

Post-Election Voter Survey

2025 State Election

WA Electoral Commission

19th August 2025

Prepared by Painted Dog Research



Executive Summary

Since 2005, the WAEC has conducted post-election surveys to monitor public awareness, satisfaction, and engagement with the electoral process. In 2025, Painted Dog delivered the survey using a refreshed methodology and modernised approach, while maintaining continuity with the Commission's long-term tracking program.

To achieve this, an online survey was distributed to n=1,224 Western Australians across both metropolitan and regional areas, with interlocking age, gender, and location quotas set to ensure a representative sample of WA residents aged 18+.

The key findings from this wave of research, along with opportunities for enhancing electoral services and communication strategies, are detailed in this summary.

The 2025 WA State Election attracted significant public and political scrutiny due to reports of long queues, ballot paper shortages, and staffing problems. While these incidents received considerable media attention, the survey shows they were concentrated in specific contexts rather than widespread. The findings presented here help balance public perceptions with evidence and provide WAEC with clear, actionable strategies to address the issues raised:

- The 2025 WAEC Post-Election Survey shows that while voter knowledge remains high, younger voters are less aware of enrolment processes, voting options, and their districts.
- Early and postal voting methods deliver the highest satisfaction, while on-the-day in-person voting is linked to lower ratings and longer waits in high-volume metro areas.
- Convenience drives polling place choice, and staff helpfulness is a major factor in positive experiences.

These findings also help place election-day criticisms in context. While some voters experienced long waits or ballot shortages, the majority reported smooth and positive experiences. The survey quantifies the scale of these issues and identifies practical solutions to restore confidence and improve operations.

The campaign achieved high awareness but had limited impact on less-informed and first-time voters, with usefulness skewed towards those already confident in the process:

- Digital channels, particularly the WAEC website, are increasingly important for information, yet younger users - despite visiting most, find it less helpful.
- The General Enquiries Line saw reduced awareness and use, though satisfaction among users remained high.

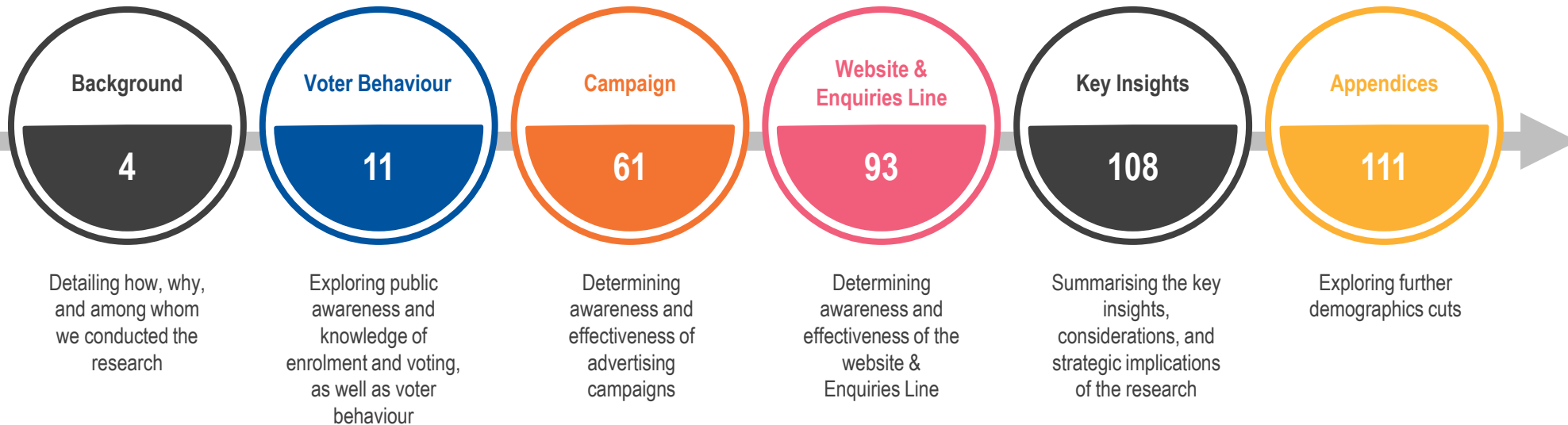
Improving voter sentiment ahead of the next election will require a combined focus on education, operational efficiency, targeted communications, and service delivery:

- Recommendations include targeting and upskilling younger voters through channels they already use, refining the campaign to deliver practical, step-by-step guidance, and promoting early and postal voting to reduce polling day congestion.
- Operationally, WAEC should optimise polling place placement and capacity in high-volume areas, supported by stronger staff training in customer service and accessibility.

Digital engagement also presents a clear opportunity:

- Enhancing the WAEC website with clearer navigation, a map-based polling place finder, and real-time busyness indicators would make information more accessible - particularly for younger, less-experienced voters.
- Together, these actions allow WAEC to directly address the criticisms raised in media and parliament, while strengthening voter confidence and ensuring more efficient and accessible elections in the future.

Report Contents



Background



Background

The Western Australian Electoral Commission (the Commission) is responsible for conducting State parliamentary elections and referenda, local government postal elections and other statutory elections. It also maintains the State Electoral Roll and promotes community knowledge of the electoral system and processes.

Since 1989, the Commission has undertaken a post-election survey of electors to determine perception of voting rules and level of satisfaction with electoral procedures and facilities. The findings of these surveys have assisted the Commission in the review of electoral operations and to make improvements for future elections.

Past surveys have explored several key areas relating to the Commission's operations including knowledge of enrolment and voting, polling location issues, awareness and effectiveness of advertising campaigns, the Election Enquiry Line, the Commission website, and general voter awareness.

In 2025, the Commission wished to repeat the elector survey in a manner that was comparable to historic results. **This report contains the findings from the 2025 State Election Post-Election Survey.**





Strategic Aim & Objectives

The overall strategic aim of this research was:

“To assess the WA public’s understanding of the electoral process, as well as their awareness and satisfaction with the services and communications provided by the Commission.

To deliver on the strategic aim, Painted Dog Research achieved the following:

- 1 Conducted surveys with a representative sample of WA electors.
- 2 Measured public awareness and knowledge of enrolment and voting.
- 3 Identified issues at polling locations.
- 4 Determined awareness and effectiveness of advertising campaigns, the Election Enquiry Line, and the Commission Website.
- 5 Explored differences in results among demographics.

Methodology

For the first time, the Commission's post-election survey was conducted entirely online, replacing the previous computer-assisted telephone interview approach. This change was introduced to improve efficiency, timeliness, and alignment with current best practice in social research.

The survey was fielded from 16 June to 3 July 2025, approximately three months after the election, rather than immediately post-election as in past years. A total of **n=1,224** WA residents aged 18+ completed the survey, with an average duration of 8.2 minutes. Interlocking age and gender quotas were applied to achieve representativeness across the WA population, and a spread of metro and regional residents was included.

To further ensure accuracy, post-weighting was applied by age, gender, and location. Sampling drew on a mix of the Commission's elector lists and accredited online panel providers.

Important note on comparability: While robust quotas and weighting were used, the shift from telephone to online surveys, together with the later timing of data collection, may influence results. Online surveys can attract slightly different respondent profiles and affect measures such as satisfaction and recall. Accordingly, direct comparisons with previous years' results should be interpreted with caution, as observed changes may reflect both genuine shifts in voter sentiment and the impact of methodological differences.



Analytical Notes



Throughout the report, stars denote significant differences between subgroups, and arrows denote significant differences between waves. A filled in star (★) or up arrow (▲) above or next to a result shows that result is significantly higher than other results.



Data has been post-weighted by age and gender for the sample to be representative of the WA general population, according to ABS statistics.



All figures are in percentages unless otherwise indicated.



Some figures may add up to 99 or 101 due to rounding.



Questions that have been asked in previous surveys have had historic data included. Questions without historic data shown are new this wave.

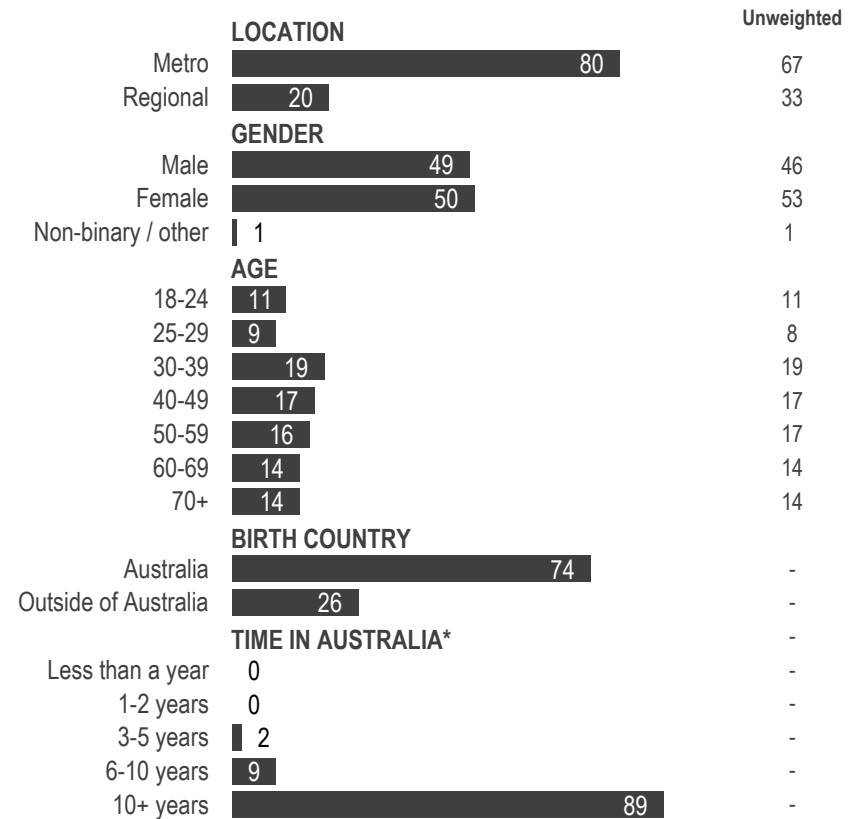
These are the Western Australians we
talked to...



Sample profile

Quota sampling was used to achieve a representative sample based on age, gender and location across Western Australia.

The data was post-weighted to ensure exact representation. The unweighted sample shows the over-representation of regional respondents that has been collected historically, to ensure statistical robustness when exploring by regional subgroups.



Voter Knowledge, Behaviour, & Experience

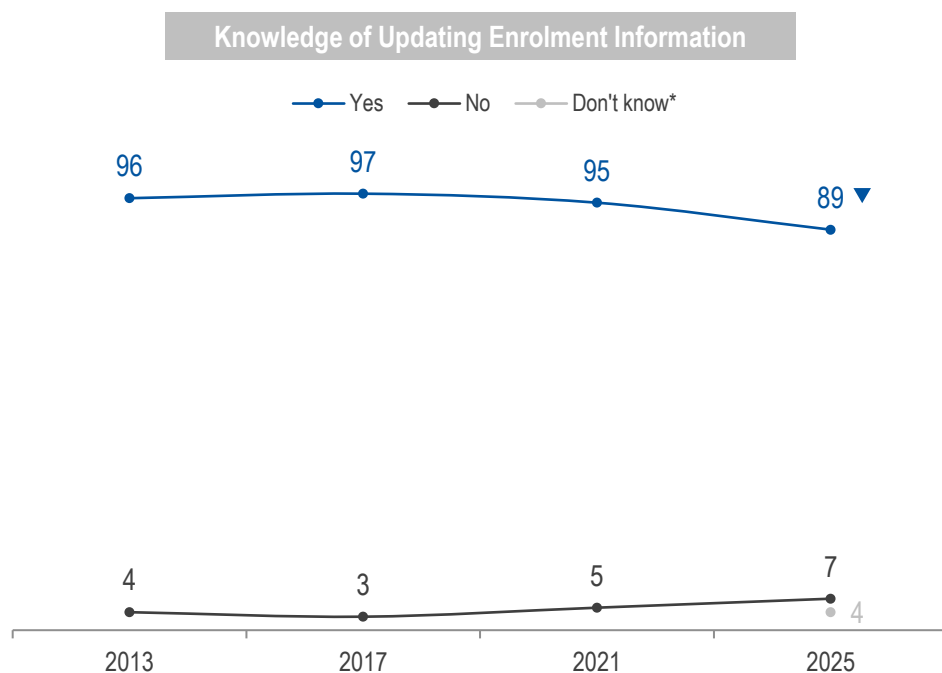


Knowledge of enrolment and
voting is high among WA voters.

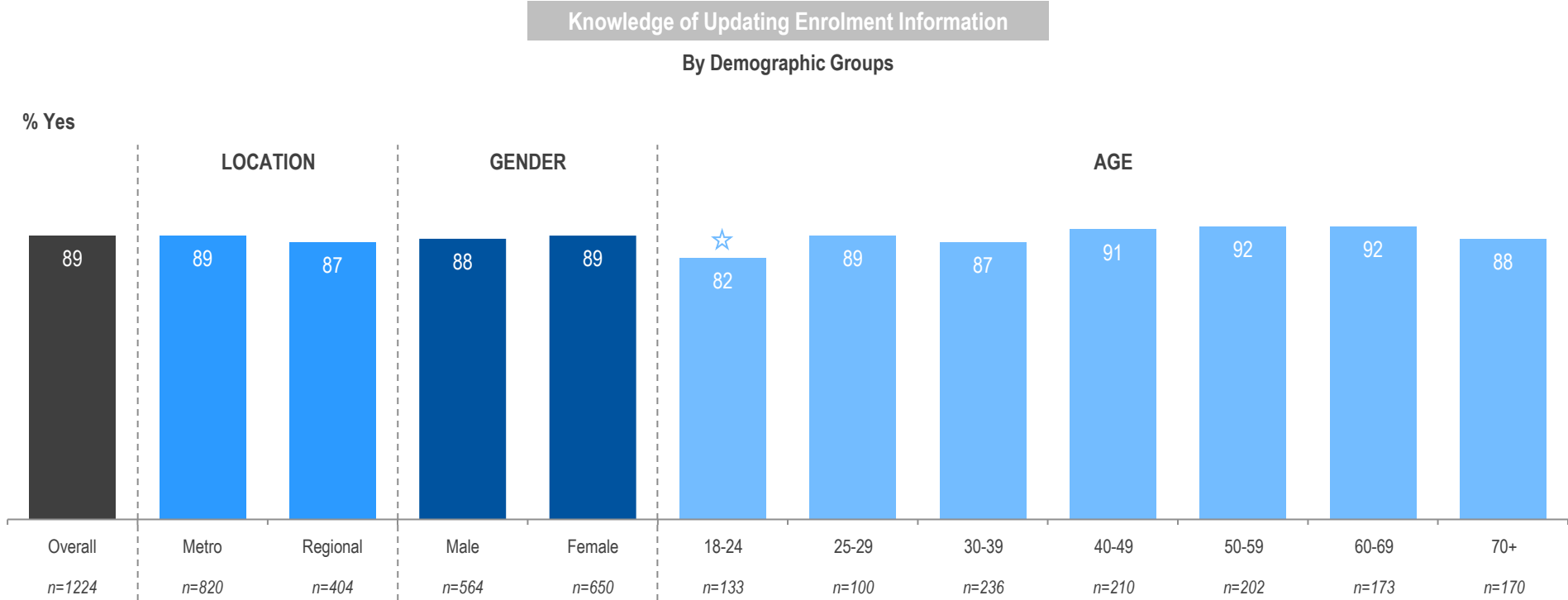


Nearly 9 in 10 West Aussies know how to update their enrolment information.

Although this is slightly lower than in previous years, this figure remains high.



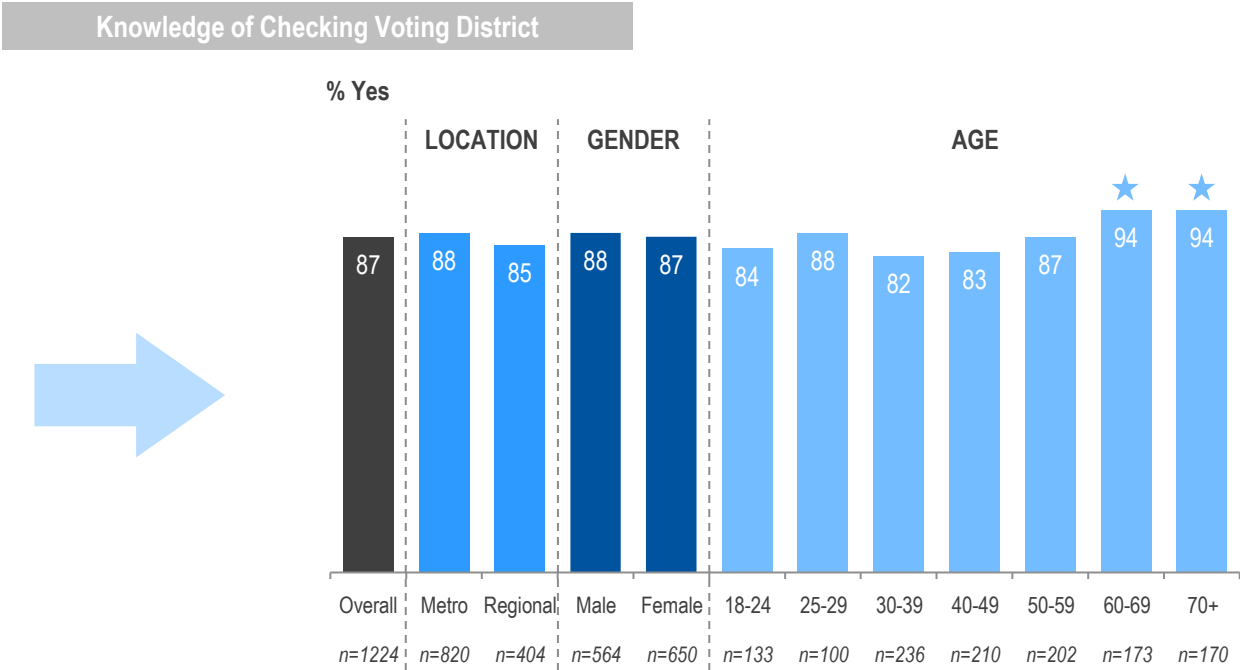
Newer to the process, only 4 in 5 of the 18 to 24-year-olds aware of how to update their details – consistent with previous years.



Q2. Do you know how to update your enrolment information? Base: WA Eligible Voting Population 2025.

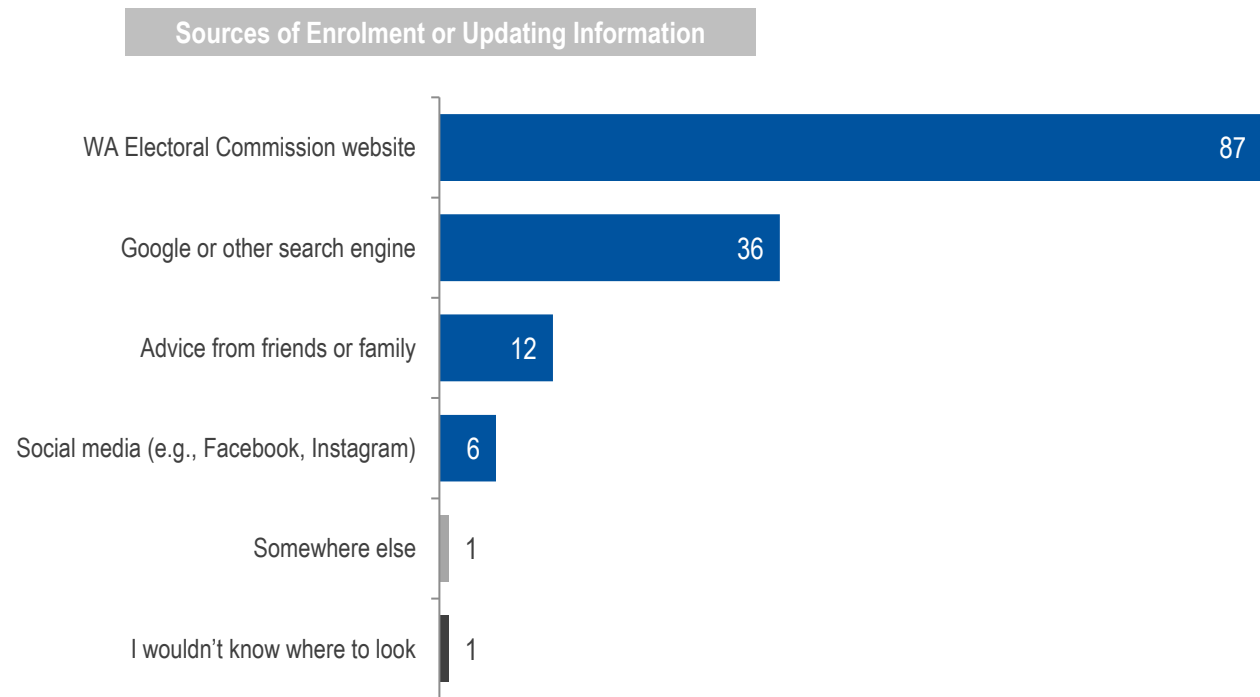
Nearly 9 in 10 are also aware of how to check which voting district they belong to.

Voters aged 60 and over are more knowledgeable on the matter compared to other age groups.



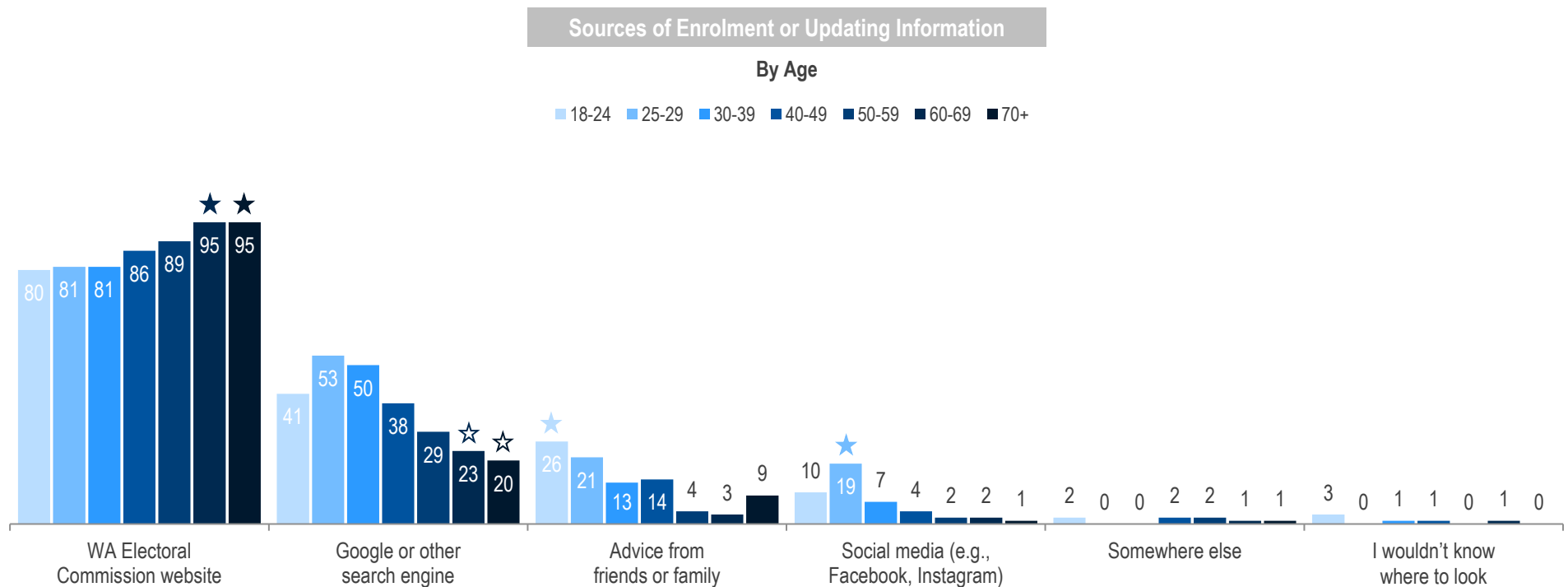
Encouragingly, the Commission is known to be the main source of information for voters.

When prompted, nearly 9 in 10 choose the Commission as their source of information – ahead of Google or other search engines (36%), advice from relatives (12%), and social media (6%).



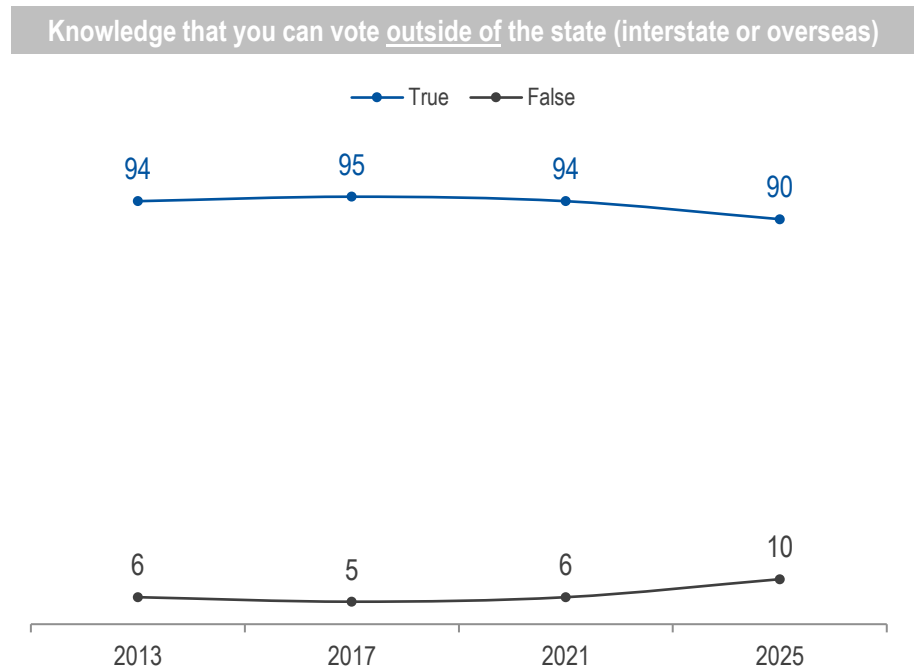
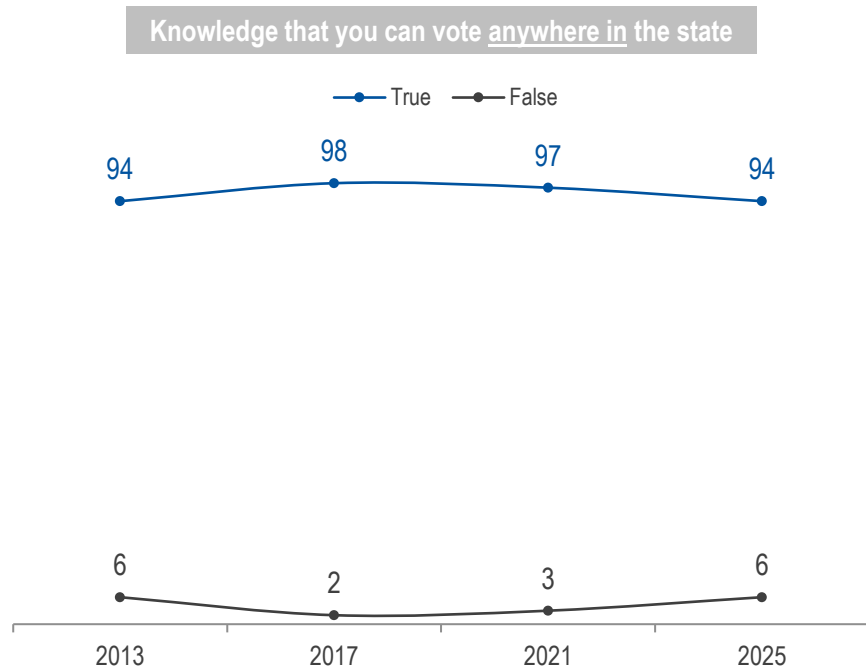
Voters aged 60+ are more likely to use the Commission's website than younger voters.

Voters under 30 are more inclined to lean on search engines, advice from relatives, and social media. The Commission can use this knowledge when trying to cut through to younger voters, and leverage these channels to either direct them to the website or provide the information directly.

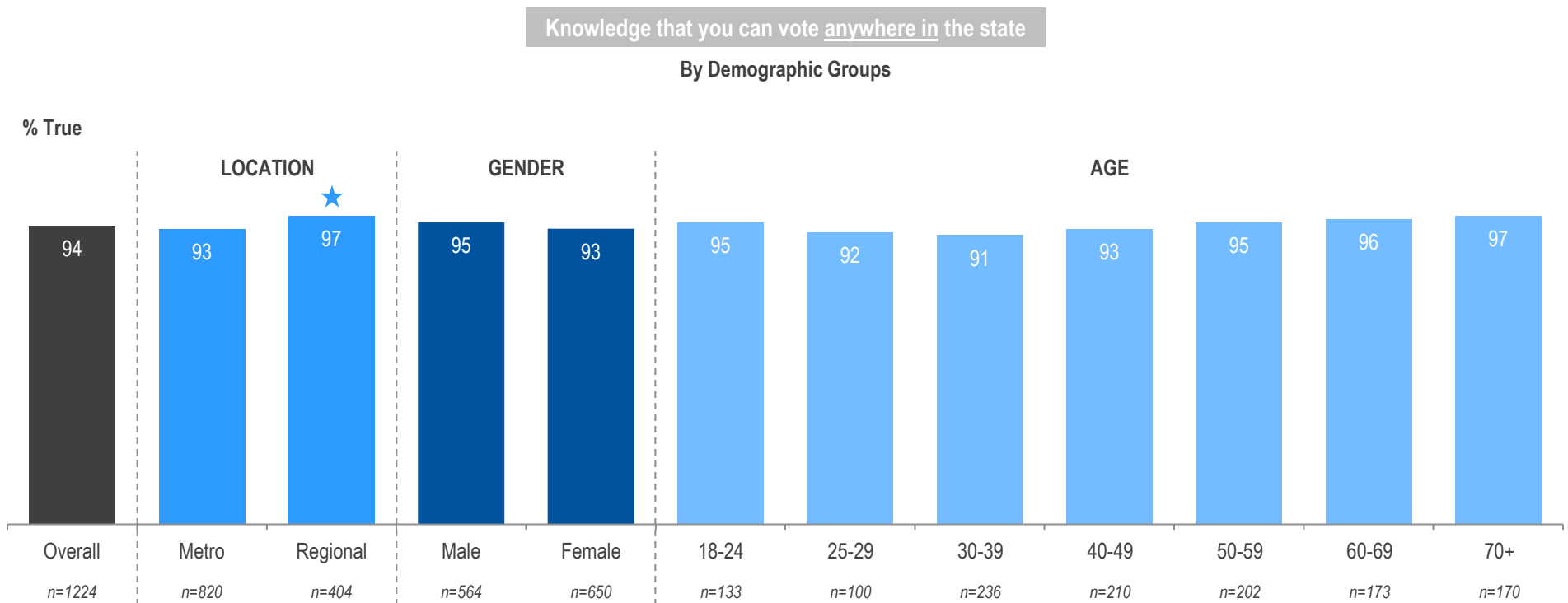


Knowledge of voting location options has remained consistently high over time...

...whether it's the option to vote anywhere within the state or even outside it.

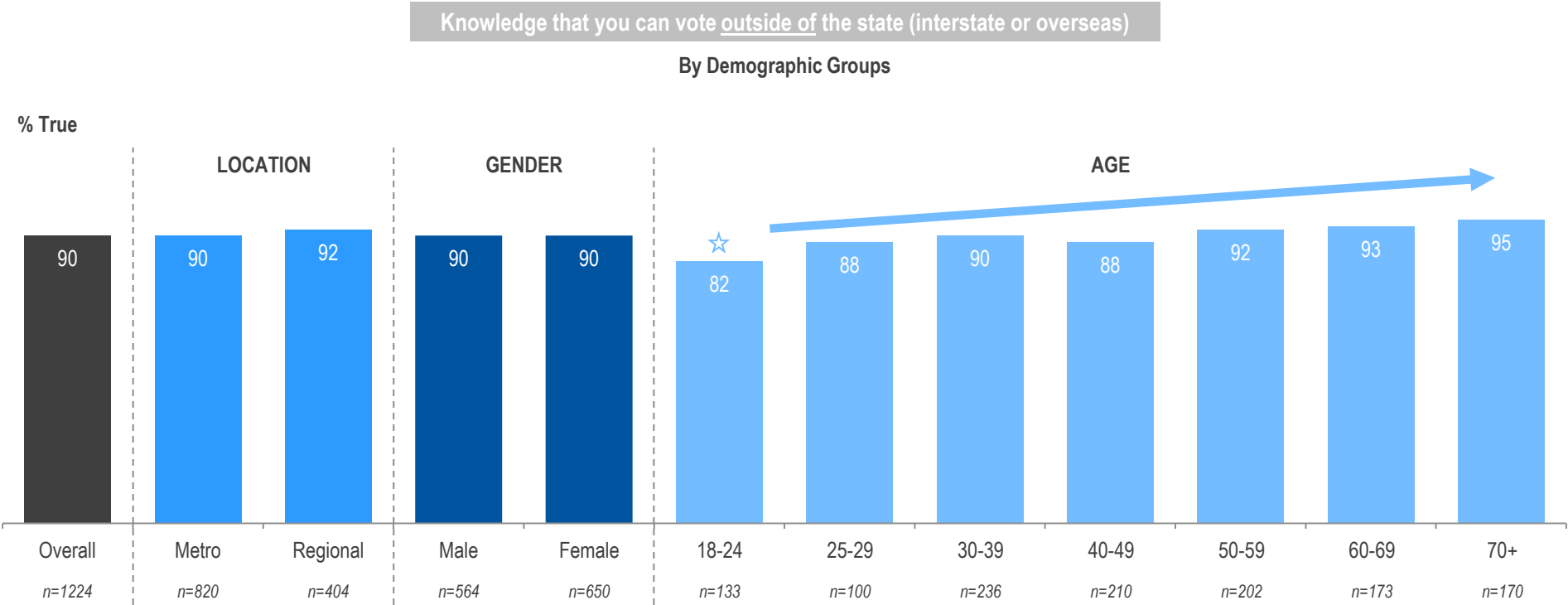


Unsurprisingly, voters in regional WA are more aware of the option to vote anywhere within the state.



Compared to other groups, 18 to 24 year olds are less aware of the option to vote interstate or overseas...

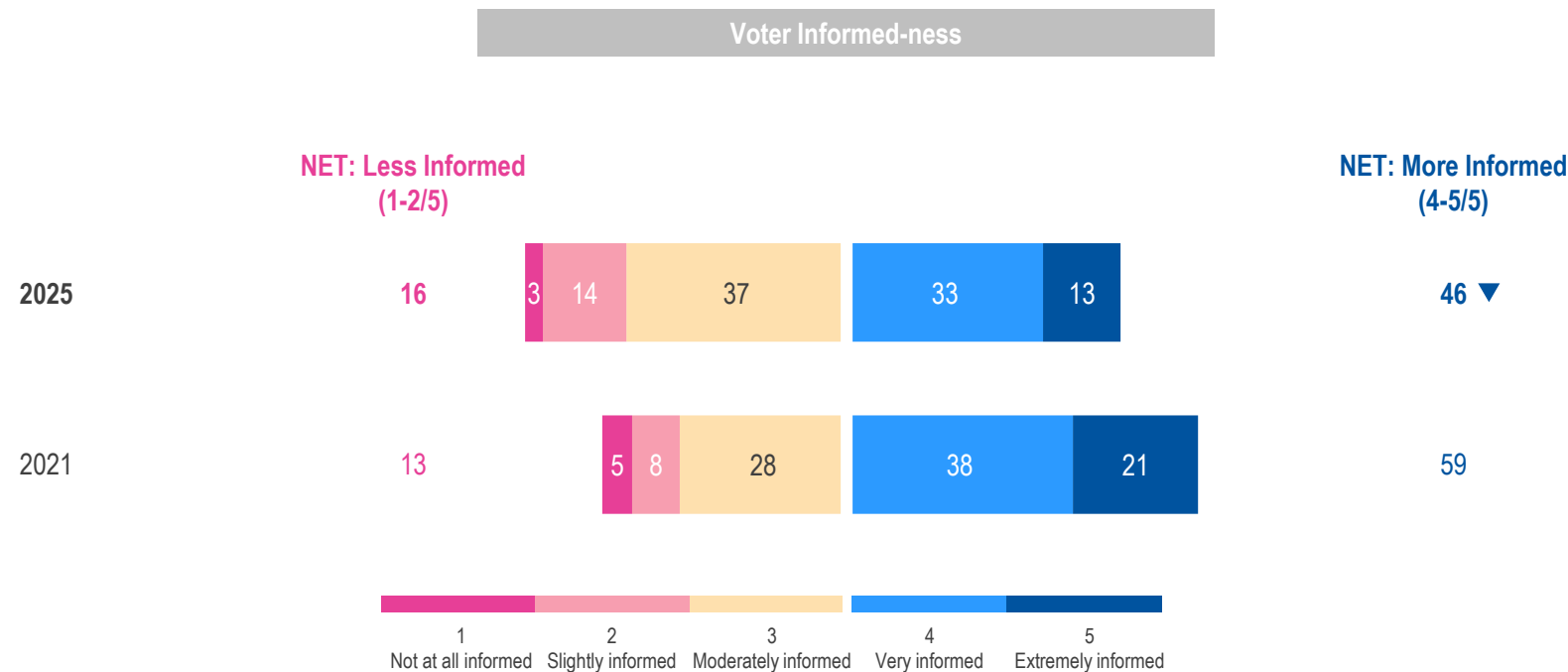
...again, owing to their relative inexperience with the processes and system. In line with this, knowledge increases with age.



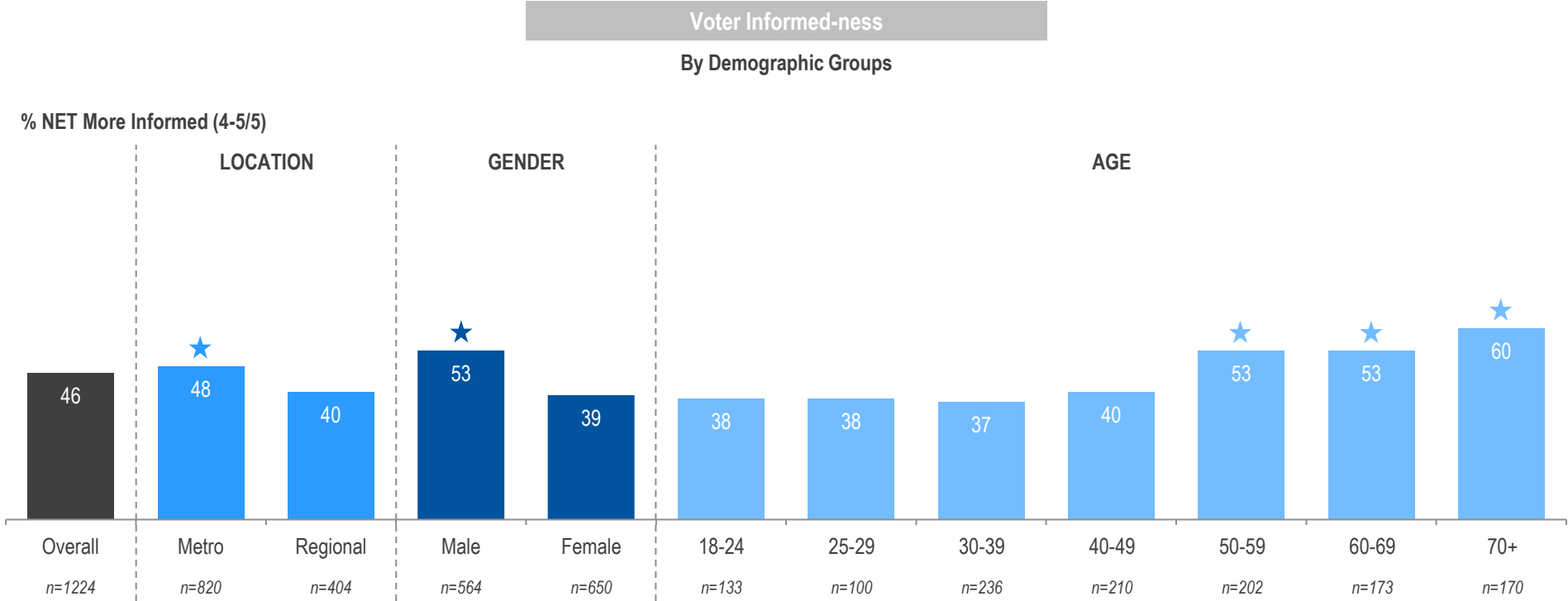
However, fewer than half now consider themselves well-informed as voters...

...a noticeable decline from 2021, when 3 in 5 said they felt well-informed.

Note: The 2025 results are not directly comparable to 2021. The survey was conducted online and three months after the election (vs. telephone immediately post-election in 2021). These changes are likely to lower self-assessed knowledge, contributing to the observed decline in voters who consider themselves “well-informed”.



