

IPSOS / LGIU Local Elections polling

April 2023

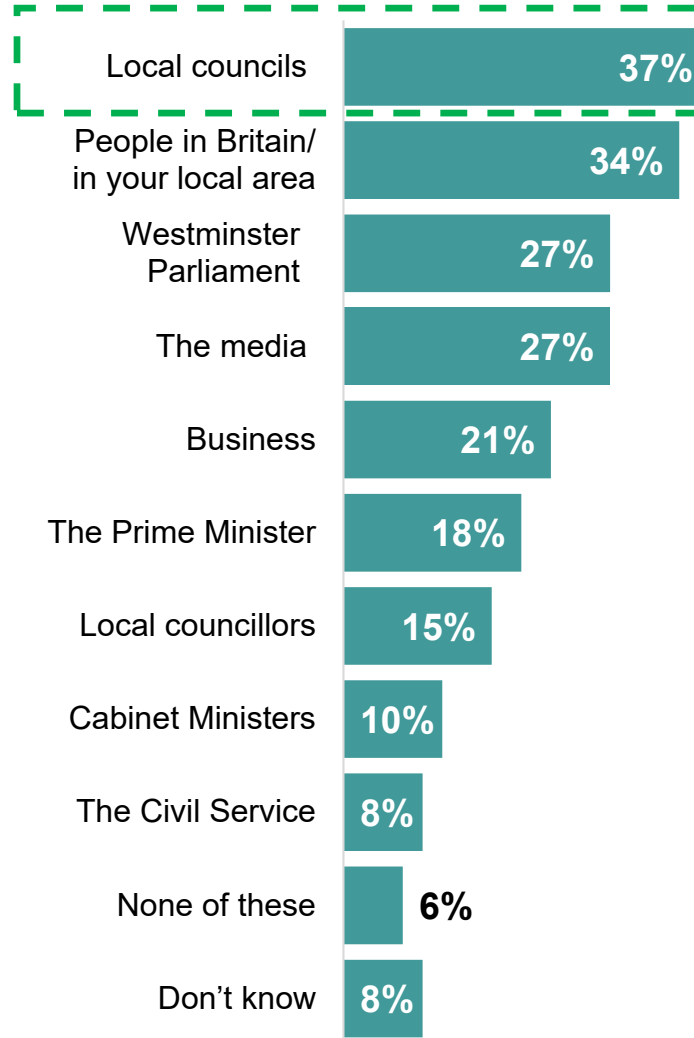
The public recognise the role councils play in the quality of life in their local area

From this list, which two or three of the following, if any, do you believe have the most impact on...

