

Report into the 2014 General Election

Prepared by TNS New Zealand for the Electoral Commission

December 2014



Contents

Executive Summary	7
Background and methodology	7
Enrolment status and behaviour	7
Awareness and knowledge of the election	8
Communications	9
Pre-election Day behaviour	9
Voting and Election Day behaviour	10
Polling place behaviour and satisfaction	10
Non-voter behaviour and reasons for not voting	12
Background	14
Methodology	15
Questionnaire	15
Sample design / quotas	15
Weighting	16
Response rate	16
Margin of error	16
Notes on reading this report	17
Enrolment status and behaviour	18
Enrolled to vote in the 2014 NZ general election	18
On General or Māori electoral roll	19
When enrolled to vote	20
Why initially enrolled to vote	21
Intention to enrol	22
2011 election eligibility and voting behaviour	23
Awareness and knowledge of the general election	25
Understanding of the voting process	25
Information sources would use to enrol or change enrolment address	31
Communications	33
Awareness of advertising about the voting process	33
Where did people see advertising about the voting process?	34
What was the message of the TV advertising?	35

Pre-election Day behaviour	36
Recall receiving an EasyVote pack	36
How thoroughly read the EasyVote pack	37
Ease of finding the EasyVote card	38
Usefulness of the EasyVote pack	39
Searching for additional voting information	40
Where look for additional voting information	40
Usefulness of the Electoral Commission’s website	42
Additional information people would have liked	43
Voting and Election Day behaviour	44
Did people place an ordinary or special vote?	44
Voting on or before Election Day	44
Reasons for voting before Election Day	45
How people knew about early voting	46
Where people voted	47
Who accompanied you to the voting place	47
Voted at the same voting place as in 2011	48
Why voted at a different voting place in 2014	48
How people knew where to vote in 2014	49
Polling place behaviour and satisfaction	51
The time of day when people voted	51
Incidence of people having to queue before voting	52
Items taken to the voting place	52
Length of time taken to vote	53
Satisfaction with the length of time taken to vote	54
Satisfaction with the convenience of the voting location	55
Satisfaction with how well sign posted the voting place was	56
Satisfaction with the layout being easy to find what you needed	57
Satisfaction with having easy to find ballot boxes	58
Overall satisfaction with the ease of placing your vote	59
Satisfaction with the voting papers having clear instructions	60
Satisfaction with the ease of finding the name of the person or party	61
Satisfaction with the privacy of the voting booth	62
Overall satisfaction with the ballot paper	63
Rating of voting place staff being pleasant and polite	64
Rating of voting place staff’s ability to answer questions	65
Rating of the efficiency of voting place staff	66

Overall rating of the voting place staff	67
Overall rating of the voting process	67
Issues encountered when voting	68
Non-voter behaviour and reasons for not voting	69
Possibility of voting in the 2014 NZ general election	69
When decided not to vote	69
Amount of effort in decision not to vote	70
Reasons for not voting	71
Appendix A: Overview tables	74
Overview: Voters and non-voters	74
Appendix B: Sample profile	76

Tables

Table 1: Enrolled to vote in the NZ general election	18
Table 2: General or Māori electoral roll.....	19
Table 3: When enrolled to vote.....	20
Table 4: Why initially enrolled to vote	21
Table 5: Intention to enrol	22
Table 6: Eligible to vote in the 2011 general election	23
Table 7: Voted in the 2011 general election	24
Figure 8: Aspects of understanding of the voting process (total sample)	25
Table 9: Overall understanding of the voting process.....	26
Table 10: Understanding of how to enrol to vote.....	27
Table 11: Understanding of how to vote.....	28
Table 12: Understanding of where you can vote.....	29
Table 13: Understanding of what to do if you cannot get to a voting place	30
Table 14: Information sources would use to enrol or change enrolment address	32
Table 15: Awareness of Electoral advertising *	33
Table 16: Source of Electoral advertising*	34
Table 17: TV advertising message*	35
Table 18: Recall receiving an EasyVote pack*	36
Table 19: How thoroughly read the EasyVote pack*.....	37
Table 20: Did people find the EasyVote card easily*	38
Table 21: How useful did people find the EasyVote pack*	39
Table 22: Looked for additional voting info	40
Table 23: Source of additional voting info	41
Table 24: How useful did people find the Electoral Commission’s website*	42
Table 25: Additional voting information wanted*.....	43
Table 26: Placed an ordinary or special vote	44
Table 27: Voted on or before Election Day.....	44
Table 28: Why voted before Election Day	45
Table 29: How knew about early voting.....	46
Table 30: Where voted	47
Table 31: Who voted with.....	47
Table 32: Voted at the same voting place	48
Table 33: Reasons for voting at a different voting place in 2014	48
Table 34: Source of information about voting place location*	49
Table 35: Time of day when voted	51
Table 36: Incidence of having to queue before voting	52
Table 37: Items taken to the voting place	52
Table 38: Length of time taken to vote.....	53
Table 39: Satisfaction with the length of time taken to vote	54
Table 40: Rating of the convenience of the voting location.....	55
Table 41: Rating of how well sign-posted the voting place was.....	56
Table 42: Rating of how the layout made it easy to find what you needed	57
Table 43: Rating of ease of finding the ballot boxes	58
Table 44: Overall rating of the ease of placing your vote.....	59

Table 45: Rating of the voting papers having clear instructions	60
Table 46: Rating of ease of finding the name of the person or party	61
Table 47: Rating of the privacy of the voting booth	62
Table 48: Overall rating of the ballot paper	63
Table 49: Rating of the voting staff being pleasant and polite	64
Table 50: Rating of the voting place staff's ability to answer questions	65
Table 51: Rating of the efficiency of voting place staff	66
Table 52: Overall rating of the voting place staff	67
Table 53: Overall rating of the voting process	67
Table 54: Encountered an issue when voting	68
Table 55: Possibility of voting in the NZ general election	69
Table 56: When decided not to vote	70
Table 57: Amount of effort in decision not to vote	70
Table 58: Main and total reasons for not voting*	72

Executive Summary

Background and methodology

The Electoral Commission commissioned TNS New Zealand Ltd to conduct a survey with voters and non-voters in 2014, post the general election. Similar surveys were conducted on behalf of the Chief Electoral Office in 2005 and 2008 and the Electoral Commission in 2011. Where possible this report includes comparisons to the 2011 results.

The primary objectives of the survey are to:

- Measure voter satisfaction with the services the Electoral Commission provides
- Understand the level of engagement with the voting process, barriers to voting, and how to address these barriers for each identified population group

The post-election study was conducted of 1,310 people through multiple data collection methods to ensure the most robust and representative sample possible. This involved telephone (random digit dialling of any household with a landline), CATI surveying of those previously identified as being of Māori descent, and face-to-face interviews to help reach specific quotas on people of Pasifika and Asian descent. Telephone surveying was the main method used as the proportion of people with a landline is still higher than those with access to the internet (86% of households have access to a telephone compared to 77% of households who have access to the internet. Source: Statistics New Zealand 2013 Census).

Enrolment status and behaviour

In total 96% of eligible voters say they were **enrolled to vote** in the 2014 general election. This compares to the actual rate of 93%. Note that as all respondents in the 2011 survey were enrolled voters, comparisons to 2011 are not relevant for this question. Less likely to be enrolled are people of Pasifika and Asian descent, and those aged 18-29.

In total 5% of eligible voters say they were enrolled on the **Māori electoral roll**. This compares to the actual rate of 8% - the difference being down to the multiple weighting variables used in this study. Of people who said they were of Māori ethnicity in the survey, 66% were on the Māori electoral roll, 29% on the general roll and 5% weren't sure.

Seven out of eight people (87%) who had enrolled to vote did so **before the 2011 general election**, with 2% enrolling within one month of the 2014 general election. Note that as all respondents in the 2011 survey were enrolled voters, comparisons to 2011 are not relevant for this section.

Within the 11% of people who **enrolled after the 2011 election**, just over half (51%) said they did so because they wanted their vote to be heard, a quarter (23%) because it's compulsory, and one in ten (10%) because they want to make a difference. Of the 31% who gave another reason for enrolling, the majority were because it's a good thing to do; because of a feeling of duty or obligation; received papers in mail so enrolled; or living overseas previously, and decided to enrol now that living back in New Zealand.

Within the small base of people who have **not enrolled but are eligible** to do so (4%), the vast majority say they intend to do so (57% definitely, 17% intend). Only 6% say they definitely do not intend to enrol.

Of those who were eligible to vote in the 2014 general election, over nine in ten (91%) were also eligible to vote in the **2011 general election**, with the majority of these (86%) having voted in the 2011 election. This was slightly down on the 2011 result (where 91% of those who were eligible voted in the 2008 election). The main groups driving this decline were people of Māori descent (87% of those surveyed in 2011 voted in the previous election versus 79% of those surveyed in 2014 voted in the previous election), Pasifika (89% versus 76%) and Asian (85% versus 73%). In contrast the rate among youth was higher (68% from 58%).

Awareness and knowledge of the election

Understanding of the voting process

The 2014 study measured the level of **understanding of the voting process** overall and key aspects of the process. This was based on respondents' *stated* understanding of the process. In total understanding is extremely high with over half saying they have a very good understanding of how to enrol, how to vote and where to vote. While there is still high understanding of what to do if you cannot get to a voting place, this aspect has the greatest proportion who say they have a poor or very poor understanding of the process.

- The vast majority (93%) of people had at least a good understanding of the **process for voting** in general elections, including enrolling, changing details and voting, with most of these (58%) saying they had a very good understanding. Only 7% said they had a poor or very poor understanding. Those more likely to have a poor or very poor understanding about the process of voting included those of Pasifika ethnicity; those of Asian ethnicity; those aged 18-29; and those who didn't vote or enrol to vote in 2014.
- The vast majority (91%) of people had at least a good understanding of **how to enrol** to vote, with most of these (50%) saying they had a very good understanding. Only 8% said they had a poor or little or no understanding. Those more likely to have a poor or very poor understanding about how to enrol included those of Asian ethnicity; those aged 18-29; and those who didn't vote or enrol to vote in 2014.
- Almost all (95%) people had at least a good understanding of **how to vote**, with most of these (63%) saying they had a very good understanding. Only 4% said they had a poor or little or no understanding. Again those more likely to have a poor or very poor understanding about how to vote included those of Asian ethnicity; those aged 18-29; and those who didn't vote or enrol to vote in 2014.
- Almost all (96%) of people had at least a good understanding of **where to vote**, with most of these (63%) saying they had a very good understanding. Only 3% said they had a poor or little or no understanding. Those more likely to have a poor or very poor understanding about where to vote included those of Asian ethnicity; those aged 30-49; and those who didn't vote or enrol to vote in 2014.
- About three quarters (71%) of people had at least a good understanding of **what to do if you cannot get to a voting place on election day**, split equally between those who had a very good (36%) and good understanding (35%). A quarter said they had a poor (12%) or little or no (12%) understanding. Those more likely to have a poor or very poor understanding about what to do if you cannot get to a voting place included those of Asian ethnicity; those aged 18-49; and those who didn't vote or enrol to vote in 2014.

Information sources

A range of channels would be used by people if they **needed to enrol or change their enrolment address**. Most commonly the Electoral Commission's website would be used by 39%, especially 18-29 year olds (52%). In contrast a general online search would be used by 12% of the population. Going to a PostShop is second most common overall at 23%. Other channels are less common including calling the Electoral Commission's 0800 number (7%) or emailing them (1%), or visiting various government offices (local council 4%, Registrar's or Electoral office 3%, local MP's office 2%).

Almost one in five (18%) **do not know** what channels they would use, and this is particularly true for Pasifika people (36%), Asians (30%) and 18-29s (25%).

This question was asked for the first time in 2014.

Communications

Fifty eight percent of people recalled **advertising about the voting process**. This is significantly lower than the 2011 result (63%). This decrease has been seen primarily across those of Pasifika and Asian ethnicity, who have significantly less awareness than other groups. Disabled people also have lower awareness at 50%.

TV is the primary **source of advertising** for recall about the voting process; with seventy percent of those who recalled advertising saying they had seen it via TV. This is in line with the 2011 result (67%). The main sources of Electoral advertising vary by age and show the importance of a multi-channel media approach to ensure all people are reached: those aged 18 to 29 were more likely to notice advertising via social media, websites, signs and bus shelters. Those aged 30 to 49 were more likely to notice advertising on TV; while those aged 50 years plus were likely to notice advertising via newspapers and pamphlets or fliers.

Among those who recalled TV advertising, the key messages being taken from the advertising reflect the 'Orange Man' campaign: don't forget to enrol to vote (51%), there's an election coming up (13%) and how to vote (10%).

Pre-election Day behaviour

Ninety two percent of those enrolled recalled receiving an **EasyVote pack** in the mail, the same as 2011, though this is less among those of Pasifika descent, Asian and youth. Forty three percent of those who received an EasyVote pack read most or all of it. This is significantly lower than the 2011 result (50%). This decrease has been driven primarily by those of European ethnicity. Ninety six percent of those who read their EasyVote pack found the EasyVote card easily. This is not significantly different to the 2011 result (95%). Sixty six percent of those who read their EasyVote pack found it very useful. While at the other end of the scale only three percent did not find it very useful, and this was primarily driven by those who did not vote in the 2014 General Election.

Eleven percent looked for **additional information** on how to vote, primarily driven by younger people and those of Pasifika ethnicity. Forty one percent visited the Electoral Commission's website in search of additional information on how to vote. Twenty eight percent did a general online search for information. Those of Asian ethnicity were less likely to visit the Electoral Commission's website in search of additional voting information, instead choosing to do a general online search. Those of Pasifika ethnicity were more likely to ask someone they knew or call the Electoral Commission for additional voting information.

Sixty three percent of those who visited the Electoral Commission's **website** found it very useful. Only five percent (or one in twenty) rated the website as not very useful.

Of the few who wanted additional information, the **most requested topics** were more info on party policies / candidates, the location of voting places, and information on special / advanced voting.

Voting and Election Day behaviour

Ninety percent of voters placed an **ordinary vote** this election. This result is significantly lower than in 2011 (94%). This decrease has been seen primarily across the Youth demographic (18 to 29 year olds), who were the group least likely to do so at 75%.

Almost a third (30%) of voters voted **before Election Day**. This result is significantly higher than in 2011 (16%), and has been seen across all key segments. Least likely to vote on Election Day are those aged 50 plus. The main **reasons for voting before Election Day** were because it was easier, wanted to get it over with early, expected to be out of electorate on Election Day, and had other plans for Election Day. Nearly half (45%) of those who voted early cited the media as one of the means by which they knew they could vote early. The Electoral Commission and word of mouth were also key information sources about early voting, the latter especially for youth.

Nearly all voters (98%) **voted at a voting place** or advance voting place. Those who are disabled were more likely to vote somewhere else (4% versus 1% for those not disabled).

Over half (55%) of those who voted at a voting place were **accompanied** by family members. This is significantly lower than in 2011 (63%) due to more people choosing to vote by themselves in 2014. Those who voted in advance were more likely to vote by themselves (54% versus 31% for those who voted on Election Day).

