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## Final results: Voter and non-voter satisfaction survey 2008

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# Executive summary

## Background and method

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

- ascertain voter satisfaction with the services the CEO provides, and to
- understand what the barriers to voting are, and how to address these for each identified population group.

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

1,218 interviews were conducted with voters (giving a maximum margin of error of +/- 2.8%). 291 interviews were conducted with non-voters (giving a maximum margin of error of +/- 5.7%).

Significant changes since 2005 are highlighted in this summary and the main report where relevant.

## Summary of findings

### Voting behaviour

- Seven percent of voters, and 15% of non-voters, said the 2008 General Election was the first one they had been eligible to vote in. Likewise, 55% of Youth voters, and 48% of Youth non-voters, said this was their first Election in which they could vote.
- Nearly all (95%) voters in the 2008 General Election who were also eligible to vote in the 2005 General Election said they voted in both Elections. 53% of non-voters (in the 2008 Election) who were eligible to vote in the 2005 Election said they voted in the 2005 Election.
- The majority of voters said they vote in every General Election (73%), with the remainder voting in most (20%) or some (7%) General Elections. Conversely, a third (35%) of non-voters said they vote in most General Elections, with 31% voting in some and 34% not having voted in any General Election.
- Nine percent of voters voted in advance of Election Day. Around two-thirds (64%) of non-voters were aware that they could cast their vote before Election Day. Māori non-voters were less likely to be aware of this option (49%).
- Two thirds (65%) of non-voters who were unaware of the option to vote in advance said they would have voted if they had known about this option.
- Five percent of voters cast a special vote.

### EasyVote Pack

- Virtually all (98%) voters, and 79% of non-voters, recalled receiving the EasyVote pack. The proportion of non-voters who recall receiving the pack in 2008 is lower than in 2005 and 2002 (88% in both years).
- Seventy one percent of voters, and 43% of non-voters, who received the pack read all, most or some of the EasyVote pack. 28% of voters, and 58% of non-voters who received the pack only glanced at it or didn't read it.
- Young voters who received the pack were more likely to only glance at or read some of the pack (47% compared to 38% for the average voter).

- Nearly all (98%) voters, and 83% of non-voters, who received the pack, and read it, said it was easy to find the EasyVote card.
- Use of the EasyVote card (88%) has increased since 2005 (84%). Further, significantly more young voters brought the EasyVote card to the polling place in 2008 (up seven points from 79% in 2005 to 86% in 2008).
- Satisfaction with the EasyVote pack continues to be very high among voters who received the pack (at 92%). Satisfaction is notably lower among non-voters at 66%. Young non-voters were least satisfied (52%).

## **Advertising**

### Advertising recall

- Most voters (81%), and non-voters (74%), recalled seeing or hearing advertising or information about the voting process in the lead up to the Election. Recall was especially high among young voters (90%).
- Among voters, unprompted recall of advertising was highest for television (89%), followed by radio (25%), and newspapers (25%). Unprompted recall of radio advertising is particularly high among young voters (42%).
- Since 2005, there have been significant decreases in unprompted voter awareness of radio advertising (down seven points), newspaper advertising (down 12 points), and pamphlets or flyers (down 5 points).
- Unprompted recall among non-voters tended to be lower than among voters, but covers similar sources with 84% recalling television advertising, 19% recalling radio advertising and 15% recalling newspaper advertising.
- Among non-voters who had seen or heard some advertising, there have been significant decreases in awareness since 2005 in relation to newspaper advertising (down 10 points to 15%), signs (down 10 points to 5%), and pamphlets or flyers (down 11 points to 2%).

### Message take-out

- Among voters who had seen or heard the advertising, message take-out was reasonably strong. Without prompting, the most common message recalled relates to encouraging voters to enrol (37%) – this is especially high among Youth voters (48%). The other most commonly recalled messages relate to encouraging people to vote or information on how to vote (18%) and encouraging voters to use the EasyVote card (17%). The latter was particularly high among Māori voters (24%).
- Since 2005, there have been a number of significant changes in unprompted recall of the messages conveyed. Recall of the message relating to encouraging voters to enrol has increased (up nine points). Conversely, the messages related to encouraging people to vote or information on how to vote, advance voting and candidate information have decreased.
- Message take-out was weaker among non-voters. However, they recalled similar types of messages. Without prompting, the most commonly recalled messages relate to using the EasyVote card (21%), encouraging voters to enrol (16%), and encouraging people to vote or information on how to vote (12%). Since 2005, significantly fewer non-voters recall candidate information.
- When prompted, recall of the key messages is higher among voters compared with non-voters:
  - Voting in advance if you're going away on Election Day (73% of voters and 45% of non-voters).
  - Using the EasyVote card when going to vote (58% of voters and 42% of non-voters)
  - Voting close to home (52% of voters and 43% of non-voters).
- Since 2005, there have been significant declines among voters in prompted recall of the messages relating to the EasyVote card (down five points) and voting close to home (down seven points).

### Perceived usefulness of sources

- Respondents were asked to rate the various sources of advertising on a scale of 1 to 5 where 1 was 'not useful at all' and 5 was 'very useful'. Of the sources reasonable numbers of voters were aware of, newspaper advertising and television advertising were regarded as the most useful (62% and 58% respectively rated these sources as a 4 or 5 out of 5). These were followed by pamphlets or flyers (52%), the Internet (52%), radio advertising (51%), signs (28%) and bus shelter advertising (25%).
- Of the sources reasonable numbers of non-voters were aware of, radio advertising (50%) and television advertising (44%) were seen as being the most useful. Since 2005, non-voters are significantly less likely to perceive television and newspaper advertising to be useful.

### Requests for additional information

- When asked whether there was any additional information about voting they would have liked, large majorities of voters (79%), and non-voters (65%), said they required no further information. A significantly higher proportion of Māori felt they did not require any further information than in 2005 (up 15 points to 79%).
- The most common suggestion made by both voters and non-voters was for more information about polling place locations (4% and 8% respectively). Non-voters, in particular, also requested more information on special / advance voting (7%).

### 'Yes I voted' stickers

- Around four in ten (39%) voters took 'Yes I voted' stickers after they voted. 51% of voters thought that the 'Yes I voted sticker' would prompt people to vote.
- One quarter (25%) of non-voters saw someone wearing a 'Yes I voted' sticker on Election Day.

### **Getting to the polling place**

- Most voters went to the polling place with other family members (59%). Just over a third of voters (36%) attended the polling place by themselves. Young voters were more likely than average to attend the polling place with non-family members.
- Just over half (51%) of repeat voters voted in the same place as last Election. This was less often the case with young voters (31% for those aged 18-24).
- As in 2005, the most common source of information about where to find the polling place was the EasyVote pack (44%). More voters in 2008 referred to signs or signage (23%, up from 16% in 2005).
- Youth were particularly likely to find out about the location of the polling place from others, such as family, friends, or workmates (39%, up from 26% in 2005).
- Most (83%) non-voters knew the location of a polling place that was convenient for them (which is unchanged from 2005).
- Non-voters were most likely to find out about the location of the polling place through family, friends, or workmates (26%) and signs or signage (22%).

### **Polling place experience**

- Forty six percent of people voted in the morning (i.e. before noon), 45% voted in the afternoon (between noon and 5pm), and 8% voted after 5pm. The results are similar to 2005. Young people were more likely to vote in the afternoon (52%) and less likely to vote in the morning (37%).
- Most voters who went to a polling place did not have to queue (79%). The proportion of voters saying they had to queue in 2008 (21%) is significantly higher than the proportion in 2005 (15%) and 2002 (8%). However the overall time spent at the polling place remains unchanged since 2005 and 2002.

- Voters were asked how they felt about the amount of time they had spent at the polling place. As in 2005, nearly all (98%) felt that the time they had spent at the polling place was reasonable given what they had to do.

#### Rating the polling place

- There has been an increase in the proportion giving positive ratings for the convenience of location (97% in 2008 compared to 95% in 2005 and 95% in 2002). Other ratings about the polling place experience in 2008 were very similar to 2005.
- There has been a decline in the proportion giving positive ratings for the signage inside the polling place, however the proportion has not declined to the level seen in 2002 (86% in 2008, 89% in 2005, and 79% in 2002).
- All other ratings remain similar to 2005, these include:
  - Ease of access to exit after voting (97% positive rating)
  - How well-equipped polling booth was with pens that worked etc. (97% positive rating)
  - How easy it was to identify Election staff (93% positive rating)
  - Physical layout of polling place (93% positive rating)
  - Privacy you felt in casting votes (91% positive rating)
  - How obvious it was where to place completed ballot paper (89% positive rating)
  - Signs outside to indicate it was a polling place (88% positive rating)
- As in 2005, younger voters were generally less likely to give excellent ratings for polling place statements (with a significant portion preferring to rate their experience as 4 out of 5).
- As in 2005, the majority of voters (93%) did not experience any issues at the polling place.

#### Rating the ballot paper

- Satisfaction with the ballot paper remains similar to 2005. Most voters were likely to rate the ballot paper as four or five out of five on the following statements:
  - Ease of finding name of person and party (95% positive rating)
  - Layout of ballot paper (93% positive rating)
  - Clear instructions on how to cast vote (92% positive rating)

#### Rating Election staff

- Satisfaction with Election staff remains similar to 2005. Most voters were likely to rate Election staff as four or five out of five on the following statements:
  - Pleasantness and politeness (97% positive rating)
  - Efficiency (96% positive rating)
  - Ability to answer questions (95% positive rating)
- In 2008 a higher proportion rated Election staff's ability to answer questions as 'excellent' (95% in 2008 compared to 92% in 2005).
- As in 2005, younger voters were generally less likely to give 'excellent' ratings for pleasantness and politeness, and efficiency.

## **Election night results**

- Seventy two percent of voters followed the results as they came in on Election night, this is lower than in 2005, when 77% of voters followed the results, but not as low as the figure in 2002 (68%). As in 2005, non-voters were less likely to follow the results (47%).
- As in 2005, nearly all voters who followed the results said they watched the results come in on television (97%). Younger voters were less likely to say they saw the results on television (93%), and more likely to follow results on the Elections website (6% which is an increase from 1% in 2005).
- There has been an increase in satisfaction with the timeliness of results. Overall, most voters (90%) and non-voters (78%) were either very satisfied or satisfied with the timeliness of the 2008 results (compared with 78% and 65% respectively in 2005).

## **MMP**

- Compared with 2005, there has been an increase in the proportion of voters saying that MMP is easy to understand. In 2008, 46% of voters said they found the MMP system of voting either easy or very easy to understand (compared with 34% in 2005). The equivalent figure for non-voters (35%) is unchanged since 2005.
- However, knowledge of how MMP works to determine the number of MPs in Parliament has declined. Just over half (52%) of voters and 32% of non-voters correctly answered that the party vote was more important for determining the number of MPs in Parliament. (This compares with 59% and 37% in 2005).
- Thirty percent of voters and 11% of non-voters correctly stated that to cross the threshold required either 5% of party votes, or one electorate victory. Research in 2007 suggested that 27% of the general population correctly identified the threshold criteria. This is not significantly different from the combined total for voters and non-voters in 2008 (26%).

## **E-voting preference**

- Over half (56%) of voters would still prefer to vote in person at a polling place. Just under a third (32%) said they would prefer to vote online using a computer or a mobile Internet device. Young voters were more likely to prefer this mode of voting (49%).
- Preference for voting online was much higher among non-voters, over half (53%) of non-voters said they would prefer to vote online using a computer or a mobile Internet device. Non-voters were less likely than voters to say they would prefer to vote in person at a polling place (22% vs. 56%). Young non-voters were more likely than the rest to say they would prefer online or mobile voting (67%).

## **Non-voters**

- Non-voters were asked if there was any time before the Election when they thought they might vote in this Election. Over two-thirds (69%) of non-voters had considered voting in this Election, this was higher for Māori (73%) and Youth (73%) non-voters. These figures are not significantly different from the equivalent figures in 2005.
- Non-voters were asked at what time before Election Day they decided not to vote. Similar to 2005, around half (48%) of non-voters decided on Election Day that they would not vote.
- Non-voters were asked how much thought they put into their decision not to vote. Thirty three percent stated they had put a lot of thought into it. This is lower than in 2005 when the equivalent figure was 41%.
- The main overall reasons for not voting were 'had other commitments' (17%), 'had other work commitments' (10%), and 'I forgot' (9%). Although results for this question are not directly comparable with previous surveys, the answer 'can't be bothered with politics or politicians' (5% in 2008), did not feature as strongly as it did in 2005 and 2002.

- Māori and Youth were more likely than average to say 'can't be bothered voting' (15% and 11%, respectively). Youth non-voters were more likely than average to say 'had other commitments' (27%) or 'had other work commitments' (17%).
- The strongest factors influencing non-voters were 'I'm just not interested in politics' (26%), 'I don't trust politicians' (24% of all non-voters agreed with this statement), and 'it makes no difference to my life who wins the Election' (24%). These results are broadly similar to 2005, although in 2008 there has been a decline in the proportion of non-voters saying 'it makes no difference to my life who wins the Election' (24% in 2008 vs. 35% in 2005), and 'my vote won't make a difference' (18% in 2008 vs. 28% in 2005).

## Conclusions

The survey suggests very high satisfaction with the service provided by the Chief Electoral Office, with around nine in ten voters giving positive scores for the EasyVote pack, the polling place, ballot papers, and Election staff. Satisfaction remains high in all of these areas, although some small changes since 2005 are noted below:

- some more positive results for:
  - convenience of polling place location
  - ability of Election staff to answer questions
  - timeliness of Election results
- more negative scores relating to internal signage.

The majority of voters and non-voters were aware of advertising about the voting process. This is unchanged from 2005, although there have been some decreases in recall of pamphlets, radio advertising, and newspaper advertising. Message take-out is strong among voters, with unprompted recall of messages about 'encouraging enrolment' increasing since 2005.

# Background and objectives

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

To ensure its service is appropriate to legal and political requirements, and to the electorate, the Chief Electoral Office (CEO) undertakes a Voter and Non-Voter Survey following each General Election. The primary objectives of the survey are to:

- ascertain voter satisfaction with the services the CEO provides, and to
- understand what the barriers to voting are, and how to address these for each identified population group.

The CEO commissioned Colmar Brunton to conduct a survey with voters and non-voters in 2008. Similar surveys were conducted on behalf of the CEO in 2002 and 2005. Where possible this report includes comparisons of the 2008 results against the 2002 and 2005 results.

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

- Māori
- Pacific
- Asian
- People with disabilities
- Those aged 18-24, and
- People who reside in Auckland.

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

# Methodology

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

Element of the survey	Purpose	Methodology	Final unweighted sample size
<b>Core survey of voters and non-voters</b>	Representative of all eligible voters in New Zealand (including those who voted and did not vote at the General Election).	CATI (Computer Assisted Telephone Interviewing)	1,509
<b>Māori booster survey</b>	Specifically designed to collect the views of Māori voters and Māori non-voters, so that, when combined with the core survey, a reasonable sample size of the Māori population is available for analysis.	CATI	278
<b>Youth booster survey</b>	Specifically designed to collect the views of 18-24 year old voters and 18-24 year old non-voters, so that, when combined with the core survey, a reasonable sample size of the Youth population is available for analysis.	CATI	392
<b>Asian booster survey</b>	Specifically designed to collect the views of Asian voters and Asian non-voters, so that, when combined with the core survey, a reasonable sample size of the Asian population is available for analysis.	F2F (Face to face interviewing) supplemented by Asian respondents from the core survey	90 + 55 from core survey = 145 total
<b>Pacific booster survey</b>	Specifically designed to collect the views of Pacific voters and Pacific non-voters, so that, when combined with the core survey, a reasonable sample size of the Pacific population is available for analysis.	F2F supplemented by Pacific respondents from the core survey	85 + 36 from core survey = 121 total
<b>Disabled boost</b>	Specifically designed to collect the views of voters and non-voters with disabilities, so that, when combined with the core survey, a reasonable sample size of the disabled population is available for analysis. Information on the disabled boost will be included in a separate report.	F2F and self-completion supplemented by disabled respondents from the core survey	Disabled report will outline the sample size for disabled respondents

The core survey collected data for the general population of voters and non-voters. This survey was conducted using Computer Assisted Telephone Interviewing (CATI). The CATI survey also involved additional booster samples for the Māori population and the 18-24 year old population. The core telephone survey commenced the day after the General Election on 9 November 2008. Telephone survey fieldwork was completed on 29 November 2008.

Boosts for the Asian, Pacific and disabled populations were completed by face-to-face interviewing (although some self-completion surveys were used among the deaf community). Generally speaking, face to face interviewing is a more effective approach with these populations. Fieldwork for these

elements of the project commenced on the day after the General Election on 9/11/2008 and was complete by 5/12/2008.

## Questionnaire

Two questionnaires were developed to meet the research objectives, one for voters and one for non-voters. The questionnaire was closely based upon previous questionnaires used by the Chief Electoral Office for post-Election surveys. Some updating was required to reflect current issues and needs.

The draft questionnaires were piloted with 29 respondents (including a mixture of voters and non-voters) in April 2008. Some refinements were made to the design before the main stage of fieldwork.

The final overall interview length was 14 minutes for voters and 11 minutes for non-voters.

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

### Sample frame for core telephone survey

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

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

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

Respondents for the Māori boost were selected from those who identified themselves as having Māori descent on the General roll or the Māori roll. Respondents for the Youth boost were selected from those in the age bands 18-23 on the electoral roll. There was no way to specifically identify those aged 24 from the roll, so those who were in the next age band (24-28) were over-sampled, and a screening question was used during the interview to identify 24 year olds.

Survey weighting was applied to the final results to re-adjust for the booster sampling (see below for details).

Potential respondents were then telematched to identify telephone numbers. The telematch success rate (i.e. numbers identified divided by all potential respondents selected) was 43%. This is higher than most telematch exercises Colmar Brunton have conducted.

### Pre-notification letters stage

5,800 potential respondents were then selected at random from the General and Māori rolls and sent pre-notification letters written by the Chief Electoral Office. In addition to this core survey sample, pre-notification letters were also issued to 1,100 people identifying themselves as Māori, and 3,035 18-28 year olds (see above for how we specifically identified 18-24 year olds for the 'Youth sample').

Letters were issued two weeks prior to fieldwork being conducted. This letter explained the purpose of the survey and described fieldwork dates. It also reassured respondents that the research was voluntary and conducted in complete confidence. An 0800 number was included for those who wanted to opt-out of the research. In total, Colmar Brunton received 625 opt-outs after letters were issued, this was taken into account in the response rate calculation (detailed shortly).

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

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

Data on Pacific and Asian respondents was gathered through the core telephone survey (described above), but supplemented by additional face-to-face interviews. Face-to-face interviews were conducted in areas with high density Pacific and Asian populations. This involved interviewing in Meshblocks where the 2006 Census indicated a density of 20% or greater Pacific and Asian population. Interviewers only sought data from those who were eligible to vote in the 2008 General Election.

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

### **Quota targets on key groups of interest**

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

- 250 Māori respondents
- 300 Youth respondents
- 100 Pacific respondents
- 100 Asian respondents
- 19% of all respondents to be non-voters.

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

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

## Weighting

Results were weighted using age-band and Māori vs. non-Māori status from the Electoral Roll. This weighting ensures that the booster populations (Youth and Māori) are not over-represented in the survey results.

Some questions on e-voting and MMP required data from voters and non-voters to be merged so that the data could be compared with previous surveys conducted in 2007 that were conducted with general population. For these questions a weighting scheme was used to re-adjust the 2008 survey data so that it was representative of the New Zealand population by age, gender, ethnicity and voting turnout. Age, gender and ethnicity data from the 2006 Census was used for this weighting, and official voter turnout data from the 2008 General Election was used for the voter and non-voter weighting.

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

In total the telephone survey achieved a response rate of 25%, the face-to-face survey with Pacific and Asian respondents achieved a response rate of 51%. The main reason for non-response was refusal to participate, the remainder of non-response is accounted for by those who were not contactable after six or more phone calls (around 60% of non response related to refusals, and 40% related to non-contact).

As illustrated in the table below, the final sample size for the survey was 1,509. Sample sizes, and accompanying margins of error for other key sub-populations are also presented below.

Each row displays the unweighted number of respondents. This represents the raw number of people interviewed in each category before weighting is applied, and is a useful indicator of the robustness of analysis for a particular subgroup. These numbers are used to calculate the margins of error for each group.

Population	Un-weighted sample size	Margin of error*
<b>Total number of respondents</b>	1,509	+/- 2.5%
<b>Voters</b>	1,218	+/- 2.8%
<b>Non-voters</b>	291	+/- 5.7%
<b>Māori respondents</b>	278	+/- 5.9%
<b>Youth (18-24 year olds)</b>	392	+/- 4.9%
<b>Pacific</b>	121	+/- 8.9%
<b>Asian</b>	145	+/- 8.1%

\* These maximum margins of error are at the 95% confidence interval.

## Notes on reading this report

Most of this report is divided into separate sections for voters and non-voters. Voters are survey respondents who say they voted in the 2008 General Election, and non-voters are respondents who were eligible to vote in the 2008 General Election, but told us they did not vote.

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

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

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

When a cell in a table states 'N/A' this means that the question was not asked in this way in 2005 and so a direct comparison with the 2008 response is not possible.

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

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

Whenever results for 'Pacific' or 'Asian' respondents are presented this represents all Pacific or Asian respondents from the core telephone survey and the face-to-face booster surveys. Pacific and Asian populations were not boosted in 2005 and so comparisons for these groups between 2008 and 2005 are not possible.

In general, analytical commentary on the proportion of voters, non-voters, Youth, Māori, Pacific and Asian is found above each table. Additional subgroup analysis (for example analysis by income or gender) is then found underneath each table.

Results are often compared with the 2005 survey. In cases where there is a significant difference between the 2008 results and the 2005 results, a commentary on the overall result from 2002 is also included so that possible long-term trends can be highlighted.

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

# Voting behaviour

## Was 2008 the first Election that people were eligible to vote in?

### Voters

Seven percent of voters said this was the first New Zealand General Election they had been eligible to vote in. This was the first General Election that 55% of young voters had been eligible to vote in. Pacific and Asian respondents were more likely to say this was their first Election (18% and 28%). This question was not asked in 2005. The results are illustrated in the table below.

First Election eligible to vote in?	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	<b>1218</b>	<b>214</b>	<b>253</b>	<b>96</b>	<b>103</b>
Yes	<b>7%</b>	<b>8%</b>	<b>55%</b>	<b>18%</b>	<b>28%</b>
No	<b>93%</b>	<b>92%</b>	<b>45%</b>	<b>82%</b>	<b>72%</b>

The following types of voters 2008 was *more likely* to be the first General Election in which they could vote:

- Voters not born in New Zealand (14% compared to 6% of voters born in New Zealand).
- Voters who cast a special vote (15% compared to 7% of those who cast an ordinary vote).

### Non-voters

Non-voters were asked if the 2008 Election was the first Election in which they were eligible to vote. This was true for 15% of non-voters, 20% of Māori non-voters, and nearly half (48%) of Youth non-voters. (Other analysis by type of non-voter is outlined below the table). The proportion was higher for Asian non-voters (48%), although results for Pacific and Asian non-voters should be treated with caution due to the small base sizes. Results were not significantly different from the results in 2005.

First Election eligible to vote in?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>291</b>	223	<b>64</b>	99	<b>139</b>	62	<b>25</b>	<b>42</b>
Yes	<b>15%</b>	20%	<b>20%</b>	15%	<b>48%</b>	50%	<b>12%</b>	<b>48%</b>
No	<b>85%</b>	80%	<b>79%</b>	85%	<b>50%</b>	50%	<b>88%</b>	<b>52%</b>
Don't know / cannot remember	<b>1%</b>	-	<b>1%</b>	-	<b>3%</b>	-	-	-

This Election was *more likely* to be the first Election in which the person was eligible, for:

- Non-voters on lower incomes (18% of those with a household income of \$60,000 or less compared to 5% of those with a higher income).
- Younger voters (23% of those aged under 44 years versus 3% of those aged 44 years or older).

## Previous Election

### Voters

Voters (i.e. those who voted in the 2008 General Election) who were eligible to vote in 2005 were asked if they voted in the 2005 General Election. Nearly all (95%) did vote in 2005. This is less often the case with Youth voters (89%), Pacific voters (89%), and Asian voters (86%).

If you were eligible, did you vote in 2005?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
<b>N=</b>	<b>1031</b>	<b>876</b>	<b>196</b>	<b>270</b>	<b>90</b>	<b>41</b>	<b>79</b>	<b>74</b>
Yes	<b>95%</b>	97%	<b>94%</b>	96%	<b>89%</b>	98%	<b>89%</b>	<b>86%</b>
No	<b>4%</b>	3%	<b>5%</b>	4%	<b>11%</b>	2%	<b>10%</b>	<b>12%</b>
Don't know / cannot remember	*	-	<b>1%</b>	-	-	-	<b>1%</b>	<b>1%</b>

The following voters who were eligible to vote in 2005 were *more likely* to have voted in the 2005 General Election:

- Older voters (98% of those aged 44 years or older, compared to 89% of those aged under 44 years).
- Voters who read the EasyVote pack (97% compared to 92% of those who glanced at it, did not read it, or did not receive the pack).

### Non-voters

Non-voters who were eligible to vote in the 2005 General Election, were asked if they voted in the 2005 General Election. Just over half (53%) of non-voters who were eligible in 2005, said they voted in the 2005 General Election. Results were broadly similar to the previous survey in 2005. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

If you were eligible, did you vote in 2005?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
<b>N=</b>	<b>211</b>	<b>174</b>	<b>49</b>	<b>80</b>	<b>65</b>	<b>30</b>	<b>22</b>	<b>22</b>
Yes	<b>53%</b>	53%	<b>62%</b>	54%	<b>53%</b>	30%	<b>68%</b>	<b>59%</b>
No	<b>40%</b>	47%	<b>32%</b>	46%	<b>44%</b>	70%	<b>23%</b>	<b>41%</b>
Don't know / cannot remember	<b>6%</b>	-	<b>6%</b>	-	<b>2%</b>	-	<b>9%</b>	-

Non-voters who were eligible to vote in 2005 and who read the 2008 EasyVote pack were *more likely* to have voted in 2005 (62% compared to 42% of those who glanced at it, did not read it, or did not receive the pack).

## Past voting behaviour

The 2008 survey asked all respondents who were eligible to vote in General Elections before 2008 whether they vote in most, some or no General Elections.

### Voters

Seventy three percent of all voters who were eligible in previous General Elections claim to have voted in every New Zealand General Election. Youth were most likely to say they have voted in every Election (84%) (although it should be noted that almost all of the Youth respondents would only have had the chance to vote in two Elections). Māori voters were less likely to say they voted in every Election. Results for Pacific and Asian voters were not significantly different (largely due to small base sizes).

