

Voter ID at the 2024 UK general election



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Summary

The 2024 UK Parliamentary general election was held on Thursday 4 July. This was the first time that all voters across the UK were required to show an accepted form of photographic identification at polling stations for a general election.

Key Points

Most people were aware of the need to bring ID to vote at a polling station

- Our research found that, immediately after polling day, 87% of people in Great Britain were aware that they needed to show photo ID to vote at a polling station. In comparison, 89% of people were aware in Northern Ireland, where the requirement to show photo ID has been in place since 2003.
- The levels of awareness of the need to show photo ID were broadly consistent across the different parts of Great Britain – 87% in England, 90% in Scotland, 89% in Wales.
- While overall awareness levels were high, some groups of people were significantly less likely to know about the requirement. Awareness was lower among younger age groups (71% for 18 to 24-year-olds) and people from ethnic minority communities (76%).
- This means that some people may not have known that they needed to show ID until they arrived at the polling station. Those people who did not have any of the accepted forms of ID could not get ID (for example the Voter Authority Certificate) on polling day itself.

Awareness and take-up of the Voter Authority Certificate was low

- Approximately 210,000 people applied for a Voter Authority Certificate between January 2023, when the application service launched, and 26 June 2024, which was the application deadline for the UK general election. Around 26,000 certificates were used as a form of ID on 4 July.
- Awareness of the Voter Authority Certificate was the same among the overall population and among those who said they did not already have photo ID (58% and 57% respectively).
- The overall number of Voter Authority Certificates applied for was low compared with the estimated number of eligible, registered voters who might need it and not have any other accepted ID (around 750,000).

0.08% of people who tried to vote at a polling station were not able to because of the ID requirement

- Data collected in polling stations shows that 0.08% of people who tried to vote at a polling station were not issued with a ballot paper because they did not have an accepted form of ID. 0.25% of people who tried to vote at a polling station in the UK general election were initially turned away, but around two-thirds of those people returned later in the day with an accepted form of ID and were able to vote.

- This means that one in 1,200 voters who tried to vote at a polling station were not given a ballot paper at the UK general election due to the ID requirement. In comparison, at the first elections with voter ID in May 2023, the equivalent figure was one in 400 (0.25%).
- In absolute numbers, around 16,000 people across Great Britain were unable to vote in person at the general election due to the requirement to show ID at a polling station. This compares to 14,000 in England at the May 2023 elections.
- The percentage of voters at polling stations who were not issued with a ballot paper because they could not show an accepted form of voter ID varied only slightly between England (0.08%), Scotland (0.09%) and Wales (0.07%). Polling stations with greeters recorded a slightly lower proportion of people turned away (0.07%) compared to those without greeters (0.08%).
- These figures capture the people we know were turned away. However, data collected at polling stations underestimates the impact, partly due to issues with the quality of the data but also because some people will have been reminded of the ID requirement before they went to the polling station.

Around 4% of people who didn't vote said this was because of the voter ID requirement

- Some people who would have wanted to vote at a polling station may have decided not to try – either because they realised they did not have any accepted ID or were otherwise deterred by the need to show ID. So they would not be recorded as turned away in the figures above. We carried out a representative public opinion survey to understand this broader impact of the voter ID requirement across Great Britain. Our survey asked people if they voted in the elections and, if not, why they had chosen not to do so.
- We found that 4% of people who said they did not vote at the general election gave an unprompted reason related to the ID rules. When people who didn't vote were asked to choose from a list of reasons, the proportion of people giving an ID-related reason rose to 10%.

Voter ID affected some people more than others

- The impact of the voter ID requirement was not uniform, because some people are less likely to have accepted photo ID and some people are less likely to be aware of the need to show ID when voting in person.
- However, the evidence on which groups were more affected is mixed. The clearest impact was in relation to social grade. Non-voters in the [C2DE social grade](#) were more likely to say they did not vote because they did not have any accepted ID than those in the ABC1 grade.

Levels of voter confidence and satisfaction were similar to previous elections

- There were high levels of satisfaction with the process of voting, in line with previous comparable elections – 90% of polling station voters said they were very or fairly satisfied.
- Voters were significantly more likely than non-voters to say that voting is safe. 93% of all voters said voting in a polling station is safe compared to 77% of non-voters. These results are also similar to those recorded after previous comparable elections.

Recommendations

Recommendation 1: Improve take-up of the Voter Authority Certificate

The UK Government should undertake and publish a review of the design, implementation and use of the Voter Authority Certificate, in order to encourage greater take-up and usage by people who don't have any other form of accepted ID.

