

KANTAR



Report into the 2020 General Election

Prepared by Kantar New Zealand
for the Electoral Commission

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Background

The Electoral Commission is responsible for registering electors and maintaining electoral rolls, conducting parliamentary elections and referendums, advising Ministers and Select Committees of Parliament on electoral matters, promoting public awareness of and engagement in electoral matters and supporting the Representation Commission in its determination of electoral boundaries.

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

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

The Electoral Commission commissioned Kantar to conduct a survey with voters and non-voters after the General Election in 2020. Similar surveys have been conducted on behalf of the Electoral Commission and its predecessor the Chief Electoral Office since 2005. Where possible this report includes comparisons to the 2017 results.

Groups of particular interest to the Electoral Commission who have had lower levels of participation are those people who identify themselves as:

- Māori
- Pasifika
- Asian
- Youth (18-29)
- Non-voters

Results for these groups have been highlighted throughout this report.

Methodology

Questionnaire

One questionnaire was developed to meet the research objectives, covering both voters and non-voters. The questionnaire was largely based on that used in 2014 and 2017. Some extra questions/sections were added and these have been noted throughout this report.

The final average interview length (via telephone) was 24 minutes.

Sample design/ quotas

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

- A random sample of 750 people eligible to vote, which was collected through CATI (Computer Assisted Telephone Interviewing) surveying by random digit dialling, rather than from lists generated from the electoral roll. This was to ensure we collected the views and attitudes of people who didn't enrol. Some of the following target groups were also collected in this sample:
- A minimum sample of 150 people who identified themselves as Māori and were eligible to vote, which was achieved through random digit dialling and CATI surveying of those identified as being of Māori ethnicity;
- A minimum sample of 150 people who identified themselves as Pasifika ethnicity and who were eligible to vote, which was collected through a mixture of nationwide CATI and face to face surveying in Auckland;
- A minimum sample of 150 people who identified themselves as Asian ethnicity and who were eligible to vote, which was collected through a mixture of nationwide CATI and face to face surveying in Auckland;
- A minimum sample of 150 people aged between 18-29 (Youth) who were eligible to vote, which was collected through nationwide CATI surveying;
- A minimum sample of 150 people who were eligible to vote but did not vote in the 2020 General Election, which was collected through nationwide CATI surveying.

The following sample sizes were collected:

Group	Sample size
European	623
Māori	158
Pasifika	153
Asian	155
Youth (18-29)	155
Non-voters	157*
Total	1038

*Please note there were five respondents in the sample who only voted in the referendums and not the general election. They are therefore classified as non-voters for some questions where the sample size will be 162.

Weighting

All data was post-weighted to ensure it was representative of the New Zealand population (based on the 2018 Census where applicable) by:

- Age group (18-29 years, 30-49 years, 50 years plus)
- Gender
- Region (Auckland, Wellington, Christchurch, Other North Island, Other South Island)
- Ethnicity (European, Māori, Pasifika, Asian) allowing for multiple ethnicities
- Voters and non-voters
- Disability

Response rate

In total the CATI survey received a response rate of 15%. The main reason for non-response was refusal to participate.

Fieldwork period

The surveying was conducted between the 20th of October 2020 and the 24th of November 2020.

Margin of error

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

Quota group	Sample size	Margin of error
Māori	158	+/- 7.8%
Pasifika	153	+/- 7.9%
Asian	155	+/- 7.9%
Youth (18-29)	155	+/- 7.9%
Disabled	241	+/- 6.3%
Non-voters	157	+/- 7.8%
Total	1038	+/- 3.0%

Note that arrows (↓ ↑) are used in tables to indicate 2020 results that are significantly higher or lower than in 2017.

Notes on reading this report

The results for the 2020 survey have been compared to 2017 where applicable however there are a number of situations where a comparison is not possible and this has been indicated by a dash (-) in the relevant table.

Situations which result in data being unavailable for 2017 include:

- The question has been added for 2020
- The question wording/code frame has changed significantly enough to make results incomparable

Not all columns in this report add to 100% due to rounding or questions with multiple response categories.

Enrolment status and behaviour

This section of the study focused on understanding enrolment status and behaviour.

Enrolled to vote in the 2020 NZ General Election

In total 94% of eligible voters surveyed say they were enrolled to vote in the 2020 General Election which is very close to the actual rate of 94.1%. This is similar to the survey result in 2017 (92%).

Table 1: Enrolled to vote in the NZ General Election

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes	92%	94%	77%↓	86%↑	91%	93%	78%	88%	91%	92%	95%	96%	64%	69%
No	6%	4%	17%↑	10%↓	7%	5%	15%	8%	8%	6%	4%	3%	29%	24%
Not sure (but I know what enrolment is)	1%	1%	4%	3%	1%	3%	5%	3%	1%	2%	0%	1%	4%	5%
Not sure what enrolment is	1%	0%	2%	1%	1%	0%	2%	2%	0%	0%	2%	0%	3%	2%
<i>n</i> =	1164	1038	284	155	196	158	179	153	186	155	184	241	163	162

The following people were *more likely* to report being enrolled in 2020:

- Those of European ethnicity (96% versus 90% for non-European ethnicity)
- Those aged 50+ (99% versus 91% aged 18-49)

The following people were *less likely* to report being enrolled in 2020:

- Those of Pasifika ethnicity (88% versus 95% for non-Pasifika ethnicity)
- Those who are female (92% versus 96% for male)

The following people were *more likely* to report being enrolled in 2020 compared to 2017:

- Those who are male (96% versus 91% for males in 2017)
- Those aged 18-29 (86% versus 77% for Youth in 2017)

Reasons for initially enrolling to vote

Two in five eligible voters (42%) said they enrolled to vote because they wanted their opinion to count, one third (33%) said because it is compulsory, and one in ten (9%) did so because they want to make a difference. Seventeen percent of people gave another reason for enrolling. The number of eligible voters enrolling because it is compulsory is significantly higher than for the 2017 General Election, while the number of people enrolling to make a difference is significantly lower than the 2017 General Election.

Table 2: Reasons for initially enrolling to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Wanted my opinion to count	44%	42%	37%	37%	44%	40%	51%	46%	52%	45%	44%	36%	24%	30%
You have to, it's the law	16%↓	33%↑	12%↓	20%↑	18%	21%	24%	27%	21%	27%	13%↓	36%↑	22%↓	34%↑
Wanted to make a difference	19%↑	9%↓	12%	12%	19%	12%	40%↑	17%↓	36%↑	18%↓	21%↑	8%↓	9%	4%
Someone I know encouraged me to	6%	6%	18%	17%	3%	8%	13%	8%	6%	7%	4%	7%	16%	17%
I saw an ad that encouraged me to enrol*	-	1%	-	3%	-	1%	-	0%	-	0%	-	1%	-	1%
Someone from the Electoral Commission talked to me about enrolling*	-	1%	-	3%	-	4%	-	1%	-	0%	-	0%	-	4%
Another reason	29%↑	17%↓	28%	20%	22%	20%	10%	17%	22%	17%	28%↑	15%↓	29%↑	15%↓
Not sure	3%	3%	5%	1%	3%	4%	4%	3%	3%	5%	4%	3%	8%	6%
<i>n</i> =	1092	983	236	132	180	150	149	136	177	141	175	233	94	110

*New statement added in 2020

Of the 17% who gave another reason for enrolling, the majority were:

- It's a good thing to do (e.g. "For New Zealand", "It's my right to vote")
- It's a duty or obligation
- Became of age since the last election
- Received papers in mail so enrolled

People who say it was because they *wanted their opinion to count* were more likely to have voted (44% versus 30% for those who didn't vote). These people were less likely to be disabled (36% versus 44% for non-disabled).

People who say it was because *you have to it's the law* were more likely to be aged between 30-49 (39% versus 30% for other age groups), of European ethnicity (37% versus 23% for non-European ethnicity). These people were less likely to be aged 18-29 (20% versus 37% for 30+) and Māori (21% versus 35% for non-Māori).

People who say it was because they *wanted to make a difference* were more likely to be of Pasifika ethnicity (17% versus 9% for non-Pasifika ethnicity), of Asian ethnicity (18% versus 8% for non-Asian ethnicity), and to have voted (10% versus 4% for those who didn't vote). People who say it was because they *wanted to make a difference* were less likely to be aged 50+ (7% versus 11% aged under 50) and of European ethnicity (7% versus 15% for non-European ethnicity).

People who say it was because *someone they knew encouraged them to* were more likely to be aged 18-29 (17% versus 3% aged 30+) and female (8% versus 4% for males).

Intention to enrol

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

Among those who are not enrolled but are eligible to do so (6% of our sample), fifteen percent say they definitely intend to enrol with almost one third (31%) saying they intended to. There are no statistically significant differences between intention to enrol compared to the 2017 General Election.

Table 3: Intention to enrol

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes, definitely	18%	15%	14%	15%	14%	46%	16%	27%	28%	0%	4%	33%	18%	13%
Yes, I intend to	18%	31%	24%	32%	19%	32%	34%	27%	25%	40%	26%	26%	18%	32%
Not sure	25%	29%	24%	34%	38%	23%	34%	26%	47%	35%	21%	14%	25%	29%
Probably not	18%	11%	24%	14%	19%	0%	12%	6%	0%	20%	36%	12%	18%	11%
Definitely not	21%	14%	14%	6%	10%	0%	4%	14%	0%	6%	14%	14%	21%	15%
<i>n</i> =	71	53	48	23	16	8	29	17	9	12	9	8	70	50

Base size is too small to look at differences between groups

Attrition voting rate

[% eligible to vote in both 2020 and 2017].

Three quarters (76%) of respondents eligible to vote in both 2017 and 2020, did vote in both elections. This is consistent with 2017 when 77% of respondents eligible to vote in the 2014 and 2017 General Elections said they had voted in both general elections.

The voting attrition rate remained stable, with 7% of people eligible to vote in 2017 and 2020 voting in the 2017 General Election and not the 2020 General Election.

Table 4: Voting behaviour of those eligible in the most recent and last election

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Voted in 2017 Election but not the 2020 Election (attrition rate)	5%	7%	11%	12%	4%↓	11%↑	15%	6%	6%	10%	7%	8%
Voted in 2017 Election and the 2020 Election	77%	76%	48%	50%	73%	64%	63%	73%	80%	70%	76%	79%
Did not vote in 2017 Election but did in 2020 Election (acquisition rate)	5%	7%	13%	15%	8%	10%	5%	13%	7%	8%	4%	7%
Did not vote in either Election	12%	10%	28%	23%	16%	14%	18%	8%	7%	12%	13%↑	6%↓
<i>n</i> =	1015	960	161	107	162	152	151	126	145	133	166	229

The following people were *more likely* to have voted in both the 2020 and 2017 General Elections:

- Those aged 50+ (91% versus 65% for those aged 18-49 or 30-49)
- Those of European ethnicity (79% versus 68% for non-European)
- Males (79% versus 74% for females)

The following people were *less likely* to have voted in both the 2020 and 2017 General Elections:

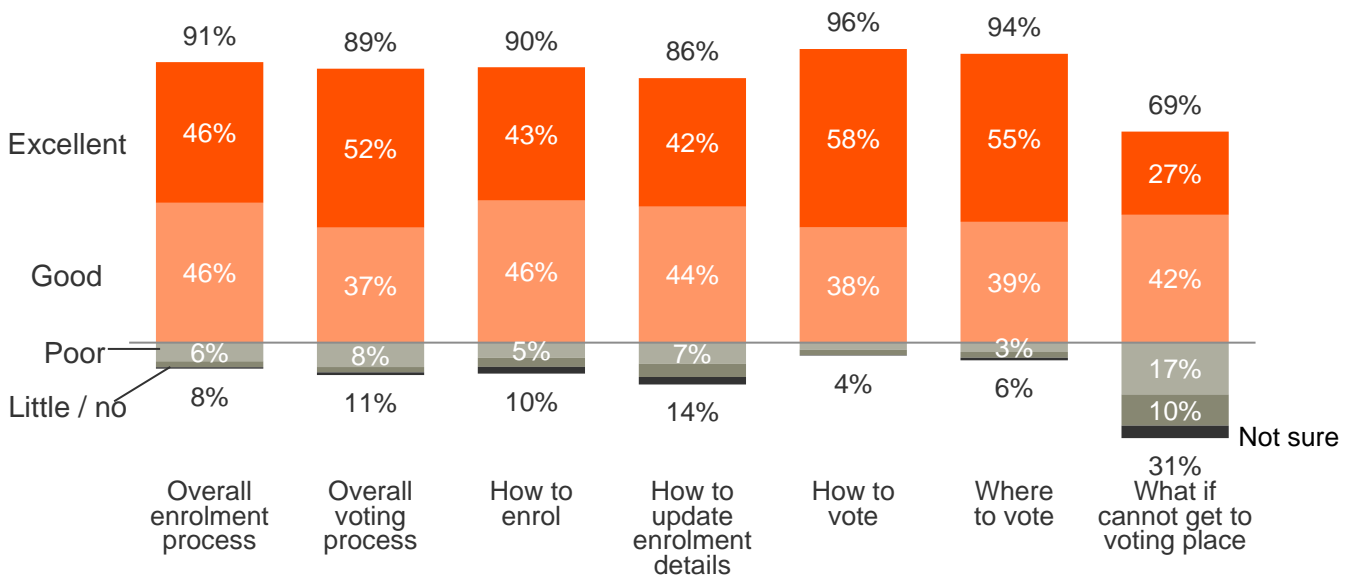
- Those of Māori ethnicity (64% versus 78% for non-Māori ethnicity)
- Those aged 18-29 (50% versus 82% aged 30+)
- Those aged 30-49 (72% versus 79% for other age groups)

Awareness and knowledge of the General Election

Understanding of the voting process

The 2020 study measured the level of understanding of the voting process overall and key aspects of the process. The chart below summarises the results at the overall level and the following sections provide more information. In total, understanding is high with over half saying they have an excellent understanding of the overall voting process, how to vote and where to vote. While there is still understanding of what to do if you cannot get to a voting place (69% good or excellent understanding), understanding of this aspect is weakest with 31% saying they have a poor or little to no understanding.

