, 18-24 year olds (34%) were more likely than the average (21%) to say that 'people should only vote if they care who wins'. Perhaps unsurprisingly, the sentiment was also more popular amongst non-voters (33%) than voters (10%). Finally, one in ten (9%) said that 'it's not really worth voting', with non-voters (17%) again far likelier than others to agree.

3.13 When it came to the rationale for voting in this set of elections/referendum, voters split into two main camps (although there was some cross-over and other reasons also applied). Six in ten (61%) voters considered themselves to have a basic civic responsibility to vote, although the numbers dropped to 53% among the 18-34 age group and 52% among less affluent C2 manual, non-skilled workers. Four in ten (42%) felt that they were expressing a considered view about an important issue. One in seven (14%) were seeking change.



3.14 Half of non-voters said they didn't vote because of general circumstances (53%), with 26% suggesting that they were too busy to vote on May 5th (26%). One in five (19%) had no interest in voting and one in ten (10%) found the process complicated in the absence of any information to guide them.



3.15 It appears that circumstances were more of an issue in 2011 than they were in 2010. At the time of the General Election last year, only 31% gave a circumstances based reason for not voting, 22 points lower than the level observed this year. However, in the 2009 European and local elections, circumstances explained 49% of abstention - similar numbers were also observed in 2008 and 2007. We might conclude that the 'first order' General Election of 2010 prompted more people to avoid diary clashes or associated circumstance based reasons. They were clearly more inclined to turnout in an election that was important to them.

The impact of combination

3.16 In areas where at least one election was held in addition to the universal UK-wide referendum, a small proportion (4%) of the electorate voted in one but not the other electoral event in which they were eligible to vote. Two thirds of this number voted in the referendum but not the election, with the remaining third abstaining from the referendum rather than the election.

3.17 The reasons given for abstaining in the referendum were diffuse. Half (48%, but only 22 people) failed to substantiate their decision with a reason; a few mentioned that they were ineligible or didn't have sufficient information on the referendum to be able to make an informed choice. A quarter of those who voted in the referendum but not the election didn't think that there was a local election in their ward. A handful stated personal reasons, not being given a chance to, and a lack of information.

3.18 Most voters (who voted in all possible electoral events on May 5th) say they would have voted in the council or devolved assembly elections if there was not a referendum on the same day (94%), while on the flip side of the coin, 89% of voters still would have turned out in the referendum if it had been held on its own (although of course, we must always caveat what amounts to speculation on the part of the respondents saying so).

3.19 Having to deal with ballot papers for more than one electoral event hardly impacted on the voter experience at all. Nearly all voters (96%) said they found it easy to fill in more than one ballot paper, although voters in Northern Ireland did experience more difficulties than their counterparts elsewhere, with only 89% suggesting ballot completion was easy. Most voters (81%) found it very easy rather than simply fairly easy (15%). Hardly anyone (1%) said it was difficult, with the handful of such people showing no tangible common characteristic, other than having a slight tendency toward DE social grade.

Use of polling stations and postal votes

3.20 In total, 75% of voters said they cast their vote at a polling station. One in four voters (25%) said they voted by post, representing 13% of the electorate overall. Postal voting is up slightly on the one in five (20%) voters who reported using a postal vote in the 2010 General Election but remains identical to the incidence of use (25%) in the 2009 local elections.

3.21 Women (28%) were more likely than men (22%) to have reported voting by post, with C2 (27%) voters, DE voters (29%) and those aged 65+ (32%) also showing a higher inclination to do so - although 25-34s were also more likely than most (30%). Postal votes also appealed more to people less interested in politics (31%), thus encouraging electoral engagement among a group who might otherwise have struggled to cast their votes.

Northern Ireland Polling Cards

3.22 In Northern Ireland, poll cards were sent out to most voters a number of weeks in advance of polling day. At previous elections poll cards were sent out a week in advance. The electorate appear to be rather relaxed about the arrangement, with 61% of Northern Ireland members of the electorate not minding one way or the other.

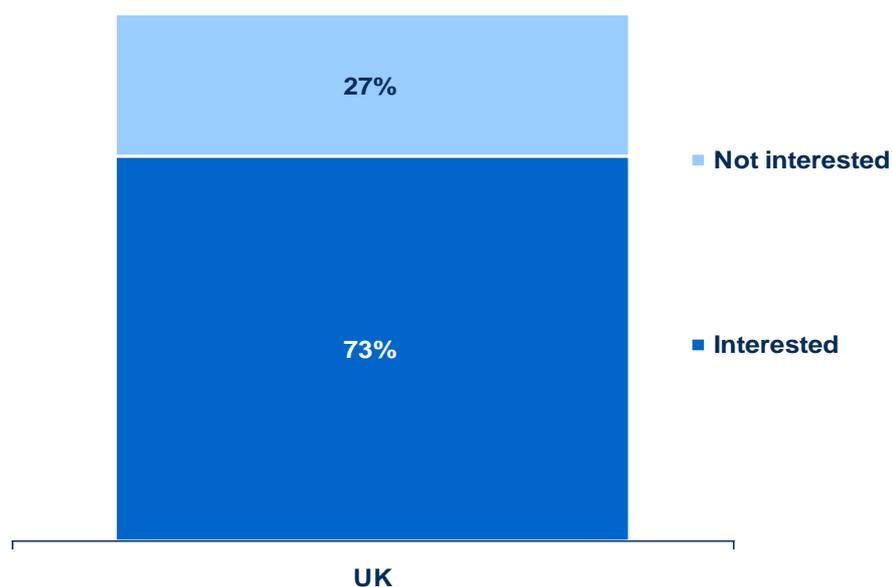
3.23 Slightly more though (22%) do prefer to receive them some weeks beforehand, largely because it gives them a timely reminder about electoral events coming up (43%), or that it gave them additional time to apply for a postal vote (43%). A small number simply felt reassured that their name was on the electoral register.

3.24 One in seven (16%) prefer the old method of receiving it a week or so in advance. Two reasons were given for this - firstly, that it gave people less time to lose it (59%) and secondly that a week was deemed sufficient reminder notice that an election was about to take place (43%).

4 Knowledge and Satisfaction

4.1 Three quarters (73%) claim that they are usually interested in political affairs, with 28% being 'very interested'. Just over a quarter (27%) say that they are not usually interested, with 9% not interested at all. In line with previous findings, socio-economic ABs (82%) are more likely to be interested than C2s (69%) and DEs (68%).² Moreover, men (79%) record more interest than women (67%).

Fig 4.1. Interest in Politics amongst the Electorate

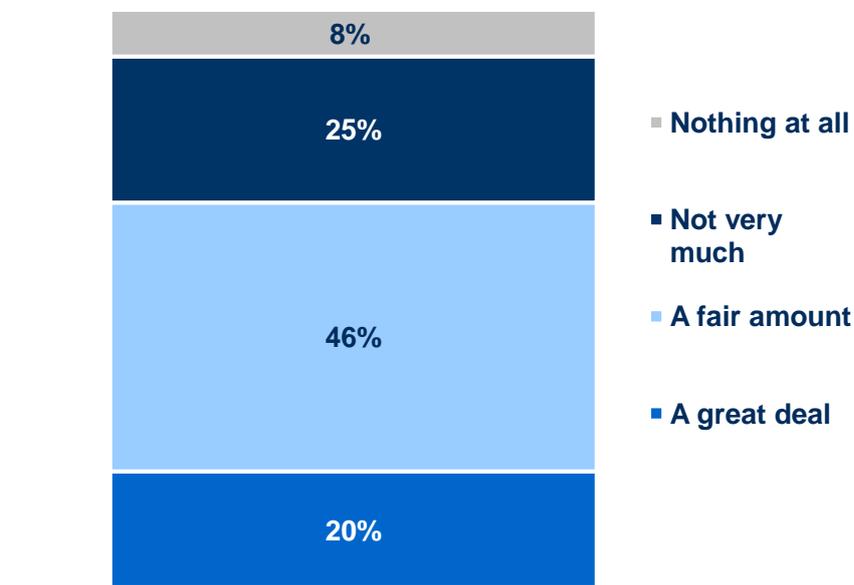


Q10a. Generally speaking, how much interest do you usually have in what's going on in politics? Are you... Base: All respondents (3,961).

² Please see the Methodology section for further details of socio-economic classifications.

4.2 Most people say they knew 'a great deal' or 'a fair amount' (66%) on what the referendum was about, rising to 84% among voters but falling to 46% among non-voters. A significant minority claimed they knew 'nothing at all' (8%), and a quarter said 'not very much' (25%). Awareness was lower in Northern Ireland (57%) than in the other areas (England 67%, Scotland 65%, Wales 63%). Awareness also varied by age - while only half (50%) of all 18-24 year olds said they knew 'a great deal' or 'a fair amount', three quarters of 45-54 (75%) and 79% of 55-64 year olds said the same.

Fig 4.2 How much people felt they knew about the Referendum on 5th May.



Q12a. How much, if anything, do you feel you knew about what the referendum on 5th May was about? Would you say you knew...
 Base: All respondents (3,961).

4.3 In those areas where an election was taking place, a majority (69%) agreed they had enough information to make an informed decision on how to vote in the election, although a sizeable minority (23%) felt otherwise. Agreement varied between devolved areas: 80% of Northern Irish and 79% of Scottish respondents felt they had enough information, compared to only 67% in England and 70% in Wales. This disparity may be explained in part by different perceptions of media coverage, and also by the actual extent and reach of the media at the time. 72% of people in Scotland and 70% in Northern Ireland believed that 'there was a lot of media coverage on the election', compared to the UK average of 50% and a low of 45% in England.

4.4 One in three (36%) said they 'didn't know enough on what the election was about'. Once again, the gender divide was apparent; 42% of women said they 'didn't know enough' while 29% of men thought the same.

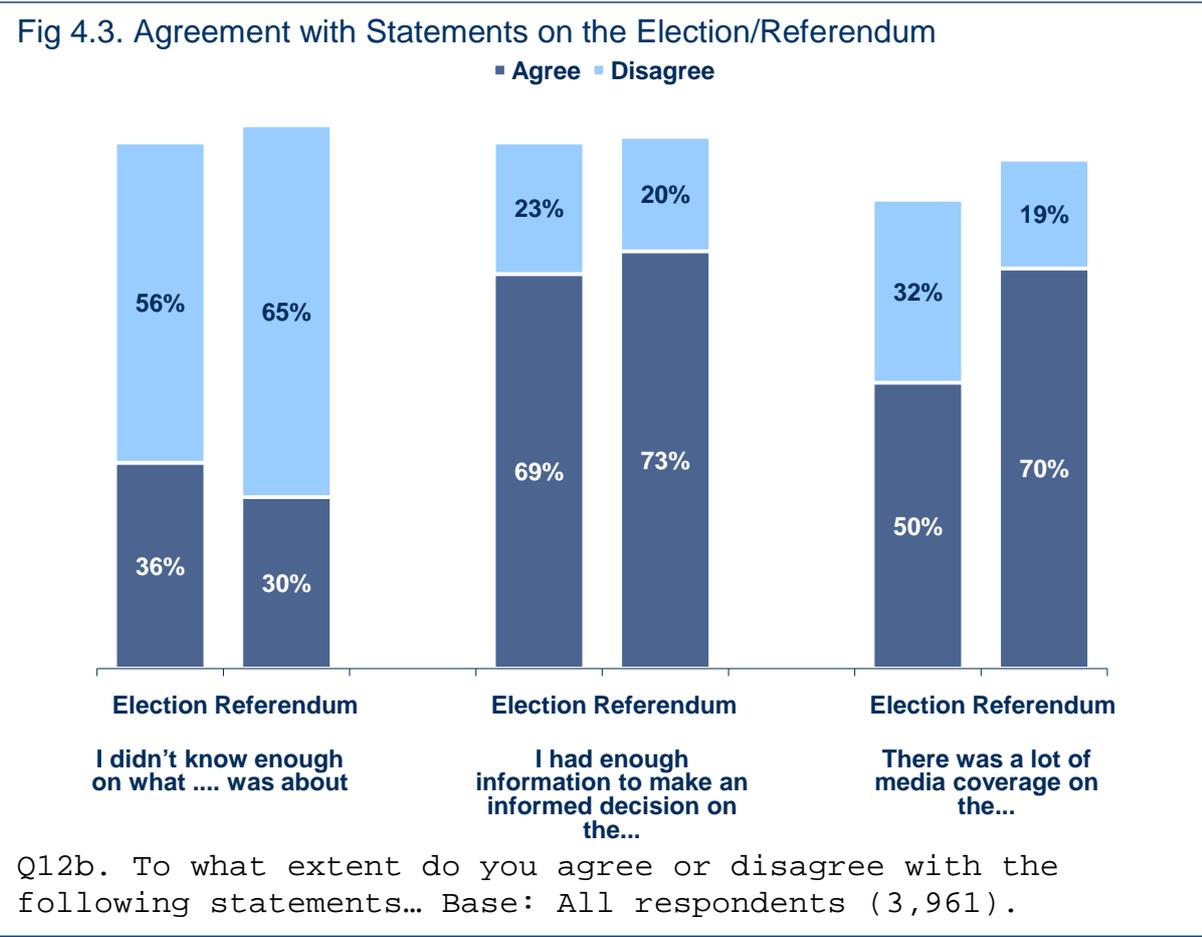
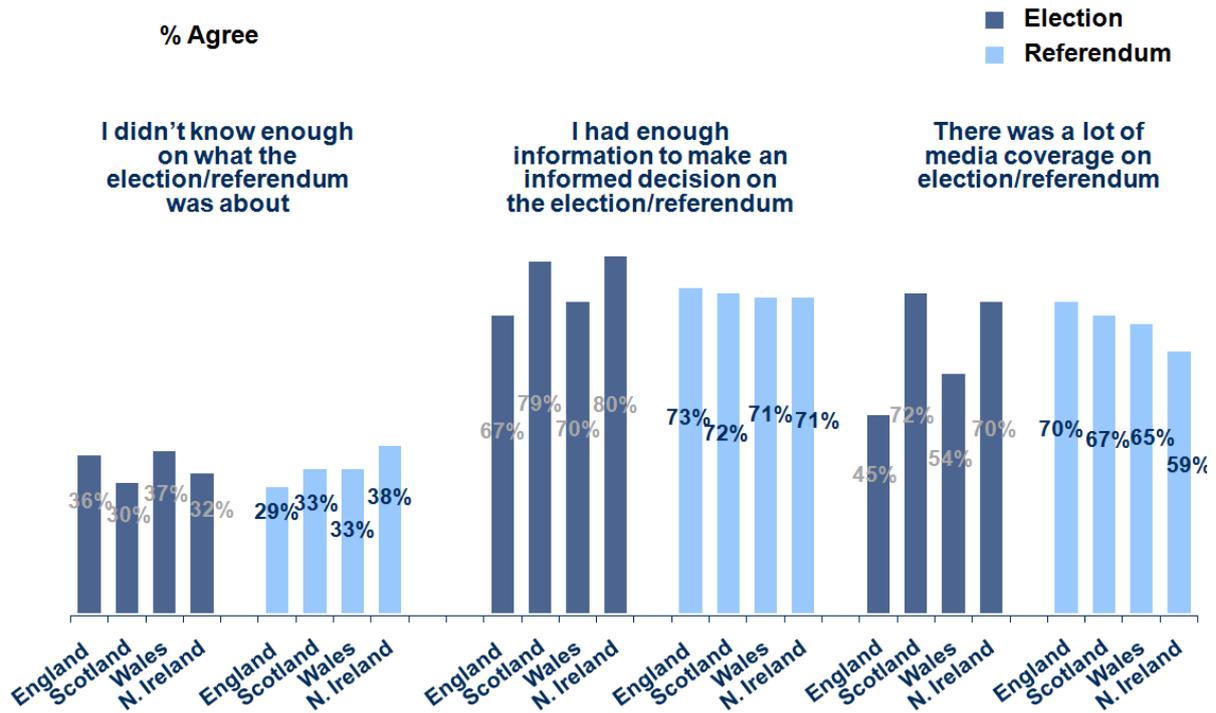


