

**perth market research**

**Report on the**  
**Western Australian Electoral Commission Survey of**  
**Voters - State General Election 2021**



WESTERN AUSTRALIAN  
Electoral Commission

(May 2021)

**Prepared by**

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## Report on the Survey of Voters - State General Election 2021

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## **APPENDIX                      Questionnaire**

## 1.0 INTRODUCTION

The Western Australian Electoral Commission (WAEC) is responsible for conducting State parliamentary elections and referenda, local government postal elections and other statutory elections. In addition, it maintains the State Electoral Roll and promotes community awareness and understanding of the electoral system and processes.

Until 2008 in Western Australia, general elections were usually called every four years at a date determined by the government. In 2011 laws were passed which fixed the date of the state election as the second Saturday in March every four years. The third election held under these laws was in March 2021.

Since 1989, the WAEC has commissioned a post-election survey to determine electors' perceptions of voting rules and their level of satisfaction with electoral procedures and facilities. The findings of these surveys have assisted the WAEC to review electoral operations and plan improvements and enhancements for future elections.

The objective of this project was to survey a representative sample of the population immediately after the State election held on Saturday 13 March 2021 to determine their knowledge of the electoral process and satisfaction with services at polling places.

The results of the survey will be utilised to assist the WAEC in reviewing electoral operations and to plan improvements and enhancements for future elections.

In order to achieve this objective the survey explored a number of key areas relating to the Commission's operations:

- Knowledge of enrolment and voting
- Polling location issues
- Awareness of and effectiveness of advertising strategies
- Awareness of and effectiveness of the Commission Call Centre
- Awareness of and effectiveness of the Commission website
- Community attitudes to electronic voting
- General voter awareness
- Demographic details

The WAEC engaged Perth Market Research to design the questionnaire, determine a representative sample population, collate the completed questionnaire data and provide a report analysing and evaluating the data gathered.

## 2.0 METHODOLOGY

Perth Market Research undertook a telephone survey of electors throughout metropolitan and regional Western Australia. Respondents were selected on a random basis from the State Electoral rolls, with the principal focus being on persons aged 18+ who were eligible to be enrolled on the State Electoral Roll.

The telephone contact numbers of potential respondents selected from the rolls were obtained from two sources based on their proportionate representation in the Western Australian populace aged 18 and above. Research shows that Western Australia currently has 50% of its population, aged 18 and above, with access to a landline. 50% of this population has access to a mobile telephone only. The telephone numbers of respondents with a landline were obtained from the Electronic White Pages. The telephone numbers of Western Australian respondents who only have access to a mobile were obtained via Sampleworxs Pty Ltd. The views of all respondents meeting these criteria were sought if randomly selected as a potential respondent, including:

- Those who did not vote
- Those who were not enrolled
- Persons from non-English speaking backgrounds

Perth Market Research was able to undertake the customer survey on behalf of the WAEC in accordance with standards suggested by the Office of the Auditor General, Western Australia. The research methodology suggested in this proposal conforms to recommendations made to State Parliament in the “Performance Examination - Listen and Learn - Using customer surveys to report performance in the Western Australian public sector” document dated June 1998 and its follow up in 2001.

Consequently, the results quoted in this report are considered to be satisfactory in terms of survey and reporting accuracy and reliability to meet required standards.

In order to achieve these requirements a large sample size was chosen to minimise any potential sampling error. A total of 1,200 respondents participated in the survey.

In order to ensure that responses reflect the makeup of the Western Australian community, the numbers of completed surveys were rigidly stratified to match Australian Bureau of Statistics figures across a range of demographics. By following these numbers the results are expected to reflect the opinions of the Western Australian community on State Election issues.

The key demographics selected for stratification were:

- Gender – Male (50%) / Female (50%)
- Age
- Urban (67%) / Regional (33%)
- Landline (50%) / Mobile (50%)

The numbers in each category and their corresponding potential sampling errors are detailed in the following tables.

**Table A –Stratification of Survey Responses for the Post Election Survey 2017**

	Urban				Regional				Total
	Landline		Mobile-only		Landline		Mobile-only		
	Male	Female	Male	Female	Male	Female	Male	Female	
18 - 24	30	30	30	30	15	15	15	15	180
25 - 29	21	21	21	21	10	10	10	10	124
30 - 39	37	38	38	37	19	18	18	19	224
40 - 49	35	35	35	35	18	17	17	18	210
50 - 59	31	32	32	31	15	16	16	15	188
60 - 69	21	21	21	21	14	14	14	14	140
70+	24	24	24	24	10	9	9	10	134
Total	200	200	200	200	100	100	100	100	1,200

The numbers in each category and their corresponding potential sampling errors are detailed in the following table.

