



Ministry of Housing,
Communities &
Local Government

Evaluation of Electoral Integrity Programme: Public Opinion Research

Ipsos for MHCLG

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February 2025

Foreword

This report presents the results of a large-scale survey of public opinion and experiences related to voting in the UK. It was undertaken by Ipsos in July 2024 following the UK Parliamentary General Election.

It is the third wave of a set of surveys, which have been commissioned in order to assess the potential impact of the Electoral Integrity Programme (EIP). The EIP delivered a set of measures, introduced through the Elections Act 2022, to strengthen the integrity of the electoral system and ensure that elections remain secure, fair, modern and transparent.

I am pleased that we have been able to publish this report today alongside the Government's response to the Electoral Commission's reports on the polls of 2 May 2024 and the General Election of 4 July 2024.

The findings from this survey are, in combination with a number of other data sources, informing the overarching evaluation of the EIP at the 2024 General Election, which is being undertaken by IFF Research. This evaluation report is expected to be published in spring 2025. These reports meet commitments made in the last Parliament and specified in the legislation to carry out a thorough evaluation of the implementation of voter identification at the local elections in May 2023, and the first two UK Parliamentary general elections since introduction. I would like to thank colleagues from Ipsos for their continued hard work conducting this research. Particular thanks should go to the authors: Gideon Skinner, Glenn Gottfried, Stuart Smedley and Rebecca Flynn.

Special thanks are also due to all those in the Ministry of Housing, Communities and Local Government who helped guide, inform and support this research, in particular the Elections Research and Analysis team.

Above all, my sincerest thanks go to the thousands of citizens across the UK who gave their time to take part in the research via the Ipsos UK KnowledgePanel.

Stephen Aldridge

Director, Analysis and Data

Ministry of Housing, Communities and Local Government

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1 Executive Summary

- 1.1. This report presents findings from a survey commissioned by the then Department for Levelling Up, Housing and Communities (now the Ministry of Housing, Communities and Local Government), undertaken by Ipsos in July 2024 following the General Election. The aim of the study is to gauge public opinion and experiences related to voting, as well as to assess the potential effects of the Electoral Integrity Programme (EIP). This research aims to provide valuable insights for evaluating these significant policy initiatives. This executive summary provides an overview of the key findings. Detailed data tables are available as a separate annex to this report.

General attitudes towards elections

- 1.2. General attitudes towards elections remain largely unchanged from previous waves of this study. In Great Britain, most voting age adults (63%) still prefer voting in person at a polling station, while three in ten (29%) prefer postal voting, and a small proportion (1%) favour voting by proxy. These preferences were reflected in the July 2024 UK General Election, where 65% of surveyed voters report having cast their ballots in person, 34% by post, and 1% by proxy.
- 1.3. Among those who did not vote in the General Election, the most common reasons cited were not wanting to vote for any of the available candidates (20%), a lack of trust in politicians/MPs (18%), and being away or lacking time on election day (17%). For those individuals who selected multiple responses, when asked to identify their primary reason for not voting, being away on election day emerged as the most frequent response (15%). Three percent said they did not vote because of something related to the need to show photographic identification, with the same proportion saying this was their primary reason for not voting.
- 1.4. The vast majority of voters in Great Britain found it easy to vote at the recent General Election, whether in person (97%) or by post (95%), consistent with previous waves of the study. In Northern Ireland, where postal voting is more restricted, a similarly high proportion of in person voters (97%) found the process easy. The preference for in person voting remains strong in Northern Ireland (84%), with minimal interest in postal voting (3%).
- 1.5. Satisfaction with the voting process remains high in Great Britain, with 77% of voting age adults expressing satisfaction. Confidence in the conduct of elections is also strong, with 85% expressing confidence in elections generally and the same proportion specifically for the July 2024 General Election.
- 1.6. Among those lacking confidence that elections are run well in their nation, the most common concerns were the perceived unfairness/outdated nature of the voting system (33%), fraud (30%), and doubts about accurate vote counting (29%). Overall perceptions that fraud is occurring in polling stations remain relatively low, with 70% believing that not very much or no fraud at all occurs in polling stations in

their nation, and 81% believing that voting in general is very or fairly safe from fraud (rising to 87% for voting in person, but falling to 61% for postal voting and 50% for voting by proxy).

- 1.7. In line with previous waves, the most important factors when voting to people in Great Britain are their vote being safe from fraud and abuse (51%, and more important to older groups), and voting being easy or convenient (46%, more important to younger age groups). A third prioritise having a choice of methods (33%, higher among those with a disability that impacts their ability to vote in person), and 28% say voting being secret.
- 1.8. In Northern Ireland, 73% are satisfied with the voting process, and 78% are confident in how elections are run (as are 80% for the recent General Election).

Voter identification in Great Britain

- 1.9. Awareness of the photographic ID requirement has risen significantly to 84% in Great Britain from 31% in January 2023 and has increased slightly since May 2023 in England from 76% to 84%. However, awareness of the Voter Authority Certificate (VAC) remains low at 18%, similar to 21% in May 2023 (in England), yet higher than 8% in January 2023.¹
- 1.10. For the July 2024 General Election, most voting age adults in Great Britain (72%) reported that the photographic ID requirement did not affect the ease or difficulty of in person voting. However, 12% found it more difficult, and this difficulty was particularly pronounced among those without photographic ID (38%) and those with disabilities affecting their ability to vote in person (18%). Additionally, 7% said the requirement to provide a photographic ID made it easier to vote in person.
- 1.11. A majority of voting age adults in Great Britain (80%) reported that the photographic ID requirement did not impact their desire to vote in person. A similarly high proportion (81%) indicated it also had no effect on their preference for absent voting methods.
- 1.12. When reflecting specifically on the last General Election, 82% of voting age adults in Great Britain said the photographic ID requirement had no impact on their desire to vote in the election. However, for some groups the requirement made them less likely to want to vote in person at the election, including those without photographic ID (42%, versus 8% overall), those dissatisfied with the voting process (22%), and renters (13%).
- 1.13. A small percentage (3%) of non-voters cited photographic ID issues as a reason for not voting, with the same proportion stating it was the main or only reason. However, non-voters who do not have photographic ID were more likely to say it was a reason why they did not vote (28%), as did certain other groups such as non-

¹ Please note the figures quoted for waves two and three represent awareness among fresh sample for those waves (i.e. those who had not taken part in a previous wave of the research).

voters with a disability that impacts their activities a lot (12%), or who are social renters (8%).

- 1.14. Among in person voters at the General Election, driving licences (70%) were the most common form of ID used, followed by passports (23%) and older person's bus passes (3%). VAC usage was low with 1% reporting using it. Of those without a valid photographic ID, 25% expressed a likelihood of applying for a VAC. Among in person voters at the recent General Election, there were few reports of practical issues with photographic identification, such as feeling uncomfortable having to show their ID (6%) or either forgetting their ID or being turned away and later going back with it (2%).
- 1.15. Confidence in the security of the voting system has increased slightly since the introduction of requiring a photographic ID, with 60% of voting age adults in Great Britain feeling more confident compared with 57% who said this in January 2023, while those in England also saw a small increase in perceptions that getting away with fraud is difficult, from 48% in January 2023 to 55% now. The proportion believing that requiring a photographic ID to vote at the polling station is effective in preventing fraud remains stable at 71% (compared with 70% at January 2023).
- 1.16. The willingness to return to the polling station later in the day if their photographic ID was initially forgotten has also increased to 71%, up from 61% in January 2023. One in five (20%), however, said they would be unlikely to return – down from one third (33%) in January 2023.

Accessibility

- 1.17. Roughly half of voting age adults with a disability in Great Britain (52% - down from 57% in January 2023) and Northern Ireland (50%) agree they receive adequate materials and support needed for voting. In Great Britain, a third (34%, also down 8 percentage points since January 2023) believe polling station staff are adequately trained to assist disabled voters (compared to 47% in Northern Ireland).
- 1.18. Awareness of accessibility provisions, such as companion voting and the availability of support equipment, remains low in Great Britain, with around 14% of fresh sample aware of each provision. In Northern Ireland, awareness is slightly higher at 17% for each. Awareness is primarily gained through informal channels such as word of mouth or non-government/Electoral Commission sources.
- 1.19. While previous waves of this research showed people thought there would be a positive impact of accessibility changes on voting, this wave, which measured actual impact retrospectively after the General Election, suggests a smaller effect. For example, 84% of those in Great Britain with a disability said that expanding the list of eligible companions had no impact on their preference for in person voting with a companion (82% in Northern Ireland) and 83% of those in Great Britain with a disability said that the availability of support equipment did not influence their preference for voting independently at a polling station (78% in Northern Ireland).

- 1.20. There was, however, a more noticeable positive impact observed among those with severe disabilities. For instance, in Great Britain 15% of those whose disability prevents in person voting reported feeling more likely to vote in person with a companion due to the expanded companion voting rules (11% said less likely), while 19% of the same group felt more likely to vote in person on their own thanks to the provision of support equipment (12% less).

Absent voting

- 1.21. Around three in ten voting age adults in Great Britain (29% postal, 1% proxy) prefer absent voting methods, consistent with previous findings. This preference is slightly higher in Scotland (34% postal) and Wales (35% postal) compared to England (28% postal). In Northern Ireland, where absent voting is more restricted, this preference remains low (3% postal, <0.5% proxy).
- 1.22. While absent voters are generally satisfied with the voting process, the perceived ease of applying for a postal vote has decreased. When asked about the last time they applied to vote in this way, seven in ten (71%) postal voters in Great Britain found the application process easy in this wave, compared with 90% in January 2023. However, those who have applied online since October 2023, when the online application system and verification process were introduced, were more likely to find the process easy (84%) than those who applied by post since this date (69%).
- 1.23. Absent voting methods are still considered safe from fraud, but less so than in person voting. In Great Britain, 61% consider postal voting safe (consistent across all waves), and 50% consider proxy voting safe (compared with 87% saying that voting at the polling station is safe from fraud). In Northern Ireland, 56% view postal voting as safe, and 48% view proxy voting as safe (compared with 89% saying that voting at the polling station is safe from fraud).
- 1.24. Awareness of recent changes to absentee voting procedures in Great Britain appears limited. Slightly more than a third (36%) of the voting age population reported significant awareness (either "a great deal" or "a fair amount") of the online application option for postal and proxy votes. Furthermore, 16% were aware of the requirement to renew postal vote applications every three years.

Digital imprints

- 1.25. There is uncertainty among voting age adults in Great Britain regarding the identification of the promoter behind online campaign materials (this is the person/organisation who caused the campaign materials to be published). Three in ten (31%) feel certain they can identify the promoter on campaign material, while 39% are not certain (a further 26% say they hadn't seen any online campaigning material). Certainty levels are slightly lower in Scotland (24% are certain, 44% not certain) and Northern Ireland (26% are certain, 41% not certain).
- 1.26. Socio-demographics, political interest, and confidence in elections have a small influence on certainty levels. Men (36%), adults aged 18-54 (34%), full-time workers (35%), graduates (34%), those in managerial/professional roles (33%), those interested in politics (36%), and those who regularly vote in general elections (34%) express slightly higher certainty in being able to identify the promoter on online campaign material than average. Those confident that elections are well run (34%) also exhibit greater certainty.

2 Introduction and Methodology

- 2.1. This report presents findings from a survey commissioned by the then Department for Levelling Up, Housing and Communities (now the Ministry of Housing, Communities and Local Government), undertaken by Ipsos in July 2024 following the General Election. The aim of the study is to gauge public opinion and experiences related to voting, as well as to assess the potential effects of the Electoral Integrity Programme (EIP). This research aims to provide valuable insights for evaluating these significant policy initiatives. Detailed data tables are available as a separate annex to this report.
- 2.2. The initial wave of this research was carried out from January 26 to February 1 2023, across England, Scotland, and Wales, establishing a baseline before any EIP changes were introduced for general attitudes, voting experiences, and perceptions of changes to the voting process.
- 2.3. This was followed by a second wave, conducted between 18 – 24 May 2023 solely in England and Northern Ireland after the local elections that took place in these nations.² The second wave of this research delved into general attitudes and voting experiences, perceptions of electoral fraud, awareness of changes introduced by the EIP (focusing on accessibility changes and absent voting in Northern Ireland, as photographic identification was already a requirement at polling stations), awareness of the Voter Authority Certificate (VAC), and the impact of these changes on voters during the May 2023 local elections.
- 2.4. A third wave combining the elements mentioned in the previous two waves, as well as questions on absent voting measures recently introduced and an additional question on digital imprints, was conducted immediately following the General Election, held 4 July 2024.
- 2.5. This report presents findings from this third wave of the EIP survey, conducted between 11 - 17 July 2024 in all four nations of the United Kingdom. Although this is the only wave conducted in the entirety of the United Kingdom, comparisons between the first and second waves (either by nation or at a Great Britain level) are made where applicable.

² As no elections were being held in either Scotland or Wales at this time, MHCLG decided not to conduct fieldwork for the second wave in these nations.

Background – Electoral Integrity Programme

- 2.6. The Electoral Integrity Programme aims to achieve five key objectives: bolstering the security and integrity of the ballot, enhancing the transparency and fairness of elections, safeguarding democratic debate, fostering engagement in UK democracy, and modernising the electoral system.
- 2.7. The initial set of changes introduced by the Elections Act were first implemented ahead of the May 2023 local elections in England and Northern Ireland, and included changes relating to the security of the ballot assessed in the survey, which were:
 - The requirement for photographic identification (ID) to be shown when voting in person at a polling station for local elections and referendums in England, Police and Crime Commissioner elections in England and Wales, and UK Parliamentary Elections and recall petitions in Great Britain (note: Voter ID was already a requirement in Northern Ireland), and
 - The introduction of Voter Authority Certificates (VACs), designed for voters in Great Britain who lack an accepted form of photographic identification (though open for all voters to apply for), enabling them to vote in person at polling stations.
- 2.8. The objectives of these policy measures are to: address both the potential and actual occurrence of electoral fraud in polling stations, elevate the trust and confidence voters have in the voting process, and guarantee that all individuals have access to alternative identification documentation for voting.
- 2.9. Changes related to the accessibility of elections assessed in the survey included allowing greater flexibility for authorities in their choice of what equipment to provide in polling stations to assist individuals with disabilities when voting in person. Permitting any individual aged 18 and over to act as a companion to help a voter with disabilities when voting in person at polling stations.
- 2.10. These measures, applicable across all four nations of the UK, aim to enhance the assistance available to voters with disabilities at polling stations and to extend support to individuals with diverse disabilities.
- 2.11. In relation to absent voting, the questionnaire for this third wave assessed methods of applying for postal/proxy votes. The questionnaire also assessed awareness of changes – now implemented for UK Parliamentary elections in England, Scotland and Wales, Police and Crime Commissioner elections in England and Wales, and local elections (including mayoral and London assembly elections) in England – related to:
 - The ability to apply for a postal or proxy vote online;
 - The need for long-term postal voters to re-apply for a postal vote every three years.

- 2.12. The aim of the first measure is to help modernise the UK electoral system, while the second measure aims to enhance the integrity and security of absent voting.
- 2.13. A further change related to the transparency and fairness of elections included the introduction of a requirement to include an imprint on digital campaigning material. This measure is applicable across all four nations of the UK.
- 2.14. The Electoral Integrity Programme also introduced additional requirements which were not covered in this survey. These include additional measures on absent voting, such as a new requirement for applicants to verify their identity when applying for a postal or proxy vote and restrictions on handing in postal votes to polling stations. Additionally, the programme introduced other measures which were beyond the scope of this research. These include extending the franchise to overseas electors who have lived outside the UK for more than 15 years, removing automatic voting and candidate rights from EU citizens living in the UK and further measures related to political campaigning and political finance.
- 2.15. The UK Parliamentary General Election held 4 July 2024 was the first General Election where requirements to show photographic identification at the polling station applied to all voters across the United Kingdom; previously, the measure had only applied in Scotland for a single Parliamentary by-election (though all other areas of the UK had run at least one set of polls involving voter identification). The two measures related to absent voting had been in force since 31 October 2023, while that related to digital imprints came into force in November 2023. As such, it was also the first UK Parliamentary General Election at which these measures applied.

Methodology of the UK KnowledgePanel

- 2.16. The survey data was gathered using the UK KnowledgePanel, Ipsos's online random probability panel, which provides highly reliable insights into the British populace.
- 2.17. Participants are recruited through a random probability, unclustered address-based sampling method, ensuring every household in the UK has an equal chance of being selected for the panel. Invitations are sent to these randomly chosen addresses across the UK (utilising the Postcode Address File) to join the panel. Individuals without digital access can register for the KnowledgePanel via post or telephone and are provided with a tablet, email address, and basic internet access to enable them to participate in online surveys.
- 2.18. As a random probability panel, the KnowledgePanel does not employ a quota system for surveys. Instead, invited samples are stratified during each wave to address any profile imbalances within the panel.
- 2.19. Two members per household are permitted to register on the KnowledgePanel. Consequently, a design weight is used to correct for unequal probabilities of household member selection. Additionally, calibration weights are applied using the

latest population statistics pertinent to the surveyed population. Calibration weighting was performed using the following variables:

- Region and an interlocked variable of Gender by Age, both utilising ONS 2020 mid-year population estimates as the weighting target.
- Demographic weights were then applied to rectify imbalances in the achieved sample. The data was weighted on: Education, Ethnicity, Index of Multiple Deprivation (quintiles), and number of adults in the household. Estimates from the ONS 2020 mid-year population estimates and Annual Population Survey served as the weighting target.

Survey fieldwork

2.20. Fieldwork for this survey was conducted on the UK KnowledgePanel between 11 - 17 July 2024 with adults aged 18+ across the United Kingdom. In all, 9,416 responses were achieved with 7,003 in England, 1,406 in Scotland, 518 in Wales and 489 in Northern Ireland. The sample consists of both longitudinal participants (those who participated in either of the previous two waves) in addition to fresh participants (those that have participated in neither).

2.21. This approach allows us to analyse individual level changes since the prior two waves while also being able to appropriately track any questions pertaining to awareness of the electoral changes and awareness campaigns. In total, 6,751 participants took part in at least one of the first two waves while 2,665 are new participants. Given the presence of participants who have completed the survey in previous waves, when reporting data from questions measuring awareness, only the responses from fresh sample have been considered (unless otherwise indicated).³

2.22. Table 2.1 provides a detailed breakdown of the number of responses received from some of the most pertinent groups for this research from the latest wave.

³ Please be advised that the age profile of the fresh sample interviewed for this third wave skews younger, over-representing those aged 18-34, and under-representing those aged 55 and over (particularly those 65+). We are looking into the effects of re-weighting the fresh sample and the impact this has on awareness for the various policy changes being tracked.

Table 2.1: Number of achieved responses by sub-group

	Number Of Interviews In Great Britain (Unweighted)	Percentage Of Sample In Great Britain (Weighted)	Number Of Interviews In Northern Ireland (Unweighted)	Percentage Of Sample In Northern Ireland (Weighted)
Longitudinal Sample	6,389	68%	362	70%
Fresh Sample	2,538	32%	127	30%
Male	4,235	48%	228	48%
Female	4,615	52%	260	51%
18-34	990	27%	50	26%
35-54	2,533	34%	177	34%
55+	5,404	40%	262	40%
White	8,154	85%	472	96%
Ethnic Minorities	657	14%	12	3%
No Degree	5,700	65%	346	71%
Degree	2,737	30%	61	24%
Disability (Limiting Activities A Lot Or A Little)	2,870	30%	179	34%
Postal/Proxy Voters	3,017	31%	23	5%
Total	8,927	100%	489	100%

2.23. Overall, the expected sampling tolerance for a 50% finding (e.g. where 50% of respondents choose option A and 50% choose option B) at the '95% confidence interval' is approximately +/- 1 percentage point in Great Britain and +/- 6 percentage points in Northern Ireland. This margin will be broader for sub-groups and specific regions based on their sample sizes. For instance, the sampling tolerance for individuals with disabilities in Great Britain would be +/- 2 percentage points and +/- 10 percentage points in Northern Ireland. Similarly, for the 18-34 age group, the tolerance is +/- 4 percentage points in Great Britain and +/- 18 percentage points in Northern Ireland. Unless otherwise specified, differences between groups and regions mentioned in the analysis are statistically significant.

2.24. Different nations within the United Kingdom were surveyed at different times. Comparisons are made only where appropriate. Table 2.2 indicates when different geographical levels were surveyed, highlighting where comparisons can be made between waves.

Table 2.2: Geographical comparisons between waves

	Wave 1 (Jan 2023)	Wave 2 (May 2023)	Wave 3 (July 2024)
United Kingdom			✓
Great Britain	✓		✓
England	✓	✓	✓
Scotland	✓		✓
Wales	✓		✓
Northern Ireland		✓	✓

- 2.25. Within the report, data from wave three has been reported at a GB-level unless otherwise indicated. Northern Ireland data is reported separately and is indicated as such. UK figures have not been reported.
- 2.26. Additionally, it is crucial to recognise potential limitations inherent in survey methodologies, such as social desirability bias and inadvertent response errors. Social desirability bias occurs when respondents provide answers they believe are socially acceptable. For instance, voting is often viewed as a socially desirable behaviour, which can lead to reported voting rates being higher than actual voter turnout. These factors should be taken into account when analysing survey results.

3. General Attitudes Towards Elections

Chapter Summary

- 3.1. Overall, general attitudes towards elections remain consistent with previous waves across all four nations.
- 3.2. In line with wave one and two findings, the majority of voting age adults in Great Britain (63%) say they prefer to vote in person at a polling station. Three in ten (29%) prefer to vote by post and 1% by proxy. At the recent UK Parliamentary General Election held on 4 July 2024, of those survey participants who reported having voted, 65% said they voted in person, with 34% voting by post and 1% by proxy.
- 3.3. Those who were not able to vote in the General Election were asked the reasons for not voting, with responses varying. The most common responses given were that they did not want to vote for any of the parties/candidates running (20%), closely followed by a lack of trust in politicians/MPs (18%) and being away on election day/not having the time (17%). Participants were then asked to select the main reason they did not vote from their initial selections; when looking at this data, the most common response was being away on election day (15%).
- 3.4. Of those in Great Britain who say they voted at the General Election, the majority found it easy to vote by in person (97%) or post (95%).⁴ This data is in line with previous waves.
- 3.5. In Northern Ireland, an even greater proportion of the public prefer to vote in person at a polling station (84%) while only a very small minority prefer postal (3%) voting. These findings remain in line with wave two. Unlike the rest of the UK, postal voting is not available on demand in Northern Ireland. A postal vote is instead available only in certain circumstances (e.g. illness/disability), reasoning must be given when applying, and the application must be attested or be supported by evidence of receipt of certain disability benefits. Deadlines for proxy vote submissions are also much earlier than in the other nations.
- 3.6. Just over three-quarters (77%) of voting age adults in Great Britain are satisfied with the voting process at elections in their nation, again in line with earlier results.
- 3.7. A strong majority of voting age adults in Great Britain are also confident in the way elections are run in general in their nation (85%). Among those who are not confident that elections are well run, the main response given was that the voting

⁴ The same proportion of in person voters in Northern Ireland found it easy to vote in person at the 2024 General Election.

system is unfair/outdated/they want a different voting system (33%), followed by fraud (30%) and a lack of trust that votes are counted accurately (29%).

- 3.8. Thinking specifically about the recent UK Parliamentary General Election, confidence was also high among voting age adults in Great Britain, with 85% confident that this election was well run (with a higher level of confidence in England than there was in the local elections).
- 3.9. In line with wave two, 73% of voting age adults are satisfied with the process of voting in Northern Ireland, and four in five (78%) are confident in the way elections are run in Northern Ireland (80% when it comes to thinking specifically about the recent UK Parliamentary General Election).
- 3.10. This chapter sets out public opinion on voting in general and suggests that, in line with previous waves, generally the public are capable of voting using their preferred method, satisfied with voting processes and confident that elections are well run. However, strong importance is again placed on the security and integrity of the ballot: voting age adults prioritise their vote being safe from fraud and abuse, while those who are not confident that elections are well run remain most likely to mention that the voting system is unfair/outdated, followed by fraud as their reasons for not being confident.

