

# **Satisfaction with the Voting Process for the 2002 General Election**

11 October 2002

**CONFIDENTIAL**

Satisfaction with the Voting Process  
for the 2002 General Election  
October 2002

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## Executive summary

### Introduction

The Chief Electoral Office (CEO) is responsible for the conduct of Parliamentary general elections, by-elections and referenda. The Chief Electoral office is a division of the Ministry of Justice.

This survey of Voters and Non-voters is designed to test the Chief Electoral Office's performance from a public perspective in conducting the 2002 General Election. In particular it is designed to test the level of satisfaction of Voters with that conduct.

Following problems with the conduct of the 1999 General Election, a number of legislative and administrative changes were made for 2002. The aims were to:

- Increase the efficiency of the electoral process, for example by improving counting methods.
- Reduce the barriers to voting, for example by issuing a personalised EasyVote Card/and information pack to each elector.

## Methodology

The Voters and Non-Voters surveys were conducted by telephone, from BRC's CATI-enabled call centre in downtown Wellington.

In accordance with the Code of Practice of the Market Research Society of New Zealand Inc., all potential respondents were sent an "introductory" letter explaining the purpose of the research prior to interviewers contacting them. Respondents were selected from sample frames provided by the Electoral Enrolment Centre.

Interviewing took place between 28 July and 5 August 2002 for the Voters survey, but interviewing for the Non-Voters survey was not completed until 31 August 2002, after the Electoral Enrolment Centre had provided a Non-Voters listing.

A total of n=1,029 respondents were interviewed for the Voters Survey and a total of n=302 for the Non-Voters survey. In both cases, Māori were over-sampled so that sufficient numbers were interviewed for analysis and reporting purposes. Weighting at the processing stage corrected for this stratification and ensured the total samples were representative in terms of ethnicity.

## Key findings & conclusions

### Overall conclusion

Given the feedback from the Voters and Non-Voters surveys, the changes made possible by the Electoral Amendment Bill and initiatives taken by the Chief Electoral Office have had a positive impact on “voter satisfaction”.

### Voters

The key findings for Voters may be summarised as follows:

#### 1. Voters see the voting process as efficient.

- 99% of all Voters considered the amount of time they spent in the polling place they voted in was “reasonable”
- 76% of all Voters spent less than five minutes in the polling place they voted in
- 92% reported they did not have to queue
- 84% took their EasyVote Card with them
- Over one-half (58%) of Voters who also voted in the 1999 General Election reported they spent “less time” in the polling place.

**2. Voters rated the polling places they voted in highly.**

- 80% rated the polling place as “excellent” in terms of how well equipped it was (96% rated it positively on this aspect overall)
- 76% rated it as “excellent” in terms of the convenience of its location (95% overall)
- 71% rated it as “excellent” in terms of the privacy it provided (89% overall)
- 65% rated it as “excellent” in terms of general layout (90% overall)
- In comparison, indoor and outdoor signage were rated less positively (e.g. 56% rated the polling place as “excellent” in terms of its indoor signage (79% overall) ).

**3. Voters rated the staff in the polling places they voted in highly.**

- 83% rated the staff as “excellent” in terms of how pleasant and polite they were (97% overall)
- 82% rated the staff as “excellent” in terms of how efficient they were (96% overall)

**4. Information provided about the voting process was rated positively.**

- 90% of Voters reported hearing or seeing advertising about the voting process
- 74% of these Voters recalled a key message of that advertising was to “vote in advance”, while 69% recalled another key message was “take your EasyVote Card when you go to vote”
- 99% acknowledged receipt of their Voter Information Pack
- 88% of these Voters reported they had read or glanced through the contents of their pack
- The information they found particularly helpful included the information on their EasyVote Card (49%), information about the location of polling places (28%) and information about candidates (25%).
- 95% reported they were satisfied with the information they had received in their Voter Information Pack. In fact, almost one-half (47%) rated their satisfaction by giving the best possible rating score (i.e. “very satisfied”).

- 84% of Voters also rated their satisfaction with the other information they had received (i.e. other than the Voter Information Pack) about the voting process positively
- 78% of Voters claimed they had no other information needs when specifically asked.

**5. The timeliness of the election results was rated positively.**

- 68% of Voters reported they had followed the election results as they came in on Election Night
- When asked specifically about the timeliness of the results, 94% of Voters who followed the election results claimed they were satisfied.

## Non-Voters

The key findings for Voters may be summarised as follows:

### 1. **Most Non-Voters reported they did not vote because of a disinterest in politics.**

- Most reasons given by Non-Voters for not voting related to a disinterest in politics and a feeling of disenfranchisement.
- 31% of Non-Voters reported they put “no thought” into their decision not to vote, while another 32% claimed they put “little thought” into their decision.

### 2. **Few Non-Voters reported they did not vote because of reasons to do with the actual voting process.**

- a. Very few, if any reasons given by Non-Voters for not voting directly related to the voting process itself (i.e. because they did not know how to vote, when to vote or where to vote). In fact;
  - i. 82% of Non-Voters reported they knew where the most conveniently located polling place to them was situated
  - ii. 86% reported they were aware of advertising about the voting process (of those Non-Voters aware of this advertising, 66% could recall that a key message was to “vote in advance” and 58% could recall another key message was to “take their EasyVote Card when they went to vote”)
  - iii. 88% acknowledged receipt of their Voter Information Pack (of those Non-Voters acknowledging receipt of their pack, 72% reported they had read or glanced through its contents)
  - iv. 51% found some information in the pack useful and 88% rated their satisfaction with the pack in general as positive
  - v. 67% also rated their satisfaction with other information they had received (i.e. other than the Voter Information Pack) about the voting process as positive (in fact, when given the opportunity to identify other information needs, 64% of Non-Voters claimed that no other information would have been useful)

### 3. **The timeliness of the election results was also rated positively by Non-Voters.**

- 30% of Non-Voters reported they followed the election results as they came in on Election Night.
- When asked specifically about timeliness of the results, 88% of Non-Voters who followed the results claimed they were satisfied.

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## Introduction, objectives & methodology

### Introduction

The Chief Electoral Office (CEO) is responsible for the conduct of Parliamentary general elections, by-elections and referenda. The Chief Electoral office is a division of the Ministry of Justice.

This survey of Voters and Non-voters is designed to test the Chief Electoral Office's performance from a public perspective in conducting the 2002 General Election. In particular it is designed to test the level of satisfaction of Voters with that conduct.

Following problems with the conduct of the 1999 General Election, a number of legislative and administrative changes were made for 2002. The aims were to:

- Increase the efficiency of the electoral process, for example by improving counting methods.
- Reduce the barriers to voting, for example by issuing a personalised EasyVote Card/and information pack to each elector.

## **Voter Information Pack and EasyVote Card**

A personalised pack, including an EasyVote card for use at the polling place, was mailed to every voter enrolled at Writ Day (25 June 2002). The EasyVote card contained the name, address, electorate and reference number of each elector, the reference number being the page and line number on the electoral roll where the voter could be found.

The pack also contained:

- Advice about voting in advance.
- Advice on special voting.
- Polling places in the electorates.
- Candidates for the electorates.
- The Party Lists for each political party contesting the party vote.

Voters who enrolled after writ day were (if time allowed) sent a Voter Information Pack containing everything except the EasyVote card. The letter was designed to be taken to the polling place to assist voting.

## **Media**

The Chief Electoral Office conducted an intensive media campaign in the three weeks prior to the General Election explaining the EasyVote and other key concepts. The campaign was integrated with that of the Electoral Enrolment Centre including the development of a common creative approach.

## **Māori Roll**

Voters on the Māori Roll were, for the first time, able to cast a vote in their electorate on exactly the same basis as a voter on the general roll.

## Objectives

As “voter satisfaction” is a key indicator of the Chief Electoral Office’s performance and given especially the nature of the changes it made directly impacting on voters, the agency determined that it required objective feedback from those eligible to vote in the 2002 General Election. More specifically, feedback was required from **two** specific groups:

1. **Voters** (who represented approximately 75% of the total number of eligible electors who were enrolled for the 2002 General Election).
2. **Non-Voters** (who represented approximately 25% of the total number of eligible electors enrolled).

Given the fundamental difference between Voters and Non-Voters, the CEO required each of the surveys to focus on providing different information outputs, although there would be some areas of overlap (e.g. in the information provision area):

1. The survey of **Voters** was specifically required to assess satisfaction with the voting process.
2. The survey of **Non-Voters** was specifically required to identify the reasons for **not** voting. Given the CEO’s electoral responsibilities, it is important to determine to what extent Non-Voters do not vote because of factors within the CEO’s control (e.g. because they were ill-informed or because of some barrier to voting that occurred when they arrived at the polling place).

Importantly, the CEO required the two surveys to be undertaken in such a way that a sufficient number of **Māori** Voters and Non-Voters were interviewed to enable their feedback to be considered with complete confidence.

## Methodology

### Approach

The Voters and Non-Voters surveys were conducted by **telephone**, from BRC's CATI-enabled call centre in downtown Wellington.

In accordance with the Code of Practice of the Market Research Society of New Zealand Inc., all potential respondents were sent an "introductory" letter explaining the purpose of the research prior to interviewers contacting them. Respondents were selected from sample frames provided by the **Electoral Enrolment Centre**.

Interviewing took place between 28 July and 5 August 2002 for the Voters survey, but interviewing for the Non-Voters survey was not completed until 31 August, after the Electoral Enrolment Centre had provided a Non-Voters listing.

A total of n=1,029 respondents were interviewed for the Voters Survey and a total of n=300 for the Non-Voters survey. In both cases, Māori were over-sampled so that sufficient numbers were interviewed for analysis and reporting purposes. **Weighting** at the processing stage corrected for this stratification and ensured the total samples were representative in terms of ethnicity.

