



An Roinn Tithíochta,
Rialtais Áitiúil agus Oidhreachta
Department of Housing,
Local Government and Heritage

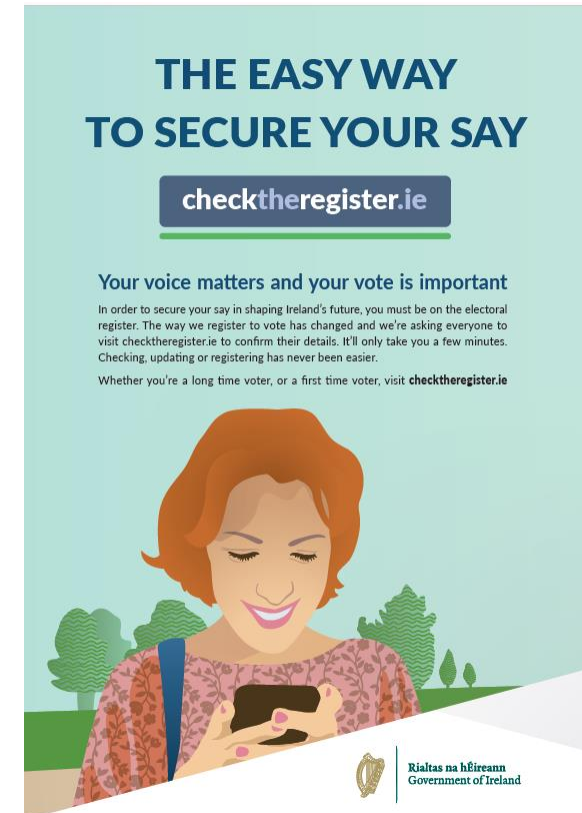
Awareness campaign Checktheregister.ie Forms

Ruth Murray, Electoral Registration Modernisation
Project (ERMP)

23/25 February 2023



Awareness campaign



Campaign summary- “The easy way to secure your say”

- Main campaign 7th November to 2nd December
- Large scale/National focus
- Evergreen
- Two aims
 - Inform the public- “the way we register to vote is changing”
 - Call to action – “ we’re asking everyone to visit checktheregister.ie- long-time voters and those who wish to register for the first time”
- Objective- to encourage the public to update their details on CTR or register for the first time

Campaign platforms and message



- TV (led), Radio, including regional radio, Social media, digital advertising; limited national newspaper, out of home billboards, posters

- Your voice matters and your vote is important.
- Long time voter?
- First time voter?
- **Checktheregister.ie**
- **The easy way to secure your say**

TV and Radio campaigns

TV

Various channels and programme types:

- News
- Sport
- Soaps
- Reality TV
- Documentaries
- Movies
- Entertainment



Radio

RTE Radio 1	Spin(s)
Today FM	LMFM
Irish	Q102
RTE 2FM	RTE
RnG	WLR
Classic Cork	more...

Advert



Irish language



- Significant part of the campaign was in Irish and through Irish language media
- Includes TG4, Radio adverts
- 5% purchasing – TG4
- 20% being met across all channels
- Around 33% of posters in Irish

As gaeilge



Which TV programmes?

Cainéal teilifíse	Lá	Am	Clár
TG4	MON	2024	GAA 20221
TG4	TUE	1121	THE WONDE5
TG4	TUE	1442	SHARK TAN2
TG4	WED	2027	R ALTA AG6
TG4	THU	1927	NUACHT T77
TG4	FRI	1942	THE GEANS3
TG4	SAT	1419	R SA BEO3
TG4	SUN	1613	GAA BEO 51
TG4	MON	1402	HART TO H5
TG4	THU	1456	SHARK TAN2
TG4	FRI	2057	UIMHIR 61
TG4	SAT	1017	GAA 20221
TG4	SAT	2122	DORN LA O1
TG4	SUN	1455	GAA BEO 51