This review should consider:

- Whether the deadline for Voter Authority Certificate applications could be moved closer to polling day, to improve availability and accessibility for voters who do not have any other form of accepted ID. The current application deadline of six working days before polling day is significantly earlier than the [original policy intention](#).
- Whether Voter Authority Certificates could be issued digitally, and whether that could reduce reliance on physical printing and postal processes and allow for quicker issuing to voters. The Government should learn from the Proof of Age Standards Scheme (PASS) that now issues [digital proof of age scheme cards](#).

The review should also take into account any learnings from the implementation and take-up of the Northern Ireland Electoral Identity Card.

Electoral Registration Officers and their staff must still be able to process applications and issue Voter Authority Certificates to voters in time for them to be able to vote, alongside other essential duties taking place in the days before polling day. Any potential changes to application deadlines must therefore take into account the operational impact and workability of a later deadline. Planning for changes must also consider the level of dependency on printers and postal services to deliver certificates to voters.

Recommendation 2: Review the list of accepted ID

The UK Government should undertake and publish a review of the current list of accepted forms of ID, to identify any additional documents that could be included to improve accessibility for voters.

This should include a particular focus on forms of ID that would support people who are least likely to have documents on the current list, including people from a lower social grade (C2DE), disabled people, and those who are unemployed. For example, travel passes that have sufficiently secure application processes such as the Jobcentre Plus Travel Discount Card.

The Government should consider whether the security criteria for application and issuing processes are appropriate and proportionate when assessing whether to add new documents to the list. For example, the 18+ Student Oyster photocard.

Any changes to the list of accepted forms of ID should be confirmed in legislation at least six months before polling day, in time for details to be included in public awareness materials and activities, and in guidance for polling station staff ahead of polling day for any scheduled elections.

We will work with the Government to ensure that voter ID can be delivered in a way that is accessible, workable and secure.

Recommendation 3: Provide options for voters who do not have or cannot access any form of accepted ID

The UK Government should enable registered voters who do have accepted ID to make an attestation at their polling station on behalf of someone who does not have any form of accepted ID (also referred to as 'vouching').

The voter ID requirement currently assumes that people either have an accepted form of ID or are sufficiently aware and motivated to apply for a Voter Authority Certificate by the deadline. This means that voting is effectively not accessible for anyone without ID who misses the application deadline, becomes aware of the requirement and availability of the Voter Authority Certificate close to polling day, or only decides they want to vote on polling day (or close to polling day).

In the limited and exceptional circumstances where a voter cannot access any other form of accepted ID, allowing attestation would still provide a safeguard by requiring a formal link to a named elector who has had their own identity verified. Further options for attestation of a voter's identity might also be feasible, including by trusted organisations such as local authorities.

As we have highlighted previously, attestations are already a legitimate option for verifying identity in other parts of the electoral process, for example in applications to register to vote and applications for Voter Authority Certificates. Attestations in these circumstances are not subject to any further assurance processes, and the Government should consider whether a different standard remains appropriate for proving identity at the polling station.

Attestation is used in [federal elections in Canada](#) as a way to improve the accessibility of their voter ID requirement for particular groups who are less likely to have access to the required proof of ID.

The additional administrative burden of attestation (as compared to presenting another form of accepted ID) would be limited to the time required for the voter and the attestor to complete a declaration form.

Background

The Elections Act 2022 introduced the need for voters to show an [accepted form of photo ID](#) to vote in person at a polling station for certain types of elections in Great Britain.

Voters in England first needed to show ID at the May 2023 local elections. We published an [interim analysis](#) looking at the implementation of voter ID, as well as a [full report on the May 2023 polls](#). Voters in England again had to show ID at the May 2024 local, mayoral, and Police and Crime Commissioner elections.

The requirement first applied in Wales at the May 2024 Police and Crime Commissioner elections. The UK general election was the first time all voters in Scotland were asked to show photo ID to vote at a polling station. In Northern Ireland, the requirement to show photo ID when voting in person has been in place since 2003.

Our focus in this report is on how voter ID was implemented across Great Britain at the general election and how voters found this requirement. We have looked at evidence from large-scale public opinion research carried out immediately after the general election, and polling station data collected from local authorities that held polls this year. Figures are for Great Britain unless otherwise stated.

Based on the evidence gathered at the general election and building on our [report on the May 2023 polls in England](#), we recommend a series of changes to improve the accessibility of the policy for voters.

Awareness of the voter ID requirement

We have run public awareness campaigns for every election where voters needed to show ID at polling stations since the policy was launched in January 2023.