Past voting behaviour	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	1031	196	90	79	74
Vote in every New Zealand General Elections	73%	66%	84%	68%	66%
Vote in most New Zealand General Elections	20%	25%	1%	15%	8%
Vote in some New Zealand General Elections	7%	9%	15%	15%	26%
Don't know / cannot remember	-	-	-	1%	-

Those aged under 44 years were *less likely* to say they had voted in every Election than those aged 44 years or older (64% versus 76%).

### Non-voters

Around one-third (35%) of non-voters said they have voted in most General Elections. Similar proportions said they have voted in some or no General Elections (31% and 34% respectively). Predictably, Youth non-voters were much more likely to have never voted in a General Election (67%). (Other analysis by type of non-voter is outlined below the table).

Past voting behaviour	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	64	139	22	30
Vote in most New Zealand General Elections	35%	39%	10%	41%	20%
Vote in some New Zealand General Elections	31%	17%	23%	27%	40%
Vote in no New Zealand General Elections	34%	44%	67%	32%	40%

This question was not asked using the same scale in 2005 and so results cannot be directly compared.

Subgroup analysis shows:

- Non-voters born outside of New Zealand were more likely not to have voted in a New Zealand General Election (49%, compared to 31% of those born in New Zealand).
- Young non-voters were also more likely not to have voted in a General Election (48% of those aged under 44 years versus 17% of those aged 44 years or older). Similarly, young voters were less likely to say they have voted in most Elections (24% of those aged under 44 years versus 48% of those aged 44 years or older).
- Non-voters who read the EasyVote pack were more likely to have voted in most Elections (46% compared to 23% of those who glanced at it, did not read it, or did not receive the pack).

## Advance voting

### Voters

Voters were asked if they voted on or before Election Day. The vast majority (91%) voted on Election Day, and 9% said they did so before Election Day.<sup>1</sup> Although the proportion voting before Election Day is slightly higher than in 2005, the difference is not statistically significant.

	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1218	1,003	214	307	253	104	96	103
Voted on Election Day	91%	93%	91%	91%	91%	96%	92%	91%
Voted before Election Day	9%	7%	9%	9%	9%	4%	8%	9%

Voters who hold a University or postgraduate degree were less likely to have voted before Election day (5% compared to 10% of those with lower education qualifications).

### Non-voters

Non-voters were asked if they knew that they could cast their vote before Election Day. This question was not asked in 2005. Māori non-voters were significantly less likely to be aware of the advance voting option. (Other analysis by type of non-voter is outlined following the table).

Did you know you could vote before Election Day?	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	64	139	25	42
Yes	64%	49%	56%	56%	62%
No	36%	51%	44%	44%	38%

<sup>1</sup> The official proportion of all registered voters who voted in advance was found to be 11.5% in 2008. People may vote in advance for a number of reasons (including if they are away from home or going overseas). This survey, which was conducted shortly after the Election, therefore tends to slightly under-represent advance voters.

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

- Older voters (74% of those aged 44 years or older compared to 56% of those aged under 44 years).
- Those on higher household incomes (79% of those with a household income of \$60,000 or greater compared to 56% of those with a lower income).

Non-voters who were unaware of the advance voting option were then asked: if they had been aware, would they have voted in the Election? Around two-thirds (65%) of these non-voters thought they would have voted in the Election had they known about advance voting. The results are shown in the table below. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

<b>Had you been aware, would you have voted?</b>	<b>Total 2008</b>	<b>Māori 2008</b>	<b>Youth 2008</b>	<b>Pacific 2008</b>	<b>Asian 2008</b>
<b>N=</b>	<b>112</b>	<b>33</b>	<b>61</b>	<b>11</b>	<b>16</b>
Yes	<b>65%</b>	<b>62%</b>	<b>65%</b>	<b>82%</b>	<b>69%</b>
No	<b>31%</b>	<b>28%</b>	<b>31%</b>	<b>18%</b>	<b>25%</b>
Don't know	<b>4%</b>	<b>9%</b>	<b>4%</b>	-	<b>6%</b>

## Special voting

As in 2005, most voters cast an ordinary vote. Only 5% of voters in this survey said they cast a special vote<sup>2</sup>. This is significantly lower than in 2005 (8%), but closer to the level measured in 2002 (6%).

Pacific and Asian voters were more likely to cast a special vote (16% and 13% respectively).

Young voters were more likely than average to cast a special vote (9%).

	<b>Total 2008</b>	<b>Total 2005</b>	<b>Māori 2008</b>	<b>Māori 2005</b>	<b>Youth 2008</b>	<b>Youth 2005</b>	<b>Pacific 2008</b>	<b>Asian 2008</b>
<b>N=</b>	<b>1218</b>	1,001	<b>214</b>	305	<b>253</b>	103	<b>96</b>	<b>103</b>
Cast an ordinary vote	<b>95%</b>	92%	<b>96%</b>	89%	<b>90%</b>	88%	<b>82%</b>	<b>86%</b>
Cast a special vote	<b>5%</b>	8%	<b>4%</b>	11%	<b>9%</b>	12%	<b>16%</b>	<b>13%</b>
Don't know/cant remember	*		-		-		<b>2%</b>	<b>1%</b>

<sup>2</sup> The official proportion of special votes cast in the 2008 General Election was 10.7%. People may cast a special vote for a number of reasons (including if they are infirm or in hospital). This survey therefore under-represents those who cast special votes. A separate piece of research was commissioned by the CEO to report on the experience of voters and non-voters with a disability.

# EasyVote pack

## Receiving the EasyVote pack

### Voters

As in 2005, nearly all voters (98%) recalled receiving the EasyVote pack. Pacific and Asian voters were less likely than average to recall receiving the EasyVote pack (90% and 95%).

Receive EasyVote pack?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1218</b>	1,002	<b>214</b>	305	<b>253</b>	104	<b>96</b>	<b>103</b>
Yes	<b>98%</b>	98%	<b>97%</b>	98%	<b>98%</b>	97%	<b>90%</b>	<b>95%</b>
No	<b>2%</b>	2%	<b>3%</b>	2%	<b>2%</b>	3%	<b>10%</b>	<b>5%</b>
Don't know	*	-	<b>1%</b>	-	<b>1%</b>	-	-	-

Voters who cast a special vote were slightly less likely to recall receiving the EasyVote pack (91% compared with 98% of those who cast an ordinary vote).

### Non-voters

Compared with voters, significantly fewer non-voters recalled receiving the EasyVote pack – 79% of non-voters recalled receiving the pack. This is significantly lower than in 2005 (88%) and 2002 (88%). Pacific and Asian non-voters were less likely than average to recall receiving the EasyVote pack (60% and 60%), although these results should be treated with caution due to the small base sizes involved.

Receive EasyVote pack?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>291</b>	224	<b>64</b>	99	<b>139</b>	62	<b>25</b>	<b>42</b>
Yes	<b>79%</b>	88%	<b>84%</b>	87%	<b>76%</b>	79%	<b>60%</b>	<b>60%</b>
No	<b>18%</b>	12%	<b>15%</b>	13%	<b>22%</b>	21%	<b>36%</b>	<b>40%</b>
Don't know	<b>3%</b>	-	<b>1%</b>	-	<b>2%</b>	-	<b>4%</b>	-

Non-voters with a University or postgraduate qualification were significantly *less likely* to recall receiving the EasyVote pack (61% compared to 82% of those with a lower educational qualification).

## Reading the EasyVote pack

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

### Voters

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

Half of voters who recalled receiving the EasyVote pack read most or all of it. Young voters were less likely than average to read most or all of the EasyVote pack (39%), and were more likely to only glance at or read some of the pack (47%).

Reading the EasyVote pack	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1190</b>	980	<b>207</b>	297	<b>247</b>	100	<b>86</b>	<b>98</b>
Read most or all of it	<b>50%</b>		<b>47%</b>		<b>39%</b>		<b>49%</b>	<b>41%</b>
Read some of it	<b>21%</b>	88%	<b>18%</b>	89%	<b>26%</b>	84%	<b>28%</b>	<b>32%</b>
Glanced at it	<b>17%</b>		<b>20%</b>		<b>21%</b>		<b>7%</b>	<b>16%</b>
Didn't read it	<b>11%</b>	12%	<b>15%</b>	11%	<b>15%</b>	16%	<b>15%</b>	<b>11%</b>
Don't know	*	-	-	-	-	-	<b>1%</b>	-

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

- Be women (75% compared to 67% of men).
- Be aged 44 years or older (75% compared to 63% of voters aged under 44 years).
- Have voted in 2005 (71% compared to 49% of those who did not vote in 2005).
- Have voted in all or most General Elections (71% compared to 59% of those who only voted in some Elections).

## Non-voters

Seventy percent of non-voters read the EasyVote pack. This is the same as in 2005. If they did read it, non-voters were most likely to have glanced at it (27%) or read most or all of it (25%). Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Reading the EasyVote pack	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>230</b>	195	<b>53</b>	85	<b>106</b>	49	<b>15</b>	<b>25</b>
Read most or all of it	<b>25%</b>	70%	<b>23%</b>	69%	<b>22%</b>	71%	<b>33%</b>	<b>32%</b>
Read some of it	<b>18%</b>		<b>25%</b>		<b>18%</b>		<b>20%</b>	<b>36%</b>
Glanced at it	<b>27%</b>		<b>26%</b>		<b>30%</b>		<b>20%</b>	<b>28%</b>
Didn't read it	<b>31%</b>	30%	<b>23%</b>	31%	<b>30%</b>	29%	<b>27%</b>	<b>4%</b>
Don't know	<b>1%</b>	-	<b>3%</b>	-	<b>1%</b>	-	-	-

Non-voters who read all, most or some of the EasyVote pack were significantly *more likely* to:

- Have a household income of under \$60,000 (48% compared to 23% of non-voters with a higher household income).
- Have voted in 2005 (50% compared to 27% of those who did not vote in 2005).
- Have voted in most General Elections (59% compared to 34% of those who voted in only some or no Elections).

## Ease of finding the EasyVote card

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

### Voters

Nearly all voters who looked at the pack (98%) said it was easy to find the EasyVote card. This question was not asked in 2005.

Easy to find EasyVote card?	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	<b>1062</b>	<b>182</b>	<b>216</b>	<b>73</b>	<b>87</b>
Yes	<b>98%</b>	<b>99%</b>	<b>98%</b>	<b>99%</b>	<b>99%</b>
No	<b>1%</b>	-	<b>2%</b>	<b>1%</b>	<b>1%</b>
Don't know / Cannot remember	<b>1%</b>	-	-	-	-

### Non-voters

More than four in five (83%) non-voters who looked at the pack said it was easy to find the EasyVote card. This is significantly lower than the proportion of voters that found it easy to find the EasyVote card (98%). Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Easy to find EasyVote card?	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	<b>193</b>	<b>42</b>	<b>83</b>	<b>11</b>	<b>24</b>
Yes	<b>83%</b>	<b>83%</b>	<b>75%</b>	<b>91%</b>	<b>88%</b>
No	<b>11%</b>	<b>9%</b>	<b>17%</b>	<b>9%</b>	<b>4%</b>
Don't know / Cannot remember	<b>7%</b>	<b>8%</b>	<b>8%</b>	-	<b>8%</b>

Non-voters who have voted in only some or no General Elections were *least likely* to say they found it easy to find the EasyVote card (76% compared to 94% of non-voters who say they have voted in most Elections).

## Use of EasyVote card or CEO letter when voting

Most voters (88%) took the EasyVote card when they voted; this is significantly higher than in 2005. Significantly more young voters also brought the EasyVote card in 2008 (86% compared to 79% in 2005).

Six percent of voters took the letter from the Chief Electoral Officer in 2008, this is significantly higher than in 2005 (when only 2% took this with them). Significantly more Māori voters also took the letter with them (up 5 points from the 2005 survey to 84%). Pacific voters were less likely to take the EasyVote card (64%), and more likely to take the letter with them when they voted (13%), Asian voters were also more likely to take the letter with them (22%).

Did you take the following when you voted?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1210</b>	1,004	<b>211</b>	307	<b>250</b>	104	<b>95</b>	<b>102</b>
EasyVote card	<b>88%</b>	84%	<b>84%</b>	79%	<b>86%</b>	79%	<b>64%</b>	<b>85%</b>
Letter from the Chief Electoral Officer	<b>6%</b>	2%	<b>8%</b>	3%	<b>2%</b>	3%	<b>13%</b>	<b>22%</b>
Neither	<b>11%</b>	16%	<b>13%</b>	21%	<b>13%</b>	19%	<b>29%</b>	<b>11%</b>

Voters who were *less likely* to take the EasyVote card with them to the polling place were:

- Voters with household incomes of under \$60,000 (85% compared to 92% of those with higher household incomes).
- Voters who glanced at, or didn't read, the EasyVote pack (79% compared to 94% who read the pack).
- Voters who cast a special vote (71% vs. 89% of those who cast an ordinary vote).
- Voters who voted in advance (76% vs. 89% of those who voted on Election Day).

Voters born outside of New Zealand were more likely to take the letter with them than New Zealand born voters (10% and 5% respectively).

## Satisfaction with the EasyVote pack

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

In 2005, the question was asked using a similar five point scale, although the following labels were used: very dissatisfied, dissatisfied, neither satisfied nor dissatisfied, satisfied or very satisfied.

Results are described below.

### Voters

Most voters (92%) gave a score of either 4 or 5 for satisfaction. The net satisfaction score remains similar to 2005 (there is a drop of 1% in the net satisfaction score but this change is not statistically significant). Asian voters were less likely to be satisfied than average (with 85% giving a rating of either 4 or 5 out of 5 and 1% giving a rating of 1 or 2 out of 5).

Satisfaction with EasyVote pack	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1062</b>	872	<b>182</b>	264	<b>216</b>	84	<b>73</b>	<b>87</b>
1 -Very dissatisfied	<b>1%</b>	1%	-	-	-	-	<b>3%</b>	-
2	<b>1%</b>	1%	-	1%	-	1%	<b>3%</b>	<b>1%</b>
NET DISSATISFIED	<b>2%</b>	2%	-	1%	-	1%	<b>5%</b>	<b>1%</b>
3	<b>6%</b>	6%	<b>6%</b>	8%	<b>7%</b>	5%	<b>5%</b>	<b>11%</b>
4	<b>21%</b>	29%	<b>19%</b>	23%	<b>27%</b>	42%	<b>15%</b>	<b>17%</b>
5 – Very satisfied	<b>71%</b>	64%	<b>75%</b>	69%	<b>65%</b>	52%	<b>74%</b>	<b>68%</b>
NET SATISFIED	<b>92%</b>	93%	<b>94%</b>	91%	<b>92%</b>	94%	<b>89%</b>	<b>85%</b>
Don't know	<b>1%</b>	-	-	-	-	-	-	<b>2%</b>

There is very little variation in results by subgroups. Voters who only glanced at the EasyVote pack were less likely to be satisfied with the EasyVote pack (84% rated the pack a 4 or 5 out of 5 compared to 93% of those who read the pack) and more likely to give a neutral score or say 'don't know' (10% gave a score of 3 out of 5, compared to 5% who had read it, and 3% said 'don't know' compared to 0% of those who read it).

In addition, voters who cast a special vote were less likely to be satisfied with the EasyVote pack (82% compared with 92% of those who cast an ordinary vote).

## Non-voters

There appears to be a downward trend in satisfaction with the EasyVote pack among non-voters who have seen the pack. The net satisfaction score was 88% in 2002, 77% in 2005 and was 66% in 2008. However, there has been a notable increase in the proportion saying 'Don't know' – if this category is removed from the analysis the differences become less marked; and the difference between 2005 and 2008 is no longer statistically significant (72% in 2008 compared with 77% in 2005).

Youth non-voters' satisfaction with the EasyVote pack is significantly lower than average (52% compared to 66%). Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Satisfaction with EasyVote pack	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	173	135	42	59	83	35	11	24
1 -Very dissatisfied	<b>2%</b>	5%	<b>8%</b>	3%	<b>5%</b>	3%	-	<b>4%</b>
2	<b>7%</b>	2%	<b>4%</b>	2%	<b>8%</b>	-	-	<b>8%</b>
NET DISSATISFIED	<b>9%</b>	7%	<b>12%</b>	5%	<b>13%</b>	3%	-	<b>12%</b>
3	<b>17%</b>	16%	<b>24%</b>	12%	<b>24%</b>	26%	<b>27%</b>	<b>38%</b>
4	<b>31%</b>	36%	<b>33%</b>	42%	<b>30%</b>	37%	<b>27%</b>	<b>12%</b>
5 – Very satisfied	<b>35%</b>	41%	<b>25%</b>	41%	<b>21%</b>	34%	<b>45%</b>	<b>29%</b>
NET SATISFIED	<b>66%</b>	77%	<b>57%</b>	83%	<b>52%</b>	71%	<b>73%</b>	<b>42%</b>
Don't know	<b>8%</b>	-	<b>7%</b>	-	<b>12%</b>	-	-	<b>8%</b>

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

- Those aged 44 years or older (74% compared to 59% of those aged under 44 years).
- Those who have voted in most General Elections (83% compared to 54% of non-voters who have only voted in some or none of the General Elections).
- Those who read the EasyPack (75% compared to 52% of those who only glanced at the pack).

The following non-voters were more likely to be *dissatisfied* with the EasyVote pack (i.e. score a 1 or 2 out of 5):

- Those who only glanced at the pack (16% compared to 4% of those who read it).

# Advertising

## Electoral advertising

Respondents were asked if they had seen or heard any advertising or information about voting in the lead up to the Election. It was made clear that this was advertising about the voting process, not advertising by political parties, candidates or lobby groups.

### Voters

The majority of voters (81%) recalled seeing or hearing electoral advertising prior to the Election. This is not significantly different from 2005. As in 2005, Youth were more likely than average to recall electoral advertising.

Recall of electoral advertising	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1218</b>	985	<b>214</b>	301	<b>253</b>	103	<b>96</b>	<b>103</b>
Yes	<b>81%</b>	83%	<b>77%</b>	83%	<b>90%</b>	91%	<b>88%</b>	<b>79%</b>
No	<b>16%</b>	17%	<b>21%</b>	17%	<b>8%</b>	9%	<b>11%</b>	<b>20%</b>
Don't know / cannot remember	<b>2%</b>	-	<b>3%</b>	-	<b>1%</b>	-	<b>1%</b>	<b>1%</b>

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

- Those who did not vote at the 2005 Election (71% compared to 82% of those who voted at the 2005 Election).
- Those born outside of New Zealand (74% compared to 83% of New Zealand born voters).
- Those with household incomes of under \$60,000 (76% compared to 88% of voters with household incomes of \$60,000 or greater).
- Those aged 44 years or older (78% compared to 89% of voters aged under 44 years).
- Those who voted in only some Elections (79% compared to 82% of those who voted in most or all Elections).
- Those with lower levels of education (80% compared to 88% of those with University or postgraduate qualifications).
- Those based in an electorate outside of Auckland (80% vs. 86% in Auckland electorates).

### Non-voters

Compared to voters, non-voters were less likely to recall electoral advertising (74%).

Recall of electoral advertising	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>291</b>	220	<b>64</b>	97	<b>139</b>	62	<b>25</b>	<b>42</b>
Yes	<b>74%</b>	75%	<b>77%</b>	78%	<b>75%</b>	82%	<b>76%</b>	<b>76%</b>
No	<b>24%</b>	25%	<b>23%</b>	22%	<b>24%</b>	18%	<b>24%</b>	<b>21%</b>
Don't know / cannot remember	<b>2%</b>	-	-	-	<b>1%</b>	-	-	<b>2%</b>

## Type of advertising recalled

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

### Voters

Television advertising was the most frequently recalled medium by voters who had seen or heard advertising (89%), followed by radio (25%) and newspapers (25%). A similar pattern is evident among Māori voters who had seen or heard advertising.

Young voters who had seen or heard advertising were also most likely to recall electoral advertising on television (91%). However, they were much more likely to recall radio advertising (42%), and much less likely to recall newspaper advertising (13%), than their older counterparts.

Pacific voters who had seen or heard advertising were more likely than average to recall electoral advertising on radio (44%), newspapers (35%), pamphlets or flyers (14%), signs (19%), letters through the mail (4%), or general word of mouth (8%).

Asian voters who had seen or heard advertising were more likely than average to recall electoral advertising on radio (44%), newspapers (41%), signs (14%), pamphlets or flyers (12%), the Internet (11%), bus shelters (10%), or general word of mouth (9%).

There have been a number of significant changes since 2005. These are as follows:

- Recall of radio advertising decreased among all voters who had seen or heard advertising (down seven points from 32% to 25%).
- Recall of newspaper advertising decreased among all voters who had seen or heard advertising (down 12 points from 37% to 25%) as well as among Māori who had seen or heard advertising (down 13 points from 38% to 25%) and Youth who had seen or heard advertising (down 10 points from 23% to 13%).
- Recall of pamphlets or flyers decreased among all voters who had seen or heard advertising (down 5 points from 10% to 5%) as well as among Māori who had seen or heard advertising (down 6 points from 13% to 7%).

Source of advertising for those who recalled electoral advertising	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	995	813	162	247	230	92	84	81
Television	89%	89%	90%	89%	91%	91%	93%	84%
Radio	25%	32%	24%	32%	42%	45%	44%	44%
Newspapers	25%	37%	25%	38%	13%	23%	35%	41%
Pamphlets or flyers	5%	10%	7%	13%	6%	9%	14%	12%
Signs	4%	7%	6%	6%	8%	8%	19%	15%
Internet	4%	1%	3%	3%	9%	3%	4%	11%
Bus shelters	3%	1%	-	1%	6%	1%	4%	10%
Word of mouth	2%	3%	1%	5%	4%	8%	8%	9%
Billboards/posters/banners	1%	3%	2%	4%	3%	1%	1%	1%
University/technical institute/training course	1%	-	-	-	4%	-	2%	1%
Shopping malls/supermarket	1%	-	1%	-	-	-	1%	-
Letters through mail	1%	-	4%	-	2%	-	4%	-
Magazines	*	1%	-	-	-	2%	-	-
Public meetings	-	1%	-	1%	-	-	-	-
Schools	*	-	-	1%	1%	-	-	-
Workplace meetings	-	-	-	1%	-	-	-	-
Other	1%	-	1%	-	1%	-	5%	2%
Don't know / cannot remember	1%	-	-	-	-	-	1%	-

Key subgroup differences are listed below:

- Younger voters (those aged under 44 years) were more likely than older voters to recall:
  - Radio advertising (35% compared to 21% of voters aged 44 years or older).
  - Internet advertising (8% compared to 2% of voters aged 44 years or older).
  - Advertising at bus shelters (6% compared to 1% of voters aged 44 years or older).
- The following types of voters were more likely to recall newspaper advertising:
  - Older voters (28% of those aged 44 years or older, compared to 18% of voters aged under 44 years).
  - Those who voted in 2005 (26% compared to 3% of those who didn't vote in 2005).
  - Those who read the EasyVote pack (28% compared to 17% of those who only glanced at, or didn't read, or didn't receive the EasyVote pack).
- In addition, voters with high household incomes (\$60,000 or more) were more likely to recall radio advertising (30% compared to 23% of voters with household incomes of less than \$60,000).

### Non-voters

While non-voters recalled electoral advertising in similar places to voters, they recalled fewer sources on average (1.4 sources compared to 1.6 sources among voters on average).

Compared to voters, recall among non-voters who had seen or heard advertising was particularly low for newspapers (15% compared to 25% of voters who were aware of any source). Among Youth, recall of radio advertising was especially low (27% compared to 42% among Youth voters who were aware of any source).

Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes, however it does appear that recall of signs (32%) and word of mouth (26%) was higher than average for Pacific non-voters. Among Asian non-voters, recall was higher than average for newspapers (31%), Internet (22%), pamphlets or flyers (16%), and word of mouth (16%), although it was lower for television (69%).

There have been several significant changes since 2005. Among non-voters who had seen or heard advertising, recall decreased for:

- Newspaper advertising (down 10 points from 25% to 15% among the total sample).
- Signs (down 10 points from 15% to 5% among the total sample and down 15 points from 17% to 2% among Māori).
- Word of mouth (down 8 points from 10% to 2% among the total sample and down 15 points from 18% to 3% among Māori).
- Pamphlets or flyers (down 11 points from 13% to 2% among the total sample).

Source of advertising for those who recalled electoral advertising	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>218</b>	165	<b>49</b>	76	<b>105</b>	51	<b>19</b>	<b>32</b>
Television	<b>84%</b>	78%	<b>90%</b>	82%	<b>85%</b>	84%	<b>95%</b>	<b>69%</b>
Radio	<b>19%</b>	25%	<b>26%</b>	28%	<b>27%</b>	16%	<b>37%</b>	<b>19%</b>
Newspapers	<b>15%</b>	25%	<b>12%</b>	24%	<b>8%</b>	8%	<b>21%</b>	<b>31%</b>
Signs	<b>5%</b>	15%	<b>2%</b>	17%	<b>7%</b>	12%	<b>32%</b>	<b>12%</b>
Billboards / posters	<b>4%</b>	6%	<b>1%</b>	5%	<b>8%</b>	8%	-	<b>3%</b>
Internet	<b>3%</b>	2%	<b>3%</b>	4%	<b>8%</b>	4%	<b>11%</b>	<b>22%</b>
Shopping malls/ supermarket	<b>2%</b>	-	<b>1%</b>	-	<b>5%</b>	-	-	<b>6%</b>
Word of mouth	<b>2%</b>	10%	<b>3%</b>	18%	<b>4%</b>	12%	<b>26%</b>	<b>16%</b>
Pamphlets or flyers	<b>2%</b>	13%	<b>2%</b>	12%	<b>3%</b>	12%	<b>5%</b>	<b>16%</b>
Letters through the mail	<b>1%</b>	-	-	-	<b>2%</b>	-	-	-
Magazines	<b>1%</b>	-	-	-	-	-	-	-
University	<b>1%</b>	1%	-	-	<b>2%</b>	4%	-	<b>3%</b>
Bus shelters	*	1%	-	3%	<b>2%</b>	2%	<b>5%</b>	-
Public meetings	-	2%	-	3%	-	2%	-	-
Schools	-	-	-	-	<b>1%</b>	-	<b>5%</b>	-
Other	<b>2%</b>	2%	<b>7%</b>	3%	<b>2%</b>	-	<b>11%</b>	<b>3%</b>
Don't know / cannot remember	<b>1%</b>	-	<b>1%</b>	-	-	-	-	-

Key subgroup differences are listed below:

- Younger non-voters (those aged under 44 years) were more likely than older non-voters to recall advertising from signs (8% compared to 0%).
- Non-voters who say they vote in most Elections were more likely to recall advertising from signs (10% compared to 0% of those who say they only vote in some or no Elections).
- Those who voted in 2005 were more likely to recall radio advertising (24% compared to 13% of those who didn't vote in 2005).