Station	Day	Time	Programme
RTE1	MON	2335	MONDAY NIGHT LIVE
RTE1	TUE	1719	TODAY
RTE2	TUE	1827	SHORTLAND STREET
RTE1	TUE	1837	RTE NEWS : SIX ONE
RTE1	TUE	2210	PRIME TIME
RTE1	WED	1544	TODAY
RTE1	WED	1739	TODAY
RTE1	WED	1820	RTE NEWS : SIX ONE
RTE2	THU	1840	HOME AND AWAY
RTE2	SAT	809	RUGBY WORLD CUP FINAL
RTE1	SAT	1757	RTE NEWS WITH SIGNING
RTE2	SAT	2055	SATURDAY GAA LIVE
RTE1	SUN	2042	PAT SHORTTS ENTERTAINMENT FROM D'TELLY
RTE2	SUN	2234	FILM: JAWS (R)
RTE1	SUN	2441	THE WEEK IN POLITICS
RTE1	TUE	1757	RTE NEWS WITH SIGNING
RTE2	TUE	1856	HOME AND AWAY
RTE1	WED	1739	TODAY
VMONE	MON	726	IRELAND AM BREAKFAST TELEVISIO
VMFOUR	MON	743	CHASE THE
VMTWO	MON	854	PETER ANDRES 60 MINUTE MAKEOVER
VMTHREE	MON	2241	CORONATION STREET
VMONE	MON	2306	TONIGHT SHOW THE
VMFOUR	MON	2322	JUDGE RINDER
VMTHREE	TUE	2018	HEARTBEAT
VMTWO	TUE	2046	CELEBRITY CHASE THE
VMONE	TUE	2108	HEATHROW
VMTWO	WED	1819	CHASE THE
VMTHREE	WED	1851	INSPECTOR MORSE
VMONE	WED	1911	NEWS AT 7
VMONE	WED	2011	CORONATION STREET

Digital and social media

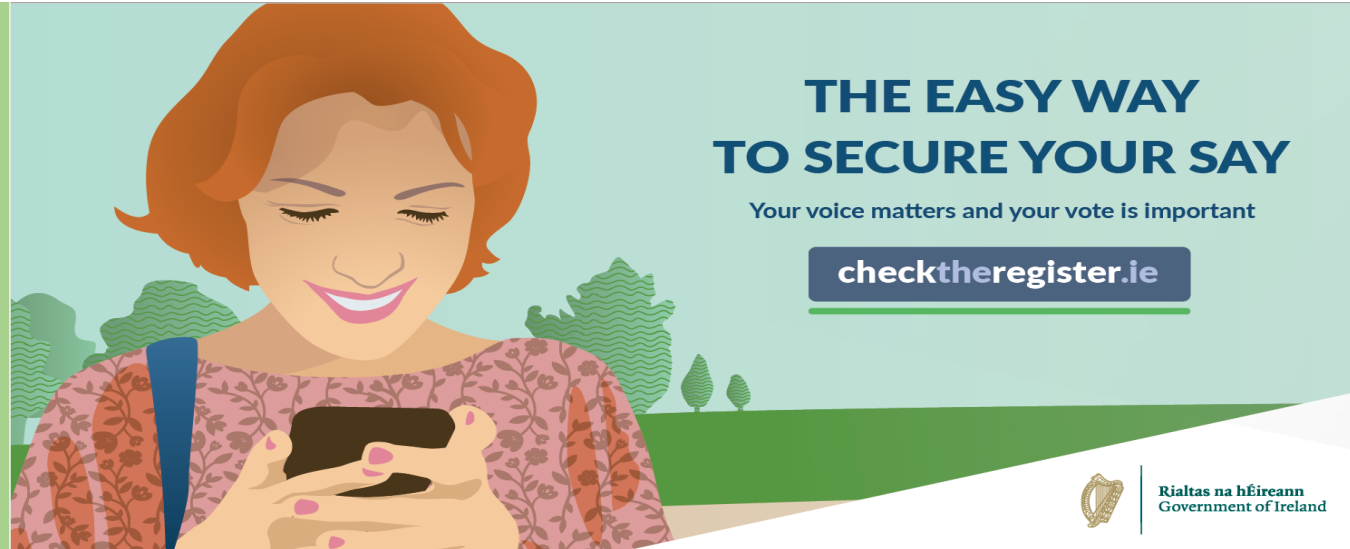
Digital media- more than 3,500 clicks (programmatic, youtube)

- 1,000 engagements on META
- Campaign reached 29% of audience in the first week of being live on meta
- 3,000 engagements with twitter
- Campaign reached 23% of audience in the first week of being live on twitter
- Waiting on final report

