

YouGov / Brixton Brewery Survey Results

Sample Size: 4103 GB Adults
Fieldwork: 5th - 7th March 2024

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4103	1342	993	349	1446	1528	1986	2117	431	1695	1013	964	2339	1764	3541	205	357	989	681	496	1374
Unweighted Sample	4103	1414	973	362	1667	1522	1880	2223	330	1662	1044	1067	2514	1589	3534	223	346	978	695	412	1449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As far as you are aware, do you or do you not currently need to present a form of photo ID when voting in the following elections?

UK general elections

You do need photo ID to vote in this election	71	74	77	77	75	72	71	70	66	68	74	74	73	67	74	55	44	74	71	79	75
You do not need photo ID to vote in this election	13	15	12	13	13	15	13	13	6	14	13	14	12	14	11	21	31	9	12	9	11
Don't know	17	11	11	10	12	13	16	17	28	18	13	12	15	19	15	24	24	17	17	12	14

Welsh Senedd elections

[Asked only to those in Wales; n=223]

You do need photo ID to vote in this election	36	41	33	58	38	37	33	38	21	43	33	33	45	27	0	36	0	0	0	0	0
You do not need photo ID to vote in this election	25	23	35	33	30	34	27	23	5	25	38	24	23	27	0	25	0	0	0	0	0
Don't know	39	36	32	9	32	29	39	38	75	32	29	43	31	46	0	39	0	0	0	0	0

Holyrood elections

[Asked only to those in Scotland; n=346]

You do need photo ID to vote in this election	25	26	22	49	24	27	22	28	28	24	31	17	28	21	0	0	25	0	0	0	0
You do not need photo ID to vote in this election	40	52	43	19	39	49	44	37	22	38	36	62	42	38	0	0	40	0	0	0	0
Don't know	35	23	36	32	37	24	34	35	50	38	32	21	31	41	0	0	35	0	0	0	0

Local elections

You do need photo ID to vote in this election	58	63	62	62	60	61	57	58	46	54	64	61	59	56	62	36	25	61	61	66	63
You do not need photo ID to vote in this election	18	19	18	18	20	19	19	18	18	20	16	18	19	17	15	28	46	14	16	14	15
Don't know	24	18	21	20	20	20	24	24	36	26	19	21	22	27	23	36	29	25	23	20	22

Mayoral elections

You do need photo ID to vote in this election	34	33	38	36	36	31	35	32	37	35	34	30	34	33	37	17	14	33	34	60	32
You do not need photo ID to vote in this election	18	20	18	16	18	20	19	17	14	19	18	19	19	17	16	27	28	15	18	14	18
Don't know	48	47	45	48	45	49	46	50	49	46	49	52	47	51	47	56	58	52	49	27	50

Photo identification is now a requirement for voting in UK general elections and in all local elections in England. How clear or unclear are you about which forms of photo ID are required in order to be able to vote?

Very clear	31	40	31	33	31	37	32	30	21	29	35	35	33	28	33	22	14	31	31	32	37
Fairly clear	33	31	37	38	37	30	33	34	36	34	32	33	34	32	35	25	26	34	35	37	34
TOTAL CLEAR	64	71	68	71	68	67	65	64	57	63	67	68	67	60	68	47	40	65	66	69	71
Not very clear	16	14	15	18	16	15	17	16	19	18	14	15	17	16	16	15	23	16	15	19	15
Not at all clear	12	12	12	9	12	13	12	12	8	12	13	14	11	14	10	30	27	11	11	6	9
TOTAL NOT CLEAR	28	26	27	27	28	28	29	28	27	30	27	29	28	30	26	45	50	27	26	25	24
Don't know	7	3	5	3	4	5	6	8	15	8	5	4	5	10	7	9	10	8	8	6	5

YouGov / Brixton Brewery Survey

Sample Size: 4103 GB Adults
Fieldwork: 5th - 7th March 2024

	Total	All Regions who have Mayoral elections
Weighted Sample	4103	1573
Unweighted Sample	4103	1486
	%	%

As far as you are aware, do you or do you not currently need to present a form of photo ID when voting in the following elections?

