



Cabinet Office

Election Day Experience 2015

User Research Report

Leisa Reichelt, Government Digital Service

Capture the experience of voting
in the General Election of 2015.

Look for opportunities to make
voting better.

- 30 phone interviews with young people on day after voting
- 44 short diary studies (election eve and election day)
- a handful of personal stories
- some social media analysis

disclaimer:

this was a very last minute
research study with participants
who skew heavily toward
'engaged with democratic
process' (but still interesting,
relevant and useful we think)

Some things we learned.

Voting is seen as a rite of
passage to adulthood,
like getting a mortgage

‘It is exciting that I could vote - afterwards I felt like an adult
and I can get a mortgage next’ - Ben

Outside the polling station.

How are you feeling now? Excited.

DS/AK





Ria Chaston
@RiaChaston1



+ Follow

#IVoted in my first election. I officially feel like an adult now haha



Abby Speakman
@abby1412



+ Follow

Just voted for the first time in my life.
Officially feel like an adult. 🇬🇧
#GeneralElection #IVoted

3:15 PM - 7 May 2015



Chiibae
@Chilbemon



+ Follow

#IVoted first time I've ever voted!! I feel like an adult!!!

RETWEET

1

FAVORITES

4



12:45 PM - 7 May 2015



Isabel
@izamariamelia



+ Follow

#IVoted I feel like an adult 🇬🇧

3:08 PM - 7 May 2015

People felt a historic and civic duty to vote (especially women), that voting was a hard won right they needed to exercise.

- 'People have suffered to get the vote' - Cynthia
- 'Women died for the vote so I thought I probably should [vote]' - Evie
- 'It is my democratic duty to vote' - Chris



Emily Clarkin

@EClarky97



 Follow

#IVoted cause women fought for my right to make a difference. 🖊️🖊️🖊️

7:27 PM - 7 May 2015



Jake Burdis

@jakeburdis



 Follow

Too many people have (and are) dying for democracy. Saying "its not important" or that "voting doesnt make a difference" is moronic
#ivoted

FAVORITE

1



6:19 PM - 7 May 2015



Voted. Celebrating with cake.

How are you feeling now?

Excited. Proud.

DS/JAC

**People want to have their voice heard and make a difference in the way the country is run.
They felt that voting would make their voice heard.**

- 'My vote can make a difference' - Jameisha
- 'If I vote, it is my voice requesting to make a change... if I can't buy a house in 5yrs maybe it will be because I didn't vote... by voting you can make a difference' - Amy
- 'I registered to vote because it's a chance to have a voice rather than complaining and doing nothing about it' - Harriet
- 'It was the first opportunity for my voice to be heard' - Shad

**With elections every five years people
will get to vote ten times in their lives
IF THEY'RE LUCKY. That's not a lot
when I come to think on it.
Just ten times.
Ten little crosses.**



Even those who are less optimistic about the impact of their vote believed the act of voting (or deliberately and visibly not voting) was important.

- 'I will still vote - you can't complain if you don't... but I don't think it would make a difference' - Becky
- 'I wanted to have my opinion counted... even if you don't vote it is still registered. If you're not registered and don't vote, no one knows you're opting out' - Yiannis
- 'The decision not to vote is fine as a decision - if you want to have a say, at least spoil your vote' - Chris

‘Had a staff meeting where 3 out of the team of 10 - all under 30 - couldn’t see the point in voting. Couldn’t see the difference between the parties and/or didn’t identify with any of the policies on offer. And yet they feel they’ll never own a home or have any real control over their careers. Wish I knew the magic words that would connect their needs to their political wills’ DS/JO

Not being able to find your National Insurance Number is a barrier for young people (who no longer get the physical cards) when they are registering to vote.

- this was reported by only one person in our study but is validated by our knowledge that not knowing your NI Number is a big reason people call HRMC.
- Finding my national insurance number is not easy.... I searched my work email for a job application where I had to include it before to find it. - Shad



RachelGrandisonX
@rachyygg



Follow

@elliemaewatson @_editme_ right soz guys if it makes yiz at ease a didn't even register to vote lol xxxx didn't know ma NI number oops

8:23 PM - 30 Apr 2015

📍 Kirkcaldy, Scotland



Dan Davies
@DanBDavies



Follow

How can I find my National Insurance number if I don't have that blue and red card? (Yes, I'm attempting to register to vote. 45 mins left)

11:18 PM - 20 Apr 2015



Sanna Hussain
@sannahussainx



Follow

Why've I left it till 2 hours to register to vote to look for my national insurance number ffs

9:52 PM - 20 Apr 2015



Jenna 🙌
@_jennawolff



Follow

I would register to vote if only I knew my national insurance number..... 😓😂

4:40 PM - 20 Apr 2015



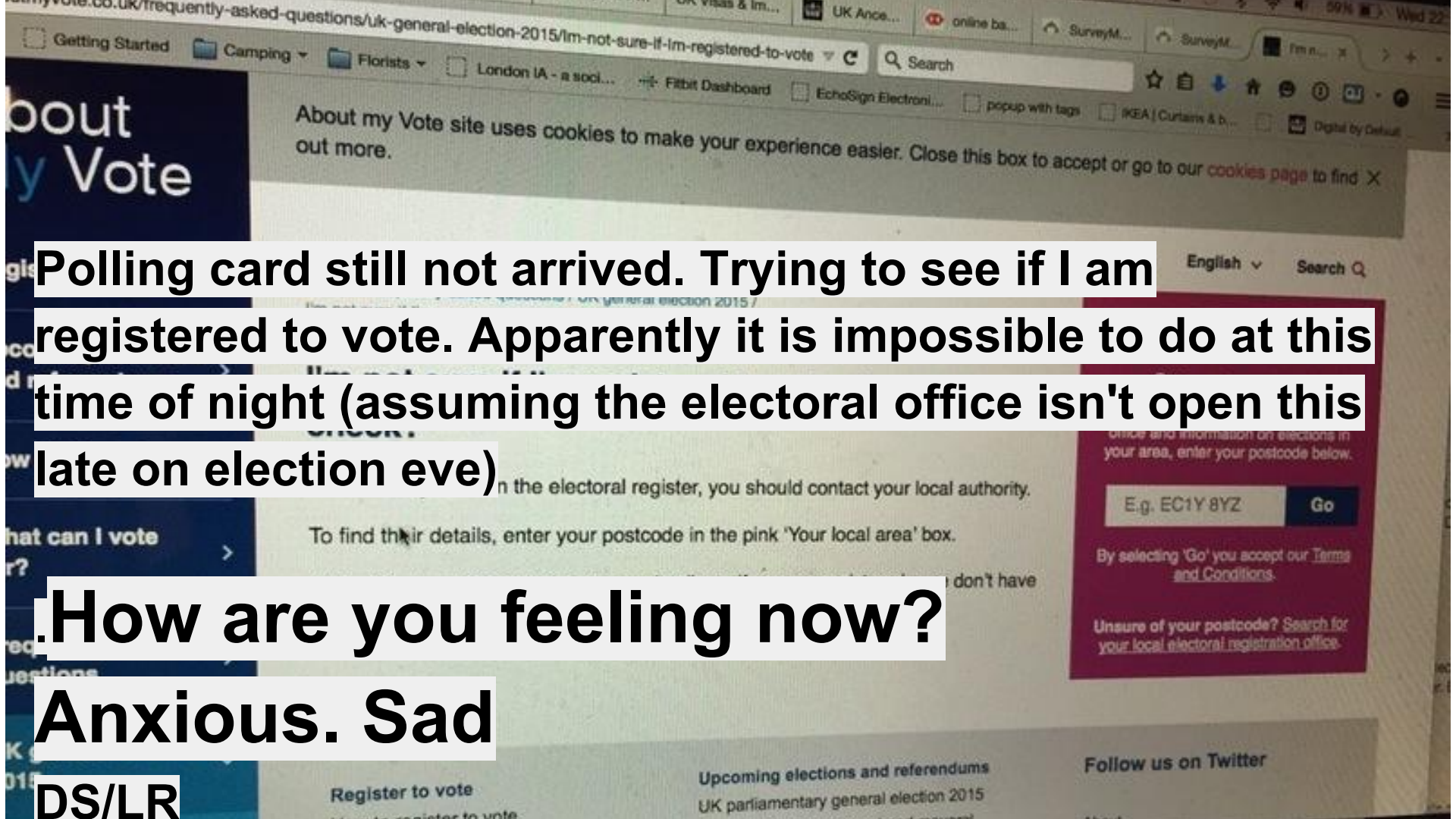
People were not sure they were registered to vote. They often re-registered or called their local authority to check.