### Sampling

Respondents for the Voters survey were contacted and interviewed as follows:

- At first, eligible electors who were enrolled as at Writ Day were randomly selected from the electoral rolls provided by the Electoral Enrolment Centre.
- Māori electors were randomly selected, in proportion, from both the General and Māori rolls.
- In order to ensure all potential respondents would be contacted by BRC interviewers on an informed consent basis, a letter of "introduction" was sent to all electors who were selected (a copy of this letter is included in this report as Appendix A). This letter 'positioned' the research in general terms, explained what would be involved in the interviewing process, and emphasised that participation was voluntary and any information provided would be treated in the strictest confidence. BRC's freephone number was also provided in order to field enquiries from potential respondents.

- BRC interviewers then made up to three attempts to contact potential respondents before they were substituted. When contact was established, a 'filter' question was asked at the beginning of the interview in order to ensure the person being spoken to was eligible to participate (i.e. they had voted in the 2002 General Election). A copy of the questionnaire used to interview Voters may also be found in Appendix A. This questionnaire was developed with assistance from the Chief Electoral Office.

The response rate for this survey was 43%.

A similar interviewing process was followed for the Non-Voters survey, with a certain proportion of Non-Voters identified and interviewed during the completion of the Voters survey (43%) and the remainder interviewed after the Electoral Enrolment Centre had provided a listing of Non-Voters.

A copy of the "introductory" letter and questionnaire for Non-Voters is included in this report as Appendix B.

The response rate for the Non-Voters survey was 49%.

### **Sample size & weighting**

The size of the samples for the Voters and Non-Voters surveys were determined with the assistance of the Chief Electoral Office.

As noted above, given the interest in examining the results for Māori, Māori were over-sampled for both surveys. Of the total n=1,029 respondents interviewed for the Voters survey, Māori represented 33% (n=342). Of the total n=302 respondents interviewed for the Non-Voters survey, Māori represented 43% (n=130).

Weighting at the processing stage corrected for this stratification. Weighting is a common practice in market and social research, with the weighting parameters used based on the Electoral Enrolment Centre's rolls for the 2002 General Election.

## Analysis & presentation of the results

Given that the Voters and Non-Voters surveys have been undertaken with characteristically distinct groups of people, analysis by demographic variables has been limited to an analysis of the results by ethnicity (i.e. comparisons based on Māori and Non-Māori).

Also included as an appendix is a comparison of the current results with those achieved in relation to the 1996 General Election. This election was selected as a comparative base given that the 1999 General Election included two referenda.

## Margins of error & significance tests

Total sample results based on the Voters survey of n=1,029 are subject to a maximum margin of error of plus or minus 3.1% at the 95% confidence level. This means that, if we found that 50% of Voters had blue eyes, we could be confident of obtaining the same results plus or minus 3.1% (i.e. within the range of 46.9% and 53.1%) in at least 95 of 100 repeat surveys.

Given the smaller total sample size, results based on the total sample of n=302 Non-Voters are subject to a maximum margin of error of plus or minus 5.6% at the 95% confidence level.

Note that results based on **sub-samples** for both surveys are subject to larger margins of error than those that apply at the total sample level. The following formula may be used for the calculation of error margins for sub-samples:

- **Margin of error for a simple random sample estimate – small sample relative to population**

The standard confidence interval formula is:

$$p \pm 1.96 * \text{sqrt}[p(1-p)/n],$$

where: p = the proportion (%) of interest

n = the sample size

- **Margin of error for a weighted sample estimate**

A weighted sample is one in which two or more “strata” are formed, but sampled at differential rates. The standard confidence interval formula is:

$$p \pm 1.96 * \text{sqrt}\{\sum[w_i^2 * p_i(1-p_i)/n_i]\},$$

where  $p$  = the proportion (%) of interest

$p_i$  = the proportion in stratum  $i$

$n_i$  = the sample size in stratum  $i$

$w_i$  = the *known* population proportion in stratum  $i$

- **Margin of error for the difference between estimates from 2 independent samples**

The confidence interval formula for comparing estimates from two independent simple random samples (i.e., two mutually exclusive groups that have no overlap with each other), is:

$$|p_1 - p_2| \pm 1.96 * \text{sqrt}[p_1(1-p_1)/n_1 + p_2(1-p_2)/n_2],$$

where  $|\dots|$  denotes *absolute value*, i.e. ignores sign

$p_1$  = the proportion (%) of interest in sample 1

$p_2$  = the proportion (%) of interest in sample 2

$n_1$  = the size of sample 1

$n_2$  = the size of sample 2

If this confidence interval does not cross zero, i.e. the expression on the right hand side of the “ $\pm$ ” sign is smaller than the difference between the two estimates ( $p_1$  and  $p_2$ ), then the difference is statistically significant.

## Sample description

The following tables provide a demographic description of the samples for the Voters and Non-Voters Surveys.

**Table 1: Gender**

	Voters			Non-Voters		
	Total Voters n=1029 %	Māori n=342 %	Non-Māori n=687 %	Total Non-Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Male	45	45	45	44	39	48
Female	55	55	55	56	61	52
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 2: Age**

	Voters			Non-Voters		
	Total Voters n=1029 %	Māori n=342 %	Non-Māori n=687 %	Total Non-Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Up to 21	5	5	5	13	16	11
22-24	3	4	3	6	8	4
25-39	22	29	19	38	38	37
40-54	32	31	33	26	28	26
55+	38	30	41	17	9	22
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 3: Household income**

	Voters			Non-Voters		
	Total Voters n=1029 %	Māori n=342 %	Non-Māori n=687 %	Total Non-Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Under \$20,000	16	19	15	17	21	14
\$20,000, but less than \$30,000	12	9	13	15	18	12
\$30,000, but less than \$40,000	17	19	15	20	18	22
\$40,000, but less than \$50,000	10	11	9	19	18	20
\$50,000, but less than \$60,000	11	8	12	3	2	5
\$60,000, but less than \$70,000	7	9	5	4	2	5
\$70,000, but less than \$80,000	4	3	4	3	2	4
\$80,000, but less than \$90,000	4	4	4	3	5	2
\$90,000, but less than \$100,000	2	3	2	1	1	1
\$100,000+	7	5	8	6	6	5
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 4: Ethnicity**

	Voters			Non-Voters		
	Total Voters n=1029 %	Māori n=342 %	Non-Māori n=687 %	Total Non-Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Māori	33	100	-	43	100	-
New Zealand European	70	40	86	61	41	77
Other European	4	2	6	6	2	9
Samoa	1	1	-	-	1	-
Cook Island Māori	-	1	-	1	1	1
Tongan	-	-	-	1	-	2
Niuean	-	-	-	-	-	-
Other	7	3	9	9	2	14
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

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## Voting behaviour

This section of the report presents the results of questions asked in both the Voters and Non-Voters surveys to describe relevant aspects of behaviour, including:

- Whether ordinary or special votes were cast.
- (For Voters who cast a special vote) Whether this vote was cast on or before Election Day.
- (For Voters who cast an ordinary vote) Various details relating to the polling place they voted at (location, whether a special trip was made to vote, whether they visited the polling place with others, how they got there, how they knew it was located where it was, etc.).
- (For Voters who cast an ordinary vote) Various details relating to the time they voted, whether they had to queue, whether they took with them their EasyVote card, the length of time they spent in the polling place, opinions about the time taken to vote, time comparisons with time taken to vote in 1999 General Election, etc.).
- (For Voters who cast an ordinary vote) Rating of the polling place in terms of various factors, including convenience, signage, layout, efficiency of staff, availability of information on how to vote, privacy, etc.).
- (For Voters who cast an ordinary vote) Rating of the ballot paper in terms of various factors, including layout, instructions, etc.).
- (For Voters who cast an ordinary vote) Rating of the staff at the polling place in terms of various factors, including politeness, how well informed they were, efficiency, etc.).
- (For Non-Voters) Timeframe within which they decided not to vote (degree of thought placed on this, whether there was already a pattern of non-voting, reasons for non-voting, etc.).
- (For Non-Voters) Awareness of places where they could have voted.

## Voters' behaviour

### Relatively few Voters cast a special vote

At 6%, relatively few Voters cast a special vote (94% reported they cast an ordinary vote)(Table 5), with almost two-thirds (61%) of these special Voters casting their vote in advance of Election Day (Table 6).

Although the base numbers are small, note the tendency for Māori special Voters to have cast their special vote on Election Day (Table 6).

Also, although the numbers are extremely small, note that over half (58%) of those who cast a special vote on Election Day did so with someone else who also cast a special vote (Table 7). The average number of people accompanying others was 1 person.

**Table 5: Type of vote**

*Q3. Thinking about this year's General Election, did you cast a special vote or an ordinary vote?  
You would have had to complete a special form to cast a special vote.*

	Total Voters n=1029 %	Māori n=342 %	Non-Māori n=687 %
Special vote	6	8	6
Ordinary vote	94	92	94
Don't know	-	-	-
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 6: If special vote was cast before or on Election Day**

*Q4. Did you cast your special vote at a polling place on Election Day, or in advance of Election Day?*

	Total Voters n=66* %	Māori n=27* %	Non-Māori n=39* %
Cast at a polling place on Election day	38	80	30
Voted in advance	61	20	69
Don't know	1	-	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they cast a "Special vote" in Q3.

**Table 7: Voter accompanied when casting a special vote outside of electorate**

*Q6. When you cast your special vote at a polling place outside your electorate, did anyone accompany you to also cast a special vote outside their electorate?*

	Total Voters n=29* %	Māori n=13* %	Non-Māori n=16* %
Yes	58	58	58
No	42	42	42
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned "No, in another electorate" in Q5.

