



LOCAL GOVERNMENT ELECTIONS MAY 2018

POST POLL RESEARCH

Data topline and key findings

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Issue: Draft 1
Date: 1 June 2018



Research background and technical note

The Electoral Commission is an independent public body established under the Political Parties, Elections and Referendums Act 2000. The Electoral Commission's aim is to ensure integrity and public confidence in the democratic process, as well as regulate party and election finance, and set standards for well-run elections.

In order to understand public attitudes, after each set of elections, the Electoral Commission conducts a survey representative of the population where elections have taken place. This research is referred to as the post poll.

On 3rd May 2018, local government elections took place across England, including in 32 London Boroughs. Additionally, local authority mayoral elections took place in the London Boroughs of Hackney, Lewisham, Newham, Tower Hamlets and in Watford. A Combined Authority Mayoral election took place in Sheffield. The number of local authorities in England holding elections is shown in the table below. A full list of local authorities holding elections on 3rd May can be found in the appendix.

	Local Authorities holding elections	Total Local Authorities in region
East	23	47
East Midlands	4	40
London	32	33
North East	6	12
North West	26	39
South East	29	67
South West	5	37
West Midlands	15	30
Yorkshire and the Humber	11	21

The Electoral Commission commissioned GfK UK to conduct the post-poll to the 3rd May 2018 local government elections. GfK conducted 1,000 online interviews with representative samples of electors – adults aged 18+ living in areas where elections took place on 3rd May 2018 and having the right to vote in these elections. In order to be eligible to vote at local elections, electors must have British, Irish, Commonwealth or EU citizenship.

Fieldwork ran from 4th to 26th May 2018.

Quotas were set on: region, age, gender, working status and social grade, to ensure the sample is representative of the UK adult population residing in areas holding local elections.

Five areas are taking part in the voter ID pilot during the May 2018 local government elections. Electors in Bromley, Gosport, Woking, Watford and Swindon were required to show a form of identification before being allowed to vote. This could be their polling card or a form of ID. While the focus of the Winter Tracker is not related to the ID pilot, 22 respondents have been identified as living in any of these five areas.

Weights were applied at the analysis stage to correct for any demographic differences between the interviewed sample and known population profiles taken from the Census. Social grade profiles



were taken from the Electoral Commission's Winter Tracker survey to be representative of areas holding elections. Data in the Winter Tracker was weighted to all UK nationally representative population profiles taken from the Census.

Weighted and unweighted sample profiles are shown below. The impact of the weighting is minimal. The effective sample size for the total sample is 936 (94% of the interviewed sample).

Sample profile		
	Unweighted	Weighted
Gender		
Male	46%	49%
Female	54%	51%
Age		
18 – 24	7%	12%
25 – 34	18%	19%
35 – 54	35%	35%
55 +	40%	34%
Working status		
Men working full time	23%	27%
Men not working full time/not working	23%	22%
Women working part or full time	32%	28%
Women not working	22%	23%
Social grade¹		
ABC1	57%	52%
C2DE	43%	48%

This survey marks a change in method for post-poll surveys. Prior post-polls as well as previous waves of the Winter Tracker (before 2018) were been conducted using telephone or face-to-face interviewing. This is the first election for which the post poll has been conducted online and the method change was expected to result in different response patterns. Specifically, in online interviews 'don't know' options are proactively offered to respondents, as opposed to in interviewer administered surveys where interviewers do not usually read out/offer the 'don't know' option and only select it if respondents specifically say they do not know. In addition, not having an interviewer asking questions can impact on results by eliminating social desirability².

To prepare the transition of the Winter Tracker and post poll from telephone to online interviewing, in 2017 Electoral Commission asked ICM to conduct a small parallel run survey, asking the same questions by telephone and online to see what impact the change in method would have. The results of the parallel run survey were used to inform changes to the first online surveys in 2018: many of the differences in response related to proportions giving a 'no answer' option - either a middle response option (e.g. 'Neither agree nor disagree'), or 'Don't know'. In order to minimise the

¹ Social grade was coded based on the occupational group of the Chief Income Earner in the household

² Tourangeau, R. & Yan, T. (2007). Sensitive Questions in Surveys. *Psychological Bulletin*, 133(5), 859-883.; Kreuter, F., Presser, S. & Tourangeau, R. (2008). Social Desirability Bias in CATI, IVR, and Web Surveys: The Effects of Mode and Question Sensitivity. *Public Opinion Quarterly*, 72(5), 847-865



impact of the change in method, some questions were modified to exclude one of the 'no answer' options: changes were discussed with and signed off by Electoral Commission.