Fig 4.4. Agreement with Statements on the Election and Referendum



Question 12b. To what extent do you agree or disagree with the following statements... Base: Referendum, all respondents (3,961); elections, all where there was an election (3,461).

4.5 When asked the same questions about the referendum, a different picture emerged. A much larger share (70%) said that 'there was a lot of media coverage on the referendum', while 50% said the same about the elections. However, a significantly smaller proportion of voters in Northern Ireland (59%) agree that there was a lot of referendum coverage. Since 70% of Northern Irish voters agreed that there had been a lot of media coverage of the elections, it seems that the referendum may have been overshadowed by the other ballots.

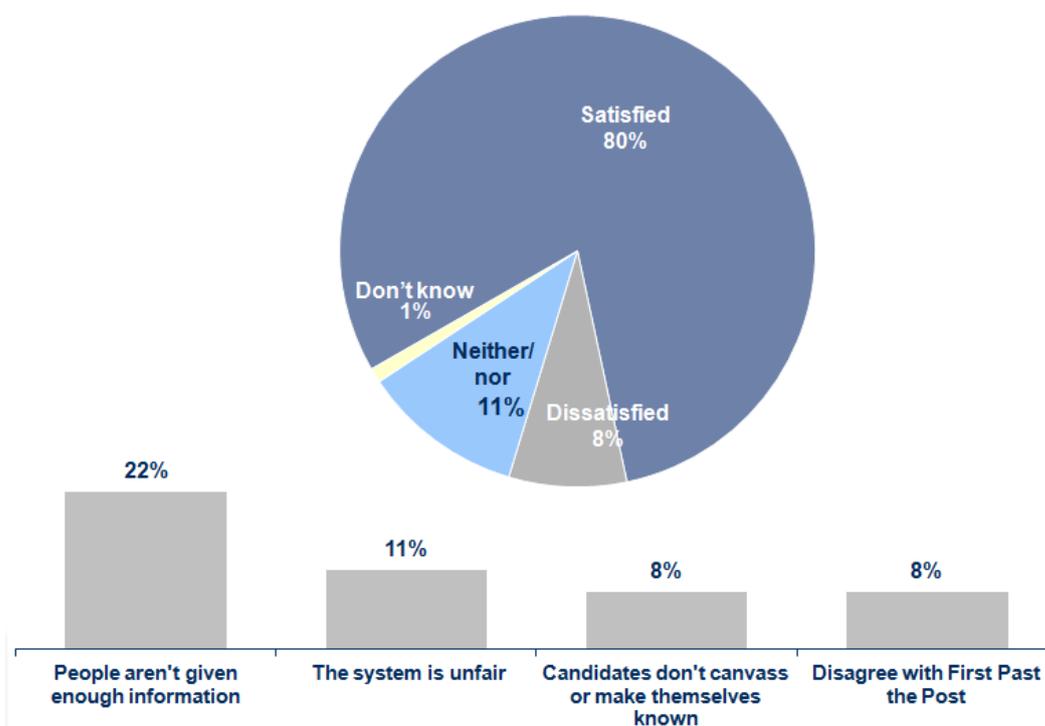
4.6 Three quarters (73%) said they 'had enough information to make an informed decision on the referendum' but separately 30% said they 'didn't know enough on what the referendum was about'. This latter finding was higher among 18-34 year olds (40%), ethnic minorities (46%), socio-economic C2 (34%), DEs (35%), and those who are not interested in politics (47%).

General satisfaction with voting

4.7 Four in five (80%) are satisfied with the procedure for voting in elections and referendums. Satisfaction is highest amongst older generations; 44% of those aged over 55 described themselves as being 'very satisfied' compared to 24% of 18-34s and 33% of 25-54 year olds.

4.8 Fewer than one in ten (8%) said they were dissatisfied with voting procedures. Amongst this group, one in five (22%) claimed that 'people weren't given enough information', while one in ten (11%) think that 'the system is unfair'. However, it is worth noting the relatively small numbers giving each response.

4.5. Measuring Satisfaction with the Voting Procedure

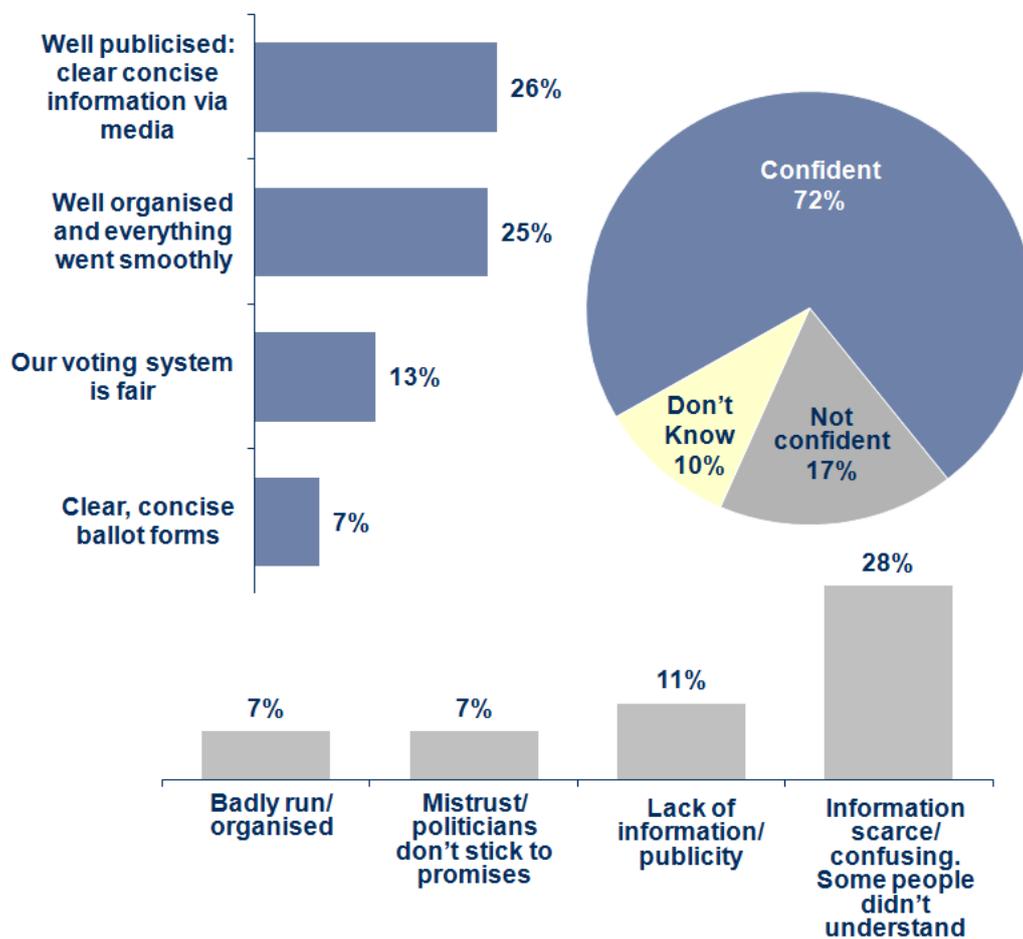


Question 13. Generally speaking, how satisfied or dissatisfied are you with the procedure for voting in elections and referendums in Great Britain/Northern Ireland? Base: All respondents (3,961). Question 14. Why do you say you were dissatisfied? Base: All who were dissatisfied (314). Only top four responses are displayed. Please refer to tables for full results.

Confidence in electoral events being well run

4.9 Three quarters (72%) of the public were confident that the referendum was well run on the 5th of May. Only in Northern Ireland was there much doubt (64% still felt it was well run). Unsurprisingly, those who claimed to be satisfied with the overall voting procedure (80%) were more likely than those who were dissatisfied (45%) to express confidence in the way the referendum was run. One in four said they were confident because the vote was 'well publicised' (26%), with almost as many (25%) saying that it was 'well organised and everything went smoothly'. One in four said they were confident because the vote was 'well publicised' (26%), with almost as many (25%) saying that it was 'well organised and everything went smoothly'.

Fig 4.6 Measuring Confidence in the Running of the Referendum

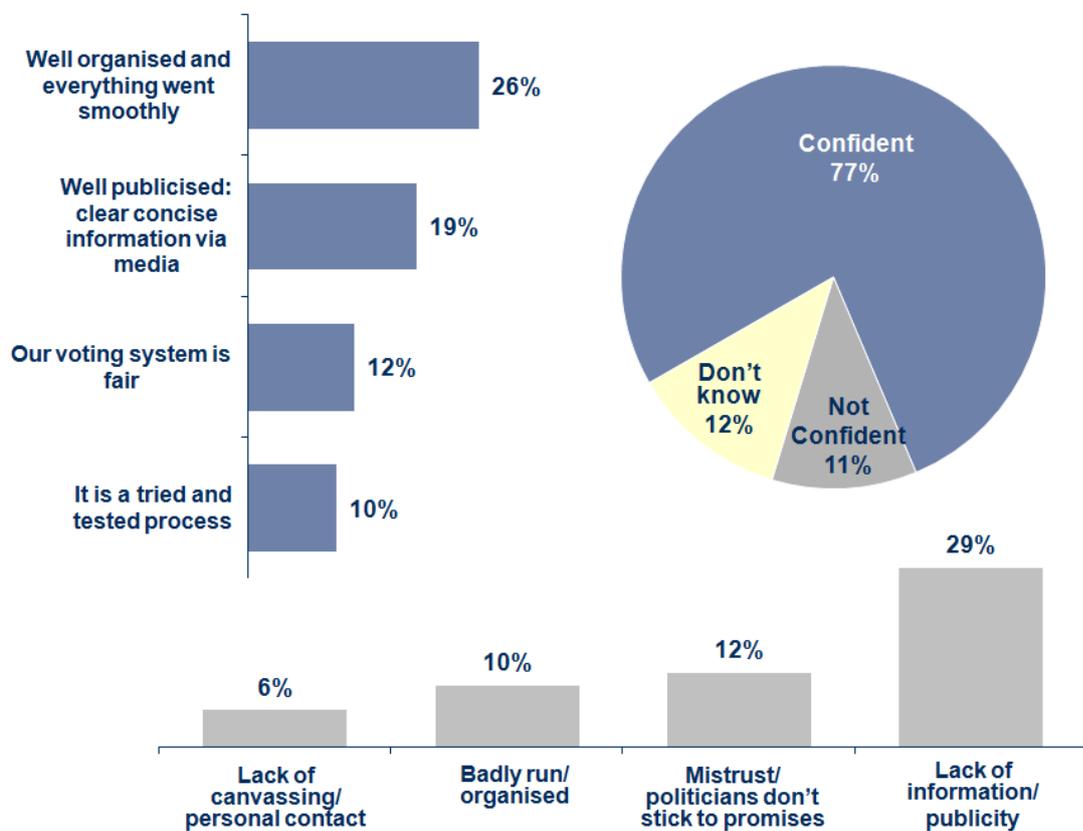


Q15a. How confident, if at all, are you that the referendum was well run on 5th May? Base: All respondents (3961). Q.15b. Why do you say that you are (very/fairly)/(not very/not) at all confident that the referendum was well run? Base: All who are confident (2885) / All who are not confident (685). Top four responses are displayed. Please refer to the tables for full results.

