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## Voter and non-voter survey report

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# Executive Summary

## Background and method

The Electoral Commission commissioned Colmar Brunton to conduct a survey with voters and non-voters in 2011. Similar surveys were conducted on behalf of the Chief Electoral Office in 2002, 2005, and 2008. The primary objectives of the survey are to:

- ascertain voter satisfaction with the services the Electoral Commission provides, and to
- understand what the barriers to voting are, and how to address these for each identified population group.
- The 2011 survey also included a further objective which was to ascertain levels of understanding about the Referendum on the voting system.

The research involved a telephone survey with voters and non-voters, with a boosted sample for those aged 18-24 and Māori. Face-to-face surveys were conducted to boost the number of interviews conducted with Pacific and Asian respondents. A separate report will be produced for disabled respondents.

1,097 interviews were conducted with voters (giving a maximum margin of error of +/- 3.0%). 272 interviews were conducted with non-voters (giving a maximum margin of error of +/- 5.9%).

Significant changes since 2008 are highlighted in this summary and the main report where relevant.

## Knowledge of the Referendum

The Electoral Commission commissioned a separate survey about knowledge of the Referendum in May 2011 before the Electoral Commission's Referendum information campaign was launched. Some of the same questions about knowledge of the Referendum were repeated in the post-election survey of voters and non-voters (reported here). Although most of this report is divided into separate sections for voters and non-voters, questions on the Referendum combine both voters and non-voters so that results can be compared with the May 2011 survey.

### Awareness and confidence

- In total 87% of respondents were aware that the Referendum was going to occur. This compares with 45% of respondents in May 2011 (before the Electoral Commission's Referendum information campaign began). Voters were more likely to be aware of the Referendum (93%), whereas non-voters were less likely to be aware of the Referendum (66%).
- 65% of those aware of the Referendum said they knew 'a lot' or 'a moderate amount' about the Referendum. This equates to 57% of the general public (including those who were unaware of the Referendum). Knowledge was higher among voters who were aware of the Referendum (72% vs. 32% of non-voters aware of the Referendum).
- 77% of those aware of the Referendum felt either 'very confident' or 'fairly confident' about making a decision in the Referendum. This equates to 67% of the general public (including those who were unaware of the Referendum). Voters who were aware of the Referendum were more likely to be 'very confident' or 'fairly confident' compared to non-voters who were aware of the Referendum (81% vs. 57%).

### Knowledge of the Referendum questions and options

- Respondents who were aware of the Referendum were asked if they knew that the Referendum would ask about keeping the present MMP voting system or not. In total 82% of those aware of the Referendum said they knew this. This equates to 71% of the general public (including those who were unaware of the Referendum). Voters who were aware of the Referendum were more likely to say they knew this, compared to non-voters who were aware of the Referendum (84% vs. 67%).
- Respondents who were aware of the Referendum were asked if they knew that the Referendum would ask what voting system they prefer. In total 82% of those aware of the Referendum said they knew this. This equates to 72% of the general public (including those who were unaware of the Referendum). Voters who were aware of the Referendum were more likely to say they knew this, compared to non-voters who were aware of the Referendum (84% vs. 71%).
- Respondents who were aware of the Referendum were asked if they had heard what alternative voting systems would be listed in the Referendum. In total 58% of those aware of the Referendum (or 51% of the general public) could spontaneously mention at least one of the voting systems listed in the Referendum. Voters who were aware of the Referendum were more likely to be able to name one or more of the voting systems, compared to non-voters who were aware of the Referendum (65% vs. 26%).

### Knowledge of the consequences

- Respondents who were aware of the Referendum were asked if they knew that if most people voted to keep MMP, that there would be an independent review of the way it works. In total 60% of those aware of the Referendum said they knew this. This equates to 53% of the general public (including those who were unaware of the Referendum). Voters who were aware of the Referendum were more likely to say they knew this, compared to non-voters who were aware of the Referendum (63% vs. 45%).
- Respondents who were aware of the Referendum were asked if they knew that if most people voted for a change of system, Parliament would then decide if there would be another Referendum to choose between MMP and the most popular alternative. In total 76% of those aware of the Referendum said they knew this. This equates to 66% of the general public (including those who were unaware of the Referendum). Voters who were aware of the Referendum were more likely to say they knew this (81% vs. 52% of non-voters who were aware of the Referendum).

## Voting behaviour

- 9% of voters, and 22% of non-voters, said the 2011 General Election was the first one they had been eligible to vote in. Likewise, 74% of young voters, and 60% of young non-voters, said this was their first Election in which they could vote. The proportion of non-voters that were eligible to vote for the first time has increased since 2008 (from 15% to 22%).
- Nearly all (96%) voters in the 2011 General Election who were also eligible to vote in the 2008 General Election said they voted in both Elections. 60% of non-voters (in the 2011 Election) who were eligible to vote in the 2008 Election said they voted in the 2008 Election.
- The majority of voters said they vote in every General Election (76%), with the remainder voting in most (19%) or some (5%) General Elections. Conversely, 42% of non-voters said they vote in most General Elections, with 29% voting in some and 28% not having voted in any General Election.

- 16% of voters voted in advance of Election Day – this has increased from 9% in 2008<sup>1</sup>. Around two-thirds (63%) of non-voters were aware that they could cast their vote before Election Day (this is similar to the 2008 finding).
- 59% of non-voters who were unaware of the option to vote in advance said they would have voted if they had known about this option (this is similar to the 2008 finding).
- 5% of voters cast a special vote<sup>2</sup>.

## EasyVote pack

- Virtually all (96%) voters, and 77% of non-voters, recalled receiving the EasyVote pack. The proportion of voters who recall receiving the pack in 2011 is lower than in 2008 (when it was 98%).
- 76% of voters, and 49% of non-voters, who received the pack read all, most or some of the EasyVote pack. 24% of voters, and 50% of non-voters who received the pack only glanced at it or didn't read it.
- Young voters and Pacific voters who received the pack were less likely to read most of it or all of it (47% and 28% respectively, compared with 54% of all voters).
- Nearly all (96%) voters, and 81% of non-voters, who received the pack, and read it, said it was easy to find the EasyVote card.
- Use of the EasyVote card (86%) is similar to 2008 (when it was 88%).
- 88% of voters who received the EasyVote pack were satisfied with it (this is slightly lower than in 2008 when it was 92%). Satisfaction is notably lower among non-voters (compared with voters) at 58%.

## Advertising and information

### Referendum advertising

- 79% of voters were aware of advertising or information about the Referendum, awareness among non-voters was only slightly lower (at 74%). (In total 78% of the public, including voters and non-voters, were aware).
- 89% of those aware of the Referendum advertising recall messages 'telling them that the Referendum was on', 71% recall messages 'telling them the two questions in the Referendum', 69% recall messages 'telling them the voting system options in the Referendum' and 62% recall messages 'telling them what would happen as a result of the Referendum'. Voters were more likely to recall all four messages (91%, 76%, 72% and 66% respectively).
- 51% of voters were satisfied with the Referendum information they received and 26% of non-voters were satisfied (46% of the public, including voters and non-voters, were satisfied).

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<sup>1</sup> The official proportion of all registered voters who voted in advance was found to be 14.2% in 2011 (whereas the survey estimate was higher at 16%). People may vote in advance for a number of reasons (including if they are away from home or going overseas).

<sup>2</sup> The official proportion of special votes cast in the 2011 General Election was 11.6%. People may cast a special vote for a number of reasons (including if they are infirm or in hospital). As with previous voter and non-voter satisfaction surveys, the 2011 survey under-represents those who cast special votes. This is likely due to the sample for this research being drawn from the electoral roll as at Writ Day. People listed on the Writ Day roll are able to cast an ordinary vote if they vote at a polling place or advance voting place within their own electorate, whereas those who enrol after Writ Day must cast a special vote. A separate piece of research was commissioned by the Electoral Commission to report on the experience of voters and non-voters with a disability.



### Electoral advertising recall

- 64% of voters and 57% of non-voters recalled seeing or hearing advertising or information about the voting process in the lead up to the Election (this question was asked in the context of ‘additional voting information beyond the Referendum – although not everyone interpreted it this way). Recall of voting process advertising in 2011 was lower than in 2008 (when it was 81% and 74% respectively).
- Among voters, unprompted recall of advertising was highest for television (66%), followed by newspapers (35%), pamphlets and fliers (22%) and radio (18%).
- Since 2008, there have been significant decreases in unprompted voter awareness of television advertising (down 23 points) and radio advertising (down 7 points). However, there have been significant increases in unprompted voter awareness of newspaper advertising (up 10 points), pamphlets or fliers (up 17 points), Internet advertising (up 8 points), and the EasyVote material (up six points).
- Unprompted recall among non-voters tended to be lower than among voters, but covers similar sources with 70% recalling television advertising, 18% recalling newspaper advertising, 18% recalling pamphlets or fliers, and 16% recalling radio advertising.
- Among non-voters who had seen or heard some advertising, there has been a significant decrease in television advertising awareness (down 14 points from 2008), but an increase in recall of pamphlets or fliers (up 16 points).

### Message take-out

- Among voters who had seen or heard the advertising, the most common messages recalled were ‘telling us how to vote’ (35%), information about the Referendum (33%), and getting enrolled (18%).
- Since 2008, there have been a number of significant changes in unprompted recall of the messages conveyed (among those aware of Electoral advertising). Recall of the messages about how to vote has gone up (up 17 points). Conversely, messages encouraging people to enrol and to use the EasyVote card have decreased (down 19 points and 8 points respectively).
- Message take-out was weaker among non-voters. However, the top messages recalled were similar. Without prompting, the most commonly recalled messages relate to telling people how to vote (32%) and the Referendum (16%). 11% also recalled candidate information.
- When prompted, recall of the key messages was higher among voters compared with non-voters:
  - Voting in advance if you’re going away on Election Day (75% of voters and 54% of non-voters). Although recall of this message among non-voters is higher than the equivalent result in 2008 (when it was 45%).
  - Using the EasyVote card when going to vote (75% of voters and 53% of non-voters). This is higher than the equivalent results in 2008 (which were 58% and 42% respectively).
  - Voting close to home (65% of voters and 55% of non-voters). This is higher than the equivalent results in 2008 (which were 52% and 43% respectively).

### Perceived usefulness of sources

- Respondents were asked to rate the various sources of advertising on a scale of 1 to 5 where 1 was ‘not useful at all’ and 5 was ‘very useful’. Of the sources reasonable numbers of voters were aware of, pamphlets or fliers and the Internet were regarded as the most useful (76% and 70% respectively rated these sources as a 4 or 5 out of 5). These have seen increases in the proportion of voters rating them as useful since 2008 (when the equivalent results were 52% for each source). Other useful information sources include radio (57%), the newspapers (57%), and television advertising (54%).

- Non-voters were generally less likely to find advertising useful (compared with voters). Of the sources reasonable numbers of non-voters were aware of, television advertising (48%) and pamphlets or fliers (41%) were seen as being the most useful.

#### Requests for additional information

- When asked whether there was any additional information about voting they would have liked, large proportions of voters (54%), and non-voters (39%), said they required no further information. However, the proportion that wanted additional information has significantly increased since 2008 (in 2008 the proportion *not* requesting further information was much higher at 79% and 65% respectively).
- The most common suggestion made by both voters and non-voters was for more information about the Referendum voting systems (26% of voters and 20% of non-voters requested this). 8% of voters and 13% of non-voters also wanted more information on the Referendum voting process.
- The main report contains more analysis on the respondents that requested more information about the Referendum voting systems (this analysis combines voters and non-voters to compare differences within the general population). Three key findings are that:
  - Those who had seen or heard general information or advertising about the Referendum, but had not heard the specific message about the voting system options were more likely to want more information about the voting systems (33%, compared with 23% of those who were not aware of any Referendum information – and 17% of those who recalled messages about the Referendum voting system options).
  - The likelihood to want to know more was also strongly associated with age and income (younger individuals and those from higher income were more likely to want more information). Those aged 26-35 or 36-45 were particularly likely to request more information about the voting systems (33% and 30% compared to 19% of all other age groups). Also those from higher income households were more likely to request more information (32% of respondents from households with an income of \$100,000 or more, compared to 19% of those from lower income households).
  - The extent to which someone read the EasyVote pack had no influence on someone's chances of requesting more information about the Referendum voting systems.

#### Timing of information

- Most people felt that the advertising and information provided on the Referendum and the General Election came at the right time. In total 75% of people thought the advertising came at about the right time, 4% thought it was too early, 17% thought it was too close to the Election and 4% said 'don't know'.

#### 'Yes I voted' stickers

- Around four in ten (37%) voters took 'Yes I voted' stickers after they voted. 36% of voters thought that the 'Yes I voted sticker' would prompt people to vote, this is lower than in 2008 when it was 51%.
- Only 13% of non-voters saw someone wearing a 'Yes I voted' sticker on Election Day – this is lower than in 2008 when it was 25%.

## Getting to the polling place

- Most voters went to the polling place with other family members (63%). Just under a third of voters (32%) attended the polling place by themselves. Young voters were more likely than average to attend the polling place with non-family members. This finding is not different from the 2008 survey.
- Just over half (51%) of repeat voters voted in the same place as last Election. This finding is not different from the 2008 survey.
- As in 2008, the most common source of knowledge about polling place location was the EasyVote pack or something received in the mail (45%). 27% said they knew from signs (up from 23% in 2007) and 26% said they knew the location because they had voted there in the past (similar to the equivalent proportion in 2008).
- Youth and Māori voters were more likely to find out about the location of the polling place from others, such as family, friends, or workmates (48% and 22% respectively). Pacific voters more likely to say they knew 'because they had voted there in the past' (38%) or 'because they were driving/walking past' (19%). Asian voters were more likely to say they knew from their EasyVote pack / something in the mail (54%).
- Most (85%) non-voters knew the location of a polling place that was convenient for them (which is unchanged from 2008).
- Non-voters were most likely to find out about the location of the polling place through family, friends, or workmates (25%) and signs or signage (26%).

## Polling place experience

- 40% of people voted in the morning (i.e. up to, and including, noon), 50% of people voted in the afternoon (between noon and up to, and including, 5pm), and 9% voted after 5pm. Since 2008 there has been a decrease in the proportion voting in the morning, and an increase in the proportion voting in the afternoon (in 2008 46% voted up until noon, 45% voted between noon and 5pm, and 8% voted after 5pm).
- Most voters who went to a polling place did not have to queue (89%) – which is higher than the proportion in 2008 (when it was 79%).
- Voters who went to a polling place were asked how long they spent at the polling place in total. Most (63%) said they only spent up to five minutes. This is lower than the equivalent result from the 2008 survey (71%). This is interesting given that fewer voters perceived that they had to 'queue' (see result above), and may reflect the time taken to complete a Parliamentary and Referendum voting paper (rather than the time taken in a queue).
- Voters were asked how they felt about the amount of time they had spent at the polling place. As in 2008, nearly all (98%) felt that the time they had spent at the polling place was reasonable given what they had to do.

## Rating the polling place

- There has been an increase in the proportion giving positive ratings (a four or five out of five) for how obvious it was where to place completed voting papers (from 89% in 2008 to 92% in 2011). Other questions about the polling place show no significant differences between 2008 and 2011 in the proportion giving a four or five out of five. These include:
  - Convenience of polling place location (97% positive rating)
  - Ease of access to exit after voting (97% positive rating)
  - How well-equipped polling booth was with pens that worked etc. (97% positive rating)

- How easy it was to identify Election staff (94% positive rating)
- Physical layout of polling place (93% positive rating)
- How obvious it was where to place completed ballot paper (92% positive rating)
- Privacy felt while casting votes (89% positive rating)
- Signs outside to indicate it was a polling place (89% positive rating)
- Signs inside directing you where to vote (88% positive rating).
- As in 2008, younger voters were generally less likely to give 'excellent' ratings (five out of five) for a number of polling place statements (including signs outside, signs inside, physical layout, privacy, booth equipment and ease of identifying staff - with a significant portion preferring to rate their experience as 4 out of 5 for these aspects).
- As in 2008, the majority of voters (90%) did not experience any issues at the polling place. However, the proportion of voters that had problems or difficulties was larger in 2011 than in 2008 (6% vs. 2%). In particular the proportion of Pacific voters that had problems or difficulties was much larger (21% vs. 2%).
- Voters who did experience problems or difficulties, or had to ask for information or help were asked what happened. Two common issues were: needing help to understand the Referendum voting paper (21% of those who encountered problems or asked for help) and needing more information on Referendum voting systems (13%). Both of these answers were not relevant to 2008 when there was no Referendum. Other common issues include poor signage/directions (15%) and requesting information about how to vote (11%).

### Rating the Parliamentary voting paper

- Satisfaction with the Parliamentary voting paper remains similar to 2008. Most voters were likely to rate the ballot paper as four or five out of five on the following statements:
  - Ease of finding name of person and party (95% positive rating)
  - Clear instructions on how to cast vote (94% positive rating)
  - Layout of ballot paper (91% positive rating).

### Rating the Referendum voting paper

- Satisfaction with the Referendum voting paper was slightly lower than satisfaction with the Parliamentary voting paper, but most voters were likely to rate the Referendum voting paper as four or five out of five on the following statements:
  - Ease of finding the options (90% positive rating)
  - Layout (86% positive rating)
  - Clear instructions (83% positive rating).

### Rating Election staff

- Satisfaction with Election staff remains very similar to 2008. Most voters were likely to rate Election staff as four or five out of five on the following statements:
  - Pleasantness and politeness (98% positive rating)
  - Efficiency (97% positive rating)
  - Ability to answer questions (96% positive rating)

- The majority of all of the key subgroups rated staff as excellent, however some were somewhat less likely to rate staff as excellent:
  - Although three-quarters of Pacific and Asian voters rated the pleasantness of staff as 'excellent' this was lower than average (76% and 75% respectively compared with 89% of all voters).
  - As in 2008, young voters were less likely to rate the efficiency of Election staff as excellent (79% compared with 85% of all voters). In 2011 Asian voters were less likely to rate the staff efficiency as 'excellent' (76%).
  - Pacific and Asian voters were less likely to rate staffs' ability to answer questions as excellent (76% and 73% compared with 84% of all voters).

## Overall satisfaction with the voting experience

- 88% of voters were satisfied (35% gave a 4 out of 5 for satisfaction and 53% gave a 5 out of 5, or excellent, rating).
- Māori voters were more likely to be satisfied overall (94% either scored 4 or 5 out of 5 compared with 88% on average). Pacific voters were less likely to be satisfied overall (70% vs. 88% average).
- Young voters were less likely to be 'very satisfied' (36% scored 5 out of 5, compared to 53% on average). Similarly Pacific voters were less likely to be 'very satisfied' (41%).

## Election night results

- 70% of voters followed the results as they came in on Election night, this is similar to 2008 (when it was 72%). As in 2008, non-voters were less likely to follow the results (33% - which is significantly lower than in 2008 when 47% of non-voters watched).
- As in 2008, nearly all voters who followed the results said they watched the results come in on television (93%). Asian voters were less likely to say they saw the results on television (87%), whereas Pacific voters were more likely to follow the results on television (99%).
- Overall, most voters (87%) were either very satisfied (53%) or satisfied (35%) with the timeliness of the results. This level of satisfaction among voters (87% gave a 4 or 5 out of 5 for satisfaction with the timeliness of results) is not significantly different from the equivalent finding in 2008 (when 90% were satisfied).
- 77% of non-voters who followed the results were either very satisfied (51%) or satisfied (25%) with the timeliness of the results. This is lower than satisfaction among voters. Satisfaction is similar to 2008 (when 78% of non-voters were either very satisfied or satisfied).

## Non-voters

- Non-voters were asked if there was any time before the Election when they thought they might vote in this Election. Over two-thirds (64%) of non-voters had considered voting in this Election, this was higher for Māori non-voters (83%). These figures are not significantly different from the equivalent figures in 2008.
- Non-voters were asked at what time before Election Day they decided not to vote. Similar to 2008, under half (43%) of non-voters decided on Election Day that they would not vote, this was higher for Māori non-voters (64%).

- Non-voters were asked how much thought they put into their decision not to vote. 41% put just a little thought into it, and 29% didn't think about it at all. These results are similar to 2008. Young non-voters were more likely to say they 'put just a little thought into it' (54%). Māori and Pacific non-voters were more likely to not think about it at all (45% and 48% respectively).
- The main overall reasons for not voting were that they had other commitments (14%) or work commitments (9%), could not be bothered voting (14%), couldn't work out who to vote for (11%) and that their vote would not make a difference (8%). These results are similar to 2008.
- Young non-voters were more likely to say they didn't know the candidates (10% vs. 4% for all non-voters). Māori non-voters were more likely to say they had other commitments (25% vs. 14%). Pacific non-voters were more likely to say their vote did not make any difference (38% vs. 8%), they didn't know the candidates (19% vs. 4%), or that they forgot (26% vs. 5%). Asian non-voters were more likely to say it was because they were away from home and overseas (19% vs. 6%).
- The factors that had the highest proportions of non-voters saying the impact was 4 or 5 out of 5 were 'I don't trust politicians' (33% of all non-voters) and 'it was obvious who would win so why bother' (31%), and 'I'm just not interested in politics' (29%). Since 2008 there has been an increase in the proportion of non-voters saying 'it was obvious who would win so why bother' (from 19% to 31%).

## Conclusions

The survey suggests continuing high satisfaction with the services provided by the Electoral Commission, with around nine in ten voters giving positive scores for the EasyVote pack, the polling place, Parliamentary voting papers, and Election staff. Only minor changes occurred between 2008 and 2011, including:

- a slight reduction in satisfaction with the EasyVote pack,
- a slight increase in the proportion saying it was obvious where to place completed ballot papers.

Ratings for the Referendum voting paper were lower than the equivalent ratings for the Parliamentary voting paper, particularly around the clarity of instructions. However, the majority (around 8 in 10) still gave positive ratings for the Referendum ballot paper.

Although the majority were aware of the Referendum, and had a good level of understanding about what the Referendum entailed, a notable proportion of voters and non-voters wanted more information about the voting systems (a quarter of voters and a fifth of non-voters specifically requested this). Around one-in-ten also requested more information on the Referendum voting process. These people were more likely to rate the Referendum ballot paper negatively, and were also less satisfied with the information provided about the Referendum. This group contained a notable proportion of people from higher income households, and many of them were unaware of the campaign message about the voting system options (although often they were aware of other Referendum information).

Although some voters were not satisfied with the Referendum information they received, and some did not rate the Referendum voting paper positively, this did not translate into negative sentiment about the core services provided by Electoral Commission at the polling place (as mentioned above there were no decreases in ratings for the service received at the polling place).

The majority of voters and non-voters were aware of advertising about the Referendum. The majority also recalled advertising about the voting process, although awareness levels were significantly lower than in 2008.

Since 2008 there has been an increase in consumption, and satisfaction with, electoral information provided over the Internet, and a decrease in consumption, and satisfaction with, electoral information provided on the television.

## Background and Objectives

The Electoral Commission is responsible for the administration of parliamentary Elections and referenda, advising Ministers and Select Committees of Parliament on electoral matters, and supporting the Representation Commission in its determination of electoral boundaries.

To ensure its service is appropriate to legal and political requirements, and to the electorate, the Electoral Commission undertakes a voter and non-voter survey following each General Election. The primary objectives of the survey are to:

- ascertain voter satisfaction with the services the Electoral Commission provides, and to
- understand what the barriers to voting are, and how to address these for each identified population group.
- The 2011 survey also included a further objective which was to ascertain levels of understanding about the Referendum on the voting system.

The Electoral Commission commissioned Colmar Brunton to conduct a survey with voters and non-voters in 2011. Similar surveys were conducted on behalf of the Chief Electoral Office in 2005, and 2008. Where possible this report includes comparisons of the 2011 results against the 2005 and 2008 results.

Some of the groups of particular interest to the Electoral Commission are those people who identify themselves primarily as:

- Māori
- Pacific
- Asian
- Those aged 18-24, and
- People with disabilities.

This report includes results for all of these groups apart from people with disabilities (which will be covered in a separate report).

## Methodology

This research project comprised different parts, each designed to provide information about a particular sub-population of interest. The different parts of the survey include:

Element of the survey	Purpose	Methodology	Final unweighted sample size
<b>Core survey of voters and non-voters</b>	Representative of all eligible voters in New Zealand (including those who voted and did not vote at the General Election).	CATI (Computer Assisted Telephone Interviewing)	1,369
<b>Māori booster survey</b>	Specifically designed to collect the views of Māori voters and Māori non-voters, so that, when combined with the core survey, a reasonable sample size of the Māori population is available for analysis.	CATI	302
<b>Youth booster survey</b>	Specifically designed to collect the views of 18-24 year old voters and 18-24 year old non-voters, so that, when combined with the core survey, a reasonable sample size of the Youth population is available for analysis.	CATI	387
<b>Asian booster survey</b>	Specifically designed to collect the views of Asian voters and Asian non-voters, so that, when combined with the core survey, a reasonable sample size of the Asian population is available for analysis.	F2F (Face to face interviewing) supplemented by Asian respondents from the core survey	79 + 77 from core survey=156 total
<b>Pacific booster survey</b>	Specifically designed to collect the views of Pacific voters and Pacific non-voters, so that, when combined with the core survey, a reasonable sample size of the Pacific population is available for analysis.	F2F supplemented by Pacific respondents from the core survey	94 + 47 from core survey= 141 total
<b>Disabled boost</b>	Specifically designed to collect the views of voters and non-voters with disabilities, so that, when combined with the core survey, a reasonable sample size of the disabled population is available for analysis. Information on the disabled boost will be included in a separate report.	Online data collection through Colmar Brunton's online research panel supplemented by disabled respondents from the core survey	Disabled report will outline the sample size for disabled respondents

The core survey collected data for the general population of voters and non-voters. This survey was conducted using Computer Assisted Telephone Interviewing (CATI). The CATI survey also involved additional booster samples for the Māori population and the 18-24 year old population. Boosts for the Asian and Pacific



populations were completed by face-to-face interviewing. Generally speaking, face to face interviewing is a more effective approach with these populations.

Survey fieldwork commenced the day after the General Election on 27 November 2011. All survey fieldwork was completed on 18 December 2011.

## Questionnaire

Two questionnaires were developed to meet the research objectives, one for voters and one for non-voters. The questionnaire was based upon previous questionnaires used by the Chief Electoral Office for post-Election surveys. A new section on awareness and understanding of the Referendum on voting systems was added in 2011.

The draft questionnaires were piloted with 30 respondents (including a mixture of voters and non-voters) in September 2011. Some refinements were made to the design before the main stage of fieldwork.

The final overall interview length was 17 minutes for voters and 14 minutes for non-voters.

## Sample design and weighting for the survey with general public, Youth and Māori

### Sample frame for core telephone survey

This survey targeted voters and non-voters in the general public, and included boosters for young voters and non-voters (aged 18-24) and Māori voters and non-voters. The electoral roll was used as a sample frame for the survey. It should be noted that the electoral roll contains people who have enrolled to vote. The following people are eligible to be on the electoral roll:

- those aged eighteen years or older, and
- are New Zealand citizens or permanent residents, and
- have lived in New Zealand for a year or more without leaving the country, and
- are not disqualified under the Electoral Act 1993 from enrolling.

Potential respondents were randomly selected from the electoral roll (the General roll and the Māori roll).

Respondents for the Māori boost were selected from those who identified themselves as being of Māori descent on the General roll or the Māori roll.

Respondents for the Youth boost were selected from those in the age bands 18-21 and 21-26 on the electoral roll. Due to broad age-bands being allocated to people on the roll (rather than exact ages), there was no way to specifically select those aged 18-24 year olds at the sampling stage. Instead we over-selected all those aged 18-26 at the sampling stage and asked those aged between 21 and 26 for their exact age in the questionnaire. This information was then used to allocate respondents to the Youth boost (or not – if they were too old).

Survey weighting was applied to the final results to re-adjust for the booster sampling (see later in this section for details).

Potential respondents were then telematched to identify telephone numbers. The telematch success rate (i.e. numbers identified divided by all potential respondents selected) was 26%. This is broadly similar to other telephone matching exercises Colmar Brunton have completed recently. It should be noted that telephone match rates have declined in recent years mainly due to decreasing number of telephone numbers being published to lists, increasing numbers of people opting-out of phone lists, increased use of mobile phones in place of land-lines, and people taking their phone numbers with them when they move address.

#### Pre-notification letters stage

6,603 potential respondents were then selected at random from the General and Māori rolls and sent pre-notification letters written by the Electoral Commission. In addition to this core survey sample, pre-notification letters were also issued to 1,016 people identifying themselves as Māori, and 1,381 18-26 year olds (see above for how we specifically identified 18-24 year olds for the 'Youth sample').

Letters were issued two weeks prior to fieldwork being conducted. This letter explained the purpose of the survey and described fieldwork dates. It also reassured respondents that the research was voluntary and conducted in complete confidence. An 0800 number was included for those who wanted to opt-out of the research. In total, Colmar Brunton received 441 opt-outs after letters were issued, this was taken into account in the response rate calculation (detailed shortly).

Those who did not opt out formed the core survey sample which was made available for interviewers at the fieldwork stage.

### **Sample design for Pacific and Asian respondents**

Data on Pacific and Asian respondents was gathered through the core telephone survey (described above), but supplemented by additional face-to-face interviews. Face-to-face interviews were conducted in areas with high density Pacific and Asian populations. This involved interviewing in Meshblocks where the 2006 Census indicated a density of 20% or greater Pacific and Asian population. Interviewers only sought data from those who were eligible to vote in the 2011 General Election.

Data from the additional face-to-face interviews allows an increase in the robustness of the Pacific and Asian sub-samples for purposes of comparison. However the additional data was not re-merged back into the core telephone survey data (which remains representative of the general public, and does include those Pacific and Asian respondents who were contacted by telephone).

## Quota targets on key groups of interest

The survey was designed to ensure a minimum number of interviews from key groups. Therefore the following quota targets were established, to ensure the survey achieved a minimum of:

- 250 Māori respondents
- 350 Youth respondents
- 120 Pacific respondents
- 120 Asian respondents
- 20% of all respondents to be non-voters.

In all cases Colmar Brunton met, or exceeded, these quota targets.

Appendix B contains a description of the sample profile, in terms of numbers of interviews conducted with key subgroups.

