

# Let's Get London Voting Campaign

## Insight Report

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## **Introduction**

Hackney Council has been commissioned by London Councils to deliver a “Let's Get London Voting” Campaign.

Voters will need to show photographic ID to vote at the local and National elections this year. We'd like to gather feedback to inform the development of the “Let's get Voting ” campaign, to raise awareness of the new ID requirements for the upcoming elections.

## **Background/ Context**

London will host two major sets of elections in 2024 – the May GLA and London Mayoral elections, and the next General Election.

Either scenario presents particular challenges for the city, and in particular for the boroughs who are responsible for the administration and delivery of the elections. There are also new factors in play in 2024, which will have a major impact on elections in London:

1. Voter registration – ensuring that all voters, especially young people, are registered to vote
2. The introduction of Voter ID - Everyone will need ID
3. Changes to the rules around postal voting - NI number needs to be included
4. Changes to constituency boundaries
5. A new voting system for the Mayor of London
6. Staffing elections – recruiting polling centre staff and counter

## **Research aims**

To inform the development of the campaign, we'd like to gather some insight from local residents that are eligible to vote.

We'd particularly like to understand:

- Awareness of/ access to voter ID across London - understanding which population segments have lowest awareness levels to enable us to target our engagement effectively.
- Co-design the electoral campaign assets for the 18 to 24 younger age cohort.

## **Audience**

Those eligible to vote in the London Mayoral and General elections.

We'd particularly like to hear from young people, aged 18 to 24, who are eligible to vote in the UK.

## **Methodology**

### **Secondary Insight**

The latest [GLA Polling data, August 2023](#) provides us with very useful data on voter ID awareness across a range of demographics. This was an online survey of 1000 plus residents across London, carried out online by YouGiv, weighted so it is representative of all London adults aged 18 plus.

#### **Voter ID requirements**

- Lowest levels of awareness amongst those aged 18 - 24. (42% not aware at all of the voter ID requirements)
- (27% aged 25 to 49) not aware at all of the voter ID requirements
- There is a lack of awareness of which forms of photo ID will be accepted across all the age profiles. As such, the campaign should also highlight the types of photo ID that will be accepted.

#### **Postal and proxy voting**

- The GLA poll didn't ask a question on the National Insurance number requirement for postal and proxy voting. The question focussed on the requirement to renew a postal voting online application every three years.
  - It's worth noting however that those aged 65 plus are least aware of this requirement (73% unaware of the requirement to renew their postal applications every three years). Interestingly, the youngest cohorts, 18-24 had the highest level of awareness of this issue.

## **Primary Insight**

A [short poll](#), with questions inviting attendance of a focus group. Using existing channels to gather insight:

- online engagement platform Clitizenspace
- online citizens' panel, Hackney Matters
- Council's social media channels
- Targeted social media advertising
- Council's e-newsletters

The short poll was used as a means to gather additional primary data and also as a sampling frame for residents to attend the focus groups. The questions will also enable us to properly categorise participants according to their awareness levels enabling meaningful discussion in the co-design focus groups. We'll also gather some data on awareness of the National Insurance number requirement for postal voting, as this wasn't part of the GLA dataset.

We run two co-design focus groups, targeted at residents aged 18 - 24. The sessions took place on:

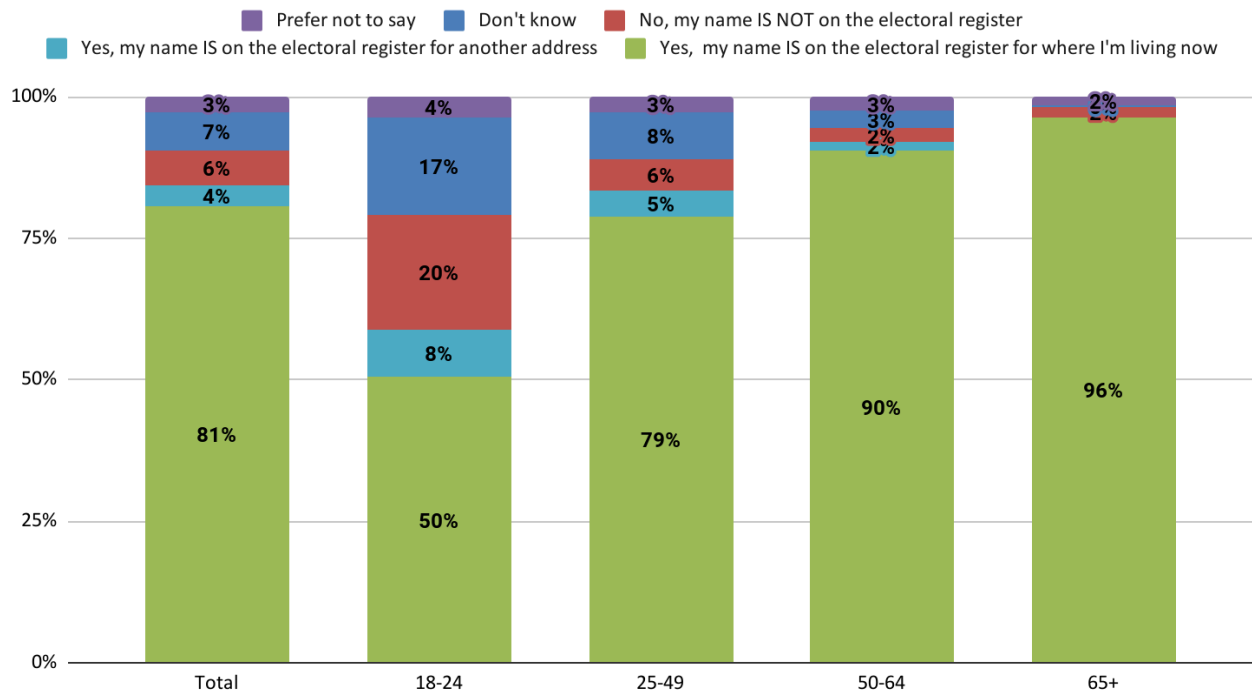
- Thursday 8th February, 6pm to 7.30pm
- Thursday 15th February, 6pm to 7.30pm

