

# Online Voting – Research Findings

YOUNGOV-TBI GLOBALISM STUDY  
NOVEMBER 2020



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**Policy Futures**



## Background

The data in this document is derived from the following question relating to online voting in the YouGov-Cambridge Globalism Project (an extended tracking survey of attitudes spanning 25 of the world's largest countries, produced in collaboration with researchers from the Tony Blair Institute for Global Change, as well as the University of Cambridge and the *Guardian*):

*“Now imagine a possible time in the future, when the coronavirus pandemic has been tackled, and life has become more normal again. From that point onwards... How would you prefer to do each of the following activities? (Please select one option on each row)”*

*Questions: Arranging an appointment to see a doctor, having an initial consultation with a doctor about an unexplained pain in your body, applying for or renewing a passport or other form of government issued ID, paying utility bills, voting in a national election, applying for government benefits*

*Answer options: In person, online, by telephone call, don't know, not applicable*

Note: For survey questions on online voting, there was no data for Saudi Arabia, Thailand or China.

### **Methodology:**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 26,416 adults. Fieldwork was undertaken between 30 July-24 August 2020. The survey was carried out online. The research sample in all countries is drawn from people who signed up to an online panel.



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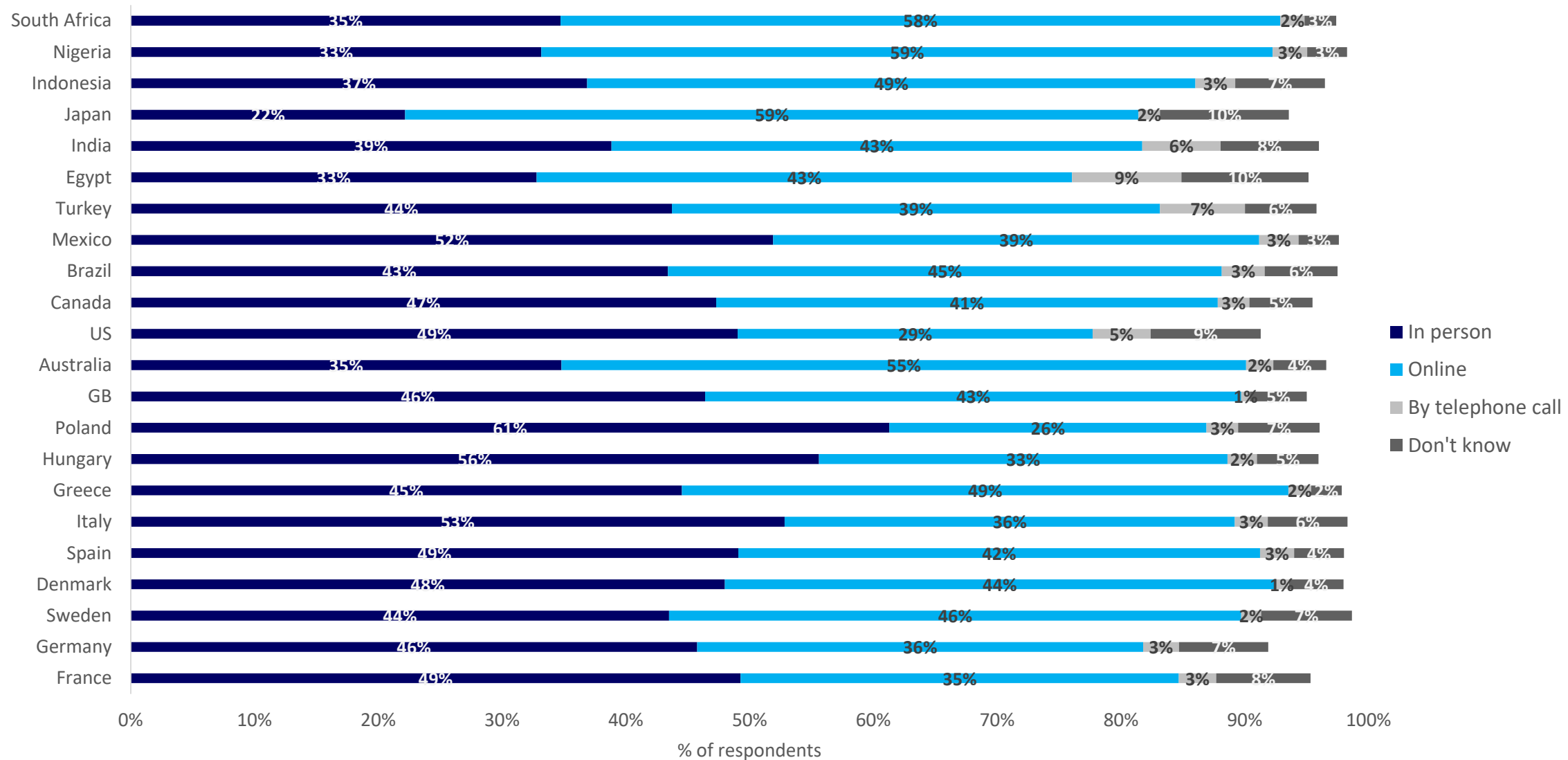
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# Findings