## Weighting

Results were weighted using age-band and Māori vs. non-Māori status from the Electoral Roll. This weighting ensures that the booster populations (Youth and Māori) are not over-represented in the survey results. Further weighting by ethnicity (based on 2006 Census data) adjusted the ethnic composition of the final data set and ensured that the Pacific and Asian respondents selected in the booster survey were not over-represented in the final survey results.

Questions on the Referendum on voting systems required data from voters and non-voters to be merged so that the data could be compared with a previous general public survey about the Referendum conducted in May 2011 (before the General Election). For these questions the weighting scheme from the previous Referendum survey conducted in May 2011 was re-used. This ensures that results are comparable between the pre-election Referendum surveys and the post-election Referendum questions contained in this current survey (and reassures us that differences are not a result of differences in the weighting regime). The weighting regime used for the Referendum questions re-adjusts the survey data so that it is representative of the New Zealand population by age, gender, ethnicity and whether or not the respondent voted in the 2008 General Election. Census 2006 data was used to set the weighting ratios for age, gender and ethnicity, whereas administrative data on voting turnout from the 2008 General Election survey was used to weight those who said they voted (or didn't vote) in the 2008 General Election. The reason for using voting turnout at the 2008 General Election as a weighting variable was that this information was available from respondents in the pre-election Referendum survey and also from respondents in the post-election survey (whereas whether or not the respondent had voted in 2011 was obviously not available prior to the General Election).

## Response rate, final sample sizes and margins of error

In total the telephone survey achieved a response rate of 36%, the face-to-face survey with Pacific and Asian respondents achieved a response rate of 65%. The main reason for non-response was refusal to participate, the remainder of non-response is accounted for by those who were not contactable after six or more phone calls (around 77% of non response related to refusals, and 21% related to non-contact).

As illustrated in the table below, the final sample size for the survey was 1,369. Sample sizes, and accompanying margins of error for other key sub-populations are also presented below. Each row displays the unweighted number of respondents. This represents the raw number of people interviewed in each category before weighting is applied, and is a useful indicator of the robustness of analysis for a particular subgroup. These numbers are used to calculate the margins of error for each group.

Population	Un-weighted sample size	Margin of error*
<b>Total number of respondents</b>	1,369	+/- 2.6%
<b>Voters</b>	1,097	+/- 3.0%
<b>Non-voters</b>	272	+/- 5.9%
<b>Youth (18-24 year olds)</b>	387	+/- 5.0%
<b>Māori respondents</b>	302	+/- 5.6%
<b>Pacific</b>	141	+/- 8.3%
<b>Asian</b>	156	+/- 7.8%

\* These maximum margins of error are at the 95% confidence interval, and assume a 50/50 split within the population on the question of interest. Each variable has its own unique margin of error, margins decrease the closer the proportion of responses are to 0 or 100.

## Notes on reading this report

Most of this report is divided into separate sections for voters and non-voters. Voters are survey respondents who say they voted in the 2011 General Election, and non-voters are respondents who were eligible to vote in the 2011 General Election, but told us they did not vote.

Percentages reported are based on the weighted data. Base sizes in graphs represent the unweighted number of respondents answering that question (and give an indication of robustness of analysis for that particular question).

Percentages do not always add up to 100% on single coded choice questions due to rounding.

In tables '-' equates to zero (or no respondents), and '\*' equates to less than 1% of respondents.

When a cell in a table states 'N/A' this means that the question was not asked in this way in 2008 and so a direct comparison with the 2011 response is not possible.

Whenever results for Māori are presented in this report, this is based upon all those who identified themselves as being Māori in the survey (which may or may not correspond to how they were identified on the Electoral Roll).

Whenever results for 'young voters' are presented in this report, this is based upon all those aged 18-21 (based upon data from the Electoral Roll) plus those who said they were 21, 22, 23 or 24 in the survey interview (i.e. young voters = 18-24 year olds).

Whenever results for 'Pacific' or 'Asian' respondents are presented this represents all Pacific or Asian respondents from the core telephone survey and the face-to-face booster surveys.

In general, analytical commentary on the proportion of voters, non-voters, Youth, Māori, Pacific and Asian is found above each table. Additional subgroup analysis (for example analysis by income or gender) is then found underneath each table. If there is no subgroup analysis found underneath the table this is because there were no statistically significant differences between subgroups for that particular survey question.

Results for the total population of voters surveyed, and total population of non-voters surveyed are often compared with the equivalent results from the 2008 survey. In cases where there is a significant difference between the 2011 results, the 2008 results, and the 2005 results, a commentary on the overall result from 2005 is also included so that possible long-term trends can be highlighted.

Unless otherwise stated, all reported differences between proportions are statistically significant at the 95% confidence level or greater.

#### Analysis by the Christchurch area

In 2011 the Electoral Commission provided modified voting services in Christchurch due the earthquake. These services were provided and promoted in Christchurch Central, Christchurch East, Ilam, Port Hills, Selwyn, Waimakariri and Wigram (as well as to people enrolled in Te Tai Tonga Māori electorate within the boundaries of those Christchurch General electorates). This report draws out any significant differences between this area and the national survey results (significant differences, where they exist, are listed underneath each table).

# Voting behaviour

## Was 2011 the first Election that people were eligible to vote in?

### Voters

Nine percent of voters said this was the first New Zealand General Election they had been eligible to vote in. This is not significantly different from the 2008 result (when it was 7%) This was the first General Election that 74% of young voters had been eligible to vote in. Asian respondents were also more likely than other voters to say this was their first Election. The results are illustrated in the table below.

First Election eligible to vote in?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1097	1218	244	253	240	214	115	96	122	103
Yes	9%	7%	74%	55%	10%	8%	12%	18%	27%	28%
No	91%	93%	26%	45%	90%	92%	88%	82%	72%	72%
Don't know	*	-	-	-	-	-	-	-	1%	-

The following types of voters were *more likely* to say this was the first General Election in which they could vote:

- Respondents aged up to 46 (20% compared to 1% of those aged 46 and over).
- Those not born in New Zealand (13% compared to 8% of those born in New Zealand).
- Those who cast a special vote (16% vs. 8% of those who cast an ordinary vote).

### Non-voters

Non-voters were asked if the 2011 Election was the first Election in which they were eligible to vote. This was true for 22% of non-voters. The proportion was higher for young non-voters. Compared with 2008, a higher proportion of non-voters said this was the first Election they were eligible to vote in (22% in 2011 vs. 15% in 2008).

First Election eligible to vote in?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Yes	22%	15%	60%	48%	17%	20%	19%	12%	32%	48%
No	77%	85%	38%	50%	83%	79%	81%	88%	62%	52%
Don't know / cannot remember	1%	1%	2%	3%	-	1%	-	-	7%	-

The following types of non-voters were *more likely* to say this was the first General Election in which they could vote:

- Respondents aged up to 46 (27% compared to 7% of those aged 46 and over).

## Previous Election

### Voters

Voters (i.e. those who voted in the 2011 General Election) who were eligible to vote in 2008 were asked if they voted in the 2008 General Election. Nearly all (96%) did vote in 2008. This is less often the case with young voters (there were no other significant variations among the key subgroups). Results are similar to the last post-Election survey in 2008.

If you were eligible, did you vote in 2008?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	885	1031	66	90	210	196	88	79	84	74
Yes	96%	95%	81%	89%	92%	94%	91%	89%	91%	86%
No	4%	4%	19%	11%	6%	5%	9%	10%	8%	12%
Don't know / cannot remember	*	*	-	-	2%	1%	-	1%	1%	1%

The following voters (who were eligible to vote in 2008) were *more likely* to have voted in the 2008 General Election:

- Respondents aged 46 and over (98% compared to 91% of those aged up to 46).

### Non-voters

Non-voters who were eligible to vote in the 2008 General Election, were asked if they voted in the 2008 General Election. 60% of non-voters who were eligible, said they voted in the 2008 General Election. This is not significantly different from the equivalent result in the last post-Election survey (conducted in 2008 when 53% of non-voters said they voted in the 2005 Election). Young non-voters were less likely to have voted in 2008. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

If you were eligible, did you vote in 2008?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	174	211	57	65	47	49	17	22	19	22
Yes	60%	53%	32%	53%	66%	62%	76%	68%	57%	59%
No	38%	40%	62%	44%	32%	32%	24%	23%	33%	41%
Don't know / cannot remember	2%	6%	6%	2%	2%	6%	-	9%	10%	-

## Past voting behaviour

The survey asked all respondents who were eligible to vote in General Elections before 2011 whether they vote in most, some or no General Elections.

### Voters

Just over three-quarters (76%) of all voters who were eligible in previous General Elections claim to have voted in every New Zealand General Election. This is similar to the 2008 survey when 73% of voters said they had voted in every New Zealand General Election. Pacific voters were less likely to say they voted in every General Election (56%).

Past voting behaviour	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	885	1031	66	90	210	196	88	79	84	74
Voted in every New Zealand General Elections	76%	73%	77%	84%	70%	66%	56%	68%	71%	66%
Voted in most New Zealand General Elections	19%	20%	5%	1%	22%	25%	31%	15%	19%	8%
Voted in some New Zealand General Elections	5%	7%	18%	15%	8%	9%	12%	15%	10%	26%
Don't know / cannot remember	-	-	-	-	*	-	1%	1%	-	-

The following voters were *more likely* to say they had voted in every Election:

- Those aged 46 and over (82% compared to 67% of those aged up to 46).

### Non-voters

Forty two per cent of non-voters who were eligible to vote in previous elections said they have voted in most General Elections. 29% said they have voted in some Elections and 28% said they have voted in no Elections. These findings are not significantly different from the 2008 survey. Predictably, young non-voters were much more likely to have never voted in a General Election (64%). (The table is overleaf, other analysis by type of non-voter follows after the table).



Past voting behaviour	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	174	291	57	139	47	64	17	22	19	30
Voted in most New Zealand General Elections	42%	35%	11%	10%	51%	39%	45%	41%	34%	20%
Voted in some New Zealand General Elections	29%	31%	21%	23%	26%	17%	42%	27%	33%	40%
Vote in no New Zealand General Elections	28%	34%	64%	67%	21%	44%	13%	32%	33%	40%
Don't know / cannot remember	1%	-	4%	-	2%	-	*	22	-	-

The following non-voters were *more likely* to say they had voted in most Elections:

- Those aged 46 and over (61% compared to 34% of those aged up to 46).
- Non-voters who had 'considered' voting at some point in the lead up to the Election (53% vs. 25% who had not considered it).

## Advance voting

### Voters

Voters were asked if they voted on or before Election Day.<sup>3</sup> The majority (84%) voted on Election Day, and 16% said they did so before Election Day. Since 2008 there has been an increase in the proportion of voters voting before Election Day (from 9% in 2008 to 16% in 2011).

Voted on Election Day?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1097	1218	244	253	240	214	115	96	122	103
Voted on Election Day	84%	91%	89%	91%	88%	91%	87%	92%	89%	91%
Voted before Election Day	16%	9%	11%	9%	12%	9%	13%	8%	11%	9%

The following groups of voters were more likely to have voted before Election Day:

- Those who were not eligible to vote before 2011 (i.e. 2011 was the first General Election that they were eligible to vote in) (91% vs. 83% of those who were eligible to vote in previous Elections).

### Non-voters

Non-voters were asked if they knew that they could cast their vote before Election Day. 63% knew they could. There was no variation between the key subgroups. (Other analysis by type of non-voter is outlined following the table). There have been no significant changes in these results since 2008.

Did you know you could vote before Election Day?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Yes	63%	64%	65%	56%	69%	49%	51%	56%	50%	62%
No	37%	36%	35%	44%	31%	51%	49%	44%	50%	38%

The following groups of non-voters were more likely to be aware of the advance voting option:

- Those living in Christchurch (80% vs. 63% for the national average).

<sup>3</sup> The official proportion of all registered voters who voted in advance was found to be 14.2% in 2011 (whereas the survey estimate was higher at 16%). People may vote in advance for a number of reasons (including if they are away from home or going overseas).

Non-voters who were unaware of the advance voting option were then asked: if they had been aware, would they have voted in the Election? 59% of these non-voters thought they would have voted in the Election had they known about advance voting. The results are shown in the table below (the results are not significantly different from the 2008 survey). Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Had you been aware, would you have voted?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	95	112	52	61	20	33	11	11	14	16
Yes	59%	65%	57%	65%	55%	62%	76%	82%	61%	69%
No	32%	31%	30%	31%	33%	28%	21%	18%	37%	25%
Don't know	7%	4%	13%	4%	12%	9%	3%	-	2%	6%

The following groups of non-voters were more likely to be say they would have voted:

- Those who vote in most elections (87% vs. 47% of those who vote less often).

## Special voting

As in 2008, most voters cast an ordinary vote. Only 5% of voters in this survey said they cast a special vote (the same proportion as in 2008)<sup>4</sup>. The proportion was higher for Pacific voters (17%).

Type of vote	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1097	1218	244	253	240	214	115	96	122	103
Cast an ordinary vote	94%	95%	91%	90%	93%	96%	83%	82%	91%	86%
Cast a special vote	5%	5%	7%	9%	6%	4%	17%	16%	9%	13%
Don't know/can't remember	1%	*	1%	-	1%	-	-	2%	-	1%

The following groups of voters were more likely to have cast a special vote:

- Those who were not eligible to vote before 2011 (i.e. 2011 was the first General Election that they were eligible to vote in) (10% vs. 5% of those who were eligible to vote in previous Elections).

<sup>4</sup> The official proportion of special votes cast in the 2011 General Election was 11.6%. People may cast a special vote for a number of reasons (including if they are infirm or in hospital). As with previous voter and non-voter satisfaction surveys, the 2011 survey under-represents those who cast special votes. This is likely due to the sample for this research being drawn from the electoral roll as at Writ Day. People listed on the Writ Day roll are able to cast an ordinary vote if they vote at a polling place or advance voting place within their own electorate, whereas those who enrol after Writ Day must cast a special vote. A separate piece of research was commissioned by the Electoral Commission to report on the experience of voters and non-voters with a disability.

## Knowledge of the Referendum

This section contains findings about knowledge of the Referendum. Respondents were asked to think back to immediately prior to Election day and tell us about their level of knowledge at that point. The reason for doing so was to assess the effectiveness of Referendum information that was provided to the general public right up until the Election, but to exclude as far as possible what people learned on Election Day itself.

Although all survey fieldwork was conducted within three weeks of Election Day, it is possible that some people may struggle to recollect their level of knowledge prior to Election Day. It is possible that the clarity of their recollection may be impacted by events on Election Day and thereafter. However, it was not practical to conduct a large sample survey about knowledge of the Referendum on the day before the Election, and so this post-election survey was the most suitable route for asking these questions.

The Electoral Commission commissioned a similar survey about knowledge of the Referendum in May 2011 before the Electoral Commission's Referendum information campaign was launched. Where possible we compare the results with the previous survey.

Questions asked in the post-election survey used similar wording to the May 2011 survey - but were phrased using the past tense (i.e. about recollection of knowledge on the day before the Election).

The above discussions should be taken into account when interpreting the survey results contained within this section.

At the beginning of each set of findings we examine the results for the general public (including voters and non-voters) before then describing the answers given by voters and non-voters separately. It should be noted that this approach differs from the rest of the report, which only presents results for voters and non-voters (i.e. the rest of the report does not contain findings for all of the general public).

### Awareness of the Referendum

Respondents were asked if they were aware that there would be a Referendum about which voting system should be used in New Zealand's parliamentary elections. In total 87% of respondents were aware. This compares with 45% of respondents in May 2011 (before the Electoral Commission's Referendum information campaign began).

Young people, Pacific and Asian respondents were less likely than average to be aware (this was similar to the May 2011 findings).

Awareness of Referendum	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1369	984	387	93	302	146	141	81	156	81
Yes	87%	45%	68%	13%	87%	42%	57%	27%	75%	23%
No	12%	54%	31%	85%	12%	56%	38%	69%	21%	74%
Don't know	1%	1%	1%	2%	1%	1%	4%	4%	4%	3%

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

The following groups were more likely to be aware:

- Those aged 46 and over (96% compared to 78% of those aged up to 46).
- Those born in New Zealand (91% vs. 77% of those born outside New Zealand).
- Those with a higher income (95% of those with a household income of \$75,000+ vs. 84% of those with a lower household income).
- Those with a University or postgraduate degree (92% vs. 86% of those with a lower qualification).
- Those who vote in every or most General Elections (93% vs. 71% of those who vote in some or no Elections).
- Those who read the EasyVote pack (94% vs. 77% of those who did not read it, or only glanced at it).

The following groups were less likely to be aware:

- Those who cast a special vote (85% vs. 94% of those who cast an ordinary vote).
- Those who were not eligible to vote before 2011 (66% vs. 92% of those who were eligible to vote in previous Elections).

#### Voters and non-voters

Voters were more likely be aware of the Referendum (93%), whereas non-voters were less likely be aware of the Referendum (66%).

## Confidence in making a decision in the Referendum

Respondents who were aware of the Referendum were asked how confident they felt about making a decision in the Referendum. In total 77% of those aware of the Referendum felt either 'very confident' or 'fairly confident'. This equates to 67% of the general public (including those who were unaware of the Referendum).

There was no equivalent question in the May 2011 survey. A broadly similar question asked whether respondents "felt they knew enough to make a decision in the Referendum". In May 2011, 62% of those aware of the Referendum said they knew enough to make a decision in the Referendum (this equates to 28% of all people including those who were unaware of the Referendum).

Young people were less likely to feel 'very confident'.

Confidence in making a decision	Total Dec 2011	Youth Dec 2011	Māori Dec 2011	Pacific Dec 2011	Asian Dec 2011
N=	1166	296	267	86	119
Very confident	42%	25%	40%	40%	36%
Fairly confident	35%	38%	38%	23%	36%
Not very confident	17%	27%	18%	30%	22%
Not at all confident	6%	10%	4%	8%	5%
Don't know	1%	-	-	-	-

Among those who were aware of the Referendum, the following groups were more likely to feel 'very or fairly' confident:

- Those aged 46 and over (86% compared to 65% of those aged up to 46).
- Males (82% vs. 72% of females).
- Those born in New Zealand (79% vs. 70% of those born outside New Zealand).
- Those with a higher income (81% of those with a household income of \$75,000+ vs. 75% of those with a lower household income).
- Those who read the EasyVote pack (83% vs. 66% of those who did not read it, or only glanced at it).
- Those who vote in every, or most General Elections (82% vs. 59% of those who vote in some or no Elections).

The following groups were less likely to feel 'very or fairly' confident:

- Those who were not eligible to vote before 2011 (61% vs. 79% of those who were eligible to vote in previous Elections).

#### Voters and non-voters

Voters who were aware of the Referendum were more likely to be 'very confident' or 'fairly confident' compared to non-voters who were aware of the Referendum (81% vs. 57%).

## Level of knowledge about the Referendum

Respondents who were aware of the Referendum were asked how much they knew about the Referendum. In total 65% of those aware of the Referendum said they knew 'a lot' or 'a moderate amount'. This equates to 57% of the general public (including those who were unaware of the Referendum). This is an increase from the equivalent question in May 2011, when 47% of those aware of the Referendum said they knew 'a lot' or 'a moderate amount' (this equates to 21% of the general public at that time).

Young people, Pacific and Asian respondents were less likely to say they knew 'a lot'.

Level of knowledge	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
A lot	24%	6%	16%	-	23%	5%	13%	11%	11%	4%
A moderate amount	42%	41%	32%	16%	40%	26%	29%	31%	40%	7%
A little	27%	43%	40%	68%	29%	60%	45%	40%	42%	53%
Nothing at all	5%	10%	12%	16%	7%	9%	12%	18%	7%	36%
Don't know	2%	-	*	-	1%	-	-	-	-	-

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

Among those who were aware of the Referendum, the following groups were more likely to say they knew ‘a lot’ or ‘a moderate amount’:

- Those aged 46 and over (76% compared to 51% of those aged up to 46).
- Those with a University or postgraduate degree (73% vs. 63% of those with a lower qualification).
- Those who vote in every or most General Elections (73% vs. 37% of those who vote in some or no Elections).
- Those who read the EasyVote pack (74% vs. 49% of those who did not read it, or only glanced at it).
- Those who voted before Election Day (83% - this compares with 70% of those who voted on Election Day and 32% of those who did not vote at all).

The following groups were less likely to say they knew ‘a lot’ or ‘a moderate amount’:

- Those who were not eligible to vote before 2011 (45% vs. 68% of those who were eligible to vote in previous Elections).
- Those who cast a special vote (56% vs. 73% of those who cast an ordinary vote).

#### Voters and non-voters

Voters who were aware of the Referendum were more likely to say they knew ‘a lot’ or ‘a moderate amount’ compared to non-voters who were aware of the Referendum (72% vs. 32%).

## Knowledge that Referendum would be held at the same time as the General Election

Respondents who were aware of the Referendum were asked if they knew that the Referendum would be held at the same time as the General Election. In total 96% of those aware of the Referendum said they knew this. This equates to 84% of the general public (including those who were unaware of the Referendum). This is an increase from the equivalent question in May 2011, when 74% of those aware of the Referendum said they knew it would be held at the same time (this equates to 33% of the general public at that time).

Māori, Pacific and Asian respondents were less likely to say they knew that the Referendum would be held at the same time as the General Election.

Knowledge that Referendum would be held at same time	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
Yes	96%	74%	95%	41%	92%	58%	89%	52%	91%	33%
No	3%	26%	4%	59%	7%	42%	11%	48%	6%	67%
Don't know	1%	-	1%	-	-	-	-	-	3%	-

\* (See table on previous page) - please note that the May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

Among those who were aware of the Referendum, the following groups were more likely to know that it would be held at the same time as the General Election:

- Those aged 46 and over (98% of those aged 46 and over compared to 94% of those aged up to 46).
- Those with a higher income (98% of those with a household income of \$75,000+ vs. 94% of those with a lower household income).
- Those who vote in every, or most, General Elections (98% vs. 90% of those who vote in some or no Elections).
- Those who read the EasyVote pack (98% vs. 93% of those who did not read it, or only glanced at it).

#### Voters and non-voters

Voters who were aware of the Referendum were more likely to say they knew say they knew the Referendum would be held at the same time as the General Election, compared to non-voters who were aware of the Referendum (98% vs. 88%).

## Knowledge that the Referendum would ask about keeping MMP

Respondents who were aware of the Referendum were asked if they knew that the Referendum would ask about keeping the present MMP voting system or not. In total 82% of those aware of the Referendum said they knew this. This equates to 71% of the general public (including those who were unaware of the Referendum). This is an increase from the equivalent question in May 2011, when 77% of those aware of the Referendum said they knew that the Referendum would contain this question (this equates to 35% of the general public at that time).

Young people were less likely to say they knew that the Referendum would contain a question about keeping MMP.

Knowledge that there would be a question about keeping MMP or not	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
Yes	82%	77%	76%	40%	78%	68%	79%	48%	85%	43%
No	17%	22%	24%	60%	21%	29%	21%	47%	15%	49%
Don't know	1%	1%	-	-	1%	3%	-	5%	1%	7%

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.



Among those who were aware of the Referendum, the following groups were more likely to know that there would be a question about keeping MMP:

- Those aged 46 and over (98% compared to 94% of those aged up to 46).
- Those with a University or postgraduate degree (87% vs. 79% of those with a lower qualification).
- Those who vote in every, or most, General Elections (84% vs. 73% of those who vote in some or no Elections).
- Those who read the EasyVote pack (86% vs. 74% of those who did not read it, or only glanced at it).

The following groups were less likely to know this:

- Those who cast a special vote (74% vs. 85% of those who cast an ordinary vote).
- Those with a health problem (72% vs. 83% of those without a health problem).

#### Voters and non-voters

Voters who were aware of the Referendum were more likely to say they knew that the Referendum would contain a question about keeping MMP or not, compared to non-voters who were aware of the Referendum (84% vs. 67%).

## Knowledge that the Referendum would ask about a preferred voting system

Respondents who were aware of the Referendum were asked if they knew that the Referendum would ask what alternative voting system they prefer. In total 82% of those aware of the Referendum said they knew this. This equates to 72% of the general public (including those who were unaware of the Referendum). This is an increase from the equivalent question in May 2011, when 45% of those aware of the Referendum said they knew that the Referendum would contain this question (this equates to 20% of the general public at that time).

Māori respondents were less likely to say they knew that the Referendum would contain a question about the preferred voting system.

Knowledge that there would be a question about preferred voting system	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
Yes	82%	45%	80%	18%	69%	43%	73%	27%	75%	36%
No	17%	49%	20%	82%	29%	56%	27%	73%	24%	62%
Don't know	1%	6%	-	-	2%	1%	-	-	2%	3%

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

Among those who were aware of the Referendum, the following groups were more likely to know that there would be a question about the preferred voting system:

- Those with a higher income (88% of those with a household income of \$75,000+ vs. 77% of those with a lower household income).
- Those who vote in every, or most, General Elections (84% vs. 74% of those who vote in some or no Elections).
- Those who voted before Election Day (92% vs. 83% of those who voted on Election Day).
- Those who read the EasyVote pack (88% vs. 71% of those who did not read it, or only glanced at it).

#### Voters and non-voters

Voters who were aware of the Referendum were more likely to say they knew that the Referendum would contain a question about the preferred voting system, compared to non-voters who were aware of the Referendum (84% vs. 71%).

### Knowledge of both Referendum questions (keeping MMP and preferred voting system)

In total 75% of those who were aware of the Referendum knew about both questions in the Referendum (i.e. they knew that the Referendum would ask about keeping MMP and they knew that the Referendum would ask about the preferred voting system). Māori respondents were less likely to say they knew about both questions (and were more likely to say they didn't know about either question).

Knowledge of both Referendum questions	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
Yes knew both questions	<b>75%</b>	41%	<b>69%</b>	18%	<b>65%</b>	43%	<b>66%</b>	17%	<b>72%</b>	25%
Only knew about one of the two questions	<b>14%</b>	40%	<b>18%</b>	22%	<b>18%</b>	25%	<b>20%</b>	41%	<b>15%</b>	29%
Didn't know about either question	<b>11%</b>	19%	<b>13%</b>	60%	<b>17%</b>	32%	<b>14%</b>	42%	<b>13%</b>	46%

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

#### Voters and non-voters

Voters who were aware of the Referendum were more likely to say they knew about both questions, compared to non-voters who were aware of the Referendum (80% vs. 62%).

## Knowledge of the voting systems that would be listed in the Referendum

### Whether respondent could name one or more of the voting systems

Respondents who were aware of the Referendum were asked if they had heard what alternative voting systems would be listed in the Referendum. In total 58% of those aware of the Referendum (or 51% of the general public) could spontaneously mention at least one of the voting systems listed in the Referendum. 57% of those aware of the Referendum named at least one of the four alternatives to MMP<sup>5</sup>.

There has been an increase in knowledge of at least one of the five voting systems included in the Referendum since May 2011, when only 19% of those aware of the Referendum could name one of the voting systems (equating to 8% of the general public at that time).

Māori, Pacific and Asian respondents were less likely to be able to name one or more of the voting systems.

Could name at least one of the voting systems in the Referendum	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
Yes	58%	19%	55%	11%	48%	6%	30%	5%	34%	3%
No	42%	81%	45%	89%	52%	94%	70%	95%	66%	97%

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

Among those who were aware of the Referendum, the following groups were more likely to be able to spontaneously mention one of the voting systems in the Referendum:

- Those with a higher income (66% of those with a household income of \$75,000+ vs. 52% of those with a lower household income).
- Those born in New Zealand (62% vs. 48% of those born outside New Zealand).
- Those living in Christchurch (72% vs. the national average of 58%).
- Those with a University or postgraduate degree (67% vs. 55% of those with a lower qualification).
- Those who vote in every, or most, General Elections (65% vs. 31% of those who vote in some or no Elections).
- Those who voted before Election Day (77% vs. 63% of those who voted on Election Day).
- Those who read the EasyVote pack (68% vs. 40% of those who did not read it, or only glanced at it).

The following groups were less likely to name one or more of the voting systems:

- Those who cast a special vote (42% vs. 66% of those who cast an ordinary vote).
- Those with a health problem (45% vs. 58% of those without a health problem).

<sup>5</sup> In other words they spontaneously mentioned First Past the Post, Supplementary Member, Preferential Vote or Single Transferable Vote.

### Voters and non-voters

Voters who were aware of the Referendum were more likely to be able to name one or more of the voting systems, compared to non-voters who were aware of the Referendum (65% vs. 26%).

### Voting systems named (unprompted)

The Referendum ballot paper included a vote for, or against, keeping MMP, as well as asking for the preferred alternative to MMP (from four options). Survey interviewers invited respondents to name any voting systems they thought would be asked about in the Referendum. Respondents could tell the interviewer about one, or more than one, voting system (or they could tell the interviewer that they had not heard of any). The most common voting system that people could spontaneously name was First Past the Post (55% of those aware of the Referendum). This increased from the equivalent figure in the May 2011 survey (17%). Around a fifth mentioned each of the other voting systems (although only 10% spontaneously mentioned Preferential voting).

Spontaneous mentions of all of the voting systems increased since May 2011 (see the table for details).

As above, Māori, Asian and Pacific respondents were less likely to be able to name most of the individual voting systems. Young people were less likely to mention Single Transferable Vote or MMP.

Systems named in the Referendum	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
<b>N=</b>	<b>1166</b>	<b>513</b>	<b>296</b>	<b>13</b>	<b>267</b>	<b>74</b>	<b>86</b>	<b>26</b>	<b>119</b>	<b>24</b>
First Past the Post (FPP)	<b>55%</b>	17%	<b>54%</b>	-	<b>44%</b>	6%	<b>22%</b>	5%	<b>28%</b>	3%
Mixed Member Proportional (MMP)	<b>24%</b>	15%	<b>10%</b>	11%	<b>20%</b>	1%	<b>17%</b>	-	<b>19%</b>	3%
Single Transferable Vote (STV)	<b>19%</b>	14%	<b>13%</b>	-	<b>16%</b>	3%	<b>8%</b>	-	<b>6%</b>	3%
Supplementary Member (SM)	<b>18%</b>	*	<b>17%</b>	-	<b>13%</b>	-	<b>3%</b>	-	<b>4%</b>	-
Preferential Vote (PV)	<b>10%</b>	10%	<b>8%</b>	-	<b>8%</b>	-	<b>5%</b>	-	<b>6%</b>	-
None of these mentioned specifically	<b>42%</b>	81%	<b>46%</b>	89%	<b>53%</b>	94%	<b>70%</b>	95%	<b>66%</b>	97%

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

### Voters and non-voters

Voters were more likely than non-voters to be able to name each of the voting systems included in the Referendum (see table overleaf).