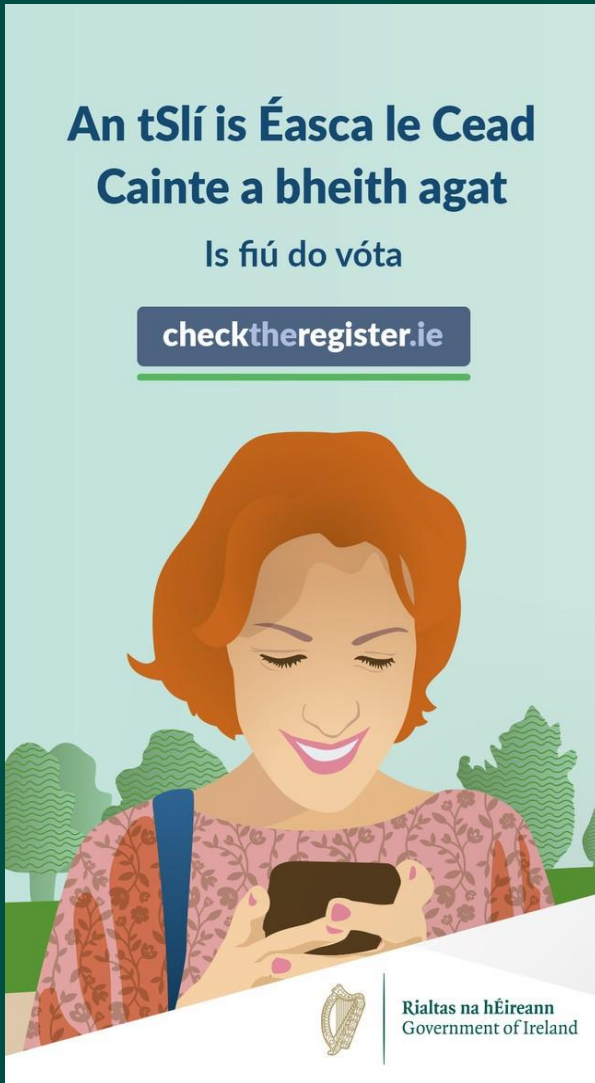


Out of Home-Billboards, Bus shelters

- Digital and Static
- Mix of sizes
- High footfall
- Countrywide



- Dundalk, Shannon, Tuam, Aungier Street, Artane, Whitewater shopping Centre, Supervalu- Greystones, Mahon Point, John's street- Limerick, Lough Atalia Road, Lombard Street- Waterford, Mullingar, Tralee, Castlerea, Manorhamilton, Roscommon, Carlow, Virginia, Longford.....



Posters

Address	Number of locations	English	Irish	Total
Ministers/Ministers of State/TDs	1	1,600	800	2,400
Local Authorities	31	2,570	1,250	3,820
NYC Organisations	54	515	337	852
Students Unions	72	1,437	710	2,147
Other Organisations	12	120	60	180
Department	1	25	25	50
Total	171	6,267	3,182	9,449

Other engagement



- Information sessions
- National Youth Council
- USI
- Department's social media
- Citizen's Information

Was it a success?

- CTR went live 13th October
- Settling in period 13th October to 7th November
- No. of total applications (New and Update) from 13th Oct to 6th November (pre-campaign) = 2,559
- No. of total applications (New and Update) between 7th November and 3rd December (Campaign period) = 35,347
- Applications have levelled off post campaign