Methods of voting

- 3.11. Preference for voting in person at a polling station is slightly lower in Scotland (60%) and Wales (57%), with a higher proportion preferring to vote by post (34% and 35%) in these nations compared with England (where 65% prefer to vote in person at a polling station and 28% by post).
- 3.12. As found in previous waves, certain groups are more likely to prefer to use absent voting methods, especially postal voting. In Great Britain, those aged 65+ (39%), those with a disability that impacts on voting in person (36%) and those with a disability that limits activities a lot (39%) are more likely than average to prefer to vote by post.
- 3.13. In Great Britain, among those who say they voted in the UK Parliamentary General Election, 65% said they voted in person at a polling station, 34% by post and 1% by proxy. In line with differences in their preferred voting methods, certain groups were more likely to use absent voting methods in the General Election. Those aged 65+ were more likely than average to say they voted by post (43%). Additionally, those with a disability (39%) were also more likely than average to vote by post. While the base size is very small (only 61 in GB), most of those without an accepted form of ID who voted said they did so by post (79%).
- 3.14. Those who were not able to vote in the General Election were asked to state the reasons for this. Overall, the most common response was that they did not want to

vote for any of the parties/candidates that were running (20%). This was followed by a lack of trust in politicians/MPs (18%) and being away on election day/did not have time to vote (17%), which was the most common reason given by those who say they always/usually vote in general elections but did not do so in July 2024 (31%). Other reasons include lack of interest in the election (15%) or the feeling that there is no point in voting as it won't make a difference (14%).

- 3.15. In contrast, 3% said they were not able to vote because of a reason related to the need to show photographic identification, albeit with some differences by demographics. Those saying they did not vote because of the need to show photographic ID will be discussed further in chapter four.
- 3.16. Further reasons mentioned included issues related to their absent vote and accessibility. 8% said they were not able to vote because of an issue related to their postal vote (such as missing the deadline to apply, postal vote forms arriving late). This was a reason much more likely to be mentioned by those who always/usually vote in general elections (18%). 5% mentioned health reasons – with this cited by 13% of those with a disability that impacts their ability to vote in person and 10% who always/usually vote in general elections. 4% specified they could not get to/found it difficult to access the polling station, including 9% who say they only sometimes vote at general elections, though adults with a disability were no more likely than average to mention this.
- 3.17. Non-voters were asked what their reasons were for not voting in the General Election. Over a quarter (28%) gave two or more reasons, with this group asked a follow up question to determine which was the most significant reason (for those giving a single response, this was assumed to be the main reason). Overall, 15% say the main (or only) reason they were not able to vote was because of being away on election day/not having the time to vote. This was followed by not wanting to vote for any of the parties/candidates running (12%), not being interested in/knowing enough about the General Election/politics in general (9%), and not trusting politicians/MPs (9%), while 7% specified that the main (or most significant) reason they did not vote was because of an issue related to their postal vote, with 4% citing health reasons and 3% something related to the need to show photographic identification.
- 3.18. Of those in Great Britain who voted in the General Election, the majority found it easy to vote. Nearly all adults who said they voted in person at a polling station or by post found the process of voting easy (97% in person and 95% by post).⁵ Findings across each voting method have remained fairly consistent with the previous waves. In Northern Ireland, 97% who voted in person at a polling station at the recent General Election found the process of voting easy.⁶
- 3.19. While the overall proportions who say it was easy to vote in person and by post at the recent General Election was extremely high, there are differences in the degree to which people found voting using these methods to be easy. Of those who voted

⁵ Base sizes are too small to analyse by proxy voters in Great Britain (41).

⁶ Base sizes are too small to analyse postal or proxy voters in Northern Ireland.

in person in Great Britain at the recent General Election, 82% said this was very easy and 15% fairly easy. In contrast, of those who voted by post, 73% found this to be very easy and 22% fairly easy. These differences were also evident in wave one of the research.

- 3.20. When it came to voting in person at a polling station, large majorities across demographic groups found it easy to vote using this method at the 2024 General Election. Overall, 97% found it easy to vote in this way. However, the perceived ease of voting in person at the General Election was slightly lower among people with a disability whose condition impacts their activities a lot (94% easy, 4% difficult) and those who have a disability that impacts on voting in person (91% easy, 4% difficult).
- 3.21. In Northern Ireland, a substantial proportion of the public prefer to vote in person at a polling station (84%) while only a very small minority prefer postal (3%) voting.⁷ The vast majority (97%) of those who said they voted in the recent UK Parliamentary General Election also said they did so in person at a polling station.
- 3.22. Around three in ten (29%) of those who could not vote in the General Election in Northern Ireland said it was because they were away on election day, with one in four (23%) saying it was because they do not trust politicians/MPs (1% said it was because of something related to the need to show photographic identification). When looking at main (or only) reason for not voting, a clear plurality mentioned being away on election day/not having the time to vote (26%). 13% said the main (or only) reason they did not vote was because they do not trust politicians/MPs and 8% mentioned religious reasons. Among those who specified their voting method, practically all who said they voted found the process of voting in person at a polling station easy (97%), with 83% finding it very easy.⁸

Important factors when voting

- 3.23. When asked which one or two factors, out of four possible prompted response options, are most important to them when they vote, voting age adults in Great Britain are still most likely to prioritise their vote being safe from fraud and abuse (51%), followed by voting being easy or convenient (46%).⁹ A third prioritise having a choice of methods of voting (33%) while just over a quarter selected voting being a secret (28%) as most important to them when they vote. These findings have remained largely consistent with waves one and two.
- 3.24. As with previous waves, there are significant differences between age groups. Older age groups are significantly more likely to prioritise their vote being safe from fraud (57% among those aged 55-64 and 56% among those aged 65+) and voting being a secret (34% among those aged 55-64 and 37% among those aged 65+), while younger voters are significantly more likely to prioritise voting being easy or

⁷ In Northern Ireland, unlike in the other nations, reasoning must be provided for a postal vote application.

⁸ Base sizes are too small to analyse postal or proxy voters in Northern Ireland.

⁹ An 'Other (please specify)' option was also available though few selected this.

convenient (around half of those aged 18-54). In addition, those with a disability that impacts on voting in person (45%) and those with a disability that limits activities a lot (42%) are more likely to choose a choice of methods of voting. Having a choice of voting methods is also significantly higher in Scotland (40%) compared with in England (33%) and Wales (34%).

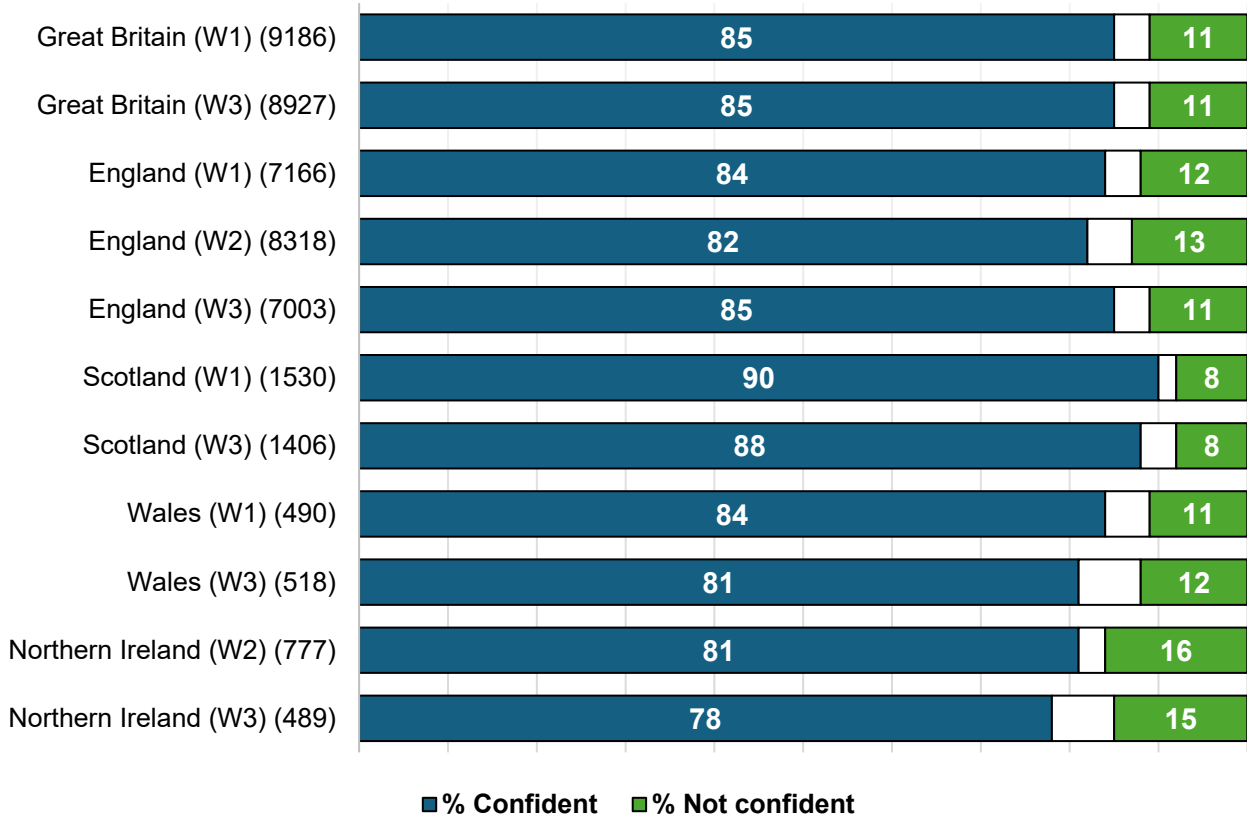
- 3.25. For those in Northern Ireland, voting age adults are most likely to prioritise their vote being safe from fraud and abuse (51%) along with voting being easy or convenient (49% - up 8 percentage points compared with wave two). Over a third of adults also selected voting being a secret (35%), while only 16% prioritised having a choice of voting methods. While base sizes are small, there is some evidence to suggest that, similar to Great Britain, in Northern Ireland older adults place a greater emphasis on their vote being safe from fraud and abuse and voting being secret.

Perceptions of the voting process and elections

- 3.26. Overall, the voting process in Great Britain is one that voting age adults are generally satisfied with. Satisfaction with the voting process in England has increased since wave two, with just over three quarters of adults (77%) satisfied with the voting process at elections in general, compared with seven in ten (69%) in wave two. Satisfaction levels in England are similar to wave one (74%), with those in Scotland and Wales also being consistent.
- 3.27. Satisfaction in the voting process in Great Britain again appears to be higher amongst older age groups, with higher satisfaction among those aged 55+ (82% for those aged 55-64 and 87% for those aged 65+). Satisfaction with the voting process is also higher among graduates (84%), those who own their home outright (85%), those very or fairly interested in politics (85%), and those who voted in the UK Parliamentary General Election (87%). In contrast, satisfaction is lower among those aged 18-34 (65%), from ethnic minority backgrounds (66%), with a disability that limits activities a lot (69%), who are not interested in politics (57%) and who did not vote in the recent General Election (35%).
- 3.28. A strong majority of voting age adults are also confident in the way elections are run in Great Britain, with 85% saying they were confident. As shown in Figure 3.1, this is similar to the level of confidence in wave one (85%) and wave two (82% - when fieldwork was conducted in England only).
- 3.29. Confidence is very high across voter types with nine in ten voting age adults in Great Britain having confidence that elections are run well (92% of in person voters, 91% of absent voters). Confidence in elections is also linked with political interest as 92% of those who are very or fairly interested in politics are confident in the way elections are run. Confidence in how elections are run increases with age, older age groups are more likely to be confident in the process (92% of those aged 55-64 and 94% of those aged 65+) compared with 73% of those aged 18-34. These trends are similar to the previous waves.
- 3.30. Satisfaction and confidence do vary depending on region for this wave, with those in Scotland being somewhat more satisfied with the process of voting (83%) and

more confident that elections are well run (88%) compared with England (77% satisfied, 85% confident) and Wales (77% satisfied, 81% confident).

Figure 3.1: In general, how confident, if at all, are you that elections are well run in your nation?



Base: Wave 3: All adults 18+: Great Britain; England; Scotland; Wales; Northern Ireland (see above):

Fieldwork dates: 11–17 July 2024

Wave 2: All adults 18+: England; Northern Ireland (see above): Fieldwork dates: 19-24 May 2023

Wave 1: All adults 18+: Great Britain; England; Scotland; Wales (see above): Fieldwork dates: 26 January – 1 February 2023

Please note that the gap between answer options represents the proportion answering either 'Don't know' or 'Prefer not to say'.

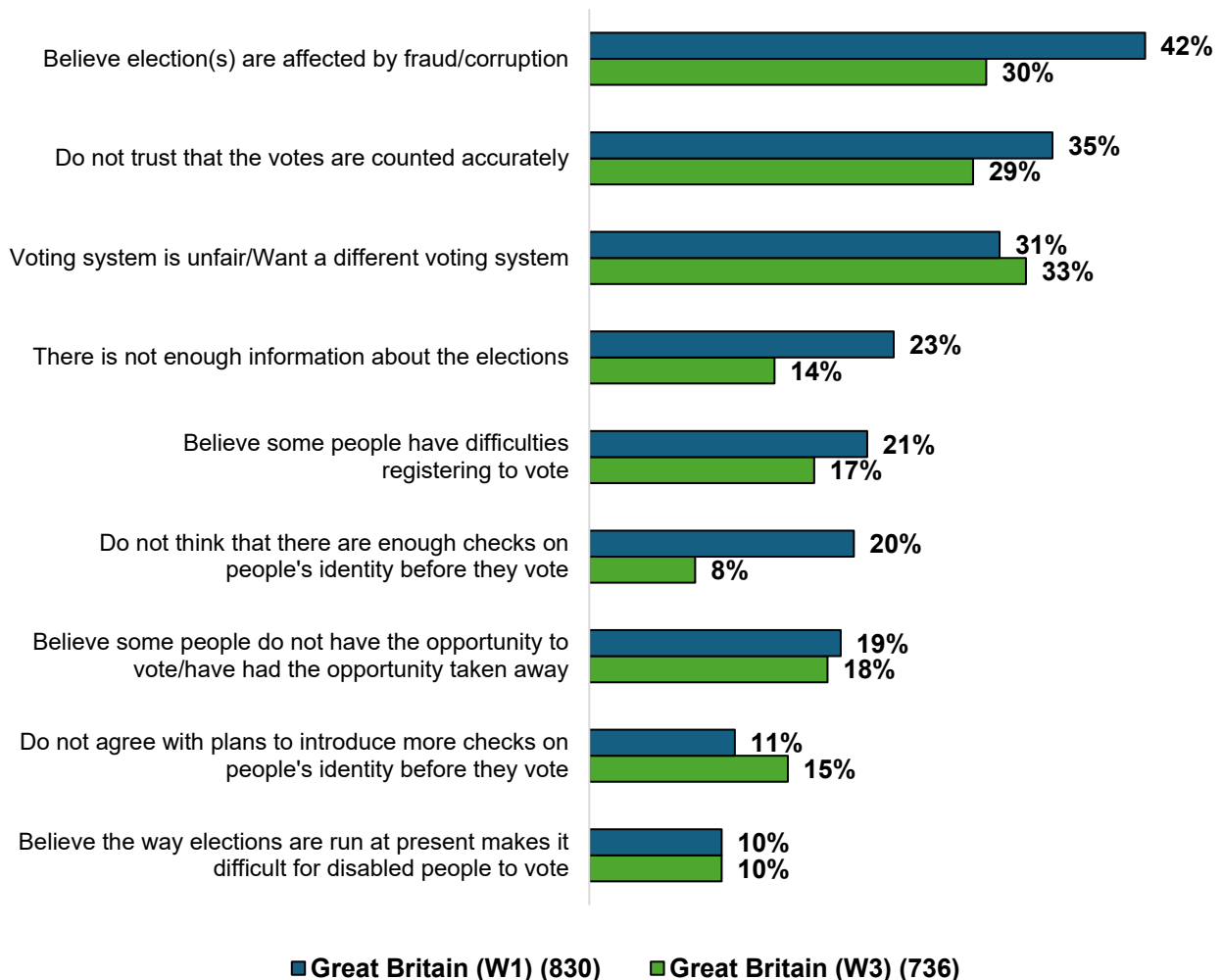
3.31. Confidence is also high when thinking specifically about the recent UK Parliamentary General Election, with 85% of voting age adults in Great Britain confident that this was well run.

3.32. Lower levels of confidence are again apparent among younger age groups, with 16% of those aged 18-34 not confident that the recent election was well run (versus 10% overall). Those with a disability whose condition limits their activities a lot (18%) and those with a disability that impacts on voting in person (16%) are also more likely to say they are not confident that the election was well run. Those with low political engagement are also more likely to lack confidence. 19% of those not

interested in politics and a third (33%) not registered to vote are not confident that the election was well run. This is also apparent for those who did not vote in the election (28% not confident) and for those without any form of accepted photographic identification (36%).

- 3.33. As shown in Figure 3.2, the main reason given by those who lack confidence in the way elections are run in general include the voting system is unfair/outdated (33%), that elections are affected by fraud (30%), a lack of trust that votes are counted accurately (29%), and believing some people are coerced/pressured to voting in a particular way (24%). 15% of those lacking confidence say they do so because they do not agree with photographic identification checks. On the other hand, 8% say they lack confidence because they do not think there are enough checks on people's identity before they vote – this figure has declined significantly, having been mentioned by 20% who lack confidence in wave one and 13% of those who lack confidence in England in wave two.

Figure 3.2: Why do you say that you are not confident that elections in your nation are well run? (Please note: the chart only shows responses mentioned by 10% or more of participants).



Base: Wave 3: All who are not confident that elections are well run: Great Britain (see above): Fieldwork dates: 11-17 July 2024.

Wave 1: All who are not confident that elections are well run: Great Britain (see above): Fieldwork dates: 26 January – 1 February 2023: Answers selected by 10% or more of qualifying participants shown

3.34. Satisfaction levels are also high within Northern Ireland. Around three in four (73%) are satisfied with the process of voting, with four in five (78%) confident that elections are well run in Northern Ireland – a figure that is slightly lower than elsewhere in the UK (in Great Britain, 85% are confident elections are well run). Meanwhile, when thinking specifically about the recent General Election, 80% are confident that this was well run.

4 Voter Identification in Great Britain

Chapter Summary

- 4.1. Overall, awareness of the requirement to provide photographic identification has increased significantly, though awareness of the VAC remains low. In general, most people say the requirement to provide photographic identification had little impact on their overall desire to vote at the General Election, although a small minority of non-voters mentioned they did not vote because of something related to the requirement.
- 4.2. Compared to the last wave, in England there has been an increase in feeling that the requirement to show photographic identification increases confidence in the security of the voting system. Voters' reported likelihood of returning to the polling station if they had initially forgot to bring their ID has increased too. There has also been a small, though statistically significant, increase in the proportion of voting age adults who think it is difficult to get away with electoral fraud in polling stations in England (55% in wave three versus 51% in wave two and 48% in wave one) and Wales (58% in wave three versus 48% in wave one).
- 4.3. In Great Britain awareness of the requirement to provide a photographic identification when voting now stands at 84%.¹⁰ This has risen substantially since wave one (31%). When focusing on England, awareness for this wave (84%) has also increased since wave two (76%); in wave one it stood at 34%.
- 4.4. Awareness of the Voter Authority Certificate (VAC) remains low at 18%. This figure is still significantly higher than for wave one (which took place in January 2023, before voter identification was introduced), when only 8% in Great Britain were aware. In England, awareness for this wave (18%) remains similar to that for wave two (21%).
- 4.5. Among all voting age adults in Great Britain, seven in ten (72%) said that having to present photographic identification at the polling station made no difference to the ease of voting in person at a polling station at the recent General Election. One in eight (12%) said it made voting in person at the General Election more difficult, while 7% said it made it easier. Those without photographic identification were much more likely to say the requirement made it more difficult to vote in person at the General Election (38%). Those with a disability that impacts their ability to vote in person (18%) were also slightly more likely than average to say this.
- 4.6. Most people said the requirement made little difference to their desire to vote. Eight in ten voting age adults in Great Britain said that having to present photographic identification made no difference to them wanting to vote in person (80%) or by

¹⁰ Please note this refers to awareness among fresh sample only.

absent voting methods (81%). 82% said it made no difference to them wanting to vote at the recent General Election.

- 4.7. However, 6% of voting age adults said that having to present photographic identification made them more likely to want to vote in person at the General Election, while 8% said it made them less likely to want to do so, rising to more than one-fifth (22%) of those dissatisfied with the voting process and two-fifths (42%) of those without photographic identification. A greater than average proportion of social and private renters (13%) also say it made them less likely to want to vote in person.
- 4.8. Among those in Great Britain who voted in the UK Parliamentary General Election, seven in ten (70%) reported using a driving licence as their form of photographic identification. This was followed by 23% using a passport and 3% using an older person's bus pass. The VAC was used by 1% of voters.
- 4.9. A quarter of those without photographic identification (25%) said they would be likely to apply for a VAC, remaining in line with findings at wave two, and down from 39% at wave one.
- 4.10. When non-voters in the recent General Election were asked for the reasons why they were unable to do so, 3% said it related to an issue with photographic identification, with the same proportion saying this was the main or only reason they did not vote. Around a quarter of those without ID and did not vote mentioned this as a reason they were unable to vote.¹¹
- 4.11. Among all non-voters, 2% say they were unable to vote specifically because they did not have photographic identification.
- 4.12. Three in five (60%) voting age adults in Great Britain say having to present photographic identification at the polling station makes them more confident in the security of voting system, increasing slightly from wave one (57%). The proportion saying the requirement will be effective in preventing electoral fraud at polling stations (71%) is the same as in wave one (70%). In England, the proportion more confident in the security of the voting system thanks to the photographic ID requirement is up nine percentage points from wave two (60% compared with 51%). There has been a similar increase in the proportion thinking it will be effective in preventing electoral fraud at polling stations (71% compared with 65%).
- 4.13. When asked to think about future elections where they will need to show photographic identification in order to vote in person at a polling station, seven in ten (71%) say that if they went to vote but did not have their photographic identification they would be certain or likely to return to vote later that day – this figure is up ten percentage points compared to wave one. One in five say they would be certain not to or unlikely to return, dropping from a third. When looking at England only, propensity to return to vote was similar in waves one and two (61%), but now stands at 71%.

¹¹ Note: very small base size (63).

4.14. This chapter sets out public awareness of the policy introduced that requires the public to show accepted forms of photographic identification to vote in polling stations, perceptions of fraud and the security of the ballot, confidence in the electoral system, and experience of its implementation at the recent General Election. The findings in this section will refer to Great Britain, where the policy was in effect for the first time at a UK Parliamentary General Election. Similar voter identification requirements for in person voting were already in place in Northern Ireland.

Perceptions of fraud in polling stations

- 4.15. Perceptions that fraud is occurring in polling stations remain relatively low, with seven in ten (70%) voting age adults believing that either not very much or no fraud at all occurs in polling stations in their nation. Perceptions of fraud are slightly lower in Scotland, with 76% believing that not very much/none at all occurs in their nation, compared with 69% in England. Similarly, few people think that electoral fraud is taking place in their local area. Three quarters (75%) think that not very much or no fraud at all is taking place in their local area, remaining in line with waves one and two.
- 4.16. Eight in ten voting age adults (81%) in Great Britain believe that voting in general is either very or fairly safe from fraud, with only 5% saying it is unsafe. The proportion of voting age adults who said voting in person is safe from fraud is slightly higher at 87% (in line with waves one and two). In contrast, absent voting methods are seen by voting age adults as less safe (61% think postal voting is safe from fraud, and 50% think the same of proxy voting).
- 4.17. When it comes to getting away with electoral fraud in polling stations in their nation, just over half (55%) of voting age adults think it is difficult, increasing slightly compared with wave one (49%). In particular, a statistically significant shift in the proportion saying that this is difficult has occurred in England and Wales. In England there has been a steady increase in the proportion who think it is difficult across the three waves; 48% said this in wave one, 51% in wave two and 55% in wave three.
- 4.18. Older age groups are more likely to believe it is difficult to get away with electoral fraud (63% of those aged 55+) compared with younger age groups (45% of those aged 18-34). In contrast, the view that fraud is easy to get away with is stronger among voting age adults who are dissatisfied with the voting process (26%), lacking confidence in the way elections are run (34%) or who feel that voting is not safe from fraud (48%).