UK general elections

You do need photo ID to vote in this election	71	74
You do not need photo ID to vote in this election	13	9
Don't know	17	16

Welsh Senedd elections

[Asked only to those in Wales; n=223]

You do need photo ID to vote in this election	36	0
You do not need photo ID to vote in this election	25	0
Don't know	39	0

Holyrood elections

[Asked only to those in Scotland; n=346]

You do need photo ID to vote in this election	25	0
You do not need photo ID to vote in this election	40	0
Don't know	35	0

Local elections

You do need photo ID to vote in this election	58	62
You do not need photo ID to vote in this election	18	15
Don't know	24	24

Mayoral elections

You do need photo ID to vote in this election	34	43
You do not need photo ID to vote in this election	18	15
Don't know	48	41

Photo identification is now a requirement for voting in UK general elections and in all local elections in England. How clear or unclear are you about which forms of photo ID are required in order to be able to vote?

Very clear	31	31
Fairly clear	33	35
TOTAL CLEAR	64	66
Not very clear	16	17
Not at all clear	12	9
TOTAL NOT CLEAR	28	26
Don't know	7	8

Sample Size: 4103 GB Adults
Fieldwork: 5th - 7th March 2024

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4103	1342	993	349	1446	1528	1986	2117	431	1695	1013	964	2339	1764	3541	205	357	989	681	496	1374
Unweighted Sample	4103	1414	973	362	1667	1522	1880	2223	330	1662	1044	1067	2514	1589	3534	223	346	978	695	412	1449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If someone does not have any accepted forms of photo ID, but wishes to be able to vote in an election, they can apply for a Voter Authority Certificate. How confident are you, if at all, that you would know how to apply for a Voter Authority Certificate if you needed one?

Very confident	11	13	11	15	12	13	12	11	6	11	13	12	12	10	12	12	5	11	9	15	12
Fairly confident	22	25	23	23	23	23	23	20	23	21	23	20	23	20	23	16	16	21	24	24	23
TOTAL CONFIDENT	33	38	34	38	35	36	35	31	29	32	36	32	35	30	35	28	21	32	33	39	35
Not very confident	24	24	26	25	25	23	23	25	31	23	22	25	24	24	24	24	28	25	25	21	23
Not at all confident	31	27	31	30	32	31	30	32	25	31	32	31	31	31	29	38	42	29	28	26	32
TOTAL NOT CONFIDENT	55	51	57	55	57	54	53	57	56	54	54	56	55	55	53	62	70	54	53	47	55
Don't know	12	10	9	6	9	11	12	12	16	13	9	11	10	15	12	10	9	14	14	14	10

Based on your own understanding, which voting systems are used for the following elections in England?

[Asked only to those in England; n=3534]

Mayoral Elections

First Past the Post (FPTP) - voters cast a vote for a single candidate, and the candidate with the most votes (not necessarily a majority) wins the election.	28	32	32	31	34	32	32	25	18	24	33	35	30	26	28	0	0	28	28	28	29
Supplementary Vote - Voters rank their top two candidates/parties. If a candidate/party receives more than 50% of first preference votes, they are elected. If no one has a majority, all but the top two candidates/parties are eliminated and their second preference votes are reallocated.	11	10	14	14	13	9	13	9	12	12	11	9	12	9	11	0	0	10	10	20	9
Proportional Representation - where the number of representatives, Members of Parliament or Councillors are allocated based on the proportion of the total votes cast.	6	6	6	4	6	5	6	5	7	7	6	4	6	6	6	0	0	4	5	9	6
Two-Round System – the two candidates/parties with the most votes after a first round of voting proceed to a second round where they are the only participants.	8	7	10	8	9	7	9	7	11	9	8	5	9	7	8	0	0	7	7	13	8
Don't know	47	45	38	43	38	47	41	52	51	48	42	47	42	53	47	0	0	51	50	31	48

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If someone does not have any accepted forms of photo ID, but wishes to be able to vote in an election, they can apply for a Voter Authority Certificate. How confident are you, if at all, that you would know how to apply for a Voter Authority Certificate if you needed one?