Figure 5: Aspects of understanding of the voting process (total sample)



Overall understanding of the voting process

A majority (89%) of people said they had at least a good understanding of the process for voting in the General Election, including how to vote, where, when and what do to if you can't get to a voting place, with a large proportion (52%) saying they had an excellent understanding. Only 10% said they had a poor or very poor understanding.

Table 6: Overall understanding of the voting process

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Very good understanding	54%	52%	31%	31%	51%	47%	44%	47%	38%	50%	51%	47%	20%	20%
Good understanding	35%	37%	44%	47%	30%↓	42%↑	45%	41%	43%	33%	39%	45%	45%	47%
Poor understanding	8%	8%	21%	17%	12%	9%	9%	7%	11%	13%	7%	7%	26%	23%
Very poor understanding	2%	2%	4%	4%	5%↑	1%↓	2%	4%	6%	3%	2%	0%	8%	9%
Not sure	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%
Rather not say	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
<i>n</i> =	1005	1038	251	155	196	158	102	153	107	155	179	241	149	162

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

- Those aged 18-29 (21% versus 6% aged 30+)
- Those of Asian ethnicity (16% versus 9% for non-Asian ethnicity)
- Those who didn't vote in 2020 (31% versus 5% for those who did vote)
- Those who didn't enrol to vote in 2020 (36% versus 8% for those who did enrol)

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

- Those of European ethnicity (8% versus 15% for non-European ethnicity)
- Those aged 50+ (3% versus 14% aged 18-49)

Overall understanding of the enrolling process

The vast majority (91%) of people said they had at least a good understanding of the process for enrolling in the General Election, including how to enrol, and when and how to update your details, with nearly half (46%) saying they had an excellent understanding.

Table 7: Overall understanding of the enrolment process

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Very good understanding	48%	46%	23%	27%	51%	42%	40%	48%	34%	43%	44%	47%	21%	25%
Good understanding	42%	46%	48%	55%	34%↓	49%↑	46%	39%	46%	45%	45%	45%	50%	54%
Poor understanding	7%	6%	23%↑	14%↓	8%	7%	11%	8%	13%	8%	6%	6%	20%↑	13%↓
Very poor understanding	3%	2%	6%	3%	6%	2%	3%	4%	5%	3%	4%↑	1%↓	8%	8%
Not sure	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%
Rather not say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1005	1038	251	155	196	158	102	153	107	155	179	241	149	162

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

- Those aged 18-29 (17% versus 5% aged 30+)
- Those who didn't vote in 2020 (21% versus 5% for those who did vote)
- Those who didn't enrol to vote in 2020 (29% versus 7% for those who did enrol)

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

- Those of European ethnicity (6% versus 12% for non-European ethnicity)
- Those aged 50+ (3% versus 11% aged 18-49)

Understanding of how to enrol

The large majority (90%) of people said they had at least a good understanding of how to enrol to vote, with a large proportion (43%) saying they had an excellent understanding. Only eight percent said they had a poor or little or no understanding.

Table 8: Understanding of how to enrol to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Excellent understanding	47%	43%	27%	31%	53%↑	42%↓	36%	49%	35%	46%	41%	45%	20%↓	28%↑
Good understanding	42%	46%	49%	55%	30%↓	51%↑	54%↑	36%↓	50%	45%	45%	44%	51%	51%
Poor understanding	6%	5%	14%	8%	7%	5%	5%	9%	10%	5%	9%	5%	15%	11%
Little or no understanding	4%	3%	9%↑	4%↓	10%↑	1%↓	5%	5%	5%	4%	4%	3%	13%↑	7%↓
Not sure	1%↓	2%↑	0%	3%	0%	1%	0%	1%	0%	0%	1%	2%	1%↓	3%↑
Rather not say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1005	1038	251	155	196	158	102	153	107	155	179	241	149	162

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

- Those aged 18-29 (12% versus 7% aged 30+)
- Those who didn't vote in 2020 (18% versus 6% for those who did vote)
- Those who didn't enrol to vote in 2020 (30% versus 7% for those who did enrol)

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

- Those aged 50+ (5% versus 10% aged 18-49)
- Those of European ethnicity (7% versus 11% for non-European ethnicity)

Understanding of how to update your enrolment details

A majority (86%) of people said they had at least a good understanding of how to update your enrolment details, with a large proportion (42%) saying they had an excellent understanding. Only 11% said they had a poor or little or no understanding.

Table 9: Understanding of how to update your enrolment details

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Excellent understanding	46%	42%	24%	28%	49%	41%	39%	46%	39%	44%	41%	42%	22%	26%
Good understanding	39%↓	44%↑	40%	46%	32%↓	46%↑	36%	37%	35%	41%	40%	44%	37%	44%
Poor understanding	9%	7%	21%	14%	10%	9%	16%	10%	13%	9%	14%↑	5%↓	24%↑	14%↓
Little or no understanding	5%	4%	13%	9%	9%↑	2%↓	9%	6%	8%	6%	5%	5%	15%	11%
Not sure	1%↓	2%↑	2%	3%	0%	1%	0%	1%	5%	0%	0%	2%	1%↓	5%↑
Rather not say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1005	1038	251	155	196	158	102	153	107	155	179	241	149	162

The following people were *more likely* to have a **poor or little or no** understanding of how to update your enrolment details:

- Those aged 18-29 (24% versus 7% aged 30+)
- Those who didn't vote in 2020 (25% versus 8% for those who did vote)
- Those who didn't enrol to vote in 2020 (41% versus 9% for those who did enrol)

The following people were *less likely* to have a **poor or little or no** understanding of how to update your enrolment details:

- Those aged 50+ (4% versus 16% aged 18-49)
- Those of European ethnicity (8% versus 18% for non-European ethnicity)

Understanding of how to vote

The large majority (96%) of people had at least a good understanding of how to vote, with most of these (58%) saying they had an excellent understanding. Only 4% said they had a poor or little or no understanding.

Table 10: Understanding of how to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Excellent understanding	62%	58%	42%	40%	58%	51%	41%	57%	47%	56%	57%	58%	24%	30%
Good understanding	31%↓	38%↑	39%↓	52%↑	25%↓	40%↑	50%	33%	43%	38%	35%	40%	47%	51%
Poor understanding	5%↑	2%↓	13%↑	6%↓	10%	9%	6%	5%	8%↑	1%↓	5%↑	1%↓	19%↑	10%↓
Little or no understanding	3%	2%	5%	2%	7%	0%	3%	3%	2%	4%	3%	1%	10%	8%
Not sure	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%
Rather not say	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1005	1038	251	155	196	158	102	153	107	155	179	241	149	162

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

- Those aged 18-29 (8% versus 3% aged 30+)
- Those of Māori ethnicity (9% versus 3% for non-Māori ethnicity)
- Those who didn't vote in 2020 (18% versus 1% for those who did vote)
- Those who didn't enrol to vote in 2020 (21% versus 3% for those who did enrol)

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

- Those aged 50+ (1% versus 6% aged 18-49)
- Those of European ethnicity (3% versus 6% for non-European ethnicity)
- Those who are disabled (2% versus 5% for non-disabled)

Understanding of where you can vote

The large majority (94%) of people had at least a good understanding of where to vote, with most of these (55%) saying they had an excellent understanding. There were fewer people saying they had an excellent understanding compared to the 2017 General Election (55% versus 63% in 2017). Only 5% said they had a poor or little or no understanding.

Table 11: Understanding of where you can vote

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Excellent understanding	63%↑	55%↓	41%	37%	60%↑	48%↓	51%	58%	52%	52%	62%↑	49%↓	29%	30%
Good understanding	31%↓	39%↑	42%	51%	29%↓	47%↑	41%	32%	42%	42%	31%↓	41%↑	49%	51%
Poor understanding	4%	3%	12%	6%	7%↑	2%↓	6%	4%	2%	3%	6%	6%	14%↑	6%↓
Little or no understanding	2%	2%	5%	3%	2%	1%	3%	4%	4%	3%	0%	1%	7%	9%
Not sure	0%↓	1%↑	0%	2%	1%	3%	0%	2%	0%	0%	1%	2%	1%↓	4%↑
Rather not say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1005	1038	251	155	196	158	102	153	107	155	179	241	149	162

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

- Those aged 18-29 (10% versus 3% aged 30+)
- Those who didn't vote in 2020 (15% versus 3% for those who did vote)
- Those who didn't enrol to vote in 2020 (15% versus 4% for those who did enrol)

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

- Those aged 50+ (2% versus 7% aged 18-49)

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

Two thirds (69%) of people had at least a good understanding of what to do if you could not get to a voting place, of which 27% had an excellent understanding and 42% had a good understanding. There were fewer people saying they had an excellent understanding compared to the 2017 General Election (27% versus 35% in 2017). Just over a quarter of people (27%) said they had a poor or little or no understanding.

Table 12: Understanding of what to do if you cannot get to a voting place

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Excellent understanding	35%↑	27%↓	12%	12%	38%↑	25%↓	29%	38%	25%	31%	35%	30%	11%	9%
Good understanding	33%↓	42%↑	30%↓	39%↑	27%↓	43%↑	42%	33%	45%	41%	29%↓	44%↑	29%	38%
Poor understanding	20%	17%	35%	29%	19%	24%	18%	14%	20%	16%	24%↑	14%↓	37%	31%
Little or no understanding	9%	10%	21%	19%	12%↑	5%↓	9%	13%	6%	10%	7%	9%	20%	18%
Not sure	3%	4%	3%	1%	3%	2%	2%	2%	3%	2%	5%	4%	3%	5%
Rather not say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1005	1038	251	155	196	158	102	153	107	155	179	241	149	162

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

- Those aged 18-29 (48% versus 21% aged 30+)
- Those who didn't vote in 2020 (49% versus 22% for those who did vote)
- Those who didn't enrol to vote in 2020 (50% versus 26% for those who did enrol)

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

- Those aged 50+ (12% versus 38% aged 18-49)

Information sources people would use to enrol or change enrolment address

A range of channels would be used by people if they **needed to enrol or change their enrolment address**. Most commonly the Electoral Commission's website would be used by 55%. This is significantly higher than the 2017 General Election (55% versus 47% in 2017). Calling the Electoral Commission's 0800 number is second most common overall at 6%. Other channels are less common including: emailing the Electoral Commission (1%); and visiting various government offices (local council 4%, local MP's office 1%, Registrar's or Returning Officer's office 1%).

Twelve percent of people **do not know** what channels they would use, and this is particularly true for people aged 50+ (15%), those who are disabled (16%) and those who are not enrolled (21%).

