



Chief Electoral Office, Ministry of Justice

Voter/Non-Voter Satisfaction Survey

15 December 2005



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1.0 Executive Summary

TNS was commissioned by the Chief Electoral Office, Ministry of Justice to undertake the 2005 Voter and Non-Voter survey. The aim of this survey was to review the electoral experience of the eligible voting population and to ascertain why non-voters did not vote.

TNS was also commissioned by the Chief Electoral Office to conduct a survey of voters and non-voters with a disability.

Method

The survey of voters and non-voters was undertaken beginning the day after the election (18/09/2005). The survey was undertaken using computer assisted telephone interviewing (CATI). The sample that was obtained is shown below:

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
Yes	1004	307	683	104
No	226	100	121	62
Total (n=)	1,230	407	804	166

Summary of Findings

EasyVote Pack

- *The majority of voters recall receiving and reading the EasyVote pack. As with 2002, nearly all voters (98%) and most non-voters (88%) recall receiving the EasyVote pack. Significantly more voters (89%) read their EasyVote pack than non-voters (70%), which is consistent with 2002.*
- *The most useful information in the EasyVote pack was on the EasyVote Card. Nearly half the voters (47%) found the information on the EasyVote Card useful. Other useful information in the EasyVote pack included the list of candidate names in the electorates (20%), the location of the polling places (19%), the location of advance polling places (17%), and the party lists (17%).*
- *The information on the EasyVote Card was also the easiest to understand. Nearly all voters (97%) rated the information on the EasyVote Card as 'very easy' or 'easy' to understand. This was slightly lower (94%) for non-voters. The information on the location of the polling places was also rated 'very easy' and 'easy' to understand by 97 percent of voters and 92 percent of non-voters.*
- *Non-voters found some of the information in the EasyVote pack harder to understand than the voters did. Non-voters were significantly less likely than voters to rate information on party lists, electoral candidates' names, opening hours for advance voting and MMP voting as 'easy' or 'very easy' to understand.*

- *Most voters were satisfied with the EasyVote pack, and found the information in it useful.* Nearly all voters (93%) were either very satisfied (64%) or satisfied (29%) with the EasyVote pack. Just over three-quarters of non-voters (77%) were either very satisfied (41%) or satisfied (36%) with the EasyVote pack. Voters and non-voters in 2005 were significantly more likely than those in 2002 to say they were **very satisfied** with the EasyVote pack. Both voters (92%) and non-voters (88%) rated the EasyVote pack as 'useful', and the majority of voters (84% in both 2002 and 2005) took the EasyVote Card with them when they voted.

Advertising

- *The recall of advertising by both voters and non-voters was significantly lower than in 2002.* The majority of voters (83%) and non-voters (75%) recalled seeing or hearing some electoral advertising prior to the election. This was significantly lower than the percentage of those who recalled advertising in 2002 (90% for voters and 86% for non-voters). Television advertising was the most frequently recalled medium (89% of voters and 78% non-voters). The advertising met most voters' and non-voters' information needs with the majority of voters (81%) and non-voters (75%) stating they required no further information. Just over a third of voters (35%) took a "Yes, I voted" sticker after they voted.
- *The most frequently recalled advertising message was to vote in advance of Election Day.* Most voters, when prompted, recalled specific advertising about 'vote in advance of Election Day' (70%), followed by 'use the EasyVote Card' (63%) and 'vote close to home' (59%). Fewer voters recalled these messages compared to 2002. Just over half the non-voters, when prompted, recalled seeing messages about voting in advance if they were going to be away on Election Day (51%) and voting close to home (50%). Fewer voters recalled advertising about 'use the EasyVote Card when voting' (42%) in 2005 compared to 2002.

Voting Behaviour

- *Voting behaviour in the 2005 general election was similar to 2002.* Most voters (92%) cast an ordinary vote and most voters (93%) voted at a polling place on Election Day. Slightly more voters voted by themselves in 2005 (38%) compared to 2002 (33%).
- *Most people voted close to home.* As in 2002, the majority voted close to home (91% in 2005 and 94% in 2002). Less than half of the voters (42%) voted at the same place as in 2002, with the most common reason for this being that they had moved since 2002 (45%).

Polling Place

- *Compared to 2002, more respondents rated aspects of the polling places as excellent.* The most frequently given reason for awareness of the polling place location was "read about it in my EasyVote pack" (44%), a significant increase from 2002 (31%). The majority of voters rated the convenience of the location as **excellent** (85%), a statistically significant increase from 2002 (76%). The number of voters who rated the signage indicating the venue was a polling place as **excellent** in 2005 (72%) also significantly increased from 2002 (57%).

- *Most voters thought that the length of time they spent at the polling place was reasonable.* Most (85%) did not have to queue at the polling place. The proportion of voters who stated they had to queue in 2005 (15%) is slightly higher than the number in 2002 (8%). Around three-quarters of voters (73%) spent up to five minutes at the polling place, which is similar to 2002 (76%). As in 2002, nearly all the voters in 2005 (99% and 98% respectively) felt that the time they had spent at the polling place was reasonable given what they had to do.
- *The majority of voters (80% or more) rated aspects of the polling place as 'excellent' or 'neutral to excellent'.* In 2005, the following aspects of the polling place were significantly more likely to be rated as excellent (compared to 2002):
 - The physical layout
 - Signs inside the polling place directing voters where to go
 - The availability of the information on how to vote at the polling place.

As in 2002, the majority of voters in 2005 (90% and 91% respectively), did not experience any problems at the polling place.

- *Compared to 2002, all aspects of the ballot paper were significantly more likely to be rated as **excellent**.* The majority of voters rated the ballot paper lay out, clarity of instructions and ease with which they found the name/person they wanted to vote for highly; with over 93 percent rating these factors as either 'neutral to excellent' or 'excellent'.
- *The majority of voters were satisfied with the service provided by the polling place staff.* Consistent with 2002, election staff were considered:
 - **Pleasant and polite** by nearly all voters, with 95 percent¹ rating the staff manner as either 'excellent' (85%) or 'neutral to excellent' (11%)
 - **Efficient** by most voters, with 96 percent² rating the staff efficiency as either 'excellent' (83%) or 'neutral to excellent' (12%).
- *The election staff were also rated highly by most voters on their ability to answer questions.* Ninety-two percent³ rated the staff as either 'excellent' (77%) or 'neutral to excellent' (14%). This is an improvement on 2002, with significantly more voters rating staff as **excellent** at answering questions.

Election Night Results

- *Around three-quarters of voters (77%) followed the results on election night which was an increase from 2002 (68%).* Significantly fewer non-voters (47%) compared to voters followed the results on election night. However this proportion of non-voters following the results was significant greater than in 2002 (30%). Television was the medium of choice to follow the results for both voters (98%) and non-voters (87%). Overall, most voters (78%) were either very satisfied (42%) or satisfied (36%) with the timeliness of the results.

¹ N.B. due to rounding the combined 'excellent' and 'neutral to excellent' total is 95 percent not 96 percent.

² N.B. due to rounding the combined 'excellent' and 'neutral to excellent' total is 96 percent not 95 percent.

³ N.B. due to rounding the combined 'excellent' and 'neutral to excellent' total is 92 percent not 91 percent.

Non-Voters

- *The majority of non-voters had considered voting in the election at some point during the campaign, with most waiting until Election Day before deciding not to vote.* Nearly two-thirds of non-voters (66%) had considered voting in the 2005 election, with this percentage being higher for both Māori non-voters (72%), and youth non-voters (77%). The majority of voters (53%) waited until Election Day before deciding not to vote; this is an increase from 44 percent in 2002. Around two-fifths of non-voters (41%) put a lot of thought into deciding whether or not to vote.
- *Non-voters gave a variety of reasons as to why they did not vote.* One-quarter of non-voters (25%) said that their main reason was that they 'couldn't be bothered with politics or politicians'.
- When presented with a list of reasons for not voting, the three factors rated as having the *greatest influence* (the combined results of those that rated the factor as having 'a lot' and 'a little' amount of influence) for **non-voters overall** were:
 - It makes no difference to my life who wins the election (35%)
 - I don't trust politicians (34%)
 - I'm just not interested in politics (33%).
- The three factors rated as having the *least influence* ('not at all' and 'not really' combined) for **non-voters overall** were:
 - I haven't voted in the past so why start now (70%)
 - It was obvious who would win so why bother (63%)
 - I couldn't see a difference between the parties' policies (54%).

Conclusions

This survey suggests that overall, the service provided to voters by the Chief Electoral Office was effective and efficient. The results also indicate that many aspects of the service had improved since the 2002 election. Compared to 2002, there were significantly higher positive responses with respect to the following factors:

- The physical layout of the polling places
- The signs outside the polling places
- The availability of information on how to vote in the polling places
- The location of the polling places
- Satisfaction with the EasyVote pack
- All aspects of the ballot paper
- The ability of polling place staff to answer questions.

2.0 Background

New Zealand has three electoral agencies with different responsibilities.

The Chief Electoral Office (CEO) is responsible for the preparation and conduct of New Zealand's general elections, by-elections and referenda. This includes responsibility for providing information and services to candidates, political parties, voters and providing advice to Ministers on electoral issues.⁴ The CEO is a division of the Ministry of Justice based in Wellington and has 15 permanent staff.

The Electoral Enrolment Centre (a self-contained business unit of New Zealand Post) compiles and maintains the electoral rolls. The Electoral Enrolment Centre also conducts the Māori Electoral Option.

The Electoral Commission registers political parties and party logos and receives registered parties' annual returns of donations and returns of election expenses, allocates election-broadcasting time and funds to eligible political parties. The Commission also produces public information about electoral matters.

Each parliamentary term, the CEO seeks to improve its service to the voting public and to the political parties and the candidates who contest elections. The vision of the CEO is to ensure 'widespread public and political confidence in the administration of the parliamentary electoral process'.

Objectives of the CEO for the 2005 general election were to:

- Maintain the confidence of voters, candidates and parties in the administration of the election
- Provide a better service for voters with disabilities
- Improve all processes and methods, especially those relating to the complex post-election processes
- Ensure policies have regard to the interests of Māori as tangata whenua.

TNS was commissioned to undertake the 2005 Voter and Non-Voter survey to review the electoral experience of the eligible voting population and to ascertain why non-voters did not vote.

⁴ www.elections.org.nz

3.0 Research Objectives

The overall aim of the research was to provide information to the CEO on the electoral experience of the eligible voting population.

The CEO commissioned research to:

- Evaluate its current performance by comparing voter and non-voter satisfaction to the last election
- Identify areas in which its methods, processes and systems might be more effective and efficient for the future.

The research was comprised of two surveys; voters and non-voters. Within each survey, a comparison was made of:

- Attitudes of Māori and non-Māori for all questions
- Attitudes of 18-24 year olds.

4.0 Research Methodology

The survey was conducted using Computer Assisted Telephone Interviewing (CATI). The survey commenced the day after the general election on 18/09/2005. The voter survey was completed by 30/09/2005 and the non-voter survey was completed by 9/10/2005. Details of the research methodology follow.

Research Population

The population of interest for the research were voters and non-voters. A voter is an eligible enrolled elector who cast a vote at the 2005 General Election and a non-voter is an eligible enrolled elector who did not cast a vote at the 2005 General Election.

A person is eligible to vote if they:

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

Sample Selection

Respondents were randomly selected from the electoral roll (either the general or the Māori roll). The sample was nationwide.

Sample size

The sample obtained for the survey is shown below.

	Total	Māori Quota	Youth 18-24 Year Olds
Voter sample (n=)	1,004	307	104
Non-voter sample (n=)	266	100	62
Total (n=)	1,270	407	166

Margin of Error

The margin of error for the voter and non-voter groups is shown below.

	Total	Margin of Error
Voter (n=)	1,004	3.1%
Non-voter (n=)	226	6.5%

Pre-Survey Letter

Two weeks prior to the General Election a pre-survey letter was sent to a randomly selected subset of potential respondents identified from the General and Māori rolls.

The pre-survey letter gave details of the survey:

- Briefly explaining the purpose of the research
- Informing respondents that a TNS interviewer may call within the two-week fieldwork period and that the interview will be approximately 10 minutes
- Informing respondents that participation is voluntary and all information given will be anonymous (i.e. responses will be collated so that no individuals can be identified)
- Encouraging respondents to take part, letting them know that the survey provides an opportunity to give feedback to the CEO and to suggest improvements.

The letter also included a TNS 0800 number and an email address to answer any requests for additional information required by the respondent. TNS set up a special email address referring to the 'CEO survey' in the address for the research. TNS logged 23 calls to the 0800 number and two emails.

Research Instrument - Questionnaire

The questionnaires used for the 2005 voter and non-voter surveys are appended. This questionnaire was modified from the 2002 survey that the CEO conducted. For both surveys, a screener question was used to confirm eligibility and ensure the respondent answered the correct survey.

Pilot Survey

TNS conducted a pilot survey of n=30 respondents (n=20 voters, n=10 non-voters) prior to going 'live' in the field. The pilot survey tested the interview duration and questionnaire comprehension.

Interviews

TNS contacted respondents between the hours of 9am to 9pm, seven days a week. The average interview duration for the voter survey was 15.1 minutes and 13.5 minutes for the non-voter surveys.

Sample Profile - Voters

The sample profile for the voters is shown below:

	% ⁵
Gender	
Male	42
Female	58
Age	
18-24 years	10
25 plus years	90
Ethnicity	
NZ European	63
NZ Māori	31
Pacific	2
Asian	2
Other	1
Household Income	
<\$29,000	21
\$30-49,000	25
\$50-75,000	20
\$75,000<	23
Refused/Don't know	11
First Election	
Yes	12
No	87
Vote	
On day	93
In advance	7

⁵ Please note, due to rounding not all percentages add up to 100 percent.

Sample Profile – Non-Voters

The sample profile for the non-voters is shown below:

	% ⁶
Gender	
Male	47
Female	53
Age	
18-24 years	27
25 plus years	73
Ethnicity	
NZ European	45
NZ Māori	44
Pacific	4
Asian	1
Other	6
Household Income	
<\$29,000	25
\$30-49,000	26
\$50-75,000	21
\$75,000<	14
Refused/Don't know	14

⁶ Please note, due to rounding not all percentages add up to 100 percent.

5.0 Voting Behaviour



5.0 Voting Behaviour

This section of the report discusses the voting behaviour of respondents in the 2005 election and prior elections.

5.1 Sample

A total of n=1,004 respondents voted in this year's General Election, and n=226 did not.