Your voice matters and your vote is important

checktheregister.ie

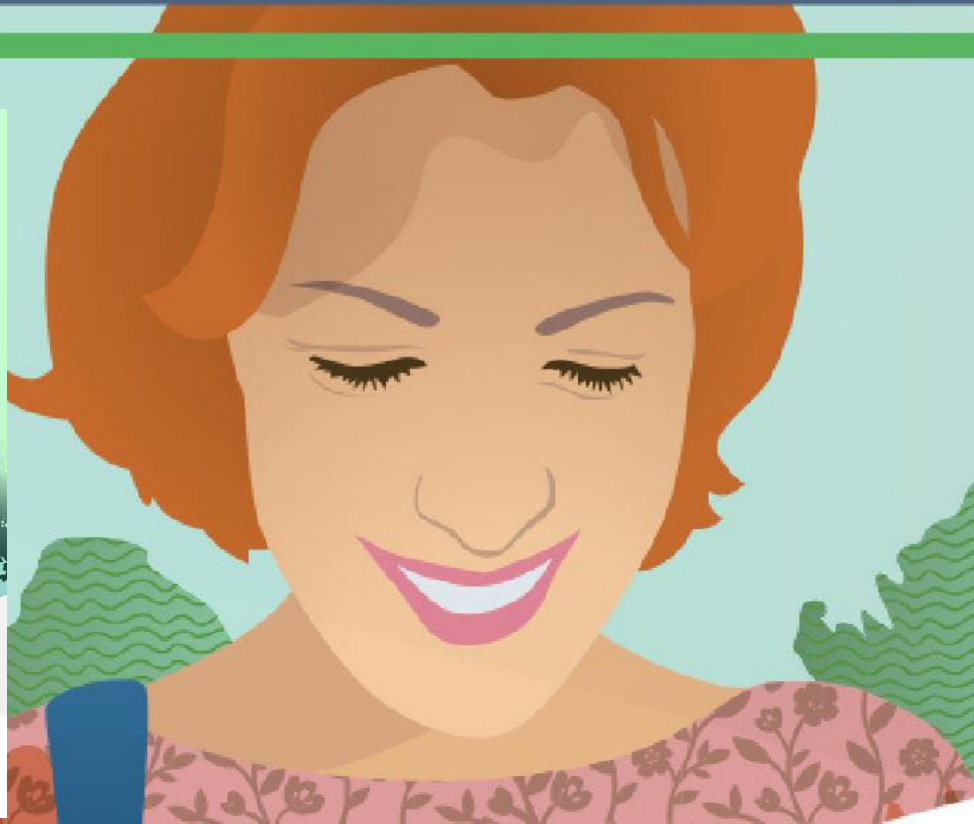
THE EASY WAY TO SECURE YOUR SAY

Your voice matters and
your vote is important

checktheregister.ie



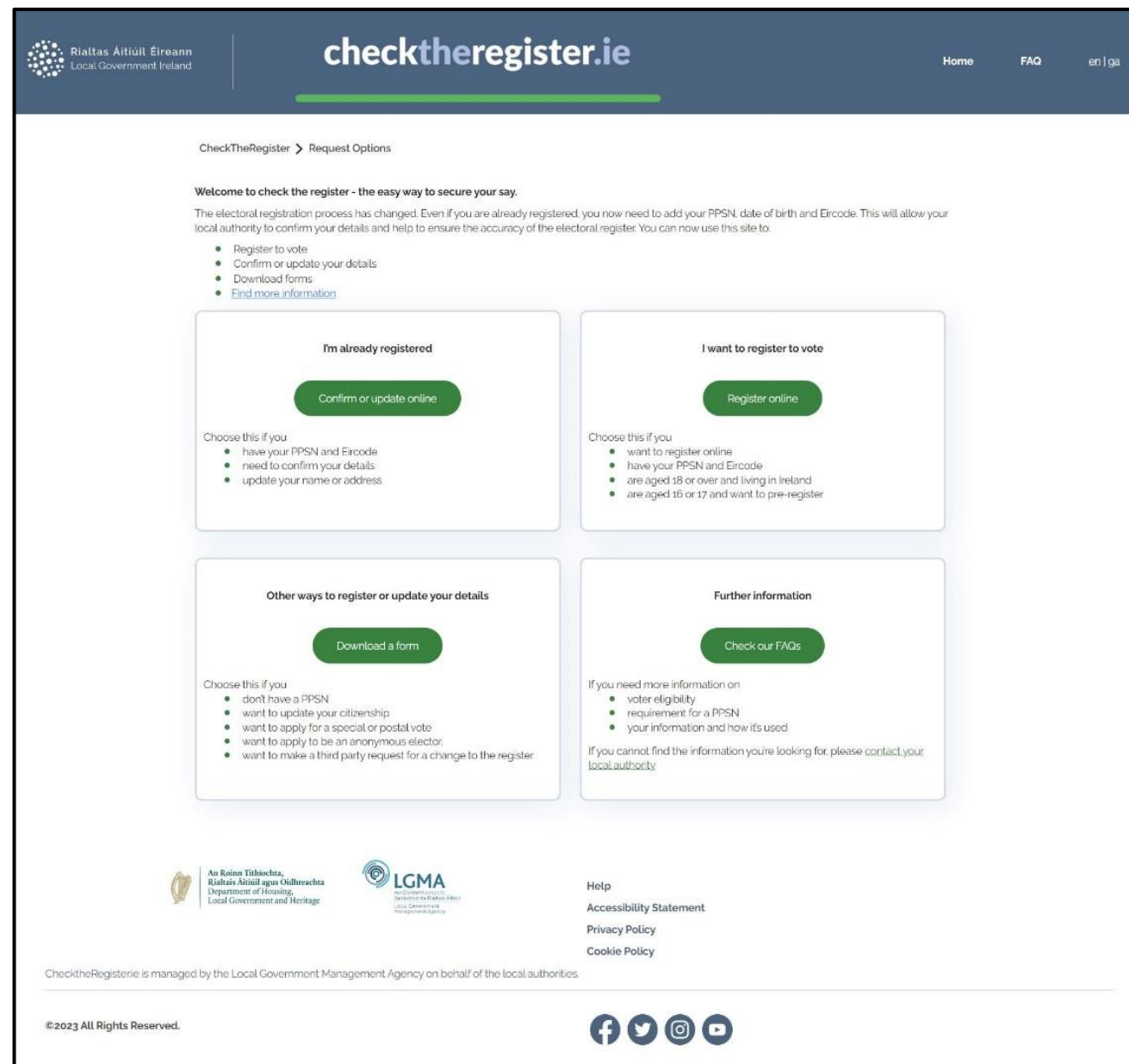
Rialtas na hÉireann
Government of Ireland