## Ordinary voting

### Most Voters voted at a polling place in their electorate and close to home

The large majority Voters (97%) reported they voted at a polling place in their electorate (Table 8) and almost all (94%) claimed the polling place was close to their home (Table 9).

Just over half (59%) reported they made a special trip to vote (Table 10). Note that this was more likely to be the case for Non-Māori Voters (60%) compared to Māori Voters (48%) (Table 10).

Voters who cast their vote in conjunction with another purpose claimed they were **coming from** home (63%) in most cases or the shops (11%) (Table 11). Further, they were most likely to be **going** home (29%), the shops (24%), visiting friends/family (13%) or going to do some other activity (21%) (Table 13).

Almost all Voters (98%) were able to name their electorate correctly (Table 12).

**Table 8: Polling place located in electorate**

Q5. Was the polling place you voted in, in your electorate or in another electorate?

	Total Voters n=993* %	Māori n=335* %	Non-Māori n=658* %
Yes, in my electorate	97	95	97
No, in another electorate	3	4	2
Don't know	1	-	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they cast an "Ordinary vote" in Q3.

**Table 9: Vote cast at a polling place close to voter's home***Q9. Did you vote at a polling place that was close to your home?*

	Total Voters n=993* %	Māori n=335* %	Non-Māori n=658* %
Yes	94	92	94
No	6	8	6
Don't know	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they cast a vote in their electorate (Q5), or cast a vote in another electorate in Q6.

**Table 10: Circumstances surrounding trip to polling place***Q10. Did you make a special trip to vote there, or was it on the way to or from somewhere else?*

	Total Voters n=993* %	Māori n=335* %	Non-Māori n=658 %
Made a special trip	59	48	60
On the way to or from somewhere else	41	51	39
Don't know	-	-	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they cast a vote in their electorate (Q5), or cast a vote in another electorate in Q6.

**Table 11: Where voter was coming from***Q11. Were you coming from...*

	Total Voters n=423* %	Māori n=172* %	Non-Māori n=251* %
Home	63	63	63
Work	6	9	6
The shops	11	8	12
Sports	6	8	5
Visiting friends or family	4	3	5
Other	9	9	9
Don't know	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they cast a vote "On the way to or from somewhere else" in Q10.

**Table 12: Electorate correctly named***Q8. Can you please confirm that the name of the electorate you voted in was...?*

	Total Voters n=993* %	Māori n=335* %	Non-Māori n=658* %
Yes, correct	98	96	98
No, voted in another electorate	2	4	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they cast a vote in their electorate in Q5 or cast a vote in another electorate in Q6.

**Table 13: Where voter was going to**

Q12. And where were you going?...

	Total Voters n=423* %	Māori n=172* %	Non-Māori n=251* %
Home	29	31	29
Work	7	3	8
The shops	24	24	24
Sports	5	10	4
Visiting friends or family	13	17	12
Other	21	14	23
Don't know	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they cast a vote "On the way to or from somewhere else" in Q10.

### Most Voters voted at a polling place with other people

Over half (59%) of Voters went to the polling place that they voted in with other family members (Table 14). Three-quarters travelled there by car (73%), although reflecting the fact that the polling place was close to home for many Voters, many also walked (25%) (Table 15).

**Table 14: Voter went to polling place by self or accompanied**

Q13. Did you go to the polling place by yourself or with a group of other people?

	Total Voters n=993* %	Māori n=335* %	Non-Māori n=658* %
By myself	33	41	32
With other family members	59	53	59
With other people	8	6	9
Don't know	-	1	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Made a special trip" to cast a vote, or they voted "On the way to or from somewhere else" in Q10.

**Table 15: Method of travel to polling place**

Q14. And how did you get there?

	Total Voters n=993* %	Māori n=335* %	Non-Māori n=658* %
By car	73	78	73
Walked	25	21	26
Other	1	1	1
Don't know	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Made a special trip" to cast a vote, or they voted "On the way to or from somewhere else" in Q10.

### Many Voters voted at the same polling place as they did for the 1999 General Election

If applicable, almost 48% of Voters who were eligible to vote at the last General Election voted in the same polling place. However, a significant proportion (33%) voted at a different polling place (albeit within the same electorate) (Table 16). This may reflect the fact that many voted at a polling place in conjunction with some other activity.

**Table 16: Habitual use of polling places**

*Q15. If you were eligible to vote in the last General election (that is, in 1999), did you vote at the same polling place as you did for this one?*

	Total Voters n=936* %	Māori n=310* %	Non-Māori n=626* %
Yes, voted at same polling place	48	42	49
No, voted at a different polling place in my electorate	33	35	33
No, voted at a different polling place outside my electorate	9	9	9
No, as I have moved since 1999	7	9	7
No, did not enrol/vote	2	3	2
Wasn't eligible to vote	-	-	-
Don't know	1	2	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Made a special trip" to cast a vote, or they voted "On the way to or from somewhere else" in Q10 .

### Voters voted at different times during Election Day

Approximately one-third of Voters voted in the morning (36% between 9am and 12 noon), another third early in the afternoon (31% between 12 noon and 3pm) and another third late in the afternoon (32% after 3pm) (Table 17). In fact, 6% voted after 6pm.

Note that there was a tendency for Non- Māori Voters (37% between 9am and 12 noon) to vote earlier than Māori Voters (30%).

The majority of Voters (88%) expressed no preference for polling places to be opened earlier than 9am (Table 18). However, note that Māori Voters (15%) were more likely than Non- Māori Voters (10%) to express a preference for earlier opening.

**Table 17: Time of voting on Election Day**

Q29. Thinking now about voting on Election Day. About what time of the day did you vote on Election Day?

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
Between 9am and 10am	9	9	9
Between 10am and 11am	12	9	13
Between 11am and 12pm	15	12	15
Between 12noon and 1pm	9	10	9
Between 1pm and 2pm	12	13	12
Between 2pm and 3pm	10	11	10
Between 3pm and 4pm	9	9	9
Between 4pm and 5pm	10	14	9
Between 5pm and 6pm	7	8	7
After 6pm	6	5	6
Don't know	1	-	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.

**Table 18: Preference for 8am opening**

*Q30. Polling hours are between 9am and 7pm. Would you have preferred the polling place to have opened an hour earlier, that is at 8am?*

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
Yes	11	15	10
No	88	81	89
Don't know	1	4	1
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.

### Voters experienced few delays in polling places

The majority of Voters (92%) reported they did not have to queue to vote at the polling place they voted at (Table 19). However, note that Māori Voters (11%) were more likely than Non- Māori Voters (7%) to claim they had to queue.

Most Voters (76%) spent up to 5 minutes in the polling place in total (Table 20). The average time spent was 4.3 minutes.

To an extent, the relatively small amount of time that Voters spent in the polling place may have been contributed to by the fact that people visited polling places across the day (reported earlier) and by the fact that the majority of Voters (84%) reported they had taken their EasyVote card with them to the polling place (Table 21). However, note that Māori Voters (77%) were less likely than Non-Māori Voters (85%) to claim they had taken their card with them.

In general, opinion about the length of time spent in the polling place was positive (Table 22). Almost all Voters (99%) believed they had spent a reasonable amount of time in the polling place, rather than too much time (Table 22). Further, of those who voted in the 1999 General Election (97%, Table 23), 58% reported they had spent less time in the polling place (Table 24). Most others (31%) had spent about the same amount of time and 9% claimed they had spent more time. Note that Māori Voters were more likely (14%) than Non-Māori Voters (8%) to report that they had spent more time in the polling place than was the case for the last election.

**Table 19: Queuing at polling places**

Q31. *Did you have to queue when you got to the polling place?*

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
Yes	8	11	7
No	92	89	93
Don't know	-	-	-
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.

**Table 20: Length of time spent at polling place**

Q33. *About how long would you say you spent at the polling place in total?*

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
Up to 5 minutes	76	75	76
Between 5 and 10 minutes	18	19	18
Between 11 and 15 minutes	3	2	4
Between 16 and 20 minutes	-	3	-
Between 21 and 25 minutes	-	-	-
Between 26 and 30 minutes	1	1	1
More than 30 minutes	1	-	1
Don't know	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.

**Table 21: Use of EasyVote Card**

Q32. Which of the following did you take with you when you voted?

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
Your EasyVote card	84	77	85
A letter from the Chief Electoral Office	1	2	1
None of the above	15	22	14
Total	**	**	**

**Note: Total may exceed 100% because of multiple response.****\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.****Table 22: Opinion on time taken to cast vote**

Q34. And in your opinion was that...

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
A reasonable amount of time given what you had to do	99	98	99
Too long	1	2	1
Don't know	-	-	-
Total	100	100	100

**Note: Components may not always add to 100% exactly because of rounding.****\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.**

**Table 23: Voted in last General Election***Q35. Did you vote in the 1999 General Election, that is, the last election?*

	Total Voters n=911* %	Māori n=285* %	Non-Māori n=626* %
Yes	97	94	97
No	3	6	3
Don't know	-	1	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned "No" that this wasn't the first time they have voted in a General Election in Q2.

**Table 24: Time comparisons with last General Election***Q36. Compared with the General Election in 1999, for this year's election did you...*

	Total Voters n=884* %	Māori n=271* %	Non-Māori n=613* %
Spend more time in the polling place	9	14	8
Spend about the same amount of time in the polling place	31	24	31
Spend less time in the polling place	58	60	57
Don't know	3	2	3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned "No" to voting in the last General Election in Q35.

### **Voters made positive comments about their experience in the polling place**

The majority of Voters reported that the polling place they voted in was conveniently located (76% rated it as excellent in this respect) and although outside signage was also rated positively by the majority of Voters, note that this was not as high at 57% (Table 25).