Systems named in the Referendum	Voters Dec 2011	Non voters Dec 2011
N=	995	171
First Past the Post (FPP)	61%	25%
Mixed Member Proportional (MMP)	25%	16%
Single Transferable Vote (STV)	23%	3%
Supplementary Member (SM)	22%	1%
Preferential Vote (PV)	12%	*
None of these	36%	74%

#### Number of specific voting systems named by respondents

Respondents could spontaneously mention that they were aware that the Referendum contained either: First Past the Post, Supplementary Member, Preferential Vote, Single Transferable Vote, or MMP. The table below shows the number of systems named by members of the public, young people, Māori, Pacific and Asian respondents.

The number of systems named was generally lower for youth, Māori, Pacific and Asian respondents (this was the case in May 2011 – see table below for details).

Since May 2011 there has been an increase in the number of systems named by those who are aware of the Referendum (for example, in May 2011 only 3% of those aware of the Referendum could spontaneously name three or more of the systems, whereas this increased to 20% by December 2011).

Number of systems named	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
None of the five systems named	42%	89%	45%	89%	52%	94%	70%	92%	66%	97%
1 system named	15%	4%	23%	11%	13%	3%	12%	8%	15%	-
2 systems named	24%	3%	18%	-	20%	3%	11%	-	13%	-
3 systems named	17%	3%	11%	-	12%	1%	6%	-	6%	3%
4 systems named	3%	*	2%	-	2%	-	*	-	1%	-
5 systems named	*	-	-	-	*	-	-	-	-	-

### Voters and non-voters

Voters who were aware of the Referendum were more likely to name a larger number of systems compared to non-voters who were aware of the Referendum. For example, 24% of voters could name three or more systems, compared to 3% of non-voters (see table below for details).

Number of systems named	Voters Dec 2011	Non-voters Dec 2011
N=	995	171
None of the five systems named	35%	74%
1 system named	16%	9%
2 systems named	25%	15%
3 systems named	20%	3%
4 systems named	4%	-
5 systems named	*	-

### Number of the 'alternative' voting systems named (excluding MMP)

In this section we repeat the analysis conducted above, but exclude MMP. This analysis looks at the number of 'alternative' (non-MMP) systems that respondents named. It is possible that respondents did not spontaneously name MMP because the voting system 'MMP' was mentioned in an earlier question within the survey (when respondents were asked whether or not they had heard about the Referendum question on MMP). Therefore this analysis only looks at how many of the following alternative systems respondents identified: First Past the Post, Supplementary Member, Preferential Vote, or Single Transferable Vote.

The number of alternative systems named was generally lower for youth, Māori, Pacific and Asian respondents (this was the case in May 2011 – see table below for details).

Since May 2011 there has been an increase in the number of systems named by those who are aware of the Referendum (for example, in May 2011 less than one per cent of those aware of the Referendum could spontaneously name three or four of the alternative systems, whereas this increased to 12% by December 2011).

Number of alternative systems named	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
None of the four alternative systems named	45%	92%	46%	100%	56%	94%	78%	92%	72%	97%
1 system named	23%	3%	28%	-	20%	3%	9%	8%	16%	-
2 systems named	19%	5%	15%	-	17%	3%	10%	-	9%	3%
3 systems named	11%	*	9%	-	6%	-	2%	-	3%	-
4 systems named	1%	-	1%	-	1%	-	-	-	1%	-

## Voters and non-voters

Voters who were aware of the Referendum were more likely to name a larger number of systems compared to non-voters who were aware of the Referendum. For example, 14% of voters could name three or four systems, compared to less than one per cent of non-voters (see table below for details).

Number of alternative systems named	Voters Dec 2011	Non-voters Dec 2011
N=	995	171
None of the four alternative systems named	39%	75%
1 system named	24%	21%
2 systems named	22%	4%
3 systems named	13%	*
4 systems named	1%	-

## Knowledge about the consequence of a 'no-change' vote

Respondents who were aware of the Referendum were asked if they knew that if most people voted to keep MMP, that there would be an independent review of the way it works. In total 60% of those aware of the Referendum said they knew this. This equates to 53% of the general public (including those who were unaware of the Referendum). This is an increase from the equivalent question in May 2011, when 6% of those aware of the Referendum said they knew about this consequence (this equates to 2% of the general public at that time).

Māori and Pacific respondents were less likely to say they knew that if most people voted to keep MMP, that there would be an independent review of the way it works.

Knowledge about the consequence of a 'no-change' vote	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
Yes	60%	6%	62%	6%	48%	8%	43%	7%	58%	16%
No	39%	94%	37%	94%	52%	92%	57%	93%	36%	84%
Don't know	1%	-	1%	-	-	-	-	-	6%	-

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

Among those who were aware of the Referendum, the following groups were more likely to know the consequences of a 'no-change' vote:

- Those aged 46 and over (66% compared to 52% of those aged up to 46).
- Those who vote in every, or most, General Elections (63% vs. 51% of those who vote in some or no Elections).
- Males (67% vs. 54% of females).
- Those who read the EasyVote pack (66% vs. 48% of those who did not read it, or only glanced at it).

## Voters and non-voters

Voters who were aware of the Referendum were more likely to say they knew that if most people voted to keep MMP, that there would be an independent review of the way it works, compared to non-voters who were aware of the Referendum (63% vs. 45%).

## Knowledge about the consequence of a ‘vote for change’

Respondents who were aware of the Referendum were asked if they knew that if most people voted for a change of system, Parliament would then decide if there would be another Referendum to choose between MMP and the most popular alternative. In total 76% of those aware of the Referendum said they knew this. This equates to 66% of the general public (including those who were unaware of the Referendum). This is an increase from the equivalent question in May 2011, when 17% of those aware of the Referendum said they knew about this consequence (this equates to 8% of the general public at that time).

Young people, Māori and Pacific respondents were less likely to say they knew that if most people voted for a change of system, Parliament would then decide if there would be another Referendum to choose between MMP and the most popular alternative.

Knowledge about the consequence of a ‘vote for change’	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1166	513	296	13	267	74	86	26	119	24
Yes	76%	17%	67%	16%	68%	14%	61%	9%	70%	6%
No	23%	74%	32%	80%	30%	75%	36%	83%	27%	84%
Don’t know	1%	9%	1%	4%	2%	11%	3%	8%	4%	9%

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

Among those who were aware of the Referendum, the following groups were more likely to know the consequences of a ‘vote for change’:

- Those aged 46 and over (83% compared to 66% of those aged up to 46).
- Those who vote in every, or most, General Elections (80% vs. 60% of those who vote in some or no Elections).
- Those who read the EasyVote pack (82% vs. 64% of those who did not read it, or only glanced at it).
- Those who cast a special vote were *less* likely to know about the consequences (58% vs. 82% of those who cast an ordinary vote).



## Voters and non-voters

Voters who were aware of the Referendum were more likely to say they knew that if most people voted for a change of system, Parliament would then decide if there would be another Referendum to choose between MMP and the most popular alternative (81% vs. 52% of non-voters who were aware of the Referendum).

## General knowledge of different voting systems

All respondents, regardless of whether they knew about the Referendum or not, were asked whether they had heard of Mixed Member Proportional, First Past the Post, Single Transferable Vote, Preferential Vote and Supplementary Member. The proportion of people that had heard of each system has increased since May 2011, particularly for Single Transferable Vote, Preferential Vote, and Supplementary Member (see table below for details).

As above, young people, Asian, Māori and Pacific respondents were less likely to have heard of each of these voting systems.

Whether heard of this voting system before (% yes)	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1369	984	387	93	302	146	141	81	156	81
Mixed Member Proportional (MMP)	87%	78%	79%	41%	82%	83%	71%	53%	75%	64%
First Past the Post (FPP)	85%	74%	64%	29%	89%	81%	48%	35%	59%	39%
Single Transferable Vote (STV)	64%	35%	43%	11%	54%	20%	27%	8%	41%	11%
Preferential Vote (PV)	63%	40%	46%	8%	58%	41%	37%	15%	41%	27%
Supplementary Member (SM)	57%	17%	44%	3%	45%	13%	27%	11%	36%	3%

The following significant differences among groups were observed:

- Respondents aged 46 and over were more likely to have heard of MMP, FPP, STV, PV and SM (89%, 96%, 77%, 74% and 68% respectively – the equivalent proportions for those aged up to 46 were 84%, 73%, 51%, 51% and 46%).
- Those with a household income of \$75,000 or more were more likely to have heard of MMP, FPP, STV, and SM (91%, 92%, 76%, and 66% respectively – the equivalent proportions for households with an income up to \$75,000 were: 85%, 83%, 58%, and 53%).
- Males were more likely to have heard of STV (71% vs. 59% of females) and SM (63% vs. 52% of females).
- Those with a University or postgraduate degree were more likely to have heard of STV and SM (74% and 67% respectively).

- Those born in New Zealand were more likely to have heard of MMP, FPP, STV, PV and SM (89%, 92%, 70%, 67% and 61% respectively – the equivalent proportions for those born outside New Zealand were 81%, 66%, 50%, 52%, and 46%).
- Those who vote in every, or most, General Elections were more likely to have heard of MMP, FPP, STV, PV and SM (91%, 92%, 71%, 70% and 63% respectively – the equivalent proportions for those who vote in some, or no Elections, were 74%, 65%, 44%, 42% and 39%).
- Those who read their EasyVote pack were more likely to have heard of MMP, FPP, STV, PV and SM (91%, 92%, 74%, 72% and 68% respectively – the equivalent proportions for those who did not read (or only glanced) at their EasyVote pack were 80%, 75%, 50%, 49% and 41%).
- Those who cast an ordinary vote were more likely to have heard of MMP, FPP, STV, PV and SM (92%, 92%, 73%, 71% and 65% respectively – the equivalent proportions for those who cast a special vote were 82%, 77%, 43%, 48% and 44%).
- Christchurch respondents were more likely to have heard of Single Transferable Vote (74% compared with 64% of all respondents) and Preferential Voting (72% compared with 63% of all respondents).

#### Voters and non-voters

Voters were more likely than non-voters to have heard about all voting systems.

Whether heard of this voting system before (% yes)	Voters Dec 2011	Non voters Dec 2011
N=	1097	272
Mixed Member Proportional (MMP)	91%	71%
First Past the Post (FPP)	91%	64%
Single Transferable Vote (STV)	72%	38%
Preferential Vote (PV)	70%	38%
Supplementary Member (SM)	64%	33%

# Referendum Advertising

Respondents were asked if they remembered hearing or seeing information or advertising about the Referendum in the lead up to Election Day. It should be noted that this could cover a wide range of sources including Electoral Commission advertising, but also information provided by the media and lobby groups.

As with the section entitled 'knowledge of the Referendum' (above), this section combines voters and non-voters. At the beginning of each set of findings we examine the results from the general public (including voters and non-voters) before then describing the answers given by voters and non-voters separately.

## Referendum advertising/information awareness

All respondents were asked if they were aware of any information or advertising about the Referendum. In total 78% of respondents said they were aware. This compares with 16% of respondents in May 2011 (before the Electoral Commission's Referendum information campaign began).

In May 2011, young people and Asian and Pacific respondents were less likely to be aware of advertising, whereas only Māori and Pacific were less likely to be aware of advertising in December 2011.

Awareness of info/advertising about the Referendum	Total Dec 2011	Total May 2011	Youth Dec 2011	Youth* May 2011	Māori Dec 2011	Māori May 2011	Pacific Dec 2011	Pacific May 2011	Asian Dec 2011	Asian May 2011
N=	1369	984	387	93	302	146	141	81	156	81
Yes	<b>78%</b>	16%	<b>77%</b>	2%	<b>71%</b>	14%	<b>50%</b>	8%	<b>71%</b>	6%
No	<b>21%</b>	84%	<b>22%</b>	98%	<b>28%</b>	86%	<b>50%</b>	92%	<b>27%</b>	94%
Don't know	<b>1%</b>	*	<b>1%</b>	-	<b>1%</b>	-	-	-	<b>2%</b>	*

\* The May survey youth age-band was 18-25 whereas the current survey youth age-band is 18-24. This is unlikely to make much difference to the results because the views of 25 year olds in the post-election survey did not vary from the views of 18-24 year olds in the current survey.

The following groups were more likely to be aware of advertising:

- Those aged 46 and over (84% compared to 72% of those aged up to 46).
- Those with a higher income (83% of those with a household income of \$75,000+ vs. 73% of those with a lower household income).
- Those living in Christchurch (86% vs. 78% national average).
- Those who vote in every or most General Elections (80% vs. 71% of those who vote in some or no Elections).
- Those who read the EasyVote pack (85% vs. 67% of those who did not read it, or only glanced at it).

The following groups were less likely to be aware:

- Those who cast a special vote (61% vs. 80% of those who cast an ordinary vote).

## Voters and non-voters

Voters were more likely be aware of information or advertising about the Referendum (79%), whereas non-voters were less likely be aware (74%).

## Message recall from Referendum information or advertising

All those who were aware of information or advertising about the Referendum were asked whether they recalled a series of four key messages. The proportions recalling each one (i.e. % saying 'yes') are outlined in the table below. Please note that this question was not asked in the May 2011 survey (because the Electoral Commission's Referendum information campaign had not begun at that stage).

Young people who were aware of advertising or information were less likely to recall all four messages. Māori respondents who were aware of advertising or information were less likely to have heard something telling them about the 'voting system options in the Referendum'. Pacific respondents were less likely to recall messages about 'the Referendum being on', 'the two questions', and 'what would happen as a result'. Asian respondents were less likely to recall messages about 'the Referendum being on', 'the two questions', and the 'voting system options in the Referendum'.

Whether heard of this key message during the campaign (% yes)	Total Dec 2011	Youth Dec 2011	Māori Dec 2011	Pacific Dec 2011	Asian Dec 2011
N=	1035	293	226	83	112
Telling you that the Referendum was on	89%	84%	91%	82%	80%
Telling you the two questions in the Referendum	71%	61%	67%	57%	60%
Telling you the voting system options in the Referendum	69%	62%	81%	63%	57%
Telling you what would happen as a result of the Referendum	62%	51%	62%	41%	56%

The following significant differences among those who were aware of advertising were observed:

- Males were more likely to have heard the message about the Referendum being on (93% vs. 86% of females).
- Respondents aged 46 and over were more likely to be aware of all four messages (91% had heard about the message that the Referendum was on, 78% had heard about the two questions, 75% had heard about the voting system options and 69% had heard messages about what would happen as a result of the Referendum. The equivalent proportions for those aged up to 46 were 88%, 61%, 61% and 25%).
- Those living in Christchurch were more likely to be aware of the messages about the two questions (81% compared to the national average of 71%).
- Those who vote in all, or most, General Elections were more likely to be aware of all four messages (92% had heard about the message that the Referendum was on, 74% had heard about the two questions, 71% had heard about the voting system options and 65% had heard messages about what would happen as a

result of the Referendum. The equivalent proportions for those who vote in only some, or no, General Elections were 81%, 58%, 62% and 52%).

- Those born outside of New Zealand were less likely to be aware of all four messages (79% had heard about the message that the Referendum was on, 63% had heard about the two questions, 57% had heard about the voting system options and 59% had heard messages about what would happen as a result of the Referendum).

#### Voters and non-voters

Voters who were aware of advertising or information were more likely to recall all four messages, compared with non-voters who recall advertising or information. Results are detailed in the table below.

Whether heard of this key message during the campaign (% yes)	Voters Dec 2011	Non-voters Dec 2011
N=	854	181
Telling you that the Referendum was on	91%	82%
Telling you the two questions in the Referendum	76%	51%
Telling you the voting system options in the Referendum	72%	55%
Telling you what would happen as a result of the Referendum	66%	44%

### Satisfaction with Referendum information or advertising

Those who were aware of information or advertising about the Referendum were asked how satisfied they were with it on a scale of 1 to 5, where 1 was very dissatisfied and 5 was very satisfied. This question was not asked in the May 2011 survey.

Just under half of people (46%) gave a score of either 4 or 5 for satisfaction. Young people and Asian respondents were less likely to give a 4 or 5 for satisfaction.

Satisfaction with Referendum information or advertising	Total Dec 2011	Youth Dec 2011	Māori Dec 2011	Pacific Dec 2011	Asian Dec 2011
N=	1035	293	226	83	112
1 -Very dissatisfied	4%	2%	6%	9%	4%
2	17%	18%	17%	17%	18%
NET DISSATISFIED	21%	20%	22%	26%	22%
3	32%	40%	29%	36%	41%
4	27%	25%	24%	20%	24%
5 – Very satisfied	20%	14%	22%	19%	10%
NET SATISFIED	46%	39%	46%	38%	34%
Don't know	1%	1%	2%	-	4%

The following groups were more likely to be satisfied (4 or 5 out of 5):

- Those aged 46 and over (53% compared to 37% of those aged up to 46).
- Those who vote in every or most General Elections (50% vs. 34% of those who vote in some or no Elections).
- Those who read the EasyVote pack (54% vs. 31% of those who did not read it, or only glanced at it).

The following groups were less likely to be satisfied:

- Those born outside New Zealand (38%).
- Those who cast a special vote (32% vs. 52% of those who cast an ordinary vote).
- Those who were not eligible to vote before 2011 (36% vs. 49% of those who were eligible to vote in previous Elections).
- Those who specifically wanted more information on the Referendum voting process (11%) or more information on the voting systems included in the Referendum (21%).

#### Voters and non-voters

Satisfaction (either 4 or 5 out of 5) was significantly higher among voters, compared to non-voters (51% vs. 26%) – see the table below for details.

Satisfaction with Referendum information or advertising	Voters Dec 2011	Non-voters Dec 2011
N=	854	181
1 -Very dissatisfied	5%	3%
2	15%	25%
NET DISSATISFIED	20%	28%
3	28%	45%
4	29%	18%
5 – Very satisfied	22%	8%
NET SATISFIED	51%	26%
Don't know	1%	2%

# Electoral advertising

## Awareness of Electoral advertising

Respondents were asked if they had seen or heard any *other* advertising or information about voting in the lead up to the Election (i.e. additional voting information or advertising beyond the Referendum). It was made clear that this was advertising about the voting process, not advertising by political parties, candidates or lobby groups. As with the 2008 voter and non-voter satisfaction survey, this section reports the results for voters and non-voters separately.

### Voters

The majority of voters (64%) recalled seeing or hearing electoral advertising prior to the Election. This is significantly lower than the equivalent result in 2008 (81%). By contrast 78% of voters were aware of Referendum information or advertising. There were no significant variations in awareness among the key subgroups.

Recall of electoral advertising (not Referendum)	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1097	1218	244	253	240	214	115	96	122	103
Yes	64%	81%	61%	90%	62%	77%	63%	88%	58%	79%
No	32%	16%	38%	8%	35%	21%	36%	11%	41%	20%
Don't know / cannot remember	4%	2%	1%	1%	4%	3%	1%	1%	1%	1%

Recall of the advertising was *higher* among the following groups of voters:

- Those living in Christchurch (74% vs. 64% national average).
- Those born in New Zealand (66% vs. 58% of those born outside New Zealand).

Recall of the advertising was *lower* among the following groups of voters:

- Those who were not eligible to vote before 2011 (56% vs. 65% of those who were eligible to vote in previous Elections).

## Non-voters

Compared to voters, non-voters were less likely to recall electoral advertising (57% - which is lower than the result in 2008 – 74%).

Māori non-voters were less likely to recall advertising. There were no other significant variations by the key subgroups.

Recall of electoral advertising (not Referendum)	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Yes	57%	74%	53%	75%	43%	77%	42%	76%	53%	76%
No	41%	24%	45%	24%	56%	23%	53%	24%	46%	21%
Don't know / cannot remember	2%	2%	2%	1%	1%	-	5%	-	1%	2%

Recall of the advertising was *lower* among the following groups of non-voters:

- Those with a health problem (31% vs. 59% of those without a health problem).

## Type of advertising recalled

All respondents who had seen or heard electoral advertising were asked where they recalled seeing or hearing the advertising about voting. This was asked unprompted (i.e. a list was not read out to respondents).

### Voters

Television advertising was the most frequently recalled medium by voters who had seen or heard advertising (66%), followed by newspapers (35%), pamphlets or fliers (22%) and radio (18%).

Young people were less likely to recall newspapers or fliers (and more likely to say they recalled seeing something at a further/higher education institution).

Pacific respondents were less likely to recall newspapers and more likely to recall word-of-mouth and signs.

Asian respondents were more likely to recall advertising on the Internet, word-of-mouth, signs, and the Electoral Commission's mailout.

Other than this, results did not significantly vary by key group.

There have been a number of significant changes since 2008. These are as follows:

- Recall of television advertising was 66% (down from 89% in 2008).
- Recall of newspaper advertising was 35% (up from 25% in 2008).
- Recall of pamphlets or flyers was 22% (up from 5% in 2008).
- Recall of radio was 18% (down from 25% in 2008).



- Recall of Internet advertising was 12% (up from 4% in 2008).
- Recall of other letters through the mail was 5% (up from 1% in 2008).
- Recall of bus shelter advertising was 1% (down from 3% in 2008).

Source of advertising for voters who recalled electoral advertising	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	690	995	149	230	150	162	71	84	71	81
Television	66%	89%	68%	91%	63%	90%	73%	93%	75%	84%
Newspapers	35%	25%	15%	13%	32%	25%	17%	35%	46%	41%
Pamphlets or flyers	22%	5%	11%	6%	16%	7%	31%	14%	26%	12%
Radio	18%	25%	17%	42%	23%	24%	26%	44%	22%	44%
Internet	12%	4%	14%	9%	7%	3%	7%	4%	29%	11%
EasyVote pack*	6%	n/a	4%	n/a	10%	n/a	-	n/a	10%	n/a
Other letters through mail	5%	1%	5%	2%	8%	4%	5%	4%	2%	-
Word-of-mouth	3%	2%	6%	4%	4%	1%	12%	8%	19%	9%
Signs	3%	4%	4%	8%	2%	6%	17%	19%	12%	15%
Shopping malls/supermarket	2%	1%	2%	-	2%	1%	3%	1%	5%	-
Workplace meetings	1%	-	-	-	1%	-	-	-	-	-
Bus shelters	1%	3%	-	6%	-	-	4%	4%	4%	10%
Billboards/posters/banners	1%	1%	2%	3%	2%	2%	-	1%	-	1%
University/technical institute/training course	1%	1%	3%	4%	1%	-	-	2%	-	1%
Magazines	1%	*	-	-	-	-	-	-	-	-
Signs on buses	*	-	-	-	-	-	-	-	5%	-
'Yes I voted' sticker	*	-	-	-	-	-	-	-	1%	-
Schools	*	*	1%	1%	-	-	1%	-	-	-
Library	*		1%		-		-		1%	
News media (non-specific)	*		-		1%		-		-	
Other	2%	1%	2%	1%	1%	1%	1%	5%	-	2%
Don't know / cannot remember	1%	1%	1%	-	1%	-	-	1%	-	-

\* Please note that in 2008 this question was asked after the section on EasyVote packs, and therefore the question in 2008 specifically asked respondents to think of information 'other than the EasyVote pack (whereas in 2011 the question was asked differently and allowed respondents to include the EasyVote pack). Therefore this particular row is not comparable between 2008 and 2011.

Key subgroup differences are listed below:

- Those aged up to 46 were more likely to recall advertising on television (74% vs. 60% of those aged 46 and over) on radio (24% vs. 13%), or on the Internet (18% vs. 7%). However, they were less likely to recall advertising in newspapers (26% vs. 41%).
- Those born outside of New Zealand were more likely to hear through word-of-mouth (20% vs. 10% of those born in New Zealand).
- Those who voted before Election Day were more likely to recall newspaper advertising (45% vs. 33% of those who voted on Election Day).
- Those who cast a special vote were more likely to be aware of advertising in pamphlets or fliers (36% vs. 21% of those who cast an ordinary vote) or via word-of-mouth (11% vs. 3%).
- Those who were not eligible to vote before 2011 were more likely to be aware of advertising on signs (12% vs. 2% of those who were eligible before 2011), or via word-of-mouth (10% vs. 3%).

## Non-voters

While non-voters recalled electoral advertising in similar places to voters, they recalled fewer sources on average (1.5 sources compared to 1.9 sources among voters on average).

Compared to voters, recall among non-voters who had seen or heard advertising was particularly low for newspapers (18% compared to 35% of voters who were aware of any source). It was also lower for the Internet (5% vs. 12%), and for specific mentions of the EasyVote pack (1% vs. 6%).

Māori non-voters were less likely to recall radio advertising and more likely to recall pamphlets or fliers. There were no other significant variations by the key subgroups. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

There have been a number of significant changes since 2008. These are as follows:

- Recall of television advertising was 70% (down from 84% in 2008).
- Recall of pamphlets or flyers was 18% (up from 2% in 2008).
- Recall of letters through the mail was 5% (up from 1% in 2008).

Source of advertising for non-voters who recalled electoral advertising	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	141	218	75	105	26	49	11	19	17	32
Television	70%	84%	67%	85%	52%	90%	82%	95%	76%	69%
Newspapers	18%	15%	10%	8%	19%	12%	11%	21%	8%	31%
Pamphlets or fliers	18%	2%	9%	3%	39%	2%	-	5%	20%	16%
Radio	16%	19%	17%	27%	-	26%	-	37%	16%	19%
Letters Through the Mail	5%	1%	6%	2%	6%	-	-	-	-	-
Internet	5%	3%	4%	8%	-	3%	-	11%	7%	22%
Signs	3%	5%	6%	7%	9%	2%	3%	32%	8%	12%
Word-of-mouth	3%	2%	8%	4%	3%	3%	3%	26%	2%	16%
Through work	2%	-	-	-	3%	-	-	-	13%	-
University/Technical Institute	2%	1%	7%	2%	-	-	-	-	2%	3%
Billboards/Posters/Banners/Library	1%	4%	5%	8%	-	1%	-	-	-	3%
EasyVote pack	1%	n/a	2%	n/a	2%	n/a	-	n/a	-	n/a
Public meetings	-	-	*	-	-	-	3%	-	-	-
Shopping malls/supermarket	*	2%	-	5%	-	1%	-	-	-	6%
Magazines	-	1%	-	-	-	-	-	-	-	-
Bus shelters	-	*	-	2%	-	-	-	5%	-	-
Other	2%	2%	2%	2%	-	7%	22%	11%	13%	3%
Don't know/can't remember	1%	1%	5%	-	-	1%	-	-	-	-

Key subgroup differences are listed below:

- Respondents aged 46 and over were more likely to be aware of newspaper advertising (38% compared to 11% of those aged up to 46).
- Those who were not eligible to vote before 2011 were more likely to be aware of advertising on signs (12% vs. 1% of those who were eligible before 2011).

## Unprompted message recall of electoral advertising

All respondents who recalled the advertising were asked to state what the advertising was about. This was asked unprompted (i.e. a list was not read out to respondents). Despite the fact we were asking about advertising not including the Referendum, many respondents still mentioned that the advertising was about the Referendum.

### Voters

As in 2008, most respondents who recall advertising or information did not spontaneously mention one of the four key messages of the general Electoral campaign. The most commonly mentioned message was about 'using the EasyVote card when going to vote' (9% of voters mentioned this message).

Young people were more likely to recall advertising about how to vote, but were less likely to recall advertising about using the EasyVote card, and voting in advance.

Māori respondents were less likely to recall advertising about using the EasyVote card and voting in advance.

Pacific and Asian respondents were more likely to recall messages about using the EasyVote card, voting in advance, voting close to home and 'Yes I voted' stickers. They were less likely to recall messages about how to vote. Pacific respondents were also less likely to recall messages about the Referendum and messages about the Election in general.

Results for the key subgroups are available in the table overleaf.

There have been some significant changes since the 2008 survey. These are as follows:

- 35% recalled general messages about how to vote (up from 18% in 2008).
- 33% recalled information about the Referendum (this was not a valid response in 2008 because there was no Referendum).
- 18% recalled messages about getting enrolled (down from 37% in 2008).
- 9% recalled messages about using the EasyVote card when voting (down from 17% in 2008).
- 9% recalled messages about the importance of voting (up from 2% in 2008).
- 8% recalled messages about candidates (up from 3% in 2008).
- 4% recalled messages about voting close to home (up from 2% in 2008).
- 4% recalled messages about how MMP works (down from 9% in 2008).

Message of advertising	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	690	995	149	230	150	162	71	84	71	81
Telling us how to vote	35%	18%	40%	49%	35%	16%	11%	12%	14%	5%
The Referendum	33%	-	28%	-	32%	-	12%	-	21%	-
Get yourself enrolled	18%	37%	20%	48%	17%	29%	16%	18%	13%	17%
About the General Election/general advertising	10%	7%	8%	7%	9%	7%	-	10%	7%	4%
Use The EasyVote Card when going to vote	9%	17%	6%	15%	2%	24%	26%	27%	25%	46%
Importance of voting / have your say	8%	2%	7%	2%	11%	3%	16%	6%	5%	-
Candidate information	8%	3%	11%	1%	10%	5%	2%	7%	8%	7%
Little Orange Man	6%	6%	9%	5%	3%	2%	8%	1%	3%	-
Vote in advance if you're going to be away on Election Day	4%	3%	2%	2%	1%	4%	19%	6%	16%	22%
About MMP/how it works	4%	9%	1%	8%	5%	5%	4%	4%	2%	7%
Vote close to home	3%	2%	1%	3%	1%	3%	14%	13%	13%	31%
Yes, I voted (sticker)	1%	-	1%	-	-	-	10%	5%	11%	-
Telephone number for new voters/being of age	-	-	1%	-	1%	-	2%	-	-	-
Website/information on website	1%	-	1%	-	-	-	-	-	-	-
Other	4%	1%	3%	-	4%	-	6%	8%	6%	1%
Don't know / can't remember	11%	12%	13%	8%	12%	13%	15%	10%	21%	9%

Key subgroup differences are listed below:

- Those aged up to 46 were more likely to recall messages about using the EasyVote card (14% vs. 5% of those aged 46 and over) and enrolment (27% vs. 11%).
- Those with a household income of \$75,000+ were more likely to recall messages encouraging people to vote (13% vs. 5% of those with a lower household income).
- Those born outside New Zealand were more likely to recall messages about using the EasyVote card (15% vs. 8% of those born in New Zealand), voting in advance (9% vs. 3%), and voting close to home (7% vs. 1%).
- Those who read the EasyVote pack were more likely to recall messages about the Referendum (38% vs. 17% of those who did not read it, or only glanced at it).
- Those who were not eligible to vote before 2011 were more likely to recall messages about the EasyVote card (18% vs. 9% of those who were eligible to vote in previous Elections) and messages about voting close to home (10% vs. 2%).

