



The Scottish  
Government

VoteScotland  
Campaign Evaluation 2007  
Report

# **CAMPAIGN SUMMARY: VOTESCOTLAND 2007 POST-CAMPAIGN EVALUATION**

## **Background**

On 3<sup>rd</sup> May 2007 two elections were held in Scotland; one to elect MSPs for the Scottish Parliament, the other to elect local councillors to Scotland's 32 local authorities. VOTE SCOTLAND was the public awareness and information campaign for these elections.

The campaign was developed and delivered jointly between the Scottish Executive (now Scottish Government) and the Electoral Commission working with an integrated project team. It had a number of objectives, all linked to one or both of the elections:

### **1. To promote the date of the election**

### **2. To raise awareness of the change in voting systems**

For the Council elections, an electoral system known as *Single Transferable Vote* (STV) was introduced for the first time. For the Scottish Parliamentary elections the existing *Additional Members System* (AMS) was used.

### **3. To explain to people how to vote**

Two ballot papers were also used. One for the Council Elections and one for both the constituency and the regional votes for the Scottish Parliament Elections. The Scottish Parliament ballot was changed from previous elections to have the regional and constituency votes on the same ballot sheet. A leaflet was sent to every household explaining how to vote in the elections and information was available on a dedicated website [www.votescotland.com](http://www.votescotland.com) and via a freephone telephone helpline. Special posters and pop-up stands containing further information on how to vote were designed, to be displayed in polling places.

### **4. The need to be registered to vote**

As most of the voting population were already registered, this aspect of the campaign was highly targeted. Field marketing teams went out across Scotland to help encourage people to register to vote

### **5. Motivation to vote**

While recognising that people's motivation to vote could not be radically changed within the period of an election, the PR and advertising was designed to create a sense of occasion around polling day. Pre-campaign research showed that motivational messaging would encourage people to take in more detailed information about how to vote.

All of these messages had to be delivered in such a way that the audience would not be overwhelmed by numerous messages at one time. A carefully staged campaign was, therefore, required, which delivered each message to the right audience at the right time. Different media were used at different weights across the campaign, reflecting the message that was required to be communicated and the target audience. This is reflected in the recall figures during the three waves of research.

## **Key Results**

- 67% of the population claimed to have seen at least one element of the campaign

- The doordrop leaflet gained very high recognition for this medium, with 35% spontaneous awareness. Of those who read the leaflet, 91% rated it as very informative or useful.
- There were over 44,000 visits to the website and the voting games were played almost 10,000 times.
- Knowledge of voting systems increased significantly by the end of the campaign, with correct answers going from an average of 35% to nearly 80% between the first and third waves of research.
- Understanding was significantly higher among those who were exposed to campaign advertising compared to those who were not, and higher still among those who voted.
- Likelihood to vote also increased during the campaign – 61% among those who had seen the campaign compared to 52% among those who had not.

The campaign was also independently reviewed as part of Ron Gould's independent report on the Scottish Elections for the Electoral Commission.

VoteScotland  
Campaign Evaluation 2007  
Report

TNS System Three  
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2007

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# EXECUTIVE SUMMARY

## BACKGROUND

1. On 3<sup>rd</sup> May 2007 two elections took place in Scotland: one to elect MSPs for the Scottish Parliament and the other to elect local councillors for Scotland's 32 councils. At the local council elections, for the first time, voters were using the single transferable vote (STV) system. The method for electing MSPs remained the same as the previous two Scottish Parliamentary elections, the Additional Member System (AMS), where voters had two votes; one for their constituency and one for their region. The format of the Scottish Parliament ballot paper was also redesigned for the 2007 election. It should also be borne in mind that there was heavyweight news coverage following the election, predominantly on the subjects of spoilt ballots and 'voter confusion'. This may have had an influence on the results of the final wave of research.
2. To publicise the elections and the changes in the system, a campaign named "*VoteScotland*" was developed by the Scottish Executive and the Electoral Commission.
3. TNS System Three was commissioned by the Scottish Executive and the Electoral Commission to conduct three waves of research in order to evaluate the "*VoteScotland*" campaign: the first wave was conducted in February 2007 prior to the launch of the advertising campaign, the second was carried out in March 2007 following the initial activity, and the third ran in May 2007 directly following the election day and the final burst of the campaign.
4. Interviews were conducted face-to-face at c.40 sample points across Scotland at each wave amongst the general population who were eligible to vote (adults aged 18+ and permanently resident in Scotland).
5. The main objectives of this advertising research were to:
  - test public awareness and understanding of the registration process and whether the communications campaign encouraged registration;
  - measure awareness and understanding of the change to the STV system for local elections and of the AMS system for the Scottish Parliament elections;
  - assess understanding of how to vote on election day;
  - measure awareness of the election date;
  - examine whether the communications campaign encouraged the target audience actually to vote; and
  - measure overall campaign awareness – spontaneous and prompted – during and after the campaign.

## MAIN FINDINGS

### Public awareness of advertising and publicity

6. Those who claimed to be aware of advertising or publicity about voting in elections increased significantly across the three waves of research, reaching its highest level at wave 3 in May 2007 (31%, 50% and 66% at waves 1, 2 and 3 respectively).
7. As the campaign evolved from motivation in its earlier stages to information and education latterly, so both content and message recall became much clearer and more focused around changes in the voting systems and methods of voting at wave 3 compared to wave 2, demonstrating campaign impact in these respects.
8. Different TV and radio ads were played as stimulus at waves 2 and 3 from different phases of the campaign. Recognition of the TV advert decreased from wave 2 to wave 3 (from 43% to 38%). It should be taken into consideration that the advert shown at the post wave only ran for one week prior to election day, and therefore recall would be expected to be lower.
9. When played the radio advert, 21% at wave 2 and 22% at wave 3 claimed to have heard the advert. Amongst 18-24 year olds this figure increased to 25% and 37% at waves 2 and 3 respectively, indicating the positive effect of radio on this audience.
10. When prompted with the press advert, 17% at wave 2 and 16% at wave 3 claimed to have seen it. Amongst 18-24 year olds, reach of this increased to 22% and 19% at waves 2 and 3 respectively.
11. Radio appears to be the most effective media channel to reach those in the younger 18-24 band, with press and outdoor (e.g. posters) also showing good effect.
12. Respondents were prompted with the leaflet at wave 3 only. While 35% claimed to have seen it, 22% said they had actually read it. Encouragingly, amongst those who had seen and read it, a high proportion (91%) found the information either very or quite informative or useful.
13. The total campaign reach figure<sup>1</sup> increased from 55% at wave 2 to 67% at wave 3 if leaflets are included at the final wave. However, if leaflets are excluded, the total reach figure remained static at 55% over the two waves.
14. In terms of total campaign reach there were no significant differences across geo-demographic groups. Indeed, amongst the target audience of 18-24 year olds, total reach was in line with the general population at 55%.
15. When asked about their attitudes towards the advertising, while impressions remained positive throughout, there was a significantly increased level of criticism of the campaign as confusing at wave 3. This was mainly driven by those aged 65+ from social groups C2DE

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<sup>1</sup> Campaign reach is the combined figure of those claiming to have seen or heard at least one element of the advertising (either the TV advert, radio advert or the poster advert) when prompted with campaign materials. As leaflets were only shown at wave 3, we have included two total reach figures at this latest wave: one including the effect of leaflets and one excluding it.

and resulted from being shown the advert describing the different methods of voting, which some clearly found difficult to understand from a TV advert.

### **Awareness of election process and voting system**

16. There was a significant increase in awareness of the election date from wave 1 to wave 2. Two thirds of respondents at wave 2 were aware that the election would take place in May, and one in four said specifically 3<sup>rd</sup> May. Generally, levels amongst 18-24s were lower.

17. Between waves 1 and 2, a sizeable percentage (almost one third) of respondents remained unaware of the importance of registration before being able to vote - more so amongst 18-24s (40%) and the key target group of those potentially not registered already (40%).

18. If they wanted to register to vote, 45% at wave 2 mentioned contacting the local council as the way to do so. This was followed by waiting for a form/leaflet to come through the door (13%) or contacting the Electoral Commission (11%). Among those not registered or not sure whether registered or not to vote, awareness of how to register was lower (37% 'don't know' at wave 2, compared to 22% among the total sample).

19. In the series of true and false statements designed to assess the level of public understanding of the voting systems, after low awareness of new procedures and little change between waves 1 and 2, results showed significant improvements in all statements at wave 3, particularly amongst those who claimed to have voted and those who had seen some form of advertising. The increased emphasis on these aspects of the election in the later stages of the communications campaign clearly had some effect.

20. At wave 3, the most readily recognised messages from the campaign were about the different systems of voting for the two elections and the new approach for the council elections. Meanwhile, there was slightly more confusion about messages with reference to the Scottish Parliament election.

21. As a source of additional information on voting systems, online recorded a significant increase across the three waves of research (from 26% at wave 1 to 34% at wave 3), against a decline in references to contacting the local council or the Electoral Commission (from 10% at wave 1 to 3% at wave 3).

22. In terms of likelihood to vote, the proportion claiming to be certain to vote increased from 53% at wave 1 to 57% at wave 2. This was higher amongst those aware of the campaign (61% at wave 2) and dramatically lower amongst 18-24s (20% at wave 2).

### **Attitudes towards voting**

23. A series of attitude statements was used at waves 1 and 2 to assess how people felt about voting. Against a background of positive attitudes at the outset and with only three weeks of advertising between waves 1 and 2, significant change was not to be expected. However, there was some increase in strong agreement on:

- *Voting in the Scottish Elections shows you care about the future* (58% and 61% strongly agreed at waves 1 and 2 respectively)

- *It is very important that people in Scotland do vote in the Elections on 3<sup>rd</sup> May* (64% and 67% strongly agreed at waves 1 and 2 respectively)

24. On the negative statements a hard core of around 10% appeared to be strongly opposed to any involvement in elections at each wave. This figure increased to around 15% among 18-24s.