Forty one percent of those who voted in 2011 voted **at the same place** in 2014. This is significantly lower than in 2011 (51%) and has been experienced across all demographic groups. The main reason (53%) for choosing a different voting place is that a different, more convenient place was available. This is significantly higher than in 2011 (34%) and has been experienced across all demographic groups with the exception of youth, who were more likely to have moved since the last election. The increase in advanced voting influenced this result with only 12% of those who voted early voting in the same place as in 2011, compared to 53% amongst those who voted on Election Day. This was similar to the 2011 results, which saw 9% of those who voted early voting in the same place as 2008.

The main **information source on where to vote** (33%) was reading about it in the mail – most likely the EasyVote pack. This is significantly lower than in 2011 (45%) and has been experienced across all demographic groups with the exception of those of Pasifika ethnicity.

Polling place behaviour and satisfaction

Across all voters, voting was relatively **evenly spread between 9am-4pm**, with a peak between 10am-1pm. Voting behaviour was less likely to occur later in the day in 2014 compared to 2011, with 11% voting after 4pm, compared to 17% in 2011. Those who voted before Election Day were less likely to vote between 9:00am – 9:59am (2% compared to 13% amongst those who voted on Election Day) and more likely to vote between 11:00am – 11:59am (23% compared to 16% amongst those who voted on

Election Day). In 2011, those who voted early were also less likely to vote between 9:00am – 9:59am and more likely to vote between 12:00pm – 12:59pm.

Just over one in five people (22%) who voted on Election Day said that they had to **queue** before voting. The rate of queuing before having to vote was higher than it was in 2011 across all groups, but comparable to figures seen in 2008, when 21% said they had to queue. Both Youth and Pasifika people were more likely to say they had to queue.

More than three quarters (78%) of those who voted took along their **EasyVote card**, with one in five (20%) not taking along anything. The small remainder of people took along a letter from the Electoral Commission (4%). Usage of the EasyVote card declined compared to the 2011 General Election, consistent across all groups.

In general, almost two thirds (66%) of those who voted took less than 5 minutes to vote, with the majority of the remainder taking between 5 and 10 minutes. Overall, the length of time taken to vote was fairly consistent with the 2011 General Election, however those aged under 30 were less likely to say that it took less than 5 minutes (48% compared to 63% in 2011), and more likely to say it took 16-20 minutes (11% compared to 1%). Youth were more likely to say it took longer than 5 minutes. The vast majority (97%) of those who voted said that they were **satisfied with the amount of time it took** to vote and that it took a reasonable amount of time, given what they had to do. This was consistent with the 2011 General Election.

Rating the experience

Voters were asked to rate the experience of voting on a 5-point scale, from 1 (poor) to 5 (excellent). The following section summarises the results.

- Satisfaction with the **convenience of the voting location** was very high, with almost all (98%) rating it 4 or 5 out of 5, and the majority of these rating it as excellent (87%). Overall and across most groups, the convenience of voting locations was rated consistently with results from 2011 General Election. The only exception was amongst people of Pasifika descent, who felt it was less convenient in 2014.
- Just over two-thirds of those who voted said that the voting place had excellent **sign-posting**, with very few voters thinking it was poorly sign-posted. At an overall level, satisfaction with how well sign-posted the voting place was were consistent with the 2011 General Election and for most groups, with those of Pasifika descent more satisfied than in 2011.
- Four in five voters (81%) rated the **layout of the voting place** excellent at allowing them to find what they needed. Very few voters found the layout of the voting place poor. All groups felt that the layout of the voting place was better than it was for the 2011 General Election.
- The majority of voters (85%) rated the **ease of finding the ballot box** excellent, with very few rating this aspect poorly. With the exception of Youth voters, all other groups felt that the ballot boxes were easier to find than in the 2011 General Election.
- The majority of voters (85%) rated the overall **process of placing their vote** excellent, with very few rating the overall aspect poorly.
- Just over four in five voters (82%) rated the **clarity of the instruction on the voting paper** as excellent, which improved from the 2011 General Election, with this consistent across all groups.

- The majority of voters (85%) said the voting papers were excellent at helping them **find the person or party they wanted to vote for**, with very few rating this as poor. The layout of the ballot paper was rated better in the 2014 General Election than in the 2011 General Election.
- Just under three quarters (73%) of all voters said that the **privacy of the voting booths** was excellent, with only 3% saying it was poor. At an overall level, satisfaction with privacy is rated similarly to the 2011 General Election; however Māori, Pasifika and Asian people all rated the privacy better than 2011.
- Just over three quarters (73%) of all voters said that the **entire ballot paper** was excellent, with only 1% saying it was poor. All groups, with the exception of the Youth segment, were more satisfied with the layout of the ballot paper than in the 2011 General Election.
- Almost nine out of ten (89%) of those who voted rated the **staff** as being excellent on being **pleasant and polite**, with very few rating them poorly on this regard. This was consistent with the 2011 General Election.
- The majority of voters who asked **questions** rated the voting place staff's ability to answer these as excellent (61% in total, but amongst those who asked a question the rate was 85%). More voters stated that they didn't ask a question of the voting place staff in the 2014 General Election than the 2011 General Election.
- Almost nine out of ten (85%) of those who voted rated the **staff** as being excellent on their **efficiency**. This is consistent across time.
- The vast majority (86%) of those who voted said their **overall impression of staff** was excellent, very few rating them poorly.
- Two thirds (68%) of those who voted rated the **overall voting process** as excellent, with very few rating the process poorly. Satisfaction with the entire voting process improved compared to the 2011 General Election across all groups.

Almost all (95%) of those who voted did not encounter any issue while voting. This is consistent with results from the 2011 General Election.

Non-voter behaviour and reasons for not voting

About seven in ten (70%) of people who did not vote in the 2014 election said that they **considered doing so**, a similar level to the 2011 level (64%). Low sample sizes means there are no significant differences by sub-groups between 2014 and 2011.

Almost a third (30%) of people **decided not to vote on Election Day itself**, down significantly from 43% in 2011. Another fifth (22%) decided up to a week before, a similar level to 2011. In both 2014 and 2011 about a fifth of people decided not to vote more than one month before Election Day.

About a third (32%) said they put a lot of **thought into the decision** about whether or not to vote, a third (31%) some thought, and a third (38%) no thought at all. This was the same pattern as in 2011.

Non-voters were asked the **reason why they didn't vote** in the 2014 election.

- The main reason is **self-stated barriers to voting**, either due to a personal/commitment barriers (e.g. work or religious commitments), at 24% (31% in 2011) or practical access barriers (away from home or transport barriers) at 10% (14% in 2011). These reasons total 34% or a third of all the 'main' reasons for not voting. However this is a lower level than in 2011 (45%), mainly due to a reduction in the 'other commitments' category from 11% to 1%.
- The second biggest reason is a **lack of interest** in voting for 27% of non-voters, up from 21% in 2011. The biggest drivers of this result are 'can't be bothered with politics or politicians' at 9%, 'can't be bothered voting' at 8%, and 'makes no difference who the government is' at 6%.
- The third main category of reasons for non-voting is **not knowing who to vote for** at 11% of all main reasons given, the same as 2011. This is a function of not knowing who to vote for in a new electorate (6%), not being able to work out who to vote for (2%), and not knowing the candidates (3%).
- Only 3% gave a reason of **not knowing how, when or where to vote**, although this is indicatively higher than the 0% seen in 2011, and the high proportion of self-stated barriers to voting noted above does suggest there is a degree of lack of awareness of early voting.

The main reasons for voting in 2014 after not voting in 2011, despite being eligible, were:

- I wasn't away from home and overseas (20%)
- Thought my vote would make a difference this time (18%)
- Thought it was important (15%)
- Thought that it does makes a difference who the government (14%)

Background

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 survey of voters and non-voters following each General Election. The primary objectives of the survey are to:

- Measure voter satisfaction with the services the Electoral Commission provides
- Understand the level of engagement with the voting process, barriers to voting, and how to address these barriers for each identified population group

The Electoral Commission commissioned TNS New Zealand Ltd to conduct a survey with voters and non-voters post the general election in 2014. Similar surveys were conducted on behalf of the Chief Electoral Office in 2005 and 2008 and the Electoral Commission in 2011. Where possible this report includes comparisons to the 2011 results.

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

- Māori
- Pasifika
- Asian
- Those aged 18-24, and
- People with disabilities
- Non-voters

Results for these groups have been highlighted throughout this report.

Methodology

Questionnaire

One questionnaire was developed to meet the research objectives, covering both voters and non-voters. The questionnaire was largely based on that used in 2011. Some extra questions / sections were added and these have been noted throughout this report.

The final average interview length was 18 minutes.

Sample design / quotas

The post-Election study was conducted through multiple data collection methods to ensure the most robust and representative sample possible. The total sample was broken into the following targets:

1. A random sample of 750 people eligible to vote, which was collected through CATI (Computer Assisted Telephone Interviewing) surveying by random digit dialling, not from lists generated from the electoral roll as per the method in 2011, in order to ensure we collected the views and attitudes of people who didn't enrol. Some of the following target groups were also collected in this sample:
2. A minimum sample of 150 people who classified themselves as Māori and were eligible to vote, which was achieved through random digit dialling and CATI surveying of those previously identified as being of Māori descent
3. A minimum sample of 150 people who classified themselves as of Pasifika descent and who are eligible to vote, which was collected through a mixture of nationwide CATI and face to face surveying in Auckland
4. A minimum sample of 150 people who classified themselves as of Asian descent and who are eligible to vote, which was collected through a mixture of nationwide CATI and face to face surveying in Auckland
5. A minimum sample of people aged between 18 and 29 (Youth) who are eligible to vote, which was collected through nationwide CATI surveying
6. A minimum sample of 150 people with a self-defined disability who are eligible to vote, which was collected through nationwide CATI surveying

The following sample sizes were collected:

Quota group	Sample size
Random	750
Māori	185
Pasifika	151
Asian	189
Youth	172
Disabled	232
Non-voters	75
Total	1,310

Weighting

All data was post-weighted to ensure it was representative of the New Zealand population (based on the 2013 Census where applicable) by:

- Age group (18 to 29 years, 30 to 49 years, 50 years plus)
- Gender
- Region (Auckland, Wellington, Christchurch, Other North Island, Other South Island)
- Ethnicity (European, Māori, Pasifika, Asian) allowing for multiple ethnicities
- Disabled – based on the Statistics New Zealand 2013 Disability Survey
- Voters

Response rate

In total the telephone survey received a response rate of 33%. The main reason for non-response was refusal to participate.

The surveying was conducted between the 21st of September 2014 and the 12th of October 2014.

Margin of error

The table below shows the sample sizes and accompanying margins of error for the key quota groups. These margins of error are shown to give an indication of the robustness of the results by each group. A 95% confidence level is used and 50% test proportion assumed in order to give a maximum margin of error for each group.

Quota group	Sample size	Margin of error
Māori	185	+/- 7.2%
Pasifika	151	+/- 8.0%
Asian	189	+/- 7.1%
Youth	172	+/- 7.5%
Disabled	232	+/- 6.4%
Non-voters	75	+/- 11.3%
Total	1,310	+/- 2.7%

Notes on reading this report

The results for the 2014 survey have been compared to 2011 where applicable. However there are a number of situations where a comparison is not possible, this has been indicated by a dash (-) in the relevant table.

Situations which result in data being unavailable for 2011 included:

- The question has been added for 2014
- The question was not asked in the 2011 Disability survey
- The question wording / code frame has changed significantly enough to make results incomparable

Due to the 2011 survey asking (and reporting) voters and non-voters separately, in some cases 2011 results have been rerun at the combined voter and non-voter level in order to be compared to 2014. For this reason some 2011 figures in this report will not match the previous 2011 Voter and Non-voter satisfaction report.

Enrolment status and behaviour

This section of the study focused on understanding enrolment status and behaviour. Comparisons to 2011 are not possible due to the methodology employed.

Enrolled to vote in the 2014 NZ general election

In total 96% of eligible voters say they were enrolled to vote in the 2014 general election. This compares to the actual rate of 93%.

Note that as all respondents in the 2011 survey were enrolled voters, comparisons to 2011 are not relevant for this question.

Table 1: Enrolled to vote in the NZ general election

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	96%	-	88%	-	95%	-	88%	-	84%	-	98%	-	74%	-
No	4%	-	11%	-	3%	-	12%	-	15%	-	2%	-	24%	-
Don't know	0%	-	1%	-	3%	-	0%	-	1%	-	0%	-	2%	-
<i>n</i> =	1310	-	172	-	185	-	151	-	189	-	232	-	75	-

The following types of people were *more likely* to be enrolled in 2014:

- Those of European ethnicity (98% versus 91% for non-European ethnicity)
- Those who are disabled (98% versus 95% not disabled)
- Those aged 50+ (99% versus 93% aged 18-49)

The following types of people were *less likely* to be enrolled in 2014:

- Those of Pasifika ethnicity (88% versus 96% for non-Pasifika ethnicity)
- Those of Asian ethnicity (84% versus 97% for non-Asian ethnicity)
- Those aged 18-29 (88% versus 97% aged 30+)
- Those who didn't vote (74% versus 100% for those who did vote)

On General or Māori electoral roll

In total 5% of eligible voters say they were enrolled on the Māori electoral roll. This compares to the actual rate of 8%, within the margin of error for this study.

Of people who said they were of Māori ethnicity in the survey, 66% were on the Māori electoral roll, 29% on the general roll and 5% weren't sure.

Table 2: General or Māori electoral roll

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
The Māori electoral roll	5%	-	7%	-	66%	-	2%	-	0%	-	5%	-	11%	-
The general electoral roll	95%	-	92%	-	29%	-	98%	-	100%	-	95%	-	86%	-
Don't know	0%	-	0%	-	5%	-	0%	-	0%	-	0%	-	2%	-
<i>n</i> =	<i>1191</i>	-	<i>137</i>	-	<i>181</i>	-	<i>99</i>	-	<i>133</i>	-	<i>224</i>	-	<i>51</i>	-

The following types of people were *more likely* to be on the Māori electoral roll in 2014:

- Those of Māori ethnicity (66% on the Māori electoral roll)
- Those living in a rural region (12% versus 2% for those living in an urban region)
- Those who didn't vote (11% versus 4% for those who did vote)

When enrolled to vote

Seven out of eight people (87%) who had enrolled to vote did so before the 2011 general election, with 2% enrolling within one month of the 2014 general election.

Note that as all respondents in the 2011 survey were enrolled voters, comparisons to 2011 are not relevant for this question.

Table 3: When enrolled to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Before the 2011 General Election	87%	-	56%	-	93%	-	75%	-	71%	-	90%	-	71%	-
After the 2011 General Election but before writ day (20 Aug 2014)	9%	-	31%	-	4%	-	14%	-	23%	-	5%	-	16%	-
After the 2011 General Election but after writ day (20 Aug 2014)	2%	-	8%	-	1%	-	4%	-	3%	-	3%	-	2%	-
Don't know	2%	-	5%	-	2%	-	7%	-	3%	-	2%	-	11%	-
<i>n</i> =	1286	-	162	-	181	-	146	-	181	-	228	-	55	-

The following types of people were *more likely* to have enrolled before the 2011 general election:

- Those of European ethnicity (89% versus 82% for non-European ethnicity)
- Those aged 50+ (95% versus 80% aged 18-49)
- Those who live in a rural region (92% versus 86% for those living in an urban region)

The following types of people were *less likely* to have enrolled before the 2011 general election:

- Those of Pasifika ethnicity (75% versus 88% for non-Pasifika ethnicity)
- Those of Asian ethnicity (71% versus 89% for non-Asian ethnicity)
- Those aged 18-29 (56% versus 93% aged 30+)
- Those who live in an urban region (86% versus 92% for those living in a rural region)
- Those who didn't vote (71% versus 89%)

Why initially enrolled to vote

[% who enrolled to vote after the 2011 general election].