#### Non-voters

Message take-out was weaker among non-voters with higher proportions saying they 'did not know / could not remember' the messages (30% vs. 11% of voters).

There were no significant variations in unprompted message recall among the key subgroups of non-voters.

There have been some significant changes since the 2008 survey. These are as follows:

- 32% recalled messages about how to vote (up from 12% in 2008).
- 16% recalled information about the Referendum (this was not a valid option in 2008 because there was no Referendum).
- 11% recalled messages about candidates (up from 5% in 2008).
- 6% recalled messages about getting enrolled (down from 16% in 2008).
- 5% recalled messages about using the EasyVote card when voting (down from 21% in 2008).

- 30% did not recall the message (i.e. said 'do not know / cannot remember') (up from 22% in 2008).

Results for Māori, Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Message of advertising	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	141	218	75	105	26	49	11	19	17	32
Telling us how to vote	32%	12%	27%	20%	23%	11%	28%	21%	13%	9%
The Referendum	16%	-	18%	-	17%	-	6%	-	22%	-
Candidate information	11%	5%	10%	7%	13%	4%	27%	16%	2%	3%
Vote in advance if you're going away on Election Day	6%	9%	5%	7%	-	6%	-	-	20%	16%
About the General Election/general	6%	8%	7%	5%	8%	9%	-	11%	3%	-
Get yourself enrolled	6%	16%	7%	24%	-	14%	-	26%	2%	16%
Use The EasyVote Card when going to vote	5%	21%	3%	23%	2%	24%	-	11%	20%	38%
Importance of voting / have your say	4%	5%	9%	-	3%	7%	3%	5%	2%	3%
Little Orange Man	2%	4%	4%	10%	-	6%	-	11%	-	3%
Giving options/choices - non specific	2%	-	-	-	-	-	-	-	-	-
Vote close to home	1%	8%	-	4%	-	5%	-	5%	14%	19%
Website/information on website	1%	-	3%	-	-	-	-	-	-	-
About MMP/how it works	*	2%	1%	1%	-	-	-	5%	2%	-
Other (please specify)	2%	-	5%	-	3%	-	-	-	-	-
Don't know/can't remember	30%	22%	27%	8%	47%	18%	39%	-	48%	22%

## Total message recall of electoral advertising

All respondents were then prompted with three key subjects in the electoral advertising and asked whether they recalled seeing or hearing any advertising containing these messages. The following results combine the unprompted and prompted recall for each message – the results represent all respondents regardless of whether or not they initially claim to recall information or advertising about the voting process.

### Voters

Most voters aware of the advertising recalled advertising about voting in advance if you are away on Election Day (75%, which is similar to 2008). Most also recalled advertising about using the EasyVote card (75% - which is higher than the equivalent result in 2008 when it was 58%). Almost two-thirds of voters recalled advertising about voting close to home (65% - which is higher than the equivalent result in 2008 when it was 52%). Just under one in ten (7%) could not recall any of these three messages.

Young voters were significantly less likely to recall the message about using the EasyVote card. There were no other significant variations by the key subgroups.

Total recall of advertising about...	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	690	1218	149	253	150	214	71	96	71	103
Use the EasyVote card when going to vote	75%	58%	66%	60%	74%	55%	73%	58%	67%	66%
Vote in advance if you're going to be away on Election Day	75%	73%	67%	62%	67%	69%	69%	55%	69%	68%
Vote close to home	65%	52%	62%	52%	60%	54%	74%	71%	70%	69%
None of these messages	7%	12%	13%	13%	12%	12%	14%	9%	8%	13%

Further subgroup analysis shows:

- Older respondents (aged 46 and over) were more likely to recall messages about using the EasyVote card (76% vs. 67% of younger respondents). Similarly they were more likely to recall the message about voting in advance (77% vs. 68%). They were also more likely to recall the message about voting close to home (68% vs. 61%).
- Those born in New Zealand were more likely to recall messages about using the EasyVote card (76% vs. 61% of those born outside New Zealand). Similarly they were more likely to recall the message about voting in advance (77% vs. 62%).
- Those who read the EasyVote pack were more likely to recall messages about using the EasyVote card (76% vs. 61% of those who did not read it, or only glanced at it). Similarly they were more likely to recall the message about voting in advance (77% vs. 64%). They were also more likely to recall the message about voting close to home (71% vs. 47%).
- Those who vote in all, or most, New Zealand General Elections were more likely to recall messages about using the EasyVote card (73% vs. 58% of those who vote in only some Elections).
- Those who voted before Election Day were more likely to be aware of messages about advance voting (82% vs. 72% of those who voted on Election Day).
- Those who were first eligible to vote in 2011 were less likely to be aware of messages about voting in advance (61% vs. 75% of those who could vote before 2011).
- Females were more likely to recall messages about voting close to home (69% vs. 60% of males).

#### Non-voters

Non-voters who were aware of advertising were less likely than voters to be aware of each of the three messages. Since 2008 message recall for using the EasyVote card, voting in advance, and voting close to home has increased among non-voters (see the table overleaf for details).

Results for Results for Māori, Pacific and Asian respondents should be treated with caution due to their small base sizes.

Total recall of advertising about...	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	141	291	75	139	26	64	11	25	17	42
Use the EasyVote card when going to vote	53%	42%	56%	50%	42%	45%	51%	36%	37%	55%
Vote in advance if you're going to be away on Election Day	54%	45%	40%	39%	60%	43%	31%	36%	64%	36%
Vote close to home	55%	43%	44%	43%	34%	52%	52%	48%	67%	50%
None of these messages	20%	27%	26%	25%	15%	28%	28%	24%	16%	24%

Further subgroup analysis shows:

- Those who were first eligible to vote in 2011 were less likely to be aware of messages about voting in advance (39% vs. 55% of those who could vote before 2011).
- Those who read the EasyVote pack were more likely to recall messages about using the EasyVote card (70% vs. 35% of those who did not read it, or only glanced at it). Similarly they were more likely to recall the message about voting close to home (63% vs. 41%).

## Usefulness of different mediums of advertising

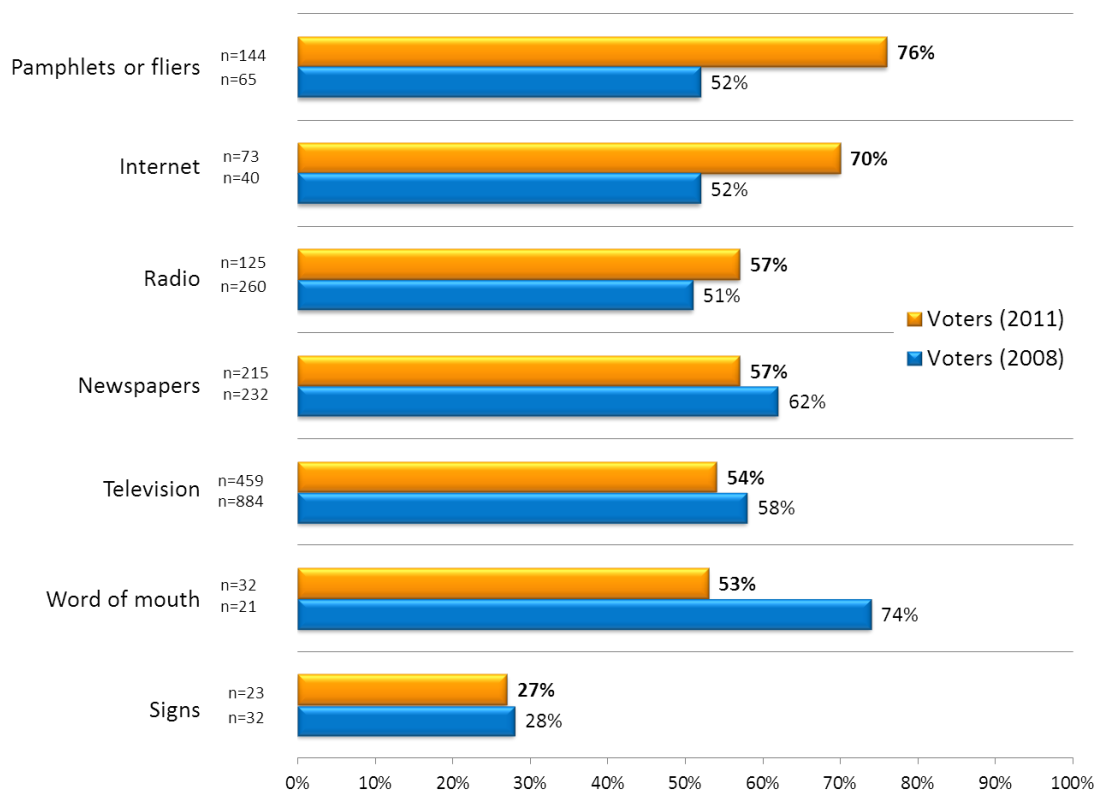
All voters and non-voters who had seen advertising were asked to rate how useful the advertising was using a scale of 1 to 5, where 1 was not useful at all and 5 was very useful. All those who scored 4 or 5 out of 5 were combined and labeled as 'useful' for graphing purposes. The results for different mediums are shown in the following graphs. Caution should be applied to interpreting these results due to some small base sizes.

### Voters

Only five voters recalled seeing advertising in bus shelters in 2011, so results for 'bus shelters' have been excluded from the chart overleaf. The three most useful advertising sources for voters were pamphlets (76% rated these as 4 or 5 out of 5 in terms of usefulness – which is higher than the equivalent result in 2008 which was 52%), the Internet (70% -significantly higher than the equivalent result in 2008 which was 52%), and radio (57% -significantly higher than the equivalent result in 2008 which was 51%). The perceived usefulness of television advertising has declined since 2008 (54% found it useful in 2011 compared with 62% in 2008).

## Usefulness of Advertising Mediums - Voters

All those scoring a 4 or 5 out of 5 for this advertising source



Subgroup analysis shows:

- Older respondents (aged 46 and over) were more likely to find newspapers useful (67% vs. 36% of those aged up to 46).
- Those with a health problem were less likely to find television useful (36% vs. 56% of those without a health problem).
- Those who vote in every, or most, General Elections were more likely to find the newspapers and radio useful (58% and 60% respectively, compared with 21% and 13% of those who only vote sometimes).

### Non-voters

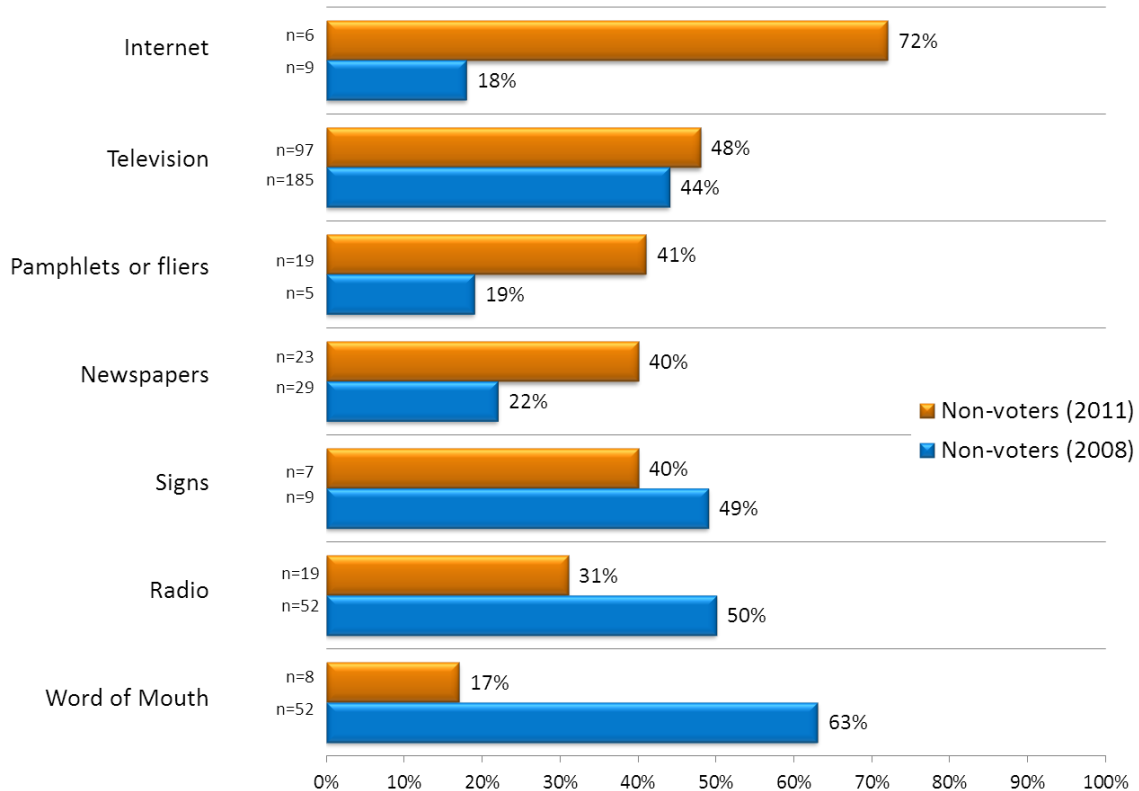
Non-voters were generally less likely to find advertising sources useful (compared with voters), although results for non-voters should be treated with caution due to the small base sizes involved. The Internet was perceived as the most useful source among non-voters (72% rating it a 4 or 5 for usefulness), the next most useful was television advertising (48%), and then pamphlets (41%).

Since 2008, there has been a decrease in the proportion of non-voters finding word-of-mouth useful (from 63% in 2008 to 17% in 2011 – although this is based on a small sample size of 8 respondents so caution should be applied). Apart from that, there have been no other significant changes in perceptions about the usefulness of different advertising sources among non-voters (mainly due to the small base sizes involved).



## Usefulness of Advertising Mediums – Non Voters

All those scoring a 4 or 5 out of 5 for this advertising source



## Additional information that respondents would like to see

All respondents were asked if there was any additional voting information they would have liked, beyond the EasyVote pack (described in the next section), and beyond the Referendum and Electoral advertising.

### Voters

Just over half of voters (54%) said they required no further information – this proportion was higher in 2008 (79%). The proportion that didn't require further information did not vary by key subgroup.

The most common suggestions relate to more information on Referendum voting systems (26% of voters) and more information about Referendum process (8%). These findings cannot be compared with the 2008 survey because the 2008 General Election did not involve a Referendum. There have been no significant increases or decreases in other types of additional information requested since the 2008 survey.

Young voters were more likely to want information about the Referendum voting systems. Pacific voters were more likely to want more information on: the Referendum process, party policies, electoral candidates, an explanation of MMP, party lists, date and time of voting, and information in their own language. Asian voters were more likely to want information about how to mark ballot papers. Other than that, there were no significant variations by the key subgroups.

Additional information respondents would like to see	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1097	1218	244	253	240	214	115	96	122	103
No, nothing	54%	79%	41%	69%	52%	79%	45%	70%	44%	70%
Information about Referendum voting systems	26%	n/a	32%	n/a	20%	n/a	26%	n/a	27%	n/a
Information about Referendum process	8%	n/a	5%	n/a	8%	n/a	16%	n/a	8%	n/a
More information on party policies / candidates	5%	3%	9%	6%	6%	2%	18%	11%	9%	6%
Electorate candidates	2%	2%	1%	1%	4%	1%	8%	3%	3%	5%
Polling place locations	2%	4%	1%	9%	1%	4%	-	6%	2%	12%
Explanation on MMP	2%	3%	2%	3%	4%	3%	6%	3%	3%	5%
Party lists	1%	*	1%	1%	1%	2%	6%	7%	-	2%
How to mark ballot party papers	1%	*	1%	1%	1%	-	2%	3%	6%	3%
Information in own language	1%	-	-	-	-	-	4%	-	2%	-
Provide information earlier	1%	-	1%	-	-	-	-	-	1%	-
Special/advance voting	1%	2%	*	4%	*	-	2%	2%	-	5%
Date and time of voting	*	2%	-	2%	1%	1%	4%	5%	2%	6%
Too much information	*	*	1%	-	-	1%	1%	-	-	-
Information about EasyVote	*	1%	1%	-	-	1%	3%	4%	-	1%
Māori roll/ eligibility/ voting procedure	*	*	-	1%	1%	*	-	-	-	-
Other	4%	3%	1%	2%	4%	2%	6%	2%	4%	2%
Don't know/can't remember	6%	2%	11%	5%	10%	3%	7%	6%	10%	3%

There were some variations within different groups of voters:

- Those aged up to 46 were more likely to want more information on the Referendum voting systems (32% vs. 21% of those aged 46 and over), and the Referendum process (12% vs. 5%). They were also more likely to want more information on party policies (7% vs. 3%).
- Those with a household income of \$75,000+ were more likely to want more information on the Referendum voting systems (34% vs. 19% of those with a lower household income).
- Those with a University degree or postgraduate qualification were more likely to want more information on the Referendum voting systems (32% vs. 23% of those with a lower qualification).
- Those who cast a special vote were more likely to want more information on the Referendum voting systems (37% vs. 25% of those who cast an ordinary vote).
- Those who were not eligible to vote before 2011 were more likely to want information on how to mark ballot papers (4% vs. 1% of those who were eligible to vote in previous Elections) and were also more likely to want more information on party policies (9% vs. 4%).
- Those who only vote in some Elections were more likely to want an explanation on MMP (7% vs. 1% of those who vote in most, or all, Elections).

## Non-voters

Non-voters were more likely to make suggestions than voters – 39% said they did not require further information (compared with 54% of voters). For the rest, the most common requests related to further information on the Referendum – either about the voting systems in the Referendum (20%) or about the Referendum process (13%). These findings cannot be compared with the 2008 survey because the 2008 General Election did not involve a Referendum.

Compared to 2008, a higher proportion of non-voters requesting further information wanted information on party policies (up from 4% in 2008 to 8% in 2011), and an explanation of the voting system (up from 1% to 5%). However, a lower proportion requested information on polling place locations (from 8% in 2008 to 2% in 2011).

Young non-voters were less likely to want more information on special or advance voting. Pacific non-voters were more likely to request additional information on how to mark ballot papers. There were no other significant variations within the key subgroups. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Additional information respondents would like to see	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	56	62	40	26	25	34	42
No, nothing	39%	65%	39%	55%	51%	59%	67%	60%	34%	43%
Information about Referendum voting systems	20%	n/a	17%	n/a	10%	n/a	14%	n/a	9%	n/a
Information about Referendum process	13%	n/a	8%	n/a	5%	n/a	14%	n/a	4%	n/a
Special / advance voting	10%	7%	4%	7%	3%	5%	11%	-	5%	7%
Party policies	8%	4%	13%	3%	8%	4%	16%	8%	-	10%
Explanation of voting system (MMP)	5%	1%	2%	-	-	-	14%	4%	-	2%
How to mark ballot party papers	3%	1%	3%	1%	1%	-	16%	-	3%	-
Information about EasyVote	3%	1%	*	2%	3%	1%	9%	-	1%	4%
Polling place locations	2%	8%	3%	11%	4%	5%	9%	4%	8%	21%
Date and time of voting	1%	3%	*	2%	3%	1%	2%	12%	4%	7%
Party lists	1%	*	2%	1%	-	2%	9%	8%	-	5%
Electorate candidates	1%	-	2%	-	-	-	9%	4%	-	-
Information in own language	*	-	-	-	-	-	9%	-	-	-
Other	4%	1%	1%	6%	1%	-	5%	12%	11%	7%
Don't know / can't remember	15%	10%	19%	17%	22%	21%	5%	4%	32%	12%

There were some variations within different groups of non-voters:

- Those aged up to 46 were more likely to request more information on the Referendum voting systems (27% vs. 3% of those aged 46 and over).
- Those with a household income of \$75,000+ were more likely to request more information on advance or special voting (25% vs. 6% of those with a lower household income).
- Those who vote in most Elections were more likely to request more information on advance or special voting (21% vs. 5% of those who vote in some, or no, Elections).

## Further analysis on those who wanted more information on the Referendum voting systems

26% of voters and 20% of non-voters wanted more information on the voting system options included in the Referendum. This section combines both voters and non-voters, using the same weighting regime that was used to combine them for the analysis about knowledge of the Referendum (the second section of this report). Subgroups within the combined total are examined throughout this section.

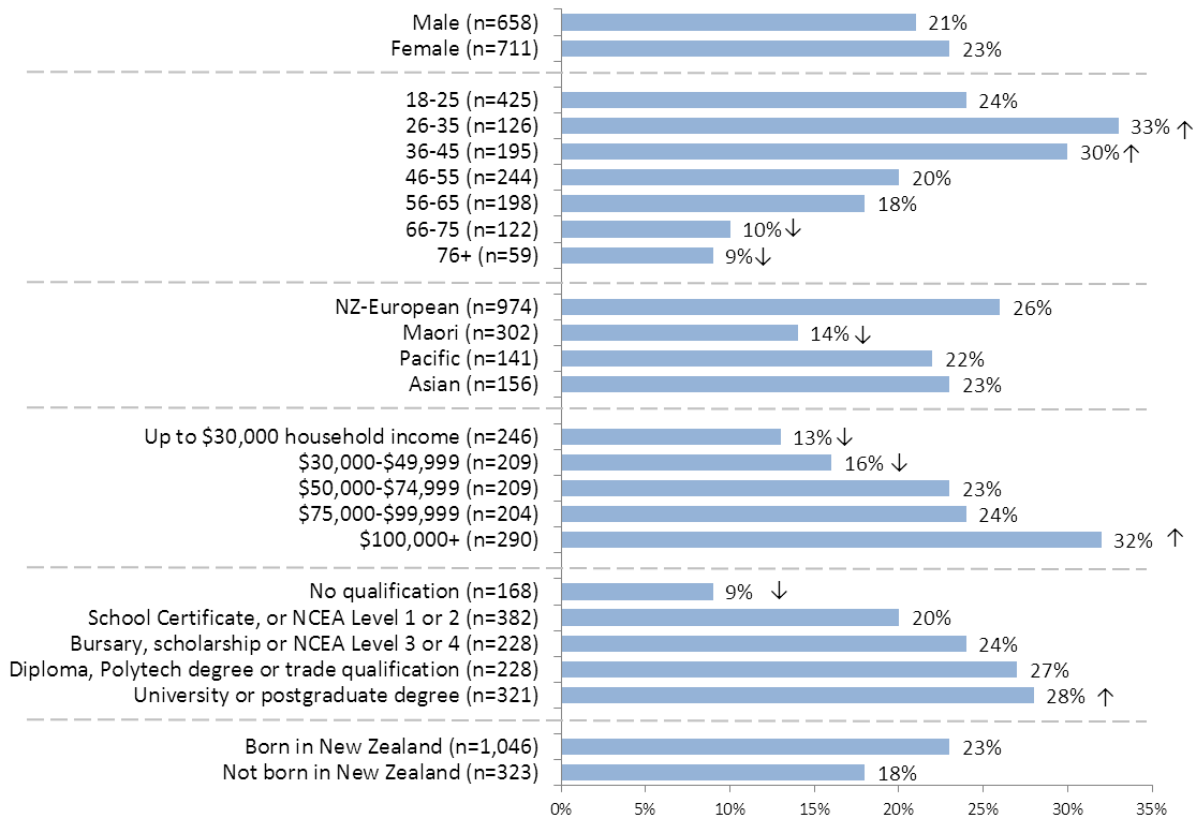
Differences between key subgroups are illustrated in the chart overleaf. Subgroups indicated with an upwards arrow in the chart are statistically significantly more likely to want more information on the Referendum voting system options (compared with all respondents – or if the subgroup only contains two categories, for example, gender – then the test is conducted against the opposing category). (Likewise, subgroups with a downwards arrow are significantly less likely to want more information).

Within the general population (including voters and non-voters), the following subgroups were more likely to want more information on the Referendum voting systems (see charts overleaf for details).

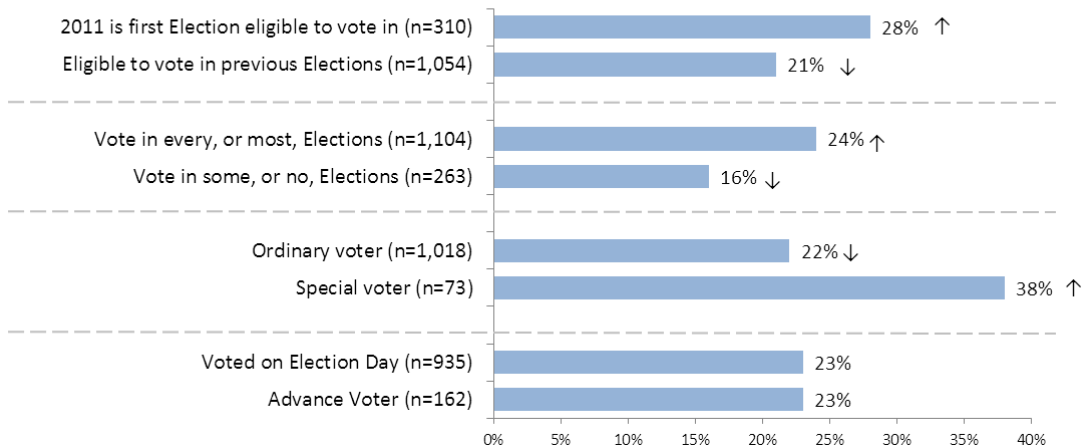
- Those aged 26-45.
- Those with a household income of \$100,000+.
- Those with a University or postgraduate qualification.
- Those who were not eligible to vote in previous General Elections.
- Those who vote in every, or most, Elections.
- Those who cast a special vote in 2011.
- Those who recall Referendum information or advertising, but not any messages about the voting system options.
- Those who were aware of the questions that would be asked in the Referendum.
- Those who were dissatisfied with the information they saw or heard about the Referendum.
- Those were not confident (either not very confident, or not at all confident) about making a decision in the Referendum.

It should be noted that the extent to which someone read the EasyVote pack (or whether they remember receiving it or not) did not affect the chances of wanting more information.

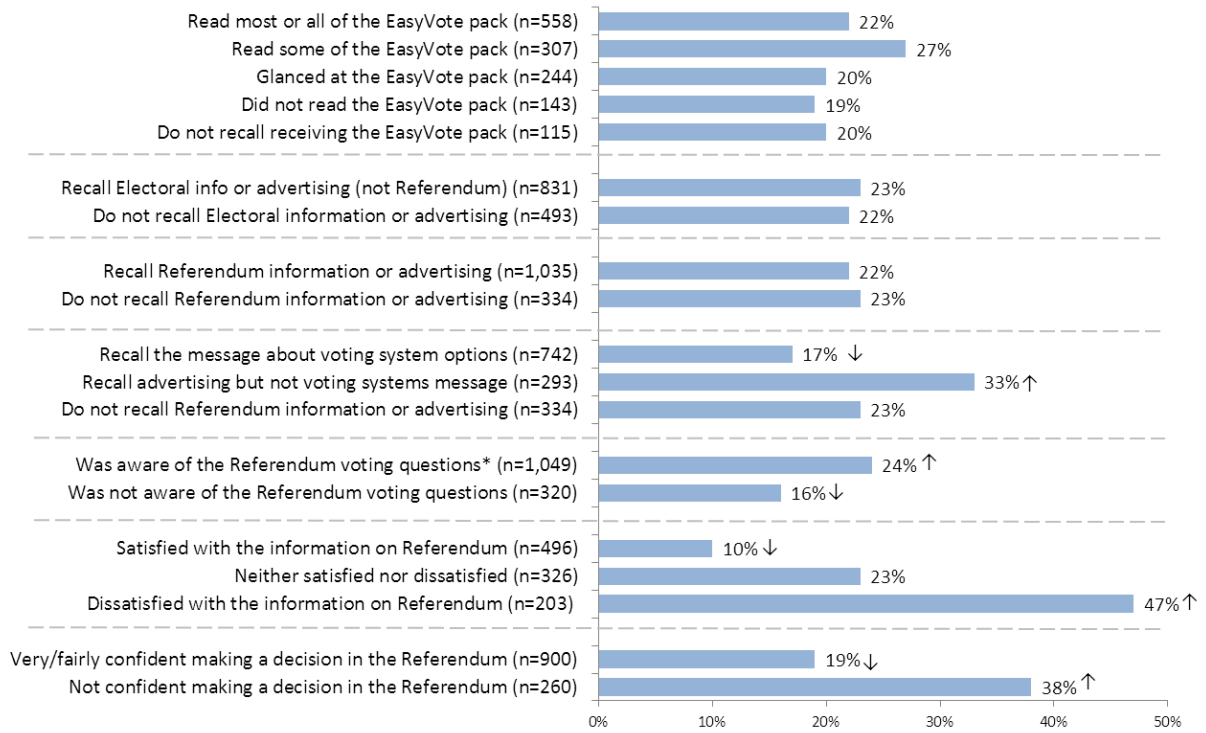
Proportion of each demographic group that wanted more information on the voting system options included in the Referendum



Proportions by different voting behaviour categories that wanted more information on the voting system options included in the Referendum



Proportions by different awareness and information categories that wanted more information on the voting system options included in the Referendum



\* There were no significant differences by awareness of each of the two specific Referendum questions (i.e. no difference between those who were aware of the question on keeping MMP vs. those who were aware of the question on the preferred alternative).

## 'Yes I voted' stickers

### Proportion of voters taking 'Yes I voted' stickers

Over a third (37%) voters took 'Yes I voted' stickers after they voted (this is similar to 2008). Pacific and Asian voters were more likely to say they took a 'Yes I voted' sticker.

Did you take a 'Yes I voted' sticker?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1210	243	250	240	211	113	95	122	102
Yes	37%	39%	40%	39%	42%	43%	48%	56%	54%	51%
No	62%	60%	60%	61%	57%	56%	52%	44%	45%	39%
Don't know / can't remember	1%	1%	-	-	1%	1%	-	-	1%	-

The following voters were *more likely* to take a sticker:

- Those who were not eligible to vote before 2011 (48% vs. 36% of those who were eligible to vote in previous Elections).
- Those aged up to 46 (43% vs. 33% of those aged 46 and over).
- Those with a University or postgraduate qualification (44% vs. 34% of those with a lower qualification).
- Those who voted on Election Day (41% vs. 17% of those who voted in advance).