4.10 Voters (85%) were significantly more likely than non-voters (58%) to agree that the referendum was well run.

4.11 At the General Election in 2010, considerable media attention focused on polling stations that closed at 10pm, thus preventing a number of would be voters from casting their ballot. This negativity is reflected in the post-2010 research finding that only 70% of voters felt that the General Election was well run. By contrast, in 2011 88% felt this way in election areas, as did 85% in referendum only areas. In the absence of polling station difficulties at this latest set of elections, the negativity surrounding the running of the election has dissipated.

Fig 4.7 Measuring Confidence in the Running of the Election



Q16. How confident, if at all, are you that the election(s) were well run on 5th May? Base: All where there was an election (3461). Q17. Why do you say that you are (very/fairly)/(not very/not at all) confident that the election(s) were well run? Base: All who are confident (2734) / All who are not confident (380).

4.12 Of the 17% who are not confident about the way the referendum was run, a third (28%) believe that 'information was scarce and confusing', and one in ten (11%) similarly say that there was 'a lack of publicity'.

4.13 When asked the same questions about the election in their area, just over three quarters (77%) said that they were confident that it was well run. An above average proportion of the Scottish public (84%) shared this view. The most frequently cited reasons for confidence were that the election was 'well organised' (26%) and 'well publicised' (19%).

4.14 Of the 11% who are not confident about the way it was run, a third (29%) stated that there was a 'lack of information and publicity', and some also mentioned 'mistrust' (12%) or simply said it was 'badly run' (10%).

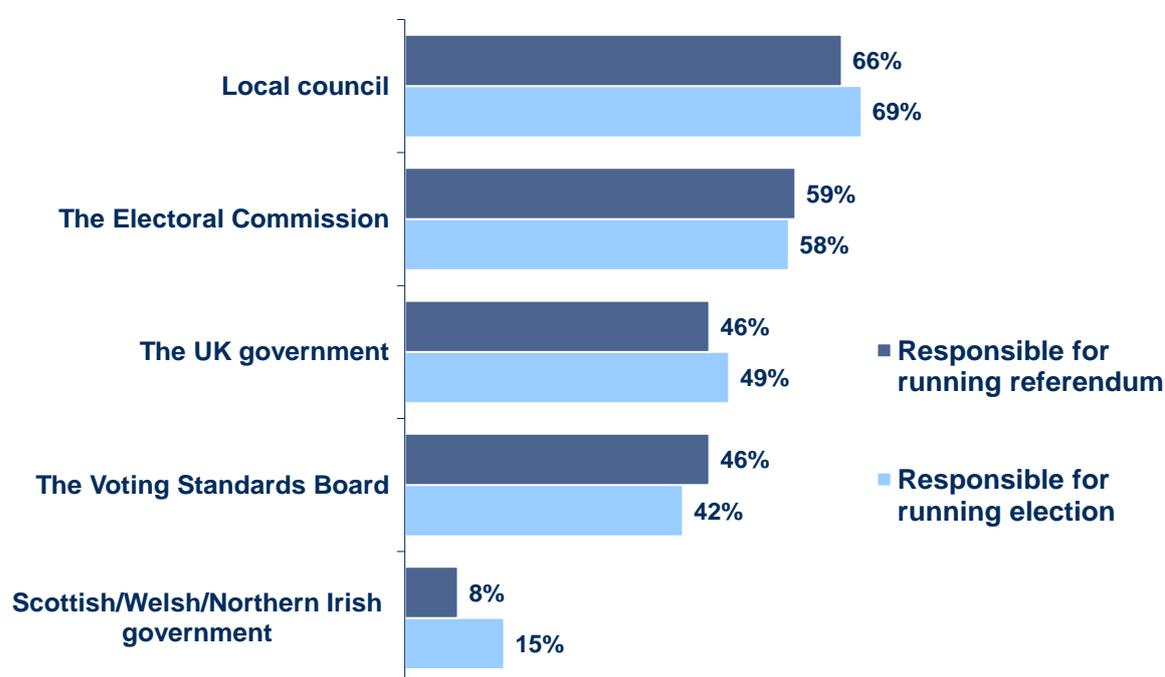
Confidence that their ballot paper was counted

4.15 Almost all of those who voted (96%) are confident that their ballot papers were included in the vote, and three quarters (73%) are very confident. Polling station voters (75%) were more confident than those using postal votes (67%). Only two per cent say they are not confident that they were included, although this constitutes a small number of voters (42) in real terms.

Perceptions of who ran the referendum/elections

4.16 Respondents in election areas were asked for their thoughts on who was responsible for running and administering them. Most people believed that their local council was responsible for running and administering the elections (69%), although three in five (58%) mentioned the Electoral Commission, and half (49%) mentioned the UK government itself. However, many people might have simply guessed, given that four in ten (42%) mentioned the fictitious 'Voting Standards Board'.

Fig 4.8 Perceptions of who Organises the Elections/Referendum



Q18a. Which of the following do you think was responsible for administering and running the election(s) on 5th of May... Base: All where there was an election (3,461). Q18b. Which of the following do you think was responsible for administering and running the referendum on 5th May? Base: all respondents (3,961).

4.17 Similarly, 66% per cent believed that the UK government was responsible for the referendum, while three in five (59%) mentioned the Electoral Commission. However, it is true that many people prefer to take an 'educated' guess when giving answer options rather than to say they 'don't know'. This does imply that the true level of awareness on this matter is materially lower than the 59% headline figure for the Electoral Commission suggests.

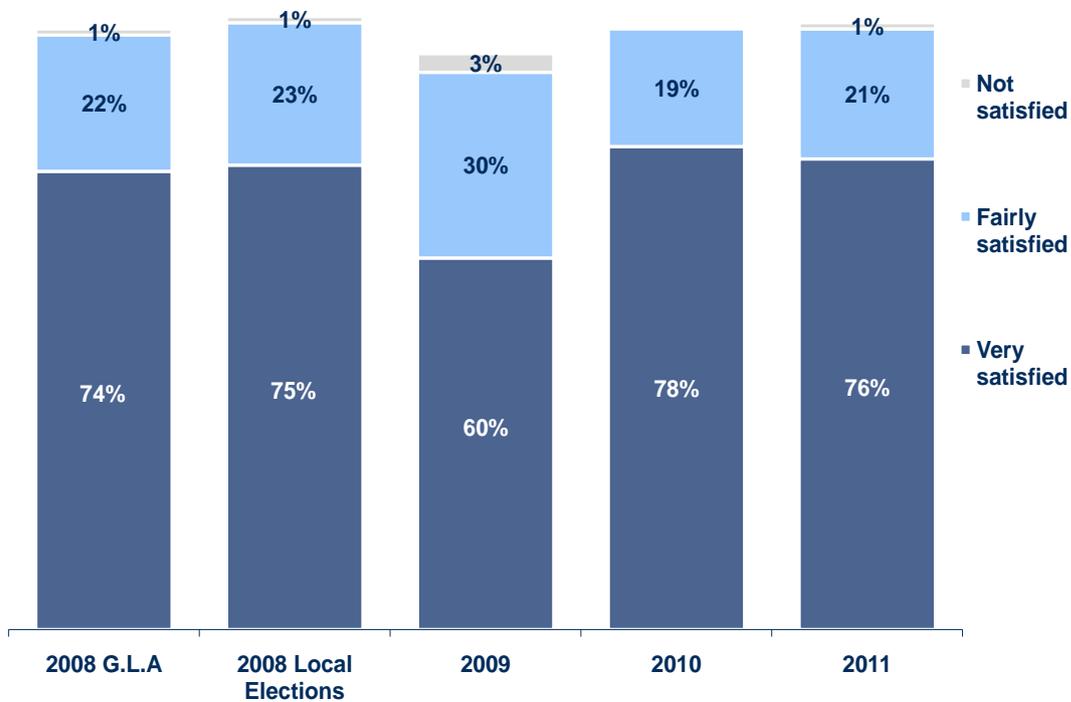
4.18 As a way of demonstrating this, we can report on the proportion of people who knew that the Electoral Commission had singular responsibility for running the referendum (unlike elections). When asked which of five organisations had the responsibility, only 25% selected a single option at all (65% thought more than one organisation was responsible). The proportion that successfully singled out the Electoral Commission as the correct answer was tiny: only 6% (less than the 10% who only selected the UK government and equal to the 6% who selected their local council).

5 The voter experience

Satisfaction: Polling Stations

5.1 A huge majority of voters (98%) say that they were satisfied with the process of voting at their polling station/place. This compares favourably to the levels recorded after the 2010 general election when 93% of voters said they were satisfied, and is in line with trends from 2008 and 2009 elections.

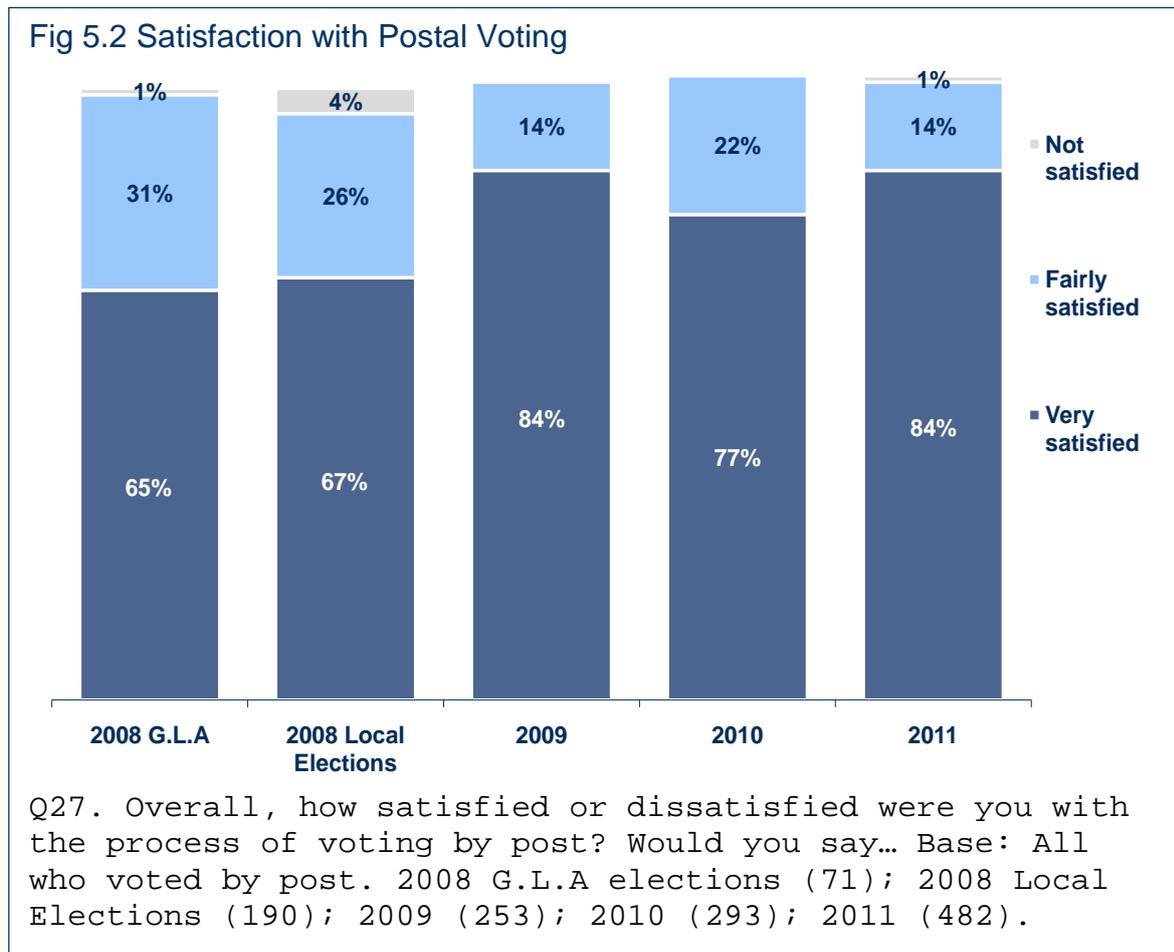
Fig 5.1 Satisfaction with Voting at Polling Station/Place



Question 20. Overall, how satisfied or dissatisfied were you with the process of voting at a polling station/place. Would you say... Base: All who voted at a polling station:) 2008 G.L.A elections (356); 2008 Local elections (545); 2009 (1,033); 2010 (1,486); 2011 (1,805).