## Unprompted message recall of electoral advertising

All respondents who recalled the advertising were asked to state what the advertising was about. This was asked unprompted (i.e. a list was not read out to respondents).

### Voters

The most frequent advertising messages recalled relate to encouraging people to enrol (37%), encouraging people to vote or information on how to vote (18%) and encouraging voters to use the EasyVote card (17%).

Māori voters who were aware of advertising were significantly more likely than average to recall the message encouraging voters to use the EasyVote card (24% compared to 17% on average) and significantly less likely to recall the message encouraging people to enrol (29% compared to 37% on average) and explanations about the MMP system (5% compared to 9% on average).

Youth were significantly more likely to recall the message encouraging voters to enrol (48% compared to 37% on average).

Pacific voters were more likely to recall the messages about using the EasyVote card when voting (27%) and voting close to home (13%), but were less likely to recall the message about getting enrolled (18%).

Asian voters were more likely to recall the messages about using the EasyVote card when voting (46%), voting close to home (31%), and advance voting (22%), but were less likely to recall the message about getting enrolled (17%), and less likely to recall the message about telling the public to vote, or how to vote (5%).

There have been a number of significant changes since the 2005 survey. These are as follows:

- Recall of the message encouraging people to enrol has increased (up 9 points from 28% to 37% among the total sample and up 24 points from 24% to 48% among Youth).
- Recall of the message encouraging people to vote, or information on how to vote, has decreased (down 4 points from 22% to 18%).
- Recall of the message about voting in advance has decreased (down 8 points from 11% to 3% among the total sample and down 13 points from 15% to 2% among Youth).
- Recall of candidate information has decreased (down 9 points from 12% to 3% among the total sample, down 13 points from 18% to 5% among Māori , and down 12 points from 13% to 1% among Youth).

Message of advertising	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	995	711	162	214	230	87	84	81
Get yourself enrolled	<b>37%</b>	28%	<b>29%</b>	22%	<b>48%</b>	24%	<b>18%</b>	<b>17%</b>
Telling us to vote or how to vote	<b>18%</b>	22%	<b>16%</b>	21%	<b>19%</b>	23%	<b>12%</b>	<b>5%</b>
Use the EasyVote card when going to vote	<b>17%</b>	20%	<b>24%</b>	22%	<b>15%</b>	23%	<b>27%</b>	<b>46%</b>
Explaining MMP voting system	<b>9%</b>	9%	<b>5%</b>	9%	<b>8%</b>	7%	<b>4%</b>	<b>7%</b>
About the Election/voting (general)	<b>7%</b>	-	<b>7%</b>	-	<b>7%</b>	-	<b>10%</b>	<b>4%</b>
Orange cartoon man urging us to vote	<b>6%</b>	9%	<b>2%</b>	5%	<b>5%</b>	11%	<b>1%</b>	-
Vote in advance if you're going to be away on Election Day	<b>3%</b>	11%	<b>4%</b>	8%	<b>2%</b>	15%	<b>6%</b>	<b>22%</b>
Candidate information	<b>3%</b>	12%	<b>5%</b>	18%	<b>1%</b>	13%	<b>7%</b>	<b>7%</b>
Tell us where to vote	<b>3%</b>	-	<b>4%</b>	-	<b>3%</b>	-	-	<b>1%</b>
Vote close to home	<b>2%</b>	-	<b>3%</b>	-	<b>3%</b>	-	<b>13%</b>	<b>31%</b>
Importance of voting/have your say	<b>2%</b>	-	<b>3%</b>	-	<b>2%</b>	-	<b>6%</b>	-
It's easy to vote	<b>2%</b>	-	<b>1%</b>	-	<b>2%</b>	-	<b>1%</b>	<b>1%</b>
'Yes I voted' sticker	-	-	-	-	-	-	<b>5%</b>	-
Other	<b>1%</b>	-	-	-	-	-	<b>8%</b>	<b>1%</b>
Don't know / cannot remember	<b>12%</b>	-	<b>13%</b>	-	<b>8%</b>	-	<b>10%</b>	<b>9%</b>

Key subgroup differences are listed below:

- The message encouraging voters to use the EasyVote card had higher recall among:
  - Women (21% versus 12% of men).
  - Voters born in New Zealand (18% versus 9% of voters born outside of New Zealand).
  - Voters with lower education levels (19% compared to 12% of those with University or postgraduate education qualifications).
- The message encouraging voters to enrol had higher recall among:
  - Younger voters (49% of those aged under 44 years compared to 30% of voters aged 44 years or older).
  - Voters with household incomes of \$60,000 or greater (41% versus 32% of voters with lower household incomes).
  - Voters with University or postgraduate education qualifications (48% compared to 32% of those with lower education qualifications).
- The message about voting in advance had higher recall among:
  - Women (5% versus 2% of men).
- Messages involving an explanation of MMP had higher recall among:
  - Voters with household incomes of \$60,000 or greater (13% versus 4% of voters with lower household incomes)
  - Voters with University or postgraduate education qualifications (13% compared to 7% of those with lower education qualifications).

- Uncertainty about what the advertising was trying to convey was higher among:
  - Older voters (14% of those aged 44 years or older compared to 6% of those aged under 44 years).
  - Voters with lower household incomes (16% of those with a household income of under \$60,000 versus 7% of those with higher household incomes).
  - Voters with lower education levels (14% compared to 5% of those with University or postgraduate education qualifications).

### **Non-voters**

Message take-out was weaker among non-voters. However, they recalled similar types of messages. The most frequently recalled messages relate to using the EasyVote card (21%), encouraging voters to enrol (16%), and encouraging people to vote or information on how to vote (12%).

Since 2005, there has been a significant decrease in recall of candidate information (down 18 points from 23% to 5% among the total sample, down 15 points from 19% to 4% among Māori, and down 18 points from 25% to 7% among Youth).

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

Message of advertising	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>218</b>	133	<b>49</b>	59	<b>105</b>	40	<b>19</b>	<b>32</b>
Use the EasyVote card when going to vote	<b>21%</b>	20%	<b>24%</b>	24%	<b>23%</b>	23%	<b>11%</b>	<b>38%</b>
Get yourself enrolled	<b>16%</b>	20%	<b>14%</b>	15%	<b>24%</b>	23%	<b>26%</b>	<b>16%</b>
Telling us to vote or how to vote	<b>12%</b>	16%	<b>11%</b>	12%	<b>20%</b>	20%	<b>21%</b>	<b>9%</b>
Vote in advance if you're going to be away on Election Day	<b>9%</b>	8%	<b>6%</b>	8%	<b>7%</b>	8%	-	<b>16%</b>
About the Election voting (general)	<b>8%</b>	-	<b>9%</b>	-	<b>5%</b>	-	<b>11%</b>	-
Vote close to home	<b>8%</b>	5%	<b>5%</b>	5%	<b>4%</b>	-	<b>5%</b>	<b>19%</b>
Candidate information	<b>5%</b>	23%	<b>4%</b>	19%	<b>7%</b>	25%	<b>16%</b>	<b>3%</b>
Importance of voting	<b>5%</b>	-	<b>7%</b>	-	-	-	<b>5%</b>	<b>3%</b>
Orange cartoon man urging us to vote	<b>4%</b>	5%	<b>6%</b>	3%	<b>10%</b>	5%	<b>11%</b>	<b>3%</b>
Telling us where to vote	<b>3%</b>	-	<b>6%</b>	-	<b>4%</b>	-	-	-
Explaining MMP voting system	<b>2%</b>	5%	-	5%	<b>1%</b>	3%	<b>5%</b>	-
It's easy to vote	<b>2%</b>	-	-	-	<b>2%</b>	-	-	-
Yes, I voted (sticker)	<b>1%</b>	-	<b>5%</b>	-	<b>1%</b>	-	-	-
Lists of party candidates	-	5%	-	10%	-	3%	-	-
Don't know / cannot remember	<b>22%</b>	-	<b>18%</b>	-	<b>8%</b>	-	-	<b>22%</b>

There is little variation by demographic subgroup. Non-voters born in New Zealand were more likely to recall the message relating to using the EasyVote card (25% compared to 3% of those born outside of New Zealand).

## Total message recall of electoral advertising

All respondents were then prompted with three key subjects in the electoral advertising and asked whether they recalled seeing or hearing any advertising containing these messages. The following results combine the unprompted and prompted recall for each message.

### Voters

Most voters (73%) recalled advertising about voting in advance if you are away on Election Day. Over half also recalled advertising about using the EasyVote card (58%) or voting close to home (52%). Just over one in ten (12%) could not recall any of these three messages.

Youth were significantly less likely to recall the message pertaining to advance voting (62% compared to 73% on average).

Pacific voters were more likely than average to recall messages about voting close to home (71%) and less likely to recall messages about voting in advance (55%). Asian voters were more likely than average to recall messages about voting in advance (68%).

Since 2005, there have been significant declines in recall of two messages:

- Using the EasyVote card when going to vote (down 5 points from 63% to 58%) – this appears to be a continuation of downward trend since 2002 (recall was 69% in 2002). This contrasts with an increase in actual use of the EasyVote card (from 84% to 88%).
- Voting close to home (down 7 points from 59% to 52%) – this message was not measured in the 2002 survey).

Prompted recall of advertising about...	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1218	925	214	285	253	96	96	103
Using the EasyVote Card when going to vote	58%	63%	55%	64%	60%	61%	58%	66%
Voting in advance if you're going away on Election Day	73%	70%	69%	70%	62%	67%	55%	68%
Voting close to home	52%	59%	54%	65%	52%	54%	71%	69%
None of these messages	12%	n/a	12%	n/a	13%	n/a	9%	13%

Further subgroup analysis shows:

- Voters who said they have voted in all or most General Elections were more likely than those who said they only voted in some General Elections to recall the message about using the EasyVote card (60% versus 41%).
- Voters who read the EasyVote pack were more likely to recall the following messages:
  - Voting in advance (78% versus 64% of those who only glanced at, didn't read it, or didn't receive the pack).
  - Voting close to home (56% versus 44% of those who only glanced at, didn't read it, or didn't receive the pack).

## Non-voters

Just under half (42% – 45%) recalled advertising in relation to each of the three messages. There have been no significant changes since 2005.

Prompted recall of advertising about...	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N =	<b>291</b>	209	<b>64</b>	93	<b>139</b>	62	<b>25</b>	<b>42</b>
Using the EasyVote Card when going to vote	<b>42%</b>	42%	<b>45%</b>	46%	<b>50%</b>	55%	<b>36%</b>	<b>55%</b>
Voting in advance if you're going away on Election Day	<b>45%</b>	51%	<b>43%</b>	53%	<b>39%</b>	51%	<b>36%</b>	<b>36%</b>
Voting close to home	<b>43%</b>	50%	<b>52%</b>	58%	<b>43%</b>	56%	<b>48%</b>	<b>50%</b>
None of these messages	<b>27%</b>	n/a	<b>28%</b>	n/a	<b>25%</b>	n/a	<b>24%</b>	<b>24%</b>

Non-voters with household incomes of \$60,000 or more were more likely to recall the message about voting in advance (52% versus 42% of those with lower household incomes).

## Usefulness of different mediums of advertising

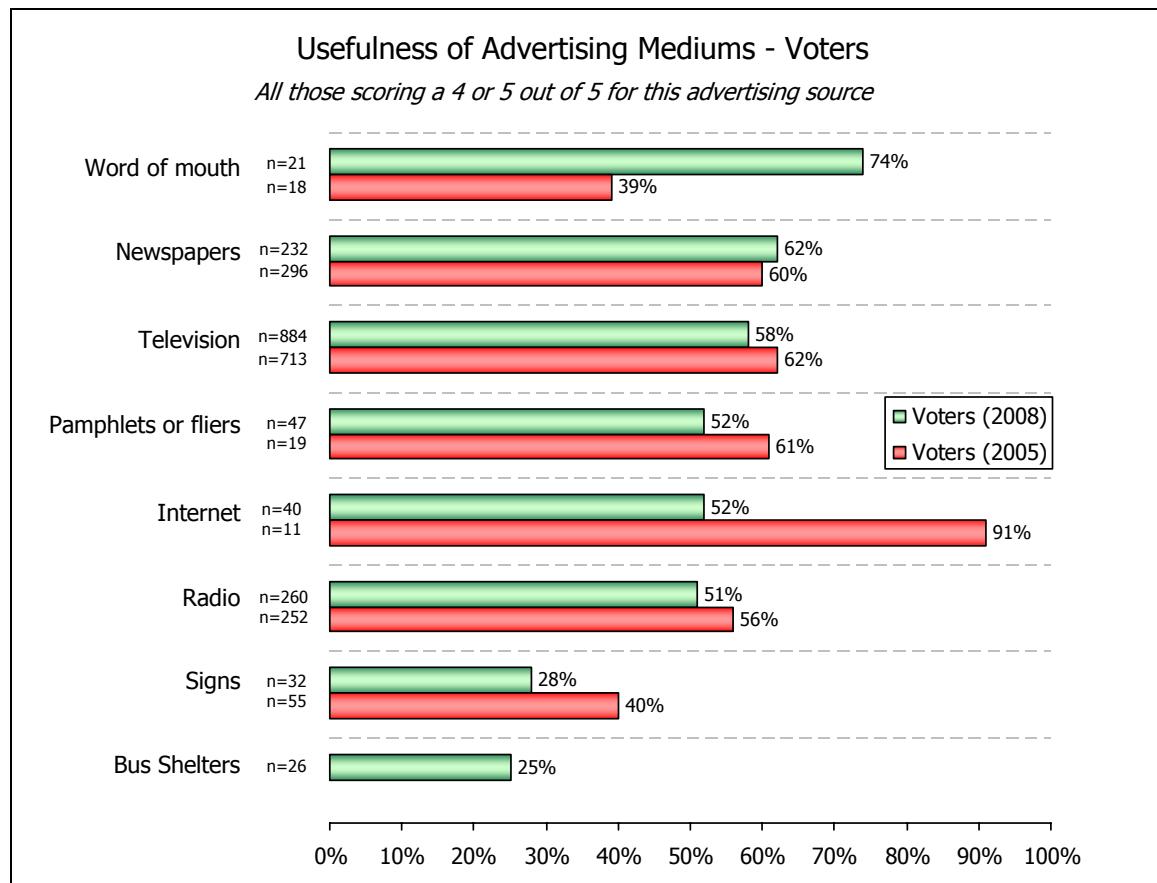
All voters and non-voters who had seen advertising were asked to rate how useful the advertising was using a scale of 1 to 5, where 1 was not useful at all and 5 was very useful. All those who scored 4 or 5 out of 5 were combined and labeled as 'useful' for graphing purposes. The results for different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

## Voters

Word of mouth is considered to be the most useful source of information. However, this result should be interpreted carefully as it is based on a very small number of respondents (21).

Of the sources reasonable proportions of voters were aware of, newspaper advertising (62%) and television advertising (58%) are regarded as the most useful, followed by pamphlets or flyers (52%), the Internet (52%) and radio advertising (51%). Signs (28%) and bus shelter advertising (25%) are seen as less useful.

Of the sources that were rated by a reasonable numbers of respondents, there are no significant changes since 2005.



Female voters rate the usefulness of two sources of advertising *higher* than male voters:

- Television advertising (62% rated 4 or 5 out of 5, versus 53% of men).
- Radio advertising (60% versus 44% of men).

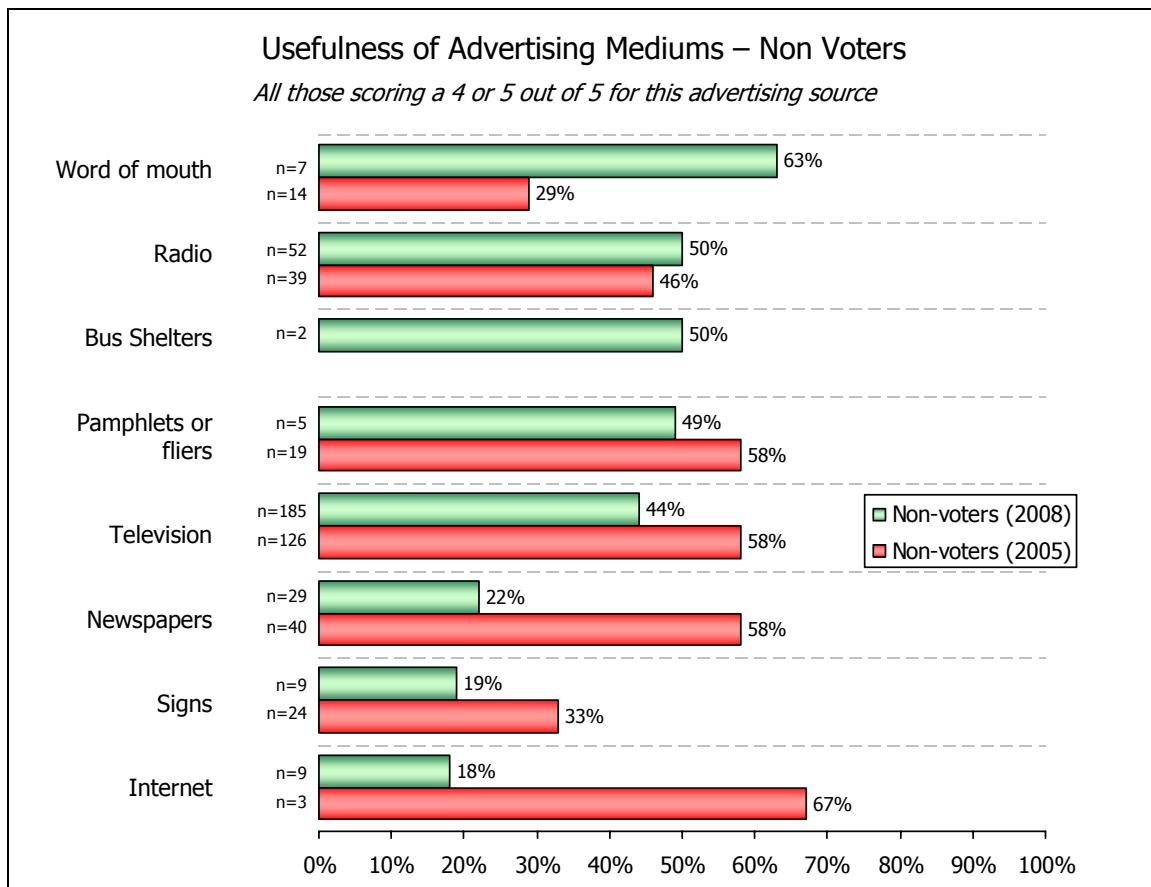
Voters in Auckland rate newspapers and radio advertising *higher* than those outside of Auckland:

- Newspaper advertising (77% rated 4 or 5 out of 5, versus 58% of those outside of Auckland).
- Radio advertising (69% versus 46% of those outside of Auckland).

## Non-voters

Of the sources reasonable proportions of non-voters were aware of, radio advertising (50%), and television advertising (44%) are seen as being the most useful.

Since 2005, there have been significant decreases in the perceived usefulness of television advertising and newspaper advertising.



## Additional information that respondents would like to see

All respondents were asked if there was any additional information about voting they would have liked.

### Voters

The large majority of voters (79%) said they required no further information. A significantly higher proportion of Māori voters felt they did not require any further information than in 2005 (up 15 percentage points to 79%).

The most common suggestions relate to more information on polling place locations (4%), party policies (3%) and the MMP voting system (3%). Youth were significantly more likely than average to ask for more information about polling place locations (9% compared to 4%).

Compared to 2005, significantly more voters requested additional information on polling place locations (especially among Youth voters). Conversely, since 2005, significantly fewer voters requested information on party policies (again, this is especially the case among Youth voters).

Additional information respondents would like to see	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1218</b>	953	<b>214</b>	285	<b>253</b>	93	<b>96</b>	<b>103</b>
No, nothing	<b>79%</b>	81%	<b>79%</b>	64%	<b>69%</b>	61%	<b>70%</b>	<b>70%</b>
Polling place locations	<b>4%</b>	1%	<b>4%</b>	2%	<b>9%</b>	1%	<b>6%</b>	<b>12%</b>
Party policies	<b>3%</b>	7%	<b>2%</b>	8%	<b>6%</b>	16%	<b>11%</b>	<b>6%</b>
Explanation on voting system (MMP)	<b>3%</b>	4%	<b>3%</b>	5%	<b>3%</b>	8%	<b>3%</b>	<b>5%</b>
Date and time of voting	<b>2%</b>	2%	<b>1%</b>	2%	<b>2%</b>	5%	<b>5%</b>	<b>6%</b>
Special / advance voting	<b>2%</b>	2%	-	2%	<b>4%</b>	-	<b>2%</b>	<b>5%</b>
Electorate candidates	<b>2%</b>	-	<b>1%</b>	-	<b>1%</b>	-	<b>3%</b>	<b>5%</b>
Information about EasyVote	<b>1%</b>	1%	<b>1%</b>	2%	-	1%	<b>4%</b>	<b>1%</b>
Positive identification of voter	<b>1%</b>	-	-	-	-	-	<b>2%</b>	-
How to vote/voting procedures	<b>1%</b>	-	<b>1%</b>	-	<b>1%</b>	-	-	-
Party lists	*	1%	<b>2%</b>	1%	<b>1%</b>	3%	<b>7%</b>	<b>2%</b>
How to mark ballot party paper	*	-	-	-	<b>1%</b>	-	<b>3%</b>	<b>3%</b>
Provide transport to polling place	*	-	<b>1%</b>	-	-	-	-	-
Māori roll/ eligibility/ voting procedure	*	-	*	-	<b>1%</b>	-	-	-
Too much information	*	-	<b>1%</b>	-	-	-	-	-
Other	<b>3%</b>	4%	<b>2%</b>	6%	<b>2%</b>	5%	<b>2%</b>	<b>2%</b>
Don't know / can't remember	<b>2%</b>	-	<b>3%</b>	-	<b>5%</b>	-	<b>6%</b>	<b>3%</b>

There are few demographic variations:

- Younger voters (those aged under 44 years) were more likely to want information on polling place locations (6% compared to 4% of those aged 44 years or older).
- Women were more likely to request information on special/ advance voting (3% compared to 1% of men).

## Non-voters

Non-voters were more likely to make suggestions than voters. However, the majority of non-voters (65%) still said they did not require any additional information.

The most common topic that non-voters would like more information about was polling places (8%), special / advance voting (7%), and party policies (4%).

There are no statistically significant changes since 2005.

Young non-voters and Asian non-voters were more likely to say they would like additional information, although results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Additional information respondents would like to see	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>291</b>	198	<b>40</b>	87	<b>56</b>	52	<b>25</b>	<b>42</b>
No, nothing	<b>65%</b>	75%	<b>59%</b>	72%	<b>55%</b>	75%	<b>60%</b>	<b>43%</b>
Polling place locations	<b>8%</b>	6%	<b>5%</b>	2%	<b>11%</b>	4%	<b>4%</b>	<b>21%</b>
Special / advance voting	<b>7%</b>	5%	<b>5%</b>	5%	<b>7%</b>	4%	-	<b>7%</b>
Party policies	<b>4%</b>	6%	<b>4%</b>	5%	<b>3%</b>	12%	<b>8%</b>	<b>10%</b>
Date and time of voting	<b>3%</b>	3%	<b>1%</b>	1%	<b>2%</b>	-	<b>12%</b>	<b>7%</b>
More advertising/newspaper advertising	<b>3%</b>	-	<b>2%</b>	-	<b>1%</b>	-	-	-
Positive identification of voter	<b>2%</b>	-	<b>4%</b>	-	<b>2%</b>	-	-	-
Information about EasyVote	<b>1%</b>	3%	<b>1%</b>	5%	<b>2%</b>	4%	-	<b>4%</b>
How to mark ballot party papers	<b>1%</b>	-	-	-	<b>1%</b>	-	-	-
Explanation of voting system (MMP)	<b>1%</b>	-	-	-	-	-	<b>4%</b>	<b>2%</b>
Party lists	*	2%	<b>2%</b>	-	<b>1%</b>	-	<b>8%</b>	<b>5%</b>
Importance of voting	*	-	-	-	-	1	-	-
How to vote/voting procedures	*	-	-	-	<b>1%</b>	-	-	-
Increase number of polling places	*	-	<b>2%</b>	-	-	-	-	-
Electorate candidates	-	-	-	-	-	-	<b>4%</b>	-
More information about the Māori roll	-	-	-	-	-	-	<b>4%</b>	<b>2%</b>
Too much information	-	-	-	-	-	-	<b>4%</b>	-
Other	<b>1%</b>	3%	-	2%	<b>6%</b>	-	<b>12%</b>	<b>7%</b>
Don't know / can't remember	<b>10%</b>	-	<b>21%</b>	-	<b>17%</b>	-	<b>4%</b>	<b>12%</b>

## 'Yes I voted' stickers

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

Around four in ten (39%) voters took 'Yes I voted' stickers after they voted. Pacific and Asian voters were more likely to take the stickers (56% and 51% respectively).

Did you take a 'Yes I voted' sticker?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1210</b>	998	<b>211</b>	307	<b>250</b>	104	<b>95</b>	<b>102</b>
Yes	<b>39%</b>	35%	<b>43%</b>	36%	<b>39%</b>	36%	<b>56%</b>	<b>51%</b>
No	<b>60%</b>	65%	<b>56%</b>	64%	<b>61%</b>	64%	<b>44%</b>	<b>39%</b>
Don't know / can't remember	<b>1%</b>	-	<b>1%</b>	-	-	-	-	-

Voters born outside of New Zealand were more likely to take a sticker (48% versus 38% of New Zealand born voters).

### Stickers as a voting prompt

Around one half of voters (51%) thought that the 'Yes I voted' sticker would prompt people to vote. This appears to be lower than 2005 when 57% thought that they would act as a prompt. However, care should be taken in making comparisons as the 2005 data appears to exclude 'don't know' responses from the percentage calculations. When those who said 'don't know' are excluded from the 2008 results, the 'yes' figure increases to 59% which is in line with the 2005 result.

Māori, Pacific, and Youth voters were more likely than average to say that the sticker would prompt them to vote (63%, 68%, and 61% compared to 51% on average).

'Yes I voted' sticker as a voting prompt	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1210</b>	884	<b>211</b>	268	<b>250</b>	94	<b>95</b>	<b>102</b>
Yes	<b>51%</b>	57%	<b>63%</b>	69%	<b>61%</b>	61%	<b>68%</b>	<b>54%</b>
No	<b>35%</b>	43%	<b>25%</b>	31%	<b>36%</b>	39%	<b>18%</b>	<b>30%</b>
Don't know / can't remember	<b>14%</b>	-	<b>12%</b>	-	<b>4%</b>	-	<b>14%</b>	<b>16%</b>

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

- Women (54% versus 48% of men).
- Younger voters (61% of those aged under 44 years versus 47% of those aged 44 years or over).