Within the 11% of people who enrolled after the 2011 election, just over one half (51%) said they did so because they wanted their vote to be heard, a quarter (23%) because it's compulsory, and one in ten (10%) because they want to make a difference.

Table 4: Why initially enrolled to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Wanted my opinion to count	51%	-	54%	-	31%	-	59%	-	53%	-	42%	-	43%	-
You have to, it's the law	23%	-	16%	-	53%	-	27%	-	30%	-	34%	-	31%	-
Someone I know encouraged me to	16%	-	21%	-	16%	-	4%	-	10%	-	15%	-	16%	-
Wanted to make a difference	10%	-	7%	-	0%	-	11%	-	5%	-	0%	-	0%	-
Another reason	6%	-	9%	-	0%	-	2%	-	4%	-	11%	-	10%	-
Don't know	1%	-	0%	-	8%	-	0%	-	2%	-	0%	-	0%	-
<i>n</i> =	197	-	75	-	8	-	60	-	75	-	18	-	12	-

Of the 6% who gave another reason for enrolling, the majority were:

- It's a good thing to do (e.g. "Voting is an important part of society and all adults should vote", "It's a right")
- It's a duty or obligation
- Received papers in mail so enrolled
- Living overseas previously, and decided to enrol now that living back in New Zealand

People who say it was because *enrolling is the law* were less likely to be of European ethnicity (16% versus 30% for non-European ethnicity).

Given low base sizes for people answering this question there were no other significant differences between groups.

Intention to enrol

[% who have not enrolled but are eligible to do so].

Within the small base of people who have not enrolled but are eligible to do so (4%), the vast majority say they intend to do so (57% definitely, 17% intend). Only 6% say they definitely do not intend to enrol.

Note that as all respondents in the 2011 survey were enrolled voters, comparisons to 2011 are not relevant for this question.

Table 5: Intention to enrol

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes, definitely	57%	-	54%	-	67%	-	63%	-	59%	-	34%	-	54%	-
Yes, I intend to	17%	-	21%	-	0%	-	37%	-	14%	-	0%	-	18%	-
Not sure	9%	-	0%	-	33%	-	0%	-	0%	-	0%	-	10%	-
Probably not	11%	-	13%	-	0%	-	0%	-	14%	-	66%	-	12%	-
Definitely not	6%	-	13%	-	0%	-	0%	-	14%	-	0%	-	6%	-
<i>n</i> =	26	-	10	-	5	-	5	-	8	-	4	-	20	-

Given the very small base size for sub-groups of the population there are no significant differences by sub-group.

Only three respondents said that they were not enrolled and didn't intend to enrol, therefore there is not sufficient sample size to report on the supplementary question about why they did not intend to enrol.

2011 election eligibility and voting behaviour

2011 eligibility

Over nine in ten (91%) of people were eligible to vote in the 2011 general election.

Note that as all respondents in the 2011 survey were enrolled voters, comparisons to 2011 are not relevant for this question.

Table 6: Eligible to vote in the 2011 general election

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	91%	-	57%	-	92%	-	78%	-	73%	-	94%	-	74%	-
No	8%	-	40%	-	7%	-	17%	-	24%	-	6%	-	23%	-
Don't know	1%	-	3%	-	1%	-	5%	-	3%	-	0%	-	3%	-
Refused	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
<i>n</i> =	1310	-	172	-	185	-	151	-	189	-	232	-	75	-

The following types of people were *more likely* to be eligible to vote in 2011:

- Those of European ethnicity (94% versus 84% for non-European ethnicity)
- Those aged 50+ (99% versus 84% aged 18-49)
- Those living in a rural region (95% versus 90% for those living in an urban region)

The following types of people were *less likely* to be eligible to vote in 2011:

- Those of Pasifika ethnicity (78% versus 92% for non-Pasifika ethnicity)
- Those of Asian ethnicity (73% versus 93% for non-Asian ethnicity)
- Those aged 18-29 (57% versus 97% aged 30+)
- Those living in an urban region (90% versus 95% for those living in a rural region)
- Those who didn't vote (74% versus 94% for those who did vote)

2011 voting behaviour

[% who were eligible to vote in the 2014 general election].

Seven out of eight (86%) of people eligible to vote in 2014 did vote in 2011.

This was slightly down on the 2011 result (about whether voted in the 2008 election) at 91%, due to lower results for Māori (87% voted in 2008 versus 79% in 2011), Pasifika (89% versus 76%) and Asian (85% versus 73%). In contrast the rate among youth was higher (68% voted in 2011 versus 58% in 2008).

Table 7: Voted in the 2011 general election

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	86%	91%	68%	58%	79%	87%	76%	89%	73%	85%	89%	92%	34%	60%
No	13%	9%	32%	39%	20%	12%	23%	11%	26%	13%	11%	7%	64%	38%
Don't know	1%	1%	0%	3%	1%	2%	1%	0%	1%	3%	1%	1%	2%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1215	1059	107	123	175	257	131	105	155	103	221	549	56	174

The following types of people were *more likely* to have voted in 2011:

- Those of European ethnicity (89% versus 79% for non-European ethnicity)
- Those aged 50+ (91% versus 81% aged 18-49)

The following types of people were *less likely* to have voted in 2011:

- Those of Māori ethnicity (79% versus 87% for non-Māori ethnicity)
- Those of Pasifika ethnicity (76% versus 87% for non-Pasifika ethnicity)
- Those of Asian ethnicity (73% versus 88% for non-Asian ethnicity)
- Those aged 21-29 (68% versus 88% aged 30+)
- Those who didn't vote in 2014 (34% versus 94% for those who did vote)

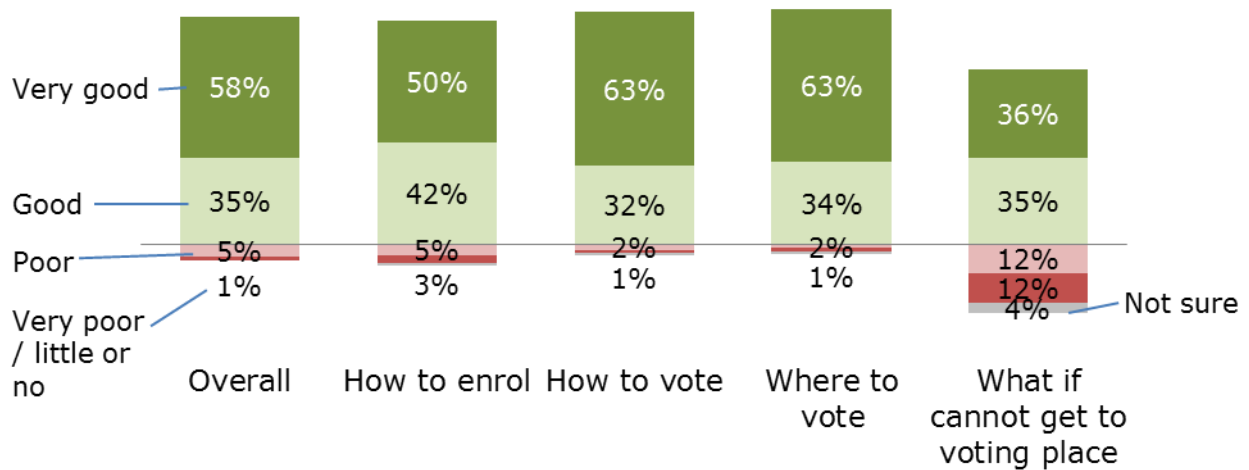
Awareness and knowledge of the general election

This section of the study focused on understanding the degree of awareness of the election and voting process. This section is new for the 2014 election, therefore comparisons to 2011 are not possible.

Understanding of the voting process

The 2014 study measured the level of understanding of the voting process overall and key aspects of the process. The chart below summarises the results at the overall level; following sections provide more information. In total understanding is extremely high with over half saying they have a very good understanding of how to enrol, how to vote and where to vote. While there is still high understanding of what to do if you cannot get to a voting place, this aspect has the greatest proportion who say they have a poor or very poor understanding of the process.

Figure 8: Aspects of understanding of the voting process (total sample)



Overall understanding

The vast majority (93%) of people had at least a good understanding of the process for voting in general elections, including enrolling, changing details and voting, with most of these (58%) saying they had a very good understanding. Only 7% said they had a poor or very poor understanding.

Table 9: Overall understanding of the voting process

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent understanding	58%	-	35%	-	52%	-	50%	-	32%	-	57%	-	29%	-
Good understanding	35%	-	49%	-	37%	-	33%	-	45%	-	37%	-	41%	-
Poor understanding	5%	-	14%	-	7%	-	17%	-	18%	-	5%	-	22%	-
Very poor understanding	1%	-	2%	-	4%	-	0%	-	5%	-	0%	-	7%	-
<i>Total good understanding</i>	<i>93%</i>	<i>-</i>	<i>85%</i>	<i>-</i>	<i>90%</i>	<i>-</i>	<i>83%</i>	<i>-</i>	<i>77%</i>	<i>-</i>	<i>94%</i>	<i>-</i>	<i>70%</i>	<i>-</i>
<i>Total poor understanding</i>	<i>7%</i>	<i>-</i>	<i>15%</i>	<i>-</i>	<i>10%</i>	<i>-</i>	<i>17%</i>	<i>-</i>	<i>23%</i>	<i>-</i>	<i>6%</i>	<i>-</i>	<i>30%</i>	<i>-</i>
Don't know	0%	-	0%	-	0%	-	0%	-	1%	-	0%	-	0%	-
Refused	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
<i>n =</i>	<i>1310</i>	<i>-</i>	<i>172</i>	<i>-</i>	<i>185</i>	<i>-</i>	<i>151</i>	<i>-</i>	<i>189</i>	<i>-</i>	<i>232</i>	<i>-</i>	<i>75</i>	<i>-</i>

The following types of people were *more likely* to have a **poor or very poor** understanding about the electoral process:

- Those of Pasifika ethnicity (17% versus 6% for non-Pasifika ethnicity)
- Those of Asian ethnicity (23% versus 5% for non-Asian ethnicity)
- Those aged 18-29 (15% versus 5% aged 30+)
- Those who didn't vote in 2014 (30% versus 2% for those who did vote)
- Those who didn't enrol to vote in 2014 (46% versus 5% for those who did enrol)
- Those who enrolled after the 2011 general election (7% compared to 3% for those who enrolled before the 2011 general election)

The following types of people were *less likely* to have a **poor or very poor** understanding about the electoral process:

- Those of European ethnicity (4% versus 14% for non-European ethnicity)
- Those aged 50+ (3% versus 10% aged 18-49)
- Those who enrolled before the 2011 general election (3% compared to 7% for those who enrolled after the 2011 general election)

Understanding of how to enrol to vote

The vast majority (91%) of people had at least a good understanding of how to enrol to vote, with most of these (50%) saying they had a very good understanding. Only 8% said they had a poor or little or no understanding.

Table 10: Understanding of how to enrol to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent understanding	50%	-	29%	-	44%	-	46%	-	27%	-	48%	-	19%	-
Good understanding	42%	-	56%	-	47%	-	44%	-	55%	-	46%	-	58%	-
Poor understanding	5%	-	10%	-	6%	-	4%	-	15%	-	1%	-	14%	-
Little or no understanding	3%	-	3%	-	2%	-	4%	-	1%	-	5%	-	8%	-
<i>Total good understanding</i>	<i>91%</i>	<i>-</i>	<i>85%</i>	<i>-</i>	<i>92%</i>	<i>-</i>	<i>90%</i>	<i>-</i>	<i>82%</i>	<i>-</i>	<i>93%</i>	<i>-</i>	<i>77%</i>	<i>-</i>
<i>Total poor understanding</i>	<i>8%</i>	<i>-</i>	<i>13%</i>	<i>-</i>	<i>7%</i>	<i>-</i>	<i>8%</i>	<i>-</i>	<i>16%</i>	<i>-</i>	<i>6%</i>	<i>-</i>	<i>22%</i>	<i>-</i>
Don't know	1%	-	2%	-	1%	-	2%	-	2%	-	0%	-	1%	-
Refused	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
<i>n =</i>	<i>1310</i>	<i>-</i>	<i>172</i>	<i>-</i>	<i>185</i>	<i>-</i>	<i>151</i>	<i>-</i>	<i>189</i>	<i>-</i>	<i>232</i>	<i>-</i>	<i>75</i>	<i>-</i>

The following types of people were *more likely* to have a **poor or little or no** understanding about how to enrol to vote:

- Those of Asian ethnicity (16% versus 7% for non-Asian ethnicity)
- Those aged 18-29 (13% versus 7% aged 30+)
- Those who didn't vote in 2014 (22% versus 5% for those who did vote)
- Those who didn't enrol to vote in 2014 (38% versus 6% for those who did enrol)

The following types of people were *less likely* to have a **poor or little or no** understanding about how to enrol to vote:

- Those aged 50+ (4% versus 11% aged 18-49)

Understanding of how to vote

The vast majority (95%) of people had at least a good understanding of how to vote, with most of these (63%) saying they had a very good understanding. Only 4% said they had a poor or little or no understanding.

Table 11: Understanding of how to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent understanding	63%	-	45%	-	53%	-	48%	-	35%	-	59%	-	26%	-
Good understanding	32%	-	40%	-	44%	-	44%	-	47%	-	36%	-	48%	-
Poor understanding	2%	-	8%	-	2%	-	5%	-	9%	-	1%	-	12%	-
Little or no understanding	1%	-	4%	-	1%	-	2%	-	3%	-	3%	-	8%	-
<i>Total good understanding</i>	<i>95%</i>	<i>-</i>	<i>85%</i>	<i>-</i>	<i>97%</i>	<i>-</i>	<i>92%</i>	<i>-</i>	<i>81%</i>	<i>-</i>	<i>94%</i>	<i>-</i>	<i>74%</i>	<i>-</i>
<i>Total poor understanding</i>	<i>4%</i>	<i>-</i>	<i>11%</i>	<i>-</i>	<i>3%</i>	<i>-</i>	<i>7%</i>	<i>-</i>	<i>12%</i>	<i>-</i>	<i>4%</i>	<i>-</i>	<i>20%</i>	<i>-</i>
Don't know	1%	-	4%	-	0%	-	0%	-	2%	-	1%	-	3%	-
Refused	1%	-	0%	-	0%	-	0%	-	4%	-	1%	-	3%	-
<i>n =</i>	<i>1310</i>	<i>-</i>	<i>172</i>	<i>-</i>	<i>185</i>	<i>-</i>	<i>151</i>	<i>-</i>	<i>189</i>	<i>-</i>	<i>232</i>	<i>-</i>	<i>75</i>	<i>-</i>

The following types of people were *more likely* to have a **poor or little or no** understanding about how to vote:

- Those of Asian ethnicity (12% versus 3% for non-Asian ethnicity)
- Those aged 18-29 (11% versus 2% aged 30+)
- Those who didn't vote in 2014 (20% versus 1% for those who did vote)
- Those who didn't enrol to vote in 2014 (24% versus 3% for those who did enrol)
- Those who enrolled after the 2011 general election (5% compared to 1% for those who enrolled before the 2011 general election)

The following types of people were *less likely* to have a **poor or little or no** understanding about how to vote:

- Those of European ethnicity (3% versus 6% for non-European ethnicity)
- Those aged 50+ (2% versus 6% aged 18-49)
- Those who enrolled before the 2011 general election (1% compared to 5% for those who enrolled after the 2011 general election)

Understanding of where you can vote

The vast majority (96%) of people had at least a good understanding of where to vote, with most of these (63%) saying they had a very good understanding. Only 3% said they had a poor or little or no understanding.