Very confident	11	12
Fairly confident	22	22
TOTAL CONFIDENT	33	34
Not very confident	24	24
Not at all confident	31	28
TOTAL NOT CONFIDENT	55	52
Don't know	12	14

Based on your own understanding, which voting systems are used for the following elections in England?

[Asked only to those in England; n=3534]

Mayoral Elections

First Past the Post (FPTP) - voters cast a vote for a single candidate, and the candidate with the most votes (not necessarily a majority) wins the election.	28	28
Supplementary Vote - Voters rank their top two candidates/parties. If a candidate/party receives more than 50% of first preference votes, they are elected. If no one has a majority, all but the top two candidates/parties are eliminated and their second preference votes are reallocated.	11	14
Proportional Representation - where the number of representatives, Members of Parliament or Councillors are allocated based on the proportion of the total votes cast.	6	7
Two-Round System – the two candidates/parties with the most votes after a first round of voting proceed to a second round where they are the only participants.	8	9
Don't know	47	42

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	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4103	1342	993	349	1446	1528	1986	2117	431	1695	1013	964	2339	1764	3541	205	357	989	681	496	1374
Unweighted Sample	4103	1414	973	362	1667	1522	1880	2223	330	1662	1044	1067	2514	1589	3534	223	346	978	695	412	1449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Local Elections

First Past the Post (FPTP) - voters cast a vote for a single candidate, and the candidate with the most votes (not necessarily a majority) wins the election.	42	48	46	53	49	47	47	37	29	34	51	52	45	38	42	0	0	41	41	36	46
Supplementary Vote - Voters rank their top two candidates/parties. If a candidate/party receives more than 50% of first preference votes, they are elected. If no one has a majority, all but the top two candidates/parties are eliminated and their second preference votes are reallocated.	9	9	11	7	11	8	10	8	10	10	10	8	11	8	9	0	0	8	10	14	9
Proportional Representation - where the number of representatives, Members of Parliament or Councillors are allocated based on the proportion of the total votes cast.	10	8	11	12	11	8	11	9	10	12	9	7	10	9	10	0	0	10	9	13	9
Two-Round System – the two candidates/parties with the most votes after a first round of voting proceed to a second round where they are the only participants.	4	4	4	4	4	4	4	4	6	5	3	3	4	4	4	0	0	3	3	7	4
Don't know	35	30	28	24	25	33	28	42	45	40	27	31	30	42	35	0	0	39	38	31	32

General Elections

First Past the Post (FPTP) - voters cast a vote for a single candidate, and the candidate with the most votes (not necessarily a majority) wins the election.	50	54	59	69	62	53	60	41	34	42	58	63	55	43	50	0	0	47	46	53	54
Supplementary Vote - Voters rank their top two candidates/parties. If a candidate/party receives more than 50% of first preference votes, they are elected. If no one has a majority, all but the top two candidates/parties are eliminated and their second preference votes are reallocated.	4	5	4	2	4	4	4	4	5	5	3	3	4	4	4	0	0	4	4	6	3
Proportional Representation - where the number of representatives, Members of Parliament or Councillors are allocated based on the proportion of the total votes cast.	11	12	13	11	13	10	9	13	12	13	12	7	12	10	11	0	0	11	11	12	11
Two-Round System – the two candidates/parties with the most votes after a first round of voting proceed to a second round where they are the only participants.	4	4	2	1	2	4	4	5	10	4	4	3	4	5	4	0	0	4	5	4	4
Don't know	30	26	22	17	19	29	23	38	39	36	23	25	25	38	30	0	0	34	34	24	28