- 'I think I was automatically re-registered to vote under some kind of new system but I wasn't sure so I re-registered instead' - Joanna
- 'I registered online but I didn't feel confident that it had been done as I didn't get a confirmation email, so I called the local council a few days before to confirm' - Elizabeth
- 'Turns out my name was on their list. Wish they'd let me know!' - DS/SK

This is my first time voting in the uk. I received a polling card in the mail (which was sent to me and my husband before either of us had registered to vote!) and I registered to vote on the last day. I have yet to receive word from my local council that my registration was accepted but am assuming the receipt of the polling card will give me some right? Will find out tomorrow I guess...

.How are you feeling now? Anxious.

DS/SK



Polling card still not arrived. Trying to see if I am registered to vote. Apparently it is impossible to do at this time of night (assuming the electoral office isn't open this late on election eve)

How are you feeling now?

Anxious. Sad

DS/LR

People go to the polling station for the 'experience' of voting

- 'For the first time, I wanted to experience it, to see what it is like' - Amy
- 'I chose not to do a postal vote for the experience of going and placing my vote. it is a historical process and it is exciting to have your say' - Chris
- 'I wanted to vote in person the first time - there is something about it being the first vote, we were taught it is a big deal. The atmosphere made it more exciting on the actual date' - Anna

POLLING STATION

I really like the act of voting, the booth and the stubby pencil. It's all quite antiquated, but it feels like a solid act. I was thinking on my way to the polling station, how voting is one of, if not the only, thing we do as a nation.

DS/TM

**Myself, I like the act of voting. I think we
should seek to enable more modern
alternatives but I would regret not being able
to put a cross on a piece of paper.**

DS/TM

The experience of voting is often disappointing

- very quiet and almost rushed

- 'they said 'go stand over there, tick your boxes and put it in the box'. It was basically 'go vote and get out' - Scott
- 'I expected it to be exciting but there wasn't much of an atmosphere - maybe because I went early' - Hatti
- 'Reflecting on arriving at the Polling Station this morning. All very quiet and orderly at 7am. No real sense of any excitement or responsibility. Maybe this is because it's a 'safe seat'. - DS/RB

People were confused and anxious when stopped by people wearing party coloured ribbons asking for the number on their polling card.

- 'Was asked for a number by someone with a blue ribbon at the entrance, suddenly felt kind of happy didn't have my polling card so had an easy no. Not sure what she wanted with it?' - DS/LR
- 'A woman sat outside asking for polling numbers as people leave - she's got a lib dem badge on, not sure what that's about' - DS/RA

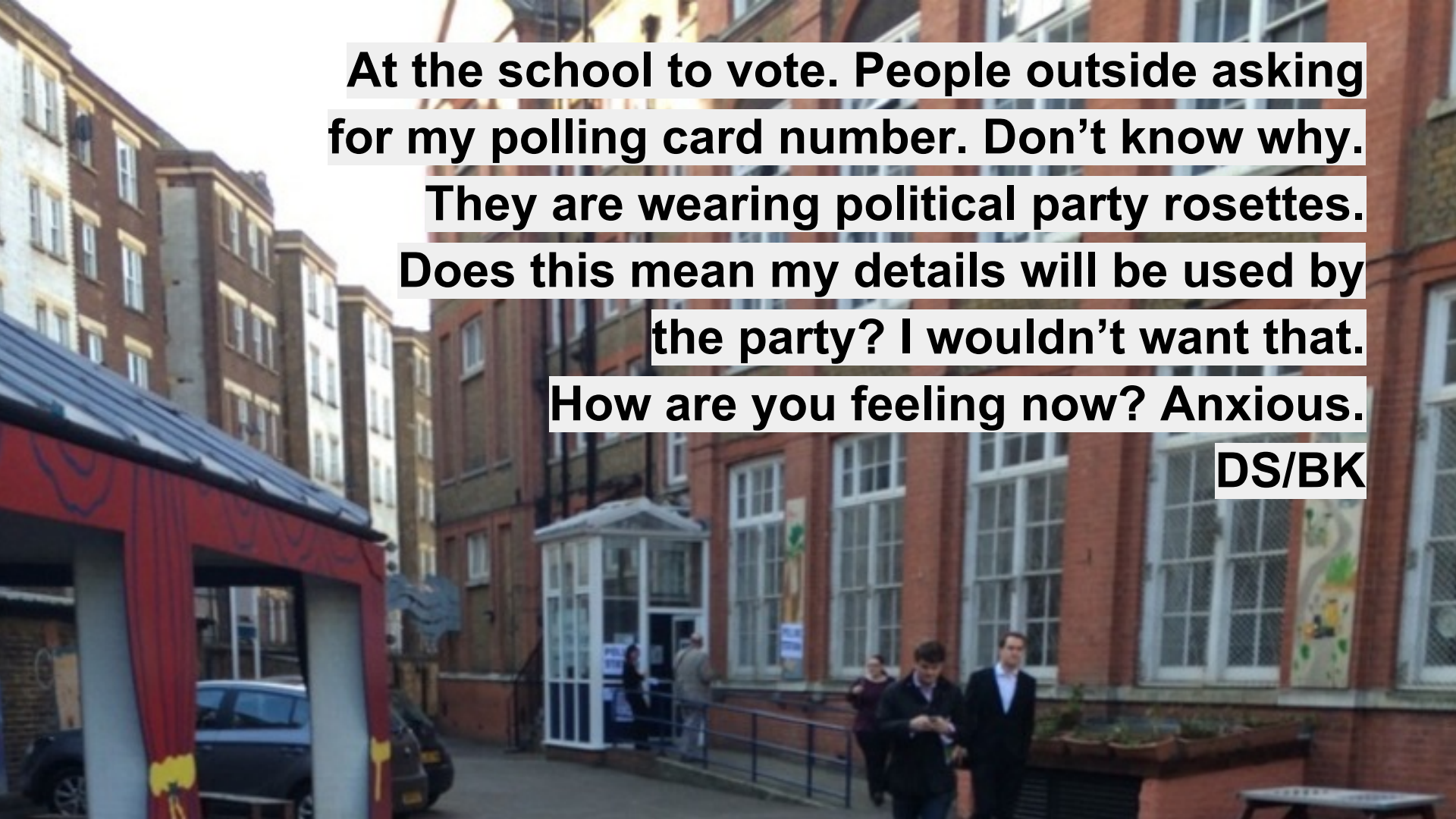
**At the school to vote. People outside asking
for my polling card number. Don't know why.**

They are wearing political party rosettes.