25. When comparing attitudes between those who had been exposed to the new campaign and those who had not, there was a consistently more positive attitude towards the elections amongst those who had seen it, suggesting that the campaign did have the desired effect in terms of attitudes.

## CHAPTER ONE                      BACKGROUND AND OBJECTIVES

1.1     On 3<sup>rd</sup> May 2007 two elections were held in Scotland: one to elect MSPs for the Scottish Parliament and the other to elect local councillors for Scotland's 32 Councils.

1.2     At the local council elections, for the first time, voters had to use a 'single transferable vote' (STV) system, while the method for electing MSPs remained the same as the previous two Scottish Parliamentary elections, the Additional Member System (AMS), where voters had two votes; one for their constituency and one for their region. The ballot paper for the parliamentary election was redesigned for the 2007 election.

1.3     It should also be borne in mind that there was heavyweight news coverage following the election, predominantly on the subjects of spoilt ballots and 'voter confusion'. This may have had an influence on the results of the final wave of research.

1.4     As a result of the elections and the changes in the system, the "*VoteScotland*" campaign was developed by the Scottish Executive and the Electoral Commission. This campaign aimed to:

- raise awareness of the parliamentary and local government elections on 3<sup>rd</sup> May 2007;
- motivate the audience to register and to vote in the parliamentary and local elections; and
- provide information about the different voting systems that was easy to understand and well received by the audience.

1.5     TNS System Three was commissioned by the Scottish Executive and the Electoral Commission to conduct three waves of research in order to evaluate the "*VoteScotland*" campaign: the first wave conducted in February 2007 prior to the launch of the advertising campaign, the second carried out in March 2007 following the initial activity, and the third run in May 2007 directly following the elections and the final burst of the campaign.

1.6     The decision to conduct the third wave of this research **after** the election was made for the following reasons:

- the majority of 'how to vote' advertising ran in the last week before the election, so it was important to capture this in the research
- it was possible that some people would not read the leaflet until polling day
- to ensure that comparisons could be drawn with research conducted elsewhere in the UK.

1.7     A detailed media plan of the "*Vote Scotland*" campaign as well as fieldwork timings are shown in Figure 1.1 overleaf.

**Figure 1.1. Advertising media plan and research schedule**

Media channel	Format	February				March				April					May	
		5	12	19	26	5	12	19	26	2	9	16	23	30	4	14
<b>TV</b>																
Motivational/Registration	60"/40"/20"															
Talking to Scotland - Editorial Platform	12 trans a week															
<b>Radio</b>																
Registration (Target under registered)	40"/20"															
Motivational/Registration	20"															
Leaflet support/Last minute call to action	20"/40"															
Editorial Platform	60"															
<b>Press</b>																
Launch	Full page / 30x5															
Registration	Full page / 30x5															
Leaflet support	25x4 / Platforms															
Last minute call to action	Full page / 30x5															
Local Press	Full pages															
BME Press	Full pages															
National & Regional reminder	Full pages															
Editorial Platforms																
<b>Outdoor</b>																
<b>Research</b>																

1.8 The objectives of the research were as follows:

- to test public awareness and understanding of the registration process and whether the communications campaign encouraged registration;
- to measure awareness and understanding of the change to the STV system for local elections and of the AMS system for the Scottish Parliament elections;
- to assess understanding on how to vote on election day;
- to measure awareness of the election date;
- to examine whether the communications campaign encouraged the target audience actually to vote; and
- to measure overall campaign awareness – spontaneous and prompted – during and after the campaign.

1.9 As it was decided to run fieldwork for wave 3 immediately after the election, the research could not assess understanding on how to vote on Election Day. However, the research did test a series of knowledge statements in relation to how to vote.

1.10 The research objectives cited above were to be tracked among the general public as well as among a specific target audience of those aged 18-24.

## CHAPTER TWO            METHOD

2.1 Omnibus research was used at waves 1 and 2 to track awareness amongst the general population who were eligible to vote (adults aged 18+ and permanently resident in Scotland). Due to timing issues an ad hoc survey replicating the omnibus method and sample was undertaken at wave 3.

2.2 In total, 986 interviews were conducted at wave 1 over the period 22<sup>nd</sup> – 27<sup>th</sup> February 2007 prior to the advertising activity, 991 interviews were achieved at the second wave over the period 20<sup>th</sup> to 27<sup>th</sup> March 2007, and 1051 respondents were interviewed at the last wave from 4<sup>th</sup> to 9<sup>th</sup> May 2007 and therefore after election day and the conclusion of the advertising campaign.

2.3 Among the target audience of those aged 18-24, 98 interviews were achieved at wave 1, 85 at wave 2 and 97 at wave 3.

2.4 Interviews were conducted face-to-face at c.40 sample points across Scotland at each wave.

2.5 CAPI (Computer Assisted Personal Interviewing) was the vehicle for data collection. This method enabled respondents to be played the TV and radio adverts in full as well as to be shown the press advertising.

2.6 The adverts played differed from wave 2 to wave 3 to reflect the communication strategy of the advertising campaign and the advert that had run most recently.

2.7 To ensure comparability across waves, results were weighted to match population profiles in the analysis. Weighting is often used in surveys to adjust samples so that the people interviewed are a truly representative sample of the population or to correct biases that can occur during a survey. This removes any possibility that the variation in profile might be influencing any changes in findings between waves.

2.8 The sample profile at each wave, both unweighted and weighted, is shown in Figure 2.1 overleaf. The population profile estimates are derived from the National Readership Survey (NRS) and are updated periodically as new estimates become available. Throughout the report, the figures referred to for waves 1, 2 and 3 are weighted figures. Where significant results are referred to within the report, these are significant at the 95% confidence level or above. All other differences noted are not statistically significant.

**Figure 2.1: Sample profile**

Base: All aged 18+ and permanently resident in Scotland

		Wave 1 – February 2007		Wave 2 – March 2007		Wave 3 – May 2007	
		Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted
		986 (%)	985 (%)	991 (%)	992 (%)	1051 (%)	1054 (%)
Sex:	Male	45	48	45	48	47	48
	Female	55	52	55	52	53	52
Age:	18-24	10	11	9	11	9	11
	25-34	15	16	15	13	12	13
	35-44	19	19	20	18	20	18
	45-54	16	18	17	17	16	17
	55+	40	36	39	41	43	41
Social class: <sup>2</sup>	AB	18	22	18	23	19	23
	C1	27	28	26	28	26	28
	C2	20	21	22	21	23	21
	DE	35	29	34	28	32	28

2.9 A copy of the questionnaire which covers all three waves of research is attached in Appendix 1.

2.10 Where “\*” appears in the report and data tables, this represents a percentage greater than zero but less than 0.5%.

2.11 The main findings are summarised in the following chapter.

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<sup>2</sup> The standard six social grades, commonly used in research, are based on the current or previous occupation of the chief income earner in the household. ABC1 includes professional, managerial and non-manual occupations, while C2DE includes manual and unskilled occupations and the long-term unemployed.

## CHAPTER THREE MAIN FINDINGS

### ADVERTISING AWARENESS

3.1 The results from the advertising-related measures are shown in the paragraphs that follow. Comparisons are made across the three waves of research.

#### *General advertising awareness*

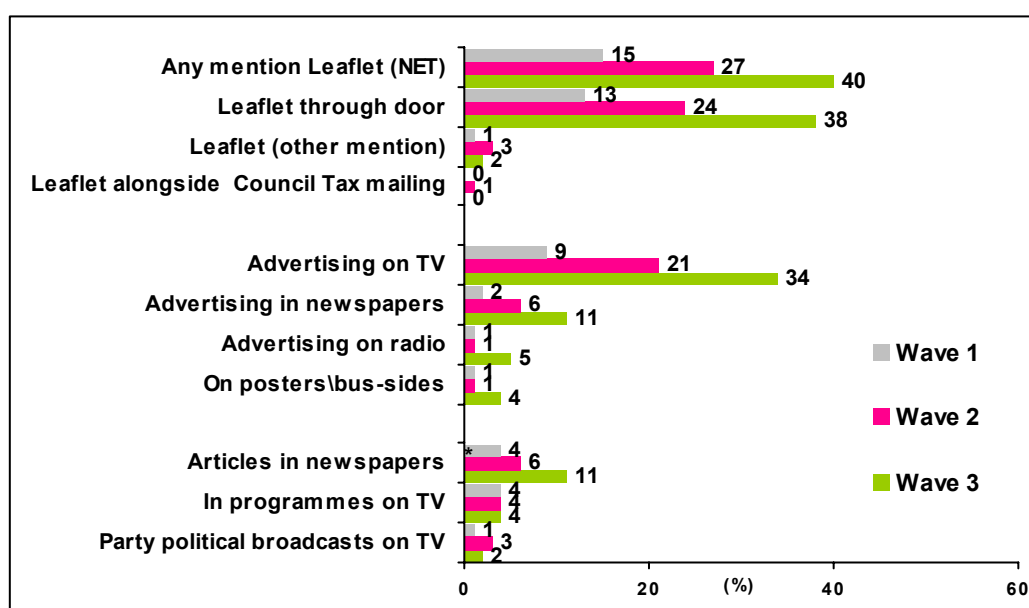
3.2 Spontaneous awareness, defined as any advertising, publicity or other information recently seen or heard about voting in elections, increased steadily and significantly across all three waves of research (from 31% at wave 1 to 50% at wave 2 and 66% at wave 3) Among the target audience of those aged 18-24 this increased more sharply latterly, from 25% at wave 1, to 31% at wave 2 and 64% at wave 3. This will be, at least in part, a result of elections generally generating a lot of media noise, especially the closer the election becomes.