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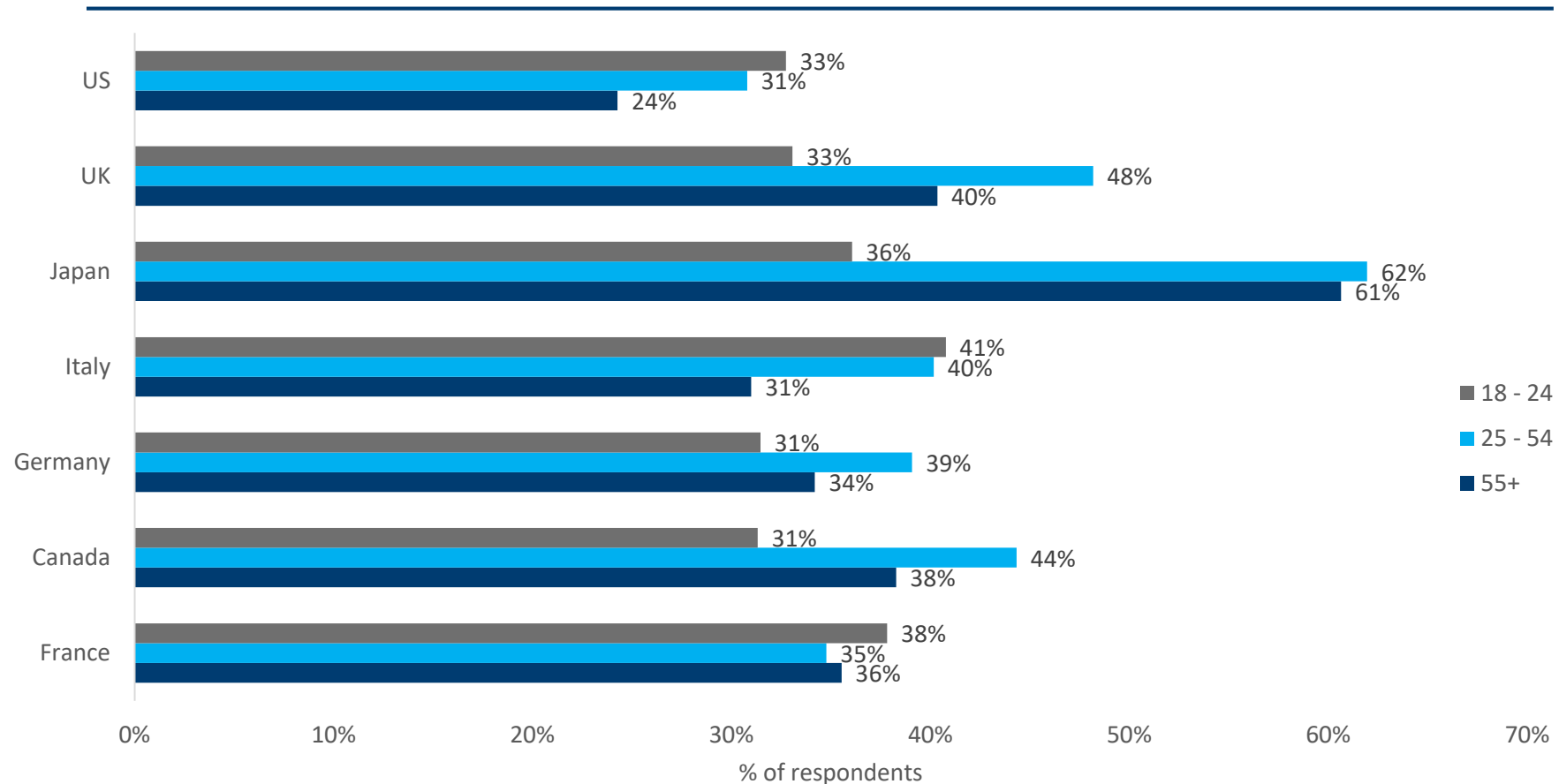
# All countries surveyed for this question expressed an interest in online voting.