**Does this mean my details will be used by
the party? I wouldn't want that.**

How are you feeling now? Anxious.

DS/BK





Kate Veggie Desserts

@veggie_desserts



+ Follow

#ivoted But who are the hustlers desperately begging for polling cards outside the polling station like political urchins?

8:45 PM - 7 May 2015



Francesca Fryer

@farawayfranny



+ Follow

#IVoted which always makes me happy. But are poll workers really allowed to wear political rosettes? Seems a little intimidating to me.

8:42 AM - 7 May 2015



John Langley

@GEEEJAYELL



+ Follow

Git with big rosette asks for voting number. I reply no, he grumbles. This badgering of the electorate should be banned. #IVoted #fb

RETWEET

1



8:48 AM - 7 May 2015



Les B

@OctoLes



+ Follow

#IVoted and despite what others have said was made to feel that I really should have taken my polling card with me. #GE2015

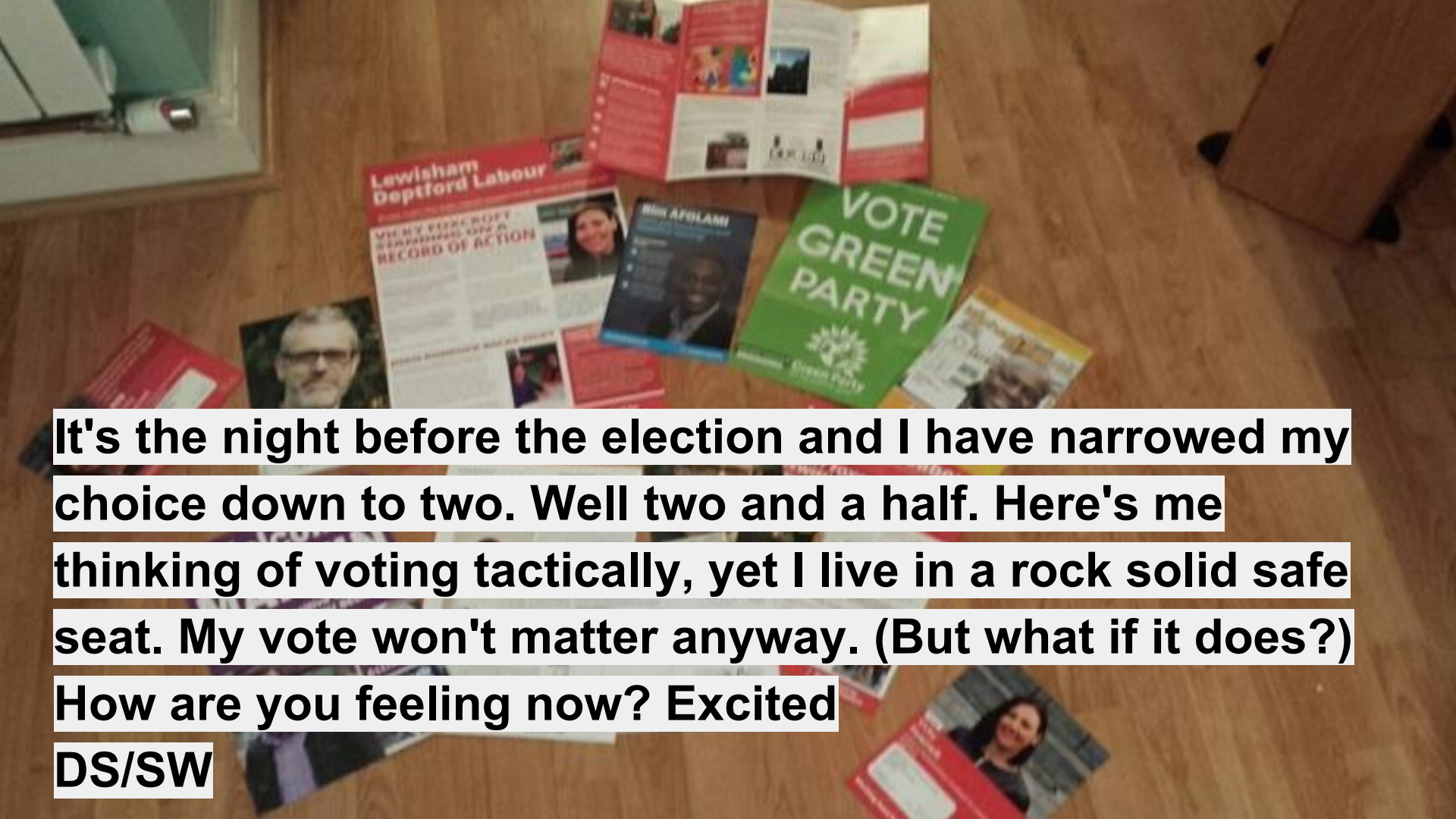
9:09 PM - 7 May 2015

People had much less awareness of local elections when they occur at the same time as the general elections, and difference between the two are confusing.

- 'Woke up wondering if it's just general election vote or if there's a local council vote tied in with it. I'm sure I should know this! Pretty certain just General Election. Will find out shortly!' - DS/LW
- 'All done. Always find the mixing of local and national elections tricky. Two crosses on one, definitely one cross on the other' - DS/JS
- 'Voted! No queuing required - totally empty village hall, no one else around. Went with my husband to vote. Surprised there were council elections as we haven't heard anything about them. No idea who the candidates are' - DS/MX
-

Some people researched parties and candidates before voting.

- 'I planned how I would vote in advance. I did research into policies online and using leaflets' - MC
- 'I did all of my research. I was pretty sure how I was going to vote' - Sophie
- 'I've always been sure of who I'm going to vote for by the the day of the election. I think this is why I'm eager to vote. I can't imagine what it's like to decide in the booth!' - DS/TM
- 'While traveling home I have been thinking about who do vote for and done a bit of online research. Because of where I live it is basically tactical voting for me' - DS/PB



It's the night before the election and I have narrowed my choice down to two. Well two and a half. Here's me thinking of voting tactically, yet I live in a rock solid safe seat. My vote won't matter anyway. (But what if it does?)

How are you feeling now? Excited

DS/SW

The online tools matching people's beliefs about policy positions to parties 'who should you vote for' were very popular and considered helpful.