A similar rating was given for signage within the polling place (56% excellent) and despite the variability in the physical aspects of polling places hired by the Chief Electoral Office, two-thirds of Voters (65%) rated the general layout of the polling place they voted in as excellent, 71% the level of privacy it afforded as excellent and 68% how obvious it was where completed ballot papers should be placed as excellent.

Eighty percent (80%) also rated as excellent how well equipped the polling place they voted in was with pens, etc. and although 40% rated as excellent the amount of information that was readily available on how to vote, note that 24% didn't know, reflecting that this was perhaps not relevant to them (Table 26).

**Table 25: Polling place rating**

Q37. How would you rate the polling place you voted at on the following factors?

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
<b>The convenience of its location</b>			
Excellent	76	78	75
Neutral to excellent	19	14	20
Neutral	4	5	4
Poor to Neutral	-	2	-
Poor	1	1	1
Don't know	-	-	-
Total	100	100	100
<b>Signs outside to indicate to you that it was a polling place</b>			
Excellent	57	61	57
Neutral to excellent	21	18	21
Neutral	15	11	15
Poor to Neutral	4	7	4
Poor	1	2	1
Don't know	3	1	3
Total	100	100	100
<b>The signs inside directing you where to go to vote</b>			
Excellent	56	57	56
Neutral to excellent	23	22	23
Neutral	13	13	13
Poor to Neutral	4	4	4
Poor	1	2	1
Don't know	4	1	4
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.

**Table 26: Polling place rating**

Q38. And once you were inside the polling place how would you rate it on these factors?

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
<b>How well laid out and organised it was</b>			
Excellent	65	63	66
Neutral to excellent	25	28	25
Neutral	7	8	7
Poor to Neutral	2	1	2
Poor	-	1	-
Don't know	-	-	-
	100	100	100
<b>How much information was readily available on how to vote</b>			
Excellent	40	46	39
Neutral to excellent	18	25	17
Neutral	13	15	13
Poor to Neutral	3	4	3
Poor	1	1	1
Don't know	24	10	26
	100	100	100
<b>How well-equipped the polling booth you used was with pens that worked etc</b>			
Excellent	80	80	80
Neutral to excellent	16	14	16
Neutral	4	4	3
Poor to Neutral	-	1	-
Poor	-	1	-
Don't know	-	-	-
Total	100	100	100

Continued

**Table 27 (continued): Polling place rating**

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
<b>How much privacy you felt you had in casting your votes</b>			
Excellent	71	71	72
Neutral to excellent	18	16	18
Neutral	7	11	7
Poor to Neutral	2	1	2
Poor	1	1	1
Don't know	1	-	1
	100	100	100
<b>How obvious it was where you needed to place your completed ballot paper</b>			
Excellent	68	69	68
Neutral to excellent	18	20	18
Neutral	9	8	10
Poor to Neutral	4	3	4
Poor	1	-	1
Don't know	-	-	1
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.

### **Voters made positive comments about polling place staff**

The majority of Voters (82%) rated the efficiency of the staff in the polling place as excellent (Table 27). Also rated excellent by 83% of Voters was the pleasantness and politeness of staff.

While just over half rated them as excellent in terms of how well informed they were (58%) and in terms of the amount of time spent explaining things or providing help (56%), note that 18% and 17% respectively didn't know. In other words, these ratings reflect the extent to which Voters engaged polling place staff in these ways. As we have already reported, most Voters facilitated their voting using their EasyVote Card and, on average, spent less than 5 minutes in the polling place they voted in. Therefore, the need to provide assistance and, therefore, test the knowledge of staff would appear to have been the exception rather than rule.

Indeed, only 4% of Voters explicitly stated they experienced any problems or difficulties (Table 28). For the most part, these related to problems or difficulties as a result of poor outdoor and indoor signage/directions (48%) and the fact that pens weren't working or Voters couldn't read the ballot paper, etc. (25%) (Table 29). Refer to Appendix C for the verbatim relating to these problems and difficulties.

Although the numbers are small, note that 29% of Māori Voters experiencing problems or difficulties reported these in terms of the Māori Roll.

**Table 27: Rating polling place staff***Q40. And how would you rate the staff that dealt with you, for each of these factors?*

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
<b>Pleasantness and politeness</b>			
Excellent	83	82	83
Neutral to excellent	14	15	14
Neutral	2	1	2
Poor to Neutral	1	2	1
Poor	-	1	-
Don't know	-	-	-
Total	100	100	100
<b>The amount of time spent explaining things or helping you</b>			
Excellent	56	60	55
Neutral to excellent	17	19	17
Neutral	8	9	8
Poor to Neutral	1	2	1
Poor	1	2	-
Don't know	17	9	19
Total	100	100	100
<b>How well informed they were</b>			
Excellent	58	60	58
Neutral to excellent	18	20	17
Neutral	5	8	5
Poor to Neutral	1	1	1
Poor	-	2	-
Don't know	18	9	20
Total	100	100	100

Continued

**Table 28 (continued): Rating polling place staff**

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
<b>How efficiently they dealt with you</b>			
Excellent	82	78	83
Neutral to excellent	14	18	14
Neutral	3	2	3
Poor to Neutral	1	2	-
Poor	-	-	-
Don't know	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.

**Table 28: Difficulties experienced at polling place**

Q41. At any stage during your time at the polling place did you...?

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
Have problems or difficulties	4	5	4
Ask for information or help	6	8	6
None of the above	90	88	90
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.

**Table 29: Nature of problems & difficulties experienced**

Q42. Can you please tell me what happened?

	Total Voters n=93* %	Māori n=35* %	Non-Māori n=58* %
Poor signage/direction once inside polling place	48	9	55
Needed info on how to vote	2	12	-
Had questions about the EasyVote card	6	9	5
Needed more info when party had no candidate/needed more info available on parties/candidates	5	19	3
Made mistakes when completing ballot paper	6	7	6
Problems with Māori roll	8	29	5
General help – pens not working, couldn't read paper etc	25	16	27
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned they "Had problems or difficulties" and/or had to "Ask for information or help" at the polling place in Q41.

## **Voters made positive comments about the ballot paper**

Approximately two-thirds or more of Voters rated as excellent various aspects of the ballot paper. This included, the ease with which they were able to find the name of the person and party that they wanted to vote for (71% rated the ballot paper as excellent in this respect), 66% rated as excellent the clarity of the instructions and 61% rated as excellent the general layout of the ballot paper (Table 30).

Note that Māori Voters (65%) were less likely than Non-Māori Voters (72%) to rate as excellent the ease with which they were able to find the name of the person and party that they wanted to vote for.

**Table 30: Ballot paper rating**

Q39. Thinking about the ballot paper you were given, how would you rate it on these factors?

	Total Voters n=966* %	Māori n=309* %	Non-Māori n=657* %
<b>The layout of the ballot paper</b>			
Excellent	61	61	61
Neutral to excellent	27	27	27
Neutral	10	8	10
Poor to Neutral	1	2	1
Poor	1	1	-
Don't know	1	-	1
Total	100	100	100
<b>How clear the instructions were on how to cast your vote</b>			
Excellent	66	68	66
Neutral to excellent	23	22	23
Neutral	6	6	7
Poor to Neutral	1	3	-
Poor	-	-	-
Don't know	4	2	4
Total	100	100	100
<b>How easy it was to find the name of the person and party you wanted to vote for</b>			
Excellent	71	65	72
Neutral to excellent	21	24	21
Neutral	5	6	5
Poor to Neutral	3	5	2
Poor	-	1	-
Don't know	-	-	-
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they "Cast (a vote) at a polling place on Election Day" in Q4.

## Non-Voters' reasons for not voting

### Equal numbers of Non-Voters decided not to vote on Election Day as they did before Election Day

Equal numbers of Non-Voters decided not to vote on Election Day (44%) as they did before for Election Day (48%) (Table 31). However, 22% also decided within one month of Election Day, meaning that many (66%) made a relatively short-term decision.

Note that Māori Non-Voters (54%) were more likely than Non-Māori Non-Voters (41%) to make a decision not to vote on Election Day.

Non-Voters were asked whether they had put a lot or a little thought into the decision to vote or not to vote. Approximately one-third (37%) claimed they had “put a lot of thought into deciding whether or not to vote”, although at the other extreme, a similar proportion (31%) claimed that they “didn’t think about it at all” (Table 32). Another third (32%) had “put just a little thought into it”.

There were no differences between Māori and Non-Māori Non-Voters in terms of the extent to which they had thought about voting or not..

**Table 31: Timeframe within which decided not to vote**

Q20. I'd like to ask you a couple of questions about non-voting. First of all, how long before the election did you decide not to vote?

	Total Non- Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
On election day	44	54	41
One week before election day	13	9	14
Two weeks before	4	3	5
About a month before	5	4	5
More than a month ago	26	24	26
Don't know	8	6	9
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 32: Extent to which Non-Voter thought about voting**

*Q21. Would you say you...?*

	Total Non- Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Put a lot of thought into deciding whether or not to vote	37	38	37
Put just a little thought into it	32	30	32
Didn't think about it at all	31	32	31
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Non-Voters are not necessarily habitual Non-Voters**

Non-Voters were asked whether and to what extent they had voted in previous New Zealand General Elections. One half of Non-Voters (50%) claimed they had “voted in most elections”, whereas 15% claimed they had voted “in some” or “very few elections” (15%) (Table 33).

Twenty percent (20%) reported they had “never voted” and this was more likely to be the case amongst Māori Non-Voters (31%) than Non-Māori Non-Voters (18%).