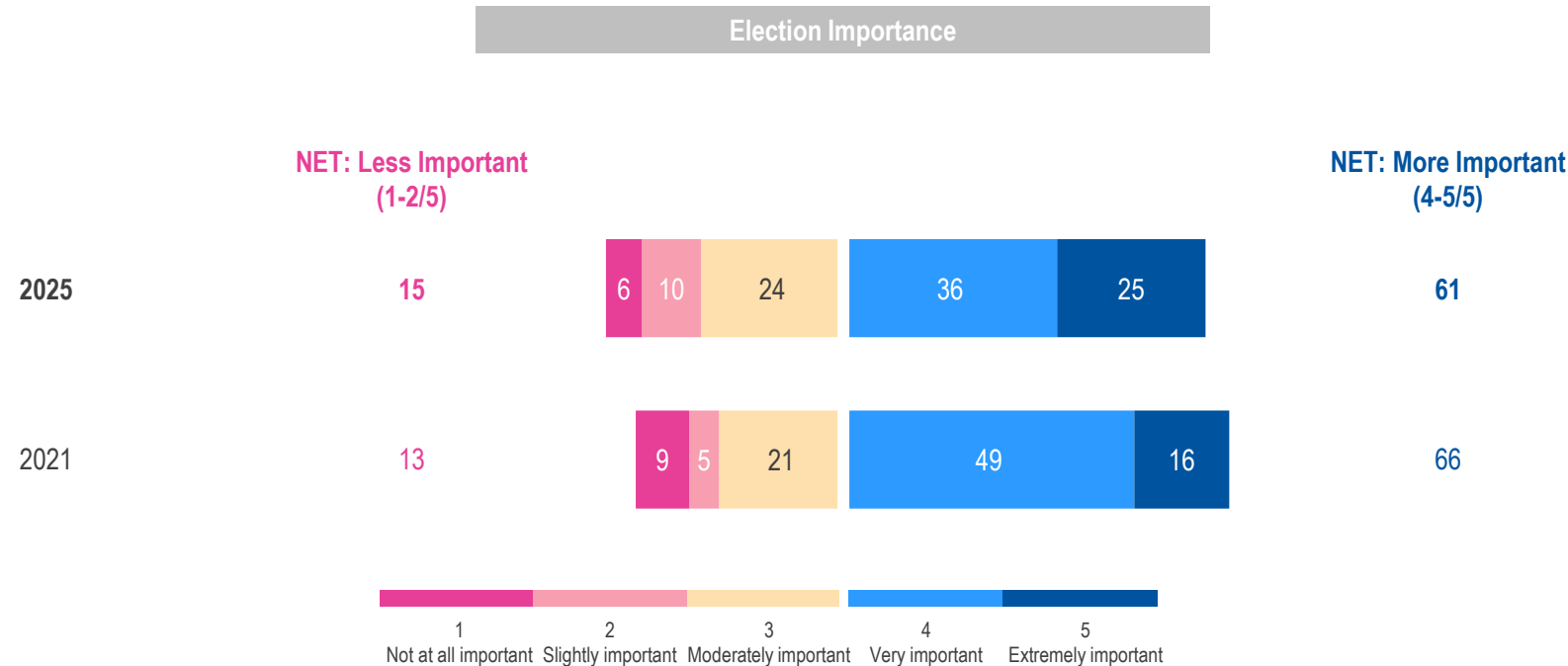
Metro residents, men, and older generations are more likely to see themselves as well-informed voters.



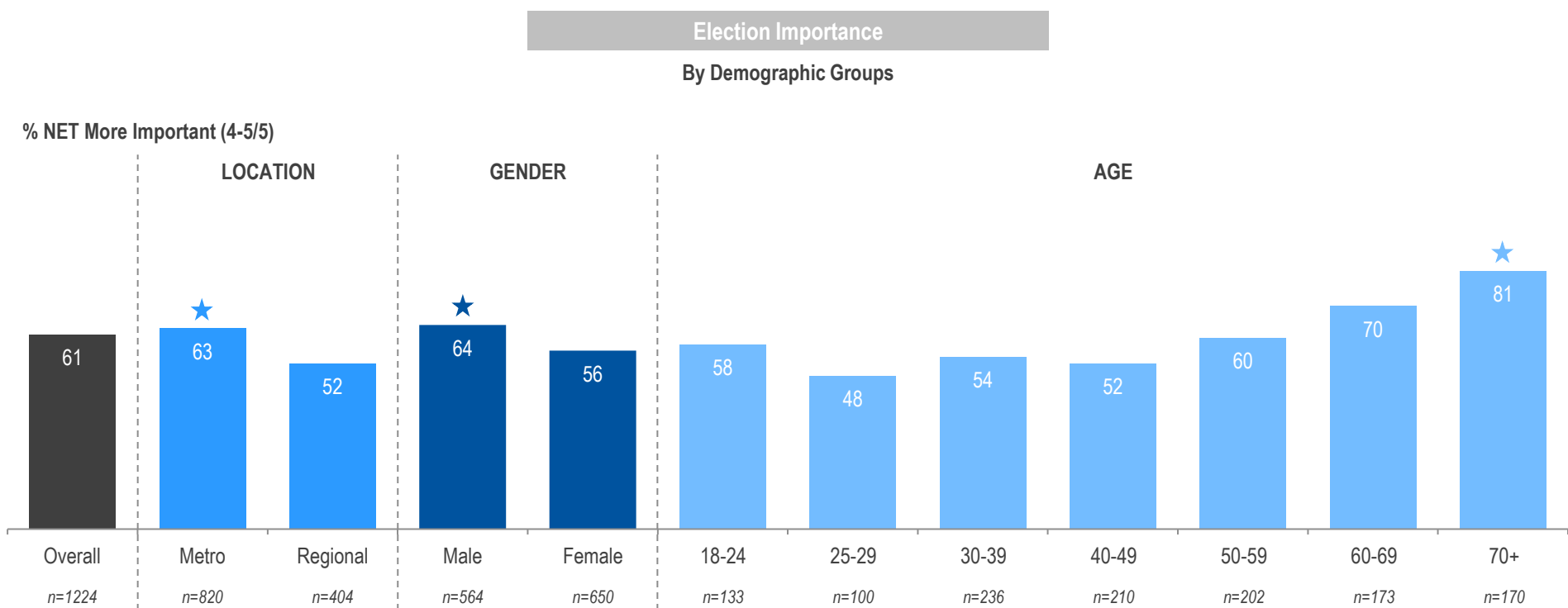
Q26. How 'well-informed' do you regard yourself as a voter? Base: WA Eligible Voting Population 2025.

A similar proportion to 2021 consider elections to be important.

Around 3 in 5 WA voters feel this way, while 15% say the elections are only slightly or not at all important.



The same audiences - metro residents, men, and older generations, tend to value the elections more.



Q27. How important are elections to you? Base: WA Eligible Voting Population 2025.

This state election survey sees the highest participation among eligible voters since this tracker began.

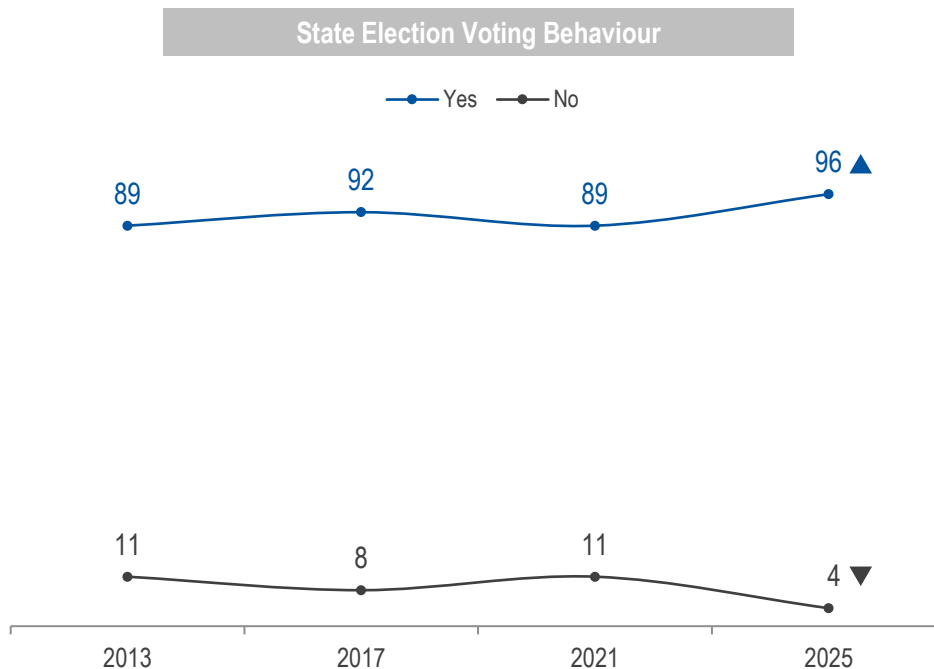
While this is not reflective of the Commission's voter turnout data, it gives us a large sample of voters to explore the experience of – a positive result.



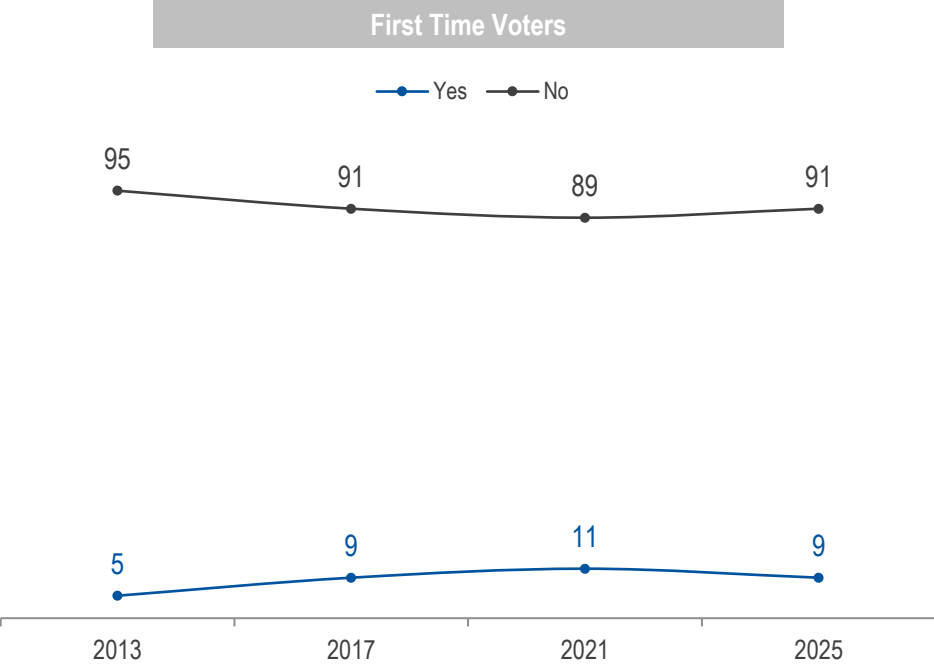
Survey respondents almost universally voted in the 2025 State Election – opposed to 9 in 10 prior to this year.

This represents a 6pt increase compared to the previous state election survey in 2021.

Note: The jump to 96% likely reflects methodology change, not a real increase, considering online self-completion and the 3-month delay can both heighten social desirability and recall bias.

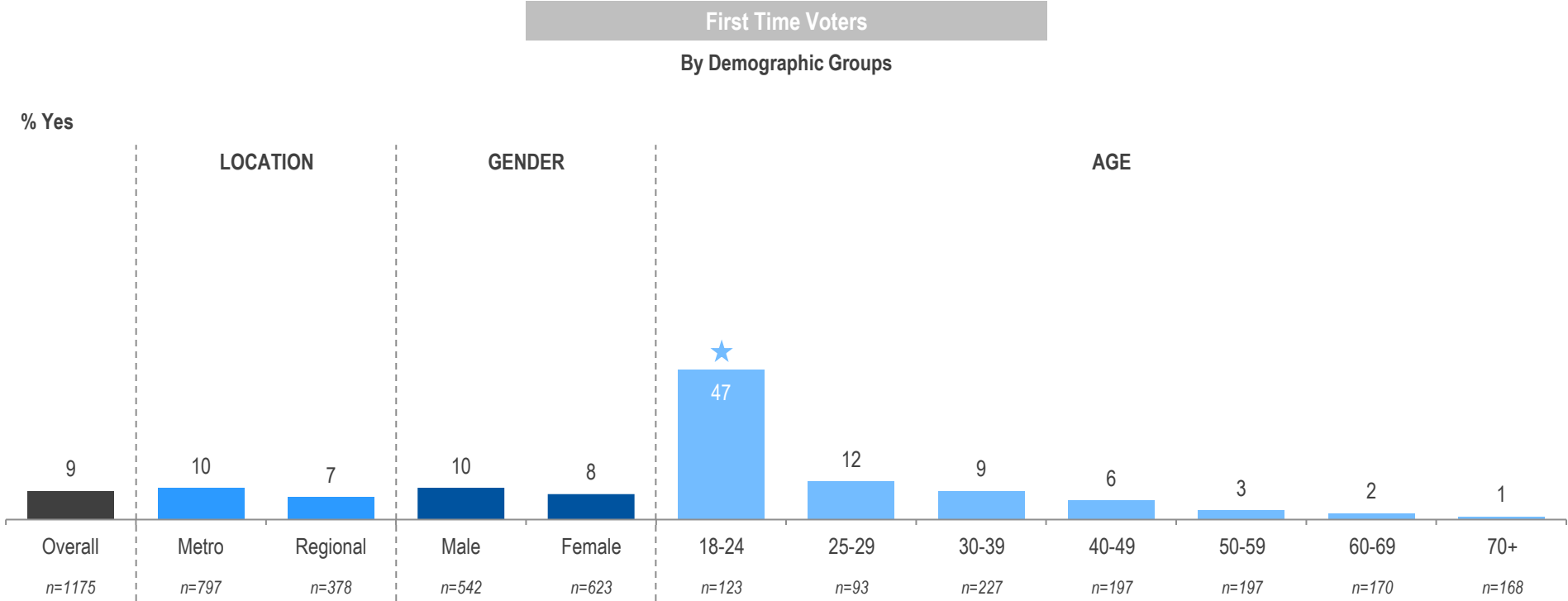


1 in 10 voters were voting for the first time in 2025 – consistent with prior years.



Q7. Was this the first time you have voted in a state election? Base: WA Eligible Voting Population that voted in the state election 2013 (n=1,067*); 2017 (n=1,105*); 2021 (n=1,078); 2025 (n=1,175). *Estimated base calculated from total base multiplied by % who voted in those years.

As could be expected, the majority of first-time voters are 18 to 24 year olds, around half of which voted for the first time.

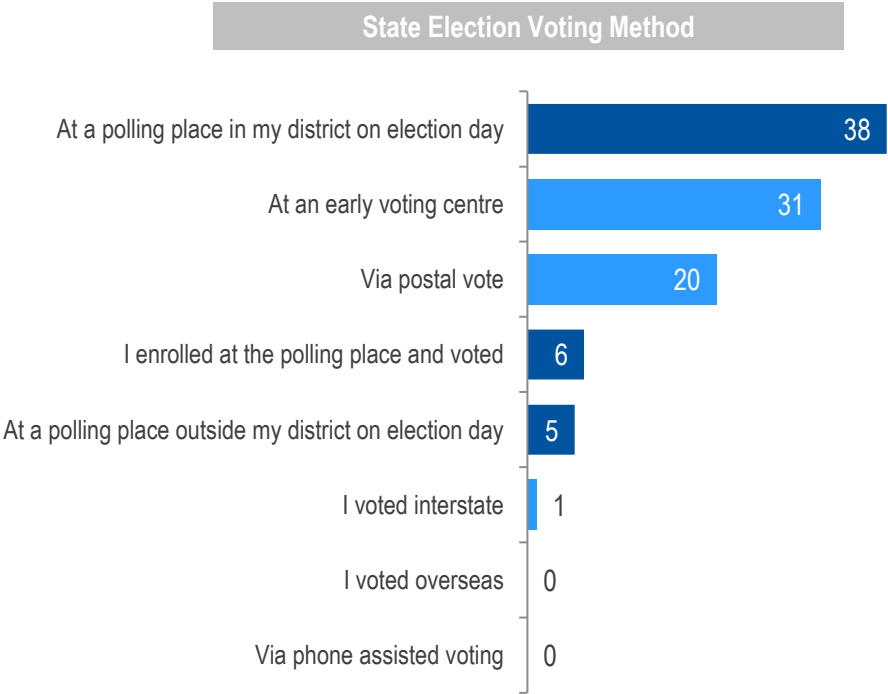


Q7. Was this the first time you have voted in a state election? Base: WA Eligible Voting Population who voted in the state election 2025.

Around 2 in 5 voters chose to vote at a polling place in their district on election day.

Alternative voting methods were also prominent, with 3 in 10 voters casting their ballots at an early voting centre, and 1 in 5 voting by post.

Note: The numbers are roughly in line with those from similar questions in previous surveys, but expectedly differ from actual voting figures.



**NET Vote in person
on election day
49%**

Older voters are more likely to use alternative methods, prioritising convenience.

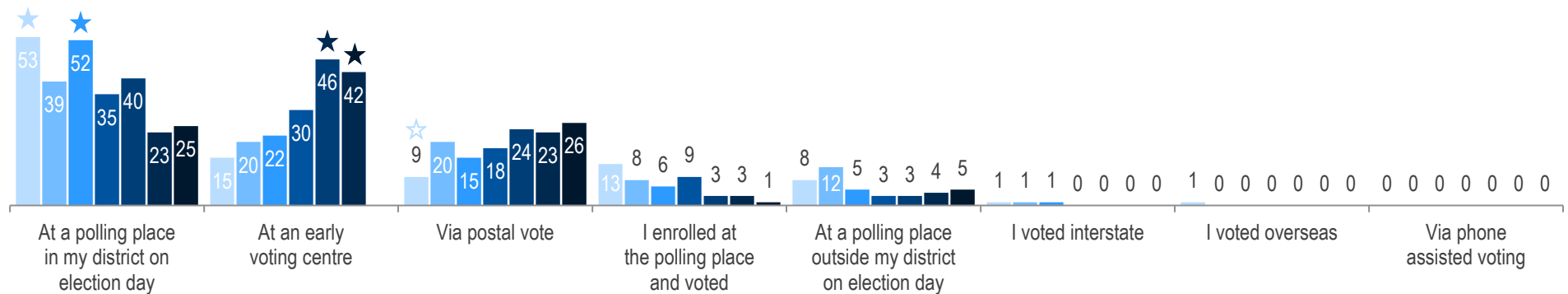
They are more likely to use early voting centres or postal voting. In contrast, younger voters under 40 tend to favour the traditional approach of voting at a polling place in their district on election day.

Note: These results likely speak to voter experience and familiarity among older voters, and indicate an opportunity to upskill younger voters on alternative voting methods of which they are likely unfamiliar.

Sources of Enrolment or Updating Information

By Age

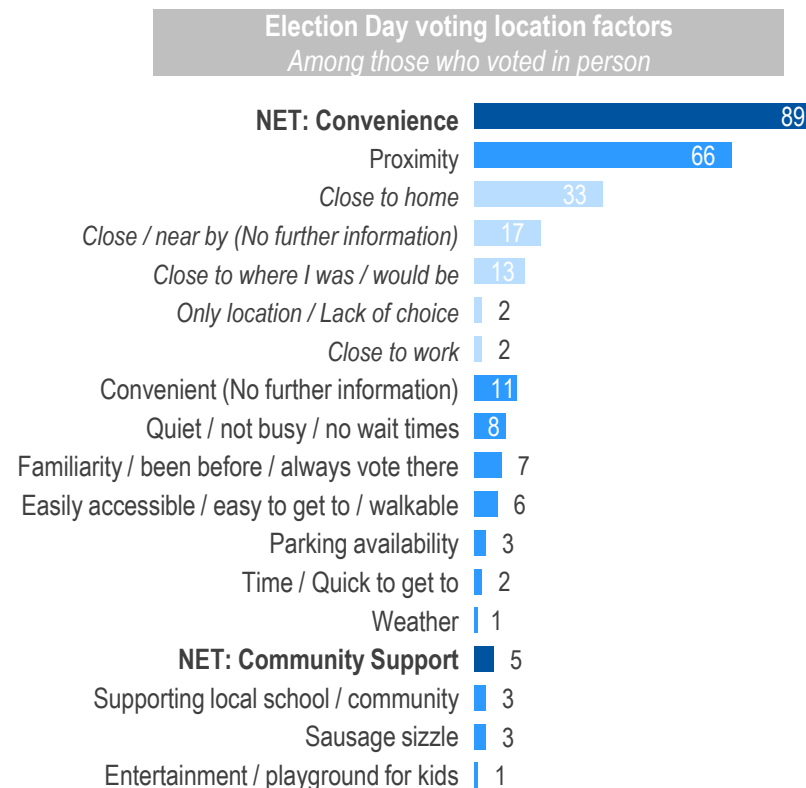
18-24 25-29 30-39 40-49 50-59 60-69 70+



Proximity, especially to home, is the top deciding factor for where people vote in person on election day.

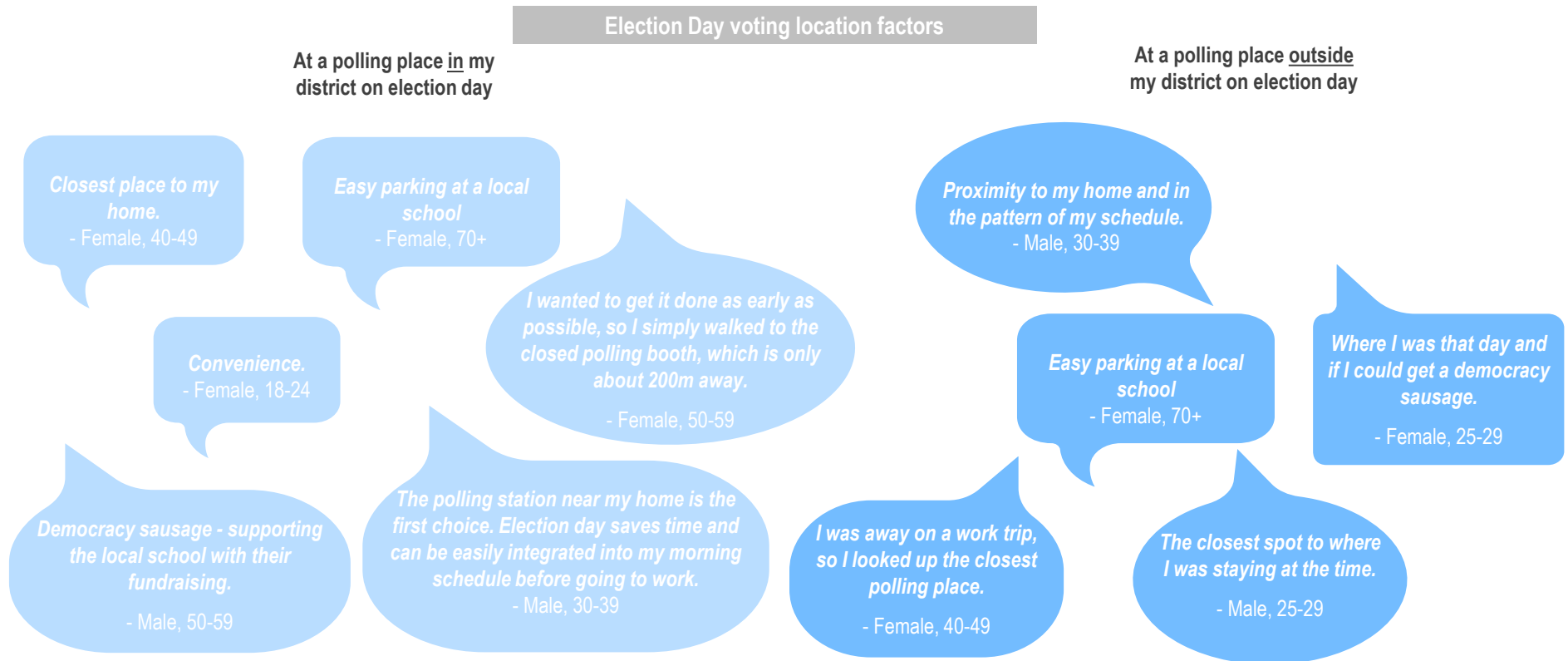
The majority cite convenience-related aspects, inclusive of proximity, general convenience for them, quietness of location, and familiarity from routine.

Note: Voters work off what they know, so any attempted behaviour change will require a concerted effort from the Commission.



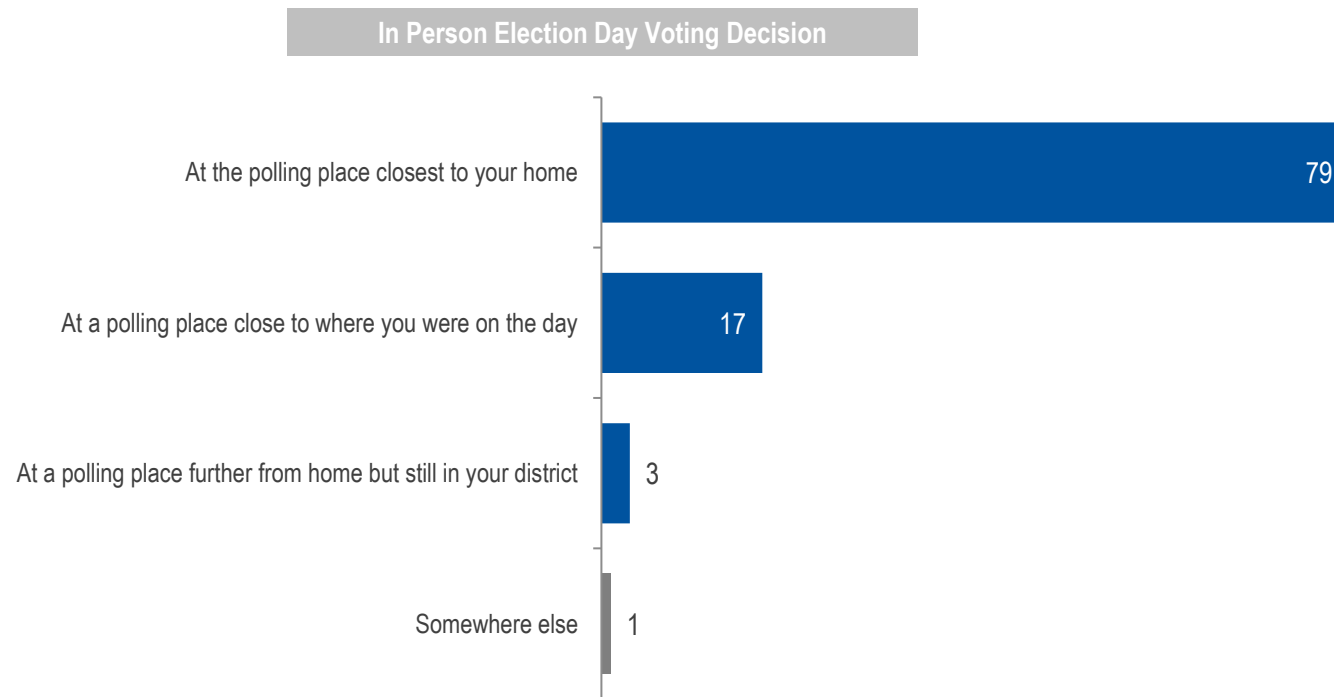
Choosing where to vote

In their own words...



Mirroring this unprompted sentiment, 4 in 5 say they chose the polling place nearest their home.

This reaffirms proximity as key to those voting on the day, and can inform the placement of voting centres to ensure maximum coverage of residential areas.



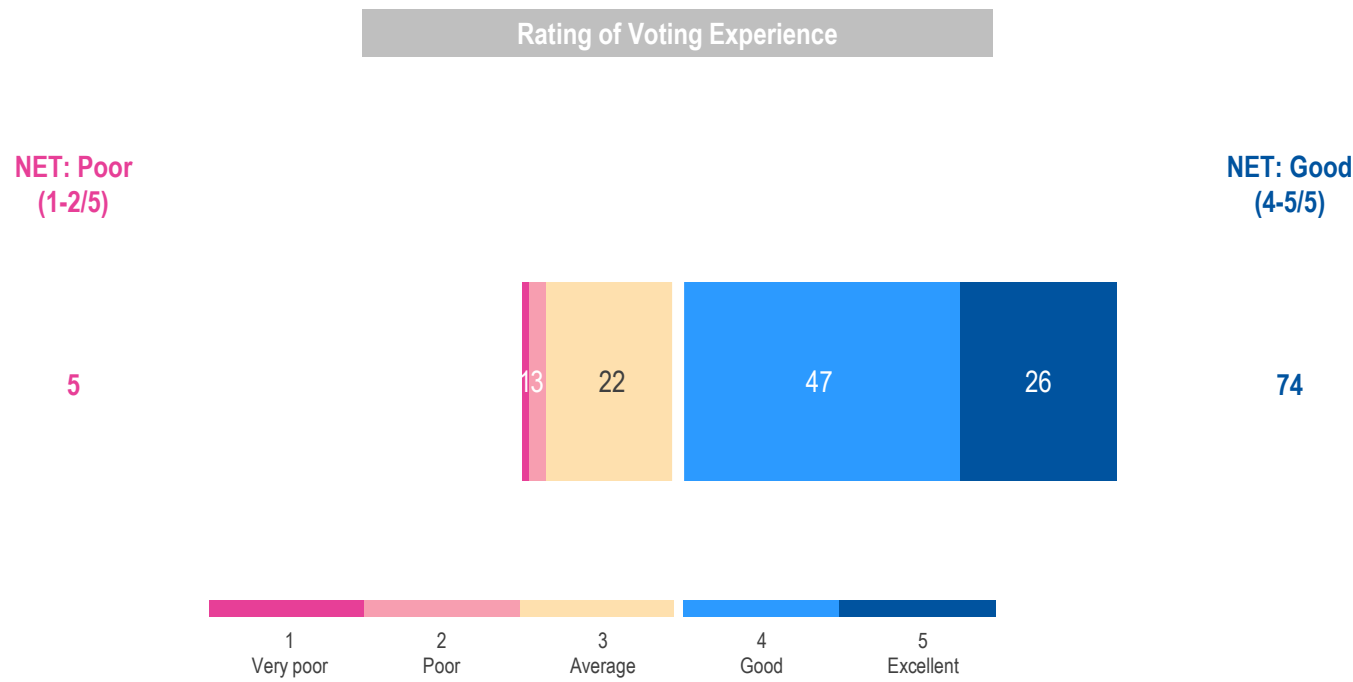
Despite some negative media coverage, the voting experience was widely positive for WA voters.



Three quarters of voters rated their experience of the 2025 WA State Election positively.

In contrast, just 5% described their experience as poor, while one in five rated it as average.

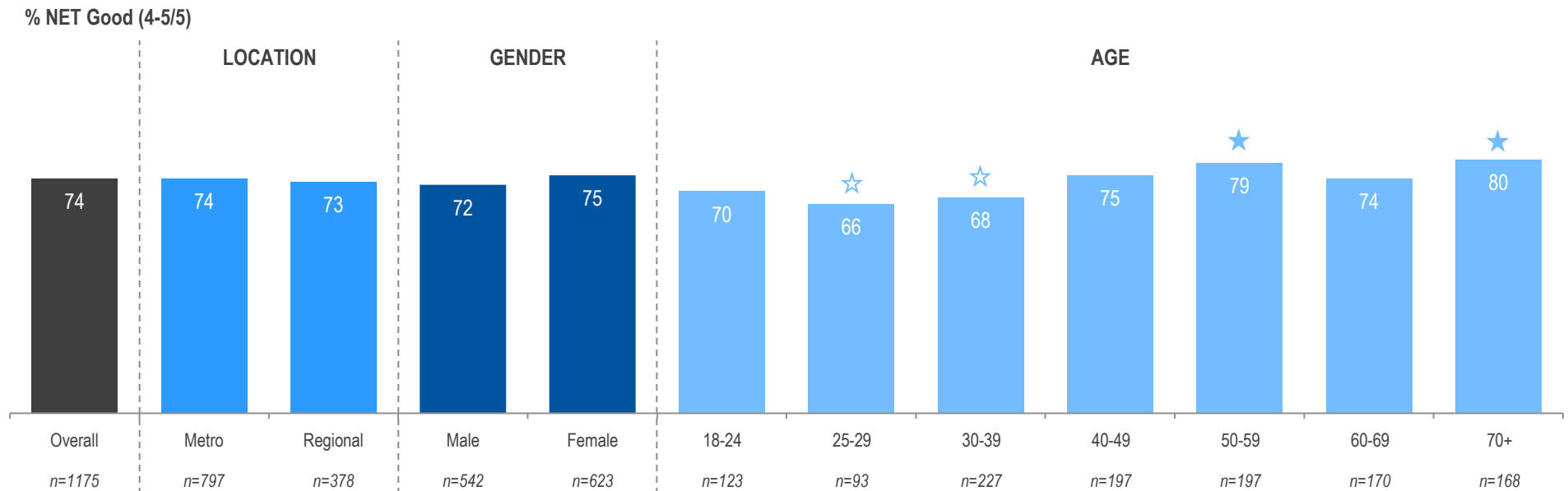
Note: This result brings to light the actual size of the negative experiences at the state election, indicating that it is a vocal, and potentially overinflated, minority. That being said, there is room for voter experience to improve, and the negative feedback must be taken on board and acted upon.



Older age groups are more likely to rate their voting experience positively.

Rating of Voting Experience

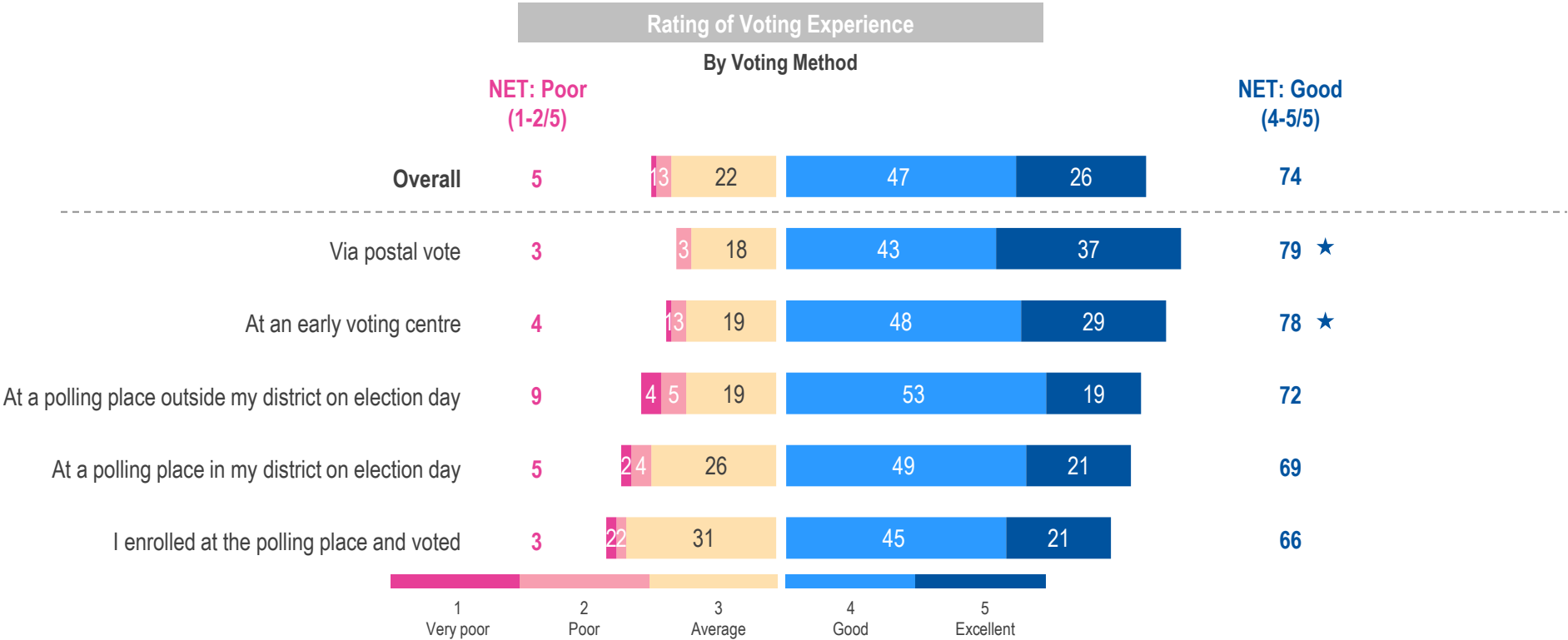
By Demographic Groups



Postal vote and early voting center users rate their voting experience most positively.

Voters who have used traditional polling places on the day of the election are more likely to give a poorer rating.

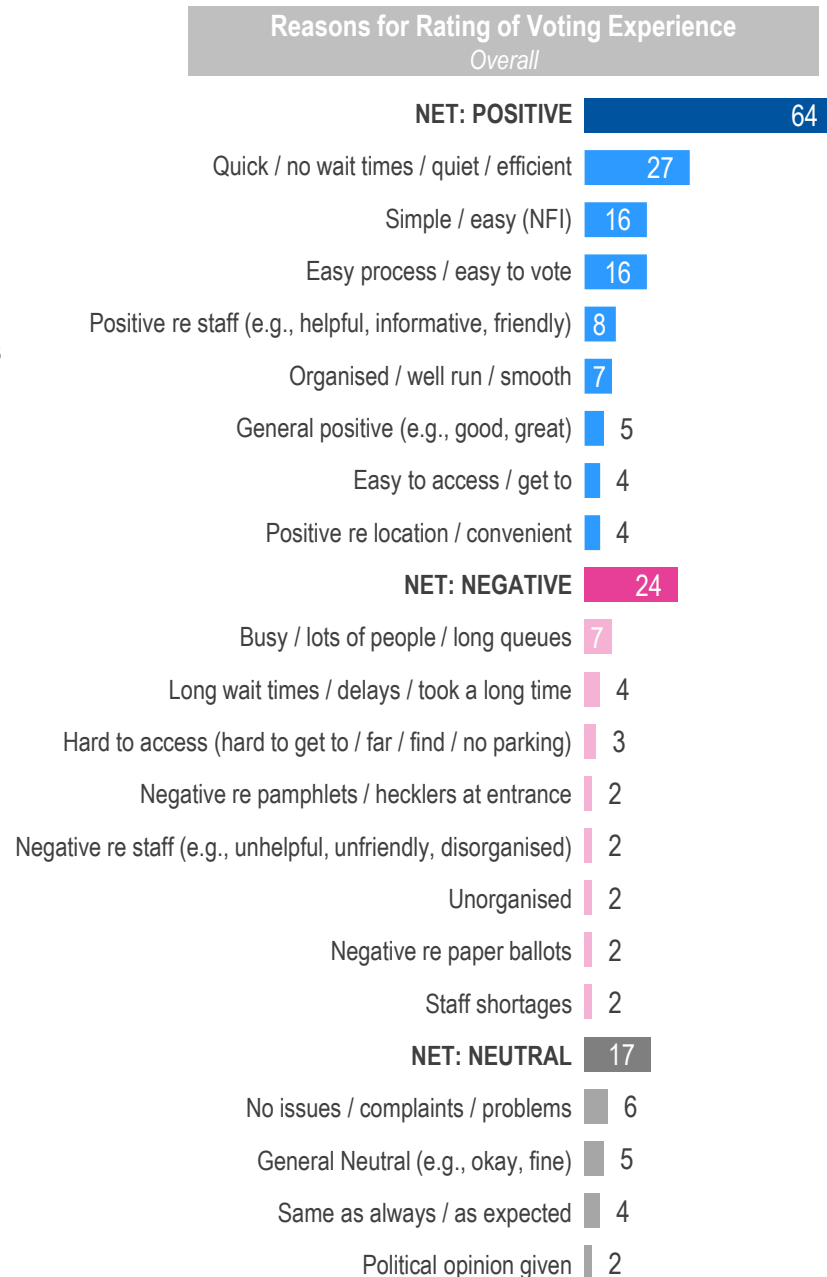
Note: This is an indicative insight into the importance of early and postal voting - those who vote this way are more satisfied with their experience. The more who vote this way in the future will naturally result in a more satisfied voter-base.



Q49. How would you rate your experience of voting in the 2025 WA State Election? Base: WA Eligible Voting Population who voted in the state election 2025 (n=1,175), including those who voted via postal code (n=221), at an early voting centre (n=370), at a polling place outside their district on election day (n=57), at a polling place in their district on election day (n=454), at a polling place where they enrolled and voted (n=65)

The speed and ease of the process directly impact the user experience.

These are the main reasons behind whether the voting experience is perceived as positive or negative. While a minority of voter experience ratings were negative (5%), around 1 in 4 voters had a negative comment regarding their experience – demonstrating the need for improvement even in the eyes of those giving an average or positive rating.