Our [analysis of the voter ID requirement at the May 2023 elections](#) found that awareness levels were high and most people who wanted to vote were able to do so, but that some groups struggled to meet the ID requirement. This was because of two overlapping issues – variations in how many people owned an accepted form of ID and variations in awareness of the new requirement.

For the May 2024 elections and the general election, we targeted campaign activity at audiences less likely to be aware of the requirement or to have a form of ID already, such as young people and people from ethnic minority communities. Our partnerships work targeted groups who face compounding barriers to voting, including disabled people, Gypsy, Roma and Traveller communities, and trans and non-binary people. We emphasised the date of the election and the option of applying for a Voter Authority Certificate.

Most people were aware of the need to bring ID to vote at a polling station

Our research carried out immediately following the general election found that 87% of people were aware of the need to bring ID when voting in person. This is comparable with levels of awareness at the May 2023 and May 2024 scheduled elections (87% and 84% respectively).

Awareness levels were slightly higher in Scotland and Wales (90% and 89%) compared to England (87%). These are in line with the awareness levels in Northern Ireland (89%), where the requirement to show photo ID has been in place since 2003.

However, as we have previously found, awareness levels varied across the population and were lower for:

- 18 to 24-year-olds (71%) compared to older age groups (at least 91% for those aged 45 and over)
- people from ethnic minority communities (76%) compared to white people (90%)
- people in social grades C2DE (86%) compared to ABC1 (88%).

Awareness and take-up of the Voter Authority Certificate was low

Voters who did not have one of the accepted forms of ID could [apply for free voter ID](#) (called a Voter Authority Certificate). The deadline to apply for a Voter Authority Certificate for the general election was 5pm on 26 June 2024.

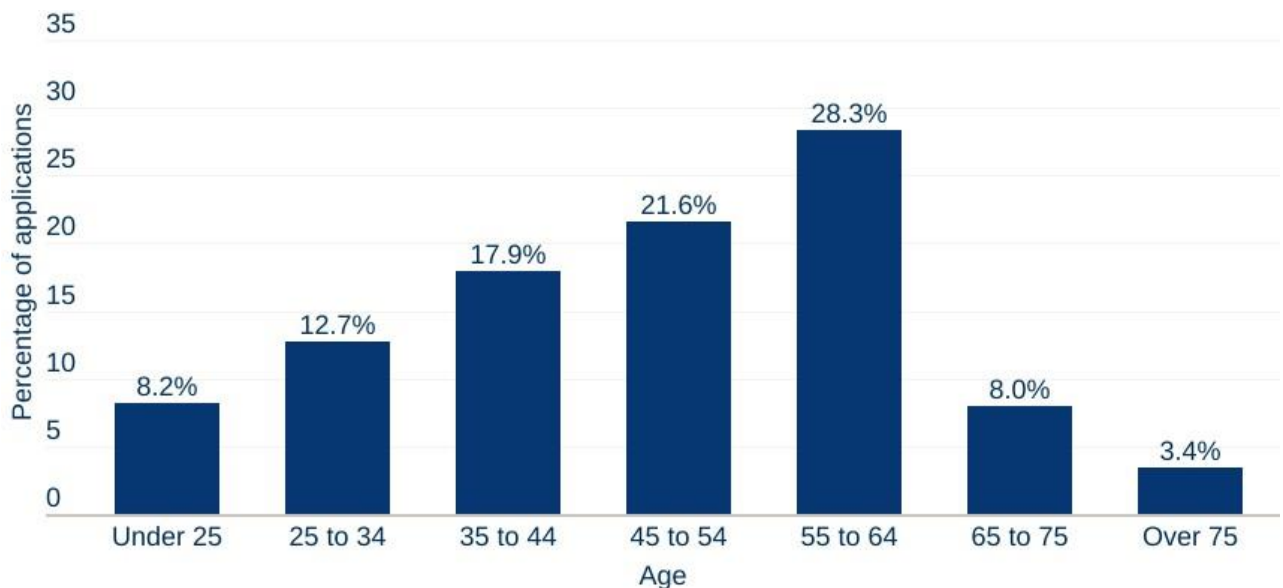
Only 58% of people were aware of the Voter Authority Certificate and this was similar across England, Scotland, and Wales. Awareness of the Voter Authority Certificate was therefore lower than awareness of the need to show ID when voting. This is unsurprising given that only a small proportion of the population might need to apply for a Voter Authority Certificate. [Previous research](#) has shown that around 4% to 6% of people said they did not have a form of accepted ID. However, awareness levels were also no higher (57%) among the specific group that may have needed to know about the certificate – those with no existing photo ID.