Table 13: Information sources would use to enrol or change enrolment address

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Visit the Electoral Commission website	47%↓	55%↑	52%↓	68%↑	40%↓	62%↑	37%↓	48%↑	49%↓	64%↑	34%↓	47%↑	32%↓	52%↑
Call the Electoral Commission 0800 number	8%	6%	4%	2%	6%	5%	28%↑	12%↓	18%↑	10%↓	6%	9%	4%	6%
Email the Electoral Commission	2%	1%	1%	1%	1%	0%	4%	3%	9%	4%	0%	1%	1%	0%
Text the Electoral Commission	0%	0%	1%	0%	0%	0%	1%	0%	2%	0%	0%	0%	1%	0%
Electoral Commission's Facebook page	0%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%
Voting place*	-	1%	-	3%	-	1%	-	2%	-	5%	-	1%	-	2%
Ask my local MP's office	2%	1%	1%	0%	2%	1%	9%↑	0%↓	2%	1%	2%	2%	1%	0%
Visit a registrar's office	1%	1%	0%	0%	2%	0%	3%	1%	3%	1%	0%	2%	1%	0%
Visit a returning officer's office	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	2%	0%
Local council	3%	4%	1%	1%	1%	3%	1%	0%	2%	1%	4%	5%	2%	2%
Library	1%	2%	1%	1%	1%	3%	3%	5%	1%	1%	1%	2%	2%	0%
Other	12%↓	29%↑	10%↓	21%↑	16%↓	27%↑	8%↓	18%↑	7%↓	16%↑	15%↓	34%↑	13%↓	34%↑
Don't know	15%↑	12%↓	30%↑	11%↓	22%↑	12%↓	18%	18%	21%↑	12%↓	18%↑	16%↓	31%↑	14%↓
n =	1,162	1,026	284	151	196	158	179	147	184	149	184	240	163	161

*New statement added in 2020

Communications

Awareness of advertising about the voting process

Seventy two percent of people recalled advertising about the voting process. This is significantly higher than the 2017 General election (72% versus 52% in 2017).

Table 14: Awareness of electoral advertising

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes	52%↓	72%↑	43%↓	80%↑	49%↓	77%↑	42%↓	58%↑	37%↓	71%↑	48%↓	72%↑	35%↓	66%↑
No	45%↑	26%↓	54%↑	19%↓	50%↑	22%↓	55%	39%	59%↑	29%↓	48%↑	25%↓	59%↑	32%↓
Don't know	3%	2%	2%	2%	1%	1%	3%	3%	3%	1%	4%	2%	6%	2%
<i>n</i> =	1165	845	284	117	196	100	180	133	186	120	184	189	164	46

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

- Those aged 18-29 (80% versus 70% for other age groups)

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

- Those of Pasifika ethnicity (58% versus 73% for those of non-Pasifika ethnicity)

Where did people see advertising about the voting process?

[% Among those who recalled advertising]

Television remains the most recalled source of advertising about the voting process, with sixty nine percent of those who recalled advertising saying they had seen it on TV. This is significantly lower than the 2017 result (78%). Social media was the second most recalled source of voting process advertising, being significantly higher than the 2017 result (23% versus 14% for 2017).

Table 15: Source of electoral advertising awareness

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Television	78%↑	69%↓	60%	53%	77%	65%	80%	63%	74%↑	59%↓	85%↑	64%↓	67%	63%
Social media	14%↓	23%↑	34%	40%	21%	30%	20%	24%	16%	27%	10%	17%	17%	25%
Newspapers	18%	20%	5%	5%	18%↑	7%↓	28%	12%	32%	20%	13%	22%	10%	9%
Pamphlets or fliers	10%↓	17%↑	7%↓	15%↑	9%	19%	24%	9%	18%	9%	10%↓	20%↑	5%	5%
Radio	21%↑	15%↓	17%	14%	14%	17%	39%↑	17%↓	34%↑	11%↓	16%	16%	10%	6%
Other website	11%	13%	15%	9%	9%	15%	7%	14%	8%	16%	10%	9%	14%	16%
Signs	11%	10%	10%	14%	11%	11%	35%	17%	39%↑	18%↓	9%	10%	7%↓	21%↑
Word of mouth	5%↑	2%↓	7%	3%	6%	3%	14%	4%	15%↑	5%↓	4%	1%	4%	1%
Bus shelters	1%	2%	3%	3%	1%	1%	7%	3%	4%	8%	0%	1%	2%	4%
Street posters	0%	1%	0%	2%	0%	0%	0%	7%	0%	3%	0%	0%	0%	4%
Another place	5%↑	0%↓	0%	0%	4%	0%	3%	0%	2%	1%	5%	0%	2%	0%
Not sure	1%	0%	1%	0%	0%	0%	2%	3%	4%	0%	0%	1%	2%	1%
<i>n</i> =	764	590	167	86	119	71	110	85	108	82	111	126	78	32

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

Those aged 18-29 were less likely to notice television advertising (53% versus 74% aged 30+) and newspaper advertising (5% versus 25% aged 30+); but they had the highest recall of advertising via social media (40% versus 18% aged 30+).

Those of Māori ethnicity were less likely to notice newspaper advertising (7% versus 21% for non-Māori).

Those of Asian ethnicity were less likely to notice television advertising (59% versus 70% for non-Asian ethnicity) or pamphlets (9% versus 18% for non-Asian), and were more likely to notice advertising from signs (18% versus 9% for non-Asian ethnicity) and bus shelters (8% versus 1% for non-Asian).

Non-voters were more likely to notice signs (21% versus 10% for voters) and street posters (4% versus 1% for voters).

What was the message of the advertising?

[% Among those who recalled advertising]

Among those who recalled advertising, the key messages being taken from the advertising were: Orange Guy and Pup (34%), 'Enrol. Vote. Be Heard' (28%) and don't forget to enrol to vote (28%).

Comparisons to 2017 have not been conducted due to differences in advertising and media strategy, and message takeout.

Table 16: TV advertising message

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Orange Guy/pup	-	34%	-	28%	-	30%	-	19%	-	10%	-	30%	-	37%
Enrol. Vote. Be Heard.	-	28%	-	30%	-	33%	-	15%	-	29%	-	35%	-	10%
Don't forget to enrol to vote	-	28%	-	19%	-	19%	-	23%	-	25%	-	24%	-	13%
Enrol to vote in the referendums	-	7%	-	9%	-	4%	-	3%	-	7%	-	7%	-	0%
You can vote now	-	7%	-	5%	-	13%	-	5%	-	7%	-	7%	-	1%
Enrol early to make voting quick and easy	-	7%	-	3%	-	7%	-	3%	-	3%	-	9%	-	0%
Check the mail for your enrolment pack	-	7%	-	3%	-	8%	-	5%	-	7%	-	6%	-	0%
There's an election and referendums coming up	-	7%	-	5%	-	6%	-	11%	-	8%	-	5%	-	0%
Referendum questions (End of Life Choice and/or Cannabis)	-	5%	-	3%	-	2%	-	7%	-	9%	-	3%	-	5%
You can vote in two referendums	-	5%	-	4%	-	4%	-	1%	-	6%	-	6%	-	0%
Vote Ghost	-	4%	-	5%	-	1%	-	3%	-	3%	-	3%	-	0%
More voting places this year	-	4%	-	4%	-	3%	-	5%	-	5%	-	5%	-	0%
Stacey and Scotty Morrison	-	3%	-	0%	-	4%	-	1%	-	1%	-	1%	-	2%
You can get help to vote	-	2%	-	2%	-	5%	-	0%	-	2%	-	3%	-	0%
Election date has changed	-	2%	-	4%	-	0%	-	1%	-	4%	-	2%	-	1%
First time voter	-	1%	-	0%	-	0%	-	0%	-	0%	-	1%	-	0%
Vote close to home	-	1%	-	2%	-	0%	-	0%	-	2%	-	2%	-	0%
Didn't get an EasyVote pack	-	1%	-	1%	-	1%	-	1%	-	3%	-	2%	-	0%
Vote Like a Boss	-	1%	-	0%	-	0%	-	3%	-	5%	-	1%	-	1%
Another message	-	18%	-	24%	-	28%	-	7%	-	11%	-	21%	-	15%
Not sure	-	17%	-	14%	-	18%	-	38%	-	27%	-	16%	-	33%
n =	-	574	-	84	-	70	-	79	-	76	-	125	-	31

Those who are disabled were more likely to recall 'Vote. Enrol. Be Heard' (35% versus 26% for non-disabled), as were voters (29% versus 10% for non-voters).

Those aged 30-49 were more likely to recall the messages 'don't forget to enrol' (36% versus 25% for other age groups) and 'there's an election and referendums coming up' (10% versus 5% for other age groups).

Pre-Election Day behaviour

Recall receiving an EasyVote pack

[% Among those enrolled]

Ninety three percent of those enrolled recall receiving an EasyVote pack in the mail. This is consistent with the 2017 result (94%).

Table 17: Recall receiving an EasyVote pack

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes	94%	93%	85%	84%	94%	88%	90%↑	74%↓	90%	91%	92%	94%	83%↑	60%↓
No	5%	7%	13%	15%	6%	12%	8%↓	26%↑	8%	7%	7%	6%	14%↓	40%↑
Don't know	1%	0%	2%	1%	0%	0%	1%	0%	1%	2%	1%	1%	3%	0%
<i>n</i> =	1,093	822	236	106	180	95	150	122	177	116	175	186	93	25

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

- Those who voted in 2020 (94% versus 60% for non-voters)
- Those aged 50+ (97% versus 89% aged 18-49)
- Those of European ethnicity (96% versus 85% for non-European)
- Females (95% versus 91% for males)

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

- Those of Pasifika ethnicity (74% versus 94% for those of non-Pasifika ethnicity)
- Those aged 18-29 (84% versus 95% aged 30 years and over)

How thoroughly people read the EasyVote pack

[% Among those who recalled receiving EasyVote pack]

Over half of those who recalled receiving an EasyVote pack read most or all of it. This is a significant increase compared to the 2017 General Election result (55% versus 46% in 2017).

Table 18: How thoroughly people read the EasyVote pack

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Read most or all of it	46%↓	55%↑	46%	53%	43%↓	62%↑	32%	36%	41%	46%	50%↓	68%↑	22%	15%
Read some of it	24%↑	19%↓	26%↑	15%↓	21%	16%	38%	21%	37%	25%	16%	15%	20%↓	46%↑
Glanced at it	16%	14%	14%	15%	17%	12%	16%	26%	16%	22%	14%↑	7%↓	23%	23%
Didn't read it	13%	12%	11%	15%	17%	11%	13%	17%	4%	5%	17%↑	10%↓	35%	16%
Note sure	1%	0%	0%	1%	1%	0%	1%	0%	2%	3%	3%	0%	0%	0%
<i>n</i> =	1,031	763	206	86	169	86	136	94	163	106	166	175	74	19

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

- Those of European ethnicity (58% versus 45% for non-European ethnicity)
- Those aged 50+ (61% versus 49% aged 18-49)
- Those who voted in 2020 (55% versus 15% for non-voters)
- Those who are disabled (68% versus 50% for non-disabled)

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

- Those aged 30-49 (47% versus 59% for other age groups)
- Those of Pasifika ethnicity (36% versus 56% for non-Pasifika ethnicity)
- Those of Asian ethnicity (46% versus 56% for non-Asian ethnicity)
- Non-voters (15% versus 55% for voters)

The following people were *more likely* to not read any of the EasyVote pack:

- Those aged 30-49 (16% versus 9% for other age groups)
- Those who voted on Election Day (17% versus 9% for those who voted before Election Day)

Ease of finding the EasyVote card

[% Among those who read the EasyVote pack]

Ninety seven percent of those who read their EasyVote pack found the EasyVote card easily. This is significantly higher than the 2017 result (95%).

Table 19: Did people find the EasyVote card easily

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes	95%	97%↑	95%	93%	91%↓	98%↑	96%	91%	96%	96%	93%	97%	75%↓	87%
No	3%	2%↓	3%	3%	7%↑	0%↓	3%	9%	2%	2%	4%	1%	16%↑	13%
Not sure	2%	1%	1%	3%	2%	2%	1%	0%	1%	2%	3%	2%	8%	0%
<i>n</i> =	929	700	189	77	145	80	124	87	158	103	142	161	65	16

Those aged 18-29 were less likely to easily find the EasyVote card (93% versus 98% for 30+), along with those of Pasifika ethnicity (91% versus 97% for non-Pasifika ethnicity).

Usefulness of the EasyVote pack

[% Among those who read the EasyVote pack]

Sixty two percent of those who read their EasyVote pack found it very useful. Eighty eight percent of people rated it a 4 or a 5 out of 5, which is significantly higher than the 2017 result (88% versus 85% for 2017). At the other end of the scale only four percent did not find it very useful; there is a significant decrease in the amount of people who found their EasyVote pack not at all useful (1% versus 4% for the 2017 General Election).