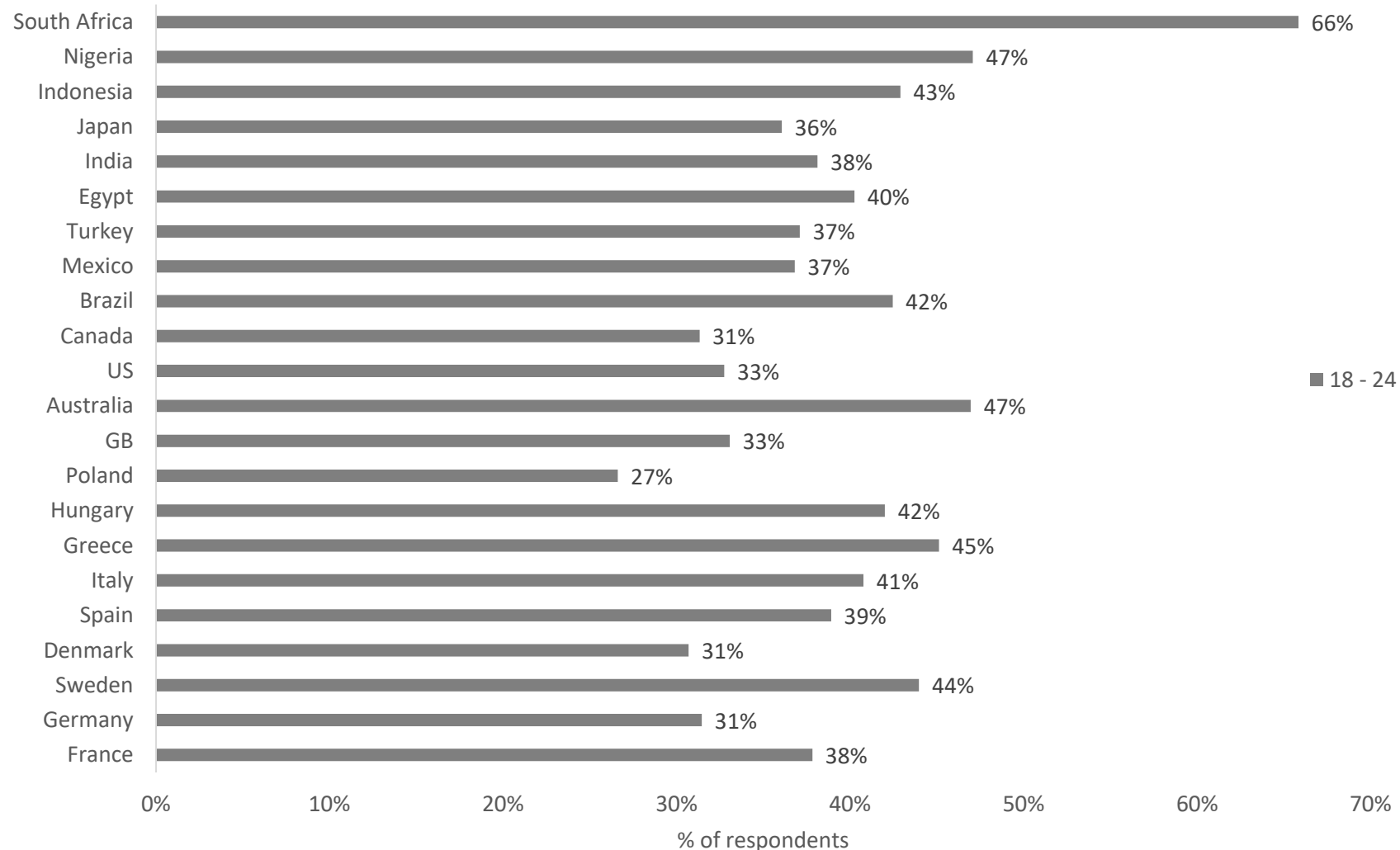
# The youngest and oldest in the UK, Germany, Japan and Canada say they prefer to vote in person, while 24- to 54-year-olds would prefer online voting.

Respondents in the G7 who chose “online voting”, split by age





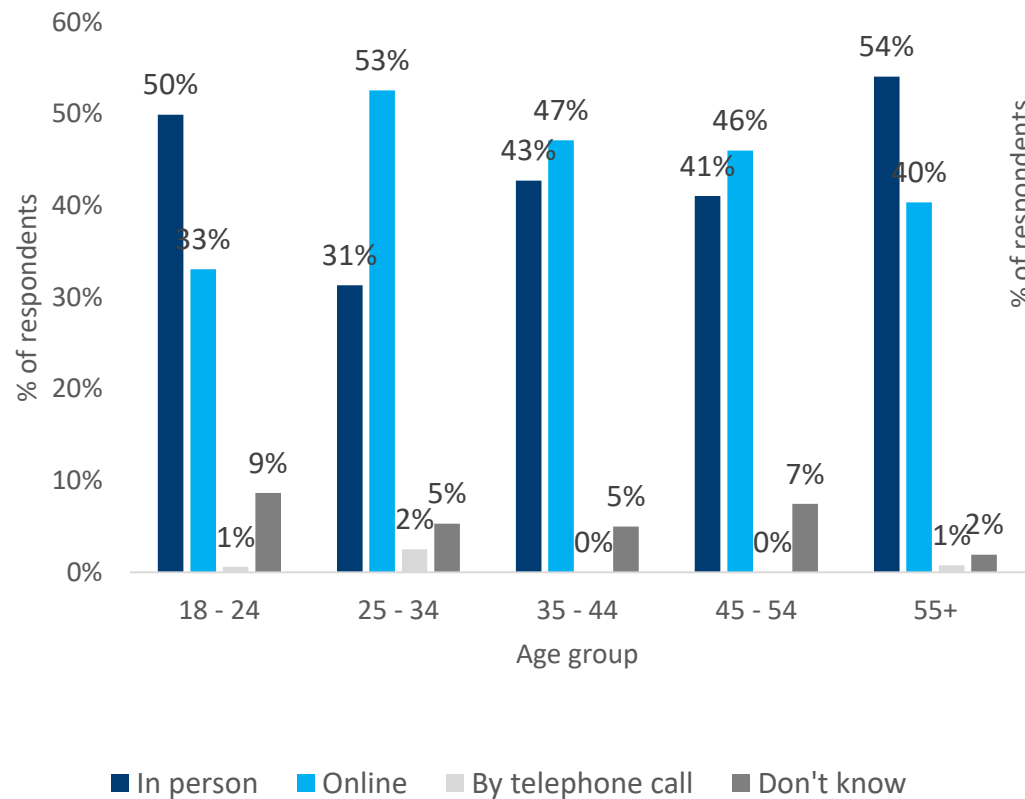
## Despite being slightly lower than other age groups, 18- to 24-year-olds still show an interest in online voting across all countries.