Overall, take-up of the Voter Authority Certificate has been limited compared with the number of people who say they do not have an accepted form of ID. Just over 210,000 applications for certificates were submitted between the launch of the service in early 2023 and the deadline for applications at the general election. Around 57,000 applications were submitted between the general election being called and the deadline. This is significantly less than the estimated 750,000 registered electors who our research suggests do not have an accepted form of ID.

Only around 26,000 certificates were used as a form of ID on 4 July. It is not clear why a significant number of people applied for a certificate but did not use it on polling day.

Applications for certificates followed the same pattern we saw at recent local elections with few applications coming from those aged over 65. The age group with the largest number of applications was again the 55 to 64-year-olds. Among those who did apply for a certificate, 86% told us it was easy to do so.

Graph 1: Voter Authority Certificate applications by age



Recommendation 1: Improve take-up of the Voter Authority Certificate

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This review should consider:

- Whether the deadline for Voter Authority Certificate applications could be moved closer to polling day, to improve availability and accessibility for voters who do not have any other form of accepted ID. The current application deadline of six working days before polling day is significantly earlier than the [original policy intention](#)
- Whether Voter Authority Certificates could be issued digitally, and whether that could reduce reliance on physical printing and postal processes and allow for quicker issuing to voters. The Government should learn from the Proof of Age Standards Scheme (PASS) that now issues [digital proof of age scheme cards](#).

The review should also take into account any learnings from the implementation and take-up of the Northern Ireland Electoral Identity Card.

Electoral Registration Officers and their staff must still be able to process applications and issue Voter Authority Certificates to voters in time for them to be able to vote, alongside other essential duties taking place in the days before polling day. Any potential changes to application deadlines must therefore take into account the operational impact and workability of a later deadline. Planning for changes must also consider the level of dependency on printers and postal services to deliver certificates to voters.

Overall impact of the voter ID requirement on polling day

Polling station staff at the ballot issuing desk collected data on the number of people who were not issued with a ballot paper because they did not provide accepted ID. They also recorded if any of these people returned later, and whether they were then able to show accepted ID and vote. The figures in this report are based on data received from 612 of the 632 constituencies in Great Britain.

0.08% of people who tried to vote at a polling station in July 2024 were not able to because of the ID requirement

At least 0.25% of people who tried to vote at a polling station were initially not issued with a ballot paper because they did not have an accepted form of ID. Around two-thirds of these people returned later in the day with an accepted form of ID and were able to vote.

By the close of poll, 0.08% of people who tried to vote in person were not issued with a ballot paper due to the ID requirement. This means around 16,000 people who tried to vote at a polling station were not issued with a ballot paper because they could not show an accepted form of ID.

The table below sets out how the figures from the general election compare with the scheduled polls in May 2023 and 2024.

Table 1: Polling station voters who were initially turned away and percentage of those who did not return

| | May 2023 (England) | May 2024 ¹ (England and Wales) | July 2024 (Great Britain) |
|-----------------------------------|-----------------------|---|------------------------------|
| Initially turned away | 0.7% (37,000) | 0.6% | 0.25% (50,000) |
| Turned away and did not return | 0.25% (14,000) | 0.2% | 0.08% (16,000) |

At the UK general election, the proportions of voters not issued with a ballot paper varied only slightly between nations (England 0.08%, Scotland 0.09%, and Wales 0.07%). There was greater variation between individual constituencies – from 0% of those who tried to vote at a polling station through to 0.4%.

¹ May 2024 figures are based on data from the 278 English and Welsh local authorities that submitted figures before the UK general election. Due to the timing of the UK general election, only limited data quality checks were possible on the May 2024 data – data which could not be checked was removed. Absolute numbers are not available for the May 2024 elections.

The trend in the data above suggests that fewer voters, proportionally, are being affected by the voter ID requirement with each election.

However, we know that the data from polling stations underestimates the impact on voters for two reasons.

Firstly, not all people who wished to vote in person will have got to the ballot issuing desk and been recorded by staff before realising they did not have accepted ID. For example, greeters were used in some polling stations to welcome voters, remind them about the need to show photographic ID, and help speed up the voting process (they did not have the power to turn people away from polling stations). Voters may therefore have been made aware of the requirement by greeters before they got to the ballot issuing desk where they would have been recorded as unable to vote.