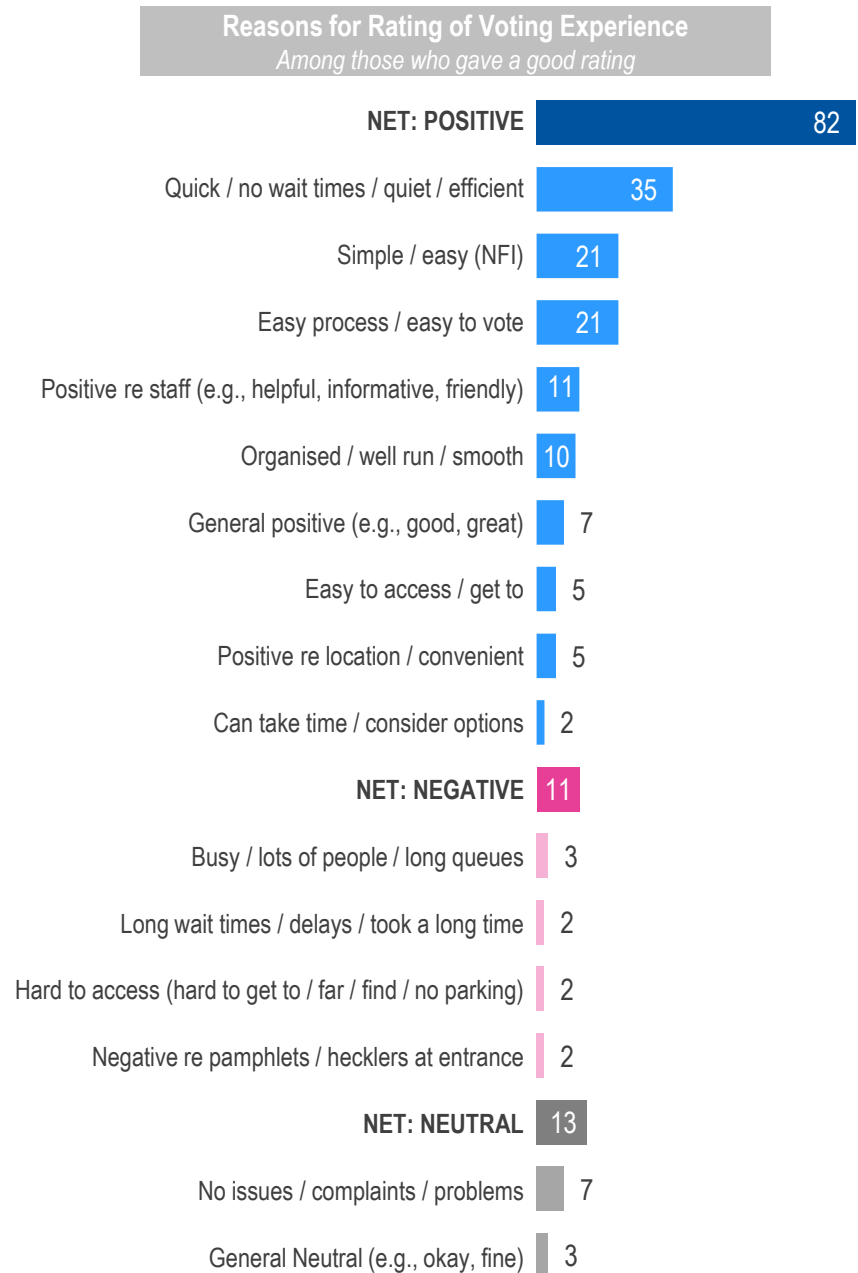


Reasons for giving good ratings center on the speed and ease of the experience.

Around 1 in 3 of those who rated their experience positively cite the speed of the process, while 1 in 5 either said it was generally simple or easy, or an easy process. Staff were cited positively by 1 in 10, while a similar proportion felt the process was smooth or organised.

Those who voted via postal vote were more likely to cite the ease of the process, while those who voted early mentioned the speed of the process.

Even among this positive cohort, some negative sentiment arises – with some ratings being softened by the busyness, queues, and inaccessibility they experienced when voting.



Voters with positive experiences

In their own words...

Reasons for Rating of Voting Experience

Among those who gave a good rating

Early voting helps to avoid crowds and long wait times. Staff were very helpful and quick

- Female, 60-69, At an early voting centre

I was in and out within 10 minutes. There was no delay and the process was simple.

- Male, 70+, At an early voting centre

It was stress free. I could vote early while shopping. It allowed me to vote earlier and on election day it allowed me to do other things.

- Male, 70+, At an early voting centre

The volunteers were very helpful in explaining the ballot to me and keeping everyone in the shade during the hot weather.

- Female, 18-24, At a polling place in my district on election day

Parking was good, and the queue was not long.

- Male, 60-69, At a polling place in my district on election day

We were outside our voting district at a very busy early voting centre. Thinking we would be there for hours, it literally took a few minutes to get our info and ID and off we went to vote. Very easy and streamlined process.

- Male, 50-59, At an early voting centre

The voting was done promptly and I feel it was professionally run. The people that help out at the polling place have so many people to deal with all day and still they did such a great job with smiles on their face. I take my hat off to them.

- Male, 40-49, At an early voting centre

It was very streamlined I was in and out quickly.

- Male, 40-49, At an early voting centre

Because it is well organised. The polling stations are easily accessible with clear signs and the staff will also assist the voters.

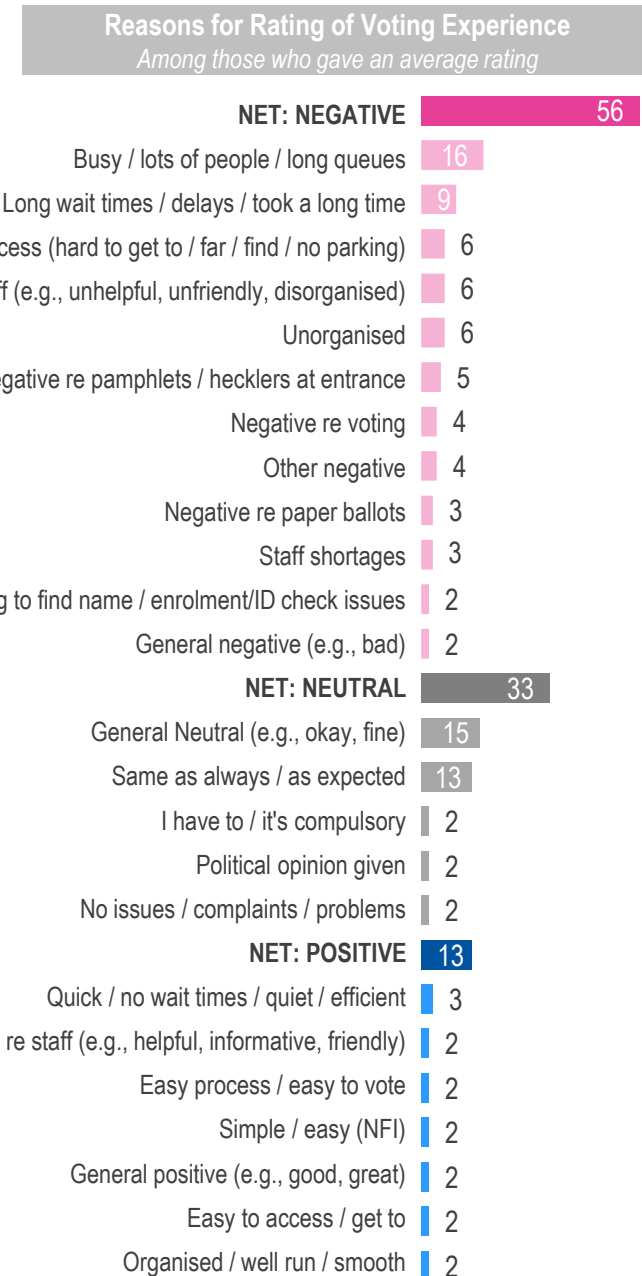
- Male, 30-39, At a polling place in my district on election day

It was so easy to post my vote at any time of the day whereas before I couldn't get to a voting place because of my work schedule

- Female, 25-29, via postal vote

Average ratings are often due to long queues and waits, and a sense that the experience was unremarkable.

Those who gave average ratings of their experience feel primarily negative towards their voting experience, indicating there is work to be done. Just 1 in 8 cited a positive aspect of their experience.



Voters with average experiences

In their own words...

Reasons for Rating of Voting Experience

Among those who gave an average rating

The lines were very, very long and the wait time was excessive.

- Female, 30-39, At a polling place outside my district on election day

Long queues at polling place.

- Male, 70+, At a polling place in my district on election day

Parking was limited.

- Female, 60-69, At an early voting center

Had to line up in the hot sun and inside seemed a bit disorganised.

- Female, 40-49, At an early voting center

Because it's just something I had to do.

- Male, 30-39, Enrolled at the polling place and voted

Nothing went wrong but it was fairly uneventful.

- Female, 18-24, Via postal code

Line was long, not enough staff, long wait time and building was cramped.

- female, 60-69, At a polling place in my district on election day

Because it was time consuming and laborious.

- Male, 30-39, At a polling place outside my district on election day

Nothing exceptional. Same routine & issues as always.

- Male, 60-69, At a polling place in my district on election day

It felt like any other voting booth. Nothing special.

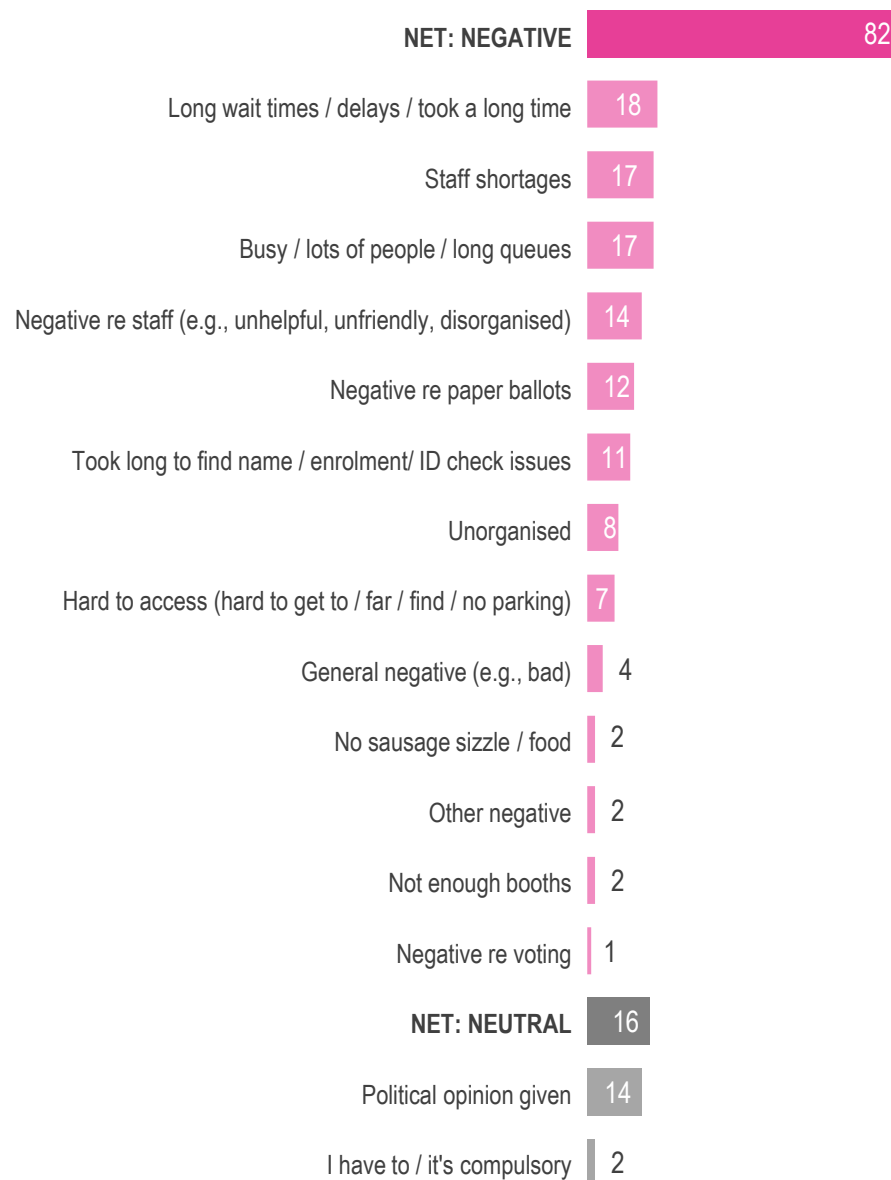
- Male, 40-49, Enrolled at the polling place and voted

Negative ratings stem from a range of issues...

...particularly long wait times, staff shortages, and other operational or housekeeping concerns. While the majority of voters did not experience these issues, they play an integral role in worsening the voting experience and must be addressed should overall experience increase for next election.

Reasons for Rating of Voting Experience

Among those who gave a poor rating



Voters with negative experiences

In their own words...

Reasons for Rating of Voting Experience

Among those who gave a poor rating

Very long queues in the hot sun. My disabled daughter nearly collapsed when in line and I had to get assistance for her.

- Female, 60-69, At a polling place in my district on election day

Difficult to locate closest polling place. Searched WA Electoral site but no information on the closest site. From memory we just went to the city centre and found queue at a polling place, not on internet election site.

- Male, 60-69, At a polling place in my district on election day

Ran out of ballot papers, long wait times.

- Female, 30-39, At a polling place outside my district on election day

Lining up in the raging sun for a 30 second tick.

- Female, 50-59, At a polling place in my district on election day

It was rigged.

- Male, 40-49, At an early voting center

The queue was long, only two staff were handling enrolments. One was extremely rude and left her desk, leaving just one person to manage. Before leaving, she told an elderly man with a walking stick to return to the end of the line. He eventually ended up at the Absent Desk. Another woman, struggling to stand for so long, grabbed a chair and sat in line. She looked hot and stressed.

- Female, 60-69, At a polling place outside my district on election day

Totally unorganised. I had to wait up to 1 hour before getting to vote.

- Female, 70+, At a polling place in my district on election day

Poor choice of venue. Poor parking. Long waits.

- Female 60-69, At a polling place outside my district

No democracy sausage and an hour wait!

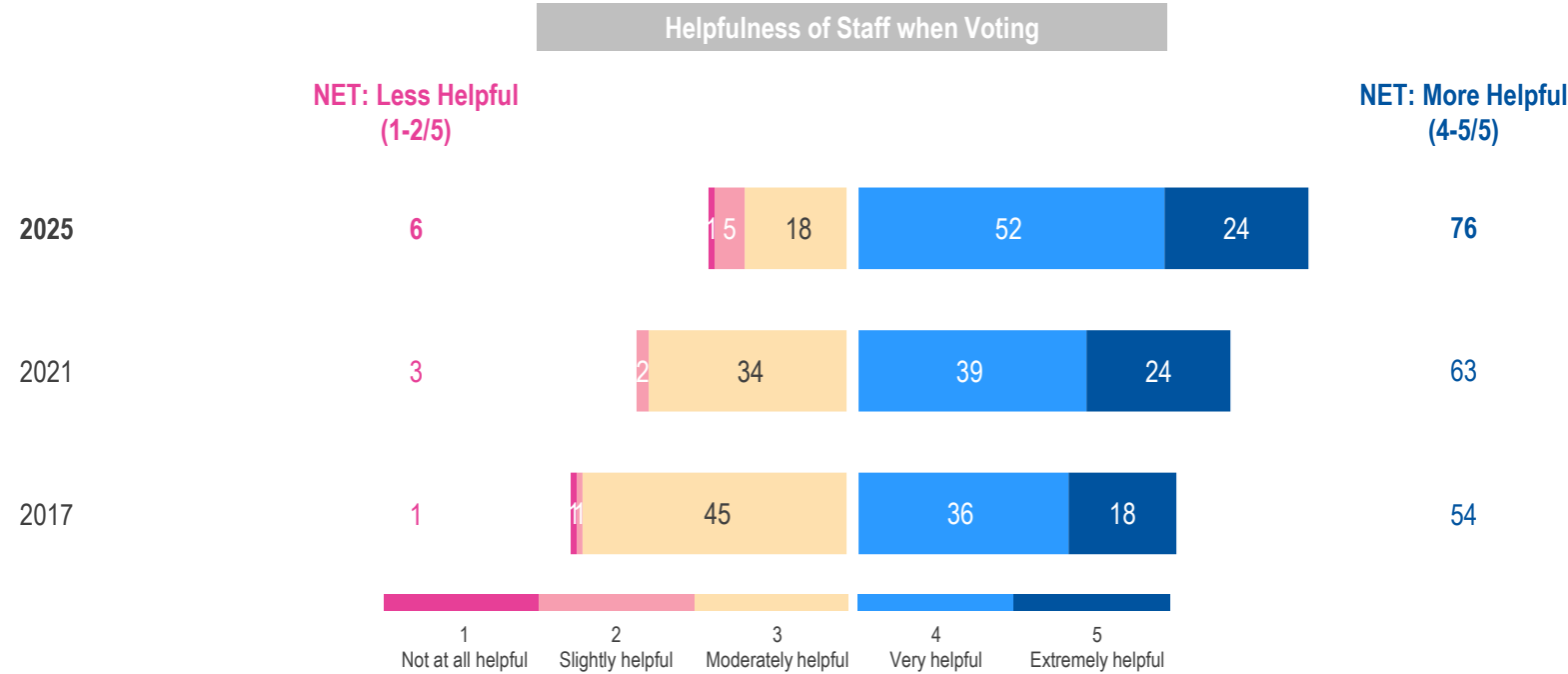
- Female, 50-59, +, At a polling place in my district on election day

Election staff are both helpful
and relied upon by voters.

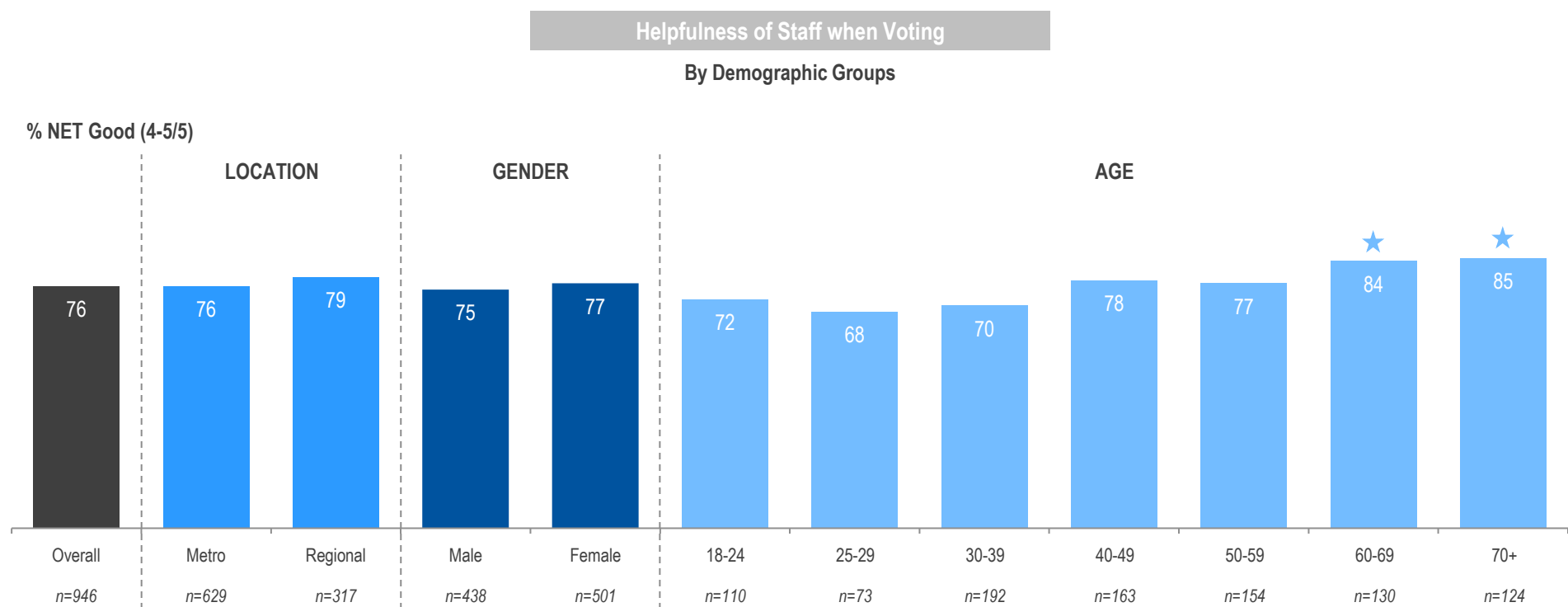


Mirroring the spontaneous feedback from voters, election staff were widely regarded as helpful this year.

Three quarters of voters held this view in 2025, a significant improvement compared to 63% in 2021 and 54% in 2017. Only a small fraction considered staff to be less helpful.



Voters aged 60+ were more likely to appreciate their helpfulness.

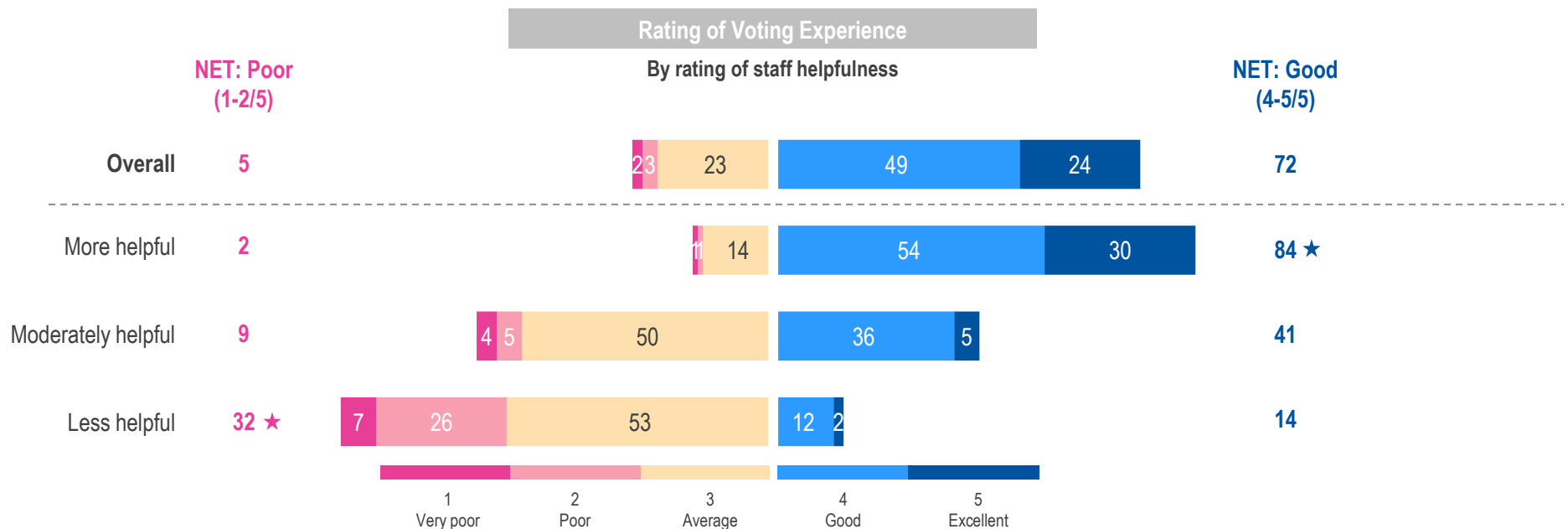


Q9. How helpful were the staff where you voted? Base: WA Eligible Voting Population who voted in person for the state election 2025.

Voter experience is significantly better among those who had a positive in-person interaction with the staff.

This highlights the critical role staff play. Poor staff interactions often lead to poor experiences, regardless of wait times or other factors.

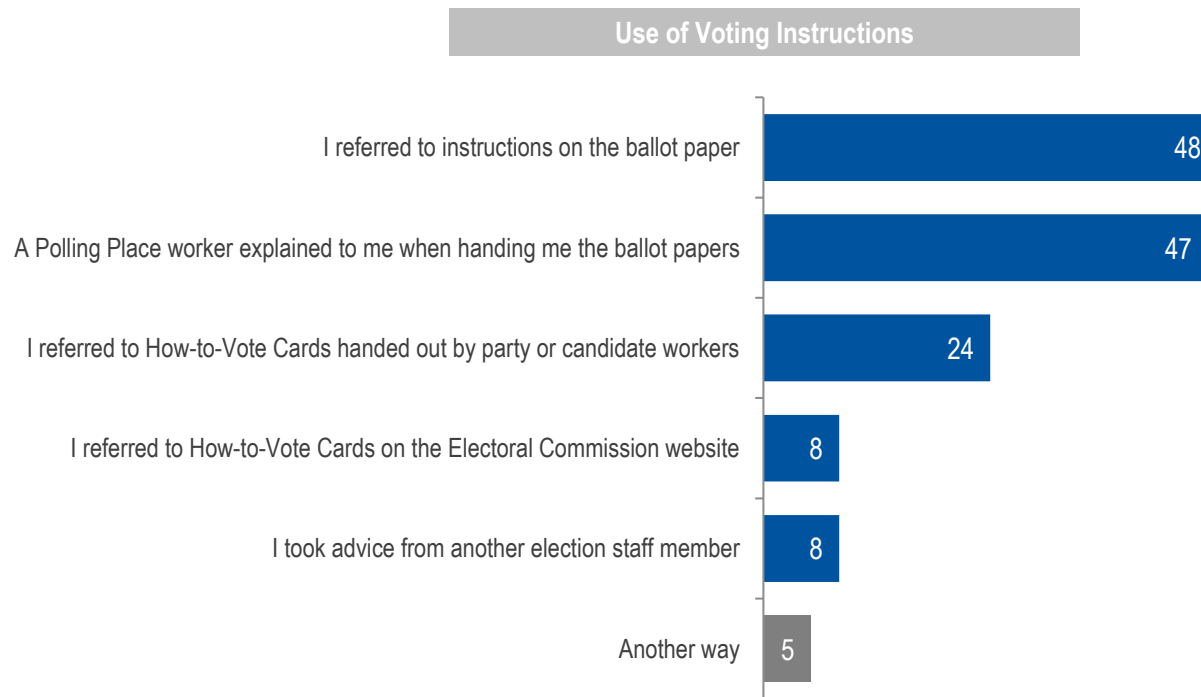
Note: Ensuring staff are adequately trained and actively interact with voters in positive ways will result in greater voter positivity.



Q49. How would you rate your experience of voting in the 2025 WA State Election? Base: WA Eligible Voting Population who voted in person for the state election 2025 (n=946), including those who say the staff was more helpful (n=725), moderately helpful (n=170), and less helpful (n=54)

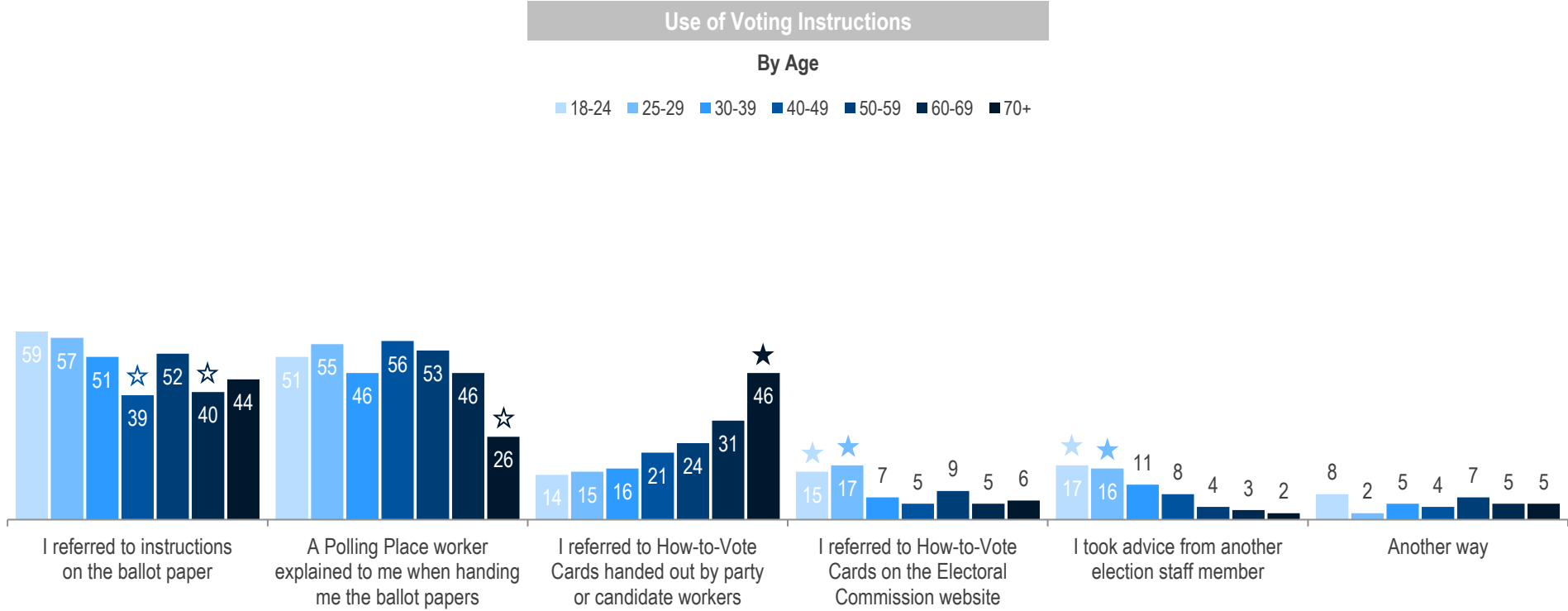
Ballot papers and direct explanations from polling staff serve as the main channels for voting instructions.

The reliance on polling place workers for voting instructions reiterates the importance of capably trained staff, both to improve the ease of voting, and reduce the wait times for others caused by uncertainty at the booths.

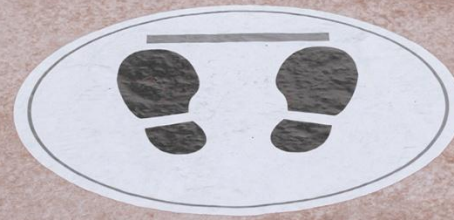


Older voters are more likely to refer instructions handed out by party workers, while younger voters lean on Commission resources.

Those aged under 30 are the most likely to simply refer to the ballot paper, to look at the Commission website materials, and take advice from other election staff members. Ensuring these resources are optimised and accessible to this less experienced cohort is key to their experience.



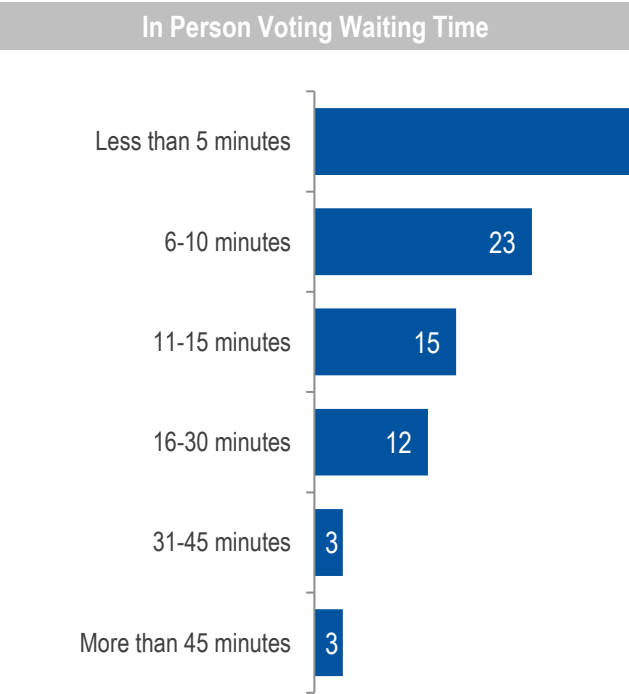
However, there were some publicised issues that we explored to determine their incidence and impact.



While waiting times were reported, 4 in 5 in-person voters waited less than 15 minutes before voting.

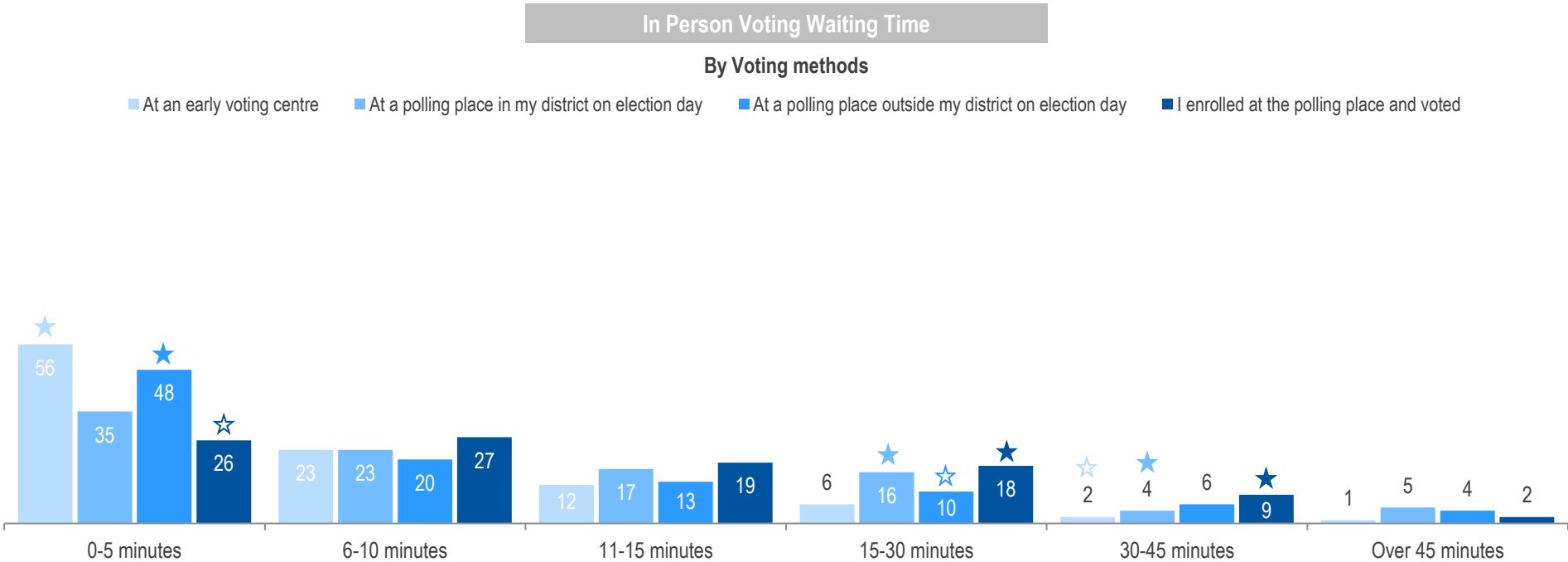
Among them, 2 in 3 waited 10 minutes or less – with a small minority of just 6% waiting over 30 minutes before voting.

Note: As seen in the positive reasons for voter experience, speed is a key driver and was exceptional for most.



Expectedly, those voting in early voting centres waited less than others.

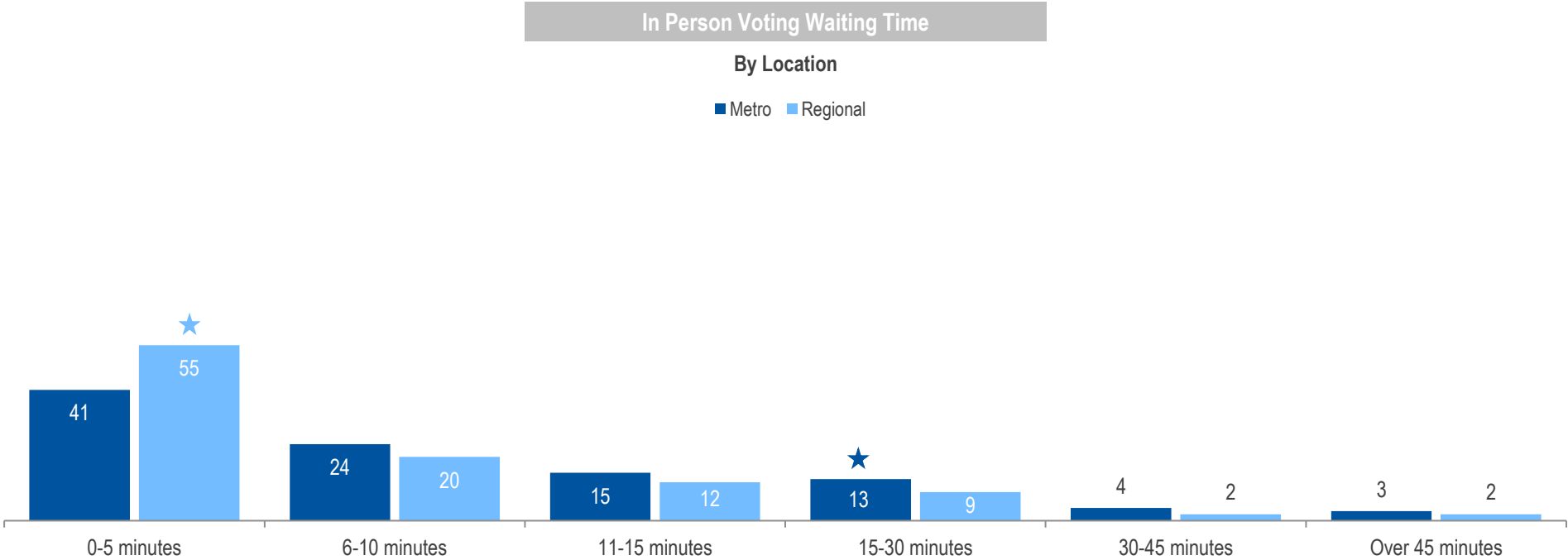
Conversely, those who voted at a polling place in their district on election day, and those who enrolled and voted on the day faced longer wait times.



Q51. How long did you have to wait in line before voting? Base: WA Eligible Voting Population who voted in person for the state election 2025 (n=946), including those who voted at an early voting centre (n=370), at a polling place outside their district on election day (n=57), at a polling place in their district on election day (n=454), at a polling place where they enrolled and voted (n=65).

Regional voters experienced shorter waiting times opposed to metro voters.

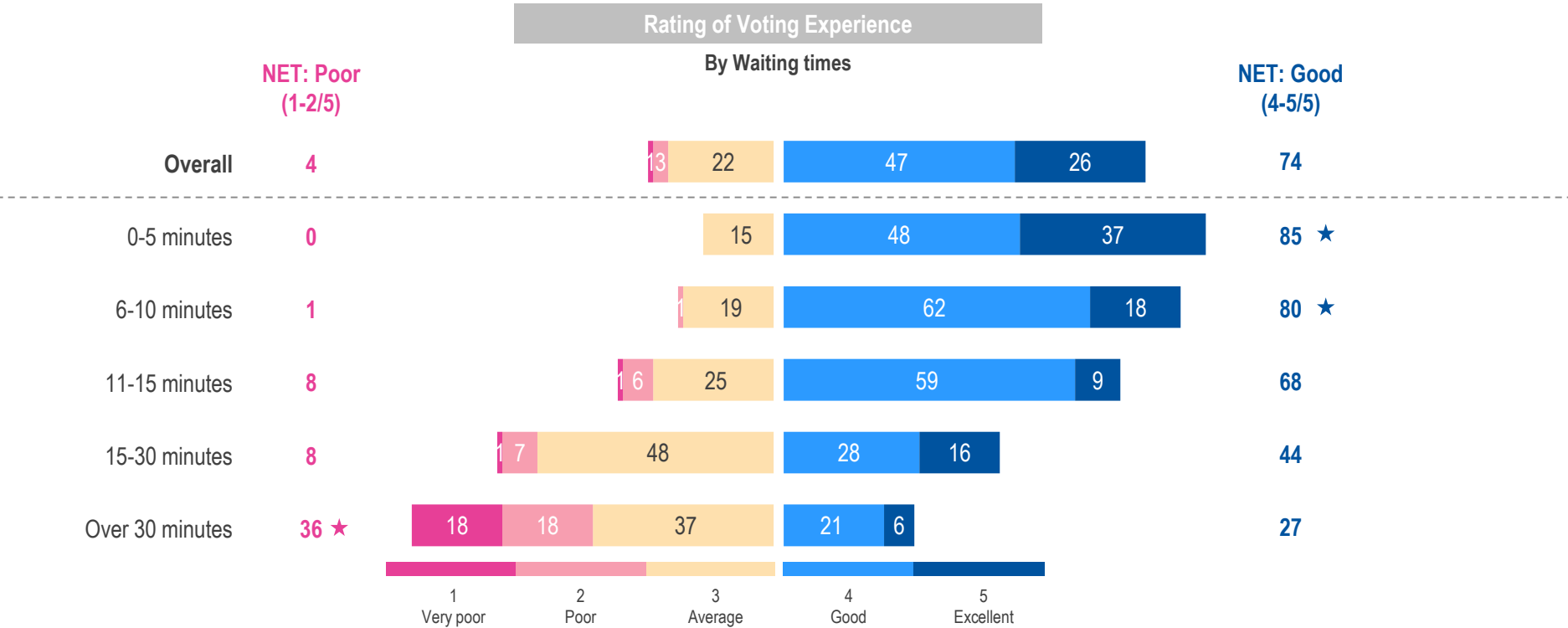
While most likely an impact of population density, it is a worthwhile exercise to determine if there are any differences in processes or setups across polling places in the different locations.