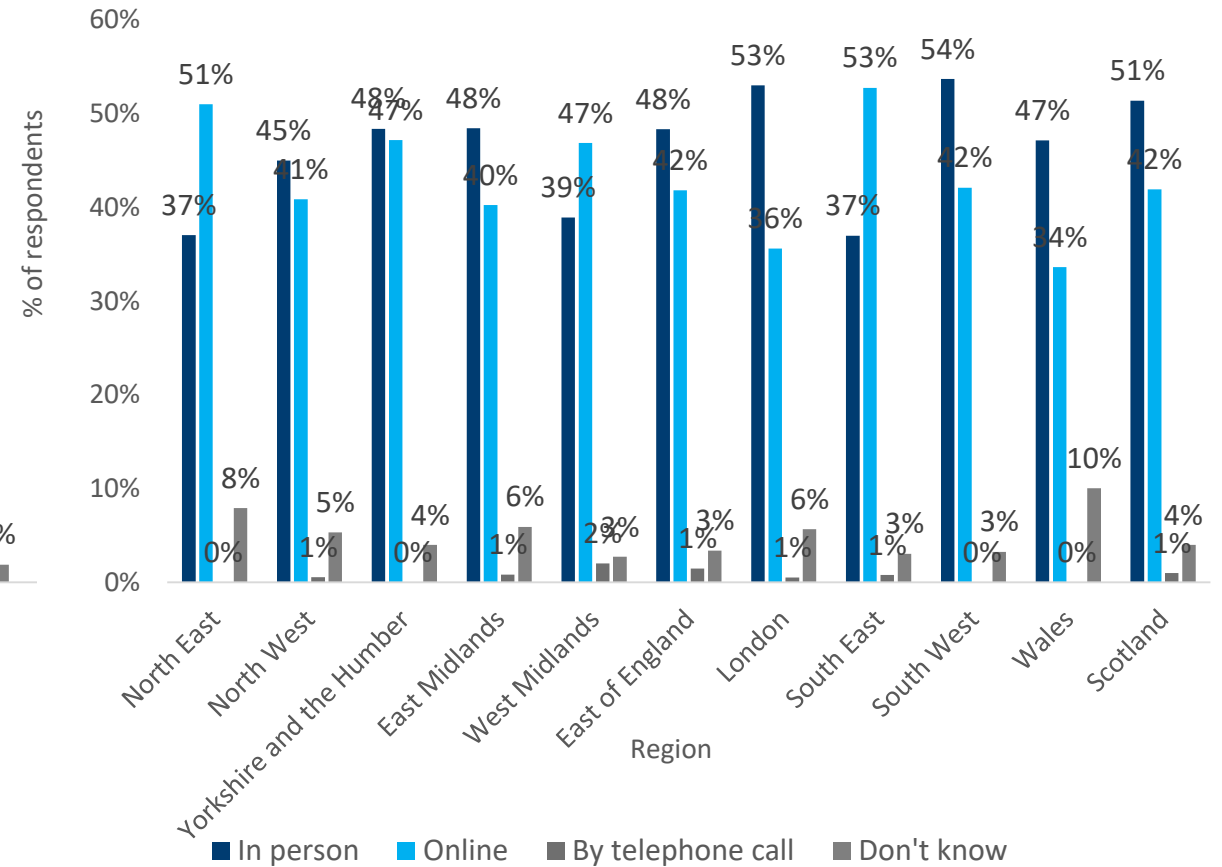


# The UK demographics show that half of 18- to 24-year-olds would prefer to vote in person.

### Voting method preferences, split by age



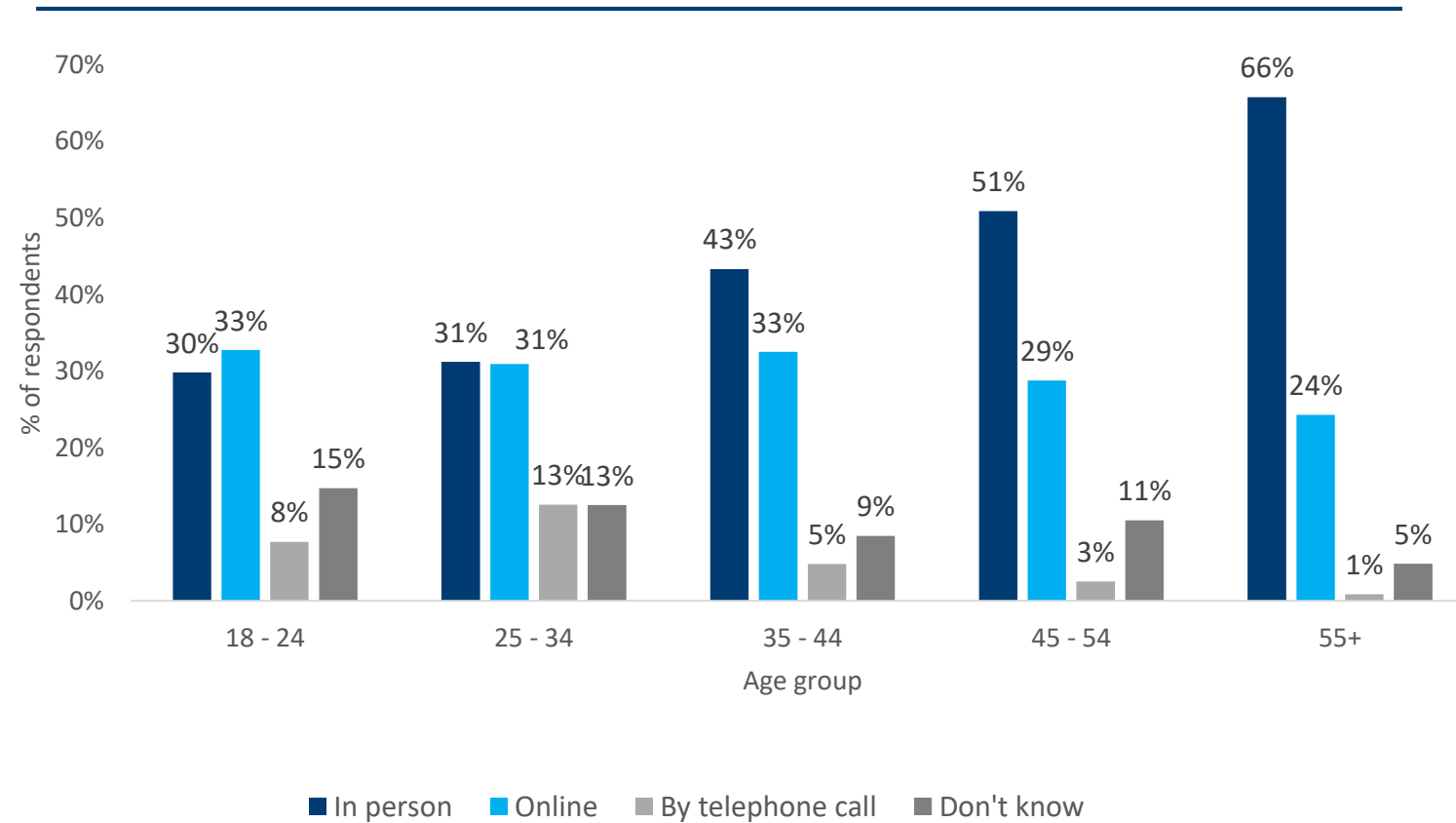
### Voting method preferences across all ages, split by region