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
Yes	1004	307	683	104
No	226	100	121	62
Total (n=)	1,230	407	804	166

5.2 First Election

Voters

Around one in ten respondents (12%) were voting in their first election. Three-fifths (60%) of youth voters were voting for the first time.

	Total 2005 %	Māori 2005 %	Non- Māori 2005 %	Youth 2005 %
Yes	12	11	12	60
No	88	89	88	40
Total (n=)	1002	306	682	104

First-time voters were significantly more likely to:

- be male
- be aged 18-24
- vote with others.

First-time voters were also significantly less likely to:

- be female
- be aged 25 years or older
- identify as New Zealand European
- vote by themselves.

Non-Voters

Non-voters were asked if the 2005 election was the first election in which they were eligible to vote. This was true for one-fifth of non-voters (20%), and for 15 percent of Māori non-voters. Half of the youth non-voters (50%) were eligible to vote in previous elections.

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
	%	%	%	%
Yes	20	15	24	50
No	80	85	76	50
Total (n=)	223	99	119	62

Non-voters who were eligible to vote in previous elections were significantly more likely to:

- have a household income of between \$50,000 and \$75,000 per annum.

5.3 Previous Elections

Voters

Voters who were eligible to vote in the 2002 election were asked if they voted in 2002. Nearly all voters (97%) who voted in the 2005 election also voted in the 2002 election.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Yes	97	97	94	96	97	97	98
No	3	3	6	4	3	3	2
Don't know	-	-	1	-	-	-	-
Total (n=)	911	876	285	270	626	599	41

Non-Voters

Non-voters who were eligible to vote in the 2002 election were also asked if they had voted in 2002. Just over half had voted (53%), with a similar figure for the Māori non-voters (54%). Of the youth non-voters, just under one third had voted (30%).

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005⁷
	%	%	%	%
Yes	53	54	53	30
No	47	46	47	70
Total (n=)	174	80	92	30

Non-voters who had voted in 2002 were significantly more likely to have read the EasyVote pack and to find the EasyVote pack useful.

Non-voters were also asked if they had voted in previous elections (other than 2002). Nearly two-thirds of non-voters had voted in previous elections (60%).

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005⁸
	%	%	%	%
Yes	60	61	60	13
No	40	39	40	87
Total (n=)	180	84	93	31

Non-voters who had voted in previous elections were significantly more likely to:

- be aged 25 years and older
- have read the EasyVote pack.

⁷ Caution, small base size.

⁸ Caution, small base size.

5.4 Vote on or Before Election Day

Voters were asked if they cast their vote at a polling place on Election Day or whether they voted in advance. Most voters (93%) voted at a polling place on Election Day.

	Total Voters 2005 %	Māori Voters 2005 %	Non- Māori Voters 2005 %	Youth Voters 2005 %
Cast at a polling place on Election Day	93	91	94	96
Voted in Advance	7	9	6	4
Total (n=)	1,003	307	682	104

Voted on Election Day

Voters who cast their vote at a polling place on Election Day were significantly more likely to:

- cast an ordinary vote
- have read the EasyVote pack
- find the EasyVote pack useful
- vote with others.

Voters who cast their vote at a polling place on Election Day were significantly less likely to:

- have a household income of less than \$29,000 per annum
- cast a Special Vote
- vote by themselves
- have a disability.

Voted in advance

Voters who voted in advance were significantly more likely to:

- cast a special vote
- vote by themselves.

Voters who voted in advance were significantly less likely to:

- cast an ordinary vote
- have read the EasyVote pack
- find the pack useful
- vote with others
- be a person without a stated disability.

Special or Ordinary Vote

As in 2002, most voters in 2005 (92%) cast an ordinary vote. The number of Māori respondents casting ordinary votes dropped slightly from 92 percent in 2002 to 89 percent in 2005.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Special Vote	6	8	8	11	6	6	12
Ordinary Vote	94	92	92	89	94	94	88
Total (n=)	1,029	1,001	342	305	687	682	103

Special Vote

Voters who cast a special vote were significantly more likely to:

- identify as Māori
- vote in advance.

They were also significantly less likely to:

- identify as New Zealand European.

Ordinary Vote

Voters who cast an ordinary vote were significantly more likely to:

- identify as New Zealand European
- vote on the day.

They were also significantly less likely to:

- identify as Māori
- have a household income of less than \$29,000 per annum
- vote in advance
- have a disability.

6.0 EasyVote Pack

6.0 EasyVote Pack

6.1 Received EasyVote Pack

Voters

As with 2002, nearly all voters recall receiving the EasyVote pack (98%).

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Yes	99	98	98	98	99	98	97
No	1	2	1	2	1	2	3
Total (n=)	1,029	1,002	342	305	687	683	104

Voters that recall receiving the EasyVote pack were significantly more likely to:

- be female
- cast their vote on Election Day
- not be voting in their first election.

They were also significantly less likely to:

- be male
- cast their vote in advance
- be voting in their first election.

Non-Voters

Around nine out of every ten non-voters (88%) recall receiving the EasyVote pack. This was significantly less than the percentage of voters who recalled receiving the EasyVote pack. A total of 79 percent of youth non-voters recall receiving the EasyVote pack.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Yes	88	88	87	87	89	90	79
No	10	12	13	13	9	10	21
Don't know	2	-	1	-	2	-	-
Total (n=)	302	224	130	99	175	120	62

Non-voters that recall receiving the EasyVote pack were significantly more likely to:

- be aged 25 years or older
- identify as New Zealand European.

6.2 Read the EasyVote Pack

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

Voters

The percentage of voters reading their EasyVote pack was up slightly for all groups on the 2002 data, increasing overall from 88 percent to 89 percent, with the Māori percentage increasing from 85 percent to 89 percent. Most youth voters (84%) read or glanced through the EasyVote pack.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Yes	88	89	85	89	88	89	84
No	12	11	15	11	12	11	16
Total (n=)	1,014	980	337	297	677	669	100

Non-Voters

Overall, the percentage of non-voters who read the EasyVote pack was consistent with the 2002 results for non-voters overall (72% in 2002 and 70% in 2005) and for Māori (67% in 2002 and 69% in 2005).

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Yes	72	70	67	69	73	69	71
No	27	30	33	31	26	31	29
Don't know	1	-	-	-	1	-	-
Total (n=)	267	195	113	85	154	107	49

6.3 Usefulness of EasyVote Pack

Voters

Overall, the majority of voters found the EasyVote pack useful (92%).

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
	%	%	%	%
Yes	92	93	91	92
No	8	7	9	8
Total (n=)	861	261	590	83

Voters who found the information in the EasyVote pack useful were significantly more likely to be female and to also recall electoral advertising.

Non-Voters

Around nine out of ten non-voters found the EasyVote pack useful (88%), with slightly more Māori non-voters (93%) and youth non-voters (94%) finding it useful.

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
	%	%	%	%
Yes	88	93	86	94
No	12	7	14	6
Total (n=)	132	57	72	35

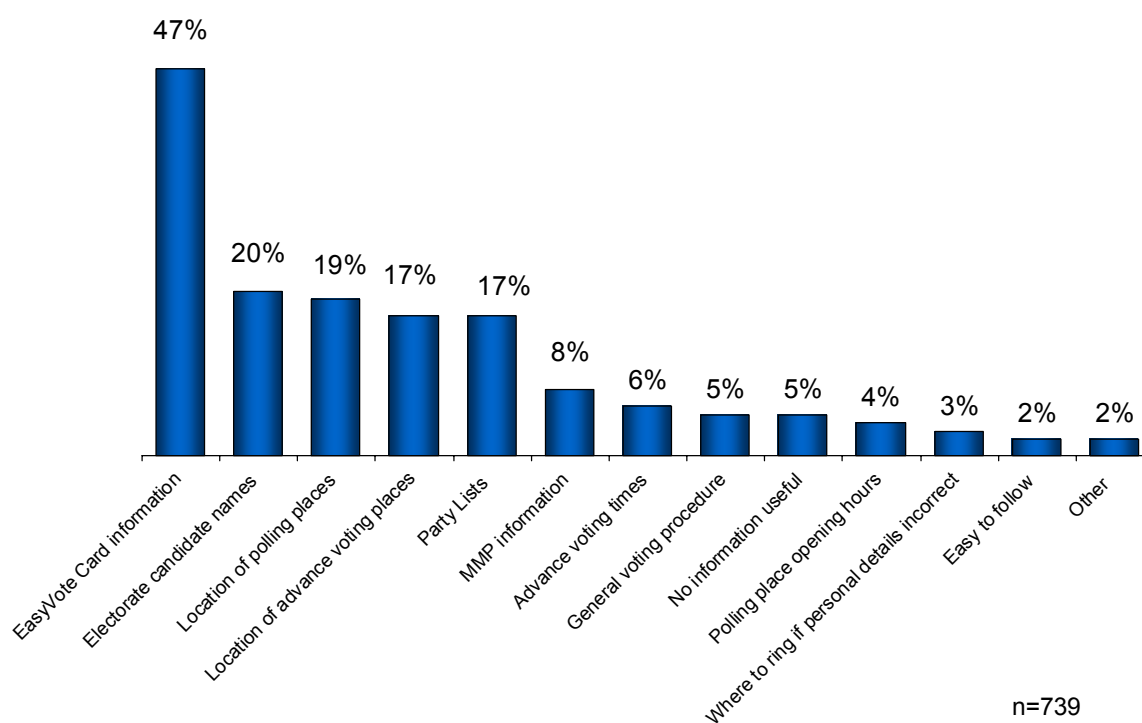
6.4 Useful Information in EasyVote Pack

Respondents who read their EasyVote pack were asked what information in the EasyVote pack they found useful.

Voters

Nearly half the voters (47%) found the information on the EasyVote Card useful. Other useful information in the EasyVote pack included the list of candidate names in the electorates (20%), the location of the polling places (19%), the location of advance polling places (17%), and the party lists (17%).

Useful information in the EasyVote Pack for Voters



The most useful information for the youth voters was the location of advance voting places (33%), followed closely by the list of the names of their electorate candidates (30%), the information on the EasyVote Card (30%), information on the location of polling places (26%) and party lists (26%).

For Māori voters, the most useful information was the EasyVote Card (48%), followed by the names of their electoral candidates (23%), the information on advance voting (20%), and the information on the location of polling places (17%).⁹

⁹ In the 2002 data, the EasyVote Card was also cited as the most useful information in the EasyVote Pack (49%), followed by information about the location of polling places (28%), and information about candidates (25%). Further comparisons are not possible due to the use of a more detailed coding frame for the 2005 data.

Useful Information in the EasyVote Pack - Voters

	Total 2005 %	Māori 2005 %	Non- Māori 2005 %	Youth 2005 %
Information about the EasyVote Card	47	48	47	30
A list of the names of your electorate candidates	20	23	18	30
Information about the location of polling places in your electorate	19	17	19	26
Information about the location of advance voting places	17	20	16	33
Party lists (a list of each party's list candidates)	17	19	16	26
Information about MMP voting	8	7	8	10
Information about the advance voting places opening times	6	8	6	9
General voting procedure	5	5	5	1
No information was useful	5	3	6	1
Information about the polling places opening times	4	8	3	6
Information about where to ring in the event that your personal details were incorrect	3	5	2	4
Clear/simple/easy to follow	2	1	2	1
Other ¹⁰	2	4	2	-
Total (n=)	739	226	503	70

Useful information in the EasyVote Pack - Profile of Voters

Voters who found the information about the **EasyVote Card** useful were significantly more likely to:

- be aged 25 years or older
- have voted in previous elections
- recall electoral advertising.

They were also significantly less likely to:

- be voting in their first election
- vote on the day
- cast an ordinary vote.

¹⁰ Other is made up of all categories which rated one percent or less, including: confirmation of registration, party promises, advance notice of peak voting times, special voting details, and people who answered "everything".

Voters who found the information containing the list of **names of their electoral candidates** useful were significantly less likely to be 25 years or older.

Voters who found the information about **the location of polling places in their electorate** useful were significantly more likely to be female.

Voters who found the information about **the location of advance voting places** useful were significantly more likely to be female and they were also significantly less likely to be 25 years or older.

Voters who found the information about **party lists** useful were significantly less likely to be aged 25 years or older.

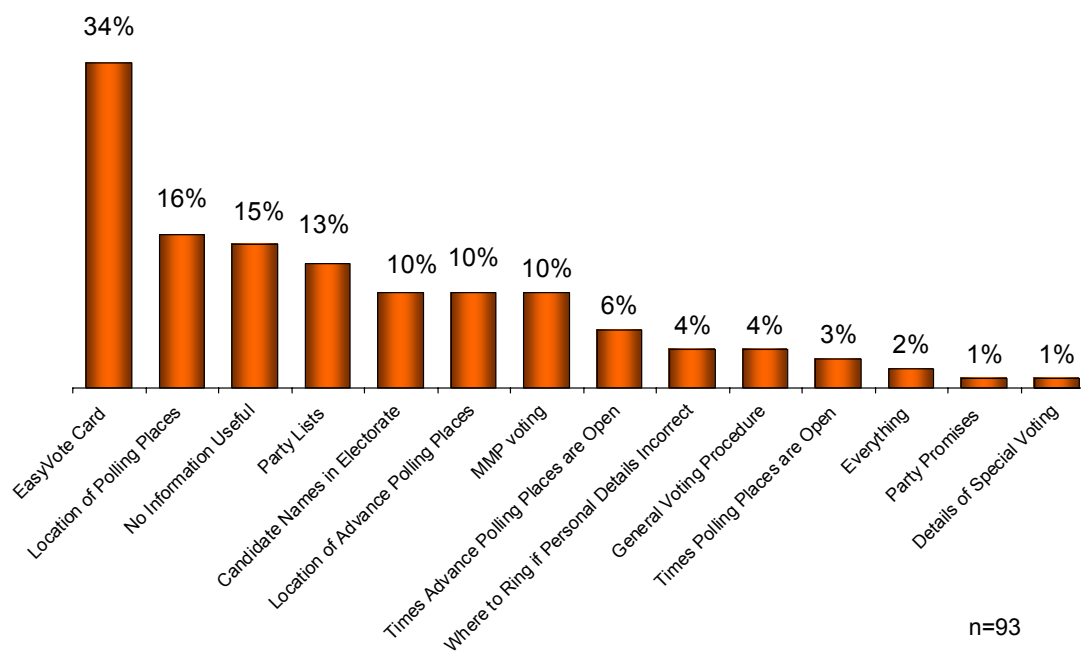
Voters who found the information about **the times the advanced voting places were open** useful were significantly less likely to:

- vote on the day
- cast an ordinary vote.