3.3 All those who claimed to have seen or heard any advertising or publicity were asked where they had seen or heard it. In Figure 3.1 below, figures have been recalculated to show the results amongst the total sample to provide a clearer comparison across waves on the impact of the various media.

**Figure 3.1 Where saw or heard advertising (spontaneous)**

Base: All aged 18+ permanently resident in Scotland

Wave 1: 986, Wave 2: 991, Wave 3: 1051



3.4 Generally, mentions of advertising in all media increased across waves 2 and 3, most significantly on television (from 9 % at wave 1 to 21% at wave 2 and 34% at wave 3), but also in the press (from 6% at wave 2 to 11% at wave 3), on the radio (from 1% at wave 2 to 5% at wave 3) and on posters (from 1% at wave 2 to 4% at wave 3).

3.5 Leaflets were the most widely recalled medium (by 40% of all respondents at wave 3), with significantly higher mentions amongst the older audience of 65+ (72% of all 65+

recalled any type of leaflet at wave 3). In particular, through the door was the most widely mentioned source for the leaflet (38% of all respondents mentioned it at wave 3).

3.6 At the second wave following the initial advertising activity, content recall from the advertising was quite diverse, with no strong single theme or idea coming through - reflecting the broad messages of the campaign at this stage. There were also some indications that in the early stages of the campaign, respondents were referring to information from political parties instead of the actual “*VoteScotland*” campaign (see Figure 3.2). However, at wave 3, content recall related more strongly to the changes being made in the voting system and how to vote. For example, at wave 3, 29% recalled the “different format / change in way it’s done” compared to 6% at wave 2.

**Figure 3.2 Content recall of the advertising / publicity (spontaneous)**

Base: All who have seen advertising or leaflet: wave 2: 486, wave 3: 612

	Total % Wave 2	Total % Wave 3
To remember and vote	5	5
Make your vote count	4	2
Different format/change in way its done/how to vote	6	29
“X” on one and numbers on the other	-	18
More than one voting paper / vote	-	12
Two elections / local and government	-	7
Proportional representation – any mentions	2	*
Party info/what various parties are going to do for you/ Party broadcast	9	10
SNP (any related mentions)	7	3
Leaflet from the parties	6	2
Labour party (any related mentions)	4	1
Asking people for their vote	3	3
Nothing/Don’t Know/Can’t remember	24	21

3.7 A similar situation emerged in relation to perceived message. At wave 2, this was mainly seen as to vote, in line with the motivational phase of the campaign. However, at the third wave of research, mentions were again much more specific in referring to the changes in the voting system and different methods of voting (see Figure 3.3). Indeed, the messages of the advertising campaign seem to have cut through as 35% of all respondents recalled the message “*Voting system changing/how to vote*” at wave 3 (going up from 5% at wave 2). This was particularly high among those who claimed to have seen and read the leaflet (50%). This is clearly a positive shift, as the campaign focused more on the detail of the change and how to vote closer to election day.

### Figure 3.3 Description of the main message (spontaneous)

Base: All who have seen advertising or leaflet: wave 2: 486, wave 3: 612

	Total % Wave 2	Total % Wave 3
Voting system changing/how to vote	5	35
To vote/use your vote/make the most of your vote	23	24
To register/make sure you are registered to vote	3	*
Vote by post/postal votes	2	*
Elections coming up – no other details	4	2
Elections in May	2	2
More than one voting paper / vote	-	7
“X” on one and numbers on the other / order of preference	-	4
Two elections/local and government	-	3
Found it very confusing / difficult to understand / complicated	-	2
How they will help us/what they will do for us	2	2
Vote for me/us/them/about the candidates	8	6
Vote/about SNP	3	1
Vote/about Labour	2	-
Don't Know / Can't remember	23	19

### *Impact of the different media channels*

3.8 Respondents were prompted with a TV, radio and poster advert at wave 2 following the initial campaign activity. After the end of the campaign (i.e. in wave 3) respondents were shown different executions in order to match the communication strategy at the later stage of the campaign and the advertising shown latterly. Respondents were also shown the actual leaflet.

3.9 At wave 2 the TV advert was recognised by 43% of all respondents, which in TNS System Three's experience is believed to be a strong result for 3 weeks of potential exposure. At wave 3, where a different execution of the advert was shown to respondents, prompted recognition of the advert actually decreased to 38% of all respondents. However, it should be borne in mind that the execution shown at wave 3 ran only for one week prior to election day, and therefore opportunities to see were lower than for the previous execution shown at wave 2.

3.10 In terms of awareness among different audiences results varied across waves. At wave 2 females (48%), 35-44s and 55-64s (49% each) were more likely to have seen the TV advert. However, at wave 3 there was a significant increase in awareness amongst those over 65 years old and those in the lower social class (DEs), where the figure increased to 55% amongst those aged 65+ and 47% amongst DEs. This media channel did not appear to be particularly successful in targeting the 18-24 year olds, with only one in three recognising it at wave 3.

3.11 Acknowledgement of having heard the radio advert was virtually identical at wave 2 (21%) and wave 3 (22%). Radio showed significantly higher levels of awareness amongst the

target group of those aged 18-24, with levels increasing to 25% at wave 2 and to 37% at wave 3 and among those aged 35-44 with 31% at wave 3 claiming to have heard it before.

3.12 Again, press advert recognition stood at almost identical levels at both waves (with 17% of all respondents recognising it at wave 2 and 16% at wave 3). Although at wave 2 the target audience (those aged 18-24) showed a significantly higher recognition level of 22%, at wave 3 recognition among this group was more in line with the general population, at 19%.

3.13 The leaflet was shown at wave 3 only, reflecting campaign strategy as leaflets were not issued around the second wave of research. Overall 35% acknowledged having seen it, but fewer (22%) actually claimed to have read it. However, this is still a high level representing one in five of the total population or 63% of those who said they had seen it. The oldest age group was the most likely to have seen and read it (31%) whereas amongst the 18-24s although 30% had seen it, only one third of these (or 11% of all 18-24s) claimed to have actually read it. Amongst those who had seen and read the leaflet, 91% rated it as quite or very informative and useful.

### ***Total campaign reach***

3.14 Once all of the figures are combined for the various advertising awareness questions, a 'total campaign reach'<sup>3</sup> figure can be derived, which enables the total effect of the campaign to be seen.

3.15 Total reach levels of the campaign excluding the leaflet remained stable at 55% of all respondents across waves 2 and 3. However, with the inclusion of leaflet recognition, a positive 67% claimed to have seen some element of the advertising campaign at the latest wave. (see Figure 3.4)

3.16 Amongst the target audience of 18-24s, total reach was slightly down when the leaflet is included (62% compared to 67% amongst the total population). When the leaflet was not taken into consideration, reach among the target audience was in line with the total population at 55%. From TNS System Three's experience we believe it is a good result to reach over 50% of this challenging target audience.

3.17 In terms of age groups, those aged 65+ recorded the highest level of total reach, with 61% recognising either the TV, the radio, the poster or press ad, and rising up to 74% when the leaflet was included.

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<sup>3</sup> Campaign reach is the combined figure of those claiming to have seen or heard at least one element of the advertising (either the TV advert, radio advert or the poster advert) when prompted with campaign materials. As leaflets were only shown at wave 3, we have included two total reach figures at this latest wave: one including the effect of leaflets and one excluding it.

**Figure 3.4 – Summary of campaign reach**

Base: All in each subgroup

	Wave 2 March 2007		Wave 3 May 2007	
	Total (991) %	Target group (18-24s) (85) %	Total (1051) %	Target group (18-24s) (97) %
<i>Total reach (including leaflets)</i>	-	-	67	62
<i>Total reach (excluding leaflets)</i>	55	53	55	55
TV	43	32	38	31
Radio	21	25	22	37
Poster/Press	17	22	16	19
Leaflets	-	-	35	20

3.18 Demographically there were some differences of note, with some of them being significant:

- at wave 2, females were significantly more aware of the campaign than males (60% compared to 50%). However at wave 3 there were no differences between genders (67% total reach including leaflets for each). The situation is also very similar when excluding leaflets out of the equation with 56% of females and 54% of males aware of the campaign;
- the older age group of 65+ was significantly more aware of the TV advert than other age groups (55% compared to 38% among the general population), while those aged 18-24 recorded significantly higher awareness of the radio advert (up to 37% compared to 22% amongst the general population) and also higher but not significant recognition of the press/poster advert;
- in terms of social class, at wave 2 C2s recorded slightly higher levels of awareness of the radio advert than the other social classes (26% compared to 20% among ABC1s). At wave 3, DEs recorded a significantly higher level of TV advert recognition than for the other social classes (47% compared to 34% among ABC1C2s), while leaflets were slightly more recognised by ABs (40%);
- in terms of area, there were no significant differences at wave 3. However at wave 2 those living in the North were generally more aware of any form of advertising (61% compared to 54% in the West and 53% in the East/South area). The greatest difference related to the TV advertising (52% recognition in the North, 42% in the West and 40% in the East/South area).