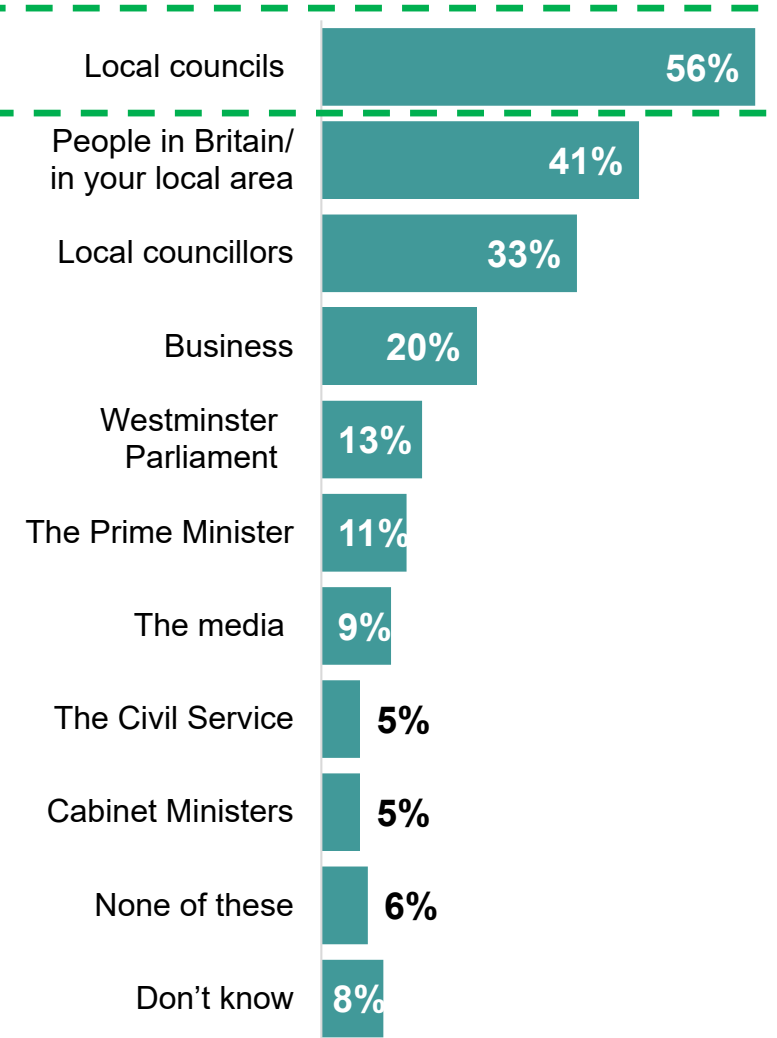
a) people's everyday lives

b) the quality of life in your area?

% impact on people's everyday lives



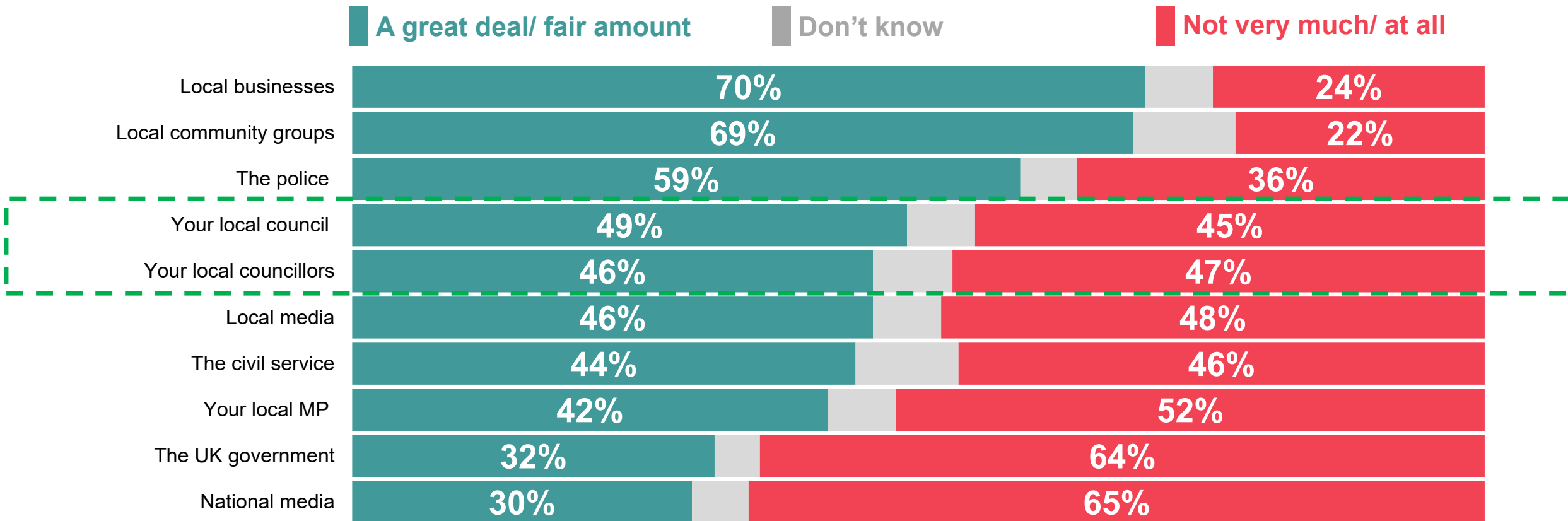
% impact on quality of life in your area



Base: 1,859 Online adults aged 18-75 in England, 7-10th April 2023

The public trust councils / councillors more than national politicians to act in the best interests of people in their local area but other local groups are more trusted

To what extent, if at all, do you trust each of the following to act in the best interests of people in your local area?