**Table 33: Frequency of voting in past**

*Q22. Since you have been eligible to vote, would you say you have...?*

	Total Non- Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Voted in most elections	50	33	53
Voted in some elections	15	14	15
Voted in very few elections	15	22	14
Never voted	20	31	18
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

### **Non-Voters' reasons for not voting do not directly relate to the voting process**

Most reasons given by Non-Voters for not voting relate to their general attitude to politics (i.e. disinterest, disenfranchisement, etc.). For example, 25% of Non-Voters claimed they did not vote because they were “not be bothered with politics or politicians”, 15% that voting made “no difference to who the government was” and 3% that it was generally “unimportant” (Table 34).

Significantly, 14% claimed the reason why they didn't vote was because they “couldn't work out who to vote for”.

Other reasons given were more 'convenience' related. For example, 20% reported they didn't vote because they “didn't get to a polling place on time” and/or that they would be away from home (7%) or overseas (11%).

In contrast to these two groups of reasons, very few reasons were given which directly related to the voting process. That is, how to vote (0%), when to vote (0%) or where to vote (1%).

In relation to the fact that some Non-Voters claimed they did not vote because of convenience-related reasons, note that 77% of Non-Voters reported no preference to have polling places opened earlier at 8am (Table 35)

There were no differences between Māori and Non-Māori Non-Voters in terms of their reasons for not voting.

**Table 34: Reasons for not voting**

Q23. People have different reasons for not voting. Can you tell me all the reasons you decided not to vote in the General Election.

	Total Non- Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Can't be bothered with politics or politicians	24	20	25
Makes no difference who the government is	15	16	15
Not important	3	3	3
Couldn't work out who to vote for	14	12	14
Didn't get to a polling place on time	20	26	19
Away from home but still in New Zealand	7	3	8
Away from home and overseas	11	2	13
Nearest polling place was too far away	2	5	1
Didn't know how to vote	-	-	-
Didn't know when to vote	-	-	-
Didn't know where to vote	1	1	1
Health reasons	6	9	6
I forgot	3	6	2
Other	3	4	3
Don't know/no particular reason	3	4	3
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

**Table 35: Preference for 8am opening**

*Q16. Polling hours are between 9am and 7pm. Would you have preferred the polling place to have opened an hour earlier, that is at 8am?*

	Total Non- Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Yes	18	27	16
No	77	66	80
Don't know	4	7	4
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

## Non-Voters' awareness of where to vote & voting process

### Non-Voters appear to be as informed as Voters

Reflecting the reasons for not voting and especially the very few reasons given that directly relate to the voting process, the majority of Non-Voters (82%) reported they knew location of the polling place that was most conveniently located to them (Table 36).

When asked how they knew the location, almost half (48%) claimed that it was "the one that they've always voted at" (Table 38). Non-Māori Voters (50%) were more likely than Māori Non-Voters (35%) to give this as a reason.

Many Non-Voters also noted that they knew of its location because they were "driving or walking past it" (33%) and/or that "family and friends" have told them about it (23%).

Others also noted they knew of its location because of the information that had been officially provided:

- Specifically in the Voter Information Pack (16%).
- More generally in other "mail received from Elections" (12%).
- In the local newspaper (17%).
- On the radio (1%).
- On the website (1%).
- Advertising in general (9%).

**Table 36: Non-Voters' knowledge of most conveniently located polling place**

Q3. *Although you didn't vote, did you know where the most conveniently located polling place was to you?*

	Total Non- Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Yes	82	78	83
No	18	22	17
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 37: Awareness of polling place location (First mentioned)**

*Q4. How did you know it was located there?*

	Total Non- Voters n=246* %	Māori n=100* %	Non-Māori n=146* %
It's the one I've always voted at/voted at in the past	39	27	42
Was driving/walking/going past and saw it	18	31	15
Family/friends/workmates, etc. told me there was one there	12	11	13
Read it in my Voter Information Pack	9	13	8
I read about it in something I received in the mail from Elections	6	1	7
From information in the local newspapers	8	10	8
From information on the radio	1	-	1
From the website	1	-	1
From advertising (in general)	5	5	5
From the Party Lists	-	-	-
Information from the Citizens Advice Bureau	-	-	-
Information from the Council Offices	-	-	-
Information from the local electorate offices	-	-	-
Other	-	1	-
Don't know	1	-	1
Refused	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned "Yes", that they knew where the most conveniently located polling place was to them in Q4.

**Table 38: Awareness of polling place location (All mentioned)**

Q5. Any other ways?

	Total Non- Voters n=246* %	Māori n=100* %	Non-Māori n=146* %
It's the one I've always voted at/voted at in the past	48	35	50
Was driving/walking/going past and saw it	33	38	32
Family/friends/workmates, etc. told me there was one there	23	21	23
Read it in my Voter Information Pack	16	21	15
I read about it in something I received in the mail from Elections	12	7	13
From information in the local newspapers	17	21	16
From information on the radio	1	-	2
From the website	1	-	1
From advertising (in general)	9	14	8
From the Party Lists	-	-	-
Information from the Citizens Advice Bureau	-	-	-
Information from the Council Offices	-	-	-
Information from the local electorate offices	-	2	-
Other	-	1	-
Don't know	43	46	42
Refused	1	-	1
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned "Yes", that they knew where the most conveniently located polling place was to them in Q4.

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## Information use

This section of the report presents the results of questions asked in both the Voters and Non-Voters surveys in relation to information use, including:

- (For Voters) How they became aware of the location of the polling place they voted in.
- Awareness of advertising about voting.
- Recall of key messages of this advertising.
- Use of Party Lists.
- Receipt of Voter Information Pack.
- Read or glanced through Voter Information Pack.
- Information found most useful in Voter Information Pack.
- Satisfaction with the Voter Information Pack, and other general information received about voting.
- Areas in which additional information would have been useful.

## Information used by Voters

### Use of information & advertising

Most Voters knew where the polling place they voted in was located because of familiarity (i.e. the one they had always voted in) (37%) and/or because they read about its location in the Voter Information Pack (31%) (Table 40). Another 15% of responses related becoming informed as a result of “receiving something received in the mail from Elections”.

Not surprisingly, given that many Voters voted at a polling place on the way to or from some other activity, that many Voters reported they knew about the location of the polling place they voted in simply because “they were driving/walking or going past and they saw it” (18%).

It is also significant, given the unprompted nature of this line of questioning, that some Voters also mentioned they had become informed as a result of “information in local newspapers” (14%) and “advertising (in general)” (13%).

When specifically asked about advertising about voting that they may have seen, majority (90%) of Voters acknowledged they had seen such advertising (Table 41). When asked about the key messages imbedded in the advertising they had heard or seen, most Voters claimed on an unprompted basis that it related to “how to vote” (30%), “making sure you’re enrolled and that your details are correct” (26%) and the “importance of voting” (23%) (Table 42).

Sixteen percent (16%) noted that a key message was “use your EasyVote card when you go to vote”, whilst 5% recalled the message as “vote in advance if you’re going to be away on Election Day”.

There were few differences between Māori and Non-Māori Voters, although Non-Māori Voters were more likely (27%) than Māori Voters (19%) to report that a key message of the advertising was “making sure you’re enrolled and your details are correct”.

After prompting, 74% of Voters specifically acknowledged that a key message of the advertising they had heard or seen related to “vote in advance if you’re going to be away on Election Day” (Table 43). Over two-thirds (69%) also acknowledged that a key message was “use your EasyVote card when you go to vote”.

**Table 39: Awareness of location of the polling place (First mentioned)**

Q16. How did you know where the polling place you voted at was located?

	Total Voters n=993* %	Māori n=335* %	Non-Māori n=658* %
It's the one I've always voted at/voted at in the past	26	23	27
Was driving/walking/going past and saw it	12	18	11
Family/friends/workmates, etc. told me there was one there	10	14	9
Read it in my Voter Information Pack	20	21	20
I read about it in something I received in the mail from Elections	10	9	10
From information in the local newspapers	8	4	9
From information on the radio	-	-	-
From the website	-	-	-
From advertising (in general)	8	7	8
From the Party Lists	-	-	-
Information from the Citizens Advice Bureau	1	1	1
Information from the Council Offices	-	-	-
Information from the local electorate offices	-	-	-
Was working at the elections/voting booth	1	-	1
Other	2	2	2
Don't know	-	-	-
Refused	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they cast a vote in their electorate in Q5 or cast a vote in another electorate in Q6.

**Table 40: Awareness of location of polling place (All mentioned)**

Q17. Any other ways?

	Total Voters n=993* %	Māori n=335* %	Non-Māori n=658* %
It's the one I've always voted at/voted at in the past	37	35	38
Was driving/walking/going past and saw it	18	28	17
Family/friends/workmates, etc. told me there was one there	14	21	13
Read it in my Voter Information Pack	31	29	31
I read about it in something I received in the mail from Elections	15	11	16
From information in the local newspapers	14	11	15
From information on the radio	1	1	1
From the website	-	-	-
From advertising (in general)	13	10	14
From the Party Lists	-	-	-
Information from the Citizens Advice Bureau	-	-	-
Information from the Council Offices	-	-	-
Information from the local electorate offices	1	1	1
Was working at the elections/voting booth	1	-	1
Other	2	2	2
Don't know	-	-	-
Refused	-	-	-
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned they cast a vote in their electorate in Q5 or cast a vote in another electorate in Q6.

**Table 41: Awareness of advertising about voting**

*Q18. In the lead up to the election, do you recall seeing or hearing any advertising about voting?*

	Total Voters n=904* %	Māori n=311* %	Non-Māori n=593* %
Yes	90	93	90
No	10	6	10
Don't know	-	-	-
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned that they did not see or hear anything "From advertising (in general)" in Q16/Q17.

**Table 42: Key messages from advertising**

Q19. Thinking about the advertising you saw or heard, what would you say were all the key messages?