### ***Statements about the advertising***

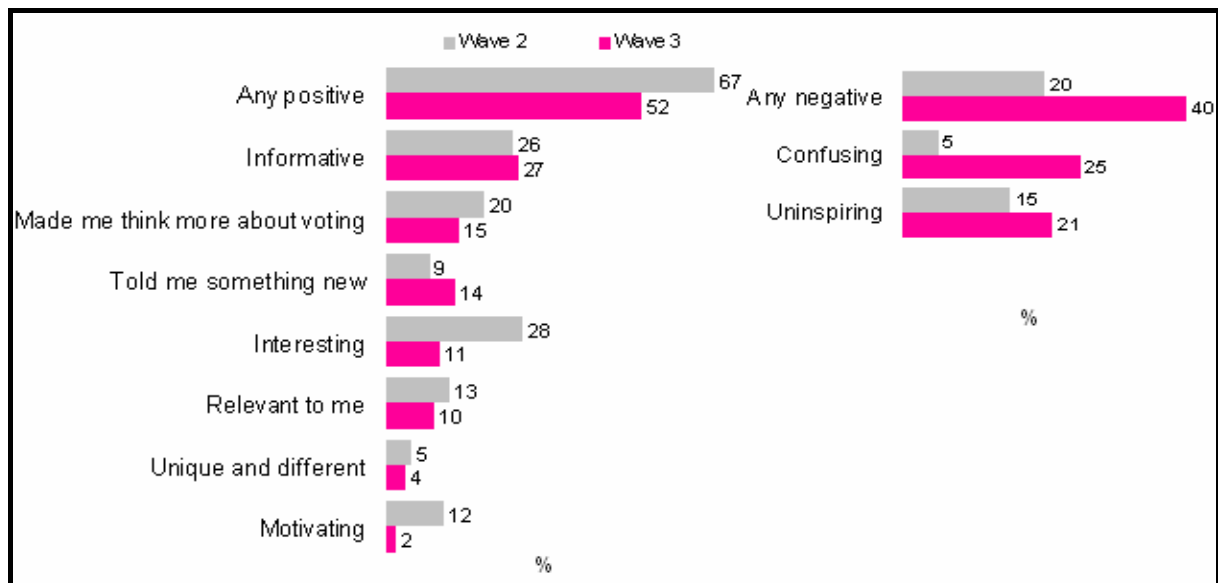
3.19 In order to assess attitudes towards the campaign, respondents were asked to select words to describe this from a prompt list following exposure to the executions. At wave 2, the advertising shown from the first phase of the campaign was largely motivational in its content, encouraging people generally to register and to vote. At wave 3, the advertising

focused much more specifically on the mechanics of how to vote, and this change of emphasis was reflected in the results obtained at the respective waves.

3.20 At wave 2 attitudes were generally positive, with two thirds choosing at least one of the positive descriptors and one in five choosing any negative option. On the positive side, the advertising was more likely to be described as *‘interesting’* (28%), *‘informative’* (26%) and as *‘made me think more about voting’* (20%).

**Figure 3.5: Statements about the advertising**

Base: All respondents aged 18+ permanently resident in Scotland (wave 2: 991, wave 3:1051)



3.21 Encouragingly those aged 18-24 were more likely to choose a positive descriptor (74%) and less likely to choose a negative one (17%) than the general public at wave 2. Particularly, they were much more likely to say that the advertising *‘made me think about voting’* (38% compared to 20% amongst the total sample) and that *‘it told me something new’* (14% compared to 9% amongst the total sample).

3.22 Overall at wave 3, with the change in content of the adverts played, positive mentions declined and negative mentions increased compared to wave 2, possibly reflecting the nature of the advertising. While there was a similar score for *‘informative’* (26% at wave 2 and 27% at wave 3) a number of attributes decreased considerably from wave 2 to wave 3: *‘made me think about voting’* (from 20% to 15%), *‘interesting’* (from 28% to 11%) and *‘motivating’* (from 12% to 2%). More positively, however, people were more likely to say that the advert *‘told me something new’* at wave 3 (14%) than at wave 2 (9%), reflecting again the messages at that point in time.

3.23 While mentions of negative attributes increased overall at wave 3, the most dramatic growth was recorded by the attribute *‘confusing’* (rising from 5% at wave 2 to 25% at wave 3). Specifically this was higher among those who had seen the TV advert before (26%) than those who had not (20% among those who had heard radio advert and 18% of those who had seen the press advert) - suggesting that it was not simply a result of seeing the TV ad for the first time. There was difficulty for some in understanding the presentation of the voting systems in the broadcast media.

3.24 Demographically, there were some interesting differences at wave 3. Younger (18-24) and social class ABC1 groups were more likely to understand the advertising and hence described it more positively (63% of 18-24s and 57% of ABC1s recorded any positive attributes compared to 51% amongst 65+ and 47% of C2DEs), whereas the older (65+) and C2DE social classes were more likely to be confused by the explanation of the voting procedures in the ad and described it more negatively (see Figure 3.6).

**Figure 3.6: Statements about the advertising (demographics) – wave 3**

Base: All in each subgroup

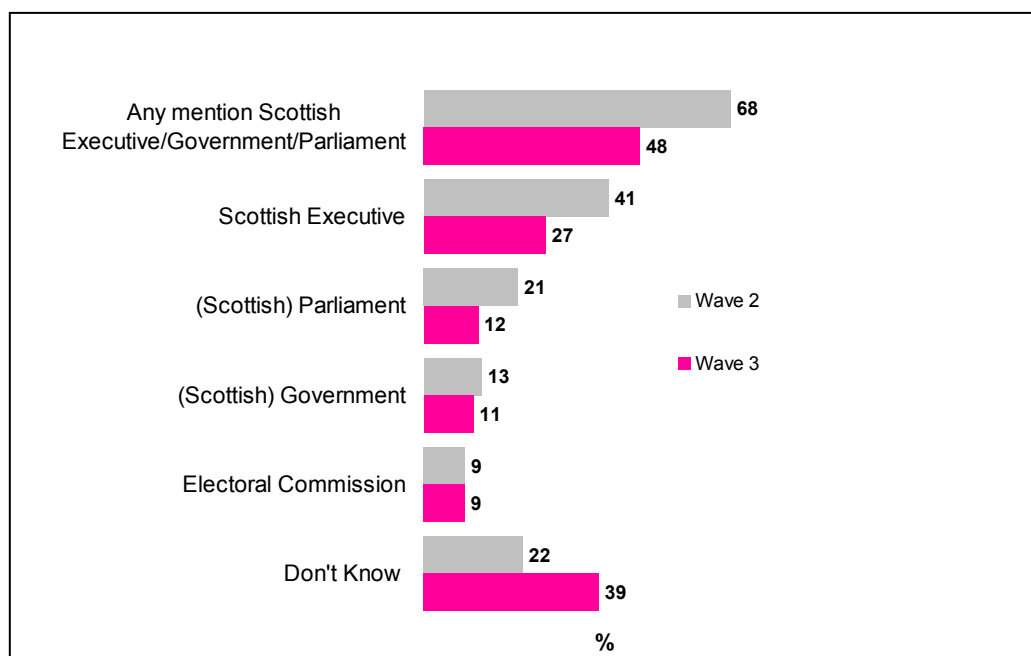
	Age		SEG	
	18-24 (97)	65+ (272)	ABC1 (471)	C2DE (580)
	%	%	%	%
<b>Any positives</b>	<b>63</b>	<b>51</b>	<b>57</b>	<b>47</b>
Informative	31	24	31	23
Made me think about voting	21	12	15	15
Informative	31	24	31	23
Relevant to me	7	12	13	8
Told me something new	10	14	16	13
Motivating	4	2	2	3
Unique and different	1	4	3	4
<b>Any negatives</b>	<b>28</b>	<b>44</b>	<b>36</b>	<b>43</b>
Confusing	18	34	19	30
Uninspiring	11	17	21	19

### Campaign attribution

3.25 When asked who was responsible for the advertising, the organisations listed in Figure 3.7 were mentioned.

**Figure 3.7: Who was responsible for advertising seen / heard**

Base: All aged 18+ and permanently resident in Scotland: wave 2 (991), wave 3 (1051)



3.26 The majority of respondents at wave 2 (68%) and almost half (48%) at wave 3 mentioned the Scottish Executive, Scottish Parliament or Scottish Government as being responsible for the advertising. The significant decline in attribution of the campaign to the Scottish Executive or Parliament at wave 3 compared to wave 2 could be a result of the nature of the advertising, which was more focused in giving information on how to vote rather than encouraging voting. This could have made people concentrate more on the actual message rather than on its source.

3.27 Perceived involvement of the Electoral Commission remained stable at 9% across the waves.

## AWARENESS OF ELECTION PROCESS AND VOTING SYSTEM

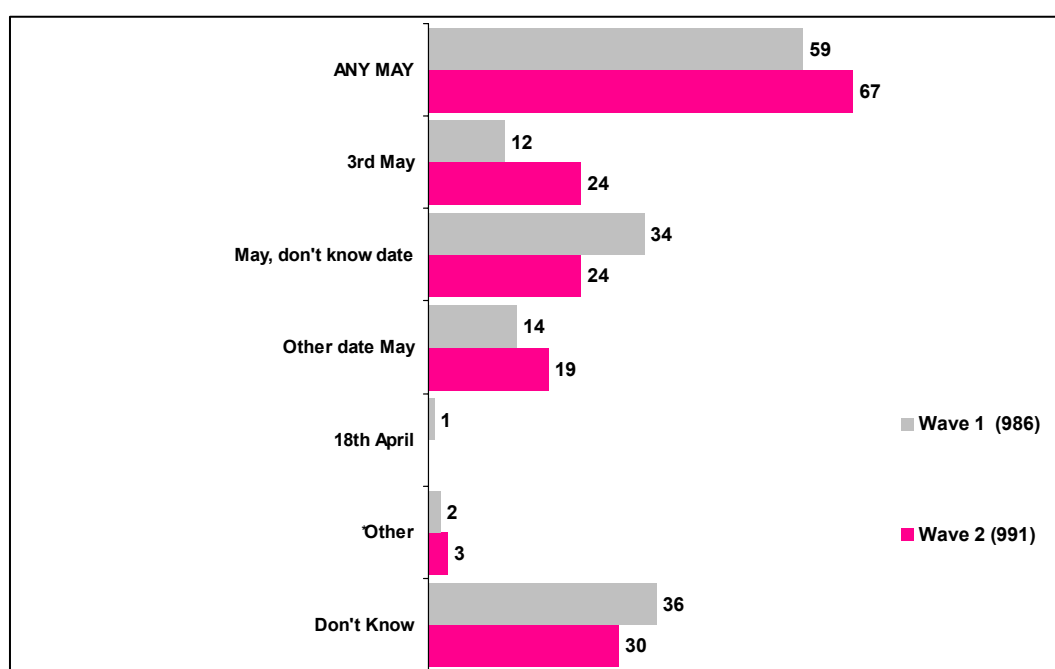
3.28 One of the key objectives of the 'VoteScotland' campaign was to provide information about the election date, registration and change of voting systems, in order to increase knowledge and understanding of the Scottish election on 3<sup>rd</sup> May. Questions relating to awareness of the elections and registering to vote were asked at waves 1 and 2 only.