Because of the change in method, comparisons with previous post polls should be made with caution.

Where results do not add up to 100%, this is due to rounding. Questions with multiple responses and open-ended questions are labelled as such.

A dash (-) indicates no respondent selected that answer. An asterisk (*) indicates a value of less than one half or one percent, but not zero. NA indicates an answer was not available in a particular region or in a particular survey wave.



Key findings

Registration, turnout and voting

- Eight in ten electors (83%) say they are satisfied with the system of registering to vote, though one in ten (10%) say they are dissatisfied.
- Most electors (77%) say they always vote at general elections, but 6% say they never vote.
- Seven in ten electors (70%) say they voted at the 3rd May local elections. Of these, 16% say this was the first time they voted. As is usual with self-reported turnout, we find a higher number of people claiming to have voted than official estimates would indicate. While official turnout estimates have not yet been published, turnout at similar previous elections has been just over 30%³.
- Two thirds of voters (67%) say they cast their vote in person at the polling station, while a third (32%) cast a postal vote: 1% say they voted by proxy.
- The most common reason given for voting is habit: 62% of voters say they voted because they always vote, and over half (55%) say it was because they were exercising their right to vote. The most common reason for not voting is lack of time (mentioned by 17% of non-voters).

Voting laws and electoral reform

- Electors' knowledge of electoral laws was explored by presenting all respondents with a list of six statements about voting and asking them whether they think each is true or false. While most statements were correctly identified by six in ten or more electors, sizeable minorities wrongly believe that they have to take ID to the polling station in order to be allowed to vote (29%⁴), that they can register to vote until the day before the elections (27%), that they are automatically registered to vote if they are of legal voting age (24%), that people who do not register to vote are at risk of getting a fine (19%), that they are automatically registered to vote when paying their council tax (18%) and that people can't register to vote online (8%).
- Electors were also asked whether they think it would be easier to vote if they take their polling card at the polling station and two thirds (65%) agree.
- Electors were presented with six electoral reform proposals and asked whether each would make them more or less likely to vote, or it would make no difference. Each proposal was deemed to make no difference by half or more of electors. Of the proposals tested, being able to vote online is by far the most attractive (41% say it would make them more likely to vote). The share of electors saying they would be less likely to vote if they were required to show proof of identity before being allowed to vote (16%) outweighs the share of electors saying they

³ Dempsey, N., Turnout at elections briefing paper, Number CBP 8060, 26 July 2017, <http://researchbriefings.files.parliament.uk/documents/CBP-8060/CBP-8060.pdf>

⁴ It should be noted that 22 respondents were identified as living in the five local authorities where voters were required to present an ID before being allowed to vote at the 3rd May local elections.

would be more likely to vote (10%), though most (71%) say it would make no difference.

- Electors were also asked about their support for a range of changes to the voter registration system. Almost two thirds (64%) say they support the idea of people being automatically added to the electoral register when they receive their National Insurance Number. Over half support being able to register to vote until the day before the election (54%). Fewer support local government being able to use other information to automatically register someone to vote (47%), or people being able to register at the polling station on the day of the election (43%).

Awareness and access to information

- Over half of electors (54%) feel they knew a great deal or fair amount about the 3rd May elections, but 5% say they didn't know it was happening.
- Most electors say it was easy to get information about how to cast their vote (80%) and what the election was for (71%), though fewer (54%) say it was easy to find out information on the candidates standing in elections.
- Electors generally say they had enough information on how to register to vote (88%), and how to cast their vote (85%). Two thirds say they had enough information about what the election was about/for (66%), but fewer (51%) say they had enough information about the candidates and parties running for election, and 45% say they would have liked to know more. Of these, most say they get their information about candidates from leaflets or flyers received from candidates/political parties (51%).
- Most electors (79%) remember coming in contact with some form of campaign activity: most received a candidate/political party leaflet (62%).
- When asked, 61% of electors can correctly name the council or authority they were electing representatives to.