# In the US, the preference for in-person voting increases with age.

Voting method preference, split by age

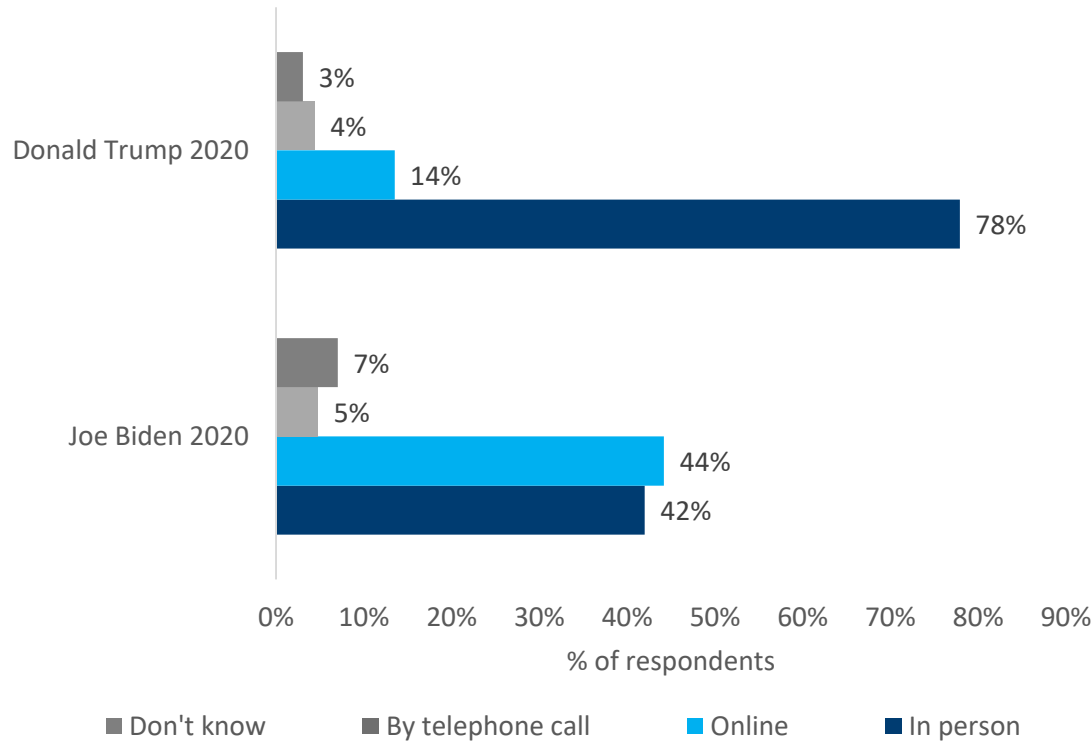




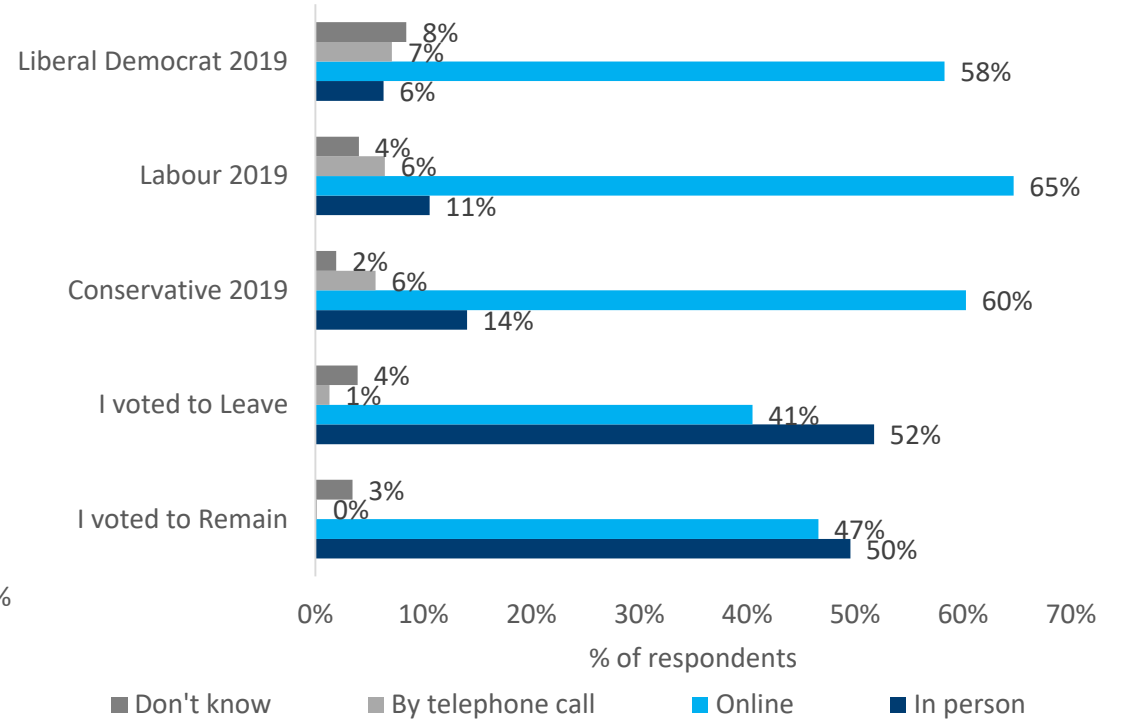


**In the US, prospective Trump supporters would much prefer to vote in person than