### *Awareness of the election*

3.29 In terms of date, at both waves around two thirds claimed to be aware that elections were taking place in May (see Figure 3.8). However, specific knowledge of when elections were taking place increased significantly from wave 1 to wave 2, with 12% saying 3<sup>rd</sup> May at the first wave and 24% at the second.

**Figure 3.8: Awareness of election date**

Base: All aged 18+ permanently resident in Scotland: wave 1 (986) and wave 2 (991)



3.30 Those aged 18-24 were significantly less aware of the specific date than the general public. However, at wave 2 fewer 18-24s did not know that elections were taking place (47%) compared to wave 1 (57%). Positively, those who had seen the advertising campaign were slightly more likely to know when the election was taking place (27% said 3<sup>rd</sup> May compared to 21% of those unaware).

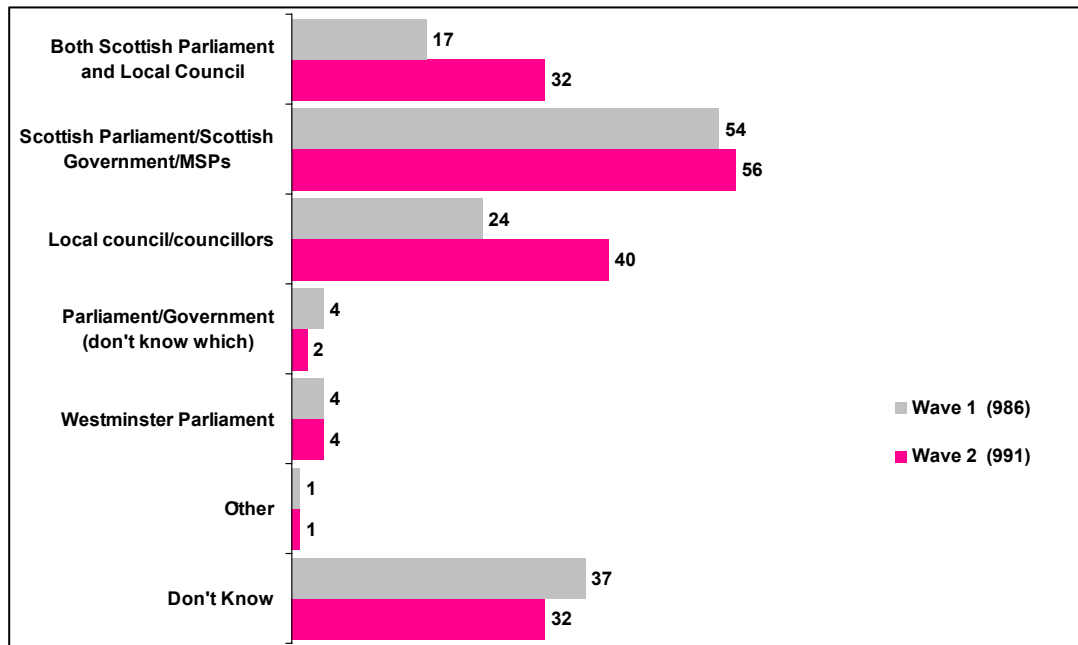
3.31 Respondents were also asked for which political bodies the elections were being held. (see Figure 3.9) Knowledge about this increased significantly across the waves, with the main shifts recorded in awareness of Local Council elections (24% mentioned at wave 1 and 40% at wave 2) and the fact that both (Scottish Parliament and Local Council Elections) were taking place (17% at wave 1 and 32% at wave 2). However, one in three respondents at wave 2 was still unaware of the purpose of the elections.

3.32 Among the target audience of 18-24s knowledge also increased significantly. While only 4% at wave 1 recorded knowledge of the fact that both elections were taking place, this

increased to 14% at wave 2. However, 65% at wave 2 were still unaware of the purpose of the elections.

**Figure 3.9: For whom elections being held**

Base: All aged 18+ and permanently resident in Scotland: wave 1 (1986) and wave 2 (1991)



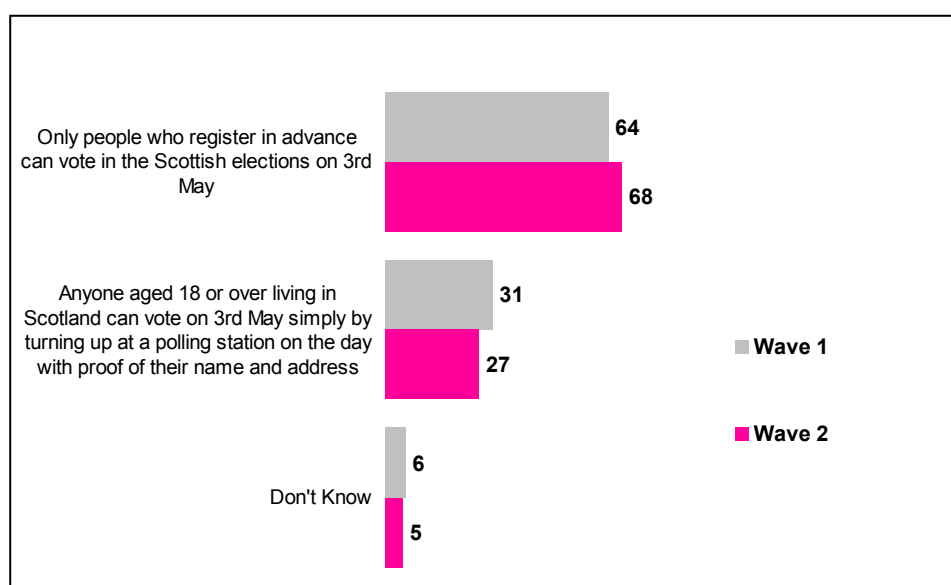
### Registration levels

3.33 When asked whether they were registered to vote in the elections a similar percentage claimed to be ‘definitely registered’ at wave 1 (82%) and wave 2 (84%). Among those aged 18-24, the figure was at half this level at wave 1 (42%), rising to 52% at wave 2.

3.34 Almost one third of respondents at waves 1 and 2 were unaware of the importance of registration in order to be able to vote (see Figure 3.10). The impression that one simply had to turn up was more extreme amongst the 18-24s (36% at wave 1 and 40% at wave 2) and the key target group of those potentially not registered already (45% and 40% at waves 1 and 2 respectively). Also, over one in five of those who said they were certain to vote were unaware of the need to register.

**Figure 3.10: Knowledge about eligibility to vote**

Base: All aged 18+ permanently resident in Scotland wave 1 (986) and wave 2 (991)



3.35 There were no great differences between those aware and those unaware of the campaign, with 27% and 26% respectively unaware of the importance of registration to be able to vote. It is possible that by urging voters to register, the campaign did not communicate strong enough the *necessity* of doing so in order to be able to vote.

3.36 When asked about how they might register, contacting the local council was the most familiar way of registering to vote, mentioned by more respondents than any other method (43% at wave 1 and 45% at wave 2). Although at a lower level, this was still the method most likely to be mentioned by those not yet registered (32% at wave 2).

3.37 Online (9% overall at wave 2) was slightly more likely to be mentioned by those not registered to vote (12%) and those aged 18-24 (16%). Among those not registered, however, 40% at wave 1 and 37% at wave 2 said they didn't know how to register if they wanted to.