## Non-voters

One quarter (25%) of non-voters saw someone wearing a 'Yes I voted' sticker on Election Day. This is not significantly different from the 2005 result. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Did you see 'Yes I voted' sticker?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>291</b>	224	<b>64</b>	100	<b>139</b>	62	<b>25</b>	<b>42</b>
Yes	<b>25%</b>	28%	<b>25%</b>	24%	<b>41%</b>	32%	<b>36%</b>	<b>36%</b>
No	<b>74%</b>	72%	<b>73%</b>	76%	<b>59%</b>	68%	<b>64%</b>	<b>57%</b>
Don't know / cannot remember	<b>1%</b>	-	<b>2%</b>	-	<b>1%</b>	-	-	<b>7%</b>

Younger non-voters were more likely to have seen someone wearing a sticker (31% of those aged under 44 years versus 16% of non-voters aged 44 years or older).

# Getting to the polling place

## Voting away from the polling place

Virtually all (98%) voters either cast their vote at an advance voting place or at a polling place on Election Day. Two percent did not. Robust analysis of this population is not possible due to small numbers. However, the following can be stated for those who voted in special circumstances:

- Most respondents who voted in special circumstances voted at a hospital where Election staff brought voting papers to them (44% of those who did not vote at an advance voting place or at a polling place on Election Day).
- One third of those who voted in special circumstances voted at home or somewhere else in New Zealand using voting papers brought to them (36% of those who did not vote at an advance voting place or at a polling place on Election Day). The most common people to bring these voting papers were friends, family members or support persons.

## Polling place location

Those who voted at a polling place were asked if they voted at a polling place that was close to their home. As in 2005, the majority voted close to home (93%).

Polling place close to home?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1,204</b>	1,003	<b>209</b>	307	<b>249</b>	104	<b>94</b>	<b>101</b>
Yes	<b>93%</b>	91%	<b>95%</b>	88%	<b>91%</b>	89%	<b>94%</b>	<b>94%</b>
No	<b>7%</b>	9%	<b>5%</b>	12%	<b>9%</b>	11%	<b>6%</b>	<b>6%</b>

Those who voted in advance and those who used special votes were less likely than average to vote at a polling place close to home (81% and 60% respectively).

## Accompaniment to the polling place

Most voters actually went to the polling place with other family members (59%). This is an increase from 47% in 2005, however comparisons should be interpreted with caution as this question was revised this year to obtain clarity about whether voters attended the polling place with family or non-family members.<sup>3</sup> Just over a third of voters (36%) attended the polling place by themselves. Youth voters were more likely than average to attend the polling place with non-family members.

Accompaniment to polling place	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1,204</b>	1,002	<b>209</b>	307	<b>249</b>	104	<b>94</b>	<b>101</b>
With other family members	<b>59%</b>	47%	<b>61%</b>	49%	<b>50%</b>	39%	<b>66%</b>	<b>59%</b>
By myself	<b>36%</b>	38%	<b>36%</b>	34%	<b>36%</b>	28%	<b>31%</b>	<b>33%</b>
With other people (not family)	<b>5%</b>	15%	<b>5%</b>	18%	<b>14%</b>	36%	<b>3%</b>	<b>8%</b>

<sup>3</sup> In 2005 this question was unprompted, so interviewers were required to make a judgment call as to whether respondents were referring to family members. This year, interviewers were required to ask whether voters were referring to family members or non-family members. In addition, interviewers could indicate both family members *and* non-family members if applicable.

Those who voted in advance were more likely to vote on their own (57% compared with 34% of those who voted on Election Day), and less likely to vote with other family members (34% vs. 61%). Those who used special votes were more likely to vote with other people who were not family members (18% vs. 5% of those who cast an ordinary vote), and less likely to vote with family members (38% vs. 60%).

## Voted at same polling place as last Election?

All those who voted in a polling place, who had also voted in the 2005 General Election, were asked if they voted in the same polling place as the last Election. Just over half (51%) did vote in the same place. Just under one third of Youth said they used the same polling place (31%). (Other analysis by type of voter is included underneath the table).

<b>Vote in same polling place?</b>	<b>Total 2008</b>	Total 2005	<b>Māori 2008</b>	Māori 2005	<b>Youth 2008</b>	Youth 2005	<b>Pacific 2008</b>	<b>Asian 2008</b>
N=	<b>971</b>	833	<b>186</b>	256	<b>77</b>	39	<b>69</b>	<b>64</b>
Yes	<b>51%</b>	42%	<b>46%</b>	41%	<b>31%</b>	31%	<b>46%</b>	<b>55%</b>
No	<b>48%</b>	58%	<b>54%</b>	59%	<b>69%</b>	69%	<b>54%</b>	<b>45%</b>
Don't know / cannot remember	<b>1%</b>	-	-	-	-	-	-	-

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

- Older voters (56% of those aged 44 or over, compared to 36% of those aged under 44).
- Those who went to the polling place with other family members (56% compared to 46% of all those who did not have accompanying family members).

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

- Those with a University education (45% compared to 54% of those without a degree).
- Those who cast a special vote (10% compared with 53% of those who cast an ordinary vote).
- Those who voted in advance (11% compared with 55% of those who voted on Election Day).

Voters who did not vote in the same polling place were particularly likely to say this was because they had moved (39%) or that a different polling place was more convenient (29%). Youth were more likely than average to say they had moved since the last Election (59%). Please refer to table overleaf.

<b>Why did you not vote in the same polling place?</b>	<b>Total 2008</b>	Total 2005	<b>Māori 2008</b>	Māori 2005	<b>Youth 2008</b>	Youth 2005	<b>Pacific 2008</b>	<b>Asian 2008</b>
<b>N=</b>	<b>460</b>	475	<b>96</b>	151	<b>46</b>	27	<b>37</b>	<b>29</b>
Moved since last Election	<b>39%</b>	45%	<b>33%</b>	44%	<b>59%</b>	78%	<b>49%</b>	<b>41%</b>
A different polling place was more convenient	<b>29%</b>	N/A	<b>37%</b>	N/A	<b>33%</b>	N/A	<b>30%</b>	<b>31%</b>
I am in a different electorate now due to boundary changes	<b>3%</b>	N/A	<b>5%</b>	N/A	-	N/A	<b>3%</b>	<b>7%</b>
Was not in my electorate on polling day	<b>6%</b>	N/A	<b>4%</b>	N/A	-	N/A	<b>5%</b>	<b>3%</b>
I used an Advance Voting Place	<b>5%</b>	N/A	<b>2%</b>	N/A	<b>3%</b>	N/A	-	-
2005 polling place was not open	<b>5%</b>	N/A	<b>8%</b>	N/A	<b>3%</b>	N/A	-	<b>7%</b>
Was working on polling day	<b>4%</b>	N/A	<b>6%</b>	N/A	-	N/A	<b>3%</b>	-
I accompanied a family member	<b>1%</b>	N/A	<b>1%</b>	N/A	-	N/A	<b>3%</b>	-
Other	<b>4%</b>	18%	<b>4%</b>	21%	<b>1%</b>	11%	<b>5%</b>	<b>3%</b>
Don't know / cannot remember	<b>1%</b>	-	<b>1%</b>	-	-	-	<b>3%</b>	<b>7%</b>

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

Most (83%) non-voters knew the location of a polling place that was convenient for them. Results do not differ significantly from 2005 or across each main subgroup.

<b>Aware of polling place?</b>	<b>Total 2008</b>	Total 2005	<b>Māori 2008</b>	Māori 2005	<b>Youth 2008</b>	Youth 2005	<b>Pacific 2008</b>	<b>Asian 2008</b>
<b>N=</b>	<b>291</b>	224	<b>64</b>	99	<b>139</b>	61	<b>25</b>	<b>42</b>
Yes	<b>83%</b>	79%	<b>81%</b>	80%	<b>83%</b>	77%	<b>88%</b>	<b>74%</b>
No	<b>16%</b>	21%	<b>19%</b>	20%	<b>17%</b>	23%	<b>8%</b>	<b>24%</b>
Don't know / cannot remember	<b>1%</b>	-	-	-	-	-	<b>4%</b>	<b>2%</b>

Those born overseas were *less likely* to say they knew about a convenient polling place (69% compared to 86% of those born in New Zealand).

## Source of information about polling place location

### Voters

Those who voted at a polling place were asked where they found out about the location of the polling place. This question was asked unprompted (i.e. a list was not read out to respondents). As in 2005, the most common source was to read about it in the EasyVote pack (44%). More voters this year referred to signs or signage (up to 23% from 16% in 2005).

Youth were particularly likely to find out about the location of the polling place from others, such as family, friends, or workmates (39%). Youth were more likely to say this than in 2005 (up from 26% in 2005). Pacific voters were more likely than average to say they read about it from something received in the mail (not the EasyVote pack) (20%), as were Asian voters (21%). Pacific voters were less likely than average to say they read about it in the EasyVote pack (28%). Asian voters were less likely than average to say they had voted there in the past (13%). (Other analysis by type of voter is included following the table).

Source of information about polling place location	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1,204</b>	997	<b>209</b>	307	<b>249</b>	104	<b>94</b>	<b>101</b>
Read about it in my EasyVote Pack	<b>44%</b>	44%	<b>37%</b>	31%	<b>49%</b>	54%	<b>28%</b>	<b>49%</b>
I've voted there in the past	<b>28%</b>	24%	<b>24%</b>	22%	<b>11%</b>	15%	<b>24%</b>	<b>14%</b>
Signs/signage	<b>23%</b>	16%	<b>32%</b>	13%	<b>29%</b>	17%	<b>28%</b>	<b>13%</b>
Family /friends /workmates, etc	<b>16%</b>	15%	<b>22%</b>	21%	<b>39%</b>	26%	<b>19%</b>	<b>20%</b>
From information in the local newspaper	<b>15%</b>	15%	<b>12%</b>	16%	<b>5%</b>	5%	<b>6%</b>	<b>2%</b>
Was driving /walking /going past	<b>10%</b>	16%	<b>11%</b>	13%	<b>9%</b>	17%	<b>11%</b>	<b>14%</b>
Expected to find it at the school	<b>9%</b>	N/A	<b>11%</b>	N/A	<b>3%</b>	N/A	<b>4%</b>	<b>6%</b>
Read about it in something I received in the mail (not EasyVote pack)	<b>4%</b>	N/A*	<b>6%</b>	N/A*	<b>4%</b>	N/A*	<b>20%</b>	<b>21%</b>
Expected to find one there	<b>4%</b>	-	<b>2%</b>	-	<b>3%</b>	-	<b>2%</b>	<b>2%</b>
From advertising in general	<b>3%</b>	6%	<b>2%</b>	7%	<b>3%</b>	2%	<b>6%</b>	<b>4%</b>
From the website / Internet	<b>2%</b>	-	<b>1%</b>	-	<b>2%</b>	-	<b>3%</b>	<b>2%</b>
Was working at the Elections/polling place	<b>2%</b>	-	<b>1%</b>	-	<b>2%</b>	-	-	-
Radio	<b>1%</b>	-	<b>1%</b>	-	-	-	<b>4%</b>	<b>1%</b>
Always known it was there	<b>1%</b>	-	<b>1%</b>	-	<b>1%</b>	-	-	-
From political parties or candidates	-	-	-	-	-	-	<b>2%</b>	<b>2%</b>
Other	<b>2%</b>	-	<b>3%</b>	-	<b>4%</b>	-	<b>5%</b>	<b>2%</b>
Don't know / can't remember	<b>1%</b>	-	-	-	-	-	-	<b>1%</b>

\* This response in 2005 stated 'something I received in the mail from Elections' and did not contain the qualifier 'not the EasyVote pack' therefore there is no comparable response in the 2005 survey.

Further subgroup analysis shows:

- Those who did not vote in the last Election were more likely to find out through family and friends (25% compared to 13% of those who voted in the last Election), and were less likely to find out through information in the newspaper (3% compared to 16% of those who voted in the last Election).
- Those who were accompanied to the polling place by friends were also more likely to say they found out about the location through family and friends (32% vs. 14% of all other voters).
- Female voters were more likely to find out information through the EasyVote pack (49% compared to 39% for males).
- Voters who read the EasyVote pack were more likely to find out about the polling place location through their EasyVote pack (54% compared to 22% of those who glanced at, did not read, or did not receive the pack), or through a newspaper (18% vs. 7%). They were also less likely to say 'I have voted there in the past' (25% vs. 33%), or 'family and friends told me' (13% vs. 22%).
- Voters who encountered a problem while voting were more likely to say 'they were driving/walking past' (27% compared to 9% of those who encountered no problems or issues).
- Voters in Auckland were more likely to read about the location in their EasyVote pack (56% vs. 41% of those based outside of Auckland).
- Those who voted in advance were more likely to find out via the internet (13% compared with 1% of those who voted on Election Day), and less likely to know the location because they had voted there in the past (5% vs. 31%).
- Those who cast a special vote were more likely to find out through family/friends/workmates (29% vs. 16% of those who cast an ordinary vote), or because they were passing by (26% vs. 10%). They were less likely to know the location because they had voted there in the past (3% vs. 31%) or because they had read about it in the EasyVote pack (19% vs. 49%).

## Non-voters

Non-voters who knew where their polling place was located were asked how they knew about its location. The two most common sources for non-voters were family, friends, or workmates (26%) and signs or signage (22%). Although not statistically significant, a larger percentage of non-voters say they knew about the location of their polling place due to signs or signage this year (up from 16% in 2005 to 22% this year). This is consistent with the significant increase observed for voters directly above.

Also similar to results for voters, Youth non-voters were particularly likely to find out about the location of their polling place from others, such as family, friends, or workmates (39%). Fewer non-voters this year say they read about the location of their polling place in the local newspaper (down from 17% in 2002 and 19% in 2005 to 9% this year). Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes. (Other analysis by type of non-voter is included following the table).

Source of information about polling place location	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>247</b>	172	<b>52</b>	77	<b>122</b>	46	<b>22</b>	<b>31</b>
Family /friends /workmates, etc	<b>26%</b>	30%	<b>33%</b>	35%	<b>39%</b>	48%	<b>41%</b>	<b>45%</b>
Signs/signage	<b>22%</b>	16%	<b>31%</b>	18%	<b>32%</b>	15%	<b>50%</b>	<b>23%</b>
I've voted there in the past	<b>24%</b>	17%	<b>9%</b>	18%	<b>3%</b>	7%	<b>5%</b>	<b>3%</b>
Read about it in my EasyVote Pack	<b>19%</b>	22%	<b>10%</b>	16%	<b>26%</b>	28%	<b>23%</b>	<b>19%</b>
Was driving /walking /going past	<b>16%</b>	23%	<b>19%</b>	19%	<b>12%</b>	22%	<b>9%</b>	<b>16%</b>
From information in the local newspaper	<b>9%</b>	19%	<b>13%</b>	21%	<b>6%</b>	11%	<b>14%</b>	<b>10%</b>
Expected to find it at the school	<b>9%</b>	N/A	<b>11%</b>	N/A	<b>6%</b>	N/A	<b>9%</b>	<b>10%</b>
From advertising in general	<b>3%</b>	-	<b>14%</b>	-	<b>3%</b>	-	<b>5%</b>	<b>6%</b>
Expected to find one there	<b>3%</b>	-	-	-	<b>1%</b>	-	-	<b>3%</b>
Always known it was there	<b>2%</b>	-	-	-	<b>1%</b>	-	-	<b>3%</b>
Read about it in something I received in the mail (not EasyVote pack)	<b>2%</b>	N/A	<b>7%</b>	-	<b>4%</b>	-	<b>5%</b>	<b>3%</b>
From the website / Internet	<b>1%</b>	-	-	-	<b>2%</b>	-	-	<b>6%</b>
Radio	<b>1%</b>	-	-	-	-	-	-	<b>3%</b>
From political parties or candidates	<b>1%</b>	-	-	-	-	-	<b>5%</b>	<b>3%</b>
Was working at the Elections/polling place	<b>1%</b>	-	-	-	-	-	<b>5%</b>	-
Information at local electorate offices/ returning offices	<b>1%</b>	-	<b>3%</b>	-	<b>1%</b>	-	<b>5%</b>	-
Other	<b>3%</b>	-	-	-	<b>3%</b>	-	<b>5%</b>	<b>6%</b>
Don't know/ cannot remember	<b>1%</b>	-	-	-	-	-	<b>9%</b>	<b>19%</b>

Further subgroup analysis shows:

- Non-voters who did not vote in the last General Election (despite being eligible) were more likely to say they learned about the polling place location through family or friends (33% vs. 16% of those who voted in the last Election), or they were driving or walking past (23% vs. 10%). They were less likely to say they read about it in the EasyVote pack (8% vs. 23%).
- Non-voters who read the EasyVote pack were more likely to find out about the polling place location through their EasyVote pack (39% compared to 7% of those who glanced at, did not read, or did not receive the pack), or through a newspaper (16% vs. 9%).
- Non-voters on a lower income were more likely to read about it in the newspaper (12% of those with a household income under \$60,000 compared to 2% of those with a household income of \$60,000 or greater).

# Polling place experience

## Time of day voted at polling place

Forty six percent of people voted in the morning (i.e. before noon), 45% of people voted in the afternoon (between noon and 5pm), and 8% voted after 5pm. The results are similar to 2005. Young people were more likely to vote in the afternoon (52%) and less likely to vote in the morning (37%). Pacific voters were less likely than average to vote in the morning (32%), and more likely to vote in the afternoon (57%). Asian voters were less likely to vote in the morning (31%), and more likely to vote in the evening (20%). Further subgroup analysis follows after the table.

Time of day voted	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1,210	1,003	211	307	250	104	95	102
9.00am - 10.00am	<b>14%</b>	17%	<b>14%</b>	18%	<b>9%</b>	9%	<b>9%</b>	<b>10%</b>
10.00am - 11.00am	<b>16%</b>	16%	<b>15%</b>	15%	<b>10%</b>	13%	<b>16%</b>	<b>8%</b>
11.00am - 12.00am	<b>16%</b>	14%	<b>14%</b>	12%	<b>19%</b>	11%	<b>6%</b>	<b>14%</b>
12.00am - 1.00pm	<b>10%</b>	12%	<b>12%</b>	12%	<b>14%</b>	13%	<b>12%</b>	<b>11%</b>
1.00pm - 2.00pm	<b>11%</b>	10%	<b>10%</b>	9%	<b>13%</b>	12%	<b>17%</b>	<b>16%</b>
2.00pm - 3.00pm	<b>10%</b>	9%	<b>9%</b>	11%	<b>10%</b>	11%	<b>12%</b>	<b>7%</b>
3.00pm - 4.00pm	<b>7%</b>	7%	<b>7%</b>	8%	<b>9%</b>	9%	<b>11%</b>	<b>11%</b>
4.00pm - 5.00pm	<b>8%</b>	6%	<b>9%</b>	6%	<b>6%</b>	10%	<b>6%</b>	<b>5%</b>
5.00pm - 6.00pm	<b>5%</b>	5%	<b>7%</b>	4%	<b>7%</b>	4%	<b>7%</b>	<b>14%</b>
6.00pm+	<b>3%</b>	4%	<b>3%</b>	4%	<b>4%</b>	10%	<b>2%</b>	<b>6%</b>
Don't know / can't remember	<b>1%</b>	-	<b>1%</b>	-	*	104	<b>2%</b>	-

Those who voted in advance were less likely to vote in the morning (30% vs. 48% of those who voted on Election Day). Those who used a special vote were more likely to vote in the evening (19% vs. 8% of those who cast an ordinary vote).

## Queues at polling place

Most voters who went to a polling place did not have to queue (79%). The proportion of voters having to queue in 2008 (21%) is significantly higher than the proportion in 2005 (15%) and 2002 (8%).

Queued at polling place?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1,210	1,004	211	307	250	104	95	102
Yes	<b>21%</b>	15%	<b>17%</b>	14%	<b>21%</b>	18%	<b>26%</b>	<b>22%</b>
No	<b>79%</b>	85%	<b>83%</b>	86%	<b>79%</b>	82%	<b>74%</b>	<b>78%</b>

Those who voted in the morning were more likely to have to queue (31% for those who voted in the morning, 14% of those who voted between noon and 5pm, and only 4% of those who voted from 5pm onwards).

Those who voted in advance were more likely to have to queue (33% compared with 20% of those who voted on Election Day).

## Time taken at polling place

Voters who went to a polling place were asked how long they spent at the polling place in total. Most (71%) said they only spent up to five minutes. This is similar to the finding in the 2005 survey (73%).

Total time at polling place	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1,210	1,001	211	307	250	104	95	102
Up to 5 minutes	<b>71%</b>	73%	<b>74%</b>	67%	<b>71%</b>	71%	<b>60%</b>	<b>62%</b>
5-10 minutes	<b>21%</b>	20%	<b>19%</b>	23%	<b>22%</b>	16%	<b>24%</b>	<b>26%</b>
11-15 minutes	<b>4%</b>	4%	<b>4%</b>	8%	<b>5%</b>	7%	<b>6%</b>	<b>6%</b>
16-20 minutes	<b>2%</b>	2%	<b>1%</b>	2%	<b>1%</b>	4%	<b>2%</b>	<b>2%</b>
21-25 minutes	*	1%	*	-	<b>1%</b>	1%	<b>1%</b>	<b>1%</b>
26-30 minutes	<b>1%</b>	-	<b>1%</b>	-	<b>1%</b>	-	<b>5%</b>	<b>2%</b>
More than 30 minutes	*	-	*	1%	*	1%	<b>1%</b>	<b>1%</b>

Those who voted in the morning (before noon) were less likely to spend up to five minutes (67% compared to 76% of those who voted in the afternoon or evening).

The table below shows that those who voted in advance were more likely to spend over 10 minutes voting (20% vs. 6% of those who voted on Election Day). Similarly, those who used a special vote were more likely to spend over 10 minutes voting (29% vs. 7% of those who cast an ordinary vote).

Total time at polling place	Those who voted in advance in 2008	Those who cast a special vote in 2008
N=	101	65
Up to 5 minutes	<b>55%</b>	<b>51%</b>
5-10 minutes	<b>26%</b>	<b>20%</b>
11-15 minutes	<b>7%</b>	<b>18%</b>
16-20 minutes	<b>4%</b>	<b>6%</b>
21-25 minutes	<b>3%</b>	<b>4%</b>
26-30 minutes	<b>3%</b>	<b>1%</b>
More than 30 minutes	<b>3%</b>	-

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

Total time at polling place	All voters - Had to queue	All voters - Did not have to queue
N=	252	958
Up to 5 minutes	<b>38%</b>	<b>80%</b>
5-10 minutes	<b>38%</b>	<b>17%</b>
11-15 minutes	<b>13%</b>	<b>2%</b>
16-20 minutes	<b>5%</b>	<b>1%</b>
21-25 minutes	<b>1%</b>	-
26-30 minutes	<b>3%</b>	-
More than 30 minutes	<b>2%</b>	-

This shows that 38% of those who had to queue only spent five minutes at the polling place, 38% spent between five and ten minutes, and 24% spent 11 minutes or longer at the polling place.

## Feelings on time taken at polling place

Voters were asked how they felt about the amount of time they had spent at the polling place. As in 2005, nearly all (98%) felt that the time they had spent at the polling place was reasonable given what they had to do. Only 2% felt it was too long.

Feelings on time taken at polling place	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
<b>N=</b>	<b>1,210</b>	1,002	<b>211</b>	307	<b>250</b>	104	<b>95</b>	<b>102</b>
Reasonable amount of time given what you had to do	<b>98%</b>	98%	<b>98%</b>	97%	<b>99%</b>	97%	<b>96%</b>	<b>97%</b>
Too long	<b>2%</b>	2%	<b>2%</b>	3%	<b>1%</b>	3%	<b>4%</b>	<b>3%</b>

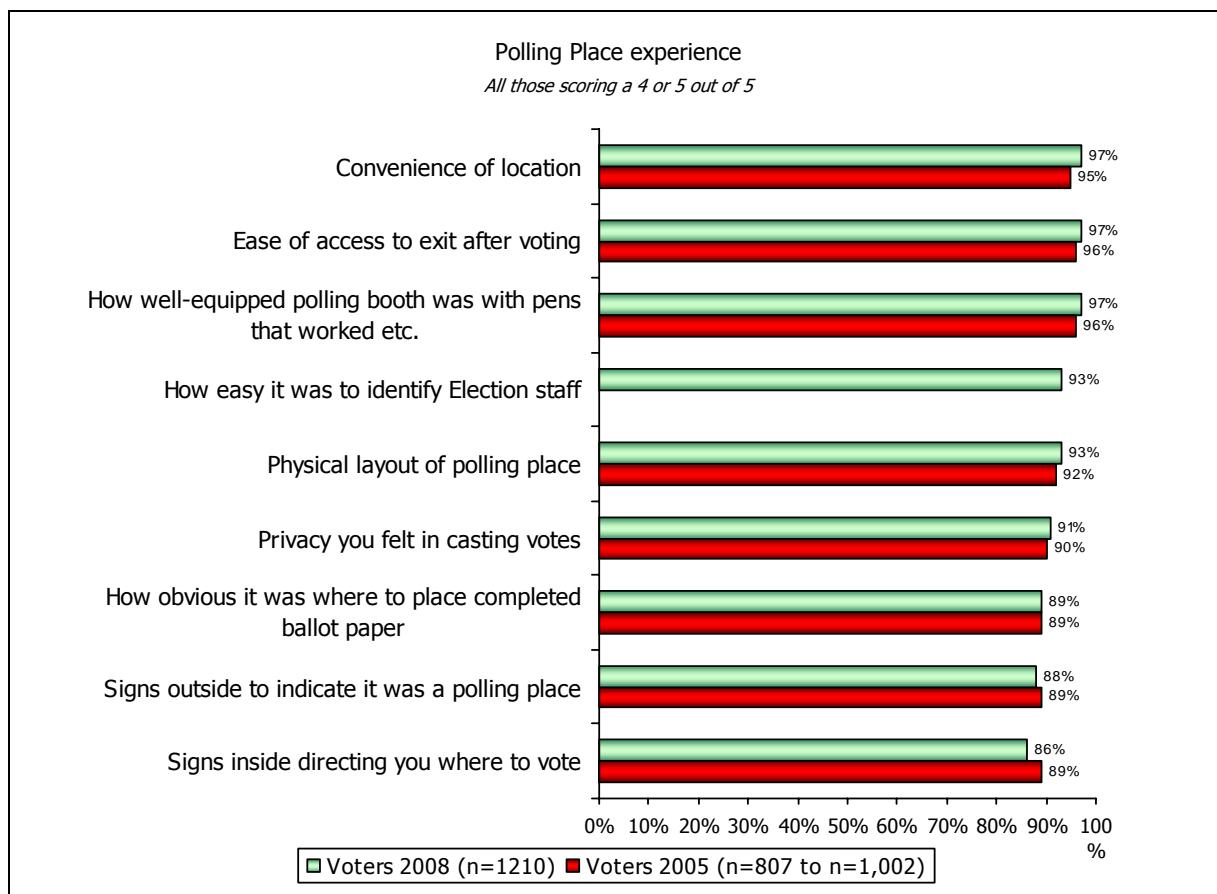
Voters who voted in advance and voters who cast special votes were less likely than average to say the time taken was reasonable (92% and 93% respectively).