Base: 1,859 Online adults aged 18-75 in England, 7-10th April 2023

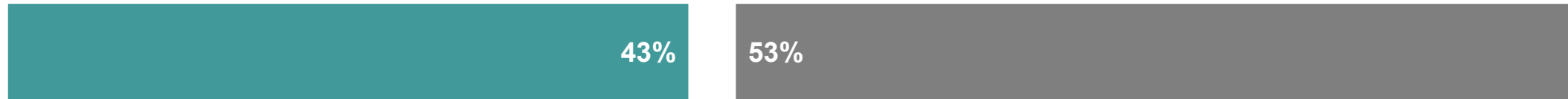
But generally speaking the public do not feel well informed about the work local councils / councillors do

How much, if anything, would you say you know about...

A great deal / a fair amount

Not very much / at all

...the work of Members of Parliament in Westminster?



...the work of your local councillors?



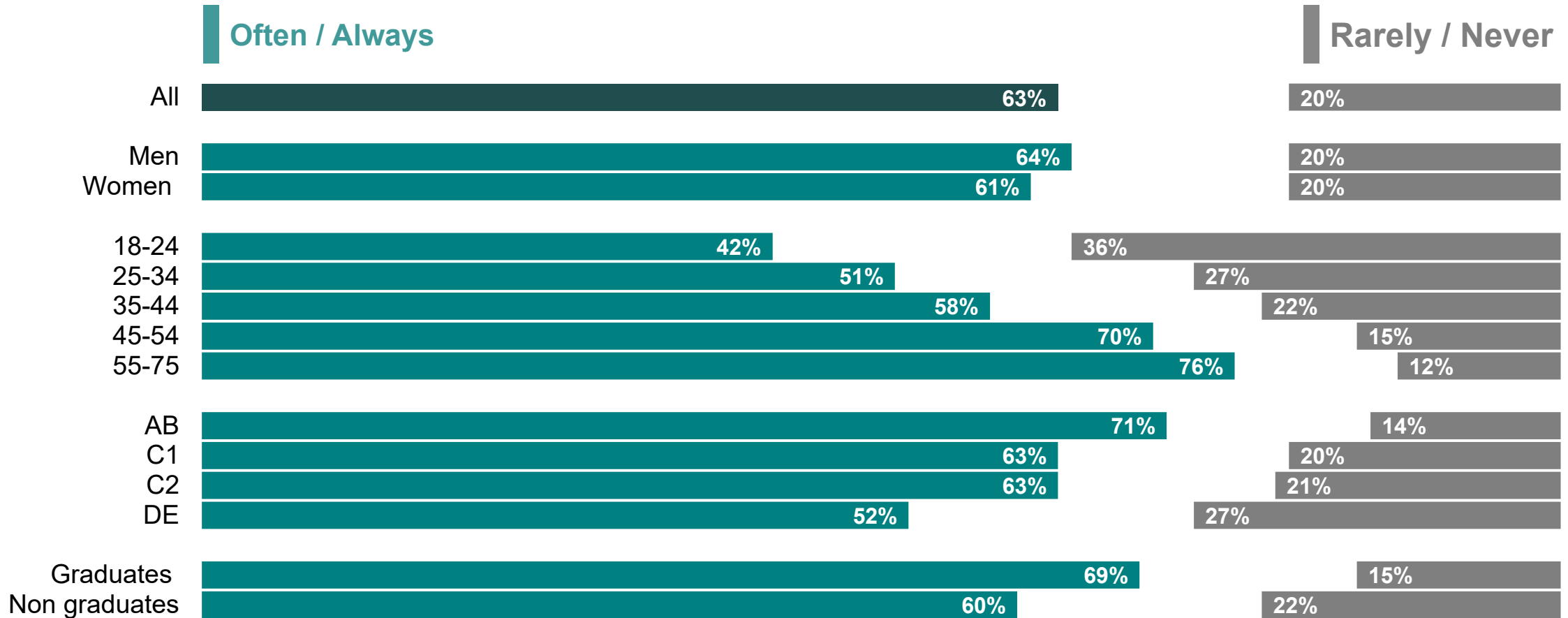
...how decisions are taken in your local council?