- 'There was a website with all the manifestos and based on that it told you how to vote - that was a good tool' - Sophie
- 'The Facebook quiz was very good because I wouldn't know how to get that kind of information - it is normally in manifestos. The quiz is independent' - Michael

Vote for policies, not personalities

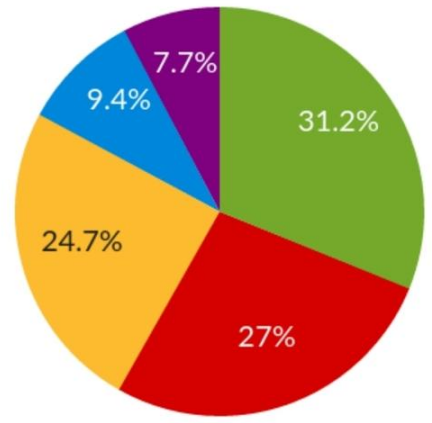
Compare policies from each party in their own words, and make an informed decision about who to vote for at the 2015 general election.

Which party to vote for....

How are you feeling now? Ambivalent.

DS/DD

And did you know that **2707 people** took the survey in your constituency? Here are the results for Lewisham, Deptford.



-  Green Party
-  Labour
-  Liberal Democrats

‘A few days ago I did a survey (Vote for Policies) in which I compared a series of statements from all the parties’ manifestos. The aim was to help make an informed, unbiased decision on which party to vote for. The parties’ identities were not given.’
DS/SW

Some people didn't decide how to vote until they were in the polling booth and most would have preferred to be more prepared.

- 'There were lots of parties I hadn't heard of on the actual card. I had no idea what they were about so I wasn't going to pick them' - Yiannis
- 'I was quite annoyed that I hadn't given much attention to the district elections - I didn't recognise any names, had to go on parties thought 'oh god, what am I doing?' - Joanna
- 'I give my address and name to the poll clerk and she gives me my ballot paper. I only recognise a couple of the names on it - EV



Tasha

@PurpleZebraPant



Follow

#IVoted - got a bit confused as none of them had their policies written down so just voted for the people who didn't sound like twats

10:56 AM - 7 May 2015



Often people discovered candidates for the first time on the polling paper, which means they are very unlikely to vote for them. This can be frustrating.

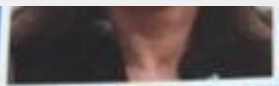
- 'There were lots of parties I hadn't heard of on the actual card. I had no idea what they were about so I wasn't going to pick them' - Yiannis
- 'When I got to the sanctum of the booth I was amused to see that there were ten, TEN, candidates. So where were their leaflets? How am I supposed to consider voting for them if the first time I hear about them is in the bleeding voting booth? I mean, FFS!' - DS/SW



Waiting for my husband to get home so we can go together and reviewing the campaign literature we've had through the door, still undecided until the very last minute!

How are you feeling now? Anxious.

DS/GW



...are saying that they
will be voting to back
hardworking local
Jill Co...

It's so close here

Talking to friends, family and colleagues helped people decide how to vote.

- 'I talked to friends, family and colleagues to inform myself about how to vote' - Elizabeth
- 'I did some research beforehand as it was my first time, I looked at the main party plans and talked to people about it' - George

Voting feels good :)

- 'I felt good after I voted - like a part of something - that I can make a difference' - Amy
- 'I'm pleased that I did it [voted], not overwhelmingly joyed, but still good' - George
- 'Placing my vote felt good - it was really emotional, like a really important thing to be doing. At the same time, it gave me a lot of hope' - Rhys
- 'Remarkably, I do actually feel a sense of UK pride - our ability to vote without coercion or violence and (hopefully) corruption. Maybe my vote will not count for much but my ability to vote does' - EV1
- 'I step into the booth and mark a big cross next to my choice. This act feels quite emotional and I get a lump in my throat every time I do it' - EV2



**POLLING
STATION**

Voted!

How are you feeling now? Proud

DS/GW



Sally H
@saltastic



 Follow

Lots of first time voters in the queue, all very excited! Feels good, doesn't it. **#Ivoted**

FAVORITES

2



9:53 PM - 7 May 2015

Some people said that'd like to vote online, that voting feels a bit old fashioned.

- 'I would love to vote online. Using a pen and paper, it's so old school' - Harriet
- 'When leaving the polling station it is hard to believe that we are in 2015. I can do pretty much everything on my iphone apart from vote I think next time I will wear a Victorian costume to fit the experience.' - EV
- 'We've voted and are on the way home. Always feels good to vote but seems like the process is so antiquated' - DS/TS
- 'Just voted. Can't help feeling we won't be voting like this in a hundred years. Feels so out of date. Surely there is a more efficient way' - DS/PB

POLLING STATION

'It was very somber in the polling station. Odd that there were so many sheets of paper and things like rulers used for accuracy. Felt very old fashioned.

DS/BK

Note that as long as you are in the polling
in queue outside, before 10.00pm



Boy in a Beat Up Jag

@BoyinaBeatUpJag



 Follow

I love polling stations... they always make me
feel I've time travelled back to the late 70's.

#IVoted

11:12 AM - 7 May 2015

Some people were underwhelmed by the polling booths and didn't feel private.

- 'It was kind of weird, you go into these weird half-booths' - Hatti
- 'The polling booths were underwhelming, I was expecting an actual booth, I expected it to be more private' - Yiannis
- 'The metal booths felt more open and less discreet. Last time they were wooden and you felt really protected' - Laura
- 'The desk that we used to fill in the ballot were very flimsy and didn't make me feel confident. Anyone with a mobility problem could easily have knocked them over' - EV
- 'I was expecting it to be like last time when I had to go into a little room by myself but this time it wasn't very private at all' - DS/CC

People would have liked a text or email reminder from the government about when/where/how to vote

- 'When we register to vote we have to give you all our phone and other details, it would be good to get an email to remind you. They [govt] love sending stuff out' - Scott
- 'It would be easier if you got a text like you do from delivery companies - you need to be here at that time' - Yiannis
- 'What would have been useful is an email a week before the election saying 'you are registered, remember to vote, this is your polling station' - Sophie

Not receiving a polling card triggers concern about whether registered and able to vote. Polling cards arrived over a wide timeframe (from months to days before the election) or not at all.