Non-Voters

Around a third of non-voters (34%) found the information on the EasyVote Card useful. Other useful information in the EasyVote pack included information about the location of polling places in their electorate (16%), and information about party lists (13%). Fifteen percent of respondents said that “no information was useful”.

Useful Information in the EasyVote Pack for Non-Voters



The most useful information for both the Youth and the Māori non-voters was clearly the EasyVote Card (30%).

Useful Information in the EasyVote Pack – Non-Voters¹¹

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
	%	%	%	%
Information about the EasyVote Card	34	30	40	30
Information about the location of polling places in your electorate	16	17	15	13
No information was useful	15	13	17	13
Party lists (a list of each party's list candidates)	13	19	6	13
A list of the names of your electorate candidates	10	13	8	13
Information about the location of advance voting places	10	15	6	3
Information about MMP voting	10	9	13	13
Information about the advance voting places opening times	6	9	4	3
Information about where to ring in the event that your personal details were incorrect	4	6	2	7
General voting procedure	4	-	6	3
Information about the polling places opening times	3	6	-	-
Everything	2	4	-	3
Party promises	1	-	2	-
Details of special voting	1	-	2	-
Total (n=)	96	47	48	30

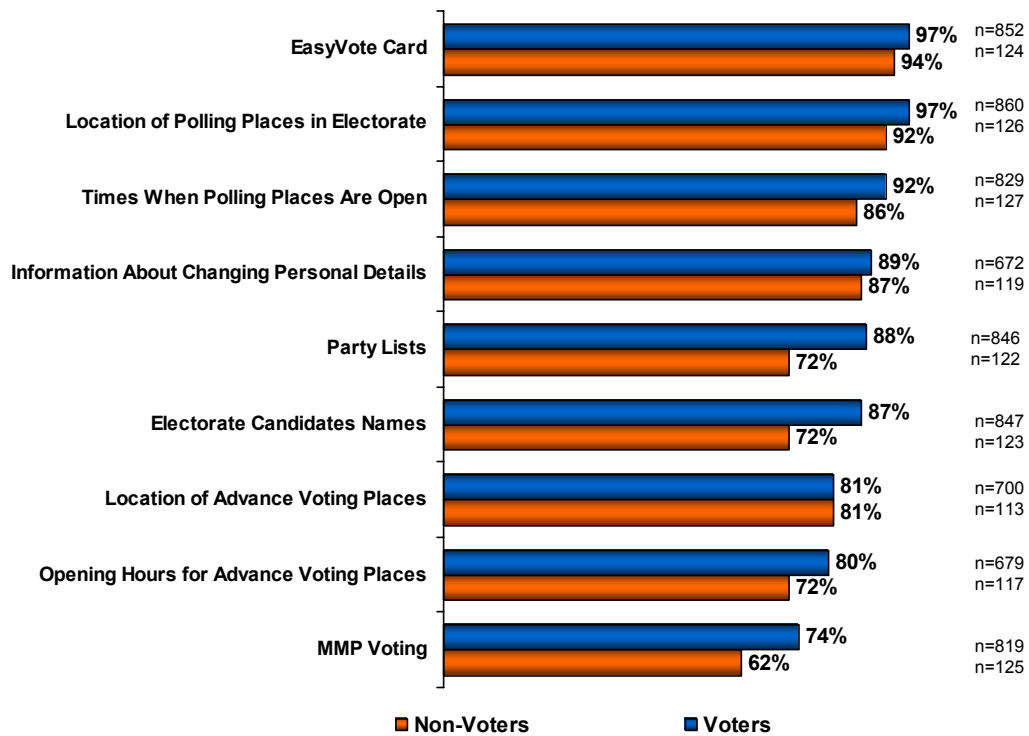
¹¹ Caution, small base sizes for Māori, Non-Māori and Youth

6.5 Ease of Understanding Information in EasyVote Pack

Respondents were asked to rate nine aspects of information in the EasyVote pack on how easy or how difficult it was to understand. The graph below shows all the aspects and their combined 'very easy' and 'easy' rating.

The easiest information to understand was the information on the EasyVote Card, with the combination of 'very easy' and 'easy' equalling 97 percent for voters and 94 percent for non-voters. Non-voters were significantly less likely than voters to rate information on party lists, electoral candidates' names, opening hours for advance voting and MMP voting as 'easy' or 'very easy' to understand.

Ease of Understanding Information in EasyVote Pack



6.6 Location of Advance Voting Places

Voters

Overall, the majority of voters (81%) found the information on the location of advance voting places as either very easy (57%) or easy (24%) to understand. This overall 'easy' and 'very easy' rating was significantly higher for the Māori voters (86%), and significantly lower for the youth voters (68%). Only a handful of respondents (7%) found it difficult (4%) or very difficult (3%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Very easy	57	62	55	45
Easy	24	24	24	23
Neither	12	8	14	24
Difficult	4	3	4	6
Very difficult	3	3	3	3
Total (n=)	700	223	466	71

Voters that found the information about the location of advance voting places either very easy or easy to understand were significantly more likely to:

- be aged 25 years or older
- identify as New Zealand Māori.

They were also significantly less likely to:

- be aged 18-24
- identify as New Zealand European
- have a household income of more than \$75,000 per annum.

Non-Voters

Similar to the voters, **overall**, most non-voters (81%) rated the information on the location of advance voting places as 'very easy' (37%) or 'easy' (43%) to understand. The difference between non-voters and voters was that voters were more likely to rate the information as very easy to understand, whereas non-voters rated it as easy. The overall 'easy' and 'very easy' rating was slightly higher for the Māori voters (83%), and slightly lower for the youth voters (78%). Around one in ten non-voters (9%) found the information difficult (5%) or very difficult (4%) to understand.

Non-Voters continued...

	Total 2005	Māori 2005	Non-Māori 2005	Youth 2005
	%	%	%	%
Very easy	37	35	39	31
Easy	43	48	42	47
Neither	10	11	8	9
Difficult	5	7	3	9
Very difficult	4	-	8	3
Total (n=) ¹²	113	46	64	32

Those non-voters who found the information either easy or very easy to understand were significantly more likely to also recall electoral advertising.

¹² Caution, small base sizes for Māori, non-Māori and Youth.

6.7 Advance Voting Places Opening Hours

Voters

Overall, four out of five voters (80%) found the information about the times when advance voting places were open either very easy (58%) or easy (22%) to understand. This percentage was slightly higher for Māori voters (82%¹³) and lower for youth voters (74%). Only eight percent of voters found the information difficult (4%) or very difficult (4%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 ¹⁴ %
Very easy	58	61	56	43
Easy	22	22	23	31
Neither	12	9	14	17
Difficult	4	3	4	4
Very difficult	4	5	3	4
Total (n=)	679	217	451	70

Voters that found the information about the times when advance voting places were open either easy or very easy to understand were significantly more likely to:

- find the information in the EasyVote pack useful.

They were also significantly less likely to:

- be voting in their first election
- not find the information in the EasyVote pack useful.

Non-Voters

Nearly three-quarters of non-voters (72%) found the information on the opening hours for advance voting places either very easy (37%) or easy (35%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Very easy	37	32	41	27
Easy	35	42	31	30
Neither	19	22	16	24
Difficult	8	4	9	15
Very difficult	2	-	3	3
Total (n=)¹⁵	117	50	64	33

Those that found the information either easy or very easy to understand were significantly more likely to be aged 25 years or older.

¹³ N.B. due to rounding the combined 'very easy' and 'easy' total is 82 percent not 83 percent.

¹⁴ Caution, small base size.

¹⁵ Caution, small base sizes for Māori, non-Māori and Youth.

6.8 Information about Changing Personal Details

Respondents were asked how easy they found the information about where to ring to change their personal details in the event these details were incorrect.

Voters

The majority of voters (89%¹⁶) found the information about changing personal details either very easy (66%) or easy (24%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Very easy	66	68	65	64
Easy	24	20	25	23
Neither	7	8	7	6
Difficult	2	4	2	4
Very difficult	1	1	1	3
Total (n=)	672	219	445	69

Overall, those finding the information on where to ring in the event that their personal details were incorrect easy to understand were more likely to:

- be female
- find the EasyVote pack useful.

Non-Voters

Similar to voters, 87 percent¹⁷ of non-voters found the information about changing personal details either very easy (52%) or easy (34%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Very easy	52	41	60	44
Easy	34	39	31	41
Neither	10	16	6	6
Difficult	3	4	1	6
Very difficult	1	-	1	3
Total (n=)	119	49	67	32

Those that found it either easy or very easy to understand were significantly more likely to be female.

¹⁶ N.B. due to rounding the combined 'very easy' and 'easy' total is 89 percent not 90 percent.

¹⁷ N.B. due to rounding the combined 'very easy' and 'easy' total is 87 percent not 86 percent.

6.9 The EasyVote Card

Respondents were asked how easy they found the information on the EasyVote Card were to understand.

Voters

Nearly all voters (97%) found the EasyVote Card very easy (83%) or easy (14%) to understand.

	Total 2005	Māori 2005	Non-Māori 2005	Youth 2005
	%	%	%	%
Very easy	83	85	82	84
Easy	14	12	15	12
Neither	2	2	2	4
Difficult	1	-	1	-
Very difficult	-	-	-	-
Total (n=)	852	259	582	81

Voters who found the information on the EasyVote Card very easy to understand were significantly more likely to:

- find the EasyVote pack useful
- recall electoral advertising.

Non-Voters

Similar to voters, nearly all non-voters (94%) found the information on the EasyVote Card either very easy (60%) or easy (34%) to understand.

	Total 2005	Māori 2005	Non-Māori 2005	Youth 2005
	%	%	%	%
Very easy	60	54	67	70
Easy	34	39	30	27
Neither	5	7	3	3
Difficult	-	-	-	-
Very difficult	1	-	-	-
Total (n=)	124	54	67	33

6.10 Location of Polling Places in Electorate

Respondents were asked how easy the information on the location of polling places in their electorate was to understand.

Voters

Nearly all voters (97%) found the information about where polling places were located very easy (83%) or easy (14%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Very easy	83	87	82	86
Easy	14	12	15	11
Neither	1	1	2	2
Difficult	-	-	1	-
Very difficult	1	1	1	1
Total (n=)	860	259	590	84

Voters who found the information on the location of polling places in their electorate very easy to understand were significantly more likely to:

- vote on the day
- cast an ordinary vote
- find the EasyVote pack useful
- recall electoral advertising.

They were also significantly less likely to:

- vote in advance
- cast a special vote
- not find the EasyVote pack useful
- be non-Māori.

Non-Voters

Most non-voters (92%) found the information on the location of polling places in their electorate either very easy (63%) or easy (29%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 ¹⁸ %
Very easy	63	60	67	60
Easy	29	35	25	31
Neither	2	-	4	-
Difficult	3	4	1	6
Very difficult	2	2	3	3
Total (n=)	126	55	69	35

¹⁸ Caution, small base size

6.11 Electorate Candidates

Respondents were asked how easy the information on their electorate candidates was to understand.

Voters

The majority of voters (87%) found the information about their electorate candidates very easy or (63%) easy (24%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Very easy	63	64	63	54
Easy	24	21	25	28
Neither	8	11	7	10
Difficult	3	1	3	6
Very difficult	3	4	2	1
Total (n=)	847	255	581	81

Voters who found the information on their electorate candidates **very easy to understand** were significantly more likely to:

- have a household income of less than \$30,000 per annum
- find the EasyVote pack useful
- recall electoral advertising.

Overall, those who found the information on their electorate candidates difficult to understand were significantly less likely to find the EasyVote pack useful.

Non-Voters

Significantly fewer non-voters than voters found the information about electorate candidates easy to understand. Nearly three-quarters of non-voters (72%) found the information about their electorate candidates very easy (37%) or easy (35%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 ¹⁹ %
Very easy	37	36	41	29
Easy	35	39	33	35
Neither	15	11	17	23
Difficult	8	7	6	10
Very difficult	5	7	3	3
Total (n=)	123	56	64	31

¹⁹ Caution, small base size.

6.12 The Party Lists

Respondents were asked how easy the information on Party lists was to understand.

Voters

The majority of voters (88%) found the information about the party lists very easy (63%) or easy (25%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Very easy	63	63	63	67
Easy	25	23	26	25
Neither	8	9	7	6
Difficult	2	3	2	-
Very difficult	2	2	2	1
Total (n=)	846	254	581	83

Voters who found the information on the party lists very easy to understand were significantly more likely to:

- have a household income of between \$50,000 and \$75,000 per annum
- vote on the day
- find the EasyVote pack useful
- recall electoral advertising.

Voters that found the information on party lists either very easy or easy to understand were significantly more likely to:

- find the EasyVote pack useful
- not have a disability.

Non-Voters

Significantly fewer non-voters than voters found the information on the party lists easy to understand. Nearly three-quarters of non-voters (72%) found the information on the Party lists either very easy (42%) or easy (30%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 ²⁰ %
Very easy	42	40	45	33
Easy	30	31	30	33
Neither	15	15	16	13
Difficult	10	9	8	17
Very difficult	3	5	2	3
Total (n=)	122	55	64	30

²⁰ Caution, small bases size.

6.13 Polling Place Open Times

Respondents were asked how easy the information on the times that polling places were open was to understand.

Voters

The majority of voters (92%) found information about polling place opening times either very easy (73%) or easy (19%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Very easy	73	74	73	70
Easy	19	16	21	24
Neither	5	6	4	4
Difficult	1	3	1	2
Very difficult	1	1	1	-
Total (n=)	829	250	568	83

Voters that found the information on the times when the polling places were open either very easy or easy to understand were significantly more likely to find the information in the EasyVote pack useful.

Non-Voters

The majority of non-voters (86%) found the information on the times when the polling places were open either very easy (47%) or easy (39%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 ²¹ %
Very easy	47	48	49	50
Easy	39	37	40	25
Neither	9	11	6	19
Difficult	4	2	4	6
Very difficult	2	2	1	-
Total (n=)	127	54	70	32

Those who found the information on the times when the polling places were open either very easy or easy to understand were significantly more likely to be:

- female
- aged 25 years or older.

²¹ Caution, small bases size.

6.14 MMP Voting

Respondents were asked how easy the information on MMP voting was to understand.

