

From: FOI
Sent: 20 March 2017 17:14
To: [REDACTED]
Subject: FOI 13/17 - Welsh ER Campaign Spending 2016

Dear [REDACTED],

Our Ref: FOI 13/17

Thank you for your email to the Electoral Commission dated **21 February 2017**. Due to the nature of your enquiry, we have decided to handle this as a request under the Freedom of Information Act 2000.

The Commission aims to respond to requests for information promptly and has done so within the statutory timeframe of twenty working days.

Your request is in bold below followed by our response.

You have requested:

- **The amount of money spend by the electoral commission in the year 2016 on social media advertising for electoral registration in Wales**
- **A breakdown of this advertising spend by geographical location be it by postcode or constituency**

Our response is as follows:

We hold some of the information you have requested.

The amount of money spend by the electoral commission in the year 2016 on social media advertising for electoral registration in Wales

The total amount spent on social media advertising promoting voter registration in Wales in 2016 was: **£18,520 inc. VAT.**

Our main campaign activity breaks down as follows:

	Platform	Spend
2016 Welsh Assembly election public awareness campaign	Facebook	£10,930
	Twitter	£4,210
EU referendum public awareness campaign in Wales	Facebook	£2,310
	Twitter	£900

We also ran a small amount of social media advertising in Wales in September 2016 that was not tied to an electoral event. The total amount spent here was £170.

A breakdown of this advertising spend by geographical location be it by postcode or constituency

Our social media advertising in Wales is targeted at the audience groups we know are less likely to be registered to vote, based on results from our research. This includes 18-34 year olds and within that age range: students, renters, recent home movers and people from black and minority ethnic communities.

We do not have any further information as to the geographical breakdown of our social media advertising in Wales and do not gather any information as to the precise location of people who view our ads.

I trust that this information satisfies your request.

The Commission strives to be an open, transparent authority.

If you are not satisfied with this response, please note that the Commission operates a review procedure, details of which can be found on the Commission website at:

<http://www.electoralcommission.org.uk/about-us/freedom-of-information-requests/how-do-i-make-an-foi-request>

Please also note that if you have exhausted all internal Commission review procedures and you are still not satisfied you have the right to appeal to the Information Commissioner. Details of this procedure can be found on the ICO website:

<http://www.ico.gov.uk>

Yours sincerely

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Information Officer

The Electoral Commission

3 Bunhill Row

London EC1Y 8YZ

Tel: 0333 103 ██████████

Advice and guidance email: infoengland@electoralcommission.org.uk

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