# Summary Results

## Electoral Registration (GLA Data - August 2023)

Qn: Is your name on the electoral register for where you're living now or another address?

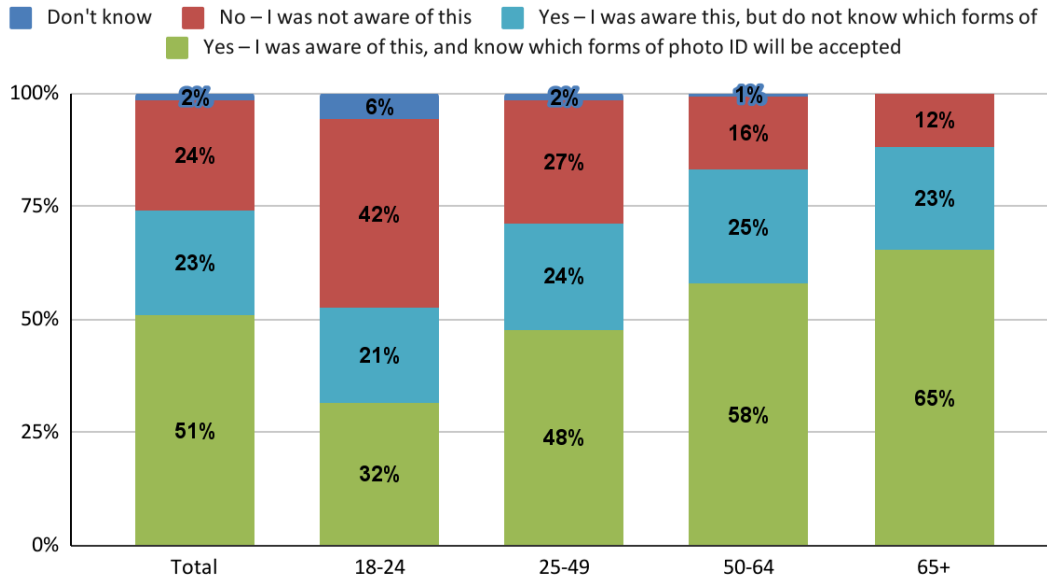
### Electoral registration



As the graph above shows, 82% of respondents indicated that their names are on the electoral register at their current address. However, 50% of those aged 18 - 24 are on the register at their current address, whilst 20% aren't on the register and 17% 'don't know'.

