YouGov®

Electoral Commission Post Poll 2026: Technical Report

Prepared by YouGov (2026)

YouGov

Contents

Introduction 2
Objectives 2
Summary of approach 2
Sampling 3
Sample design 3
Figure 1. Quotas for political attention 3
Recruitment 4
Data weighting 5
Figure 2. England natural fallout political attention 5
Figure 3. Scotland natural fallout political attention 5
Figure 4. Wales natural fallout political attention 5
Results 6
Voter ID and VAC 6
Figure 5. Key figures around voter ID and VAC 6
Experience of election 6
Figure 6. England figures 6
Figure 7. Scotland figures 7
Figure 8. Wales figures 7
General perception of elections 7
Figure 9. England figures 7
Figure 10. Scotland figures 7
Figure 11. Wales figures 8

Introduction

YouGov was commissioned by the Electoral Commission to conduct a post poll survey following the May 2026 elections. The post poll aims to explore perceptions of the 2026 elections, in particular; voter ID and voter authority certificates; perceptions of the elections; access to information about the elections; voting in the polling station and by post; accessibility and misinformation.

Historically, the post poll has been designed to be representative of the electorate across age, gender, region, social grade and ethnicity. However, this methodology does not fully account for differences in levels of political engagement. Consequently, previous post polls have tended to over-represent individuals who are more politically attentive and engaged, reflecting the natural composition of online research panels. Therefore, for the 2026 post poll, political attention quotas and weights were introduced. This report aims to investigate the potential impact of the new quotas and weights on post poll results.

Objectives

The introduction of the new political attention weight therefore had the following objectives:

- Reduce the impact of the over-representation of highly politically attentive respondents within an online panel
- Improve the representativeness of the post poll by ensuring it more accurately reflects the political engagement profile of the wider electorate

Summary of approach

YouGov conducted the post poll using an online survey method. Fieldwork was conducted immediately after polling day, between the 8th May and 2nd June 2026. Sample was drawn from the YouGov panel which consists of over 2.5 million adults in the UK.

To assess the potential impact of political attention weights and quotas, the data was reweighted to the expected natural fallout of political attention based on figures from the Electoral Commission Annual Tracker. The results from the political attention weight and the natural fallout weight are then compared within this report.

YouGov

Sampling

Sample design

The 2026 post-poll sampled the following groups:

- 2,000 adults in election areas in England with the following boosts: to 800 adults in London, of 150 who are limited a lot by a disability or long-term health condition, of 200 who are from an ethnic minority background.
- 1,500 adults in Scotland with the following boosts: of 50 who are limited a lot by a disability or long-term health condition, of 75 who are from an ethnic minority background and to 75 16-17 year olds.
- 1,500 adults in Wales with the following boosts: of 50 who are limited a lot by a disability or long-term health condition, of 50 who are from an ethnic minority background and to 75 16-17 year olds.
- 550 living in pilot areas: 250 in Milton Keynes, 150 in Tunbridge Wells, 150 in Cambridge.
- A boost of 500 in un-postponed election areas, defined as those living in a local authority where 2026 elections were previously postponed but went ahead in May 2026 as planned.

This resulted in the following achieved sample sizes:

- Election areas in England n=3,808
- Scotland n=1,777
- Wales n=1,771
- Pilot areas n=572
- Un-postponed election areas n=1,214

To achieve a representative sample in election areas in England, Wales and Scotland quotas were set by age, gender, region, social grade, ethnicity and political attention.

In pilot areas, quotas were set by age, gender, social grade and political attention.

In un-postponed election areas, quotas were set and the data was weighted by age, gender, social grade, local authority, and political attention.

Quotas set on political attention were as follows:

Figure 1. Quotas for political attention

Political attention level	Quota (%)
Low (0-2)	19%
Medium (3-7)	60%
High (8-10)	21%

YouGov®

Recruitment

YouGov provides access to panel members who have specifically opted in to participate in online research activities and provide demographic details. As a result, the panel provides continuous access to a responsive audience ready-profiled on important demographic, attitudinal, and lifestyle attributes. Members of the panel consent to completing surveys for YouGov in return for a modest financial incentive. YouGov employs an active sampling method, drawing a sub-sample from the panel that is representative of the overall target group.