Waiting time has a strong impact on the voting experience.

Only a quarter of voters who waited over 30 minutes rated their experience positively – with 1 in 3 rating it negatively.

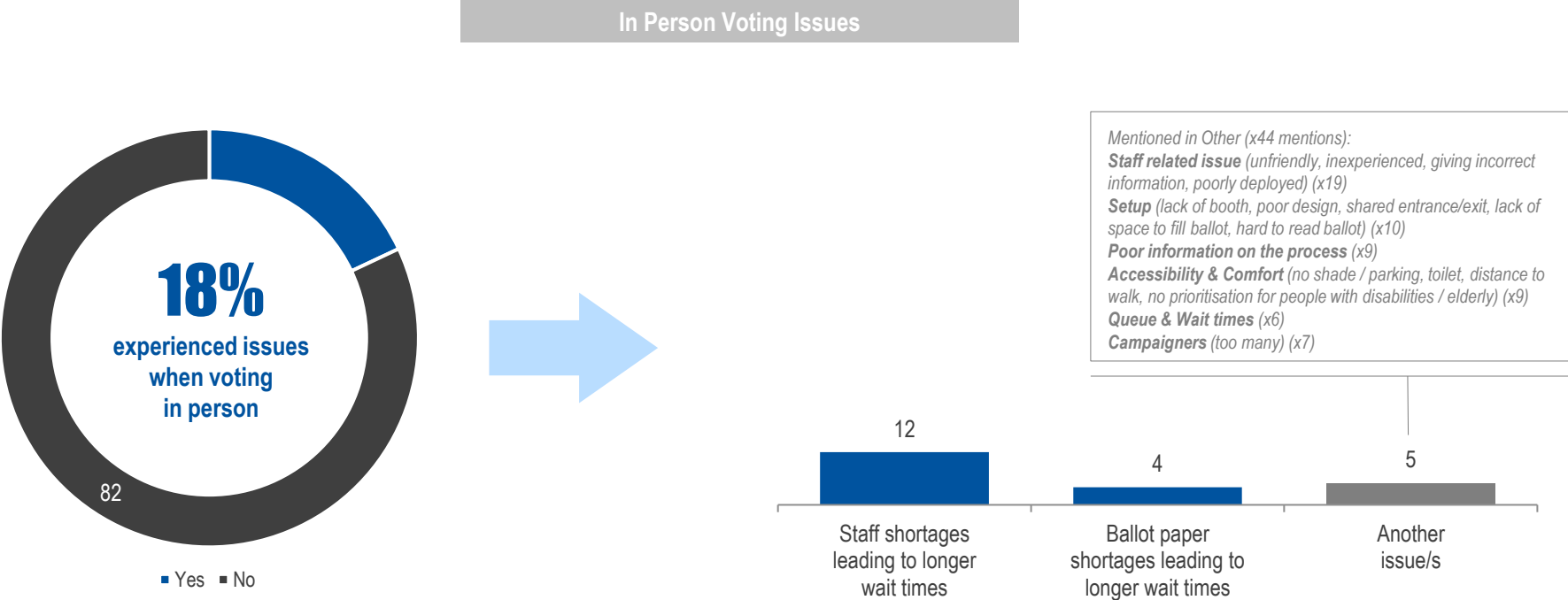
Note: This is strong evidence to focus on shortening wait times, with early-voting centres a clear in-person solution, and postal voting a viable alternative method of doing so.



Q49. How would you rate your experience of voting in the 2025 WA State Election? Base: WA Eligible Voting Population who voted in the state election 2025 (n=1,175), including voters who waited 0-5 minutes (n=434), 6-10 minutes (n=210), 11-15 minutes (n=132), 15-30 minutes (n=111), over 30 minutes (n=59)

When prompted, around 1 in 5 of those voting in person reported experiencing issues.

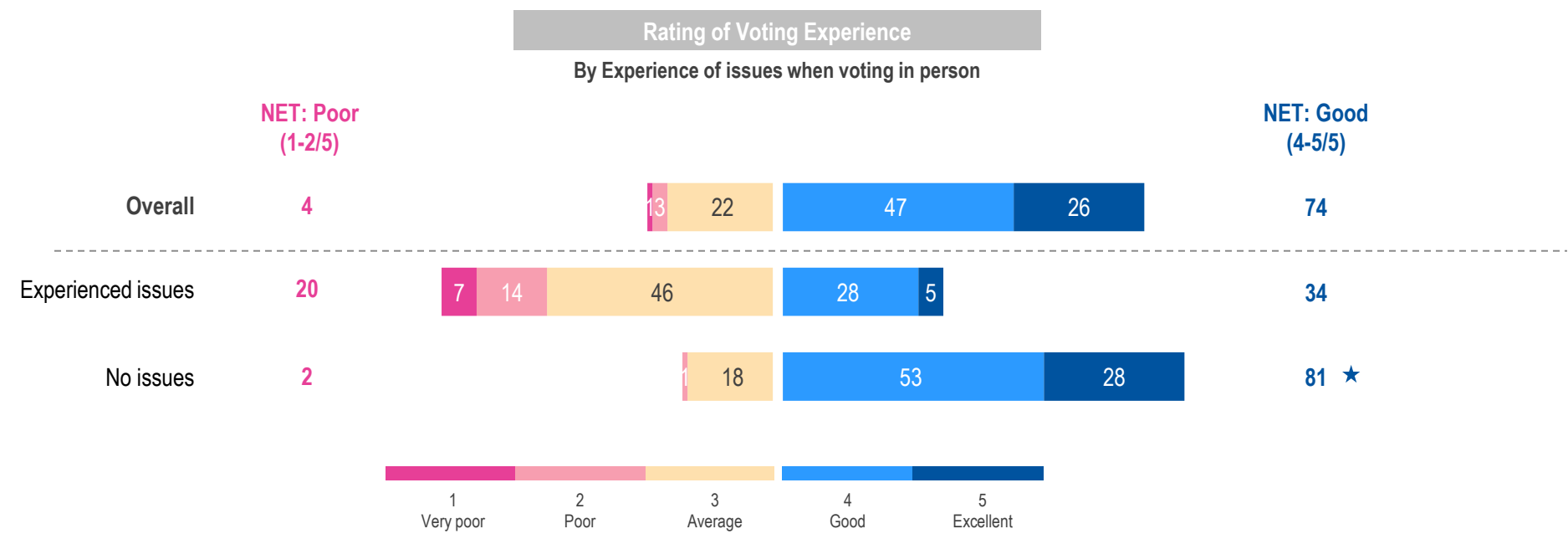
Around 1 in 8 mentioned issues around staff shortages, and just 4% had issues with ballot paper shortages. The widely publicised nature of these issues may have led to an inflation of these results, with long wait times put down to either of these based off perception, not reality. A number of other issues were raised, involving staff, setup, information, and wait times, but were isolated.



And expectedly, experience of these issues has a strong impact on voter experience.

4 in 5 voters who did not encounter any issues rated their experience positively. In contrast, only 1 in 3 of those who faced issues gave a positive rating.

Note: Despite their relatively small incidence, these issues that were seemingly more prevalent this year play a big role in worsening voter experience, and must be rectified for the next election.

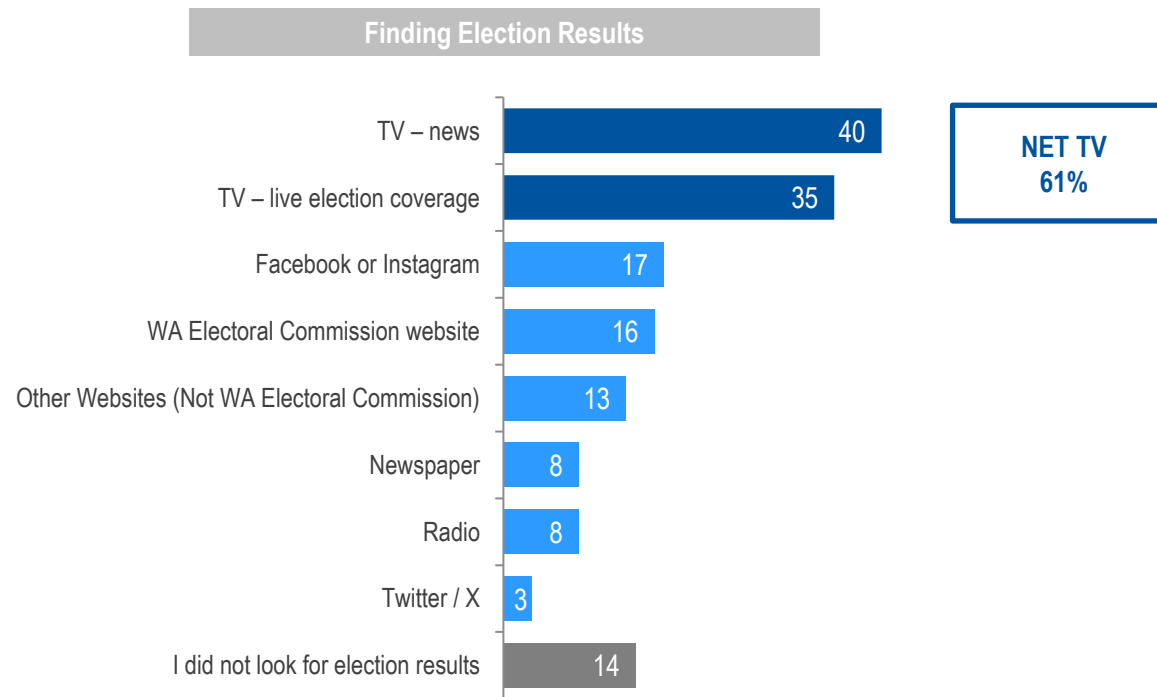


After the election ends, where do voters go for information on results?



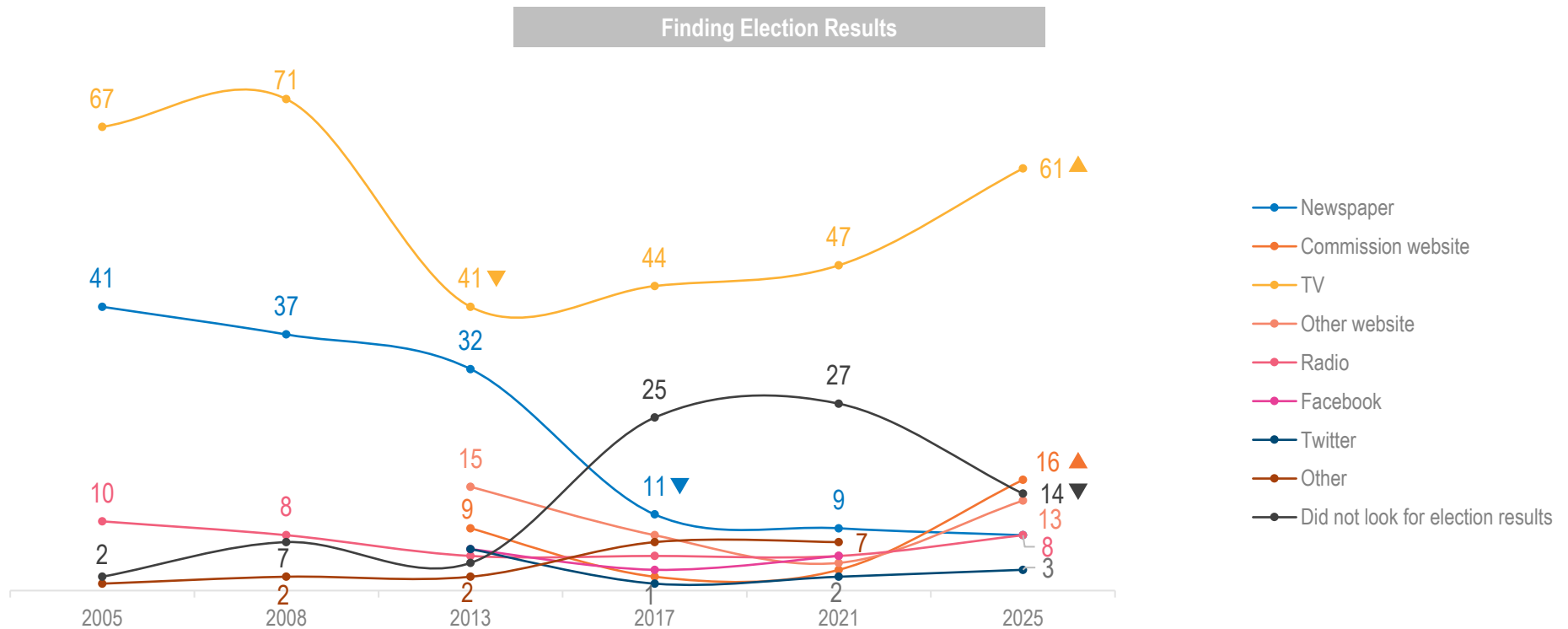
TV is the top source of information after the election ends.

Around 1 in 6 reference the Commission website – suggesting voters lean on it more for pre-voting information, rather than post-voting.



Channels of information on election results have undergone a profound transformation since 2005.

TV remains the leading source of information for election results. Newspapers have seen the most dramatic decline, with 2 in 5 people relying on them in 2005 compared to just 8% in 2025. Meanwhile, the Commission's website has gained visibility, rising from 9% a decade ago to 16% today.



Exploring the Campaign



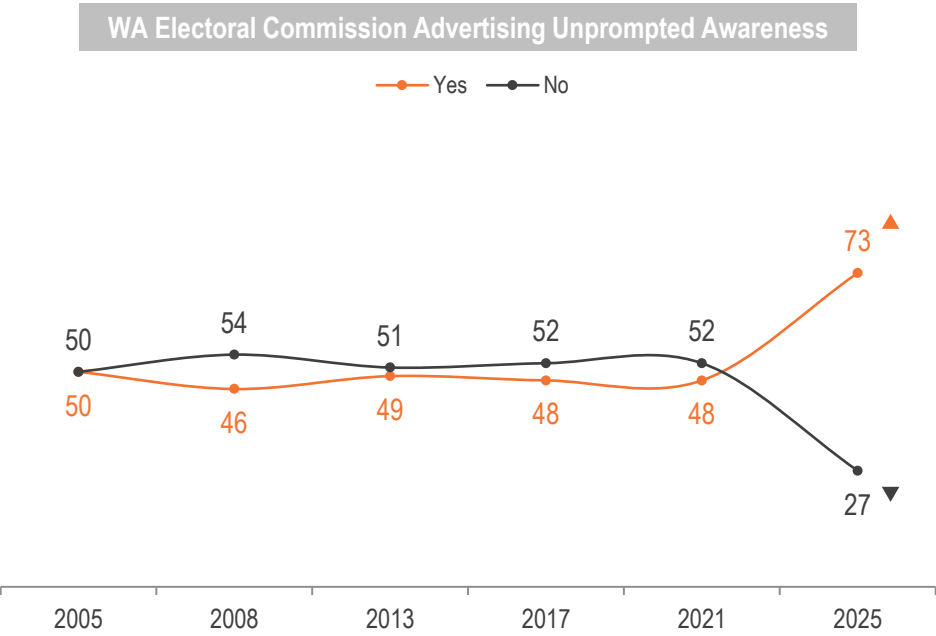
This year marks a significant increase in unprompted awareness of the Commission's advertising leading up to the election.



Unprompted, nearly three quarters of the eligible voting population recall seeing WAEC ads ahead of the election.

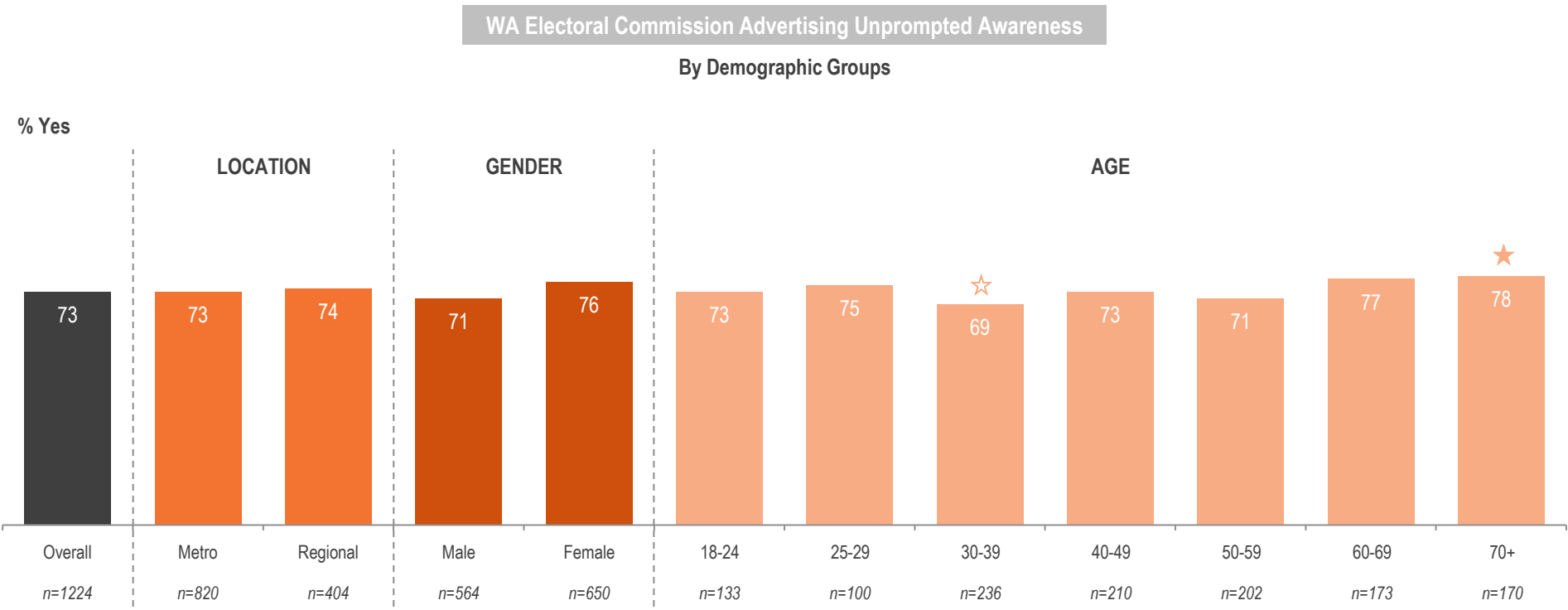
This represents a sharp increase from previous years, when only half reported any exposure. *Given that the campaign spend for this year was similar to that of 2021, this result is likely driven by the change in methodology.*

Note: The telephone survey would have for allowed greater emphasis on the Commission advertising, whereas the online survey may have seen some misinterpretation with party political advertising, despite strong efforts to avoid this.



Q21. As far as you're aware, had you seen any WA Electoral Commission advertising leading up to the election? Base: WA Eligible Voting Population 2005 (n=1,200); 2008 (n=1,200); 2013 (n=1,200); 2017 (n=1,200); 2021 (n=1,200); 2025 (n=1,224). Note: Before 2025, the question asked was: Were you aware of any Commission advertising leading up to the election?

Top-of-mind campaign awareness is mostly consistent across demographics.

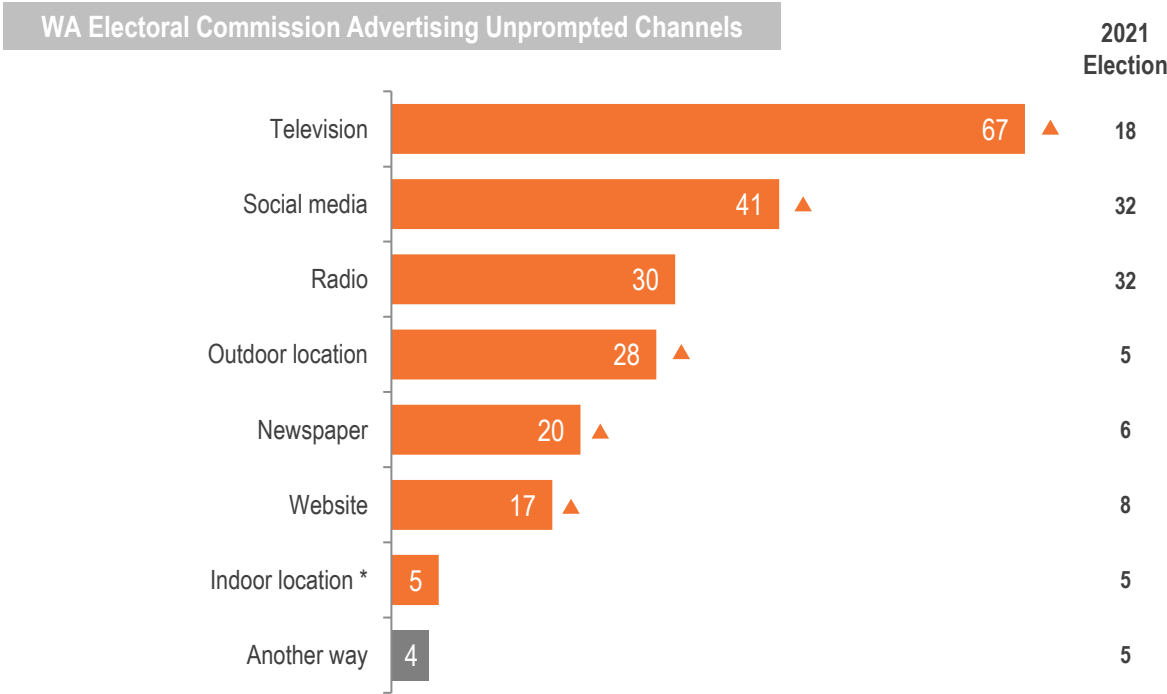


Q21. As far as you're aware, had you seen any WA Electoral Commission advertising leading up to the election? Base: WA Eligible Voting Population 2025.

Recall is strongest on TV, with over two thirds of respondents remembering WAEC’s ads from television.

Social media ranks second, ahead of both radio and OOH advertising.

Note: It should be noted that people are notoriously bad at recalling where they have seen advertising, and as such these unprompted results should be viewed with caution.



Q22. Where did you see or hear WA Electoral Commission advertising? Base: WA Eligible Voting Population who recall seeing WAEC advertising 2021 (n=581), 2025 (n=900). *Before 2025, the question asked was: What advertising were you aware of? **Before 2025, the item was "Cinema advertising"

This year via the online survey we've been able to test the actual campaign assets.

In this section, we will cover the 2025 WA State Election campaign:

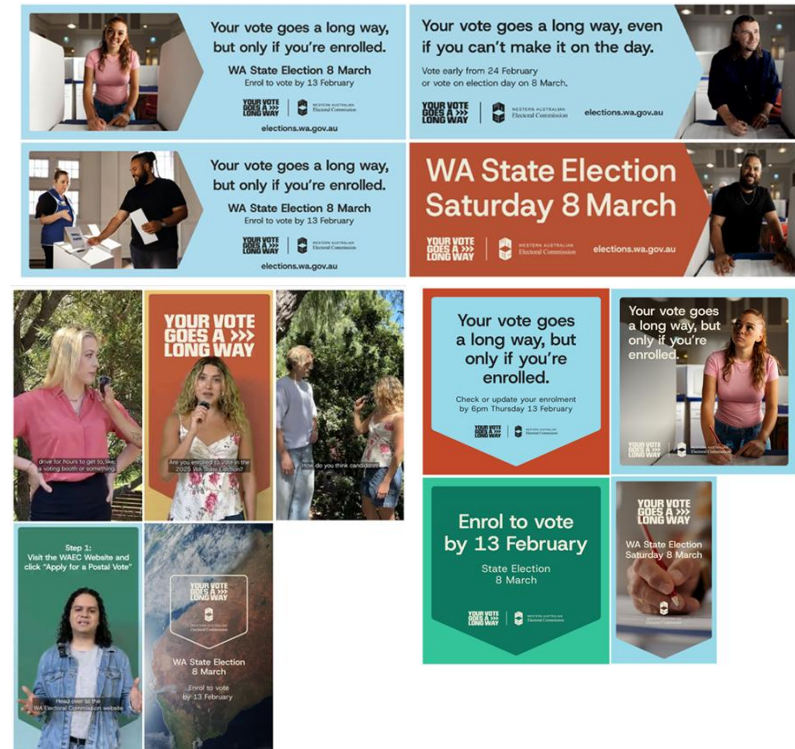
- Prompted awareness of the campaign overall
- Awareness of the different assets (OOH, video, radio)
- Usefulness of the campaign
- Actions taken
- Prompted and unprompted message takeout

Let's start with the different assets we tested.



What we showed from the *Your Vote goes a long way* Campaign.

OOH and social assets....



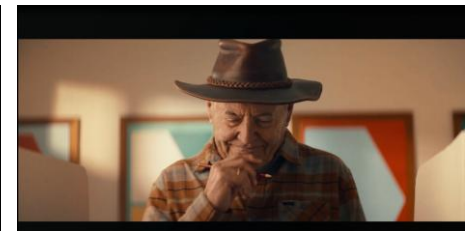
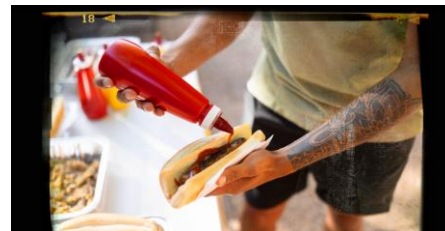
What we showed from the *Your Vote goes a long way* Campaign.

2 radio ads

“WA state election is on the 8th of March, and your vote goes a long way, but only if you're enrolled. To have your say, you must be on the electoral roll by Thursday the 13th of February. If you've recently turned 18, become an Australian citizen or changed your name or address, jump online to enrol or update your details and find out how far your vote can go. Go to elections.wa.gov.au.”

“Do you hear that? That's the sound of your vote making a difference at WA state election on the 8th of March, because when your vote hits the ballot box, it doesn't end there. Every vote sends a message, informs decisions and shapes our future. Enrol to vote or update your details by the 13th of February, and make your vote go a long way. Learn more at elections.wa.gov.au.”

30 second Enrol video ad



Let's dive in and see how the assets performed.

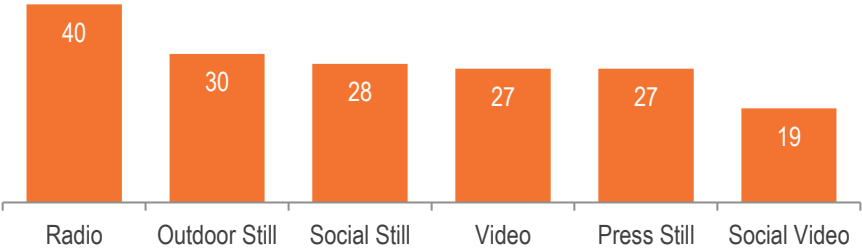
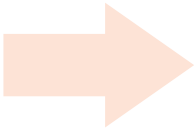
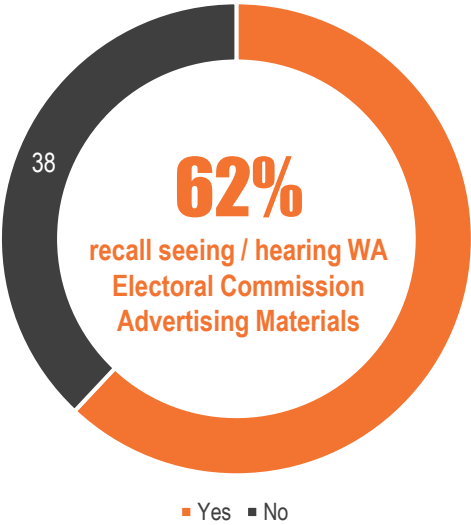


3 in 5 eligible voters in WA recall seeing or hearing at least one of the assets before the survey.

Radio messaging is the most commonly recalled, followed by outdoor stills, social stills, videos, press stills, and social videos.

Note: Given the prompted awareness is lower than unprompted awareness, there was almost certainly misattribution among voters at the unprompted awareness question – potentially mistakenly attributing party advertising as Commission advertising when asked.

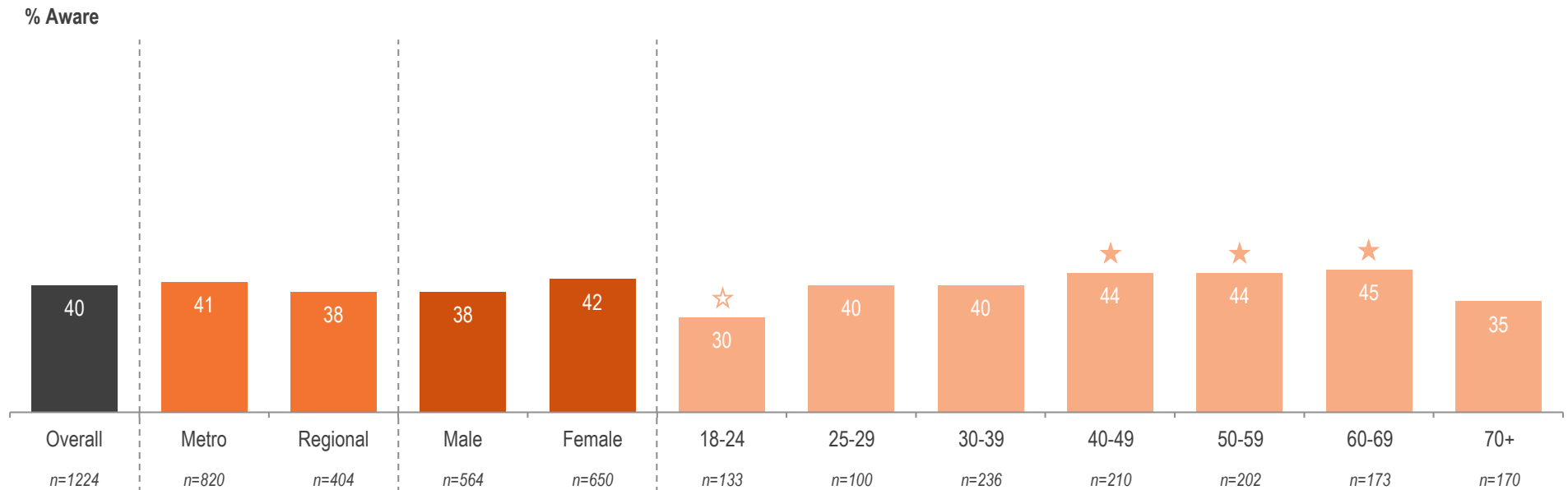
WA Electoral Commission Advertising Prompted Awareness



Recall of the radio ads is significantly higher among middle age brackets.

Awareness of Radio Ads

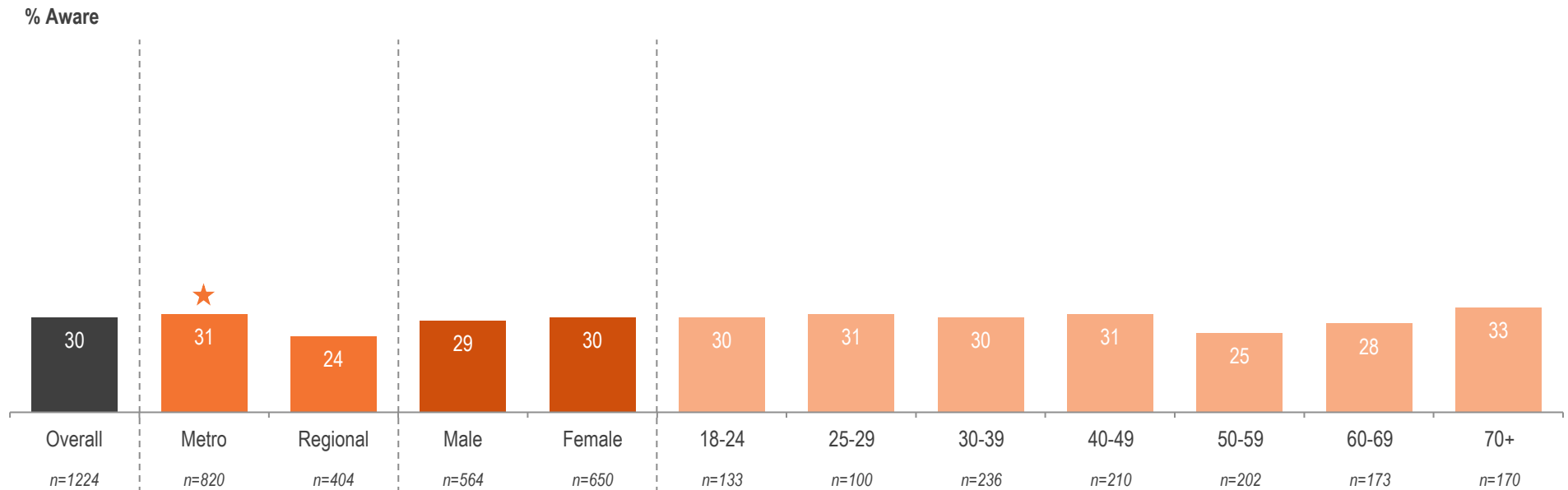
By Demographic Groups



OOH still ad recall is higher in metro areas compared to regional WA, but consistent across other demographics.

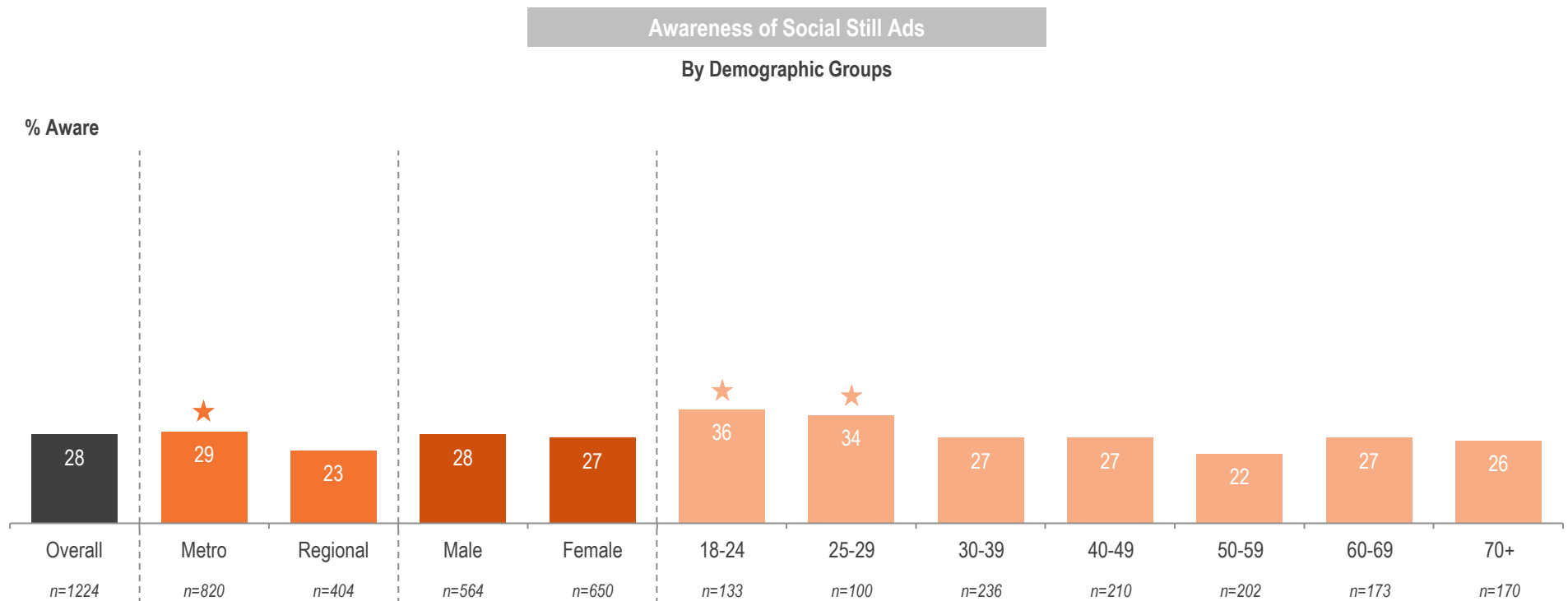
Awareness of Outdoor Still Ads

By Demographic Groups



Younger voters are more likely to recall social still ads than any other age group...

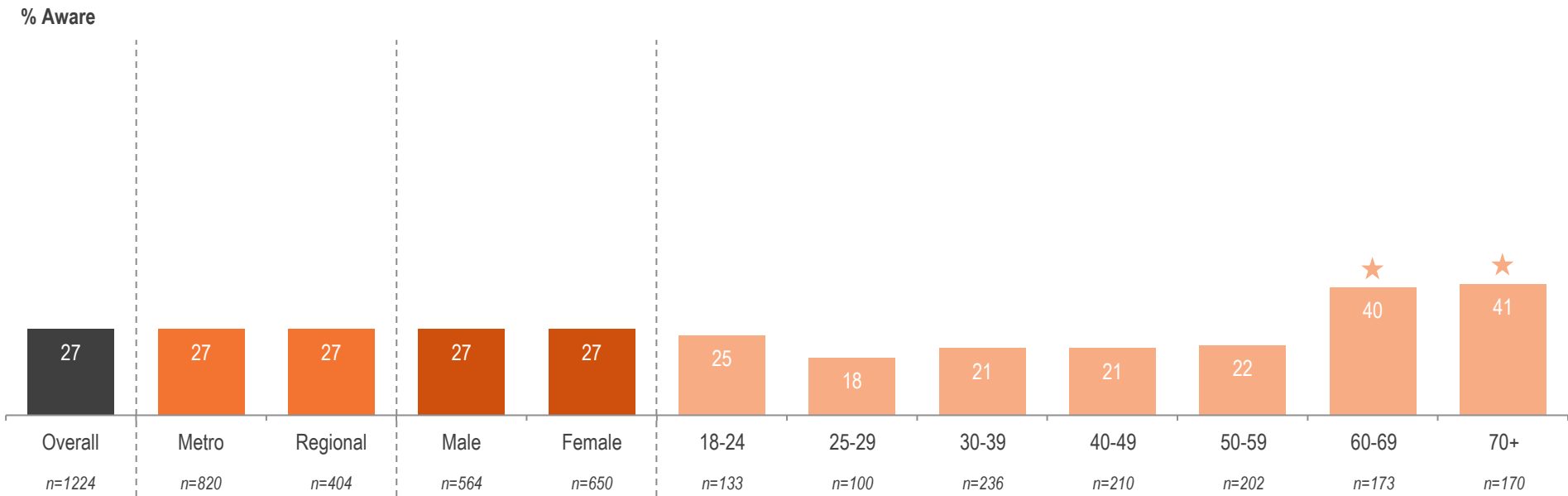
...with these ads successfully reaching around a third of their target audience.



Voters aged 60+ are more likely to recall video ads – likely via TV, compared to younger age groups.

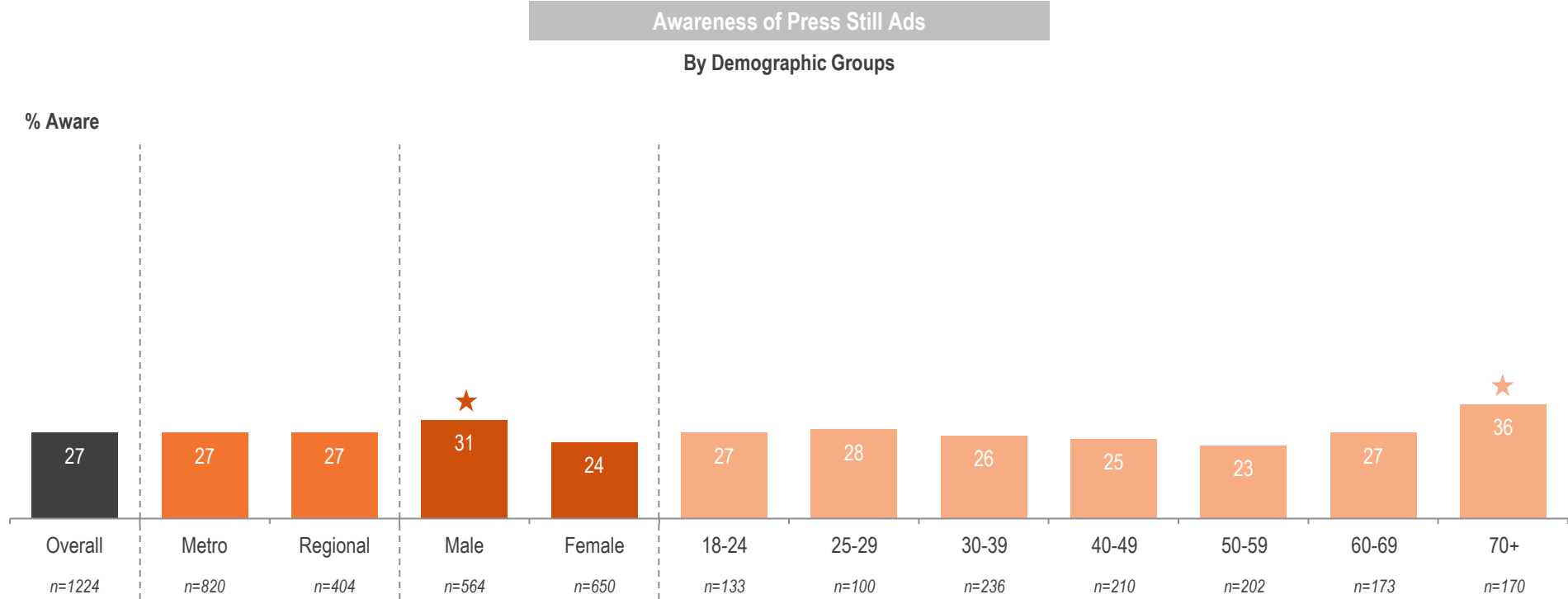
Awareness of Video Ads

By Demographic Groups



Q53. Prior to today, had you seen the following video ad? You may have seen it on TV, streaming services or on Youtube. Base: WA Eligible Voting Population 2025.