Table 12: Understanding of where you can vote

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent understanding	63%	-	41%	-	51%	-	50%	-	39%	-	61%	-	30%	-
Good understanding	34%	-	52%	-	48%	-	43%	-	43%	-	39%	-	53%	-
Poor understanding	2%	-	2%	-	1%	-	5%	-	5%	-	0%	-	6%	-
Little or no understanding	1%	-	2%	-	0%	-	1%	-	7%	-	0%	-	8%	-
<i>Total good understanding</i>	<i>96%</i>	<i>-</i>	<i>94%</i>	<i>-</i>	<i>99%</i>	<i>-</i>	<i>93%</i>	<i>-</i>	<i>82%</i>	<i>-</i>	<i>100%</i>	<i>-</i>	<i>82%</i>	<i>-</i>
<i>Total poor understanding</i>	<i>3%</i>	<i>-</i>	<i>4%</i>	<i>-</i>	<i>1%</i>	<i>-</i>	<i>6%</i>	<i>-</i>	<i>12%</i>	<i>-</i>	<i>0%</i>	<i>-</i>	<i>14%</i>	<i>-</i>
Don't know	1%	-	2%	-	0%	-	0%	-	6%	-	0%	-	4%	-
Refused	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
<i>n =</i>	<i>1310</i>	<i>-</i>	<i>172</i>	<i>-</i>	<i>185</i>	<i>-</i>	<i>151</i>	<i>-</i>	<i>189</i>	<i>-</i>	<i>232</i>	<i>-</i>	<i>75</i>	<i>-</i>

The following types of people were *more likely* to have a **poor or little or no** understanding about where to vote:

- Those of Asian ethnicity (12% versus 2% for non-Asian ethnicity)
- Those aged 30-49 (5% versus 2% in other age groups)
- Those who didn't vote in 2014 (14% versus 1% for those who did vote)
- Those who didn't enrol to vote in 2014 (15% versus 2% for those who did enrol)
- Those who enrolled after the 2011 general election (4% compared to 1% for those who enrolled before the 2011 general election)

The following types of people were *less likely* to have a **poor or little or no** understanding about where to vote:

- Those of European ethnicity (1% versus 7% for non-European ethnicity)
- Those aged 50+ (1% versus 5% aged 18-49)
- Those who are disabled (0% versus 4% for non-disabled)
- Those who enrolled before the 2011 general election (1% compared to 4% for those who enrolled after the 2011 general election)

Understanding of what to do if you cannot get to a voting place

About three quarters (71%) of people had at least a good understanding of what to do if you cannot get to a voting place, split equally between those who had a very good (36%) and good understanding (35%). A quarter said they had a poor (12%) or little or no (12%) understanding.

Table 13: Understanding of what to do if you cannot get to a voting place

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent understanding	36%	-	18%	-	36%	-	28%	-	19%	-	37%	-	15%	-
Good understanding	35%	-	36%	-	36%	-	27%	-	37%	-	33%	-	30%	-
Poor understanding	12%	-	26%	-	14%	-	23%	-	20%	-	12%	-	22%	-
Little or no understanding	12%	-	16%	-	9%	-	11%	-	14%	-	15%	-	25%	-
<i>Total good understanding</i>	<i>71%</i>	<i>-</i>	<i>53%</i>	<i>-</i>	<i>72%</i>	<i>-</i>	<i>56%</i>	<i>-</i>	<i>56%</i>	<i>-</i>	<i>70%</i>	<i>-</i>	<i>45%</i>	<i>-</i>
<i>Total poor understanding</i>	<i>24%</i>	<i>-</i>	<i>41%</i>	<i>-</i>	<i>23%</i>	<i>-</i>	<i>34%</i>	<i>-</i>	<i>34%</i>	<i>-</i>	<i>27%</i>	<i>-</i>	<i>47%</i>	<i>-</i>
Don't know	4%	-	5%	-	5%	-	11%	-	10%	-	3%	-	8%	-
Refused	0%	-	0%	-	0%	-	0%	-	1%	-	0%	-	0%	-
<i>n =</i>	<i>1310</i>	<i>-</i>	<i>172</i>	<i>-</i>	<i>185</i>	<i>-</i>	<i>151</i>	<i>-</i>	<i>189</i>	<i>-</i>	<i>232</i>	<i>-</i>	<i>75</i>	<i>-</i>

The following types of people were *more likely* to have a **poor or little or no** understanding about what to do if you cannot get to a voting place:

- Those of Asian ethnicity (34% versus 23% for non-Asian ethnicity)
- Those aged 18-29 (41% versus 21% aged 30+)
- Those aged 30-49 (27% versus 22% in other age groups)
- Those who didn't vote in 2014 (47% versus 20% for those who did vote)
- Those who didn't enrol to vote in 2014 (50% versus 23% for those who did enrol)
- Those who enrolled after the 2011 general election (38% compared to 20% for those who enrolled before the 2011 general election)

The following types of people were *less likely* to have a **poor or little or no** understanding about what to do if you cannot get to a voting place:

- Those of European ethnicity (22% versus 28% for non-European ethnicity)
- Those aged 50+ (16% versus 32% aged 18-49)
- Those who enrolled before the 2011 general election (20% compared to 38% for those who enrolled after the 2011 general election)

Information sources would use to enrol or change enrolment address

A range of channels would be used by people if they needed to enrol or change their enrolment address. See the table on page 32.

Most commonly the **Electoral Commission's website** would be used by 39%, especially 18-29 (52%) and 30-49 year olds (44%), but somewhat less by older (50+) people (30%). In contrast a general **online search** would be used by 12% of the population.

Going to a **PostShop** is second most common overall at 23% but less so by 18-29 (12%) and more by 50+ age groups (28%) as well as by the disabled (30%).

Other channels are less common and including calling the Electoral Commission's 0800 number (7%) or emailing them (1%), or visiting various government offices (local council 4%, registrar's/electoral office 3%, local MP's office 2%). Those who voted before Election Day were more likely to call the Electoral Commission's 0800 number (10% versus 6% for those who voted on Election Day). People living in rural regions were more likely to visit their local MP's office (3% compared to 1% for those living in an urban region) and visit a Returning Officer's office (2% compared to 0% for those living in an urban region).

Almost one in five (18%) **do not know** what channels they would use, and this is particularly true for Pasifika people (36%), Asians (30%) and 18-29s (25%).

Table 14: Information sources would use to enrol or change enrolment address

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Visit the Electoral Commission website	39%	-	52%	-	41%	-	28%	-	38%	-	29%	-	31%	-
PostShop	23%	-	12%	-	19%	-	24%	-	18%	-	30%	-	19%	-
Online search	12%	-	7%	-	14%	-	8%	-	10%	-	7%	-	11%	-
Call the Electoral Commission 0800 number	7%	-	7%	-	7%	-	14%	-	10%	-	10%	-	3%	-
Local council	4%	-	3%	-	1%	-	0%	-	1%	-	4%	-	5%	-
Visit a registrar's office	2%	-	0%	-	2%	-	1%	-	0%	-	1%	-	0%	-
Ask my local MP's office	2%	-	0%	-	2%	-	0%	-	2%	-	2%	-	0%	-
Electoral office	1%	-	0%	-	1%	-	0%	-	0%	-	1%	-	0%	-
Email the Electoral Commission	1%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
Visit a returning officer's office	1%	-	0%	-	0%	-	1%	-	0%	-	0%	-	2%	-
Text the Electoral Commission	0%	-	1%	-	0%	-	0%	-	0%	-	0%	-	0%	-
Electoral Commission's Facebook page	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
Other	7%	-	1%	-	7%	-	5%	-	6%	-	10%	-	3%	-
Don't know	18%	-	25%	-	20%	-	36%	-	30%	-	19%	-	34%	-
<i>n</i> =	1310	-	172	-	185	-	151	-	189	-	232	-	75	-

Communications

Awareness of advertising about the voting process

Fifty eight percent of people recalled advertising about the voting process. This is significantly lower than the 2011 result (63%). This decrease has been seen primarily across those of Pasifika and Asian ethnicity.

Table 15: Awareness of Electoral advertising*

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	58%	63%	59%	58%	54%	57%	45%	60%	47%	57%	50%	-	42%	57%
No	39%	33%	39%	41%	43%	40%	52%	38%	52%	42%	45%	-	56%	41%
Not sure	3%	4%	2%	1%	3%	3%	4%	2%	1%	1%	5%	-	2%	2%
<i>n</i> =	1,310	1,369	172	387	185	302	151	141	189	156	232	-	75	272

The following types of people were *more likely* to recall advertising about the voting process:

- Those who voted in 2014 (60% versus 42% for non-voters)
- Males (62% versus 54% for Females)

The following types of people were *less likely* to recall advertising about the voting process:

- Those of Pasifika ethnicity (45% versus 58% for those of non-Pasifika ethnicity)
- Those of Asian ethnicity (47% versus 59% for those of non-Asian ethnicity)
- Those who are disabled (50% versus 60% not disabled)

* Note: 2011 results rerun at the combined voter and non-voter level

Where did people see advertising about the voting process?

[% Among those who recalled advertising]

TV is the primary source of advertising about the voting process, with seventy percent of those who recalled advertising saying they had seen it via TV. This is in line with the 2011 result (67%).

Table 16: Source of Electoral advertising*

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
TV	70%	67%	66%	67%	73%	61%	65%	74%	59%	76%	77%	-	66%	70%
Newspapers	22%	32%	7%	13%	14%	30%	23%	16%	9%	40%	29%	-	17%	18%
Pamphlets / fliers	19%	21%	10%	10%	20%	20%	17%	28%	18%	25%	18%	-	14%	18%
Social media	9%	-	23%	-	8%	-	7%	-	17%	-	9%	-	13%	-
Other website	8%	-	16%	-	7%	-	9%	-	7%	-	6%	-	8%	-
Signs	7%	3%	15%	4%	9%	3%	18%	16%	18%	11%	8%	-	5%	3%
Radio	6%	18%	6%	17%	4%	19%	10%	23%	6%	21%	7%	-	4%	16%
Bus shelters	2%	1%	4%	0%	1%	0%	3%	4%	0%	3%	0%	-	0%	0%
Word of mouth	1%	3%	2%	7%	0%	4%	2%	11%	3%	16%	1%	-	0%	3%
Not sure	2%	1%	0%	2%	1%	1%	2%	0%	6%	0%	1%	-	3%	1%
Other place	12%	19%	13%	20%	12%	23%	10%	13%	4%	27%	11%	-	6%	14%
<i>n</i> =	750	831	102	224	107	176	76	82	98	88	111	-	32	141

The main sources of Electoral advertising vary by age and show the importance of digital channels in reaching the Youth segment.

Those aged 18 to 29 were more likely to notice advertising via: social media (23% versus 6%), websites (16% versus 7%), signs (15% versus 5%), and bus shelters (4% versus 1%).

Those aged 30 to 49 were more likely to notice advertising on TV (77% versus 66%).

Those aged 50 years plus were more likely to notice advertising via: newspapers (34% versus 11%) and pamphlets or fliers (23% versus 15%).

Those who voted on Election Day were more likely to notice advertising on TV (74% versus 62% for those who voted before Election Day).

Those who live in an urban region were more likely to notice advertising on TV (72% versus 62% for those living in a rural region).

* Note: 2011 results rerun at the combined voter and non-voter level

What was the message of the TV advertising?

[% Among those who recalled TV advertising]

Among those who recalled TV advertising, the key messages being taken from the advertising were: don't forget to enrol to vote (51%), there's an election coming up (13%) and how to vote (10%).

Table 17: TV advertising message*

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Don't forget to enrol to vote	51%	-	62%	-	40%	-	45%	-	40%	-	42%	-	34%	-
There's an election coming up	13%	-	18%	-	20%	-	12%	-	12%	-	10%	-	25%	-
How to vote	10%	-	2%	-	11%	-	11%	-	7%	-	10%	-	8%	-
The importance of voting	4%	-	0%	-	1%	-	0%	-	4%	-	2%	-	0%	-
Everyone's votes have the same worth	3%	-	1%	-	7%	-	5%	-	6%	-	4%	-	8%	-
Check the mail for your EasyVote pack	3%	-	2%	-	1%	-	0%	-	4%	-	5%	-	0%	-
Everyone is equal when voting	3%	-	0%	-	3%	-	4%	-	5%	-	3%	-	6%	-
Check the mail for your enrolment pack	3%	-	4%	-	2%	-	2%	-	3%	-	1%	-	0%	-
Another message	15%	-	10%	-	9%	-	11%	-	9%	-	20%	-	6%	-
Not sure	12%	-	15%	-	18%	-	24%	-	27%	-	17%	-	28%	-
<i>n</i> =	523	-	66	-	75	-	55	-	64	-	86	-	21	-

* Note: 2011 results unavailable for specific TV messaging

Pre-election Day behaviour

Recall receiving an EasyVote pack

[% Among those enrolled]

Ninety two percent of those enrolled recalled receiving an EasyVote pack in the mail. This is not significantly different to the 2011 result (93%).

Table 18: Recall receiving an EasyVote pack*

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	92%	93%	76%	89%	93%	91%	85%	74%	77%	92%	96%	94%	67%	77%
No	7%	6%	17%	8%	6%	8%	14%	26%	19%	8%	3%	5%	26%	21%
Don't know	1%	1%	7%	3%	1%	2%	2%	-	4%	-	1%	1%	7%	2%
<i>n</i> =	1,286	1,369	162	387	181	302	146	141	181	156	228	501	55	272

The following types of people were more likely to recall receiving an EasyVote pack in the mail:

- Those of European ethnicity (94% versus 88% for those of non-European ethnicity)
- Those who are disabled (96% versus 91% not disabled)
- Those aged 50 and over (97% versus 87% aged under 50 years)

The following types of people were less likely to recall receiving an EasyVote pack in the mail:

- Those of Pasifika ethnicity (85% versus 92% for those or non-Pasifika ethnicity)
- Those of Asian ethnicity (77% versus 93% for those or non-Asian ethnicity)
- Those aged 18 to 29 (76% versus 95% aged 30 years and over)

* Note: 2011 results rerun at the combined voter and non-voter level

How thoroughly read the EasyVote pack

[% Among those who recalled receiving EasyVote pack]

Forty three percent of those who received an EasyVote pack read most or all of it. This is significantly lower than the 2011 result (50%). This decrease has been driven primarily by those of European ethnicity.