Satisfaction: Postal Voting

5.2 Levels of satisfaction are similar amongst postal voters; 98% say that they were satisfied with the experience and of these 84% say they were very satisfied. These figures are very similar to those recorded after the 2010 and 2009 elections, which reflects a reassuring level of continuity, and a marked improvement on the 2008 experiences. Moreover, the 1% of dissatisfaction represents a very small share of the sample (3).



Convenience: Polling Station

5.3 Based on what they have seen, heard or experienced, 71% of the public thought that voting at a polling station was convenient. Four in five (79%) of those aged 65 and over said that the polling station was convenient, although only 62% of 18-24 year olds felt the same way.

5.4 Polling station voters were unanimous in their commendation of the convenience of casting a polling station vote, with 98% saying that it was convenient. Indeed a majority of them felt it was very (74%) rather than fairly convenient (24%).

5.5 The combined 'convenient' score (71%) has been slightly higher in past elections, such as in the 2010 General Election (74%) and the 2008 Greater London Authority elections (81%).

Fig 5.3: Perceptions of the Convenience of Polling Stations

	2008 G.L.A elections	2008 Local Elections: England & Wales	2009	2010	2011
	%	%	%	%	%
Very Convenient	55	39	43	38	43
Fairly Convenient	26	33	29	36	28
Neither convenient	8	8	11	17	13
Fairly inconvenient	3	11	5	8	6
Very inconvenient	2	7	3	4	4
Total convenient	81	72	72	74	71
Total inconvenient	5	18	8	12	10
Don't know	7	2	9	2	6

Q 19. From what you have seen or heard or experienced, do you think that voting at the polling station/place on 5th May was... Base: All respondents: 2008 G.L.A elections (844); 2008 Local Elections (1,500); 2009 (2,533); 2010 (3,586); 2011 (3,961).

5.6 Overall, one in ten (10%) felt that polling stations are inconvenient. The figure is 16% amongst non-voters, and 13% amongst postal voters, which might explain their vote choices.

Convenience: Postal Voting

5.7 Postal voters (like their polling station counterparts) are uniform in their appreciation of the convenience factor. Overall, 99% felt that postal voting was convenient in 2011, with a strong majority of them (85%) saying it was 'very convenient'.

5.8 When polling station voters and non-voters are factored in, just over half (55%) of the public thought that postal voting was a convenient way of voting, with 34% saying it was 'very convenient'.

Fig 5.4: Perceptions of the Convenience of Postal Voting

	2008 G.L.A elections	2008 Local Elections: England & Wales	2009	2010	2011
	%	%	%	%	%
Very Convenient	38	40	35	36	34
Fairly Convenient	24	28	22	26	21
Neither convenient	13	11	16	20	19
Fairly inconvenient	2	5	3	4	4
Very inconvenient	2	7	3	4	3
Total convenient	62	68	57	62	55
Total inconvenient	4	13	6	8	7
Don't know	22	8	20	11	19

Q26. From what you have seen, heard, or experienced, do you think that voting by post for the 5th May referendum and election(s) was... Base: All respondents: 2008 G.L.A elections (844); 2008 Local Elections (1,500); 2009 (2,533); 2010 (3,586); 2011 (3,961).

5.9 The 'very convenient' figure of 34% is the lowest which has been recorded across the last five elections, although it is similar to the score recorded in 2009. However, the 'don't know' score has increased more than the 'inconvenient' response. We might speculate that this reflects a decline in the amount heard about postal voting rather than an actual worsening of the experience.

Experience and Accessibility of Polling Stations

5.10 Almost all polling station voters (99%) said that it was easy for them to get inside their polling station. After the problems with queuing at polling stations during the 2010 elections, 94% of voters now say that it was 'very easy' to get inside, compared to 85% in 2010.

5.11 Of the very small number saying that they found it difficult to get inside, none specified why was the case.

Table 5.5: Ease of Accessing Polling Stations/Places

	2009 %	2010 %	2011 %
Very easy	91	85	94
Fairly easy	8	11	6
Neither easy nor difficult	*	1	*
Fairly difficult	*	2	*
Very difficult	1	*	*
Total easy	98	96	99
Total difficult	1	2	*

Q21. Once you arrived at your polling station/place, how easy or difficult was it for you to get inside to vote... Base: All who voted at polling station: 2009 (1,033); 2010 (1,486); 2011 (1805).

Guidance and Support in Polling Stations

5.12 A majority of voters (68%) believe that the help and support available from staff was useful, with just over half (51%) describing it as 'very useful'. This is lower than the levels recorded at the 2010 General Election (75% said useful). However, a third of voters (30%) say that they did not use or need the staff, compared with 12% in 2010.

5.13 There were some tangible variations however, with voters in Northern Ireland (87%), Scotland (75%) and Wales (73%) more likely than their English counterparts (66%) to have found help and support useful.

5.14 It is also the case that voters in election areas were much more likely to have found help and advice useful (70%) than voters in referendum only areas (58%), although this differential is likely to be down to the fact that referendum only voters only had to contend with one ballot paper and didn't need any help (39% vs only 28% in election areas).

5.15 There has been a large increase in the share of polling station voters who did not use/need the written instructions provided in and around the polling station. A quarter (27%) now say that they did not use them, while only 1% said the same in 2009 and 9% in 2010.

5.16 Seven in ten (69%) did say the written instructions were 'useful' though, including 44% who said they were 'very useful' - which is up six percentage points on 2010.

5.17 Written instructions were better received in Scotland, where 77% found them useful and in Wales where 74% did so. In England 68% found them useful.

5.18 Responses suggest that the polling stations were orderly and calm: almost all voters (97%) disagree when asked if their station was 'chaotic' and 98% say that 'it was well ordered'. Moreover 99% say that 'it was safe', and a high proportion think that 'it was well run by staff' (96%).

Fig 5.6: Agreement with Statements on the Polling Station

	Agree strongly	Tend to agree	Neither / nor	Tend to disagree	Dis-agree strongly	Total agree	Total disagree
It was chaotic	1	1	*	7	90	2	97
It was well ordered	85	13	1	*	1	98	2
It was intimidating	1	1	1	9	88	2	98
It was safe	90	9	1	*	*	99	1
It took too long to vote	1	1	1	9	87	3	96
It was well run by staff	83	14	1	1	1	96	2
It was confusing which ballot paper to use	3	6	2	15	74	9	88

Q.25. thinking back to the atmosphere when you voted in the polling place/station, please say whether you agree or disagree with the following... Base: All who voted at a polling station: 2009 (1,033); 2010 (1,486); .2011 (1,805).

5.19 In Northern Ireland, however, a slightly different picture emerges. More people felt it was 'chaotic' (7% vs 2% across GB), intimidating (3% vs 1%), took too long to vote (6% vs 3%) and was confusing when it came to which ballot paper to use (23% vs 9%, although 12% of Scottish voters also felt the same). When it came to being 'safe in the polling station' views in Northern Ireland did not vary from elsewhere (99% agreed in both NI and GB).

Postal Vote Ease and Completion Issues

5.20 A large majority (93%) of postal voters say that it was easy to understand what had to be done in order to return the postal vote, and of these 71% say that it was 'very easy'. While the overall proportion saying it was easy has dropped slightly since 2010, the 'very easy' share has increased somewhat. Overall, the figures fall in line with trends since 2008.

Fig 5.7: Understanding Postal Voting: Level of Difficulty

	2008 Local Elections: England & Wales	2009 %	2010 %	2011 %
Very easy	70	71	67	71
Fairly easy	21	24	30	22
Neither easy nor difficult	1	2	1	3
Fairly difficult	5	2	2	4
Very difficult	2	1	*	*
Total easy	91	95	97	93
Total difficult	7	3	2	4

Q.28. How easy or difficult was it to understand what you had to do in order to complete and return your postal vote(s)?
Base: All who voted by post: 2008 G.L.A (71)2009 (253); 2010 (293); 2011 (482).

5.21 Most postal voters (95%) also found the written instructions on how to return their ballot useful. While this figure is slightly lower than it was for the 2010 election, the proportion saying the instructions were 'very useful' has increased.

Table 5.8 Postal Vote Instructions: Usefulness

	2010 %	2011 %
Very useful	62	72
Fairly useful	36	23
Not very useful	1	3
Not useful at all	0	1
Total useful	98	95
Total not useful	1	3

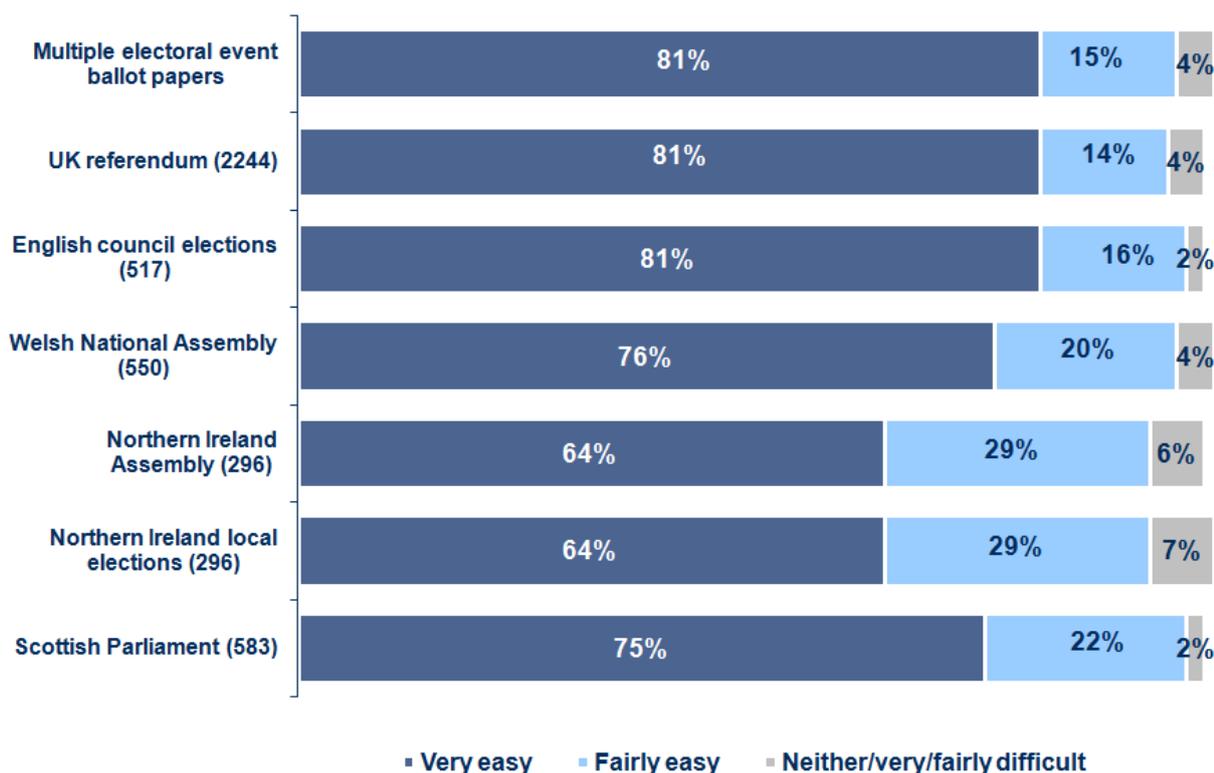
Q29. Thinking back to when you voted by post, how useful, if at all, were any written instruction on how to vote and return your vote, such as guidance on the ballot paper? Base: All who voted by post. 2010 (293); 2011 (482).

Completing the Ballot Paper

Overall, the majority of voters say that they found it easy to fill in the election ballot paper when voting on May 5th. 97% of those voting in the English council elections and the Scottish parliamentary elections say that it was either 'very easy' or 'fairly easy'. People in Northern Ireland had more difficulties, but with only 4% of voters saying they found it 'very difficult' or 'fairly difficult' to vote in the Assembly elections we can assume that problems were few and far between. Most also found the referendum ballot paper easy to fill in (95%), the vast majority of whom found it very easy (81%) rather than fairly easy (14%).