## Awareness of Photo-ID requirements (GLA Data - August 2023)

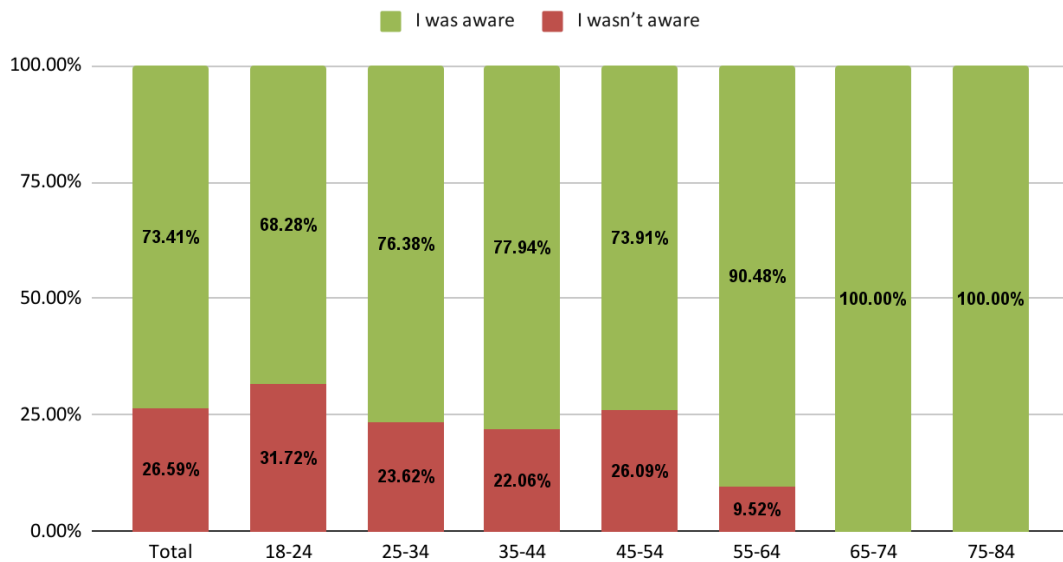
### Awareness of Photo-ID Requirements



As the graph above shows, the highest level of awareness of the photo-ID requirements is in the 65 plus age cohort. 42% of those aged 18 - 24 are not aware of the Photo-ID requirements, followed by 27% of those aged 25 - 49.

## Awareness of Photo-ID requirements (Hackney - Jan/Feb 2024)

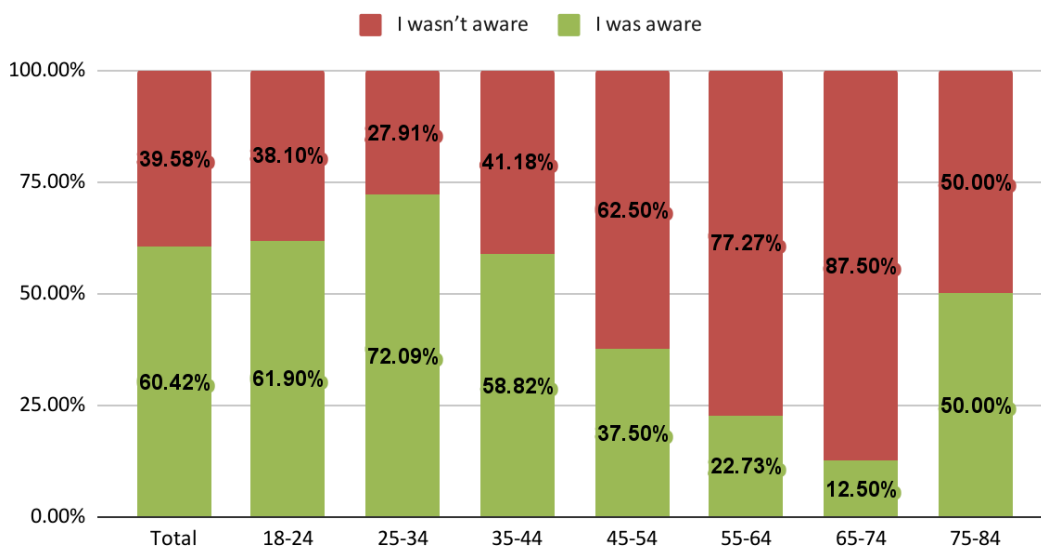
**Prior to taking this survey, were you aware of the new requirement to provide photographic ID in order to vote in elections?**



As the graph above shows, there is a high level of awareness of the photo ID requirements across all the age profiles. For those unaware of the new photo ID requirements, lack of awareness is highest amongst those aged: 18 - 24 (32%) and 45- 54 (26%)

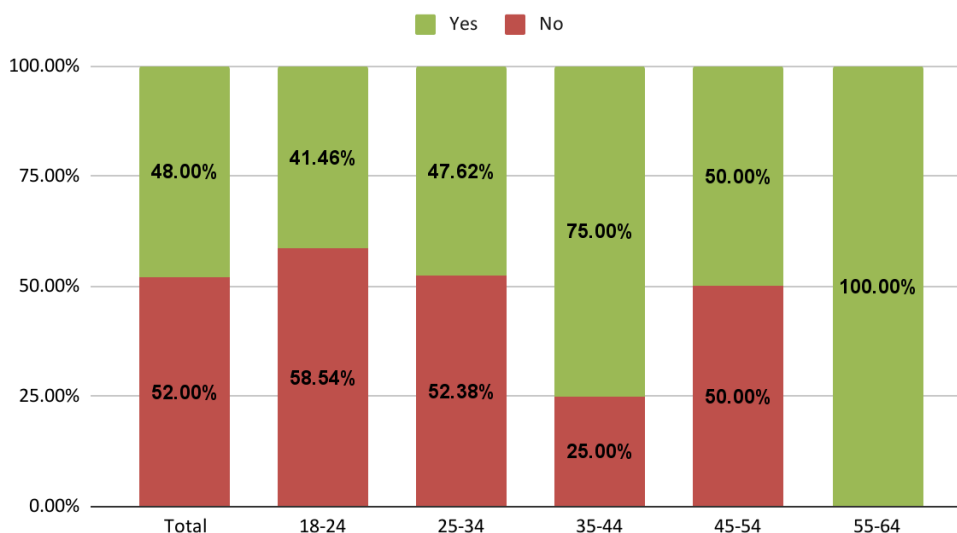
## Awareness of NI Number requirements (Hackney - Jan/Feb 2024)