Table 19: How thoroughly read the EasyVote pack*

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Read most or all of it	43%	50%	38%	33%	35%	41%	36%	26%	37%	39%	49%	-	24%	26%
Read some of it	26%	22%	30%	29%	20%	25%	42%	30%	38%	37%	19%	-	27%	24%
Glanced at it	16%	18%	19%	24%	26%	19%	12%	20%	16%	15%	14%	-	25%	30%
Didn't read it	15%	10%	13%	14%	19%	15%	10%	24%	9%	8%	18%	-	24%	21%
<i>n =</i>	<i>1,209</i>	<i>1,254</i>	<i>132</i>	<i>344</i>	<i>172</i>	<i>275</i>	<i>130</i>	<i>112</i>	<i>163</i>	<i>141</i>	<i>221</i>	<i>-</i>	<i>36</i>	<i>205</i>

The following types of people were more likely to read most or all of the EasyVote pack:

- Those aged 50 and over (47% versus 39% aged under 50 years)
- Those who are disabled (49% versus 41% not disabled)

The following types of people were less likely to read most or all of the EasyVote pack:

- Those aged 30 to 49 (39% versus 45% under 30 or 50 plus)

* Note: 2011 results rerun at the combined voter and non-voter level

Ease of finding the EasyVote card

[% Among those who read the EasyVote pack]

Ninety six percent of those who read their EasyVote pack found the EasyVote card easily. This is not significantly different to the 2011 result (95%).

Table 20: Did people find the EasyVote card easily*

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	96%	95%	92%	92%	94%	96%	99%	94%	97%	97%	96%	-	89%	81%
No	2%	3%	6%	5%	5%	3%	1%	6%	2%	3%	1%	-	2%	11%
Not sure	2%	2%	2%	3%	1%	2%	0%	0%	1%	0%	3%	-	8%	8%
<i>n =</i>	<i>1,040</i>	<i>1,111</i>	<i>113</i>	<i>297</i>	<i>139</i>	<i>242</i>	<i>116</i>	<i>93</i>	<i>148</i>	<i>128</i>	<i>185</i>	<i>-</i>	<i>28</i>	<i>158</i>

The following types of people were more likely to easily find the EasyVote card:

- Those aged 30 to 49 (98% versus 95% aged under 30 or 50 plus)
- Those who voted on Election Day (98% versus 94% for those who voted before Election Day)

The following types of people were less likely to easily find the EasyVote card:

- Those aged 18 to 29 (92% versus 97% aged 30 plus)
- Those who voted before Election Day (94% versus 98% for those who voted on Election Day)

* Note: 2011 results rerun at the combined voter and non-voter level

Usefulness of the EasyVote pack

[% Among those who read the EasyVote pack]

Sixty six percent of those who read their EasyVote pack found it very useful. While at the other end of the scale only three percent did not find it very useful, and this was primarily driven by those who did not vote in the 2014 General Election.

Table 21: How useful did people find the EasyVote pack*

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Very useful (5)	66%	-	57%	-	58%	-	77%	-	74%	-	61%	-	49%	-
4	20%	-	27%	-	16%	-	11%	-	14%	-	22%	-	21%	-
3	7%	-	6%	-	16%	-	4%	-	5%	-	8%	-	2%	-
2	2%	-	1%	-	1%	-	1%	-	2%	-	3%	-	0%	-
Not very useful (1)	3%	-	4%	-	7%	-	6%	-	3%	-	4%	-	18%	-
Don't know	1%	-	4%	-	2%	-	1%	-	1%	-	2%	-	10%	-
<i>n</i> =	<i>1,040</i>	-	<i>113</i>	-	<i>139</i>	-	<i>116</i>	-	<i>148</i>	-	<i>185</i>	-	<i>28</i>	-

The following types of people were less likely to find the EasyVote pack very useful:

- Those aged 18 to 29 (57% versus 67% aged 30 plus)
- Those of European ethnicity (64% versus 72% for those of non-European ethnicity)

The following types of people were more likely to find the EasyVote pack not very useful:

- Those who did not vote in 2014 (18% versus 2% voters)

* Note: Question wording changed in 2014 from satisfaction with EasyVote pack to usefulness of EasyVote pack

Searching for additional voting information

Eleven percent looked for additional information on how to vote.

Table 22: Looked for additional voting info

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	11%	-	22%	-	11%	-	24%	-	13%	-	8%	-	14%	-
No	88%	-	78%	-	89%	-	72%	-	86%	-	92%	-	85%	-
Not sure	0%	-	0%	-	0%	-	4%	-	1%	-	0%	-	1%	-
<i>n =</i>	<i>1,310</i>	<i>-</i>	<i>172</i>	<i>-</i>	<i>185</i>	<i>-</i>	<i>151</i>	<i>-</i>	<i>189</i>	<i>-</i>	<i>232</i>	<i>-</i>	<i>75</i>	<i>-</i>

The following types of people were more likely to look for additional voting info:

- Those aged 18 to 29 (22% versus 9% aged 30 plus)
- Those aged 30 to 49 (14% versus 9% aged under 30 or 50 plus)
- Those of Pasifika ethnicity (24% versus 10% for those of non-Pasifika ethnicity)
- Those who voted before Election Day (16% versus 8% for those who voted on Election Day)

The following types of people were less likely to look for additional voting info:

- Those of European ethnicity (10% versus 14% for those of non-European ethnicity)
- Those aged 50 and over (5% versus 17% aged under 50 years)
- Those who voted on Election Day (8% versus 16% for those who voted before Election Day)

Where look for additional voting information

[% Among those who looked for additional voting info]

Forty one percent visited the Electoral Commission's website in search of additional information on how to vote. Twenty eight percent did a general online search for information, while virtually no one visited a Registrar or Returning Officer's office, emailed the Electoral Commission or asked at their local MP's office. See Table 23 on page 41.

Table 23: Source of additional voting info

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Visited the Electoral Commission's website	41%	-	42%	-	47%	-	28%	-	19%	-	49%	-	18%	-
Searched online	28%	-	35%	-	29%	-	23%	-	61%	-	11%	-	52%	-
Other source	18%	-	8%	-	31%	-	3%	-	6%	-	32%	-	11%	-
Asked someone I knew	13%	-	17%	-	6%	-	33%	-	9%	-	12%	-	15%	-
Called the Electoral Commission's 0800 number	6%	-	5%	-	3%	-	20%	-	4%	-	0%	-	5%	-
Visited Registrar or Returning Officer's office	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
Emailed the Electoral Commission	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
Asked my local MP's office	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
Not sure	1%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
<i>n =</i>	<i>132</i>	<i>-</i>	<i>39</i>	<i>-</i>	<i>22</i>	<i>-</i>	<i>20</i>	<i>-</i>	<i>20</i>	<i>-</i>	<i>18</i>	<i>-</i>	<i>12</i>	<i>-</i>

Those of Asian ethnicity were less likely to visit the Electoral Commission's website (19% versus 44%) in search of additional voting information, instead choosing to do a general online search (61% versus 23%).

Those of Pasifika ethnicity were more likely to ask someone they knew (33% versus 11%) or call the Electoral Commission (20% versus 5%) for additional voting information.

Usefulness of the Electoral Commission’s website

[% Among those who visited the website in search of additional voting info]

Sixty three percent of those who visited the Electoral Commission’s website found it very useful. Only five percent (or one in twenty) rated the website as not very useful.

Table 24: How useful did people find the Electoral Commission’s website*

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Very useful (5)	63%	-	52%	-	48%	-	22%	-	100%	-	56%	-	0%	-
4	16%	-	19%	-	13%	-	20%	-	0%	-	13%	-	12%	-
3	8%	-	14%	-	0%	-	58%	-	0%	-	0%	-	53%	-
2	8%	-	15%	-	39%	-	0%	-	0%	-	17%	-	35%	-
Not very useful (1)	5%	-	0%	-	0%	-	0%	-	0%	-	13%	-	0%	-
Don’t know	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
<i>n</i> =	53	-	17	-	8	-	6	-	6	-	8	-	3	-

Significance tests have not been conducted on the various segments due to low sample size.

* Note: Sample sizes are too small to show results for the Electoral Commission’s 0800 number or Registrar’s office / Returning Officer’s office

Additional information people would have liked

Sixty two percent could not think of any additional information around voting that they required. This is not significantly different to 2011's result (59%). Of the few who wanted additional information, the most requested topics were more info on party policies / candidates, the location of voting places, and information on special / advanced voting.

Table 25: Additional voting information wanted*

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Not sure	62%	59%	61%	54%	63%	65%	65%	55%	58%	56%	63%	-	65%	54%
More info on party policies / candidates	6%	5%	10%	10%	9%	7%	8%	18%	10%	7%	5%	-	7%	8%
Voting place locations	3%	2%	2%	2%	2%	2%	0%	1%	6%	3%	3%	-	5%	2%
Special / advanced voting	2%	2%	0%	2%	1%	1%	0%	3%	2%	1%	2%	-	2%	10%
Explanation on MMP	2%	2%	5%	2%	1%	3%	8%	7%	5%	3%	0%	-	3%	5%
Electorate candidates	2%	2%	0%	2%	2%	3%	3%	8%	1%	2%	2%	-	1%	1%
Date and time of voting	1%	1%	2%	0%	0%	2%	3%	4%	7%	2%	0%	-	4%	1%
Party lists	1%	1%	4%	2%	2%	1%	7%	6%	6%	0%	1%	-	4%	1%
Information about EasyVote	0%	1%	0%	1%	1%	1%	1%	4%	1%	0%	1%	-	0%	3%
How to mark ballot papers	0%	0%	0%	0%	0%	0%	0%	3%	1%	0%	0%	-	0%	1%
Other	23%	33%	21%	33%	20%	25%	16%	33%	17%	36%	26%	-	18%	31%
<i>n</i> =	1,310	1,369	172	387	185	302	151	141	189	156	232	-	75	272

* Note: 2011 results have been rerun at the combined voter and non-voter level

* Note: The 2011 Disability Survey used a different code-frame to the main survey, therefore results cannot be compared to 2014

Voting and Election Day behaviour

Did people place an ordinary or special vote?

[% Among those who voted]

Ninety percent of voters placed an ordinary vote this election. The change in methodology from 2011, where only people enrolled to vote by Writ Day were surveyed, to 2014, where a randomly representative sample of all people were surveyed, will influence the change in results.

Table 26: Placed an ordinary or special vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Ordinary	90%	94%	75%	91%	90%	93%	86%	83%	90%	91%	91%	-
Special	9%	5%	24%	7%	10%	6%	14%	17%	10%	9%	8%	-
Not sure	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%	-
<i>n</i> =	1,235	1,097	147	244	171	240	141	115	167	122	222	-

The following types of people were more likely to place an ordinary vote:

- Those aged 50 and over (93% versus 87% aged under 50 years)
- Those who voted on Election Day (93% versus 83% for those who voted before Election Day)
- Those who live in a rural region (94% versus 89% for those who live in an urban region)

The following types of people were less likely to place an ordinary vote:

- Those aged 18 to 29 (75% versus 93% aged 30 and over)
- Those who voted before Election Day (83% versus 93% for those who voted on Election Day)
- Those who live in an urban region (89% versus 94% for those who live in a rural region)

Voting on or before Election Day

[% Among those who voted]

Seventy percent of voters voted on Election Day. This result is significantly lower than in 2011 (84%). This decrease has been seen across all key segments.

Table 27: Voted on or before Election Day

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Voted on Election Day	70%	84%	76%	89%	71%	88%	59%	87%	73%	89%	65%	-
Voted before Election Day	30%	16%	24%	11%	29%	12%	41%	13%	27%	11%	35%	-
<i>n</i> =	1,235	1,097	147	244	171	240	141	115	167	122	222	-

The following types of people were more likely to vote on Election Day:

- Those aged 30 to 49 (78% versus 66% aged under 30 / 50 plus years)
- Males (74% versus 67% for females)

The following types of people were less likely to vote on Election Day:

- Those aged 50 plus (63% versus 77% aged under 50 years)
- Females (67% versus 74% for males)

Reasons for voting before Election Day

[% Among those who voted before Election Day]

The main reasons for voting before Election Day were because it was easier, wanted to get it over with early, expected to be out of electorate on Election Day, and had other plans for Election Day.

Table 28: Why voted before Election Day

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
It was easier	22%	-	11%	-	14%	-	18%	-	14%	-	12%	-
I wanted to get it over with early	15%	-	11%	-	15%	-	10%	-	11%	-	12%	-
I was going to be out of my electorate on Election Day	14%	-	6%	-	12%	-	5%	-	4%	-	9%	-
I had something else to do on Election Day	14%	-	17%	-	30%	-	20%	-	22%	-	9%	-
I had to work on Election Day	12%	-	14%	-	11%	-	26%	-	23%	-	12%	-
I wanted to make sure I didn't forget to vote	9%	-	10%	-	12%	-	10%	-	16%	-	9%	-
I didn't want to queue up on Election Day	9%	-	8%	-	8%	-	20%	-	11%	-	15%	-
Someone I knew was going to do it, so I joined them	4%	-	5%	-	0%	-	0%	-	0%	-	7%	-
Anyone can now cast an early vote	4%	-	3%	-	2%	-	5%	-	8%	-	5%	-
Other	10%	-	15%	-	5%	-	0%	-	0%	-	19%	-
Not Sure	1%	-	5%	-	0%	-	2%	-	0%	-	1%	-
<i>n</i> =	396	-	41	-	51	-	59	-	48	-	82	-

How people knew about early voting

[% Among those who voted before Election Day]

Nearly half (45%) of those who voted early cited the media as one of the means by which they knew they could vote early. The Electoral Commission and word of mouth were also key information sources about early voting.

Table 29: How knew about early voting

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
In the media	45%	-	27%	-	46%	-	52%	-	45%	-	44%	-
The Electoral Commission	20%	-	20%	-	19%	-	23%	-	26%	-	18%	-
Word of mouth	15%	-	29%	-	18%	-	13%	-	7%	-	8%	-
Signs / posters	10%	-	12%	-	10%	-	7%	-	2%	-	13%	-
I've always known	10%	-	10%	-	9%	-	9%	-	16%	-	10%	-
One of the political parties	2%	-	0%	-	2%	-	0%	-	1%	-	3%	-
Other	8%	-	13%	-	7%	-	7%	-	7%	-	8%	-
Not sure	3%	-	3%	-	5%	-	7%	-	4%	-	3%	-
<i>n</i> =	396	-	41	-	51	-	59	-	48	-	82	-

The following types of people were more likely to have heard about early voting through *the media*:

- Those aged 50 and over (52% versus 34% aged under 50 years)

The following types of people were *more likely* to have heard about early voting through *word of mouth*:

- Those aged 18 to 29 (29% versus 13% aged over 30 years)

Where people voted

[% Among those who voted]

Nearly all voters (98%) voted at a voting place or advance voting place. Those who are disabled were more likely to vote somewhere else (4% versus 1% for those not disabled) as were those who voted before Election Day (5% versus 0% for those who voted on Election Day).