Table 20: How useful people found the EasyVote pack

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Very useful (5)	68%↑	62%↓	63%↑	49%↓	70%	66%	74%	60%	69%	59%	63%	70%	30%	42%
4	17%↓	26%↑	20%↓	37%↑	11%	20%	16%	19%	16%↓	29%↑	19%	22%	14%	12%
3	9%	8%	11%	8%	10%	5%	7%	9%	11%	10%	8%	6%	26%	16%
2	1%	2%	1%	4%	1%	5%	2%	7%	1%	1%	1%	0%	3%↓	18%↑
Not very useful (1)	4%↑	1%↓	5%	2%	8%	4%	0%	5%	3%	1%	9%↑	1%↓	25%	11%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
<i>n</i> =	926	698	185	77	145	80	121	86	158	102	142	161	52	16

The following people were *more likely* to find the EasyVote pack very useful:

- Those aged 50+ (69% versus 56% aged 18-49)
- Those who are disabled (70% versus 59% for non-disabled)

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

- Those aged 18-29 (49% versus 65% aged 30+)

Searching for additional voting information

One in five (20%) of eligible voters looked for additional information on how to vote. This is significantly higher than for the 2017 General Election (20% versus 12% for 2017).

Table 21: Looked for additional voting information

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes	12%↓	20%↑	21%	26%	14%↓	23%↑	12%	17%	18%	22%	7%↓	18%↑	10%	13%
No	87%↑	79%↓	79%	73%	86%	77%	87%	83%	80%	77%	92%↑	82%↓	89%	87%
Not sure	0%	0%	0%	1%	1%	0%	0%	0%	2%	1%	1%	1%	1%	0%
<i>n</i> =	1159	818	282	108	196	99	176	116	184	111	184	186	160	39

The following people were *more likely* to look for additional voting information:

- Those aged 18-29 (26% versus 19% aged 30+)
- Those aged 30-49 (27% versus 17% for other aged groups)
- Females (23% versus 17% for males)

The following people were *less likely* to look for additional voting information:

- Those aged 50+ (13% versus 26% aged 18-49)

Where people look for additional voting information

[% Among those who looked for additional voting information]

Nearly half (47%) of those who looked for additional voting information conducted a general online search for information. This is significantly higher than the 2017 result (47% versus 35% in 2017). One quarter (28%) visited the Electoral Commission's website in search of additional information. See Table 23 on page 30 for a rating of the website's usefulness, though note low sample sizes for this analysis.

Table 22: Source of additional voting information

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voters	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Did a Google search / searched elsewhere online	35%↓	47%↑	34%↓	56%↑	19%	33%	28%	49%	30%	36%	48%	31%	28%	66%
Visited the Electoral Commission website	35%	28%	41%	30%	23%	29%	9%↓	34%↑	42%	37%	9%	32%	25%	26%
Asked someone I knew	16%	14%	25%	17%	17%	10%	23%	23%	29%	34%	21%	8%	29%	60%
Visited the referendums website*	-	13%	-	12%	-	15%	-	0%	-	8%	-	16%	-	0%
Called the Electoral Commission 0800 number	5%	4%	2%	0%	14%	10%	15%	0%	4%	0%	4%	12%	0%	0%
On Facebook/Twitter	1%	2%	2%	0%	0%	9%	8%	0%	0%	0%	4%	0%	4%	0%
A political party or candidate*	-	1%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%
Emailed the Electoral Commission	1%	0%	1%	0%	0%	0%	2%	3%	3%	0%	0%	0%	0%	0%
Visited a registrar or returning officer's office	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asked my local MP's office	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	18%↑	1%↓	7%	3%	29%↑	0%↓	22%	20%	5%	0%	31%↑	0%↓	19%	0%
Not sure	1%	3%	2%	1%	0%	0%	8%	18%	0%	3%	4%	0%	4%	0%
<i>n</i> =	162	145	60	26	29	20	28	19	36	23	16	33	18	4

*New statement added in 2020

Those of Asian ethnicity were *more likely* to ask someone they knew (34% versus 10% for non-Asian ethnicity) for additional voting information, whereas those of European ethnicity were *more likely* to google search (53% versus 32% for non-European). Those aged 30-49 were also *more likely* to google search for additional voting information (57% versus 40% for other age groups).

Those aged 50+ were *less likely* to google search (25% versus 56% aged 18-49) for additional voting information but *more likely* to visit the referendums website (22% versus 10% for aged 18-49) or call the Electoral Commission 0800 number (8% versus 2% aged 18-49). Those who are disabled were also *more likely* to call the Electoral Commission 0800 number (12% versus 2% for non-disabled) and *less likely* to google search (31% versus 51% for non-disabled).

Usefulness of the Electoral Commission's website

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

Sixty three percent of those who visited the Electoral Commission's website found it very useful. This is consistent with the 2017 result of 65%. Zero percent rated the website as not very useful, however note low sample size for this analysis.

Table 23: How useful did people find the Electoral Commission's website

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Very useful (5)	65%	63%	60%	70%	75%	87%	100%	59%	55%	41%	100%	32%	0%	0%
4	18%	16%	8%	24%	25%	13%	0%	12%	17%	49%	0%	29%	0%	100%
3	9%	15%	22%	6%	0%	0%	0%	29%	28%	10%	0%	39%	23%	0%
2	0%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	17%	0%
Not very useful (1)	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	38%	0%
Don't know	4%	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	22%	0%
<i>n</i> =	53	35	23	9	7	4	2	7	14	7	1	7	5	1

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

Additional information people would have liked

Thirty seven percent could not think of any additional information around voting that they required. This is lower than the 2017 result (43%). Of those who wanted additional information, the most requested topics were more information on voting place locations (9%), party policies/ candidates (6%), and information on the referendums (3%).

Table 24: Additional voting information wanted

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Not sure	43%↑	37%↓	42%	34%	50%	39%	41%↓	57%↑	36%↓	57%↑	46%↓	32%↓	45%	59%
Voting place locations	6%↓	9%↑	6%↓	13%↑	4%	8%	13%↑	3%↓	21%↑	9%↑	2%↓	7%↑	6%	4%
More info on party policies/ candidates	7%	6%	12%	9%	5%	6%	7%	5%	10%↑	3%↓	10%	8%	8%	0%
More information on the referendums	-	3%	-	2%	-	2%	-	0%	-	1%	-	2%	-	3%
Electorate candidates	3%	2%	2%	1%	1%	2%	6%↑	1%↓	16%↑	0%↓	2%	6%	1%	2%
Date and time of voting	4%↑	2%↓	3%	4%	1%	4%	15%↑	1%↓	18%↑	1%↓	2%	3%	1%	1%
Special/ advanced voting	2%	1%	2%	1%	2%	4%	0%	0%	0%	2%	1%	1%	3%	0%
Explanation on MMP	2%	1%	1%	0%	3%	1%	1%	0%	2%	1%	2%	1%	1%	0%
Party lists	1%	1%	0%	0%	0%	0%	6%	0%	3%	0%	1%	3%	1%	0%
Information about EasyVote	0%	1%	1%	3%	1%	2%	0%	0%	0%	3%	0%	1%	0%	0%
How to mark ballot papers	0%	0%	1%	1%	1%	0%	3%	2%	0%	0%	0%	0%	2%	0%
Other	38%	42%	35%	40%	35%	41%	30%	32%	25%	24%	39%	46%	37%	35%
<i>n</i> =	1,115	822	269	114	196	99	156	122	162	108	181	185	154	42

The following people were *more likely* to want more information on the **voting place location**:

- Those aged 18-29 (13% versus 7% aged 30+)

The following people were *more likely* to want more information on **party policies/ candidates**:

- Those aged 30-49 (10% versus 4% for other age groups)

The following people were *more likely* to want more information on the **referendums**:

- Those aged 30-49 (5% versus 1% for other age groups)

The following people were *more likely* to want more information on the **electorate candidates**:

- Those who are disabled (6% versus 1% for non-disabled)
- Those of European ethnicity (3% versus 1% for non-European ethnicity)

Voting and Election Day behaviour

Did people place an ordinary or special vote?

[% Among those who voted]

Ninety one percent of voters surveyed said they cast an ordinary vote this election. This is consistent with the 2017 result.

Table 25: Type of vote placed

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Ordinary	93%	91%	76%	85%	91%	95%	85%	75%	93%	85%	91%	92%
Special	7%	9%	23%	14%	7%	5%	15%	25%	7%	13%	8%	7%
Not sure	1%	1%	1%	1%	2%	0%	0%	0%	1%	1%	0%	1%
<i>n</i> =	999	802	196	102	163	93	130	108	163	119	156	186

The following people were *more likely* to say they placed an ordinary vote:

- Those aged 50+ (95% versus 87% aged 18-49)
- Those of European ethnicity (92% versus 86% of non-European ethnicity)

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

- Those aged 18-29 (85% versus 92% aged 30+)
- Those of Pasifika ethnicity (75% versus 91% for non-Pasifika ethnicity)
- Those of Asian ethnicity (85% versus 91% for non-Asian ethnicity)

The following people were *more likely* to place a special vote:

- Those aged 18-29 (14% versus 7% aged 30+)
- Those of Pasifika ethnicity (25% versus 8% for non-Pasifika ethnicity)
- Those of Asian ethnicity (13% versus 8% for non-Asian ethnicity)

Voting on or before Election Day

[% Among those who voted]

Three quarters (74%) of voters surveyed voted before Election Day. This is similar to actual advance voting in the 2020 General Election which was 68%. This rise in advance voting was driven by increases across all target groups.

Table 26: Voted on or before Election Day

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Voted on Election Day	54%↑	26%↓	48%↑	30%↓	43%↑	27%↓	54%↑	28%↓	48%↑	27%↓	51%↑	20%↓
Voted before Election Day	46%↓	74%↑	52%↓	70%↑	57%↓	73%↑	46%↓	70%↑	52%↓	73%↑	49%↓	80%↑
<i>n</i> =	998	809	196	104	163	91	130	109	162	119	156	185

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

- Those aged 30-49 (30% versus 23% for other age groups)

The following people were more likely to vote *before* Election Day:

- Those aged 50+ (79% versus 69% aged 18-49)

Where people voted

[% Among those who voted]

Nearly all voters (97%) voted at a voting place or advance voting place. This is consistent with the 2017 result. Those who are disabled were more likely to vote somewhere else (5% versus 2% for non-disabled).

Table 27: Where people voted

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Voting place (or advance voting place)	97%	97%	97%	97%	97%	95%	96%	98%	95%	97%	96%	95%
Somewhere else	2%	2%	3%	3%	3%	5%	4%	2%	4%	3%	3%	5%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
<i>n</i> =	1000	802	196	102	163	93	131	108	163	119	156	186

People who accompanied voters to the voting place

[% Among those who voted at a voting place]

Nearly half (47%) of those who voted at a voting place were accompanied by family members. This is significantly lower than the 2017 General Election (47% versus 52%). Forty seven percent of those who voted went by themselves. This is consistent with the result in 2017 (44%).

Table 28: People that accompanied voters to the voting place

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
With other family members	52% [↑]	47% [↓]	45%	47%	54%	53%	59%	59%	58%	50%	45%	49%
By myself	44%	47%	42%	43%	41%	43%	39%	38%	38%	45%	50%	45%
With other people (not family members)	5%	6%	16%	10%	6%	5%	4%	3%	4%	5%	7%	7%
<i>n</i> =	976	780	192	99	160	88	128	106	156	116	151	174

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

- Those who voted on Election Day (59% versus 43% for those who voted before Election Day)

The following people were *more likely* to vote **with other people (excluding family members)**:

- Those aged 18-29 (10% versus 4% aged 30+)

Voted at the same voting place as in 2017

[% Among those who voted in 2017]

One quarter (24%) of people who voted in 2020 voted at the same place in 2017. This is significantly lower than the 2017 result (41%). Three quarters of voters (73%) voted at a different place to where they voted in 2017, which is significantly higher than the 2017 result.

Table 29: Voted at the same voting place

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes	41%↑	24%↓	29%	15%	46%↑	15%↓	43%↑	19%↓	34%	21%	46%↑	25%↓
No	57%↓	73%↑	68%↓	85%↑	53%↓	82%↑	56%↓	79%↑	65%	75%	52%↓	73%↑
Not sure	2%	2%	3%	0%	1%	2%	0%	1%	2%	3%	2%	1%
<i>n</i> =	825	705	90	65	124	77	105	95	122	99	134	155

Those who voted on Election Day were *more likely* to have voted in the same place as they did last election (44%, versus 18% for those who voted before Election Day), as well as those aged 50+ (28% versus 20% aged 18-49).