5.22 When those who found the experience difficult were asked why, the most common response for each election is that 'the instructions were unclear' (for example, 56% of those saying they had difficulty with the PVS referendum ballot paper cited this problem).³

Fig 5.9 Completing Ballot Papers: Easy or Difficult



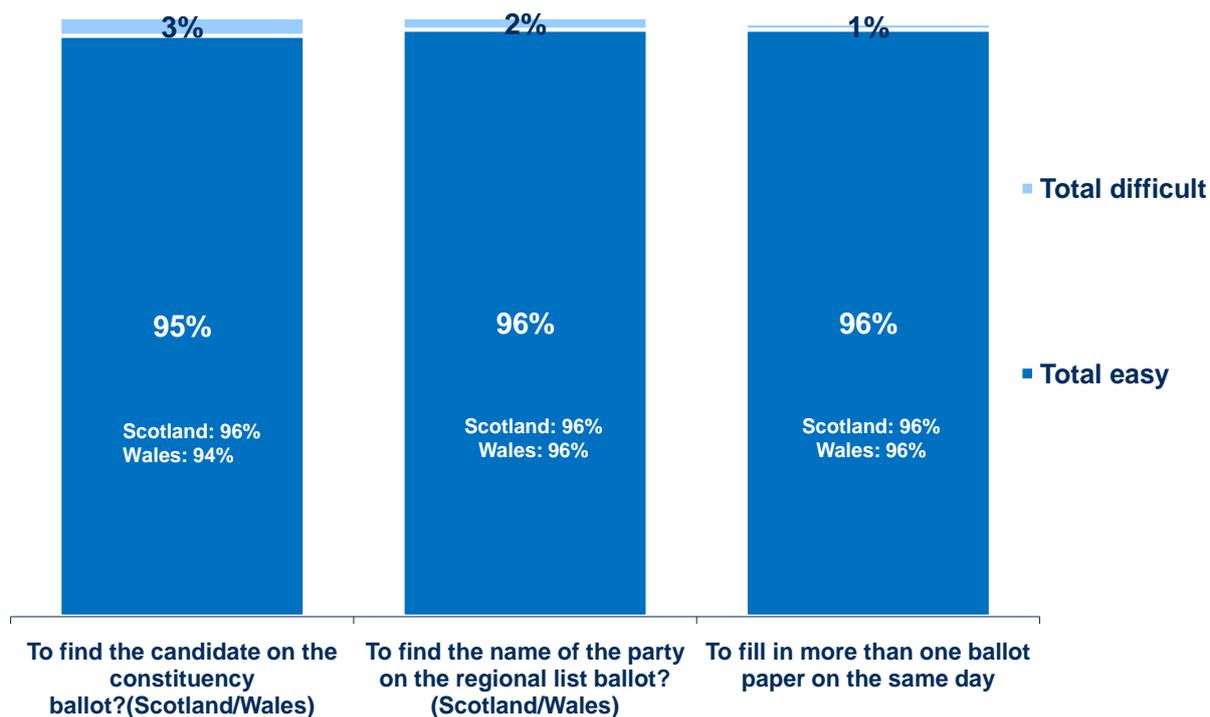
Q31. Some people said it was difficult to fill in the ballot paper(s) when voting in the 5th May elections and referendum. How easy or difficult did you find it to fill in the ballot paper for the... Base: All who voted in the election/referendum (Base sizes in brackets).

5.23 For most voters, the voting process was relatively straightforward. Despite having to vote in multiple elections, 96% of combined electoral event voters across the UK say they found it easy 'to fill in more than one ballot paper on the same day'. This was also true in Scotland (96%) and Wales (96%), where multiple ballot paper elections were taking place in addition to the referendum.

³ Q.32. Why do you think it was difficult to fill in the ballot paper? Base: All who found it difficult to fill in the ballot paper (total 81 across all polling events).

5.24 A large majority of voters in Scotland and Wales say they found it 'very' or 'fairly' easy both to find the candidate they wanted to vote for on the constituency ballot (96% Scotland, 94% Wales) and to find the name of the party they wanted on the regional list ballot (96% for both Scotland and Wales).

Fig 5.10 Managing Multiple Elections



Q33a. In elections for the Scottish Parliament/Welsh Assembly you had two votes. One of these was for a party or independent candidate to represent your constituency, and the other vote you had was for a party or individual candidate to represent your region of Scotland/Wales. How easy or difficult was it to find the candidate you wanted to vote for on the constituency ballot... Base: All voters in Scotland/Wales (1,133). Q33b. How easy or difficult was it to find the name of the party you wanted to vote for on the regional list ballot... Base: All voters in Scotland/Wales (1,133). Q33c. You said you voted in the referendum on the voting system used to elect MPs to the House of Commons and the election. How easy or difficult did you find it to fill in more than one ballot paper on the same day? Base: All who voted in both referendum and election (1,897).

5.25 Spoiling a ballot paper is understood as an act of protest. 1% of voters say that they deliberately spoiled their vote for the referendum, but the overwhelming majority (98%) did not.

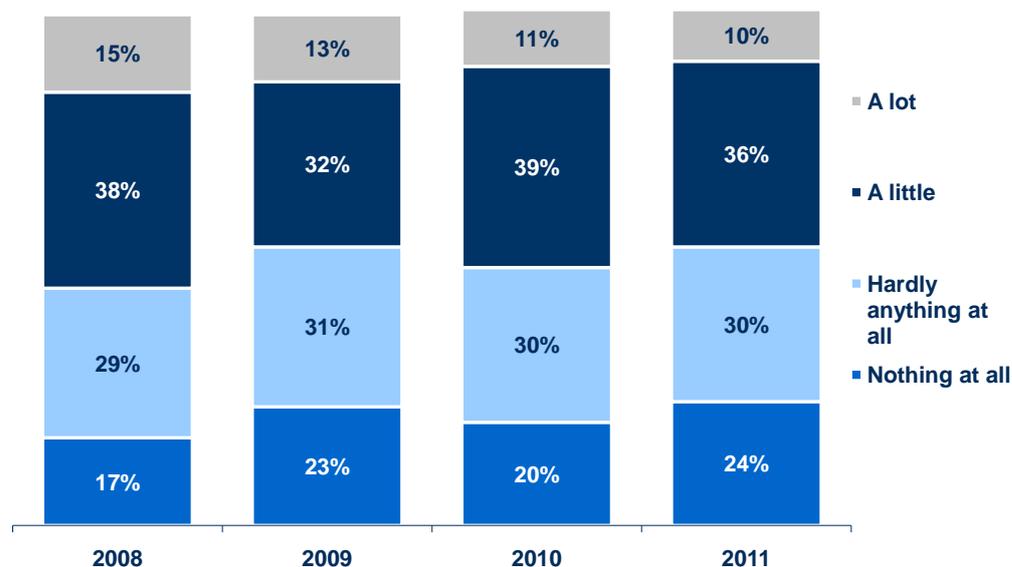
6 Electoral Fraud

Understanding

6.1 A self-reported lack of understanding about fraud as it relates to elections and voters continues to grow very slightly. In 2011, over half (54%) admit they know nothing or hardly anything, compared 50% who said so last year and 46% in 2008 (2009 being the aberration on par with 2011).

6.2 Only one in ten (10%) now think they know a lot about electoral fraud (voters were twice as likely as non voters: 13% vs 6%), and one in three (36%) think they know a little.

Fig 6.1. Level of understanding about electoral fraud.



Q34. 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 (3,961).

Voting being safe from fraud and abuse

6.3 Three quarters (77%) do think that voting is safe from fraud and abuse, but only 24% consider it to be very safe with the majority suggesting it is fairly safe (53%). Moreover 8% think it unsafe. There is relative consistency in where such people are found, with little difference between devolved areas. Non-voters (10%) are more likely than voters (5%) to

have concerns about fraud and abuse, as are those dissatisfied with the voting procedure (19%) and those not confident that the 2011 elections were well run (27%). This suggests that perceptions about badly run elections might grow out of media reporting of electoral fraud, or vice-versa.

6.4 There is no real change on this measure year on year. In 2010, 78% felt that voting was safe from fraud & abuse, compared to 77% now.

6.5 Voting in the polling station is thought to be safe from fraud and abuse by 86% of the public (2010: 88%). As many think it very safe (41%) as opposed to fairly safe (45%) this year. Only 4% think it unsafe, rising to 11% among members of ethnic minorities.

6.6 Postal voting continues to be thought of as less safe than polling station voting. Only just over half (57%, 2010: 57%) think it safe with most of them (40%) saying fairly safe. One in five thinks it unsafe (20%) although most of them say it is fairly (15%) rather than very (6%) unsafe.

Concerned fraud took place on May 5?

6.7 After the 2010 General Election, the proportion concerned about their vote being safe from fraud and abuse was 33%, but it now stands at 21% as far as the referendum is concerned and 23% with regard to elections - falls of 12-points and 10-points respectively. Electoral fraud was a high profile issue four to five years ago, but a decline in prevalence since then probably underpins this fall in incidence.

6.8 When asked why they were concerned some kind of fraud took place at any electoral event on 5 May (25% of the electorate in total), several answers tended to relate to reasons why fraud is generally a bad thing, rather than to concern over evidence that it did actually happen on the day. For example, 16% said that it would be unfair, while one in ten (10%) said they would be concerned if it happened, and 7% said that many people and politicians could not be trusted. Others voiced concerns about systematic vulnerability to fraud; one in ten (10%) said that it has happened before or that they have heard about it in the media, while 7% said that postal voting is open to fraud. However, there is little evidence of people having first-hand experience of fraud.

7 Campaign Finance

Knowledge of referendum campaign financing

7.1 Few people (3%) said they knew a lot about how opposing sides in the referendum were financed, but around a quarter (23%) did feel they knew a little about it. Having a little knowledge was more prevalent in England (24%) and Wales (22%) than it was in Scotland (18%) and Northern Ireland (16%). Voters (29%) were nearly twice as likely as non voters to have some grasp of finance issues (16%).

7.2 Men (28%) were more likely than women (19%) to have a little knowledge, while middle and older age groups (27%), students (32%) and those with an interest in politics also claimed to have some.

7.3 However, one in three (32%) and four in ten (40%) admitted they knew hardly anything or nothing at all respectively. Women (48%) were more likely than men (33%) to admit a lack of knowledge on funding issues. Those in lower social grades (DEs: 48%), Northern Ireland residents (47%) and non voters (53%) were also more likely to report a lack of knowledge on this. A disinterest in politics is also an obvious association, with 59% of the disinterested knowing nothing about campaign financing.

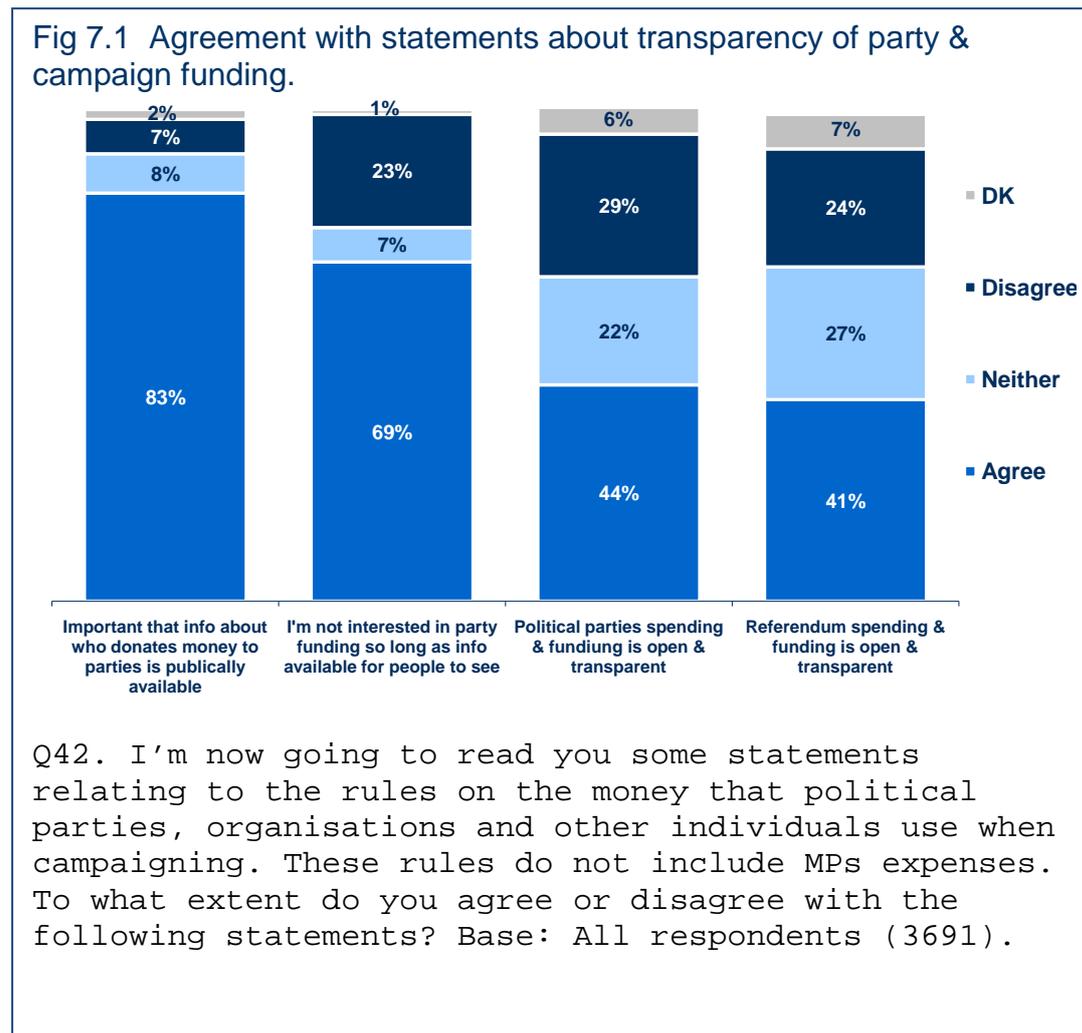
Taking action when campaign rules are broken

7.4 Confidence in the authorities to take appropriate action against a campaigning organisation found to break the rules is relatively high. Sixty-one per cent were confident it would happen, although only 15% were 'very' confident, with most (46%) being 'fairly' confident. One in three (36%) were not confident although again, the majority of them (24%) were 'not very' rather than 'not at all' confident (13%).

7.5 If confidence in the authorities is quite high, the belief that it is important to take appropriate action against campaigners who break finance rules is solidly entrenched in the electorate's psyche. A huge majority (94%) say it is important, with most of them (75%) saying it is very important. Eighteen per cent think it is quite important.