Base: 1,859 Online adults aged 18-75 in England, 7-10th April 2023

When it comes to local elections some groups are more likely to vote than others

Many people don't always vote in all types of elections. How often, if at all, would you say you vote in....local elections?



Base: 1,859 Online adults aged 18-75 in England, 7-10th April 2023

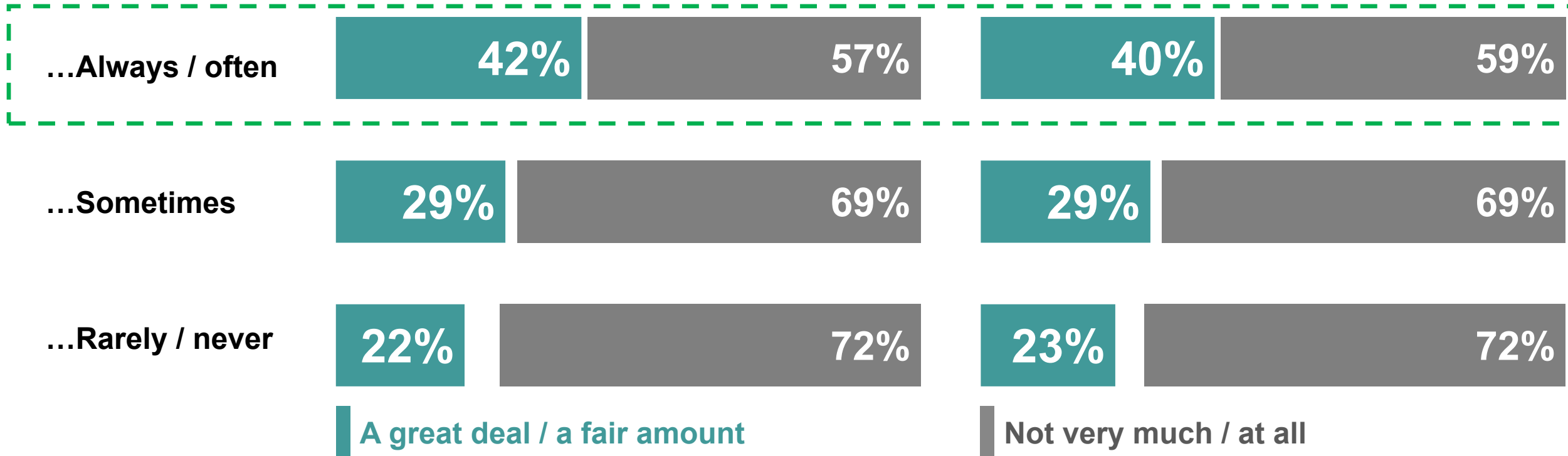
Unsurprisingly, those that claim to participate in local elections most often, claim to have greater knowledge of how things work (though many don't)

How much, if anything, would you say you know about...

Frequency of vote in local elections...

...the work of your local councillors?

...how decisions are taken in your local council?