prospective Biden voters, while there are no significant partisan differences in the UK.**

### US



### UK





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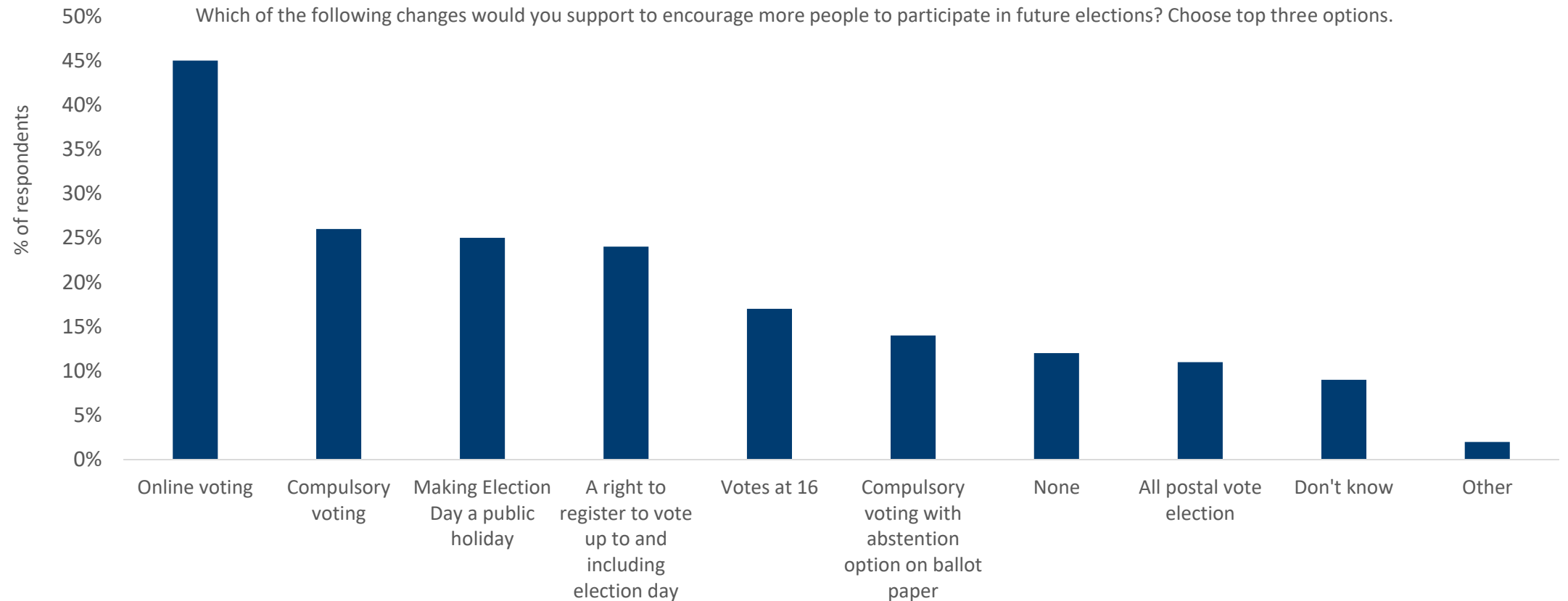
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# Previous Research