**Prior to taking this survey, were you aware of the requirement that all postal and proxy vote applicants must provide a National Insurance Number in order to verify their identity?**



As the graph shows, the lowest levels of awareness of the requirement to provide National Insurance numbers for postal and proxy voters in order to verify their identity is among those aged 65 to 74 years of age. In contrast the highest levels of awareness are amongst the younger age cohorts, 18 - 34 years of age.

**Do you know where you can get your National Insurance number?**



As the graph above shows, 52% don't know where they can get their NI number. 59% of those that don't know where they can get their NI number are more likely to be aged 18 - 24.

## **Qualitative Research**

We carried out two co-design focus groups, targeted at residents aged 18 - 24. The sessions took place on:

- Thursday 8th February, 6pm to 7.30pm
- Thursday 15th February, 6pm to 7.30pm

The aim of the focus groups was to inform the development of the Let's Get London Voting campaign, targeted at the 18 - 24 age cohort, who are eligible to vote in the London Mayoral elections.

We used the same [focus group discussion guide](#) to ensure consistency across the co-design sessions.

We had a total of 35 residents take part across the two focus groups.

After a round of introductions from staff and participants, we asked them the following question:

*What are the first TWO words that come to mind when you think about registering to vote in the upcoming elections?*

The following table brings together the words and sentences that were mentioned by participants into themes:

Theme	Count
Civic right/duty, voting rights, obligation	16
Process for registration	5
Transparency	4
Democratic process for decision making	4
Better government/leadership	3
Eligibility	2
Unfairness	1
Polls	1
Enfranchisement	1
Equity	1
Safety	1
Future prospect	1

The highest response was about a person's civic right and duty to vote, with some participants highlighting the need for people to vote as being of great importance.

One participant quoted *"When thinking about voting in the UK, several aspects come to my mind. The United Kingdom follows a parliamentary democracy, where citizens participate in elections to choose their representatives. The voting system in the UK is typically based on a "first-past-the-post" method, where the candidate with the most votes in a constituency wins."*

We then asked participants the following two questions as a poll, giving them an option to respond in the chat as well:

***Q1. As far as you are aware, is your name on the electoral register for where you are living now or another address?***

The answer responses and the voting numbers were as follows:

- **15 votes** - Yes, my name IS on the electoral register for where I'm living now
- **4 votes** - Yes, my name IS on the electoral register for another address
- **9 votes** - No, my name is NOT on the electoral register
- **1 vote** - Don't know

***Q2. If you're NOT on the electoral register, do you know how to get your name on the electoral register?***

The answer responses and the voting numbers were as follows:

- **8 votes** - Yes
- **8 votes** - No

6 participants who answered Yes to question 1, also answered question 2, but there was no way of being able to identify those in the voting process, so this response is slightly skewed.

The next question asked participants to think about what would encourage them to register to vote, and what is stopping them to vote.



The following table brings together the comments that were mentioned by participants into themes based on 'encourage' or 'stopping':

Theme	Count
<b>Encourage</b> - More awareness and understanding needed	8
<b>Stopping</b> - Lack of confidence in leadership	4
<b>Stopping</b> - Difficult process	3
<b>Stopping</b> - Voting won't make a difference	2
<b>Encourage</b> - More knowledge about candidates	1
<b>Stopping</b> - Religious purposes	1
<b>Stopping</b> - Accessibility - Unable to attend polling stations	1
<b>Encourage</b> - Incentives	1

Some of the comments mentioned which are highlighted in the themes above are:

#### Encourage - More awareness and understanding needed

"A lot of young people need a right to vote. Don't understand the processes. Need to enlighten them as to why they need to vote and why it counts."

"Don't hear about how to register or vote until it's time to vote. The process of registering, hearing stories of how long it takes, certain steps."

"Time consuming, don't know to whom and where to approach, would prefer if it's done online with step by step tutorial."

#### Stopping - Lack of confidence in leadership

"Negativity - some people do not vote by choice. Lost confidence in the political leadership so feels that they do not want to vote. No substantial change and if the vote will have any change or make a difference. Should we be involved in the process of an electoral campaign? Doesn't vote anymore. Fewer people voting at polling stations."