Voters

Three-quarters of voters (74%) found the information on MMP voting either very easy (47%) or easy (27%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Very easy	47	53	45	35
Easy	27	23	29	37
Neither	16	13	17	17
Difficult	6	8	6	9
Very difficult	4	4	4	2
Total (n=)	819	251	557	82

Voters that found the information about MMP voting either easy or very easy to understand were significantly more likely to:

- find the information in the EasyVote pack useful.

Voters that found the information about MMP voting either difficult or very difficult to understand were significantly less likely to:

- find the information in the EasyVote pack useful
- to recall electoral advertising.

Non-Voters

Significantly fewer non-voters compared to voters found the information on MMP easy to understand. Sixty-two percent²² of non-voters found the information on MMP voting either very easy (34%) or easy (29%) to understand.

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 ²³ %
Very easy	34	40	30	30
Easy	29	29	30	24
Neither	21	18	22	24
Difficult	9	7	9	15
Very difficult	8	5	9	6
Total (n=)	125	55	67	33

²² N.B. due to rounding the combined 'very easy' and 'easy' total is 62 percent not 63 percent.

²³ Caution, small bases size.

6.15 Overall Satisfaction with EasyVote Pack

Respondents were asked for their overall satisfaction with the EasyVote pack.

Voters

Nearly all voters (93%) were either very satisfied (64%) or satisfied (29%) with the EasyVote pack. Voters who were very satisfied increased significantly from 47 percent in 2002 to 64 percent in 2005. There was also a significant increase in Māori voters who were very satisfied, increasing from 41 percent in 2002 to 69 percent in 2005.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Very satisfied	47	64	41	69	48	62	52
Satisfied	48	29	48	23	48	31	42
Total satisfied	95	93	89	91	96	93	94
Neither satisfied nor dissatisfied	2	6	4	8	2	5	5
Dissatisfied	1	1	1	1	1	1	1
Very dissatisfied	-	1	1	-	-	1	-
Total dissatisfied	1	2	2	1	1	2	1
Don't know	1	-	5	-	1	-	-
Total (n=)	910	872	306	264	604	597	84

Voters who were **satisfied** with the information received in the EasyVote pack were significantly more likely to:

- be aged 18-24
- identify as New Zealand European.

Voters who were **very satisfied** with the information received in the EasyVote pack were significantly more likely to:

- be aged 25 years or older
- find the EasyVote pack useful.

Voters who were either **very satisfied or satisfied** with the information in the EasyVote pack were significantly more likely to:

- have a household income of more than \$75,000 per annum
- find the EasyVote pack useful
- recall electoral advertising.

Non-Voters

Just over three-quarters of non-voters (76%²⁴) were either very satisfied (41%) or satisfied (36%) with the EasyVote pack. The percentage of non-voters who were very satisfied with the EasyVote pack significantly increased from 19 percent in 2002 to 41 percent in 2005. The percentage of Māori voters who were very satisfied also increased significantly (21 percent to 41 percent).

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Very Satisfied	19	41	21	41	18	42	34
Satisfied	69	36	62	42	70	30	37
Neither satisfied nor dissatisfied	3	16	6	12	2	19	26
Dissatisfied	2	2	2	2	2	1	-
Very dissatisfied	-	5	-	3	-	7	3
“Don’t know”	7	-	9	-	7	-	-
Total (n=)	197	135	82	59	115	73	35

²⁴ N.B. due to rounding the combined ‘very easy’ and ‘easy’ total is 76 percent not 77 percent.

6.16 Use of EasyVote Card or CEO Letter when Voting

Voters were asked if they took the EasyVote card or a letter from the CEO with them when they voted. As in 2002, the majority of voters (84% in both 2002 and 2005) took the EasyVote card with them. Non-Māori (86%) were slightly more likely to take their EasyVote card with them than Māori (79%).

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non- Māori Voters 2002	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Your EasyVote card	84	84	77	79	85	86	79
A letter from the Chief Electoral Office	1	2	2	3	1	1	3
None of the above	15	16	22	21	14	13	19
Total (n=)	966	1,004	309	307	657	683	104

Those who took the EasyVote card with them to vote were significantly more likely to:

- identify as New Zealand European
- vote on the day
- cast an ordinary vote
- have read the EasyVote pack
- find the EasyVote Pack useful
- not identify as Māori.

Those who did not take the EasyVote Card nor the letter from the Chief Electoral Office were significantly more likely to:

- identify as Māori
- not have read the EasyVote pack.

They were also significantly less likely to:

- identify as New Zealand European
- vote on the day
- cast an ordinary vote
- have read the EasyVote pack
- find the pack useful.

7.0 Advertising



7.1 Recall Electoral Advertising

Respondents were asked if they recalled seeing or hearing any advertising about voting in the lead up to the election.

Voters

The majority of voters (83%) recalled seeing or hearing some electoral advertising prior to the election. This is a significant decrease from 2002 where 90 percent recalled electoral advertising.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Yes	90	83	93	83	90	83	91
No	10	17	6	17	10	17	9
Total (n=)	904	985	311	301	593	670	103

Those **voters who recalled advertising** in the lead up to the election were significantly more likely to:

- be aged 18-24
- have a household income of more than \$75,000 per annum
- have voted on the day
- find the EasyVote pack useful.

They were also significantly less likely to:

- be aged over 25 years
- have voted in advance.

Those **voters who did not recall electoral advertising** were significantly more likely to:

- be aged over 25 years.

They were also significantly less likely to:

- to have voted on the day
- find the EasyVote pack useful.

Non-Voters

Three-quarters of non-voters (75%) also recalled seeing or hearing some advertising in the lead up to the election. This was significantly lower than the percentage of those recalling advertising in 2002 (86%).

	Total 2002 %	Total 2005 %	Māori 2002 %	Māori 2005 %	Non- Māori 2002 %	Non- Māori 2005 %	Youth 2005 %
Yes	86	75	88	78	85	73	82
No	13	25	11	22	13	27	18
Don't know	1	-	1	-	1	-	-
Total (n=)	282	220	100	97	100	118	62

Those **non-voters who recalled advertising** in the lead up to the election were significantly more likely to have 2005 as the first election in which they were eligible to vote.

7.2 Type of Advertising Recalled

All respondents were asked from where they recalled seeing/hearing advertising about voting. Around nine out of ten voters (89%) recalled seeing advertising on television, while slightly more than eight out of ten non-voters (82%) recalled seeing advertising on television.

Voters

Television advertising was the most frequently recalled medium by voters (89%), followed by newspapers (37%) and radio (32%). Youth voters were most likely to recall electoral advertising on television (91%), followed by radio (45%), and newspapers (23%). Māori voters were most likely to recall electoral advertising on television (89%), followed by newspapers (38%), and radio (32%).

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
	%	%	%	%
Television	89	89	88	91
Newspapers	37	38	37	23
Radio	32	32	32	45
Word of mouth	3	5	2	8
Signs	7	6	7	19
Internet	1	3	1	3
Pamphlets or fliers	10	13	8	9
Bus shelters	1	1	1	1
Billboards/posters	3	4	2	1
Magazines	1	-	1	2
Public meetings	1	1	1	-
Schools	-	1	-	-
Workplace meetings	-	1	-	-
Total (n=)	813	247	555	93

Those that recalled seeing **newspaper advertising** were significantly more likely to:

- be aged 25 years or older.

Those that recalled hearing **radio advertising** were significantly more likely to:

- be aged 18-24
- be voting in their first election.

Those who recalled seeing **pamphlets or fliers** were significantly more likely to be female.

Non-Voters

Television was the most frequently recalled medium by non-voters (78%), followed by newspapers (25%) and radio (25%). Youth non-voters were most likely to recall electoral advertising on television (84%), followed by radio (16%), and word of mouth, signs, and pamphlets/fliers (all 12%). Māori non-voters were most likely to recall television (82%), followed by radio (28%) and newspapers (24%).

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005²⁵
	%	%	%	%
Television	78	82	74	84
Newspapers	25	24	27	8
Radio	25	28	23	16
Word of mouth	10	18	2	12
Signs	15	17	12	12
Internet	2	4	-	4
Pamphlets or fliers	13	12	14	12
Billboards/posters	6	5	7	8
Public meetings	2	3	1	2
Bus shelters	1	3	-	2
University	1	-	2	4
Other ²⁶	2	3	2	-
Total (n=)	165	76	86	51

Non-voters that recalled seeing **newspaper advertising** were significantly more likely to be aged 25 years or older.

²⁵ Caution, small base size.

²⁶ 'Other' consists of the advertising methods that were rated one percent or lower, including: EasyVote Pack, local papers, shopping malls and 'Yes, I've voted' stickers.

7.3 Subject of Advertising

All respondents were asked an open ended question about the subject of the advertising that they saw or heard.²⁷ The most frequent advertising subject mentioned was messages that urged people to enrol (28%).²⁸

Voters

The most frequent advertising subjects recalled overall were 'get yourself enrolled' (28%), 'the Chief Electoral Office telling people to vote' (22%) and 'using the EasyVote Card when going to vote' (20%).²⁹

	Total 2005 %	Māori 2005 %	Non- Māori 2005 %	Youth 2005 %
Get yourself enrolled	28	22	31	24
Chief Electoral Office telling us to vote or how to vote	22	21	23	23
Use the EasyVote Card when going to vote	20	22	19	23
Candidate information	12	18	10	13
Vote in advance if you're going to be away on Election Day	11	8	13	15
Orange cartoon man urging us to vote	9	5	10	11
Explaining MMP voting system	9	9	9	7
Total (n=)	711	214	488	87

²⁷ Respondents were able to mention more than one subject of awareness - hence the list does not add up to 100 percent.

²⁸ In the 2002 data, the most frequent advertising messages were 'how to vote/MMP/Two ticks' (30%), 'make sure you're enrolled/details are correct' (26%), and 'importance of voting/Have your say/Where to vote' (23%). Further comparisons are not possible due to the use of a more detailed coding frame in the 2005 data.

²⁹ Please note the table shows those responses that were mentioned by five percent or more of respondents.

Voters who saw advertising with the **orange cartoon man urging people to vote** were significantly more likely to:

- identify as New Zealand European.

Voters who saw advertising about **candidate information** were significantly more likely to:

- identify as New Zealand Māori.

Voters who saw information encouraging people to **get enrolled** were significantly more likely to:

- identify as New Zealand European
- have a household income of more than \$75,000 per annum
- be eligible to vote in elections prior to 2005.

Non-Voters

The most frequent advertising message recalled for non-voters was 'candidate information' (23%), followed by 'get yourself enrolled' (20%) and 'using the EasyVote Card when going to vote' (20%).³⁰

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005³¹
	%	%	%	%
Candidate information	23	19	25	25
Get yourself enrolled	20	15	24	23
Use the EasyVote Card when going to vote	20	24	17	23
Chief Electoral Office telling us to vote or how to vote	16	12	19	20
Vote in advance if you're going to be away on Election Day	8	8	7	8
Orange cartoon man urging us to vote	5	3	7	5
Explaining MMP voting system	5	5	6	3
Lists of party candidates	5	10	1	3
Vote close to home	5	5	6	-
Total (n=)	133	59	72	40

³⁰ Please note the table shows those responses that were mentioned by five percent or more of respondents.

³¹ Caution, small base size.

7.4 Recall Specific Advertising

Respondents were asked whether they had seen any information about specific advertising messages.

Voters

Most voters recalled specific advertising about 'vote in advance of Election Day' (70%), followed by 'use the EasyVote Card' (63%) and 'vote close to home' (59%). Fewer voters recalled these messages compared to 2002.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Use the EasyVote Card when going to vote	69	63	68	64	69	63	61
(n=)	920	843	311	252	609	578	82
Vote in advance if you're going to be away on Election Day	74	70	69	70	75	71	67
(n=)	920	887	311	276	609	597	86
Vote close to home	N/A	59	N/A	65	N/A	56	54
(n=)	920	925	311	285	609	626	96

Those who **saw advertising urging people to take their EasyVote card when going to vote** were significantly more likely to:

- have read the EasyVote pack
- find the EasyVote pack useful
- be female.

Those who saw advertising **urging voters to vote in advance if they were going to be away on Election Day** were significantly more likely to:

- read the EasyVote pack
- find the EasyVote pack useful.

Those that saw advertising **urging voters to vote close to home** were significantly more likely to:

- identify as Māori
- find the EasyVote pack useful.

Non-Voters

Just over half the respondents recall seeing messages about voting in advance if they were going to be away on Election Day (51%) and voting close to home (50%). Fewer recalled advertising about 'use the EasyVote Card when voting' (42%). Fewer non-voters recalled these messages in 2005 compared to 2002.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Use the EasyVote Card when going to vote	58	42	58	46	58	39	55
Total (n=)	264	192	117	83	147	105	51
Vote in advance if you're going to be away on Election Day	66	51	61	53	67	51	51
Total (n=)	264	207	117	91	147	111	57
Vote close to home	N/A	50	N/A	58	N/A	43	56
Total (n=)	264	209	117	93	147	111	62

Non-voters who recalled advertising about **using the EasyVote Card when going to vote** were significantly less likely to:

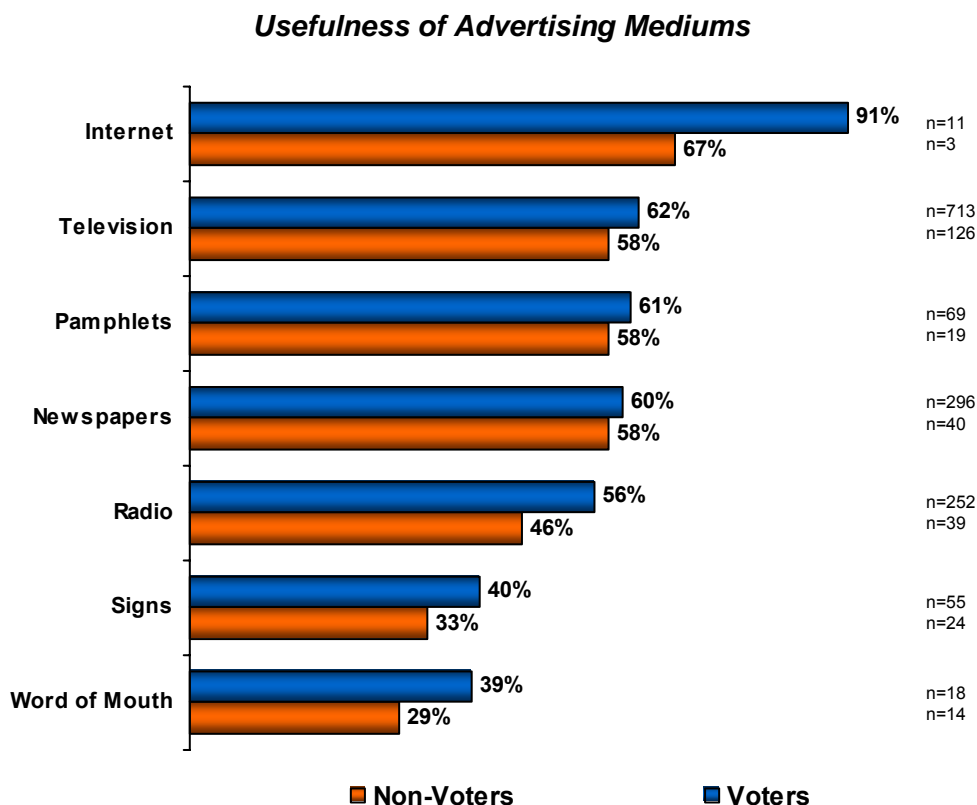
- be aged 25 years or older.