Awareness of policy changes – voter identification

- 4.19. Fieldwork for this survey took place from 11 July to 17 July 2024, following the UK Parliamentary General Election that took place, with a requirement for voter

identification to be shown at polling stations for the first time in Great Britain in a UK General Election.¹² Please note the figures within this section focus on fresh sample only. Awareness of this policy change has risen significantly in Great Britain among voting age adults from 31% in wave one, with eight in ten (84%) voting age adults taking the survey for the first time reporting having heard a great deal or a fair amount. One in seven (14%) say they have heard nothing at all about the change.¹³ In England there has also been an increase since wave two (84% from 76%); awareness in England in wave one was 34%.

- 4.20. Among the fresh sample of participants interviewed for this wave, awareness of the policy change is highest among older age groups (94% aged 65+), those with a greater interest in politics (91%), those who always/usually vote in general elections (91%), those who voted at the General Election (90%) and adults with photographic identification (86%).
- 4.21. Groups that are significantly more likely to have low awareness of the policy change include those who rarely or never vote at general elections (40%), those who did not vote at the General Election (32%), those not interested in politics (26%), ethnic minorities (22%), and younger adults (18% of those aged 18-44). This compares to 14% of the overall fresh sample. Adults with a disability that impacts their ability to vote in person were also likelier than average to not be aware (19%).
- 4.22. Among voting age adults aware of the requirement (again who were taking the survey for the first time), 39% recalled seeing something through an official UK Government advert on TV/radio. A range of other sources also helped generate awareness: 36% by word of mouth, 31% somewhere else on TV/radio, 23% somewhere else on social media, 22% in an Electoral Commission advert, 22% in an official UK government advert on social media, 21% in an official UK government advert in a newspaper/magazine and 21% in postal communications from their local council.
- 4.23. When assessed according to category, 61% of those aware had heard of the change on TV or radio, 41% on social media, 40% in communications from their local council and 36% in a newspaper or magazine.
- 4.24. Prompted awareness of the Electoral Commission advertising around this policy change has also increased significantly. For this wave, among the fresh sample 52% of voting age adults said they had seen this, compared to 13% at wave one. In England the proportion who report having seen Electoral Commission advertising (52%) has risen from 37% at wave two.¹⁴

¹² Northern Ireland already had a system of voter identification in place.

¹³ Figures for awareness are only shown among the fresh sample from each wave. As mentioned in the introductory chapter, the age profile of the fresh sample for this wave over-represents young adults and under-represents those aged 55 and over (in particular those 65+). We are looking into the possible effects of re-weighting this part of the sample. Despite this issue, it should be noted that awareness of the photo ID requirement has increased among fresh sample within each age group. Awareness was also higher among the longitudinal sample who had previously been asked about this change (91%).

¹⁴ While awareness of Electoral Commission advertising was tested across all three waves, it should be noted that the advertising shown was different in wave three.

Possession of an accepted form of photographic identification

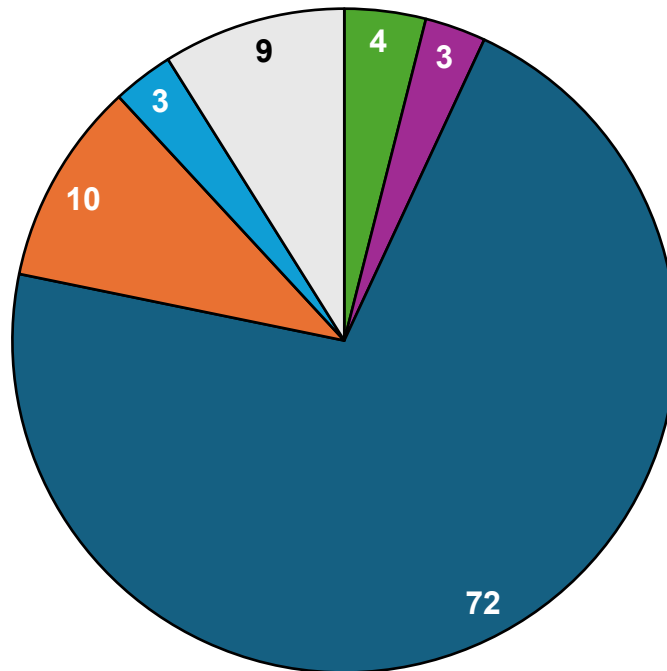
- 4.25. Among all voting age adults in Great Britain, 96% report having an accepted form of photographic identification that can be used for voting (this figure is the same when accounting and not accounting for a Voter Authority Certificate and Anonymous Elector Document). Only 2% say they have no accepted form of photographic identification.
- 4.26. These figures are the same as in wave one. Nevertheless, between these two waves there has been a very small, yet statistically significant decrease in the proportion with none of these forms of identification.
- 4.27. We would advise that a great deal of caution is taken when interpreting this change as there is only a difference when rounding to one decimal place (the proportion not possessing an accepted form of photographic identification was 1.6% in wave three compared with 2.3% in wave one). The list of IDs asked about has also slightly changed given the additions of a Voter Authority Certificate and Anonymous Elector Document. There is also no significant increase in the proportion of people who say they have an accepted form of identification, but a very small yet still statistically significant rise in the proportion answering prefer not to say (from 0.6% to 1.0%). Furthermore, it should be remembered that survey research tends to under-represent those in population groups less likely to possess an accepted form of photographic identification.
- 4.28. Passports (82%) and photocard driving licences (80%) are the most commonly held documents. Other forms of photographic ID remain much less likely to be held, with 10% possessing a photographic bus pass or other concessionary travel pass and Older Person's Bus Pass. All other accepted forms of ID are possessed by fewer than 5% of voting age adults.
- 4.29. The demographic groups who are more likely to report possessing at least one form of accepted ID remain similar to wave one, including adults aged 65+ (99%), graduates (99%) and those from a white background (97%).
- 4.30. Those more likely not to possess a valid form of ID include: the long-term unemployed/adults who have never worked (13%), adults with no formal qualifications (8%), social renters (5%), those with a disability that limits their daily activities a lot (5%), and those living in the most deprived areas (5%). Those from an ethnic minority background (91%) were significantly less likely to report possessing at least one form of accepted ID, and more likely to answer don't know or prefer not to say.
- 4.31. These demographic groups represent those where interest in politics is typically lower than average. As such, the research finds that a greater than average proportion of adults who say they rarely/never vote in general elections (7%) and who are not interested in politics (4%) do not possess an accepted form of ID. Furthermore, 12% who report not being registered to vote say they do not possess an accepted form of ID.

Impacts of voter identification policy changes – voter participation

4.32. As shown in Figure 4.1, among all voting age adults in Great Britain, seven in ten (72%) said that having to present photographic identification made no difference to how easy or difficult it was for them to vote in person at a polling station at the recent General Election (this is similar to the 68% who said the same in areas of England that held local elections in May 2023). At the General Election, 7% said the requirement made it easier to vote in person and 12% that it made it more difficult. However, particular groups were more likely to report that having to present photographic identification made in person voting more difficult in the General Election (although some were also more likely to say it made voting easier as well). These groups included:

- Under 54s (16% of those aged 18-34, 17% of those aged 35-44 and 14% of those aged 45-54);
- Graduates (18%);
- Private renters (17%);
- Those in the most deprived areas of Great Britain (14% and 15% respectively among those living in IMD quartiles 1 and 2);
- Those with a disability that impacts on their ability to vote in person (18%);
- Those with a disability that limits activities a lot (17%);
- Those dissatisfied with the voting process (26%); and
- Those without photographic identification (38%).

Figure 4.1: Did having to present photo identification at the polling station make it easier or more difficult for you to vote in person at a polling station, or did it make no difference?



- Much easier to vote %
- Made no difference to vote %
- Much more difficult to vote %
- Slightly easier to vote %
- Slightly more difficult to vote %
- DK / Prefer not to say %

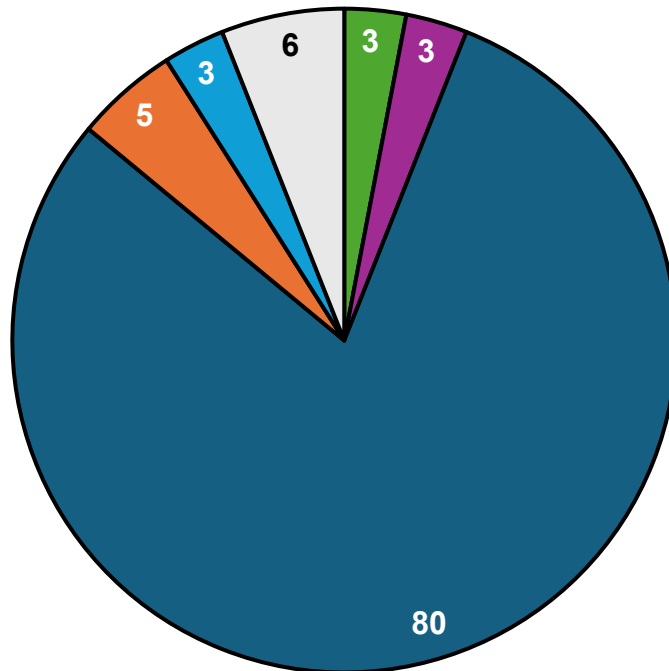
Base: Wave 3: All adults 18+ in Great Britain (8927): Fieldwork dates: 11-17 July 2024.
 The net of those saying it made it easier to vote was 7%.
 The net of those saying it made it more difficult to vote was 12%.

4.33. When analysed only according to those who voted in person, 76% said the requirement made no difference to how easy or difficult it was, while 9% said it made it easier and 14% more difficult to vote in person. The proportion answering don't know was just 1% (compared to 8% among the entire voting age population). With this filtered sample being more likely to have an opinion, within certain population groups the proportion saying the requirement made it more difficult to vote in person was slightly greater than when looking at all voting age adults. Examples of groups for where this is the case include graduates who voted in person (22% more difficult), in person voters with a disability that limits their activities a lot (22% more difficult) or whose condition impacts their ability to vote in person (21% more difficult), and in person voters who are dissatisfied with the voting process (30% more difficult).

- 4.34. Among ethnic minorities who voted in person at a polling station more than one in five (22%) said the requirement made it easier to do this, and 14% more difficult.
- 4.35. As demonstrated in Figure 4.2, when asked to assess the impact of the requirement on their desire to vote, a large majority of voting age adults also stated that having to present photographic identification when voting made no difference to their likelihood to want to vote in person at a polling station (80%), by absent voting methods (81%) or in the recent election in general (82%). These findings were in line with those collected in previous waves when asked to consider desire to vote in all future elections where photographic ID was required. Similar proportions of voting age adults also said that photographic identification would make no difference to their likelihood to want to vote.¹⁵
- 4.36. Of the 8% of voting age adults who said photographic identification made them less likely to want to vote in person at a polling station at the recent UK Parliamentary General Election, the groups holding this view were more likely to be long-term unemployed (14%), to rent (13% from a private landlord, 13% from a council/housing association), to have a disability that limits their activities a lot (12%) or have a disability that impacts on voting in person (11%), to be younger (11% of 18-34 year olds), ethnic minorities (11%), or live in the two most deprived quintiles (10%).

¹⁵ Please note that for this wave, participants were asked to think retrospectively about the General Election, whereas in previous waves the question was framed in a way that asked participants to project forwards.

Figure 4.2: Did having to present photo identification make you more or less likely to want to vote in person at a polling station, or did it make no difference?



■ Much more likely %	■ A little more like %
■ Made no difference %	■ A little less likely %
■ Much less likely %	□ DK / Prefer not to say %

Base: Wave 3: All adults 18+ in Great Britain (8927): Fieldwork dates: 11-17 July 2024.
 The net of those saying it made it made them more likely to want to vote in person was 6%.
 The net of those saying it made it made them less likely to want to vote in person was 8%.

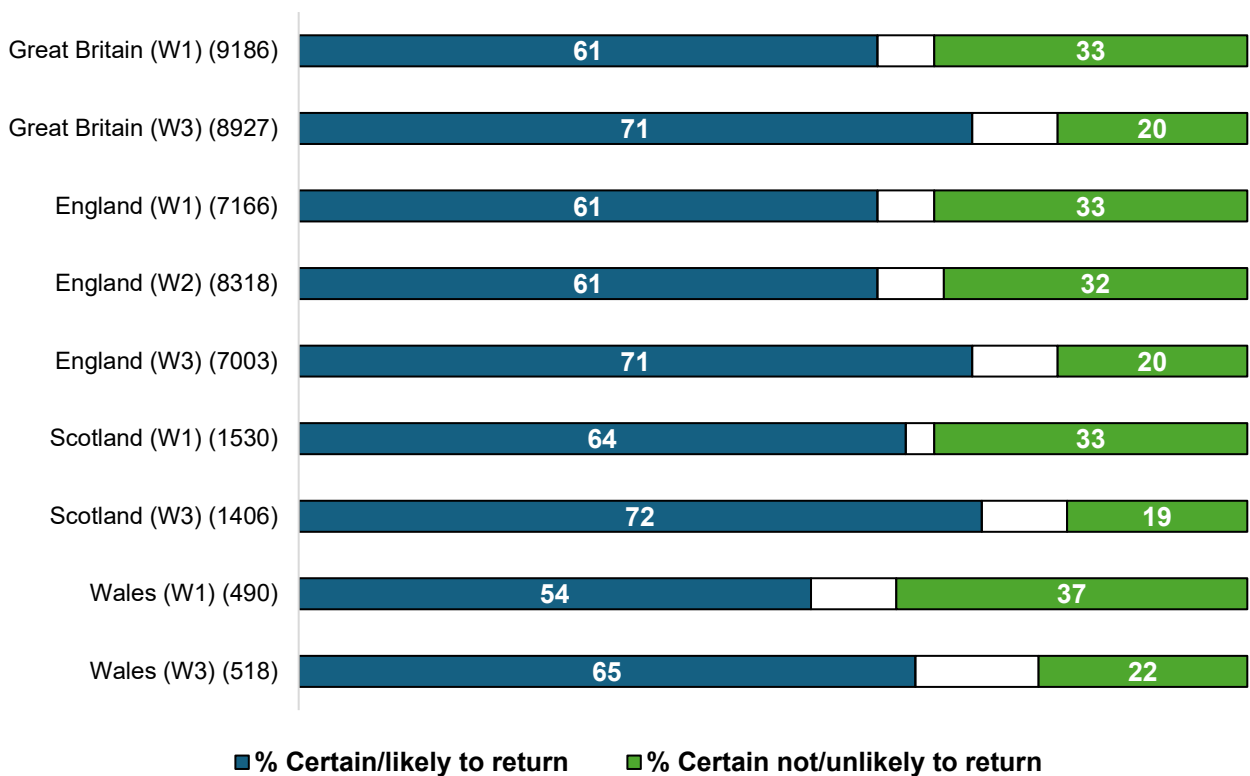
4.37. Certain groups were significantly more likely than average to want to vote in person at a polling station thanks to the requirement. This included those who think fraud is easy to get away with in polling stations (15%), ethnic minorities (13%) and social renters (11%). This means that people from ethnic minority backgrounds were more likely to say both that the requirement made them more and less likely to want to vote in person (although the difference is not very big in either case).

- 4.38. A significantly greater than average proportion of those without photographic identification (42%) and those dissatisfied with the voting process (22%) report having been less likely to want to vote in person at a polling station thanks to the requirement to present photographic identification.
- 4.39. When assessing the findings related to the impact of the photographic ID requirement on voter participation and attitudes towards Voter Authority Certificates, it should be taken into consideration that voting age adults without an accepted form of ID are significantly less likely than average to be politically engaged. This is demonstrated in paragraphs 4.30 to 4.31 which analyse the proportion of voting age adults who possess an accepted form of ID. Further to this, in wave three, 61% of those without an accepted form of ID reported not being interested in politics (compared to 27% overall) and 38% report that they always/usually vote in general elections (compared to 81% overall).
- 4.40. Having said that, wave one of this research found that a quarter (25%) without ID reported not having voted in the 2019 UK Parliament General Election (held before the ID requirement came into force), compared to 11% of the total sample interviewed. For this third wave, 53% of those without an accepted form of ID report having not voted at the 2024 General Election, compared with 14% of the overall sample interviewed in Great Britain (in England only in wave two, the figure for those without ID who said they did not vote in the 2019 General Election was 36%). Again, certain caution is required when interpreting these figures given that overall turnout for the 2024 UK Parliamentary General Election was lower than in 2019, and might be expected to fall more among those less interested in politics.
- 4.41. There are also small differences in the proportion of voting age adults who do not have an accepted form of ID – note the discussion in paragraphs 4.25 to 4.27. This means that the between wave comparison of non-voting among those without an accepted ID may not be an exact like-for-like trend as the profile and characteristics of those who did not initially have an accepted form of ID in early 2023 but have since acquired one may be different to those who did not have ID and still do not have this. Other reasons for caution include that the base size of this group is low, and the time difference between the first wave and the 2019 General Election is much greater than the time difference between the third wave and the 2024 General Election.

Impacts of voter identification policy changes – for voters and non-voters

- 4.42. Driving licences were the most used form of ID voters presented when voting in person at the General Election (70%). Just under a quarter of voters presented their passport (23%), while a further 3% used an Older Person's Bus Pass. Few voters (1%) used the Voter Authority Certificate as their proof of identification to vote. These findings remain in line with the forms of ID voters reported having presented in areas of England with local elections in wave two.
- 4.43. Among in person voters at the recent General Election, there were few reports of practical issues with photographic identification, such as having to present more than one form of ID (1%). A slightly larger minority (6%), report having felt uncomfortable showing their identification – similar to the proportion who reported long queues at the polling station (4%). Voters aged 18-34 were more likely than average to have felt uncomfortable about having to show their identification to vote (10%), along with those with a disability that impacts voting in person (11%) or limits activities a lot (12%), as well as voters who claim to be dissatisfied with the voting process (20%).
- 4.44. Overall, only 2% report either having forgotten their ID or having been turned away and later going back to vote with their ID. Such experiences were slightly more commonly reported by younger voters (4% of those aged 18-34 and 35-44), ethnic minorities (7%), and those who say they only sometimes, rarely or never vote in general elections (6%).
- 4.45. As was noted at the local elections held in England in May 2023, there were more frequent reports of noticing someone at the polling station reminding voters about the need to show identification (18% compared with 22% at wave two).
- 4.46. When asked to consider what they would do at future elections, seven in ten (71%) voting age adults in Great Britain say they would be certain or likely to return to vote if they forgot to bring their photographic identification. As shown in Figure 4.3, this proportion has increased significantly compared with wave one when 61% reported being certain or likely to return with ID.
- 4.47. In contrast, one in five (20%) say they would be unlikely or certain not to return to vote in person with ID later that day, a figure which has declined significantly from around a third in wave one. In England, this upwards shift in propensity to return with ID can be seen to be more recent. Propensity to return with ID was the same in waves one and two in England (61%), but now stands at 71%.

Figure 4.3: If you went to vote in person, but did not have photo identification, how likely or unlikely would you be to return at a later time that day, this time bringing your accepted form of photo identification?



Base: Wave 3: All adults 18+: Great Britain; England; Scotland; Wales; (see above): Fieldwork dates: 11 – 17 July 2024

Wave 2: All adults 18+: England (see above): Fieldwork dates: 19-24 May 2023

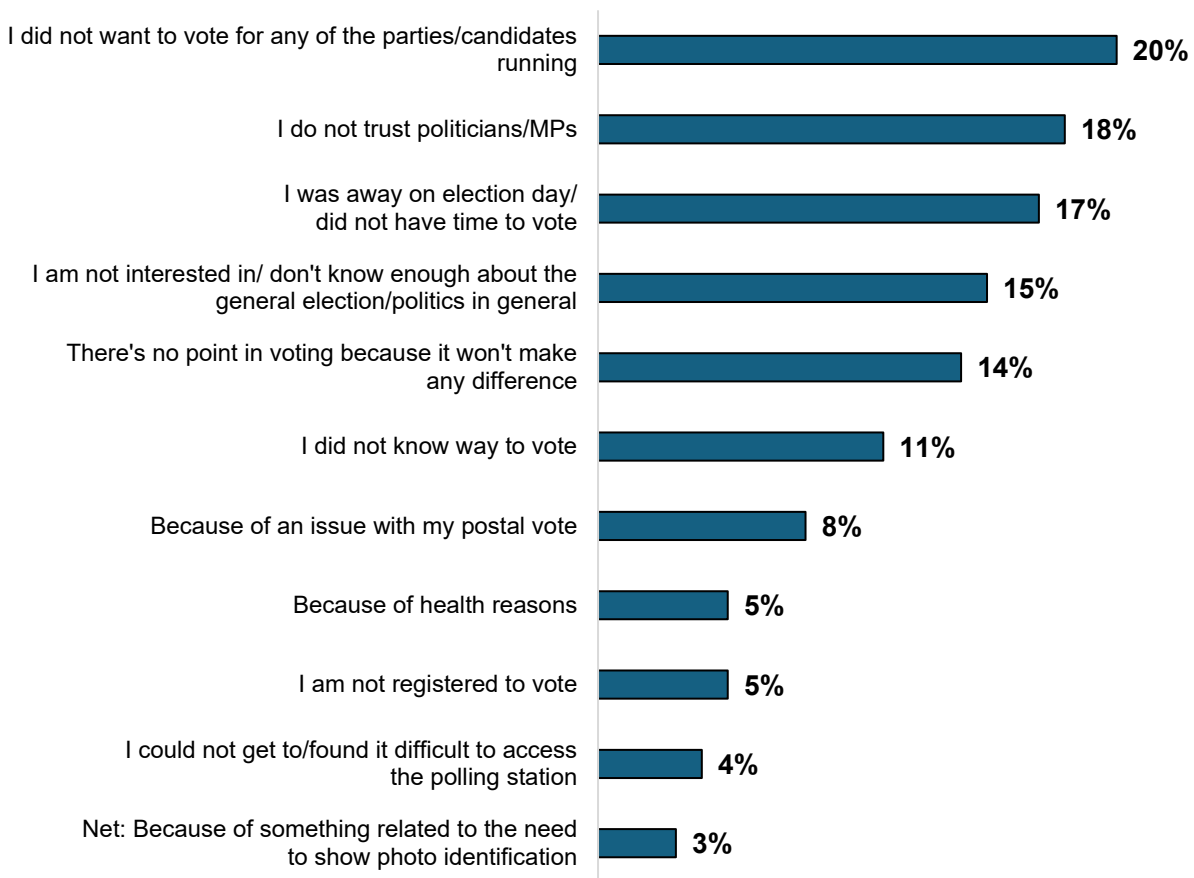
Wave 1: All adults 18+: Great Britain; England; Scotland; Wales (see above): Fieldwork dates: 26 January – 1 February 2023

Please note that the gap between answer options represents the proportion answering either 'Not applicable – would not vote', 'Don't know' or 'Prefer not to say'.

4.48. Slightly greater proportions reported being unlikely to return among specific groups. This was the case for social renters (30%), those from ethnic minority groups (26%), those living in the most deprived areas (26%), 18-34-year-olds (25%) and women (22%). Those with accessibility issues and weaker levels of engagement also report being less likely to return. Voters who sometimes/rarely/never vote in local elections (40%), without photographic identification (37%), lacking an interest in politics (32%) or with a disability that limits them a lot/has an impact on their ability to vote in person (28%), say they would be unlikely to return. Nevertheless, among all these groups the proportion saying they would be unlikely to return has declined since the previous wave.