Those aged 18-29 were *more likely* to vote at a different place in 2020 as they did in 2017 (85% versus 72% aged 30+).

Why people voted at a different voting place in 2020

[% Among those who voted at a different place in 2020]

The main reason for voting at a different voting place is that a different, more convenient place was available (53%). This is consistent with the 2017 result (58%).

Table 30: Reasons for voting at a different voting place in 2020

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
A different voting place was more convenient	58%	53%	52%	40%	66%	58%	46%	36%	45%	45%	61%	60%
I have moved since the last New Zealand general election	21%	24%	34%	44%	14%	25%	31%	36%	35%	35%	14%	21%
The place I voted last time wasn't a voting place this time	19%	17%	13%	5%	20%	16%	21%	8%	17%	7%	24%↑	12%↓
Other reason	0%↓	7%↑	1%	6%	0%	9%	1%	5%	1%	8%	0%	9%
Not sure	5%↑	2%↓	3%	5%	6%	0%	2%	15%	4%	6%	3%	1%
<i>n</i> =	479	509	62	53	67	61	61	75	80	78	69	109

The following people were *more likely* to cite **having moved since the last election**:

- Those of Asian ethnicity (35% versus 22% for non-Asian ethnicity)
- Those aged 18-29 (44% versus 20% aged 30+)
- Those who voted on Election Day (37% versus 21% for those who voted before Election Day)

The following people were *more likely* to have changed voting places **due to another one being more convenient**:

- Those of European ethnicity (57% versus 44% for non-European ethnicity)

The following people were *more likely* to have changed voting places **due to the place they voted last time not being a voting place in 2020**:

- Those aged 50+ (22% versus 12% aged 18-49)
- Females (21% versus 13% for males)

How people knew where to vote in 2020

[% Among those who voted]

The main information source (31%) about where to vote in 2020 was seeing it on signage. This is significantly higher than in 2017 (23%). Getting information from the internet (28%), seeing it while walking or driving (24%) and from local newspapers (14%) were also significantly higher than the 2017 result.

Voters were significantly less likely to get information from the mail compared to the 2017 General Election (3% versus 39% in 2017). It is worth noting that voting place information was not included in EasyVote packs, which was a change from previous elections.

Table 31: Source of information about voting place location*

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Signs/signage	23%↓	31%↑	23%	29%	22%	22%	18%↓	38%↑	20%	18%	24%	30%
From the website / internet	12%↓	28%↑	21%↓	36%↑	11%↓	41%↑	9%↓	23%↑	18%	27%	6%↓	21%↑
Was driving/walking/going past and saw it	16%↓	24%↑	17%↓	29%↑	12%	15%	46%	35%	29%↓	44%↑	15%	17%
From information in the local newspapers	7%↓	14%↑	2%	0%	8%	16%	7%	5%	4%	3%	8%↓	20%↑
Family/friends/workmates, etc. told me there	18%↑	14%↓	26%	21%	18%	14%	39%↑	10%↓	30%	20%	14%	11%
I've voted there in the past	17%↑	11%↓	10%↑	3%↓	17%↑	6%↓	26%↑	4%↓	18%↑	7%↓	13%	10%
Read about it in something I received in the mail	39%↑	3%↓	31%↑	3%↓	34%↑	2%↓	51%↑	5%↓	52%↑	3%↓	38%↑	6%↓
From advertising (in general)	4%	3%	4%	0%	5%	4%	1%	2%	3%	1%	7%↑	2%↓
Expected to find it at the school	6%↑	2%↓	5%	4%	6%	5%	3%	2%	0%	0%	8%↑	3%↓
Information from the local electorate	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%
Information from the Citizens Advice Bureau	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Was working at the elections/voting place	2%	1%	1%	1%	3%	4%	0%	1%	1%	0%	1%	1%
Information from the Council Offices	1%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	2%
Another way	2%↓	9%↑	2%	8%	2%↓	13%↑	3%	3%	1%↓	7%↑	1%↓	14%↑
No other way	53%↑	47%↓	58%	47%	57%	55%	29%	19%	36%	29%	58%	52%
Not sure	3%↑	1%↓	0%	1%	3%	1%	1%	3%	2%	1%	5%↑	1%↓
<i>n</i> =	976	761	192	96	160	88	128	95	156	108	151	173

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

The following people were *more likely* to know where to vote via **signs/signage**:

- Those of European ethnicity (34% versus 22% for non-European ethnicity)

The following people were *more likely* to know where to vote via **website/internet**:

- Those aged 18-29 (36% versus 26% aged 30+)
- Those aged 30-49 (34% versus 25% for other age groups)
- Those of Māori ethnicity (41% versus 27% for non-Māori)

The following types of people were *more likely* to know where to vote via **driving/ walking/ going past a voting place**:

- Those aged 18-29 (29% versus 22% aged 30+)
- Those of Asian ethnicity (44% versus 20% for non-Asian ethnicity)

The following people were *more likely* to know where to vote via **local newspaper**:

- Those aged 50+ (27% versus 4% aged 18-49)
- Those who are disabled (20% versus 13% for non-disabled)
- Those of European ethnicity (18% versus 5% for non-European ethnicity)
- Females (17% versus 12% for males)

The following people were *more likely* to know where to vote via **friends and family**:

- Those aged 18-29 (21% versus 12% aged 30+)

Polling place behaviour and satisfaction

The time of day when people voted

[% Among those who voted]

42% of voting occurred before 12pm. 42% of voting also took place between 12pm and 2pm, with a peak occurring between 12:00pm and 12:59pm. Voters were less likely to vote later in the day, with 14% voting after 3:00pm.

Table 32: Time of day when voted

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
9.00am – 9.59am	8%	9%	4%	3%	8%	5%	10%	9%	11%	12%	8%	7%
10.00am – 10.59am	15%	16%	8%	12%	15%	18%	20%	12%	14%	10%	12%	18%
11.00am – 11.59am	20%	17%	19%	11%	16%	14%	11%	15%	20%	19%	20%	15%
12.00pm – 12.59pm	14%↓	18%↑	19%↓	30%↑	23%	29%	21%	18%	12%	18%	14%	19%
1.00pm – 1.59pm	10%	11%	13%	15%	14%	8%	8%	14%	3%	7%	9%	15%
2.00pm – 2.59pm	9%↓	13%↑	8%	11%	6%	13%	8%	11%	12%	15%	13%	14%
3.00pm – 3.59pm	9%	6%	8%	8%	8%	3%	10%	8%	10%↑	3%↓	8%	5%
4.00pm – 4.59pm	6%	4%	9%	5%	3%	4%	5%	9%	6%	5%	6%	2%
5.00pm – 5.59pm	5%↑	2%↓	4%	1%	3%	3%	4%	0%	5%	5%	6%↑	1%↓
6.00pm or later	2%	2%	4%	2%	3%	3%	1%	3%	4%	3%	2%	1%
Not sure	2%	2%	3%	0%	2%	1%	1%	0%	2%	3%	2%	3%
Rather not say	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

There was little difference in when different groups voted, with the exception that those aged 18-29 were more likely to have voted between 12:00pm – 12:59pm (30% versus 15% aged 30+), whereas those aged 30-49 were more likely to have voted before 10:00am (16% versus 6% for other age groups). Māori were also more likely to vote between 12:00pm – 12:59pm (29% versus 17% for non-Māori).

Those who voted on Election Day were more likely to vote between 9:00am – 9.59am (17% versus 7% for those who voted before Election Day). Those who voted before Election Day were more likely to vote between 11:00am – 11:59am (19% versus 11% for those who voted on Election Day) and 2:00pm – 2:59pm (14% versus 8% for those who voted on Election Day).

Incidence of people having to queue before voting

[% Among those who voted]

Less than one quarter of people (22%) who voted said that they had to queue before voting. This is significantly lower than the 2017 result (31%).

Table 33: Incidence of people having to queue before voting

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes	31%↑	22%↓	40%↑	22%↓	31%	20%	28%	21%	34%↑	17%↓	27%	21%
No	69%↓	78%↑	60%↓	78%↑	69%	80%	72%	79%	66%↓	83%↑	73%	79%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
n =	978	782	192	99	160	88	129	107	157	117	151	174

There were no significant differences between groups by incidence of having to queue.

Items taken to the voting place

[% Among those who voted]

Eighty two percent of those who voted took along their EasyVote card which is consistent with the 2017 result (80%). Sixteen percent did not take along anything and the small remainder of people took along a letter from the Electoral Commission (3%).

Table 34: Items taken to the voting place

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Your EasyVote card	80%	82%	74%	70%	76%	84%	72%	57%	84%	78%	78%	81%
A voting slip from the Electoral Commission	3%	3%	2%	4%	5%	3%	10%↑	1%↓	6%	5%	5%	4%
None of the above	19%	16%	25%	26%	23%	16%	23%↓	43%↑	13%	17%	20%	17%
n =	976	782	192	99	160	88	128	107	156	117	151	174

Those aged 50+ were *more likely* to take along their EasyVote card (87% versus 78% aged 18-49) as well as those of European ethnicity (85% versus 74% for non-European ethnicity).

Those of Pasifika ethnicity were *less likely* to take along their EasyVote card (57% versus 84% for non-Pasifika ethnicity) as well as those aged 18-29 (70% versus 85% aged 30+).

Length of time taken to vote

[% Among those who voted]

Nearly half (48%) of those who voted took less than 5 minutes to vote. This is significantly lower than in 2017 (59%). The majority of the remainder (33%) took between 5 and 10 minutes to vote.

Table 35: Length of time taken to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Up to 5 minutes	59%↑	48%↓	48%	47%	58%	47%	65%	48%	55%	54%	56%	54%
5-10 minutes	27%↓	33%↑	27%	30%	28%	30%	24%	37%	31%	28%	32%	29%
11-15 minutes	7%↓	11%↑	11%	12%	5%↓	15%↑	6%	10%	8%	13%	4%↓	11%↑
16-20 minutes	4%	3%	6%	8%	4%	1%	3%	2%	4%	3%	2%	4%
21-25 minutes	0%↓	1%↑	2%	1%	1%	2%	0%	0%	0%	1%	1%	1%
26-30 minutes	1%	2%	3%	3%	1%	5%	0%	4%	1%	2%	3%↑	0%↓
More than 30 minutes	1%	1%	3%	0%	2%	0%	2%	1%	0%	0%	1%	1%
Not sure	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
<i>n</i> =	975	782	191	99	160	88	128	107	155	117	151	174

There was little difference in length of time taken to vote, with the exception of those aged 18-29 who were more likely to say that the process of voting took between 16-20 minutes (8% versus 2% aged 30+).

There were no significant differences between the length of time taken to vote by those who voted on Election Day and those who voted before Election Day.

Satisfaction with the length of time taken to vote

[% Among those who voted]

The vast majority (98%) of those who voted said that they were satisfied with the amount of time it took to vote and that it was a reasonable amount of time, given what they had to do. This was consistent with the 2017 General Election (96%). Only two percent said the voting process took too long which is significantly lower than the 2017 result (3%).

Table 36: Satisfaction with the length of time taken to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
A reasonable amount of time given what you had to do	96%	98%	93%	96%	96%	96%	94%	95%	96%	99%	97%	98%
Too long	3%↑	2%↓	6%	3%	3%	0%	6%	5%	3%	1%	3%	2%
Not sure	0%	0%	1%	1%	1%	4%	0%	0%	1%	0%	0%	0%
<i>n</i> =	975	781	192	98	159	88	128	106	156	117	150	174

The level of satisfaction with the amount of time it took to vote was fairly consistent across different groups, with the exception of those aged 18-29 who were less likely to say they were satisfied with the amount of time it took to vote (96% versus 98% aged 30+) and those who voted on Election Day (96% versus 99% for those who voted before Election Day).

Those who thought voting took a reasonable amount of time had higher levels of satisfaction with the overall voting process (71% rated excellent versus 23%* who thought voting took too long).

**Small sample (n=13) data is indicative only.*

Satisfaction with the convenience of the voting location

[% Among those who voted]

Satisfaction with the convenience of the voting location was very high, with almost all (98%) rating it 4 or 5 out of 5, and most of these rating it as excellent (85%). Overall and across most groups, the convenience of voting locations was rated consistently with the 2017 General Election.