- 'The polling card never arrived so I'm not sure if I'm registered to vote' - Shad
- 'I got a polling card three weeks ago. I would have been worried if I hadn't received that' - Hatti
- 'Both of my housemates didn't get their polling cards and they were worried they weren't registered' - Sophie



Ralitsa Vasilovska

@vassilovska



Follow

[#IVoted](#) Walthamstow council failed to deliver polling cards and registration forms. Shame for the missed eligible votes

7:22 PM - 7 May 2015



Nicole

@_nicolemoore_



Follow

Turns out I could vote despite the dog chewing up my poll card 🐕 #IVoted

FAVORITES

2



7:36 PM - 7 May 2015



dw

@MissAA__



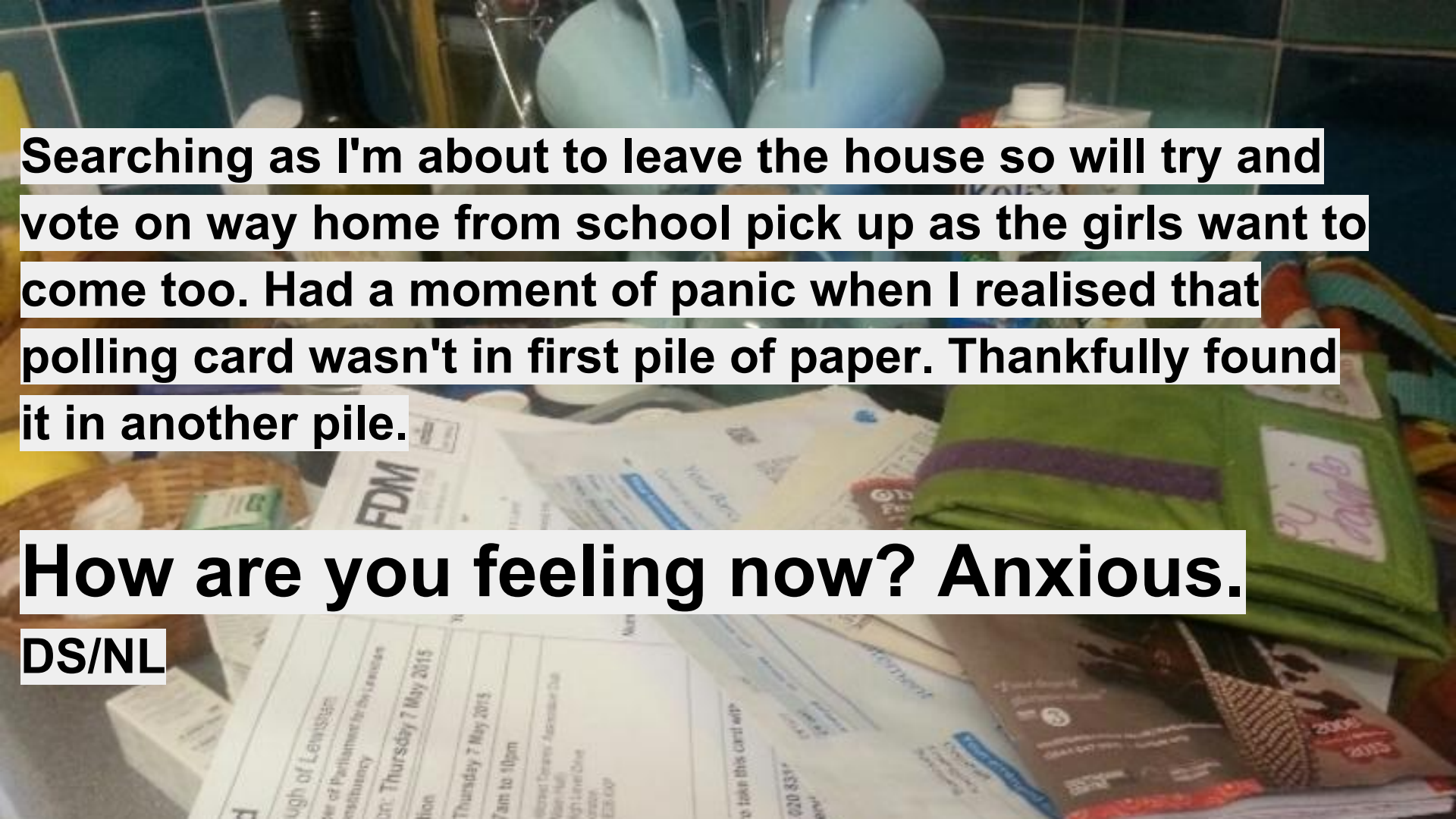
Follow

I didnt vote. [#RegisterToVote](#) cus these mans didnt send me my voting card, my parents begged me to register 4 it online. Ffs wasted my time

12:47 AM - 8 May 2015

Polling cards are an important source of information re: when and how to vote

- 'The information about when and where to vote came on the polling card that arrived on Friday' - Scott
- 'I left the polling card on the kitchen table for months. Thankfully it was still there because i had no idea where the polling station was' - Yiannis
- 'Planning to vote tomorrow. Don't know where the polling station is, feel nervous about going on my own [later] Found map on polling card for directions.' - DS/BK
- 'The map on the polling cards is to the wrong place - people in the queue are furious, they've been wandering about lost. One man asks them to put a poster up to direct people. They say they can't - they only take notes and tell the council for next time. Bit awkward - DS/RA



Searching as I'm about to leave the house so will try and vote on way home from school pick up as the girls want to come too. Had a moment of panic when I realised that polling card wasn't in first pile of paper. Thankfully found it in another pile.

How are you feeling now? Anxious.

DS/NL

Poll card

London Borough of Islington

Election of Member of Parliament for the Islington North constituency

FDM



Leaving the flat to vote. With husband. Found map on polling card for directions.

How are you feeling now? Anxious.

DS/BK

Polling station has been altered

You do not need to take this card with you in order to vote.