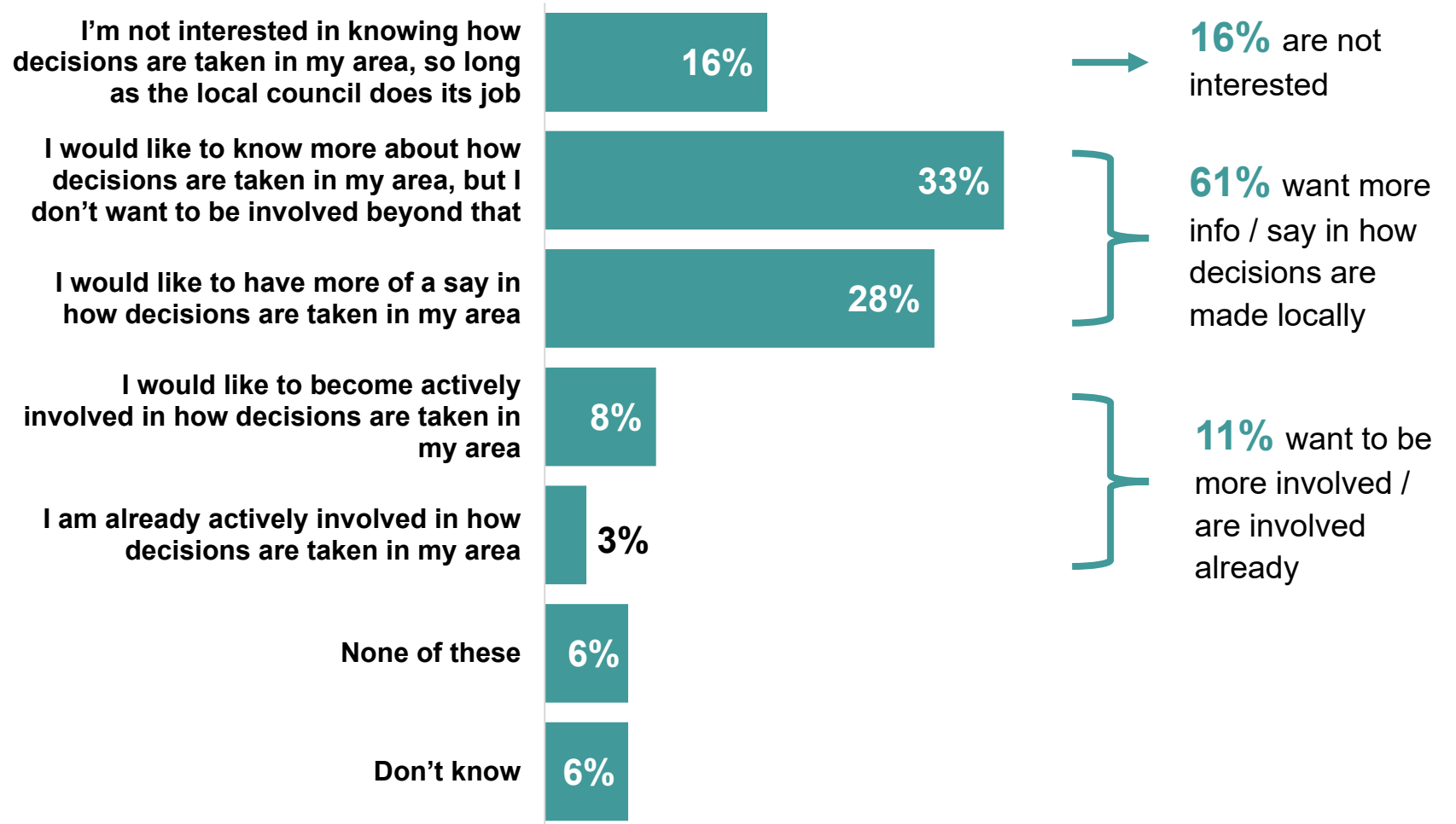


Base: 1,859 Online adults aged 18-75 in England, 7-10th April 2023. Always / often vote n=1,189, sometimes vote n=227, rarely / never vote n=355 in local elections.

Majority say they want to know more about how decisions are taken locally / have more say in them – though few want to be actively involved

Which of these statements, if any, comes closest to your own views towards how the local council makes decisions about local public services in your area?