Non-voters who recalled information on voting close to home were significantly more likely to:

- identify as New Zealand Māori
- find the EasyVote pack useful.

7.5 Usefulness of Different Mediums of Advertising

All respondents were asked how useful they found the different mediums of advertising that they recalled. The most useful medium of advertising for voters (very useful and useful combined) was the internet (91%)³², followed by television (62%), pamphlets (61%), and newspapers (60%). For non-voters, the most useful were internet (67%)³³, television (58%), pamphlets (58%), and newspapers (58%).



Voters

Voters who found **television** to be a very useful advertising medium were significantly more likely to:

- identify as NZ Māori
- be female.

They were also significantly less likely to be male.

Voters who found **newspapers** to be either useful or very useful were significantly more likely to:

- have a household income of between \$30,000 and \$49,000 per annum
- find the EasyVote pack useful.

³² Caution, small base size.

³³ Caution, small base size.

Those voters who found **newspapers** to be very useful were significantly more likely to:

- be female
- vote by themselves.

Voters that found **radio** to be either useful or very useful were significantly less likely to:

- identify as New Zealand European
- have a household income of more than \$75,000 per annum
- find the EasyVote pack useful.

Non-Voters

Non-voters who found **television** to be either useful or very useful were significantly more likely to:

- identify as New Zealand Māori
- find the EasyVote pack useful.

7.6 Additional Information Sought

All respondents were asked if there was any additional information about voting they would have liked. The majority of voters (81%) and non-voters (75%) said they required no further information.

Voters

Sixteen percent of youth voters said they would like more information on party policies and candidates³⁴. This type of information was also sought by overall voters (7%) and by Māori voters (8%).

	Total 2005 %	Māori 2005 %	Non- Māori 2005 %	Youth 2005 %
More information on party policies/candidates	7	8	7	16
Explanation on voting system (MMP)	4	5	4	8
Special/advance voting	2	2	2	-
Date and timing of voting	2	2	1	5
Information about EasyVote	1	2	1	1
Polling place locations	1	2	1	1
Differences between General and Māori rolls	1	2	-	-
Party lists (list each party's list candidates)	1	1	1	3
Other ³⁵	4	6	3	5
No, nothing	81	78	82	67
Total (n=)	953	285	655	93

Voters that wanted more information on **party policies/candidates** were significantly less likely to be aged 25 years or older.

Voters that did not want any more information were significantly more likely to:

- be aged 25 years or older
- identify as New Zealand European
- have voted previously.

³⁴ In the 2002 data the most common area that voters would have liked more information in was also on party policies and candidates (10%). Further comparisons are not possible due to the use of a more detailed coding frame in the 2005 research.

³⁵ Examples of 'other' include "list of electoral candidates", "how to mark ballot papers", "who is eligible to vote", "More information on everything", "more general information for young voters", "more detail on Māori electorates/candidates".

Non-Voters

The most common topic that non-voters would have liked more information on was party policies and candidates (6%), and polling place locations (6%).

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
	%	%	%	%
More information on party policies/candidates	6	7	5	12
Polling place locations	6	2	8	4
Special/advance voting	5	6	5	4
List of electorate candidates	4	5	3	6
Information about EasyVote	3	1	5	4
Date and timing of voting	3	5	1	-
Voting via phone/internet	2	3	-	-
Party lists	2	-	3	-
Explanation on voting system (MMP)	2	2	1	-
Differences between General and Māori Rolls	1	1	-	2
Other ³⁶	3	2	3	-
No, nothing	75	72	77	75
Total (n=)	198	87	109	52

³⁶ Examples of 'other' include: "how to mark ballot papers", "EasyVote Card to be delivered earlier", "Chief Electoral Office to hold weekly opinion poll", and "more information on everything".

7.7 ‘Yes, I voted’ Stickers

Voters were asked if they took a “Yes, I voted” sticker after they voted. Just over one-third of respondents took a sticker (35%).

	Total Voters 2005 %	Māori Voters 2005 %	Non-Māori Voters 2005 %	Youth Voters 2005 %
Yes	35	36	34	36
No	65	64	66	64
Total (n=)	998	307	677	104

Those who **took a sticker** were significantly more likely to vote with others.

Stickers as Voting Prompt

Voters were asked if they thought seeing people wearing these stickers would prompt people to vote. The majority of voters (57%) thought that it would prompt other people to vote. Over two-thirds of Māori voters (69%) thought that it would prompt other people to vote.

	Total Voters 2005 %	Māori Voters 2005 %	Non-Māori Voters 2005 %	Youth Voters 2005 %
Yes	57	69	52	61
No	43	31	48	39
Total (n=)	884	268	603	94

Voters that **thought the stickers would prompt people to vote** were significantly more likely to:

- identify as New Zealand Māori
- be female
- find the EasyVote pack useful.

Non-voters were asked if they recalled seeing people wearing stickers saying “Yes, I voted” on Election Day. Just over a quarter of non-voters (28%) recalled seeing people wearing the “Yes, I voted” stickers.

	Total Non-Voters 2005 %	Māori Non-Voters 2005 %	Non-Māori Non-Voters 2005 %	Youth Non-Voters 2005 %
Yes	28	24	31	32
No	72	76	69	68
Total (n=)	225	100	120	62

8.0 Election Day



8.0 Election Day

8.1 Polling Place Location

Voters were asked if they voted at a polling place that was close to their home. As in 2002, the majority voted close to home (91%).

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Yes	94	91	92	88	94	92	89
No	6	9	8	12	6	8	11
Total (n=)	993	1,003	335	307	658	682	104

Those who voted on the day were significantly more likely to vote close to home.

8.2 Vote at Same Polling Place as Last Election?

Less than half of the voters (42%) voted at the same place as in 2002.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005³⁷
	%	%	%	%	%	%	%
Yes	48	42	42	41	49	43	31
No	51	58	56	59	51	57	69
Don't know/Can't remember	1	-	2	-	1	-	-
Total (n=)	904	833	311	256	593	570	39

Voters who did not vote at the same polling place as in 2002 were asked to select the statement from the following list that best applied to them:

- Voted at a different polling place in my electorate
- Voted at a different polling place outside my electorate
- I have moved since 2002
- Other reason.

The reasons are shown overleaf.

³⁷ Caution, small base size.

Voters most often said they did not vote in the same place as 2002 because they had moved since 2002 (45%).

	Total Voters 2005 %	Māori Voters 2005 %	Non-Māori Voters 2005 %	Youth Voters 2005³⁸ %
I have moved since 2002	45	44	46	78
Voted at a different polling place in my electorate	26	24	28	11
Other reason	18	21	17	11
Voted at a different polling place outside my electorate	10	12	10	-
Total (n=)	475	151	321	27

8.3 Non-Voters - Aware of Convenient Polling Place?

Non-voters were asked, even though they did not vote, whether they were aware of where the most conveniently located polling place to them was. Seventy-nine percent were aware of the most convenient polling place, with this figure slightly higher for Māori (80%) and slightly lower for youth (77%).

	Total 2002 %	Total 2005 %	Māori 2002 %	Māori 2005 %	Non-Māori 2002 %	Non-Māori 2005 %	Youth 2005 %
Yes	82	79	78	80	83	79	77
No	18	21	22	20	17	21	23
Total (n=)	302	224	130	99	172	120	61

Those that were aware of the most conveniently located polling place were significantly more likely to:

- be female
- find the EasyVote pack useful.

³⁸ Caution, small base size.

8.4 Source of Polling Place Awareness

Voters

Voters were asked an open-ended question about how they knew where the polling place they voted at was located³⁹. The most frequently given reason was 'read about it in my EasyVote pack' (44%), which was a significant increase from 2002. Other reasons mentioned by five percent or more of voters are shown below.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Read about it in my EasyVote pack	31	44	29	39	31	46	54
It's the one I've always voted at/voted at in the past	37	24	35	22	38	25	15
Was driving/ walking/ going past and saw it	18	16	28	16	17	17	24
Signs/signage	N/A	16	N/A	13	N/A	17	17
From information in the local newspapers	14	15	11	16	15	15	5
Family/friends/ workmates, etc told me there was one there	14	15	21	21	13	12	26
I read about it in something I received in the mail from Elections	15	12	11	12	16	11	13
From advertising (in general)	13	6	10	7	14	6	2
Total (n=)	993	997	335	307	658	676	104

³⁹ Voters were able to mention more than one source of awareness - hence the list does not add up to 100 percent.

Those who said they knew about the polling place location because they read about it in their EasyVote pack were significantly more likely to:

- be aged 18-24 years
- have cast an ordinary vote
- rate the EasyVote pack as 'useful'
- recall seeing advertising about voting
- be female
- be non-Māori.

Those who said they knew about the polling place location because it's the one they've always voted at in the past were significantly more likely to:

- be aged 25 years and older
- have a household income of \$75,000 or more per annum
- vote on the day
- cast an ordinary vote.

Those who said they knew about the polling place location because they heard about it from friends/family or workmates were significantly more likely to:

- say the EasyVote pack was not useful
- be Māori
- vote with others.

Those who said they knew about the polling place location because they heard about it from friends/family or workmates were significantly less likely to:

- cast an ordinary vote.
- have read the EasyVote pack
- be aged 25 years and older.

Non-Voters

Voters were asked an open-ended question about how they knew where the polling place they voted at was located. The most frequently given reason was “*Family/friends/workmates, etc told me there was one there*” (30%), which was a significantly increase from 2002. Other reasons mentioned by five percent or more of voters are shown below.

	Total 2002 %	Total 2005 %	Māori 2002 %	Māori 2005 %	Non- Māori 2002 %	Non- Māori 2005 %	Youth 2005 %
Family/friends/ workmates, etc. told me there was one there	23	30	21	35	21	26	48
Was driving/walking/ going past and saw it	33	23	38	19	38	26	22
Read about it in my EasyVote pack	16	22	21	16	21	26	28
From information in the local newspapers	17	19	21	21	21	18	11
It's the one I've always voted at/voted at in the past	48	17	35	18	35	16	7
Signs/signage	n/a	16	n/a	18	n/a	15	15
I read about it in something I received in the mail from Elections	12	15	7	17	7	13	17
Total (n=)	246	172	100	77	146	93	46

8.5 Convenience of Polling Place Location

Voters were asked to rate how convenient the polling place they voted at was on a scale of one to five, where five was excellent and one was poor. The majority of voters rated the convenience of the location as excellent (85%), this is a statistically significant increase from 2002.

	Total Voters 2002 %	Total Voters 2005 %	Māori Voters 2002 %	Māori Voters 2005 %	Non- Māori Voters 2002 %	Non- Māori Voters 2005 %	Youth Voters 2005 %
Excellent	76	85	78	86	75	84	79
Neutral to excellent	19	12	14	8	20	13	17
Neutral	4	2	5	3	4	2	4
Poor to neutral	-	1	2	1	-	1	-
Poor	1	1	1	1	1	-	-
Total (n=)	966	1,002	309	307	657	681	104

Those who voted on the day and who found the EasyVote pack to be useful were significantly more likely to rate the convenience of the location as 'excellent'.

8.6 Polling Place Signage

Voters were asked to rate the outside signage that indicated the place was a polling place on a scale of one to five, where five was excellent and one was poor. Around three-quarters of voters (90%⁴⁰) found the polling place signage to be excellent (72%) or neutral to excellent (17%). The number of voters rating the signage as 'excellent' has significantly increased from 2002. Youth voters were less likely to rate the signage as excellent.

	Total Voters 2002 %	Total Voters 2005 %	Māori Voters 2002 %	Māori Voters 2005 %	Non- Māori Voters 2002 %	Non- Māori Voters 2005 %	Youth Voters 2005 %
Excellent	57	72	61	75	57	71	57
Neutral to excellent	21	17	18	15	21	18	29
Neutral	15	6	11	6	15	6	9
Poor to neutral	4	3	7	1	4	3	4
Poor	1	2	2	3	1	2	2
Don't know/Can't remember	3	-	1	-	3	-	-
Total (n=)	966	997	309	307	657	676	104

Those who voted on the day were significantly more likely to rate the signage outside the polling location as 'excellent'.

⁴⁰ N.B. due to rounding the combined 'excellent' and 'neutral to excellent' total is 90 percent not 89 percent.

8.7 Accompaniment to Polling Place

Respondents were asked whether they went to the polling place by themselves or with others. Slightly more voters voted by themselves in 2005 (38%) compared to 2002 (33%).

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
By myself	33	38	41	34	32	41	28
With other family members	59	47	53	49	59	46	39
With other people	8	15	6	18	9	14	36
Don't know/Can't remember	-	-	1	-	-	-	-
Total (n=)	993	1,002	335	307	658	681	104

Voters who went to the polling place **by themselves** were significantly more likely to:

- be aged 25 years and over
- be New Zealand European
- have a household income of less than \$25,000 per annum
- cast an advance vote.

Voters who went to the polling place **with other family members** were significantly more likely to:

- vote on the day
- have a household income of more than \$75,000 per annum
- cast an ordinary vote.

Voters who went to the polling place **with other people (not family)** were significantly more likely to:

- be aged less than 25 years
- be voting in their first election.