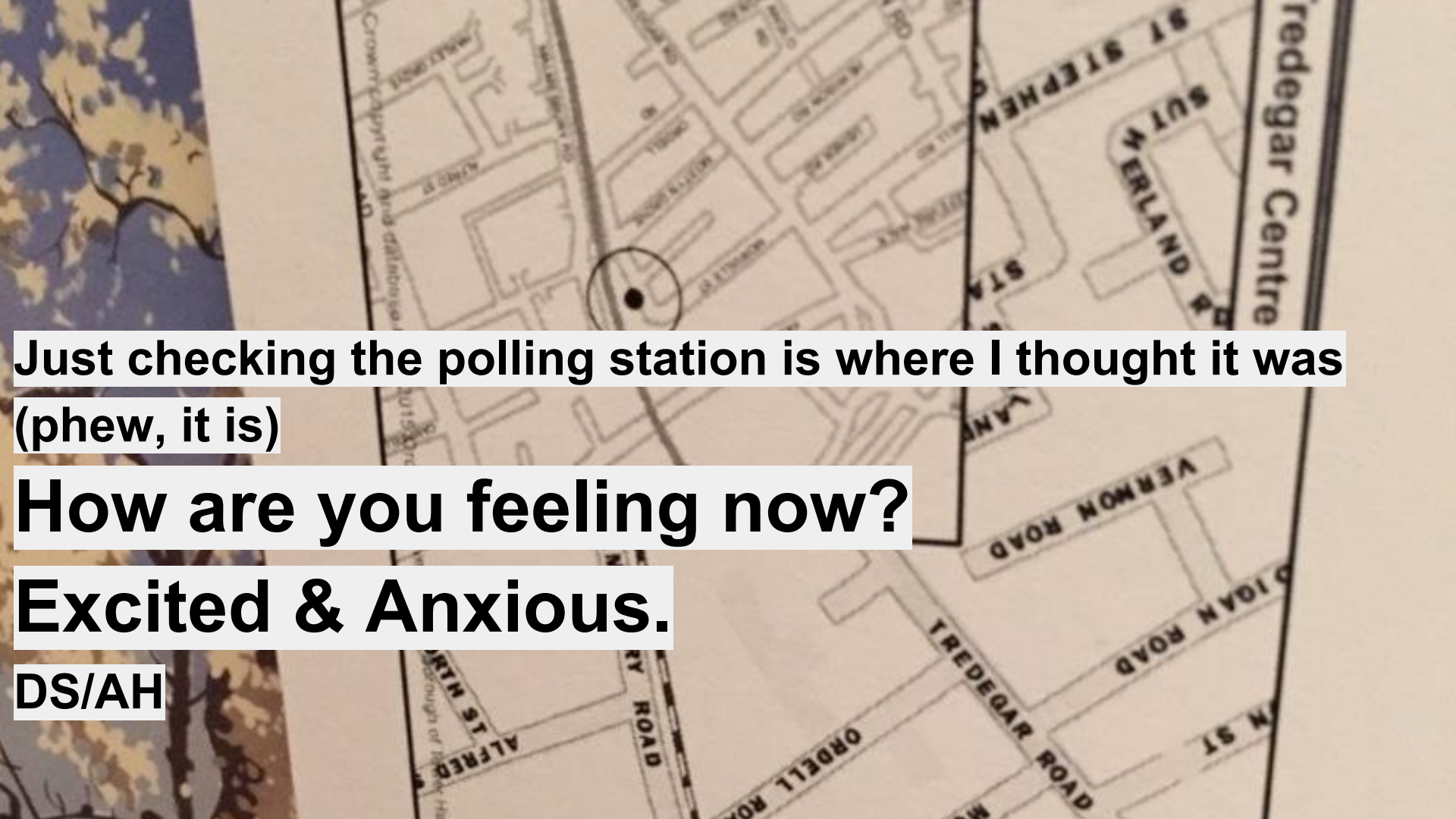
Helpline number: 020 7527 3110

Email: electoral.services@islington.gov.uk

Web: www.islington.gov.uk/voting

For further information, please return to Electoral Services, London



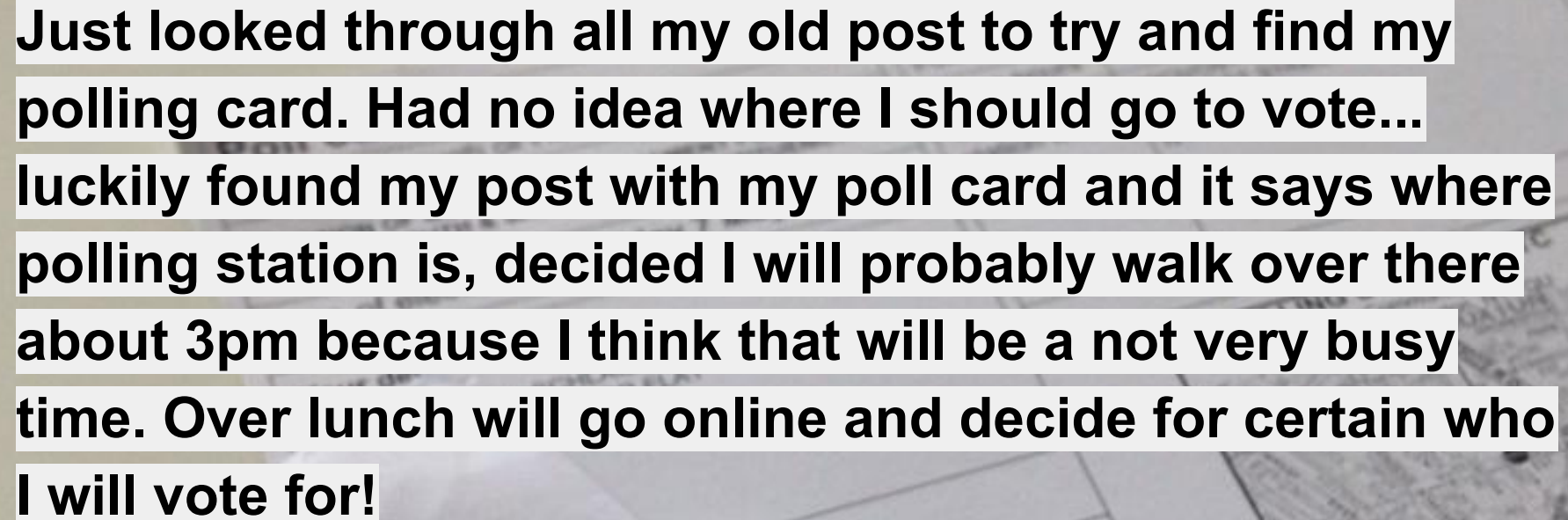


**Just checking the polling station is where I thought it was
(phew, it is)**

How are you feeling now?

Excited & Anxious.

DS/AH

The background of the image is a blurred photograph. It appears to show a map or a document with various lines and text. A hand is visible in the lower-left area, with a finger pointing towards the right. The overall tone is light and slightly desaturated.

Just looked through all my old post to try and find my polling card. Had no idea where I should go to vote... luckily found my post with my poll card and it says where polling station is, decided I will probably walk over there about 3pm because I think that will be a not very busy time. Over lunch will go online and decide for certain who I will vote for!

How are you feeling now?

Excited, Anxious, Frustrated.

DS/AS

Hmm, no polling card yet - don't know where my polling station is. Somewhere on this main road?

How are you feeling now?

Frustrated.

DS/RA





Elizabeth J

@spawnofAlbion



Follow

And again polling card has wrong address for polling station entrance. It's on Kings Rd not Queens Rd. Attempted sabotage? #IVoted #GE2015



--- DRS ---

@I_Am_DheelanRS



Follow

I register to vote, never get sent a polling card, council never picks up the phone and can't even find where I'm meant to vote. Fantastic.

4:45 PM - 7 May 2015

Almost everyone voting for the first time was surprised by how quick and easy it was to vote.

- 'I met some people who were older and never voted and they said if they knew it was that easy they would have done it before' - Chris
- 'The whole process took about 2 minutes. It was really good' - Sophie
- 'It was very organised. They had my name on a list and my card. I walked in and voted. I was surprised how easy it was' - Elizabeth

Social Media was important for raising awareness to register to vote and to actually vote, social proof of others acting created momentum

- 'Facebook did that thing where you clicked to say you'd voted - that was good' - Scott
- 'I found out about registering to vote on Twitter' - Ben
- 'I heard about registering to vote on an advert before a video on YouTube' - Michael
- 'Reading a lot about voting on my iPhone over lunch. Lot of encouragement to vote on Twitter and Facebook. Interesting article about e4 stopping broadcasting to encourage young people to vote. First priority when I get home will be to go to the polling station' - DS/TS
- 'So many people were posting to Facebook about voting, so I posted a selfie' - DS/LL



Voted! A sunny & empowering
start to the day in Oxford West &
Abingdon. Have you cast yours?
[#GE2015](#)

Encouraging friends and
colleagues via Facebook
and Twitter to vote.

How are you
feeling now?
Excited.Proud.
DS/KJ

Discussed when to vote with partner. Agree to meet at polling station at lunchtime and walk home together. Partner posts on Facebook poll that she is a voter and tells me what the pollsters say is happening in our seat

DS/JS



It's Polling Day

Share that you are a voter and find more information.

[I'm a Voter](#)

[More Information](#)



Clare Spanton, Katherine Thomasset and 431,345 others have shared on Facebook that they're voting.