Table 30: Where voted

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Voting place (or advance voting place)	98%	-	97%	-	98%	-	97%	-	100%	-	96%	-
Somewhere else	2%	-	3%	-	1%	-	3%	-	0%	-	4%	-
Not sure	0%	-	0%	-	1%	-	0%	-	0%	-	0%	-
<i>n</i> =	1,235	-	147	-	171	-	141	-	167	-	222	-

Who accompanied you to the voting place

[% Among those who voted at a voting place]

Over half (55%) of those who voted at a voting place were accompanied by family members. This is significantly lower than in 2011 (63%) due to more people choosing to vote by themselves in 2014.

Table 31: Who voted with

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
With family members	55%	63%	54%	55%	52%	68%	56%	61%	67%	65%	48%	60%
By myself	38%	32%	25%	24%	41%	23%	38%	29%	28%	30%	42%	31%
With other people (not family)	8%	6%	22%	23%	8%	10%	6%	10%	5%	5%	10%	9%
<i>n</i> =	1,213	1,085	145	240	168	239	138	111	166	94	213	490

The following types of people were more likely to be accompanied by family members:

- Those of Asian ethnicity (67% versus 54% for those of non-Asian ethnicity)
- Those who voted on Election Day (62% versus 40% for those who voted before Election Day)

The following types of people were less likely to be accompanied by family members:

- Those who voted in advance (54% voted by themselves versus 31% for those who voted on Election Day)
- Those who voted before Election Day (40% versus 62% for those who voted on Election Day)

Voted at the same voting place as in 2011

[% Among those who voted in 2011]

Forty one percent of those who voted in 2011 voted at the same place in 2014. This is significantly lower than in 2011 (51%) and has been experienced across all demographic groups. This was similar to the 2011 results, which saw 9% of those who voted early voting in the same place as 2008.

Table 32: Voted at the same voting place

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	41%	51%	28%	41%	43%	51%	39%	50%	51%	56%	47%	-
No	58%	47%	71%	59%	57%	48%	61%	49%	47%	44%	51%	-
Not sure	1%	2%	1%	0%	0%	1%	1%	1%	2%	0%	2%	-
<i>n</i> =	1,071	830	78	53	149	198	109	79	131	75	188	-

The following types of people were less likely to have voted at the same place as in 2011:

- Those aged 18 to 29 (28% versus 42% aged 30 plus years)
- Those who voted before Election Day (12% versus 53% for those who voted on Election Day)

Why voted at a different voting place in 2014

[% Among those who voted at a different place in 2014]

The main reason (53%) for choosing a different voting place is that a different, more convenient place was available. This is significantly higher than in 2011 (34%) and has been experienced across all demographic groups with the exception of youth, who were more likely to have moved since the last election.

Table 33: Reasons for voting at a different voting place in 2014

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
A different voting place was more convenient	53%	34%	47%	53%	62%	37%	47%	32%	49%	27%	47%	-
Moved since the last election	28%	29%	49%	20%	20%	22%	33%	22%	37%	50%	21%	-
The place I voted at last time wasn't a voting place this time	11%	17%	2%	20%	12%	17%	14%	17%	12%	12%	18%	-
Other reason	10%	18%	2%	7%	9%	23%	6%	25%	3%	8%	17%	-
Not sure	1%	2%	0%	0%	0%	1%	0%	4%	0%	3%	0%	-
<i>n</i> =	613	390	53	31	87	95	67	37	61	34	97	-

The following types of people were more likely to have moved since the last election:

- Those aged 18 to 29 (49% versus 26% aged 30 plus years)
- Those who voted on Election Day (35% versus 19% for those who voted before Election Day)
- Those living in an urban region (30% versus 20% for those living in a rural region)

Those who voted before Election Day were more likely to have changed voting places as another one was more convenient (59% versus 48% for those who voted on Election Day).

How people knew where to vote in 2014

[% Among those who voted]

The main information source on where to vote (33%) was reading about it in the mail – most likely the EasyVote pack. This is significantly lower than in 2011 (45%) and has been experienced across all demographic groups with the exception of those of Pasifika ethnicity.

Table 34: Source of information about voting place location*

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Read about it in something I received in the mail	33%	45%	27%	45%	31%	36%	40%	32%	41%	54%	33%	-
Signs / signage	26%	27%	31%	28%	26%	29%	31%	25%	20%	13%	25%	-
I've voted there in the past	23%	26%	6%	5%	22%	23%	14%	38%	18%	29%	24%	-
Family/friends/workmates, etc. told me	17%	16%	36%	48%	18%	22%	21%	21%	17%	13%	16%	-
Was driving / walking / going past and saw it	16%	10%	18%	8%	14%	11%	26%	19%	21%	10%	18%	-
From information in the local newspapers	9%	13%	3%	13%	13%	16%	12%	1%	5%	3%	11%	-
From the website / internet	9%	4%	15%	4%	6%	4%	5%	2%	8%	5%	8%	-
From advertising (in general)	6%	4%	2%	4%	8%	4%	4%	1%	4%	2%	7%	-
Expected to find it at the school	4%	9%	3%	7%	4%	13%	2%	7%	3%	2%	4%	-
<i>n =</i>	<i>1,212</i>	<i>1,085</i>	<i>144</i>	<i>240</i>	<i>168</i>	<i>239</i>	<i>137</i>	<i>111</i>	<i>166</i>	<i>121</i>	<i>213</i>	<i>-</i>

Those aged 18 to 29 were more likely to know where to vote via friends and family (36% versus 14%) and via the internet (15% versus 8%). Whereas those aged 30 to 49 were more likely to know due to reading about it from something they received in the mail (37% versus 31%).

Those who voted before Election Day were more likely to have found out the voting place location through a range of different sources, including: Signage (32% versus 24% for those who voted on Election Day); Family/Friends/Workmates (23% versus 15%); Driving/Walking past (22% versus 13%); From the website/internet (14% versus 6%).

Those who voted before Election Day were less likely to have found out the voting place location through having voted there before (6% versus 29%) and reading about it in something they received in the mail (24% versus 37%).

Those people living in rural regions were more likely to use local newspapers to find out the location, 17% versus 7% for those living in an urban region.

* Note: Only responses greater than 1% shown for purposes of clarity

Polling place behaviour and satisfaction

The time of day when people voted

[% Among those who voted]

At an overall level, voting was relatively evenly spread between 9:00am – 3:59pm, with a peak between 10:00am – 12:59pm. Voting behaviour was less likely to occur later in the day in 2014 compared to 2011, with 11% voting after 4:00pm, compared to 17% in 2011.

Table 35: Time of day when voted

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
9.00am - 9.59am	10%	10%	7%	14%	8%	6%	10%	9%	8%	13%	10%	12%
10.00am - 10.59am	15%	15%	14%	16%	13%	9%	13%	10%	13%	12%	13%	15%
11.00am - 11.59am	18%	15%	14%	16%	13%	13%	14%	19%	17%	14%	21%	20%
12.00pm - 12.59pm	14%	12%	16%	10%	18%	17%	17%	14%	17%	11%	13%	8%
1.00pm - 1.59pm	10%	11%	11%	11%	17%	12%	10%	13%	12%	14%	5%	14%
2.00pm - 2.59pm	11%	12%	9%	10%	12%	12%	10%	10%	13%	10%	10%	11%
3.00pm - 3.59pm	10%	7%	13%	7%	6%	8%	11%	9%	9%	8%	12%	7%
4.00pm - 4.59pm	5%	8%	3%	8%	5%	9%	6%	6%	3%	9%	7%	5%
5.00pm - 5.59pm	3%	5%	3%	5%	3%	8%	4%	7%	2%	5%	4%	5%
6.00pm or later	3%	4%	6%	3%	4%	6%	3%	4%	6%	5%	2%	1%
Not sure	2%	0%	3%	1%	0%	0%	1%	0%	1%	0%	3%	0%
Rather not say	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
<i>n =</i>	<i>1,235</i>	<i>1,094</i>	<i>147</i>	<i>243</i>	<i>171</i>	<i>240</i>	<i>141</i>	<i>113</i>	<i>167</i>	<i>122</i>	<i>222</i>	<i>490</i>

There was little difference in when different groups voted, however those aged under 30 are less likely to have voted before 12:00pm (35% compared to 43%).

Those who voted before Election Day were more likely to vote between 11:00am – 11:59am (23% versus 16% for those who voted on Election Day) and less likely to vote between 9:00am – 9:59am (2% versus 13% for those who voted on Election Day). In 2011, those who voted early were also less likely to vote between 9:00am – 9:59am and more likely to vote between 12:00pm – 12:59pm.

Those living in rural regions were more likely to vote between 11:00am – 11:59am (25% versus 17% for those who live in an urban region).

Incidence of people having to queue before voting

[% Among those who voted]

Just over one in five people (22%) who voted on Election Day said that they had to queue before voting. The rate of queuing before having to vote was higher than it was in 2011 across all groups, but comparable to figures seen in 2008, when 21% said they had to queue.

Table 36: Incidence of having to queue before voting

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	22%	11%	30%	11%	25%	14%	39%	11%	28%	11%	26%	NA
No	78%	89%	68%	89%	75%	85%	61%	89%	72%	89%	73%	NA
Not sure	0%	0%	2%	0%	0%	1%	1%	0%	0%	0%	0%	NA
<i>n =</i>	<i>1,235</i>	<i>1,094</i>	<i>147</i>	<i>243</i>	<i>171</i>	<i>240</i>	<i>141</i>	<i>113</i>	<i>167</i>	<i>122</i>	<i>222</i>	

There were significant differences in the proportion of voters who said they had to queue before voting, with the following groups *more likely* to have queued:

- Those aged under 30 were more likely to have said they queued (30% compared to 22%)
- Pasifika people were more likely to have said they queued (39% compared to 22%)
- People living in an urban region (24% versus 16% for those living in a rural region)

Items taken to the voting place

[% Among those who voted]

More than three quarters (78%) of those who voted took along their EasyVote card, with one in five (20%) not taking along anything. The small remainder of people took along a letter from the Electoral Commission (4%). Usage of the EasyVote card declined compared to the 2011 General Election, consistent across all groups, although this potentially has been influenced by the inclusion of those who enrolled after Writ Day in the 2014 survey who were not surveyed in 2011.

Table 37: Items taken to the voting place

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Your EasyVote card	78%	86%	64%	87%	77%	88%	69%	73%	78%	90%	78%	87%
A letter from the Chief Electoral Officer	4%	6%	6%	6%	5%	5%	4%	8%	9%	13%	4%	3%
None of the above	20%	14%	33%	12%	22%	11%	28%	28%	16%	10%	20%	13%
<i>n =</i>	<i>1,235</i>	<i>1,094</i>	<i>147</i>	<i>243</i>	<i>171</i>	<i>240</i>	<i>141</i>	<i>113</i>	<i>167</i>	<i>122</i>	<i>222</i>	<i>490</i>

Those aged under 30 were less likely to take along their EasyVote card (64% compared to 78%) and correspondingly more likely to take nothing along with them (33% compared to 20%).

People of Asian descent were more likely to bring along a letter from the Chief Electoral Officer (9% compared to 4%).

Those people who voted before Election Day were less likely to take their EasyVote card (62% versus 86% for those who voted on Election Day) and more likely to take nothing with them (36% versus 14%).

Length of time taken to vote

[% Among those who voted]

In general, almost two thirds of those who voted (66%) took less than 5 minutes to vote, with the majority of the remainder taking between 5 and 10 minutes. Overall, the length of time taken to vote was fairly consistent with the 2011 General Election, however those aged under 30 were less likely to say that it took less than 5 minutes (48% compared to 63% in 2011), and more likely to say it took 16-20 minutes (11% compared to 1%).

Table 38: Length of time taken to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Up to 5 minutes	66%	63%	48%	63%	69%	63%	56%	50%	56%	61%	63%	39%
5-10 minutes	24%	31%	28%	31%	24%	28%	31%	43%	27%	31%	26%	44%
11-15 minutes	4%	4%	8%	5%	4%	6%	6%	5%	8%	7%	4%	12%
16-20 minutes	3%	1%	11%	1%	1%	3%	4%	2%	5%	0%	2%	4%
21-25 minutes	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%
26-30 minutes	1%	0%	2%	0%	1%	0%	3%	0%	3%	0%	1%	0%
More than 30 minutes	1%	0%	3%	1%	1%	0%	1%	0%	1%	0%	3%	0%
<i>n</i> =	1,235	1,094	147	243	171	240	141	113	167	122	222	490

Those voters aged under 30 were more likely to say that the process of voting took longer, with 48% saying it took less than 5 minutes compared to the overall average of 66%. Almost one in five (19%) of voters aged under 30 said it took between 11 – 20 minutes, significantly higher than the overall figure of 7%.

Those people who voted before Election Day were less likely to take 5 or fewer minutes to vote (61% versus 68% for those who voted on Election Day).

Those people who cast a special vote were less likely to take 5 or fewer minutes to vote (38% versus 69% for those who placed an ordinary vote).

Satisfaction with the length of time taken to vote

[% Among those who voted]

The vast majority (97%) of those who voted said that they were satisfied with the amount of time it took to vote and that it took a reasonable amount of time, given what they had to do. This was consistent with the 2011 General Election.

Table 39: Satisfaction with the length of time taken to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
The time taken to vote was reasonable	97%	98%	97%	98%	96%	97%	92%	95%	95%	100%	97%	97%
The time taken to vote was too long	3%	1%	3%	2%	4%	3%	8%	5%	4%	0%	3%	3%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
<i>n</i> =	1,235	1,092	147	243	171	240	141	113	167	121	222	490

This level of satisfaction with the amount of time it took to vote was fairly consistent by different groups, with the only difference being those of Pasifika descent who were more likely to say it took too long (8% compared to 3%), however the vast majority were still satisfied.

Those people who cast a special vote were less likely to say the amount of time taken was reasonable (92% versus 98% for those who placed an ordinary vote).

The length of time taken to vote did not have an impact upon satisfaction with the length of time taken.

Satisfaction with the convenience of the voting location

[% Among those who voted]

Satisfaction with the convenience of the voting location was very high, with almost all (98%) rating it 4 or 5 out of 5, and the majority of these rating it as excellent (87%). Overall and across most groups, the convenience of voting locations was rated consistently with results from 2011 General Election. The only exception was amongst people of Pasifika descent, who felt it was less convenient in 2014.

Table 40: Rating of the convenience of the voting location

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	87%	86%	83%	87%	87%	89%	76%	87%	84%	84%	84%	-
4	11%	11%	13%	11%	10%	10%	18%	13%	12%	14%	13%	-
3	2%	2%	3%	1%	3%	1%	2%	0%	1%	3%	2%	-
2	0%	1%	0%	0%	0%	0%	3%	0%	1%	0%	0%	-
Poor – 1	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	-
<i>n =</i>	<i>1,212</i>	<i>1,094</i>	<i>144</i>	<i>243</i>	<i>168</i>	<i>240</i>	<i>137</i>	<i>113</i>	<i>166</i>	<i>122</i>	<i>213</i>	<i>-</i>

Although the majority of people of Pasifika descent rated the convenience of the location of the voting place excellent, this rate was lower than the overall average (76% compared to 87%).