Table 37: Satisfaction with the convenience of the voting location

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	87%	85%	78%	79%	87%	83%	83%	75%	80%	82%	85%	86%
4	11%	13%	16%	20%	8%	16%	12%	20%	16%	16%	12%	12%
3	2%	1%	4%	1%	4%	2%	4%	4%	4%	1%	3%	1%
2	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%
1 - Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

Although over four out of five (85%) of people rated the convenience of the location of the voting place excellent, the following people were *less likely* to rate the **convenience of the location as excellent**:

- Those aged 18-29 (79% versus 86% aged 30+)
- Those of Pasifika ethnicity (75% versus 86% non-Pasifika)

The following people were *more likely* to rate the **convenience of the location as excellent**:

- Those of European ethnicity (88% versus 78% for non-European ethnicity)

Satisfaction with how identifiable the voting place was

[% Among those who voted]

Nearly four in five voters (79%) rated the voting place as identifiable, with very few voters thinking it was poorly identifiable.

Table 38: Satisfaction with how identifiable the voting place was

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	78%	79%	69%	73%	79%	78%	81%	72%	74%	78%	75%	76%
4	16%	13%	20%	16%	12%	15%	14%	22%	16%	17%	17%	13%
3	4%	5%	8%	8%	5%	3%	4%	2%	10%↑	3%↓	5%	6%
2	1%	2%	1%	1%	1%	3%	1%	3%	0%	3%	0%	2%
1 - Poor	1%	1%	2%	2%	1%	1%	0%	0%	0%	0%	3%	3%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

Satisfaction with the ability to identify voting places is consistent across all groups of voters with the exception of those aged 18-29 who were less likely to rate their satisfaction with how identifiable the voting place was as excellent (73% versus 81% aged 30+).

Those aged 50+ reported the highest levels of satisfaction (i.e. rating 5 out of 5) with the voting location (83% versus 76% aged 18-49) and those of European ethnicity also rated it highly (81% versus 74% for non-European).

Satisfaction with having easy to find voting screens

[% Among those who voted]

The majority of voters (81%) rated the ease of finding the voting screens at voting places as excellent (5 out of 5). No voters found the ease of finding the voting screens to be poor.

Please note, in 2017 the wording of this question rated the ease of finding voting *booths*.

Table 39: Satisfaction with having easy to find voting screens

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	84%	81%	73%	77%	83%	79%	84%	69%	77%	84%	83%	82%
4	13%	11%	23%	14%	14%	8%	13%	26%	21%↑	11%↓	13%	9%
3	2%	3%	3%	6%	3%	5%	2%	3%	1%	2%	2%	2%
2	1%	0%	1%	0%	0%	0%	1%	2%	0%	0%	0%	0%
1 - Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

Those of European ethnicity reported the highest levels of satisfaction (i.e. rating 5 out of 5) with the ease of finding voting screens (83% versus 77% for non-European).

Those of Pasifika ethnicity were less likely to rate the satisfaction of having easy to find voting screens as excellent (69% versus 82% for those of non-Pasifika ethnicity).

Satisfaction with having easy to find ballot boxes

[% Among those who voted]

The majority of voters (85%) rated the ease of finding the ballot box to put their voting papers in as excellent, with very few rating this aspect poorly.

Please note, in 2017 the wording of this question rated the ease of finding paper *deposit* boxes.

Table 40: Satisfaction with having easy to find paper ballot boxes

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	82%	85%	70%↓	82%↑	81%	82%	81%	72%	76%↓	87%↑	77%↓	86%↑
4	13%	12%	21%↑	9%↓	10%	18%	14%	27%	20%↑	11%↓	16%	10%
3	2%	2%	5%	4%	6%	0%	2%	0%	2%	2%	4%	2%
2	1%	1%	2%	2%	2%	0%	1%	1%	0%	0%	2%	2%
1 - Poor	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

Those of European ethnicity were *more likely* to rate the ease of finding the ballot boxes excellent (87% versus 81% for non-European) along with females (88% versus 83% for males).

Those of Pasifika ethnicity were *less likely* to rate the ease of finding the paper ballot boxes excellent (72% versus 86% for those of non-Pasifika ethnicity).

Compared to 2017, the following people were *more likely* to rate the ease of finding the paper ballot boxes excellent:

- Those of Asian ethnicity (87% versus 76% in 2017)
- Those who are disabled (86% versus 77% in 2017)
- Those who are female (88% versus 81% in 2017)

Overall satisfaction with the ease of placing your vote

[% Among those who voted]

The majority of voters (88%) rated the overall process of placing their vote excellent, with very few rating the overall aspect poorly.

Table 41: Overall satisfaction with the ease of placing your vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	88%	88%	81%	85%	88%	93%	86%	75%	80%↓	91%↑	88%	89%
4	10%	11%	15%	12%	10%	7%	11%	22%	15%	8%	11%	8%
3	1%	0%	4%	0%	2%	0%	2%	1%	4%	1%	1%	1%
2	0%	1%	0%	2%	0%	0%	0%	2%	0%	0%	0%	2%
1 - Poor	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

Those of Pasifika ethnicity were *less likely* to rate the overall ease of placing their vote as excellent (75% versus 89% for those of non-Pasifika ethnicity).

Compared to 2017, those of Asian ethnicity reported a significant increase in satisfaction (rated as 5 out of 5) of ease of placing their vote (91% versus 80% for 2017).

Satisfaction with the voting papers having clear instructions

[% Among those who voted]

More than four in five voters (83%) rated the voting papers excellent on having clear instructions, with very few rating this aspect poorly.

Table 42: Satisfaction with the voting papers having clear instructions

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Excellent – 5	81%	83%	74%	74%	79%	83%	80%	80%	72%	70%	76%	84%
4	15%	15%	21%	21%	16%	15%	13%	19%	22%	28%	18%	12%
3	3%↑	1%↓	4%	1%	2%	0%	6%↑	1%↓	5%	1%	2%	1%
2	0%	1%	0%	3%	0%	2%	0%	0%	1%	1%	0%	3%
Poor – 1	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%
<i>n</i> =	1,000	797	198	100	163	91	135	108	165	119	155	185

Those of European ethnicity were *more likely* to rate the clarity of the voting paper instructions as excellent (86% versus 74% for non-European ethnicity) along with females (86% versus 79% for males).

Those aged 18-29 were *less likely* to rate the clarity of the voting paper instructions as excellent (74% versus 85% aged 30+). Voters of Asian ethnicity were *less likely* to rate the clarity of the voting paper instructions as excellent (70% versus 85% for non-Asian ethnicity).

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

[% Among those who voted]

The majority of voters (80%) said the voting papers were excellent for easily finding the person or party they wanted to vote for, with very few rating this as poor.

Table 43: Satisfaction with the ease of finding the name of the person or party

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Excellent – 5	84%↑	80%↓	81%	75%	85%	75%	81%	76%	79%	71%	80%	77%
4	12%↓	17%↑	14%	21%	12%	19%	16%	22%	16%	25%	15%	19%
3	3%	1%	4%	1%	1%	0%	1%	1%	3%	2%	3%	1%
2	0%	1%	1%	0%	1%↓	5%↑	0%	0%	2%	0%	1%	1%
Poor – 1	0%	1%	0%	3%	1%	0%	1%	1%	0%	2%	0%	2%
<i>n</i> =	1,000	797	198	100	163	91	135	108	165	119	155	185

Those of European ethnicity were *more likely* to rate the ease of finding the name of the person or party as excellent (83% versus 73% for non-European ethnicity) along with females (84% versus 76% for males).

Voters of Asian ethnicity were *less likely* to rate the ease of finding the name of the person or party as excellent (71% versus 82% for non-Asian ethnicity).

Satisfaction with the privacy of the voting screen

[% Among those who voted]

Three quarters (74%) of all voters said that the privacy of the voting screens was excellent, with very few voters rating it as poor.

Please note, in 2017 the wording of this question rated the privacy of the voting *booth*.

Table 44: Satisfaction with the privacy of the voting screen

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Excellent – 5	69%↓	74%↑	57%	61%	71%	68%	65%	73%	59%↓	75%↑	65%	73%
4	22%	19%	31%	25%	18%	21%	23%	26%	29%	19%	26%	18%
3	7%	5%	8%	9%	8%	7%	9%↑	1%↓	10%	5%	6%	5%
2	1%	1%	2%	3%	2%	5%	3%	1%	0%	0%	1%	3%
Poor – 1	1%	0%	2%	1%	0%	0%	0%	0%	1%	1%	1%	0%
<i>n</i> =	978	788	194	99	161	90	131	107	159	118	150	179

Those aged 50+ were *more likely* to say the privacy of the voting screens was excellent (82% versus 69% aged 18-49), along with females (79% versus 70% for males).

Those aged 18-29 were *less likely* to say the privacy of the voting screens was excellent (61% versus 78% aged 30+).

Satisfaction with the layout of the general election ballot paper

[% Among those who voted]

Three out of four voters (73%) rated the layout of the ballot paper as excellent. This was consistent with the 2017 result.

Table 45: Satisfaction with the layout of the ballot paper

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Excellent – 5	75%	73%	69%	69%	77%↑	64%↓	77%	71%	71%	71%	69%	73%
4	18%	20%	25%	24%	16%	26%	17%	27%	18%	25%	23%	19%
3	5%	5%	3%	7%	6%	7%	4%	1%	7%	3%	5%	6%
2	1%	1%	1%	0%	1%	3%	2%	1%	1%	0%	1%	0%
Poor – 1	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
<i>n</i> =	1,000	797	198	100	163	91	135	108	165	119	155	185

Female voters were *more likely* to say the layout of the ballot paper was excellent (78% versus 68% for males).

Overall satisfaction with the ballot paper

[% Among those who voted]

Nearly three quarters (72%) of all voters said that the ballot paper was excellent. This is significantly lower than the 2017 result (72% versus 77% in 2017) however the proportion of voters rating the ballot paper a 4 or 5 out of 5 is consistent with 2017 (96% in 2020 versus 94% in 2017).

Table 46: Overall satisfaction with the ballot paper

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	77%↑	72%↓	74%↑	62%↓	76%↑	62%↓	77%	73%	69%	69%	74%	68%
4	17%↓	24%↑	19%↓	35%↑	17%↓	33%↑	18%	24%	24%	27%	18%	25%
3	4%	3%	5%	3%	6%	5%	4%	1%	4%	3%	5%	5%
2	1%	0%	1%	1%	1%	0%	0%	3%	1%	1%	1%	1%
1 - Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1000	797	196	100	163	91	131	108	163	119	156	185

Those aged 50+ were *more likely* to rate the ballot paper overall as excellent (5 out of 5) (77% versus 88% aged 18-49), along with females (77% versus 68% males).

Those aged 18-29 were *less likely* to rate the ballot paper overall as excellent (5 out of 5) (62% versus 75% aged 30+), along with Māori (62% versus 73% non-Māori).

Compared to 2017, the following people were *less likely* to rate the ballot paper overall as excellent:

- Those of Māori ethnicity (62% versus 76% in 2017)
- Those aged 18-29 (62% versus 74% in 2017)
- Those who are male (68% versus 76% in 2017)

Rating of voting place staff being pleasant and polite

[% Among those who voted]

A majority (85%) of those who voted rated the staff as excellent on being pleasant and polite, with very few rating them poorly in this regard. This was consistent with the 2017 General Election.

Table 47: Rating of voting place staff being pleasant and polite

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	87%	85%	83%	79%	88%	78%	88%	79%	78%	84%	88%	88%
4	9%	12%	15%	17%	9%	18%	6%↓	18%↑	18%	16%	6%	8%
3	2%	2%	2%	3%	3%	3%	5%	0%	3%	1%	5%	3%
2	0%	0%	1%	0%	0%	1%	1%	2%	0%	0%	0%	0%
1 - Poor	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

Those of European ethnicity were *more likely* to rate staff pleasantness and politeness as excellent (88% versus 79% for those of non-European ethnicity).

Those aged 18-29 were *less likely* to rate staff pleasantness and politeness as excellent (79% versus 87% aged 30+) along with those of Māori ethnicity (78% versus 86% for those of non-Māori ethnicity).

Rating of voting place staff's ability to answer questions

[% Among those who voted]

The majority of voters (71%) who asked questions rated the voting place staff's ability to answer these as excellent. This is significantly higher than in 2017.