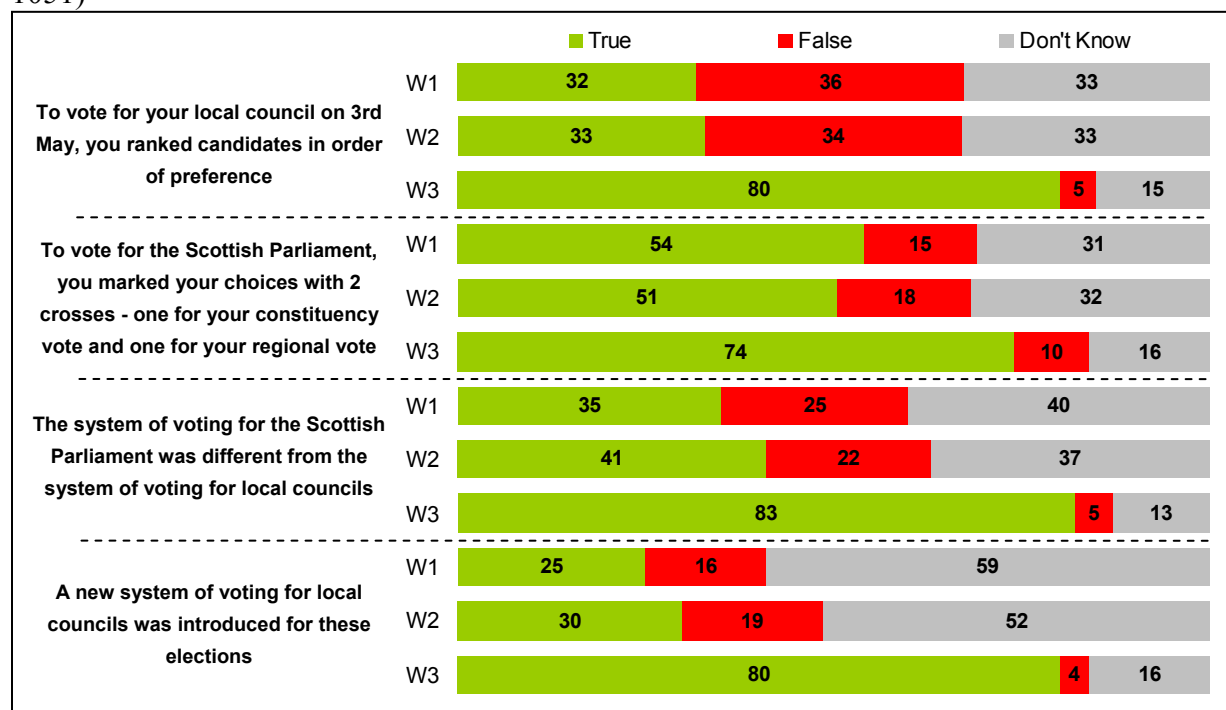
### Knowledge about the voting systems

3.38 A series of true / false statements was asked of all respondents in order to assess the level of public understanding of the voting system and the changes in procedures. Between wave 1 and wave 2, shifts were neither positive nor significant and respondents continued to show a lack of awareness of the changes being made. However, understanding increased considerably at wave 3; particularly amongst those who claimed to have voted and those who had seen some form of advertising.

3.39 On the true statements (see Figure 3.11) around 80% of all respondents at wave 3 stated correctly that there were different systems of voting for the two elections, that there was a new system introduced for the council elections and that this involved ranking candidates in order of preference. However, respondents showed less clarity of understanding about the AMS system for the Scottish Parliament election, although this system had not changed from previous elections. A lower 74% of respondents stated as true that “to vote in the Scottish Parliament elections you marked your choices with 2 crosses”.

**Figure 3.11: Knowledge about voting system on 3<sup>rd</sup> May – True statements**

Base: All aged 18+ permanently resident in Scotland (wave 1: 986, wave 2: 991, wave 3: 1051)

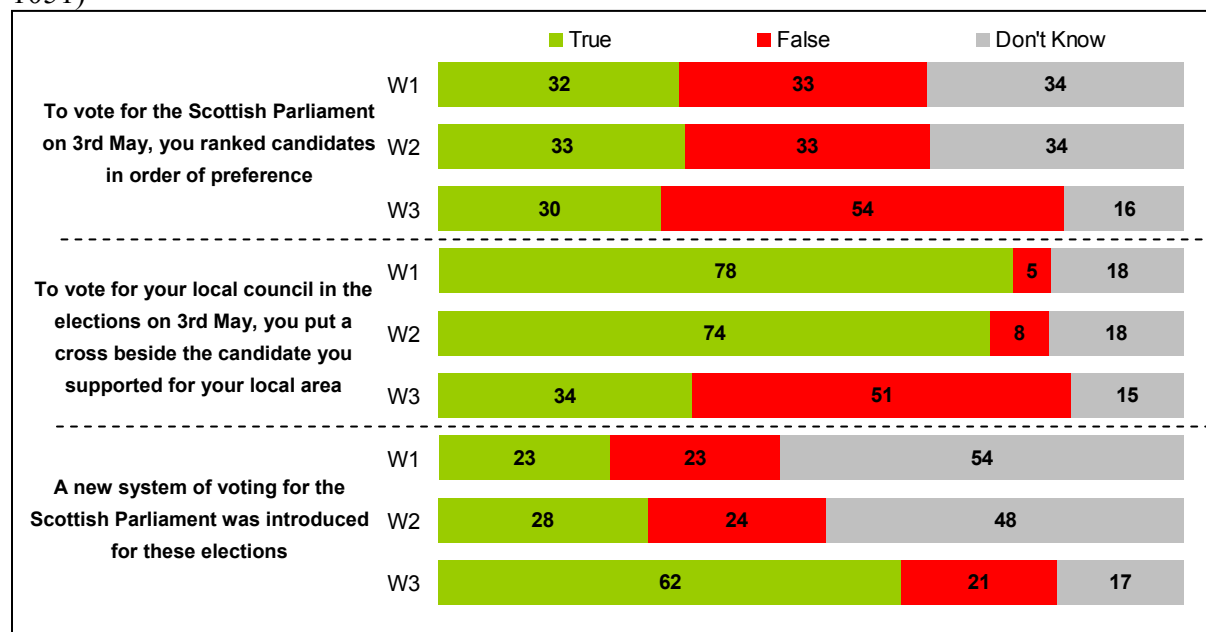


3.40 In the analysis of knowledge of these true statements in relation to campaign awareness and claimed voting, awareness was significantly higher amongst those who claimed to have voted, which could have been underpinned by experience. Among those who had seen some form of advertising, understanding was also significantly higher than amongst those who were not exposed to it, implying that the campaign did have an effect in this respect.

3.41 The false statements recorded some positive but less conclusive shifts, indicating that there was more confusion than was apparent if analysing the true statements alone (see Figure 3.12).

**Figure 3.12: Knowledge about voting system on 3<sup>rd</sup> May – False statements**

Base: All aged 18+ permanently resident in Scotland (wave 1: 986, wave 2: 991, wave 3: 1051)



3.42 Only around half of respondents correctly stated as false that to vote for the Scottish Parliament you ranked candidates and that the system for the local council was putting a cross besides the candidate you supported. Whereas, there was a consistent misbelief across the waves with one in three respondents stating as true that you had to rank candidates in order of preference to vote for the Scottish Parliament. Furthermore, 62% at wave 3 (significantly higher compared to 28% at wave 2) believed it true that a new system of voting for the Scottish Parliament had been introduced for these elections.

3.43 When analysing understanding of the false statements in relation to campaign awareness and claimed voting, the percentages recorded as false were again significantly higher amongst those who claimed to have voted than amongst those who did not. Although still significant, differences were less great in relation to campaign awareness.

3.44 To obtain more information on the voting systems, the most popular sources were searching online (27% at wave 2 and 34% at wave 3) and contacting the local council (39% at wave 2 and 21% at wave 3). While findings were very consistent between waves 1 and 2, online demonstrated a significant increase in mentions at wave 3, with a decline in references to contacting the local council or the Electoral Commission then.

3.45 Amongst the younger audience, specifically the 25-34s, and ABC1 respondents, searching online (65% and 46% respectively) was by far the most popular source of information compared to the general public. On the other hand, those aged 55-64 were more likely to wait and ask at the polling station (23% gave this response at wave 3 compared to 14% of all respondents).

## ATTITUDES TOWARDS VOTING

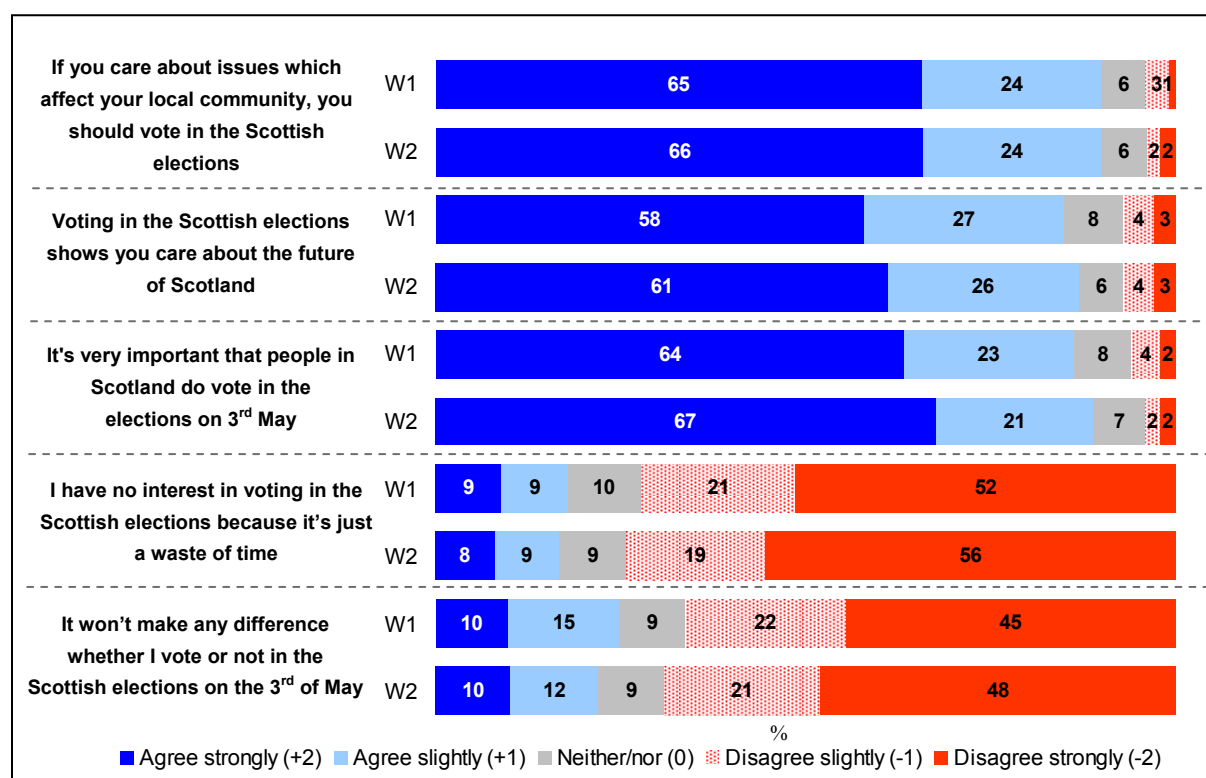
3.46 Attitudes and likelihood to vote were recorded at waves 1 and 2 only as these waves took place before election day. Since wave 3 took place after the election, these questions were not relevant at that stage.