Voting processes and priorities

- Nine in ten voters (90%) say they are satisfied with the process of voting in the 3rd May elections and 76% say they are confident the elections were well run. The main reason for being confident the elections were well run is that it was quick/easy to vote (mentioned by 52% of those confident), and 45% mentioned the clarity of the ballot paper.
- The most common reasons given by those who say they were not confident that the elections were well run centred on having a lack of information (mentioned by 56%), though around two fifths mentioned issues associated with the campaign (37%) or the process of voting (38%).

Experience of voting at the 3rd May elections

- Almost all polling station voters say they found it easy to get inside to vote (95%). More than half found the staff helpful (58%), similar to the proportion saying written instructions were



useful (57%).

- Almost all postal voters say they found it easy to complete and return their postal vote (97%) and similarly 96% say the written instructions on how to vote and return their vote were useful.
- Almost all voters say they found it easy to fill in their ballot paper (95%).

Party and election finance

- Most electors (61%) agree that if a political party or campaigner is caught breaking the rules, the authorities will take appropriate measures.
- A quarter (25%) agree that the spending and funding of political parties and candidates and other campaigners is open and transparent, compared with over a third (36%) who disagree.
- Just over a quarter (27%) agree that they could easily find out how much political parties, candidates and other campaigners spent on campaigning and how they were funded, whereas over two in five (43%) disagree.

Integrity of elections

- Electors were presented with a series of potential issues relating to elections and asked whether they represented a serious problem in Great Britain at the moment. Low voter turnout is most commonly seen as a serious problem (35%) and 32% say bias in the media is a serious problem. Other problems were rated as serious by a fifth or fewer electors.
- Electoral fraud is seen as a serious problem by 15% of electors. When asked how much electoral fraud took place at the 3rd May elections, 37% say they thought a lot or a little election fraud took place (though only 8% thought a lot of fraud/abuse took place). However, similar proportions (33%) said that hardly any or no electoral fraud took place. The remaining 30% say they don't know.
- The most commonly mentioned reasons for thinking electoral fraud took place are stories in the media about political parties breaking rules (31%) and a general feeling that fraud must be taking place because voters don't have to show an ID before being allowed to vote, but without having seen or heard anything specific (29%).
- Amongst people who think there is hardly any or no electoral fraud taking place, the most commonly mentioned reasons relate to not having heard or seen anything: either in the media (47%), or heard anything first hand (40%) or seen anything first hand (39%). Mentions were also made of trusting the people administering elections to do a good job (41%).
- Electors think voting in general is safe (80%), particularly voting at a polling station (85%) and registering to vote (85%). Slightly fewer, but still a majority say voting by post is safe (69%).

Topline results

Voting

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

Base: All respondents (n=1000)	
Yes - where living now	93%
Yes - another address	3%
No	2%
Don't know	2%
Yes (Net)	97%

Q2. How satisfied or dissatisfied are you with the system of registering to vote in Great Britain?

Base: All respondents (n=1000)	
Very satisfied	46%
Fairly satisfied	37%
Fairly dissatisfied	6%
Very dissatisfied	5%
Don't know/no opinion	6%
Satisfied (Net)	83%
Dissatisfied (Net)	10%

Q8. Which of these statements best describes your attitude towards voting at General Elections? This applies to elections to the Westminster parliament.

Base: All respondents (n=1000)	
I always vote at General Elections	77%
I sometimes vote at General Elections	15%
I never vote at General Elections	6%
I've not been eligible in the past to vote at a General Election	2%
Don't know	1%

Q3_online. As you may know, on Thursday 3rd May there were elections in your area. Can you tell me the name of the council or authority you were electing representatives to?

Open-ended question. Answers coded to code-frame.

Base: All respondents (n=1000)	
Respondent correctly names their local council	61%
Respondent incorrectly names their local council	3%
Respondent does not know/cannot remember	18%
Respondent has the name of their local council partially correct	3%
Respondent has given the name of their ward (not local council name)	7%
Mentions of party/councillor/candidate	10%

Q4_online. As you may know, on Thursday 3rd May there were [Newham, Tower Hamlets, Lewisham, Hackney, WATFORD: local government and City Mayoral elections] [Sheffield, Barnsley: local government and Combined Authority Mayoral elections] [Rotherham, Doncaster: Combined Authority Mayoral elections] [ELSWHERE: local government elections] in your area.