% with level of interest

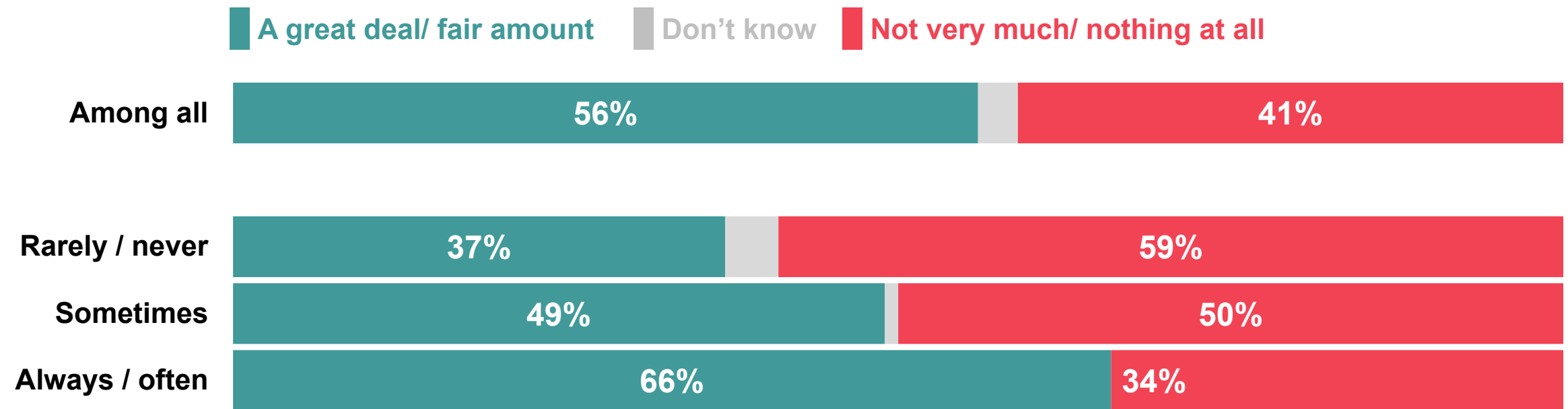


Base: 1,859 Online adults aged 18-75 in England, 7-10th April 2023

Over half say they have heard a great deal or fair amount about new voter ID requirements but 4 in 10 say they have heard not very much or nothing at all

For the upcoming local elections in England on the 4th May 2023, voters will need to show photo identification (ID) to be able to vote in person at polling stations. From October 2023, this will also apply for anyone in the UK that wants to vote in person at future General Elections too.

Before today, how much, if anything, would you say you have seen, read or heard about the new voter ID requirements being introduced for the upcoming local elections in England?

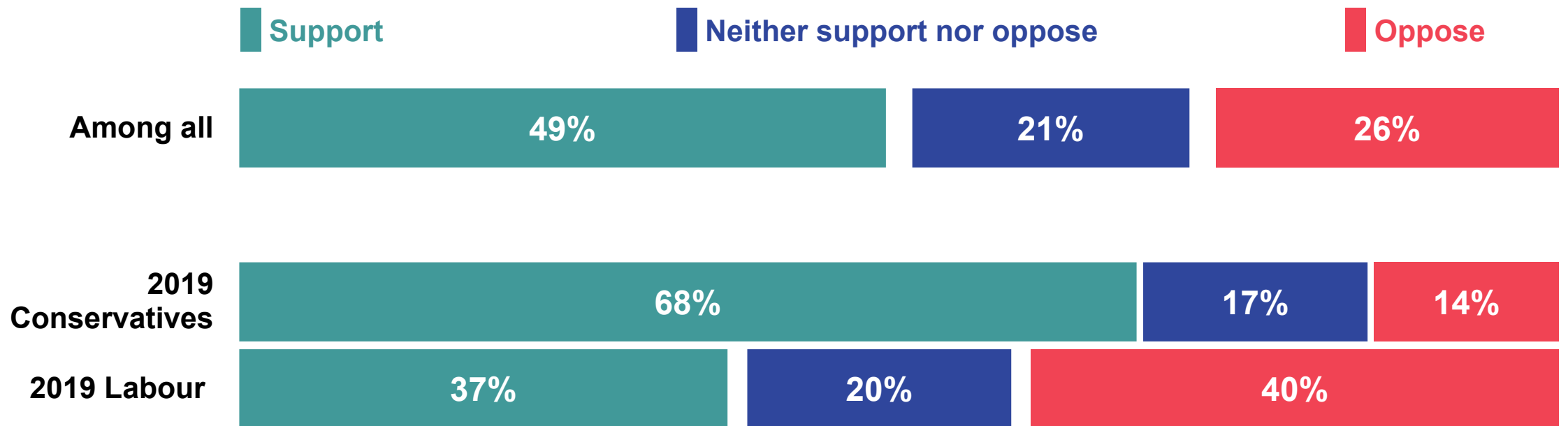


Base: 1,859 Online adults aged 18-75 in England, 7-10th April 2023. Always / often vote n=1,189, sometimes vote n=227, rarely / never vote n=355 in local elections.

Half support voters being required to produce photo ID to be able to vote in the UK (1 in 4 oppose)

Some people say that requiring voters to produce photo ID to vote in person is necessary to prevent voter fraud. Others say that the changes are unnecessary and will make it harder for some people to legitimately vote if they don't have access to the forms of identification required.