### Stickers as a voting prompt

Over a third (36%) voters thought that the 'Yes I voted' sticker would prompt people to vote. This appears to be a downward trend on the perceived impact of the stickers (57% of voters thought the stickers would act as a prompt to vote in 2005, this fell to 51% in 2008 and is now 36% in 2011).

Māori, Pacific, Asian and Youth voters were more likely than average to say that the sticker would prompt them to vote.

'Yes I voted' sticker as a voting prompt	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1210	243	250	240	211	113	95	122	102
Yes	36%	51%	59%	61%	44%	63%	67%	68%	52%	54%
No	36%	35%	32%	36%	35%	25%	19%	18%	36%	30%
Don't know / can't remember	28%	14%	9%	4%	22%	12%	14%	14%	12%	16%

The following voters were *more likely* to feel that the sticker would prompt people to vote:

- Those aged up to 46 (49% vs. 26% of those aged 46 and over).
- Those who were not eligible to vote before 2011 (61% vs. 33% of those who were eligible to vote in previous Elections).
- Those who vote in some Elections (58% vs. 35% of those who vote in every, or most, Elections).
- Those casting a special vote (52% vs. 35% of those who cast an ordinary vote).

## Non-voters

Only 13% of non-voters saw someone wearing a 'Yes I voted' sticker on Election Day. This is significantly lower than in 2008 when it was 25% (in 2005 it was 28%).

Young non-voters were more likely to see a 'Yes I voted' sticker. There were no other significant variations by the key subgroups.

Results for Māori, Pacific and Asian non-voters should be treated with caution due to the small base sizes.

'Yes I voted' sticker as a voting prompt	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Yes	13%	25%	25%	41%	19%	25%	4%	36%	20%	36%
No	84%	74%	74%	59%	81%	73%	82%	64%	70%	57%
Don't know / can't remember	2%	1%	1%	1%	-	2%	14%	-	10%	7%

The following non-voters were *more likely* to see 'Yes I voted' stickers:

- Those with a household income of \$75,000+ (25% vs. 10% of those with a lower household income).
- Those who were not eligible to vote before 2011 (24% vs. 10% of those who were eligible to vote in previous Elections).
- Those who vote in some Elections (or none) (18% vs. 4% of those who vote in most Elections).

## Whether information came at the right time before the Election

All respondents were asked whether they felt the information or advertising that they encountered came at the right time before the Election (or whether it was 'too early' or 'too close' to the Election itself).

## Voters

78% of voters said the information was provided at 'about the right time'. Young voters were more likely to say this, and Pacific voters were less likely to say this (Pacific voters were more likely to say it was 'too close to the Election'). This question was not asked in 2008.

Timing of info/advertising	Total Dec 2011	Youth Dec 2011	Māori Dec 2011	Pacific Dec 2011	Asian Dec 2011
N=	1069	238	236	107	118
About the right time	78%	84%	75%	61%	71%
Too early	5%	3%	3%	5%	4%
Too close to the Election	15%	12%	17%	30%	21%
Don't know / can't remember	3%	1%	5%	4%	3%



The following voters were *more likely* to say the advertising or information was too close to the Election:

- Those with a health problem (11% vs. 4% of those without a health problem).
- Those who vote in some Elections (13% vs. 5% of those who vote in every, or most, Elections).

Those who were born outside New Zealand were more likely to think the information came *too early* (8% vs. 4% of those who were born in New Zealand).

#### Non-voters

58% of non-voters said the information was provided at ‘about the right time’ (lower than the equivalent for voters, 78%). In contrast to voters, non-voters were more likely to say the advertising was ‘too close’ to the Election (31% vs. 15% of voters).

Young non-voters were more likely to say the information and advertising came at ‘the right time’. There were no other significant variations by the key subgroups.

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Timing of info/advertising	Total Dec 2011	Youth Dec 2011	Māori Dec 2011	Pacific Dec 2011	Asian Dec 2011
N=	246	133	55	19	27
About the right time	58%	70%	51%	76%	61%
Too early	4%	2%	4%	7%	-
Too close to the Election	31%	23%	31%	17%	26%
Don't know / can't remember	7%	5%	13%	-	13%

#### Voters and non-voters combined

For further analysis of this question we combined voters and non-voters to get a picture of all New Zealanders who were aware of information or advertising. In total 75% of people thought the advertising came at about the right time, 4% thought it was too early, 17% thought it was too close to the Election and 4% said ‘don’t know’.

# EasyVote pack

## Receiving the EasyVote pack

### Voters

In 2011 96% of voters said they recalled receiving an EasyVote pack – this is lower than the proportion in 2008 (98%). Pacific voters were less likely to say they received the EasyVote pack. There were no other significant differences by the key subgroups.

Receive EasyVote pack?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1097	1218	244	253	240	214	115	96	122	103
Yes	96%	98%	98%	98%	95%	97%	75%	90%	98%	95%
No	3%	2%	1%	2%	4%	3%	25%	10%	2%	5%
Don't know	*	*	1%	1%	1%	1%	-	-	-	-

The following groups of voters were *more* likely to have received their EasyVote pack:

- Those who cast a special vote (81% vs. 97% of those who cast an ordinary vote).
- Those who were born in New Zealand (97% vs. 93% of those who were born outside New Zealand).
- Those who vote in every, or most, Elections (97% vs. 87% of those who vote in only some Elections).

### Non-voters

Compared with voters, significantly fewer non-voters recalled receiving the EasyVote pack – 77% of non-voters recalled receiving the pack. This is similar to 2008. Results for Pacific and Asian respondents should be treated with caution due to the small base sizes involved.

Receive EasyVote pack?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Yes	77%	79%	75%	76%	75%	84%	65%	60%	64%	60%
No	21%	18%	18%	22%	20%	15%	34%	36%	36%	40%
Don't know	2%	3%	7%	2%	5%	1%	1%	4%	-	-

## Reading the EasyVote pack

Respondents who recalled receiving the EasyVote pack were asked whether they had read it. Voters were more likely to read the EasyVote pack than non-voters.

### Voters

In total 92% of voters who recalled receiving the EasyVote pack either glanced at or read at least part of it. This is a similar proportion as in 2008 and 2005 (88% for both years). In 2005, people were asked if they had read or glanced at it, and could only respond with 'yes' or 'no'. Therefore, it is not possible to track changes in the extent to which the EasyVote pack has been read over time.

Fifty four per cent of voters who recalled receiving the EasyVote pack read most or all of it (this is similar to 2008 when it was 50%). Young voters were less likely than average to read most or all of the EasyVote pack as were Pacific voters.

Receive EasyVote pack?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1049	1190	237	247	228	207	92	86	121	98
Read most or all of it	54%	50%	41%	39%	47%	47%	28%	49%	43%	41%
Read some of it	22%	21%	30%	26%	27%	18%	29%	28%	36%	32%
Glanced at it	16%	17%	18%	21%	17%	20%	17%	7%	12%	16%
Didn't read it	8%	11%	10%	15%	8%	15%	26%	15%	9%	11%
Don't know	-	*	-	-	-	-	-	1%	-	-

Voters who read all, most or some of the EasyVote pack were significantly *more likely* to be:

- Those aged 46 and over (59% vs. 46% of those aged up to 46).
- Those who were eligible to vote in the previous General Election (55% vs. 40% of those who were not eligible to vote before 2011).
- Those who have voted in every, or most, Elections (55% vs. 37% who only vote in some Elections).

## Non-voters

Seventy nine per cent of non-voters who received the EasyVote pack say they read it, this has increased since 2008 and 2005 (70% for both years). Compared with voters, non-voters are less likely to have read most of it (only 26% did, compared with 54% of voters).

Māori non-voters were more likely to say they didn't read it. There were no other significant variations by the key subgroups.

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Receive EasyVote pack?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	205	230	107	106	47	53	20	15	20	25
Read most or all of it	26%	25%	15%	22%	17%	23%	9%	33%	13%	32%
Read some of it	24%	18%	28%	18%	15%	25%	40%	20%	46%	36%
Glanced at it	30%	27%	35%	30%	26%	26%	36%	20%	36%	28%
Didn't read it	21%	31%	21%	30%	43%	23%	16%	27%	4%	4%
Don't know	*	1%	-	1%	-	3%	-	-	-	-

## Ease of finding the EasyVote card

Those who had read or glanced at the EasyVote pack were asked how easy it was to find the EasyVote card.

### Voters

Nearly all voters who looked at the pack (96%) said it was easy to find the EasyVote card. This is similar to 2008 (98%). There were no significant variations among the key subgroups.

Easy to find EasyVote card?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	953	1062	213	216	211	182	75	73	111	87
Yes	96%	98%	96%	98%	97%	99%	98%	99%	97%	99%
No	2%	1%	3%	2%	2%	-	2%	1%	3%	1%
Don't know / Cannot remember	2%	1%	1%	-	1%	-	-	-	-	-

## Non-voters

More than four in five (81%) non-voters who looked at the pack said it was easy to find the EasyVote card. This is similar to the result in 2008. There were no significant variations among the key subgroups.

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Easy to find EasyVote card?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	158	193	84	83	31	42	18	11	17	24
Yes	81%	83%	81%	75%	83%	83%	72%	91%	97%	88%
No	11%	11%	11%	17%	8%	9%	28%	9%	3%	4%
Don't know / Cannot remember	8%	7%	8%	8%	9%	8%	-	-	-	8%

## Use of EasyVote card or CEO letter when voting

Most voters (86%) took the EasyVote card when they voted; this is similar to 2008 (88%).

Six percent of voters took the letter from the Electoral Commission with them (this is the same as 2008).

Pacific voters were less likely to take the EasyVote card and were more likely to say they brought 'neither'.

Asian voters were also more likely to take the letter with them.

Did you take the following when you voted?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1210	243	250	240	211	113	95	122	102
EasyVote card	86%	88%	87%	86%	88%	84%	73%	64%	90%	85%
Letter from the Chief Electoral Officer	6%	6%	6%	2%	5%	8%	8%	13%	13%	22%
Neither	14%	11%	12%	13%	11%	13%	28%	29%	10%	11%

The following groups of voters were more likely to take the EasyVote card with them:

- Those who cast an ordinary vote (88% vs. 59% of those who cast a special vote).
- Those who have voted in every, or most, Elections (87% vs. 69% who only vote in some Elections).

Those who were not eligible to vote in the previous General Election were more likely to bring the letter from the Chief Electoral Officer with them (10% vs. 5% of those who were eligible to vote before 2011).

## Satisfaction with the EasyVote pack

Those who glanced at or read the EasyVote pack were asked how satisfied they were with it on a scale of 1 to 5, where 1 was very dissatisfied and 5 was very satisfied. Voters were more likely to be satisfied with the pack than non-voters.

Results are described below.

### Voters

Most voters (88%) gave a score of either 4 or 5 for satisfaction. This is lower than 2008 when it was 92% - it was 93% in 2005. Māori voters were less likely to be dissatisfied than average (less than 1% gave a rating of 1 or 2 out of 5). There were no other significant variations by the key subgroups.

Satisfaction with EasyVote pack	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	953	1062	213	216	211	182	75	73	111	87
1 -Very dissatisfied	1%	1%	1%	-	-	-	2%	3%	2%	-
2	2%	1%	1%	-	*	-	3%	3%	-	1%
NET DISSATISFIED	3%	2%	2%	-	*	-	5%	5%	2%	1%
3	8%	6%	6%	7%	7%	6%	10%	5%	6%	11%
4	27%	21%	33%	27%	30%	19%	35%	15%	25%	17%
5 – Very satisfied	62%	71%	58%	65%	61%	75%	50%	74%	66%	68%
NET SATISFIED	88%	92%	91%	92%	92%	94%	85%	89%	91%	85%
Don't know	1%	1%	*	-	1%	-	-	-	1%	2%

The following groups of voters were more likely to be satisfied with the EasyVote pack (i.e. score a 4 or 5 out of 5):

- Those who read it (93% vs. 68% of those who only glanced at it).
- Those who vote in most, or all, General Elections (89% vs. 76% of those who only vote in some).

### Non-voters

Satisfaction with the EasyVote pack is significantly lower among non-voters (58% compared with 88% of voters).

There appears to be a downward trend in satisfaction with the EasyVote pack among non-voters who have seen the pack. The net satisfaction score was 77% in 2005, 66% in 2008, and was 58% in 2011. (Although the change in satisfaction between 2008 and 2011 is not statistically significant, the change in satisfaction between 2005 and 2011 is significant). Between 2008 and 2011, there has been a significant increase in the proportion giving the EasyVote pack a 'neutral' score of '3 out of 5'.

There were no variations by any of the key subgroups.

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Satisfaction with EasyVote pack	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	158	173	84	83	31	42	18	11	17	24
1 -Very dissatisfied	5%	2%	1%	5%	-	8%	2%	-	-	4%
2	3%	7%	6%	8%	3%	4%	2%	-	2%	8%
NET DISSATISFIED	8%	9%	8%	13%	3%	12%	5%	-	2%	12%
3	32%	17%	31%	24%	20%	24%	30%	27%	42%	38%
4	31%	31%	38%	30%	46%	33%	9%	27%	23%	12%
5 – Very satisfied	27%	35%	21%	21%	25%	25%	46%	45%	28%	29%
NET SATISFIED	58%	66%	59%	52%	71%	57%	55%	73%	51%	42%
Don't know	2%	8%	2%	12%	6%	7%	10%	-	6%	8%

The following non-voters were more likely to be satisfied with the EasyVote pack (i.e. score a 4 or 5 out of 5):

- Those who read it (76% vs. 28% of those who only glanced at it).
- Those who considered voting (66% vs. 36% of those who did not consider voting).

# Getting to the polling place

## Voting away from the polling place

Virtually all (99%) voters either cast their vote at an advance voting place or at a polling place on Election Day. One percent did not. Robust analysis of this population is not possible due to small numbers. However, the following can be stated for those who did not vote at an advance voting place or a polling place:

- The majority of them still voted at a place set up by electoral officials (78%),
- whereas 21% had voting papers brought or sent to them, and
- 1% said they voted 'another way'.

## Polling place location

Those who voted at a polling place were asked if they voted at a polling place that was close to their home. As in 2008, the majority voted close to home (92%).

Asian voters were more likely to vote close to home. There were no other significant variations among the key subgroups.

Polling place close to home?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1085	1,204	240	249	239	209	111	94	121	101
Yes	92%	93%	93%	91%	94%	95%	96%	94%	97%	94%
No	8%	7%	7%	9%	6%	5%	4%	6%	3%	6%
Don't know / can't remember	-	-	-	-	-	-	-	-	-	-

The following groups of voters were more likely than average to vote at a polling place close to home:

- Those aged up to 46 (95% vs. 91% of those aged 46 and over).
- Those who voted on Election Day (94% vs. 82% of those casting advance votes).
- Those who cast ordinary votes (95% vs. 50% of those who cast special votes).

## Accompaniment to the polling place

Most voters actually went to the polling place with other family members (63%). Just under a third of voters (32%) attended the polling place by themselves. There were no significant differences in answers to this question between 2011 and 2008.

Young voters and Māori voters were more likely to have attended with 'other people' (not family). They were also both less likely to visit the polling place by themselves.



Accompaniment to polling place	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1085	1,204	240	249	239	209	111	94	121	101
With other family members	63%	59%	55%	50%	68%	61%	61%	66%	65%	59%
By myself	32%	36%	24%	36%	23%	36%	29%	31%	30%	33%
With other people (not family)	6%	5%	23%	14%	10%	5%	10%	3%	5%	8%

Accompaniment to the polling place varied among some groups of voters:

- Those voting before Election Day were more likely to do so on their own (50% vs. 28% of those who voted on Election Day).
- Those casting special votes were more likely to do so with other people (not family) (22% vs. 5% of those who cast ordinary votes).
- Those who were eligible to vote in their first General Election in 2011 were more likely to do so with other people (not family) (19% vs. 4% of those who were eligible to vote in previous Elections).

## Voted at same polling place as last Election?

All those who voted in a polling place, who had also voted in the 2008 General Election, were asked if they voted in the same polling place as the last Election. As in 2008, just over half (51%) did. This did not vary by any of the key subgroups. (Other analysis by type of voter is included underneath the table).

Vote in same polling place?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	830	971	53	77	198	186	79	69	75	64
Yes	51%	51%	41%	31%	51%	46%	50%	46%	56%	55%
No	47%	48%	59%	69%	48%	54%	49%	54%	44%	45%
Don't know / cannot remember	2%	1%	-	-	1%	-	1%	-	-	-

The following voters were *more likely* to vote in the same place as last Election:

- Those with a household income less than \$75,000 (56% vs. 45% of those with a higher income).

The following types of voters were *less likely* to vote in the same place as last Election:

- Those with a University or postgraduate degree (41% vs. 55% of those with a lower qualification).
- Those who voted before Election Day (9% vs. 59% of those who voted on Election Day).
- Those casting special votes (7% vs. 53% of those casting ordinary votes).

Voters who did not vote in the same polling place were particularly likely to say this was because a different polling place was more convenient (34%), or because they had moved (29%) (See overleaf for details). These results are similar to 2008.

Pacific and Asian voters were more likely to say they didn't vote at the same place because they have moved since the last Election. There were no other significant differences by the key subgroups.

Reason for not voting in same polling place as last time	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	390	460	31	46	95	96	37	37	34	29
A different polling place was more convenient	34%	29%	53%	33%	37%	37%	32%	30%	27%	31%
Moved since last Election	29%	39%	20%	59%	22%	33%	53%	49%	50%	41%
The place I voted last time wasn't a polling place / was not open this time	17%	5%	20%	3%	17%	8%	7%	-	12%	7%
Advance voted this time	7%	5%	4%	3%	7%	2%	-	-	-	-
Was not in my electorate on Election Day	5%	6%	-	-	5%	4%	3%	5%	1%	3%
Was working on polling day	1%	4%	-	-	2%	6%	-	3%	-	-
Special voted this time	2%	-	-	-	1%	-	-	-	3%	-
Other	4%	4%	3%	1%	6%	4%	1%	5%	4%	3%
Don't know / cannot remember	2%	1%	-	-	1%	1%	4%	3%	3%	7%

The reasons given by voters who did not vote at the same place varied among some groups:

- Those aged up to 46 were more likely not to vote at the same place because they had moved (45% vs. 19% of those aged 46 and over).
- Those casting special votes were more likely to say they it was because they were outside of their electorate (19% vs. 4% of those who cast ordinary votes).
- Those who voted before Election Day were more likely to say it was because the Advance Voting place was not in the same location as the previous polling place (20% vs. less than 1% of those who voted on Election Day).

## Non-voters' awareness of a convenient polling place

Most (85%) non-voters knew the location of a polling place that was convenient for them. Results do not differ significantly from 2008. Asian non-voters were less likely to be aware of a convenient polling place (there were no other significant differences by the key subgroups).

Results for Pacific and Asian respondents should be treated with caution due to the small base sizes involved.

Aware of polling place?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Yes	85%	83%	85%	83%	84%	81%	73%	88%	66%	74%
No	15%	16%	15%	17%	15%	19%	27%	8%	33%	24%
Don't know / cannot remember	-	1%	*	-	1%	-	-	4%	1%	2%

## Source of information about polling place location

### Voters

Those who voted at a polling place were asked where they found out about the location of the polling place. This question was asked unprompted (i.e. a list was not read out to respondents). As in 2008, the most common source was to read about it in the EasyVote pack or something they received in the mail (45%). 27% said they knew from signs (up from 23% in 2007) and 26% said they knew the location because they had voted there in the past (similar to the equivalent proportion in 2008).

Young voters were more likely to know via family/friends but were less likely to know because they had voted there in the past, and less likely to know via local newspapers or general advertising. Māori voters were more likely to say 'they expected to find it at a school' or they knew because of family/friends. Pacific voters were less likely to say they read about it in the EasyVote pack/something in the mail, or a local newspaper, and more likely to say they heard about it on the radio, or it was 'because they had voted there in the past' or 'because they were driving/walking past'. Asian voters were more likely to say they knew from their EasyVote pack / something in the mail, but less likely to say they knew via a local newspaper or signage.

Source of information about polling place location	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1085	1,204	240	249	239	209	111	94	121	101
Read about it in EasyVote pack / something in mail	45%	48%	45%	53%	36%	43%	32%	45%	54%	67%
Signs/signage	27%	23%	28%	29%	29%	32%	25%	28%	13%	13%
I've voted there in the past	26%	28%	5%	11%	23%	24%	38%	24%	29%	14%
Family /friends /workmates, etc	16%	16%	48%	39%	22%	22%	21%	19%	13%	20%
From information in the local newspaper	13%	15%	7%	5%	16%	12%	1%	6%	3%	2%
Was driving /walking /going past	10%	10%	8%	9%	11%	11%	19%	11%	10%	14%
Expected to find it at the school	9%	9%	7%	3%	13%	11%	7%	4%	2%	6%
From advertising in general	4%	3%	-	3%	4%	2%	1%	6%	2%	4%
From the website / Internet	4%	2%	6%	2%	4%	1%	2%	3%	5%	2%
My knowledge (it has always been there)	2%	1%	1%	1%	2%	1%	*	-	-	-
Information at local electorate offices/ returning offices	1%	-	2%	-	-	-	2%	-	2%	-
Was working at the Elections/polling place	1%	2%	1%	2%	3%	1%	1%	-	-	-
Radio	1%	1%	1%	-	1%	1%	4%	4%	2%	1%
From political parties or candidates	1%	-	-	-	-	-	4%	2%	-	2%
Information from Iwi/Trust Board	1%	-	-	-	*	-	-	-	-	-
Information from Council Offices	*	-	-	-	-	-	-	-	1%	-
Information from Citizen's Advice	*	1%	-	1%	-	1%	-	-	1%	-
Other	3%	2%	1%	4%	7%	3%	5%	5%	2%	2%
Don't know / can't remember	*	1%	1%	-	-	-	*	-	-	1%

The source of knowledge about polling place location varied among some groups of voters:

- Those aged 46 and over were more likely to say they had voted there in the past (20% vs. 13% of those aged up to 46) or that they knew from information in the newspaper (10% vs. 1% of those aged up to 46).
- Those aged up to 46 were more likely to say they went with friends/family/workmates (16% vs. 6% of those aged 46 and over).
- This was also the case for those who were not eligible to vote before 2011 (30% vs. 8% of voters who were eligible to vote before 2011).
- Those who read the EasyVote pack were more likely to say they knew from the pack/something they received in the mail (40% vs. 16% of those who only glanced at the EasyVote pack – or didn't read it).
- Those who voted before Election Day were more likely to say it was because they were walking, or driving, past (14% vs. 5% of those who voted on Election Day).

### Non-voters

Non-voters who knew where their polling place was located were asked how they knew about its location. The three most common sources for non-voters were: signage (26%), family, friends, or workmates (25%), and the EasyVote pack/something in the mail (25%). 19% also said it was because they had voted there in the past.

Younger non-voters were more likely to say they knew through family/friends, and less likely to say they knew via a local newspaper, and also less likely to say it was because they had voted there in the past. Māori non-voters were more likely to say they knew via signage and less likely to say it was because they had read about it in the EasyVote pack/something in the mail. Pacific non-voters were more likely to say it was because they had voted there in the past.

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes. (Other analysis by type of non-voter is included following the table).

Source of information about polling place location	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	223	247	119	122	50	52	20	22	22	31
Signs/signage	26%	22%	29%	32%	50%	31%	5%	50%	18%	23%
Family /friends /workmates, etc	25%	26%	51%	39%	35%	33%	17%	41%	23%	45%
Read about it in EasyVote pack / something in mail	25%	20%	31%	30%	11%	17%	11%	27%	43%	23%
I've voted there in the past	19%	24%	4%	3%	14%	9%	53%	5%	26%	3%
Was driving /walking /going past	16%	16%	18%	12%	21%	19%	23%	9%	1%	16%
From information in the local newspaper	14%	9%	3%	6%	4%	13%	2%	14%	1%	10%
Expected to find it at the school	12%	9%	6%	6%	11%	11%	3%	9%	10%	10%
From the website / Internet	7%	1%	4%	2%	2%	-	-	-	1%	6%
My knowledge (it has always been there)	5%	2%	-	1%	1%	-	-	-	-	3%
From advertising in general	1%	3%	2%	3%	3%	14%	-	5%	-	6%
Information at local electorate offices/ returning offices	1%	1%	1%	1%	3%	3%	-	5%	-	-
Radio	1%	1%	2%	-	-	-	-	-	-	3%
Other	2%	3%	3%	3%	5%	-	-	5%	12%	6%

The source of knowledge about polling place location varied among some groups of non-voters:

- Females were more likely than males to say 'they expected to find it at a school' (18% of female non-voters who knew the location vs. 2% of males).
- Those who were not eligible vote before 2011 were more likely to say they knew of the location through family/friends/workmates (40% vs. 13% of non-voters who were eligible to vote before 2011). They were also more likely to say they read about it in the EasyVote pack (25% vs. 9% of those who were eligible to vote before 2011).

## Polling place experience

### Time of day voted at polling place

Forty percent of people voted in the morning (i.e. up to, and including, noon), 50% of people voted in the afternoon (between noon and up to, and including, 5pm), and 9% voted after 5pm. Since 2008 there has been a decrease in the proportion voting in the morning, and an increase in the proportion voting in the afternoon (in 2008 46% voted up until noon, 45% voted between noon and 5pm, and 8% voted after 5pm).

Young people were more likely to vote in the evening (14%) and less likely to vote in the morning (27%). Pacific voters were more likely than average to vote in the afternoon (64%) and less likely to vote in the morning (22%). Further subgroup analysis follows after the table.

Time of day voted	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	95	122	102
9.00am - 10.00am	10%	14%	6%	9%	13%	14%	9%	9%	1%	10%
10.00am - 11.00am	15%	16%	9%	10%	12%	15%	8%	16%	19%	8%
11.00am - 12.00am	15%	16%	13%	19%	14%	14%	4%	6%	17%	14%
12.00am - 1.00pm	12%	10%	17%	14%	11%	12%	14%	12%	14%	11%
1.00pm - 2.00pm	11%	11%	12%	13%	14%	10%	14%	17%	7%	16%
2.00pm - 3.00pm	12%	10%	12%	10%	10%	9%	20%	12%	14%	7%
3.00pm - 4.00pm	7%	7%	8%	9%	8%	7%	13%	11%	3%	11%
4.00pm - 5.00pm	8%	8%	9%	6%	9%	9%	3%	6%	14%	5%
5.00pm - 6.00pm	5%	5%	8%	7%	5%	7%	10%	7%	8%	14%
6.00pm+	4%	3%	6%	4%	5%	3%	3%	2%	3%	6%
Don't know / can't remember	*	1%	*	*	-	1%	-	2%	*	-

Further subgroup analysis shows:

- Those aged up to 46 were more likely to vote in evening (13% vs. 7% of those aged 46 and over). Whereas those aged 46 and over were more likely to vote in the morning (47% vs. 32% of those aged up to 46).
- Those who voted before Election Day were more likely to vote in the afternoon (63% vs. 48% of those who voted on Election Day).
- Those who cast a special vote were more likely to vote in the afternoon (64% vs. 49% of those who cast an ordinary vote).

### Queues at polling place

Most voters who went to a polling place did not have to queue (only 11% did, which is lower than the equivalent finding in 2008 – 21%). Results were consistent across the key subgroups.

Queued at polling place?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	95	122	102
Yes	11%	21%	11%	21%	14%	17%	11%	26%	11%	22%
No	89%	79%	89%	79%	85%	83%	89%	74%	89%	78%
Don't know / cannot remember	*	-	-	-	1%	-	-	-	-	-

Further subgroup analysis shows:

- Those who voted on Election Day were more likely to queue compared to those who voted before Election Day (13% vs. 4%).
- Those who voted in the morning were more likely to have to queue (15%, compared to 8% of those who voted in the afternoon and 14% of those who voted in the evening).

## Time taken at polling place

Voters who went to a polling place were asked how long they spent at the polling place in total. Most (63%) said they only spent up to five minutes. This is lower than the equivalent result from the 2008 survey (71%). This is interesting given that fewer voters perceived that they had to 'queue' (see result above), and may reflect the time taken to complete a Parliamentary and Referendum voting paper (rather than the time taken in a queue).

In 2011, 31% said they took between five and ten minutes, which is higher than the equivalent in 2008 (21%). This may relate to both a Parliamentary and Referendum voting paper being presented to voters for completion in 2011.

Time taken	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	95	122	102
Up to 5 minutes	63%	71%	63%	71%	63%	74%	50%	60%	61%	62%
5-10 minutes	31%	21%	31%	22%	28%	19%	43%	24%	31%	26%
11-15 minutes	4%	4%	5%	5%	6%	4%	5%	6%	7%	6%
16-20 minutes	1%	2%	1%	1%	3%	1%	2%	2%	-	2%
21-25 minutes	*	*	-	1%	-	*	-	1%	-	1%
26-30 minutes	-	1%	-	1%	-	1%	-	5%	-	2%
More than 30 minutes	*	*	1%	*	-	*	*	1%	-	1%
Don't know / can't remember	*	-	-	-	-	-	-	-	1%	-

Those who voted in the morning (up to and including noon) were more likely to say they spent five minutes or longer at the polling place (42% compared to 34% of those who voted between noon and five pm, and 25% of those who voted after five pm).

Those who cast a special vote were more likely to spend more than five minutes at the polling place (57% compared to 36% who cast an ordinary vote). Almost a fifth of those casting special votes spent 11 minutes or more at the polling place (18% did, compared to 5% of those who cast ordinary votes).

Those with a health problem were more likely to spend 11 minutes or longer voting – this was the case for those casting ordinary votes as well as those with health problems casting special votes (11% of those with health problems who cast an ordinary vote spent 11 minutes or longer and 55% of those with health problems who cast a special vote spent 11 minute or longer – compared to 6% of all voters).

There was no difference in time spent by those who voted in advance of Election Day (whereas in 2008 those who voted in advance tended to spend longer at the polling place compared to those who voted on Election Day). This may reflect the removal of the declaration requirement for advance ordinary voters.

Those who attended the polling place with 'other people – not family' were more likely to spend 11 minutes or longer (12% vs. 6% of all voters).