We often find that a lot of people were not able to vote because they were sick, did not have time, or were just not interested.



How about you – did you manage to vote in the [Newham, Tower Hamlets, Lewisham, Hackney, WATFORD: local government and City Mayoral elections] [Sheffield, Barnsley: local government and Combined Authority Mayoral elections] [Rotherham, Doncaster: Combined Authority Mayoral elections] [ELSWHERE: local government elections]?

Base: All respondents living in areas with elections	Local government election (n=980)	City Mayoral elections (n=38*)	Combined Authority Mayoral elections (n=44*)
Yes	70%	23	30
No	29%	13	17
Don't know	1%	1	-

*Caution: very small base! Counts are shown.

Base: All respondents (n=1000)	
Voters	70%
Non-voters	30%

Q9. Was this the first time you voted in any election or referendum?

Base: All voters (n=704)	
Yes, it was my first time even though I was eligible to vote before	11%
Yes it was my first time as I wasn't eligible before	5%
No, I have voted in an election or referendum before	84%
Don't know / Cannot remember	*

Q7. How did you vote on 3rd May?

Base: All voters (n=704)	
In person at polling station	67%
By post	32%
By proxy	1%
Other	-
Don't know/can't remember	-

Q4. People have different reasons for voting in elections and referendums. Why did you vote on Thursday 3rd May? Please select all options that are relevant for you.

Base: All voters (n=704)	
<u>Civic responsibility reasons (Net)</u>	88%
It is important to vote/It is my civic duty/everyone should vote	50%
It is my right to vote	55%
People fought to win the right to vote for me/others	37%
I always vote	62%
I wanted to be part of the democratic process/democracy	36%
To show my support/support the community	27%
<u>To express a view (Net)</u>	68%
I wanted to have a say	43%
If people don't vote then you have no right to complain/have an opinion	46%
To support my party/candidates of preference/to help my party/candidate win	30%
<u>To help create a change (Net)</u>	26%
To get a change	19%
Not happy with the local government/local council	16%

None of these / no reason	1%
Don't know	*

Q5. Some people have told us they intentionally spoiled their ballot paper/s on May 3rd by deliberately leaving the ballot paper/s blank or by not voting in the instructed way. They did this to register a protest.

Did you intentionally spoil your ballot paper(s) or not?

Base: All voters (n=704)	
No	93%
Yes	7%
Don't know	*
Prefer not to say	-

Q6. People had different reasons for not voting in the elections. Why did you not vote in the elections on the 3rd May?

Open-ended question. Answers coded to code-frame.

Base: All non-voters (n=296)	
No time/too busy/working	17%
Didn't know who to vote for/not enough information/don't understand enough about politics	11%
No interest in voting/politics/never vote	10%
Forgot	10%
Away/on holiday	8%
Ill/sick/in hospital	6%
Makes no difference/nothing changes even if I do vote	6%
Didn't like/know any of the candidates/policies	6%
Can't be bothered/apathy	5%
No point as current candidate/party has a large majority/always gets in	5%
Don't trust any candidate/they are corrupt/it's a fix/they lie	4%
Not registered here (e.g. not UK citizen, registered elsewhere)/not eligible	4%
No difference between parties/candidates	3%
Only vote in general elections	3%
Ran out of time/I was too late to get to polling station	3%
Ran out of time/I was too late sending my postal vote in	1%
No candidate for the party I wanted	1%
Other answers	8%
Don't know	2%
No answer	2%

Q10. The next few questions are about your views and understanding about voting in the UK in general.

Please could you tell me whether you think each of statements below are true or false?

Base: All respondents (n=1000)	True	False	Don't know
You can register to vote online	79%	8%	13%
You are automatically registered to vote if you are of legal voting age	24%	64%	11%
You are at risk of getting a fine if you don't register to vote	19%	63%	18%
You are automatically registered to vote if you pay council tax	18%	60%	22%
You have to take ID with you to vote at a polling station	29%	60%	11%



You can register to vote until the day before an election	27%	43%	30%
It's easier to vote if you take your polling card with you to the polling station	65%	25%	9%

Highlighted: correct answers

Q11.