Returning Officers were required to separate out data for polling stations with and without staff acting as greeters. Where data was provided, it appears to show that polling stations with greeters recorded a slightly lower proportion of people turned away (0.07%) compared to those without greeters (0.08%). This suggests that using greeters had only a very small effect on the data collected.

Secondly, and more significantly, some of the data that was returned to us is incomplete or inaccurate. The most common issues we found are:

- data returns being completed incorrectly, for example polling stations with more people returning to vote than were initially turned away
- missing individual pieces of data, for example on the reason why a voter was turned away
- missing returns from polling stations, for example where some stations in a local authority did not submit a data return
- blank returns from polling stations where it is unclear if a blank is equivalent to zero

It is not possible to quantify the level of inaccuracy in the data but, overall, these types of errors would result in an underestimate of the impact of the ID requirement.

Around 4% of all non-voters said they didn't vote because of the voter ID requirement

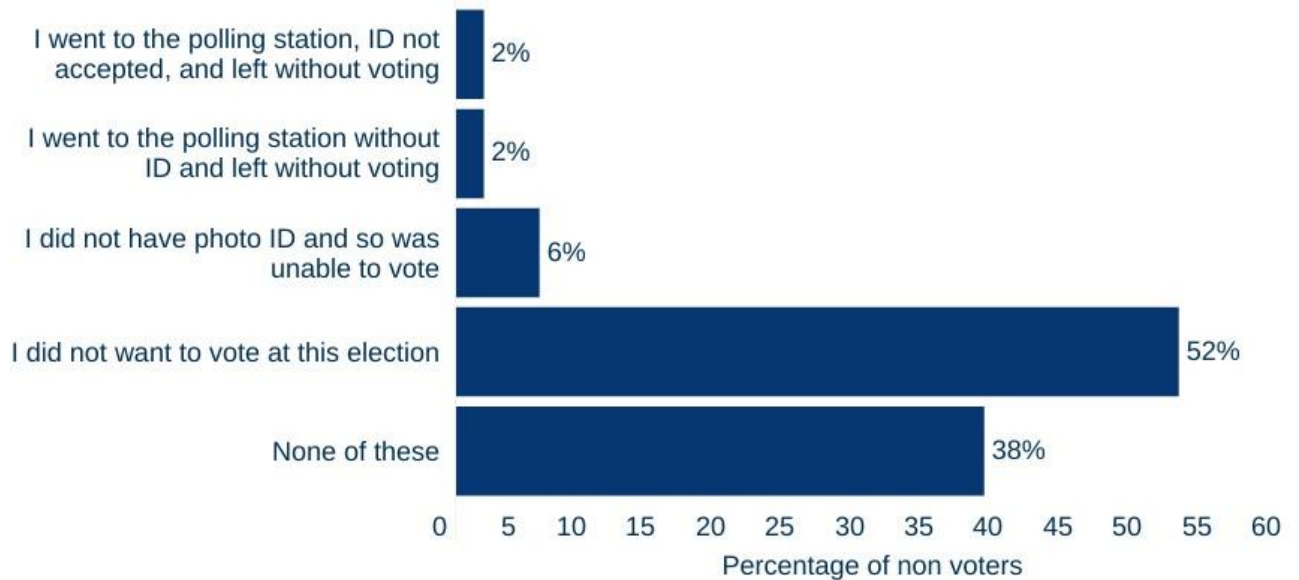
Some people who would have wanted to vote at a polling station may have decided not to try, potentially because they knew or became aware that they did not have accepted ID before attempting to vote. To understand the broader impact of the voter ID requirement, we carried out a representative public opinion survey across Great Britain. Our survey asked people if they voted in the elections and, if not, why they had chosen not to do so.

We found that 4% of the people who said they did not vote gave an unprompted reason that was related to the ID rules. Overall, the most common reasons given for not voting were related to specific circumstances including being too busy or working (10%), being away from home (7%), or medical reasons (10%). Views on politics were also significant reasons given by non-voters, including a lack of interest (9%) or trust in politicians/politics (11%).

The response to this unprompted question was similar in England and Scotland (4% and 5% of non-voters respectively) but was lower in Wales and Northern Ireland (both 1% of non-voters).

To better understand whether the ID requirement had played a role in people's decision not to vote, we also asked people who did not vote a further prompted question, where they were given several answers from which to choose, rather than giving their own unprompted response. In this case, 10% of people who did not vote said that the ID requirement was the reason why they did not vote.

Graph 2: Non-voters: which of the following describes your experience?



Again there was some variation in responses across the four nations, with England and Scotland showing a higher proportion citing voter ID reasons (10% and 12% respectively) than Wales and Northern Ireland (8% and 3%).