To give an indication of overall queue times, the above table is broken down into those who say they had to queue and those who said they did not have to queue. It should be noted that the times given below are an indication of *total time* spent voting (including queuing, completing forms, and casting the vote).

Total time at polling place	All voters - Had to queue	All voters - Did not have to queue
N=	130	963
Up to 5 minutes	37%	67%
5-10 minutes	46%	29%
11-15 minutes	10%	3%
16-20 minutes	5%	1%
21-25 minutes	2%	-
26-30 minutes	-	-
More than 30 minutes	*	*
Don't know / cannot remember	1%	*

This shows that 37% of those who had to queue only spent five minutes at the polling place, 46% spent between five and ten minutes, and 17% spent 11 minutes or longer at the polling place.

## Feelings on time taken at polling place

Voters were asked how they felt about the amount of time they had spent at the polling place. As in 2008, nearly all (98%) felt that the time they had spent at the polling place was reasonable given what they had to do. Only 1% felt it was too long. Pacific voters were more likely to say that it felt 'too long'. There were no other significant variations among the key subgroups.

Feelings on time taken at polling place	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1092	1,210	243	250	240	211	113	95	121	102
Reasonable amount of time given what you had to do	98%	98%	98%	99%	97%	98%	95%	96%	100%	97%
Too long	1%	2%	2%	1%	3%	2%	5%	4%	-	3%
Don't know / cannot remember	*	-	-	-	1%	-	-	-	-	-

Three groups of voters were *less* likely to agree that it was a reasonable amount of time:

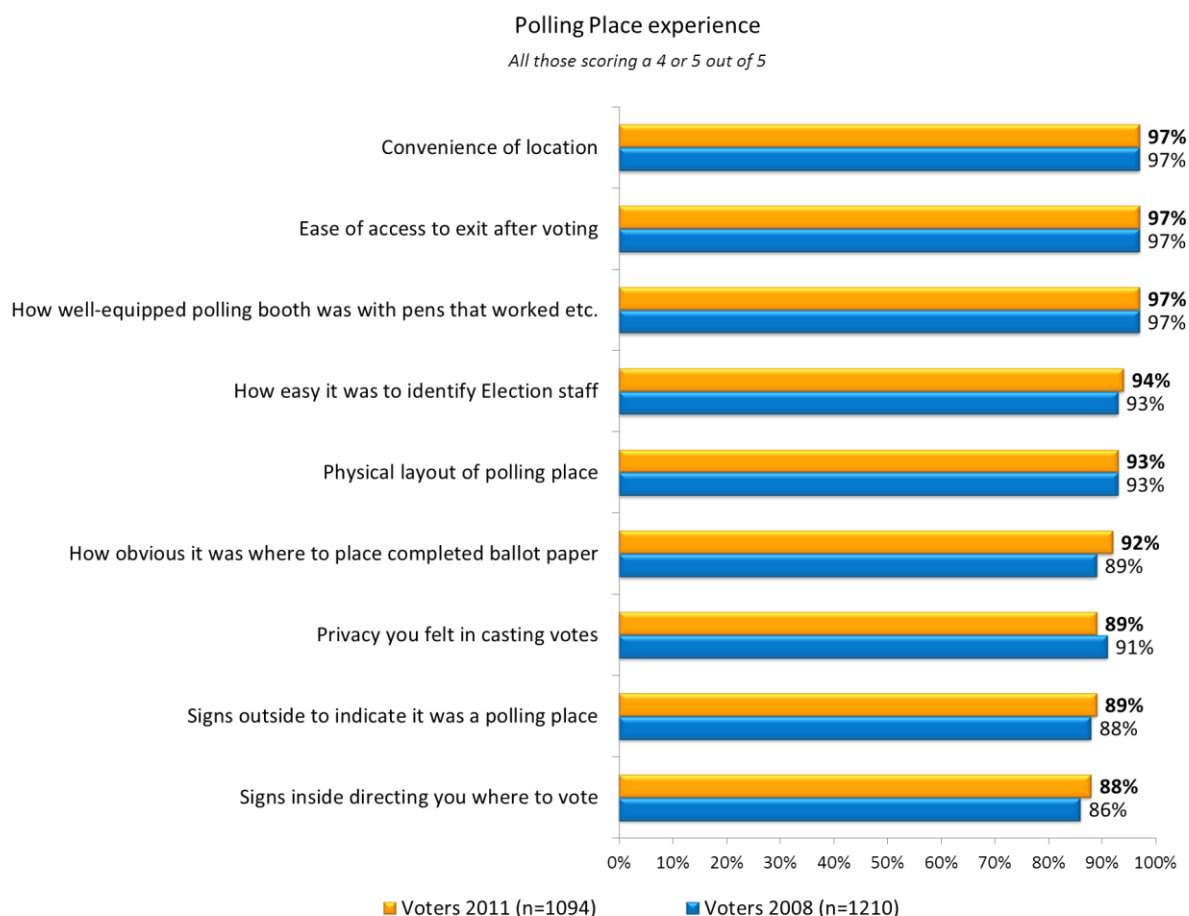
- Those casting a special vote (94% vs. 99% of those casting ordinary votes).
- Those who had to queue (96% vs. 99% of those who did not have to queue).
- Those who encountered a problem or difficulty at the poll (92% vs. 99% of those who did not encounter any problems or difficulties).

## Overview of how the polling place was rated by respondents

Voters were asked to rate a number of factors about their polling place experience. A scale of 1 to 5 was used where 1 was poor and 5 was excellent. The graph overleaf shows the proportions that rated each aspect of their experience at 4 or 5 out of 5 (i.e. the top two responses).



Since 2008 there has been an increase in the proportion saying that it was obvious where to place completed voting papers (from 89% in 2008 to 92% in 2011). All other changes in the proportions scoring a '4 or 5 out of 5' are not statistically significant.



## Rating the convenience of location

Most of those who voted at a polling booth said the location was convenient – 86% said the location was excellent (similar to 2008). There were no significant variations by the key subgroups. (Other analysis by type of voter is included underneath the table).

Convenience of location	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	86%	88%	87%	86%	89%	91%	87%	86%	84%	81%
4	11%	10%	11%	12%	10%	7%	13%	10%	14%	14%
3	2%	2%	1%	1%	1%	1%	-	4%	3%	4%
2	1%	1%	*	-	-	*	-	-	-	1%
Poor (1)	*	1%	1%	-	-	1%	-	-	-	-
Don't know / cannot remember	*	-	-	-	-	-	-	-	-	-

## Rating the signage outside

Most of those who voted at a polling place said the signage outside was excellent (71% - this is not significantly different from the result in 2008).

As in 2008, younger voters were less likely to rate the signage outside as excellent. There were no other significant variations by key subgroup. (Other analysis by type of voter is included underneath the table).

Signs outside	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	71%	73%	59%	61%	71%	75%	71%	75%	66%	74%
4	18%	15%	23%	21%	17%	17%	14%	15%	23%	13%
3	7%	7%	10%	13%	8%	5%	9%	5%	6%	10%
2	2%	3%	5%	2%	2%	2%	3%	3%	3%	1%
Poor (1)	1%	1%	2%	3%	1%	1%	4%	1%	-	3%
Don't know / cannot remember	2%	2%	*	-	-	1%	-	-	3%	-

The following groups of voters were *less likely* to give an excellent rating:

- Males (63% vs. 77% of females).
- Those who were not eligible vote before 2011 (61% vs. 72% of those who could vote before 2011).

## Rating the physical layout

Most of those who voted at a polling place said the physical layout (i.e. how easy it was to find your way around) was excellent (76% - this is similar to the equivalent finding in 2008 – when it was 73%). As in 2008, younger voters were less likely to rate the physical layout as excellent. In 2011 Asian voters were less likely than average to rate the layout as 'excellent'. There were no other significant variations by key subgroup. (Other analysis by type of voter is included underneath the table).

Physical layout	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	76%	73%	69%	61%	74%	77%	77%	81%	64%	73%
4	17%	19%	22%	27%	19%	16%	16%	14%	28%	21%
3	5%	5%	5%	9%	3%	5%	6%	4%	5%	6%
2	1%	2%	3%	4%	3%	2%	2%	1%	-	1%
Poor (1)	1%	1%	*	-	1%	1%	-	-	2%	-
Don't know / cannot remember	*	*	-	-	1%	-	-	-	2%	-

The following groups of voters were *less likely* to give an excellent rating:

- Those aged up to 46 (70% vs. 81% of those aged 46 and over).
- Those who were not eligible vote before 2011 (70% vs. 77% of those who could vote before 2011).

## Rating where to place completed ballot paper

Almost three quarters (73%) rated the 'obviousness of where to place completed ballot papers' as excellent (this is up from 69% in 2008). There was no significant variation among the key subgroups. (Other analysis by type of voter is included following the table).

Obvious where to place completed ballot paper	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	<b>73%</b>	69%	<b>71%</b>	55%	<b>72%</b>	72%	<b>79%</b>	77%	<b>72%</b>	67%
4	<b>19%</b>	20%	<b>23%</b>	29%	<b>21%</b>	15%	<b>11%</b>	15%	<b>18%</b>	25%
3	<b>5%</b>	8%	<b>5%</b>	13%	<b>4%</b>	8%	<b>4%</b>	4%	<b>5%</b>	7%
2	<b>3%</b>	2%	<b>2%</b>	2%	<b>1%</b>	2%	<b>3%</b>	1%	<b>2%</b>	2%
Poor (1)	*	1%	-	1%	<b>1%</b>	2%	<b>2%</b>	1%	<b>2%</b>	-
Don't know / cannot remember	*	*	-	-	<b>1%</b>	1%	-	1%	<b>2%</b>	-

Voters who only vote in some Elections were less likely to give an excellent rating (58% vs. 74% of those who vote in every, or most, Elections).

## Rating the access to exit

Most of those who voted at a polling place said the ease of access to the exit was excellent (88%). This is not significantly different from 2008. Results did not significantly vary by any of the key subgroups (other analysis by type of voter is included underneath the table).

Access to exit	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	<b>88%</b>	86%	<b>89%</b>	88%	<b>83%</b>	72%	<b>86%</b>	89%	<b>82%</b>	82%
4	<b>10%</b>	10%	<b>7%</b>	11%	<b>14%</b>	15%	<b>10%</b>	8%	<b>16%</b>	13%
3	<b>2%</b>	2%	<b>2%</b>	1%	<b>1%</b>	8%	<b>1%</b>	2%	*	3%
2	*	*	<b>2%</b>	1%	<b>1%</b>	2%	*	1%	-	1%
Poor (1)	-	1%	-	-	-	2%	<b>2%</b>	-	-	1%
Don't know / cannot remember	*	86%	-	-	<b>1%</b>	1%	-	-	<b>2%</b>	-

Those who had to queue were *less likely* to give an excellent rating (80% vs. 89% of those who did not).

## Rating the equipment in booths

Most of those who voted at a polling place rated the equipment at the booth as excellent (89% - this is the same as the result from 2008). Young voters and Pacific voters were less likely to rate the equipment as excellent. (Analysis by other types of voter follows after the table).

Well equipped booth	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	89%	89%	84%	82%	86%	89%	81%	85%	87%	76%
4	8%	8%	10%	16%	11%	8%	10%	10%	8%	16%
3	2%	2%	6%	2%	2%	2%	7%	3%	3%	6%
2	*	*	1%	-	-	1%	1%	-	-	2%
Poor (1)	*	*	-	*	-	*	*	1%	-	-
Don't know / cannot remember	*	*	-	-	1%	-	-	1%	2%	-

The following groups of voters were *less likely* to give an excellent rating:

- Voters who only vote in some Elections (76% vs. 89% of those who vote in every, or most, Elections).
- Those who voted in the evening (78% vs. 89% of those who voted earlier).

## Rating the signage inside

Almost three-quarters (74%) of those who voted at a polling place rated the signage inside as excellent (this is higher than the result from 2011 which was 68%). As in 2008, younger voters were less likely to rate the signage inside as excellent. Pacific voters were more likely to rate the signage as excellent (a similar finding to 2008). There were no other significant variations by key subgroup. (Other analysis by type of voter is included underneath the table).

Signs inside	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	74%	68%	60%	53%	71%	73%	84%	87%	69%	74%
4	14%	17%	24%	28%	20%	18%	8%	6%	17%	19%
3	6%	8%	10%	15%	6%	6%	5%	5%	7%	5%
2	3%	2%	4%	4%	-	1%	3%	-	2%	2%
Poor (1)	1%	1%	*	-	-	1%	-	-	3%	1%
Don't know / cannot remember	2%	3%	1%	*	3%	1%	-	1%	3%	-

Those who were not eligible to vote before 2011 were less likely to give an excellent rating (62% vs. 75% of those who could vote before 2011).

## Rating the sense of privacy

Seventy one per cent of those who voted at a polling place rated the privacy as excellent. This is not significantly different from 2008 (when it was 75%). As in 2008, younger voters were less likely to rate the sense of privacy as excellent. Māori voters were less likely to rate the privacy as excellent. There were no other significant variations by key subgroup. (Other analysis by type of voter is included underneath the table).

Privacy	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	71%	75%	57%	54%	63%	73%	73%	83%	65%	66%
4	19%	16%	25%	32%	24%	12%	14%	12%	20%	23%
3	8%	7%	14%	10%	8%	12%	8%	5%	13%	10%
2	1%	2%	3%	3%	2%	3%	2%	-	2%	2%
Poor (1)	*	*	1%	1%	2%	1%	2%	-	-	-
Don't know / cannot remember	*	*	-	-	1%	-	1%	-	1%	-

The following groups of voters were *less likely* to give an excellent rating:

- Those aged up to 46 (64% vs. 76% of those aged 46 and over).
- Males (65% vs. 75% of females).
- Voters who only vote in some Elections (48% vs. 72% of those who vote in every, or most, Elections).
- Those who were not eligible to vote before 2011 (63% vs. 71% of those who were eligible to vote before 2011).

(Please note that those with a health problem and those who cast special votes were no more, or less, likely to rate privacy as excellent).

## Rating the ease of identifying Election staff

Eighty per cent of those who voted at a polling place rated the ease of identifying Election staff as excellent. This is not significantly different from the result in 2008. Young voters were less likely to rate the ease of identifying Election staff as excellent. There were no other significant variations by key subgroup. (Other analysis by type of voter is included underneath the table).

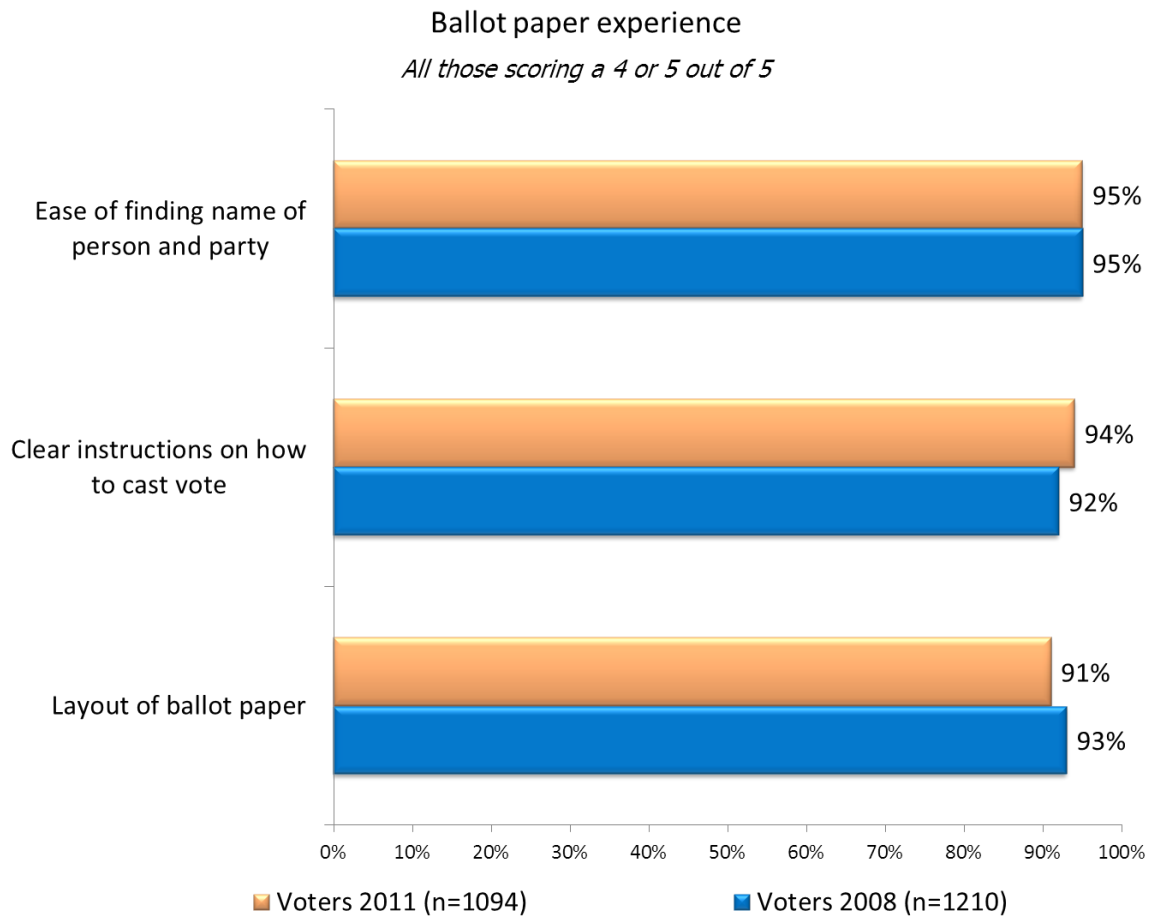
Ease of identifying Election staff	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	80%	77%	74%	69%	82%	82%	76%	85%	73%	72%
4	13%	16%	17%	21%	15%	10%	10%	10%	23%	18%
3	4%	4%	7%	10%	2%	6%	11%	3%	2%	9%
2	1%	2%	2%	-	1%	1%	1%	1%	*	1%
Poor (1)	-	*	*	-	-	1%	3%	-	*	-
Don't know / cannot remember	1%	1%	-	*	1%	*	-	1%	2%	1%

Those who voted in the evening were *less likely* to give an excellent rating (73% vs. 81% of those who voted earlier).

# Other aspects of the voting experience

## Overview of how the ballot paper was rated by voters

Nearly all respondents rated the ballot paper statements as either 4 or 5 out of 5. The graph below shows the proportion of respondents rating 4 or 5 out of 5 for ballot paper experience statements. Since 2008 there have been no significant changes in the proportion of voters rating the ballot paper as a 4 or 5 out of 5 (across all three statements).



## Rating the ease of finding name of person and party

Most of those who voted at a polling place rated the ease of finding the name of the person and party on the ballot paper as excellent (78% - this is not significantly different from 2008). Results did not significantly vary among the key subgroups. (Further analysis by type of voter is found following the table).

Ease of finding name of person and party	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	<b>78%</b>	79%	<b>78%</b>	73%	<b>77%</b>	79%	<b>73%</b>	80%	<b>81%</b>	77%
4	<b>17%</b>	17%	<b>17%</b>	18%	<b>18%</b>	16%	<b>18%</b>	12%	<b>13%</b>	15%
3	<b>4%</b>	3%	<b>5%</b>	6%	<b>4%</b>	5%	<b>2%</b>	7%	<b>5%</b>	7%
2	<b>1%</b>	1%	<b>*</b>	2%	<b>1%</b>	*	<b>6%</b>	1%	<b>1%</b>	1%
Poor (1)	<b>*</b>	*	-	-	-	1%	<b>1%</b>	-	-	-
Don't know / cannot remember	-	-	-	-	-	-	-	-	-	-

The following voters were *less likely* to give an excellent rating:

- Voters who only vote in some Elections (65% vs. 78% of those who vote in every, or most, Elections).
- Those who cast an ordinary vote (77% vs. 91% of those who cast a special vote).

## Rating the clarity of instructions on how to cast vote

Most of those who voted at a polling place rated the clarity of instructions on how to cast a vote as excellent (72% - which is similar to 2008). Results did not significantly vary among the key subgroups. (Further analysis by type of voter is found following the table).

Clear instructions on how to cast vote	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	<b>72%</b>	73%	<b>71%</b>	68%	<b>74%</b>	80%	<b>64%</b>	80%	<b>73%</b>	73%
4	<b>22%</b>	19%	<b>24%</b>	23%	<b>19%</b>	13%	<b>21%</b>	16%	<b>21%</b>	13%
3	<b>4%</b>	4%	<b>3%</b>	6%	<b>5%</b>	5%	<b>8%</b>	4%	<b>5%</b>	13%
2	<b>1%</b>	1%	<b>1%</b>	-	<b>*</b>	1%	<b>5%</b>	-	-	-
Poor (1)	<b>*</b>	*	<b>*</b>	1%	-	-	<b>2%</b>	-	-	-
Don't know / cannot remember	<b>2%</b>	2%	-	2%	<b>1%</b>	1%	<b>1%</b>	-	-	-

The following voters were *less likely* to give an excellent rating:

- Males (67% vs. 76% of females).
- Those who did not read an EasyVote pack (or only glanced at it) (64% vs. 75% of those who read it).
- Voters who only vote in some Elections (56% vs. 73% of those who vote in every, or most, Elections).

## Rating layout of ballot paper

Most of those who voted at a polling place rated the layout of the ballot paper as excellent (69% – which is similar to the 2008 result – when it was 72%). Pacific and Asian voters were less likely to rate the layout as excellent. There were no other significant variations by key subgroup. (Further analysis by type of voter is found following the table).

Layout of ballot paper	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	93	122	102
Excellent (5)	69%	72%	65%	67%	68%	75%	60%	79%	56%	69%
4	22%	21%	28%	25%	24%	17%	24%	14%	33%	19%
3	7%	5%	7%	5%	6%	6%	13%	6%	9%	11%
2	1%	2%	-	3%	1%	1%	2%	-	1%	2%
Poor (1)	1%	*	-	-	*	1%	1%	-	1%	-
Don't know / cannot remember	-	*	-	-	*	-	1%	1%	-	-

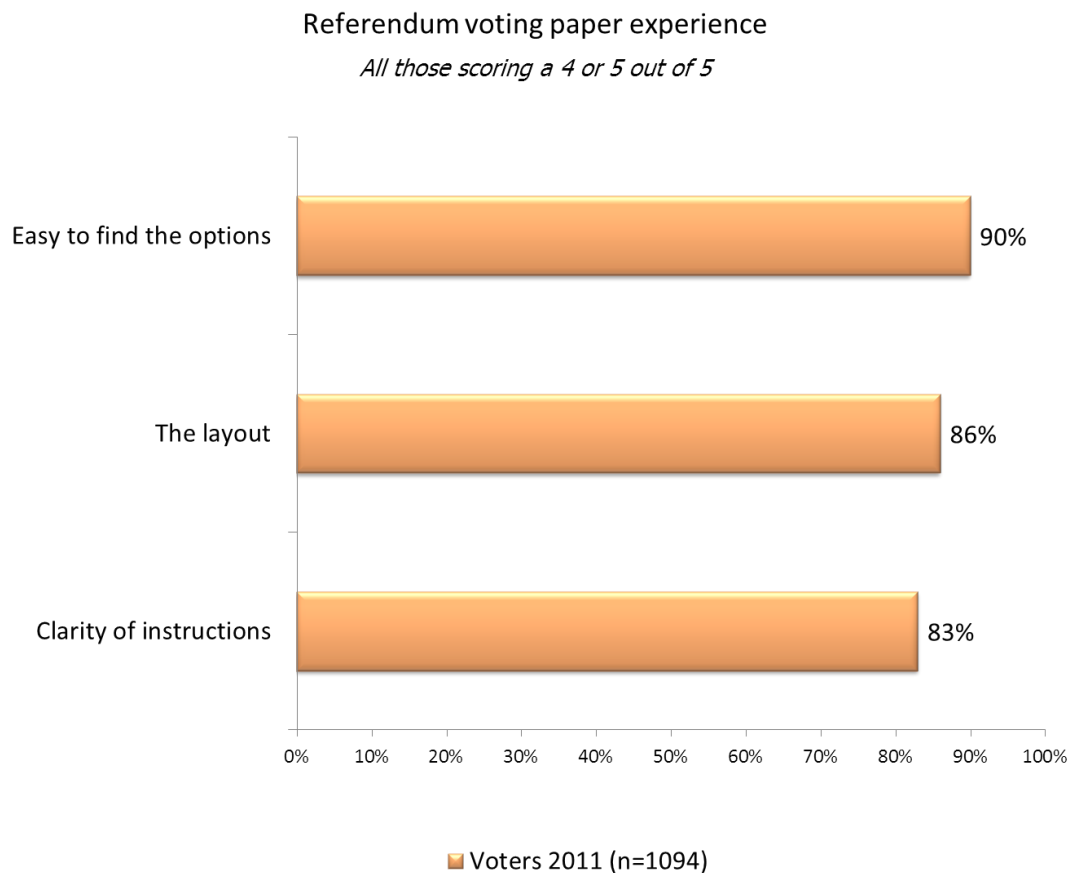
The following voters were *less likely* to give an excellent rating:

- Those who were not eligible vote before 2011 (62% vs. 70% of those who were eligible to vote before 2011).
- Those who encountered problems or difficulties while voting (53% vs. 70% of those who didn't encounter any difficulties).



## Overview of how the Referendum voting paper was rated by voters

Most voters (over 8 in 10) rated the Referendum voting paper positively. But the ratings were less positive than the equivalent ratings given to the Parliamentary ballot paper (see the chart below for details).



## Rating the ease of finding the options

Most of those who voted at a polling place rated the ease of finding the Referendum options as excellent (73% - lower than the 78% who rated the ease of finding the person and party on the Parliamentary ballot paper as 'excellent'). Pacific voters were less likely to rate the ease of finding the options as excellent. There were no other significant variations by key subgroup. (Further analysis by type of voter is found following the table).

Ease of finding the Referendum options	Total 2011	Youth 2011	Māori 2011	Pacific 2011	Asian 2011
N=	1094	243	240	113	122
Excellent (5)	73%	75%	70%	51%	72%
4	18%	19%	20%	13%	20%
3	5%	4%	7%	14%	5%
2	1%	1%	1%	3%	*
Poor (1)	2%	1%	1%	16%	4%
Don't know / cannot remember	1%	1%	1%	3%	-

The following voters were *less likely* to give an excellent rating:

- Those who did not read an EasyVote pack (or only glanced at it) (64% vs. 76% of those who read it).
- Those who cast an ordinary vote (72% vs. 87% of those who cast a special vote).
- Voters who only vote in some Elections (50% vs. 74% of those who vote in every, or most, Elections).
- Those who encountered problems or difficulties while voting (53% vs. 74% of those who didn't encounter any difficulties).
- Those who specifically wanted more information on the Referendum voting process (58%) or more information on the voting systems included in the Referendum (66%).

## Rating the layout

Sixty one per cent rated the layout of the Referendum voting paper as 'excellent' (this is lower than the 69% who rated the layout of the Parliamentary ballot paper as 'excellent'). Pacific respondents were less likely to rate the layout as excellent. There were no other significant variations by key subgroup. (Further analysis by type of voter is found following the table).

The layout of the Referendum paper	Total 2011	Youth 2011	Māori 2011	Pacific 2011	Asian 2011
N=	1094	243	240	113	122
Excellent (5)	61%	63%	58%	42%	55%
4	25%	28%	29%	24%	25%
3	10%	5%	9%	22%	13%
2	2%	2%	3%	3%	3%
Poor (1)	1%	1%	*	8%	4%
Don't know / cannot remember	1%	*	1%	1%	1%

Voters in Christchurch were *more likely* to give an excellent rating (72% vs. 61% national average).

The following voters were *less likely* to give an excellent rating:

- Voters who only vote in some Elections (44% vs. 62% of those who vote in every, or most, Elections).
- Those who encountered problems or difficulties while voting (45% vs. 62% of those who didn't encounter any difficulties).
- Those who specifically wanted more information on the Referendum voting process (42%).

## Rating the clarity of instructions

Almost two-thirds (63%) of those who voted at a polling place rated the clarity of instructions on how to vote in the Referendum as excellent (this is lower than the proportion who rated the Parliamentary voting paper instructions as excellent - 72%). Pacific voters were less likely to rate the instructions as excellent. There were no other significant variations by key subgroup. (Further analysis by type of voter is found following the table).

Clear instructions on how to vote in Referendum	Total 2011	Youth 2011	Māori 2011	Pacific 2011	Asian 2011
N=	1094	243	240	113	122
Excellent (5)	63%	64%	59%	45%	65%
4	20%	22%	25%	24%	20%
3	11%	10%	8%	13%	11%
2	2%	3%	5%	3%	2%
Poor (1)	2%	2%	2%	14%	3%
Don't know / cannot remember	1%	-	1%	1%	-

Voters in Christchurch were *more likely* to give an excellent rating (74% vs. 63% national average).

The following voters were *less likely* to give an excellent rating:

- Those who did not read an EasyVote pack (or only glanced at it) (52% vs. 67% of those who read it).
- Voters who only vote in some Elections (42% vs. 64% of those who vote in every, or most, Elections).
- Those who specifically wanted more information on the Referendum voting process (36%) or more information on the voting systems included in the Referendum (57%).

## Referring to the Referendum information table

Voters were asked if they referred to the materials provided on the Referendum information table. Only 7% of voters said they did. This was higher among young voters and Pacific voters. There were no other significant variations by key subgroup. (Further analysis by type of voters is found following the table).