4.49. Those who did not vote at the UK Parliamentary General Election were asked for the reasons why. As shown in Figure 4.4, the most cited reasons were based on political apathy with one in five (20%) saying that they did not want to vote for any of the parties/candidates running, followed by 18% saying that they do not trust politicians/MPs, 17% said a reason they were not able to vote was due to their availability on the day (either that they were away or did not have time to vote), while 15% mentioned that a reason they did not vote was because they are not interested in or don't know enough about politics.

Figure 4.4: Please tell us why you were not able to vote in the UK Parliamentary General Election held on 4 July 2024?



Base: Wave 3: All adults 18+ who did not vote in UK Parliament General Election: Great Britain (1056): Fieldwork dates: 11–17 July 2024. Please note that this is the top ten mentions.

4.50. 3% of non-voters said they were not able to vote due to something related to the need to show photographic identification (when asked in areas of England with local elections in May 2023, this figure was 4%). This 3% is made up of 2% of non-voters who said it was because they did not have photographic identification, 1% of non-voters who did not agree or felt uncomfortable with the requirement, and a handful of other minor reasons.

- 4.51. However, there are certain groups who were more likely to cite the introduction of photographic identification as a barrier to voting. Among those who were not able to vote, those aged 45-54 (8%) or 55-64 (6%), social renters (8%), those living in the most deprived areas (7%), who have a disability impacting their ability to vote in person (11%) or that limits their activities a lot (12%) and those who say they only sometimes vote in general elections (7%) were all more likely than average to cite this issue. The group who felt the biggest impact were non-voters who do not have photographic identification – 28% of them said the introduction of photographic identification was a reason why they were not able to vote.
- 4.52. This research also sought to determine the *main* (or only) reason why people were not able to vote at the General Election. Where non-voters provided more than one reason, a follow up question was included at which participants were asked to identify the main reason they were not able to vote.¹⁶ For those only selecting one response at the initial question, this response has automatically been coded as the main reason. When analysing this data, the most commonly cited reason for not being able to vote was being away on election day (15%), followed by reasons linked to political apathy. Other administrative issues mentioned were those related to their postal vote (7%) and not being registered to vote (4%). Again, 3% said the main or only reason they did not vote was because of something related to the need to show photographic ID.

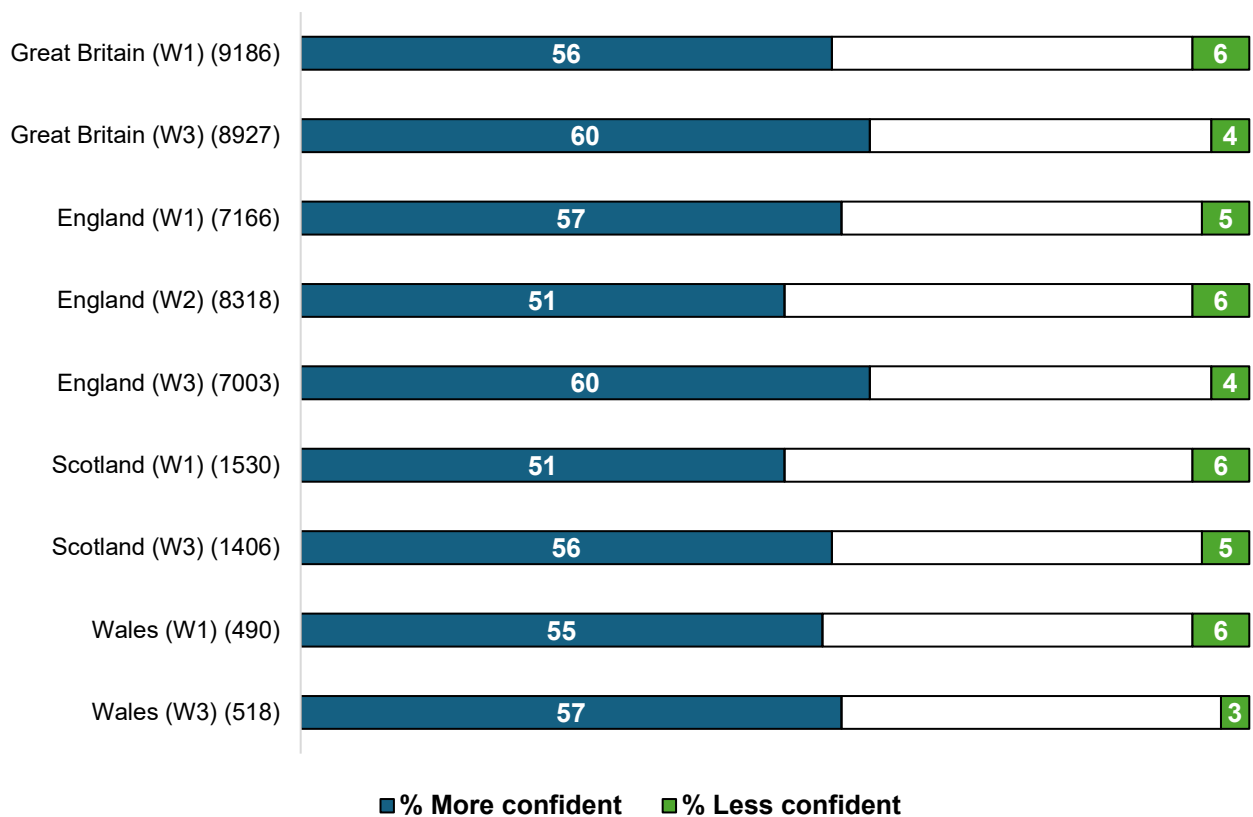
Impacts of voter identification policy changes – confidence in voting system

- 4.53. The introduction of photographic identification at polling stations continues to make people think they will be more confident in the security of the voting system, which is generally already high (see paragraphs 4.15 to 4.18). Three in five (60%) voting age adults say they feel more confident in the security of the voting system as a result of the requirement to show photographic identification, increasing slightly from 57% in wave one (as shown in Figure 4.5).
- 4.54. Meanwhile, three in ten (31%) say it makes no difference to their confidence in the security of the ballot. Only 4% say the requirement makes them less confident in the security of the system (in line with the measures in wave one). In England, the proportion saying they were more confident declined between wave one (57%) and two (51%), but has now increased (60%).

¹⁶ At this follow up question it was also possible to say that the reasons initially mentioned were equally important/no reason was more important than the other (5% selected this).

- 4.55. Confidence that the photographic identification policy will improve security of the voting system is significantly greater among older age groups. Two-thirds (67%) of those aged 55-64 and around three quarters of those aged 65+ (72%) are confident that this is the case, compared to just under half (48%) of those aged between 18-34. However, among those who are not currently registered to vote (13%), or who don't already have an accepted form of photographic identification (17%), a significantly higher than average proportion say that the introduction of photographic identification gives them less confidence in the security of the voting system.
- 4.56. Similarly, the majority of voting age adults (71%) think the measure will be effective at preventing fraud – this finding is in line with wave one. As with the confidence measure, in England the proportion saying they think the measure will be effective decreased between wave one (71%) and wave two (65%), but is now back at the same level as wave one.
- 4.57. The photographic identification policy is seen less positively by those who think that electoral fraud is easy to get away with in polling stations, with a quarter (25%) believing that having to present photographic identification will not be effective at preventing electoral fraud at polling stations. Other groups who are less convinced that the policy will be effective in preventing fraud include those dissatisfied with the voting process (34%), or lacking confidence in the elections being well run (32%) as well as those who currently don't have an accepted form of photographic identification (31%).

Figure 4.5: To what extent does the requirement for voters to show photographic identification at the polling station make you more or less confident in the security of the voting system?



Base: Wave 3: All adults 18+: Great Britain; England; Scotland; Wales; (see above): Fieldwork dates: 11 – 17 July 2024

Wave 2: All adults 18+: England (see above): Fieldwork dates: 19-24 May 2023

Wave 1: All adults 18+: Great Britain; England; Scotland; Wales (see above): Fieldwork dates: 26 January – 1 February 2023

Please note that the gap between answer options represents the proportion answering either 'Will make no difference', 'Don't know' or 'Prefer not to say'.

Voter Authority Certificates (VAC) – awareness

- 4.58. Please note that data in this section refers to fresh sample only. In wave three, around one in five (18%) voting age adults in Great Britain say they know a great deal or a fair amount about the introduction of the Voter Authority Certificate (VAC).¹⁷ Although increasing from 8% at wave one, awareness remains low. In England, awareness of VACs (18%) is similar to that recorded in wave two (21%).¹⁸
- 4.59. Reported awareness for this third wave was significantly higher than average among those with a disability (22%). Those who always/usually vote in general elections (19%) were no more likely to be aware than those who say they sometimes vote in such elections (20%).
- 4.60. In wave three, one in six (16%) voting age adults without an accepted form of identification said they were aware of the VAC, while a further 31% said they knew not very much, but had heard of it.¹⁹ Differences compared with the overall average are not statistically significant for this group. This reflects the fact that awareness of the VAC was largely consistent across population sub-groups in Britain.
- 4.61. Among fresh sample who were aware of the VAC, the most common single source of awareness was from word of mouth (21%). 18% report having heard of the VAC in official UK government advertising on TV or radio with the same proportion reporting becoming aware from somewhere else on TV or radio.
- 4.62. When looking at sources of awareness by category, just over a third (36%) have heard of the VAC from somewhere on TV or radio, 28% in a newspaper or magazine, around one in four (23%) in communications from their local council and one in five (20%) on social media.

Voter Authority Certificates (VAC) – likelihood of applying

- 4.63. Very few people have applied for VACs so far. Only 1% of voting age adults say they have a VAC – with the only demographic group significantly more likely than average to possess one being those living in housing rented from the council or a housing association (2%). Of those who voted in person at the General Election, the same proportion (1%) report having used a VAC to prove their identity.
- 4.64. Just a quarter of those without photographic identification (25%) say they would be certain or likely to apply for a VAC. This has decreased from 39% at wave one. In England, 25% say they are certain or likely to apply – in line with wave two (25%) and down from wave one (36%).

¹⁷ Awareness among fresh sample respondents at wave three was 18%. Awareness was higher among returnees who had previously responded at wave two of the study in May 2023 at 28% meaning overall awareness in Great Britain was 25% accounting for both groups.

¹⁸ There have been changes within age groups however, with significant decreases in VAC awareness between waves two and three in fresh sample aged 55 and over.

¹⁹ Please note small base size (44).

4.65. Since wave one there appears to have been a change in the composition of the sample of voting age adults who report not having (or not knowing they have) any form of accepted ID that can be used to vote in person at a polling station.²⁰ Compared with wave one, in wave three this group comprised significantly fewer voting age adults who report they 'always or usually' vote in general elections, Those who report having voted by post in a recent election were more widely represented in this group in wave three too. The timing of the various waves should also be taken into consideration though, as should the relatively small base size. Waves one and two were conducted at a time when a UK Parliamentary General Election was going to be held within the next two years. This third wave, however, was conducted at a time when the next UK Parliamentary General Election was likely five years away.

²⁰ These are the criteria used to determine qualification for the likelihood to apply for a VAC question.

5 Accessibility

Chapter Summary

- 5.1. Overall, around half of voting age adults with a disability in Great Britain (52% - down five percentage points from January 2023) and Northern Ireland (50%) agree they currently receive the materials and support needed in order to vote. In Great Britain fewer (34% - down eight percentage points from January 2023) believe staff at polling stations are properly trained to assist them in voting (47% agree with this statement in Northern Ireland).
- 5.2. In Great Britain, among fresh sample interviewed for this wave, 19% of voting age adults are aware of the existing provision in place for disabled voters to have a companion to help them vote in person at a polling station. In Northern Ireland, 29% of fresh sample are aware.²¹
- 5.3. Awareness of changes to make elections more accessible for people with a disability remains low. Furthermore, awareness of the changes was again most likely to come through informal channels, such as through word of mouth or non-government/Electoral Commission sources.
- 5.4. Among fresh sample, around one in seven voting age adults in Great Britain (14%) said they knew a great deal or fair amount about the expansion of the provision to allow more people to act as a companion to assist disabled voters. In Northern Ireland, 17% of fresh sample interviewed were aware of this.
- 5.5. Regarding the provisions for a wide range of support equipment to be provided for disabled voters at polling stations, 14% of voting age adults in Great Britain interviewed for the first time said they knew a great deal or fair amount. In Northern Ireland a similar proportion of fresh sample (17%) were aware of this.
- 5.6. In previous waves of research, voting age adults in England and Northern Ireland who have a disability have been asked whether, when thinking about future elections, the policy changes related to accessibility make them more or less likely to want to vote in particular ways. For this wave, the question was framed retrospectively and asked participants to reflect on whether the changes made them more or less likely to want to vote at the General Election. This revealed that actual desire to vote in particular ways (measured retrospectively) was lower than predicted desire (measured prospectively in previous waves).
- 5.7. The evidence from this wave suggests the changes had little impact on desire to vote at the recent General Election among adults with any disability or health condition. However, desire to vote did increase to a greater extent among those with a severe disability.

²¹ Please note the skew in the age profile of fresh sample.

- 5.8. Regarding the new provisions on companion voting, more than eight in ten (84%) of those in Great Britain with a disability said that expanding the list of those who can act as a companion made no difference to their desire to vote in person with a companion at the General Election. A similar proportion of those with a disability in Northern Ireland (82%) said the same.
- 5.9. Nevertheless, in Great Britain 15% of those whose disability prevents them from voting in person said that this change made them more likely to want to vote in person at a polling station with a companion (11% said it made them less likely). The same proportion of those whose disability has an impact on their ability to vote in person (but does not prevent them from doing so) say they were more likely to want to vote in this way thanks to this change.
- 5.10. Just over eight in ten (83%) of those in Great Britain with a disability said providing a wide range of equipment to support people voting in person made no difference to their desire to vote in person at a polling station on their own at the recent General Election. Three quarters (78%) of those who have a disability in Northern Ireland say the same.
- 5.11. Nevertheless, in Great Britain 19% of those whose disability prevents them from voting in person said that this change made them more likely to want to vote in person at a polling station on their own (12% said it made them less likely). 12% whose disability has an impact on their ability to vote in person (but does not prevent them from doing so) said they were more likely to want to vote in this way thanks to the change.
- 5.12. When asked about the impact of the changes on their general desire to vote at this parliamentary election, 83% of adults with a disability in Great Britain said the equipment requirement made no difference, with 6% saying it made them more likely and 3% less likely. 85% said the change to rules around companion voting made no difference, with 7% saying it made them more likely to want to vote and 2% less likely. These figures are similar to those obtained in wave two when those with a disability/long-term health condition living in areas of England with local elections were asked about the impact of the changes on their general desire to vote in these elections.

Background – the policy context

- 5.13. As part of the Electoral Integrity Programme, changes have been made relating to the accessibility of elections. These include:
- Allowing greater flexibility for authorities in their choice of what equipment to provide in polling stations to assist individuals with disabilities when voting in person;
 - Permitting any individual aged 18 and over to act as a companion to help a voter with disabilities when voting in person at polling stations.
- 5.14. Attitudes towards these changes have been tested in the survey across each of the three waves of this research, with these being framed to participants in the following way in the survey questions:
- A requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station;
 - Allowing more people to act as a companion to assist a disabled voter when voting in person at a polling station.
- 5.15. This chapter sets out attitudes towards the introduction of measures relating to accessibility, including voting with the assistance of a companion and the availability of assistive equipment, as well as levels of awareness of these changes and opinions on the impact these changes had on the desire to vote at the 2024 General Election among those with a disability. First though, the context for those with a disability when voting is considered, relating to confidence levels, preferred voting methods and ease of voting.

Context – disability and voting processes

- 5.16. Satisfaction with the process of voting in elections remains high among all voting age adults across Great Britain (77%), including among those with a disability (77%).²² However, differences do exist when considering the severity of the disability. For those with a condition limiting their activities a lot, satisfaction with the voting process is lower (70%), with dissatisfaction relatively higher (12% versus 7% for the total sample). Satisfaction decreases further, to 59%, for those who say that their disability prevents them from voting in person; dissatisfaction among this group is 16%. These trends are consistent with previous waves.
- 5.17. Similarly, confidence that elections in general are well run varies by level of disability. Overall, 85% of the voting age population as a whole are confident that elections are run well in Great Britain, with 11% not confident. Confidence

²² Disability is defined as a participant who reports that they have a long-term 'physical' or 'mental' health condition or, if answering 'Don't know' or 'Prefer not to say', mentions they have one of 17 specific long-term health conditions included in a prompted list.

decreases to 75%, with 19% not confident among those with a disability limiting their activity a lot. Meanwhile, 69% of those with a disability preventing them from voting in person are confident elections are well run in their country compared to around a quarter (26%) who are not. These trends are again similar to previous waves.

- 5.18. In the recent General Election, more than four-fifths (85%) of the voting age population in Britain were confident in the way that the General Election was run, with 10% not confident. These proportions were similar for those with a disability (84% confident, 11% not confident). However, for those with more severe disabilities, confidence was lower. 18% of those whose disability limits their activities a lot said they were not confident that the recent elections were well run - rising to around three in ten (28%) for those whose disability prevents them from voting in person.
- 5.19. When asked for the reasoning behind their lack of confidence, 15% of those with a disability say the way elections are run make it difficult for disabled people to vote. This figure was 26% among those whose disability impacts their daily activities a lot and 17% for those with a disability that has an impact on them voting in person.
- 5.20. Satisfaction with the process of voting in Northern Ireland among those with a disability (74%) is similar to that among the overall voting age population (73%). However, while base sizes are small, satisfaction appears slightly lower for those in Northern Ireland with disabilities that impact their daily activities a lot (63%). Base sizes are too small in Northern Ireland to analyse the data according to other groups of adults with a disability.
- 5.21. Similar to elsewhere in the UK, in Northern Ireland confidence that elections are well run among voting age adults with a disability (79%) is similar to that among the voting age population as a whole (78%). However, for those in Northern Ireland with a disability that impacts their activities a lot, around one in four (24%) are not confident, compared with 15% overall. For the recent General Election, 80% overall in Northern Ireland were confident this was well run, with 70% of those with a severe disability that limits their activities of this opinion.
- 5.22. Adults with a disability were additionally asked specific questions relating to their condition and ability to participate effectively in elections. As was the case in previous waves, among those with a disability, although the majority feel that the way elections are run currently works for them, more could be done to support and assist disabled voters particularly when voting in person. Regarding the support provided, assistance from staff, and way elections are run for in person and absentee voting, those with a disability said the following:
 - 52% in Great Britain agree (down five percentage points since January 2023) that they receive the materials and support that they need in order to vote (7% disagree). Around half also agree in Northern Ireland (50%);
 - 34% in Great Britain agree (down eight percentage points compared to January 2023) that staff at polling stations are properly trained to assist them

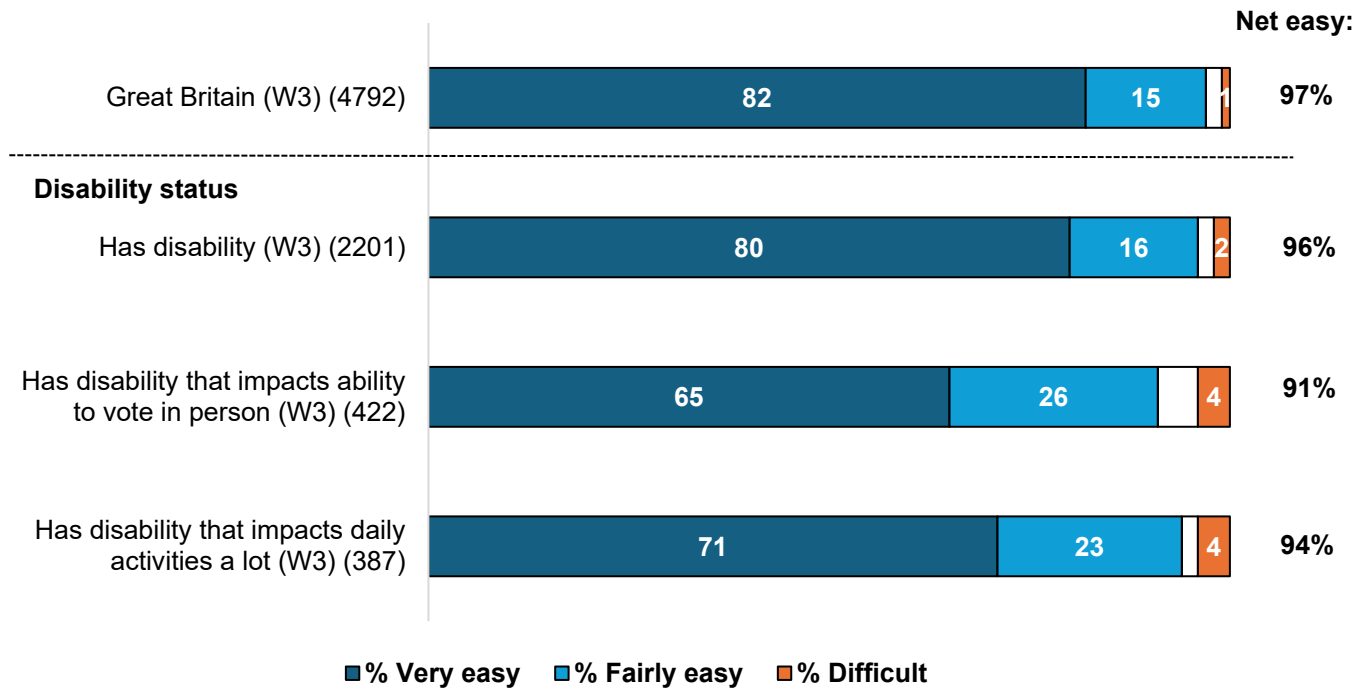
in voting (5% disagree). Agreement rises to 47% in Northern Ireland (this is down five percentage points compared to May 2023);

- 28% in Great Britain agree (similar to wave one in January 2023) with the statement that they have someone who can come with them as a companion to assist them in voting, while 8% disagree. Around a third agree in Northern Ireland (32%);
- 64% in Great Britain disagree that the way elections are run prevents them from voting in person (6% agree). A similar proportion disagree overall in Northern Ireland (62%). These findings are similar to previous waves.

Context – ease of voting

- 5.23. Among voting age adults in Great Britain with a disability, overall around a quarter (23%) say that their condition impacts their ability to vote in person in some way. When split out, one in six (17%) say it has a small impact, 6% say it has a significant impact but they are still able to vote and 5% say it completely prevents them from voting in person at a polling station. These findings are consistent with the previous waves.
- 5.24. Most voting age adults with a disability find the process of voting in person at a polling station to be easy. However, those with more severe conditions are more likely to find the process difficult. As shown in Figure 5.1, when it came to the recent General Election, 97% of the overall voting age population in Great Britain found the process of casting a vote in person at a polling station to be easy, with 1% saying that it was difficult.
- 5.25. Among voting age adults in Great Britain with a disability limiting their activity a lot, 94% found the process of casting a vote in person to be easy, and 4% finding it difficult. Of those whose condition impacts their ability to vote in person, 91% found it easy and 4% difficult. There were also differences in the extent to which these groups found the process to be easy. Among the overall voting age population, 82% found casting a vote in person at a polling station at the General Election to be very easy. Among those with a disability that limits their activities a lot, this figure was 71%, while it stood at 65% for those with a condition that impacts their ability to vote in person.

Figure 5.1: Thinking about the last time you voted this way, how easy or difficult did you find the process of casting a vote in this way? - In person at a polling station in the 2024 General Election



Base: Wave 3: All adults 18+ who report voting in person at a polling station in 2024 UK Parliament General Election: Great Britain; Has a disability; Disability has an impact on ability to vote in person; Disability limits activities a lot (see above). Fieldwork dates: 11–17 July 2024.
Please note that the gap between answer options represents the proportion answering either 'Neither easy nor difficult', 'Don't know' or 'Prefer not to say'.