Campaigning money rules - transparency

7.6 Respondents were then read out a number of statements about financing rules for individuals, organisations and political parties during elections. There was strong agreement with some of the statements, particularly those regarding transparency on the source of personal donations to political parties. Four in five (83%) agreed that information about who donates money to them should be made public; most of these people (63%) agreed strongly.

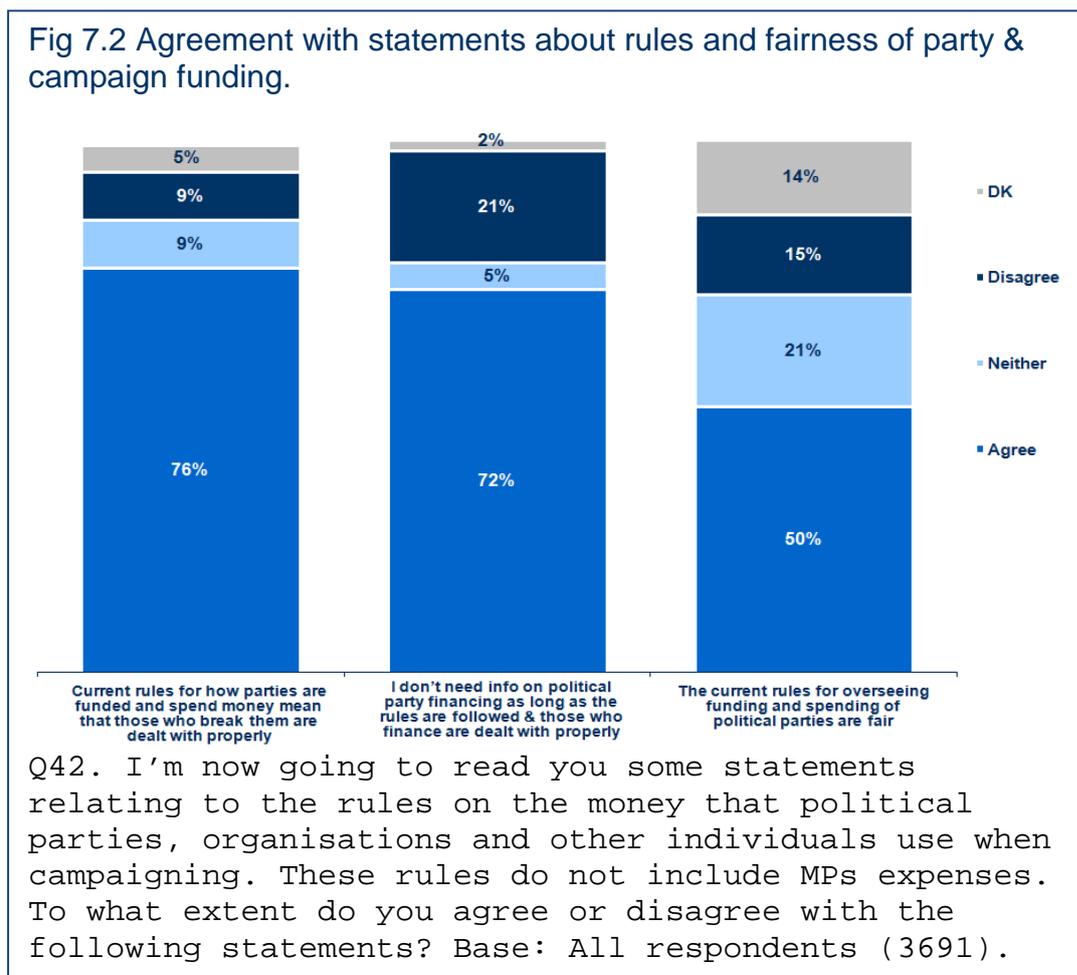


7.7 Seven in ten (69%) are not interested in funding issues per se, but want to ensure that there is full public visibility on donations.

7.8 Only 44% feel that the spending and funding of political parties is open and transparent (which is something that we have seen to be very important to people), while four in ten (41%) feel the same way about the spending and funding of the referendum campaigns.

Party Finance - rules and fairness

7.9 Three-quarters (76%) also agreed that the current rules for how political parties are funded and spend money mean that those who break them are dealt with properly (with 47% agreeing strongly). A total of 72% also agreed that they don't know much about the rules, but know they want the rules to be followed and rule breakers to be dealt with effectively.



7.10 There was less certainty on whether the current funding rules for political parties are fair though. While half (50%) agree that they are, this does not imply that the other half think they are unfair - many simply didn't know enough about them to respond appropriately.

7.11 This rather sums up the situation: people are not strongly clued into the detail of political funding and spending, but they know that whoever organises it should ensure that all aspects of it and fair and above board. It also seems reasonable to conclude that the public think more could be done, particularly on the transparency of parties funding and spending.

8 Background & Methodology

8.1 The political cycle continuously throws up challenges to those wishing to undertake electoral research, and the combination of different electoral events taking place on 5th May 2011 probably challenged more than most. Firstly, there were six different types of electoral participation to contend with; including the:

- Scottish Parliamentary elections
- National Assembly for Wales (NAW) elections
- Northern Ireland Assembly elections
- Local elections in Northern Ireland
- Local elections in England
- The referendum on the Westminster Parliamentary Voting System (PVS).

8.2 Secondly, there were numerous technical difficulties to overcome, not the least of which was the need to generate a representative demographic sample of the UK population, juxtaposed with roughly balanced quotas of voters and non-voters.

8.3 Thirdly, there were English regional issues that affected sample composition. Most local authorities were holding elections but some others were not, and some wards in individual local authority areas were holding elections while other wards in the same authority were not. About a fifth of England's local authorities only held the PVS referendum.

8.4 As such, the following was taken into account when designing the survey:

1. All areas within Scotland, Wales and Northern Ireland held at least one election in addition to the PVS referendum.
2. In Northern Ireland, voters could cast their ballot in coincident local authority and Northern Ireland Assembly (NIA) elections in addition to the PVS referendum.
3. In England, 279 local authorities were holding council elections either in all or some council wards, with the remaining 74 local authorities not having any in 2011.
4. Approximately 31 million English electors were eligible to vote in an election in addition to the PVS referendum, covering:

a.36 Metropolitan boroughs held elections by thirds

- b.20 Unitary Authorities held an election by thirds
- c.126 District Councils had whole elections
- d.67 District Councils held elections by thirds
- e.30 Unitary Authorities had whole elections
- f.No London Boroughs held an election

8.5 The official turnout in the PVS referendum was 42.2%.

Technical details

8.6 The research in this report was comprised of 3,961 telephone interviews with voters and non-voters across the UK. The interviews were stratified by devolved area as follows:

1. In England, 1,458 interviews were completed. A total of 958 interviews were conducted with people voting in combined election areas, with boosts in 'referendum only' only areas taking the total within such English areas to 500 interviews.
2. In Scotland, 1,001 interviews were completed.
3. In Wales, 1,001 interviews were completed.
4. In Northern Ireland, 501 interviews were completed.

8.7 All interviews were conducted by telephone on 7-23 May, 2011. All respondents were selected at random, using Random Digit Dialed telephone numbers flagged at ward level. The profile of the contacted sample was designed to match that of the of the eligible population by key demographics such as sex, age and work status. In line with previous research, roughly equal numbers of voters and non-voters participated on the survey.

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

8.9 However, given turnout at 42%, and the permitted variability of up to 60% of interviews with voters in each devolved area, the actual number of interviews fell within the 60:40 range and re-balancing was not required.

8.10 The sample breakdown is as follows, with an overall strike rate of XX%.

Table 8.1 Sample breakdown

	England	Wales	Scotland	NI	Overall
SAMPLE COMPLETES	1,458	1,001	1,001	501	3,961
Over try	113	146	14	54	327
Screen. failure	401	210	305	89	1,005
Refusals	10,723	8,474	10,439	4,337	33,973
Quits	228	184	213	84	709
Dead/unobtainable	10,719	8,820	13,043	4,698	37,280
Still live	2,545	11,855	16,917	5,003	36,320
Unused	19,932	8,693	20,685	211	49,521
TOTAL	46,119	39,383	62,617	14,977	163,096
Conversion rate	16.2%	18.8%	25.0%	19.5%	19.5%

8.11 It can be seen from the sample completes row in Table 8.1 that the interviews were NOT distributed around the UK in proportion to population distribution. Instead, booster interviews were conducted in Scotland, Wales, Northern Ireland and in English 'referendum only' areas in order to provide more robust sub-samples.

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

8.13 The impact of the weighting schemes are as follows:

Table 8.2. Devolved area weighting schemes

	Un-weighted sample N	Weighted sample N
England	1,458	3,315
Scotland	1,001	345
Wales	1,001	194
Northern Ireland	501	107
English areas holding council elections	958	2,510
English areas not holding council elections	500	805

Table 8.2b. Demographic weighting targets within devolved area

	England	Scotland	Wales	NI
Male	48%	48%	48%	49%
Female	52%	52%	52%	51%
18-24	12%	11%	11%	13%
25-34	16%	18%	16%	20%
35-44	20%	20%	18%	20%
45-54	17%	18%	17%	16%
55-64	15%	14%	15%	13%
65+	21%	20%	23%	18%
AB	27%	27%	18%	9%
C1	29%	22%	29%	36%
C2	21%	19%	16%	25%
DE	23%	32%	37%	30%
FT	45%	43%	43%	45%
PT	12%	11%	10%	11%
Not working	43%	46%	47%	44%
NE	4.30%			
NW	11.40%			
Y &H	8.40%			
West Mids	8.90%			
East Mids	7.10%			
Eastern	9.20%			
SW	8.50%			
SE	13.70%			
London	12.20%			
Scotland		8.70%		
Wales			4.90%	
NI				2.70%

8.14 Data were also weighted to population distribution by local authority in Scotland, Wales and Northern Ireland.

Sampling tolerances

8.15 It should be remembered at all times that a sample and not the entire population has been interviewed. Consequently, all results are subject to sampling tolerances, which mean that not all differences are statistically significant. We can, however, predict the variation between the sample results and the 'true' values (if everyone in the population had been

interviewed) from knowledge of the size of the samples on which the results are based and the number of times answers are given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 times out of 100 that the 'true' value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and the percentage results at the 95% confidence level.

Table 8.3 Sampling tolerances

SAMPLE SIZE	SAMPLING TOLERANCES APPLICABLE TO %'S AT OR NEAR		
	10% OR 90% + / -	30% OR 70% + / -	50% + / -
100 interviews	5.88%	8.98%	9.80%
500 interviews	2.63%	4.02%	4.38%
1000 interviews	1.86%	2.84%	3.10%
1500 interviews	1.52%	2.32%	2.53%
3,961 interviews	0.93%	1.43%	1.56%

8.16 For example, with a sample size of 3,961 interviews where 50% (the worst case scenario as far as tolerances are concerned) give a particular answer, we can be 95% certain that the 'true' value will fall within the range of 1.56% from the sample result.

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

Table 8.4 Tests for statistical significance

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

8.18 Some comparisons have been made between 2011 elections and elections held in previous years. Some caution should be exercised when comparing data outcomes in this way, as there

might be some variance in methodological approach and/or question wording.

Social class definitions

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

Table 8.5 social class definitions

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

9 Marked up top line

- Results are based on interviews with 3,961 members of the UK general public broken down as follows:

	Un-weighted base	Weighted base
UK	3,961	3,961
GB	3,460	3,854
England	1,458	3,315
Scotland	1,001	345
Wales	1,001	194
Northern Ireland	501	107
Council & referendum holding areas	3,461	3,156
Referendum only areas	500	805
Voter	2,294	2,142
Non-voter	1,667	1,819

- Interviews were carried out by telephone between 7th – 23rd May 2011
- A representative sample was interviewed, with quotas set by voter/non-voter type, election area type, country, age, gender and local authority in Scotland, Wales and Northern Ireland.
- The data has been weighted by age, gender, social class, work status, local authority (England = Government Office Region) and election area type within England only.
- 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.
- At top line level (N = 3,961) the data is correct to within +/-1.6% at the 95% confidence interval.
- An asterisk (*) represents a value of less than one half or one percent, but not zero.
- Study undertaken by ICM on behalf of the Electoral Commission.