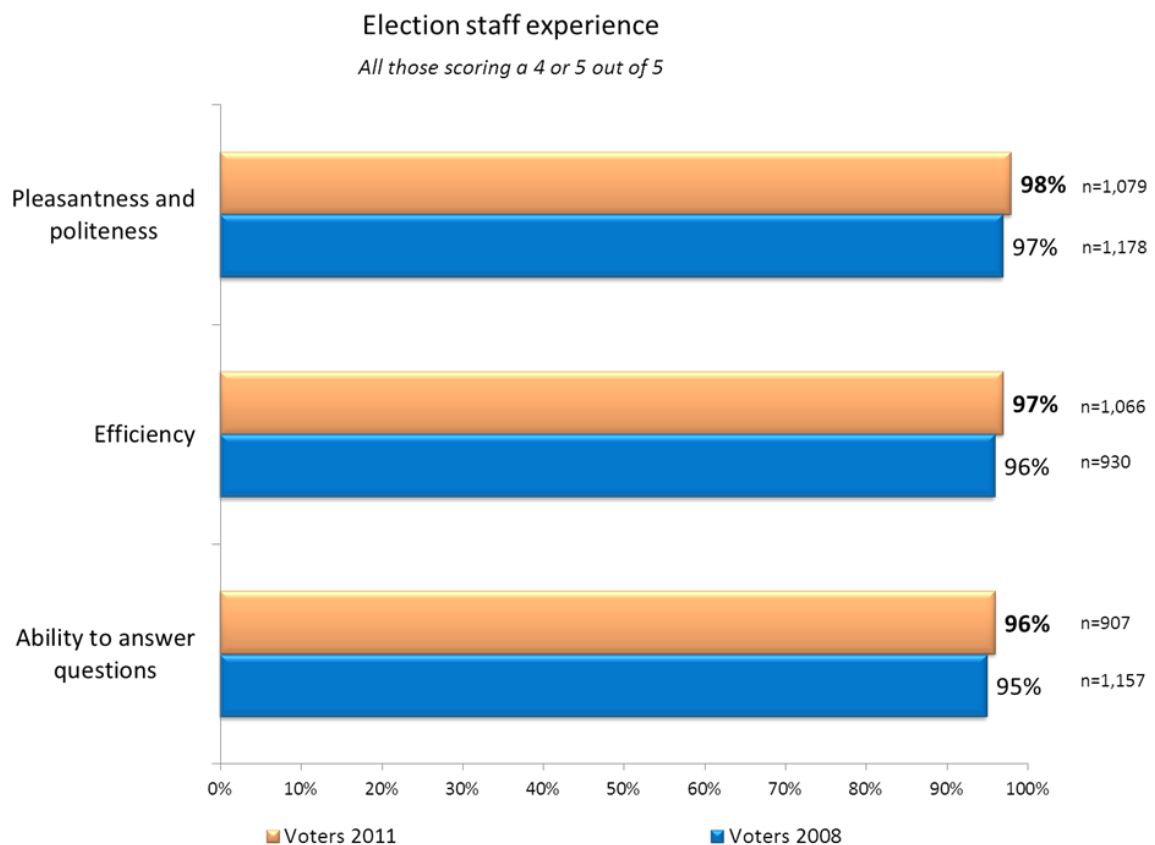
Referring to the Referendum information table	Total 2011	Youth 2011	Māori 2011	Pacific 2011	Asian 2011
N=	1094	243	240	113	122
Yes	7%	14%	9%	19%	5%
No	91%	84%	89%	81%	90%
Don't know / cannot remember	2%	2%	1%	-	5%

The following type of voter was more likely to refer to the Referendum information table:

- Those who were not eligible to vote before 2011 (13% vs. 6% of those who were eligible to vote before 2011).
- Those who encountered problems or difficulties while voting (17% vs. 6% of those who didn't encounter any difficulties).

## Overview of how Election staff were rated by voters

Nearly all respondents rated the service of Election Staff as either 4 or 5 out of 5. The graph below shows the proportion of respondents rating 4 or 5 out of 5 for the Election staff statements. Between 2008 and 2011 there have been no significant changes in the proportions of voters rating Election staff as 4 or 5 out of 5. Please note that those who did not meet staff or who 'did not know / cannot remember' have been excluded from the calculations for the graph below.



## Rating pleasantness and politeness

Most of those who voted at a polling place rated the pleasantness and politeness of Election staff as excellent (89%). This is similar to the result in 2008.

Pacific and Asian voters were less likely to rate the pleasantness of staff as 'excellent'. There were no other significant variations by key subgroup. (Other analysis by type of voter is found underneath the table).

Pleasantness and politeness	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1081	1182	238	246	238	207	113	95	122	102
Excellent (5)	89%	87%	86%	76%	88%	86%	76%	86%	75%	78%
4	9%	10%	9%	16%	10%	10%	15%	6%	22%	15%
3	1%	2%	3%	7%	2%	4%	5%	7%	1%	4%
2	1%	*	1%	*	-	-	3%	-	2%	-
Poor (1)	*	*	*	*	-	1%	1%	-	1%	1%
Don't know / cannot remember	*	*	-	-	-	-	-	-	-	1%

The following groups of voters were *less likely* to give an excellent rating:

- Those aged up to 46 (85% vs. 91% of those aged 46 and over).
- Those who encountered a problem or difficulty while voting (79% vs. 89% of those who didn't encounter any difficulties).

## Rating staff efficiency

Most of those who voted at a polling place rated the efficiency of Election staff as excellent (85%). This is not significantly different from 2008 (when it was 83%). As in 2008, young voters were less likely to rate the efficiency of Election staff as excellent. In 2011 Asian voters were less likely to rate the staff efficiency as 'excellent'. There were no other significant variations by key subgroup. (Other analysis by type of voter is found underneath the table).

Efficiency of staff	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1073	1158	236	243	237	202	112	95	122	101
Excellent (5)	85%	83%	79%	74%	86%	80%	78%	82%	76%	74%
4	11%	13%	17%	20%	11%	15%	14%	11%	17%	20%
3	2%	3%	3%	5%	2%	4%	3%	5%	4%	6%
2	1%	1%	1%	1%	*	*	2%	-	1%	-
Poor (1)	1%	*	1%	-	-	*	2%	1%	1%	-
Don't know / cannot remember	1%	*	-	-	1%	-	1%	1%	2%	-

The following groups of voters were *less likely* to give an excellent rating:

- Voters who only vote in some Elections (73% vs. 86% of those who vote in every, or most, Elections).
- Those who encountered a problem or difficulty while voting (71% vs. 86% of those who didn't encounter any difficulties).

## Rating ability to answer questions

Respondents were asked to rate staff's ability to answer questions. A reasonably high proportion in 2011 said 'don't know or cannot remember' and 'did not meet staff' (20% gave one of these two answers). Those who said 'don't know or cannot remember' or 'did not meet staff' have been excluded from the analysis of the first table below. In total 84% of voters rated staff's ability to answer questions as 'excellent' (this is not significantly different from the 2008 result which was 82%).

Pacific and Asian voters were less likely to rate staffs' ability to answer questions as excellent. There were no other significant variations by the key subgroups.

Ability to answer questions excluding 'Don't knows' and 'Did not meet staff'	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	907	930	223	216	208	173	107	85	99	90
Excellent (5)	84%	82%	86%	80%	88%	85%	76%	81%	73%	77%
4	12%	13%	9%	16%	10%	11%	18%	8%	20%	20%
3	3%	4%	4%	4%	2%	3%	3%	8%	3%	3%
2	1%	1%	*	-	-	-	-	1%	3%	-
Poor (1)	1%	-	*	-	*	-	4%	1%	1%	-

The following voters were *less likely* to give an excellent rating:

- Voters who only vote in some Elections (73% vs. 85% of those who vote in every, or most, Elections).
- Those who had to queue (74% vs. 85% of those who didn't have to queue).
- Those who encountered a problem or difficulty while voting (70% vs. 85% of those who didn't encounter any difficulties).

The second table below shows the proportions *including* those who said 'don't know/cannot remember' or 'did not meet staff'.

Ability to answer questions	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,209	243	250	240	211	113	95	122	102
Excellent (5)	67%	62%	79%	70%	76%	71%	72%	73%	54%	68%
4	9%	10%	8%	14%	9%	9%	17%	7%	15%	18%
3	2%	3%	4%	4%	1%	3%	3%	7%	2%	3%
2	1%	1%	-	*	-	-	-	1%	2%	-
Poor (1)	*	*	-	-	*	-	3%	1%	1%	-
Don't know / cannot remember	17%	16%	4%	8%	9%	9%	4%	11%	25%	11%
Did not meet staff	4%	8%	4%	4%	4%	8%	1%	-	-	1%

## Polling place problems

Those who voted at a polling place were asked if they had any problems or difficulties, or had to ask for information or help. As in 2008, the majority of voters (90%) did not experience any problems or difficulties,

and did not have to ask for information or help. However, the proportion of voters that had problems or difficulties was larger in 2011 than in 2008 (6% vs. 2%). In particular the proportion of Pacific voters that had problems or difficulties was much larger (21% vs. 2%).

Young voters were more likely to ask for information or help, and Pacific voters were more likely to have problems or difficulties, and were also more likely than average to ask for information or help. Other significant differences by type of voter follows underneath the table.

Issues at polling place	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1094	1,210	243	250	240	211	113	95	122	102
Had problems or difficulties	6%	2%	7%	2%	6%	1%	21%	2%	7%	3%
Asked for information or help	5%	6%	12%	9%	7%	8%	13%	9%	7%	6%
None of the above	90%	93%	83%	90%	89%	91%	73%	89%	87%	93%

The following groups of voters were more likely to encounter problems or difficulties while voting:

- Those not born in New Zealand (9% vs. 4% of those born in New Zealand).
- Those who did not read (or only glanced at) the EasyVote pack (12% vs. 3% of those who read the pack).
- Those who cast a special vote (13% vs. 5% of those who cast an ordinary vote).
- Those who were not eligible vote before 2011 (11% vs. 5% of those who were eligible to vote before 2011).

The following groups of voters were more likely to ask for information or help:

- Those living in Christchurch (10% vs. the national average of 5%).
- Those who cast a special vote (15% vs. 5% of those who cast an ordinary vote).
- Those who were not eligible vote before 2011 (11% vs. 4% of those who were eligible to vote before 2011).
- Those who encountered a problem or difficulty (21% vs. 4% of those who did not). This implies that most voters who encounter problems or difficulties do not ask for information or help.

## Description of polling place issues

Voters who did experience problems or difficulties, or had to ask for information or help were asked what happened. Answers were given unprompted (i.e. a set list of responses was not presented to respondents). Results are tabulated below. Two common issues were: needing help to understand the Referendum voting paper (21% of those who encountered problems or asked for help) and needing more information on Referendum voting systems (13%). Both of these answers were not relevant to 2008 when there was no Referendum. Other common issues include poor signage/directions (15%) and requesting information about how to vote (11%).

Young voters seeking help or encountering issues were more likely to ask for information about 'how to vote'. Pacific voters were more likely to need more help understanding the Referendum voting paper or more information on the Referendum voting systems, they were also more likely to ask for help on the EasyVote card. There were no other significant variations by the key subgroups.

Results should be treated with caution due to small base sizes.

What issue occurred at polling place?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	124	92	40	25	26	19	27	10	14	7
Needed help understanding the Referendum voting paper	21%	n/a	24%	n/a	28%	n/a	40%	n/a	23%	n/a
Poor signage/direction once inside polling place	15%	27%	8%	21%	4%	31%	22%	10%	29%	29%
Needed more information on Referendum voting systems	13%	n/a	8%	n/a	17%	n/a	35%	n/a	-	n/a
Needed information on how to vote	11%	22%	32%	43%	3%	12%	22%	10%	19%	43%
Had questions about the EasyVote card	9%	8%	-	6%	-	5%	27%	-	-	14%
Needed information on making a special vote	6%	-	9%	-	6%	-	6%	-	20%	-
General help – pens not working, couldn't read paper etc.	5%	10%	-	6%	10%	-	13%	10%	-	-
Staff were not helpful or were unable to answer questions	4%	4%	5%	3%	-	6%	6%	-	-	-
Made mistakes when completing ballot paper	4%	3%	-	3%	-	9%	6%	-	-	-
Found the second question on voting systems in Referendum confusing	3%	n/a	3%	n/a	6%	n/a	-	n/a	-	n/a
Needed more information when party had no candidate/needed more information available on parties/candidates	1%	2%	6%	6%	-	-	3%	10%	-	-
Not on General roll	*	-	3%	-	-	-	-	20%	-	14%
Don't know / cannot remember	2%	5%	-	6%	3%	5%	-	-	-	-
Other	26%	11%	15%	9%	34%	29%	14%	50%	18%	29%



The issues faced varied among some groups of voters:

- Those with a health problem were more likely to need help understanding the Referendum voting paper (49% vs. 19% of those without a health problem).
- Those who cast a special vote were more likely to 'need information on making a special vote' (40% vs. 2% of those who cast an ordinary vote).
- Those who were not eligible to vote before 2011 were more likely to need information on how to cast their vote (29% vs. 8% of those who were eligible to vote before 2011).

## Overall satisfaction of voting experience

In 2011 voters were asked 'overall how satisfied are you with the whole voting process including information before the Election and your experience of voting itself?' (This question was not asked in 2008).

88% of voters were satisfied (35% gave a 4 out of 5 for satisfaction and 53% gave a 5 out of 5, or excellent, rating).

Māori voters were more likely to be satisfied overall (94% either scored 4 or 5 out of 5 compared with 88% on average). Pacific voters were less likely to be satisfied overall (70% vs. 88% average).

Young voters were less likely to be 'very satisfied' (36% scored 5 out of 5, compared to 53% on average). Similarly Pacific voters were less likely to be 'very satisfied' (41%).

The results are illustrated in the table below.

Overall satisfaction with voting experience	Total Dec 2011	Youth Dec 2011	Māori Dec 2011	Pacific Dec 2011	Asian Dec 2011
N=	1094	243	240	113	122
1 -Very dissatisfied	1%	*	*	6%	1%
2	2%	*	1%	10%	-
NET DISSATISFIED	2%	1%	2%	16%	1%
3	10%	11%	4%	14%	15%
4	35%	53%	38%	29%	34%
5 – Very satisfied	53%	35%	56%	41%	50%
NET SATISFIED	88%	89%	94%	70%	85%
Don't know	-	-	-	-	-

There were not many variations between groups of voters when it came to the proportion giving a positive rating of 4 or 5 (out of 5). However, there was some variation in the proportions that gave a 'very satisfied' rating (i.e. 5 out of 5). The following groups of voters were *less* likely to give a rating of 5 out of 5:

- Those aged up to 46 (44% vs. 60% of those aged 46 and over).
- Those who did not read (or only glanced at) the EasyVote pack (48% vs. 55% of those who read the pack).
- Those who only vote in some General Elections (33% vs. 54% of those who vote in all, or most, Elections).
- Those who were not eligible to vote before 2011 (41% vs. 54% of those who were eligible to vote in previous General Elections).
- Those who encountered a problem or difficulty while voting (28% vs. 53% of those who didn't encounter any difficulties).
- Those who voted in the evening (41% vs. 58% of those who voted in the morning and 51% of those who voted in the afternoon).

# Election night results

## Watching results as they came in

Voters and non-voters were asked if they followed the Election results as they came in on Election night.

### Voters

Seventy per cent of voters followed the results as they came in on Election night, this is similar to 2008 (when it was 72%). However, the result is significantly lower than in 2005 (when 77% of voters followed the results on Election night). Māori voters were less likely to follow the results. Asian voters were more likely to follow the results. (Analysis by other groups of voters follows after the table).

Followed Election results?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	1097	1218	244	253	240	214	115	96	122	103
Yes	70%	72%	70%	71%	63%	69%	73%	73%	79%	81%
No	30%	28%	30%	29%	37%	31%	27%	27%	21%	19%

The following types of voters were *more likely* to follow the results as they came in:

- Those with a University or postgraduate degree (78% vs. 66% of those with a lower qualification).
- Those who cast an ordinary vote (71% vs. 56% of those who cast special votes).

### Non-voters

Non-voters were less likely to follow the results compared to voters (33% vs. 71%). The finding for non-voters is significantly lower than the 2008 survey (when 47% of non-voters watched the results).

There were no significant variations among the key subgroups of non-voters. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Followed Election results?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Yes	33%	47%	36%	52%	33%	43%	23%	48%	36%	62%
No	67%	53%	64%	47%	67%	57%	77%	52%	64%	38%

## How were results followed?

Voters and non-voters who followed the Election results on Election night were asked how they followed the results.

### Voters

Nearly all voters who followed the results said they watched the results come in on television (93%). Results are similar to 2008. Asian voters following the results were less likely to follow them on television, whereas Pacific voters were more likely to follow the results on television. There were no other significant variations by the key subgroups. (Further analysis by type of voter is found underneath the table).

How voters followed Election results	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	746	861	169	175	146	147	76	70	96	83
Television	93%	97%	94%	93%	95%	96%	99%	96%	87%	93%
Radio	4%	4%	3%	5%	3%	3%	3%	4%	4%	7%
Elections website	2%	2%	5%	6%	2%	2%	1%	1%	4%	5%
Other website – other sites, e.g. news	4%	2%	6%	3%	7%	2%	1%	1%	8%	4%
Telephone	*	1%	-	2%	-	*	-	-	2%	1%
3G / smartphone	1%	-	1%	-	1%	-	-	-	-	-
Text with family	-	*	-	2%	-	1%	-	1%	-	1%
Newspapers	-	*	-	-	-	2%	-	3%	2%	1%
Word-of-mouth	1%	-	1%	-	-	-	-	-	1%	-
Other	*	-	1%	-	*	-	-	-	-	-
Don't know / cannot remember	-	*	-	1%	-	1%	-	-	-	-

There were some differences in how different groups of voters followed the results:

- Those aged up to 46 were more likely to follow the results on the Elections website (5% vs. 1% of those aged 46 and over), other websites (9% vs. 1%), or on their 3G/smartphone (3% vs. 0%). They were less likely to follow the results on television (91% vs. 95%) or radio (2% vs. 6%).
- Males were more likely to follow the results on 'other websites' (7% vs. 2% of females) or on their 3G/smartphones (3% vs. less than 1% of females). Males were less likely to follow the results on television (91% vs. 95% of females).
- Those with a University or postgraduate degree were more likely to follow the results on 'other websites' (7% vs. 3% of those with lower qualifications).
- Those who cast a special vote were *less* likely to follow the results on television (82% vs. 94% of those who cast ordinary votes).

## Non-voters

Most non-voters who followed the results said they watched the results come in on television (83%), although other websites were also popular (8%). Māori non-voters following the results were more likely to follow them on television. There were no other significant variations by the key subgroups. Results are not significantly different from 2008.

Results for Māori, Pacific and Asian non-voters should be treated with caution due to a small base size.

How non-voters followed Election results	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	99	135	53	69	23	29	9	12	14	26
Television	83%	84%	74%	85%	100%	96%	89%	83%	76%	85%
Radio	4%	2%	2%	-	-	-	-	17%	28%	8%
Elections website	3%	3%	10%	6%	-	-	-	-	3%	4%
Other website – other sites, e.g. news	9%	11%	14%	9%	8%	4%	6%	8%	3%	8%
Telephone	-	1%	-	2%	-	-	-	-	-	4%
Text with family	*	3%	1%	1%	-	-	6%	-	-	-
Newspapers	1%	*	3%	1%	-	-	-	-	3%	-
Word-of-mouth	1%	-	2%	-	-	-	-	-	-	-
3G / smartphone	3%	-	-	-	-	-	-	-	-	-
Don't know / cannot remember	-	*	-	1%	-	-	-	-	-	-

Those who didn't consider voting in the Election were *less* likely to follow the results on television (62% vs. 91% of non-voters who 'considered' voting).

## Timeliness of results

All respondents who followed the results were asked how satisfied they were with the timeliness of the results. A scale of 1 to 5 was used, where 1 was very dissatisfied and 5 was very satisfied.

## Voters

Overall, most voters (87%) were either very satisfied (53%) or satisfied (35%) with the timeliness of the results. This level of satisfaction among voters (87% gave a 4 or 5 out of 5 for satisfaction with the timeliness of results) is not significantly different from the equivalent finding in 2008 (when 90% were satisfied).

Satisfaction was lower among Pacific voters. There were no other significant variations among the key subgroups.

Satisfaction with timeliness of results	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	746	861	169	175	146	147	76	70	96	83
1 -Very dissatisfied	1%	1%	1%	2%	-	3%	4%	3%	3%	4%
2	1%	1%	1%	1%	2%	2%	7%	7%	-	2%
NET DISSATISFIED	2%	2%	2%	3%	2%	6%	11%	10%	3%	6%
3	9%	8%	11%	11%	12%	10%	22%	10%	9%	10%
4	35%	34%	32%	31%	27%	33%	40%	27%	36%	25%
5 – Very satisfied	53%	56%	54%	55%	57%	52%	28%	53%	52%	59%
NET SATISFIED	87%	90%	87%	86%	84%	84%	68%	80%	88%	84%
Don't know	2%		-		2%		-		-	

Those with a household income of \$75,000 or more were more likely than average to score 4 or 5 out of 5 for satisfaction with the timeliness of results (93% vs. 84% of those with a lower household income).

#### Non-voters

Seventy seven per cent of non-voters who followed the results were either very satisfied (51%) or satisfied (25%) with the timeliness of the results. This is lower than satisfaction among voters. Satisfaction is similar to 2008 (when 78% of non-voters were either very satisfied or satisfied). Results did not significantly vary among the key subgroups.

Results for Māori, Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Satisfaction with timeliness of results	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	99	135	53	69	23	29	9	12	14	26
1 -Very dissatisfied	-	2%	-	1%	-	-	-	25%	-	4%
2	2%	3%	2%	5%	4%	3%	-	8%	10%	4%
NET DISSATISFIED	2%	4%	2%	6%	4%	3%	-	33%	10%	8%
3	21%	16%	25%	22%	34%	17%	45%	17%	30%	15%
4	25%	27%	25%	35%	18%	44%	6%	8%	21%	38%
5 – Very satisfied	51%	51%	47%	37%	44%	29%	50%	42%	39%	38%
NET SATISFIED	77%	78%	72%	71%	62%	73%	55%	50%	60%	77%
Don't know	-	1%	-	-	-	7%	-	-	-	-

# Non-voters

## Possibility of voting in Election

Non-voters were asked if there was any time before the Election when they thought they might vote in this Election. 64% had considered voting in this Election. This was higher among Māori non-voters. Results did not significantly vary among the other key subgroups. The result is not significantly different from the equivalent figures in 2008.

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes. (Other analysis by type of non-voter is found underneath the table).

Possibility of voting?	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Yes	64%	69%	70%	73%	83%	73%	56%	76%	66%	74%
No	35%	29%	29%	24%	16%	22%	44%	24%	34%	24%
Don't know / cannot remember	*	3%	1%	3%	1%	5%	-	-	-	2%

The following types of non-voters were *more likely* than average to have considered the possibility of voting:

- Females (79% vs. 52% of males).
- Those who read the EasyVote pack - 86% vs. 51% of those who did not read it (or only glanced at it).
- Those not eligible to vote before 2011 (80% vs. 61% of those who were eligible to vote before this).
- Those who vote in most General Elections (76% vs. 59% of those who only vote in some Elections – or no Elections).

## When decided not to vote

Non-voters were asked at what time before Election Day they decided not to vote. Similar to 2008, just under half (43%) of non-voters decided on Election Day that they would not vote. This was higher among Māori non-voters (results did not significantly vary among other key subgroups).

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes. (Other analysis by type of non-voter is found underneath the table).

When decided not to vote	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
On Election Day	43%	48%	44%	53%	64%	55%	44%	52%	43%	45%
One week before Election Day	18%	16%	20%	15%	13%	8%	12%	24%	21%	26%
Two weeks before	5%	3%	8%	5%	-	1%	2%	4%	3%	10%
About a month before	4%	8%	4%	8%	1%	4%	9%	4%	5%	2%
More than a month ago	23%	19%	22%	14%	19%	19%	27%	16%	15%	10%
Don't know/can't remember	6%	6%	3%	6%	4%	14%	5%	-	12%	7%

Some groups of non-voters decided at different times:

- Females were more likely to decide on Election Day (52% vs. 35% of males). Whereas males were more likely to have decided more than a month before Election Day (30% vs. 16%).
- Those with a University Degree or postgraduate qualification were more likely to decide in the week before Election Day (32% vs. 16% of those with a lower qualification).
- Those with a health problem were more likely to decide in the week before Election Day (45% vs. 16% of those without a health problem).
- Those who did not read the EasyVote pack (or only glanced at it) were more likely to decide more than a month before Election Day (33% vs. 8% of those who read the EasyVote pack).
- Those who only vote in some, or no, General Elections were more likely to decide more than a month before Election Day (32% vs. 6% of those who vote in most Elections).
- Those who were eligible to vote before 2011 were more likely to decide more than a month before Election Day (27% vs. 13% of those who were eligible to vote for their first General Election in 2011).
- Those who considered voting were more likely to make their decision not to vote on Election Day itself (65% vs. 3% of those who never considered voting).

## Decision making process

Non-voters were asked how much thought they put into their decision not to vote. 30% percent put a lot of thought into it. 41% put just a little though into it, and 29% didn't think about it at all. These results are similar to 2008. Young non-voters were more likely to say they 'put just a little thought into it'. Māori and Pacific non-voters were more likely to not think about it at all.

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes. (Other analysis by type of non-voter is found underneath the table).

Decision making process for non-voters	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Put a lot of thought into deciding whether or not to vote	30%	33%	22%	13%	26%	31%	31%	48%	15%	21%
Put just a little thought into it	41%	36%	54%	50%	29%	31%	21%	32%	47%	48%
Didn't think about it at all	29%	31%	24%	37%	45%	38%	48%	20%	38%	31%

Some groups of non-voters put different levels of thought into their decision:

- Those with a health problem were more likely to have 'put a lot of thought' into their decision (61% vs. 27% of those without health problems).
- Those who read their EasyVote pack were more likely to have 'put a lot of thought' into their decision (41% vs. 23% of those who didn't read it, or only glanced at it).
- Those who vote in most General Elections were more likely to have 'put a lot thought' into it (42% vs. 24% of those who only vote in some, or no, Elections).
- Those who considered voting were more likely to have 'put a lot of thought into it' (36% vs. 19% of those who never considered voting).



- Those who were not eligible to vote before 2011 were more likely to 'have put a little thought into it' (58% vs. 37% of those who were eligible to vote before 2011).

## Reasons for not voting

### Main reason for not voting

Non-voters were asked what their main reason was for not voting. The question was asked un-prompted (i.e. a response list was not read out). The main reasons for not voting tended to be that people had other commitments (11%) or had work commitments (8%), couldn't be bothered voting (8%), or could not work out who to vote for (8%). Results are not significantly different from 2008.

Asian non-voters were more likely to say it was because they were away from home and overseas. Pacific non-voters were more likely to say it was because their vote did not make any difference. Young non-voters were *less* likely to say it was because their vote did not make any difference (they were also less likely to say they were away from home and overseas).

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes. (Other analysis by type of non-voter is found underneath the table).

Reason for not voting	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	42
Had other commitments	11%	14%	10%	24%	14%	13%	17%	20%	17%	21%
Had work commitments	8%	8%	11%	16%	5%	7%	12%	12%	10%	10%
Can't be bothered voting	8%	5%	9%	8%	14%	9%	2%	12%	14%	5%
Couldn't work out who to vote for	8%	5%	12%	6%	6%	7%	3%	-	5%	7%
Away from home and overseas	6%	8%	2%	1%	5%	7%	5%	4%	19%	-
Away from home but still in New Zealand	6%	5%	7%	4%	4%	4%	-	8%	7%	5%
My vote doesn't make any difference	6%	2%	2%	1%	5%	2%	28%	-	-	2%
Religious day (ie, Sabbath, Holy Day)	-	-	-	-	-	2%	-	-	-	-
Religious reasons - other	6%	7%	6%	2%	5%	4%	-	8%	-	2%
Health reasons	5%	4%	4%	3%	4%	5%	9%	8%	1%	7%
Can't be bothered with politics or politicians	5%	4%	6%	6%	5%	2%	-	8%	-	5%
I forgot	4%	7%	1%	2%	5%	10%	9%	-	3%	2%
Didn't know the candidates	3%	4%	7%	4%	3%	1%	-	4%	8%	5%
Disagreed with the policies	3%		2%		1%		-		-	
Polling place too far away/no transport	2%	1%	-	-	5%	-	-	-	-	-
Didn't get to the polling place on time	2%	2%	6%	1%	5%	1%	4%	-	-	-
Did not know enough about the policies	2%		5%		1%		-		-	
Did not like any of the candidates	2%		1%		2%		5%		-	
Makes no difference who the government is	1%	1%	2%	1%	1%	2%	-	-	-	2%
It was a forgone conclusion	1%	-	-	-	-	-	-	-	-	-
Makes no difference who the government is	1%	1%	2%	1%	1%	2%	-	-	-	2%
Disability	1%	1%	-	1%	-	1%	-	-	-	-
Didn't know how to vote	*	1%	1%	-	-	-	-	-	1%	-
Didn't know when to vote	*	-	*	-	-	2%	-	-	1%	-
Didn't know where to vote	*	-	*	-	-	-	-	-	1%	2%
Not important	-	1%	-	-	-	-	-	4%	-	-
Other	7%	16%	3%	18%	10%	15%	7%	12%	10%	19%
No particular reason	1%	1%	2%	2%	1%	5%	-	-	1%	2%
Don't know/can't remember	*	2%	1%	1%	-	-	-	-	-	2%
Refused	2%	1%	*	-	-	-	-	-	1%	-

### Other reasons for not voting

Non-voters were also asked if there were any *additional reasons* for not voting (unless they did not give any reason in the first place). Most (68%) did not have any additional reasons. There were no significant differences in this question since 2008. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes. (Other analysis by type of non-voter is found underneath the table).