- 5.26. Of those with a disability in Northern Ireland, 27% say their condition has an impact on their ability to vote in person. Within this, one in six (16%) say it has a small impact, 7% report a significant impact but they are still able to vote in person and 4% say that it completely prevents them from voting in person.
- 5.27. Despite this, almost all those in Northern Ireland with a disability who voted in person at the recent General Election said that they found the process of casting their vote easy (99%).

Awareness of companion voting

- 5.28. Please note that analysis in this section focuses on fresh sample only. The same caveats apply as outlined earlier regarding the age profile of the fresh sample. Among voting age adults in Great Britain, awareness of companion voting remains low. Among fresh sample interviewed in wave three, the proportion saying they are well aware of it stood at 19% (this stood at 20% in wave one). In England the figure aware in wave three (19%) is the same as in wave two.²³
- 5.29. Focusing still on fresh sample, awareness of the ability to vote with a companion is slightly higher than average among those with a disability (23%). This increases to 29% among those whose disability impacts their ability to vote in person, 4% of whom have either voted with or acted as a companion for someone in the past.
- 5.30. Among fresh sample who have a disabled person within their household, awareness is slightly higher than average, with more than one in five (23%) saying they are well aware of the policy and 2% having voted or acted with/as a companion. However, still 53% of fresh sample who live with someone with a disability, say they know nothing about the provision.
- 5.31. In Northern Ireland, around three in ten voting age adults who were interviewed for the first time (29%) say they are well aware of the provision for companion voting with 3% having acted with or as a companion in the past. The base size for fresh sample with a disability is too small to report on.

Awareness of accessibility equipment and companion policy changes

- 5.32. Please note that analysis in this section focuses on fresh sample only for GB. For Northern Ireland, fresh and longitudinal sample have been reported when considering sources of awareness due to low base sizes. As has been the case for the two previous waves, overall awareness of the policy and legislative changes to make voting in person at a polling station more accessible for voters with a disability remains low among voting age adults. This is particularly the case when compared with awareness of the requirement to show photographic ID and the ability to apply for an absent vote online.

²³ Assessing changes in awareness between waves two and three among fresh sample according to age in England, only minimal changes have occurred. Among the sample who were previously surveyed, the proportion who are well aware in wave three is 29%.

- 5.33. In Great Britain, 14% of fresh sample interviewed for this wave report having heard a great deal or fair amount about the requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station. A similar proportion (14%) also report having heard a great deal or fair amount about allowing more people to act as a companion to assist in person disabled voters.²⁴ For both measures there were minimal differences between longitudinal and fresh sample.
- 5.34. As with previous waves, those with a disability impacting their ability to vote in person were only slightly more likely to be aware of the policy changes. Among fresh sample who belong to this group, 19% report being aware of both policy changes. Similarly, voting age adults living with a disabled household member were no more likely than average to be aware of the policy change than overall. Among fresh sample within this group, 13% were aware of both changes.
- 5.35. The fresh sample who were aware of the changes continue to report having heard about them mainly through informal channels. For both measures, word of mouth was the most common source (22% for equipment measures and 21% for companion voting). The second most common response for both measures was hearing about them somewhere on TV/radio (15% for the equipment measures, 13% for companion voting), followed by somewhere on social media (11% for the equipment measures, 13% for companion voting). Among fresh sample, just 14% for the equipment measures and 16% for companion voting report having heard about either of them in any form of communications from their local council.²⁵
- 5.36. At the recent General Election, of those with a disability who voted in person, 93% say they did not request equipment to help them vote when at the polling station because they did not feel they needed it. This was the same figure as recorded in England following the May 2023 local elections. As was also the case in England following the May 2023 local elections, at the recent General Election very few report having requested equipment but did not receive it to help them (less than 0.5%). 3% report that they would have requested it but were not aware they could - this figure is greater among those with a disability that impacts their ability to vote in person (6%) and whose disability limits their daily activities a lot (5%). Just 1% report having requested equipment to help them at their polling station and receiving this – with this figure being 2% of those with a disability that impacts their ability vote in person and 3% of those whose disability limits their daily activities a lot.
- 5.37. Among fresh sample in Northern Ireland, 17% report knowing a fair amount or great deal about both measures. Looking at fresh and longitudinal sample together (due to the low base size for fresh sample), awareness levels for both measures were not substantially different among those with a disability.

²⁴ Despite the differences in age composition of the wave two and wave three fresh sample in England, there have been minimal shifts in awareness within age groups.

²⁵ Wave three split out codes relating to local council channels such as TV/radio, social media, post, and newspapers/magazines which wasn't the case in wave one so results for this net are not directly comparable.

- 5.38. In Northern Ireland, the most common source of awareness was again word of mouth. For the equipment measures, 21% of those aware (whether fresh or longitudinal sample) mentioned having heard about the change in this way, with the corresponding figure for companion voting being 19%. As was the case in wave two, around a quarter had heard of one of the measures on TV/radio (26% and 25% respectively) – though this was less likely to be from an official UK government advert on TV/radio.
- 5.39. Of those who voted in person at the General Election and have a disability in Northern Ireland, 1% requested and received equipment (this figure was 2% for the May 2023 local elections in Northern Ireland), while a further 4% said they would have done so, but were unaware of its availability. Around nine in ten (88%) did not request equipment because they did not feel they needed it.

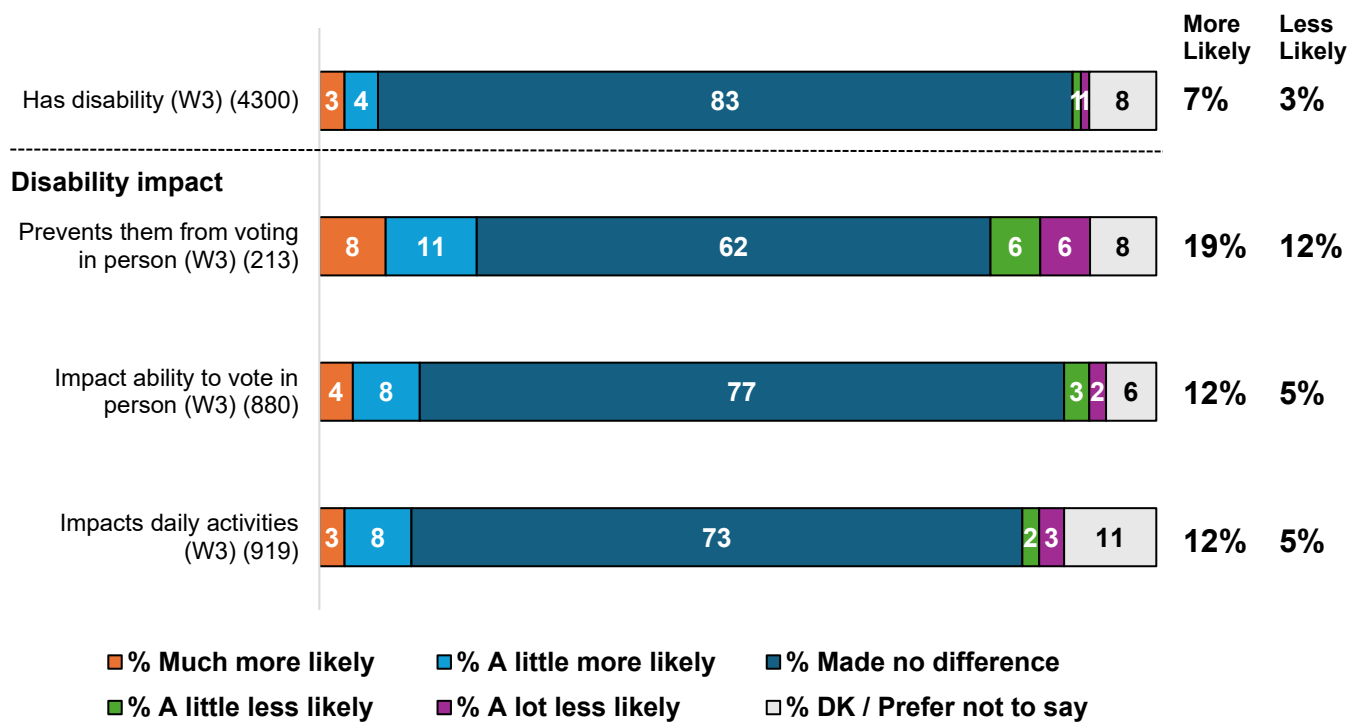
Consequences of accessibility equipment and companion policy changes

- 5.40. The two previous waves of the research found that, despite there being low levels of awareness about the changes to accessibility at the polling station, there was a widespread perception among voting age adults – including those with a disability - that the policy changes would make it easier for people with a disability to vote in person.
- 5.41. In previous waves, voting age adults in England and Northern Ireland who have a disability were also asked whether, when thinking about future elections, the policy changes related to accessibility make them more or less likely to want to vote in particular ways. For this wave, the question was framed retrospectively and asked participants to reflect on whether the changes made them more or less likely to want to vote at the General Election. This question included four iterations: in person at a polling station on their own; in person at a polling station with a companion; by post or by proxy; and to vote at all at the recent General Election. This revealed that actual desire to vote in particular ways (measured retrospectively) was lower than predicted desire (measured prospectively in previous waves).²⁶
- 5.42. Across all iterations of this question asked about both changes, more than four-fifths of voting age adults with a disability in Great Britain said the requirements made no difference to their desire to vote. Between 6% and 7% said that the changes made them more likely to want to vote in any way (though this figure was always greater than the proportion who said the changes made them less likely to want to vote).

²⁶ For example, in wave one in Great Britain 16% of adults with a disability said requiring additional equipment to be provided would make them more likely to want to vote in person at a polling station on their own. In wave three when reflecting back on the General Election, 7% said it made them more likely to want to vote in this way. In wave one, 15% said allowing more people to act as a companion would make them more likely to want to vote in person at a polling station with a companion. In wave three when reflecting back on the General Election, 7% said this change made them more likely to want to vote in this way.

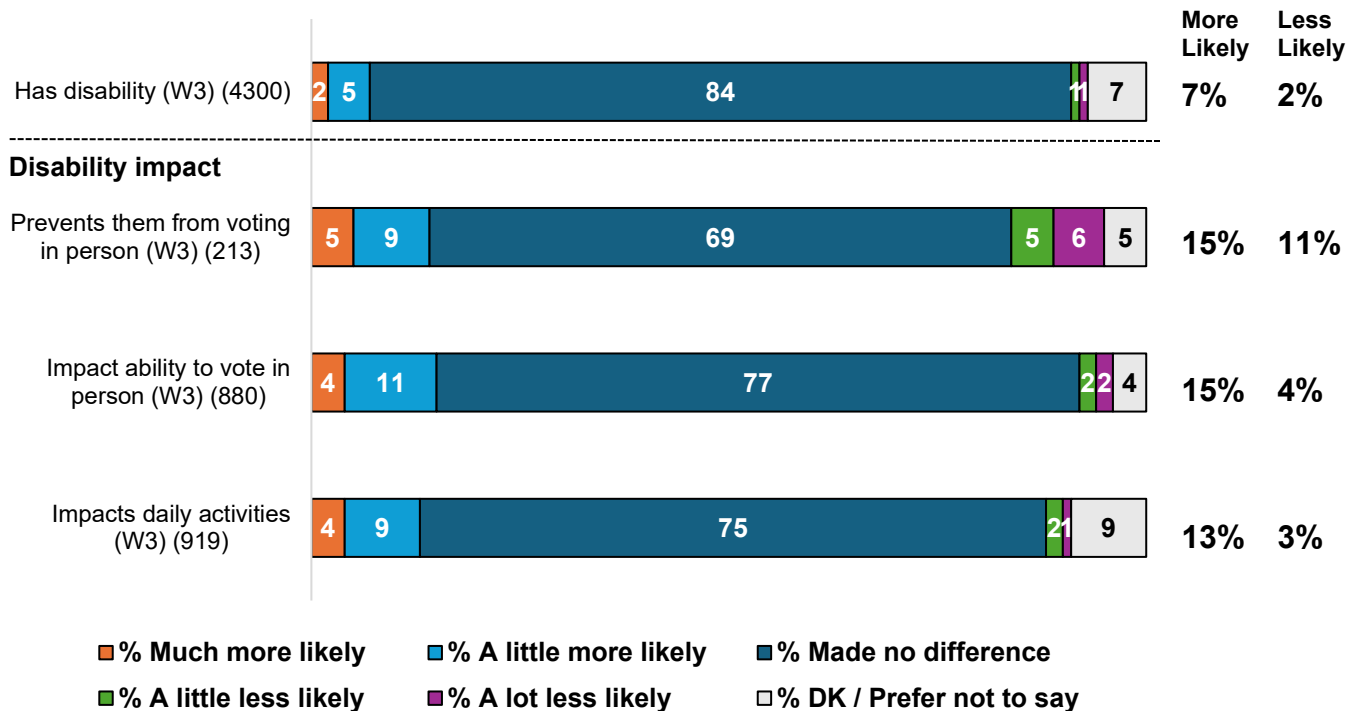
- 5.43. When asked about the impact of the changes on their general desire to vote at this parliamentary election, 83% of adults with a disability in Great Britain said the equipment requirement made no difference, with 6% saying it made them more likely and 3% less likely (see Figure 5.2). 85% said the change to rules around companion voting made no difference, with 7% saying it made them more likely to want to vote and 2% less likely (see Figure 5.3). These figures are similar to those obtained in wave two when those with a disability/long-term health condition living in areas of England with local elections were asked about the impact of the changes on their general desire to vote in these local elections.
- 5.44. Increases in the desire to vote based on this change were always greater for those with a disability that has an impact on them voting in person or which impacts their daily activities a lot. However, across all iterations of this question, the proportion among these groups saying the changes made them more likely to want to vote was no greater than 12% (see Figures 5.2 and 5.3).

Figure 5.2: Did requiring a wider range of equipment to be provided to support disabled people voting in person at a polling station make you more or less likely to want to vote in person at a polling station on your own?



Base: Wave 3: All adults 18+ in Great Britain with a disability; Disability prevents them from voting in person; Disability has an impact on ability to vote in person; Disability limits activities a lot (see above); Fieldwork dates: 11–17 July 2024.

Figure 5.3: Did allowing more people to act as a companion to disabled people when voting in person at a polling station make you more or less likely to want to vote at a polling station with a companion?



Base: Wave 3: All adults 18+ in Great Britain with a disability; Disability prevents them from voting in person; Disability has an impact on ability to vote in person; Disability limits activities a lot (see above): Fieldwork dates: 11–17 July 2024.

- 5.45. The greatest impact on desire to vote was among the small minority whose disability prevents them from voting in person.²⁷ The equipment requirements had a somewhat more positive impact on desire to vote for this group. A fifth (19%) whose disability prevents them from voting in person said that the equipment requirements made them more likely to want to vote in person at a polling station on their own (although 12% of this group said it made them less likely to want to do so). Meanwhile, 15% said that the changes to companion voting made them more likely to want to vote in person at a polling station with a companion (although 11% of this group said it made them less likely to want to do so).
- 5.46. The impact of the changes on the desire to vote at the General Election among voting age disabled adults in Northern Ireland was similar. For around four-fifths the changes made no difference. While the proportions saying the changes made them more likely to vote were greater than those saying they made them less likely to vote, these were still low (no greater than 9%).

²⁷ This group were also more inclined to say the changes made them less inclined to vote too though.

5.47. When asked about the impact of the changes on their general desire to vote at this parliamentary election, 83% of adults with a disability in Northern Ireland said the equipment requirement made no difference, with 6% saying it made them more likely and 2% less likely. Eight in ten (79%) said the change to rules around companion voting made no difference, with 8% saying it made them more likely to want to vote and 5% less likely. These figures are similar to those obtained in wave two when those with a disability/long-term health condition were asked about the impact of the changes on their general desire to vote in local elections in Northern Ireland.

6 Absent Voting

Chapter Summary

- 6.1. Around three in ten voting age adults in Great Britain prefer to cast their vote by either post (29%) or by proxy (1%). These findings are consistent with wave one (with England findings also consistent with wave two). Compared with England (28%), a slightly greater proportion of voting age adults in Scotland (34%) and Wales (35%) prefer to vote by post.
- 6.2. Within Northern Ireland, only a small minority of individuals prefer to vote by post (3%) or proxy (less than 0.5 %). Unlike in the other nations, justification must be provided for a postal vote application, and deadlines for proxy vote submissions are much earlier.
- 6.3. As with the population at large, the majority of absent voters are generally satisfied with the voting process in their nation and confident that elections are well run.
- 6.4. Applying for a postal vote is seen as straightforward – though the proportion saying this was easy has declined. Seven in ten (71%) absent voters in Great Britain said this process was easy compared with 90% in wave one (in England 90% reported this was easy in wave two, with 71% doing so in this wave). This wave did see a greater proportion report that they either found the process to be neither easy nor difficult or that they can't remember.
- 6.5. When it comes to the method of applying for a postal vote, those who applied to vote by post online in Great Britain since 31 October 2023 found this process more straightforward than those applying by post since that date. 84% who applied for their postal vote online found this process easy, compared with 69% who reported applying by post since 31 October 2023 (although 78% of those who had applied by post before 31 October 2023 said they found the process easy then).
- 6.6. Absent voting methods are still seen as being safe from fraud, but less so than voting in person at a polling station. This finding holds true across the four nations.
- 6.7. Overall, three in five voting age adults in Great Britain (61%) say that voting by post is safe from fraud – this is consistent with wave one (also 61%). In England this figure has been consistent across all three waves (60% wave one, 61% wave two, 60% wave three).
- 6.8. Half (50%) say that voting by proxy is safe from fraud. Again, this is consistent with wave one (51%). In England, attitudes towards the safety of proxy voting have been consistent across all three waves (50% in each wave).
- 6.9. In Northern Ireland, 56% feel that voting by post is safe from fraud (55% in wave two), while 48% feel that way about voting by proxy (49% in wave two).

- 6.10. In Great Britain, awareness of the changes to absent voting processes are low. Just over a third (36%) had heard a great deal or a fair amount about the fact you can now apply for a postal or proxy vote online. One in six (16%) had heard about the requirement to reapply for a postal vote every three years.

Background – the policy context

- 6.11. Absent voting allows individuals to vote in an election if they are unable to vote in person at the polling station on the day of the election. In England, Scotland and Wales, postal voting is available to all who do not want to vote in person at a polling station. Unlike in the other nations, postal voters in Northern Ireland must give a reason for their application.
- 6.12. Electors can also appoint a proxy to vote on their behalf in particular circumstances. In England, Scotland and Wales, the deadline for submission is 6 days before an election, while in Northern Ireland it is 14 days. Emergency proxy votes can be requested on election day in England, Scotland and Wales. They can also be requested in Northern Ireland – though they must be requested up to 6 days before the election and can be applied for only in a very limited number of circumstances.
- 6.13. As part of the Electoral Integrity Programme, changes have been made to the application process for absent voting in UK Parliamentary elections in England, Scotland and Wales, Police and Crime Commissioner elections in England and Wales, and local elections (including mayoral and London assembly elections) in England. These include: a new requirement for those registered for a postal vote to reapply every three years; the introduction of an identity verification requirement when applying for an absent vote; and the introduction of an online application process for postal and proxy voting (to complement the existing ability to complete a paper application form).²⁸
- 6.14. This third wave of the research covered awareness of the new requirement for those registered for a postal vote to reapply every three years and the introduction of the online application process for an absent vote among adults in England, Scotland and Wales.²⁹ The research also covered the prevalence of absent voting, experiences of the application process, as well as general attitudes towards absent voting and the experiences of the process of applying and voting in this way.
- 6.15. In the two previous waves, this research also sought to understand the reasons for voting by post and proxy, as well as general understanding of rules around absent voting. These topics were not covered in this wave.

²⁸ In Northern Ireland, an identity verification requirement for absent vote applications has been in place since 2002.

²⁹ Please note the research did not measure awareness of the identity verification requirement.

Current absent voting context (UK)

- 6.16. Around three in ten voting age adults in Great Britain prefer to cast their vote by either post (29%) or by proxy (1%) – with these figures being the same as in wave one.³⁰ Similar proportions prefer voting by proxy in Scotland and Wales. However, for this wave the proportion who prefer to vote by post in Scotland (34%) and Wales (35%) is significantly greater than in England (28%).
- 6.17. In Northern Ireland, only 3% say they prefer to vote in this way. As outlined in the wave two report, this smaller number is likely reflective of voters needing to meet certain conditions in order to be allowed to have an absent vote in Northern Ireland.
- 6.18. In Great Britain, notably, those aged 65+ (39%) and those with a disability that either impacts on their ability to vote in person (36%) or limits their daily activities a lot (39%) are more likely than average to prefer voting by post. These findings have remained consistent from earlier research.
- 6.19. In Great Britain, 34% of voters report having voted by post in the 2024 General Election, with this figure being greater in Scotland (39%) – where the election took place after the commencement of the summer school holidays. The overall proportion reporting having voted by post was slightly higher among those with a disability (39% for all disabilities, 40% for those with a disability that limits daily activities a lot), and especially those with a disability that prevents them from voting in person (83%). Additionally, the preference for voting by post in the recent election correlates with age, with 43% of voters aged 65+ opting for this voting method compared with only 27% of 18-34-year-olds.
- 6.20. Only 1% of adults in Great Britain report having voted by proxy – including 3% with a disability that prevents them from voting in person.
- 6.21. In Northern Ireland, 3% reported having voted by post and 1% by proxy at the recent General Election.

General perceptions of the voting process (UK)

- 6.22. As with the population at large, the majority (84%) of recent absent voters in Great Britain are generally satisfied with the voting process and confident that, in general, elections are well run (91%). When thinking specifically about the recent General Election, confidence that these elections were well run stood at 89% among recent absent voters.
- 6.23. At the recent General Election, some non-voters had issues in relation to their postal vote. Overall, 8% of non-voters mentioned they did not vote because of an issue related to their postal vote (such as missing the deadline to apply, forms arriving late and forgetting to send their postal vote) – with this figure rising to 13%

³⁰ Preferences in England are consistent across all three waves.

in Scotland and Wales and 18% among those who say they always/usually vote in general elections but did not do so in 2024.