Checktheregister.ie

Seiceáil an clár.ie

- Register to vote
- Add PPSN, DOB and Eircode
- Update name and address
- Download forms



Overall Performance

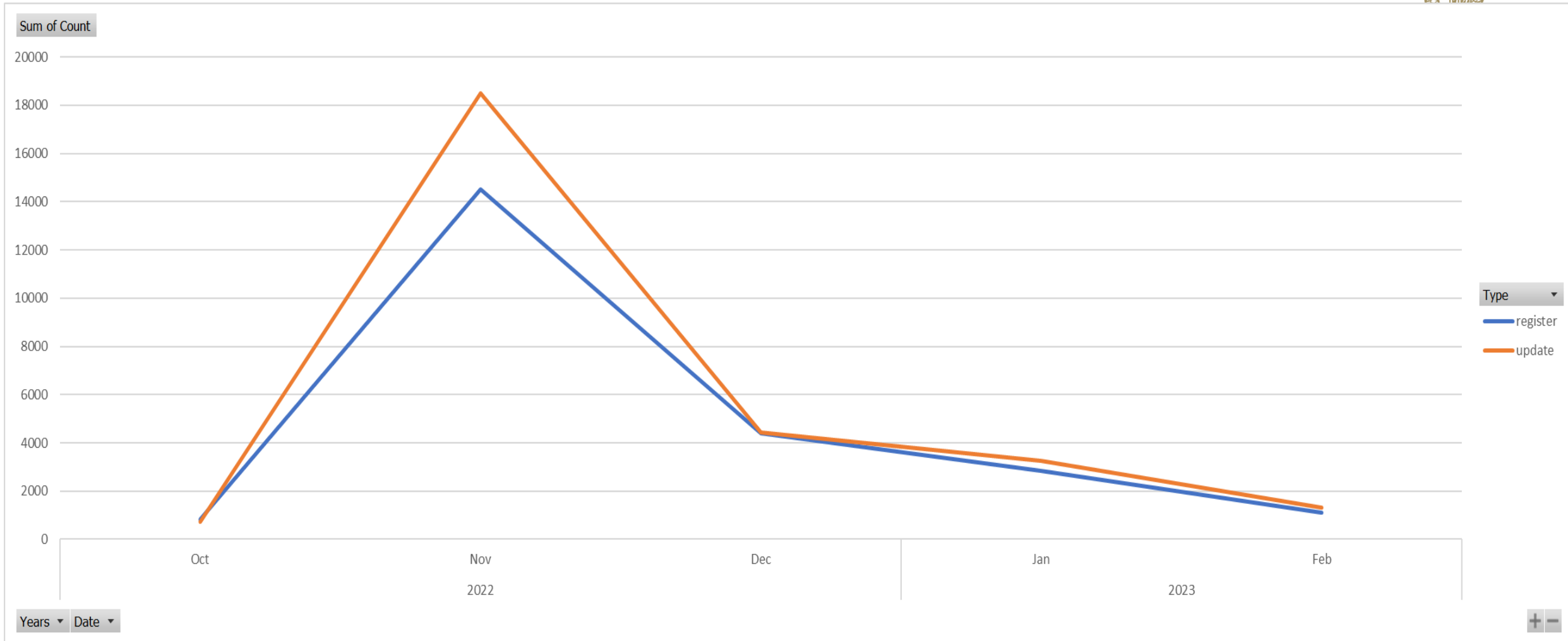


Since launch:

- New version of checktheregister.ie launched on 13th October.