"I believe people have lost confidence in the electoral processes as policies from leaders in elected offices aren't efficient enough and this creates an idea in the minds of we young people as well."

#### Stopping - Difficult process

"I'm encouraged to vote as it is my civic right and obligation to make my vote count as a citizen. I'm also discouraged from voting due to the stressful process."

“Not registered - that can come as an excuse, people don't find out what it is. Hearing they have to go from one office to another, can cause a lot of stress. Can look for an excuse not to go.”

#### Stopping - Voting won't make a difference

One participant mentioned a family friend who doesn't have any belief in the voting process in the country. They were telling them that it is not about being on the electoral register, it's the voting process being transparent. They have lost confidence in the leadership. They feel that voting is no benefit to them or the people.

#### Encourage - More knowledge about candidates

“Voting can be seen as a way to empower oneself and contribute to the collective decision-making process in society. Despite being in the electoral register, limited knowledge about the candidates, issues, or voting procedures could discourage me from engaging in the electoral process.”

#### Stopping - Religious purposes

“Some do not vote for religious purposes, for example Jehovah Witness”

#### Stopping - Accessibility - Unable to attend polling stations

One participant mentioned that people may find it hard if they have disabilities, making it hard to access voting stations, even though there is a postal option, but some may prefer to visit a polling station to give their vote.

#### Encourage - Incentives

“Incentives and rewards: Offering incentives, such as discounts or freebies from local businesses, or implementing policies like automatic voter registration, can incentivise me to register and vote.”

## Key messages and creatives

The next section was about testing the key messages and the creative designs for the campaign.

Participants were shown a set of 6 messages on voter registration and voter ID.

### Voter Registration

#### MESSAGE 1

**HEADLINE: REGISTER NOW TO ENSURE YOU CAN VOTE IN THE 2024 MAYORAL ELECTION!**

**CALL TO ACTION: Scan here and get registered before the 24 April**

#### MESSAGE 2

**HEADLINE: DO YOU HAVE SOMETHING TO SAY?**

**SECONDARY MESSAGE: IF YOU'RE NOT REGISTERED TO VOTE, YOU DON'T**

**CALL TO ACTION: Scan here to find out how you can get registered**

#### MESSAGE 3

**HEADLINE: ARE YOU REGISTERED TO VOTE?**

**SECONDARY MESSAGE: CHECK BY 16 APRIL TO MAKE SURE YOUR VOICE IS HEARD.**

**CALL TO ACTION: Scan here to find out how you can get registered**

#### MESSAGE 4

**HEADLINE: DON'T GET LEFT BEHIND!**

**SECONDARY MESSAGE: MAKE SURE YOU ARE REGISTERED TO VOTE TODAY.**

**CALL TO ACTION: Scan here and get registered before the 24 April**

#### MESSAGE 5

**HEADLINE: YES, IF YOU DONT REGISTER TO VOTE, YOU DON'T VOTE!**

**CALL TO ACTION: Scan here to find out how you can get registered**

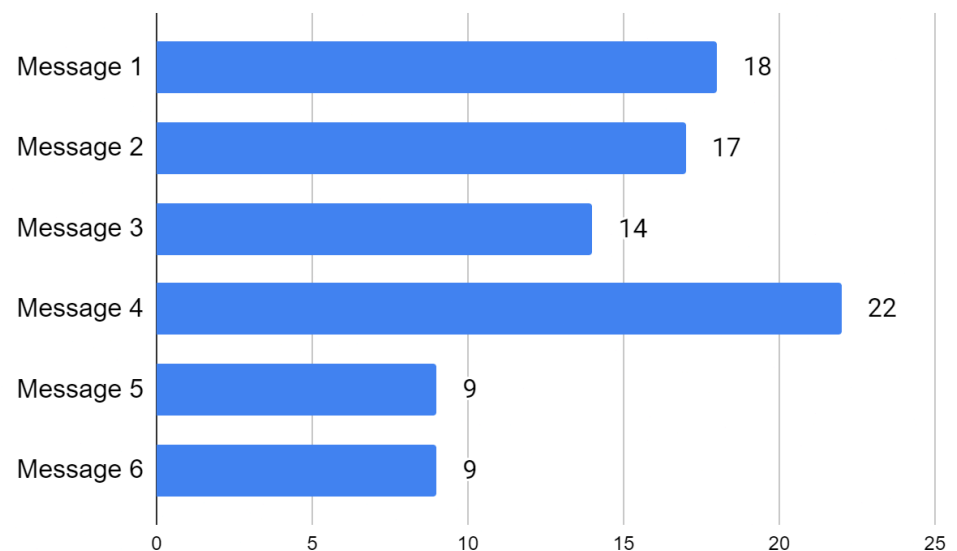
#### MESSAGE 6

**HEADLINE: I'M REGISTERED TO VOTE, ARE YOU?**

**CALL TO ACTION: Scan here and get registered before the 24 April**

We asked participants to select their top three messages, with the results shown below:

	Count
Message 1	18
Message 2	17
Message 3	14
Message 4	22
Message 5	9
Message 6	9



As the table and chart shows above, message 4 received the highest number of votes, followed by message 1 and then message 2.