- 6.24. Experiencing an issue related to their postal vote was mentioned as the main (or only) reason for not voting by 7% of non-voters across Great Britain. This figure rose to 12% of non-voters in Scotland and Wales and 15% of non-voters who say they always/usually vote in general elections but did not do so in 2024.³¹
- 6.25. Base sizes of recent absent voters in Northern Ireland are too small to conduct any meaningful analysis in regards to their satisfaction with the voting process and confidence that elections are well run.
- 6.26. At the recent General Election, 6% of non-voters in Northern Ireland said they did not vote because of an issue related to their postal vote. 3% cited this as the main (or only) reason for not voting (though note low base sizes).³²

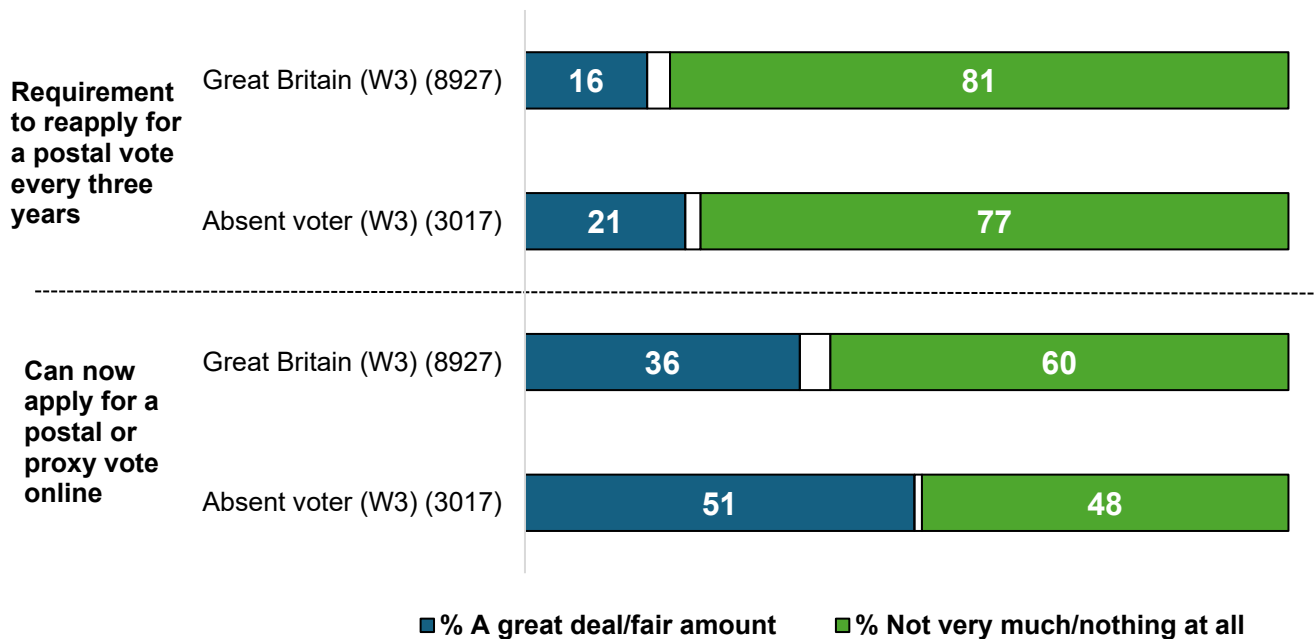
Awareness of absent voting policy changes (GB only)

- 6.27. In Great Britain, awareness of the two policy changes related to absent voting is low (see Figure 6.1).
- 6.28. Just over a third (36%) had heard a great deal or a fair amount about the fact you can now apply for a postal or proxy vote online. A quarter (26%) report having heard not very much with a third (34%) saying they had heard nothing at all.
- 6.29. Awareness of the requirement to reapply for a postal vote every three years was lower. One in six (16%) report having heard a great deal or fair amount, a quarter (24%) that they have not heard very much, and more than half (57%) that they have heard nothing at all about this change.

³¹ Please be aware that the base size for Wales is low (82).

³² Please be aware that the base size for non-voters in Northern Ireland is low (70).

Figure 6.1: Before today, how much, if anything, had you heard about each of the following?



Base: Wave 3: All adults 18+: Great Britain; Absent voter (see above): Fieldwork dates: 11-17 July 2024. Please note that the gap between answer options represents the proportion answering either 'Don't know' or 'Prefer not to say'.

- 6.30. Recent absent voters were significantly more likely than average to be aware of both changes (see Figure 6.1). Half of those who had voted by post or proxy in a recent election (51%) say they have heard a great deal or fair amount about the change allowing people to apply online for a postal or proxy vote, with 21% aware of the new requirement to reapply for a postal vote every three years.³³ These differences reflect findings from previous waves where reported knowledge and awareness of absent voting was stronger among those had previously voted using these methods.
- 6.31. For the change allowing people to apply for an absent vote online, there were also differences in awareness according to attitudes towards voting. Those who always/usually vote in general elections (39% heard a great deal or fair amount) demonstrated greater levels of awareness than those who sometimes (33%) or rarely/never (21%) vote in general elections. Such differences were not apparent for the requirement to re-apply for a postal vote every three years though.

³³ This is defined as anyone who reported voting by post or proxy in either the 2024 UK parliament General Election, the most recent local election held in their area, the May 2021 Senedd election (in Wales) or the May 2021 Scottish Parliamentary election (in Scotland).

- 6.32. Awareness of the change allowing people to apply online for a postal or proxy vote was similar across demographic groups and within nations (though in Scotland awareness was slightly higher than average with 40% saying they had heard a great deal or fair amount).
- 6.33. Those with a disability that impacts their ability to vote in person showed levels of awareness of both changes that were slightly greater than average (41% heard a great deal or fair amount about the ability to apply for an absent online, 20% for the need to re-apply for a postal vote every three years).

Application process (GB only)

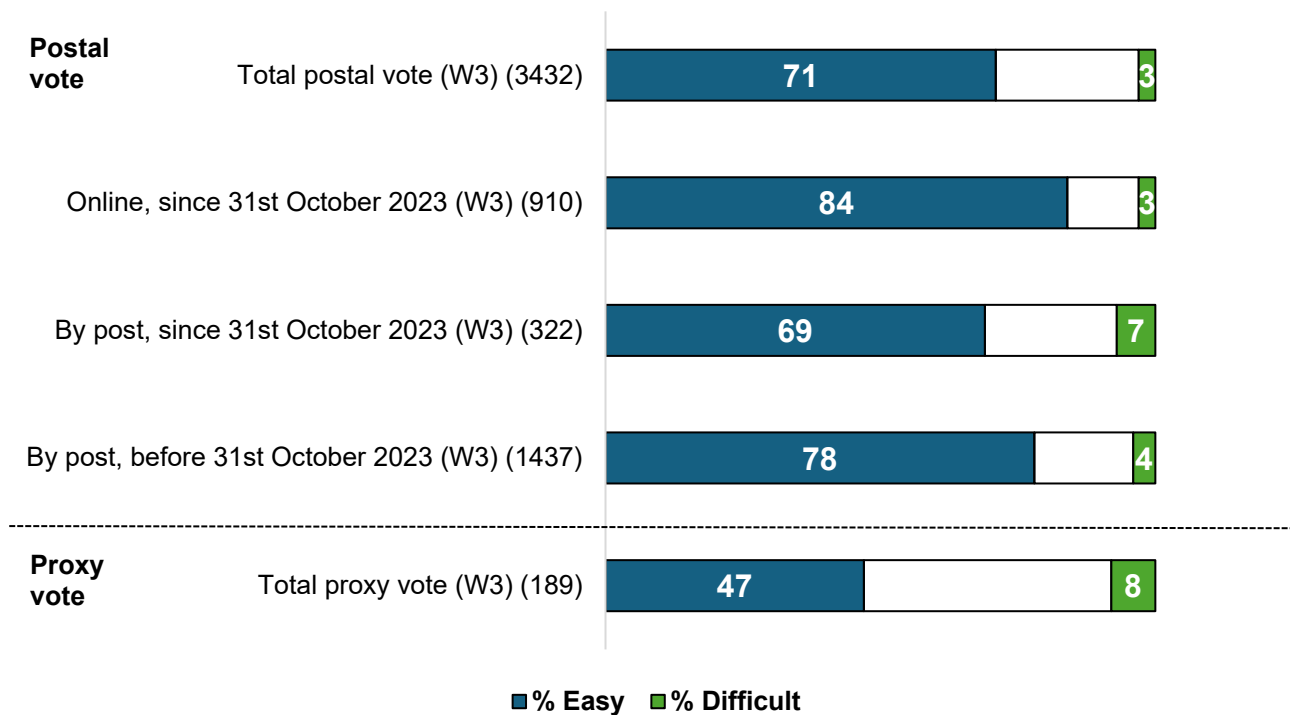
- 6.34. In previous waves a majority of postal voters felt the application process was straightforward. In wave one 90% of postal voters in GB reported this was easy, with 90% of postal voters in England saying this in wave two. Wave three has seen a decline with 71% saying the process was easy (the proportion is the same when looking at the data at a GB- and England-only level).³⁴ However, in this wave only 3% in GB report that this was difficult. Instead there has been an increase in those saying the process was neither easy nor difficult (8% in GB and England) and who say they can't remember (15% in both GB and England).
- 6.35. Among demographic groups, older voters were again more likely to find the process of applying for a postal vote easy, with 58% of recent postal voters/those registered to vote by post aged 18-34 saying this compared with 77% aged 65+. Those with a disability that prevents them from voting in person were more likely to find the process to have been difficult (9%).
- 6.36. Around half (47%) of proxy voters/those registered to vote by proxy in GB found this process easy, compared with 67% in GB in wave one.³⁵
- 6.37. This wave of the survey also sought to determine when absent voters/those registered to vote by post/proxy had last applied to vote using these methods.
- 6.38. From cross-analysing data related to the ease of applying for a postal vote with data from this question, it is clear that those who applied online since 31 October 2023 found this process more straightforward than those applying by post since that date. As Figure 6.2 shows, 84% who say they applied for their postal vote online found this process easy compared with 69% who report applying by post since 31 October 2023.

³⁴ Please note that the filter for this question was amended for this wave to include those who say they are registered to vote by post, as well as recent postal voters.

³⁵ Though note low base size of 73 in wave one.

- 6.39. However, 78% who report applying by post before this date (before additional identity verification checks were introduced) said they found the process to be easy.³⁶ While it might initially seem that the identity check requirement led to fewer people perceiving the postal vote application process as easy, this conclusion should be approached with caution, as those who applied before the requirement might not accurately recall the details of their experience. Further, given that since October 2023 there is now an online application option as well as a postal option, the two groups are not exactly comparable.
- 6.40. Among those who applied for a postal vote online since 31 October 2023, there were minimal differences between sub-groups in the proportion who found the process to be easy. For example, among those with a disability that limits their daily activities a lot, 78% who applied for a postal vote online since 31 October 2023 found the process to be easy, with 2% finding it difficult.

Figure 6.2: Thinking about the last time you applied to vote this way, how easy or difficult did you find the process of applying for a postal/proxy vote?



Base: Wave 3: All adults 18+ in Great Britain and voted by post/proxy at recent election or registered to vote by post/proxy (see above): Fieldwork dates: 11-17 July 2024
Please note that the gap between answer options represents the proportion answering either 'Neither easy nor difficult', 'Can't remember' or 'Don't know'.

³⁶ Those applying by post before 31 October 2023 were significantly more likely to report that they cannot remember how easy or difficult the process was (12% compared with 5% who applied online and 6% who applied by post since that date).

Ease of voting – General Election (GB only)

- 6.41. As with the application process, the vast majority of postal voters (95%) found the process of casting their vote in this way to be easy at the recent General Election. Across Great Britain three-quarters of postal voters (73%) said it was very easy, with around one in five (22%) of the view that it was fairly easy. It was particularly easy for older postal voters (97% of those aged 65+ compared with 89% of those aged 18-34). Those with a disability that prevents them from voting in person were slightly more likely to find it difficult (5%) than postal voters overall (2%). Nevertheless, nine in ten of this group (91%) still found the process to be easy.
- 6.42. The base size of proxy voters at the recent General Election is too small to report.

Security and fraud (UK)

- 6.43. There continues to be a perception that voting by post and proxy are less safe from fraud compared with voting in person at a polling station, although most still believe these methods are safe. All findings remain consistent with the previous waves (taking into account different samples interviewed at each wave).
- 6.44. When asked about voting in person at a polling station, 87% of all voting age adults in Great Britain say this is very or fairly safe compared with 61% who say the same for voting by post and 50% for voting by proxy. These findings are again consistent with the earlier research.
- 6.45. 3% say voting in person is unsafe, compared with 16% and 17% respectively for voting by post and proxy. Again, these findings are consistent.
- 6.46. 18-34-year-olds and those with a disability that limits their activities a lot are less likely to feel that both voting in person and voting by post are safe from fraud (those with a disability that limits their daily activities a lot are also more likely to feel proxy voting is unsafe).
- 6.47. Perceptions of the security of postal voting are higher among those with experience of voting using this method. Around eight in ten recent postal voters (81%) feel that voting by post is safe from fraud.
- 6.48. In Northern Ireland, absent voting methods are also seen by the voting age public as being less secure than voting in person. Overall, 89% of adults describe voting in person as safe from fraud, compared to 56% for postal voting and 48% for proxy voting. These findings are in line with those from the previous wave.

7 Digital Imprints

Chapter Summary

- 7.1. There is a lack of certainty among voting age adults in being able to identify the person responsible for promoting digital campaigning material.
- 7.2. In Great Britain, 31% of voting age adults are very or fairly certain in being able to identify the person who caused digital campaign material to be published, with 39% either not very or not at all certain (though another 26% said they hadn't seen any online material). There was a slightly weaker degree of certainty in being able to identify the promoter in Scotland (24% very or fairly certain, 44% not very or at all certain) and Northern Ireland (26% very or fairly certain, 41% not very or at all certain).
- 7.3. There were some differences in certainty according to socio-demographic criteria. Males, adults aged 18-54, full-time workers, graduates, those in managerial and professional occupations and full-time students are slightly more likely to say they are very or fairly certain they can identify the promoter.
- 7.4. The largest differences were found according to attitudes towards voting and interest in politics. Those who are very or fairly interested in politics and who always or usually vote in general elections express a greater degree of certainty.
- 7.5. There are also significant differences when analysed according to levels of confidence in elections being well run, with those who are confident more certain in their ability to identify the promoter.

Background – the policy context

- 7.6. A further aim of the Electoral Integrity Programme is to enhance the transparency and fairness of elections by providing voters and campaigners with greater confidence in the integrity of electoral campaigning. A policy change that forms part of this strand of the Programme is the requirement for digital imprints to be included on certain digital campaign materials to explicitly show to the UK public who has promoted that campaign material and on whose behalf. Such information has long been required on printed campaign material.
- 7.7. Digital campaign material is defined as 'any campaign content that is electronic (both online and offline). The content could be in text, audio or visual form. It includes social media posts, online ads, websites, messages on apps like WhatsApp, Signal or Telegram, and electronic billboards'.³⁷

³⁷ Definition taken from Electoral Commission website, <https://www.electoralcommission.org.uk/political-registration-and-regulation/imprints/imprints-digital-material>.

- 7.8. Requirements related to digital imprints then depend on the type of digital campaign material. In particular, the circumstances in which a digital imprint is required depends on whether material is a 'paid digital advert' or 'organic digital material'.
- 7.9. Paid digital adverts, an example of which is advertising on social media platforms such as Facebook or X/Twitter, require a digital imprint at all times if the purpose of the campaign material 'can be reasonably regarded to influence the public to give support to or withhold support from: one or more political parties; a candidate or future candidate; an elected office-holder; political parties, candidates, future candidates or elected office-holders that are linked by their support for or opposition to particular policies, or by holding particular opinions; or other categories of candidates, future candidates or elected office-holders that are not based on policies or opinions – for example, candidates who went to a state school, or MPs who grew up in their constituency'.³⁸
- 7.10. Organic digital material (that is, not paid-for advertising), such as an individual's social media posts, need to include a digital imprint if it is election, referendum or recall petition material, and published by or on behalf of: 'a registered political party; a registered non-party campaigner; a candidate or future candidate; an elected office-holder; a registered referendum campaigner; or a registered recall petition campaigner'.³⁹
- 7.11. Where an imprint is required, the imprint must include 'the name and address of the person or organisation who has published the material' (the 'promoter'). Further, if the promoter has published the material on someone's behalf, then the imprint 'also needs to include that person or organisation's name and address'.⁴⁰
- 7.12. The policy context for digital imprints is therefore somewhat technical. Nevertheless, as part of this third wave of public opinion research, a question was included to understand voting age adults' degree of certainty in being able to identify the person responsible for causing digital campaign material to be published (i.e. assessing their degree of certainty in identifying the promoter). See Section 8 (Question Appendix) for how this topic was introduced to participants.

³⁸ Detail taken from Electoral Commission website, <https://www.electoralcommission.org.uk/political-registration-and-regulation/imprints/imprints-digital-material>.

³⁹ Detail taken from Electoral Commission website, <https://www.electoralcommission.org.uk/political-registration-and-regulation/imprints/imprints-digital-material>.

⁴⁰ Detail taken from Electoral Commission website, <https://www.electoralcommission.org.uk/political-registration-and-regulation/imprints>.

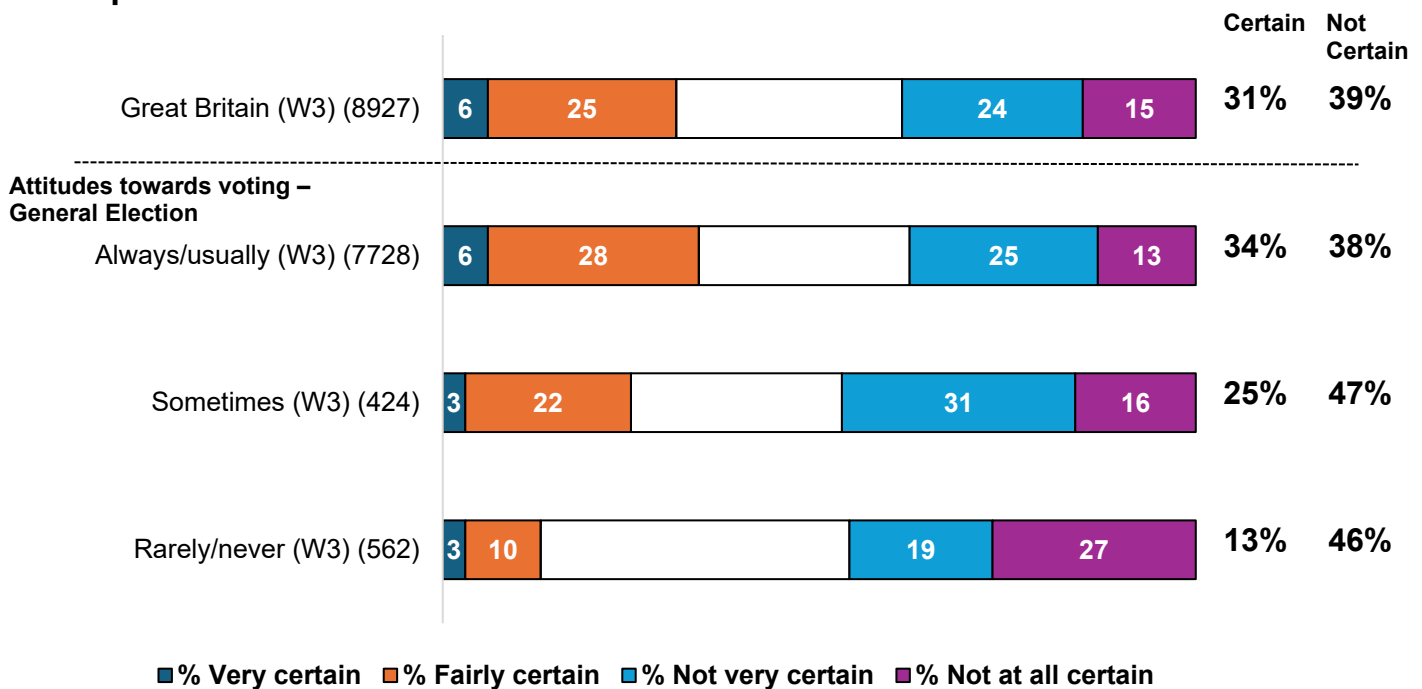
Identifying the promoter

- 7.13. Overall, three in ten voting age adults in Great Britain (31%) feel very or fairly certain in being able to identify the promoter on digital campaign material. However, this degree of certainty is largely qualified; just 6% say they are very certain, with a quarter (25%) fairly certain. In contrast, 24% are not very certain and 15% not at all certain of being able to identify the promoter.
- 7.14. A further quarter of voting age adults (26%) report not having seen any online campaigning material in the few weeks before the General Election. When excluding such participants from the calculation, the proportion who are very or fairly certain is 42%, with the proportion who are not very or not at all certain more than half (53%).
- 7.15. There was a slightly weaker degree of certainty in being able to identify the promoter among voting age adults in Scotland (24% very or fairly certain, 44% not very or at all certain). In Scotland, 29% report not having seen any online campaign material during the election period – a figure higher than the average.
- 7.16. This was also the case in Northern Ireland where 26% report being very or fairly certain in being able to identify the promoter on digital campaign material. 22% in Northern Ireland are not very certain, with 19% not at all certain. A similar proportion (27%) report not having seen any online campaign material during the election period. When excluding such participants, the proportion who are very or fairly certain is 35%, with 56% not very or at all certain.
- 7.17. In Great Britain, there were some differences according to various socio-demographic criteria. Full-time students (38%), males (36%), full-time workers (35%), adults aged 18-54 (34%), graduates (34%) and those in managerial and professional occupations (33%) were slightly more likely than average to be very or fairly certain they could identify the promoter. Nevertheless, across all these groups a greater proportion still reported they were not very or at all certain.
- 7.18. There were also regional differences, with voting age adults in England (32%) more likely than those in Scotland (24%) to be very or fairly certain.
- 7.19. However, the largest differences were found according to attitudes towards voting and interest in politics. As Figure 7.1 shows, in Great Britain, 34% who always/usually vote in general elections were very or fairly certain they could identify the promoter.⁴¹ This compares with 25% who sometimes vote and 13% who rarely or never vote. Among those very or fairly interested in politics 36% were certain.⁴² This compares with just 18% who are not very or at all interested. It should be noted that the less engaged/interested groups were also likelier to report not having seen online campaigning material.

⁴¹ This was similar to the proportion among this group who were not very or at all certain (38%).

⁴² This was similar to the proportion among this group who were not very or at all certain (38%).

Figure 7.1 – How certain, if at all, would you say you were in being able to identify the person who caused the online political campaigning material to be published?



Base: Wave 3: All adults in Great Britain (8927); all who always/usually (7728), sometimes (424) or rarely/never (562) vote in general elections. Fieldwork dates: 11-17 July 2024. Please note that the gap between answer options represents the proportion answering either ‘Don’t know’ or ‘I haven’t seen any online campaigning material in the past few weeks’.

- 7.20. There are also significant differences when analysed according to levels of confidence in elections being well run. Of those in Great Britain who are confident, 34% were very or fairly certain they could identify the promoter, with 39% not very or at all certain. In contrast just one in five (21%) who are not confident elections are well run feel certain they could identify the promoter, with half (49%) not very or at all certain.
- 7.21. The data therefore indicates that, overall, there is a lack of certainty among voting age adults in being able to identify the person who is promoting digital campaigning material. Furthermore, this uncertainty is stronger among those less engaged with politics and who retain doubts about the way elections are run.
- 7.22. This data should be interpreted with a degree of caution though. First, the question asked participants to *subjectively* rate how certain they are in being able to identify the promoter, rather than providing an *objective* test of their ability to identify this information using examples of digital campaigning material. As such, the data is subject to overconfidence bias (the tendency people have to be more confident in their own abilities than a more objective exercise would justify).

7.23. Second, due to space constraints within the survey, the question only tested certainty around *digital* campaigning material. Therefore, there is no benchmark against certainty in identifying the promoter of *print* campaign material. The question is also a relatively technical one, that most voters may not have thought about a great deal before. Further research on this subject that deals with these limitations would be beneficial.

8 Question Appendix

8.1. This appendix provides an overview of the questions asked in each section in each wave, as well as detail on the sample the questions were asked to.