Those who voted before Election Day were less likely to rate the convenience of the location of the voting place as excellent (83% versus 89% for those who voted on Election Day).

Males were less likely to rate the convenience of the location of the voting place as excellent (85% versus 90% for Females).

Satisfaction with how well sign posted the voting place was

[% Among those who voted]

Just over two-thirds of those who voted said that the voting place had excellent sign-posting, with very few voters thinking it was poorly sign-posted. At an overall level, satisfaction with how well sign-posted the voting place was were consistent with the 2011 General Election and for most groups, with those of Pasifika descent more satisfied than in 2011.

Table 41: Rating of how well sign-posted the voting place was

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	69%	71%	63%	59%	72%	71%	81%	71%	75%	66%	65%	-
4	16%	18%	24%	23%	14%	17%	12%	14%	15%	23%	17%	-
3	10%	7%	9%	10%	10%	8%	4%	9%	6%	6%	12%	-
2	3%	2%	2%	5%	2%	2%	1%	3%	0%	3%	3%	-
Poor – 1	1%	1%	1%	2%	2%	1%	1%	4%	0%	0%	0%	-
<i>n</i> =	1,212	1,094	144	243	168	240	137	113	166	122	213	-

Satisfaction with how well sign-posted the voting place was, was consistent across all different groups of voters.

Satisfaction with the layout being easy to find what you needed

[% Among those who voted]

Four in five voters (81%) rated the layout of the voting place excellent at allowing them to find what they needed. Very few voters found the layout of the voting place poor. All groups felt that the layout of the voting place was better than it was for the 2011 General Election.

Table 42: Rating of how the layout made it easy to find what you needed

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	81%	76%	75%	69%	79%	74%	81%	77%	77%	64%	74%	-
4	13%	17%	17%	22%	15%	19%	16%	16%	16%	28%	17%	-
3	5%	5%	8%	5%	4%	3%	1%	6%	4%	5%	6%	-
2	1%	1%	1%	3%	1%	3%	1%	2%	1%	0%	2%	-
Poor – 1	0%	1%	0%	0%	1%	1%	0%	0%	0%	2%	1%	-
<i>n</i> =	1,212	1,094	144	243	168	240	137	113	166	122	213	-

Disabled voters were those with the lowest levels of satisfaction with the layout making it easy to find what they needed (74% compared to 81%).

Those who voted before Election Day were less likely to rate the layout on making it easy to find what they needed as excellent (72% versus 84% for those who voted on Election Day).

Satisfaction with having easy to find ballot boxes

[% Among those who voted]

The majority of voters (85%) rated the ease of finding the ballot box excellent, with very few rating this aspect poorly. With the exception of Youth voters, all other groups rated the ease of finding the ballot boxes higher than in the 2011 General Election.

Table 43: Rating of ease of finding the ballot boxes

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	85%	73%	73%	71%	85%	72%	83%	79%	84%	72%	80%	-
4	12%	19%	22%	23%	10%	21%	15%	11%	12%	18%	14%	-
3	2%	5%	4%	5%	2%	4%	1%	4%	3%	5%	4%	-
2	1%	3%	0%	2%	2%	1%	1%	3%	1%	2%	1%	-
Poor – 1	0%	0%	0%	0%	1%	1%	1%	2%	1%	2%	0%	-
<i>n</i> =	1,212	1,094	144	243	168	240	137	113	166	122	213	-

There were only a few differences in satisfaction with the ease of finding the ballot box, with the following groups less satisfied:

- Those aged under 30 were less likely to rate the ease of finding the ballot box excellent (73% compared to 85%), however they were still mostly satisfied, with 95% rating a 4 or 5 out of 5 (compared to 97% for all voters)
- Voters with a disability were also less likely to rate the ease of finding the ballot box excellent (80% compared to 85%), however they were still mostly satisfied, with 95% rating a 4 or 5 out of 5 (compared to 97% for all voters)

Overall satisfaction with the ease of placing your vote

[% Among those who voted]

The majority of voters (85%) rated the overall process of placing their vote excellent, with very few rating the overall aspect poorly.

Table 44: Overall rating of the ease of placing your vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	85%	-	78%	-	83%	-	86%	-	83%	-	81%	-
4	13%	-	19%	-	11%	-	11%	-	15%	-	18%	-
3	2%	-	1%	-	4%	-	2%	-	1%	-	1%	-
2	0%	-	1%	-	1%	-	1%	-	0%	-	0%	-
Poor – 1	0%	-	0%	-	1%	-	1%	-	0%	-	0%	-
<i>n</i> =	1,212	-	144	-	168	-	137	-	166	-	213	-

Those aged under 30 were less likely to rate the overall ease of placing their vote as excellent (78% compared to 85%), however they were still mostly satisfied, with 97% rating a 4 or 5 out of 5 (compared to 98% for all voters).

Males were less likely to rate the overall ease of placing their vote as excellent (81% compared to 88% for females).

Satisfaction with the voting papers having clear instructions

[% Among those who voted]

Just over four in five voters (82%) rated the voting papers excellent on having clear instructions. Voters rated the clarity of the instructions on the voting papers better than in the 2011 General Election, with this consistent across all groups.

Table 45: Rating of the voting papers having clear instructions

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	82%	72%	77%	71%	81%	74%	87%	64%	81%	73%	75%	51%
4	14%	22%	19%	24%	14%	19%	7%	21%	15%	21%	19%	31%
3	2%	4%	2%	3%	3%	5%	3%	8%	2%	5%	5%	11%
2	0%	1%	0%	1%	1%	0%	3%	5%	0%	0%	0%	2%
Poor – 1	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%	1%
<i>n =</i>	<i>1,235</i>	<i>1,094</i>	<i>147</i>	<i>243</i>	<i>171</i>	<i>240</i>	<i>141</i>	<i>113</i>	<i>167</i>	<i>122</i>	<i>222</i>	<i>490</i>

Voters with a disability were also less likely to rate the clarity of the voting paper instructions as excellent (75% compared to 82%), however they were still mostly satisfied, with 94% rating a 4 or 5 out of 5 (compared to 96% for all voters).

Males were less likely to rate the clarity of the voting paper instructions as excellent (78% compared to 85% for Females).

Satisfaction with the ease of finding the name of the person or party

[% Among those who voted]

The majority of voters (85%) said the voting papers were excellent at helping them find the person or party they wanted to vote for, with very few rating this as poor. The layout of the ballot paper was rated better in the 2014 General Election than in the 2011 General Election.

Table 46: Rating of ease of finding the name of the person or party

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	85%	78%	83%	78%	82%	77%	85%	73%	80%	81%	78%	54%
4	12%	17%	14%	17%	11%	18%	13%	18%	15%	13%	18%	31%
3	2%	4%	2%	5%	2%	4%	2%	2%	3%	5%	3%	11%
2	1%	1%	0%	0%	3%	1%	1%	6%	1%	1%	1%	1%
Poor – 1	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	2%
<i>n =</i>	<i>1,235</i>	<i>1,094</i>	<i>147</i>	<i>243</i>	<i>171</i>	<i>240</i>	<i>141</i>	<i>113</i>	<i>167</i>	<i>122</i>	<i>222</i>	<i>490</i>

There were only a few differences in satisfaction with the ease of finding the person and party to vote for, with the following groups less satisfied:

- There were fewer voters with a disability who rated the ease of finding the person or party to vote for excellent (78% compared to 85%), however they were still mostly satisfied, with 96% rating a 4 or 5 out of 5 (compared to 97% for all voters)
- Māori voters were more likely to rate the ease of finding the person and party to vote for poor, with 5% rating a 1 or 2 out of 5 (compared to 1% for all voters)

Satisfaction with the privacy of the voting booth

[% Among those who voted]

Just under three quarters (73%) of all voters said that the privacy of the voting booths was excellent, with only 3% saying it was poor. At an overall level, satisfaction with privacy is rated similarly to the 2011 General Election, however there have been increases amongst Māori, Pasifika and Asian people.

Table 47: Rating of the privacy of the voting booth

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	73%	71%	56%	57%	82%	63%	79%	73%	77%	65%	68%	-
4	17%	19%	25%	25%	11%	24%	16%	14%	16%	20%	21%	-
3	6%	8%	8%	14%	5%	8%	2%	8%	5%	13%	4%	-
2	3%	1%	7%	3%	3%	2%	3%	2%	2%	2%	5%	-
Poor – 1	0%	0%	1%	1%	0%	2%	1%	2%	0%	0%	0%	-
<i>n</i> =	1,235	1,094	147	243	171	240	141	113	167	122	222	-

Voters under the age of 30 were less likely to say the privacy of the voting booths was excellent (56% compared to 73%) and more likely to rate it poorly (1 or 2 out of 5), 8% compared to 3%.

Males were less likely to say the privacy of the voting booths was excellent (68% compared to 78% for females).

Overall satisfaction with the ballot paper

[% Among those who voted]

Just over three quarters (73%) of all voters said that the ballot paper was excellent, with only 1% saying it was poor. All groups, with the exception of the Youth segment, were more satisfied with the layout of the ballot paper than in the 2011 General Election.

Table 48: Overall rating of the ballot paper

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	77%	69%	67%	65%	80%	68%	80%	60%	79%	56%	76%	-
4	17%	22%	31%	28%	18%	24%	16%	24%	18%	33%	18%	-
3	4%	7%	2%	7%	1%	6%	3%	13%	2%	9%	5%	-
2	1%	1%	0%	0%	0%	1%	0%	2%	0%	1%	0%	-
Poor – 1	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	-
<i>n</i> =	1,235	1,094	147	243	171	240	141	113	167	122	222	-

Voters under the age of 30 were less likely to rate the overall ballot paper as excellent (67% compared to 77%).

Rating of voting place staff being pleasant and polite

[% Among those who voted]

Almost nine out of ten (89%) of those who voted rated the staff as being excellent on being pleasant and polite, with very few rating them poorly on this regard. This was consistent with the 2011 General Election.

Table 49: Rating of the voting staff being pleasant and polite

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	89%	89%	88%	86%	87%	88%	83%	76%	86%	75%	88%	71%
4	9%	9%	9%	9%	9%	10%	13%	15%	11%	22%	10%	20%
3	1%	1%	1%	3%	3%	2%	3%	5%	1%	1%	2%	7%
2	1%	1%	1%	1%	0%	0%	1%	3%	1%	2%	0%	2%
Poor – 1	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%
<i>n</i> =	1,212	1,094	144	243	168	240	137	113	166	122	213	490

All groups were equally satisfied with the staff being pleasant and polite.

Rating of voting place staff's ability to answer questions

[% Among those who voted]

The majority of voters who asked questions rated the voting place staff's ability to answer these as excellent (61% in total, but amongst those who asked a question the rate was 85%). More voters stated that they didn't ask a question of the voting place staff in the 2014 General Election than the 2011 General Election.

Table 50: Rating of the voting place staff's ability to answer questions

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	61%	67%	61%	79%	67%	76%	78%	72%	67%	54%	56%	53%
4	8%	9%	18%	8%	8%	9%	12%	17%	11%	15%	10%	22%
3	2%	2%	3%	4%	4%	1%	1%	3%	2%	2%	1%	8%
2	1%	1%	1%	0%	0%	0%	1%	0%	1%	2%	1%	2%
Poor – 1	0%	0%	0%	0%	0%	0%	0%	3%	0%	1%	0%	0%
Not sure	28%	21%	17%	8%	21%	13%	7%	5%	19%	25%	32%	16%
<i>n =</i>	<i>1,212</i>	<i>1,094</i>	<i>144</i>	<i>243</i>	<i>168</i>	<i>240</i>	<i>137</i>	<i>113</i>	<i>166</i>	<i>122</i>	<i>213</i>	<i>490</i>

Those voters of Pasifika descent were more likely to rate the voting place staff's ability to answer questions, indicating they were more likely to ask a question, with them rating the staff highly (78% saying the staff were excellent).

Males were less likely to rate the voting place staff's ability to answer questions as excellent (56% compared to 65% for females).

Rating of the efficiency of voting place staff

[% Among those who voted]

Almost nine out of ten (85%) of those who voted rated the staff as being excellent on their efficiency. This is consistent across time.

Table 51: Rating of the efficiency of voting place staff

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	85%	85%	77%	79%	83%	86%	80%	78%	86%	76%	84%	64%
4	12%	11%	20%	17%	12%	11%	16%	14%	10%	17%	13%	23%
3	2%	2%	2%	3%	3%	2%	3%	3%	4%	4%	2%	8%
2	1%	1%	1%	1%	2%	0%	1%	2%	0%	1%	0%	3%
Poor – 1	0%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%
<i>n =</i>	<i>1,212</i>	<i>1,094</i>	<i>144</i>	<i>243</i>	<i>168</i>	<i>240</i>	<i>137</i>	<i>113</i>	<i>166</i>	<i>122</i>	<i>213</i>	<i>490</i>

Those aged under 30 were less likely to rate the efficiency of the staff as excellent (77% compared to 85%), however they were still mostly satisfied, with 97% rating a 4 or 5 out of 5 (compared to 97% for all voters)

Males were less likely to rate the efficiency of the staff as excellent (82% compared to 88% for females).

Overall rating of the voting place staff

[% Among those who voted]

The vast majority (86%) of those who voted said their overall impression of staff was excellent, very few rating them poorly.

Table 52: Overall rating of the voting place staff

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	86%	-	84%	-	83%	-	83%	-	83%	-	84%	-
4	12%	-	13%	-	14%	-	15%	-	13%	-	13%	-
3	2%	-	1%	-	2%	-	1%	-	2%	-	1%	-
2	1%	-	1%	-	1%	-	1%	-	1%	-	0%	-
Poor – 1	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-
<i>n</i> =	1,212	-	144	-	168	-	137	-	166	-	213	-

With the exception of Males (83% rated them as excellent compared to 88% for Females) all groups were equally satisfied with the staff.

Overall rating of the voting process

[% Among those who voted]

Two thirds (68%) of those who voted rated the overall voting process as excellent, with very few rating the process poorly. Satisfaction with the entire voting process improved compared to the 2011 General Election across all groups.

Table 53: Overall rating of the voting process

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Excellent – 5	68%	53%	53%	35%	67%	56%	76%	41%	72%	50%	61%	NA
4	24%	35%	37%	53%	19%	38%	22%	29%	24%	34%	27%	NA
3	5%	10%	6%	11%	10%	4%	0%	14%	3%	15%	8%	NA
2	2%	2%	2%	1%	2%	1%	1%	10%	0%	0%	2%	NA
Poor – 1	1%	1%	0%	0%	2%	1%	1%	6%	0%	1%	1%	NA
<i>n</i> =	1,235	1,094	147	243	171	240	141	113	167	122	222	

Those aged under 30 were less likely to rate the overall voting process as excellent (53% compared to 68%), however they were still mostly satisfied, with 90% rating a 4 or 5 out of 5 (compared to 92% for all voters).

Those voters with a disability were less likely to rate the overall voting process as excellent (61% compared to 68%).