Other reasons for not voting	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	264	291	138	139	61	64	26	25	33	40
No other reason	68%	71%	75%	64%	60%	67%	40%	52%	92%	68%
Can't be bothered voting	7%	1%	5%	3%	13%	6%	19%	8%	1%	-
Did not know I could vote in advance	4%	-	1%	-	-	-	-	-	-	-
Couldn't work out who to vote for	3%	-	4%	2%	3%	-	1%	4%	-	-
Had other commitments	3%	3%	1%	3%	11%	1%	1%	12%	-	5%
Can't be bothered with politics or politicians	2%	1%	2%	2%	-	1%	12%	4%	-	-
My vote doesn't make any difference	2%	1%	3%	1%	-	-	9%	4%	4%	2%
I forgot	2%	2%	3%	4%	1%	-	17%	4%	-	2%
Didn't know the candidates	2%	1%	3%	1%	-	-	19%	-	1%	5%
Didn't get to the polling place on time	2%	1%	1%	1%	1%	-	1%	-	-	2%
Didn't know how to vote	1%	-	1%	1%	3%	-	9%	4%	-	8%
Makes no difference who the government is	1%	2%	1%	1%	-	-	19%	-	1%	2%
Polling place too far away/no transport	1%	1%	1%	2%	1%	2%	-	-	-	-
Didn't know when to vote	1%	-	1%	1%	-	-	10%	-	-	2%
Didn't know where to vote	1%	-	1%	1%	-	-	10%	-	-	2%
Health reasons	1%	1%	-	-	1%	1%	-	4%	-	2%
Had work commitments	1%	3%	2%	3%	1%	5%	-	4%	1%	-
Didn't know enough about the policies	1%	-	3%	-	3%	-	-	-	1%	-
Forgone conclusion	1%	-	-	-	1%	-	-	-	-	-
Away from home but still in New Zealand	*	1%	-	1%	-	2%	-	-	-	2%
Not important	*	1%	-	-	-	2%	-	-	-	-
Religious reasons - other	-	1%	-	-	-	-	-	-	-	-
Disability	-	-	-	1%	-	-	-	-	-	-
Other	4%	8%	-	10%	4%	8%	9%	16%	1%	5%
No particular reason	-	1%	-	2%	-	5%	-	-	-	-
Don't know/can't remember	-	2%	-	1%	-	-	-	-	-	-
Refused	-	1%	-	-	-	-	-	-	-	-

### Overall reasons for not voting

The main reasons for not voting were combined with the secondary reasons for not voting to provide results for *all reasons* given by non-voters (regardless of whether that option was chosen as the main or additional reason). Results are outlined in the table overleaf. The main overall reasons for not voting were that they had other commitments (14%) or work commitments (9%), could not be bothered voting (14%), couldn't work out who to vote for (11%) and that their vote would not make a difference (8%). Please see details in the table overleaf.

There are no significant differences in this question since 2008.

Young non-voters were more likely to say they didn't know the candidates and were less likely to say they were away from home and overseas. Māori non-voters were more likely to say they had other commitments. Pacific non-voters were more likely to say their vote did not make any difference, they didn't know the candidates, or that they forgot. Asian non-voters were more likely to say it was because they were away from home and overseas.

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes. (Other analysis by type of non-voter is found underneath the table).

Overall reasons for not voting	Total 2011	Total 2008	Youth 2011	Youth 2008	Māori 2011	Māori 2008	Pacific 2011	Pacific 2008	Asian 2011	Asian 2008
N=	272	291	143	139	62	64	26	25	34	40
Had other commitments	14%	17%	12%	27%	25%	14%	18%	32%	17%	26%
Can't be bothered voting	14%	6%	14%	11%	16%	15%	22%	20%	15%	5%
Couldn't work out who to vote for	11%	6%	16%	7%	8%	7%	4%	4%	5%	7%
Had work commitments	9%	10%	13%	17%	7%	12%	12%	16%	11%	10%
My vote doesn't make any difference	8%	2%	4%	2%	5%	2%	38%	4%	3%	5%
Can't be bothered with politics or politicians	7%	5%	8%	8%	5%	4%	12%	12%	-	5%
Away from home and overseas	6%	8%	2%	1%	5%	7%	5%	4%	19%	-
Health reasons	6%	5%	4%	3%	5%	6%	9%	12%	1%	7%
Religious day (ie, Sabbath, Holy Day)	-	-	-	-	-	2%	-	-	-	-
Religious reasons - other	6%	7%	6%	2%	5%	4%	-	8%	-	2%
Away from home but still in New Zealand	6%	6%	7%	4%	4%	5%	-	8%	7%	7%
I forgot	5%	9%	3%	6%	6%	10%	26%	4%	3%	5%
Didn't know the candidates	4%	4%	10%	6%	3%	1%	19%	4%	8%	10%
Didn't get to the polling place on time	4%	2%	6%	2%	6%	1%	5%	-	-	2%
Disagreed with the policies	3%	-	2%	-	1%	-	-	-	-	-
Didn't know enough about the policies	3%	-	8%	-	4%	-	-	-	1%	-
Polling place too far away/no transport	3%	1%	1%	2%	6%	2%	-	-	-	-
Did not know I could vote in advance	3%	-	1%	-	-	-	-	-	-	-
Makes no difference who the government is	2%	3%	3%	2%	1%	2%	19%	-	1%	5%
Did not like any of the candidates	2%	-	1%	-	2%	-	5%	-	-	-
Forgone conclusion	2%	-	-	-	1%	-	-	-	-	-
Didn't know how to vote	1%	1%	2%	1%	3%	-	9%	4%	1%	7%
Didn't know when to vote	1%	-	1%	1%	-	2%	10%	-	1%	2%
Didn't know where to vote	1%	-	1%	1%	-	-	10%	-	1%	5%
Disability	1%	1%	-	1%	-	1%	-	-	-	-
Not important	*	2%	-	-	-	2%	-	4%	-	-
Other	11%	24%	3%	27%	13%	24%	16%	20%	11%	19%
No particular reason	1%	1%	2%	2%	1%	5%	-	-	1%	-
Don't know/can't remember	*	2%	1%	1%	-	-	-	-	-	2%
Refused	2%	-	*	-	-	-	-	-	1%	-

Different groups of non-voters give different reasons for not voting:

- Those aged 46 and over were more likely to say it was because of health reasons (13% vs. 4% of those aged up to 46), because they were away from home and overseas (12% vs. 4%), or because the polling place was too far away (8% vs. 1%).
- Males were more likely to say they can't be bothered with politics (12% vs. 1% of females). Whereas women were more likely to say it was because they could not work out who to vote for (16% vs. 7% of males) or because they did not know the candidates (8% vs. 2%).
- Those with a University Degree or postgraduate qualification were more likely to say it was because they were away from home but still in New Zealand (17% vs. 3% of those with lower qualifications).
- Those with health problems were more likely to say it was because of health reasons (37% vs. 6% of those without health problems), but they were also more likely to say it was because their vote did not make a difference (23% vs. 8%).
- Those who didn't read the EasyVote pack (or only glanced at it) were more likely to say it was because they cannot be bothered voting (18% vs. 6% of those who read the pack) or they cannot be bothered with politics (10% vs. 2%).
- Those who vote in most General Elections were more likely to say it was because they were away from home and overseas (14% vs. 2% of those who only vote in some, or no, Elections) or away from home and still in New Zealand (12% vs. 3%), or because of health reasons (13% vs. 3%), or because they did not know they could vote in advance (10% vs. less than 1%), or because the polling place was too far away (7% vs. 1%).
- Those who were not eligible to vote before 2011 were more likely to say it was because they had work commitments (18% vs. 7% of those who were eligible to vote before 2011) or because they did not know the candidates (10% vs. 2%).
- Those who never considered voting were more likely to say it was because they could not be bothered voting (23% vs. 8% of those who considered it), they could not be bothered with politics (16% vs. 2%), or because of religious reasons (15% vs. 1%).

## Factors that influence voting

Non-voters were presented with a list of possible factors that may have influenced their decision not to vote and were asked to rate the impact of those factors on a scale of 1 to 5 with 1 being no influence at all and 5 being a lot of influence. This list was rotated so that the order of statements systematically varied from respondent-to-respondent.

The factors that had the highest proportions of non-voters saying the impact was 4 or 5 out of 5 were 'I don't trust politicians' (33% of all non-voters), 'it was obvious who would win so why bother' (31%), and 'I'm just not interested in politics' (29%).

Since 2008 there has been an increase in the proportion of non-voters saying 'it was obvious who would win so why bother' (from 19% to 31%).

Pacific non-voters were more likely to say that it was obvious who was going to win (59% compared to 31% of all non-voters), and were more likely to say their vote didn't make a difference (52% vs. 22% of all non-voters). They were also more likely to say they didn't like any of the personalities (46% vs. 19% of all non-voters) and that it makes no difference to their life who wins (49% vs. 28% of all non-voters).

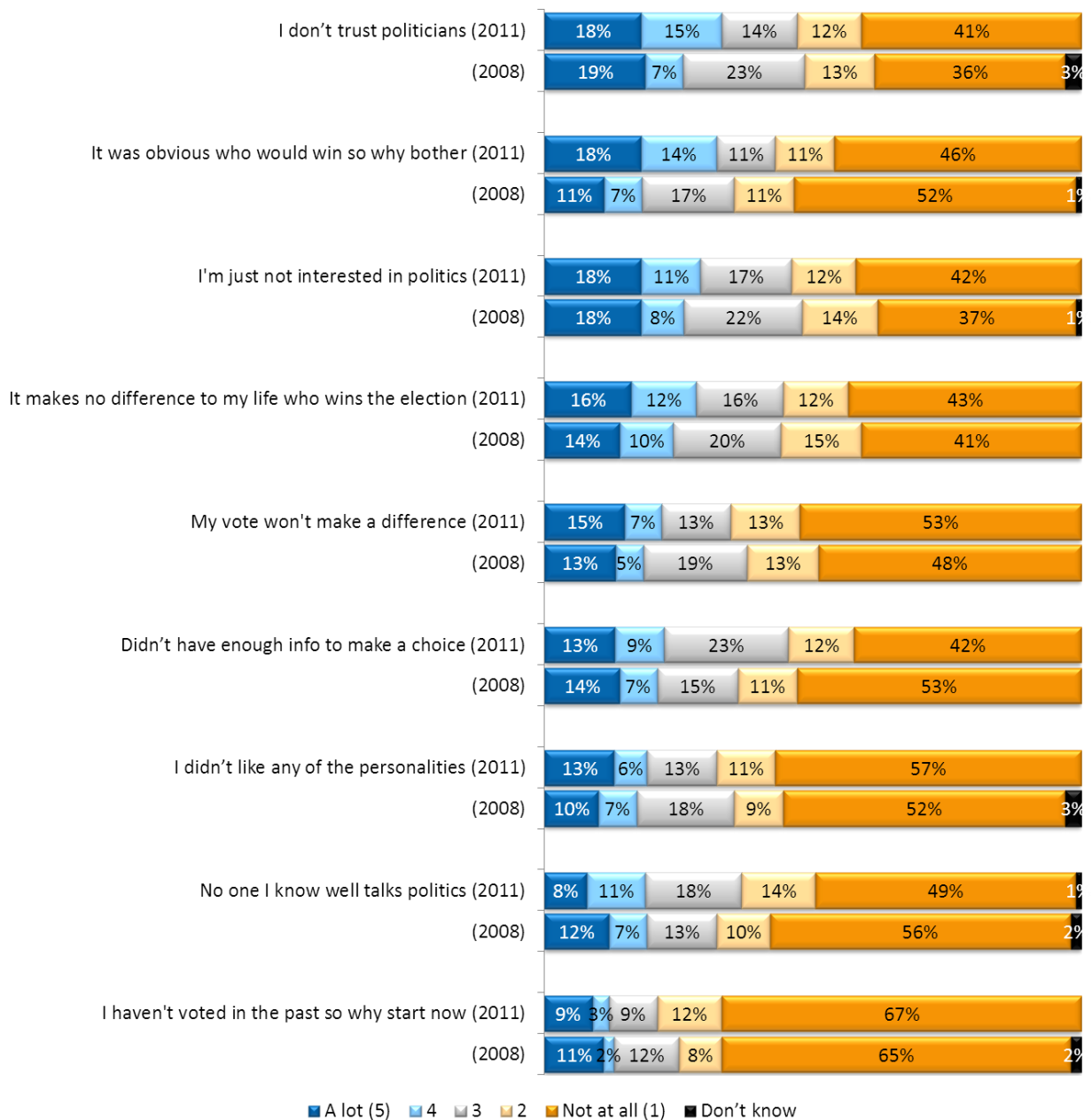
Young non-voters were more likely to say it was because they did not have enough information (33% vs. 22% of all non-voters). Young non-voters were *less* likely to say that they did not trust politicians (20% compared to

33% for all non-voters). This was similar for Māori non-voters (17% vs. 33% of all non-voters). Asian non-voters were *less* likely to say that they did not like any of the personalities (2% vs. 19% of all non-voters).

Other analysis by type of non-voter follows underneath the chart.

### Factors that influence non-voters

On a scale of 1 to 5, where 1 is not at all and 5 is a lot, how much did each of these influence your decision not to vote?



Base: All non voters  
2011 n= 272      2008 n=291

The proportion of non-voters saying that each statement applied to them (i.e. they gave an answer of 4 or 5 out of 5) varied between subgroups:

- Those aged up to 46 were more likely to say that they didn't have enough information (26% vs. 13% of those aged 46 and over) but were less likely to say they didn't trust politicians (28% vs. 47% of those aged 46 and over).
- Males were more likely to say they didn't like any of the personalities (24% vs. 13% of females), but were less likely to say they didn't have enough information (14% vs. 32% of females).
- Those with a household income up to \$75,000 were more likely to say it was because they were just not interested in politics (36% vs. 15% of those with a household income higher than this), or because it makes no difference to their life (33% vs. 14%), or because they didn't have enough information (24% vs. 7%).
- Those with a qualification lower than Degree level were more likely to say it was obvious who would win (35% vs. 15% of those with a University Degree or postgraduate qualification).
- Those born outside New Zealand were more likely to say they didn't trust politicians (43% vs. 29% of those born in New Zealand) and were also more likely to say they didn't have enough information (34% vs. 19%).
- Those with a health problem were more likely to say it was obvious who would win (61% vs. 29% of those without health problems), their vote would not make a difference (59% vs. 19%), and it makes no difference to their life whoever wins (58% vs. 25%).
- Those who didn't read their EasyVote pack (or only glanced at it) were more likely to say they were just not interested in politics (37% vs. 16% of those who read the pack), they didn't like any of the personalities (25% vs. 10%), and they had not voted in the past – so why start now (16% vs. 6%).
- Those who vote in some, or no, General Elections were more likely to say they were just not interested in politics (34% vs. 19% of those who vote in most Elections), they didn't like any of the personalities (24% vs. 10%), and no-one they know talks well of politics (23% vs. 10%).
- Those who never considered voting were more likely to say it was because they don't trust politicians (50% vs. 24% of those who considered voting), didn't like the personalities (33% vs. 11%), they were not interested in politics (38% vs. 24%), or because it makes no difference to their live who wins (36% vs. 23%).
- Those who were eligible to vote in their first General Election in 2011 were *less* likely to say they didn't vote because they didn't trust politicians (14% vs. 39% of those who were eligible to vote before 2011), they were *less* likely to say it makes no difference to their life (19% vs. 30%), and were *more* likely to say they didn't have enough information (37% vs. 19%).



## Appendix A: Overview tables

### Overview: Voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	1097	272
Ordinary Vote	94%	-
Special Vote	5%	-
Voted in advance	16%	-
Knew about advance voting	-	63%
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	1094	-
Before 11am	25%	-
11am – 1pm	27%	-
1pm – 3pm	23%	-
3pm – 5pm	15%	-
5pm – 7pm	9%	-
Did not need to queue	89%	-
Took EasyVote Card	86%	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	1094	-
Up to 5 minutes	63%	-
More than 5 minutes	37%	-
Reasonable time	98%	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	1094	-
Convenience	97%	-
Outside signage	89%	-
Layout	93%	-
Obvious where to place completed ballot	92%	-
Ease of access to exit	97%	-
Well equipped booth	97%	-
Inside signage	88%	-

Privacy	89%	-
Easy to identify staff	94%	-
<b>Rating of Parliamentary voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	1094	-
Layout	91%	-
Clear instructions about how to vote	94%	-
Easy to find name of candidate and party	95%	-
<b>Rating of Referendum voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	1094	-
Layout	86%	-
Clear instructions	83%	-
Easy to find options	90%	-
<b>Rating of staff (% 4 or 5 out of 5) *</b>		
<i>Base: Those who had contact with staff</i>	1066	-
Pleasantness and politeness	98%	-
Ability to answer questions	96%	-
Efficiency	97%	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	1097	272
Read EasyVote pack	73%	38%
Glanced at EasyVote pack	16%	23%
Received but did not read	8%	16%
Did not receive EasyVote pack or don't know	4%	23%
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	953	158
Satisfied with EasyVote pack	88%	58%
<b>Overall satisfaction with voting experience (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	1094	
Satisfied with voting experience	88%	

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculations used to determine the proportion scoring 4 or 5 out of 5 for staff questions. This was also done in 2008 because a notable proportion use these responses for these particular questions.

<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	272
Election Day	-	<b>43%</b>
1 week before	-	<b>18%</b>
More than one week before	-	<b>32%</b>
Knowledge of where to vote	-	<b>85%</b>
<b>Seen Electoral advertising</b>		
<i>Base: All voters and non-voters</i>	1097	272
Seen electoral advertising	<b>64%</b>	<b>57%</b>
<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	1097	272
Using the EasyVote Card when going to vote	<b>72%</b>	<b>48%</b>
Voting in advance if you're going away on Election Day	<b>73%</b>	<b>51%</b>
Voting close to home	<b>65%</b>	<b>49%</b>
None of these messages picked up	<b>9%</b>	<b>22%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	1097	272
Follow results on Election Night	<b>70%</b>	<b>33%</b>
<b>Follow Election night results</b>		
<i>Base: Those who followed the results</i>	746	99
Followed results on television	<b>93%</b>	<b>83%</b>
Satisfied with timeliness of results	<b>87%</b>	<b>77%</b>

## Overview: Youth voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	244	143
Ordinary Vote	91%	-
Special Vote	7%	-
Voted in advance	11%	-
Knew about advance voting	-	65%
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	243	-
Before 11am	14%	-
11am – 1pm	30%	-
1pm – 3pm	24%	-
3pm – 5pm	18%	-
5pm – 7pm	14%	-
Did not need to queue	89%	-
Took EasyVote Card	87%	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	250	-
Up to 5 minutes	63%	-
More than 5 minutes	37%	-
Reasonable time	98%	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	243	-
Convenience	98%	-
Outside signage	83%	-
Layout	91%	-
Obvious where to place completed ballot	93%	-
Ease of access to exit	96%	-
Well equipped booth	93%	-
Inside signage	84%	-
Privacy	82%	-
Easy to identify staff	91%	-

<b>Rating of Parliamentary voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	243	-
Layout	93%	-
Clear instructions about how to vote	95%	-
Easy to find name of candidate and party	95%	-
<b>Rating of Referendum voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	243	-
Layout	91%	-
Clear instructions	86%	-
Easy to find options	93%	-
<b>Rating of staff (% 4 or 5 out of 5)</b>		
<i>Base: Those who had contact with staff</i>	236	-
Pleasantness and politeness	96%	-
Ability to answer questions	95%*	-
Efficiency	95%	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	244	143
Read EasyVote pack	69%	33%
Glanced at EasyVote pack	18%	26%
Received but did not read	10%	16%
Did not receive EasyVote pack or don't know	2%	25%
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	213	84
Satisfied with EasyVote pack	91%	59%
<b>Overall satisfaction with voting experience (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	243	
Satisfied with voting experience	89%	

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculations used to determine the proportion scoring 4 or 5 out of 5 for staff questions. This was also done in 2008 because a notable proportion use these responses for these particular questions.

<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	143
Election Day	-	<b>44%</b>
1 week before	-	<b>20%</b>
More than one week before	-	<b>33%</b>
Knowledge of where to vote	-	<b>85%</b>
<b>Seen advertising</b>		
<i>Base: All voters and non-voters</i>	244	143
Seen electoral advertising	<b>61%</b>	<b>53%</b>
<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	244	143
Using the EasyVote Card when going to vote	<b>67%</b>	<b>56%</b>
Voting in advance if you're going away on Election Day	<b>65%</b>	<b>44%</b>
Voting close to home	<b>65%</b>	<b>50%</b>
None of these messages picked up	<b>13%</b>	<b>21%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	244	143
Follow results on Election Night	<b>70%</b>	<b>36%</b>
<i>Base: Those who followed the results</i>	169	53
Followed results on television	<b>94%</b>	<b>74%</b>
Satisfied with timeliness of results	<b>87%</b>	<b>72%</b>

## Overview: Māori voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	240	62
Ordinary Vote	93%	-
Special Vote	6%	-
Voted in advance	12%	-
Knew about advance voting	-	69%
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	240	-
Before 11am	25%	-
11am – 1pm	25%	-
1pm – 3pm	24%	-
3pm – 5pm	17%	-
5pm – 7pm	10%	-
Did not need to queue	85%	-
Took EasyVote Card	88%	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	240	-
Up to 5 minutes	63%	-
More than 5 minutes	37%	-
Reasonable time	97%	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	240	-
Convenience	99%	-
Outside signage	88%	-
Layout	92%	-
Obvious where to place completed ballot	93%	-
Ease of access to exit	97%	-
Well equipped booth	97%	-
Inside signage	91%	-
Privacy	87%	-
Easy to identify staff	96%	-

<b>Rating of Parliamentary voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	240	-
Layout	92%	-
Clear instructions about how to vote	94%	-
Easy to find name of candidate and party	95%	-
<b>Rating of Referendum voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	240	-
Layout	87%	-
Clear instructions	84%	-
Easy to find options	91%	-
<b>Rating of staff (% 4 or 5 out of 5)</b>		
<i>Base: Those who had contact with staff</i>	236	-
Pleasantness and politeness	98%	-
Ability to answer questions	98%*	-
Efficiency	98%	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	240	62
Read EasyVote pack	71%	24%
Glanced at EasyVote pack	17%	19%
Received but did not read	8%	32%
Did not receive EasyVote pack or don't know	5%	25%
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	211	31
Satisfied with EasyVote pack	92%	71%
<b>Overall satisfaction with voting experience (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	240	
Satisfied with voting experience	94%	

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculations used to determine the proportion scoring 4 or 5 out of 5 for staff questions. This was also done in 2008 because a notable proportion use these responses for these particular questions.



<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	62
Election Day	-	<b>64%</b>
1 week before	-	<b>13%</b>
More than one week before	-	<b>20%</b>
Knowledge of where to vote	-	<b>84%</b>
<b>Seen advertising</b>		
<i>Base: All voters and non-voters</i>	240	62
Seen electoral advertising	<b>62%</b>	<b>43%</b>
<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	240	62
Using the EasyVote Card when going to vote	<b>72%</b>	<b>48%</b>
Voting in advance if you're going away on Election Day	<b>63%</b>	<b>49%</b>
Voting close to home	<b>60%</b>	<b>39%</b>
None of these messages picked up	<b>13%</b>	<b>19%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	240	62
Follow results on Election Night	<b>63%</b>	<b>33%</b>
<i>Base: Those who followed the results</i>	146	23
Followed results on television	<b>95%</b>	<b>100%</b>
Satisfied with timeliness of results	<b>84%</b>	<b>62%</b>

## Overview: Pacific voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	115	26
Ordinary Vote	83%	-
Special Vote	17%	-
Voted in advance	13%	-
Knew about advance voting	-	51%
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	113	-
Before 11am	18%	-
11am – 1pm	18%	-
1pm – 3pm	34%	-
3pm – 5pm	16%	-
5pm – 7pm	14%	-
Did not need to queue	89%	-
Took EasyVote Card	73%	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	113	-
Up to 5 minutes	50%	-
More than 5 minutes	50%	-
Reasonable time	95%	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	113	-
Convenience	100%	-
Outside signage	85%	-
Layout	93%	-
Obvious where to place completed ballot	91%	-
Ease of access to exit	97%	-
Well equipped booth	91%	-
Inside signage	92%	-
Privacy	87%	-
Easy to identify staff	86%	-

<b>Rating of Parliamentary voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	113	-
Layout	84%	-
Clear instructions about how to vote	85%	-
Easy to find name of candidate and party	91%	-
<b>Rating of Referendum voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	113	-
Layout	66%	-
Clear instructions	68%	-
Easy to find options	64%	-
<b>Rating of staff (% 4 or 5 out of 5)</b>		
<i>Base: Those who had contact with staff</i>	113	-
Pleasantness and politeness	91%	-
Ability to answer questions	93%*	-
Efficiency	93%	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	115	26
Read EasyVote pack	43%	32%
Glanced at EasyVote pack	13%	23%
Received but did not read	19%	10%
Did not receive EasyVote pack or don't know	25%	35%
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	75	18
Satisfied with EasyVote pack	85%	55%
<b>Overall satisfaction with voting experience (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	113	
Satisfied with voting experience	70%	

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculations used to determine the proportion scoring 4 or 5 out of 5 for staff questions. This was also done in 2008 because a notable proportion use these responses for these particular questions.

<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	26
Election Day	-	<b>44%</b>
1 week before	-	<b>12%</b>
More than one week before	-	<b>39%</b>
Knowledge of where to vote	-	<b>73%</b>
<b>Seen advertising</b>		
<i>Base: All voters and non-voters</i>	115	26
Seen electoral advertising	<b>63%</b>	<b>42%</b>
<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	115	26
Using the EasyVote Card when going to vote	<b>63%</b>	<b>27%</b>
Voting in advance if you're going away on Election Day	<b>61%</b>	<b>20%</b>
Voting close to home	<b>62%</b>	<b>40%</b>
None of these messages picked up	<b>18%</b>	<b>48%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	115	26
Follow results on Election Night	<b>73%</b>	<b>23%</b>
<i>Base: Those who followed the results</i>	70	12
Followed results on television	<b>99%</b>	<b>89%</b>
Satisfied with timeliness of results	<b>68%</b>	<b>55%</b>

## Overview: Asian voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	122	34
Ordinary Vote	91%	-
Special Vote	9%	-
Voted in advance	11%	-
Knew about advance voting	-	50%
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	122	-
Before 11am	20%	-
11am – 1pm	31%	-
1pm – 3pm	21%	-
3pm – 5pm	18%	-
5pm – 7pm	10%	-
Did not need to queue	89%	-
Took EasyVote Card	90%	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	122	-
Up to 5 minutes	61%	-
More than 5 minutes	38%	-
Reasonable time	100%	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	122	-
Convenience	97%	-
Outside signage	89%	-
Layout	91%	-
Obvious where to place completed ballot	89%	-
Ease of access to exit	98%	-
Well equipped booth	96%	-
Inside signage	86%	-
Privacy	84%	-
Easy to identify staff	96%	-

<b>Rating of Parliamentary voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	122	-
Layout	89%	-
Clear instructions about how to vote	95%	-
Easy to find name of candidate and party	94%	-
<b>Rating of Referendum voting paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	122	-
Layout	80%	-
Clear instructions	85%	-
Easy to find options	91%	-
<b>Rating of staff (% 4 or 5 out of 5)</b>		
<i>Base: Those who had contact with staff</i>	120	-
Pleasantness and politeness	97%	-
Ability to answer questions	93%*	-
Efficiency	94%	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	122	34
Read EasyVote pack	78%	38%
Glanced at EasyVote pack	12%	23%
Received but did not read	9%	3%
Did not receive EasyVote pack or don't know	2%	36%
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	111	17
Satisfied with EasyVote pack	91%	51%
<b>Overall satisfaction with voting experience (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	122	
Satisfied with voting experience	85%	

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculations used to determine the proportion scoring 4 or 5 out of 5 for staff questions. This was also done in 2008 because a notable proportion use these responses for these particular questions.

<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	34
Election Day	-	<b>43%</b>
1 week before	-	<b>21%</b>
More than one week before	-	<b>23%</b>
Knowledge of where to vote	-	<b>66%</b>
<b>Seen advertising</b>		
<i>Base: All voters and non-voters</i>	122	34
Seen electoral advertising	<b>58%</b>	<b>53%</b>
<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	122	34
Using the EasyVote Card when going to vote	<b>65%</b>	<b>30%</b>
Voting in advance if you're going away on Election Day	<b>69%</b>	<b>46%</b>
Voting close to home	<b>68%</b>	<b>48%</b>
None of these messages picked up	<b>11%</b>	<b>40%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	122	34
Follow results on Election Night	<b>79%</b>	<b>36%</b>
<i>Base: Those who followed the results</i>	96	14
Followed results on television	<b>87%</b>	<b>76%</b>
Satisfied with timeliness of results	<b>88%</b>	<b>60%</b>

## Appendix B: Sample profile

The following section outlines the unweighted sample size (i.e. the number of interviews conducted) for key subgroups. This gives an indication of the spread of subpopulations within the overall survey sample, as well as the robustness of analysis available for particular sub-samples. This includes data from the main CATI (Computer Assisted Telephone Interviewing) survey and the Pacific and Asian booster survey (which was conducted face-to-face).

Gender	Voters	Non-voters
<b>N=</b>	<b>1097</b>	<b>272</b>
Male	516	142
Female	581	130

Age Band	Voters	Non-voters
<b>N=</b>	<b>1097</b>	<b>291</b>
18-25 years old	267	158
26-35 years old	97	29
36-45 years old	165	30
46-55 years old	212	32
56-65 years old	182	16
66-75 years old	119	3
76+ years old	55	4

Ethnicity	Voters	Non-voters
<b>N=</b>	<b>1097</b>	<b>272</b>
New Zealand European	756	172
Maori	240	62
Samoan	48	14
Cook Island Maori	20	2
Tongan	29	6
Niuean	10	4
Other Pacific Island Group	16	1
Chinese	32	14
Indian	58	8
Other Asian	34	12
Other ethnic group	2	1
New Zealand/Kiwi	9	2
Non-New Zealand European	47	23
Refused	5	1



Highest completed qualification	Voters	Non-voters
N=	1097	272
No qualification	132	36
School certificate or NCEA level 1	152	33
Sixth Form Certificate, University Entrance or NCEA level 2	139	58
Bursary, Scholarship or NCEA level 3 or 4	165	63
A Trade Qualification	62	12
A certificate or diploma that does not require a degree	116	31
A polytech degree	31	1
A university degree	179	25
Postgraduate qualification	108	9
Other	3	3
Don't know	10	1

Born in New Zealand?	Voters	Non-voters
N=	1097	272
Born in NZ	853	193
Not born in NZ	244	79

Gross household income	Voters	Non-voters
N=	1097	272
Less than \$20,000	101	35
\$20,000 - \$29,999	89	21
\$30,000 - \$39,999	86	30
\$40,000 - \$49,999	71	22
\$50,000 - \$59,999	83	24
\$60,000 - \$74,999	97	19
\$75,000 - \$99,999	171	33
\$100,000 or over	256	34
Refused	42	5
Don't know/can't remember	101	49

Long-term health problem [Q11g, "Does a health problem, or condition you have (lasting six months or more) cause difficulty or stop you doing the following:]	Voters	Non-voters
N=	1097	272
Everyday activities that people your age can usually do	88	19
Communicating, mixing with others or socialising	35	11
Any other activity that people your age can usually do	64	9
No difficulty with any of these things (i.e. no long term health problem).	972	248
Refused	2	-