Some comments made were:

“Message 2 will get my attention cos I will know and learn the steps to vote and also help my mates.”

“Message 4 for me has all the elements to get people interested, and in addition, I think the idea of a QR code is great.”

“Simple and short, straight to the point. When you vote you are making a decision, it is your right and your responsibility.”

“No 5 sounds more like "we don't need you threat".”

“Message 4 got my attention and it advise the youth to participate in voting activities.”

## Voter ID

### MESSAGE 1

**HEADLINE: DON'T FORGET YOU MUST HAVE ID TO VOTE IN ELECTIONS**

**CALL TO ACTION:** Scan here to see a list of what you can use

### MESSAGE 2

**HEADLINE: NO ID, NO VOTE!**

**SECONDARY MESSAGE:** IF YOU'RE NOT REGISTERED TO VOTE, YOU DON'T

**CALL TO ACTION:** Scan here to see a list of what you can use

### MESSAGE 3

**HEADLINE: NO ID?**

**SECONDARY MESSAGE:** THERE ARE WAYS YOU CAN STILL VOTE

**CALL TO ACTION:** Scan here to find out how

### MESSAGE 4

**HEADLINE: NO, YOUR STUDENT ID WON'T BE ACCEPTED.**

**CALL TO ACTION:** Scan here to see a list of what you can use

### MESSAGE 5

**HEADLINE: YOU NOW NEED ID TO VOTE IN ELECTIONS!**

**SECONDARY MESSAGE:** EVEN IF YOUR ID HAS EXPIRED, YOU CAN USE IT

**CALL TO ACTION:** Scan here to find out what ID you can use

### MESSAGE 6

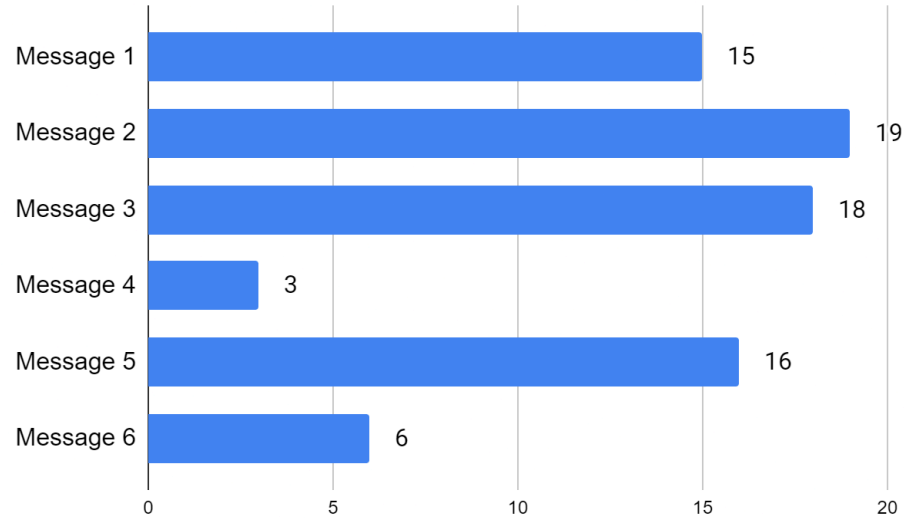
**HEADLINE: DO YOU WANT A SAY ON YOUR FUTURE?**

**SECONDARY MESSAGE:** MAKE SURE YOU HAVE THE RIGHT ID WHEN YOU VOTE

**CALL TO ACTION:** Scan here to find out what ID you can use.

We asked participants to select their top three messages, with the results shown below:

	Count
Message 1	15
Message 2	19
Message 3	18
Message 4	3
Message 5	16
Message 6	6



As the table and chart shows above, message 2 received the highest number of votes, followed by message 3 and then message 5. Message 1 was close to message 5 by one vote.