Update Status



Add Photos/Video



Create Photo Album

People feel they vote for parties, not constituencies/local members and feel frustrated by 'local' restrictions

- 'I don't see why constituencies are important if your vote goes toward the party' - Shad
- 'I live in Buckinghamshire so I was only offered Conservative, Green and UKIP. It was annoying not to have more choice. Instead of voting on my ballot I just wrote 'none of the above' because I was very annoyed at the lack of choice I had' - Joanna



YO LIL D!

@DaveMcDiddy



+ Follow

#IVoted first time voting was strangely exciting. Was a bit confused as to why the party leaders' names weren't on there #figureditout

RETWEET

1

FAVORITE

1



8:50 PM - 7 May 2015



Megan

@Meganyysara



+ Follow

#IVoted actually so sad there's no Green candidate for my constituency. Had to go with Labour. #CameronOut

8:34 PM - 7 May 2015



Sean Stevenson

@SeanETree



+ Follow

#IVoted frustrated that I couldn't vote for who I wanted. Priority is #GetCameronOut

7:05 PM - 7 May 2015

📍 Farnsfield, England

Election Day 2015

Young people said they were open with each others about who they voted for, unlike their parents.

- 'I know the older generation think that voting is a taboo subject - I have no idea how my parents vote. My friends are happy to talk about it' - Scott
- 'In my group of friend we are very open about who we vote for. My friends all voted for different parties. We all understand' - Anna
- 'My friends were clicking 'I voted' on Facebook and were quite open about who will vote for' - Shad

People in ‘safe’ seats felt their vote was pointless and didn’t count. They were less motivated to vote.

- ‘I was voting in a safe seat, so because it was a foregone conclusion it felt like a bit of an anti-climax’ - Hatti
- ‘Part of the reason was that the Tory seat where I live isn’t going to change, so my vote felt a bit pointless anyway’ - Liam
- ‘It’s difficult because where I live [in a safe Conservative seat] my vote doesn’t count’ - Becky
- ‘I live in a key marginal ward, so this time it felt like my vote would really count for something and potentially make a difference’ - EV
- ‘My constituency is (relatively) marginal which makes things more interesting, and makes my vote feel a bit more valuable.’ - DS/TM



Christina Moody

@crisps7



Follow

Just voted against incumbent in very safe seat. Frustrating but will never take for granted I can take part in democratic process [#IVoted](#)

5:25 PM - 7 May 2015

Only being able to vote at one polling station didn't make sense and was inconvenient to some people.

- 'I thought I could vote anywhere, my friend explained to me I had to vote where I was registered. I missed the deadline to change address. It is irritating that can't go to any polling station, that it is linked geographically.' - Shad
- 'I want it to be like the NHS that no matter which hospital I go into they can pull up my records. Why do I only have one polling station?' - Cynthia
- '.. wondering if it would ever be possible to vote anywhere... use a polling station near your work' - DS/VH
- 'This is kind of annoying. Am waiting to pick up elder daughter, whose school is also being used as a polling station. Younger daughter is in tow cos her school is closed. But can't vote here at this polling station, which is frustrating.' - DS/NL

Your local area

To find your local electoral registration office and information on elections in your area, enter your postcode below.

Using a website to find where I can vote - confused about this interface - why 'your local area'? Must I vote in a polling station near where I live?

How are you feeling now? Anxious.

DS/AK

rs 7am to 10pm

St John's Church Hall

Arrived at home, and was more relaxed after finding out the voting would last until 10pm from the polling card :) However, my husband and I were a bit frustrated as we needed to go to the polling station further away from our house, when there is one just opposite our house.

How are you feeling now? Frustrated.

DS/AK



Emily Vallente

@EmilyVallente



Follow

So me and @penny1532 might have gone to the wrong polling station twice before we found ours... #GE2015 #IVoted

10:54 AM - 7 May 2015



Laura Durkin

@laurd88



Follow

I had to travel to the arse end of nowhere, I couldn't find my polling card, they almost couldn't find my name, but #Ivoted - it's done!

8:13 PM - 7 May 2015

Moving house or living at university can be a big point of failure for registering to vote and successfully voting.

- 'I have a lot of friends who live in universities and different locations now. They had to arrange their proxy votes and they told me it was quite difficult' - Harriet
- 'I registered on the last day. I wasn't sure where I was going to be [on election day]. I moved placement during my degree and forgot where I had registered' - Scott
- 'I didn't vote because I missed the deadline for postal votes. I have to vote back home in Portsmouth because that's where I'm registered and I didn't have the money to get there' - Liam
- 'I had to plan my day to go to Reading to vote - I moved house but didn't update my registration' - Shad



Alex Nelson

@SonicNelly



Follow

@ElectoralCommUK I've polling cards for home address and term address. Am I registered at both? Unsure where I'll be on 7th #RegisterToVote

8:33 AM - 20 Apr 2015

📍 Huddersfield, England



Jenny Greenway

@JensterG



Follow

NOT voting since my polling card is registered to the previous owner of my flat
#IVoted #ohwaitididnt #GE2015 #farce

FAVORITE

1



10:27 PM - 7 May 2015

People expected to have to produce ID to vote and were surprised that it wasn't required.

- 'I was surprised that no one checked my ID - 'if you say so' I could have been anyone... They're not checking ID at the polling station. How secure can that be?' - Yiannis
- 'I don't understand why I wasn't asked to produce ID, I could have been anyone!' - EV1
- 'How do they know I am who I say I am? I could have stolen my housemate's polling card' - EV2
- 'It always seems odd that we don't need any ID to vote, odd and very trusting. Still, I made sure I had my poll card with me. I feel it legitimises my right to vote' - DS/VH
- 'Just noticed on the polling card, it says: you do not need to take this card with you in order to vote. Both me and my husband were surprised to see it. How do we prove who we are without this card?' -DS/TZ

People were surprised and disappointed that they'd not been taught how to vote at school.

- 'They don't teach you that at school. I know how to draw plant cells but not how to vote.' - Yiannis
- 'I think at school we need to be educated. I have no experience in politics and little knowledge about who to vote for' - Amy
- 'Interesting though that it was never explained to me, how to vote.... school never taught you about this or the need to register' - Michael

‘My son said his school had a mock election today so the whole process felt very familiar to him’ - DS/GT

People were not sure about how to vote and wanted a ‘guide’ before going to the polling booth.

- ‘I didn’t want to ask someone ‘I don’t know how to vote’’ - Yiannis
- ‘It would be good to have a guide for first time voters’ - Shad
- ‘It would be nice to explain the details about voting... to say, this is your first election, when to register, you don’t need to bring ID etc.’ - Michael
- ‘Yesterday morning I googled to figure out what to do because it was my first time to vote’ - Harriet
- ‘I wasn’t really sure how to vote. I went to my polling station out there were no clear instructions inside. Once I found someone to ask I was fine’ - Natalia
- ‘I don’t remember ever choosing just one candidate before, so I had to read the instructions on the booth... I wasn’t convinced so I read the instructions again’ -

EV1



Lucy Jones
@LuceHJones



+ Follow

Totally looked like a lost child in the polling booth earlier. I have never been so confused in my life [#IVoted](#)

RETWEET

1

FAVORITES

2



7:45 PM - 7 May 2015



scott robson
@scotttrobson



+ Follow

Hope I wasn't the only person that was canny confused at the poll station 😊🐻 anyway [#ivoted](#) [#Labour](#)

RETWEETS

2



6:32 PM - 7 May 2015



Charlotte Holdsworth
@Holdsworth94



+ Follow

[#IVoted](#) the ballot confused me 🤪

8:16 PM - 7 May 2015

📍 Leeds, England



Young people often didn't recall registering to vote and assumed their parents did it for them.