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

Voters were asked to rate a number of factors about their polling place experience. A scale of 1 to 5 was used where 1 was poor and 5 was excellent. The graph overleaf shows the proportions that rated each aspect of their experience at 4 or 5 out of 5 (i.e. the top two responses). Please note that ease of identification of Election staff was not asked in the 2005 survey.

There has been an increase in the proportion giving positive ratings for the convenience of location (97% in 2008 compared to 95% in 2005 and 95% in 2002).

There has been a decline in the proportion giving positive ratings for the signage inside the polling place, however the proportion has not declined to the level seen in 2002 (86% in 2008, 89% in 2005, and 79% in 2002).



## Rating the convenience of location

Most of those who voted at a polling booth said the location was convenient – 88% actually said the location was excellent. This has increased from 76% in 2002 and 85% in 2005.

Convenience of location	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1,210	1,002	211	307	250	104	93	102
Excellent (5)	<b>88%</b>	85%	<b>91%</b>	86%	<b>86%</b>	79%	<b>86%</b>	<b>81%</b>
4	<b>10%</b>	12%	<b>7%</b>	8%	<b>12%</b>	17%	<b>10%</b>	<b>14%</b>
3	<b>2%</b>	2%	<b>1%</b>	3%	<b>1%</b>	4%	<b>4%</b>	<b>4%</b>
2	<b>1%</b>	1%	*	1%	-	-	-	<b>1%</b>
Poor (1)	<b>1%</b>	1%	<b>1%</b>	1%	-	-	-	-
Don't know / cannot remember	-	-	-	-	-	-	-	-

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

- Those who did not vote in the last Election (despite being eligible to vote in the last Election) (73% compared to 89% of those who did vote in the last Election).
- Voters who had to queue to vote (83% vs. 89% of those who did not have to queue).
- Those who voted in advance (79% vs. 88% of those who voted on Election Day).

## Rating the signage outside

Most of those who voted at a polling place said the signage outside was excellent (73%). As in 2005, younger voters were less likely to rate the signage outside as excellent (61%). (Other analysis by type of voter is included underneath the table).

Signs outside	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1,210</b>	1,002	<b>211</b>	307	<b>250</b>	104	<b>93</b>	<b>102</b>
Excellent (5)	<b>73%</b>	72%	<b>75%</b>	75%	<b>61%</b>	57%	<b>75%</b>	<b>74%</b>
4	<b>15%</b>	17%	<b>17%</b>	15%	<b>21%</b>	29%	<b>15%</b>	<b>13%</b>
3	<b>7%</b>	6%	<b>5%</b>	6%	<b>13%</b>	9%	<b>5%</b>	<b>10%</b>
2	<b>3%</b>	3%	<b>2%</b>	1%	<b>2%</b>	4%	<b>3%</b>	<b>1%</b>
Poor (1)	<b>1%</b>	2%	<b>1%</b>	3%	<b>3%</b>	2%	<b>1%</b>	<b>3%</b>
Don't know / cannot remember	<b>2%</b>	-	<b>1%</b>	-	-	-	-	-

Further subgroup analysis shows:

- Older voters were *more likely* to give an excellent rating (78% of those aged 44 years or older, compared to 62% of those aged under 44).
- Voters with a University or postgraduate qualification were *less likely* to give an excellent rating (68% vs. 75% of those without a degree).
- Those who voted in advance were *less likely* to give an excellent rating (61% vs. 74% of those who voted on Election Day).

## Rating the physical layout

Most of those who voted at a polling place said the physical layout (i.e. how easy it was to find your way around) was excellent (73%). This is not significantly different from 2005. As in 2005, younger voters were less likely to rate the physical layout as excellent (61%). (Other analysis by type of voter is included underneath the table).

Physical layout	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1,210</b>	1,002	<b>211</b>	306	<b>250</b>	104	<b>93</b>	<b>102</b>
Excellent (5)	<b>73%</b>	76%	<b>77%</b>	80%	<b>61%</b>	62%	<b>81%</b>	<b>73%</b>
4	<b>19%</b>	16%	<b>16%</b>	13%	<b>27%</b>	27%	<b>14%</b>	<b>21%</b>
3	<b>5%</b>	5%	<b>5%</b>	5%	<b>9%</b>	9%	<b>4%</b>	<b>6%</b>
2	<b>2%</b>	2%	<b>2%</b>	1%	<b>4%</b>	3%	<b>1%</b>	<b>1%</b>
Poor (1)	<b>1%</b>	1%	<b>1%</b>	1%	-	-	-	-
Don't know / cannot remember	*	-	-	1%	-	-	-	-

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

- Voters who vote in most, or all General Elections (75% vs. 62% of those who only vote in some Elections).
- Older voters (77% of those aged 44 years or older, compared to 64% of those aged under 44).

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

- Voters who had to queue to vote (66% vs. 75% of those who did not have to queue).
- Voters with a University or postgraduate qualification (66% vs. 76% of those without a degree).

## Rating where to place completed ballot paper

Over two thirds (69%) rated the 'obviousness of where to place completed ballot papers' as excellent. This is not significantly different from 2005. Younger voters were less likely to rate this as excellent (55%), this was not the case in 2005 (when 72% of young voters gave an excellent rating). (Other analysis by type of voter is included following the table).

<b>Obvious where to place completed ballot paper</b>	<b>Total 2008</b>	Total 2005	<b>Māori 2008</b>	Māori 2005	<b>Youth 2008</b>	Youth 2005	<b>Pacific 2008</b>	<b>Asian 2008</b>
<b>N=</b>	<b>1,210</b>	1,002	<b>211</b>	307	<b>250</b>	104	<b>93</b>	<b>102</b>
Excellent (5)	<b>69%</b>	71%	<b>72%</b>	75%	<b>55%</b>	72%	<b>77%</b>	<b>67%</b>
4	<b>20%</b>	18%	<b>15%</b>	14%	<b>29%</b>	16%	<b>15%</b>	<b>25%</b>
3	<b>8%</b>	7%	<b>8%</b>	9%	<b>13%</b>	11%	<b>4%</b>	<b>7%</b>
2	<b>2%</b>	3%	<b>2%</b>	1%	<b>2%</b>	1%	<b>1%</b>	<b>2%</b>
Poor (1)	<b>1%</b>	1%	<b>2%</b>	1%	<b>1%</b>	-	<b>1%</b>	-
Don't know / cannot remember	*	-	<b>1%</b>	-	-	-	<b>1%</b>	-

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

- Older voters (73% of those aged 44 years or older, compared to 61% of those aged under 44).

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

- Those who did not vote in the last Election (despite being eligible to vote in the last Election) (55% compared to 70% of those who did vote in the last Election).
- Voters with a University or postgraduate qualification (62% vs. 72% of those without a degree).
- Voters who had to queue to vote (59% vs. 72% of those who did not have to queue).

## Rating the access to exit

Most of those who voted at a polling place said the ease of access to the exit was excellent (86%). This is not significantly different from 2005.

<b>Access to exit</b>	<b>Total 2008</b>	Total 2005	<b>Māori 2008</b>	Māori 2005	<b>Youth 2008</b>	Youth 2005	<b>Pacific 2008</b>	<b>Asian 2008</b>
<b>N=</b>	<b>1,210</b>	1,002	<b>211</b>	307	<b>250</b>	104	<b>93</b>	<b>102</b>
Excellent (5)	<b>86%</b>	84%	<b>84%</b>	87%	<b>88%</b>	81%	<b>89%</b>	<b>82%</b>
4	<b>10%</b>	12%	<b>11%</b>	10%	<b>11%</b>	13%	<b>8%</b>	<b>13%</b>
3	<b>2%</b>	2%	<b>2%</b>	2%	<b>1%</b>	5%	<b>2%</b>	<b>3%</b>
2	*	1%	<b>1%</b>	-	<b>1%</b>	1%	<b>1%</b>	<b>1%</b>
Poor (1)	<b>1%</b>	1%	<b>2%</b>	1%	-	-	-	<b>1%</b>
Don't know / cannot remember	*	-	-	-	-	-	-	-

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

- Those who did not vote in the last Election (despite being eligible to vote in the last Election) (76% compared to 87% of those who did vote in the last Election).
- Voters who had to queue to vote (78% vs. 88% of those who did not have to queue).

## Rating the equipment in booths

Most of those who voted at a polling place rated the equipment at the booth as excellent (89%). This has increased from 80% in 2002 and 85% in 2005. As in 2005, younger voters were slightly less likely to rate the equipment as excellent (82%). (Other analysis by type of voter is included following the table).

<b>Well equipped booth</b>	<b>Total 2008</b>	<b>Total 2005</b>	<b>Māori 2008</b>	<b>Māori 2005</b>	<b>Youth 2008</b>	<b>Youth 2005</b>	<b>Pacific 2008</b>	<b>Asian 2008</b>
<b>N=</b>	<b>1,210</b>	<b>1,002</b>	<b>211</b>	<b>307</b>	<b>250</b>	<b>104</b>	<b>93</b>	<b>102</b>
Excellent (5)	<b>89%</b>	85%	<b>89%</b>	88%	<b>82%</b>	82%	<b>85%</b>	<b>76%</b>
4	<b>8%</b>	10%	<b>8%</b>	8%	<b>16%</b>	13%	<b>10%</b>	<b>16%</b>
3	<b>2%</b>	2%	<b>2%</b>	2%	<b>2%</b>	4%	<b>3%</b>	<b>6%</b>
2	*	1%	<b>1%</b>	1%	-	-	-	<b>2%</b>
Poor (1)	*	1%	*	1%	*	1%	<b>1%</b>	-
Don't know / cannot remember	*	-	-	-	-	-	<b>1%</b>	-

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

- Voters who vote in most, or all, General Elections (90% vs. 79% of those who only vote in some Elections).
- Older voters (90% of those aged 44 years or older, compared to 86% of those aged under 44).

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

- Those who did not vote in the last Election (despite being eligible to vote in the last Election) (68% compared to 90% of those who did vote in the last Election).
- Voters who had to queue to vote (84% vs. 90% of those who did not have to queue).

## Rating the signage inside

Over two-thirds of those who voted at a polling place rated the signage inside as excellent (68%). This is lower than in 2005 (when 76% rated the signage inside as excellent) but higher than in 2002 (when 56% rated signage inside as excellent). As in 2005, younger voters were less likely to rate the signage inside as excellent (53%, down from 63% in 2005). Pacific voters were more likely than average to rate it as excellent (87%). (The table is found overleaf, other analysis by type of voter is included underneath the table).

Signs inside	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1,210	976	211	302	250	100	93	102
Excellent (5)	<b>68%</b>	76%	<b>73%</b>	76%	<b>53%</b>	63%	<b>87%</b>	<b>74%</b>
4	<b>17%</b>	14%	<b>18%</b>	11%	<b>28%</b>	19%	<b>6%</b>	<b>19%</b>
3	<b>8%</b>	7%	<b>6%</b>	9%	<b>15%</b>	14%	<b>5%</b>	<b>5%</b>
2	<b>2%</b>	3%	<b>1%</b>	2%	<b>4%</b>	4%	-	<b>2%</b>
Poor (1)	<b>1%</b>	1%	<b>1%</b>	2%	-	-	-	<b>1%</b>
Don't know / cannot remember	<b>3%</b>	-	<b>1%</b>	-	*	-	<b>1%</b>	-

Further subgroup analysis shows:

- Older voters were *more likely* to give an excellent rating (72% of those aged 44 years or older, compared to 61% of those aged under 44).
- Voters who had to queue to vote were *less likely* to give an excellent rating (59% vs. 71% of those who did not have to queue).

## Rating the sense of privacy

Three quarters of those who voted at a polling place rated the privacy as excellent (75%). This is not significantly different from 2005. As in 2005, younger voters were less likely to rate the sense of privacy as excellent (54%, down from 63% in 2005). Asian voters were less likely to rate the privacy as excellent (66%). (Other analysis by type of voter is included underneath the table).

Privacy	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1,210	1,002	211	307	250	104	93	102
Excellent (5)	<b>75%</b>	74%	<b>73%</b>	79%	<b>54%</b>	63%	<b>83%</b>	<b>66%</b>
4	<b>16%</b>	16%	<b>12%</b>	12%	<b>32%</b>	21%	<b>12%</b>	<b>23%</b>
3	<b>7%</b>	6%	<b>12%</b>	6%	<b>10%</b>	10%	<b>5%</b>	<b>10%</b>
2	<b>2%</b>	2%	<b>3%</b>	2%	<b>3%</b>	3%	-	<b>2%</b>
Poor (1)	*	1%	<b>1%</b>	1%	<b>1%</b>	3%	-	-
Don't know / cannot remember	*	-	-	-	-	-	-	-

Further subgroup analysis shows:

- Older voters were *more likely* to give an excellent rating (79% of those aged 44 years or older, compared to 64% of those aged under 44).
- Those who did not vote in the last Election (despite being eligible to vote in the last Election) were *less likely* to give an excellent rating (60% compared to 76% of those who did vote in the last Election).

## Rating the ease of identifying Election staff

Seventy seven percent of those who voted at a polling place rated the ease of identifying Election staff as excellent. Young voters were less likely to rate the ease of identifying Election staff as excellent (69%). (The table is found overleaf, other analysis by type of voter is included underneath the table).

Ease of identifying Election staff	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	1,210	211	250	93	102
Excellent (5)	<b>77%</b>	<b>82%</b>	<b>69%</b>	<b>85%</b>	<b>72%</b>
4	<b>16%</b>	<b>10%</b>	<b>21%</b>	<b>10%</b>	<b>18%</b>
3	<b>4%</b>	<b>6%</b>	<b>10%</b>	<b>3%</b>	<b>9%</b>
2	<b>2%</b>	<b>1%</b>	-	<b>1%</b>	<b>1%</b>
Poor (1)	*	<b>1%</b>	-	-	-
Don't know / cannot remember	<b>1%</b>	*	*	<b>1%</b>	<b>1%</b>

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

- Older voters (80% of those aged 44 years or older, compared to 72% of those aged under 44).

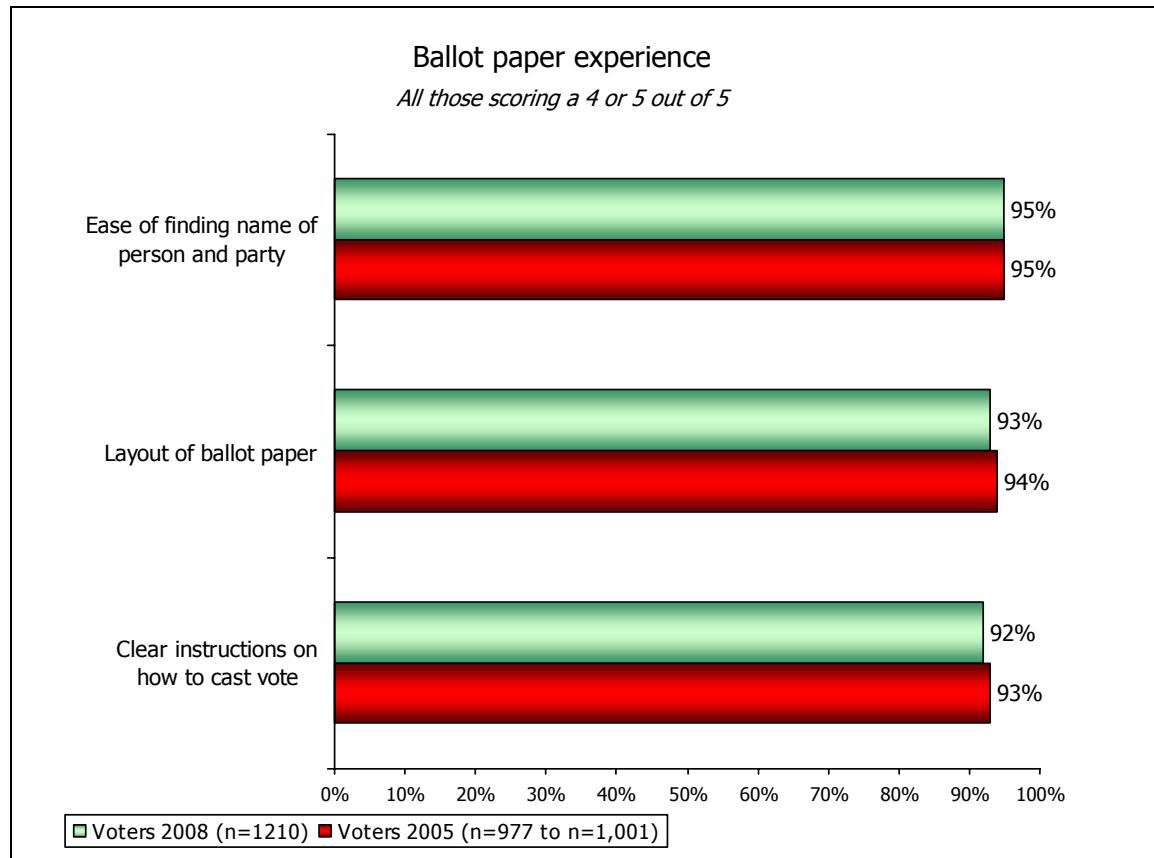
The following groups of voters were *less likely* to give an excellent rating:

- Male voters (74% compared to 80% of female voters).
- Voters who had to queue to vote (69% vs. 79% of those who did not have to queue).
- Voters in Auckland (71% vs. 79% of those based outside of Auckland).

# Other aspects of the voting experience

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

Nearly all respondents rated the ballot paper statements as either 4 or 5 out of 5. The graph below shows the proportion of respondents rating 4 or 5 out of 5 for ballot paper experience statements. There have not been any significant changes since 2005 on these statements.



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

Most of those who voted at a polling place rated the ease of finding the name of the person and party on the ballot paper as excellent (79%). This is not significantly different from 2005. Younger voters were less likely to rate the ease of finding the name of the person and party as excellent (73%). (Other analysis by type of voter is found following the table).

Ease of finding name of person and party	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
<b>N=</b>	<b>1,210</b>	1,001	<b>211</b>	307	<b>250</b>	104	<b>95</b>	<b>102</b>
Excellent (5)	<b>79%</b>	78%	<b>79%</b>	82%	<b>73%</b>	78%	<b>80%</b>	<b>77%</b>
4	<b>17%</b>	17%	<b>16%</b>	12%	<b>18%</b>	17%	<b>12%</b>	<b>15%</b>
3	<b>3%</b>	3%	<b>5%</b>	3%	<b>6%</b>	4%	<b>7%</b>	<b>7%</b>
2	<b>1%</b>	1%	*	2%	<b>2%</b>	1%	<b>1%</b>	<b>1%</b>
Poor (1)	*	1%	<b>1%</b>	1%	-	-	-	-
Don't know / cannot remember	-	-	-	-	-	-	-	-

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

- Older voters (80% of those aged 44 years or older, compared to 75% of those aged under 44).

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

- Those who did not vote in the last Election (despite being eligible to vote in the last Election) (65% compared to 79% of those who did vote in the last Election).
- Those who voted in advance (69% vs. 79% of those who voted on Election Day).

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

Most of those who voted at a polling place rated the clarity of instructions on how to cast a vote as excellent (73%). This is not significantly different from 2005.

<b>Clear instructions on how to cast vote</b>	<b>Total 2008</b>	Total 2005	<b>Māori 2008</b>	Māori 2005	<b>Youth 2008</b>	Youth 2005	<b>Pacific 2008</b>	<b>Asian 2008</b>
<b>N=</b>	<b>1,210</b>	988	<b>211</b>	303	<b>250</b>	104	<b>95</b>	<b>102</b>
Excellent (5)	<b>73%</b>	75%	<b>80%</b>	78%	<b>68%</b>	76%	<b>80%</b>	<b>73%</b>
4	<b>19%</b>	19%	<b>13%</b>	16%	<b>23%</b>	21%	<b>16%</b>	<b>13%</b>
3	<b>4%</b>	4%	<b>5%</b>	4%	<b>6%</b>	3%	<b>4%</b>	<b>13%</b>
2	<b>1%</b>	1%	<b>1%</b>	1%	-	-	-	-
Poor (1)	*	1%	-	1%	<b>1%</b>	-	-	<b>2%</b>
Don't know / cannot remember	<b>2%</b>	-	<b>1%</b>	-	<b>2%</b>	-	-	-

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

- Those who did not vote in the last Election (despite being eligible to vote in the last Election) (56% compared to 74% of those who did vote in the last Election).
- Voters with a University or postgraduate qualification (66% vs. 76% of those without a degree).

## Rating layout of ballot paper

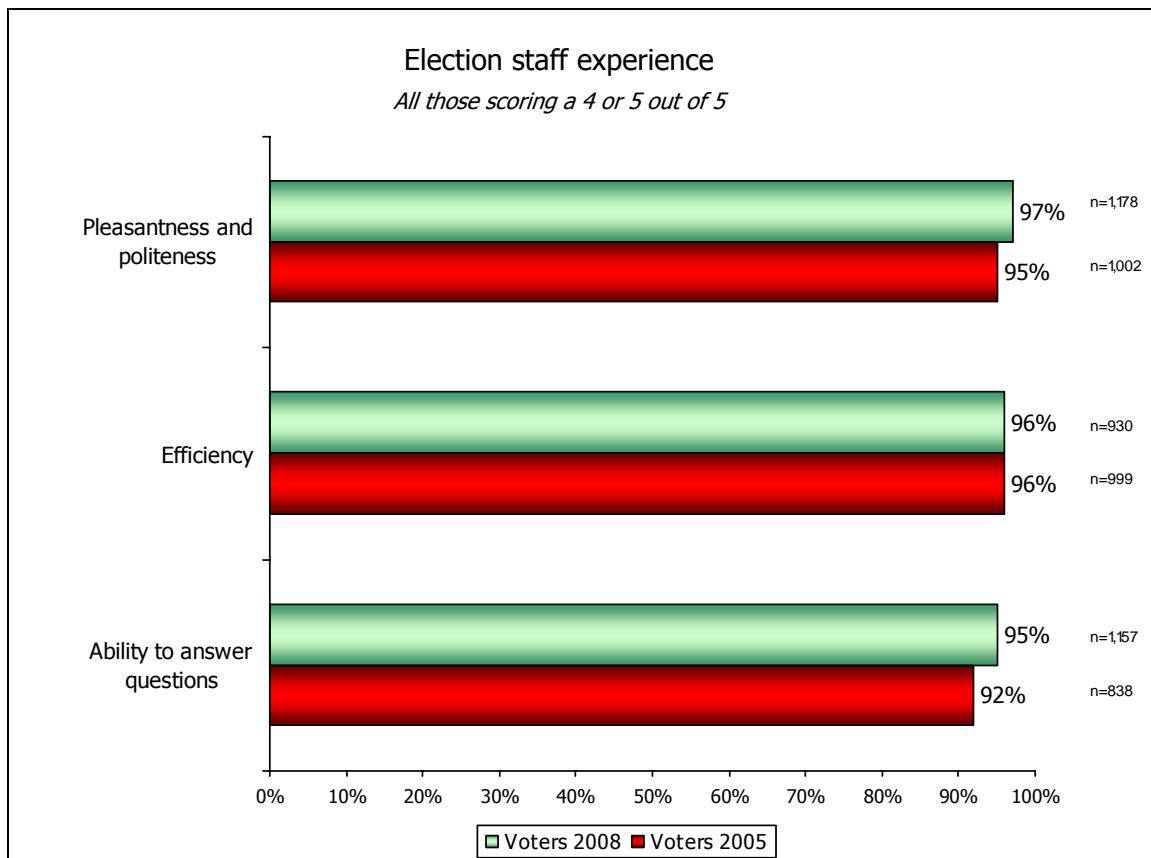
Most of those who voted at a polling place rated the layout of the ballot paper as excellent (72%). This is not significantly different from 2005.

<b>Layout of ballot paper</b>	<b>Total 2008</b>	Total 2005	<b>Māori 2008</b>	Māori 2005	<b>Youth 2008</b>	Youth 2005	<b>Pacific 2008</b>	<b>Asian 2008</b>
<b>N=</b>	<b>1,210</b>	997	<b>211</b>	307	<b>250</b>	104	<b>95</b>	<b>102</b>
Excellent (5)	<b>72%</b>	74%	<b>75%</b>	78%	<b>67%</b>	76%	<b>79%</b>	<b>69%</b>
4	<b>21%</b>	19%	<b>17%</b>	15%	<b>25%</b>	20%	<b>14%</b>	<b>19%</b>
3	<b>5%</b>	5%	<b>6%</b>	5%	<b>5%</b>	3%	<b>6%</b>	<b>11%</b>
2	<b>2%</b>	1%	<b>1%</b>	2%	<b>3%</b>	-	-	<b>2%</b>
Poor (1)	*	1%	<b>1%</b>	1%	-	1%	-	-
Don't know / cannot remember	*	-	-	-	-	-	<b>1%</b>	-

Voters with a University or postgraduate qualification were *less likely* to give an excellent rating (65% vs. 75% of those without a degree).

## Overview of how Election staff were rated by respondents

Nearly all respondents rated the service of Election Staff as either 4 or 5 out of 5. The graph below shows the proportion of respondents rating 4 or 5 out of 5 for the Election staff statements. In 2008 a higher proportion rated Election staff's ability to answer questions as Excellent (95% in 2008 compared to 92% in 2005). Please note that those who did not meet staff or who 'did not know / cannot remember' have been excluded from the calculations for the graph below.



### Rating pleasantness and politeness

Most of those who voted at a polling place rated the pleasantness and politeness of Election staff as excellent (87%). This is not significantly different from 2005. As in 2005, young voters were less likely to rate the pleasantness and politeness of Election staff as excellent (76%). (Other analysis by type of voter is found underneath the table).