To what extent do you support or oppose voters being required to produce photo ID to be able to vote in person at future elections in the UK?



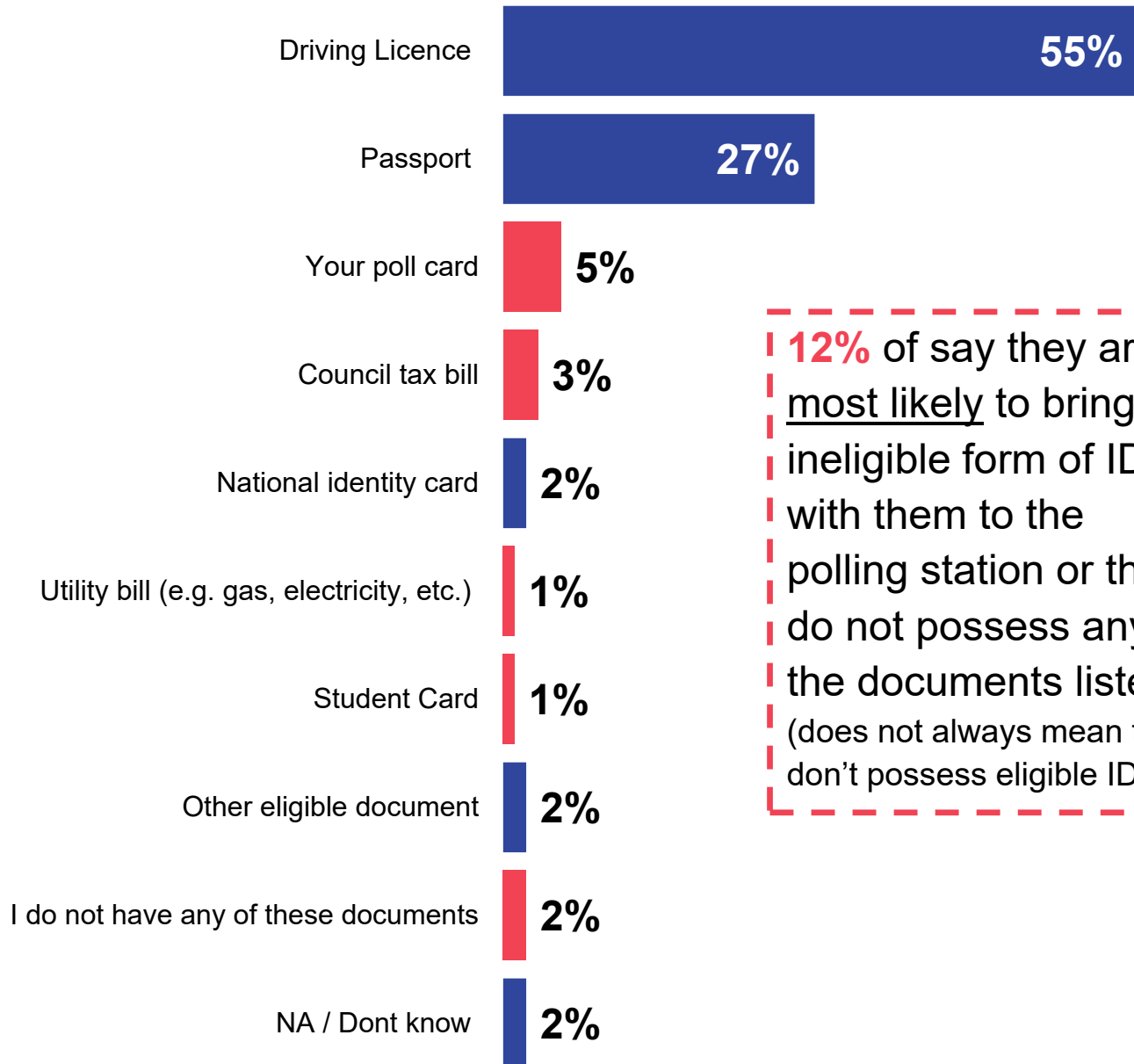
Base: 1,859 Online adults aged 18-75 in England, 7-10th April 2023, including n=536 2019 Conservative voters and n=534 2019 Labour voters

Over half said they would use their driving licence as voter ID, followed by a quarter who said they would use their passport

Imagine you planned to vote in person at a polling station at the upcoming local elections in England this May.