In line with their media habits, males and those aged 70+ are more likely to recall ads from the printed press.

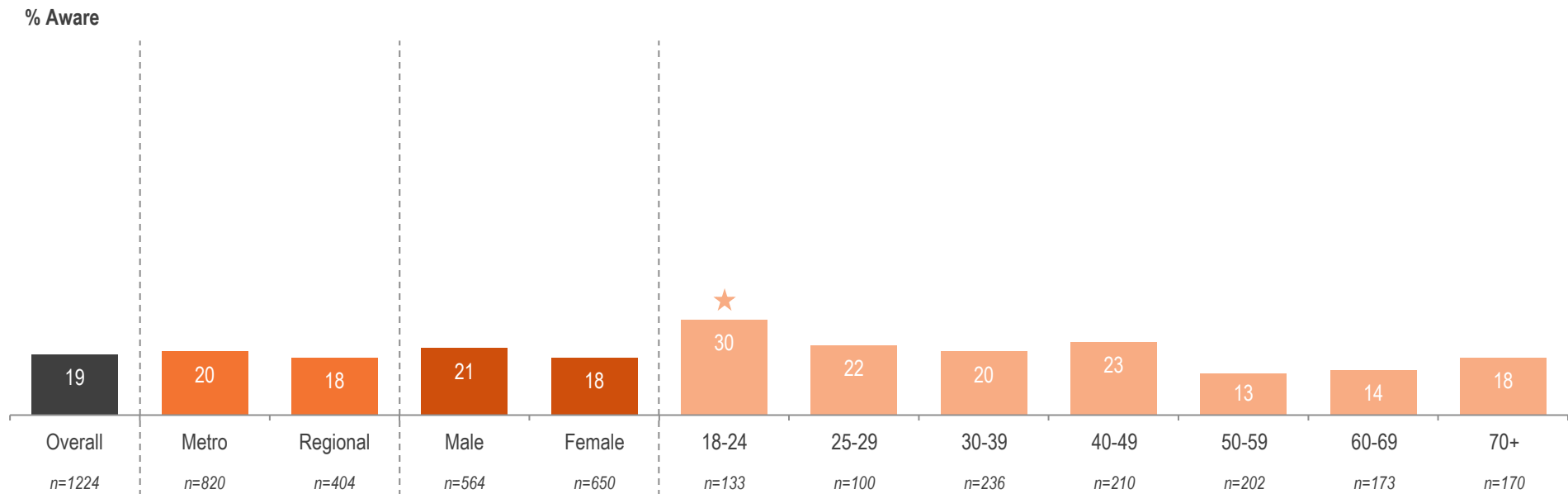


Q57. Prior to today, had you seen any of the following ads? You may have seen them in newspapers or other publications. Base: WA Eligible Voting Population 2025.

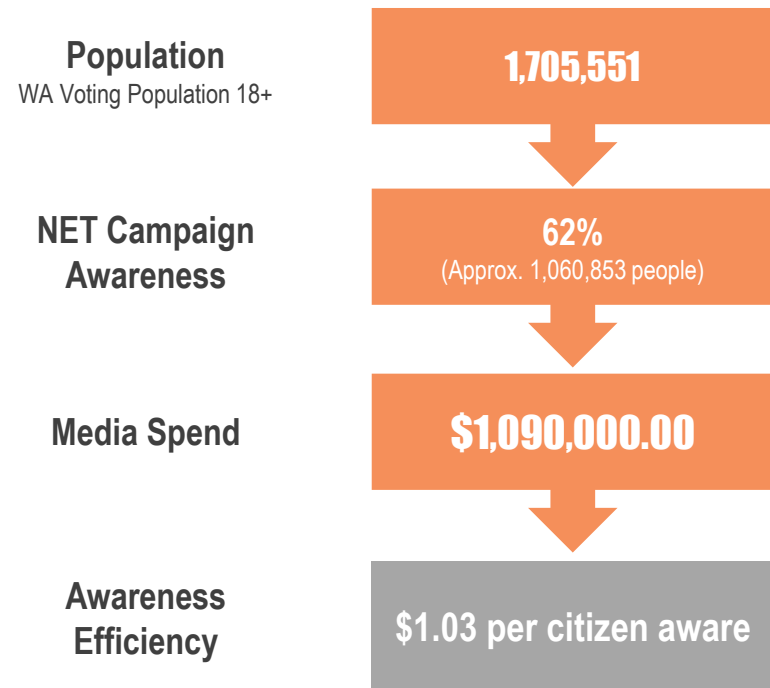
Younger voters are also more likely to recall social video ads than any other age group.

Awareness of Social Video Ads

By Demographic Groups

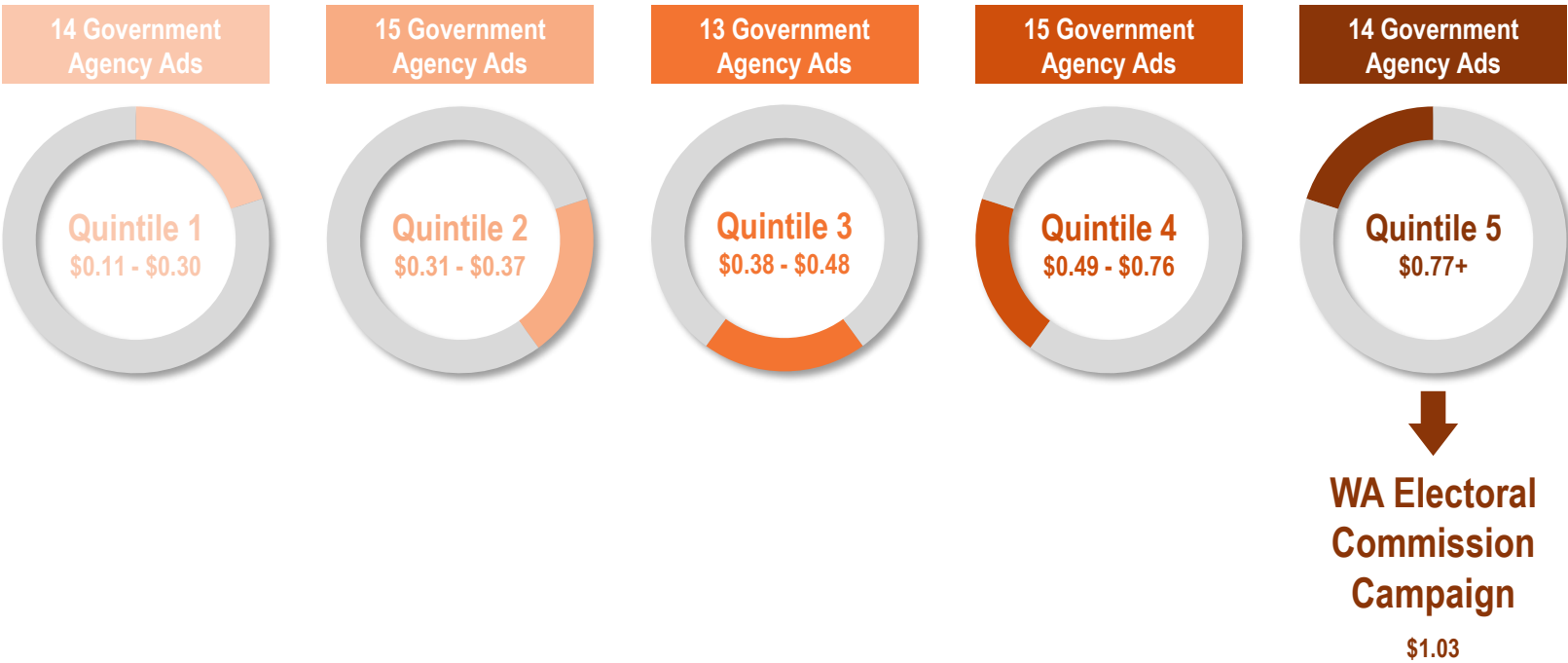


The *Your Vote goes a long way*
Campaign effectively cost \$1.03 per
voter who saw it.



Benchmarking this against advertising from other government agencies, the campaign falls in the fifth quintile in terms of cost per person reached.

It should be noted that while all compared campaigns belong to government agencies, the purpose and objectives behind each campaign differ, with not many targeting the entirety of WA – and not many at the scale of the Commission’s campaign.



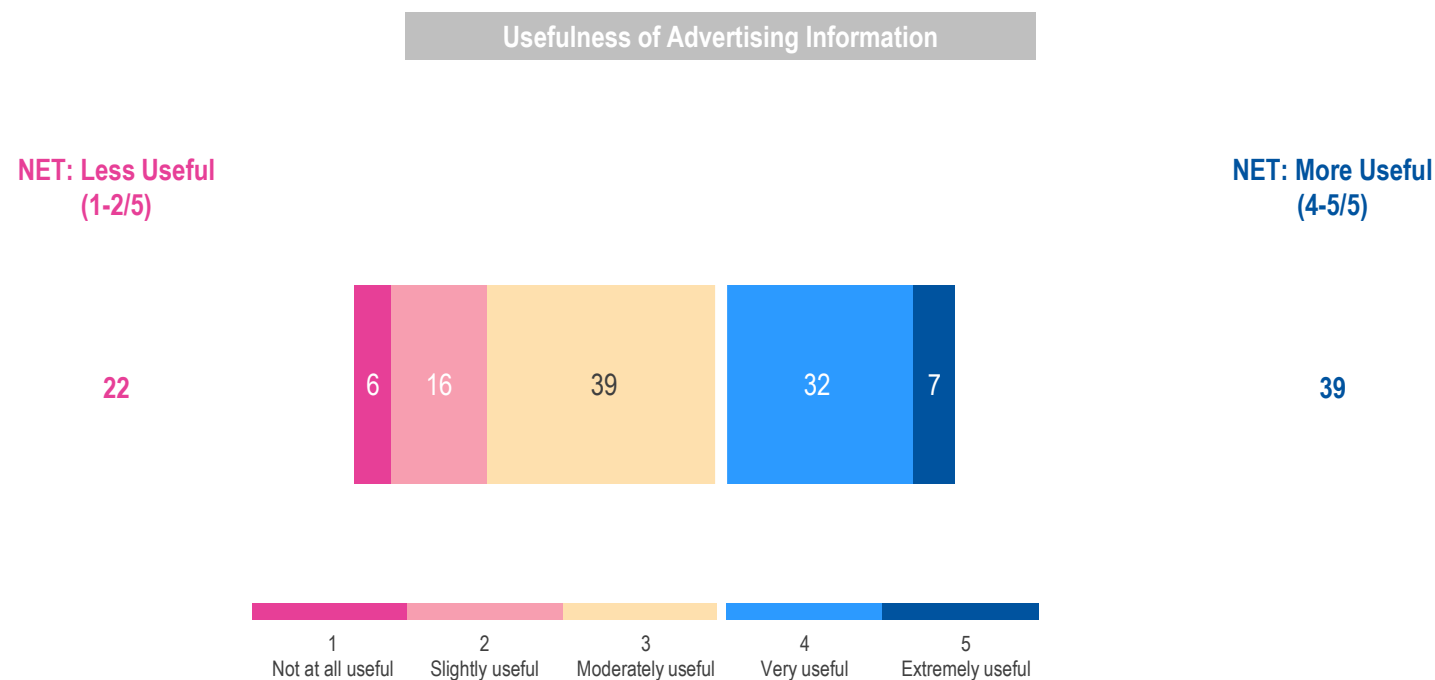
While awareness of the Campaign
is high, its impact is relatively smaller.



Just 2 in 5 who recall the campaign, say the information it provided was useful.

A similar proportion remain neutral, describing the campaign as only moderately useful. Meanwhile, 1 in 5 feel it was not at all or only slightly useful.

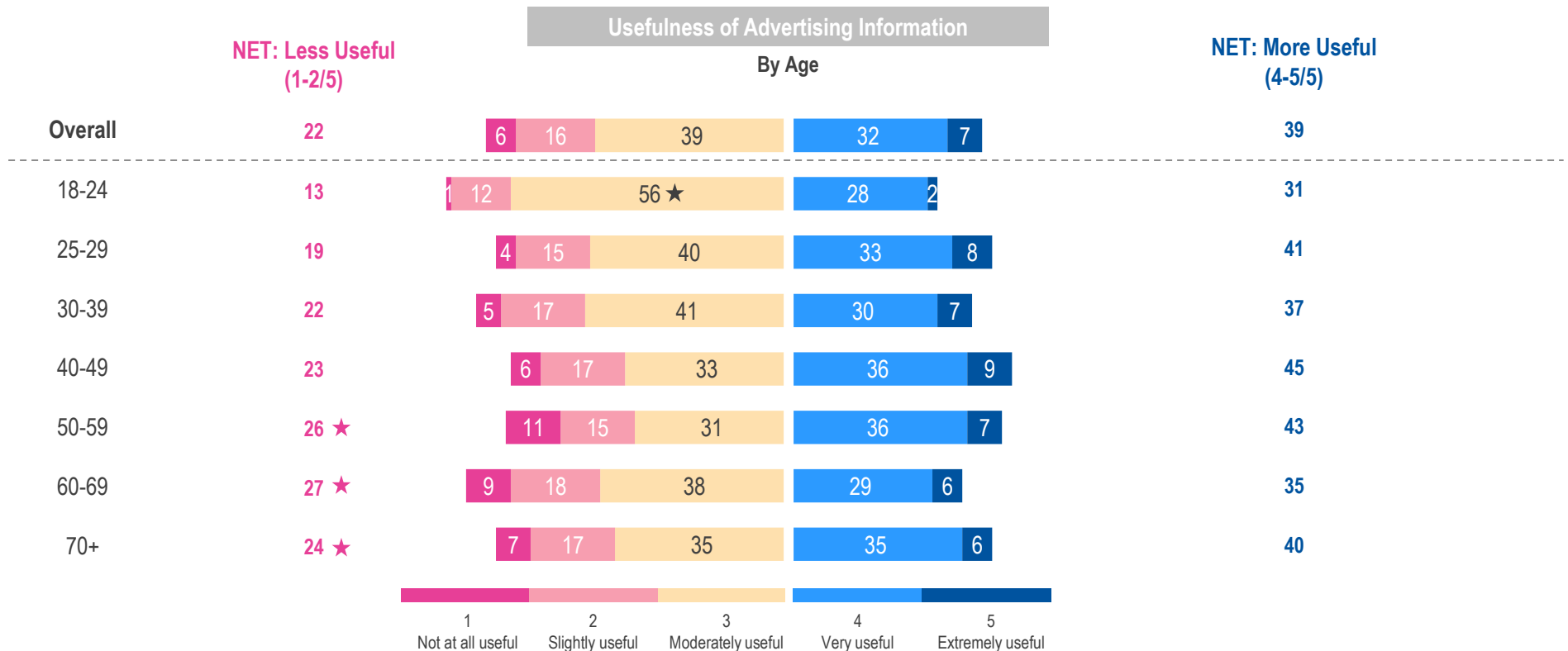
Note: Given the campaign is looking to convey information likely known to a large proportion of the population, this result is not particularly surprising, nor negative.



Information usefulness is relatively consistent across age brackets.

However, among those aged 18 to 24, who are some of the least informed voters – over half describe the campaign information as 'moderately' useful. Cutting through to this audience is key to have greater impact and build greater voting knowledge.

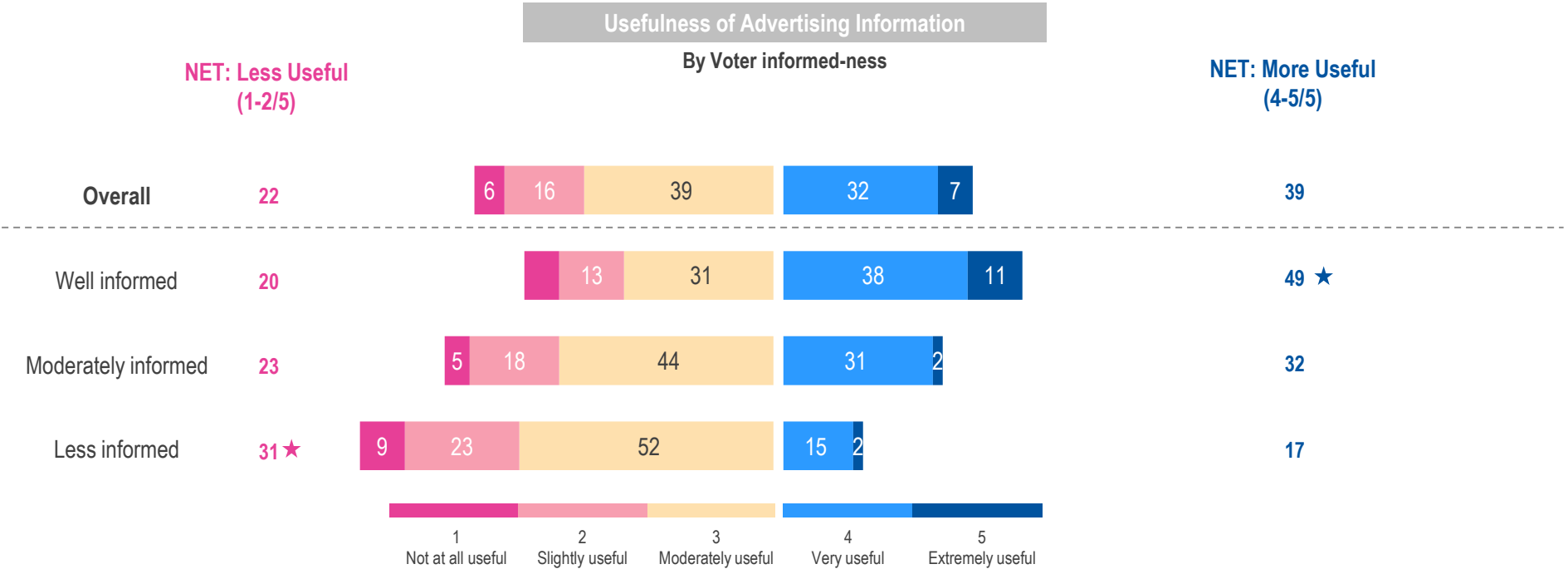
Older voters are more likely than other age groups to say it was only slightly useful or not useful at all – likely due to having heard most of the info before.



Q59. How useful was the information provided in the advertising? Base: WA Eligible Voting Population who recall seeing the advertising once prompted 2025 (n=756), including 18–24-year-olds (n=89), 25-29 (n=69), 30-39 (n=131), 40-49 (n=126), 50-59 (n=113), 60-69 (n=115), 70+ (n=119)

Similarly, voters who are already well-informed about elections tend to find the information most useful.

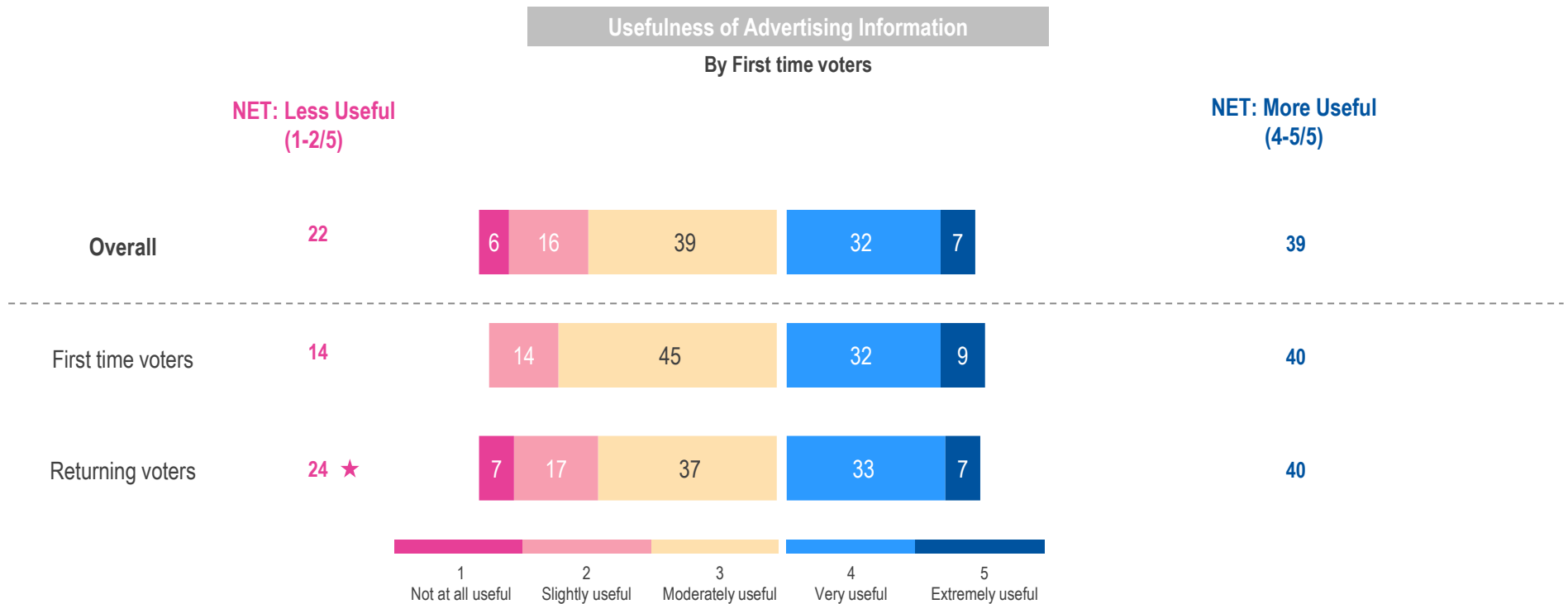
In contrast, those who consider themselves poorly informed are the least likely to find it helpful – a watchout for the campaign, as it suggests the materials may not be reaching or resonating with the audience that needs them most.



Q59. How useful was the information provided in the advertising? Base: WA Eligible Voting Population who recall seeing the advertising once prompted 2025 (n=756), including those who say they are well informed as a voter (n=381), moderately informed (n=273), less informed (n=102)

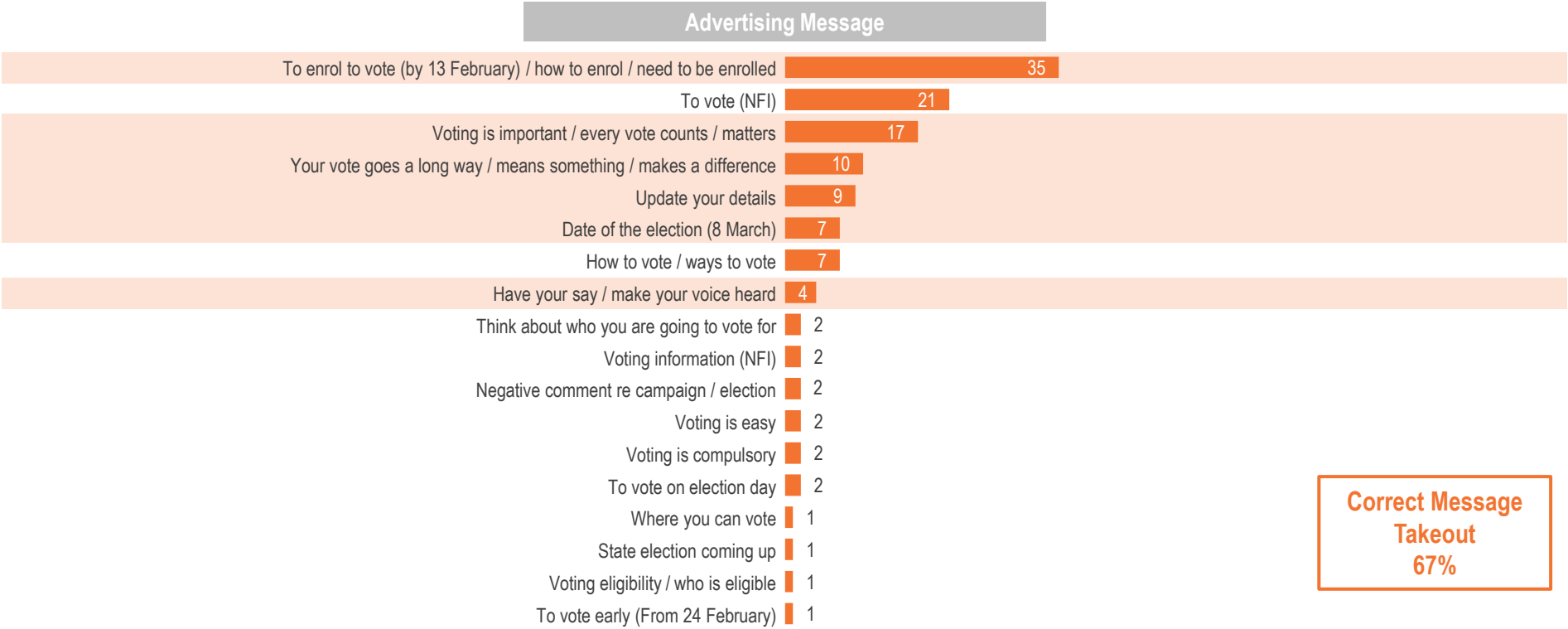
And first-time voters are no more likely to find the information useful.

They're more likely to find the information moderately useful, while returning voters are the once seeing the campaign information as less useful. This is the audience the advertising could be having the greatest impact amongst, but it isn't. This signals a need to refine the campaign messaging to specifically help this less-knowledgeable audience.



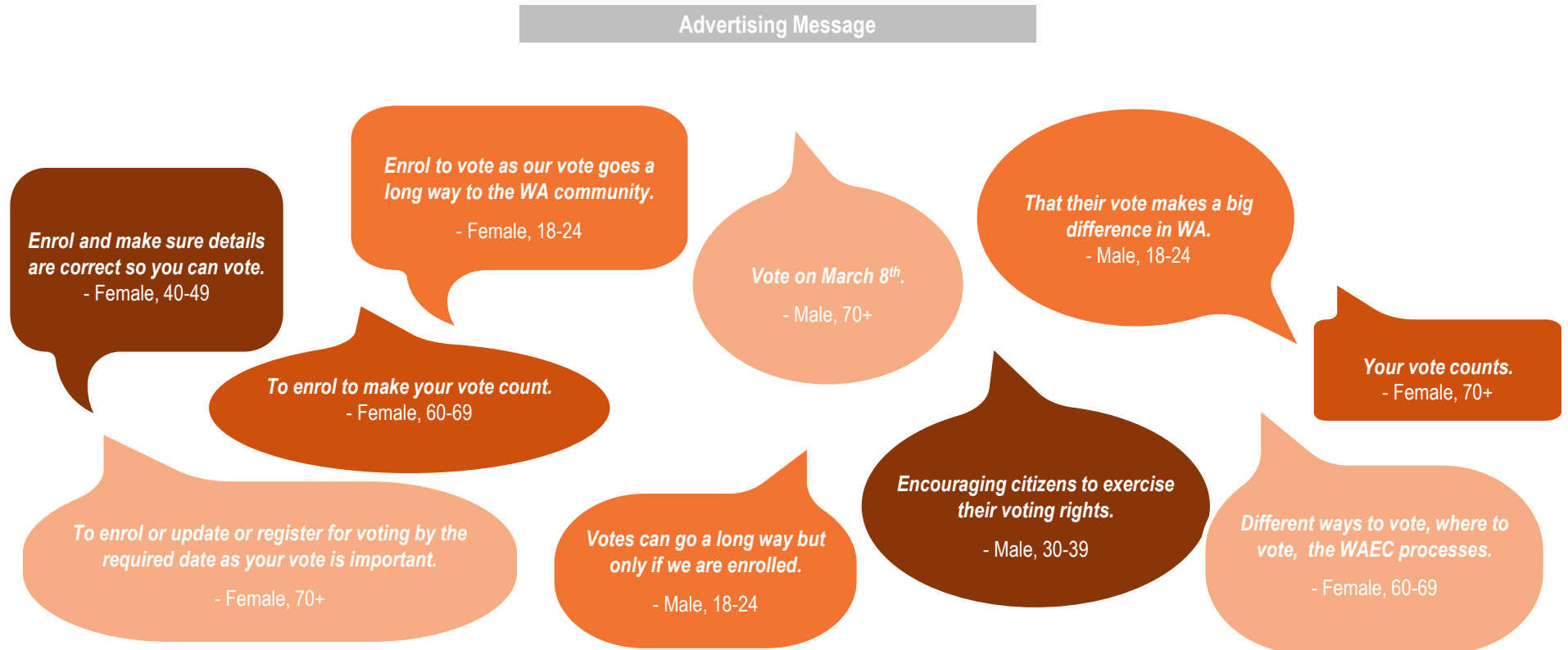
Two thirds took away messages from the campaign that align with the intended messages.

The most recalled unprompted topic was how to enrol to vote – a sign that the campaign is effectively landing a core message. The importance of voting was also stressed and received. Smaller messages carried by the tactical and niche messaging – such as different ways to vote, were secondary.



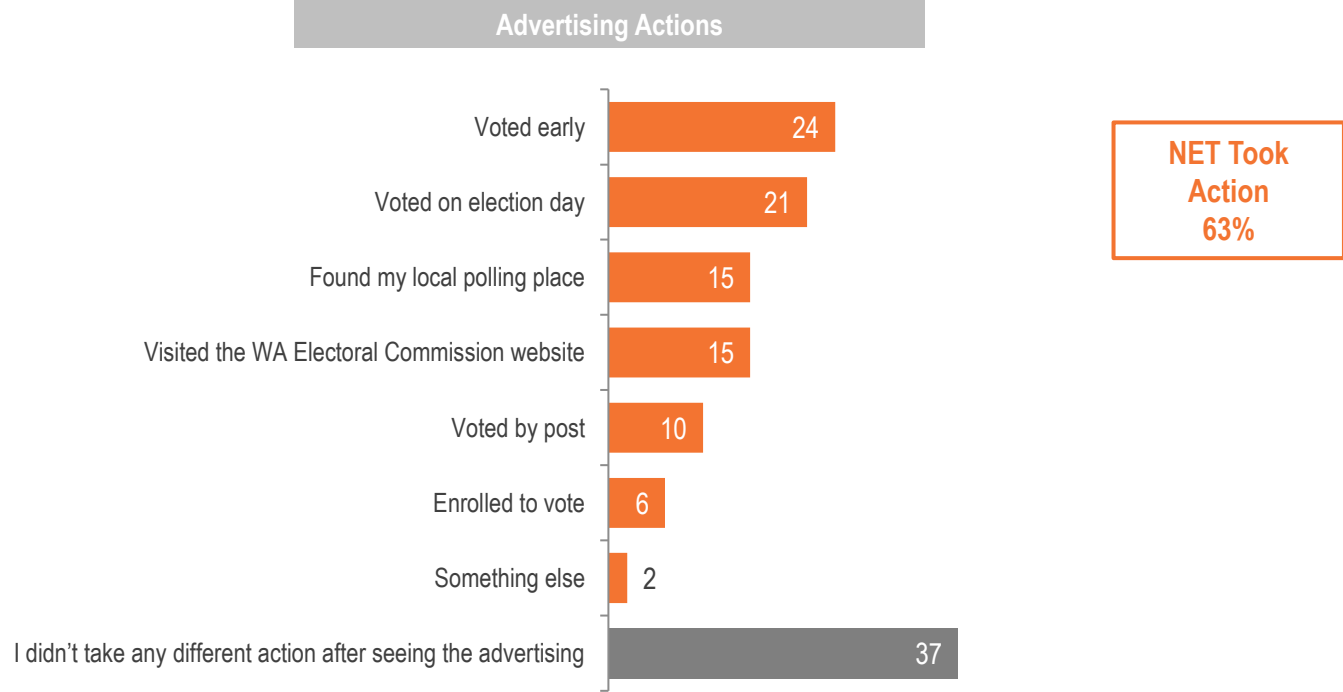
Unprompted message takeout

In their own words...



The campaign prompted action, with 3 in 5 saying they took some form of different action as a result.

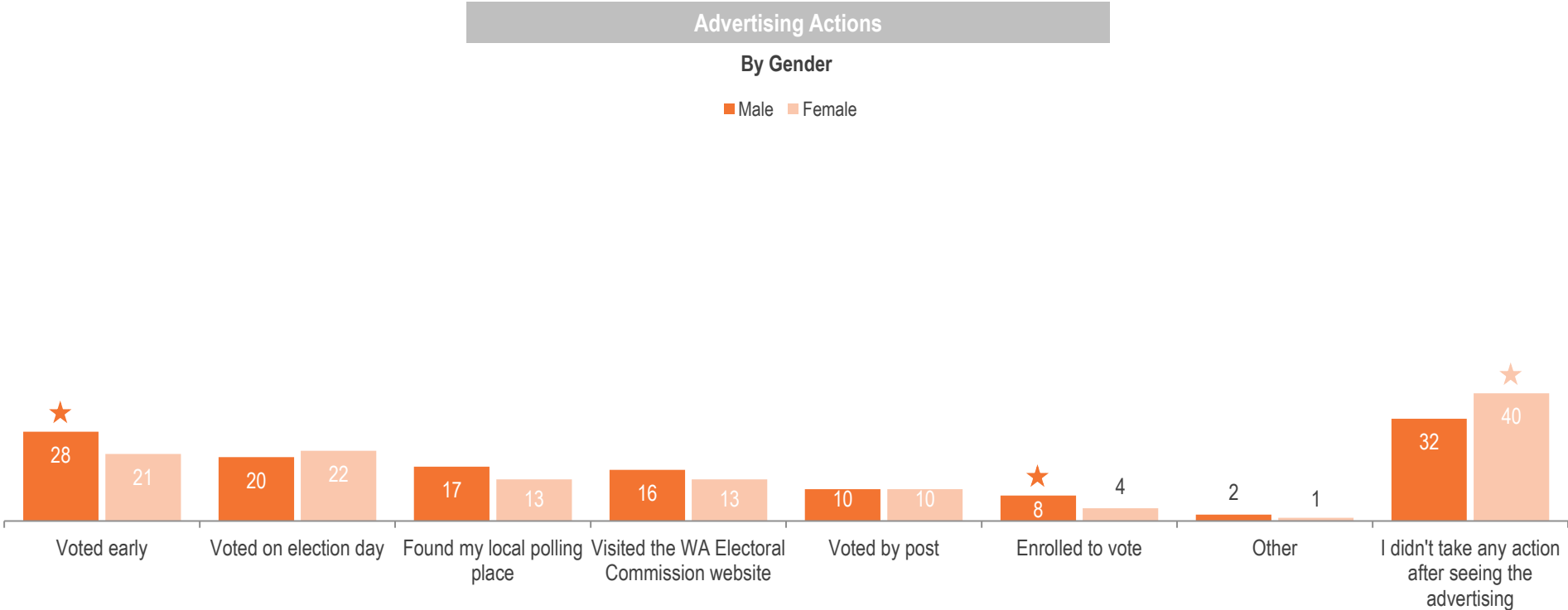
The two most common were voting early and voting on election day – the campaign either directly or indirectly giving voters the information or prompt to do so.



Q61. Which of the following actions, if any, did you take after seeing the advertising? Base: WA Eligible Voting Population who recall seeing the advertising once prompted 2025 (n=756).

The campaign had a stronger impact on males than females.

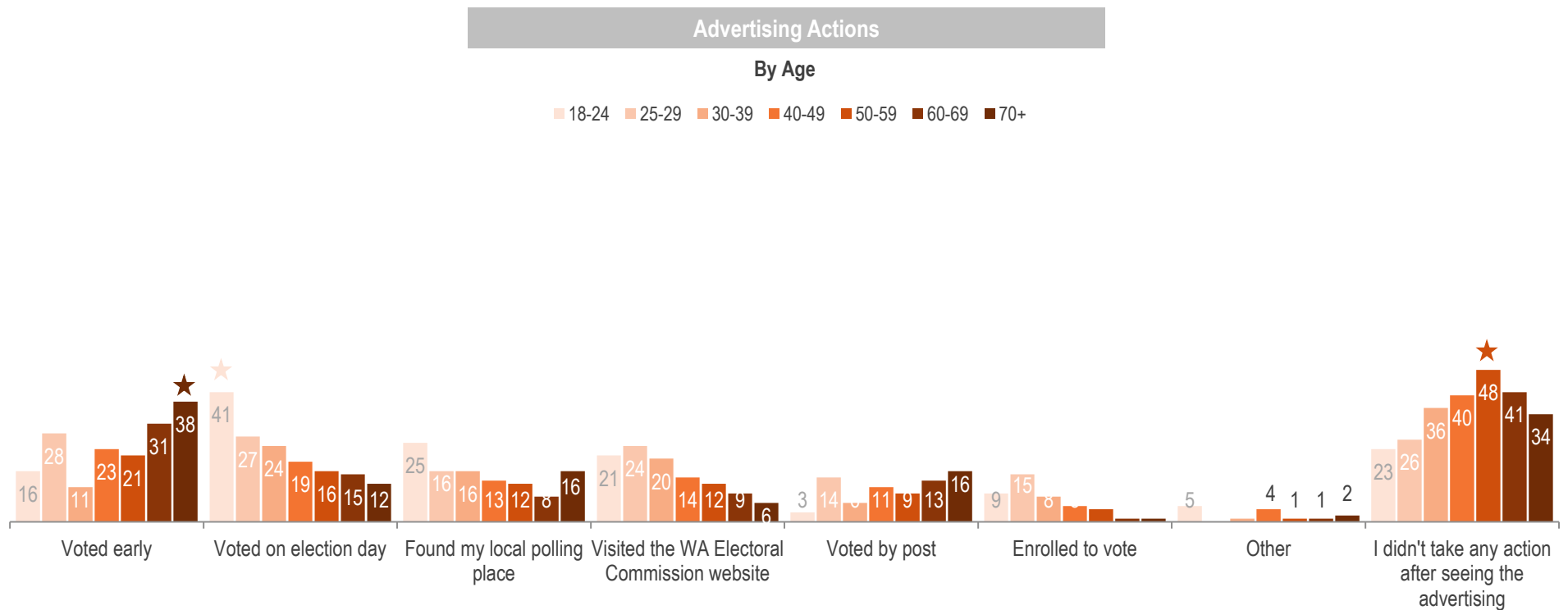
Around 2 in 3 males reported taking some form of action after seeing the campaign, compared to only 3 in 5 females. Males were more likely than females to report deciding to vote early or enrol to vote after engaging with the campaign.



Q61. Which of the following actions, if any, did you take after seeing the advertising? Base: WA Eligible Voting Population who recall seeing the advertising once prompted 2025 Male (n=335), Female (n=415).

The campaign had varying impacts across age groups.

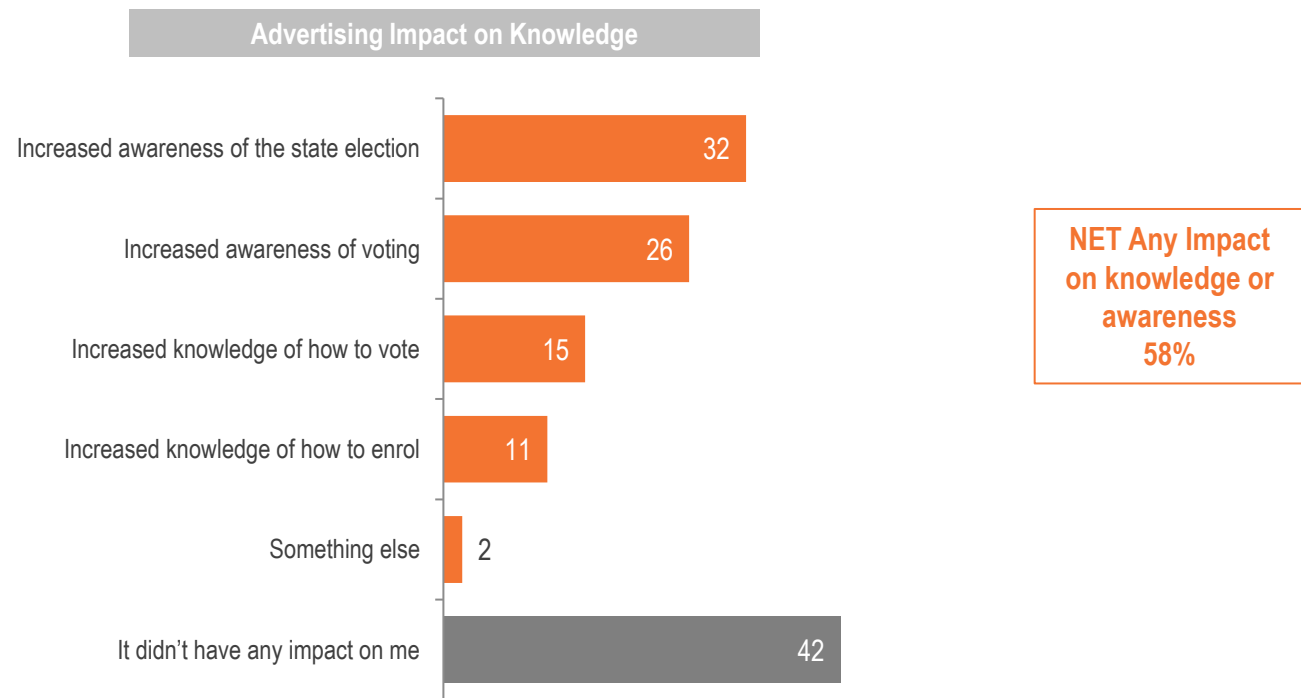
Voters aged 70+ were more likely to say it encouraged them to vote early, while those aged 18 to 24 were more likely to report being prompted to vote on election day – which is a positive outcome, as the campaign delivered tailored messages aimed at the different age groups and their specific needs.



