May 2018 polls: Democracy Club – polling station data

Thank you to those of you who sent polling station data to Democracy Club ahead of last month’s elections.

Democracy Club collated polling station information from 126 councils out of 152 with elections on 3 May, which translates to coverage for 87% of the 18+ population living in those areas. We were able to share the data on our Your Vote Matters website, which 350,000 people accessed. Also, 50,000 people used Democracy Club’s own app and 20 councils embedded the Democracy Club widget on their own websites, meaning the information reached an even higher number of voters.

While these results are excellent, on 3 May there were almost 34,000 searches in areas where we didn’t have polling station data. This may have led to people calling helplines to find out the information or potentially not voting at all.

We intend to continue exploring how to provide voters with the information they need in the best ways possible, and we look forward to your continuing support with this work.

May 2018 polls: press coverage – the results are in

In the run-up to elections, the Commission’s press team actively seeks to gain media coverage to encourage voter registration and provide voters with information to cast their vote confidently on polling day. This year, conscious of the pressures EROs face as a result of duplicate applications, our aim was to remind voters when they needed to register - if they’ve never registered before or have recently moved house.

We also provided electoral administrators and council communications teams with various engagement resources, including template press releases, which were downloaded 692 times.
times.

As a result of our combined activities, we achieved:

- Over 100 press articles about registering to vote.
- 1.73 million opportunities to see our coverage on registering to vote.
- Articles in four BME publications, and partnerships with eight BME organisations.
- Coverage about the easy read guides we produced with Mencap.

The Commission’s full evaluation of the ‘Got 5’ register to vote campaign is underway and the findings will be published in the summer. We will update you in a future Bulletin when the evaluation has been completed.

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