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	%	%

Local Elections

First Past the Post (FPTP) - voters cast a vote for a single candidate, and the candidate with the most votes (not necessarily a majority) wins the election.	42	39
Supplementary Vote - Voters rank their top two candidates/parties. If a candidate/party receives more than 50% of first preference votes, they are elected. If no one has a majority, all but the top two candidates/parties are eliminated and their second preference votes are reallocated.	9	10
Proportional Representation - where the number of representatives, Members of Parliament or Councillors are allocated based on the proportion of the total votes cast.	10	10
Two-Round System – the two candidates/parties with the most votes after a first round of voting proceed to a second round where they are the only participants.	4	4
Don't know	35	36

General Elections

First Past the Post (FPTP) - voters cast a vote for a single candidate, and the candidate with the most votes (not necessarily a majority) wins the election.	50	49
Supplementary Vote - Voters rank their top two candidates/parties. If a candidate/party receives more than 50% of first preference votes, they are elected. If no one has a majority, all but the top two candidates/parties are eliminated and their second preference votes are reallocated.	4	5
Proportional Representation - where the number of representatives, Members of Parliament or Councillors are allocated based on the proportion of the total votes cast.	11	12
Two-Round System – the two candidates/parties with the most votes after a first round of voting proceed to a second round where they are the only participants.	4	4
Don't know	30	31

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Weighted Sample Unweighted Sample		Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	4103	1342	993	349	1446	1528	1986	2117	431	1695	1013	964	2339	1764	3541	205	357	989	681	496	1374
	4103	1414	973	362	1667	1522	1880	2223	330	1662	1044	1067	2514	1589	3534	223	346	978	695	412	1449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think people in the UK should be taught more or less about British elections and the electoral system, or are they currently taught enough?

Should be taught more	73	70	83	79	82	68	71	75	74	78	71	66	77	67	73	69	75	71	74	77	73
Currently taught enough	14	20	8	13	9	20	16	12	10	9	16	21	13	16	14	16	15	13	12	11	16
Should be taught less	1	1	0	0	1	1	2	1	2	2	1	0	1	1	1	3	1	1	1	2	1
Don't know	12	10	8	7	8	11	11	12	14	11	11	12	9	15	12	12	10	15	13	10	10

To what extent, if at all, do you think your vote in elections matters?

A great deal	26	31	31	31	29	29	23	28	18	21	29	35	26	25	26	24	24	25	26	28	26
A fair amount	29	30	33	32	32	27	29	29	32	31	27	27	32	26	29	26	29	26	27	36	30
TOTAL A GREAT DEAL / FAIR AMOUNT	55	61	64	63	61	56	52	57	50	52	56	62	58	51	55	50	53	51	53	64	56
Not very much	31	30	27	32	30	32	32	30	31	32	33	27	31	31	31	33	34	32	29	26	32
Not at all	10	7	7	4	6	10	12	8	10	11	9	8	8	12	10	10	9	12	13	6	9
TOTAL NOT VERY MUCH / NOT AT ALL	41	37	34	36	36	42	44	38	41	43	42	35	39	43	41	43	43	44	42	32	41
Don't know	4	2	2	1	3	2	3	5	9	5	2	2	3	6	4	6	4	5	5	4	3

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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Fieldwork: 5th - 7th March 2024

	Total	All Regions who have Mayoral elections
Weighted Sample	4103	1573
Unweighted Sample	4103	1486
	%	%

Generally speaking, do you think people in the UK should be taught more or less about British elections and the electoral system, or are they currently taught enough?

Should be taught more	73	74
Currently taught enough	14	12
Should be taught less	1	1
Don't know	12	13

To what extent, if at all, do you think your vote in elections matters?

A great deal	26	25
A fair amount	29	29
TOTAL A GREAT DEAL / FAIR AMOUNT	55	54
Not very much	31	31
Not at all	10	10
TOTAL NOT VERY MUCH / NOT AT ALL	41	41
Don't know	4	4

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*