Table 48: Rating of voting place staff's ability to answer questions

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	65%↓	71%↑	65%	76%	69%	65%	79%	72%	68%↓	80%↑	63%	68%
4	9%	10%	13%	12%	9%↓	19%↑	8%	22%	17%	14%	10%	9%
3	3%	4%	3%	7%	5%	1%	5%	2%	4%	1%	3%	4%
2	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	2%
1 - Poor	1%	0%	2%	0%	1%	0%	0%	2%	1%	1%	1%	0%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

Those of Asian ethnicity were *more likely* to rate the voting place staff's ability to answer questions as excellent (80% versus 70% for those of non-Asian ethnicity).

Compared to 2017, the following people were *more likely* to rate staff's ability to answer questions as excellent:

- Those aged 30-49 (73% versus 62% in 2017)
- Those of European ethnicity (70% versus 62% in 2017)
- Those of Asian ethnicity (80% versus 68% in 2017)
- Females (73% versus 65% in 2017)

Rating of the efficiency of voting place staff

[% Among those who voted]

Four out of five voters (79%) rated the staff as being excellent on their efficiency. This is consistent with the staff efficiency rating for the 2017 General Election (81%).

Table 49: Rating of the efficiency of voting place staff

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	81%	79%	75%	67%	86%↑	72%↓	81%	77%	75%	80%	83%	82%
4	15%	17%	19%	24%	9%↓	23%↑	13%	18%	19%	19%	14%	14%
3	2%	3%	3%	6%	5%	3%	4%	2%	4%	0%	2%	2%
2	1%	1%	2%	2%	0%	1%	3%	1%	0%	0%	1%	2%
1 - Poor	1%	1%	0%	0%	0%	0%	0%	2%	1%	1%	0%	0%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

Those of European ethnicity were *more likely* to rate the staff as being excellent on their efficiency (85% versus 74% for those of non-European ethnicity).

Those aged 18-29 were *less likely* to rate the staff as being excellent on their efficiency (67% versus 82% aged 30+) along with those who voted on Election Day (73% versus 81% for those who voted before Election Day).

Compared to 2017, those of Māori ethnicity were *less likely* to rate the staff as being excellent on their efficiency (72% versus 86% in 2017) along with males (77% versus 82% in 2017).

Rating of how comfortable and welcome voters felt

[% Among those who voted]

In the 2020 General Election a new statement was added rating how comfortable and welcome voters felt in voting places. The large majority of voters (80%) rated comfort and the welcome from staff as excellent, with very few rating them poorly.

Table 50: Rating of how comfortable and welcome voters felt

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	-	80%	-	74%	-	73%	-	73%	-	85%	-	81%
4	-	17%	-	24%	-	21%	-	23%	-	13%	-	16%
3	-	2%	-	1%	-	6%	-	2%	-	0%	-	2%
2	-	1%	-	1%	-	0%	-	0%	-	2%	-	0%
1 - Poor	-	0%	-	0%	-	0%	-	3%	-	1%	-	0%
<i>n</i> =	-	782	-	99	-	88	-	107	-	117	-	174

Those aged 50+ were *more likely* to rate comfort and feeling welcome as excellent (84% versus 77% aged 18-49) along with females (83% versus 77% for males).

Those aged 18-29 were *less likely* to rate comfort and welcomeness as excellent (74% versus 82% aged 30+).

Overall rating of the voting place staff

[% Among those who voted]

Most voters (83%) said their overall impression of staff was excellent, with 'poor' ratings only given by 1% of Pasifika and Asian voters. This is consistent with the 2017 General Election.

Table 51: Overall rating of the voting place staff

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	84%	83%	78%	74%	84%	79%	87%	76%	76%	82%	84%	85%
4	12%	14%	18%	24%	12%	18%	8%	21%	20%	17%	12%	12%
3	2%	2%	2%	2%	3%	2%	2%	1%	3%	1%	3%	2%
2	1%	0%	1%	0%	1%	1%	3%	1%	0%	0%	0%	0%
1 - Poor	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%
<i>n</i> =	978	782	192	99	160	88	129	107	157	117	151	174

Those aged 50+ were *more likely* to rate overall impressions of staff as excellent (86% versus 81% aged 18-49) along with females (87% versus males 79%) and those of European ethnicity (85% versus 79% for non-European ethnicity).

Those aged 18-29 were *less likely* to rate overall impressions of staff as excellent (74% versus 86% aged 30+).

Overall rating of the voting process

[% Among those who voted]

Two thirds (69%) of those who voted rated the overall voting process as excellent, with very few rating the process poorly. This is consistent with the 2017 General Election.

Table 52: Overall rating of the voting process

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 - Excellent	71%	69%	61%	62%	75%	62%	76%	84%	65%	71%	69%	66%
4	23%	26%	27%	33%	13%↓	33%↑	19%	12%	26%	27%	23%	28%
3	4%	3%	11%↑	3%↓	8%	4%	3%	4%	7%↑	1%↓	7%	3%
2	1%	1%	1%	2%	3%	0%	2%	0%	2%	1%	1%	2%
1 - Poor	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%
<i>n</i> =	1000	802	196	102	163	93	131	108	163	119	156	186

Those aged 50+ were *more likely* to rate the overall voting process as excellent (75% versus 65% for those aged 18-49) along with those of Pasifika ethnicity (84% versus 68% for non-Pasifika) and females (73% versus 65% for males).

Those aged 18-29 were *less likely* to rate the overall voting process as excellent (62% versus 71% aged 30+).

Incidence of encountering an issue when voting

[% Among those who voted]

Almost all (94%) of those who voted did not encounter any issue while voting. This is consistent with the 2017 General Election.

Table 53: Incidence of encountering an issue when voting

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
No issue while voting	95%	94%	96%	95%	91%	94%	97%	96%	99%	97%	95%	93%
Yes, had an issue while voting	5%	5%	4%	5%	7%	5%	3%	4%	0%	2%	3%	6%
<i>n</i> =	999	801	196	102	163	93	130	108	163	118	156	186

Those aged 30-49 were *more likely* to **encounter an issue** when voting (9% versus 4% for other age groups).

Those aged 50+ were *less likely* to encounter an issue when voting (3% versus 7% aged 18-49).

While there was a low incidence of encountering an issue, the main issue encountered was needing 'more information about how to vote' (13%, n=33).

Impact of the referendums and COVID-19

Very few voters (4%) said they only voted in the General Election because of the referendums.

Table 54: Referendum voting impact*

[% Among those who voted in the general election and the referendum]

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes	-	4%	-	8%	-	5%	-	10%	-	12%	-	6%
No	-	96%	-	92%	-	94%	-	88%	-	87%	-	93%
Not sure	-	0%	-	0%	-	0%	-	1%	-	1%	-	1%
<i>n</i> =	-	830	-	98	-	117	-	114	-	119	-	189

Those of Pasifika ethnicity were *more likely* to say they voted in the General Election because of the referendums (10% versus 4% for non-Pasifika), along with those of Asian ethnicity (12% versus 3% for non-Asian) and those who voted on Election Day (7% versus 3% for those who voted before Election Day).

Those aged 50+ were *less likely* to say they voted in the General Election because of the referendums (2% versus 6% aged 18-49), along with those of European ethnicity (1% versus 11% for non-European).

*Question not asked in 2017. Question Text: Did you vote this election only because of the referendums?

Before the General Election*, most voters (84%) said that COVID-19 made no difference to their intention to vote in the General Election.

Table 55: COVID-19 voting impact*

[% Among Eligible voters]

	Total		Youth		Māori		Pasifika		Asian	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Makes me more likely to vote	-	15%	-	17%	-	19%	-	29%	-	18%
Makes no difference to my intentions	-	84%	-	81%	-	80%	-	70%	-	79%
Makes me much less likely to vote	-	1%	-	3%	-	1%	-	1%	-	3%
<i>n</i> =	-	786	-	172	-	97	-	93	-	196

Those of Pasifika ethnicity were *more likely* to say that COVID-19 made them more likely to vote in the General Election (29% versus 14% for non-Pasifika).

Those aged 18-29 were *more likely* to say that COVID-19 made them less likely to vote in the General Election (3% versus 1% aged 30+), along with those of Asian ethnicity (3% versus 1% for non-Asian).

*Question not asked in 2017. Source: Electoral Commission Quantitative Pre-Election survey October 2020.

Non-voter behaviour and reasons for not voting

Possibility of voting in the 2020 NZ General Election

[% did not vote in 2020 election]

Over two thirds (70%) of people who did not vote in the 2020 General Election said that they had initially considered doing so. This is significantly higher than the 2017 result (50%) but consistent with the result for the 2014 General Election (70%).

Table 56: Possibility of voting in the NZ General Election

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Yes	53%↓	70%↑	55%↓	74%↑	46%↓	85%↑	57%	63%	69%	72%	57%↓	78%↑
No	40%↑	23%↓	37%↑	15%↓	50%↑	5%↓	25%	29%	15%	16%	40%↑	17%↓
Not sure	7%	7%	8%	11%	4%	10%	18%	8%	15%	12%	2%	5%
n =	166	162	89	51	33	34	50	30	23	32	28	36

Those of Māori ethnicity were *more likely* to have considered doing so (85% versus 66% for non-Māori).

Those aged 50+ who didn't vote were *more likely* to have not considered doing so (41% versus 20% aged 18-49).

When non-voters decided not to vote

[% did not vote in 2020 election].

One third (34%) of non-voters made the decision not to vote on Election Day itself. Almost a fifth (19%) decided up to a week before. Results are consistent with 2017 with the exception that the number of people deciding not to vote more than a month before the election decreased significantly during the 2020 Election (24% versus 38% for the 2017 General Election).

Table 57: When non-voters decided not to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
On Election Day	29%	34%	28%	40%	13%↓	49%↑	29%	42%	27%	40%	36%	33%
One week before Election Day	18%	19%	18%	26%	21%	24%	36%	15%	31%	18%	13%	18%
Two weeks before	3%↓	7%↑	5%	10%	4%	10%	2%	6%	11%	4%	0%	12%
About a month before	6%	9%	6%	3%	18%	5%	2%	0%	0%	10%	6%	13%
More than a month before	38%↑	24%↓	31%↑	17%↓	38%↑	6%↓	20%	29%	10%	23%	42%↑	19%↓
Not sure	7%	6%	11%	4%	6%	6%	11%	9%	21%	5%	3%	6%
<i>n</i> =	165	162	88	51	33	34	50	30	22	32	28	36

Māori non-voters were *more likely* to have made the decision not to vote on Election Day (49% versus 30% for non-Māori ethnicity), along with females (42% versus 24% for Males).

Those aged 50+ were *more likely* to have decided not to vote more than a month before Election Day (41% versus 21% aged 18-49).

Amount of effort invested in decision not to vote

[% did not vote in 2020 election].

Non-voters were asked how much effort they put into deciding whether or not to vote. About a third (31%) said they put a lot of thought into the decision, a third (38%) put in some thought, and another third (31%) no thought at all. This is consistent with the 2017 General Election.

Table 58: Amount of effort invested in decision not to vote

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
Put a lot of thought into deciding whether or not to vote	29%	31%	17%	18%	31%	51%	28%	32%	33%	15%	32%	39%
Put just a little thought into it	38%	38%	44%	46%	28%	31%	35%	34%	47%	45%	38%	38%
Didn't think about it at all	33%	31%	39%	37%	41%↑	18%↓	38%	34%	20%↓	41%↑	30%	23%
<i>n</i> =	165	162	90	51	33	34	51	30	21	32	28	36

Non-voters aged 50+ were more likely to have put a lot of thought into the decision (49% versus 28% of those aged 18-49) along with those of Māori ethnicity (51% versus 26% for those of non-Māori ethnicity).

18-29 year old non-voters were *less likely* to have put a lot of thought into the decision (18% versus 41% aged 30+) along with those of Asian ethnicity (15% versus 35% for those of non-Asian ethnicity).

Reasons for not voting

[% did not vote in 2020 election].

Non-voters were asked the main reason why they didn't vote in the 2020 election, and then what other reasons if any that they had. Non-voters were not prompted for reasons but the interviewers had a pre-code list available to code responses to, as well as an opportunity to record verbatim other reasons not on the pre-code list.

In Table 59 on page 66, the main and total reasons are listed, and compared to 2017 where applicable. Some reasons changed between 2017 and 2020 so not all reasons were comparable. For easier analysis, reasons have been grouped into high-level codes.

The biggest reason for not voting in 2020 was due to **self-stated personal barriers** such as personal (11%) or work (5%) commitments or religious reasons not to vote (8%). These reasons were 28% of all the 'main' reasons for not voting and 35% for the total reasons for not voting. This is significantly higher than 2017 (35% versus 20% in 2017).