3.47 In terms of likelihood to vote on 3<sup>rd</sup> May, results showed a significant increase in the proportion claiming to be certain to vote, from 53% at wave 1 to 57% at wave 2. Among those aware of the campaign this figure rose to 61% while, among those who had not seen the campaign, it dropped to 52%. Among the younger audience of 18-24s the percentage of those certain to vote was considerably lower at 14% at wave 1 and 20% at wave 2.

3.48 In order to measure attitudes towards voting, respondents were read 5 statements about voting prior to being asked the advertising related questions. They were asked how much they agreed or disagreed with each of the statements. A five point scale of Agree strongly, Agree slightly, Neither agree nor disagree, Disagree slightly and Disagree strongly was used for rating purposes.

**Figure 3.13: Attitudes towards voting**

Base: All respondents aged 18+ and permanently resident in Scotland  
Wave 1 (986), wave 2 (991)



3.49 It is worth noting that, at the outset at wave 1, attitudes were generally very positive, as reflected in the high scores on the extreme 'agree strongly' rating on the first three statements in the chart in particular. Combined with the fact that the campaign had only been running for three weeks by the time wave 2 was carried out, the likelihood of recording further shifts in attitudes from this strong baseline was always going to be limited.

3.50 Although not significant, there has however been a strengthening in agreement across waves for the positive statements (see Figure 3.13). For example, on the statement “*Voting in the Scottish elections shows you care about the future of Scotland*” 58% agreed strongly at wave 1 and 61% at wave 2. Specifically, those of social classes DE recorded stronger shifts in agreement with this statement (from 51% at wave 1 to 58% at wave 2).

3.51 There has also been a positive movement in agreement with the statement “*It’s very important that people in Scotland do vote in the election on 3<sup>rd</sup> May*” with 64% agreeing strongly at wave 1 and 67% at wave 2. Again, those of social classes C2DE recorded the strongest shift in attitudes together with those aged 25-34 and 45-54.

3.52 When looking at the negative statements, a hard core of around 10% appeared to be strongly opposed to any involvement in elections at each wave. Nine percent at wave 1 and 8% at wave 2 agreed strongly that “*I have no interest in voting in the Scottish elections because it’s just a waste of time*”. Also, 10% at each wave agreed strongly with the statement “*It won’t make any difference whether I vote or not in the Scottish Elections on the 3<sup>rd</sup> of May*”. This figure increased to around 15% among 18-24s.

3.53 However, there were also some positive movements on these, with more respondents disagreeing strongly across waves. While at wave 1 52% disagreed strongly with the statement “*I have no interest in voting in the Scottish elections because it’s just a waste of time*”, an increased 56% did so at wave 2. The groups where there was a larger shift in attitudes were females (from 49% disagreeing strongly at wave 1 to 58% wave 2), 25-34s (from 36% at wave 1 to 46% at wave 2) and C2s (from 43% at wave 1 to 53% at wave 2).

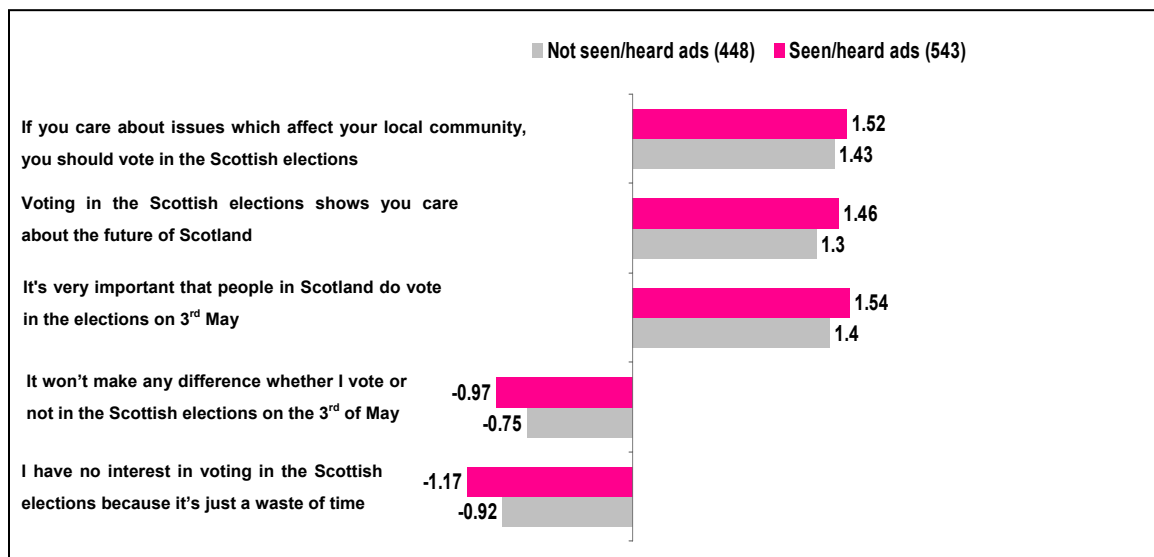
3.54 A similar pattern was recorded for the statement “*It won’t make any difference whether I vote or not in the Scottish elections on 3<sup>rd</sup> May*”, with 45% disagreeing strongly at wave 1 and 48% at wave 2. Again, the groups who saw a stronger shift in attitudes were females (from 43% disagreeing strongly at wave 1 to 51% at wave 2), and C2s (from 37% at wave 1 to 44% at wave 2)

3.55 In terms of demographics, attitudes were generally less positive overall amongst the under 35s and amongst 18-24s in particular, as well as among C2DE respondents. No great differences between genders were recorded.

3.56 When comparing attitudes between those who had been exposed to the new campaign and those who had not, attitudes were consistently more positive among those who had seen at least one element of the campaign. (see Figure 3.14). Apart from the statement “*If you care about issues which affect your local community, you should vote in the Scottish elections*”, the rest of the statements recorded significant differences between both groups, suggesting that the campaign did have the desired effect attitudinally.

3.57 The figures below are shown as mean scores. Mean scores are calculated assigning a value to each rating point from the agreement scale (i.e. agree strongly equals +2, agree slightly +1, neither agree nor disagree 0, disagree slightly -1 and disagree strongly -2). The more positive the mean score, the stronger the level of agreement expressed.

**Figure 3.14: Attitudes towards voting – mean scores**  
 Base: All respondents in each subgroup



## KNOWLEDGE ABOUT THE ELECTORAL COMMISSION

3.58 As the final section in the questionnaire, respondents were asked about awareness of the Electoral Commission, who they are and what they are responsible for. It should be noted that it was not an objective of the campaign to increase awareness or understanding of the Electoral Commission.

3.59 While, at the first two waves, awareness and understanding of the Electoral Commission remained stable, at wave 3 a significantly higher level claimed to have heard of the Electoral Commission (44% compared to 41% and 40% at waves 1 and 2). At the same time significantly more people appeared to have better understood the status of the Electoral Commission as being an independent body separate from the Government (from 54% at wave 2 to 65% at wave 3). There were also significant shifts in understanding of its role, with more people mentioning “*oversees/monitors elections*” (38% at wave 2 compared to 43% at wave 3) and fewer people saying “*looks after the electoral register*” (28% at wave 2 compared to 19% at wave 3).

3.60 As the latest wave took place immediately after election day, all the general publicity around the change in voting system and rejected ballot papers could have played an important role in shifting awareness of the Electoral Commission.

## CHAPTER FOUR CONCLUSIONS

4.1 Overall, the research suggests that the ‘*VoteScotland*’ campaign was generally effective in meeting the majority of its objectives, based on a number of key performance indicators:

- spontaneous awareness of advertising and publicity increased significantly throughout the duration of the advertising campaign to achieve a high level
- the overall reach of the campaign across all media was positive, including strong results among the hard-to-reach 18-24 target audience
- attitudes and propensity to vote showed signs of strengthening even after only three weeks of the campaign.
- recall of messages relating to changes in voting procedures increased, validating awareness and communication effectiveness
- there was a much greater understanding of the changes made and different voting procedures by the end of the campaign
- awareness and attitudes were generally more favourable among those aware of the campaign than those not.

4.2 Of the various communications media employed, the leaflet would appear to have been particularly effective in terms of both reach and readership for a doorstep drop. This is demonstrated by the fact that 12% recognised the leaflet yet failed to recognise any of the other campaign stimulus, thus boosting overall reach by 12%.

4.3 It is a cause for concern that there was no build-up in the reach of the mass media between waves 2 and 3. While the use of an advert with only one week’s exposure as the stimulus for TV awareness at wave 3 may have had some bearing on this, the overall impact of the TV component of the campaign was less than might have been expected in the experience of TNS System Three.