**Logo**

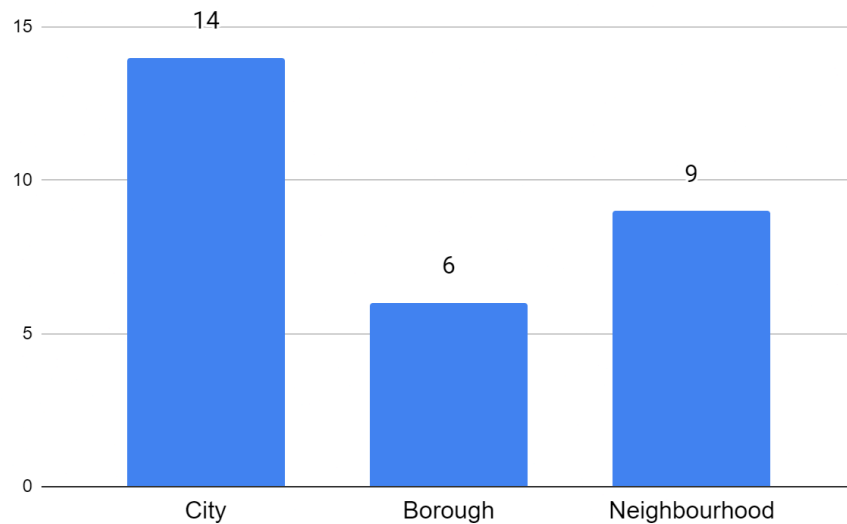
The next section was around the creatives, and looking specifically at logos on a city, borough and neighbourhood localisation.

**CITY**

**BOROUGH**

**NEIGHBOURHOOD**

We asked participants to tell us which they think would resonate most with themselves and others.



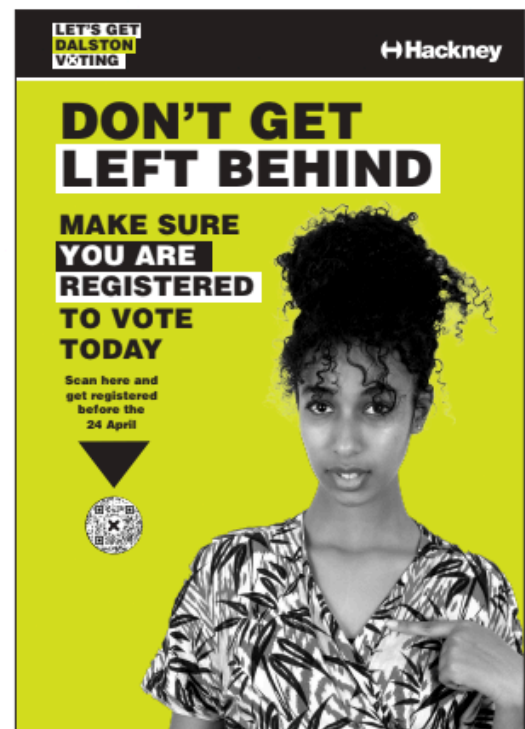
As the chart above shows, most participants selected “City” as their favourite, followed by “Neighbourhood” and then “Borough”.

We then continued onto a variety of posters that have been created, and this was again split into two sections of voter registration and voter ID.

### Voter registration



A



B



C

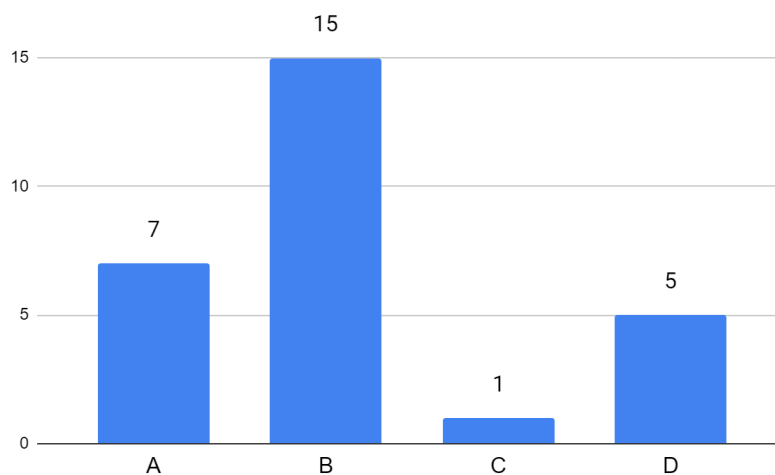


D

We asked participants to vote on their favourite, as well as asking them to think about other aspects based on the following questions:

- What are the first thoughts that come to your mind when you read / see this? What do you think is being communicated here? Would this encourage you to act? Why is that?
- What caught your attention the most? Why do you think that is so?
- Which design and colour variation do you prefer? Why?
- Do you use/scan QR codes? Why/why not? If you had all the information you needed on one web page, would that make a difference?
- What did you particularly like about it? What makes you feel this way?

The chart below shows how the participants voted:





As shown, poster B received the majority of the votes, with A and D close together and just one vote for C.

Some of the comments mentioned how poster A and B were more simple and clearer to understand, with some participants saying how poster A was captivating.

Poster C, which only received one vote, was given a comment stating that it is not really accommodating and does not give the information required for someone to get involved.