	Total Voters n=927* %	Māori n=310* %	Non-Māori n=617* %
Use the EasyVote Card when going to vote	16	17	16
Vote in advance if you're going to be away on Election Day	5	3	5
How to vote/MMP/Two ticks	30	25	30
Make sure you're enrolled/details are correct	26	19	27
Importance of voting/Have your say/Where to vote	23	20	24
Party lists/issues	4	6	3
Where to ring for more information (0800)	1	2	1
General comments about advertising i.e. "the orange man on TV"	4	2	5
Other	2	1	2
Don't know	19	26	18
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned "Yes" that they recalled seeing or hearing any advertising about voting in Q18.

**Table 43: Prompted awareness of advertising messages***Q20. Have you seen or heard any advertising about...?*

	Total Voters n=920* %	Māori n=311* %	Non-Māori n=609* %
Use the EasyVote Card when going to vote	69	68	69
Vote in advance if you're going to be away on Election Day	74	69	75
Other	-	-	-
Don't know	-	-	-
None of the above	11	14	11
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned "Other" or/and "Don't know" in Q19.

**Table 44: Use of Party Lists***Q25. In the lead up to the election, did you look at the Party Lists? These are the lists of all the candidates in each Party.*

	Total Voters n=816* %	Māori n=268* %	Non-Māori n=548* %
Yes	60	63	59
No	40	36	40
Don't know	-	1	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that did not mention "Information about candidates (Party Lists)" in Q24.

## Voter Information Pack

Almost all Voters (99%) acknowledged that they had received their Voter Information Pack (Table 45), and most of these Voters (88%) claimed they had opened and read the contents of the pack (Table 46).

In terms of the information contained in the Voter Information Pack, three specific areas of information were most frequently identified by Voters as being useful; namely, information about the EasyVote Card (49%), information about the location of polling places (28%) and information about candidates (25%) (Table 47).

There were no differences between Māori and Non-Māori Voters.

**Table 45: Receipt of Voter Information Pack**

*Q22. Do you recall receiving your Voter Information Pack in the mail? You would have received this in the week leading up to Election Day, and it would have contained information about voting.*

	Total Voters n=1029 %	Māori n=342 %	Non-Māori n=687 %
Yes	99	98	99
No	1	1	1
Don't know	-	-	-
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 46: Readership of Voter Information Pack**

*Q23. Did you read or glance through your Voter Information Pack?*

	Total Voters n=1014* %	Māori n=337* %	Non-Māori n=677* %
Yes	88	85	88
No	12	15	12
Don't know	-	-	-
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned "Yes" they had received a Voter Information Pack in Q22.

**Table 47: Most useful information**Q24. *What information in the pack did you find particularly useful?*

	Total Voters n=890*	Māori n=287*	Non-Māori n=603*
	%	%	%
Information about advanced voting	2	4	2
Information about where to ring in the event that your personal details were incorrect	1	2	1
Information about the EasyVote Card	49	49	50
Information about the location of polling places in your electorate	28	29	28
Information about candidates (Party Lists)	25	27	25
Information about what times the polling places are open	2	2	2
All of it	2	2	2
How to vote/MMP/Two ticks	9	11	9
Already know everything/have voted before	2	1	2
That all my details were correct	1	1	1
Other	2	2	2
No information useful	13	14	13
Don't know	5	4	5
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes those that mentioned "Yes" they received a pack (Q22) and "Yes", that they read or glanced through the pack in Q23.

### **Satisfaction with information received**

Satisfaction with the information received by Voters was evaluated at two levels:

- Specifically in relation to the Voter Information Pack.
- Satisfaction with the other (more general) information received.

Almost all Voters who acknowledged receipt of a Voter Information Pack (95%) reported they were satisfied with the information in this pack (Table 48). Importantly, almost half (47%) gave the best possible satisfaction rating of “very satisfied”. Note that Non-Māori Voters were more likely to report they were “very satisfied” (48%) compared to Māori Voters (41%), although the later group were satisfied overall.

Voters’ satisfaction with other (more general) information received about voting was also high at 84% satisfaction (Table 49). Again, a significant proportion (38%) gave the best possible satisfaction rating of “very satisfied”.

In general, Māori and Non-Māori Voters were equally satisfied in terms of the Voter Information Pack and the other (more general) information they had received about voting.

When specifically asked to name any other areas in which they would have liked more information, most Voters (78%) claimed they had no further information needs (Table 50). This was more likely the case for Non-Māori Voters (79%) than Māori Voters (68%). In fact, Māori Voters would have liked “more information on party policies and candidates” (16%).

**Table 48: Satisfaction with Voter Information Pack**

Q26. Overall, were you satisfied with the information you received in the **Voter Information Pack**?

	Total Voters n=910* %	Māori n=306* %	Non-Māori n=604* %
Very satisfied	47	41	48
Satisfied	48	48	48
Neither satisfied nor dissatisfied	2	4	2
Dissatisfied	1	1	1
Very dissatisfied	-	1	-
Don't know	1	5	1
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned "Yes" they received a Voter Information Pack in Q22.

**Table 49: Satisfaction with information sent before Election Day**

Q27. And how satisfied were you with the information you received for **all other sources** before Election Day, about how and where to vote for this year's General Election, e.g. TV, radio, newspaper advertising?

	Total Voters n=1029 %	Māori n=342 %	Non-Māori n=687 %
Very satisfied	38	41	37
Satisfied	46	43	46
Neither satisfied nor dissatisfied	6	4	7
Dissatisfied	4	7	4
Very dissatisfied	1	1	1
Don't know	5	4	5
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 50: Information needs**

Q28. In which particular areas, if any, would you have liked more information?

	Total Voters n=1029 %	Māori n=342 %	Non-Māori n=687 %
Date and timing of voting	-	1	-
Polling place locations	1	4	1
List of candidates/parties	4	7	3
Explanation on voting system (MMP)	2	5	2
How to mark ballot papers	-	-	-
More information on party policies/candidates	10	16	9
Special/advance voting	1	1	1
Information about EasyVote	1	-	1
Other	-	-	-
Don't know	3	4	3
No, nothing	78	68	79
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

## Information use by Non-Voters

### Use of information & advertising

Similar to Voters' ability to recall advertising about voting (90%), awareness was also high amongst Non-Voters (86%) (Table 51).

However, almost one-half (43%) of Non-Voters who were aware of advertising about voting, could not recall the key messages of this advertising (Table 52). Where messages could be recalled, these were felt to mainly relate to ensuring that "everyone should be enrolled" (21%) and "checking your details" (19%).

At this unprompted level, awareness of messages about voting in advance (1%), using the EasyVote Card to vote (4%) and how or where to vote (9%) was relatively low. Note that this was also the case with Voters.

However, after prompting, over one-half of Non-Voters remembered that the key messages of the advertising they had heard or seen related to "using your EasyVote card when you go to vote" (58%) and/or to "vote in advance if you're going to be away on Election Day" (66%) (Table 53). This is important given the proportion of Non-Voters who did not vote because of convenience-related reasons.

There were no significant differences between Māori and Non-Māori Non-Voters.

**Table 51: Awareness of advertising about voting**

Q6. In the lead up to the election, do you recall seeing or hearing any advertising about voting?

	Total Non-Voters n=282* %	Māori n=120* %	Non-Māori n=162* %
Yes	86	88	85
No	13	11	13
Don't know	1	1	1
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that did not mention that they heard anything about voting "From advertising (in general)" in Q4/5.

**Table 52: Key messages of advertising**

Q7. Thinking about the advertising you saw or heard, what would you say were all the key messages?

	Total Non- Voters n=264* %	Māori n=117* %	Non-Māori n=147* %
Use the EasyVote Card when going to vote	4	3	5
Vote in advance if you're going to be away on Election Day	1	1	1
The 2 tick message about MMP	6	7	5
How/Where to vote/enrol	9	6	10
Everyone should vote	21	21	21
Check your details	19	13	20
Other	7	8	6
Don't know	43	49	41
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned that they had seen or heard advertising about voting in Q4/5 and Q6.

**Table 53: Prompted awareness of advertising messages**

Q8. Have you seen or heard any advertising about...?

	Total Non- Voters n=264* %	Māori n=117* %	Non-Māori n=147* %
Use the EasyVote Card when going to vote	58	58	58
Voting in advance if you're going to be away on Election Day	66	61	67
None of the above	20	20	20
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned that they had seen or heard advertising about voting in Q4/5 and Q6.

**Table 54: Use of Party Lists**

*Q12. In the lead up to the election, did you look at the Party Lists? These are the lists of all the candidates in each Party.*

	Total Non- Voters n=286* %	Māori n=121* %	Non-Māori n=147* %
Yes	39	51	36
No	60	49	62
Don't know	2	-	2
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that did not mention "Information about candidate (Party Lists)" particularly useful in Q11.

## Voter Information Pack

As was the case with Voters, Non-Voters were asked questions about their receipt and use of the Voter Information Pack.

The majority of Non-Voters (88%) acknowledged receiving their Voter Information Pack (Table 55), and nearly three-quarters of these Non-Voters (72%) recalled reading or glancing through the pack (Table 56). Whilst similar proportions of Māori and Non-Māori Voters acknowledged receipt of their pack, Māori Non-Voters (67%) tended to be less likely than Non-Māori Non-Voters (73%) to have read or glanced through the pack.

One-third (33%) of Non-Voters claimed that they didn't find any information that was useful in the pack (Table 57). However, those who did most frequently referred to the EasyVote Card (26%) and/or the information about the location of polling places (12%).