VOTERS: You already told us that you voted, but would you have been more likely to vote on 3rd May, less likely, or would it have made no difference one way or the other if these things were true?

NON VOTERS: Would you have been more likely to vote on 3rd May, less likely, or would it have made no difference one way or the other if these things were true?

Base: All respondents (n=1000)	More likely	Less likely	No difference one way or the other	Don't know
If you could have voted at the weekend instead	22%	8%	67%	3%
If you could have voted online instead	41%	7%	50%	3%
If you had been able to register to vote on election day	14%	9%	72%	5%
If you had to show proof of identity to vote	10%	16%	71%	3%
If you could have voted in a polling station in the days before including the Saturday and Sunday before	23%	7%	66%	4%
If it was easier for you to get a postal vote	26%	6%	64%	4%

Q12. To what extent do you support or oppose the following?

Base: All respondents (n=1000)	Strongly support	Tend to support	Neither support nor oppose	Tend to oppose	Strongly oppose	Support (Net)	Oppose (Net)
People being able to register to vote until the day before the election	21%	33%	27%	13%	6%	54%	19%
People being able to register to vote in a polling station on the day of the election	21%	23%	26%	20%	11%	43%	30%
Local government being able to use other information they hold about me to automatically update my details on an electoral register	16%	31%	28%	15%	9%	47%	25%
Being automatically added to the electoral register when you receive your National Insurance Number	29%	34%	23%	8%	5%	64%	13%

Q13. Now thinking again specifically about the elections which took place on Thursday 3rd May, how much, if anything did you feel you knew about the elections on Thursday 3rd May?

Base: All respondents (n=1000)	
A great deal	16%
A fair amount	38%
Not very much	26%
I knew it was happening, but didn't know anything about it	15%



I didn't know it was happening	5%
Don't know	1%
<u>A great deal/A fair amount (Net)</u>	54%

Q14. How easy or difficult would you say it was to get information on each of these things?

Base: All respondents (n=1000)	Very easy	Fairly easy	Neither easy nor difficult	Fairly difficult	Very difficult to access	<u>Easy (Net)</u>	<u>Difficult (Net)</u>
How to cast your vote at the election	48%	32%	13%	4%	3%	80%	7%
What the election was for	36%	35%	18%	10%	2%	71%	11%
Information on the candidates standing in the election	24%	30%	25%	16%	5%	54%	21%

Q15. To what extent do you think you had enough information on the things shown below?

Base: All respondents (n=1000)	I had enough information	I would have liked to know more	Don't know
How to register to vote	88%	9%	3%
How to cast your vote	85%	13%	2%
What the election was about / for	66%	32%	2%
The candidates and parties running for election	51%	45%	4%

Q16. Where did you get information on candidates? Select all that apply

Base: All who wanted more information on candidates/parties running for election (n=437)	
Leaflet or flyer from a candidate/political party	51%
I didn't find/see any information	21%
Social media	11%
Leaflet or flyer from another source (e.g. organisation supporting a party/candidate)	10%
My local council website	9%
Word of mouth/mentioned by friends/family	9%
Candidate/party's website	8%
The 'Your Vote Matters' website	5%
Posters or billboards	5%
I talked to a candidate/candidates directly	4%
On another website	3%
Local/residents' forum/online group	3%
Community meeting (e.g. residents' association)	2%
Local newspaper (print/website)	1%
Somewhere else. Please specify...	1%
None of these	8%
Don't know	2%

Q17. Thinking about the last few months, which of the following can you recall happening? Select all that apply

Base: All respondents (n=1000)	
I received a leaflet from a candidate/political party at my home	62%
I saw campaigners giving out leaflets near to where I live	26%
A campaigner knocked on my door	21%
I saw an advert or message from a candidate/political party on television	15%
I saw an advert or message from a candidate/political party on social media	13%
None of the above	20%
Don't know	1%

Q19. The next few questions are about your experience of voting in the 3rd May elections. How satisfied or dissatisfied were you with the process of voting in the 3rd May elections?