Overall trend of the impact on voters remains unclear

The polling station data above suggests a decreasing proportion of people being affected by the voter ID requirement over time. The public opinion data, set out in the table below, also supports this to some extent.

Fewer people gave ID as a reason for not voting in the May 2024 elections compared to May 2023. This suggests an increased understanding of the need to take ID to vote in person – at least among regular, local election voters.

In our previous analysis of voter ID at the local elections in May 2023, we highlighted that the requirement was likely to have a larger impact at higher turnout polls such as a UK general election, where people who do not always vote at local elections may want to take part.

The data from polling stations, showing a decrease in the proportion of voters turned away at each set of polls, does not support that analysis. We know that data underestimates the issue, although we have no evidence to suggest the level of underestimation is different across the three sets of elections (May 2023, May 2024 and the UK general election).

Our public opinion survey does find a larger proportion of non-voters at the UK general election saying (when prompted) that ID was the reason they did not vote compared to the two sets of local elections.

Table 2: Proportion of non-voters giving ID as a reason for not voting (unprompted and prompted)

| | May 2023 (England) | May 2024 (England) | July 2024 (Great Britain) | July 2024 (Northern Ireland) |
|---|-----------------------|-----------------------|---------------------------------|------------------------------------|
| ID given as the reason for not voting unprompted | 4% | 2% | 4% | 1% |
| ID given as the reason for not voting when prompted | 7% | 3% | 10% | 3% |

However, we should be cautious in our interpretation of these results for two reasons:

- Non-voters at local elections are not the same as non-voters at a general election. The former is a much larger group which includes many people who will vote at some local and many general elections. Non-voters at a UK general election is therefore a smaller group and will contain a larger proportion of people who rarely or never vote.
- These are not precise estimates of those affected by the voter ID requirement – they are survey findings, subject to margins of error.

Therefore, although there is some evidence that the headline impact of the voter ID requirement is decreasing over time, it is still unclear from this data what trend we should expect to see over the next electoral cycle.

We can compare the results to the experience in Northern Ireland at this general election, where photo ID has been required in polling stations since 2003 and where we asked the same questions in our survey. The data from Northern Ireland suggests that, while it may be unrealistic to expect these figures to drop to zero (for a UK general election at least), the wider impact of asking voters to show photo ID can be mitigated over time even at higher turnout polls.

Overall turnout was down but it is not possible to quantify accurately the impact of voter ID

Turnout on 4 July was 59.8%, down from 67.3% in 2019. This is the lowest turnout at a general election since 2001 (59.4%). The evidence from our public opinion survey found that some people who did not vote said it was related to the requirement to show photo ID. The combination of data from polling stations and the survey results also suggest that the impact of the voter ID requirement was felt more heavily by people who did not go to a polling station at all on 4 July, rather than those who tried and failed to show ID.

However, we cannot use these figures to accurately quantify the impact of voter ID on turnout.

Survey data is an estimate which can be subject to two separate errors. One is sampling error. This is limited by the robust, representative sample we have used particularly for the population as a whole, but it can be more of an issue for sub-groups of the population (such as people who didn't vote).

The second issue is non-sampling error. This includes respondents not answering a question and/or not answering it accurately. We can see one of the impacts of this in the difference between the unprompted and prompted question responses, where respondents may be less likely to give an unprompted answer (even if it would be true) and more likely to give a prompted one (where choosing from a list can invite a response which may or may not be true).

The public opinion survey findings are therefore most useful for giving us a more rounded view of the likely impact of the ID requirement than the data from polling stations provides alone. The figures support our assessment that the polling station data underestimated the impact but they do not allow us to say to what extent turnout would have been higher without the voter ID requirement.

Voter ID affected some people more than others

In our [previous analysis](#) of the impact of the ID requirement at the May 2023 elections, we found that some people, in relation to socio-demographic factors, were more likely to have problems in meeting the ID requirement.

We concluded that this was the result of two broad factors: some people being less likely to have accepted photo ID and some people being less likely to be aware of the need to show ID when voting in person.

Some groups of people are still less likely to have the ID needed to be able to vote

We know, from [our previous research](#), that some groups were less likely to have one of the forms of accepted photo ID (in particular those renting from a social landlord, the unemployed, lower social grades, and disabled people).

Our evidence indicates that, at the July 2024 general election, at least some of these groups were more likely to have a problem voting in person as a result of the voter ID requirement.