**Table 55: Receipt of Voter Information Pack**

*Q9. Do you recall receiving your Voter Information Pack in the mail? You would have received this in the week leading up to Election Day, and it would have contained information about voting.*

	Total Non-Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Yes	88	87	89
No	10	13	9
Don't know	2	1	2
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 56: Readership of Voter Information Pack**

*Q10. Did you read or glance through your Voter Information Pack?*

	Total Non- Voters n=267* %	Māori n=113* %	Non-Māori n=154* %
Yes	72	67	73
No	27	33	26
Don't know	1	-	1
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned "Yes", they received a Voter Information Pack in Q9.

**Table 57: Most useful information**

Q11. What information in the pack did you find particularly useful?

	Total Non- Voters n=192* %	Māori n=76* %	Non-Māori n=116* %
Information about advanced voting	1	5	-
Information about where to ring in the event that your personal details were incorrect	1	-	1
Information about the EasyVote Card	26	28	26
Information about the location of polling places in your electorate	12	9	12
Information about candidates (Party Lists)	7	13	6
Information about what times the polling places are open	2	-	2
How to fill out the forms/That you have two votes	8	9	8
All the information was helpful	5	1	6
Other	-	-	-
No information useful	33	31	34
Don't know	16	18	16
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned "Yes", they read or glanced through their Voter Information Pack in Q10.

### Satisfaction with information received

Similar to Voters (95%), most Non-Voters who acknowledged receiving a Voter Information Pack (88%) reported they were also satisfied with the information they received in their pack (Table 58). There were no differences between Māori and Non-Māori Non-Voters.

However, whilst 47% of Voters rated their satisfaction with the information contained in the Voter Information Pack by giving the best possible rating (i.e. “very satisfied”), this was the case for 19% of Non-Voters (Table 58). Again, there were no differences between Māori and Non-Māori Non-Voters.

Non-Voters rated their satisfaction with other (more general) information about voting that they had received at a lower level (67%) than the information contained in the Voter Information Pack. Despite this lower level of satisfaction, Māori Non-Voters (31%) were twice as likely as Non-Māori Non-Voters (15%) to claim they were “very satisfied”. The fact that satisfaction with this other (more general) information is lower than that for the Voter Information Pack may be a function of the fact that this was less defined.

When specifically asked if they would have liked more information about the voting process, 64% of Non-Voters reported they did not and another 11% didn’t know what additional information they would have liked (Table 60). No one area of additional information was identified by Non-Voters with any great frequency.

**Table 58: Satisfaction with Voter Information Pack**

Q13. Overall, were you satisfied with the information you received in the **Voter Information Pack**?

	Total Non-Voters n=197* %	Māori n=82* %	Non-Māori n=115* %
Very satisfied	19	21	18
Satisfied	69	62	70
Neither satisfied nor dissatisfied	3	6	2
Dissatisfied	2	2	2
Very dissatisfied	-	-	-
Don't know	7	9	7
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 59: Satisfaction with information received before Election Day**

Q14. And how satisfied were you with the information you received for **all other sources** before Election Day, about how and where to vote for this year's General Election, e.g. TV, radio, newspaper advertising?

	Total Non- Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Very satisfied	18	31	15
Satisfied	49	41	51
Neither satisfied nor dissatisfied	10	10	10
Dissatisfied	7	7	7
Very dissatisfied	3	2	3
Don't know	12	8	13
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 60: Information needs**

Q15. In which particular areas of the voting process, if any, would you have liked more information?

	Total Non- Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Date and timing of voting	3	1	3
Polling place locations	7	5	8
List of candidates/parties	4	6	4
Explanation on voting system (MMP)	6	5	6
How to mark ballot papers	1	1	1
Information about party/candidate policies	8	10	7
The information top be simplified	-	1	-
The information on how to cast a special vote	2	2	3
Other	2	1	2
Don't know	11	14	10
No, nothing	64	60	65
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

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## Election results

### Voters following the Election results

Two-thirds of Voters (68%) reported following the election results on Election Night (Table 61). Māori Voters (64%) were slightly less likely than Non-Māori Voters (69%) to have followed the results.

Most election result followers reported they had done so on television (98%) (Table 62) and almost all (94%) claimed they were satisfied with the timeliness of the results (Table 63). In fact, over one-half (56%) gave the best possible rating in this regard (i.e. "very satisfied").

**Table 61: Followed the election results on Election Day night**

*Q43. Thinking about the election results. Did you follow the election results as they came in on election night?*

	Total Voters n=1001* %	Māori n=315* %	Non-Māori n=686* %
Yes	68	64	69
No	32	36	31
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned they didn't have any problems or did not ask for information or help at the polling place in Q4.

**Table 62: How election results followed**

Q44. How did you follow the results?

	Total Voters n=702* %	Māori n=214* %	Non-Māori n=488* %
Television	98	99	98
Radio	3	1	4
Elections Website ( <a href="http://www.electionresults.govt.nz">www.electionresults.govt.nz</a> )	3	-	3
Other website – other sites e.g. news	1	-	1
Other	1	1	1
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those who mentioned “Yes” they followed the election results as they came in on election night in Q43.

**Table 63: Satisfaction with timeliness of results**

Q45. How satisfied were you with the timeliness of the results?

	Total Voters n=704* %	Māori n=214* %	Non-Māori n=490* %
Very satisfied	56	58	56
Satisfied	38	33	38
Neither satisfied nor dissatisfied	3	3	3
Dissatisfied	2	4	1
Very dissatisfied	-	1	-
Don't know	1	1	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those who mentioned “Yes” they followed the election results as they came in on election night in Q43.

## Non-Voters following the Election results

Fewer Non-Voters (30%) than Voters (68%) reported following the election results on election night (Table 64). There were no significant differences between Māori and Non-Māori Non-Voters.

As for Non-Voters, all election result followers reported they had done so on television (100%) (Table 65) and the majority (88%) claimed they were satisfied with the timeliness of the results (Table 66). Just under one-half (43%) gave the best possible rating in this regard (i.e. “very satisfied”).

**Table 64: Followed the election results on Election Day night**

*Q17. Thinking about the election results. Did you follow the election results as they came in on election night?*

	Total Non- Voters n=302 %	Māori n=130 %	Non-Māori n=172 %
Yes	30	37	29
No	70	63	71
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 65: How election results followed**

Q18. How did you follow the results?

	Total Non- Voters n=98* %	Māori n=48* %	Non-Māori n=50* %
Television	100	100	100
Radio	2	-	2
Elections Website ( <a href="http://www.electionresults.govt.nz">www.electionresults.govt.nz</a> )	1	4	-
Newspaper	1	2	-
Other website – other sites e.g. news	-	-	-
Other	-	-	-
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Note: Includes only those that mentioned "Yes", they did follow the election results as they came in on election night in Q17.

**Table 66: Satisfaction with timeliness of results**

Q19. How satisfied were you with the timeliness of the results?

	Total Non- Voters n=98* %	Māori n=48* %	Non-Māori n=50* %
Very satisfied	43	52	40
Satisfied	45	37	48
Neither satisfied nor dissatisfied	8	4	9
Dissatisfied	1	5	-
Very dissatisfied	-	-	-
Don't know	3	2	3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Note: Includes only those that mentioned "Yes", they did follow the election results as they came in on election night in Q17.

## Letter & questionnaire for Voters

## **Letter & questionnaire for Non-Voters**

## **Verbatim - Problems & difficulties**

*I asked which was the correct box to place my vote in. There was a Māori voting box next to the main ballot box.*

*I couldn't find a polling booth that was empty.*

*Because I did a special vote, they couldn't find my name and had to go to another table.*

*Because I didn't have my card, they had to look me up in the book.*

*Because of my mother's disability, I help her to go from the desk where they gave you your voting paper to the booth. I didn't know whether to stay or help her leave. But then, the lady at the desk called me back. I said I was just helping to make sure she was OK, but she said it wasn't allowed.*

*Finding out where to put my voting papers, the place was at the end of the hall.*

*I had a problem with my EasyVote Card as they went to the wrong page and couldn't find my name. So I had to correct it.*

*I had to ask where to go to put my vote. The boxes were just white, it wasn't totally obvious that they were the actual booth to stand in.*

*I asked how I needed to fill out the forms, and to make sure I was doing the right thing. I felt a bit intimidated.*

*I asked for information as they don't have a major Green Party in Hastings.*

*I asked for where to place the vote, where the ballot box was. It was right across the hall from where I had to vote. There was a little confusion there.*

*I asked what one of the parties stood for because I didn't know what it meant. So I asked the people there and they told me that they did not know what it stood for. I then asked them if they had any information on them and they told me to go and look in this place, but I could not be bothered.*

*I asked where to put the ballot papers and they showed me.*

*I could not decide who to vote for, and I was a bit bewildered. I was not going to vote. I voted for the person and party that I knew more about.*

*I couldn't get the top off my voting pen, so I waited till the person next to me had finished voting and used theirs.*

*I did not feel that the boxes were in the right place, because I put mine in the wrong box. I put mine in the special vote box because this box was close to me and it was not clearly marked, and only after I put mine in the wrong box did a man tell my son where to put his.*

*I didn't know where the box was.*

*I didn't realise that I wasn't in my electorate. They explained that I wasn't on their lists so I went to the place for special votes and filled out the forms and just voted.*

*I found the lighting in the polling booths was not good and the little polling box was cramped and there was not good light and it was hard to see the voting form.*

*I had had a hip operation and getting to the table was difficult. One of the staff brought me a chair, which was very good, because I couldn't stand properly. I had just got out of hospital.*

*I had a little difficulty identifying the correct ballot box due to the colours.*

*I had to ask my husband how to vote for the party I wanted. I thought we would be able to pick 2 party votes and 1 government vote.*

*I had to ask where the ballot box was to put in my ballot paper.*

*I had to ask where to put my completed ballot form.*

*I had to ask where to put the voting paper, it was not very obvious.*

*I had to stop to read what was written on the boxes to make sure I was placing my ballot in the correct box.*