Pleasantness and politeness	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1,182	1,002	207	307	246	103	95	102
Excellent (5)	<b>87%</b>	85%	<b>86%</b>	88%	<b>76%</b>	73%	<b>86%</b>	<b>78%</b>
4	<b>10%</b>	11%	<b>10%</b>	8%	<b>16%</b>	21%	<b>6%</b>	<b>15%</b>
3	<b>2%</b>	4%	<b>4%</b>	3%	<b>7%</b>	5%	<b>7%</b>	<b>4%</b>
2	*	1%	-	1%	*	1%	-	-
Poor (1)	*	-	<b>1%</b>	-	*	-	-	<b>1%</b>
Don't know / cannot remember	*	-	-	-	-	-	-	<b>1%</b>

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

- Older voters (89% of those aged 44 years or older, compared to 80% of those aged under 44).

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

- Voters who had to queue to vote (81% vs. 88% of those who did not have to queue).
- Those who did not vote in the last Election (despite being eligible to vote in the last Election) (71% compared to 88% of those who did vote in the last Election).

## Rating staff efficiency

Most of those who voted at a polling place rated the efficiency of Election staff as excellent (83%). This is not significantly different from 2005. As in 2005, young voters were less likely to rate the efficiency of Election staff as excellent (74%). (Other analysis by type of voter is found underneath the table).

Efficiency of staff	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1,158</b>	999	<b>202</b>	305	<b>243</b>	103	<b>95</b>	<b>101</b>
Excellent (5)	<b>83%</b>	83%	<b>80%</b>	84%	<b>74%</b>	77%	<b>82%</b>	<b>74%</b>
4	<b>13%</b>	12%	<b>15%</b>	10%	<b>20%</b>	17%	<b>11%</b>	<b>20%</b>
3	<b>3%</b>	2%	<b>4%</b>	3%	<b>5%</b>	3%	<b>5%</b>	<b>6%</b>
2	<b>1%</b>	2%	*	2%	<b>1%</b>	3%	-	-
Poor (1)	*	-	*	1%	-	-	<b>1%</b>	-
Don't know / cannot remember	*	-	-	-	-	-	<b>1%</b>	-

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

- Older voters (85% of those aged 44 years or older, compared to 77% of those aged under 44).

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

- Voters with a University or postgraduate qualification (78% vs. 84% of those without a degree).
- Voters who had to queue to vote (73% vs. 85% of those who did not have to queue).
- Voters in Auckland (78% vs. 84% of voters elsewhere).

## Rating ability to answer questions

Respondents were asked to rate staff's ability to answer questions. A high proportion in 2008 said 'Don't know or cannot remember' and 'did not meet staff' (the latter was a new option for the 2008 survey). Those who said 'don't know or cannot remember' or 'did not meet staff' have been excluded from the analysis of the first table overleaf. In total 95% of voters rated staff's ability to answer questions as either 4 or 5 out of 5 (this compares with 92% in 2005).<sup>4</sup>

<sup>4</sup> Please note that due to rounding, the total scoring 4 or 5 out of 5 is marginally different to summing together the proportions scoring 4 and 5 in the table (because the table only displays whole percentages).

Ability to answer questions excluding 'Don't knows' and 'Did not meet staff'	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	930	838	173	277	216	88	85	90
Excellent (5)	82%	77%	85%	81%	80%	69%	81%	77%
4	13%	14%	11%	13%	16%	19%	8%	20%
3	4%	7%	3%	4%	4%	11%	8%	3%
2	1%	1%	-	1%	-	-	1%	-
Poor (1)	-	1%	-	-	-	-	1%	-

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

- Those who only vote in some General Elections (72% compared with 84% of those who vote in most or all Elections).
- Those who did not vote in the last General Election (62% compared with 84% of those who did vote in the last Election).
- Younger voters (77% of those aged under 44, compared with 85% of those aged 44 years or older).
- Those who did not receive the EasyVote pack, did not read it, or just glanced at it (77% compared with 85% of those who read the EasyVote pack).

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

Ability to answer questions	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1,209	838	211	277	250	88	95	102
Excellent (5)	62%	77%	71%	81%	70%	69%	73%	68%
4	10%	14%	9%	13%	14%	19%	7%	18%
3	3%	7%	3%	4%	4%	11%	7%	3%
2	1%	1%	-	1%	*	-	1%	-
Poor (1)	*	1%	-	-	-	-	1%	-
Don't know / cannot remember	16%	-	9%	-	8%	-	11%	11%
Did not meet staff	8%	-	8%	-	4%	-	-	1%

## Polling place problems

Those who voted at a polling place were asked if they had any problems or difficulties, or had to ask for information or help. As in 2005, the majority of voters (93%) did not experience any problems or difficulties, and did not have to ask for information or help.

Issues at polling place	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	1,210	1,004	211	307	250	104	95	102
Had problems or difficulties	2%	4%	1%	6%	2%	2%	2%	3%
Asked for information or help	6%	6%	8%	9%	9%	12%	9%	6%
None of the above	93%	91%	91%	87%	90%	88%	89%	93%

Those who used a special vote were more likely to ask for information or help (17% vs. 5% of those who cast ordinary votes).

## Description of polling place issues

Voters who did experience problems or difficulties, or had to ask for information or help were asked what happened. Answers were given unprompted (i.e. a set list of responses was not presented to respondents). Results are tabulated below. The most common problems were needing information on how to vote, or poor signage and direction once inside the polling place. Results should be treated with caution due to small base sizes.

What issue occurred at polling place?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	92	84	19	40	25	13	10	7
Needed information on how to vote	<b>22%</b>	15%	<b>12%</b>	20%	<b>43%</b>	15%	<b>10%</b>	<b>43%</b>
Poor signage/direction once inside polling place	<b>27%</b>	25%	<b>31%</b>	25%	<b>21%</b>	31%	<b>10%</b>	<b>29%</b>
Had questions about the EasyVote card	<b>8%</b>	7%	<b>5%</b>	8%	<b>6%</b>	-	-	<b>14%</b>
Needed more information when party had no candidate/needed more information available on parties/candidates	<b>2%</b>	7%	-	10%	<b>6%</b>	15%	<b>10%</b>	-
General help – pens not working, couldn't read paper etc.	<b>10%</b>	7%	-	8%	<b>6%</b>	8%	<b>10%</b>	-
Staff were not helpful or were unable to answer questions	<b>4%</b>	7%	<b>6%</b>	3%	<b>3%</b>	8%	-	-
Made mistakes when completing ballot paper	<b>3%</b>	6%	<b>9%</b>	5%	<b>3%</b>	8%	-	-
Difficulty in finding name On Roll	<b>2%</b>	-	-	-	-	-	-	-
Lack of privacy for voting/screens needed moving	<b>2%</b>	-	<b>3%</b>	-	-	-	-	-
I was seeking information regarding Election employment	*	-	-	-	<b>3%</b>	-	-	-
Wanted separate papers for candidate and party	<b>1%</b>	-	-	-	-	-	-	-
Voter should be positively identified	<b>4%</b>	-	-	-	-	-	-	-
Given incorrect voting papers	<b>1%</b>	-	-	-	-	-	-	-
Not on Māori roll	-	6%	-	10%	-	-	-	-
Not on General roll	-	7%	-	8%	-	8%	<b>20%</b>	<b>14%</b>
Don't know / cannot remember	<b>5%</b>	-	<b>5%</b>	-	<b>6%</b>	-	-	-
Other	<b>11%</b>	27%	<b>29%</b>	28%	<b>9%</b>	23%	<b>50%</b>	<b>29%</b>

# Election night results

## Watching results as they came in

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

### Voters

Seventy two percent of voters followed the results as they came in on Election night, this is lower than in 2005, when 77% of voters followed the results, but not as low as the figure in 2002 (68%). Asian voters were slightly more likely than average to follow the Election results (81%).

Followed Election results?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>1218</b>	1,001	<b>214</b>	306	<b>253</b>	104	<b>96</b>	<b>103</b>
Yes	<b>72%</b>	77%	<b>69%</b>	70%	<b>71%</b>	80%	<b>73%</b>	<b>81%</b>
No	<b>28%</b>	23%	<b>31%</b>	30%	<b>29%</b>	20%	<b>27%</b>	<b>19%</b>

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

- Voters on higher incomes (78% of those with a household income of \$60,000 or greater watched the results, compared to 66% of those with a lower income).
- Voters in Auckland (77% vs. 70% of those based elsewhere).

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

- Voters who did not vote in the last Election (52% compared to 73% of those who voted in the last General Election).
- Voters who only vote in 'some' New Zealand General Elections (60% compared to 73% who vote in 'most' or 'every' Election).

### Non-voters

Non-voters were less likely to follow the results compared to voters (47% vs. 73%). The finding for non-voters was not different from the 2005 survey. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Followed Election results?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>291</b>	225	<b>64</b>	100	<b>139</b>	62	<b>25</b>	<b>42</b>
Yes	<b>47%</b>	47%	<b>43%</b>	46%	<b>52%</b>	40%	<b>48%</b>	<b>62%</b>
No	<b>53%</b>	53%	<b>57%</b>	54%	<b>47%</b>	60%	<b>52%</b>	<b>38%</b>

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

- Non-voters who had voted in most New Zealand General Elections (51% compared to 48% of those who voted in some Elections, and 41% who have not voted in any Elections despite being eligible).
- Non-voters who hold a University or postgraduate degree (66% compared to 45% for those without a degree).

## How were results followed?

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

### Voters

Nearly all voters who followed the results said they watched the results come in on television (97%). Results are similar to 2005. Younger voters were less likely to say they saw the results on television (93%), and more likely to follow results on the Elections website (6%). (Other analysis by type of voter is found underneath the table).

How respondents followed Election results	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>861</b>	772	<b>147</b>	214	<b>175</b>	83	<b>70</b>	<b>83</b>
Television	<b>97%</b>	98%	<b>96%</b>	97%	<b>93%</b>	96%	<b>96%</b>	<b>93%</b>
Radio	<b>4%</b>	4%	<b>3%</b>	3%	<b>5%</b>	2%	<b>4%</b>	<b>7%</b>
Elections website	<b>2%</b>	1%	<b>2%</b>	2%	<b>6%</b>	1%	<b>1%</b>	<b>5%</b>
Other website – other sites, e.g. news	<b>2%</b>	2%	<b>2%</b>	1%	<b>3%</b>	4%	<b>1%</b>	<b>4%</b>
Telephone	<b>1%</b>	-	*		<b>2%</b>		-	<b>1%</b>
Text with family	*	-	<b>1%</b>		<b>2%</b>		<b>1%</b>	<b>1%</b>
Newspapers	*	-	<b>2%</b>		-		<b>3%</b>	<b>1%</b>
Don't know / cannot remember	*	-	<b>1%</b>		<b>1%</b>		-	-

Voters on a higher income were more likely than average to follow results on the Elections website or the other websites (3% and 4% respectively for voters with a household income above \$60,000).

### Non-voters

Most non-voters who followed the results said they watched the results come in on television (84%), however other websites were also popular (11%) whereas they were not in 2005. Results for other mediums are similar between 2008 and 2005. Results for Māori, Pacific and Asian non-voters should be treated with caution due to a small base size.

How respondents followed Election results	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>135</b>	104	<b>29</b>	46	<b>69</b>	25	<b>12</b>	<b>26</b>
Television	<b>84%</b>	87%	<b>96%</b>	91%	<b>85%</b>	92%	<b>83%</b>	<b>85%</b>
Radio	<b>2%</b>	7%	-	7%	-	4%	<b>17%</b>	<b>8%</b>
Elections website	<b>3%</b>	1%	-	-	<b>6%</b>	-	-	<b>4%</b>
Other website – other sites, e.g. news	<b>11%</b>	1%	<b>4%</b>	2%	<b>9%</b>	4%	<b>8%</b>	<b>8%</b>
Telephone	<b>1%</b>	-	-	15%	<b>2%</b>	-	-	<b>4%</b>
Text with family	<b>3%</b>	-	-	15%	<b>1%</b>	-	-	-
Newspapers	*	-	-	15%	<b>1%</b>	-	-	-
Don't know / cannot remember	*	-	-	15%	<b>1%</b>	-	-	-

## Timeliness of results

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

### Voters

Overall, most voters (90%) were either very satisfied (56%) or satisfied (34%) with the timeliness of the results. This is significantly higher than in 2005 (when 78% of voters were either very satisfied or satisfied), but slightly lower than in 2002 (94%).

Satisfaction with timeliness of results	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	861	764	147	211	175	82	70	83
Very dissatisfied (1)	1%	3%	3%	5%	2%	4%	3%	4%
2	1%	5%	2%	5%	1%	6%	7%	2%
3	8%	14%	10%	16%	11%	18%	10%	10%
4	34%	36%	33%	29%	31%	34%	27%	25%
Very satisfied (5)	56%	42%	52%	45%	55%	38%	53%	59%

The following types of voters were *more likely* than average to score 4 or 5 out of 5 for satisfaction with the timeliness of results:

- Voters who have a University or postgraduate degree (94% compared to 88% for voters without a degree).
- Voters who voted in the last General Election (90% compared to 81% of those who did not vote in the last General Election).
- Voters who vote in most or every New Zealand General Election (91% compared to 79% of those who vote in some Elections).

### Non-voters

Over three-quarters of non-voters (78%) were either very satisfied (51%) or satisfied (27%) with the timeliness of the results. This is lower than satisfaction among voters. Satisfaction is higher than in 2005 (when 65% of non-voters were either very satisfied or satisfied) but lower than in 2002 (88%). Māori non-voters were less likely to be very satisfied. (Other analysis by type of non-voter is found following the table). Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Satisfaction with timeliness of results	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	135	103	29	45	69	24	12	26
Very dissatisfied (1)	2%	6%	-	2%	1%	-	25%	4%
2	3%	7%	3%	11%	5%	13%	8%	4%
3	16%	22%	17%	29%	22%	29%	17%	15%
4	27%	30%	44%	29%	35%	33%	8%	38%
Very satisfied (5)	51%	35%	29%	29%	37%	25%	42%	38%
Don't know / can't remember	1%	-	7%	-	-	-	-	-

The following types of non-voters were *more likely* than average to score 4 or 5 out of 5 for satisfaction with the timeliness of results:

- Non-voters who voted in the last General Election (86% compared to 68% of those who did not vote in the last General Election).
- Those who vote in most New Zealand General Elections (91% compared to 71% of those who vote in some Elections or no Elections [despite being eligible]).

# Mixed Member Proportional voting

## Ease of understanding MMP

Respondents were asked how easy the information on MMP (Mixed Member Proportional) voting was to understand.

### Voters

Under half of voters (46%) said they found the MMP system of voting easy (32%) or very easy to understand (14%). This is higher than in 2005 when 34% said it was either easy or very easy to understand. Māori voters were more likely than average to say it was either easy or very easy (55%). (Other analysis by type of voter is found underneath the table).

Ease of understanding MMP	Total 2008	Total 2005	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	1218	1004	214	253	96	103
Very difficult	4%	17%	4%	2%	8%	5%
Difficult	26%	18%	24%	25%	19%	15%
Neither difficult nor easy	22%	31%	17%	22%	22%	24%
Easy	32%	21%	33%	40%	35%	34%
Very easy	14%	13%	22%	11%	14%	18%
Don't know	1%	1%	*	-	2%	4%

Analysis by age and ethnicity was not available from the 2005 results.

The following types of voters were *more likely* to find MMP easy or very easy to understand:

- Voters who had read the EasyVote pack (48% compared to 42% who glanced at it, did not read it, or did not receive it).
- Male voters (52% compared to 40% of female voters).
- Older voters (49% of those aged 44 or over compared to 42% of those aged under 44).
- Voters with a University or postgraduate qualification (54% compared to 43% of those without a degree).

### Non-voters

Thirty five percent of non-voters said they found the MMP system of voting easy (28%) or very easy to understand (7%). Less non-voters said it was very easy to understand in 2008 compared to 2005 (7% vs. 16%).

Ease of understanding MMP	Total 2008	Total 2005	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	226	64	139	25	42
Very difficult	8%	13%	12%	6%	16%	10%
Difficult	29%	15%	34%	30%	28%	21%
Neither difficult nor easy	21%	29%	29%	30%	32%	26%
Easy	28%	22%	14%	20%	16%	26%
Very easy	7%	16%	3%	7%	4%	12%
Don't know	8%	5%	8%	7%	4%	5%

Analysis by age and ethnicity was not available from the 2005 results.

Non-voters who read the EasyVote pack were *more likely* to find MMP easy or very easy to understand (43% compared to 30% of those who glanced at it, did not read it, or did not receive the pack).

The following types of non-voters were *less likely* to find MMP easy or very easy to understand:

- Non-voters born outside New Zealand (24% compared to 37% of non-voters born in New Zealand).
- Females (25% compared to 43% of male non-voters).

## Knowledge of aspects of MMP – deciding number of MPs

Respondents were asked which of the two votes they had in MMP was more important in deciding the number of MPs each party has in Parliament. These questions were asked after the 2005 General Election, although analysis by Māori and Youth voters and non-voters was not available.

### Voters

Just over half (52%) of voters answered correctly that the party vote was more important for determining the number of MPs in Parliament. This is lower than in 2005. Māori, Pacific, Asian and Youth voters were less likely than average to say the party vote (44%, 33%, 41% and 45% respectively), and more likely to say both are equally important (49%, 47%, 47%, and 49% respectively). (Other analysis by type of voter is found underneath the table).

Which decides number of MPs?	Total 2008	Total 2005	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	<b>1218</b>	1004	<b>214</b>	<b>253</b>	<b>96</b>	<b>103</b>
The party vote	<b>52%</b>	59%	<b>44%</b>	<b>45%</b>	<b>33%</b>	<b>41%</b>
The electorate vote	<b>6%</b>	7%	<b>4%</b>	<b>4%</b>	<b>12%</b>	<b>5%</b>
Both are equally important	<b>39%</b>	31%	<b>49%</b>	<b>49%</b>	<b>47%</b>	<b>47%</b>
Don't know	<b>3%</b>	4%	<b>3%</b>	<b>2%</b>	<b>7%</b>	<b>8%</b>

Analysis by age and ethnicity is not available from the 2005 results.

The following type of voters were *more likely* to correctly state that the answer was the party vote:

- Voters on a higher income (60% of those with a household income of \$60,000 or greater compared to 43% of those with a lower income).
- Voters who vote in most, or every, General Election (54% compared to 36% who vote in some Elections).
- Male voters (57% compared to 46% of female voters).
- Voters with a University or postgraduate qualification (63% compared to 47% of voters without a degree).
- Voters in Auckland (62% vs. 49% of those based elsewhere).

## Non-Voters

Just under a third (32%) of non-voters answered correctly that the party vote was more important for determining the number of MPs in Parliament – this is lower than the proportion of voters – although not a statistically significant decline since 2005. However, more non-voters said both are equally important in 2008 compared to 2005 (44% vs. 34%). Youth non-voters were more likely than average to say both are equally important (59%). (Other analysis by type of non-voter is found underneath the table).

Which decides number of MPs?	Total 2008	Total 2005	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	226	64	139	25	42
The party vote	<b>32%</b>	37%	<b>24%</b>	<b>23%</b>	<b>20%</b>	<b>19%</b>
The electorate vote	<b>7%</b>	8%	<b>5%</b>	<b>5%</b>	<b>20%</b>	<b>5%</b>
Both are equally important	<b>44%</b>	34%	<b>51%</b>	<b>59%</b>	<b>48%</b>	<b>55%</b>
Don't know	<b>17%</b>	20%	<b>20%</b>	<b>13%</b>	<b>12%</b>	<b>21%</b>

Analysis by age and ethnicity is not available from the 2005 results.

The following non-voters were *more likely* to correctly state that the party vote was most important in determining the number of MPs:

- Male non-voters (41% vs. 23% of female non-voters).
- Older non-voters (43% of those aged 44 and older, compared to 27% of those aged under 44).
- Non-voters with a University or postgraduate qualification (44% compared to 32% of non-voters without a degree).

## Knowledge of aspects of MMP – threshold

### Voters

Thirty percent of voters answered correctly that to cross the threshold required either a win of 5% of all party votes or winning one electorate. Māori voters were less likely than average to give this response (17% vs. 30%). (Other analysis by type of voter is found underneath the table).

What is required to cross the threshold?	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	<b>1218</b>	<b>214</b>	<b>253</b>	<b>96</b>	<b>103</b>
Win 5% of all party votes	<b>32%</b>	<b>41%</b>	<b>30%</b>	<b>21%</b>	<b>30%</b>
Win one electorate	<b>4%</b>	<b>6%</b>	<b>2%</b>	<b>9%</b>	<b>4%</b>
<b>Either</b> win 5% of all party votes <b>or</b> win one electorate	<b>30%</b>	<b>17%</b>	<b>33%</b>	<b>40%</b>	<b>29%</b>
Win 5% of all party votes <b>and</b> one electorate seat	<b>16%</b>	<b>21%</b>	<b>25%</b>	<b>20%</b>	<b>15%</b>
Other	<b>1%</b>	*	-	-	-
Don't know	<b>18%</b>	<b>15%</b>	<b>10%</b>	<b>10%</b>	<b>22%</b>

This question was not asked in the same way in 2005 – however a comparison with a similar question asked in 2007 is highlighted below.

The following types of voters were *more likely* to correctly state that the answer was either win 5% of all party votes or win one electorate:

- Voters on a higher income (38% of those with a household income of \$60,000 or greater compared to 23% of those with a lower income).
- Voters who vote in most, or every, General Election (31% compared to 16% who vote in some Elections).
- Voters with no long term health problems (31% compared to 20% of those who said they had a long term health problem).
- Male voters (39% compared to 20% of female voters).
- Younger voters (34% of voters aged under 44 compared to 27% of voters aged 44 or older).
- Voters with a University or postgraduate qualification (49% compared to 23% of those without a degree).
- Voters based in Auckland (37% vs. 27% of those based elsewhere).

## Non-voters

Forty four percent of non-voters answered “don’t know” to this question. Eleven percent answered correctly that to cross the threshold required either a win of 5% of all party votes or winning one electorate. Asian non-voters were more likely than the average non-voter to answer correctly (31%).

What is required to cross the threshold?	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	64	139	25	42
Win 5% of all party votes	<b>20%</b>	<b>19%</b>	<b>17%</b>	<b>20%</b>	<b>21%</b>
Win one electorate	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>16%</b>	-
<b>Either</b> win 5% of all party votes <b>or</b> win one electorate	<b>11%</b>	<b>5%</b>	<b>12%</b>	<b>12%</b>	<b>31%</b>
Win 5% of all party votes <b>and</b> one electorate seat	<b>20%</b>	<b>20%</b>	<b>25%</b>	<b>20%</b>	<b>17%</b>
Other	<b>1%</b>	-	-	-	-
Don't know	<b>44%</b>	<b>53%</b>	<b>42%</b>	<b>32%</b>	<b>31%</b>

## Comparison with 2007 survey

In 2007 the Electoral Commission undertook a survey with the general population (aged 18 or over). This asked the same threshold question and results are compared below. For this question, the 2008 survey data was re-weighted so that it is representative of the general population (including voters and non-voters).

What is required to cross the threshold?	Total 2008	Total 2007
N=	1509	3000
Win 5% of all party votes	<b>28%</b>	18%
Win one electorate	<b>4%</b>	7%
<b>Either</b> win 5% of all party votes <b>or</b> win one electorate	<b>26%</b>	27%
Win 5% of all party votes <b>and</b> one electorate seat	<b>19%</b>	20%
Other	<b>1%</b>	-
Don't know	<b>22%</b>	27%

The results show that there has not been any significant change in the proportion correctly stating that to cross the threshold requires either 5% of all party votes or winning one electorate. However, there has been an increase in those stating that 5% of all party votes is required to cross the threshold (from 18% to 28%). And there have been declines in the proportions saying win one electorate and don't know.

# E-voting

The 2008 survey contained a section on e-voting. This discussed the possibility of online voting or telephone voting. Respondents were assured that the level of security would be at least as good as online banking or telephone banking. This section was not asked in the 2005 survey.

## E-voting preference

### Voters

Over half (56%) of voters would still prefer to vote in person at a polling place. Just under a third (32%) said they would prefer to vote online using a computer or mobile Internet device. Young voters were more likely to prefer this mode of voting (49%). Asian voters were more likely to say they would prefer to vote online (46%), and less likely to say they would prefer to vote in person (42%). Pacific voters were least likely to say they would like to vote online (15%). (Other analysis by type of voter is found underneath the table).

E-voting preference	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	1218	214	253	96	103
Online using a computer or mobile Internet device	32%	31%	49%	15%	46%
Using your touch-tone phone, like phone banking	7%	11%	4%	9%	5%
Voting in person at a polling place	56%	55%	46%	66%	42%
Postal Voting	4%	3%	*	8%	3%
Don't know	1%	*	*	1%	5%

The following types of voters were *more likely* to prefer online voting:

- Those who use the Internet for banking, or buying or selling, once a week or more often (51% compared to 27% of those who use the Internet for these purposes more occasionally, and 8% of those who never use the Internet for these purposes).
- Voters with a higher income (43% of those with an income of \$60,000 or more, compared to 23% of those with a lower income).
- Those who have only voted in some General Elections (51% compared to 30% of those who have voted in most or every Election).
- Voters who did not vote in the last General Election (58% compared to 31% of those who did vote in the last Election).
- Younger voters (44% of those aged under 44 years old, compared to 25% of those aged 44 or more).
- Voters with a University or postgraduate qualification (44% compared to 28% of voters without a degree).

The following types of voter were *more likely* to prefer voting in person at a polling place:

- Those who do not use, or infrequently use, the Internet for banking or buying/selling online (74% of those who never use the Internet for these purposes, and 58% of those who use the Internet less often than once a week for these purposes, compared to 44% of those who use the Internet once a week or more for these purposes).

- Voters with a lower income (63% of those with an income under \$60,000, compared to 49% of those with a higher income).
- Those who vote in most or all General Elections (59% compared to 27% of those who vote in some Elections).
- Voters who voted in the last General Election (58% compared to 31% of those who did not vote in the last Election).
- Older voters (63% of those aged 44 years or more, compared to 46% of those aged under 44).
- Voters without a University or postgraduate qualification (59% compared to 48% of those with a University or postgraduate qualification).

The following types of voter were *more likely* to prefer voting using a touch-tone phone:

- Those who have only voted in some General Elections (16% compared to 6% of those who have voted in most or every Election).
- Those who do not use the Internet for banking or buying/selling online, or use it once a month or less for these purposes (11%, compared to 3% of those who use the Internet once a week or more for these purposes).
- Female voters (8% compared to 5% of male voters).

The following types of voter were *more likely* to prefer postal voting:

- Voters born overseas (7% compared to 3% of those born in New Zealand).
- Voters with a lower income (6% of those with an income under \$60,000, compared to 2% of those with a higher income).
- Older voters (6% of those aged 44 years or more, compared to 1% of those aged under 44).
- Those who voted in advance (8% vs. 4% of those who voted on Election Day).