Base: All voters (n=704)	
Very satisfied	57%
Fairly satisfied	33%
Fairly dissatisfied	4%
Very dissatisfied	2%
Don't know/no opinion	3%
<u>Satisfied (Net)</u>	90%
<u>Dissatisfied (Net)</u>	6%

Q20. Why do you say you were dissatisfied with the process for voting in the 3rd May elections?

Open-ended question. Answers coded to code-frame.

Base: All dissatisfied with the process of voting (n=35*)	
There should be online voting available	2
Could not find enough/any information on the candidates/policies etc.	9
Other answers	21
Don't know	2
No answer	8
Nothing/I was satisfied	5

*Caution: very small base! Counts are shown.

Q21. How confident, if at all, are you that the election(s) on 3rd May was/were well run?

Base: All respondents (n=1000)	
Very confident	34%
Fairly confident	42%
Not very confident	8%
Not at all confident	3%
Don't know	13%
<u>Confident (Net)</u>	76%
<u>Not confident (Net)</u>	11%

Q22_online. Why do you say you are confident that the election(s) on 3rd May was/were well run? Select all that apply

Base: All confident elections were well run (n=773)	
<u>Information (Net)</u>	23%
There was a lot of information about the elections	17%



There was a lot of information about the candidates	15%
Polling station/ballot (Net)	73%
Clear/concise ballot paper	45%
It was quick/easy to vote	52%
I trust the staff	30%
The staff had a good attitude	31%
Polling station was accessible/easy to get to	44%
Campaign/candidates (Net)	42%
I had enough time to decide who to vote for	38%
The candidates canvassed a lot/had contact with people	9%
General impression/word of mouth (Net)	24%
I have no negative feedback	24%
Voting system and procedure (Net)	69%
The elections were well organised	35%
The voting system is fair	37%
The whole process is tried and tested	40%
Everyone had the opportunity to vote	41%
The results were in the media quickly	22%
Security (Net)	29%
The system is secure	29%
Other. Specify...	1%
No specific reason	2%
Don't know	1%

Q22. Why do you say that you are not confident that the election(s) on 3rd May was/were well run?
Select all that apply

Base: All not confident elections were well run (n=96*)	
Lack of information (Net)	56%
There wasn't enough information about the elections	34%
Information about the elections was confusing	12%
There wasn't enough information about the candidates	45%
Polling station/ballot issues (Net)	18%
I didn't receive a polling card/postal ballot papers	8%
I didn't know what to do in the polling station/how to fill in my ballot paper	7%
The staff at the polling station were not helpful	5%
Campaign issues/candidate (Net)	37%
I didn't have enough time to decide who to vote for	11%
Candidates didn't canvas/have contact with people	25%
TV/press coverage was biased/badly presented	21%
General impression/word of mouth (Net)	11%
I heard/read that the election was badly run	11%
Voting system and procedure (Net)	38%
Some people did not have the opportunity to vote/had the opportunity taken away	15%
Some people had difficulties registering to vote	12%
The voting system is unfair/outdated	23%
There was a long wait for results	5%
Fraud / security (Net)	15%



The results are influenced by fraud/corruption	13%
The counting process was not accurate	4%
Other. Specify...	2%
No specific reason	6%
Don't know	7%

*Caution: small base!

Q23. Now thinking about actually going to the polling station. Once you arrived at your polling station, how easy or difficult was it for you to get inside to vote?

Base: All polling station voters (n=468)	
Very easy	80%
Fairly easy	15%
Fairly difficult	3%
Very difficult	1%
Don't know	*
<u>Easy (Net)</u>	95%
<u>Difficult (Net)</u>	4%

Q24. Thinking back to when you went to vote at the polling station how useful, if at all, was the help or support available from polling station staff on how to vote?

Base: All polling station voters (n=468)	
Very useful	35%
Fairly useful	24%
Not very useful	3%
Not at all useful	1%
Didn't use them/need them	36%
Don't know/Can't remember	1%
<u>Useful (Net)</u>	58%
<u>Not useful (Net)</u>	4%

Q25. And again thinking back to when you went to vote at the polling station 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)?