Disability section

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q_DISABILITY_1	Do you have any long-term physical or mental health conditions, disabilities or illnesses? By long-term, we mean anything lasting or expected to last for 12 months or more. Please include issues related to old age. Please select all that apply.	Do you have any long-term physical or mental health conditions, disabilities or illnesses? By long-term, we mean anything lasting or expected to last for 12 months or more. Please include issues related to old age. Please select all that apply.	Do you have any long-term physical or mental health conditions, disabilities or illnesses? By long-term, we mean anything lasting or expected to last for 12 months or more. Please include issues related to old age. Please select all that apply.	GB	England & NI	UK	
Q_DISABILITY_2	Which, if any, of the following long-term health conditions do you have? Please select all that apply.	Which, if any, of the following long-term health conditions do you have? Please select all that apply.	Which, if any, of the following long-term health conditions do you have? Please select all that apply.	GB	England & NI	UK	Asked only to those saying they have a long-term physical or mental health condition at Q_DISABILITY_1 or who answered don't know or prefer not to say; amendment to code list for wave two

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q_DISABILITY_3	Do any of these long-term health conditions reduce your ability to carry out your day-to-day activities?	Do any of these long-term health conditions reduce your ability to carry out your day-to-day activities?	Do any of these long-term health conditions reduce your ability to carry out your day-to-day activities?	GB	England & NI	UK	Asked only to those saying they have a long-term physical or mental health condition at Q_DISABILITY_1 or who selected a condition at Q_DISABILITY_2
Q_DISABILITY_4	Does another adult member of your household (aged 18 and over) have any long-term physical or mental health conditions, disabilities or illnesses or is unable to read? By long-term, we mean anything lasting or expected to last for 12 months or more. Please include issues related to old age. Please select all that apply.	Does another adult member of your household (aged 18 and over) have any long-term physical or mental health conditions, disabilities or illnesses or is unable to read? By long-term, we mean anything lasting or expected to last for 12 months or more. Please include issues related to old age. Please select all that apply.	Does another adult member of your household (aged 18 and over) have any long-term physical or mental health conditions, disabilities or illnesses or is unable to read? By long-term, we mean anything lasting or expected to last for 12 months or more. Please include issues related to old age. Please select all that apply.	GB	England & NI	UK	

General attitudes and voting behaviour

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q1	How interested, if at all, would you say you are in politics?	How interested, if at all, would you say you are in politics?	How interested, if at all, would you say you are in politics?	GB	England & NI	UK	
Q2	As far as you are aware, are you currently registered to vote on the electoral register, either at your current address, or somewhere else?	As far as you are aware, are you currently registered to vote on the electoral register, either at your current address, or somewhere else?	As far as you are aware, are you currently registered to vote on the electoral register, either at your current address, or somewhere else?	GB	England & NI	UK	
Q3	Which of these statements, if any, best describes your attitude towards voting at...?	Which of these statements, if any, best describes your attitude towards voting at...?	Which of these statements, if any, best describes your attitude towards voting at...?	GB	England & NI	UK	
Q3 Statement A	UK Parliament General Elections	UK Parliament General Elections	UK Parliament General Elections	GB	England & NI	UK	
Q3 Statement B	Local government elections	Local government elections		GB	England & NI		
Q4	Thinking broadly about elections, which one or two of the following would you say is most important for you when you vote? Please select up to two options only.	Thinking broadly about elections, which one or two of the following would you say is most important for you when you vote? Please select up to two options only.	Thinking broadly about elections, which one or two of the following would you say is most important for you when you vote? Please select up to two options only.	GB	England & NI	UK	
Q5	Thinking broadly about elections, what is your preferred method of voting?	Thinking broadly about elections, what is your preferred method of voting?	Thinking broadly about elections, what is your preferred method of voting?	GB	England & NI	UK	
Q5A		And as far as you are aware, are you currently registered to vote by post, by proxy, or neither?	And as far as you are aware, are you currently registered to vote by post, by proxy, or neither?		England & NI	UK	
Q6	Talking to people, we have found that many people didn't manage to vote in some elections for a range of different reasons. How about you, did you manage to vote in the following elections, or did you not manage to vote?	Talking to people, we have found that many people didn't manage to vote in some elections for a range of different reasons. How about you, did you manage to vote in the following elections, or did you not manage to vote?	Talking to people, we have found that many people didn't manage to vote in some elections for a range of different reasons. How about you, did you manage to vote in the following elections, or did you not manage to vote?	GB	England & NI	UK	

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q6 Statement A	December 2019 UK Parliamentary General Election	December 2019 UK Parliamentary General Election	UK Parliamentary General Election held on 4 July 2024	GB	England & NI	UK	
Q6 Statement B	May 2021 Senedd election		May 2021 Senedd election	Wales		Wales	
Q6 Statement C	May 2021 Scottish Parliament election		May 2021 Scottish Parliament election	Wales		Wales	
Q6 Statement D	The last local government election in your area (May 2018, May 2019, May 2021 or May 2022)	The last local government election in your area (May 2018, May 2019, May 2021 or May 2022)	The last local government election in your area (this will have been held in either May 2021, May 2022, May 2023 or May 2024)	GB	England (areas without 2023 local election) & NI	UK	
Q6 Statement E		The local government elections held in your area on Thursday 4 May / Thursday 18 May			England (areas with local election) & NI		
Q6 Statement F		May 2022 Northern Ireland Assembly election	May 2022 Northern Ireland Assembly election		NI	NI	
Q7	Thinking about each of the elections below, how did you cast your vote?	Thinking about each of the elections below, how did you cast your vote?	Thinking about each of the elections below, how did you cast your vote?	GB	England & NI	UK	Filtered only to those who said they voted in elections at Q6
Q7 Statement A	December 2019 UK Parliamentary General Election	December 2019 UK Parliamentary General Election	UK Parliamentary General Election held on 4 July 2024	GB	England & NI	UK	Filtered only to those who said they voted in elections at Q6
Q7 Statement B	May 2021 Senedd election		May 2021 Senedd election	Wales		Wales	Filtered only to those who said they voted in elections at Q6

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q7 Statement C	May 2021 Scottish Parliament election		May 2021 Scottish Parliament election	Wales		Wales	Filtered only to those who said they voted in elections at Q6
Q7 Statement D	The last local government election in your area (May 2018, May 2019, May 2021 or May 2022)	The last local government election in your area (May 2018, May 2019, May 2021 or May 2022)	The last local government election in your area (this will have been held in either May 2021, May 2022, May 2023 or May 2024)	GB	England (areas without 2023 local election) & NI	UK	Filtered only to those who said they voted in elections at Q6
Q7 Statement E		The local government elections held in your area on Thursday 4 May / Thursday 18 May			England (areas with local election) & NI		Filtered only to those who said they voted in elections at Q6
Q7 Statement F		May 2022 Northern Ireland Assembly election	May 2022 Northern Ireland Assembly election		NI	NI	Filtered only to those who said they voted in elections at Q6
Q8 Statement A	Thinking about the last time you voted in person at a polling station, how easy or difficult did you find the process of casting a vote in this way?	Thinking about the last time you voted in person at a polling station, how easy or difficult did you find the process of casting a vote in this way?	Thinking about the last time you voted in person at a polling station, how easy or difficult did you find the process of casting a vote in this way?	GB	England & NI	UK	Filtered only to those who reported having voted using such a method at Q7
Q8 Statement B	Thinking about the last time you voted by post, how easy or difficult did you find the process of casting a vote in this way?	Thinking about the last time you voted by post, how easy or difficult did you find the process of casting a vote in this way?	Thinking about the last time you voted by post, how easy or difficult did you find the process of casting a vote in this way?	GB	England & NI	UK	Filtered only to those who reported having voted using such a method at Q7

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q8 Statement C	Thinking about the last time you voted by proxy, how easy or difficult did you find the process of casting a vote in this way?	Thinking about the last time you voted by proxy, how easy or difficult did you find the process of casting a vote in this way?	Thinking about the last time you voted by proxy, how easy or difficult did you find the process of casting a vote in this way?	GB	England & NI	UK	Filtered only to those who reported having voted using such a method at Q7
Q9	Generally speaking, how satisfied or dissatisfied are you with the actual process of voting at elections in INSERT DEPENDING ON REGION: England/Scotland/Wales?	Generally speaking, how satisfied or dissatisfied are you with the actual process of voting at elections in INSERT DEPENDING ON REGION: England/Northern Ireland?	Generally speaking, how satisfied or dissatisfied are you with the actual process of voting at elections in INSERT DEPENDING ON REGION: England/Scotland/Wales/Northern Ireland?	GB	England & NI	UK	
Q10A	In general, how confident, if at all, are you that elections are well run in INSERT DEPENDING ON REGION: England/Scotland/Wales?	In general, how confident, if at all, are you that elections are well run in INSERT DEPENDING ON REGION: England/Northern Ireland?	In general, how confident, if at all, are you that elections are well run in INSERT DEPENDING ON REGION: England/Scotland/Wales/Northern Ireland?	GB	England & NI	UK	
Q10A_1		Thinking specifically about the recent local government elections in [INSERT DEPENDING ON REGION: England/Northern Ireland], how confident, if at all, were you that these were well run?	Thinking specifically about the recent UK Parliamentary General Election held on 4 July 2024 how confident, if at all, were you that this was well run?		England & NI	UK	
Q10B	Why do you say that you are not very/at all confident that the elections in INSERT DEPENDING ON REGION: England/Scotland/Wales are well run?	Why do you say that you are not very/at all] confident that the elections in INSERT DEPENDING ON REGION: England/Northern Ireland are well run?	Why do you say that you are not very/at all confident that the elections in INSERT DEPENDING ON REGION: England/Scotland/Wales/Northern Ireland are well run?	GB	England & NI	UK	Asked only to those answering not very or at all confident at Q10A
Q15		Earlier you mentioned that you did not vote in the local government elections held for your local council that took place in May 2023. There are many reasons why people are not able to vote or choose not to vote. Please tell us why you were not able to vote in these local government elections?	Earlier you mentioned that you did not vote in the UK Parliamentary General Election held on 4 July 2024. There are many reasons why people are not able to vote or choose not to vote. Please tell us why you did not vote in this General Election?		England (areas with local election)	UK	Asked only to those who said they did not vote in specified election at Q6

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q15_MAIN			You mentioned that you did not vote in the UK Parliamentary General Election held on 4 July 2024 for the following reasons. Which of the reasons for why you did not vote was most important?			UK	Asked only to those who said they did not vote in specified election and who gave more than one response at Q15
Q15_NI		Earlier you mentioned that you did not vote in the local government elections held in Northern Ireland in May 2023. There are many reasons why people are not able to vote or choose not to vote. Please tell us why you were not able to vote in these local government elections?			NI		Asked only to those who said they did not vote in specified election at Q6
Q15_1		You say you did not vote in the local government elections held for your local council that took place in May 2023 because of something related to the need to show photo identification. Which of the following did you experience related to this?	You say you did not vote in the UK Parliamentary General Election held on 4 July 2024 because of something related to the need to show photo identification. Which of the following did you experience related to this?		England (areas with local election)	UK	Asked only to those who said they did not vote in specified election at Q6 due to something related to the need to show photo identification at Q15

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q11	<p>At present, any voter who has poor eyesight or another physical disability, or who is unable to read is allowed to have a companion to help them vote in person at a polling station.</p> <p>The companion must be a close family member over the age of 18 or a person who is entitled to vote.</p> <p>Before today, to what extent were you aware or not about disabled voters being allowed to have a companion to help them vote in person at a polling station?</p>	<p>At present, any voter who has poor eyesight or another physical disability, or who is unable to read is allowed to have a companion to help them vote in person at a polling station.</p> <p>Anyone aged 18 or over can act as a companion.</p> <p>Before today, to what extent were you aware or not about disabled voters being allowed to have a companion to help them vote in person at a polling station?</p>	<p>At present, any voter who has poor eyesight or another physical disability, or who is unable to read is allowed to have a companion to help them vote in person at a polling station.</p> <p>Anyone aged 18 or over can act as a companion.</p> <p>Before today, to what extent were you aware or not about disabled voters being allowed to have a companion to help them vote in person at a polling station?</p>	GB	England & NI	UK	
Q11A		And just to check, did you vote with a companion/act as a companion for someone with a disability at the recent local elections in your area in May 2023, or did you not?			England (areas with local election) & NI		Asked only if reported being aware of companion voting at Q11
Q12	You have previously mentioned that you have a disability/long-term health condition. Thinking about this disability/long-term health condition, to what extent do you agree or disagree with the following statements about voting in elections?	You have previously mentioned that you have a disability/long-term health condition. Thinking about this disability/long-term health condition, to what extent do you agree or disagree with the following statements about voting in elections?	You have previously mentioned that you have a disability/long-term health condition. Thinking about this disability/long-term health condition, to what extent do you agree or disagree with the following statements about voting in elections?	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2
Q12 Statement A	I receive the materials and support that I need in order to vote	I receive the materials and support that I need in order to vote	I receive the materials and support that I need in order to vote	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q12 Statement B	I feel staff at polling stations are properly trained to assist me in voting	I feel staff at polling stations are properly trained to assist me in voting	I feel staff at polling stations are properly trained to assist me in voting	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2
Q12 Statement C	I have someone who can come with me as a companion to assist me in voting	I have someone who can come with me as a companion to assist me in voting	I have someone who can come with me as a companion to assist me in voting	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2
Q12 Statement D	The way elections are run at present prevents me from voting in person	The way elections are run at present prevents me from voting in person	The way elections are run at present prevents me from voting in person	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2
Q12 Statement E	The way elections are run at present prevents me from voting by post	The way elections are run at present prevents me from voting by post		GB	England & NI		Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2
Q12 Statement F	The way elections are run at present prevents me from voting by proxy	The way elections are run at present prevents me from voting by proxy		GB	England & NI		Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q12B	You have previously mentioned that you have a disability/long-term health condition. To what extent, if at all, does this have an impact on your ability to vote in person at a polling station on your own?	You have previously mentioned that you have a disability/long-term health condition. To what extent, if at all, does this have an impact on your ability to vote in person at a polling station on your own?	You have previously mentioned that you have a disability/long-term health condition. To what extent, if at all, does this have an impact on your ability to vote in person at a polling station on your own?	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2
Q12C	You have previously mentioned that another adult member of your household has a disability/long-term health condition/is unable to read. To what extent, if at all, does this have an impact on their ability to vote in person at a polling station on their own?	You have previously mentioned that another adult member of your household has a disability/long-term health condition/is unable to read. To what extent, if at all, does this have an impact on their ability to vote in person at a polling station on their own?		GB	England & NI		Asked only to those who report living in a household where another adult has a disability at Q_DISABILITY_4
Q13A	As you may be aware, local government elections are due to be held for your local council on Thursday 4 May 2023. How likely or unlikely are you to vote in the local government elections being held on Thursday 4 May 2023? Please use a scale from 1 to 10, where 1 means absolutely certain not to vote and 10 means absolutely certain to vote.			England			Asked only in areas due to be holding local elections in May 2023
Q13B	And if you do vote in the local government elections being held in May 2023, in which of the following ways do you plan to vote?			England			Asked only in areas due to be holding local elections in May 2023

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q14A	As you may be aware, the next UK Parliament General Election is due to be held no later than January 2025. How likely or unlikely are you to vote in the next UK Parliament General Election? Please use a scale from 1 to 10, where 1 means absolutely certain not to vote and 10 means absolutely certain to vote.	As you may be aware, the next UK Parliament General Election is due to be held no later than January 2025. How likely or unlikely are you to vote in the next UK Parliament General Election? Please use a scale from 1 to 10, where 1 means absolutely certain not to vote and 10 means absolutely certain to vote.		GB	England & NI		
Q14B	And if you do vote in the next UK Parliament General Election, in which of the following ways do you plan to vote?	And if you do vote in the next UK Parliament General Election, in which of the following ways do you plan to vote?		GB	England & NI		
Q15	There are many reasons why people are not able to vote or choose not to vote. Please tell us why you are not absolutely certain to vote in the local government elections being held in May 2023?			England			Asked only in areas due to be holding local elections in May 2023 to those not absolutely certain to vote, or don't know, prefer not to say if they will vote in upcoming local elections at Q14A

Perceptions of fraud

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q16	When it comes to being safe from fraud, would you say that each of the following is safe or unsafe?	When it comes to being safe from fraud, would you say that each of the following is safe or unsafe?	When it comes to being safe from fraud, would you say that each of the following is safe or unsafe?	GB	England & NI	UK	
Q16 Statement A	Voting in general	Voting in general	Voting in general	GB	England & NI	UK	
Q16 Statement B	Voting in person at a polling station	Voting in person at a polling station	Voting in person at a polling station	GB	England & NI	UK	
Q16 Statement C	Voting by post	Voting by post	Voting by post	GB	England & NI	UK	
Q16 Statement D	Voting by proxy	Voting by proxy	Voting by proxy	GB	England & NI	UK	
Q17	How much, if any, electoral fraud do you think happens in polling stations in each of the following?	How much, if any, electoral fraud do you think happens in polling stations in each of the following?	How much, if any, electoral fraud do you think happens in polling stations in each of the following?	GB	England & NI	UK	
Q17 Statement A	In the local area where you live	In the local area where you live	In the local area where you live	GB	England & NI	UK	
Q17 Statement B	In [INSERT DEPENDING ON REGION: England/Scotland/Wales]	In [INSERT DEPENDING ON REGION: England/Northern Ireland]	In [INSERT DEPENDING ON REGION: England/Scotland/Wales/Northern Ireland]	GB	England & NI	UK	

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q18	What makes you think electoral fraud takes place in polling stations?	What makes you think electoral fraud takes place in polling stations?		GB	England & NI		Asked only to those who think a great deal or fair amount of electoral fraud takes place in polling stations at either Q17 A or Q17 B
Q19	How easy or difficult do you think it is for people to get away with electoral fraud in polling stations in INSERT DEPENDING ON REGION: England/Scotland/Wales?	How easy or difficult do you think it is for people to get away with electoral fraud in polling stations in INSERT DEPENDING ON REGION: England/Northern Ireland?	How easy or difficult do you think it is for people to get away with electoral fraud in polling stations in INSERT DEPENDING ON REGION: England/Scotland/Wales/Northern Ireland?	GB	England & NI	UK	

Accessibility

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q20	Before today, how much if anything had you heard about each of the following changes due to be made in relation to [IF ENGLAND: voting in all future elections; IF SCOTLAND: voting in future UK Parliament General Elections; IF WALES: voting in future UK Parliament General Elections and police, fire and crime commissioner elections?	Before today, how much if anything had you heard about each of the following changes in relation to [IF ENGLAND: voting in all future elections; IF SCOTLAND & NORTHERN IRELAND: voting in future UK Parliament General Elections; IF WALES: voting in future UK Parliament General Elections and police, fire and crime commissioner elections?	Before today, how much if anything had you heard about each of the following changes in relation to [IF ENGLAND: voting in all elections; IF SCOTLAND & NORTHERN IRELAND: voting in UK Parliament General Elections; IF WALES: voting in UK Parliament General Elections and police, fire and crime commissioner elections?	GB	England & NI	UK	
Q20 Statement A	A requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station	A requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station	A requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station	GB	England & NI	UK	
Q20 Statement B	Allowing more people to act as a companion to assist a disabled voter when voting in person at a polling station	Allowing more people to act as a companion to assist a disabled voter when voting in person at a polling station	Allowing more people to act as a companion to assist a disabled voter when voting in person at a polling station	GB	England & NI	UK	
Q21	And where have you heard about these changes in relation to [IF ENGLAND: voting in all elections; IF SCOTLAND: voting in UK Parliament General Elections; IF WALES: voting in UK Parliament General Elections and police, fire and crime commissioner elections?	And where have you heard about these changes in relation to [IF ENGLAND: voting in all elections; IF SCOTLAND & NORTHERN IRELAND: voting in UK Parliament General Elections; IF WALES: voting in UK Parliament General Elections and police, fire and crime commissioner elections?	And where have you heard about these changes in relation to [IF ENGLAND: voting in all elections; IF SCOTLAND & NORTHERN IRELAND: voting in UK Parliament General Elections; IF WALES: voting in UK Parliament General Elections and police, fire and crime commissioner elections?	GB	England & NI	UK	Asked only to those reporting they are aware of changes at Q20. Note additions to code lists for wave two and wave three
Q21 Statement A	A requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station	A requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station	A requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station	GB	England & NI	UK	
Q21 Statement B	Allowing more people to act as a companion to assist a disabled voter when voting in person at a polling station	Allowing more people to act as a companion to assist a disabled voter when voting in person at a polling station	Allowing more people to act as a companion to assist a disabled voter when voting in person at a polling station	GB	England & NI	UK	

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q21B		<p>Please now think about whether or not you needed any equipment to help you vote in person at a polling station. By equipment we mean items such as pencil grips/larger pencils, chairs (to sit on when completing your ballot paper), magnifiers, lighting and large print and easy read versions (to help you better read ballot papers and notices in a polling station) and audio facilities (for instance to help the blind and partially sighted or those with learning or literacy difficulties to listen to instructions and candidate lists).</p> <p>Which of the following statements, if any, apply to your experience of voting in person at a polling station in the local government elections in May?</p>	<p>Please now think about whether or not you needed any equipment to help you vote in person at a polling station. By equipment we mean items such as pencil grips/larger pencils, chairs (to sit on when completing your ballot paper), magnifiers, lighting and large print and easy read versions (to help you better read ballot papers and notices in a polling station) and audio facilities (for instance to help the blind and partially sighted or those with learning or literacy difficulties to listen to instructions and candidate lists).</p> <p>Which of the following statements, if any, apply to your experience of voting in person at a polling station in the UK Parliamentary General Election held on 4 July 2024?</p>		England & NI	UK	Asked only to those with a disability (Q_DISABILITY_1 & Q_DISABILITY_2) who specified they voted in person at specified election (Q6)
Q22	To what extent, if at all, do you think these measures will make it easier or more difficult for disabled people to vote at a polling station in elections?	To what extent, if at all, do you think these measures will make it easier or more difficult for disabled people to vote at a polling station in elections?		GB	England & NI		Asked only to those with a disability (Q_DISABILITY_1 & Q_DISABILITY_2) or living with disabled adult in household (Q_DISABILITY_4)

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q22 Statement A	A requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station	A requirement for a wider range of equipment to be provided to support disabled people when voting in person at a polling station		GB	England & NI		Asked only to those with a disability (Q_DISABILITY_1 & Q_DISABILITY_2) or living with disabled adult in household (Q_DISABILITY_4)
Q22 Statement B	Allowing more people to act as a companion to assist a disabled voter when voting in person at a polling station	Allowing more people to act as a companion to assist a disabled voter when voting in person at a polling station		GB	England & NI		Asked only to those with a disability (Q_DISABILITY_1 & Q_DISABILITY_2) or living with disabled adult in household (Q_DISABILITY_4)
Q23A Statement A	Would requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote at all, or does it make no difference?	Does requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote at all, or does it make no difference?		GB	England & NI		Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2
Q23A Statement B	Would requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote in person at a polling station on your own, or does it make no difference?	Does requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote in person at a polling station on your own, or does it make no difference?	Thinking about the recent UK Parliamentary General Election held on 4 July 2024... Did requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote in person at a polling station on your own, or did it make no difference?	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q23A Statement C	Would requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote in person at a polling station with a companion, or does it make no difference?	Does requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote in person at a polling station with a companion, or does it make no difference?	Thinking about the recent UK Parliamentary General Election held on 4 July 2024... Did requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote in person at a polling station with a companion, or did it make no difference?	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2
Q23A Statement D	Would requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote by post, or does it make no difference?	Does requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote by post, or does it make no difference?		GB	England & NI		Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2
Q23A Statement E	Would requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote by proxy, or does it make no difference?	Does requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote by proxy, or does it make no difference?		GB	England & NI		Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2
Q23A Statement F		Did requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote at the recent local elections in your area, or did it make no difference?	Thinking about the recent UK Parliamentary General Election held on 4 July 2024... Did requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote at the recent UK Parliamentary General Election, or did it make no difference?		England (area with local elections) & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q23A Statement G			Thinking about the recent UK Parliamentary General Election held on 4 July 2024... Did requiring a wider range of equipment to be provided to support disabled people when voting in person at a polling station make you more or less likely to want to vote by post or proxy, or did it make no difference?			UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2
Q23B Statement A	Would allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote at all, or does it make no difference?	Does allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote at all, or does it make no difference?		GB	England & NI		Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2
Q23B Statement B	Would allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote in person at a polling station on your own, or does it make no difference?	Does allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote in person at a polling station on your own, or does it make no difference?	Thinking about the recent UK Parliamentary General Election held on 4 July 2024... Did allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote in person at a polling station on your own, or did it make no difference?	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2
Q23B Statement C	Would allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote in person at a polling station with a companion, or does it make no difference?	Does allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote in person at a polling station with a companion, or does it make no difference?	Thinking about the recent UK Parliamentary General Election held on 4 July 2024... Did allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote in person at a polling station with a companion, or did it make no difference?	GB	England & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILTY_2