### **Non-voters**

Over half (53%) of non-voters said they would prefer to vote online using a computer or mobile Internet device. This is significantly higher than the equivalent proportion of voters (32%). Non-voters were less likely than voters to say they would prefer to vote in person at a polling place (22% vs. 56%). Young non-voters were more likely than the rest to say they would prefer online or mobile voting (67%). (Other analysis by type of non-voter is found following the table).

E-voting preference	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	64	139	25	42
Online using a computer or mobile Internet device	53%	55%	67%	56%	69%
Using your touch-tone phone, like phone banking	14%	12%	12%	16%	7%
Voting in person at a polling place	22%	15%	12%	24%	21%
Postal Voting	5%	12%	6%	4%	2%
Refused	2%	3%	1%	-	-
Don't know	3%	3%	2%	-	-

The following types of non-voter were *more likely* to prefer online voting:

- Non-voters who use the Internet for banking, or buying/selling online, particularly those who use it frequently (77% of those who use the Internet at least once a week for banking/buying/selling, and 57% of those who use it less frequently, compared to 11% of those who never use the Internet for these purposes).
- Non-voters born overseas (72% compared to 50% of those born in New Zealand).
- Non-voters with no long term health problems (56% compared to 35% of non-voters with long term health problems).
- Non-voters who have voted in no, or only some, General Elections (60% compared to 41% of those who have voted in most Elections).
- Non-voters with a University or postgraduate qualification (93% compared to 48% of those without a degree).
- Younger non-voters (62% of those aged under 44, compared to 36% of those aged 44 or older).

The following types of non-voter were *more likely* to prefer voting in person at a polling place:

- Non-voters who do not use the Internet for banking/buying/selling (40% compared to 21% of those who infrequently use the Internet for these purposes, and 12% who use the Internet at least weekly for these purposes).
- Non-voters without a University or postgraduate qualification (25% compared to 6% of non-voters with a degree).
- Non-voters who have voted in most General Elections (34% compared to 16% of non-voters who have voted in no, or some, Elections).
- Older non-voters (28% of those aged 44 or older compared to 19% of those aged under 44).

The following types of non-voter were *more likely* to prefer voting using a touch-tone phone:

- Non-voters who never use the Internet for banking/buying/selling (30% compared to 13% of those who infrequently use the Internet for banking/buying/selling, and 5% who use the Internet at least weekly for banking/buying/selling).
- Non-voters with a lower income (20% of those with an income under \$60,000, compared to 6% of those with a higher income).
- Non-voters without a University or postgraduate qualification (16% compared to 1% of non-voters with a degree).

The following types of non-voter were *more likely* to prefer postal voting:

- Non-voters who never use the Internet for banking/buying/selling (10% compared to 7% of those who infrequently use the Internet for banking/buying/selling, and 2% who use the Internet at least weekly for banking/buying/selling).
- Female non-voters (8% vs. 3% of male non-voters).

### **Comparison with 2007 survey**

In 2007 a survey conducted on behalf of the Electoral Commission found that 46% of people agreed that they would choose to vote online instead of visiting a polling place. A comparable question was not asked in 2008, because in 2008, respondents were given the options of 'telephone voting' or 'postal voting' as possible preferences, whereas they were not in 2007. However, the 2008 survey

found that 36% of all voters and non-voters would prefer to vote online (rather than all other possible voting options). This suggests there has not been a particularly large increase in preference for voting online since 2007.

## Internet access

### Voters

Most voters (83%) have access to the Internet at home, young voters were more likely than average to have home Internet access (92%) and Māori and Pacific voters were less likely to have home access (75% and 53% respectively). Only 12% of voters did not have access to the Internet. (Other analysis by type of voter is found underneath the table).

Internet access	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	<b>1218</b>	<b>214</b>	<b>253</b>	<b>96</b>	<b>103</b>
At work	<b>54%</b>	<b>55%</b>	<b>54%</b>	<b>27%</b>	<b>42%</b>
At home	<b>83%</b>	<b>75%</b>	<b>92%</b>	<b>53%</b>	<b>85%</b>
At family or friends	<b>4%</b>	<b>8%</b>	<b>6%</b>	<b>2%</b>	<b>1%</b>
Via cell-phone	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>
At place of learning (e.g. school or University)	<b>2%</b>	<b>2%</b>	<b>22%</b>	<b>5%</b>	<b>3%</b>
Laptop	<b>1%</b>	<b>2%</b>	<b>1%</b>	-	-
At Internet café	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>4%</b>	-
At library	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>
Do not have Internet	<b>12%</b>	<b>16%</b>	<b>2%</b>	<b>34%</b>	<b>10%</b>

Further subgroup analysis shows:

- Generally those who have work Internet access use it more often than others for banking/buying/selling (66% use it at least weekly for these purposes, compared to 60% who have home access or access via their own cell-phone or laptop, and 58% of those who access the Internet in other ways).
- Those with a long term health problem were less likely to use the Internet at work (31% compared to 57% of those without a long term health problem).
- Voters in Auckland were more likely to have access at work (61% vs. 52% of those based elsewhere).

## Non-voters

Most non-voters (82%) have access to the Internet at home, young non-voters were more likely than average to have home Internet access (91%). Only 11% of non-voters did not have access to the Internet. Results for Māori, Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Internet access	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	64	139	25	42
At work	<b>51%</b>	<b>45%</b>	<b>52%</b>	<b>48%</b>	<b>43%</b>
At home	<b>82%</b>	<b>77%</b>	<b>91%</b>	<b>60%</b>	<b>88%</b>
At family or friends	<b>5%</b>	<b>12%</b>	<b>11%</b>	<b>12%</b>	<b>2%</b>
Via cell-phone	<b>2%</b>	-	<b>1%</b>	<b>4%</b>	-
At place of learning (e.g. school or University)	<b>4%</b>	<b>4%</b>	<b>13%</b>	-	<b>7%</b>
Laptop	<b>3%</b>	-	<b>3%</b>	-	<b>5%</b>
At Internet café	<b>3%</b>	<b>5%</b>	<b>6%</b>	-	<b>5%</b>
At library	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>4%</b>	<b>2%</b>
Do not have Internet	<b>11%</b>	<b>13%</b>	<b>2%</b>	<b>20%</b>	-

## Frequency of using the Internet

All respondents who had the Internet were asked how often they used the Internet for banking or to buy or sell something online. In the subsequent figures, those who said they did not have Internet access have been merged with those who said they 'never access the internet for banking/buying/selling even though they have access' (both these factors were asked over two questions).

Results below are representative of *all* voters and non-voters (regardless of whether they have Internet access or not).

## Voters

Just over half (51%) of voters use the Internet for banking or buying/selling things online once a week or more often, young voters were more likely than average to do this (68%). Pacific voters were more likely to say they did not check the Internet or did not have access (54%), and Youth were less likely to say this (11%). (Other analysis by type of voter is found overleaf).

Frequency of Internet use	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	1218	214	253	96	103
Once a week or more	<b>51%</b>	<b>51%</b>	<b>68%</b>	<b>18%</b>	<b>55%</b>
1 to 3 times a month	<b>10%</b>	<b>7%</b>	<b>15%</b>	<b>16%</b>	<b>12%</b>
Less than once a month	<b>8%</b>	<b>6%</b>	<b>7%</b>	<b>12%</b>	<b>6%</b>
Never or don't have Internet access	<b>31%</b>	<b>35%</b>	<b>11%</b>	<b>54%</b>	<b>26%</b>
Don't know	<b>1%</b>	-	-	-	<b>1%</b>

The following voters were *more likely* to use the Internet weekly for banking/buying/selling:

- Those who did not vote in the last Election (66% vs. 50% of those who did vote).
- Voters on a higher income (67% of those with a household income of \$60,000 or more, compared to 36% of those with a lower income).
- Voters with a University or postgraduate qualification (70% compared to 44% of those without a degree).
- Younger voters (71% of those aged under 44 years old vs. 42% of those who were older than this).
- Voters based in Auckland (57% vs. 49% of those based elsewhere).

The following voters were *less likely* to use the Internet weekly for banking/buying/selling:

- Voters with a long term health problem (37% vs. 53% of those without a long term health problem).
- Voters who read the EasyVote pack (49% compared to 57% of those who either glanced at it, did not read it, or did not receive it).

### Non-voters

Non-voters were not very different from voters when it came to using the Internet. Forty seven percent of non-voters use the Internet for banking or buying/selling things online once a week or more often, young non-voters were more likely than average to do this (60%). Although results for Pacific and Asian non-voters should be treated with caution due to the small base sizes, Pacific non-voters were significantly more likely to say they never used the Internet for these purposes or did not have access (52%) and Asian non-voters were less likely to say this (14%). (Other analysis by type of non-voter is found underneath the table).

Frequency of Internet use	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	64	139	25	42
Once a week or more	47%	41%	60%	36%	55%
1 to 3 times a month	15%	16%	16%	8%	21%
Less than once a month	9%	10%	10%	4%	10%
Never or don't have Internet access	29%	33%	14%	52%	14%

The following non-voters were *more likely* to use the Internet weekly for banking/buying/selling:

- Non-voters who have not voted, or only voted in some General Elections (54% vs. 35% of those who vote in most Elections).
- Younger non-voters (58% of those aged under 44 years old vs. 34% of those who were older than this).

### Comparison with 2007 survey

In 2007 the Electoral Commission undertook a survey with the general population (aged 18 or over). This asked a similar Internet frequency question, although some caution should be applied because the 2007 question was worded "how often do you use the Internet for online banking or making

online purchases?", whereas the question asked in the current survey asks "how often do you use the Internet to do your banking or to buy or sell something online?". For the 2008 data overleaf, survey data has been re-weighted so that it is representative of the general population (including voters and non-voters). All those who said they 'did not have Internet' (Q10b) have been merged into the 'never' category.

Frequency of Internet use	Total 2008	Total 2007
N=	<b>1509</b>	1500
Once a week or more	<b>49%</b>	41%
1 to 3 times a month	<b>11%</b>	13%
Less than once a month	<b>7%</b>	11%
Never	<b>33%</b>	34%
Unsure	<b>1%</b>	-

The proportion using the Internet once a week or more has increased from 41% in 2007 to 49% in 2008.

## Non-voters

### Possibility of voting in Election

Non-voters were asked if there was any time before the Election when they thought they might vote in this Election. Over two-thirds of non-voters (69%) had considered voting in this Election, with this percentage being higher for Māori (73%) and Youth (73%). These figures are not significantly different from the equivalent figures in 2005.

Possibility of voting?	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>291</b>	224	<b>64</b>	100	<b>139</b>	61	<b>25</b>	<b>42</b>
Yes	<b>69%</b>	66%	<b>73%</b>	72%	<b>73%</b>	77%	<b>76%</b>	<b>74%</b>
No	<b>29%</b>	34%	<b>22%</b>	28%	<b>24%</b>	23%	<b>24%</b>	<b>24%</b>
Don't know / cannot remember	<b>3%</b>	-	<b>5%</b>	-	<b>3%</b>	-	-	<b>2%</b>

Non-voters who were *more likely* to have considered voting in the Election were those who say they have voted in most General Elections (80% said they considered voting).

### When decided not to vote

Non-voters were asked at what time before Election Day they decided not to vote. Similar to 2005, around half (48%) of non-voters decided on Election Day that they would not vote. This is not significantly different from the percentage who decided on Election Day in 2005 (53%).

When decided not to vote	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	<b>291</b>	194	<b>64</b>	89	<b>139</b>	50	<b>25</b>	<b>42</b>
On Election Day	<b>48%</b>	53%	<b>55%</b>	58%	<b>53%</b>	54%	<b>52%</b>	<b>45%</b>
One week before Election Day	<b>16%</b>	11%	<b>8%</b>	12%	<b>15%</b>	20%	<b>24%</b>	<b>26%</b>
Two weeks before	<b>3%</b>	6%	<b>1%</b>	1%	<b>5%</b>	6%	<b>4%</b>	<b>10%</b>
About a month before	<b>8%</b>	4%	<b>4%</b>	2%	<b>8%</b>	4%	<b>4%</b>	<b>2%</b>
More than a month ago	<b>19%</b>	27%	<b>19%</b>	26%	<b>14%</b>	16%	<b>16%</b>	<b>10%</b>
Don't know/can't remember	<b>6%</b>	-	<b>14%</b>	-	<b>6%</b>	-	-	<b>7%</b>

Those who decided not to vote on Election Day itself were *more likely* to:

- Have considered the possibility of voting in the run up to the Election but then decided not to (65%, compared with just 11% who said there was never a time when they thought they would vote).
- Have voted in most New Zealand General Elections (64% decided on Election Day, compared to 39% who have voted in just some or no Elections).

Those who decided not to vote more than a month before Election Day are *more likely* to:

- Had not received, not read, or just glanced at their EasyVote pack (24% say they decided more than a month before, compared to 12% who read most or some of their EasyVote pack).
- Be based outside of Auckland (22% compared to 7% of those based in Auckland).

## Decision making process

Non-voters were asked how much thought they put into their decision not to vote. Thirty three percent put a lot of thought into it. This is lower than in 2005 when the equivalent figure was 41%, although the difference is only significant at the 90% confidence level.

Compared with 2005, Youth were less likely to say they put a lot of thought into not voting (down from 24% to 13%). Similarly, compared to 2005, Māori were less likely to say they put a lot of thought into not voting (down from 45% to 31%). This percentage however is not significantly lower than in 2002 (38%). The differences for Māori and Youth are only significant at the 90% level.

Thirty one percent of non-voters did not think about voting at all (there were no statistically significant differences among Māori and Youth non-voters, both of which have relatively small base sizes).

Compared with the previous General Election, Māori voters are more likely to say they didn't think about voting at all in 2008 (38% in 2008, up from 23% in 2005). The equivalent figure in 2002 was 32%. (Other analysis by type of non-voter is found underneath the table).

Decision making process for non-voters	Total 2008	Total 2005	Māori 2008	Māori 2005	Youth 2008	Youth 2005	Pacific 2008	Asian 2008
N=	291	226	64	100	139	62	25	42
Put a lot of thought into deciding whether or not to vote	33%	41%	31%	45%	13%	24%	48%	21%
Put just a little thought into it	36%	28%	31%	32%	50%	32%	32%	48%
Didn't think about it at all	31%	31%	38%	23%	37%	44%	20%	31%

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

- Had read some or all of their EasyVote pack (43% put a lot of thought into it, compared to 28% who had not received, read, or have just glanced at their EasyVote pack).
- Be satisfied (a satisfaction score 4 or 5 out of 5) with their EasyVote pack (45% put a lot of thought into it, compared to 26% who gave their EasyVote pack a score of less than 4).
- Have voted in most New Zealand General Elections (46% put a lot of thought into it, compared to 27% who have voted in just some or no General Elections).

## Reasons for not voting

### Main reason for not voting

Non-voters were asked what their main reason was for not voting. The question was asked unprompted (i.e. a response list was not read out). The main reasons for not voting tended to be that people had other commitments (14%), had work commitments (8%), or were overseas (8%). This question had a more detailed and comprehensive list of codes in the 2005 survey, therefore results cannot be directly compared with the 2005 survey. However, the main reason for not voting in 2005 and 2002 was 'can't be bothered with politics or politicians'. Only 5% of non-voters said this in 2008 (down from 25% in 2005 and 24% in 2002). The difference will be largely due to using a new, more comprehensive code-frame in 2008, which aimed to capture more specific details about why someone did not vote.

Youth were more likely than average to say they had other commitments (24%) or had other work commitments (16%). Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

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

## Other reasons for not voting

Non-voters were also asked if there were any *additional reasons* for not voting. Most non-voters (71%) did not have any additional reasons as can be seen in the table below. Results for Pacific and Asian non-voters should be treated with caution due to the small base sizes.

Reason for not voting	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	64	139	25	40
Can't be bothered voting	1%	6%	3%	8%	-
Can't be bothered with politics or politicians	1%	1%	2%	4%	-
Had work commitments	3%	5%	3%	4%	-
Had other commitments	3%	1%	3%	12%	5%
Couldn't work out who to vote for	-	-	2%	4%	-
Away from home and overseas	-	-	-	-	-
Away from home but still in New Zealand	1%	2%	1%	-	2%
My vote doesn't make any difference	1%	-	1%	4%	2%
Makes no difference who the government is	2%	-	1%	-	2%
Religious day (ie, Sabbath, Holy Day)	-	-	-	-	-
Religious reasons - other	1%	-	-	-	-
I forgot	2%	-	4%	4%	2%
Polling place too far away/no transport	1%	2%	2%	-	-
Didn't get to the polling place on time	1%	-	1%	-	2%
Didn't know how to vote	-	-	1%	4%	8%
Didn't know when to vote	-	-	1%	-	2%
Didn't know where to vote	-	-	1%	-	2%
Didn't know the candidates	1%	-	1%	-	5%
Not important	1%	2%	-	-	-
Health reasons	1%	1%	-	4%	2%
Disability	-	-	1%	-	-
Other	8%	8%	10%	16%	5%
No particular reason	1%	5%	2%	-	-
Don't know/can't remember	2%	-	1%	-	-
Refused	1%	-	-	-	-
No other reason	71%	67%	64%	52%	68%

## Overall reasons for not voting

The main reasons for not voting were combined with the secondary reasons for not voting to provide results for *all reasons* given by non-voters (regardless of whether that option was chosen as the main or additional reason). Results are outlined in the table below. The main overall reasons for not voting were that they had other commitments (17%), had other work commitments (10%), and I forgot (9%).

Māori and Youth were more likely than average to say can't be bothered voting (15% and 11%, respectively). Consistent with the results presented above, Youth non-voters were more likely than average to say they had other commitments (27%) or had other work commitments (17%). (Other analysis by type of non-voter is found following the table).

Reason for not voting	Total 2008	Māori 2008	Youth 2008	Pacific 2008	Asian 2008
N=	291	64	139	25	42
Can't be bothered voting	<b>6%</b>	<b>15%</b>	<b>11%</b>	<b>20%</b>	<b>5%</b>
Can't be bothered with politics or politicians	<b>5%</b>	<b>4%</b>	<b>8%</b>	<b>12%</b>	<b>5%</b>
Had work commitments	<b>10%</b>	<b>12%</b>	<b>17%</b>	<b>16%</b>	<b>10%</b>
Had other commitments	<b>17%</b>	<b>14%</b>	<b>27%</b>	<b>32%</b>	<b>26%</b>
Couldn't work out who to vote for	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>4%</b>	<b>7%</b>
Away from home and overseas	<b>8%</b>	<b>7%</b>	<b>1%</b>	<b>4%</b>	-
Away from home but still in New Zealand	<b>6%</b>	<b>5%</b>	<b>4%</b>	<b>8%</b>	<b>7%</b>
My vote doesn't make any difference	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>4%</b>	<b>5%</b>
Makes no difference who the government is	<b>3%</b>	<b>2%</b>	<b>2%</b>	-	<b>5%</b>
Religious day (ie, Sabbath, Holy Day)	-	<b>2%</b>	-	-	-
Religious reasons - other	<b>7%</b>	<b>4%</b>	<b>2%</b>	<b>8%</b>	<b>2%</b>
I forgot	<b>9%</b>	<b>10%</b>	<b>6%</b>	<b>4%</b>	<b>5%</b>
Polling place too far away/no transport	<b>1%</b>	<b>2%</b>	<b>2%</b>	-	-
Didn't get to the polling place on time	<b>2%</b>	<b>1%</b>	<b>2%</b>	-	<b>2%</b>
Didn't know how to vote	<b>1%</b>	-	<b>1%</b>	<b>4%</b>	<b>7%</b>
Didn't know when to vote	-	<b>2%</b>	<b>1%</b>	-	<b>2%</b>
Didn't know where to vote	-	-	<b>1%</b>	-	<b>5%</b>
Didn't know the candidates	<b>4%</b>	<b>1%</b>	<b>6%</b>	<b>4%</b>	<b>10%</b>
Not important	<b>2%</b>	<b>2%</b>	-	<b>4%</b>	-
Health reasons	<b>5%</b>	<b>6%</b>	<b>3%</b>	<b>12%</b>	<b>7%</b>
Disability	<b>1%</b>	<b>1%</b>	<b>1%</b>	-	-
Other	<b>24%</b>	<b>24%</b>	<b>27%</b>	<b>20%</b>	<b>19%</b>
No particular reason	<b>1%</b>	<b>5%</b>	<b>2%</b>	-	-
Don't know/can't remember	<b>2%</b>	-	<b>1%</b>	-	<b>2%</b>

The following subgroup differences were observed:

- Non-voters who did not receive, did not read, or who just glanced at their EasyVote pack were more likely than those who read some or all or their pack to say they can't be bothered with politics or politicians (7%, compared to 2% who read some or all of their pack).
- Non-voters who have voted in most General Elections were more likely than those who have voted in some or no General Elections to say that:
  - They were away from home but still in New Zealand (12%, compared to 3% who have voted in some or no Elections).
  - They didn't vote for health reasons (11%, compared to 2% who have voted in some or no Elections).
- Men were more likely than women to say they had work commitments (13%, compared to 6% of women).
- Those eligible to vote for the first time were more likely than others to say that they didn't know the candidates (12%, compared to 3% of other non-voters).

## Factors that influence voting

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

The factors that had the highest proportions of non-voters saying the impact was 4 or 5 out of 5 were 'I don't trust politicians' (26% of all non-voters), 'I'm just not interested in politics' (26% of all non-voters) and 'It makes no difference to my life who wins the Election' (24% of all non-voters).

Māori non-voters were more likely than average to say 'no one I know well talks about politics' (31% gave a 4 or 5 out of 5, compared to 19% of all non-voters). Youth non-voters were more likely than average to say 'I'm just not interested in politics' (38% gave a 4 or 5 out of 5, compared to 27% of all non-voters). No other significant differences were observed for Māori and Youth non-voters.

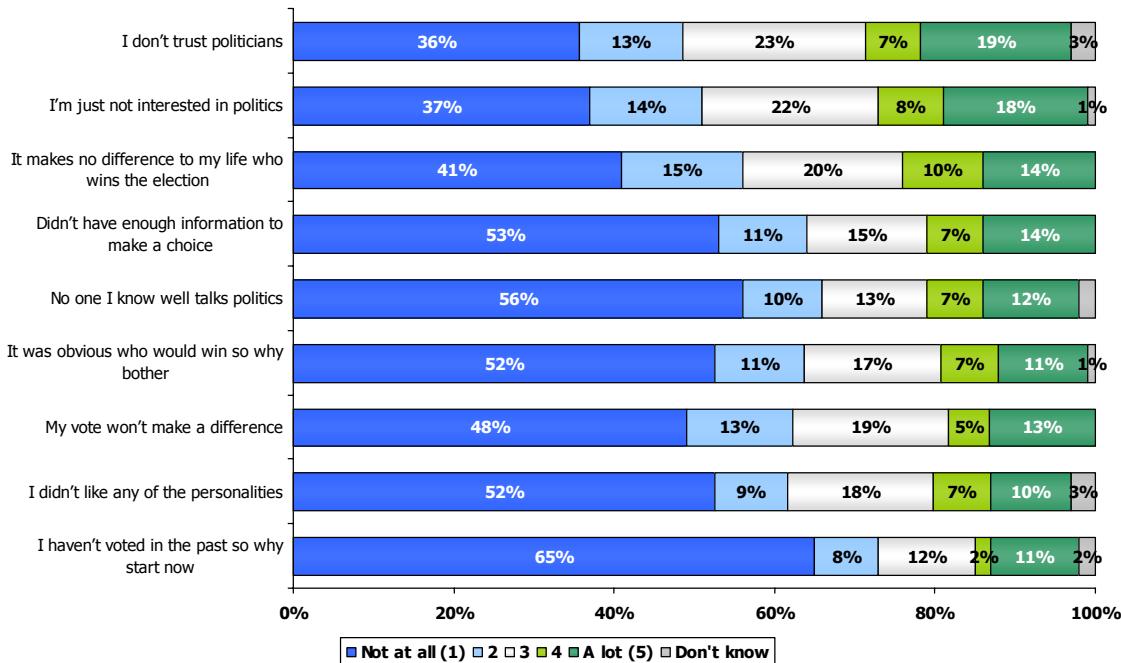
Pacific non-voters were more likely than average to say 'it was obvious who was going to win' (56% gave a 4 or 5 out of 5, compared with 19% of all non-voters).

Asian non-voters were less likely than average to say 'I didn't like any of the personalities' (5% compared with 18% of all non-voters) or 'I don't trust politicians' (12% vs. 26%).