- 'My parents did the registration for me, or it's automatic? I'm not sure, I didn't do anything. Somehow the polling card appeared' - George
- 'I did it with my parents. They took care of the paperwork' - Jameisha
- 'I don't remember registering to vote. I think my parents probably took care of it' - Evie
- 'My brother assumed he was registered to vote [by his parents], turned up at the polling station and couldn't vote' - Cynthia



Jon Bradfield

@JonBradfield



 **Follow**

Sad times: in front of me at the polling station, a young woman who hadn't realised you had to register to vote.

RETWEETS

2

FAVORITES

2



Family is influential on whether and how you vote.

- 'It was quick and easy. My mum told me what to do' - Allie
- 'I registered to vote because I'm surrounded by a lot of pro-voting people who encouraged me to vote' - MC
- 'I didn't vote because 'apathy'. I'm not against it but I'm not from a very political family' - Rosie Jo
- 'I basically followed what my parents did' - George
- 'I drove to the polling station. Didn't have to look it up because it was the same that my parents used before and they brought me and my brother with them every time they voted' - Laura

••••• Vodafone UK 08:25 am 40%

< Messages

Jonduf

Contact

the hall. Then they both
apologised to me!!!

Oh goodness. What a carry
on.

Shall we take little fella to
vote later? He'd find it
exciting.

Send

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123



space

return



Louise Falcini

@louisefalcini



Follow

Just come back after voting with my son. It
was his first vote in a Parliamentary election.
[#IVoted](#)

FAVORITES

2



10:45 AM - 7 May 2015



Mark Moffitt

@Mark_theMoff



Follow

Went to the polling station with my parents,
been a family tradition from when I was a
little human [#IVoted](#) [#GE15](#)

FAVORITE

1



9:37 PM - 7 May 2015



**Walking (with
purpose) and in
fancy dress as a
Transformer to the
polling station.**

**How are you
feeling?
Excited.**



Hannah Worrall

@Frizabell



Follow

So today, [#IVoted](#) in my first General Election and was stupidly excited about it!

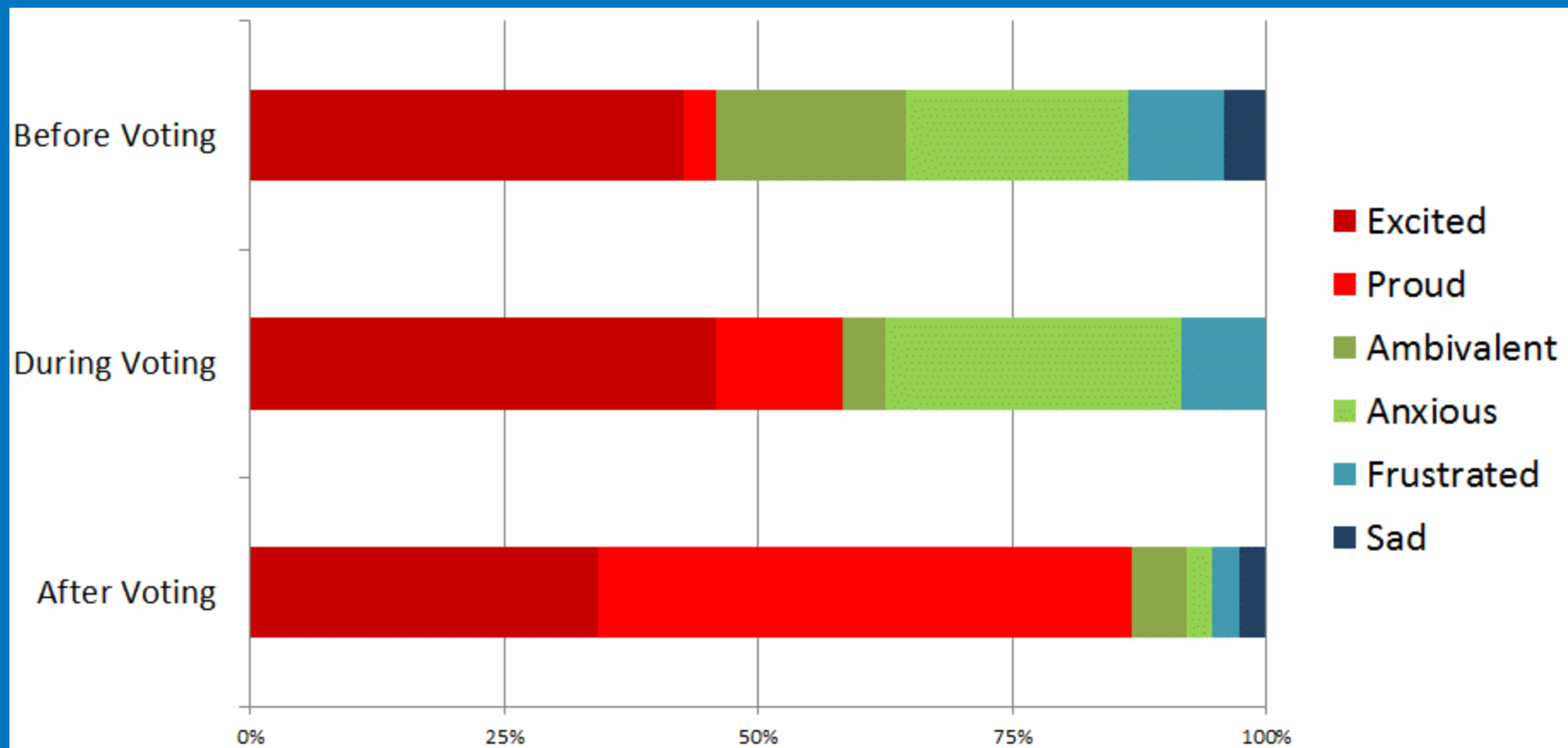
FAVORITE

1



11:18 PM - 7 May 2015





What might the opportunities be?

How might we design a voting experience that amplifies the sense of occasion, importance and community around voting?

How might we make sure that people voting for the first time understand how voting works and know it is fast and simple to do?

How might we make it easy for people to know who they could vote for and decide who deserves their vote?

How might we let people vote
wherever they are on election day?

How might we make it easier for people to be sure they are eligible to vote?

How might we encourage families to bring their children with them to vote and to get them interested in democracy?

How might we make sure when people move house they don't put their ability to vote at risk (by not updating their address)?

How might make voting feel
worthwhile for everyone, no matter
where they live?

How might we encourage people to talk more about voting so that they can learn more about politics and be more likely to vote?

How might we make it easy for people to plan when and where to vote?

How might we ?