Q61. Which of the following actions, if any, did you take after seeing the advertising? Base: WA Eligible Voting Population who recall seeing the advertising once prompted 2025 18-24 (n=87); 25-29 (n=65); 30-39 (n=129); 40-49 (n=126); 50-59 (n=116); 60-69 (n=118); 70+ (n=115).

Nearly 3 in 5 say the campaign positively impacted their knowledge at some level.

The main effect was increased awareness of the state election, followed by greater awareness of voting – the two primary missions of the campaign.



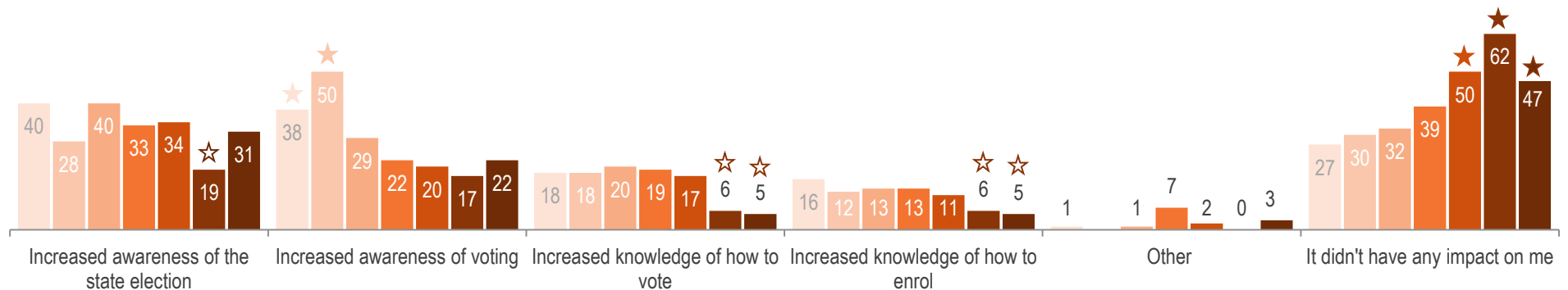
The campaign improved knowledge most strongly among those aged under 50, for whom voting is less familiar.


Those aged under 30 particularly gained greater awareness about voting in the state election.

Advertising Impact on Knowledge

By Age

18-24 25-29 30-39 40-49 50-59 60-69 70+



The background of the slide is a high-angle photograph of a red running track. White lane lines, including solid and dashed lines, curve across the frame. On the left side, there is a large, irregular orange shape that partially covers the track, creating a layered effect.

Overall, the campaign is on the right track - having a greater positive impact on those who were exposed to it.

Those exposed to the campaign when it was live hold significantly greater knowledge as voters.

Notably, voters exposed to the campaign are more likely to know where to check their voting district, how to update their enrolment information, and report feeling well-informed as voters. They are also more likely to visit the Commission's website for state election information when needed.

Importantly, they are more likely to rate their overall voting experience as positive – likely an impact of their greater knowledge of voting procedures – and to say that elections are personally important to them – a key message of the campaign.

	Aware of the Campaign	Not Aware of the Campaign
% visited the WAEC website to find information related to the state election	51% ★	38%
% know how to updated their enrolment information	91% ★	85%
% know how to check voting district	90% ★	82%
% would look for information on how to enrol on the WAEC website	89% ★	83%
% rate their experience of voting as good (4-5/5)	74% ★	66%
% feel well informed as a voter	51% ★	37%
% feel the elections are important to them	66% ★	52%

A Quick Look at the Website & Enquiries Line



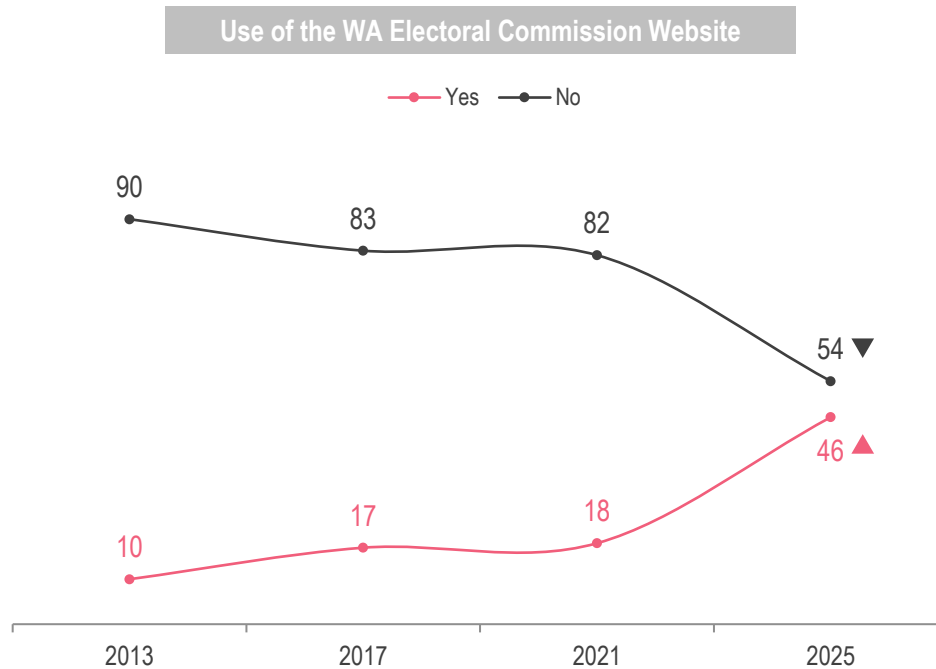
The Commission's website is
being used and has proven to be
a valuable source of support.



The use of the Commission's website has been growing since 2013.

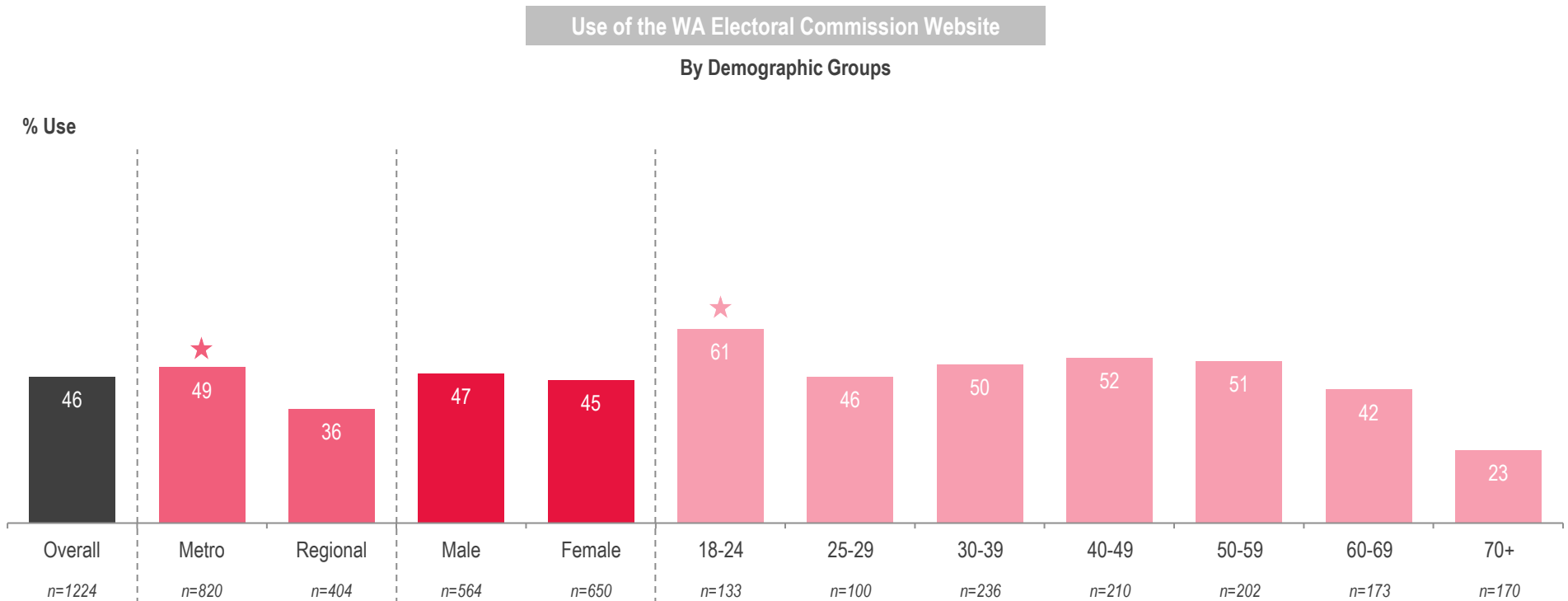
In particular, it significantly increased since the last state election in 2021.

Note: This result may be overinflated due to the shift from a telephone to online survey, where respondents are more likely to be computer and internet savvy.



A majority of 18 to 24 year olds report having visited the website - the most likely demographic to have done so.

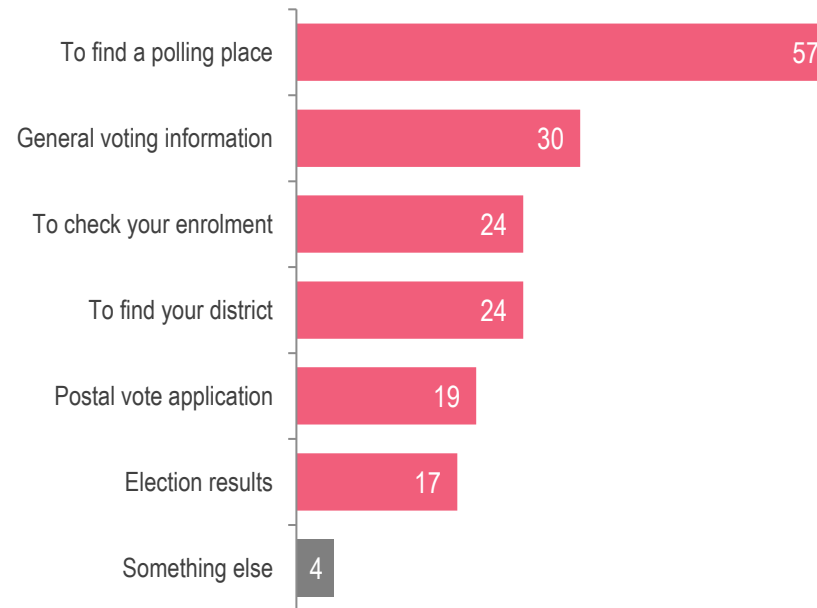
This is an encouraging result, as many in this group are first-time voters who require the information, or were needing to enrol or check their enrolment.



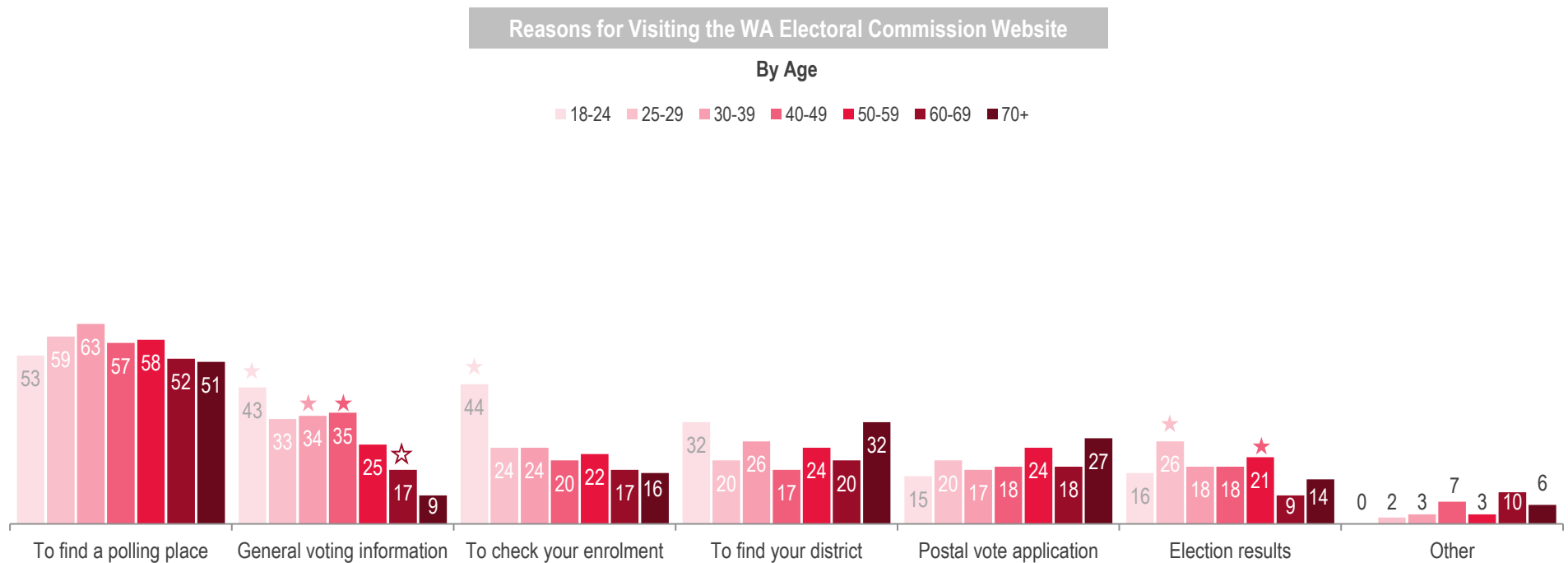
Overall, the main reason for visiting the Commission's website is to find a polling place.

With convenience a key motivator of where to vote, its unsurprising that over half who visited the website were looking for a polling place – likely the one closest to their house. Around 1 in 4 visited the website for general information, or to check enrolment or district information.

Reasons for Visiting the WA Electoral Commission Website

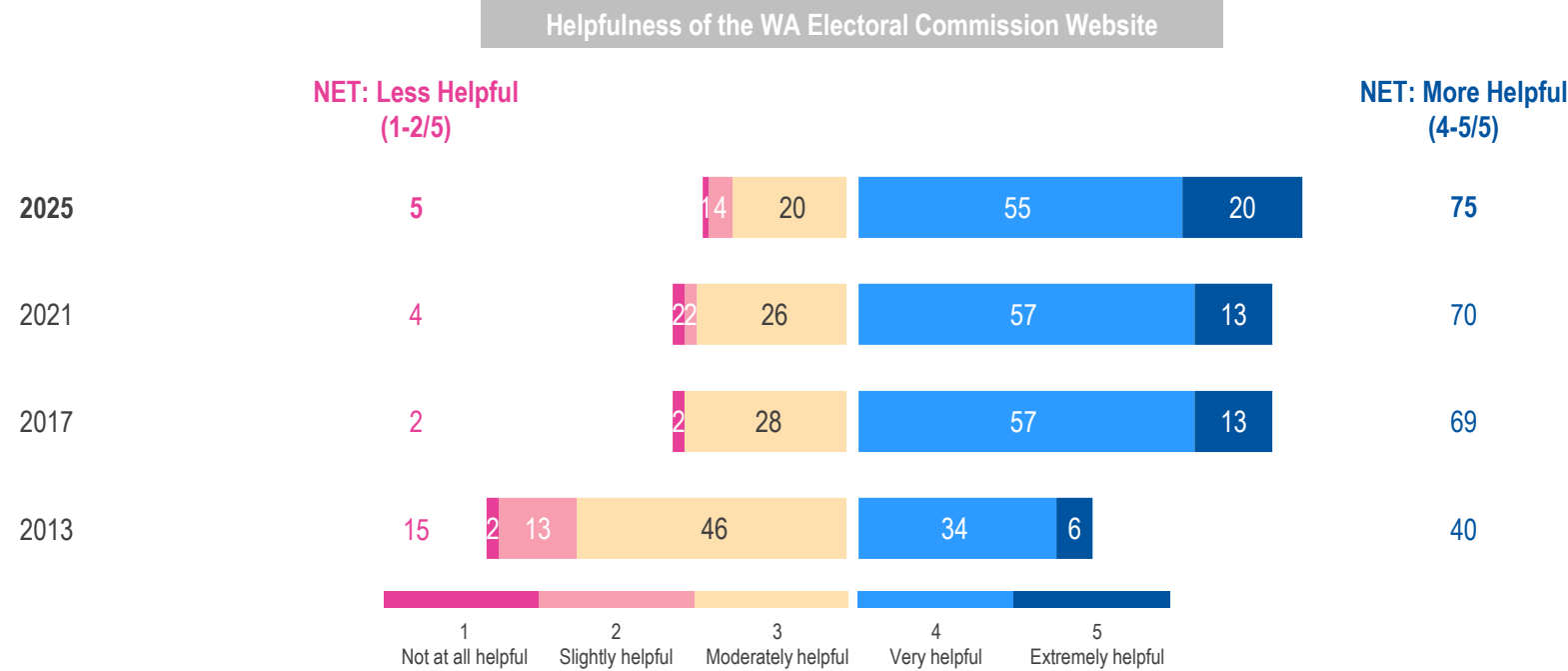


Explaining their higher use, younger voters seek more general voting information or details about enrolment.



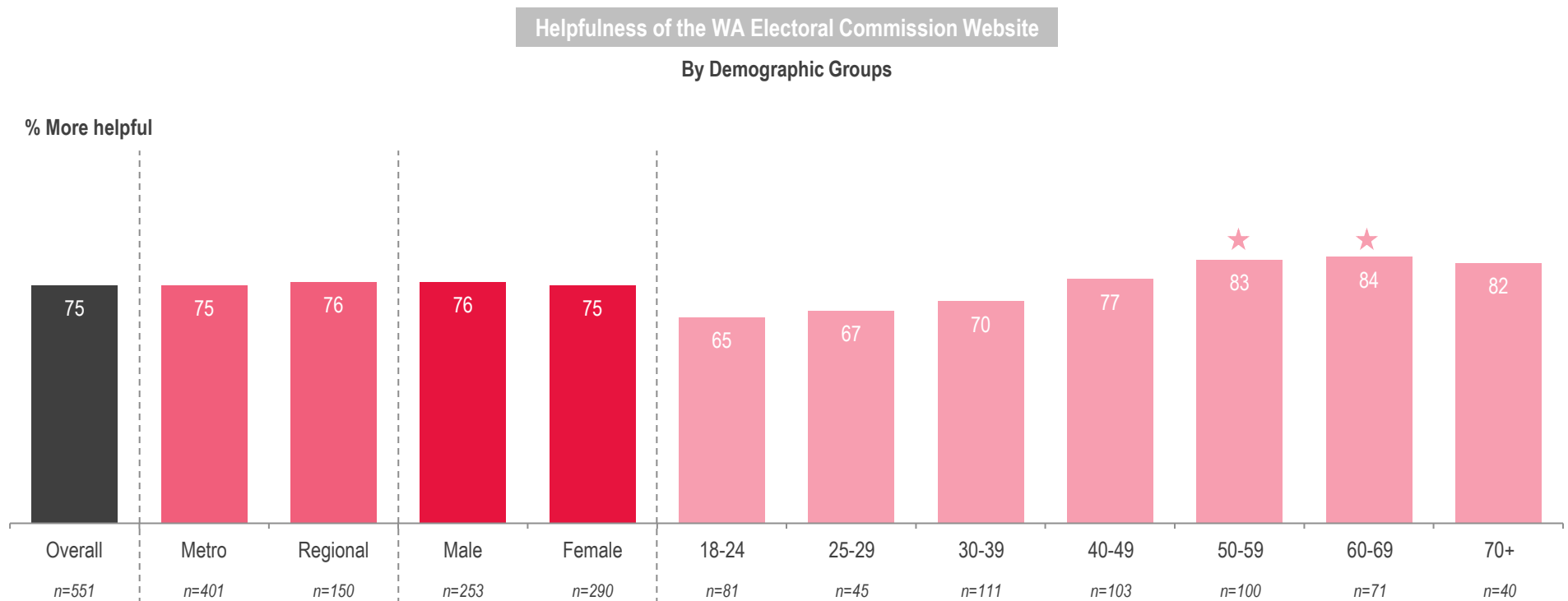
Around 3 in 4 users found the website useful for the information they were seeking.

This continues a positive trend from previous state elections.



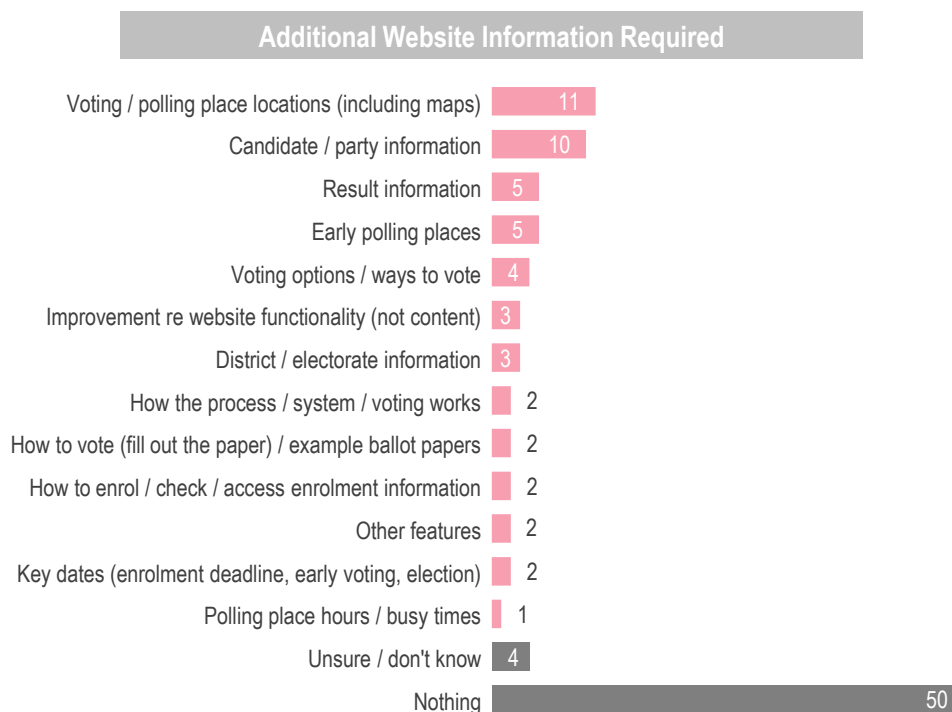
Despite being the most likely to visit the website, those aged 18-24 are the least likely to cite the website as helpful.

Optimising the website to ensure maximum use and accessibility of information for those who need it most will help build knowledge.



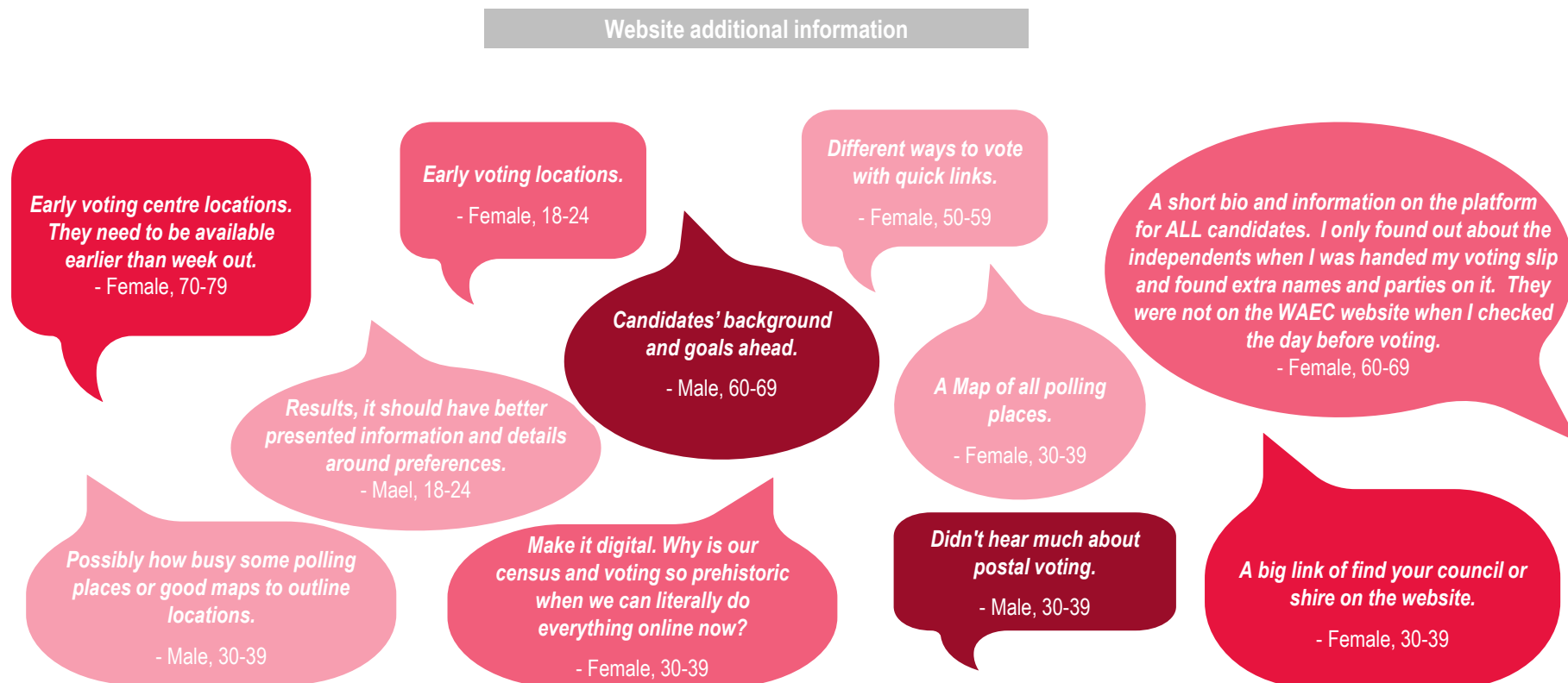
However, the website appears to be doing its job – half of users having no additional information they require.

Among those who did, the most common requests were for voting locations (including maps) and information about candidates and parties. The former is on the website, but given its importance, could be investigated to ensure it is clearly and easily accessible. Around 5% of website visitors want more accessible information regarding early voting – which given the benefits of it, could be a strategy the Commission looks to implement next election.



Website accessibility improvements

In their own words...



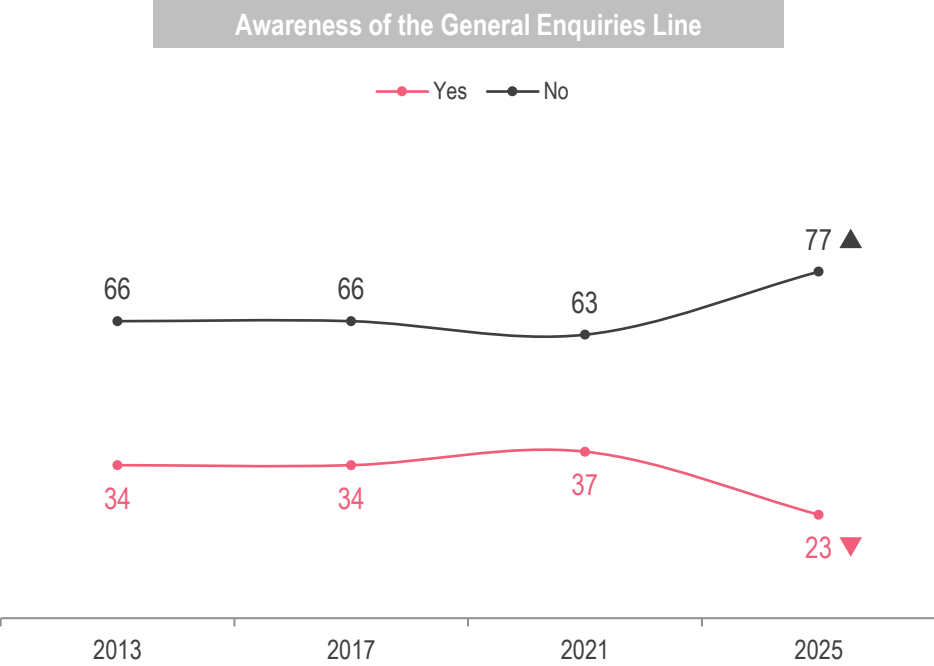
The General Enquiries Line, while helpful, was not heavily used in 2025.



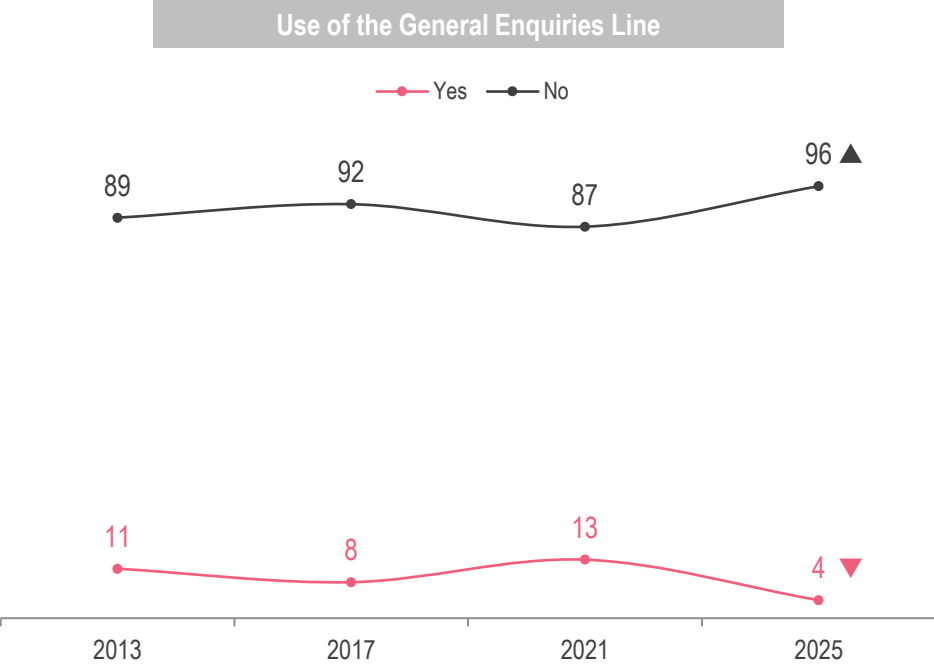
Awareness of the General Enquiries Line has significantly dropped since the last state election in 2021.

Ensuring visibility and accessibility in order to answer any voter questions is key to satisfied voters and a smoother election process.

Note: The drop in awareness likely reflects methodology effects, as earlier telephone surveys would naturally elevate recall of a phone helpline, whereas the 2025 online survey does not.

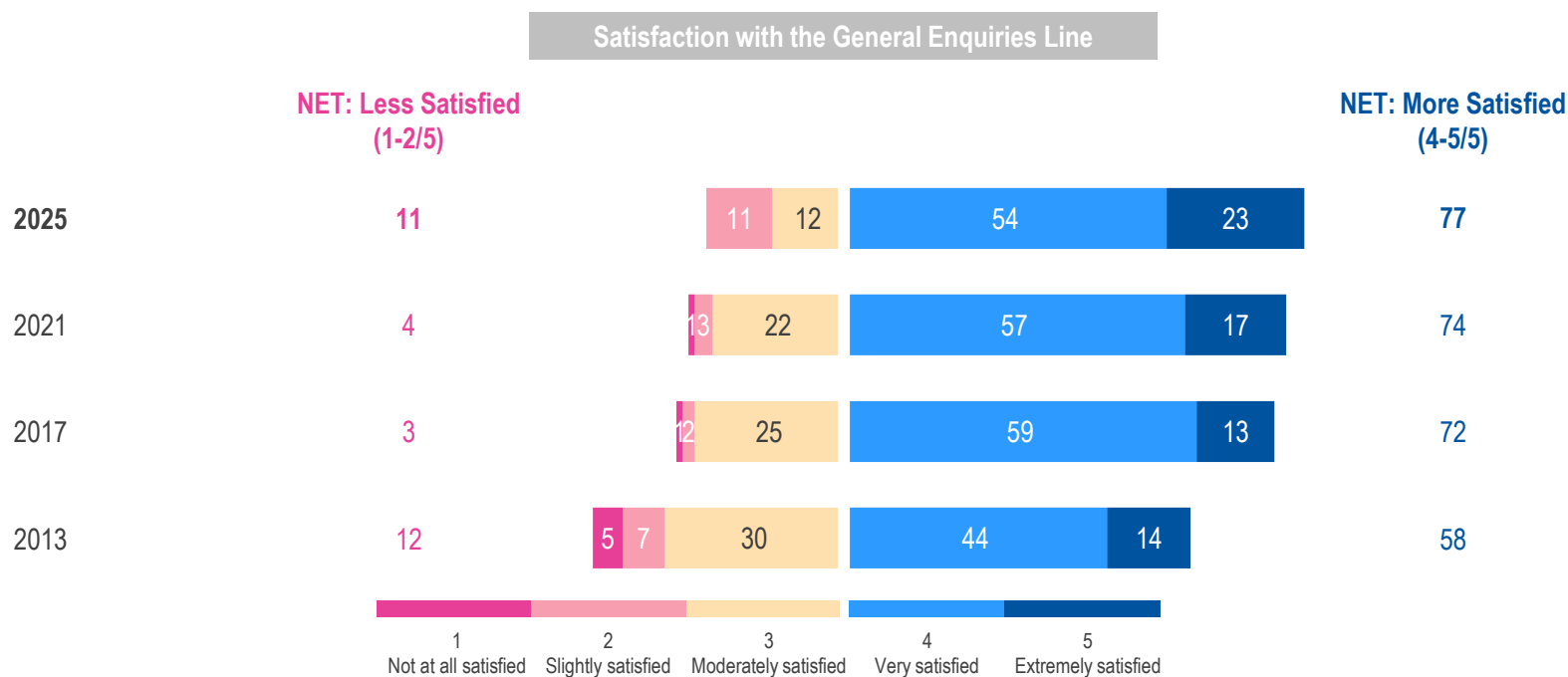


Use among post-election survey respondents has also declined significantly since 2021.



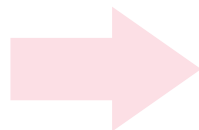
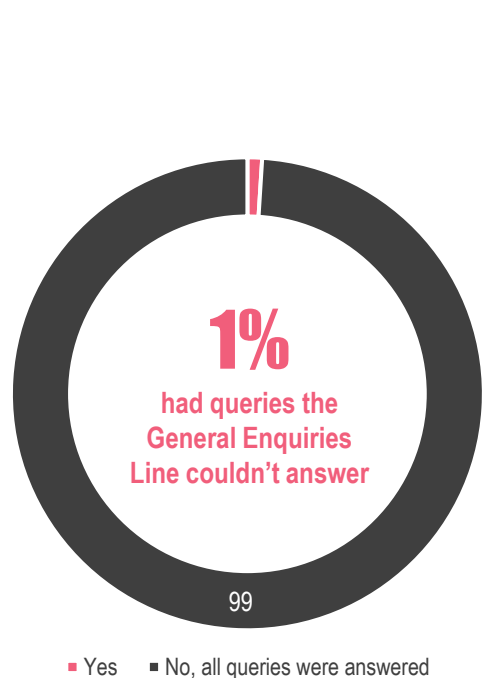
Q28. Did you use the General Enquiries line? Base: WA Eligible Voting Population 2025 (n=1,224). Base: WA Eligible Voting Population 2013 (n=1,200); 2017 (n=1,200); 2021 (n=1,200); 2025 (n=1,224). *2025 result rebased to total sample, after only being asked of those aware of the General Enquiries Line. **Before 2025 the question asked was: Did you use the Call Centre?

Yet, over 3 in 4 users report being satisfied, in line with use during previous state elections.



Virtually all users report that the General Enquiries Line successfully addressed their queries.

Only one user indicated that the call centre was unable to answer their question, which related to a complex procedural issue.



The General Enquiries line couldn't answer specific policy details or complex procedural questions.
Male, WA Regional, 40-49-year-old

















Key Insights















Key takeouts

These findings not only highlight opportunities for improvement, but also provide evidence-based responses to the operational criticisms raised following the 2025 State Election.

FINDING	STRATEGIC IMPLICATION
 Voter knowledge is generally high, but younger voters have significantly lower awareness of how to enrol, update details, or vote from outside their district.	 Education efforts need to target younger cohorts through the channels they use, with messaging that bridges knowledge gaps.
 Early and postal voting methods deliver the highest satisfaction; on-the-day district polling is linked to lower ratings and more negative feedback.	 Encouraging greater uptake of early and postal voting will reduce congestion and directly improve overall voter sentiment.
 Most in-person voters choose the polling place closest to home, with convenience outweighing other factors.	 Polling place placement should continue to prioritise proximity to residential areas, but WAEC should also aim to shift voter behaviour by promoting early and postal voting to help spread demand, reducing pressure on high-traffic polling places and improving the on-day experience.
 Most in-person voters wait under 15 minutes, but waits over 30 minutes strongly correlate with negative experiences.	 Reducing long waits at high-volume locations is critical to improving voter sentiment.
 Election staff are largely rated as helpful by voters, and staff helpfulness is closely tied to positive experiences.	 Maintaining and enhancing staff training is one of WAEC's most powerful levers for lifting satisfaction and countering negative perceptions.
 Campaign awareness is high, but a smaller proportion find the information useful – and usefulness is greatest among voters already well-informed.	 Campaigns must be refined to resonate more with less-informed voters, ensuring they drive knowledge among those that need it most via tactical messaging and communications, not just broad awareness.
 Website use is growing, mainly for polling place information; younger voters are the most frequent visitors but rate it least helpful.	 Website improvements should focus on usability and clarity for younger, less-experienced voters, with clearer and better access to polling place tools which voters are after.

Recommendations

These recommendations balance operational improvements with communication strategies, ensuring WAEC can both enhance voter experience and demonstrate responsiveness to external scrutiny.

RECOMMENDATION	IMPLEMENTATION
 Target and upskill younger voters	 Deliver clear, practical “how-to” enrolment and voting content through social media, search engines, and peer networks; include instructions on and benefits of early and postal voting to expand their options.
 Promote early and postal voting to reduce polling day congestion	 Highlight convenience, shorter wait times, and accessibility benefits in all pre-election messaging; release early voting location details earlier and make them easy to find online; open more early voting centres where possible.
 Optimise polling day operations	 Place polling locations near residential areas; anticipate high-volume metro locations and allocate more staff, booths, and resources; use early/postal voting promotion to spread demand.
 Refine the campaign to focus on practical knowledge, as well as awareness	 Shift campaign focus from broad awareness to step-by-step enrolment and voting guidance; tailor messages for first-time and less-confident voters; pre-test campaign materials with these audiences.
 Invest in staff capability	 Expand training to include customer service, accessibility, and handling high-pressure situations; assign experienced staff to enrol-and-vote locations and high-traffic polling places.
 Enhance the Commission’s digital channels	 Improve website usability with clearer navigation and a map-based polling place finder; add “busyness” indicators for polling locations; make early-voting centres easy to find; optimise for mobile users, particularly younger and first-time voters.