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q23B Statement D	Would allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote by post, or does it make no difference?	Does allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote by post, or does it make no difference?		GB	England & NI		Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2
Q23B Statement E	Would allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote by proxy, or does it make no difference?	Does allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote by proxy, or does it make no difference?		GB	England & NI		Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2
Q23B Statement F		Did allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote at the recent local elections in your area, or did it make no difference?	Thinking about the recent UK Parliamentary General Election held on 4 July 2024... Did allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote at the recent UK Parliamentary General Election, or did it make no difference?		England (area with local elections) & NI	UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2
Q23B Statement G			Thinking about the recent UK Parliamentary General Election held on 4 July 2024... Did allowing more people to act as a companion to disabled people when voting in person when voting in person at a polling station make you more or less likely to want to vote by post or proxy, or did it make no difference?			UK	Asked only to those with a disability - identified at Q_DISABILITY_1 & Q_DISABILITY_2

Voter ID & Voter Authority Certificates

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q24	Before today, how much if anything had you heard about the proposal that in the future you will be required to show a form of photo identification in order to be able to vote in person at a polling station?	Before today, how much if anything had you heard about the fact you will be required to show a form of photo identification in order to be able to vote in person at a polling station?	Before today, how much if anything had you heard about the fact you will be required to show a form of photo identification in order to be able to vote in person at a polling station?	GB	England	GB	
Q25	And where have you heard about this change?	And where have you heard about this change?	And where have you heard about this change?	GB	England	GB	Asked only to those reporting they are aware of voter ID requirement at Q24. Note changes to code list for wave two and wave three
Q26	Before today, how much if anything had you heard about the introduction of Voter Authority Certificates?	Before today, how much if anything had you heard about the introduction of Voter Authority Certificates?	Before today, how much if anything had you heard about the introduction of Voter Authority Certificates?	GB	England	GB	
Q27	And where have you heard about Voter Authority Certificates?	And where have you heard about Voter Authority Certificates?	And where have you heard about Voter Authority Certificates?	GB	England	GB	Asked only to those reporting they are aware of VAC at Q26. Note changes to code list for wave two and wave three

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q28	Thinking about [IF ENGLAND: voting in all future elections; IF SCOTLAND: voting in future UK Parliament General Elections; IF WALES: voting in future UK Parliament General Elections and police, fire and crime commissioner elections. Would having to present photo identification at the polling station make it easier or more difficult for you to vote in person at a polling station, or would it make no difference? (As noted earlier, acceptable forms of identification include: passports, photo driving licences, certain photo bus passes and Blue Badge photocards for voters of pension age, or the newly introduced Voter Authority Certificate that can be applied for to your local council.)]	Thinking about voting in all future elections. Would having to present photo identification at the polling station make it easier or more difficult for you to vote in person at a polling station, or would it make no difference? (As noted earlier, acceptable forms of identification include: passports, photo driving licences, certain photo bus passes and Blue Badge photocards for voters of pension age, or the newly introduced Voter Authority Certificate that can be applied for to your local council.)]		GB	England		
Q28A		And now thinking about the local government elections held in your area on Thursday 4 May... Did having to present photo identification at the polling station make it easier or more difficult for you to vote in person at a polling station, or did it make no difference?	Thinking about the recent UK Parliamentary General Election held on 4 July 2024... Did having to present photo identification at the polling station make it easier or more difficult for you to vote in person at a polling station, or did it make no difference?		England	GB	

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q29 Statement A	Thinking about [IF ENGLAND: voting in all future elections; IF SCOTLAND: voting in future UK Parliament General Elections; IF WALES: voting in future UK Parliament General Elections and police, fire and crime commissioner elections. Would having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote at all, or does it make no difference?	Thinking about voting in all future elections. Does having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote at all, or does it make no difference?		GB	England		
Q29 Statement B	Thinking about [IF ENGLAND: voting in all future elections; IF SCOTLAND: voting in future UK Parliament General Elections; IF WALES: voting in future UK Parliament General Elections and police, fire and crime commissioner elections. Would having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote in person at a polling station, or does it make no difference?	Thinking about voting in all future elections. Does having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote in person at a polling station, or does it make no difference?	Thinking still about the recent UK Parliamentary General Election held on 4 July 2024... Did having to present photo identification, such as a passport or photo driving license, at the polling station make your more or less likely to want to vote in person at a polling station, or did it make no difference?	GB	England	GB	

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q29 Statement C	Thinking about [IF ENGLAND: voting in all future elections; IF SCOTLAND: voting in future UK Parliament General Elections; IF WALES: voting in future UK Parliament General Elections and police, fire and crime commissioner elections. Would having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote by post, or does it make no difference?	Thinking about voting in all future elections. Does having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote by post, or does it make no difference?		GB	England		
Q29 Statement D	Thinking about [IF ENGLAND: voting in all future elections; IF SCOTLAND: voting in future UK Parliament General Elections; IF WALES: voting in future UK Parliament General Elections and police, fire and crime commissioner elections. Would having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote by proxy, or does it make no difference?	Thinking about voting in all future elections. Does having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote by proxy, or does it make no difference?		GB	England		
Q29 Statement E		Did having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote at the recent local government elections in your area, or did it make no difference?	Thinking still about the recent UK Parliamentary General Election held on 4 July 2024... Did having to present photo identification, such as a passport or photo driving license, at the polling station make your more or less likely to want to at the recent UK Parliamentary General Election, or did it make no difference?		England (area with local elections)	GB	

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q29 Statement F			Thinking still about the recent UK Parliamentary General Election held on 4 July 2024... Did having to present photo identification, such as a passport or photo driving license, at the polling station make you more or less likely to want to vote by post or proxy, or did it make no difference?			GB	
Q30	Thinking still about [IF ENGLAND: voting in all future elections; IF SCOTLAND: voting in future UK Parliament General Elections; IF WALES: voting in future UK Parliament General Elections and police, fire and crime commissioner elections] To what extent will the requirement for voters to show photographic identification at the polling station make you more or less confident in the security of the voting system (for example, how easy or difficult it is for someone to pretend to be another person and take their vote) or will it make no difference?	Thinking still about voting in all future elections. To what extent does the requirement for voters to show photographic identification at the polling station make you more or less confident in the security of the voting system (for example, how easy or difficult it is for someone to pretend to be another person and take their vote) or does it make no difference?	Thinking still about [IF ENGLAND: voting in all elections; IF SCOTLAND: voting in UK Parliament General Elections; IF WALES: voting in UK Parliament General Elections and police, fire and crime commissioner elections] To what extent does the requirement for voters to show photographic identification at the polling station make you more or less confident in the security of the voting system (for example, how easy or difficult it is for someone to pretend to be another person and take their vote) or does it make no difference?	GB	England	GB	
Q31	And how effective, if at all, do you think requiring people to present photo identification at the polling station will be in preventing electoral fraud at polling stations?	And how effective, if at all, do you think requiring people to present photo identification at the polling station will be in preventing electoral fraud at polling stations?	And how effective, if at all, do you think requiring people to present photo identification at the polling station will be in preventing electoral fraud at polling stations?	GB	England	GB	
Q32	Which, if any, of the following forms of photo identification do you have? Please only select those forms of identification where you think that you are still recognisable from the photo on the document.	Which, if any, of the following forms of photo identification do you have? Please only select those forms of identification where you think that you are still recognisable from the photo on the document.	Which, if any, of the following forms of photo identification do you have? Please only select those forms of identification where you think that you are still recognisable from the photo on the document.	GB	England	GB	

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q32A		And which of the following forms of photo identification did you use to prove your identity when voting in person at a polling station for the local government elections held in your area on Thursday 4 May 2023?	And which of the following forms of photo identification did you use to prove your identity when voting in person at a polling station for the UK Parliamentary General Election held on 4 July 2024?		England	GB	Asked only to those who reported voting in person at a polling station (Q7) in specified election
Q32B		And when you voted in person at a polling station at the local government elections held in your area on Thursday 4 May, which of the following, if any, did you personally experience?	And when you voted in person at a polling station at the UK Parliamentary General Election held on 4 July 2024, which of the following, if any, did you personally experience?		England	GB	Asked only to those who reported voting in person at a polling station (Q7) in specified election
Q33	If you went to vote in person at a polling station, but you did not have your photo identification with you (and therefore could not vote), how likely or unlikely would you be to return at a later time that day, this time bringing your accepted form of photo identification with you, in order to vote?	If you went to vote in person at a polling station, but you did not have your photo identification with you (and therefore could not vote), how likely or unlikely would you be to return at a later time that day, this time bringing your accepted form of photo identification with you, in order to vote?	Thinking about future elections where you will need to show photo identification in order to vote in person at a polling station... If you went to vote in person at a polling station, but you did not have your photo identification with you (and therefore could not vote), how likely or unlikely would you be to return at a later time that day, this time bringing your accepted form of photo identification with you, in order to vote?	GB	England	GB	

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q34	Just to check, have you seen any of the following advertising about the requirement to show photo identification at polling stations? This could have been either on TV, in newspapers, leaflets, posters, on social media (e.g. YouTube, Facebook, Instagram, Twitter) or elsewhere on the Internet.	Just to check, have you seen any of the following advertising about the requirement to show photo identification at polling stations? This could have been either on TV, in newspapers, leaflets, posters, on social media (e.g. YouTube, Facebook, Instagram, Twitter) or elsewhere on the Internet.	Just to check, have you seen any of the following advertising about the requirement to show photo identification at polling stations? This could have been either on TV, in newspapers, leaflets, posters, on social media (e.g. YouTube, Facebook, Instagram, Twitter) or elsewhere on the Internet.	GB	England	GB	Note: multimedia shown changed for each wave

<p>Q35</p>	<p>If Wales: Earlier you mentioned that you do not have / do not know if you have an accepted form of photo identification that you will be allowed to use in order to vote in future UK Parliament general and police, fire and crime commissioner elections at your polling station.</p> <p>If Scotland: Earlier you mentioned that you do not have / do not know if you have an accepted form of photo identification that you will be allowed to use in order to vote in future UK Parliament General Elections at your polling station</p> <p>If England: Earlier you mentioned that you do not have / do not know if you have an accepted form of photo identification that you will be allowed to use in order to vote in future elections at your polling station.</p> <p>As you may be aware, if you do not have an accepted form of photo identification, then you will need to apply to your local council for a Voter Authority Certificate to be able to vote at a polling station in these future elections.</p> <p>If an application for a Voter Authority Certificate is approved, the Voter Authority Certificate will either be posted to you or you may request to collect it from your local council's offices.</p> <p>The last day you can apply for a Voter Authority Certificate in the run up to an election at which you need to show photo identification is six working days before an election takes place.</p> <p>A Voter Authority Certificate will be valid for as long as you are still recognisable</p>	<p>Earlier you mentioned that you do not have / do not know if you have an accepted form of photo identification that you will be allowed to use in order to vote in future elections at your polling station.</p> <p>As you may be aware, if you do not have an accepted form of photo identification, then you will need to apply to your local council for a Voter Authority Certificate to be able to vote at a polling station in these future elections.</p> <p>If an application for a Voter Authority Certificate is approved, the Voter Authority Certificate will either be posted to you or you may request to collect it from your local council's offices.</p> <p>The last day you can apply for a Voter Authority Certificate in the run up to an election at which you need to show photo identification is six working days before an election takes place.</p> <p>A Voter Authority Certificate will be valid for as long as you are still recognisable in the photograph provided. It is recommended that a Voter Authority Certificate is renewed within ten years after being issued.</p> <p>Considering this information, how likely or unlikely, would you be to apply for a Voter Authority Certificate?</p>	<p>If Wales: To be able to vote in UK Parliament and police and crime commissioner elections at a polling station, those who do not have an accepted form of photo identification will need to apply for a Voter Authority Certificate from their local authority.</p> <p>If Scotland: To be able to vote in UK Parliament elections at a polling station, those who do not have an accepted form of photo identification will need to apply for a Voter Authority Certificate from their local authority.</p> <p>If England: To be able to vote in elections at a polling station, those who do not have an accepted form of photo identification will need to apply for a Voter Authority Certificate from their local authority.</p> <p>If an application for a Voter Authority Certificate is approved, the Voter Authority Certificate will either be posted to you or you may request to collect it from your local council's offices.</p> <p>The last day you can apply for a Voter Authority Certificate in the run up to an election at which you need to show photo identification is six working days before an election takes place.</p> <p>A Voter Authority Certificate will be valid for as long as you are still recognisable in the photograph provided. It is recommended that a Voter Authority Certificate is renewed within ten years after being issued.</p> <p>Considering this information, how likely</p>	<p>GB</p>	<p>England</p>	<p>GB</p>	<p>Asked only to those without accepted form of ID at Q32. Note new answer code added in wave two</p>
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Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
	<p>in the photograph provided. It is recommended that a Voter Authority Certificate is renewed within ten years after being issued.</p> <p>Considering this information, how likely or unlikely, would you be to apply for a Voter Authority Certificate?</p>		<p>or unlikely, would you be to apply for a Voter Authority Certificate?</p>				

<p>Q36</p>	<p>If Wales: To be able to vote in future UK Parliament general and police, fire and crime commissioner elections at a polling station, those who do not have an accepted form of photo identification will need to apply for a Voter Authority Certificate from their local authority.</p> <p>If Scotland: To be able to vote in future UK Parliament General Elections at a polling station, those who do not have an accepted form of photo identification will need to apply for a Voter Authority Certificate from their local authority.</p> <p>If England: To be able to vote in future elections at a polling station, those who do not have an accepted form of photo identification will need to apply for a Voter Authority Certificate from their local authority.</p> <p>Those with an accepted form of photo identification will also be able to apply to their local council for a Voter Authority Certificate.</p> <p>If an application for a Voter Authority Certificate is approved, the Voter Authority Certificate will either be posted to you, or you may request to collect it from your local council's offices.</p> <p>The last day you can apply for a Voter Authority Certificate in the run up to an election at which you need to show photo identification is six working days before an election takes place.</p> <p>A Voter Authority Certificate will be valid for as long as you are still recognisable in the photograph provided. It is recommended that a Voter Authority Certificate is renewed within ten years</p>	<p>To be able to vote in future elections at a polling station, those who do not have an accepted form of photo identification will need to apply for a Voter Authority Certificate from their local authority.</p> <p>Those with an accepted form of photo identification will also be able to apply to their local council for a Voter Authority Certificate.</p> <p>If an application for a Voter Authority Certificate is approved, the Voter Authority Certificate will either be posted to you, or you may request to collect it from your local council's offices.</p> <p>The last day you can apply for a Voter Authority Certificate in the run up to an election at which you need to show photo identification is six working days before an election takes place.</p> <p>A Voter Authority Certificate will be valid for as long as you are still recognisable in the photograph provided. It is recommended that a Voter Authority Certificate is renewed within ten years after being issued.</p> <p>Even though you already have an accepted form of photo identification, how likely or unlikely would you be to apply for a Voter Authority Certificate?</p>	<p>GB</p>	<p>England</p>	<p>Asked only to those with accepted form of ID at Q32. Note new answer code added in wave two</p>
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Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
	after being issued. Even though you already have an accepted form of photo identification, how likely or unlikely would you be to apply for a Voter Authority Certificate?						
Q37	You say that you are certain/very likely/fairly likely to apply for a Voter Authority Certificate, even though you have an accepted form of photo identification? Why do you say that?			GB			Asked only to those likely to apply for a VAC even though they have a form of voter ID (Q36)
Q38	In which of the following ways would you most prefer to apply for a Voter Authority Certificate?			GB			Asked only to those likely to apply for a VAC (Q35 or Q36)
Q39	And when would you most prefer to apply for a Voter Authority Certificate?			GB			Asked only to those likely to apply for a VAC (Q35 or Q36)
Q39A		You mentioned earlier that you already have a Voter Authority Certificate. When did you apply for this?			England		Asked only to those who report having a VAC (Q32, Q35 or Q36)
Q39B			You mentioned earlier that you already have a Voter Authority Certificate. How easy or difficult did you find the process of applying for your Voter Authority Certificate?			GB	Asked only to those who report having a VAC (Q32 or Q35)

Absent voting

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q40	You mentioned earlier that you have voted by post in a recent election. Which of the following best applies to you?	You mentioned earlier that you have voted by post in a recent election. Which of the following best applies to you?		GB	NI		Asked only to those who have voted by post in recent election (Q7)
Q41	You mentioned earlier that you have voted by proxy in a recent election. Which of the following best applies to you?	You mentioned earlier that you have voted by proxy in a recent election. Which of the following best applies to you?		GB	NI		Asked only to those who have voted by proxy in recent election (Q7)
Q42	And for which of the following reasons, if any, have you voted by post?	And for which of the following reasons, if any, have you voted by post?		GB	NI		Asked only to those who have voted by post in recent election (Q7)
Q43	And for which of the following reasons, if any, have you voted by proxy?	And for which of the following reasons, if any, have you voted by proxy?		GB	NI		Asked only to those who have voted by proxy in recent election (Q7)

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q50			Before today, how much, if anything, had you heard about the fact you will now be required to reapply for a postal vote every three years in order to vote by post [IF ENGLAND: in all elections; IF SCOTLAND: in UK Parliament General Elections; IF WALES: in UK Parliament General Elections and police, fire and crime commissioner elections?			GB	
Q51			Before today, how much if anything had you heard about the fact you can now apply for a postal or proxy vote online in order to vote by post or proxy [IF ENGLAND: in all elections; IF SCOTLAND: in UK Parliament General Elections; IF WALES: in UK Parliament General Elections and police, fire and crime commissioner elections?			GB	
Q52A			IF VOTED BY POST SHOW: You mentioned earlier that you have voted by post at a recent election. How did you apply to vote by post for this election? IF AWARE REGISTERED TO VOTE BY POST AND VOTED BY POST AT RECENT ELECTION SHOW: You mentioned earlier that you are currently registered to vote by post. How did you apply to vote by post?			GB	Asked only to those who have voted by post in recent election (Q7) or state they are currently registered to vote by post (Q5A)

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q52B			<p>IF VOTED BY PROXY SHOW: You mentioned earlier that you have voted by proxy at a recent election. How did you apply to vote by proxy for this election?</p> <p>IF AWARE REGISTERED TO VOTE BY PROXY AND VOTED BY PROXY AT RECENT ELECTION SHOW: You mentioned earlier that you are currently registered to vote by proxy. How did you apply to vote by proxy?</p>			GB	Asked only to those who have voted by proxy in recent election (Q7) or state they are currently registered to vote by proxy (Q5A)
Q44A	Thinking about the last time you voted by post, how easy or difficult did you find the process of applying for a postal vote?	Thinking about the last time you voted by post, how easy or difficult did you find the process of applying for a postal vote?	Thinking about the last time you applied to vote by post, how easy or difficult did you find the process of applying for a postal vote?	GB	NI		W1 & W2: Asked only to those who have voted by post in recent election (Q7); W3: Asked only to those who have voted by post in recent election (Q7) or state they are currently registered to vote by post (Q5A)

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q44B	Thinking about the last time you voted by proxy, how easy or difficult did you find the process of applying for a proxy vote?	Thinking about the last time you voted by proxy, how easy or difficult did you find the process of applying for a proxy vote?	Thinking about the last time you applied to vote by proxy, how easy or difficult did you find the process of applying for a proxy vote?	GB	NI	GB	W1 & W2: Asked only to those who have voted by proxy in recent election (Q7); W3: Asked only to those who have voted by proxy in recent election (Q7) or state they are currently registered to vote by proxy (Q5A)
Q45	In which of the following ways would you most prefer to apply for a postal or proxy vote?	In which of the following ways would you most prefer to apply for a postal or proxy vote?		GB	NI		Asked only to those who have voted by post or proxy in recent election (Q7)
Q46	Do you think that voting by post is more or less secure than voting in person at a polling station, or is there no difference?	Do you think that voting by post is more or less secure than voting in person at a polling station, or is there no difference?		GB	GB		

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q46A		And why do you say that voting by post is more secure than voting in person at a polling station?			GB		Asked only to those who think postal voting is more secure than voting in person at Q46
Q46B		And why do you say that voting by post is less secure than voting in person at a polling station?			GB		Asked only to those who think postal voting is less secure than voting in person at Q46
Q47	Do you think that voting by proxy is more or less secure than voting in person at a polling station, or is there no difference?	Do you think that voting by proxy is more or less secure than voting in person at a polling station, or is there no difference?		GB	GB		
Q48	Thinking about voting by post, how well informed, if at all, would you say you are about each of the following?	Thinking about voting by post, how well informed, if at all, would you say you are about each of the following?		GB	NI		
Q48 Statement A	Where to find information on postal voting	Where to find information on postal voting		GB	NI		
Q48 Statement B	The laws surrounding postal voting	The laws surrounding postal voting		GB	NI		
Q48 Statement C	How to apply for a postal vote	How to apply for a postal vote		GB	NI		
Q48 Statement D	How to cast my vote by post	How to cast my vote by post		GB	NI		

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q49	Thinking about voting by proxy, how well informed, if at all, would you say you are about each of the following?	Thinking about voting by proxy, how well informed, if at all, would you say you are about each of the following?		GB	NI		
Q49 Statement A	Where to find information on proxy voting	Where to find information on proxy voting		GB	NI		
Q49 Statement B	The laws surrounding proxy voting	The laws surrounding proxy voting		GB	NI		
Q49 Statement C	How to apply for a proxy vote	How to apply for a proxy vote		GB	NI		
Q49 Statement D	How to cast my vote by proxy	How to cast my vote by proxy		GB	NI		

Digital imprints

Question number	Question Text: Wave One	Question Text: Wave Two	Question Text: Wave Three	Sample: Wave One	Sample: Wave Two	Sample: Wave Three	Notes
Q_IMPRINT			Thinking about political campaigning material you have seen online in the past few weeks and the information that has been provided on the previous screen... How certain, if at all, would you say you were in being able to identify the person who caused the political campaigning material to be published? Remember, this is not necessarily the same as the candidate.			UK	
<p>Notes:</p> <p>The question was preceded by a preamble that read: “We’d now like you to think about political campaigning material that is published online. This can include social media posts by, for example, candidates, campaigners and elected office holders, online political advertisements and campaigning material published on websites. In order to help voters understand who is trying to influence them, <u>certain</u> political campaigning material that is published online requires an imprint to be included. This imprint must contain the name and address of the person/organisation who caused the material to be published. This person is known as the promoter. When someone else has published political campaigning material on behalf of, e.g. a candidate, political party or campaign organisation, then the imprint must contain:</p> <ul style="list-style-type: none"> • The name and address of the promoter; and • The name and address of the person/organisation (e.g. the political party, candidate or campaign organisation) on whose behalf the campaigning material is being published <p>For example, if an agent for a candidate publishes material on behalf of their candidate, then the imprint must include both the details of the agent (as the promoter) and of the candidate on whose behalf the material has been published.” The question then read: “Thinking about political campaigning material you have seen <u>online</u> in the past few weeks and the information that has been provided on the previous screen... How certain, if at all, would you say you were in being able to identify the person who caused the political campaigning material to be published? Remember, this is not necessarily the same as the candidate.”</p>							

Electoral Commission advertising tested

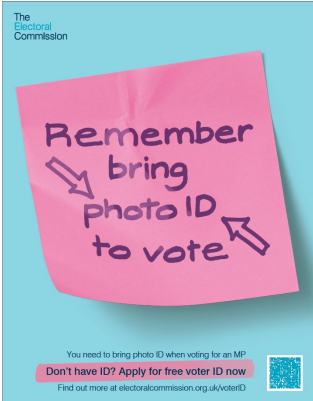
Wave One



Wave Two



Wave Three



9 Our standards and accreditations

- 9.1. Ipsos' standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.



ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos was the first company in the world to gain this accreditation.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign up to the requirements and self-regulation of the MRS Code. More than 350 companies have followed our lead.



ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

This is the international standard for information security, designed to ensure the selection of adequate and proportionate security controls. Ipsos was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials

This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data™

Fair Data

Ipsos is signed up as a "Fair Data" company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.