8.8 Time of Day Voted

Voters were asked the time of day they voted. Compared to 2002 more voters cast their votes earlier in the day. Voters aged over 25 years and those who had read the EasyVote pack were significantly more likely to vote between 9.00am and 10.00am.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non- Māori Voters 2002	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
9.00am – 10.00am	9	17	9	18	9	17	9
10.00am – 11.00am	12	16	9	15	13	16	13
11.00am – 12.00pm	15	14	12	12	15	15	11
12.00pm – 1.00pm	9	12	10	12	9	12	13
1.00pm – 2.00pm	12	10	13	9	12	10	12
2.00pm – 3.00pm	10	9	11	11	10	9	11
3.00pm – 4.00pm	9	7	9	8	9	7	9
4.00pm – 5.00pm	10	6	14	6	9	6	10
5.00pm – 6.00pm	7	5	8	4	7	5	4
6.00pm +	6	4	5	4	6	4	10
Don't know/Can't remember	1	-	-	-	1	-	-
Total (n=)	966	1,003	311	307	593	682	104

8.9 Queue at Polling Place?

Voters were asked if they had to queue when they got to the polling place. Most did not have to queue (85%). The proportion of voters who stated they had to queue in 2005 (15%) is slightly higher than the number in 2002 (8%). Those who voted on the day were significantly less likely than those who cast advance votes to have to queue.⁴¹

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Yes	8	15	11	14	7	14	18
No	92	85	89	86	93	86	82
Total (n=)	966	1,004	309	307	657	683	104

8.10 Time Taken at Polling Place

Voters were asked how long they spent at the polling place in total. Around three-quarters of voters (73%) only spent up to five minutes at the polling place; this is similar to 2002 (76%). Non-Māori and those who voted by themselves were significantly more likely to only spend up to five minutes at the polling place.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Up to 5 minutes	76	73	75	67	76	75	71
5 – 10 minutes	18	20	19	23	18	19	16
11 – 15 minutes	3	4	2	7	4	3	7
16 – 20 minutes	-	2	3	2	-	1	4
21 – 25 minutes	-	1	-	-	-	1	1
26 – 30 minutes	1	-	1	-	1	-	-
More than 30 minutes	1	-	-	1	1	-	1
Total (n=)	966	1,001	309	307	657	680	104

⁴¹ N.B. Those who voted on the day were also significantly more likely to take their EasyVote Card to the polling place.

8.11 Feelings on Time Spent at Polling Place

Voters were asked how they felt about the amount of time they had spent at the polling place. As in 2002, nearly all the voters (98%) in 2005 felt that the time they had spent at the polling place was reasonable given what they had to do. Those who voted on the day were significantly more likely than advance voters to state the time spent at the polling place was reasonable given what they had to do.

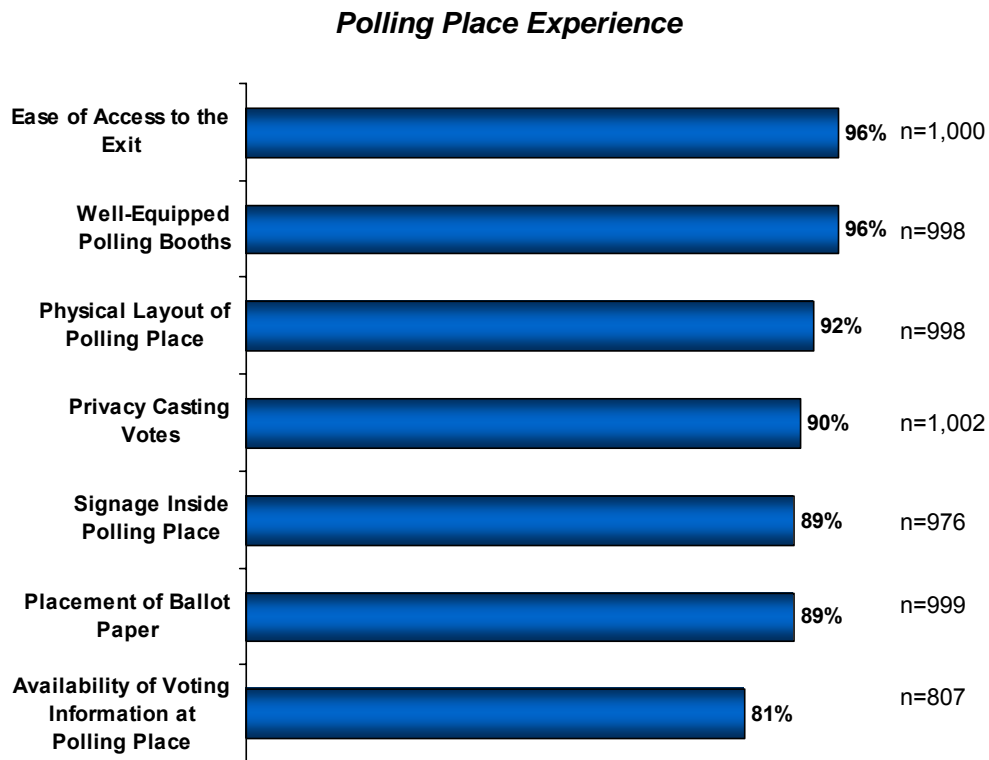
	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non- Māori Voters 2002	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
A reasonable amount of time given what you had to do	99	98	98	97	99	98	97
Too long	1	2	2	3	1	2	3
Total (n=)	966	1,002	309	307	657	681	104

9.0 Polling Place Experience



9.0 Summary of Aspects of Polling Place Experience

Voters were asked to rate a number of factors (as shown in graph below) of their polling place experience. The graph below shows the combined 'neutral to excellent' and 'excellent' ratings for each of the factors.



9.1 Physical Layout of Polling Place

Voters were asked how they found the physical layout of the polling place (that is how easy it was to find their way around). Overall, voters rated the physical layout of the polling place highly, with 92 percent rating it as either 'excellent' (76%) or 'neutral to excellent' (16%). More voters rated the physical layout as 'excellent' in 2005 compared with 2002.

	Total Voters 2002 %	Total Voters 2005 %	Māori Voters 2002 %	Māori Voters 2005 %	Non- Māori Voters 2002 %	Non- Māori Voters 2005 %	Youth Voters 2005 %
Excellent	65	76	63	80	66	75	62
Neutral to excellent	25	16	28	13	25	17	27
Neutral	7	5	8	5	7	5	9
Poor to neutral	2	2	1	1	2	2	3
Poor	-	1	1	1		1	-
Total (n=)	966	998	309	306	657	678	104

Voters with a disability were significantly more likely than voters without a disability to rate the physical layout as 'excellent'.

9.2 Placement of Ballot Paper

Voters were asked how obvious it was where they needed to place their completed ballot paper. Overall voters rated this highly with 89 percent rating it as either 'excellent' (71%) or 'neutral to excellent' (18%). This finding is similar to 2002.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non- Māori Voters 2002	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	68	71	69	75	68	70	72
Neutral to excellent	18	18	20	14	18	20	16
Neutral	9	7	8	9	10	6	11
Poor to neutral	4	3	3	1	4	3	1
Poor	1	1	-	1	1	1	-
Don't know/Can't remember	-	-	-	-	1	-	-
Total (n=)	966	999	309	307	657	678	104

Those who voted by themselves were significantly more likely to rate the obviousness of where they needed to put their ballot paper highly (overall 'excellent' or 'neutral to excellent').

9.3 Ease of Access to the Exit

Voters were asked how easy it was to access the exit once they had voted. Overall nearly all voters rated this highly, with 96 percent rating it as either 'excellent' (84%) or 'neutral to excellent' (12%). This question was not asked in 2002 so no comparison can be made.

	Total Voters 2005	Māori Voters 2005	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%
Excellent	84	87	83	81
Neutral to excellent	12	10	12	13
Neutral	2	2	3	5
Poor to neutral	1	-	1	1
Poor	1	1	1	-
Total (n=)	1,000	307	679	104

Voters who rated how easy it was to access the exit once they had voted highly were significantly more likely to:

- have voted on Election Day (and not in advance)
- be female.

9.4 Well-Equipped Polling Booths

Voters were asked how well-equipped the polling booth they used was (e.g. with pens that worked etc). Overall nearly all voters rated this highly with 96 percent⁴² rating it as either 'excellent' (85%) or 'neutral to excellent' (10%). This finding is similar to 2002.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non- Māori Voters 2002	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	80	85	80	88	80	84	82
Neutral to excellent	16	10	14	8	16	11	13
Neutral	4	2	4	2	3	2	4
Poor to neutral	-	1	4	1	-	1	-
Poor	-	1	1	1	-	1	1
Total (n=)	966	998	309	307	657	677	104

Voters who rated how well-equipped the polling booth they used highly were significantly more likely to:

- have voted on Election Day (and not in advance).

⁴² N.B. due to rounding the combined 'excellent' and 'neutral to excellent' total is 96 percent not 95 percent.

9.5 Signage Inside Polling Place

Voters were asked to rate the signs inside the polling place directing them where to go. Overall, most voters rated this highly, with 89 percent⁴³ rating it as either 'excellent' (76%) or 'neutral to excellent' (14%).

Compared to 2002, voters were significantly more likely to rate the signage inside the polling place as 'excellent' in 2005.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	56	76	57	76	56	75	63
Neutral to excellent	23	14	22	11	23	15	19
Neutral	13	7	13	9	13	6	14
Poor to neutral	4	3	4	2	4	3	4
Poor	1	1	2	2	1	1	-
Don't know/Can't remember	4	-	1	-	4	-	-
Total (n=)	966	976	309	302	657	660	100

Voters who rated the signs inside the polling place directing them where to go highly were significantly more likely to:

- have a disability
- be aged 25 years and older
- have a household income of less than \$29,000 per annum.

⁴³ N.B. due to rounding the combined 'excellent' and 'neutral to excellent' total is 89 percent not 90 percent.

9.6 Voting Information Available at Polling Place

Voters were asked to rate how much information was readily available at the polling place on how to vote. Overall, most voters rated this highly, with 81 percent rating it as either 'excellent' (61%) or 'neutral to excellent' (20%).

Compared to 2002, voters were significantly more likely to rate the availability of the information on how to vote at the polling place as 'excellent' in 2005⁴⁴.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	40	61	46	63	39	59	41
Neutral to excellent	18	20	25	17	17	21	27
Neutral	13	15	15	16	13	14	25
Poor to neutral	3	3	4	2	3	4	5
Poor	1	1	1	1	1	1	1
Don't know/Can't remember	24	-	10	-	26	-	-
Total (n=)	966	807	309	267	657	527	92

Voters who **highly** rated the availability of the information at the polling place on how to vote (excellent/neutral to excellent) were significantly more likely to:

- be aged 25 years and older
- have a household income of less than \$29,000 per annum
- have not read the EasyVote pack
- have voted previously.

Voters who **poorly** rated the availability of the information at the polling place on how to vote were significantly more likely to state they did not find the EasyVote pack useful.

⁴⁴ N.B significance calculated on comparison between 2002 and 2005 figures excluding don't knows.

9.7 Privacy Casting Votes

Voters were asked to rate how much privacy they felt they had in casting their votes. Overall, most voters rated the privacy they had to cast their vote at the polling place highly, with 90 percent rating it as either 'excellent' (74%) or 'neutral to excellent' (16%). This finding is similar to 2002.

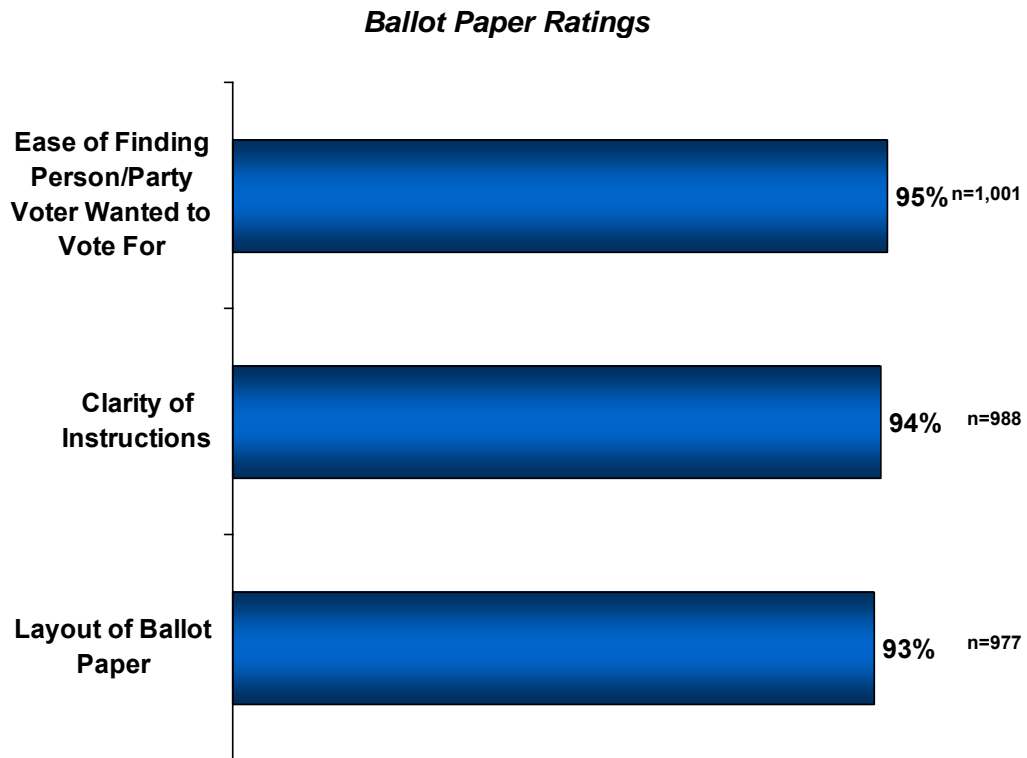
	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	71	74	71	79	72	72	63
Neutral to excellent	18	16	16	12	18	19	21
Neutral	7	6	11	6	7	6	10
Poor to neutral	2	2	1	2	2	2	3
Poor	1	1	1	1	1	1	3
Don't know/ Can't remember	1	-	-	-	1	-	-
Total (n=)	966	1,002	309	307	657	681	104

Voters who rated the privacy they had to cast their vote at the polling place highly were significantly more likely to be aged 25 years and older.

Voters who were less likely to rate the privacy they had to cast their vote at the polling place as 'excellent' were more likely to have household income of greater than \$75,000 per annum.

9.8 Overview of Ballot Paper

Voters were asked to rate the ballot paper on the following factors: ballot paper layout, clarity of instructions and ease with which they found the name/person for whom they wished to vote. The graph below shows the combined 'neutral to excellent' and 'excellent' rating for each of the factors.



