

6. Making sure electoral law is fair and effective in Wales | Electoral Commission Search

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happens. Continuing to provide expert advice on the practicability and impact of any changes which could be made to improve the electoral system We want to maintain high levels of public confidence in the electoral process, including perceptions of the legitimacy of the results. We will continue to research public attitudes to understand how the electoral system could be improved to meet voters' needs. We will also continue to conduct research on the delivery of and participation in elections and referendums, and use this research to identify reforms to electoral law and process that would improve them. We will continue to support governments to successfully implement changes to electoral law, and will provide evidence-based recommendations, expertise and practical advice. Technological advances in digital campaigning bring new challenges, and we know that lack of transparency is already a concern for voters. Results from our 2021 public opinion tracking survey show that 33% of people in Wales disagree that they can find out who has produced the political information they see online (37% UK wide). And, 37% are concerned about how or why online political ads are targeted at them (40% UK wide). We will therefore continue support to the Welsh Government and other UK governments to implement our recommendations on digital campaigning, while encouraging further improvements.

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