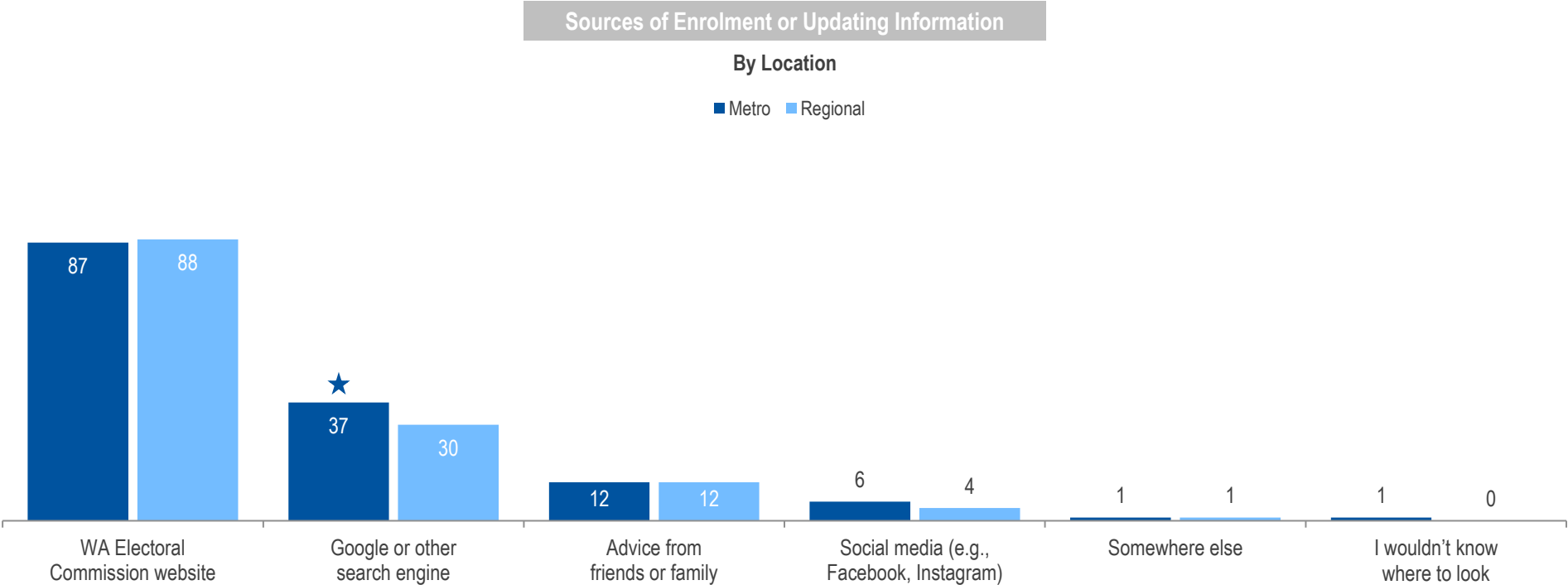
Appendices



Q46. Where would you go to find information about how to enrol to vote or update your enrolment information?

By demographic groups

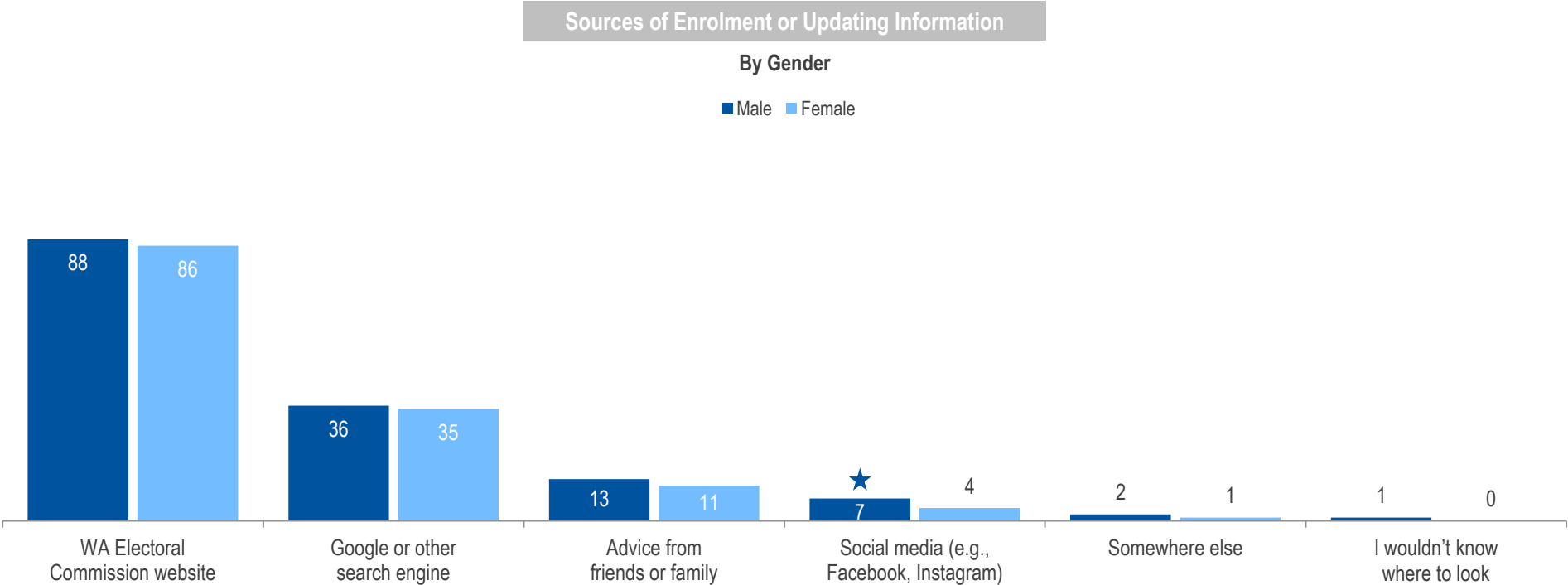
Voters in metro areas are more inclined to use search engines for information compared to those in regional areas...



Q46. Where would you go to find information about how to enrol to vote or update your enrolment information?

By demographic groups

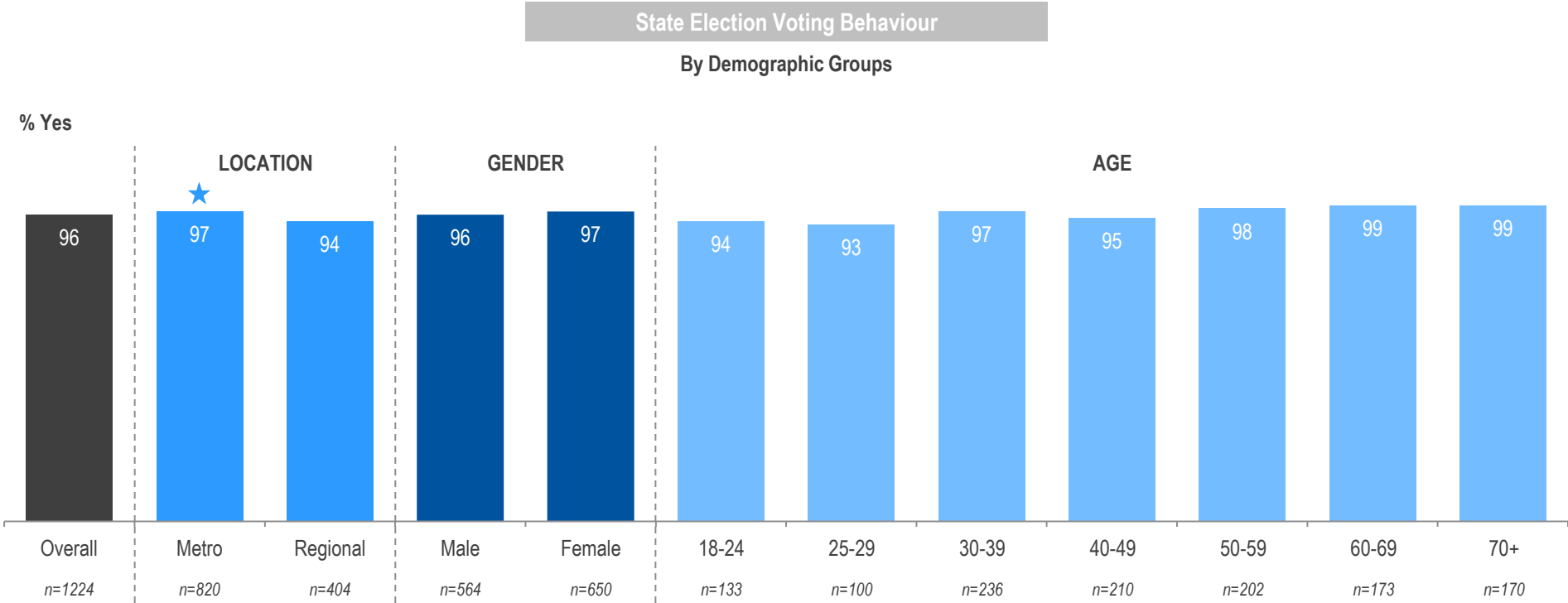
Males are more likely than females to look up information on social media.



Q47. Did you vote in the 2025 state election?

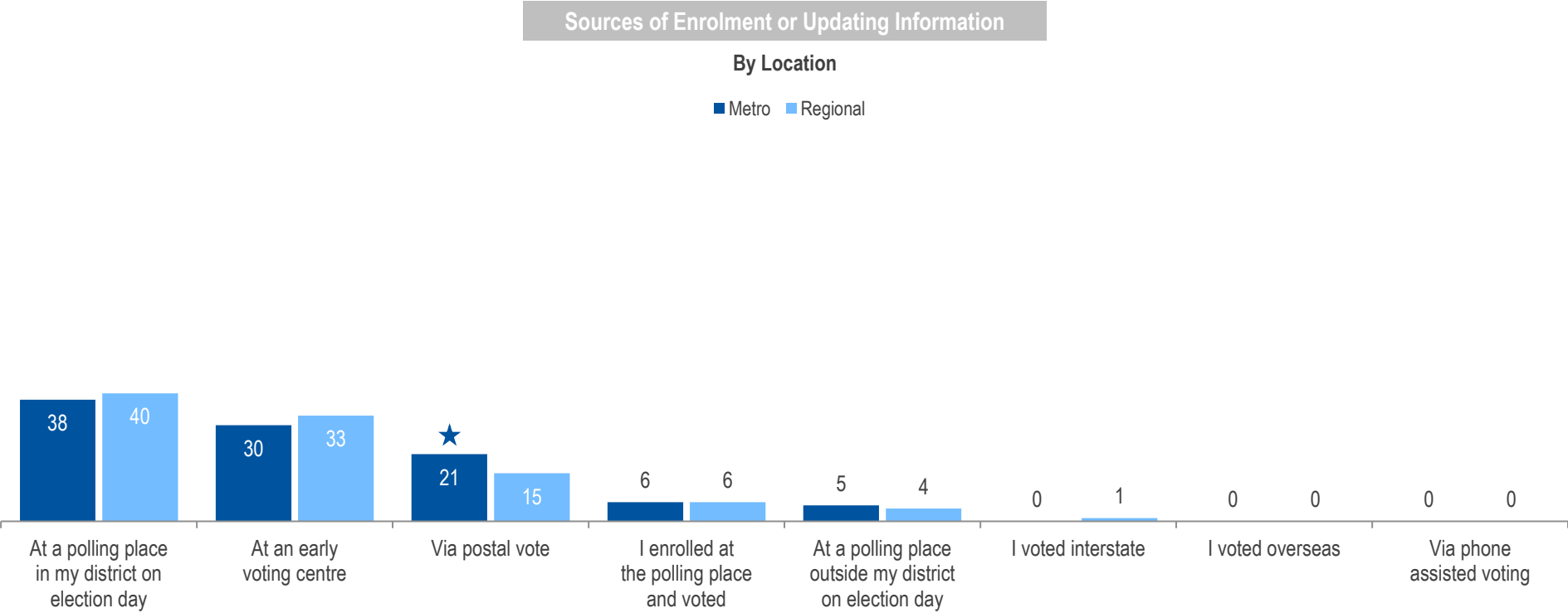
By demographic groups

Metro West Aussies respondents are more likely to have voted compared to regional residents. The same trend applies to older generations, who are nearly all voters, unlike younger members of the population.



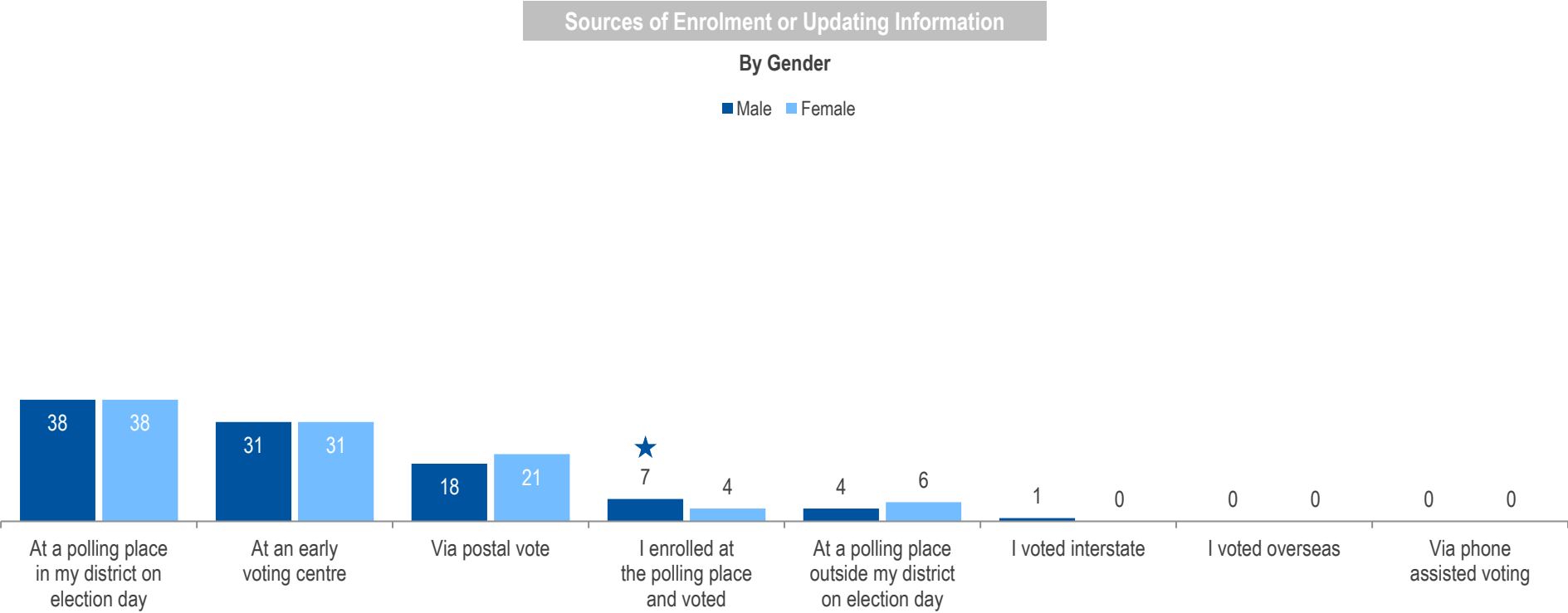
Q48. How did you vote in the state election?

By demographic groups



Q48. How did you vote in the state election?

By demographic groups



Q49. How would you rate your experience of voting in the 2025 WA State Election?

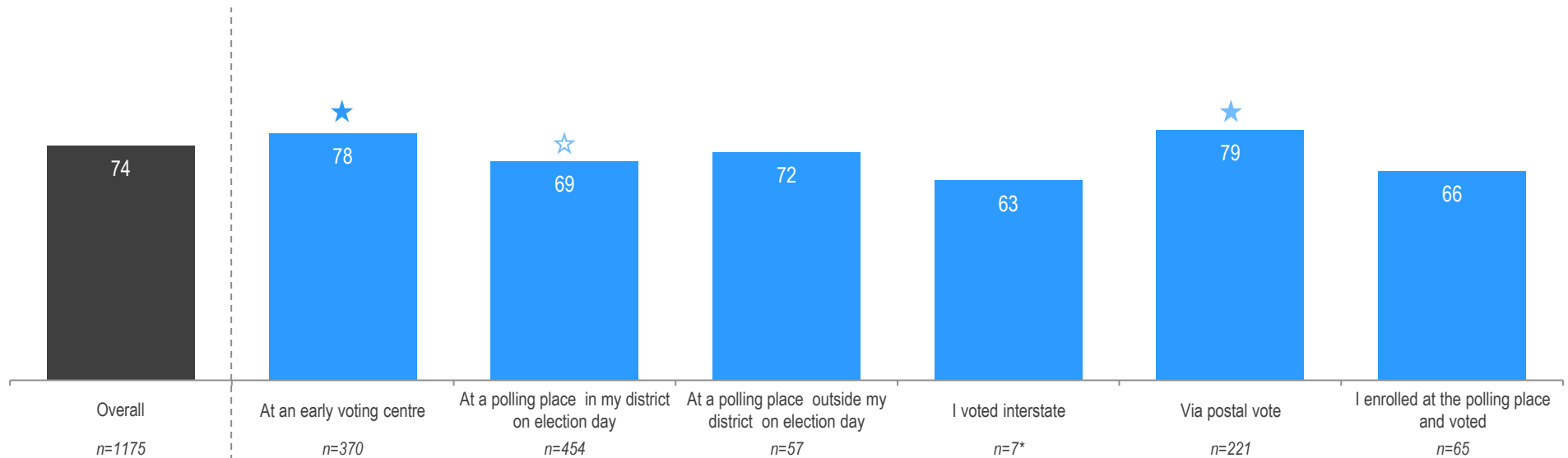
By demographic groups

Rating of Voting Experience

By Voting Methods

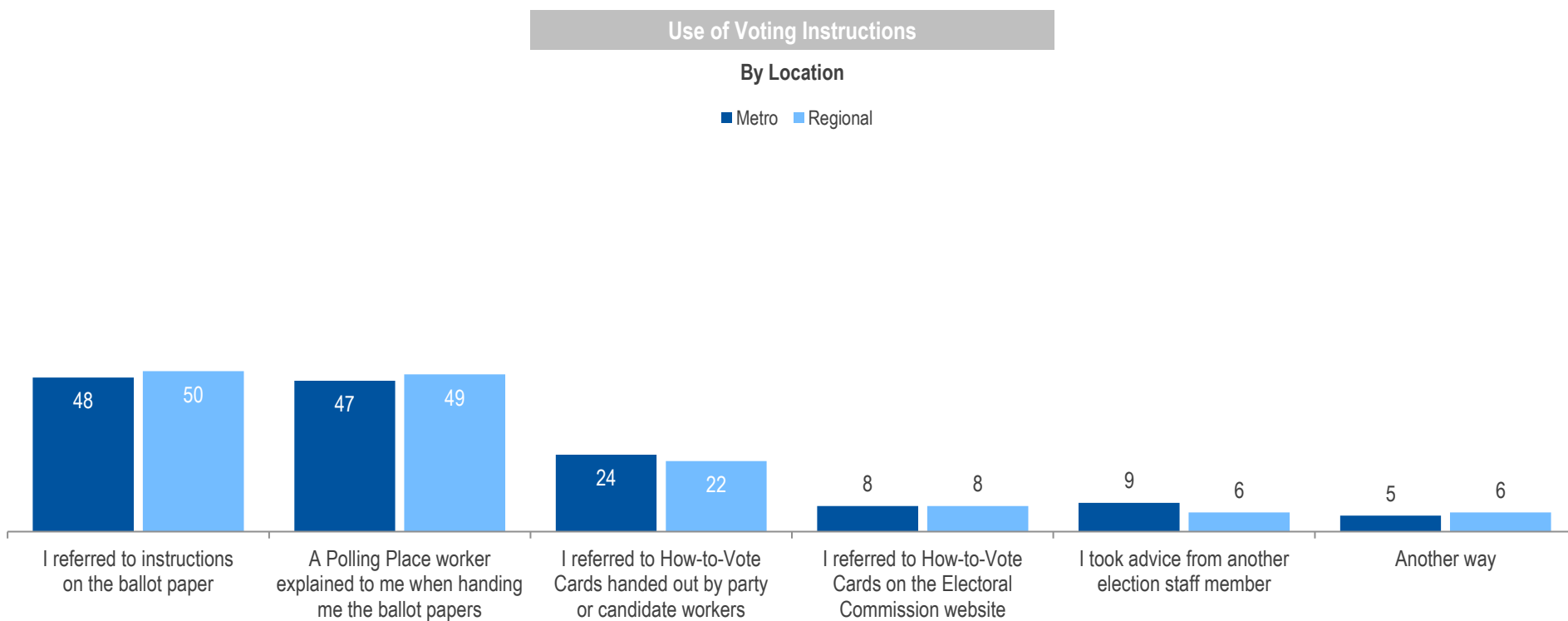
VOTING METHODS

% NET Good (4-5/5)



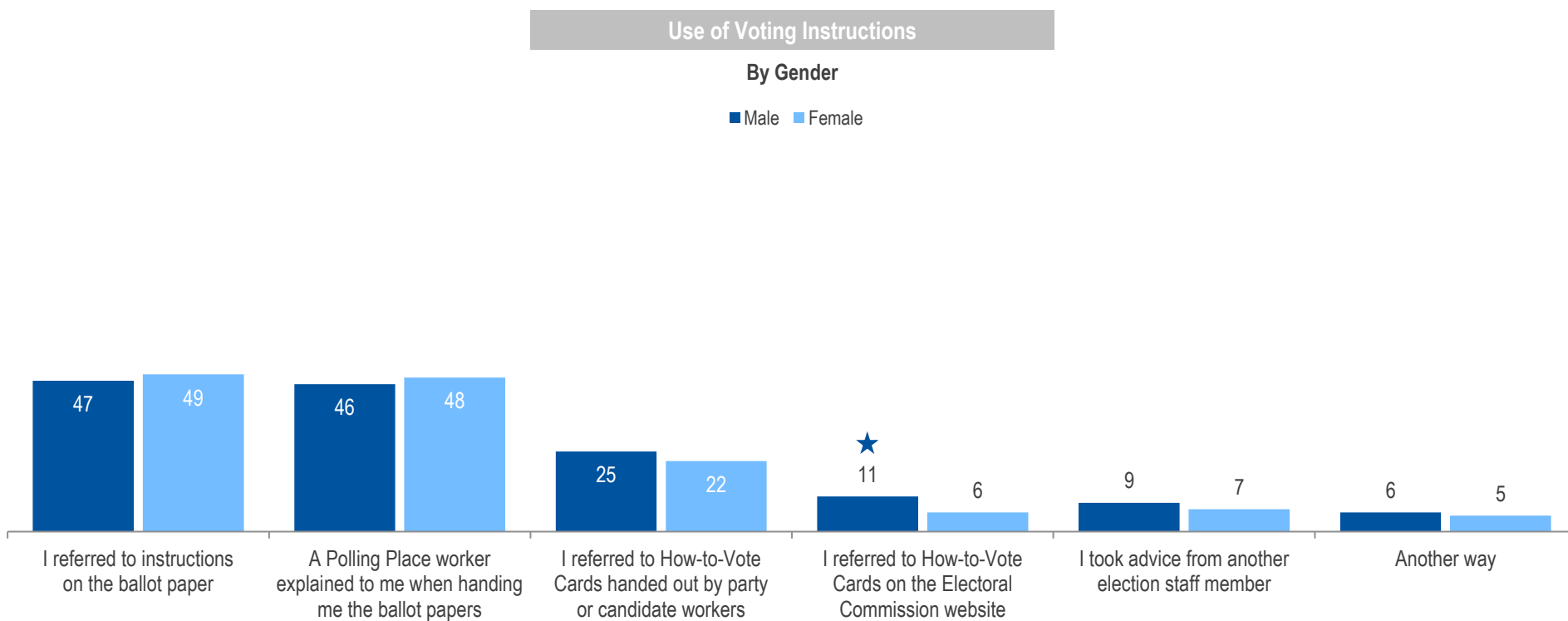
Q10. How did you find instructions on how to vote?

By demographic groups



Q10. How did you find instructions on how to vote?

By demographic groups



Q12. Where did you go to find out about the election results?

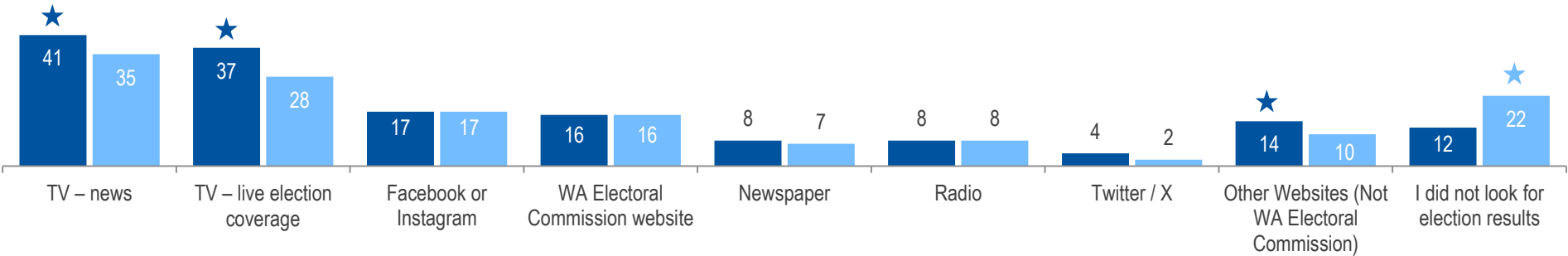
By demographic groups

Metro voters are more likely to check results on TV, while regional WA voters are more likely to say they didn't seek out election results.

Finding Election Results

By Location

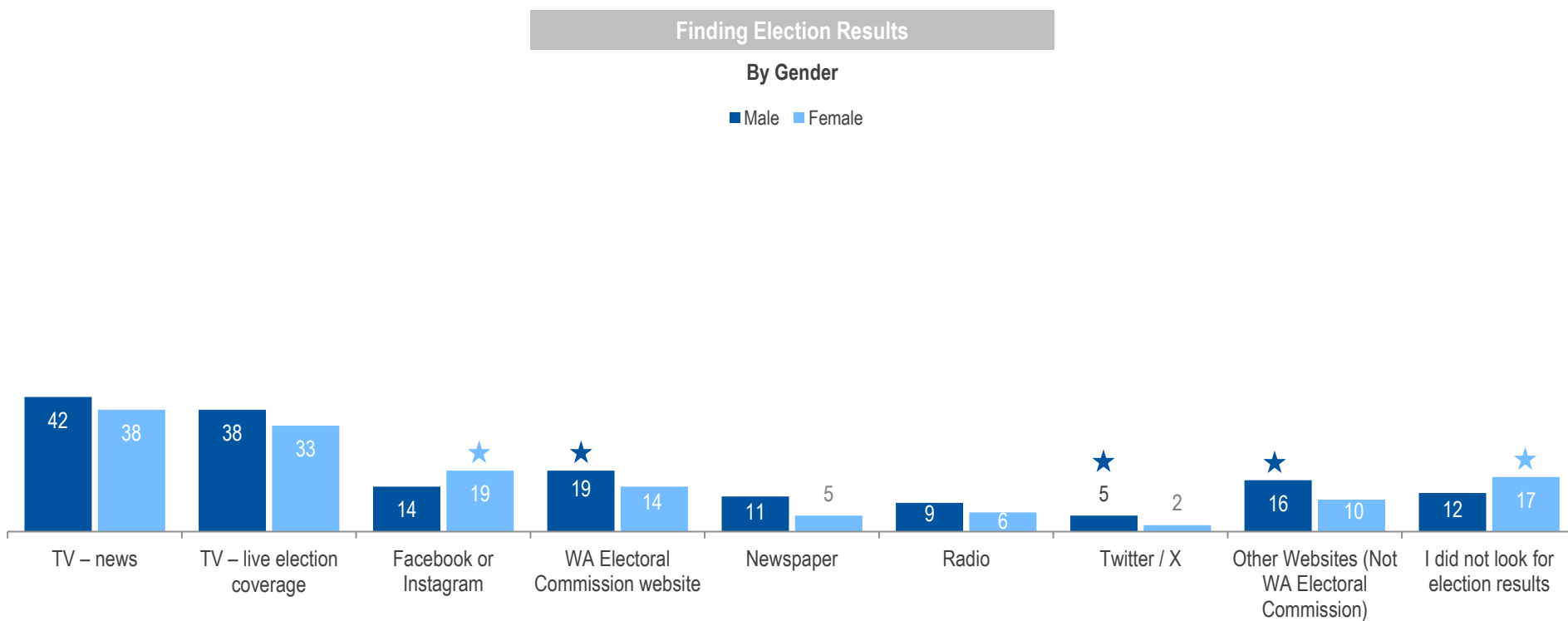
■ Metro ■ Regional



Q12. Where did you go to find out about the election results?

By demographic groups

Male voters are more inclined to use the Commission's website, other websites, and Twitter/X, while female voters are more likely to use Facebook or Instagram - or not look for results at all.



Q12. Where did you go to find out about the election results?

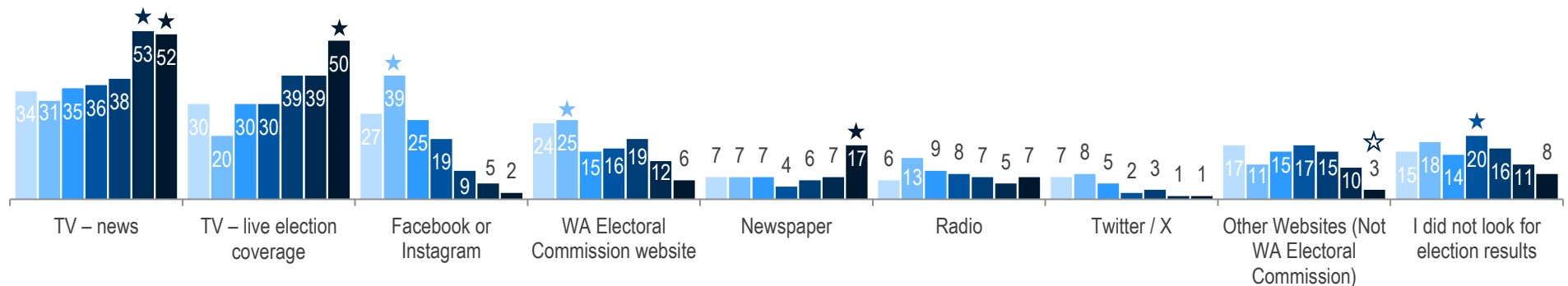
By demographic groups

Voters aged 60+ tend to rely on traditional media like TV and newspapers.
Younger voters are more likely to use Facebook, Instagram, or websites.

Finding Election Results

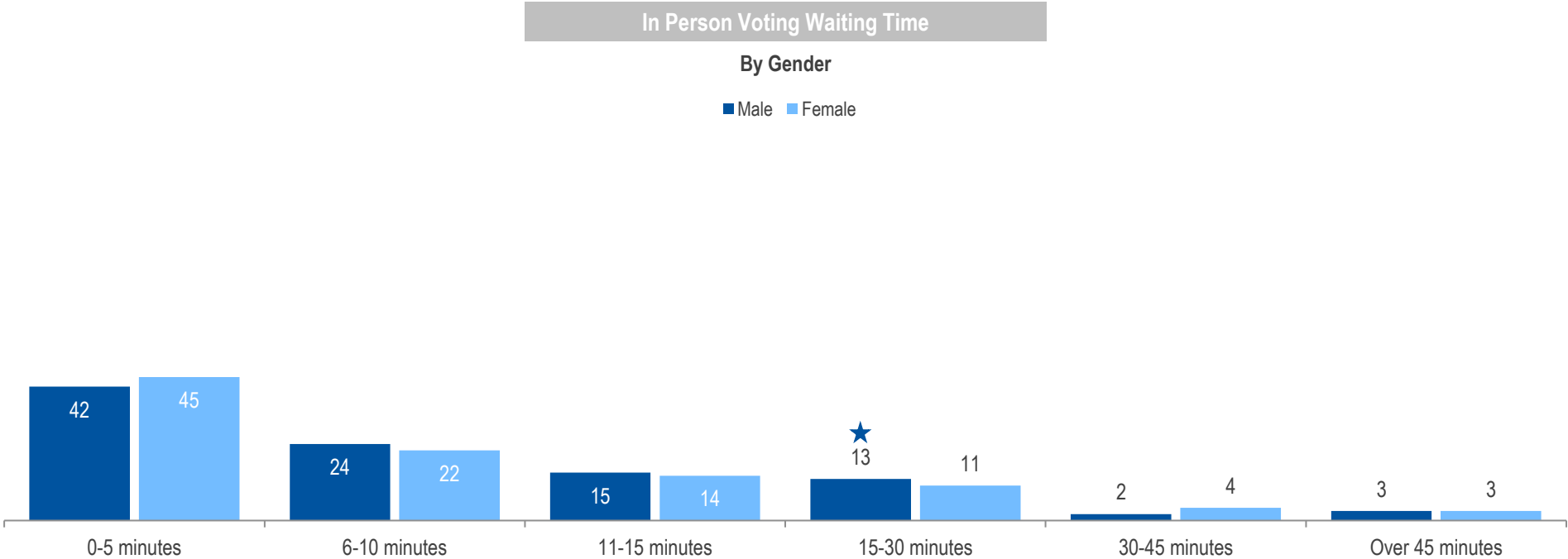
By Age

18-24 25-29 30-39 40-49 50-59 60-69 70+



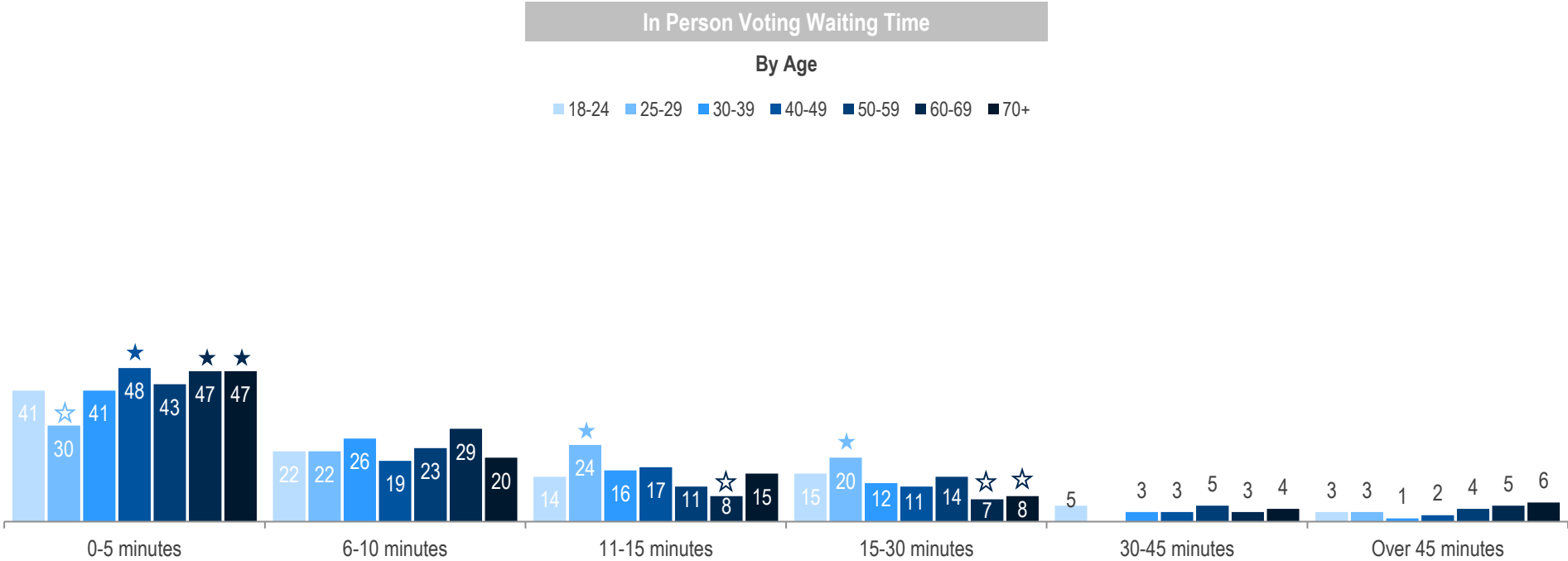
Q51. How long did you have to wait in line before voting?

By demographic groups



Q51. How long did you have to wait in line before voting?

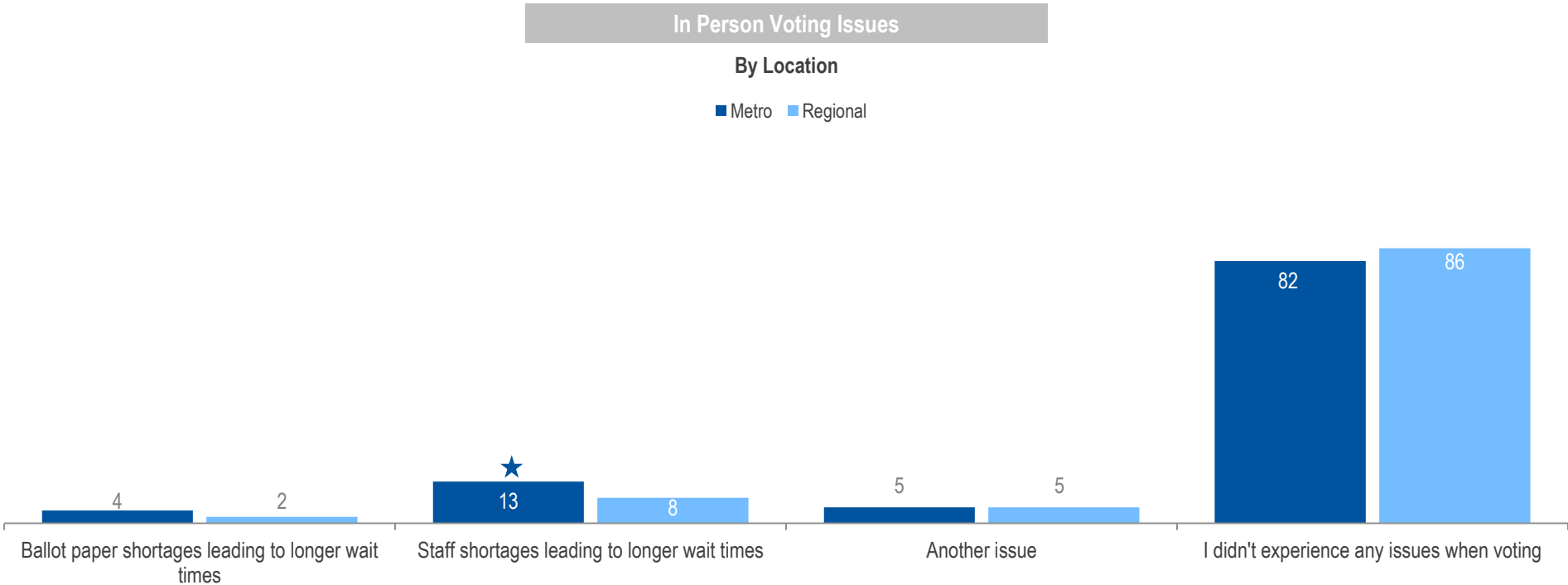
By demographic groups



Q51. How long did you have to wait in line before voting? Base: WA Eligible Voting Population who voted in person for the state election 2025 18-24 (n=110); 25-29 (n=73); 30-39 (n=192); 40-49 (n=163); 50-59 (n=154); 60-69 (n=130); 70+ (n=124).

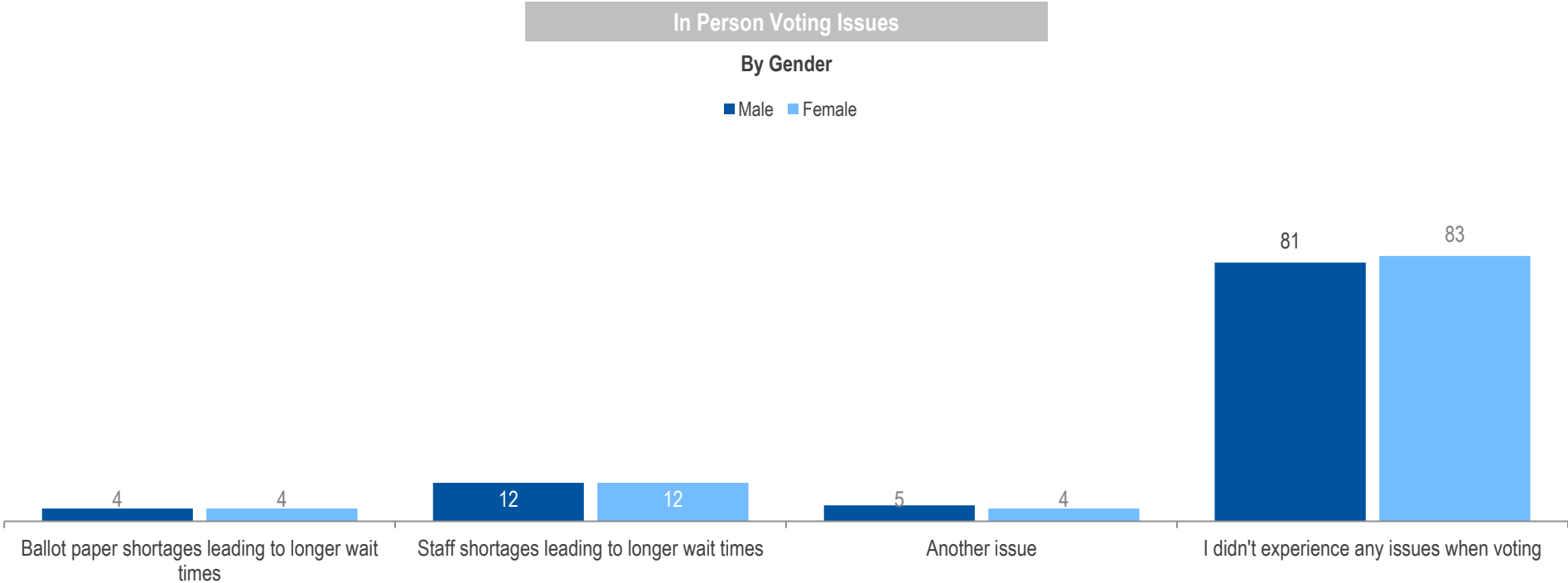
Q52. Did you experience any of the following issues when you voted?