9.9 Layout of the Ballot Paper

Overall most voters rated the layout of the ballot paper highly, with 93 percent rating it as either 'excellent' (74%) or 'neutral to excellent' (19%). This finding is an improvement on 2002, with more voters rating the layout as **excellent** in 2005.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non- Māori Voters 2002	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	61	74	61	78	61	71	76
Neutral to excellent	27	19	27	15	27	21	20
Neutral	10	5	8	5	10	5	3
Poor to neutral	1	1	2	2	1	1	-
Poor	1	1	1	1	-	1	1
Don't know/ Can't remember	1	-	-	-	1	-	-
Total (n=)	966	997	309	307	657	677	104

Voters who rated the layout of the ballot paper as 'excellent' were significantly more likely to:

- be Māori
- have a trade certificate as their highest level of education.

9.10 Clarity of Instructions on Casting a Vote

Overall, most voters rated the clarity of instructions on how to cast a vote highly, with 94 percent rating it as either 'excellent' (75%) or 'neutral to excellent' (19%). This finding is an improvement on 2002, with more voters rating the clarity of instructions as excellent in 2005.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	66	75	68	78	66	74	76
Neutral to excellent	23	19	22	16	23	20	21
Neutral	6	4	6	4	7	4	3
Poor to neutral	1	1	3	1	-	1	-
Poor	-	1	-	1	-	1	-
Don't know/ Can't remember	4	-	2	-	4	-	-
Total (n=)	966	988	309	303	657	671	104

Voters who rated the clarity of instructions as 'excellent' were significantly more likely to:

- have a household income of less than \$29,000 per annum
- vote on the day
- cast an ordinary vote.

9.11 Ease of finding Name of Selected Person and Party

Most voters thought it was easy to find the person and party they wanted to vote for on the ballot paper. Overall, nearly all voters rated the ease of finding the person/party they wanted to vote for highly, with 95 percent rating it as either 'excellent' (78%) or 'neutral to excellent' (17%).

This finding is an improvement on 2002, with more voters rating the ease of finding the person/party they wanted to vote for on the ballot paper as 'excellent' in 2005.

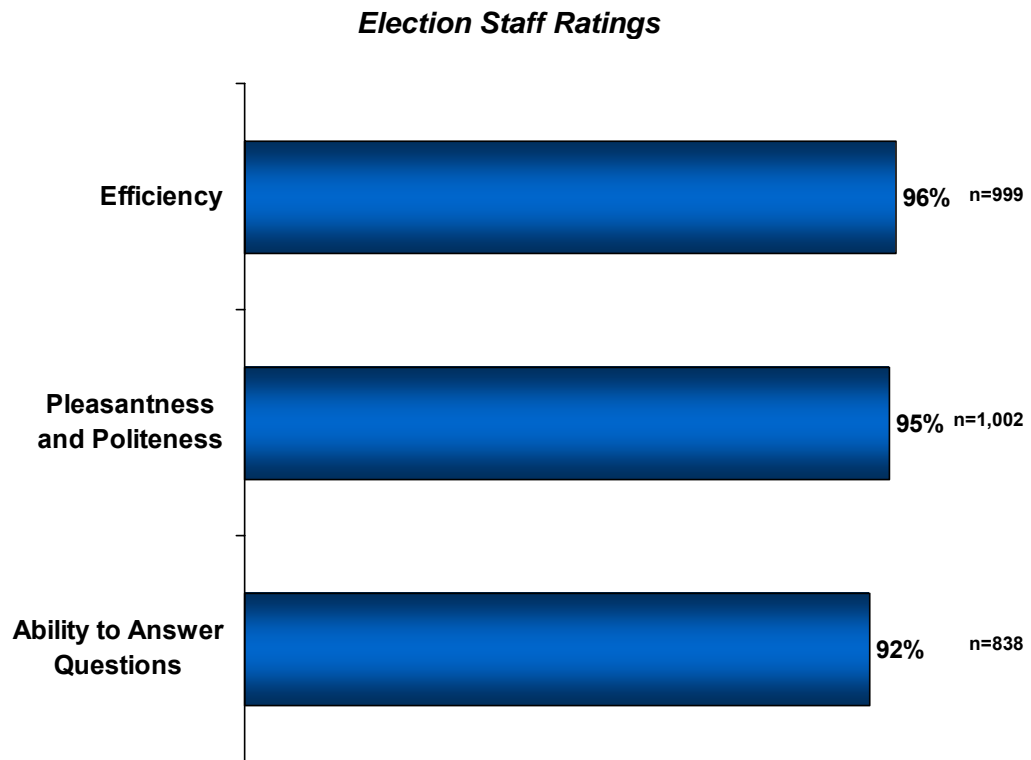
	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	71	78	65	82	72	76	78
Neutral to excellent	21	17	24	12	21	20	17
Neutral	5	3	6	3	5	3	4
Poor to neutral	3	1	5	2	2	1	1
Poor	-	1	1	1	-	1	-
Don't know/ Can't remember	-	-	-	-	-	-	-
Total (n=)	966	1,001	309	307	657	681	104

Voters who rated the ease of finding the person/party they wanted to vote for on the ballot paper as 'excellent' were significantly more likely to:

- be Māori
- vote on the day
- be female
- find the EasyVote pack useful.

9.12 Overview of Election Staff

Voters were asked to rate election staff on aspects of their service delivery. The combined 'neutral to excellent' and 'excellent' rating for each of the service delivery aspects are shown below.



9.13 Pleasantness and Politeness of Election Staff

The election staff were considered pleasant and polite by nearly all voters with 95 percent⁴⁵ rating the staff manner as either 'excellent' (85%) or 'neutral to excellent' (11%); this is consistent with 2002. Those who voted on the day were more likely than those who voted in advance to rate election staff as 'excellent'.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non- Māori Voters 2002	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	83	85	82	88	83	83	73
Neutral to excellent	14	11	15	8	14	12	21
Neutral	2	4	1	3	2	4	5
Poor to neutral	1	1	2	1	1	1	1
Poor	-	-	1	-	-	-	-
Total (n=)	966	1,002	309	307	657	681	103

⁴⁵ N.B. due to rounding the combined 'excellent' and 'neutral to excellent' total is 95 percent not 96 percent.

9.14 Ability to Answer Questions

Voters were asked to rate election staff on their ability to answer questions. The election staff were rated highly on their ability to answer questions by most voters with 92 percent⁴⁶ rating the staff as either 'excellent' (77%) or 'neutral to excellent' (14%). This is an improvement on 2002, with significantly more voters rating staff as **excellent** at answering questions⁴⁷.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	58	77	60	81	58	76	69
Neutral to excellent	18	14	20	13	17	15	19
Neutral	5	7	8	4	5	8	11
Poor to neutral	1	1	1	1	1	1	-
Poor	-	1	2	-	-	1	-
Don't know/ Can't remember	18	-	9	-	20	-	-
Total (n=)	966	838	309	277	657	547	88

⁴⁶ N.B. due to rounding the combined 'excellent' and 'neutral to excellent' total is 92 percent not 91 percent.

⁴⁷ N.B. significance calculated on comparison between 2002 and 2005 figures excluding don't knows.

9.15 Election Staff Efficiency

Voters were asked to rate election staff on how efficiently they dealt with them. The election staff were rated highly on their efficiency by most voters, with 96 percent⁴⁸ rating the staff as either 'excellent' (83%) or 'neutral to excellent' (12%). This is similar to 2002.

Those who rated the staff as 'excellent' for their efficiency were significantly more likely to have voted on Election Day.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non- Māori Voters 2002	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Excellent	82	83	78	84	83	84	77
Neutral to excellent	14	12	18	10	14	13	17
Neutral	3	2	2	3	3	2	3
Poor to neutral	1	2	2	2	-	1	3
Poor	-	1	-	1	-	-	-
Total (n=)	966	999	309	305	657	680	103

⁴⁸ N.B. due to rounding the combined 'excellent' and 'neutral to excellent' total is 96 percent not 95 percent.

9.16 Polling Place Problems

Voters were asked if at any stage during their time at the polling place they had experienced any issues or had to ask for any assistance. As with 2002, the majority of voters (91%) did not experience any issues at the polling place in 2005.

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non- Māori Voters 2002	Non- Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Had problems or difficulties	4	4	5	6	4	3	2
Asked for information or help	6	6	8	9	6	4	12
None of the above	90	91	88	87	90	93	88
Total (n=)	966	1,004	309	307	657	683	104

Non-Māori were significantly less likely to experience polling place problems.

9.17 Description of Polling Place Problems

Those voters who experienced problems at the polling place were asked to describe the problem they encountered at the polling place. (N.B. This was asked as an open-ended question – multiple responses were allowed.)

	Total Voters 2002	Total Voters 2005	Māori Voters 2002	Māori Voters 2005	Non-Māori Voters 2002	Non-Māori Voters 2005	Youth Voters 2005
	%	%	%	%	%	%	%
Poor signage/direction once inside polling place	48	25	9	25	55	26	31
Needed information on how to vote	2	15	12	20	5	12	15
Had questions about the EasyVote Card	6	7	9	8	3	7	-
Needed more information when party had no candidate/ needed more information available on parties/candidates	5	7	19	10	6	5	15
Made mistakes when completing ballot paper	6	6	7	5	5	7	8
Problems with the Māori roll, e.g. Not being on it	8	6	29	10	5	2	-
Not being on general roll	N/A	7	N/A	8	N/A	7	8
General help – pens not working, couldn't read paper etc.	25	7	16	8	27	7	8
Staff were not helpful	N/A	7	N/A	3	N/A	12	8
Other ⁴⁹	-	27	-	28	-	26	23
Total (n=)⁵⁰	93	84	35	40	58	43	13

⁴⁹ 'Other' consists of the advertising methods that were rated five percent or lower, including: 'too congested', 'made mistakes when completing ballot paper', 'needed information on where to enrol for special vote', 'had to wait for more voting papers', 'no privacy in booth', 'given incorrect voting paper', 'not clear it was a polling booth', 'party supporters displaying badges', 'did not ask for I.D.', 'no one at the polling booth'.

⁵⁰ Caution, small base sizes for Māori and Youth.

10.0 Election Night Results



10.1 Election Night – Follow Results?

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

Voters

Around three-quarters of voters (77%) followed the results on election night, which was an increase from 2002 (68%).

Voters who were significantly more likely to follow the results on election night were:

- non-Māori
- those who had read the EasyVote pack.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Yes	68	77	64	70	69	80	80
No	32	23	36	30	31	20	20
Total (n=)	1,001	1,001	315	306	686	681	104

Non-Voters

Nearly half of the non-voters (47%) followed the results on election night. This was a significant increase from the 2002 results (30%).

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Yes	30	47	37	46	29	48	40
No	70	53	63	54	71	53	60
Total (n=)	302	225	130	100	172	120	62

10.2 Election Night – How Were Results Followed?

Those voters and non-voters who followed the results were asked how they followed the results.

Voters

Nearly all those who followed the results did so by watching **television** (98%).

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Television	98	98	99	97	98	98	96
Radio	3	4	1	3	4	4	2
Elections website (www.electionresults.govt.nz)	3	1	-	2	3	1	1
Other websites	1	2	-	1	1	1	4
Other	1	1	1	2	1	-	4
Total (n=) ⁵¹	702	772	214	214	488	546	83

Non-Voters

Most non-voters who followed the results did so by watching **television** (87%).

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Television	100	87	100	91	100	82	92
Radio	2	7	-	7	2	7	4
Elections website (www.electionresults.govt.nz)	1	1	4	-	-	2	-
Other websites	-	1	-	2	-	-	4
Other ⁵²	1	9	-	15	-	11	1
Total (n=)	98	104	48	46	50	56	25

⁵¹ Caution, small numbers.

⁵² 'Other' consists of media which rated five percent or lower, including: 'word of mouth', 'newspapers' and 'telephone'.

10.3 Timeliness of Results

All respondents who followed the results were asked how satisfied they were with the timeliness of the results.

Voters

Overall, most voters (78%) were either very satisfied (42%) or satisfied (36%) with the timeliness of the results.

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Very satisfied	56	42	58	45	56	40	38
Satisfied	38	36	33	29	38	38	34
Neither satisfied nor dissatisfied	3	14	3	16	3	14	18
Dissatisfied	2	5	4	5	1	5	6
Very dissatisfied	-	3	1	5	-	3	4
Don't know	1	-	1	-	1	-	-
Total (n=)	702	764	214	211	490	541	82

Non-Voters

Of the non-voters 35 percent were very satisfied and 30 percent were satisfied with the timeliness of the results. This is significantly lower than the percentage of non-voters in 2002 who were very satisfied or satisfied (88%).

	Total 2002	Total 2005	Māori 2002	Māori 2005	Non- Māori 2002	Non- Māori 2005	Youth 2005
	%	%	%	%	%	%	%
Very satisfied	43	35	52	29	40	38	25
Satisfied	45	30	37	29	48	32	33
Neither satisfied nor dissatisfied	8	22	4	29	9	18	29
Dissatisfied	1	7	5	11	-	4	13
Very dissatisfied	-	6	-	2	-	9	-
Don't know	3	-	2	-	3	-	-
Total (n=)⁵³	98	103	48	45	50	56	24

⁵³ Caution, small base sizes for Māori and non-Māori .

11.0 Non-Voters

11.0 Non-Voters

11.1 Possibility of Voting in Election

Non-voters were asked if there was any time before the election when they thought they might vote in this election. Nearly two-thirds of non-voters (66%) had considered voting in this election, with this percentage being higher for both Māori non-voters (72%), and youth non-voters (77%).

	Total 2005 %	Māori 2005 %	Non-Māori 2005 %	Youth 2005 %
Yes	66	72	62	77
No	34	28	38	23
Total (n=)	224	100	120	61

Non-voters who **contemplated voting** were significantly more likely to:

- be aged 18-24
- be voting in their first election
- find the EasyVote pack useful.

11.2 When Decided Not to Vote

Non-voters were asked at what time before Election Day they decided not to vote. The majority of voters (53%) decided on Election Day that they would not vote, up from forty-four percent in 2002.

	Total Non-Voters 2002	Total Non-Voters 2005	Māori Non-Voters 2002	Māori Non-Voters 2005	Non-Māori Non-Voters 2002	Non-Māori Non-Voters 2005	Youth Non-Voters 2005
	%	%	%	%	%	%	%
On Election Day	44	53	54	58	41	49	54
One week before Election Day	13	11	9	12	14	8	20
Two weeks before	4	6	3	1	5	10	6
About a month before	5	4	4	2	5	6	4
More than a month before	26	27	24	26	26	27	16
Don't know	8	-	6	-	9	-	-
Total (n=)	302	194	130	89	172	102	50

Those that decided **more than a month before Election Day** that they were not going to vote were significantly more likely to be:

- aged 25 years or older
- male.