Applications to date		
New registrations	Update of details	Total
24,085	28,650	52,735

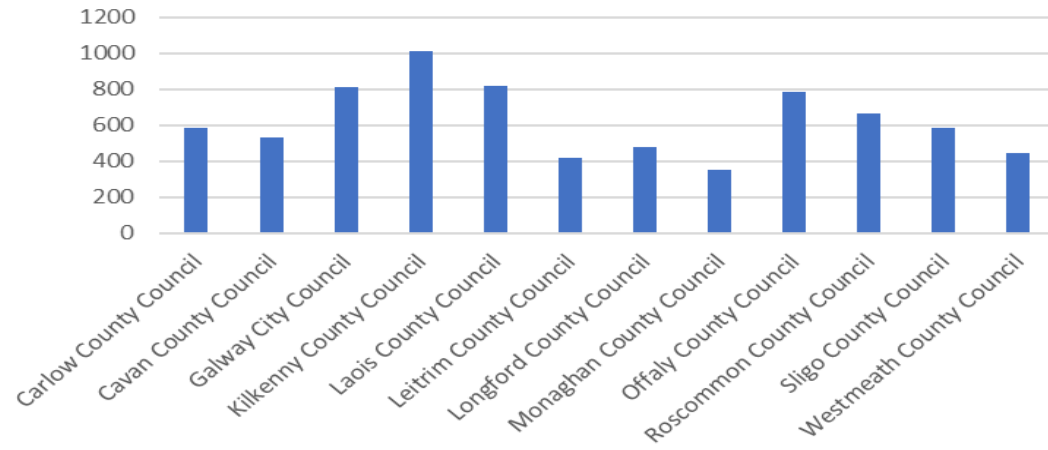
Overall Performance



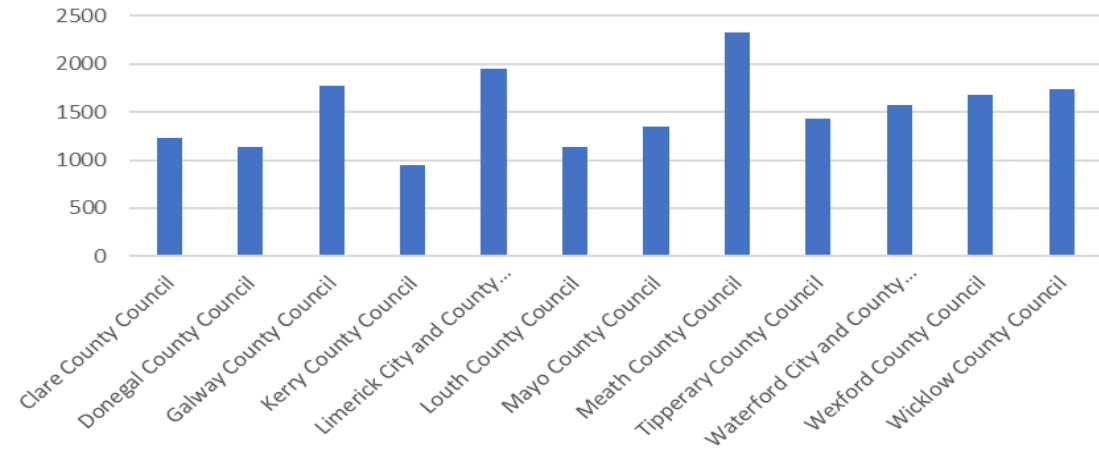
LA Application Rates



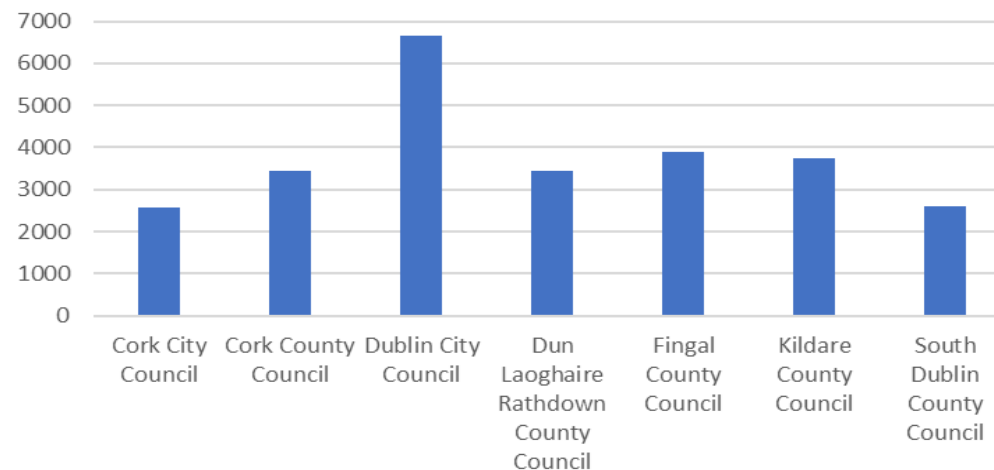
Total Applications - Smaller LAs



Total Applications - Medium LAs



Total Applications - Large LAs



Other stats- Google analytics (CTR)



- Google search (organic/unpaid) accounted for the highest volume of traffic (most budget was on offline media (radio, TV, outdoor))
- Citizensinformation.ie played an important role
- Instagram was the best performing of the social channels and TikTok did not perform as well (but didn't have as much budget so aligns to that)
- Significant difference in web traffic when the campaign was running
- Geography wise – it's fairly broadly representative
- Privacy policy means we can't collect demographic data (age etc)
- **81% of users used mobile phones, 17% desktop and remainder tablets over 90 days**

Forms



Main forms

- ERF1 – “the paper form”
- Third party requests
- 11(7) no address
- Anonymous electors
- Postal (illness or disability)
- Special Vote

Other PV forms

- PV work/study
- Prisoners
- Defence forces
- Diplomats
- An Garda Síochána
- Electoral staff (S.99)

ERF1

Most people will only ever need this form:



- Register to vote 16/17/18+
- Update name, address, nationality*
- With PPSN – one page
- Without – two pages – add certification

*nationality change requires supporting documentation

Register of Electors

Register to vote or update details.

It's easier online!
The easiest way for you to register to vote or update your details is online.
www.checktheregister.ie



To process your application, we need to gather some personal information about you. We tell you how and why we use your personal information on pages 3 and 4. Please read this information to help you fill out this form.