REGISTRATION, TURNOUT AND VOTING

⇒ **ASK ALL**

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

	Base: all (3961)
Yes – where living now	92%
Yes – somewhere else/another address	3%
No	4%
Don't know	2%

Q2 How satisfied or dissatisfied are you with the procedure for getting your name on the list of those people who are registered to vote? Are you.....READ OUT

	Base: all (3961)
Very satisfied	53%
Fairly satisfied	32%
Neither satisfied nor dissatisfied	8%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	4%

Q3 As you may know, on Thursday May 5th there were/was ...INSERT AS APPROPRIATE: English local council elections / National Assembly for Wales elections / Northern Ireland Assembly elections / Northern Ireland local elections / Scottish Parliament elections..... (and)... a UK wide referendum on the voting system used to elect MPs to the House of Commons. Many people have told us they didn't manage to vote on 5th May. How about you - did you manage to vote in the.....READ OUT AS APPROPRIATE

	Base: all (3961)
ENGLISH ELECTION AREAS ONLY: English local council elections	50%
WALES ONLY: National Assembly for Wales elections	52%
NI ONLY: Northern Ireland Assembly elections	57%
NI ONLY: Northern Ireland local elections	57%
SCOTLAND ONLY: Scottish Parliament elections	57%
ASK ALL: UK referendum on the voting system	53%
Voted in anything occurring	54%
Voted in 'election'	41%
Voted in referendum	53%
Voted in 'election' but not referendum	1%
Voted in referendum but not 'election'	2%
Voted in one but not the other	4%
Voted in all eligible	50%
Non - voter	50%

⇒ **IF NON-VOTER (NO) IN ALL ELIGIBLE ELECTIONS/REFEREDUM AT Q3, ASK:**

Q4 People had many reasons for not voting in the...referendum/Q3 election(s in NI)... Why did you not vote in the ...referendum/Q3 election(s in NI)... on 5th May?
DO NOT PROMPT

	Base: non-voters (1819)
Circumstances	53%
I really intended to vote but circumstances on the day prevented me	6%
I was away on 5 th May/voting day	10%
I forgot	7%
Lack of time/too busy/I was busy at work	26%
I couldn't get to the polling station/it was inconvenient	4%
Medical/health reasons	6%
Personal reasons	*%
Bad weather	*%
Administration	9%
I wasn't registered	5%
Admin reason	
I didn't receive a polling card	2%
I didn't receive a postal vote/it arrived too late	1%
I didn't know where my polling station was	1%
Lost polling card	*%
Admin reason	*%
Elections/referendum not important	9%
The elections (unspecified) weren't important	1%
Local council elections aren't important	1%
The referendum is not important/won't change anything	4%
There was no point in voting because the local council can't do very much/can't change anything/has no power	4%
There was no point in voting because the Welsh Assembly/Ni Assembly/Scottish Parliament can't do very much/can't change anything/has no power	1%
Disinterested/no point	19%
I couldn't be bothered	9%
I'm just not interested in politics	8%
There was no point in voting because it was obvious who would win/my vote wouldn't have made a difference to the outcome	4%
Waste of time / could not see the point	1%
Referendum choices	4%
I didn't agree with either of the options on offer	2%
I didn't like the campaigners/campaigns weren't inspiring	1%
Parties/candidates	7%
There was no point in voting because all the parties are the same	3%
I didn't like the candidates/parties/they didn't represent my views	2%
You just can't trust politicians to keep their promises	2%
Unhappy with government/MPs expenses	1%
No information/indecision/complicated	10%
I didn't get any information	5%
I didn't know enough about the different options	3%
I couldn't decide which way to vote	2%
I didn't know there was a referendum	*%
I didn't understand it/too confusing	1%
Didn't know enough about candidates/who anyone is	*%
Miscellaneous	6%
I don't vote	3%

Religious reasons	1%
Not eligible	1%
Other (specify).....	1%
None of these/no reason	3%
Don't know	-

⇒ **IF VOTED, ASK:**

Q5 Did you vote on 5th May...MULTICODE OK

	Base: all voters (2142)
In person at a polling station	75%
By post	25%
By proxy IF NECESSARY SAY: (getting someone else to vote on your behalf)	1%
Other	*%
Don't know/can't remember	*%

Q6 People have many reasons for voting in elections and referendums. Why did you vote on Thursday 5th May? What else?

	Base: all voters (2142)
Civic responsibility reasons	61%
It is important to vote/It is my civic duty/everyone should vote/It is my right to vote	46%
People fought to win the right to vote for me/others	7%
I always vote	18%
To express a view	42%
I wanted to have a say	28%
If people don't vote then you have no right to complain/have an opinion	12%
Concerned about local issues	3%
Because an important issue was at stake	4%
To help create a change	14%
To change the voting system	4%
To get a change	8%
Not happy with the government/to send a message to the government/local council	5%
To help keep the status quo	5%
To keep the voting system	4%
Like/pleased with the government	1%
Tactical reasons	2%
To defeat/stop the other side from winning	2%
Other reasons	7%
I was urged/persuaded to vote by a family member/friend	1%
Because I was sent a ballot paper in the post	1%
To vote for candidate/party I support	2%
I take an interest in politics	1%
Other	3%
None of these / no reason	1%
Don't know	1%

⇒ **IF YES AND NO IN MULTIPLE ELECTION AREAS AT Q3, ASK:**

Q7 In your area, theQ3 election (IN NI ONLY SAY: Northern Ireland Assembly election)...and the referendum on the voting system were held on 5th May. You say you voted in one but not the other. Can you tell me why you voted in theQ3 election/referendum.... but not in theQ3 election/referendum? WRITE IN

BASE: 143

There was no local election in our area 15%
Personal reasons 8%
Lack of info/didn't understand what we were voting for 8%
Working at the time/could not get there 7%
Not eligible to vote 6%
Wasn't given the chance to vote in them 5%
Only votes we had was for AV system 5%
Other 37%
DK 11%

⇒ **IF MORE THAN ONE YES AT Q3, ASK HALF THE ELIGIBLE VOTING SAMPLE:**

Q8 Some people have told us that they would not have voted in the ...Q3 election (IN NI ONLY SAY: Northern Ireland Assembly election)... had the referendum not been held on the same day. How about you, do you think you would have voted in the ...Q3 election (IN NI ONLY SAY: Northern Ireland Assembly election)... 5th May if there had not also been a referendum?

SPLIT SAMPLE		Base: all who voted in both (795)
Yes – would have voted		94%
No – would not have voted		5%
Don't know		1%

⇒ **IF MORE THAN ONE YES AT Q3, ASK THE OTHER HALF ELIGIBLE VOTING SAMPLE:**

Q9 Some people have told us that they would not have voted in the referendum had the ...Q3 elections (IN NI ONLY SAY: Northern Ireland Assembly election)... not been held on the same day. How about you, do you think you would have voted in the referendum if there had not also been a ...Q3 election (IN NI ONLY SAY: Northern Ireland Assembly election)... in your area?

SPLIT SAMPLE		Base: all who voted in both (783)
Yes – would have voted		89%
No – would not have voted		8%
Don't know		3%

VOTING PROCESSES AND PRIORITIES

⇒ **ASK ALL**

Q10a Generally speaking, how much interest do you usually have in what's going on in politics? Are you...READ OUT

Very interested	Base: all (3961) 28%
-----------------	-------------------------

Somewhat interested	45%
Not very interested	18%
Not at all interested	9%
Don't know	*%

Q10b Which one of these statements comes closest to your views about elections? READ OUT

	Base: all (3961)
It's not really worth voting	9%
People should only vote if they care who wins	21%
It's everyone's duty to vote	69%
Don't know	2%

Q11 Thinking generally about voting, which one of the following would you say is most important for you when you vote? ROTATE. READ OUT. CODE ONE

	Base: all (3961)
Voting being easy or convenient for me	23%
My vote being safe from fraud and abuse	22%
Voting being secret – that is, without anyone else knowing how I voted	31%
Having a choice of methods of voting (such as by post or in person at a polling station)	21%
Other	1%
Don't know	3%

Q12a How much, if anything, did you feel you knew about what the referendum on 5th May was about? Would you say you knew...READ OUT

	Base: all (3961)
A great deal	20%
A fair amount	46%
Not very much	25%
Nothing at all	8%
Don't know	*%

Q12b To what extent do you agree or disagree with the following statements? READ OUT. CODE ONE FOR EACH

- 1- Agree strongly
- 2- Tend to agree
- 3- Neither
- 4- Tend to disagree
- 5- Disagree strongly

	Base: all or varies
There was a lot of media coverage on the ...Q3 election (NI: Northern Ireland Assembly)...	18% 32% 14% 22% 10% DK=4%
I had enough information to be able to make an informed	34% 35% 7%

decision on how to vote in the ...Q3 election...	12% 11% DK=1%
I didn't know enough on what the ...Q3 election.... was about	15% 20% 7% 24% 32% DK = 1%
There was a lot of media coverage on the referendum on the voting system	37% 32% 8% 12% 8% DK=3%
I had enough information to be able to make an informed decision on how to vote at the referendum	44% 29% 6% 11% 9% DK=1%
I didn't know enough on what the referendum was about	14% 15% 5% 23% 42% DK = 1%

⇒ **ASK ALL**

Q13 Generally speaking, how satisfied or dissatisfied are you with the procedure for voting in elections and referendums in Great Britain/Northern Ireland. Are you...?

	Base: all (3961)
Very satisfied	34%
Fairly satisfied	46%
Neither satisfied nor dissatisfied	11%
Fairly dissatisfied	4%
Very dissatisfied	4%
Don't know	1%

⇒ **IF FAIRLY/VERY DISSATISFIED AT Q13, ASK:**

Q14 Why do you say you were dissatisfied with the procedure for voting in elections and referendums? WRITE IN

BASE: 328
People not given enough info/not enough media coverage 22%
Politicians don't canvas/make themselves known 8%
Voting process should be online/email 7%
Voting system should be more secure/ballot papers can be identified 4%
Disagree with FPTP 8%
AV system is better 2%
Didn't receive polling card 2%
People didn't understand the elections/too complicated 3%
Wanted PR 4%
Not interested at my age 2%
System is not fair 11%
Need more opinions/choice 2%
Voting should be compulsory 4%
Length of time it takes 1%
Confusing ballot paper questions/ambiguous 2%
Keep FPTP 1%

Voting should be spread over few days	4%
May end up voting for people I don't support	2%
Do not trust them	4%
Others	28%

⇒ **ASK ALL**

Q15a How confident, if at all, are you that the referendum was well run on 5th May? Are you...READ OUT

	Base: all (3961)
Very confident	28%
Fairly confident	44%
Not very confident	12%
Not at all confident	6%
Don't know	10%

Q15b Why do you say that you are...Q15a confident/not confident...that the referendum was well run? WRITE IN

<p>ALL CONFIDENT BASE: 2868</p> <p>Well publicised 26%</p> <p>Well organised 25%</p> <p>Voting system fair 13%</p> <p>Clear/concise ballot forms/easy to vote 7%</p> <p>I trust staff to do their job 5%</p> <p>From what heard no negative feedback 4%</p> <p>Feel it was the right result 4%</p> <p>Accessible polling stations 3%</p> <p>Tried & tested process 3%</p> <p>Personal involvement 2%</p> <p>High turnout 2%</p> <p>Results were in the media pretty quickly 2%</p> <p>Good staff attitude 1%</p> <p>Everyone had the opportunity to vote 1%</p> <p>Well canvassed 1%</p> <p>Other 11%</p> <p>DK 11%</p> <p>ALL NOT CONFIDENT BASE:685</p> <p>Info was scarce/confusing 28%</p> <p>Lack of info/publicity/dk much about it 11%</p> <p>Mistrust/don't stick to promises 7%</p> <p>Badly run/organised 7%</p> <p>Disinterested 5%</p> <p>Press coverage was biased 4%</p> <p>Low turnout 3%</p> <p>Long wait to hear results 2%</p> <p>Misinformation 1%</p> <p>Majority didn't know voting procedure 1%</p>

No negative feedback 1%
 Too many elections on same day 1%
 Lack of canvassing 1%
 Other 26%
 DK 10%

⇒ **ELECTION AREAS ONLY:**

Q16 How confident, if at all, are you that the ...Q3 election...was well run on 5th May? Are you...READ OUT

	Base: all where election (3156)	Base: NI local elections (107)
Very confident	30%	24%
Fairly confident	47%	51%
Not very confident	7%	8%
Not at all confident	4%	4%
Don't know	12%	13%

⇒ **ELECTION AREAS ONLY:**

Q17 Why do you say that you are...Q16 confident/not confident...that the ...Q3 election... was well run? WRITE IN

CONFIDENT BASE: 2426

Well organised 26%
 Well publicised 19%
 Voting system fair 12%
 Tried & tested process 10%
 Clear concise ballot forms 6%
 No negative feedback heard 5%
 Well canvassed 3%
 Accessible polling stations 3%
 Trust staff 3%
 Personal involvement 2%
 Feel it was right result 2%
 Lack of information/publicity 2%
 High turnout 1%
 Other 9%
 DK 12%

NOT CONFIDENT BASE: 354

Lack of info / publicity 29%
 Mistrust/don't stick to promises 12%
 Badly run 10%
 Lack of canvassing 6%
 Disinterested 5%
 Info scarce 3%
 Well publicised 2%
 Long wait for results 2%

Low turnout 2%
No negative feedback 2%
Other 18%
DK 14%

⇒ **ASK ALL**

Q18a Which of the following do you think was responsible for administering and running theQ3 elections on 5th May? ROTATE. READ OUT. MULTICODE

	Base: all where election (3156)
The UK government	49%
AS APPROPRIATE IN SCOTLAND/WALES/NI: The Scottish Government/The Welsh Assembly Government/The Northern Ireland Assembly Government	15%
The Voting Standards Board	42%
Your local council	69%
The Electoral Commission	58%
Other	4%
Don't know	11%

Q18b Which of the following do you think was responsible for administering and running the referendum on 5th May? ROTATE. READ OUT.