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## Before Covid-19, 2014 polls in the UK showed an interest in online voting over other changes to the voting system.



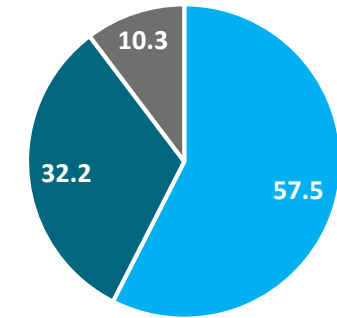
Source: *House of Commons Political and Constitutional Reform Committee 2015*

Sample: 1,123 adults aged 18+ surveyed face to face between 20<sup>th</sup> November and 5<sup>th</sup> December 2014.



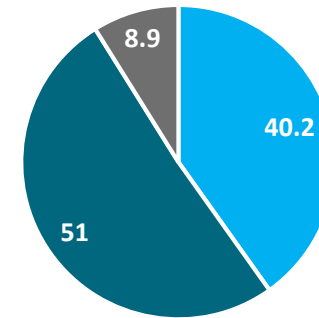
# A majority (57.5%) of adults in the UK thought voters should be able to vote online in 2014.

Should voters be able to cast their vote online?



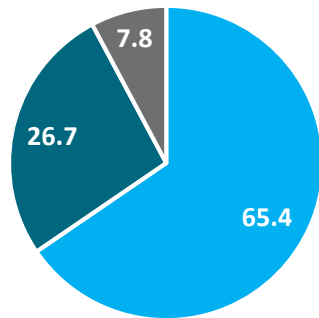
■ Yes ■ No ■ Don't know

Should 16- and 17-year-olds be able to vote in elections?



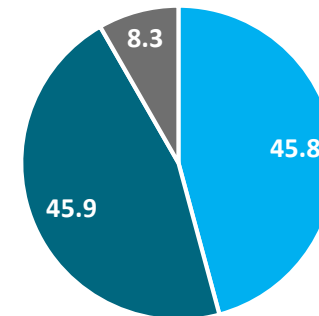
■ Yes ■ No ■ Don't know

Should registering to vote be a legal obligation?



■ Yes ■ No ■ Don't know

Should voting be a legal obligation?



■ Yes ■ No ■ Don't know

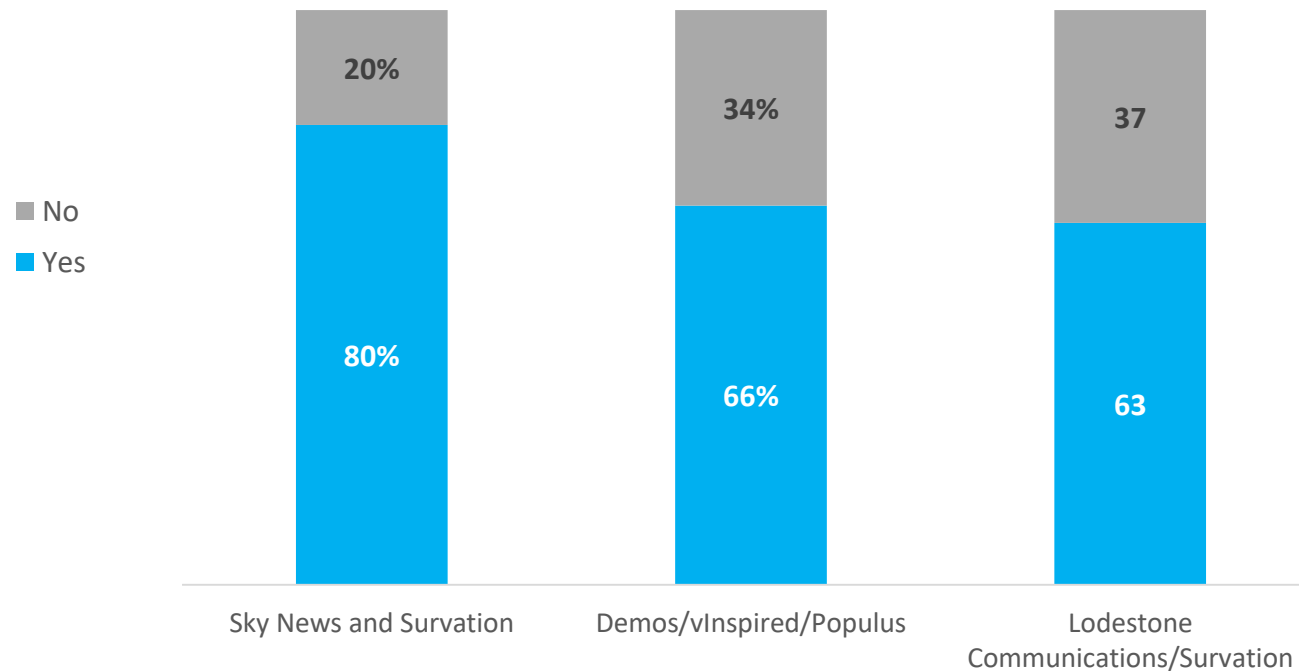
Source: *House of Commons Political and Constitutional Reform Committee 2015*