Please complete this form in **BLOCK CAPITALS**

1 Your details

First name	<input type="text"/>	
Surname	<input type="text"/>	
Previous name (if this applies)	<input type="text"/>	If you were registered before but have since changed your name.
PPSN	<input type="text"/>	If no PPSN, complete page 2.
Date of birth	<input type="text"/>	You can complete this form from the age of 16 but you must be 18 to vote.
Phone number	<input type="text"/>	
Email address	<input type="text"/>	If updating your nationality, please write in your previous nationality and include a photocopy of your new passport (photo page) or a copy of your certificate of naturalisation.
Nationality	<input type="text"/>	
Previous nationality (if this applies)	<input type="text"/>	
Address	<input type="text"/>	Where you live now.
	<input type="text"/>	
	<input type="text"/>	
Eircode	<input type="text"/>	
Previous address (if this applies)	<input type="text"/>	If you were registered before but have since changed your address.
	<input type="text"/>	
Eircode	<input type="text"/>	

2 Sign here and post to your local authority

I believe that to the best of my knowledge the information I have provided:

- > is truthful, and
- > complete.

I understand that it is a legal offence under electoral law to knowingly give false or misleading information to a local authority.

Signature Date

checktheregister.ie Page 1 of 4 Form ERF1

Third party claims/requests



Similar to previous process but some important changes:

- Introduction of “reasonable grounds”
- Submit to the registration authority
- RA may “make such inquiries as it considers necessary to satisfy itself as to the correctness of the information in the claim” and “determine what action, if any, it should take in respect of the claim”
- Requirement to inform the claimant and any person who may be affected by any proposed action
- Only affected person has right of appeal.