- Those of Māori ethnicity were more likely to say they had work commitments (13% versus 3% for non-Māori ethnicity).
- Those aged 50+ were more likely to say they had religious reasons for not voting (18% versus 6% aged 18-49) along with those who are disabled (16% versus 6% for non-disabled) and females (12% versus 2% for males).
- Those aged 30-49 were more likely to say that they had health reasons for not voting (7% versus 0% for other ages groups).
- Those of Asian ethnicity were more likely to say they had personal commitments (22% versus 9% for non-Asian ethnicity)

The second main category for not voting was **not knowing who to vote for** at 22% of all main reasons given, which is consistent with 2017 (18%). This was a function of not knowing who to vote for (17%), not being able to work out who to vote for (5%), and not knowing the candidates (1%).

Voting process barriers accounted for 7% of main reasons for not voting. This is consistent with the 2017 result. This result was driven by people not being enrolled (4%) or not knowing where to vote (2%).

- Those aged 18-29 were more likely to say that they weren't enrolled (8% versus 1% aged 30+) or that they forgot (8% versus 1% aged 30+).

The amount of stated **access barriers** to not voting decreased compared to 2017 (2% main reasons 2020 compared to 7% in 2017).

There were also many non-voters who gave other reasons for not voting. Of these, most comments were related to non-voters feeling the election result was foregone or inevitable so their vote wouldn't make a difference.

Table 59: Main and total reasons for not voting*

	Main reason		Total reasons	
	2017	2020	2017	2020
Didn't know who to vote for	18%	22%	20%	25%
Didn't know who to vote for	-	17%	-	20%
Couldn't work out who to vote for	17%↑	5%↓	17%↑	6%↓
Didn't know the candidates	1%	0%	1%	0%
Voting process	9%	7%	9%	13%
Wasn't enrolled	7%	4%	7%	5%
Didn't know where to vote	0%	2%	1%	3%
Didn't get to the voting place on time	4%	1%	4%	4%
Didn't know how to vote	2%	0%	2%	0%
Didn't know when to vote	0%	0%	0%	0%
Couldn't work out how to vote in the referendums	-	0%	-	1%
Personal barrier	19%	28%	20%↓	35%↑
Had personal commitments	7%	11%	9%	16%
Religious reasons not to vote	11%	8%	12%	9%
Had work commitments	7%	5%	7%	7%
Health reasons	1%	3%	2%	5%
Disability	0%	0%	0%	0%
Practical access barrier	7%↑	2%↓	9%↑	2%↓
Voting place too far away/ no transport	1%	0%	1%	1%
Away from home but still in New Zealand	1%	1%	1%	1%
Religious day (i.e., Sabbath, Holy Day)	0%	1%	0%	1%
Overseas at the time	5%↑	0%↓	7%↑	0%↓
Other	22%	25%	37%	34%
Don't believe in voting / couldn't be bothered	11%	11%	14%	13%
I forgot	3%	4%	3%	5%
Covid-19	-	0%	-	1%
Wasn't aware of election	-	0%	-	0%
Bad weather on voting day	-	0%	-	0%
No particular reason	1%	2%	1%	2%
Not sure	5%↑	0%↓	6%	8%
<i>n</i> =	165	162	165	162

Notes:

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

Confidence in fair and impartial elections

Electoral Commission conducts parliamentary elections fairly

Over half (59%) of eligible voters have total confidence that the Electoral Commission conducts parliamentary elections fairly. Most voters (87%) rated this a 4 or a 5 out of 5 for having total confidence which is significantly higher than 2017 (87% versus 78% in 2017).

Table 60: Confidence that the Electoral Commission conducts elections fairly

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 – Total confidence	57%	59%	35%	49%↑	45%	53%	41%	44%	52%	49%	49%	63%↑
4	21%	28%↑	24%	33%	21%	29%	17%	33%↑	20%	36%↑	22%	23%
3	17%	10%↓	30%	14%↓	25%	13%↓	34%	17%↓	24%	13%↓	21%	7%↓
2	4%	2%↓	7%	4%	6%	5%	4%	2%	3%	1%	4%	5%
1 – No confidence	2%	1%	4%	1%↓	4%	0%↓	4%	3%	0%	1%	3%	2%
n =	1165	976	284	152	196	134	180	146	186	149	184	228

Youth (49% versus 62% for those aged 30+), Asian (49% versus 60% for non-Asian) and Pasifika (44% versus 60% for non-Pasifika) were *less likely* to have total confidence (5 out of 5) in 2020.

Those of European descent were *more likely* to have total confidence (5 out of 5) (64% versus 47% for non-European).

Electoral Commission conducts parliamentary elections impartially

Over half (59%) of eligible voters have total confidence that the Electoral Commission conducts parliamentary elections impartially. Most voters (85%) rated this a 4 or a 5 out of 5 for having total confidence which is significantly higher than 2017 (85% versus 79% in 2017).

Table 61: Confidence that the Electoral Commission conducts elections impartially

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020	2017	2020
5 – Total confidence	57%	59%	34%	48%↑	42%	48%	39%	46%	46%	50%	49%	63%↑
4	22%	26%↑	29%	26%	24%	27%	19%	31%↑	26%	30%	28%	23%
3	16%	12%↓	30%	22%	25%	21%	33%	15%↓	24%	16%	16%	9%↓
2	3%	2%	3%	1%	4%	3%	3%	4%	2%	3%	5%	2%
1 – No confidence	2%	1%	4%	2%	5%	0%↓	6%	5%	1%	1%	2%	3%
n =	1165	976	284	152	196	134	180	146	186	149	184	228

Youth (48% versus 62% for those aged 30+), Asian (50% versus 60% for non-Asian), Māori (48% versus 60% for non-Māori) and Pasifika (46% versus 60% for non-Pasifika) were *less likely* to have total confidence (5 out of 5) in 2020.

Those of European descent were *more likely* to have total confidence (5 out of 5) (63% versus 48% for non-European).

Appendix A: Overview tables (2020)

Overview: Voters and non-voters

The following table shows the answers to key questions asked of both voters and non-voters. Please refer to the tables in the main report for voter/non-voter specific questions.

Were you enrolled to vote in the New Zealand general election just been?	Total	Voters	Non-voters
Yes	94%	100%	69%
<i>Base n =</i>	1038	876	162
Why did you initially enrol to vote?	Total	Voters	Non-voters
Wanted my opinion to count	42%	44%	30%
You have to, it's the law	33%	33%	34%
Wanted to make a difference	9%	10%	4%
Someone I know encouraged me to	6%	4%	17%
I saw an ad that encouraged me to enrol	1%	1%	1%
Someone from the Electoral Commission talked to me about enrolling	1%	1%	4%
Another reason (please specify)	17%	17%	15%
Not sure	3%	3%	6%
<i>Base n =</i>	983	873	110
Were you eligible to vote in the 2017 New Zealand general election?	Total	Voters	Non-voters
Yes	91%	92%	86%
<i>Base n =</i>	1037	876	161
Voting process (% 4 or 5 out of 5)	Total	Voters	Non-voters
Understand the voting process	89%	94%	67%
Understand the enrolling process	91%	94%	79%
How to enrol to vote	90%	92%	79%
How to update your enrolment details	86%	90%	71%
How to vote	96%	99%	81%
Where you can vote	94%	97%	81%
What to do if can't get to a voting place	69%	74%	47%
<i>Base n =</i>	1038	876	162
Recall receiving EasyVote pack	Total	Voters	Non-voters
Yes	72%	72%	66%
<i>Base n =</i>	845	799	46

Where did you see or hear that advertising about how to enrol or vote?	Total	Voters	Non-voters
Television	69%	69%	63%
Newspapers	20%	20%	9%
Radio	15%	15%	6%
Word of mouth	2%	2%	1%
Signs	10%	10%	21%
Website that isn't a social media website	13%	13%	16%
Social media website, e.g. Facebook, Instagram, etc.	23%	23%	25%
Pamphlets or fliers	17%	18%	5%
Bus shelters	2%	1%	4%
Street posters	1%	1%	4%
Another place (please specify)	0%	0%	0%
Not sure	0%	0%	1%
<i>Base n =</i>	<i>590</i>	<i>558</i>	<i>32</i>
Message outtake by channel grouped to overall	Total	Voters	Non-voters
Orange Guy/pup	34%	34%	37%
Enrol. Vote. Be Heard.	28%	29%	10%
Don't forget to enrol to vote	28%	29%	13%
Enrol to vote in the referendums	7%	8%	0%
You can vote now	7%	7%	1%
Enrol early to make voting quick and easy	7%	7%	0%
Check the mail for your enrolment pack	7%	7%	0%
There's an election and referendums coming up	7%	7%	0%
Referendum questions (End of Life Choice and/or Cannabis)	5%	5%	5%
You can vote in two referendums	5%	5%	0%
Vote Ghost	4%	4%	0%
More voting places this year	4%	4%	0%
Stacey and Scotty Morrison	3%	3%	2%
You can get help to vote	2%	2%	0%
Election date has changed	2%	2%	1%
First time voter	1%	2%	0%
Vote close to home	1%	1%	0%
Didn't get an EasyVote pack	1%	1%	0%
Vote Like a Boss	1%	1%	1%
There will be safety measures at voting places	0%	1%	0%
Master Voter	0%	0%	3%
Another message (please specify)	18%	18%	15%
Not sure	17%	16%	33%
<i>Base n =</i>	<i>574</i>	<i>543</i>	<i>31</i>

Do you recall receiving your EasyVote pack in the mail?	Total	Voters	Non-voters
Yes	91%	94%	51%
<i>Base n =</i>	844	798	46
Which of these categories best describes what you did with the EasyVote pack?	Total	Voters	Non-voters
Read most or all of it	54%	55%	9%
Read some of it	19%	19%	37%
Glanced at it	14%	14%	13%
Didn't read it	12%	11%	41%
Not sure	0%	0%	0%
<i>Base n =</i>	768	744	24
There was an EasyVote card contained within the pack. Did you find it easily?	Total	Voters	Non-voters
Yes	97%	97%	89%
<i>Base n =</i>	701	684	17
On a scale from 1 to 5 where 1 is not very useful and 5 is very useful, overall, how useful did you find the EasyVote pack? (% 4 or 5 out of 5)	Total	Voters	Non-voters
	88%	88%	45%
<i>Base n =</i>	699	682	17

Appendix B: Sample profile

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

Gender	Total	Voters	Non-voters
Male	422	358	64
Female	613	515	98
Gender diverse	3	3	0
<i>Total</i>	<i>1038</i>	<i>876</i>	<i>162</i>
Age	Total	Voters	Non-voters
18-29	155	104	51
30-39	142	104	38
40-49	131	102	29
50-59	186	156	30
60-69	177	169	8
70+	247	241	6
<i>n =</i>	<i>1038</i>	<i>876</i>	<i>162</i>
Ethnicity	Total	Voters	Non-voters
New Zealand European	623	539	84
Māori	158	124	34
Samoan	53	45	8
Cook Island Māori	29	26	3
Tongan	31	21	10
Niuean	14	11	3
Other Pacific Island ethnic group (specify)	32	26	6
Chinese	28	19	9
Indian	80	69	11
Other Asian ethnic group	49	37	12
Other ethnic group	53	44	9
Rather not say	3	3	0
<i>n =</i>	<i>1038</i>	<i>876</i>	<i>162</i>
Highest completed qualification	Total	Voters	Non-voters
No qualification	95	79	16
School Certificate or NCEA level 1	123	111	12
Sixth Form Certificate, University Entrance or NCEA Level 2	118	97	21
Bursary, Scholarship or NCEA level 3 or 4	76	60	16
A Trade Qualification	63	52	11
A certificate or diploma that does not require a degree	125	102	23
A polytech degree	39	29	10
A university degree	240	202	38
Postgraduate qualification, e.g. Honours, Masters, Doctorate	142	128	14
Other	5	5	0
Not sure	10	9	1
Rather not say	1	1	0
<i>n =</i>	<i>1037</i>	<i>875</i>	<i>162</i>

Were you born in New Zealand?	Total	Voters	Non-voters
Yes	710	600	110
No	328	276	52
Rather not say	0	0	0
<i>n</i> =	1038	876	162
Gross household income	Total	Voters	Non-voters
>30k	139	117	22
30-50k	113	89	24
50-70k	110	104	6
70-100k	117	95	22
100-120k	78	70	8
120-150k	90	64	26
150k+	134	114	20
Not sure	180	150	30
Rather not say	77	73	4
<i>n</i> =	1038	876	162