YouGov

Data weighting

Weighting adjusts the contribution of individual respondents to aggregated figures and is used to make surveyed populations more representative of a project-relevant, and typically larger, population by forcing it to mimic the distribution of that larger population's significant characteristics, or its size. The weighting tasks happen at the tail end of the data processing phase on cleaned data.

The post poll results for the 3 nations were weighted by age, gender, region, social grade, ethnicity and political attention. To assess the impact of including political attention in the weighting scheme, results for England, Scotland and Wales were reweighted to reflect the natural distribution of political attention observed in the Electoral Commission Annual Tracker. This approach was necessary because political attention had also been used within the sample quotas for the 2026 post poll. Simply removing the political attention weights would therefore not fully remove its influence, as the sample would remain structured according to political attention levels. By reweighting to the natural distribution observed in the Annual Tracker, we can provide a more accurate indication of how results may have looked had neither quotas nor weighting by political attention been applied.

The natural fallout weights are as follows:

Figure 2. England natural fallout political attention

Political attention level	Quota (%)
Low (0-2)	6%
Medium (3-7)	47%
High (8-10)	47%

Figure 3. Scotland natural fallout political attention

Political attention level	Quota (%)
Low (0-2)	5%
Medium (3-7)	47%
High (8-10)	48%

Figure 4. Wales natural fallout political attention

Political attention level	Quota (%)
Low (0-2)	9%
Medium (3-7)	49%
High (8-10)	42%

Results

Below results are set out for key variables in the post poll, comparing the result with the political attention weight and the results weighted to natural fallout. While there are statistically significant differences between the results when weighting by political attention, vs weighting by political fallout these tend to be relatively modest (i.e. within 10%). Additionally, these differences appear at key variables, however, these might be the variables we would most expect to see differences. For example, it follows that by including a larger proportion of those with low political attention there would be an overall reduction in the proportion who knew something about the 2026 elections.

Voter ID and VAC

Notably when using the natural fallout weight scheme, the proportion who think it is necessary to bring photo ID to the polling station and are aware of the Voter Authority Certificate is statistically significantly higher. However, there is no notable difference between the proportion who do and do not have voter ID.

Figure 5. Key figures around voter ID and VAC

Question number	Figure description	Political attention weight	Natural fallout weight
Q7New	Think it was necessary to bring photo ID with them to vote at a polling station	74%	80%
Q2newID	Aware of VAC	42%	47%
VoterID	Has a form of ID	97%	98%

Note key figures are only available in England, as it is not a requirement to bring ID in Wales or Scotland.

Experience of election

Similarly, in England, Scotland and Wales when weighted using natural fallout, the proportion who know a great deal/a fair amount about the election is significantly higher than when weighted by political attention. However, there is no statistically significant difference in the proportion who think that casting their vote is secret in Wales and Scotland. In England there is a statistically significant difference, although this is modest.

Figure 6. England figures

Question number	Figure description	Political attention weight	Natural fallout weight
Q22NEW	Knew a great deal/fair amount about the election	56%	66%
Q50A	Think that casting their vote is secret	81%	83%

YouGov

Figure 7. Scotland figures

Question number	Figure description	Political attention weight	Natural fallout weight
Q22NEW	Knew a great deal/fair amount about the election	68%	80%
Q50A	Think that casting their vote is secret	79%	81%

Figure 8. Wales figures

Question number	Figure description	Political attention weight	Natural fallout weight
Q22NEW	Knew a great deal/fair amount about the election	68%	72%
Q50A	Think that casting their vote is secret	80%	80%

General perception of elections

Across England and Scotland, the proportion who are confident that elections were well run and agree that votes were counted accurately is statistically significantly higher when weighted by natural fallout than by political attention. However, in Wales there were no significant differences.

Figure 9. England figures

Question number	Figure description	Political attention weight	Natural fallout weight
Q32	Confident that the elections were well run	73%	79%
Q34	Agree that votes were counted accurately	64%	71%

Figure 10. Scotland figures

Question number	Figure description	Political attention weight	Natural fallout weight
Q32	Confident that the elections were well run	76%	81%
Q34	Agree that votes were counted accurately	68%	74%

Figure 11. Wales figures

Question number	Figure description	Political attention weight	Natural fallout weight
Q32	Confident that the elections were well run	74%	76%
Q34	Agree that votes were counted accurately	64%	66%