Register of Electors

Third party request to amend the register

It's easier online!
The easiest way for you to register to vote or update your details is online.
www.checktheregister.ie



Use this form if you have reasonable grounds to believe that an entry in the register about another person is inaccurate. The local authority will consider your request and decide what, if any, action to take.

Please complete this form in BLOCK CAPITALS

1 Your details

First name

Surname

Phone number

Address

Eircode

2 Details relevant to your request

Use this section to provide details in relation to your request. For example if you are notifying the local authority about a person who has died, you can include their name and address. If you know their date of birth or PPSN, providing it will allow the local authority to confirm the details with An t'Árd Chláraitheoir, the General Registrar.

Name of person (if this applies)

Address (if this applies)

Eircode

Reason for request and any other relevant information the local authority might need.

3 Sign here:

I believe that to the best of my knowledge the information I have provided:

- > is truthful, and
- > complete.

I understand that it is a legal offence under electoral law to knowingly give false or misleading information to a local authority.

Signature

Date

checktheregister.ie Page 1 of 2 Form TPCI

Third party requests – how will it work?



- Claims can be submitted by any person with reasonable grounds to believe an amendment is required.
- Local authority will consider the request and take such action, if any, it considers appropriate

Removals

- If deceased – action
- If not – 3 attempts

Additions

- Contact individuals
- Provide forms, information

Amendment

- Substantive
- Non-substantive

What are we doing now?

Forms

- Fillable
- Accessible
- Engagement with relevant agencies on use of NFA and anonymous forms
- Procurement underway for print runs of posters, forms, leaflets & flyers

CTR

- Accessibility audit
- Improved user experience

What are we doing now...cont'd?

Electoral register data

- Working with registration authorities on the electoral registers, looking at ways to remove duplicates, looking at standardising some information, for example Street, St., Avenue, Ave, Av.

New Campaign

- Based on existing campaign but scope to broaden/refine target audiences, for example older people, younger people, greater diversity and inclusivity
- Flyers
- More languages

Campaign Flyers



THE EASY WAY TO SECURE YOUR SAY

Do you want to vote? You must register to do so.
Moved address? You must update your registration.
Now most people can register online!
Join the register or update your details on

checktheregister.ie

If you cannot access this information online, please
email register@kildarecoco.ie, phone **045 980 201** or visit:

Kildare County Council
Áras Chill Dara
Devoy Park
Naas
Co Kildare
W91X77F

Athy Customer Service Point
Rathstewart
Monasterevan Road
Athy
Co. Kildare
R14 Y163

**Hard copy forms
are also available in:**
Local Libraries
Garda Stations
Post Offices





Comhairle Contae Chill Dara
Kildare County Council



Rialtas na hÉireann
Government of Ireland

The registration process has changed. What's different?

- **Registering to vote for the first time is now possible online at www.checktheregister.ie**
Use of PPSNs facilitates identity checking meaning that now, most people won't have to visit a Garda station to have forms witnessed.
- **16- and 17-year-olds will be able to pre-register to vote**
Introduction of a pending electors list enables those 16 and 17 to pre-register and be automatically registered when they turn 18.
- **You must be living full time in the State to be eligible to vote**
We will ask you your nationality in your application as this may affect which elections you can vote in.

An Irish citizen	You are eligible to vote in all elections and referendums
An EU citizen	You are eligible to vote in European and local elections
A British citizen	You are eligible to vote in Dáil and local elections
All other	You are eligible to vote in local elections

Want to register to vote?

Apply at www.checktheregister.ie Choose this if you:

- Have your PPSN and Eircode available
- Are aged 18 or over and living in Ireland
- Are aged 16 or 17 and want to pre-register

Some cases require a form

Select www.checktheregister.ie/en-IE/forms Choose this if you:

- Don't have a PPSN
- Want to update your citizenship
- Want to apply for a special or postal vote
- Want to make a third-party request for a change to the register

Already registered but need to update details?

Select www.checktheregister.ie/en-IE/search Choose this if you:

- Have your PPSN and Eircode
- Need to confirm your details
- Need to update your address

What are we doing now..cont'd again?

Asking for your help!

- Hugely important role in talking to your communities
- Helping your executive by letting them know re issues you encounter
- Suggestions/feedback for us?

Email: registerreform@housing.gov.ie



Questions

Thank you