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

## Factors that influence non-voters

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



Base: All non voters (n=291)

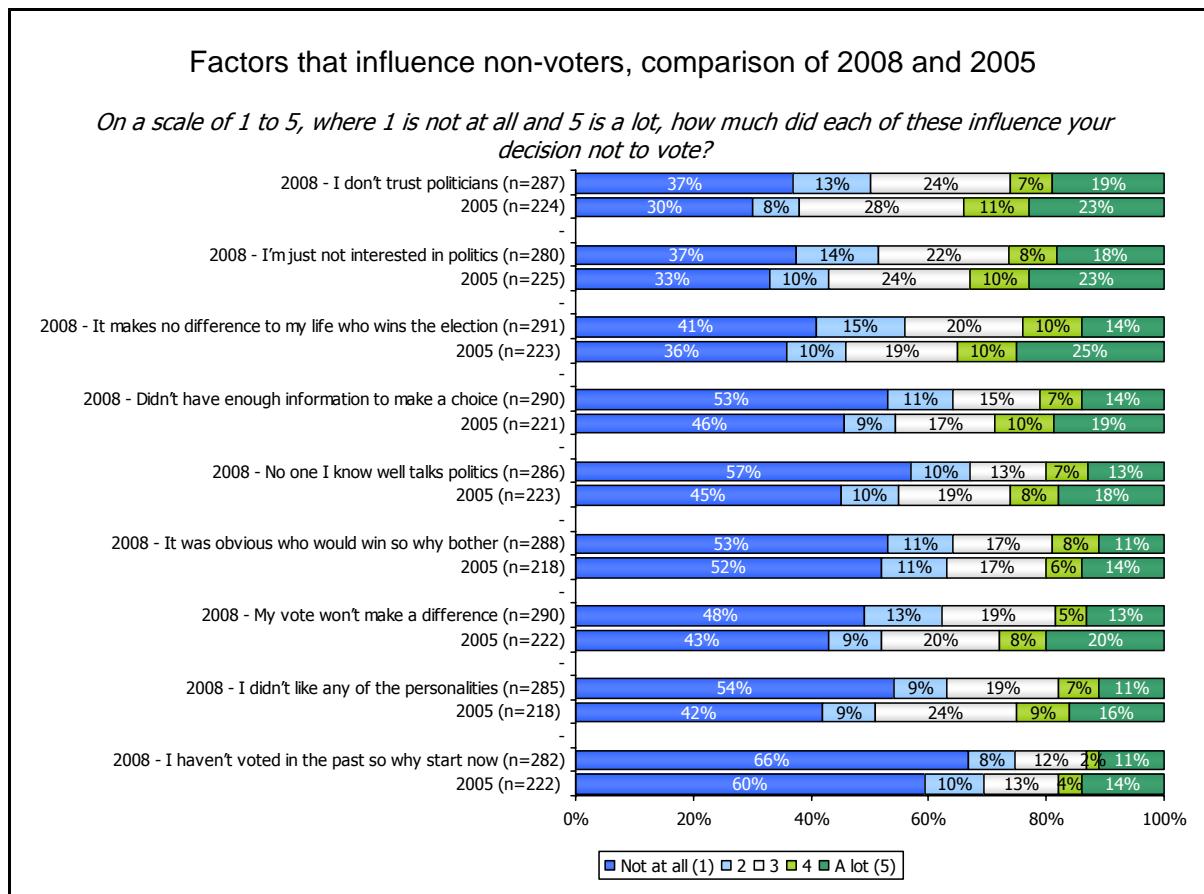
The other following subgroup differences were observed:

- Non-voters who did not think they would vote at any point before the General Election were more likely than those who thought they might vote to say 'I don't trust politicians' (35% gave a 4 or 5 out of 5, compared to 21% who thought they might vote), 'I'm just not interested in politics' (41% gave a 4 or 5 out of 5, compared to 21% who thought they might vote), 'my vote won't make a difference' (28% gave a 4 or 5 out of 5, compared to 15% who thought they might vote), and 'I didn't have enough information' (29% gave a 4 or 5 out of 5, compared to 18% who thought they might vote).
- Non-voters who did not receive, did not read, or who just glanced at their EasyVote pack were more likely than others to say that 'it makes no difference to my life who wins the Election' (27% gave a 4 or 5 out of 5, compared to 16% who read some or all of their EasyVote pack).
- Non-voters who have voted in just some or no General Elections were more likely than others to say 'I'm just not interested in politics' (33% gave a 4 or 5 out of 5, compared to 14% who voted in most General Elections).
- Non-voters with no educational qualifications were more likely than those with a qualification to say 'my vote won't make a difference' (38% gave a 4 or 5 out of 5, compared to 15% with a secondary school qualification or higher).
- Non-voters with a household income under \$60,000 per year were more likely than others to say 'no one they know well talks about politics' (25% gave a 4 or 5 out of 5, compared to 13% on \$60,000 or more) and 'my vote won't make a difference' (24% gave a 4 or 5 out of 5, compared to 9% on \$60,000 or more).

- Male non-voters were more likely than female non-voters to say 'I haven't voted in the past so why start now' (18% gave a 4 or 5 out of 5, compared to 8% of female non-voters).
- Those in Auckland were more likely to say 'it was obvious who was going to win' (29% gave a rating of 4 or 5 out of 5 vs. 16% of those outside of Auckland).

### Comparison with 2005 results

These results were compared alongside the 2005 results. In 2005, don't knows were removed from the analysis. For the purposes of comparison don't knows were also removed from the 2008 analysis.



The results are broadly similar to 2005, although in 2008 there has been a statistically significant decline in the proportion of non-voters saying 'it makes no difference to my life who wins the Election' (24% gave a 4 or 5 out of 5 in 2008 vs. 35% in 2005), and 'my vote won't make a difference' (18% gave a 4 or 5 our of 5 in 2008 vs. 28% in 2005).

# Appendix A: Overview tables

## Overview: Voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	1218	291
Ordinary Vote	<b>95%</b>	-
Special Vote	<b>5%</b>	-
Voted in advance	<b>9%</b>	-
Knew about advance voting	-	<b>64%</b>
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	1210	-
Before 11am	<b>31%</b>	-
11am – 1pm	<b>25%</b>	-
1pm – 3pm	<b>20%</b>	-
3pm – 5pm	<b>15%</b>	-
5pm – 7pm	<b>8%</b>	-
Did not need to queue	<b>79%</b>	-
Took EasyVote Card	<b>88%</b>	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	1210	-
Up to 5 minutes	<b>71%</b>	-
More than 5 minutes	<b>29%</b>	-
Reasonable time	<b>98%</b>	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	1210	-
Convenience	<b>97%</b>	-
Outside signage	<b>87%</b>	-
Layout	<b>93%</b>	-
Obvious where to place completed ballot	<b>89%</b>	-
Ease of access to exit	<b>97%</b>	-
Well equipped booth	<b>97%</b>	-
Inside signage	<b>85%</b>	-
Privacy	<b>91%</b>	-
Easy to identify staff	<b>93%</b>	-

<b>Rating of ballot paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	<b>1210</b>	-
Layout	<b>93%</b>	-
Clear instructions about how to vote	<b>92%</b>	-
Easy to find name of candidate and party	<b>95%</b>	-
<b>Rating of staff (% 4 or 5 out of 5)</b>		
<i>Base: Those who had contact with staff</i>	<b>1158</b>	-
Pleasantness and politeness	<b>97%</b>	-
Ability to answer questions	<b>95%*</b>	-
Efficiency	<b>96%</b>	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	<b>1218</b>	<b>291</b>
Read EasyVote pack	<b>70%</b>	<b>33%</b>
Glanced at EasyVote pack	<b>17%</b>	<b>21%</b>
Received but did not read	<b>11%</b>	<b>24%</b>
Did not receive EasyVote pack or don't know	<b>2%</b>	<b>21%</b>
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	<b>1062</b>	<b>173</b>
Satisfied with EasyVote pack	<b>92%</b>	<b>66%</b>
<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	<b>291</b>
Election Day	-	<b>48%</b>
1 week before	-	<b>16%</b>
More than one week before	-	<b>30%</b>
Knowledge of where to vote	-	<b>83%</b>
<b>Seen advertising</b>		
<i>Base: All voters and non-voters</i>	<b>1218</b>	<b>291</b>
Seen electoral advertising	<b>81%</b>	<b>74%</b>

Table continues overleaf/

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculation used to determine the proportion scoring 4 or 5 out of 5 for 'staff's ability to answer questions'. This was also done in 2005 because a notable proportion use these responses for this particular question.

<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	1218	291
Using the EasyVote Card when going to vote	<b>58%</b>	<b>42%</b>
Voting in advance if you're going away on Election Day	<b>73%</b>	<b>45%</b>
Voting close to home	<b>52%</b>	<b>43%</b>
None of these messages picked up	<b>12%</b>	<b>27%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	1218	291
Follow results on Election Night	<b>72%</b>	<b>47%</b>
<i>Base: Those who followed the results</i>	861	135
Followed results on television	<b>97%</b>	<b>84%</b>
Satisfied with timeliness of results	<b>90%</b>	<b>78%</b>
<b>E-voting: Prefer to vote</b>		
<i>Base: All voters and non-voters</i>	1218	291
Computer or mobile Internet device	<b>32%</b>	<b>53%</b>
Touch tone phone	<b>7%</b>	<b>14%</b>
In person	<b>56%</b>	<b>22%</b>
Postal	<b>4%</b>	<b>5%</b>

## Overview: Māori voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	214	64
Ordinary Vote	<b>96%</b>	-
Special Vote	<b>4%</b>	-
Voted in advance	<b>9%</b>	-
Knew about advance voting	-	<b>49%</b>
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	211	-
Before 11am	<b>29%</b>	-
11am – 1pm	<b>26%</b>	-
1pm – 3pm	<b>19%</b>	-
3pm – 5pm	<b>15%</b>	-
5pm – 7pm	<b>10%</b>	-
Did not need to queue	<b>83%</b>	-
Took EasyVote Card	<b>84%</b>	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	211	-
Up to 5 minutes	<b>74%</b>	-
More than 5 minutes	<b>26%</b>	-
Reasonable time	<b>98%</b>	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	211	-
Convenience	<b>98%</b>	-
Outside signage	<b>91%</b>	-
Layout	<b>93%</b>	-
Obvious where to place completed ballot	<b>87%</b>	-
Ease of access to exit	<b>95%</b>	-
Well equipped booth	<b>96%</b>	-
Inside signage	<b>91%</b>	-
Privacy	<b>85%</b>	-
Easy to identify staff	<b>92%</b>	-

<b>Rating of ballot paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	<b>211</b>	-
Layout	<b>92%</b>	-
Clear instructions about how to vote	<b>93%</b>	-
Easy to find name of candidate and party	<b>95%</b>	-
<b>Rating of staff (% 4 or 5 out of 5)</b>		
<i>Base: Those who had contact with staff</i>	<b>202</b>	-
Pleasantness and politeness	<b>96%</b>	-
Ability to answer questions	<b>97%*</b>	-
Efficiency	<b>96%</b>	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	<b>214</b>	<b>64</b>
Read EasyVote pack	<b>63%</b>	<b>40%</b>
Glanced at EasyVote pack	<b>19%</b>	<b>22%</b>
Received but did not read	<b>14%</b>	<b>19%</b>
Did not receive EasyVote pack or don't know	<b>3%</b>	<b>16%</b>
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	<b>182</b>	<b>42</b>
Satisfied with EasyVote pack	<b>94%</b>	<b>57%</b>
<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	<b>64</b>
Election Day	-	<b>55%</b>
1 week before	-	<b>8%</b>
More than one week before	-	<b>24%</b>
Knowledge of where to vote	-	<b>81%</b>
<b>Seen advertising</b>		
<i>Base: All voters and non-voters</i>	<b>214</b>	<b>64</b>
Seen electoral advertising	<b>77%</b>	<b>77%</b>

Table continues overleaf/

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculation used to determine the proportion scoring 4 or 5 out of 5 for 'staff's ability to answer questions'. This was also done in 2005 because a notable proportion use these responses for this particular question.

<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	214	64
Using the EasyVote Card when going to vote	<b>55%</b>	<b>45%</b>
Voting in advance if you're going away on Election Day	<b>69%</b>	<b>43%</b>
Voting close to home	<b>54%</b>	<b>52%</b>
None of these messages picked up	<b>12%</b>	<b>27%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	214	64
Follow results on Election Night	<b>69%</b>	<b>43%</b>
<i>Base: Those who followed the results</i>	147	29
Followed results on television	<b>96%</b>	<b>96%</b>
Satisfied with timeliness of results	<b>85%</b>	<b>73%</b>
<b>E-voting: Prefer to vote</b>		
<i>Base: All voters and non-voters</i>	214	64
Computer or mobile Internet device	<b>31%</b>	<b>55%</b>
Touch tone phone	<b>11%</b>	<b>12%</b>
In person	<b>55%</b>	<b>15%</b>
Postal	<b>3%</b>	<b>12%</b>

## Overview: Youth voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	253	139
Ordinary Vote	<b>90%</b>	-
Special Vote	<b>9%</b>	-
Voted in advance	<b>9%</b>	-
Knew about advance voting	-	<b>56%</b>
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	250	-
Before 11am	<b>19%</b>	-
11am – 1pm	<b>33%</b>	-
1pm – 3pm	<b>23%</b>	-
3pm – 5pm	<b>15%</b>	-
5pm – 7pm	<b>10%</b>	-
Did not need to queue	<b>79%</b>	-
Took EasyVote Card	<b>86%</b>	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	250	-
Up to 5 minutes	<b>71%</b>	-
More than 5 minutes	<b>29%</b>	-
Reasonable time	<b>99%</b>	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	250	-
Convenience	<b>99%</b>	-
Outside signage	<b>82%</b>	-
Layout	<b>87%</b>	-
Obvious where to place completed ballot	<b>84%</b>	-
Ease of access to exit	<b>98%</b>	-
Well equipped booth	<b>97%</b>	-
Inside signage	<b>80%</b>	-
Privacy	<b>86%</b>	-
Easy to identify staff	<b>90%</b>	-

<b>Rating of ballot paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	250	-
Layout	<b>92%</b>	-
Clear instructions about how to vote	<b>91%</b>	-
Easy to find name of candidate and party	<b>92%</b>	-
<b>Rating of staff (% 4 or 5 out of 5)</b>		
<i>Base: Those who had contact with staff</i>	243	-
Pleasantness and politeness	<b>92%</b>	-
Ability to answer questions	<b>96%*</b>	-
Efficiency	<b>94%</b>	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	253	139
Read EasyVote pack	<b>63%</b>	<b>30%</b>
Glanced at EasyVote pack	<b>20%</b>	<b>23%</b>
Received but did not read	<b>14%</b>	<b>23%</b>
Did not receive EasyVote pack or don't know	<b>2%</b>	<b>24%</b>
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	216	83
Satisfied with EasyVote pack	<b>92%</b>	<b>52%</b>
<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	139
Election Day	-	<b>53%</b>
1 week before	-	<b>15%</b>
More than one week before	-	<b>26%</b>
Knowledge of where to vote	-	<b>83%</b>
<b>Seen advertising</b>		
<i>Base: All voters and non-voters</i>	253	139
Seen electoral advertising	<b>90%</b>	<b>75%</b>

Table continues overleaf/

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculation used to determine the proportion scoring 4 or 5 out of 5 for 'staff's ability to answer questions'. This was also done in 2005 because a notable proportion use these responses for this particular question.

<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	253	139
Using the EasyVote Card when going to vote	<b>60%</b>	<b>50%</b>
Voting in advance if you're going away on Election Day	<b>62%</b>	<b>39%</b>
Voting close to home	<b>52%</b>	<b>43%</b>
None of these messages picked up	<b>13%</b>	<b>25%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	253	139
Follow results on Election Night	<b>71%</b>	<b>52%</b>
<i>Base: Those who followed the results</i>	175	69
Followed results on television	<b>93%</b>	<b>85%</b>
Satisfied with timeliness of results	<b>86%</b>	<b>71%</b>
<b>E-voting: Prefer to vote</b>		
<i>Base: All voters and non-voters</i>	253	139
Computer or mobile Internet device	<b>49%</b>	<b>67%</b>
Touch tone phone	<b>4%</b>	<b>12%</b>
In person	<b>46%</b>	<b>12%</b>
Postal	-	<b>6%</b>

## Overview: Pacific voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	96	25
Ordinary Vote	<b>82%</b>	-
Special Vote	<b>16%</b>	-
Voted in advance	<b>8%</b>	-
Knew about advance voting	-	<b>56%</b>
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	95	-
Before 11am	<b>25%</b>	-
11am – 1pm	<b>18%</b>	-
1pm – 3pm	<b>28%</b>	-
3pm – 5pm	<b>17%</b>	-
5pm – 7pm	<b>9%</b>	-
Did not need to queue	<b>26%</b>	-
Took EasyVote Card	<b>64%</b>	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	95	-
Up to 5 minutes	<b>60%</b>	-
More than 5 minutes	<b>40%</b>	-
Reasonable time	<b>96%</b>	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	95	-
Convenience	<b>96%</b>	-
Outside signage	<b>90%</b>	-
Layout	<b>95%</b>	-
Obvious where to place completed ballot	<b>92%</b>	-
Ease of access to exit	<b>97%</b>	-
Well equipped booth	<b>95%</b>	-
Inside signage	<b>94%</b>	-
Privacy	<b>95%</b>	-
Easy to identify staff	<b>95%</b>	-

<b>Rating of ballot paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	<b>95</b>	-
Layout	<b>93%</b>	-
Clear instructions about how to vote	<b>96%</b>	-
Easy to find name of candidate and party	<b>92%</b>	-
<b>Rating of staff (% 4 or 5 out of 5)</b>		
<i>Base: Those who had contact with staff</i>	<b>95</b>	-
Pleasantness and politeness	<b>93%</b>	-
Ability to answer questions	<b>89%*</b>	-
Efficiency	<b>93%</b>	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	<b>96</b>	<b>25</b>
Read EasyVote pack	<b>69%</b>	<b>32%</b>
Glanced at EasyVote pack	<b>6%</b>	<b>12%</b>
Received but did not read	<b>14%</b>	<b>16%</b>
Did not receive EasyVote pack or don't know	<b>10%</b>	<b>40%</b>
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	<b>73</b>	<b>11</b>
Satisfied with EasyVote pack	<b>89%</b>	<b>73%</b>
<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	<b>25</b>
Election Day	-	<b>52%</b>
1 week before	-	<b>24%</b>
More than one week before	-	<b>24%</b>
Knowledge of where to vote	-	<b>88%</b>
<b>Seen advertising</b>		
<i>Base: All voters and non-voters</i>	<b>96</b>	<b>25</b>
Seen electoral advertising	<b>88%</b>	<b>76%</b>

Table continues overleaf/

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculation used to determine the proportion scoring 4 or 5 out of 5 for 'staff's ability to answer questions'. This was also done in 2005 because a notable proportion use these responses for this particular question.

<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	96	25
Using the EasyVote Card when going to vote	<b>58%</b>	<b>36%</b>
Voting in advance if you're going away on Election Day	<b>55%</b>	<b>36%</b>
Voting close to home	<b>71%</b>	<b>48%</b>
None of these messages picked up	<b>9%</b>	<b>24%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	96	25
Follow results on Election Night	<b>73%</b>	<b>48%</b>
<i>Base: Those who followed the results</i>	70	12
Followed results on television	<b>96%</b>	<b>83%</b>
Satisfied with timeliness of results	<b>80%</b>	<b>50%</b>
<b>E-voting: Prefer to vote</b>		
<i>Base: All voters and non-voters</i>	96	25
Computer or mobile Internet device	<b>15%</b>	<b>56%</b>
Touch tone phone	<b>9%</b>	<b>16%</b>
In person	<b>66%</b>	<b>24%</b>
Postal	<b>8%</b>	<b>4%</b>

## Overview: Asian voters and non-voters

	Voters	Non-voters
<b>Voting</b>		
<i>Base: All voters and non-voters</i>	103	42
Ordinary Vote	<b>86%</b>	-
Special Vote	<b>13%</b>	-
Voted in advance	<b>9%</b>	-
Knew about advance voting	-	<b>62%</b>
<b>Voting time</b>		
<i>Base: Those who voted in person at a polling place</i>	102	-
Before 11am	<b>18%</b>	-
11am – 1pm	<b>25%</b>	-
1pm – 3pm	<b>23%</b>	-
3pm – 5pm	<b>16%</b>	-
5pm – 7pm	<b>20%</b>	-
Did not need to queue	<b>78%</b>	-
Took EasyVote Card	<b>85%</b>	-
<b>Time in polling place</b>		
<i>Base: Those who voted in person at a polling place</i>	102	-
Up to 5 minutes	<b>62%</b>	-
More than 5 minutes	<b>38%</b>	-
Reasonable time	<b>97%</b>	-
<b>Rating of polling place (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	102	-
Convenience	<b>95%</b>	-
Outside signage	<b>86%</b>	-
Layout	<b>93%</b>	-
Obvious where to place completed ballot	<b>91%</b>	-
Ease of access to exit	<b>95%</b>	-
Well equipped booth	<b>92%</b>	-
Inside signage	<b>92%</b>	-
Privacy	<b>88%</b>	-
Easy to identify staff	<b>89%</b>	-

<b>Rating of ballot paper (% 4 or 5 out of 5)</b>		
<i>Base: Those who voted in person at a polling place</i>	<b>102</b>	-
Layout	<b>87%</b>	-
Clear instructions about how to vote	<b>85%</b>	-
Easy to find name of candidate and party	<b>92%</b>	-
<b>Rating of staff (% 4 or 5 out of 5)</b>		
<i>Base: Those who had contact with staff</i>	<b>101</b>	-
Pleasantness and politeness	<b>93%</b>	-
Ability to answer questions	<b>97%*</b>	-
Efficiency	<b>94%</b>	-
<b>EasyVote pack</b>		
<i>Base: All voters and non-voters</i>	<b>103</b>	<b>42</b>
Read EasyVote pack	<b>69%</b>	<b>40%</b>
Glanced at EasyVote pack	<b>16%</b>	<b>17%</b>
Received but did not read	<b>11%</b>	<b>2%</b>
Did not receive EasyVote pack or don't know	<b>5%</b>	<b>40%</b>
<b>Satisfaction with EasyVote pack (% 4 or 5 out of 5)</b>		
<i>Base: All who read or glanced at their EasyVote pack</i>	<b>87</b>	<b>24</b>
Satisfied with EasyVote pack	<b>85%</b>	<b>42%</b>
<b>When decided not to vote</b>		
<i>Base: All non-voters</i>	-	<b>42</b>
Election Day	-	<b>45%</b>
1 week before	-	<b>26%</b>
More than one week before	-	<b>21%</b>
Knowledge of where to vote	-	<b>74%</b>
<b>Seen advertising</b>		
<i>Base: All voters and non-voters</i>	<b>103</b>	<b>42</b>
Seen electoral advertising	<b>79%</b>	<b>76%</b>

Table continues overleaf/

\* Please note that 'Don't know/cannot remember' and 'did not meet staff' have been excluded from the calculation used to determine the proportion scoring 4 or 5 out of 5 for 'staff's ability to answer questions'. This was also done in 2005 because a notable proportion use these responses for this particular question.

<b>Awareness of message of advertising</b>		
<i>Base: All voters and non-voters</i>	103	42
Using the EasyVote Card when going to vote	<b>66%</b>	<b>55%</b>
Voting in advance if you're going away on Election Day	<b>68%</b>	<b>36%</b>
Voting close to home	<b>69%</b>	<b>50%</b>
None of these messages picked up	<b>13%</b>	<b>24%</b>
<b>Follow Election night results</b>		
<i>Base: All voters and non-voters</i>	103	42
Follow results on Election Night	<b>81%</b>	<b>62%</b>
<i>Base: Those who followed the results</i>	83	26
Followed results on television	<b>93%</b>	<b>85%</b>
Satisfied with timeliness of results	<b>84%</b>	<b>77%</b>
<b>E-voting: Prefer to vote</b>		
<i>Base: All voters and non-voters</i>	103	42
Computer or mobile Internet device	<b>46%</b>	<b>69%</b>
Touch tone phone	<b>5%</b>	<b>7%</b>
In person	<b>42%</b>	<b>21%</b>
Postal	<b>3%</b>	<b>2%</b>

## Appendix B: Sample profile

The following section outlines the unweighted sample size (i.e. the number of interviews conducted) for key subgroups. This gives an indication of the spread of subpopulations within the overall survey sample, as well as the robustness of analysis available for particular sub-samples. Please note that this is the sample profile for the main CATI survey (which represents the general public and was used for all sub-analysis underneath tables in the report). The CATI survey includes the data for voters and non-voters, Maori voters and Maori non-voters, plus youth voters and youth non-voters, but does not include data for the Pacific and Asian boosters which were conducted and analysed separately.

Gender	Voters	Non-voters
N=	<b>1218</b>	<b>291</b>
Male	<b>606</b>	<b>146</b>
Female	<b>612</b>	<b>145</b>

Age Band	Voters	Non-voters
N=	<b>1218</b>	<b>291</b>
18-24 years old	<b>253</b>	<b>139</b>
25-33 years old	<b>116</b>	<b>35</b>
34-43 years old	<b>162</b>	<b>44</b>
44-53 years old	<b>236</b>	<b>36</b>
54-63 years old	<b>204</b>	<b>16</b>
64-73 years old	<b>141</b>	<b>9</b>
74+ years old	<b>106</b>	<b>12</b>

Ethnicity	Voters	Non-voters
N=	<b>1218</b>	<b>291</b>
New Zealand European	<b>1010</b>	<b>221</b>
Maori	<b>214</b>	<b>64</b>
Samoan	<b>7</b>	<b>1</b>
Cook Island Maori	<b>9</b>	<b>1</b>
Tongan	<b>4</b>	<b>4</b>
Niuean	<b>1</b>	<b>1</b>
Other Pacific Island Group	<b>5</b>	<b>3</b>
Chinese	<b>14</b>	<b>6</b>
Indian	<b>14</b>	<b>6</b>
Other Asian	<b>8</b>	<b>8</b>
Other ethnic group	<b>9</b>	<b>3</b>
New Zealand/Kiwi	<b>6</b>	<b>2</b>
Non-New Zealand European	<b>49</b>	<b>13</b>
Refused	<b>3</b>	<b>1</b>

<b>Highest completed qualification</b>	<b>Voters</b>	<b>Non-voters</b>
<b>N=</b>	<b>1218</b>	<b>291</b>
No qualification	<b>173</b>	<b>47</b>
School certificate or NCEA level 1	<b>212</b>	<b>44</b>
Sixth Form Certificate, University Entrance or NCEA level 2	<b>176</b>	<b>59</b>
Bursary, Scholarship or NCEA level 3 or 4	<b>143</b>	<b>49</b>
A Trade Qualification	<b>77</b>	<b>22</b>
A certificate or diploma that does not require a degree	<b>109</b>	<b>22</b>
A polytech degree	<b>29</b>	<b>12</b>
A university degree	<b>190</b>	<b>18</b>
Postgraduate qualification	<b>92</b>	<b>10</b>
Other	<b>2</b>	-
Don't know	<b>11</b>	<b>7</b>

<b>Born in New Zealand?</b>	<b>Voters</b>	<b>Non-voters</b>
<b>N=</b>	<b>1218</b>	<b>291</b>
Born in NZ	<b>1032</b>	<b>251</b>
Not born in NZ	<b>186</b>	<b>40</b>

<b>Gross household income</b>	<b>Voters</b>	<b>Non-voters</b>
<b>N=</b>	<b>1218</b>	<b>291</b>
Less than \$20,000	<b>116</b>	<b>38</b>
\$20,000 - \$29,999	<b>136</b>	<b>30</b>
\$30,000 - \$39,999	<b>108</b>	<b>35</b>
\$40,000 - \$49,999	<b>117</b>	<b>30</b>
\$50,000 - \$59,999	<b>91</b>	<b>29</b>
\$60,000 - \$74,999	<b>139</b>	<b>24</b>
\$75,000 - \$99,999	<b>150</b>	<b>20</b>
\$100,000 or over	<b>250</b>	<b>35</b>
Refused	<b>46</b>	<b>8</b>
Don't know/cant remember	<b>65</b>	<b>42</b>

<b>Long-term health problem</b> [Q11f, "Does a health problem, or condition you have (lasting six months or more) cause difficulty or stop you doing the following:]	<b>Voters</b>	<b>Non-voters</b>
<b>N=</b>	<b>1218</b>	<b>291</b>
Everyday activities that people your age can usually do	<b>114</b>	<b>24</b>
Communicating, mixing with others or socialising	<b>33</b>	<b>9</b>
Any other activity that people your age can usually do	<b>68</b>	<b>14</b>
No difficulty with any of these things (i.e. no long term health problem).	<b>1065</b>	<b>258</b>
Refused	<b>9</b>	<b>3</b>