MULTICODE

	Base: all (3961)
The UK government	66%
AS APPROPRIATE IN SCOTLAND/WALES/NI: The Scottish Government/The Welsh Assembly Government/The Northern Ireland Assembly Government	8%
The Voting Standards Board	46%
Your local council	46%
The Electoral Commission	59%
Other	4%
Don't know	10%

POLLING STATIONS

⇒ **ASK ALL**

Q19 From what you have seen or heard or experienced, do you think that voting at the polling station / (SCOTLAND: polling place) on 5th May was...READ OUT

	Base: all (3961)
Very convenient	43%
Fairly convenient	28%
Neither convenient nor inconvenient	13%
Fairly inconvenient	6%
Very inconvenient	4%
Don't know	6%

⇒ **IF POLLING STATION VOTER AT Q5 (= 1), ASK:**

Q20 Overall, how satisfied or dissatisfied were you with the process of voting at a polling station/place? Would you say...READ OUT

	Polling station voters (1602)
Very satisfied	76%
Fairly satisfied	21%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	*%

Q21 Once you arrived at your polling station/place, how easy or difficult was it for you to get inside to vote?

	Polling station voters (1602)
Very easy	94%
Fairly easy	6%
Neither easy nor difficult	*%
Fairly difficult	*%
Very difficult	*%
Don't know	*%

⇒ **IF Q21 = DIFFICULT, ASK:**

Q22 And why did you say it was difficult for you to get inside your polling station/place? WRITE IN

BASEL: 6 answers.

DK = 6 answers

⇒ **IF POLLING STATION VOTER AT Q5 (= 1), ASK:**

Q23 Thinking back to when you went to vote at the polling station/place, how useful, if at all, was the help or support available from polling station/place staff on how to vote? Was it...READ OUT

	Polling station voters (1602)
Very useful	51%
Fairly useful	17%
Not very useful	1%
Not at all useful	1%
Didn't use them/need them	30%
Don't know	2%

Q24 And again thinking back to when you went to vote at the polling station/place, how useful, if at all, were any written instructions on how to vote, such as a poster on display in

the polling booth or guidance on the ballot paper(s)? Were they...READ OUT

	Polling station voters (1602)
Very useful	44%
Fairly useful	25%
Not very useful	3%
Not at all useful	*%
Didn't use them/need them	27%
Don't know	1%

Q25 Thinking back to the atmosphere when you voted in the polling station/place, please say whether you agree or disagree with the following?

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

	Polling station voters (1602)
It was chaotic	1% 1% *% 7% 90% DK=*%
It was well ordered	85% 13% 1% *% 1% 2% DK=*%
It was intimidating	1% 1% 1% 9% 88% DK=*%
It was safe	90% 9% 1% *% *% DK=*%
It took too long to vote	1% 1% 1% 9% 87% DK= *%
It was well run by staff	83% 14% 1% 1% 1% DK=*%
MULTI-ELECTION AREAS ONLY: It was confusing which ballot paper to use	3% 6% 2% 15% 74% DK= 1%

POSTAL VOTING

⇒ **ASK ALL**

Q26 From what you have seen, heard or experienced, do you think that voting by post for the 5th May referendum and election(s) was...READ OUT

	Base: all (3961)
Very convenient	34%
Fairly convenient	21%
Neither convenient nor inconvenient	19%
Fairly inconvenient	4%
Very inconvenient	3%
Don't know	19%

⇒ **ASK ALL POSTAL VOTERS (Q5 = 2)**

Q27 Overall, how satisfied or dissatisfied were you with the process of voting by post? Would you say.....READ OUT

	All postal voters (533)
Very satisfied	84%
Fairly satisfied	14%
Neither satisfied nor dissatisfied	*%
Fairly dissatisfied	1%
Very dissatisfied	-
Don't know	1%

Q28 How easy or difficult was it to understand what you had to do in order to complete and return your postal vote(s)? Would you say...READ OUT

	All postal voters (533)
Very easy	71%
Fairly easy	22%
Neither easy nor difficult	3%
Fairly difficult	4%
Very difficult	*%
Don't know	*%

Q29 Thinking back to when you voted by post, how useful, if at all, were any written instructions on how to vote and return your vote, such as guidance on the ballot paper? Were they....READ OUT

	All postal voters (533)
Very useful	72%
Fairly useful	23%
Not very useful	3%
Not at all useful	1%
Don't know	1%

⇒ **ASK ALL VOTERS**

Q30 How confident, if at all, are you that your vote(s) was/were included in the count? Are you....READ OUT

Very confident	73%
Fairly confident	24%
Not very confident	1%
Not at all confident	1%

Don't know	2%
------------	----

BALLOT PAPERS

⇒ **ASK ALL VOTERS**

Q31 Some people said it was difficult to fill in the ballot paper(s) when voting in the 5th May elections and referendum. How easy or difficult did you find it to fill in the ballot paper for the ...ASK FOR EACH Q3 ELECTION/REFERENDUM VOTED IN (CATI: ALWAYS ASK FOR REFERENDUM FIRST AT THIS QUESTION).....Was it....

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

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

	Base: all voters in each election
English local council elections	81% 14% 1% 2% 1%
National Assembly for Wales elections	76% 20% 1% 3% *%
Northern Ireland Assembly elections	64% 29% 3% 3% 1%
Northern Ireland local elections	64% 29% 3% 3% 1%
Scottish Parliament elections	75% 22% 1% 1% -
UK referendum on the voting system	81% 14% 1% 2% 1%

⇒ **FOR EACH 'DIFFICULT' AT Q31, ASK:**

Q32 Why do you think it was difficult to fill in theUK Referendum.....ballot paper? WRITE IN

	Base: all who found it difficult (54)
Text too small	5%
Instructions were unclear	56%
Didn't know whether to use a 'X' or a '1'	-
The candidates were in a confusing order	1%
The parties were in a confusing order	*%
I could not easily find the party name of my choice	4%
I could not easily find the party candidate of my choice	-
The layout was confusing	18%
Other (specify).....	35%
Don't know	-

⇒ **ASK ALL VOTERS IN SCOTLAND AND WALES**

Q33a In elections for the Scottish Parliament/Welsh Assembly you had two votes. One of these was for a party or independent candidate to represent your constituency, and the other vote you had was for a party or independent candidate to represent your region of Scotland/Wales.

How easy or difficult was it to find the candidate you wanted to vote for on the constituency ballot?

	All Scot/Wales voters (296)
Very easy	73%
Fairly easy	22%
Neither easy nor difficult	2%
Fairly difficult	2%
Very difficult	1%
Don't know	*%

Q33b How easy or difficult was it to find the name of the party you wanted to vote for on the regional list ballot?

	All Scot/Wales voters (296)
Very easy	76%
Fairly easy	20%
Neither easy nor difficult	1%
Fairly difficult	2%
Very difficult	1%
Don't know	*%

⇒ **ASK ALL VOTERS WHO VOTED IN MORE THAN ONE ELECTION AT Q3:**

Q33c You said you voted in the referendum on the voting system used to elect MPs to the House of Commons and the ...Q3 election.... How easy or difficult did you find it to fill in more than one ballot paper on the same day? Was it....

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

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

	All voters in both (1578)
Very easy	81%
Fairly easy	15%
Neither easy nor difficult	2%
Fairly difficult	1%
Very difficult	*%
Don't know	1%

⇒ **ASK ALL VOTERS**

Q33d Some people have told us they intentionally spoiled their ballot paper by deliberately leaving the ballot form blank or by not voting 'yes' or 'no' in the instructed way. They did this to register a protest. Did you intentionally spoil your own ballot paper or not?

	All voters (2142)
--	----------------------

Yes – election(s) ballot paper	*%
Yes – referendum ballot paper	1%
Yes – both /all ballot papers	*%
No	98%
Don't know	1%

AWARENESS AND PERCEPTIONS OF ELECTORAL FRAUD

⇒ **ASK ALL**

Q34 As you may know, there are many types of fraud such as benefit fraud and insurance fraud. From what you know or have heard, how much do you feel you understand about electoral fraud in the UK, that is fraud relating to elections and voting? Would you say...READ OUT...

	Base: all (3961)
A lot	10%
A little	36%
Hardly anything at all	30%
Nothing at all	24%
Don't know	1%

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

	Base: all (3961)
Very safe	24%
Fairly safe	53%
Neither safe nor unsafe	11%
Fairly unsafe	5%
Very unsafe	2%
Don't know	4%

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

Very safe	Base: all (3961)
Fairly safe	41%
Neither safe nor unsafe	45%
Fairly unsafe	3%
Very unsafe	1%
Don't know	4%

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

	Base: all (3961)
Very safe	17%
Fairly safe	40%
Neither safe nor unsafe	12%
Fairly unsafe	15%
Very unsafe	6%
Don't know	11%

Q38 How concerned, if at all, are you that electoral fraud or abuse took place at the referendum on 5th May? Would you say you are...READ OUT

	Base: all (3961)
Very concerned	7%
Fairly concerned	14%
Not very concerned	36%
Not at all concerned	39%
Don't know	4%

⇒ **ELECTION AREAS ONLY**

Q39 How concerned, if at all, are you that electoral fraud or abuse took place at the ...Q3 (NI: Northern Ireland Assembly or Northern Ireland council) election....on 5th May? Would you say you are...READ OUT

	Base: all where election (3156)
Very concerned	8%
Fairly concerned	15%
Not very concerned	34%
Not at all concerned	39%
Don't know	4%

⇒ **IF VERY/FAIRLY CONCERNED AT EITHER Q38 OR Q39, ASK**

Q40 Why do you say that you are concerned that electoral fraud or abuse took place on 5th May? WRITE IN

BASE: 1011

Many people/politicians who cannot be trusted 7%
 People would lose all confidence in system 10%
 Postal voting open to fraud 7%
 Unfair/makes voting pointless 16%
 Dislike fraud of any sort 4%
 It has happened before 10%
 I trust the way it's done 4%
 It is possible to change/manipulate votes 3%
 You cannot rule it out 9%
 Need to ensure process is fair 6%
 Concerned about false identity 2%
 So much fraud/corruption going on 2%
 I am not concerned 2%
 Other 12%

CAMPAIGN FINANCE

⇒ **ASK ALL**

Q41a I'm now going to talk about how the referendum campaign was financed, that is, how organisations such as political parties and others raised and spent money in campaigning for a yes or no vote. How much do you feel you know about how

campaigning organisations for the referendum on 5th May were funded and spent their money?

A lot	3%
A little	23%
Hardly anything at all	32%
Nothing at all	40%
Don't know	1%

Q41b How confident, if at all, are you that if a campaigning organisation or one of its members is caught breaking the rules on campaign funding, the authorities will take appropriate action? Are you...READ OUT

Very confident	15%
Fairly confident	46%
Not very confident	24%
Not at all confident	13%
Don't know	3%

Q41c And how important, if at all, is it to you that appropriate action is taken if a campaigning organisation or one of its members is caught breaking the rules on campaign funding? Is it...

Very important	75%
Quite important	18%
Not very important	3%
Not important at all	2%
Don't know	1%

Q42 I'm now going to read you some statements relating to the rules on the money that political parties, organisations and other individuals use when campaigning. These rules do not include MPs expenses. To what extent do you agree or disagree with the following statements? READ OUT. CODE ONE FOR EACH

1. Agree strongly
2. Tend to agree
3. Neither
4. Tend to disagree
5. Disagree strongly

The spending and funding of referendum campaigning organisations is open and transparent	17% 24% 27% 14% 10% DK = 7%
The spending and funding of political parties at elections is open and transparent	19% 25% 22% 16% 12% DK = 6%
It is important that information about who donates money to political parties is made available to the public	63% 21% 8% 5% 2% DK=2%
I'm not really interested in political party funding, as long as the information is made available for people to see	40% 29% 7% 11% 12% DK=1%
The current rules for overseeing the funding and spending of political parties are fair	19% 31% 21%

	9% 6% 14%
I don't need to know information on political party financing as long as the rules are followed and those who break them are dealt with effectively	43% 30% 5% 11% 10% 2%
The current rules for how political parties are funded and spend money mean that those who break them are dealt with properly	47% 29% 9% 5% 4% 5%

⇒ **NORTHERN IRELAND ONLY**

Q43 In Northern Ireland, poll cards were sent out to most voters a number of weeks in advance of polling day on 5 May this year. The poll card contained information about how to vote on 5 May, including deadlines on applying to vote by post and proxy. At previous elections poll cards were sent out a week in advance. Would you prefer to receive your poll card a number of weeks before polling day, a week before or do you not mind either way?

A number of weeks before	22%
A week before	16%
Don't mind	61%
Didn't receive polling card	*%
DK/can't remember	1%

⇒ **IF 'A NUMBER OF WEEKS' AT Q43, ASK:**

Q44 Why do you prefer the poll card to be sent a number of weeks in advance? BASE: 23

It reassured me my name was on the register for the elections and referendum	16%
It enabled me to update my registration details with the Electoral Office	6%
It gave me sufficient/more time to apply for a postal/proxy vote	43%
It was a timely reminder of the electoral events that were taking place on 5 th May	43%
Other (specify)	23%
Don't know	-

⇒ **IF 'A WEEK BEFORE' AT Q43, ASK:**

Q45 Why do you prefer the poll card to be sent a week in advance? BASE: 17

It was a timely reminder of the electoral events that were taking place on 5 th May	43%
It gives me less time to lose it	59%
Other	21%
Don't know	4%