Issues encountered when voting

[% Among those who voted]

Almost all (95%) of those who voted did not encounter any issue while voting. This is consistent with results from the 2011 General Election.

Table 54: Encountered an issue when voting

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
No issue while voting	95%	94%	93%	93%	93%	94%	97%	79%	95%	97%	98%	89%
Yes, had an issue while voting	5%	6%	7%	7%	7%	6%	3%	21%	5%	3%	2%	11%
<i>n</i> =	1,235	1,094	147	243	171	240	141	113	167	122	222	493

All groups had the same high levels of not encountering issues.

Due to the low level of issues, there was no one issue that was a concern to any sizeable proportion of the voting population (i.e. greater than 2%).

Non-voter behaviour and reasons for not voting

Possibility of voting in the 2014 NZ general election

[% did not vote in 2014 election].

About seven in ten (70%) of people who did not vote in the 2014 election said that they considered doing so, a similar level to the 2011 level (64%). Low sample sizes means there are no significant differences by sub-groups between 2014 and 2011.

Table 55: Possibility of voting in the NZ general election

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Yes	70%	64%	70%	70%	82%	83%	86%	56%	62%	66%	68%	68%
No	24%	35%	17%	29%	18%	16%	14%	44%	23%	34%	21%	32%
Don't know	6%	1%	13%	1%	0%	1%	0%	0%	14%	0%	11%	0%
<i>n</i> =	74	272	25	143	14	62	10	26	22	34	10	72

Those aged 30-49 who didn't vote were *more likely* to have considered doing so (82% versus 62% in other age groups). Those aged 50+ who didn't vote were *less likely* to have considered doing so (53% versus 77% aged 18-49).

When decided not to vote

[% did not vote in 2014 election].

Almost a third (30%) of non-voters decided not to vote on Election Day itself, down significantly from 43% in 2011. Another fifth (22%) decided up to a week before, a similar level to 2011. In both 2014 and 2011 about a fifth of non-voters decided not to vote more than one month before Election Day. See table on page 70.

Low sample sizes means there are no significant differences by sub-groups between 2014 and 2011, apart from for Māori who were significantly less likely to have decided not to vote on Election Day in 2014 compared to 2011, but more likely to have decided not to vote in the week before Election Day.

Table 56: When decided not to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
On Election Day	30%	43%	35%	44%	28%	64%	59%	44%	22%	43%	41%	42%
One week before	22%	18%	27%	20%	47%	13%	26%	12%	11%	21%	17%	18%
Two weeks before	4%	5%	0%	8%	0%	0%	6%	2%	5%	3%	0%	6%
About a month before	7%	4%	12%	4%	8%	1%	9%	9%	4%	5%	0%	3%
More than a month before	20%	23%	13%	22%	18%	19%	0%	27%	20%	15%	21%	22%
Don't know	18%	6%	14%	3%	0%	4%	0%	5%	37%	12%	21%	10%
<i>n</i> =	74	272	25	143	14	62	10	26	22	34	10	72

Within the 2014 non-voter base, the following types of people were more likely to have decided not to vote on Election Day:

- Those of Pasifika ethnicity (59% versus 27% for other ethnicities)
- Those aged 30-49 (40% versus 23% in other age groups)

The following types of people were less likely to have decided not to vote on Election Day:

- Those aged 50+ (9% versus 38% aged 18-49)

Amount of effort in decision not to vote

[% did not vote in 2014 election].

Non-voters were asked how much effort they put into deciding whether or not to vote. About a third (32%) said they put a lot of thought into the decision, a third (31%) some thought, and a third (38%) no thought at all. This was the same pattern as in 2011.

Table 57: Amount of effort in decision not to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Put a lot of thought into deciding whether or not to vote	32%	30%	16%	22%	47%	26%	35%	31%	24%	15%	32%	44%
Put just a little thought into it	31%	41%	38%	54%	34%	29%	30%	21%	19%	47%	38%	33%
Didn't think about it at all	38%	29%	46%	24%	19%	45%	36%	48%	57%	38%	31%	22%
<i>n</i> =	74	272	25	143	14	62	10	26	22	34	10	72

Low sample sizes means there are no significant differences by sub-groups between 2014 and 2011, apart from for those of Asian ethnicity who were significantly less likely to have put 'just a little thought' into the decision in 2014 (19%) versus 2011 (47%).

Within the 2014 non-voter base, those aged 18-29 (16% versus 39% in other age groups) were less likely to have put a lot of thought into the decision, whereas those aged 50+ (51% versus 24% aged 18-49) were more likely to have put a lot of thought into the decision not to vote.

Reasons for not voting

[% did not vote in 2014 election].

Non-voters were asked the main reason why they didn't vote in the 2014 election, and then what other reasons if any that they had. Non-voters were not prompted for reasons but the interviewers had a pre-code list available to code responses to, as well as an opportunity to record verbatim other reasons not on the pre-code list.

In Table 58 on page 72 below the main and total reasons are listed, and compared to 2011 where applicable. For easier analysis reasons have been grouped into high-level codes.

The biggest reason is a **lack of interest** in voting for 27% of non-voters, up from 21% in 2011. The biggest drivers of this result are 'can't be bothered with politics or politicians' at 9%, 'can't be bothered voting' at 8%, and 'makes no difference who the government is' at 6%.

This result is higher for those aged 50+ (45% versus 20% aged 18-49); and lower for the disabled (6% versus 30% non-disabled), and for those aged 30-49 (17% versus 33% for other age groups). Females were more likely to say they 'couldn't be bothered with politics or politicians' (14% versus 4% for Males).

Another main reason is **self-stated personal barriers to voting**, either due to personal access restrictions (e.g. health reasons, religious reasons) or other commitments (e.g. work). These reasons total 24% of all the 'main' reasons for not voting. However this is a lower level than in 2011 (31%), mainly due to a reduction in the 'other commitments' category from 11% to 1%.

Pasifika people were more likely to say they had work commitments (28% compared to 7% non-Pasifika) as were males (15% versus 5% for females). Europeans were more likely to say they had religious reasons (13% versus 3% non-Europeans), as were those 50+ (20% versus 2% under 50), and disabled (21% versus 4% non-disabled).

A similar reason is saying that they had **practical access barriers** to not voting, totalling 10% of all the main reasons given for not voting versus 14% in 2011. These mainly comprise being overseas (5%), away from home within New Zealand (2%), and the voting place being too far away (2%).

Pasifika people were more likely to say they were overseas (19% versus 4% non-Pasifika); disabled that the voting place was too far away (10% versus 1% non-disabled).

The third main category of reasons for non-voting is **not knowing who to vote for** at 11% of all main reasons given, the same as 2011. This is a function of not knowing who to vote for in a new electorate (6%), not being able to work out who to vote for (2%), and not knowing the candidates (3%).

This result is higher for Māori (27% versus 8% for non-Māori), Pasifika (26% versus 9% for non-Pasifika) and those aged 18-29 (24% versus 5% for 30+). Males were more likely to say they didn't know who to vote for in a new electorate (10% versus 3% for Females).

Only 3% gave a reason of **not knowing how**, when or where to vote, although this is indicatively higher than the 0% seen in 2011.

Table 58: Main and total reasons for not voting*

	Main reason		Total reasons	
	2014	2011	2014	2011
Can't be bothered / not interested	27%	21%	31%	#
Can't be bothered with politics or politicians	9%	5%	12%	7%
Can't be bothered voting	8%	8%	11%	14%
Makes no difference who the government is	6%	1%	9%	2%
My vote doesn't make any difference	2%	6%	2%	8%
It was obvious who was going to win	2%	0%	2%	2%
Not important	0%	0%	1%	0%
Personal barrier / commitment	24%	31%	28%	#
Had work commitments	9%	8%	10%	9%
Health reasons	8%	5%	8%	6%
Religious reasons - other	7%	6%	9%	6%
Had other commitments	1%	11%	1%	14%
Religious day (e.g. Sabbath, Holy Day)	0%	0%	0%	0%
Disability	0%	1%	0%	1%
Didn't know who to vote for	11%	11%	12%	#
Didn't know who to vote for in a new electorate	6%	n/a	7%	n/a
Didn't know the candidates	3%	3%	1%	4%
Couldn't work out who to vote for	2%	8%	5%	11%
Practical access barrier	10%	14%	13%	#
Away from home and overseas	5%	6%	6%	6%
Voting place too far away/no transport	2%	2%	3%	3%
Away from home but still in New Zealand	2%	5%	4%	6%
Voting process	3%	0%	8%	#
Didn't know how to vote	3%	0%	5%	1%
Didn't know when to vote	0%	0%	1%	1%
Didn't know where to vote	0%	0%	5%	1%
Other	25%	14%	41%	#
Didn't get to the voting place on time	4%	2%	5%	4%
I forgot	1%	4%	4%	5%
No particular reason	1%	1%	1%	1%
My favourite politician wasn't standing	0%	n/a	0%	n/a
Another reason	18%	7%	-	-
Not sure	2%	0%	-	-
<i>n</i> =	74	272	74	272

Notes:

* Main reason is single response; total reason includes main plus any other reason(s) given for not voting

Grouped total reasons not available for 2011 data

'n/a' means statement not in list in 2011.

The main reasons for voting in 2014 after not voting in 2011, despite being eligible, were:

- I wasn't away from home and overseas (20%)
- Thought my vote would make a difference this time (18%)
- Thought it was important (15%)
- Thought that it does make a difference who the government is (14%)

Appendix A: Overview tables

Overview: Voters and non-voters

The following table shows results split by voters and non-voters. Only key questions that were asked of both voters and non-voters are shown here. Please refer to the tables in the main report for voter / non-voter specific questions.

Enrolled	Total	Voters	Non-voters
Yes	96%	100%	74%
<i>n</i> =	1310	1235	75
Roll type	Total	Voters	Non-voters
The Maori electoral roll	5%	4%	11%
The general electoral roll	95%	96%	86%
Not sure	0%	0%	2%
<i>n</i> =	1191	1140	51
When enrolled	Total	Voters	Non-voters
Before the 2011 General Election	87%	89%	71%
After the 2011 General Election	11%	9%	18%
Don't remember/ Not sure	2%	1%	11%
<i>n</i> =	1286	1231	55
Why enrolled	Total	Voters	Non-voters
You have to, it's the law	23%	21%	31%
Wanted my opinion to count	51%	52%	43%
Wanted to make a difference	10%	13%	0%
Someone I know encouraged me to	16%	16%	16%
Not sure	1%	1%	0%
Another reason	6%	5%	10%
<i>n</i> =	197	185	12
Eligible to vote in 2011	Total	Voters	Non-voters
Yes	91%	94%	74%
<i>n</i> =	1310	1235	75
Voting process (% 4 or 5 out of 5)	Total	Voters	Non-voters
Understand the voting process	93%	97%	70%
How to enrol to vote	91%	94%	77%
How to vote	95%	99%	74%
Where you can vote	96%	99%	82%
What to do if can't get to a voting place	71%	76%	45%
<i>n</i> =	1310	1235	75
Seen any advertising about the voting process	Total	Voters	Non-voters
Yes	58%	60%	42%
<i>n</i> =	1310	1235	75

Where seen advertising	Total	Voters	Non-voters
Television	70%	71%	66%
Newspapers	22%	22%	17%
Pamphlets or fliers	19%	19%	14%
Social media website	9%	8%	13%
Website that isn't a social media website	8%	9%	8%
Signs	7%	7%	5%
Radio	6%	6%	4%
Bus shelters	2%	2%	0%
Word of mouth	1%	1%	0%
Not sure	2%	1%	3%
Another place	12%	12%	6%
<i>n</i> =	750	718	32
Messages of TV advertising	Total	Voters	Non-voters
Don't forget to enrol to vote	53%	55%	39%
How to vote	17%	17%	13%
Not sure	16%	14%	28%
There's an election coming up	13%	12%	25%
The importance of voting	4%	5%	0%
Everyone's votes have the same worth	3%	3%	8%
Check the mail for your EasyVote pack	3%	3%	0%
Everyone is equal when voting	3%	3%	6%
Check the mail for your enrolment pack	3%	3%	0%
Another message	2%	2%	0%
<i>n</i> =	523	502	21
Recall receiving EasyVote pack	Total	Voters	Non-voters
Yes	90%	95%	59%
<i>n</i> =	1310	1235	75
EasyVote pack	Total	Voters	Non-voters
Read most or all of it	38%	43%	12%
Read some of it	23%	24%	15%
Glanced at it	15%	15%	13%
Didn't read it	14%	13%	19%
Don't recall receiving it	10%	5%	41%
<i>n</i> =	1310	1235	75
Found EasyVote card	Total	Voters	Non-voters
Yes	96%	97%	90%
<i>n</i> =	1046	1016	30
Usefulness of EasyVote pack	Total	Voters	Non-voters
(% 4 or 5 out of 5)	86%	87%	71%
<i>n</i> =	1046	1016	30

Appendix B: Sample profile

The following table shows the unweighted (i.e. the number of interviews conducted) demographic sample sizes.

Gender	Total	Voters	Non-voters
Male	530	496	34
Female	780	739	41
<i>n</i> =	1310	1235	75
Age band	Total	Voters	Non-voters
18 to 29	172	147	25
30 to 39	189	170	19
40 to 49	250	238	12
50 to 59	286	273	13
60 to 69	237	233	4
70 plus	176	174	2
<i>n</i> =	1310	1235	75
Ethnicity	Total	Voters	Non-voters
New Zealand European	786	758	28
Maori	185	171	14
Samoan	61	58	3
Cook Island Maori	19	17	2
Tongan	26	26	0
Niuean	12	12	0
Other Pacific Island ethnic group	35	29	6
Chinese	32	26	6
Indian	110	100	10
Other Asian ethnic group	52	46	6
Other ethnic group	78	71	7
Rather not say	13	10	3
<i>n</i> =	1310	1235	75
Highest completed qualification	Total	Voters	Non-voters
No qualification	119	111	8
School Certificate or NCEA level 1	179	173	6
Sixth Form Certificate, University Entrance or NCEA Level 2	191	178	13
Bursary, Scholarship or NCEA level 3 or 4	83	75	8
A Trade Qualification	72	70	2
A certificate or diploma that does not require a degree	151	142	9
A polytech degree	44	42	2
A university degree	266	251	15
Postgraduate qualification, e.g. Honours, Masters, Doctorate,	165	158	7
Other	4	4	0
Not sure	20	18	2
Rather not say	16	13	3
<i>n</i> =	1310	1235	75

Born in New Zealand	Total	Voters	Non-voters
Yes	880	839	41
No	430	396	34
<i>n =</i>	<i>1310</i>	<i>1235</i>	<i>75</i>
Gross household income	Total	Voters	Non-voters
Less than \$30,000	165	156	9
\$30,001 to \$50,000	157	146	11
\$50,001 to \$70,000	139	132	7
\$70,001 to \$100,000	174	168	6
\$100,001 to \$120,000	102	99	3
\$120,001 to \$150,000	92	86	6
\$150,001 and above	137	127	10
Not sure	213	198	15
Rather not say	131	123	8
<i>n =</i>	<i>1310</i>	<i>1235</i>	<i>75</i>