By demographic groups



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By demographic groups



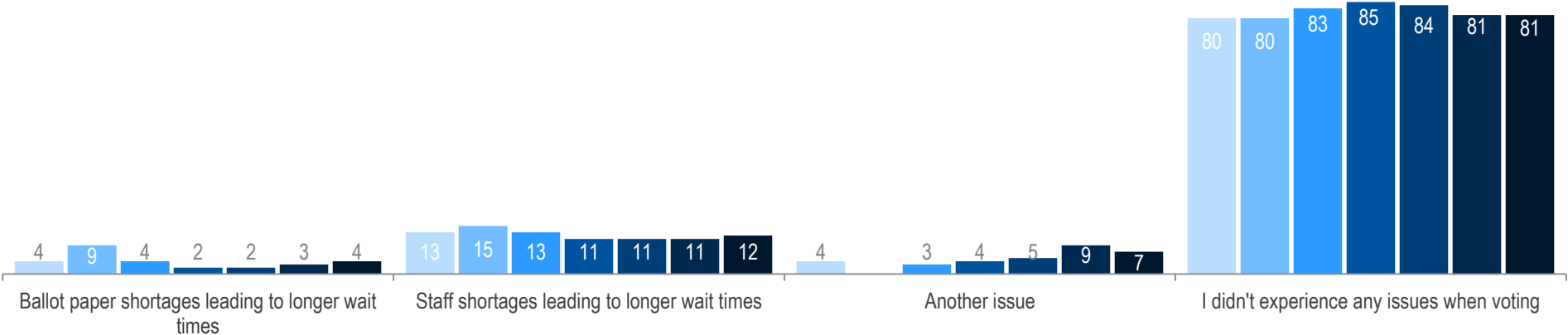
Q52. Did you experience any of the following issues when you voted?

By demographic groups

In Person Voting Issues

By Age

18-24 25-29 30-39 40-49 50-59 60-69 70+



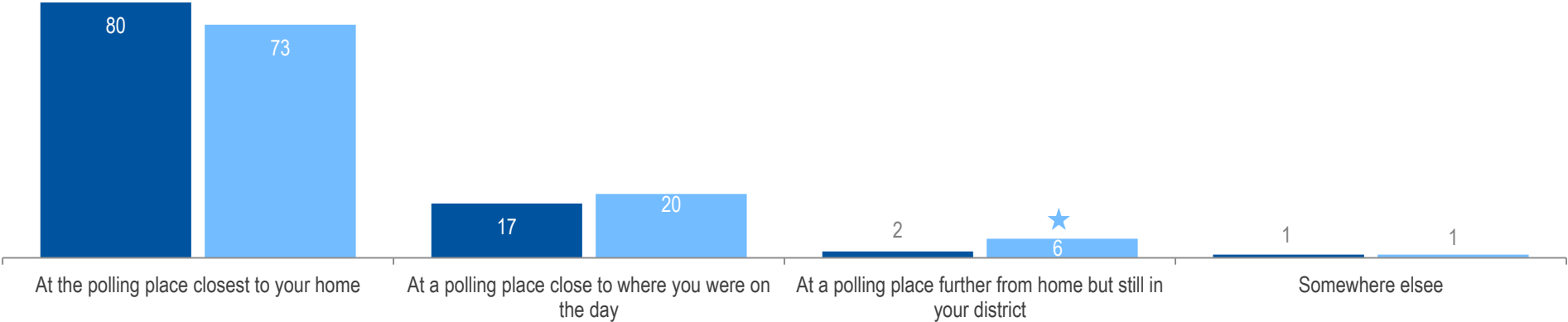
Q64. In choosing where to vote on election day, did you vote... ?

By demographic groups

In Person Voting Issues

By Location

■ Metro ■ Regional



Q64. In choosing where to vote on election day, did you vote... ? Base: WA Eligible Voting Population who voted in person for the state election on election day 2025 Metro (n=341), Regional (n=170).

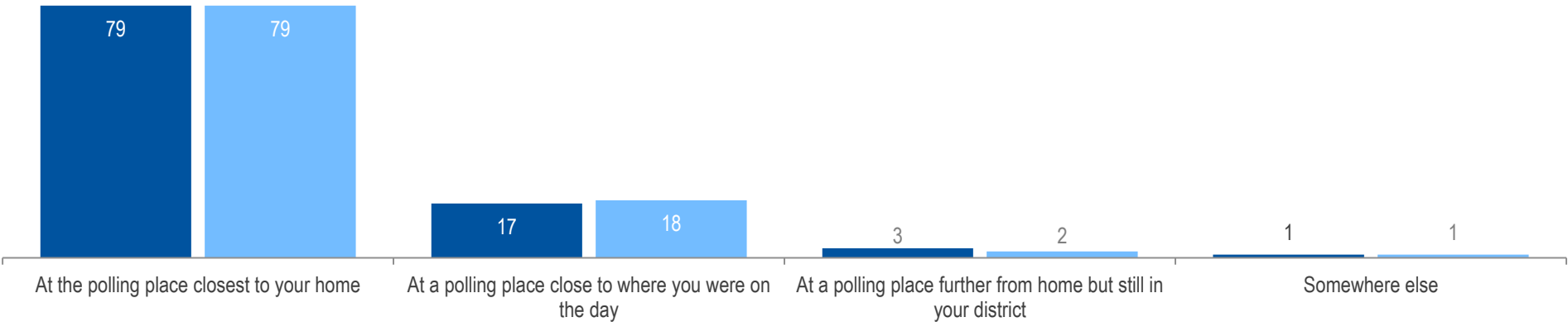
Q64. In choosing where to vote on election day, did you vote... ?

By demographic groups

In Person Voting Issues

By Gender

Male Female



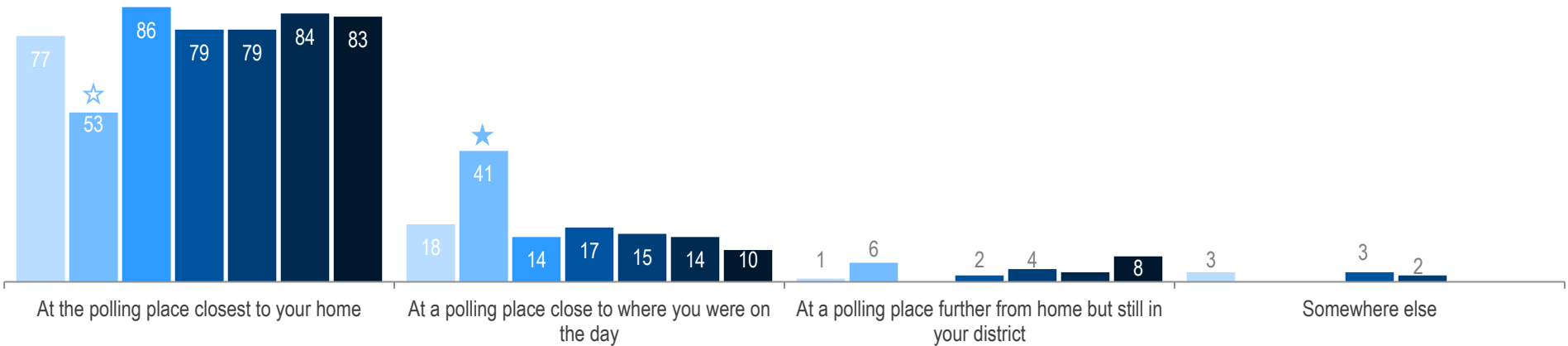
Q64. In choosing where to vote on election day, did you vote... ?

By demographic groups

In Person Voting Issues

By Age

18-24 25-29 30-39 40-49 50-59 60-69 70+

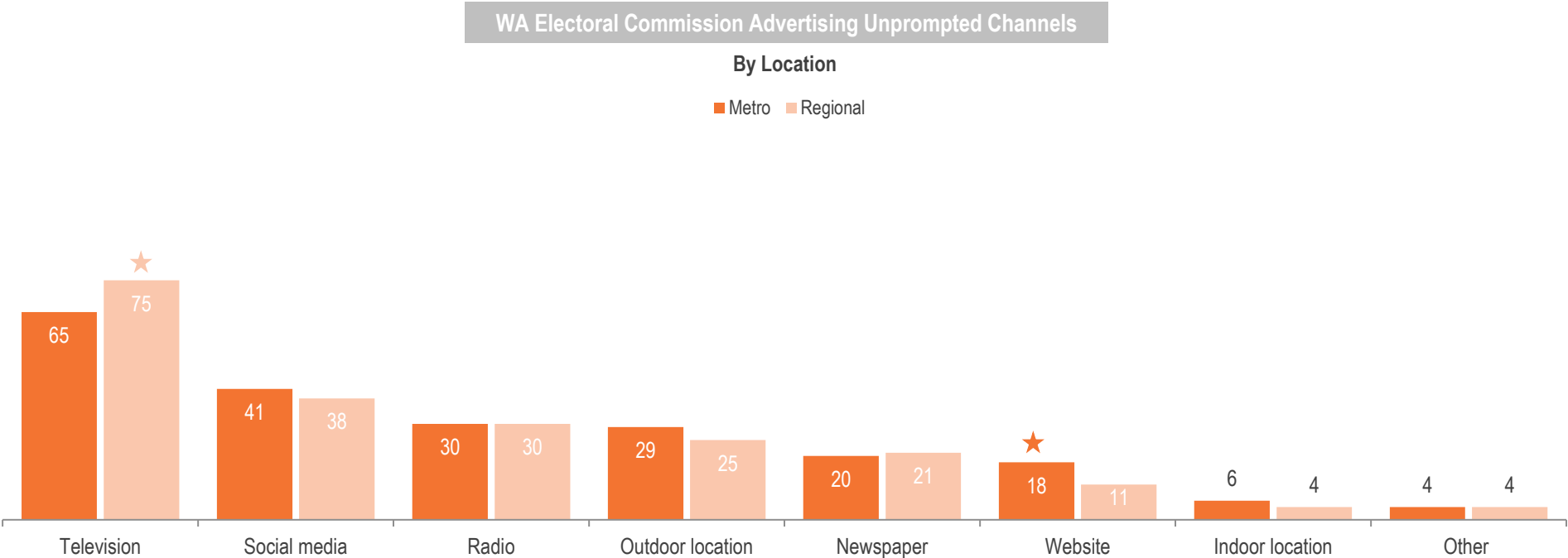


Q64. In choosing where to vote on election day, did you vote... ? Base: WA Eligible Voting Population who voted in person for the state election on election day 2025 18-24 (n=76); 25-29 (n=48); 30-39 (n=124); 40-49 (n=81); 50-59 (n=86); 60-69 (n=46); 70+ (n=50).

Q22. Where did you see or hear WA Electoral Commission advertising?

By demographic groups

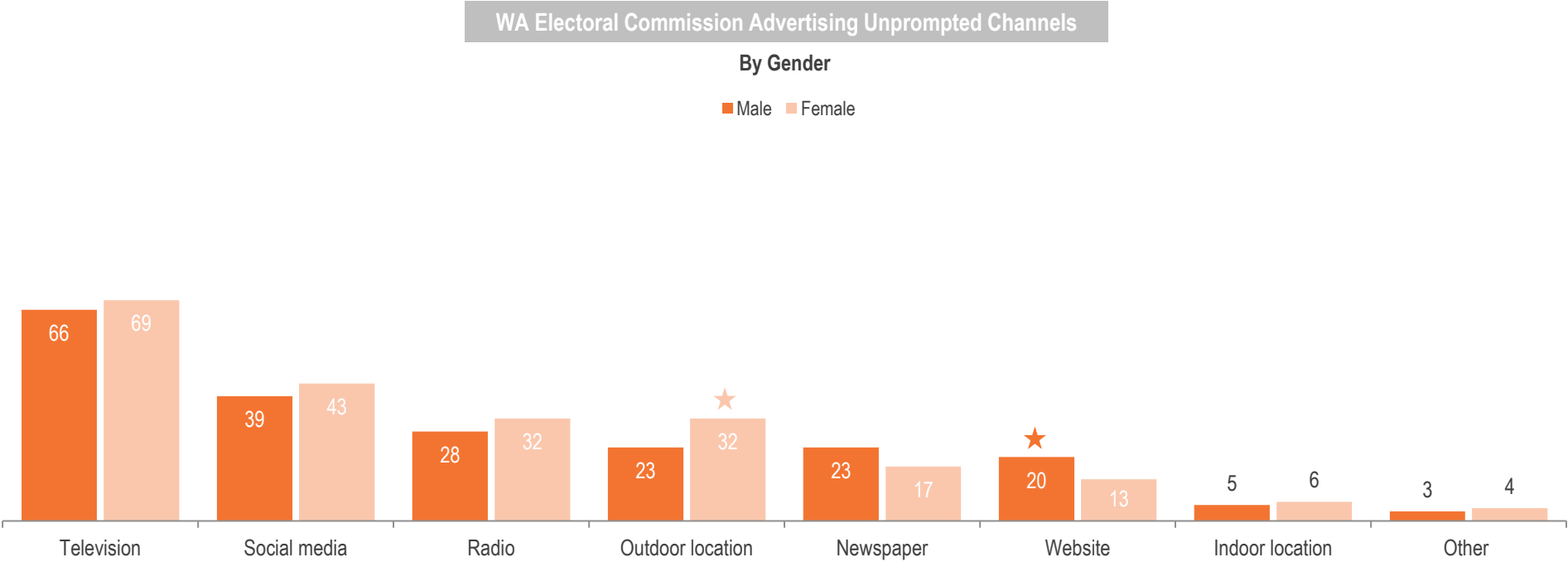
Voters in regional WA are more likely to recall the ads from TV channels, while those in metro areas tend to remember them from the web.



Q22. Where did you see or hear WA Electoral Commission advertising?

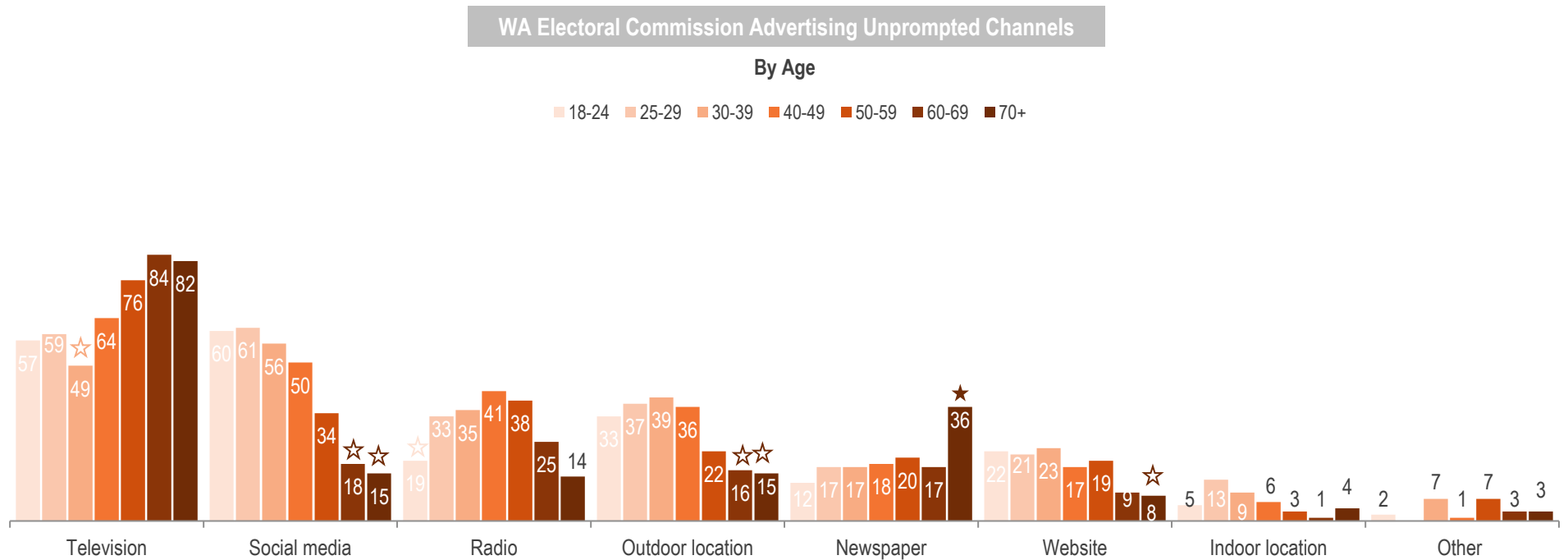
By demographic groups

Males are more likely to recall ads from website-based channels, and females outdoor advertising.



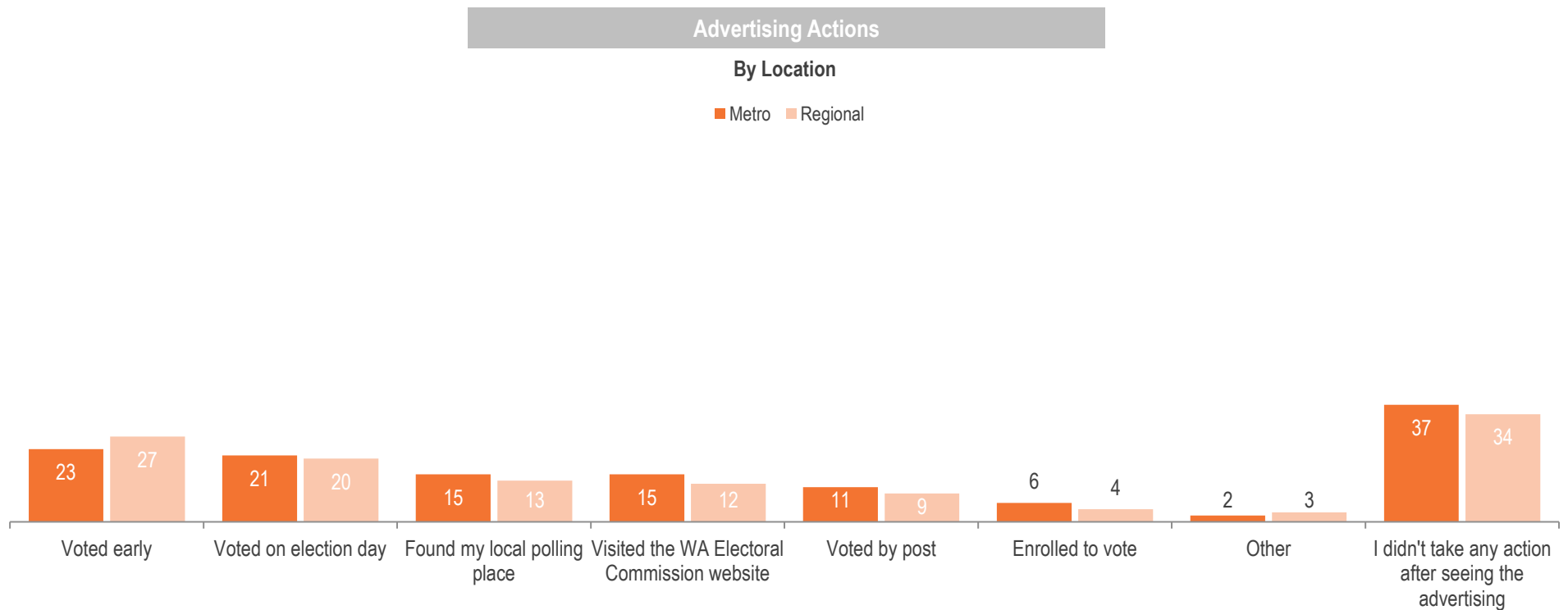
Q22. Where did you see or hear WA Electoral Commission advertising? By demographic groups

Older voters are more likely to recall traditional channels such as TV and newspapers. Younger voters tend to remember ads from social media and outdoor advertising.



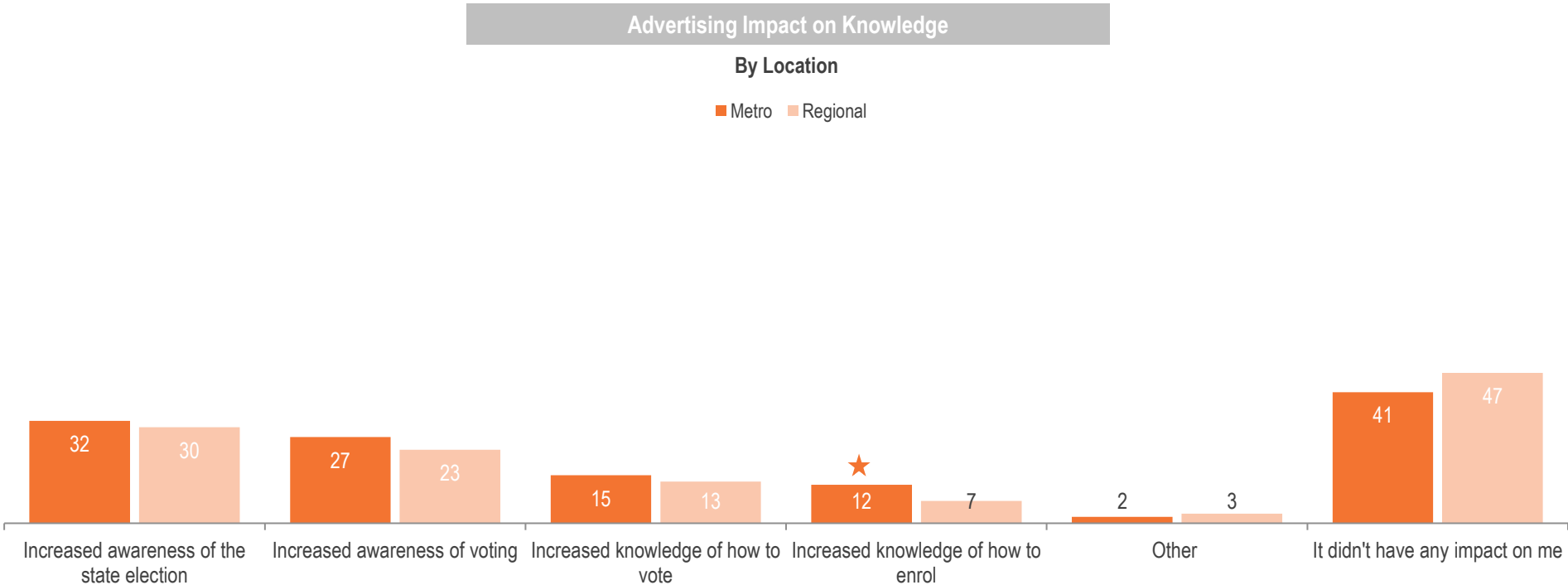
Q61. Which of the following actions, if any, did you take after seeing the advertising?

By demographic groups



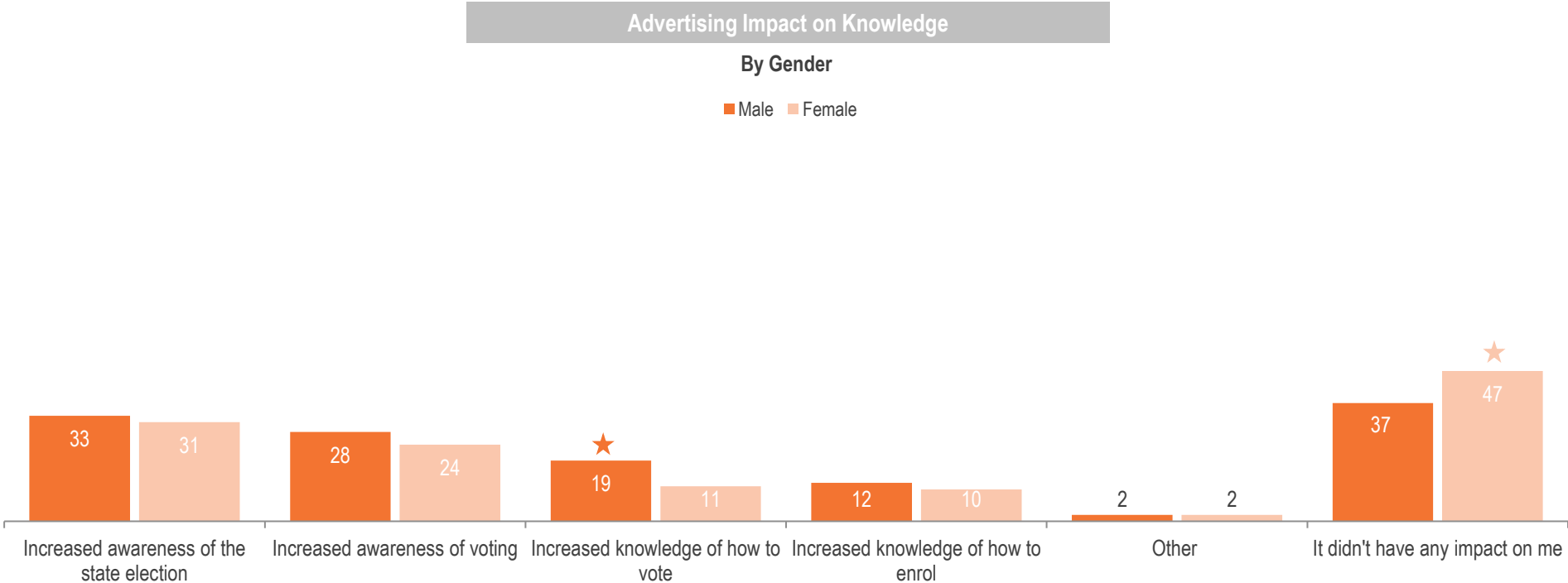
Q62. What impact did the advertising campaign have on you?

By demographic groups



Q62. What impact did the advertising campaign have on you?

By demographic groups

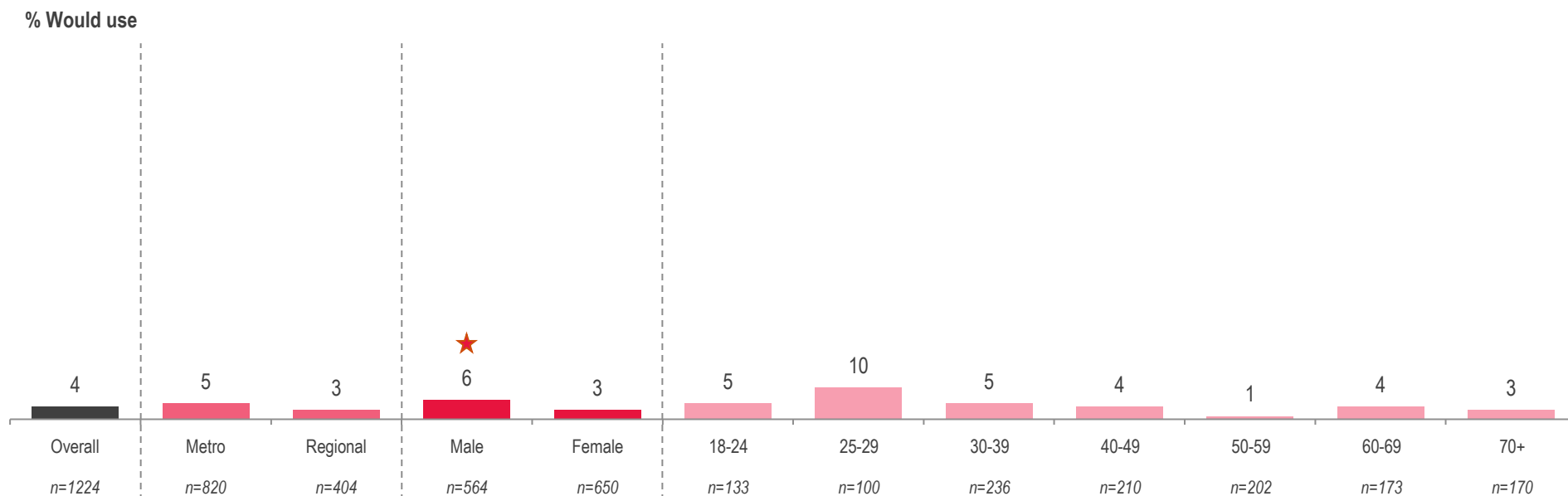


Q28. Did you use the General Enquiries line?

By demographic groups

Use of the General Enquiries Line

By Demographic Groups

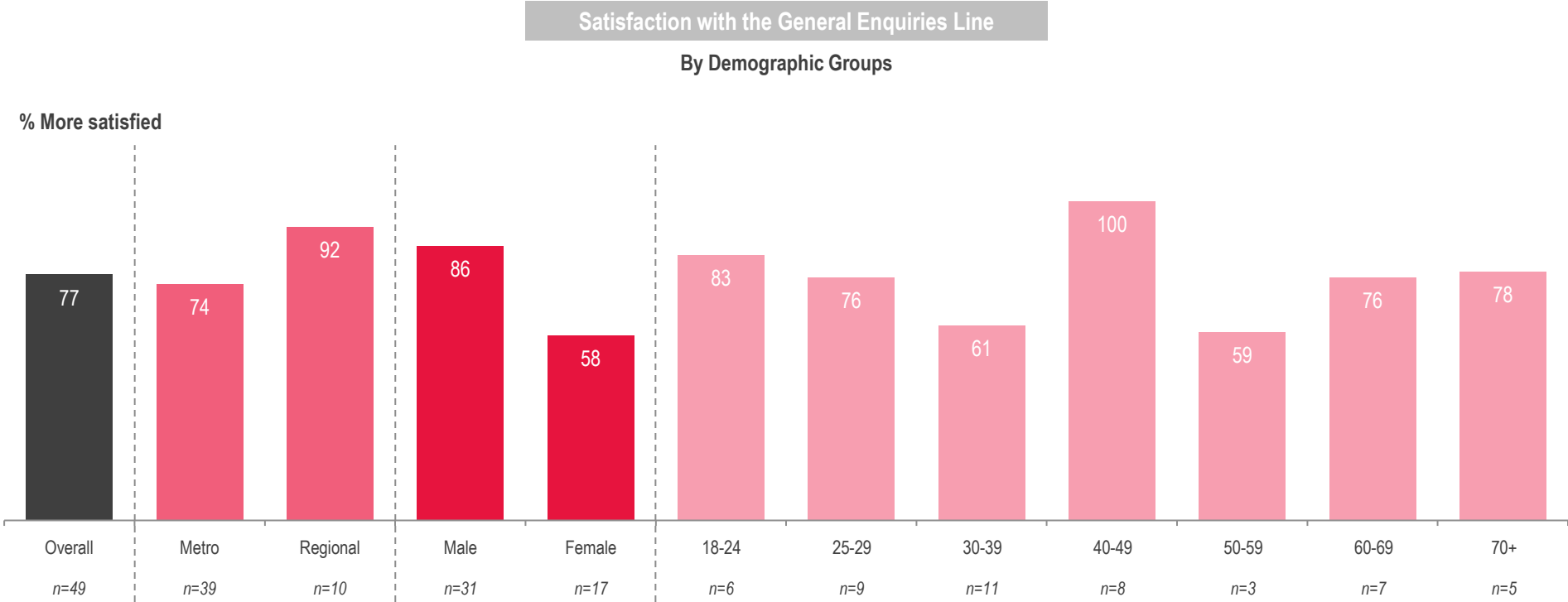


Q28. Did you use the General Enquiries line? Base: WA Eligible Voting Population aware of the General Enquiries Line 2025. *2025 result rebased to total sample, after only being asked of those aware of the General Enquiries Line.

**Before 2025 the question asked was: Did you use the Call Centre?

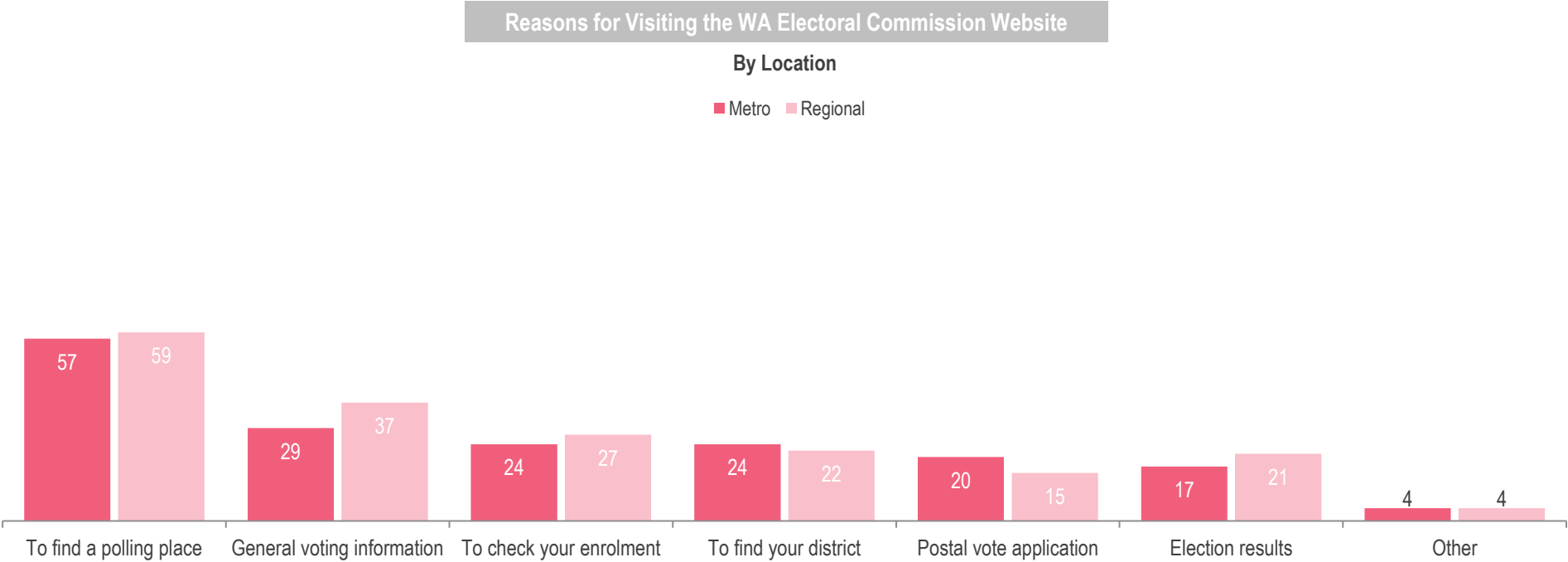
Q30. How satisfied were you with the service you received?

By demographic groups

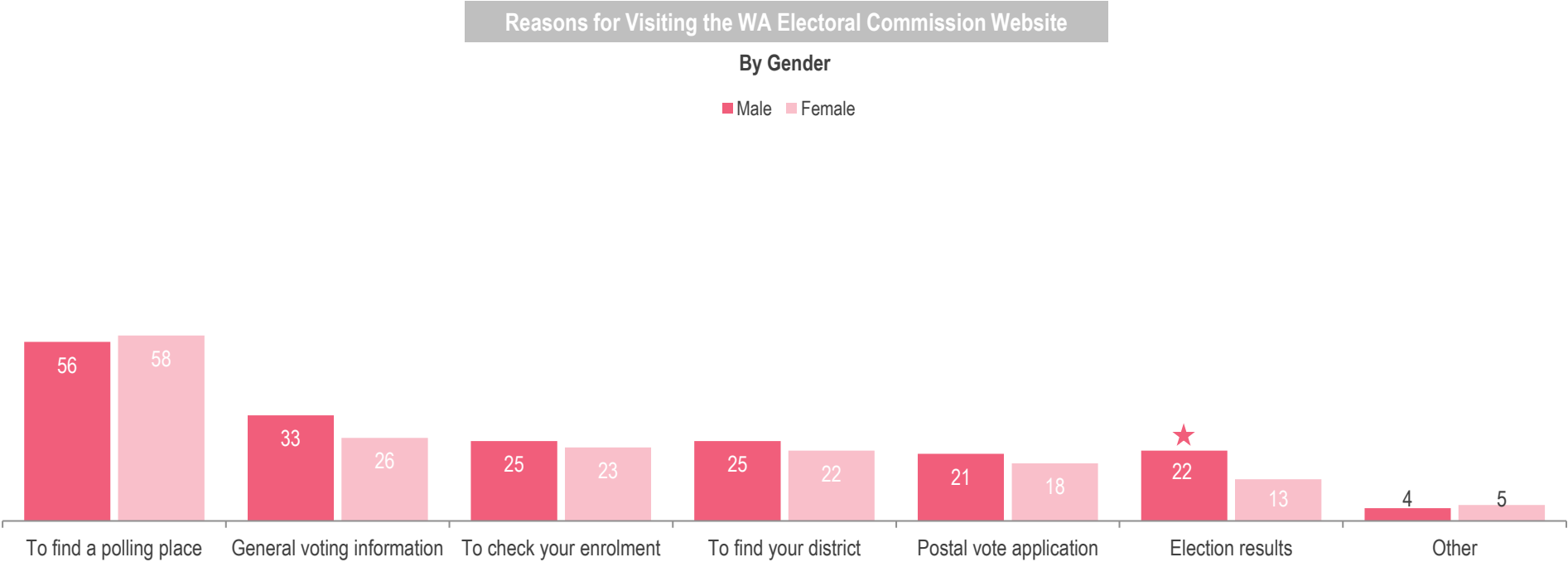


Q32. Why did you visit the WA Electoral Commission's website?

By demographic groups

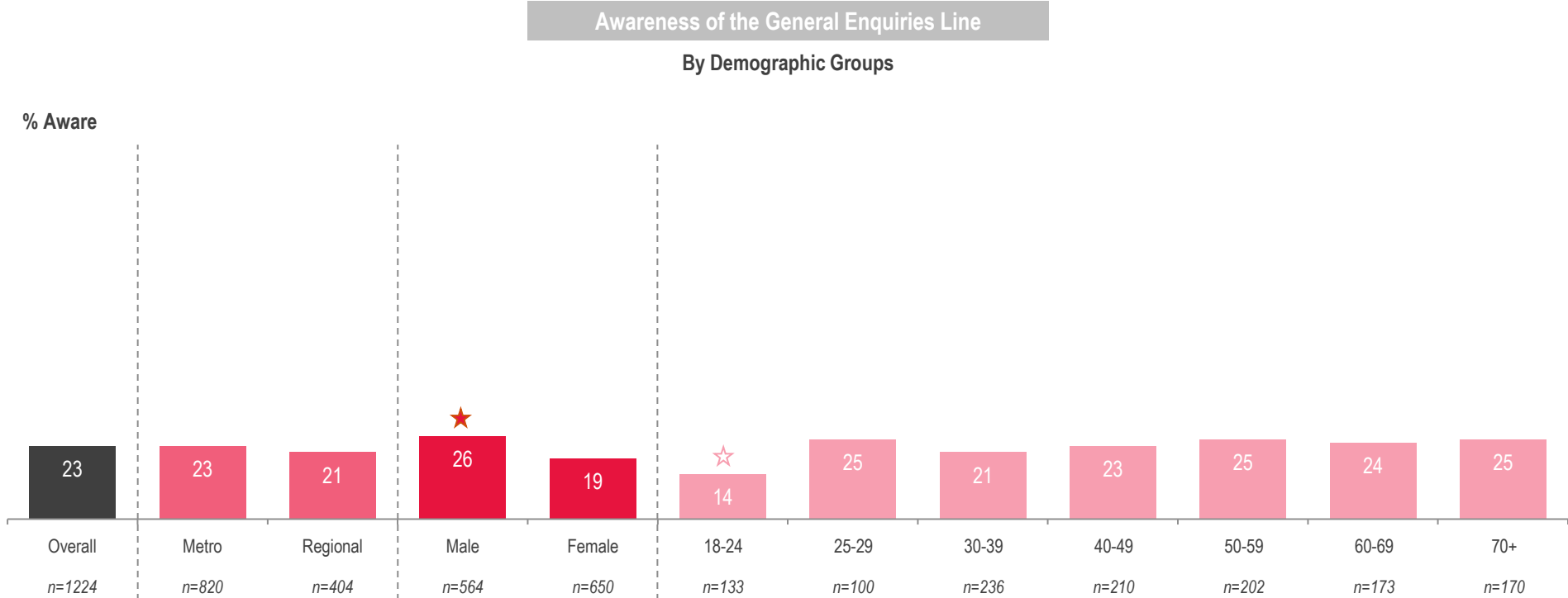


Q32. Why did you visit the WA Electoral Commission's website? By demographic groups



Q29. Did you know that the Commission operated a General Enquiries line during the election period from February to March 2025?
By demographic groups

Awareness is lower among females than males. It is also lower among 18-24 year olds compared to other age groups.



Hunt Smarter.