Base: All polling station voters (n=468)	
Very useful	31%
Fairly useful	26%
Not very useful	5%
Not at all useful	*
Didn't use them/need them	33%
Don't know/Can't remember	5%
<u>Useful (Net)</u>	57%
<u>Not useful (Net)</u>	5%

Q26. How easy or difficult was it to understand what you had to do in order to complete and return your postal vote?

Base: All postal voters (n=229)	
Very easy	70%
Fairly easy	27%

Fairly difficult	2%
Very difficult	-
Don't know	1%
<u>Easy (Net)</u>	97%
<u>Difficult (Net)</u>	2%

Q27. 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(s)?

Base: All postal voters (n=229)	
Very useful	69%
Fairly useful	27%
Not very useful	2%
Not at all useful	-
Didn't use them/need them	2%
Don't know	-
<u>Useful (Net)</u>	96%
<u>Not useful (Net)</u>	2%

Q28. Some people said it was difficult to fill in the ballot paper when voting in the 3rd May election. How easy or difficult did you find it to fill in the ballot paper for this election?

Base: All voters (n=704)	
Very easy	74%
Fairly easy	21%
Fairly difficult	3%
Very difficult	1%
Don't know	1%
<u>Easy (Net)</u>	95%
<u>Difficult (Net)</u>	4%

Q28_online. Why did you say it was difficult? Select all that apply

Base: All who found filling in the ballot paper fairly/very difficult (n=22*)	
The text on the ballot paper was too small	10
There were too many candidates	4
Instructions were unclear	3
The ballot paper was complex/confusing	9
I didn't have enough information on how to cast my vote	0
I had difficulties using the forms	3
The candidates were in a confusing order	2
The parties were in a confusing order	7
The size of the ballot paper made it difficult to cast my vote	4
I could not easily find the party or candidate of my choice	4
I don't understand how the electoral system works	6
Other	1
Don't know	0

*Caution: very small base! Counts are shown.

Q29. Here are some statements relating to the rules on the money that political parties, organisations and other individuals use when campaigning. These rules do not include politicians' expenses.



Base: All respondents (n=1000)	Agree strongly	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree strongly	Agree (Net)	Disagree (Net)
The spending and funding of political parties and candidates and other campaigning organisations at elections is open and transparent	8%	18%	38%	24%	13%	25%	36%
If a political party or another campaigner is caught breaking the rules, the authorities will take appropriate action	25%	36%	20%	16%	4%	61%	19%
I could easily find out how much political parties, candidates and other organisations spent on campaigning and how they were funded	7%	19%	30%	27%	16%	27%	43%

Q30. How much of a problem do you think that each of the following is in Great Britain at the moment?

Base: All respondents (n=1000)	Not a problem 1	2	3	4	Serious problem 5	Don't know	Problem (Net)
Electoral fraud	10%	19%	23%	19%	15%	15%	33%
Bias in the media	6%	8%	18%	28%	32%	7%	61%
Low voter turnout at elections	4%	5%	20%	31%	35%	5%	66%
Barriers to democratic participation for minority groups	15%	14%	24%	16%	11%	20%	27%
Foreign influence on UK election results	9%	14%	25%	20%	16%	17%	36%
Inadequate regulation of political activity on social media	7%	11%	24%	23%	19%	16%	42%
Intimidation of candidates that run for election	17%	19%	20%	17%	9%	18%	26%
Inadequate regulation of the money political parties spend on their election campaigns	7%	11%	25%	23%	17%	17%	41%

Q31. How much electoral fraud or abuse, if any, do you think took place at the 3rd May elections?

Base: All respondents (n=1000)	
A lot	8%
A little	29%
Hardly anything	25%
Nothing at all	9%
Don't know	30%
<u>A lot/a little (Net)</u>	<u>37%</u>
<u>Hardly anything/nothing at all (Net)</u>	<u>33%</u>

Q32. What makes you think electoral fraud or abuse took place on 3rd May? Select all that apply

Base: All who said there was a lot/a little fraud (n=352)	
I have seen stories in the media about political parties breaking the rules	31%
I am sure people are voting fraudulently because you don't have to provide identification to vote, but I haven't heard or seen anything specific	29%
I saw stories in the media about electoral fraud	23%
I am sure people are voting fraudulently by post, but I haven't heard anything specific	22%