*I had to walk up a hill to get to the school where the polling place was.*

*I had trouble finding the party I wanted to vote for, on the ballot paper. I'm not sure if it was me or the way it was laid out.*

*I have not changed address and I really can't understand why my electorate changed from Helensville or Lynfield to New Lynn, when I am not even close to New Lynn.*

*I had to ask where the box to put the ballot paper in was. They should have had a sign to let us know.*

*I just asked which box was for Māori votes and which was for general.*

*I made a mistake on my form and had to ask for a new one.*

*I made a slight mistake in regard to the boxes in which I put the ballot paper.*

*I mistook the party because the little symbols down the side were very little and confusing. National has always been associated with blue, but I saw no blue near them. So I told the staff that I'd made a mistake, they thought I'd changed my mind, but they were very helpful and friendly about. I thought it was appalling that it could be so easily confused. There could be a lot of lost votes if anyone else had made a mistake, but then just crossed it out. The ballot boxes are quite flimsy.*

*I needed to ask where to put my ballot.*

*I needed to know where the box was and they told me promptly.*

*I thought ballot paper should have the electorate vote on left and the party vote on the right.*

*I thought the pen was too fat, fine tipped ones would be better.*

*I ticked the wrong party, I went and asked the staff what to do, and they had to look up a book, which took about 2 or 3 minutes.*

*I told the lady I couldn't see the paper because I have bad eyesight and she took me to the booth asked me who I wanted to vote for, the party and person, she marked it in for me, but I didn't think she was allowed to do that and then she showed me where the box was and told me to go and put it in there.*

*I was doing my second tick and I didn't have any information and so I just ticked anybody.*

*I was in indecision, the party was good but the person was not exactly who I wanted, it's my fault for not following the lead up.*

*I was not sure which of the queues I had to stand in, the signs inside were confusing. I stood in the queue for special votes and someone came over and asked me if I was casting a special vote and I said no. They then told me that I was in the wrong queue, but where I needed to go, there was no queue.*

*I was voting in a Māori electorate and when I walked into the place I saw a sign that said something in Māori, it begins with T. I went over to the table and the guy their told me that I was at the wrong table I had to go to the so and so table to make my vote. The guy at the first table I went to told me that he was just sitting around. They could of had more signs out in regards to the Māori electorate. It was confusing when I walked in, not knowing where to go and vote.*

*I went and voted for the party that I wanted to vote for and the candidates were down the other side. I wanted to vote for a candidate from the party that I voted for, but there wasn't any candidates from that party, so I felt I had to vote for one of the others that I didn't know any information about.*

*I went there thinking I was in the Clevedon electorate. My mum clicked that I was in the Māori electorate, so they sent me to someone else, on the next table. The lady there wasn't pleased, or polite. Didn't look like she wanted to be there, kind of thing. Doesn't know her customer service skills.*

*In my household there are two Walter Harris, I took the two cards and asked the girl at the polling place which Walter Harris am I. On the card, it does not tell you who is who, it does not give you a birth date or any information only a reference number can identify you.*

*It wasn't too clear which table to go to and there was no one around to go to.*

*It wasn't very clear where to go to; to vote.*

*Just finding the ballot box. My husband voted before me and he found it and I asked him.*

*Just which way to go, you go through the door and all these different people at all these different tables. It's like which one do I go to.*

*My wife asked a question, where she wanted to know if, 'I don't have an EasyVote Card and someone, who is not me, comes in and says they are me, and votes, then what happens? They said "people can do that, and they just cancel both votes".'*

*Only that I couldn't find the ballot box, I was given directions, and I then found it.*

*Only when I asked if they wanted to see any I.D., as anyone could walk in with a card and claim to be that person.*

*She was looking through the wrong book, she was looking through the general book when I was in the Māori electorate. She could've asked and it would've saved a lot of time.*

*The two boxes, Māori vote and normal vote. One was obvious and one was not. Not the markings on the boxes but where they were positioned.*

*"The independent observer was wearing a party rosette. When I took her to task about it she said it was perfectly legal and showed me the clause in the rule book, as she had had the same issue the year before. Years ago, I know you weren't allowed advertising between a certain distance of a polling booth. I think the hoardings had to come down at 7 pm the previous night. It shouldn't be allowed. Absolutely not, in my opinion.*

*The only problem was the part of the school that I was meant to be at. The signs were very poor, but apart from that everything else was fine.*

*The only query I had was having to ask where the box was to place your votes in after you had finished.*

*The pen didn't work at first. I just drew circles on the paper to get it going.*

*They pointed me towards a booth because a little old lady was already in one but she was so small that I couldn't see her.*

*The polling booth worker wasn't wearing her glasses and she almost ticked off the wrong name on the electoral roll for my vote. I noticed what she was doing and corrected her.*

*There was a gentleman sitting there with a large party rosette on his jacket and I did not think that that was allowed at the polling booth, I got the impression that he was the helper.*

*There was nothing to say people on the Māori role stand here, so you had to ask as if you were in a queue you could be waiting in the wrong queue.*

*There were two boxes, but I did not know which one to put my vote in. I had to ask.*

*There were two electorates at the polling station I went to. The boxes weren't clearly marked as to which box was for which electorate.*

*They should have labelled the boxes for general and Māori better. I was unsure which one to put it in.*

*This was my first time and I just asked how to vote properly. I knew that I had to do two ticks but was unsure of how I had to do it properly.*

*To clarify where I put my voting paper.*

*Walked in the door, the sign was in Maori. The woman at the first desk said I can help you, the sign on her table was in Maori. That's when I got a bit confused, I had to ask if that sign related to the Māori electoral roll because all the other signs were in Maori. I was confused. The staff member was very helpful.*

*We asked for help, because I forgot my glasses and they kindly read it out for me.*

*Went to the General Electorate table and they told them my name, but they could not find my name. I told them I was on the Māori Electorate, then they took me to the special voting poll and that's where they found my name.*

*I went to the wrong one. The lady asked me if I was on the Māori or the general and then she redirected me.*

*When I was polling, the tick boxes were in the middle of the paper instead of the side of paper. I ticked the party thinking I had ticked the party I wanted to vote. The person I voted was okay, it was my mistake.*

*Where i had to place the completed paper (the ballot box).*

*Which box to be put my vote in.*

*There were two voting places in my electorate. I went in the first one. They never even had the Māori roll there. So I thought that was a bit piss poor. I had to go to the next voting place. I had to ask where the Māori roll was there too. To me, in my opinion, they weren't interested. It should have been there. I shouldn't have had to have asked for it.*

**Verbatim – Comparison between 2002 and 1996 General Election results**

To help place the 2002 General Election results into perspective, where possible, the **Voters'** results are compared in the table below with the results for the 1996 General Election. The 1996 General Election has been selected as the basis for comparison, given that the 1999 General Election included two referenda.

Significant differences are marked with the symbol (♦). Overall, there has been a **marked improvement** on the results achieved in relation to the 1996 General Election:

- There are few behavioural differences noted between Voters in the 1996 and 2002 General Elections, although fewer Voters (41% cf. 60%) in the 2002 General Election voted in conjunction with another activity they were going to or from and fewer (36% cf. 45%) voted before 12 noon.
- Significantly, more Voters (76% cf. 64%) in the 2002 General Election reported they spent up to 5 minutes in the polling place they voted in. Relatedly, fewer reported they queued (8% cf. 15%) and more (99% cf. 95%) reported the time spent was a "reasonable" amount of time.
- More Voters (99% cf. 79%) in the 2002 General Election acknowledged receipt of a Voter Information Pack (than a Voters Guide in 1996). More (88% cf. 78%) also reported they read or glanced through its contents.
- Significant improvements are also recorded in relation to Voters' satisfaction with various aspects relating to the polling place they voted in and the staff in these polling places.

**Table 67: Comparison of key indicators for Voters (1996 and 2002 General Elections) (note: some results based on sub-samples)**

	Total Voters 1996 n=1023 %	Total Voters 2002 n=1029 %
<i>Voting behaviour:</i>		
% casting a vote close to home	93	94
% voting on way to/from other activity	60	41♦
% voted at same polling place	46	48
% voting before 12 noon	45	36♦
% voting before 3pm	29	31
% voting after 3 pm	25	32♦
% spent up to 5 minutes in polling place	64	76♦
% believe time spent "reasonable"	95	99♦
% queued	15	8♦
<i>Information use:</i>		
% aware advertising	NM	90
% received "Voters Guide"/"Voter Information Pack"	79	99♦
% read/glanced through "Voters Guide"/"Voter Information Pack"	78	88♦
% satisfied with "Voter Information Pack"	NM	95
% satisfied with other information received about voting process	NM	84
% satisfied overall with information received	85	NM

Continued

**Table 67 (continued): Comparison of key indicators for Voters (1996 and 2002 General Elections)**

	Total Voters 1996 n=1023 %	Total Voters 2002 n=1029 %
<i>Satisfaction with polling place:</i>		
% rating as "excellent" convenience of location	71	76♦
% rating as "excellent" outside signage	51	57♦
% rating as "excellent" inside signage	53	56
% rating as "excellent" general lay out	52	65♦
% rating as "excellent" information availability (on how to vote)	32	40♦
% rating as "excellent" equipment levels	68	80♦
% rating as "excellent" privacy	57	71♦
% rating as "excellent" how obvious where completed ballot paper goes	68	68
<i>Satisfaction with staff at polling place:</i>		
% rating as "excellent" efficiency of staff	67	82♦
% rating as "excellent" time spent explaining/helping	33	56♦
% rating as "excellent" how pleasant & polite staff were	52	83♦
% rating as "excellent" how informed staff were	31	58♦
% experiencing any problems or difficulties requiring staff involvement	9	4♦