The clearest evidence relates to the lower, C2DE social grade. When prompted, 10% of people who did not vote said that the ID requirement was the reason, with 6% saying that this was because they did not have the required ID. This was higher for C2DE non-voters compared to ABC1 non-voters (8% compared to 3%). Overall, 7% of C2DE non-voters gave an unprompted reason related to ID for not voting compared to 1% of ABC1 non-voters.

There is some evidence that, compared to the general population, disabled people and the unemployed had more of a problem, when trying to vote, in relation to ID ownership. However, the differences we find in our survey are not statistically significant.

Recommendation 2: Review the list of accepted ID

The UK Government should undertake and publish a review of the current list of accepted forms of ID, to identify any additional documents that could be included to improve accessibility for voters.

This should include a particular focus on forms of ID that would support people who are least likely to have documents on the current list, including people from a lower social grade (C2DE), disabled people, and those who are unemployed. For example, travel passes that have sufficiently secure application processes such as the Jobcentre Plus Travel Discount Card.

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In the limited and exceptional circumstances where a voter cannot access any other form of accepted ID, allowing attestation would still provide a safeguard by requiring a formal link to a named elector who has had their own identity verified. Further options for attestation of a voter's identity might also be feasible, including by trusted organisations such as local authorities.

As we have highlighted previously, attestations are already a legitimate option for verifying identity in other parts of the electoral process, for example in applications to register to vote and applications for Voter Authority Certificates. Attestations in these circumstances are not subject to any further assurance processes, and the Government should consider whether a different standard remains appropriate for proving identity at the polling station.

Attestation is used in [federal elections in Canada](#) as a way to improve the accessibility of their voter ID requirement for particular groups who are less likely to have access to the required proof of ID.

The additional administrative burden of attestation (as compared to presenting another form of accepted ID) would be limited to the time required for the voter and the attestor to complete a declaration form.

Some groups of people did not know they needed to show ID

While awareness of the ID requirement was relatively high, we have set out above how levels of awareness varied across the population. In particular, younger age groups, people from ethnic minority communities, and people in social grade C2DE were less likely to be aware of the ID requirement.

There is some evidence that these lower levels of awareness meant some people were also more likely to have difficulties meeting the ID requirement although the evidence is not conclusive. Our research finds that voters from ethnic minority communities were more likely than white voters to say they originally went to the polling station without ID but returned to vote later (2% of voters from ethnic minority communities compared to 1% of white voters). However, white non-voters were more likely than non-voters from ethnic minority communities to give an unprompted reason for not voting related to ID.

In relation to age, the picture is also mixed. When asked to choose from a list of reasons why they did not vote, overall 4% of non-voters said that this was because they went to vote without the required ID or with an ID that was not accepted. This was higher among 18-to-24-year-old non-voters (6%) and full time students (8%). However, older non-voters were more likely than younger non-voters to give an unprompted reason for not voting related to the ID requirement.

As set out above, the clearest evidence relates to the C2DE social grade where we find non-voters more likely to give reasons related to ID for not voting compared to the ABC1 social grade.

Voter ID did not have a significant impact on the method voters used to cast their vote

We asked voters if they cast their vote in the general election by their preferred method. Overall, 94% of voters said they had used their preferred method indicating that the requirement to show ID did not have a significant impact on choices of voting method.

Polling station voters were more likely to say they voted using their preferred method (96%) compared to postal voters (91%). People who voted by post, and indicated this was not their preferred method of voting, tended to say they had opted to vote by post as they were unable to get to a polling station on 4 July (often because of holiday commitments). However, a small proportion said their decision to vote by post was because of voter ID – either because they or their partner did not have ID or because they do not support the policy.

Voter satisfaction and attitudes to the security of the election

After each election we ask people who were eligible to vote for their views on voting and elections. This helps us understand if views have changed since the last comparable set of elections.

Levels of satisfaction with voting in polling stations were similar to previous elections

There were high levels of satisfaction with the process of voting, in line with previous comparable elections, with 90% of polling station voters saying they were very or fairly satisfied with the process. The variation in satisfaction with the process of voting across different demographic groups followed similar patterns to previous elections. There were no differences in polling station voter satisfaction across the four nations.

We also asked voters to rate the ease of participation in the poll on a scale from one to five – 90% rated it as easy (four or five). There is some variation in the level of ease reported by different groups, for example older age groups found it easier to participate than younger age groups. However, as with voter satisfaction, this pattern is similar to previous polls before the introduction of voter ID.

Voters thought the elections were safe and secure

Our survey of the public asked everyone who said they had voted to rate the security of voting in the election on a scale from one to five – 84% of polling station voters rated it as secure (four or five). We also asked polling station voters how safe they felt polling station voting was from fraud – 89% said it was safe.