Given that you will need to bring photo identification with you to vote, which of the following types of identification, if any, would you be most likely to bring with you so that you can vote?

Please select the one form of ID you are most likely to use.



12% of say they are most likely to bring an ineligible form of ID with them to the polling station or they do not possess any of the documents listed (does not always mean they don't possess eligible ID).

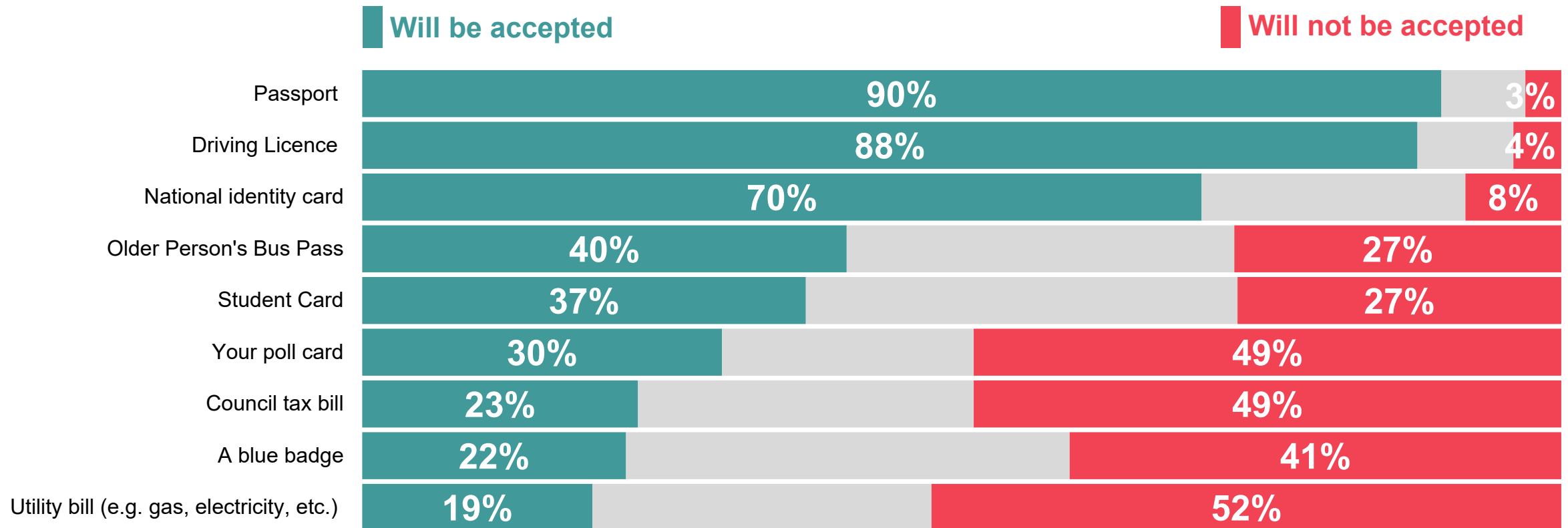
Base: 1,086 Online adults aged 18-75 in England where local elections are taking place, 7-10th April 2023

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Whilst it is well understood that a passport and driving licence would be accepted forms of ID, there is evidence of confusion about other forms of ID

To the best of your knowledge, do you think the following forms of identification would be accepted, or not, to allow someone to vote in person at the upcoming local elections this May?



Base: 1,859 Online adults aged 18-75 in England, 7-10th April 2023

What have we learned?

- The public recognise the role local councils and councillors play locally and trust them to act in the interests of their local area more than central government.
- But awareness of what they do is limited – though many are unconcerned with that.
- Significant numbers ~4 in 10 claim to have heard not much / nothing at all about changes to voter ID requirements.
- Passport / driving licence well understood as eligible forms of ID but many misunderstand requirements (~1 in 10 most likely to bring ineligible ID with them).
- But overall public support changes by almost 2 to 1 margin. Con 2019 voters more supportive than Lab 2019 voters.

Ipsos UK

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