I have heard of people fraudulently voting on behalf of others	20%
I have heard of people registering multiple times	19%
I have heard of people fraudulently registering others at the same address	15%
I personally know someone who committed electoral fraud	8%
I have seen posters/videos/other publicity telling people about electoral fraud	7%
I personally saw someone vote when they weren't allowed to/fraudulently	4%
Other	7%
Don't know	11%

Q33. Which one of the following best describes why you said that you think electoral fraud or abuse did not take place on 3rd May? Select all that apply

Base: All who said there was hardly any/no electoral fraud (n=338)	
I didn't hear anything in the media about electoral fraud	47%
I trust the people that administer elections in this country do a good job	41%
I did not hear from anyone first hand that anything suspicious took place	40%
I did not see anything suspicious first-hand	39%
There are sufficient measures in place to deter anyone from committing electoral fraud	31%
Elections in this country are safe from fraud and abuse	22%
Greater safeguards against electoral fraud have recently been introduced	19%
I don't really know anything about electoral fraud	16%
Local elections are not targeted/too low key	1%
No/little evidence of fraud in previous elections	1%
Other. Specify...	-
Don't know	3%

Q34. In general, when it comes to being safe from fraud or abuse, how safe or unsafe do you think these things are?

Base: All respondents (n=1000)	Very safe	Fairly safe	Fairly unsafe	Very unsafe	Don't know	Safe (Net)	Unsafe (Net)
Voting in general	27%	52%	10%	3%	8%	80%	12%
Voting at a polling station	38%	47%	6%	2%	6%	85%	9%
Voting by post	28%	40%	14%	6%	11%	69%	20%
Registering to vote	43%	42%	6%	1%	7%	85%	8%

Appendix: Local authorities holding local government elections on 3rd May 2018

Adur	Great Yarmouth	Rochdale
Amber Valley	Greenwich	Rochford
Barking and Dagenham	Hackney	Rossendale
Barnet	Halton	Rugby
Barnsley	Hammersmith and Fulham	Runnymede
Basildon	Haringey	Rushmoor
Basingstoke and Deane	Harlow	Salford
Bexley	Harrogate	Sandwell
Birmingham	Harrow	Sefton
Blackburn with Darwen	Hart	Sheffield
Bolton	Hartlepool	Slough
Bradford	Hastings	Solihull
Brent	Havant	South Cambridgeshire
Brentwood	Havering	South Lakeland
Bromley	Hillingdon	South Tyneside
Broxbourne	Hounslow	Southend-on-Sea
Burnley	Huntingdonshire	Southwark
Bury	Hyndburn	St. Albans
Calderdale	Ipswich	St. Helens
Cambridge	Islington	Stevenage
Camden	Kensington and Chelsea	Stockport
Cannock Chase	Kingston upon Thames	Sunderland
Carlisle	Kirklees	Sutton
Castle Point	Knowsley	Swindon
Cheltenham	Lambeth	Tameside
Cherwell	Leeds	Tamworth
Chorley	Lewisham	Tandridge
City of Derby	Lincoln	Three Rivers
City of Kingston upon Hull	Liverpool	Thurrock
City of Peterborough	Maidstone	Tower Hamlets
City of Plymouth	Manchester	Trafford
City of Portsmouth	Merton	Tunbridge Wells
City of Southampton	Milton Keynes	Wakefield
City of Westminster	Mole Valley	Walsall
City of Wolverhampton	Newcastle upon Tyne	Waltham Forest
Colchester	Newcastle-under-Lyme	Wandsworth
Coventry	Newham	Watford
Craven	North East Lincolnshire	Welwyn Hatfield
Crawley	North Hertfordshire	West Lancashire
Croydon	North Tyneside	West Oxfordshire
Dudley	Nuneaton and Bedworth	Wigan
Ealing	Oldham	Winchester
Eastleigh	Oxford	Wirral
Elmbridge	Pendle	Woking
Enfield	Preston	Wokingham
Epping Forest	Reading	Worcester
Exeter	Redbridge	Worthing
Fareham	Redditch	Wyre Forest



Gateshead
Gosport

Reigate and Banstead
Richmond upon Thames