The findings also demonstrate the difficulties in trying to engage the audience and communicate new voting procedures through broadcast media in particular. With the leaflet, the conversion from ‘seen’ to ‘read’ was actually quite high, albeit less so among 18-24s. However, the increased criticism of the campaign as ‘confusing’ at wave 3 was a consequence, we believe, of trying to convey the different voting systems in a television advert. The lesson might be to leave more complex information to print, while restricting TV to more straightforward and direct communication. The heightened media coverage following the election in relation to voter difficulties whilst voting should also be borne in mind.

## APPENDIX 1                      QUESTIONNAIRE

### VoteScotland Campaign Tracking (134782) Final Questionnaire – 160207

To be asked of all aged 18+

Q.1     Could I just check, are you permanently resident in Scotland or just visiting?

ONLY CONTINUE IF RESIDENT

Q.2     Have you seen or heard any advertising, publicity or other information recently about voting in elections? By voting, we mean the process of voting, rather than whom to vote for from political parties.

Pre-coded: Yes; No; Don't know

Q.3     IF YES AT Q.2  
Where did you see or hear this advertising, publicity or information? PROBE Anywhere else? IF LEAFLET, PROBE FOR WHERE SEEN

Pre-coded:     Advertising on TV  
                  In programmes on TV (incl.news)  
                  Party political broadcasts on TV  
                  Advertising on radio  
                  In programmes on radio  
                  Advertising in newspapers  
                  Articles in newspapers  
                  On posters/bus-sides  
                  Leaflet through door  
                  Leaflet alongside Council Tax mailing  
                  Leaflet (other mention)  
                  On the internet/web sites  
                  Other (Specify)  
                  Don't know/can't remember

Q.4     WAVES 2 & 3 ONLY. IF ANY ADVERTISING/LEAFLETS AT Q.3, ASK Q.4 & Q.5.  
OTHERS SKIP TO Q.6  
Please describe exactly what you remember seeing, reading or hearing in any of the advertising you saw or heard recently about voting. What did it show and what did it say?  
PROBE FULLY

Q.5     WAVES 2 & 3 ONLY. IF ANY ADVERTISING/LEAFLETS AT Q.3  
What was the main message of that advertising? What was it telling you? PROBE FULLY

NB Q.6 – Q.11 ASKED AT WAVES 1 & 2 ONLY

Q.6 ASK ALL

Major elections are due to take place in Scotland this year. On which date do you think these elections are being held? IF MONTH ONLY, PROBE FOR EXACT DATE

Pre-coded: 3<sup>rd</sup> May  
Other date in May  
May, don't know date  
18<sup>th</sup> April  
Other (Specify)  
Don't know

Q.7 In fact these elections are being held on 3<sup>rd</sup> May. For which political bodies are the elections being held on that day? IF ONLY ONE MENTIONED, PROBE For any other? IF PARLIAMENT/GOVERNMENT ONLY, PROBE Is that the Scottish Parliament in Holyrood or the UK Parliament in Westminster?

Pre-coded: Scottish Parliament/Scottish Government/MSPs  
Parliament/Government (don't know which)  
Westminster Parliament  
Local council/councillors  
Other (Specify)  
Don't know

Q.8 I am going to read you some statements that people have made about voting in the Scottish Parliamentary and local elections on 3<sup>rd</sup> May and would like to know to what extent you agree or disagree with each of these, using a description from this scale. SHOW 5 POINT SCALE Agree strongly – Disagree strongly ROTATE ORDER OF ASKING

- i) If you care about issues which affect your local community, you should vote in the Scottish elections.
- ii) It won't make any difference whether I vote or not in the Scottish elections on the 3<sup>rd</sup> of May.
- iii) Voting in the Scottish elections shows you care about the future of Scotland.
- iv) I have no interest in voting in the Scottish elections because it's just a waste of time.
- v) It's very important that people in Scotland do vote in the elections on 3<sup>rd</sup> May.

Q.9 Thinking about voting, which of these 2 statements is true? SHOW SCREEN

Pre-coded: Anyone aged 18 or over living in Scotland can vote on 3<sup>rd</sup> May simply by turning up at a polling station on the day with proof of their name and address.  
Only people who register in advance can vote in the Scottish elections on 3<sup>rd</sup> May.  
Don't know

Q.10 Which of these statements best describes whether you are registered to vote in the Scottish elections on 3<sup>rd</sup> May? SHOW SCREEN

Pre-coded: Yes, I am definitely registered to vote  
Yes, I am probably registered to vote  
No, I am probably not registered to vote  
No, I am definitely not registered to vote  
I am not sure if I am registered to vote or not

Q.11 If you wanted to register to vote, how would you do it? PROBE Any other ways?

Pre-coded: Ask friends/family/work colleagues  
Contact my local council/registration officer  
Contact The Electoral Commission  
Contact the Scottish Executive  
Phone an election helpline  
Search online/on the internet/visit website  
Wait for a form/leaflet to come through the door (and return it)  
Wait for a canvasser to come to the door  
Get information from television/radio/newspapers  
Other (Specify)  
Don't know

Q.12 Thinking now about the voting systems and how you cast your vote in the elections on 3<sup>rd</sup> May, I am going to read you some statements and would like you to tell me for each one whether you think it is true or false. Even if you are not sure, we are interested in your impressions. (Pre-coded: True; False; Not sure/Don't know) ORDER ROTATED

- i) To vote for the Scottish Parliament, you mark your choices with 2 crosses – one for your constituency vote and one for your regional vote.
- ii) To vote for your local council in the elections on 3<sup>rd</sup> May, you put a cross beside the candidate you support for your local area.
- iii) There is a new system of voting for local councils being introduced for these elections.
- iv) The system of voting for the Scottish Parliament is different from the system of voting for local councils.
- v) To vote for your local council on 3<sup>rd</sup> May, you rank candidates in order of preference, with a '1' for your first choice, '2' for your second choice and so on, for as many or as few as you wish.
- vi) There is a new system of voting for the Scottish Parliament being introduced for these elections.
- vii) To vote for the Scottish Parliament on 3<sup>rd</sup> May, you rank candidates in order of preference, with a '1' for your first choice, '2' for your second choice and so on, for as many or as few as you wish.

Q.13 If you wanted to get more information on the voting systems and how to vote, where would you go or look to find this information? PROBE Anywhere else?

Pre-coded: Ask friends/family/work colleagues  
Contact my local council  
Contact The Electoral Commission  
Contact the Scottish Executive  
Phone an election helpline  
Search online/on the internet/visit website  
From an information leaflet  
Wait for a canvasser to come to the door  
Get information from television/radio/newspapers  
Ask at the polling station  
Other (Specify)  
Don't know

Q.14a WAVES 1 & 2

At this stage, how likely do you think you are to vote in the Scottish Parliament and local council elections on 3<sup>rd</sup> May? SHOW SCALE WITH ORDER ALTERNATED

Pre-coded: Certain to vote  
Very likely to vote  
Quite likely to vote  
Not very likely to vote  
Certain not to vote  
(Don't know/undecided)

Q.14b WAVE 3 ONLY

Did you in fact manage to vote at the recent Scottish elections?

Pre-coded: Yes; No; Refused to answer

Q.15 – Q.18 ASKED AT WAVES 2 & 3 ONLY

Q.15 I am now going to show you a TV ad. PLAY AD ON SCREEN Have you seen this ad on TV recently?

Pre-coded: Yes; No; Don't know

Q.16 I am now going to play you a radio ad. PLAY AD have you heard this or a similar ad on the radio recently?

Pre-coded: Yes; No; Don't know

Q.17 SHOW PRINT AD ON SCREEN

Have you seen this or a similar ad in newspapers or posters recently?

Pre-coded: Yes; No; Don't know

Q.18 Thinking about all the advertising I have just shown you as part of the same campaign, which of these statements do you think apply to this campaign and how you feel about it? SHOW SCREEN. ORDER OF LIST ROTATED

Pre-coded: Interesting  
Made me think more about voting  
Informative  
Confusing  
Relevant to me  
Told me something new  
Motivating  
Uninspiring  
Unique and different  
(None / Don't know)

Q.19a ASKED AT WAVE 3 ONLY  
HAND OVER LEAFLET TO RESPONDENT  
Have you seen this leaflet before, either delivered to your home or available elsewhere?  
IF YES Did you read it?

Pre-coded: Seen and read  
Seen but did not read  
Not seen  
Don't know

Q.19b IF SEEN AND READ LEAFLET AT Q.19a  
How would you rate that leaflet in terms of the information it provided? SHOW SCREEN

Pre-coded: Very informative and useful  
Quite informative and useful  
Not very informative nor useful  
Not at all informative nor useful

Q.20 Which organisations or bodies were responsible for this advertising? PROBE Anyone else involved?

Pre-coded: Electoral Commission  
Scottish Executive  
(Scottish) Government  
(Scottish) Parliament  
One Scotland  
Other (Specify)  
Don't know

Q.21 ASK ALL  
Have you heard of The Electoral Commission before today?

Pre-coded: Yes; No; Don't know

Q22 IF YES AT Q.21  
Which of these statements do you think best describes The Electoral Commission? SHOW SCREEN

Pre-coded: An independent body separate from Government  
Part of Central Government  
Part of Local Government  
None of these  
(Don't know)

Q.23 IF YES AT Q.21

What do you think the Electoral Commission does? DO NOT PROMPT - PROBE: Anything else?

Pre-coded:      Runs elections (on polling day)  
                     Looks after the Electoral Register  
                     Oversees / monitors elections  
                     Identifies frauds / cheats / impersonators  
                     Makes sure elections are run fairly  
                     Works with political parties  
                     Acts as a watchdog for the election process  
                     Responsible for modernising electoral procedures  
                     Other (Specify)  
                     Monitors political party spending / donations / loans  
                     Don't know

Standard demographics: Sex; Age; SEG; Area.

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