Although poster D only received 5 votes, some participants were in favour of the headline “Don’t get left behind” which they said gave a sense of urgency, and caught their attention.

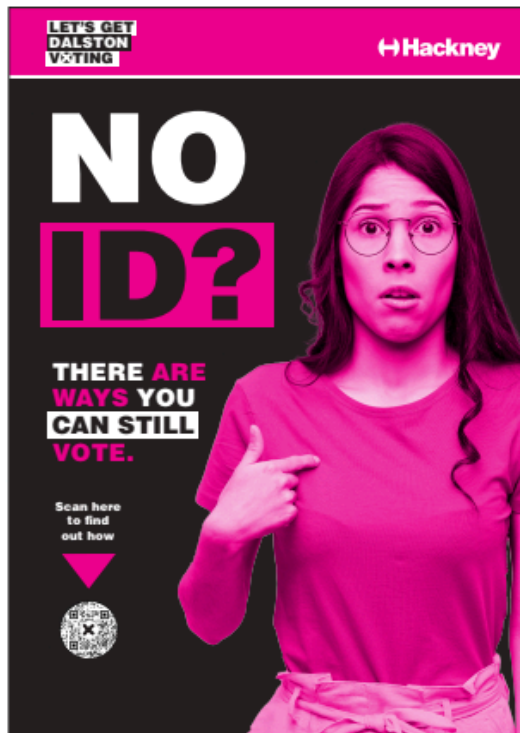
### Voter ID



A



B

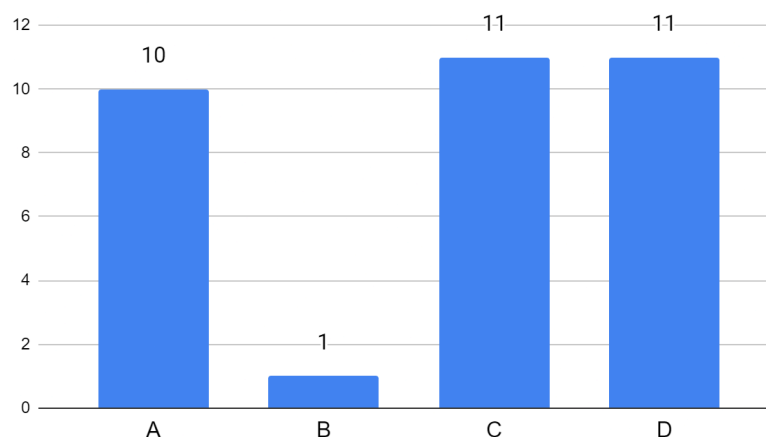


C



D

The chart below shows how the participants voted:



As shown, posters C and D both received the highest number of votes with 11 each, closely followed by poster A with 10 votes. Poster B only received 1 vote.

The majority of the comments related to the colours not working well, with the contrasts not very appealing. A comment from one participant about poster C, was that the pink colour did not suit the campaign about voting. They felt it represented more of a Cancer campaign style.

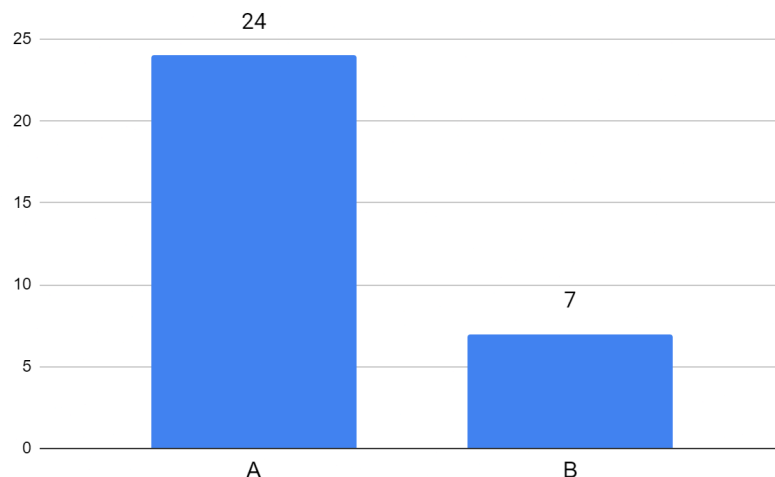
Some comments around poster A, mentioned how the text felt polite, thoughtful and friendly, which is especially useful for young people as the message can be less intimidating. It was also said to be more personal, giving a connection to the message.

### Graphics

The last visuals shown were two posters which used just graphics with no human pictures. As before, we asked participants to vote on their favourite.



The chart below shows how the participants voted:



As shown, poster A was the clear majority vote when compared to poster B.

At the end of the second focus group, we asked one follow up question to the groups, which asked whether the use of full colour images would be better than the current style used.

The majority of participants voted yes with 10 votes, compared to 2 votes for no.