Sample: Based on data from four surveys hosted by the *Committee*, *Bite the Ballot*, *Unlock Democracy* and *38 Degrees*. Sample size between 16,040 and 16,142 for each question.



## Three separate polls in UK in 2013 and 2014 indicated that young people would be more likely to vote if it could be done online.

If you were able to vote over the internet, would that make you more likely to vote in the next General Election?



Source: [WebRoots Democracy](#)

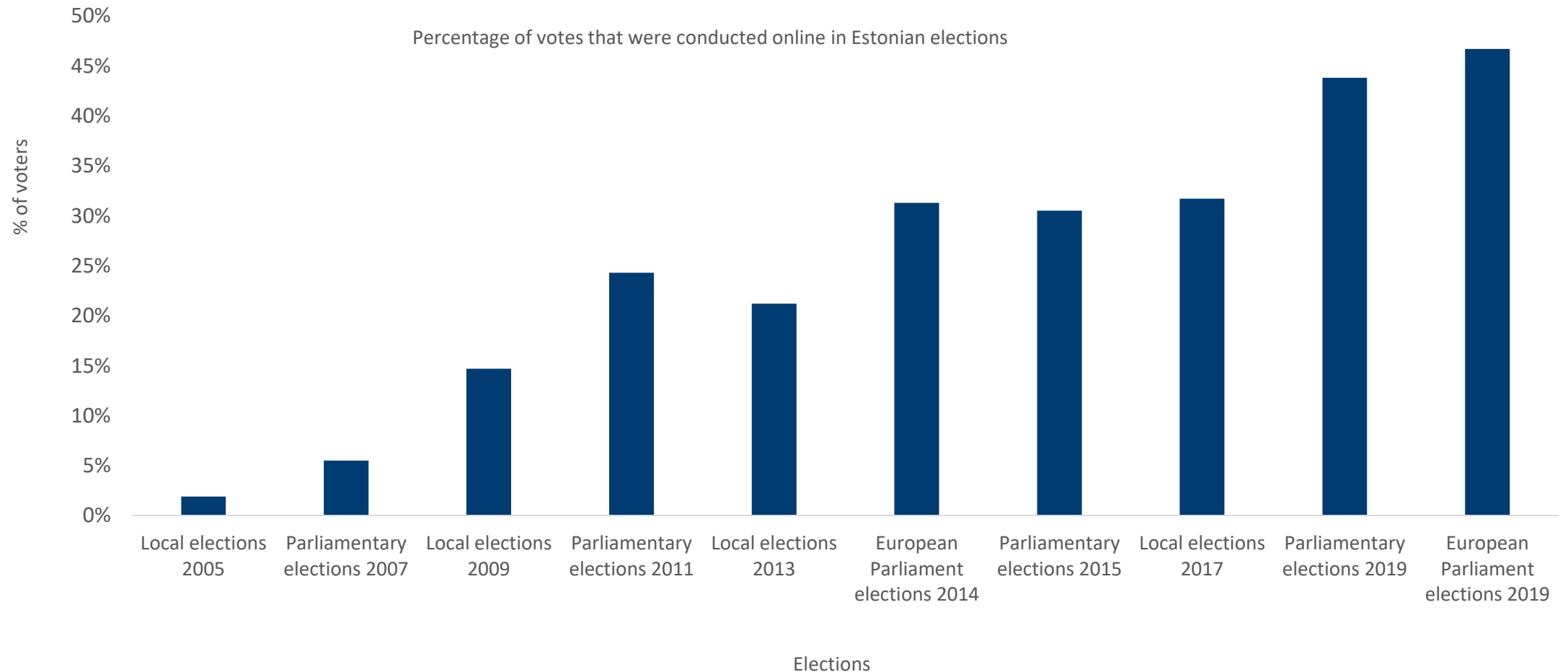
Sky News Sample: 1,003 16-24 year olds surveyed between 21<sup>st</sup> and 26<sup>th</sup> August 2014 in UK.

Demos Sample: 1,004 16-24 year olds between 18<sup>th</sup> August and 7<sup>th</sup> September 2014 in UK.

Lodestone Communications Sample: 2,096 adults from 3-9 September 2013 in UK.



The proportion of voters in Estonia voting online is continuously growing and this method is now used by a plurality (47%).



Source: [Valimised](#)