11.3 Decision-Making Process

Non-voters were asked how much thought they put into their decision not to vote. Around two-fifths of non-voters (41%) put a lot of thought into deciding whether or not to vote. However, forty-four percent of youth non-voters did not think about it at all.

	Total Non-Voters 2002	Total Non-Voters 2005	Māori Non-Voters 2002	Māori Non-Voters 2005	Non-Māori Non-Voters 2002	Non-Māori Non-Voters 2005	Youth Non-Voters 2005
	%	%	%	%	%	%	%
Put a lot of thought into deciding whether or not to vote	37	41	38	45	37	39	24
Put just a little thought into it	32	28	30	32	32	24	32
Didn't think about it at all	31	31	32	23	31	37	44
Total (n=)	302	226	130	100	172	121	62

Non-voters who put **a lot of thought** into deciding whether or not to vote were significantly more likely to:

- be aged 25 years or older
- have been eligible to vote previously
- find the EasyVote pack useful.

Non-voters that **did not think about voting at all** were significantly more likely to:

- be non-Māori .

They were also significantly less likely to be:

- aged 25 years or older.

11.4 Voting History

Non-voters were asked about their voting history since they have been eligible to vote. The number of non-voters who had voted in most previous elections decreased significantly from 50 percent in 2002 to 35 percent in 2005.

	Total Non- Voters 2002 %	Total Non- Voters 2005 %	Māori Non- Voters 2002 %	Māori Non- Voters 2005 %	Non- Māori Non- Voters 2002 %	Non- Māori Non- Voters 2005 %	Youth Non- Voters 2005 %
Voted in most elections	50	35	33	37	53	35	6
Voted in some elections	15	12	14	13	15	12	11
Voted in very few elections	15	17	22	23	14	12	11
Never voted	20	35	31	27	18	41	71
Total (n=)	302	226	130	100	172	121	62

Those that had **never voted** were significantly more likely to be:

- aged 18-24
- Non-Māori.

11.5 Reasons for Not Voting

Non-voters were asked what their **main** reason was for not voting. One-quarter of non-voters (25%) said that their main reason was that they 'couldn't be bothered with politics or politicians'⁵⁴.

	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
	%	%	%	%
Can't be bothered with politics or politicians	25	26	25	23
Had other commitments	12	10	14	13
Couldn't work out who to vote for	8	7	8	18
Away from home and overseas	6	4	7	7
My vote doesn't make any difference	5	3	7	5
Religious reasons	5	5	4	-
I didn't get to the polling place on time	4	4	4	4
I forgot	4	4	4	2
Away from home but still in New Zealand	3	4	3	4
Health reasons	3	4	3	2
Didn't know how to vote	2	1	3	5
Makes no difference who the government is	2	3	1	2
Not important	2	2	1	-
Didn't know where to vote	1	1	1	2
Did not know local candidates	1	2	-	-
No transport	1	2	-	-
Lack of confidence in candidates	-	1	-	2
No particular reason	6	9	4	5
Other	8	5	11	8
Total (n=)	209	92	112	56

⁵⁴The main reasons for not voting in the 2002 data were also that non-voters 'couldn't be bothered with politics or politicians' (24%). Other reasons include 'couldn't get to a polling place on time' (20%), 'makes no difference who the government is' (15%), and 'couldn't work out who to vote for' (14%).

Non-voters were also asked if they had any **additional reasons** for not voting. The additional reasons are listed below. Just over one quarter gave as a second answer that they 'couldn't be bothered with politics or politicians' (29%).

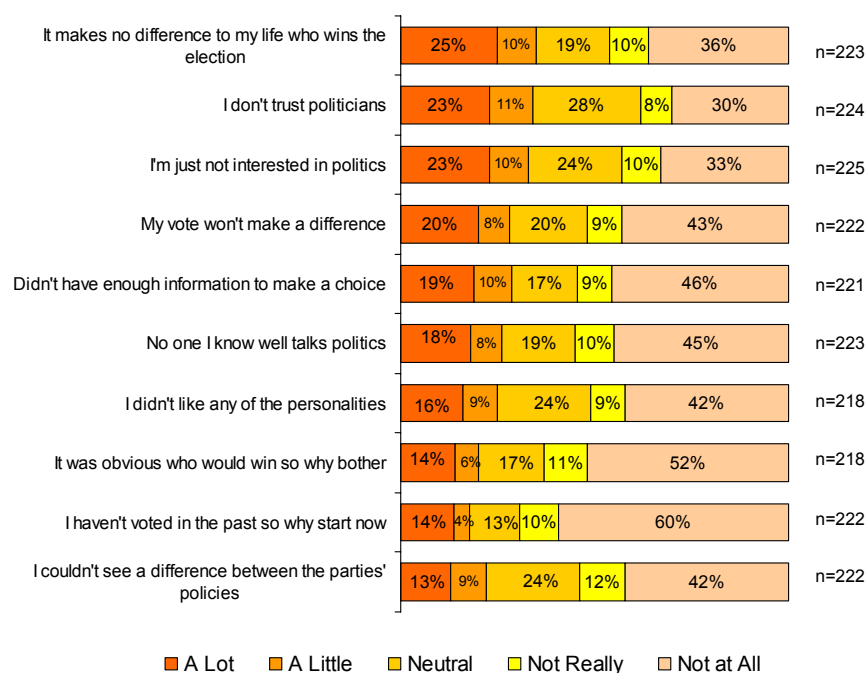
	Total 2005	Māori 2005	Non- Māori 2005	Youth 2005
	%	%	%	%
Can't be bothered with politics or politicians	29	29	27	25
Had other commitments	12	11	14	13
Couldn't work out who to vote for	10	9	11	20
My vote doesn't make any difference	11	7	15	9
Not important	10	12	9	11
Makes no difference who the government is	7	9	4	5
Away from home and overseas	6	4	7	7
I forgot	6	5	6	5
Religious reasons	5	5	5	-
I didn't get to the polling place on time	4	4	5	4
Away from home but still in New Zealand	4	4	4	4
Health reasons	4	4	4	2
Didn't know how to vote	3	1	3	5
Didn't know where to vote	2	2	3	4
Didn't know local candidates	1	2	-	-
No transport	1	3	-	-
Nearest polling place was too far away	1	1	1	2
Not eligible at the time	1	-	2	4
No particular reason	6	9	4	5
Other ⁵⁵	9	7	12	9
Total (n=)	210	92	113	56

⁵⁵ 'Other' consists of answers such as; "lack of confidence in candidates", "disability".

11.6 Factors that Influence Voting

Non-voters were presented with a list of possible factors that may have influenced their decision to vote and were asked to rate the impact of those factors on a scale of one to five with one being no influence at all and five being a lot of influence.

Influence on Non-Voters



Factors with the Most Influence

The three factors rated as having the greatest influence ('a lot' and 'a little' combined) for **non-voters overall** were:

- It makes no difference to my life who wins the election (35%)
- I don't trust politicians (34%)
- I'm just not interested in politics (33%).

The three factors rated as having the greatest influence ('a lot' and 'a little' combined) for **Māori non-voters overall** were:

- I don't trust politicians (36%)
- I'm just not interested in politics (36%)
- It makes no difference to my life who wins the election (34%).

The three factors rated as having the greatest influence ('a lot' and 'a little' combined) for **non-Māori non-voters overall** were:

- It makes no difference in my life who wins the election (36%)
- I don't trust politicians (32%)
- I'm just not interested in politics (30%).

The three factors rated as having the greatest influence ('a lot' and 'a little' combined) for **Youth non-voters overall** were:

- I'm just not interested in politics (40%)
- I don't trust politicians (33%)
- It was obvious who would win so why bother (32%).

Factors with the Least Influence

The three factors rated as having the least influence ('not at all' and 'not really combined') for **non-voters overall** were:

- I haven't voted in the past so why start now (70%)
- It was obvious who would win so why bother (63%)
- I couldn't see a difference between the parties' policies (54%).

The three factors rated as having the least influence ('not at all' and 'not really combined') for **Māori non-voters overall** were:

- I haven't voted in the past so why start now (69%)
- It was obvious who would win so why bother (54%)
- My vote won't make a difference (53%).

The three factors rated as having the least influence ('not at all' and 'not really combined') for **non-Māori non-voters overall** were:

- It was obvious who would win so why bother (72%)
- I haven't voted in the past so why start now (71%)⁵⁶
- No one I know well talks politics (59%).

The three factors rated as having the least influence ('not at all' and 'not really combined') for **Youth non-voters overall** were:

- I haven't voted in the past so why start now (70%)⁵⁷
- I couldn't see a difference between the parties' policies (52%).
- No one I know well talks politics (48%).

Non-voters that stated they were not at all influenced by the factor '**I'm just not interested in politics**' were significantly more likely to be male.

Non-voters that stated they were not at all influenced by the factor '**It was obvious who would win so why bother**' were significantly more likely to:

- be aged 25 years or older
- identify as New Zealand European.

⁵⁶ N.B. the combined percent total is different due to rounding.

⁵⁷ N.B. the combined percent total is different due to rounding.

12.0

Overview of Māori Voters and Māori Non-Voters

12.0 Overview of Māori Voters and Māori Non-Voters

	Māori Voters (%)	Māori Non-Voters (%)
Ordinary Vote	89	N/A
Special Vote	11	N/A
Voted same place 2002	41	N/A
Voting time:		
Before 11am	33	N/A
11am-1pm	24	N/A
1pm-3pm	20	N/A
3pm-5pm	14	N/A
5pm-7pm	8	N/A
Queued	14	N/A
Didn't queue	86	N/A
Took EasyVote Card	79	N/A
Time in polling place:		
Under 5 minutes	67	N/A
5-10 minutes	23	N/A
Reasonable time	97	N/A
Rating of Polling Place ('neutral to excellent' and 'excellent' combined):		
Convenience	94	N/A
Outside Signage	90	N/A
Layout	93	N/A
How well-equipped was booth	96	N/A
Privacy	91	N/A
Staff:		
Pleasantness and politeness	96	N/A
Ability to answer questions	94	N/A
Efficiency	94	N/A

	Māori Voters (%)	Māori Non-Voters (%)
Timing of decision not to vote:		
Election Day	N/A	58
1 week before	N/A	12
More than 1 month before	N/A	26
Advertising		
Knowledge of nearest polling place	N/A	80
Recall electoral advertising	83	78
Heard advertising on EasyVote Card	64	46
Heard advertising on advance voting	70	53
Heard advertising about voting close to home	65	58
EasyVote Pack		
Recall receiving EasyVote pack	98	87
Read EasyVote pack	89	69
Found EasyVote pack useful	93	93
Satisfied/very satisfied with EasyVote pack	91	83
Election Night Results		
Followed results on Election Night	70	46
Followed results on television	97	91
Satisfied with timeliness of result (satisfied or very satisfied)	74	58

13.0
Overview of Youth Voters and Youth
Non-Voters

13.0 Overview of Youth Voters and Non-Voters

	Youth Voters (%)	Youth Non-Voters (%)
Ordinary Vote	88	N/A
Special Vote	12	N/A
Voted same place 2002	31	N/A
Voting time:		
Before 11am	22	N/A
11am-1pm	24	N/A
1pm-3pm	23	N/A
3pm-5pm	19	N/A
5pm-7pm	14	N/A
Queued	18	N/A
Didn't queue	82	N/A
Took EasyVote Card	79	N/A
Time in polling place:		
Under 5 minutes	71	N/A
5-10 minutes	16	N/A
Reasonable time	97	N/A
Rating of Polling Place ('neutral to excellent' and 'excellent' combined):		
Convenience	96	N/A
Outside Signage	86	N/A
Layout	89	N/A
How well-equipped was booth	95	N/A
Privacy	84	N/A
Staff:		
Pleasantness and politeness	94	N/A
Ability to answer questions	88	N/A
Efficiency	94	N/A

	Youth Voters (%)	Youth Non-Voters (%)
Timing of decision not to vote:		
Election Day	N/A	54
1 week before	N/A	20
More than 1 month before	N/A	16
Advertising		
Knowledge of nearest polling place	N/A	77
Recall electoral advertising	91	82
Heard advertising on EasyVote Card	61	55
Heard advertising on advance voting	67	51
Heard advertising on voting close to home	54	56
EasyVote Pack		
Recall receiving EasyVote pack	97	79
Read EasyVote pack	84	71
Found EasyVote pack useful	92	94
Satisfied/very satisfied with EasyVote pack	94	71
Election Night Results		
Followed results on Election Night	80	40
Followed results on television	96	92
Satisfied with timeliness of result (satisfied or very satisfied)	72	58

14.0 Overview – Voters and Non-Voters

14.0 Overview Voters and Non-Voters

	Total Voters (%)	Total Non-Voters (%)
Ordinary Vote	92	N/A
Special Vote	8	N/A
Voted same place 2002	42	N/A
Voting time:		
Before 11am	33	N/A
11am-1pm	26	N/A
1pm-3pm	19	N/A
3pm-5pm	13	N/A
5pm-7pm	9	N/A
Queued	15	N/A
Didn't queue	85	N/A
Took EasyVote Card	84	N/A
Time in polling place:		
Under 5 minutes	73	N/A
5-10 minutes	20	N/A
Reasonable time	98	N/A
Rating of Polling Place ('neutral to excellent' and 'excellent' combined):		
Convenience	97	N/A
Outside Signage	89	N/A
Layout	92	N/A
How well-equipped was booth	96	N/A
Privacy	90	N/A
Staff:		
Pleasantness and politeness	96	N/A
Ability to answer questions	91	N/A
Efficiency	95	N/A
Total (n=)	1,004	226

	Total Voters (%)	Total Non-Voters (%)
Timing of decision not to vote:		
Election Day	N/A	53
1 week before	N/A	11
More than 1 month before	N/A	27
Knowledge of nearest polling place	N/A	79
Advertising		
Recall electoral advertising	83	75
Heard advertising on EasyVote card	63	42
Heard advertising on advance voting	70	51
Heard advertising on voting close to home	59	50
EasyVote Pack		
Recall receiving EasyVote pack	98	88
Read EasyVote pack	89	70
Found EasyVote pack useful	92	88
Satisfied/very satisfied with EasyVote pack	93	77
Election Night Results		
Followed results on Election Night	77	47
Followed results on television	98	87
Satisfied with timeliness of result (satisfied or very satisfied)	78	65
Total (n=)	1,004	226

Appendix

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