Voters were significantly more likely than non-voters to say that voting is safe – 93% of all voters said voting in a polling station is safe compared to 77% of non-voters.

These results are similar to those recorded after [previous comparable elections](#).

Throughout the year, we collect data from all police forces across the UK on allegations of electoral fraud that they receive and investigate, including allegations of polling station personation. We will publish electoral fraud data for elections that took place in 2024 by end of March 2025.

Further information

Timeline for voter ID in Great Britain

The Elections Act 2022 introduced a new requirement for voters to show [an accepted form of photo ID](#) to vote in person at a polling station for certain types of elections in Great Britain. The requirement was first in force at the 2023 local elections in England.

- May 2018: [pilot schemes](#) trialling a voter ID requirement held at local elections in five areas in England
- May 2019: [further pilot schemes](#) trialling a voter ID requirement held at local elections in 10 areas in England
- July 2021: [Elections Bill](#) introduced in Parliament
- April 2022: [Elections Act](#) received Royal Assent
- December 2022: Parliament approved the detailed [secondary legislation](#) specifying how the new requirement should be delivered
- 9 January 2023: Electoral Commission [public awareness campaign](#) for the 2023 English local elections started
- 16 January 2023: launch of the online [Voter Authority Certificate application service](#)
- 4 May 2023: first time voters in England were required to show photo ID at local elections
- Tuesday 20 June – Monday 31 July 2023: [recall petition in Rutherglen and Hamilton West](#), first time voters in an area of Scotland had to show photo ID. Voters in this constituency were also required to show ID at the subsequent by-election on 5 October 2023
- 2 May 2024: local, mayoral and Police and Crime Commissioner elections across England and Police and Crime Commissioner elections in Wales. This was the first time voters in Wales were required to show photo ID
- 22 May 2024: UK Parliamentary general election is called
- 23 May 2024: Electoral Commission general election campaign begins
- 26 June 2024 (5pm): deadline for Voter Authority Certificate applications for the UK Parliamentary general election
- 4 July 2024: UK Parliamentary general election

Our role in raising public awareness

We have run public awareness campaigns for every election where voters needed to show ID at polling stations since the policy came into force. Our first campaign, which ran ahead of the May 2023 elections, aimed to reach all eligible voters in England (excluding London), as well as greater targeting in areas where elections were taking place. [Our post-poll research](#) found that awareness levels were high and most people who wanted to vote were able to do so, but that some groups struggled to meet the ID requirement. This was because of two overlapping issues – variations in how many people owned an accepted form of ID and variations in awareness of the new requirement.

For the May 2024 elections, therefore, we targeted campaign activity at audiences less likely to be aware of the requirement or to have a form of ID already, such as young people and people from ethnic minority communities. Partnership work targeted groups who face compounding barriers to voting, including disabled people, Gypsy, Roma and Traveller communities, and trans and non-binary people. We emphasised the date of the election and the option of applying for a Voter Authority Certificate. This was the first time our awareness campaign ran in Wales and London.

Between the May 2023 and May 2024 elections, we also ran targeted two-week campaigns ahead of parliamentary by-elections. The campaigns included paid-for advertising on digital and print press channels, partnership activity and press support for the local council.

Aside from the Rutherglen and Hamilton West by-election and preceding recall petition, there had not been an election in Scotland where voters had to show photo ID. To raise awareness in Scotland, we launched a six-week campaign, starting on 22 April 2024, to raise awareness ahead of an anticipated UK general election.

Our general election public awareness campaign, as with the previous campaigns, included:

- paid-for advertising across mass offline and targeted online channels including TV, radio, print, out of home, social media, digital (e.g. website banners, paid search), video on demand, and digital audio
- partnership work with local authorities and civil society organisations representing voter groups less likely to have ID
- earned media coverage and a programme of radio and TV interviews
- owned media via our own social channels and website.

Our general election campaign began within 24 hours of the election being called. We undertook media appearances the day after the announcement, digital advertising began within 48 hours, and offline media advertising followed approximately one week later across England, Wales, and Scotland.

The campaign reminded voters of the requirement to show ID when voting, and encouraged those without ID to apply for free voter ID ahead of the deadline. Our key audiences included people who are less likely to have ID or be aware of the requirement. Some of these were easier to reach through paid-for advertising and media engagement, such as 18-to-24-year-olds and people from ethnic minority communities. As we did ahead of the May 2024 elections, we supported others facing compounding barriers through our partnership work.