**Table B – Sampling Error Breakdown**

	Sample size	Possible sampling error
Metropolitan respondents	800	+/- 3.5%
Regional respondents	400	+/- 5.0%
Male	600	+/- 4.1%
Female	600	+/- 4.1%
18 -24	180	+/- 7.5%
25 - 29	124	+/- 8.9%
30 - 39	224	+/- 6.7%
40 - 49	210	+/- 6.9%
50 - 59	188	+/- 7.4%
60 - 69	140	+/- 8.5%
70+	134	+/- 8.4%
Landline	600	+/- 4.1%
Mobile-only	600	+/- 4.1%
<b>Overall</b>	<b>1,200</b>	<b>+/- 2.9%</b>

The overall sample size was sufficient to ensure a potential sampling error of within +/- 3%. A 44.2% response rate achieved for this survey (2,716 potential, eligible respondents were contacted to achieve the 1,200 responses). This response rate is good when it comes to telephone surveying, signifying that just over one out of every two potential and eligible respondents able to be contacted were prepared to participate in the survey.

The survey was conducted in the 19 days following the State Election on 13 March 2021. Surveying commenced on Sunday 14 March 2021 and concluded on Thursday 1 April 2021.

The resultant data was collated using PMR's statistical analysis software and used to form the basis of this report.

### 3.0 EXECUTIVE SUMMARY

The data collection for this survey was conducted during the 19 days immediately following the March 13, 2021 State General Election for Western Australia. The broad survey results are presented under their key subject headings below.

The survey process resulted in 1,200 completed surveys. Given a large population of electors, the response rate of 44.4% resulted in a sampling error of +/- 2.9% at the 95% confidence level. A +/- 5% sampling error (at the 95% confidence level) is a market research industry standard for surveys requiring satisfactory levels of reliability. The result for this survey is well within that level and denotes statistics quoted at a very high level of reliability.

#### **Knowledge of enrolment and voting**

##### **➤ Voting enrolment.**

97.4% of respondents (97.7% in 2017) advised that they were enrolled to vote, with only 2.6% of respondents advising that they were not enrolled. This shows a marginally decreased level of participation compared to 2.3% in 2017.

95.9% of respondents believed that they did know how to update their enrolment information compared to 4.1% who did not know how to update this information (3.4% in 2017).

##### **➤ Update of address details.**

61.5% of respondents advised that they had not changed address over the last five years (compared to 54.6% in 2017). 38.5% advised that they had changed address in the last 5 years.

##### **➤ Awareness of voting rules/regulations.**

88.3% of respondents indicated that they did know how they could vote prior to Election Day, compared to 7.6% who did not know how they could vote, and a further 4.1% who were unsure of their response. This reflects a significantly increased proportion of respondents who were aware of how they can vote prior to Election Day – 88.3% in 2021 compared to 85.7% in 2017.

97.4% of respondents indicated that this was a true statement – that you are able to vote anywhere in the State (compared to 98.1% in 2017). 2.6% of people did not believe that you could vote anywhere in the State (compared to 1.9% in 2017).

93.7% of respondents indicated that this was a true statement – that you are still able to vote if you are interstate or overseas. 6.3% of people did not believe that you could vote interstate or overseas.

➤ **Polling place voting.**

55.3% of all respondents advised that they did vote at a polling place during the election (82.0% in 2017). 15.4% of respondents had used an Early Voting Centre, 19.1% advised that they had voted, but used an alternate method compared to 9.7% of respondents who advised that they did not vote. 0.5% indicated that they turned up but were ineligible to vote.

89.2% of these voters indicated that they had voted previously (91.4% in 2017), compared to 10.8% who were voting for the first time (8.6% in 2017).

63.0% of respondents found officials to be 'at least' very helpful (24.1% - extremely helpful and 38.9% - very helpful). A further 36.8% found them to be at least slightly helpful (34.1% - moderately helpful and 2.7% - slightly helpful). 0.2% of respondents found them to be not at all helpful.

The largest proportion of voters (41.4%) advised that they used the how to vote card from party workers when voting. 39.2% used the instructions on the ballot paper and 8.6% used instructions printed on the voting screen. A further 6.4% used 'other' information sources such as the newspaper advertisements, leaflets delivered to their letterboxes and other advertising sources. 28.6% used none of these.

➤ **Non-voting.**

40.2% of non-voters (4.3% of all voters) indicated that they forgot to vote. 26.0% of non-voters (2.8% of all voters) indicated that they were too busy/working on the day. 18.1% of non-voters (1.9% of all voters) indicated that they were not interested. 8.7% of non-voters (0.9% of all voters) indicated that they did not know how to vote.

➤ **Changes to electoral boundaries.**

15.9% of all respondents advised that they were aware of changes made to the electoral boundaries in their locality (16.4% in 2013). This compared to 84.1% who were not aware of any changes. Awareness of changes was lower in this survey period than in previous survey periods.

➤ **Source of electoral result information.**

By far the most popular source of election result information remains television. 46.9% of respondents used this information source compared to the next most popular – newspapers at 9.1% of respondents (down from 11.0% in 2017). 4.9% of respondents used radio as the third most popular source. 4.6% of respondents used Facebook as a source of election information, 3.5% used other websites, 2.9% used the Commission website\*, and 1.9% of respondents used Twitter. 7.2% of respondents used 'other' sources of information including word of mouth and

information from family and friends. 26.7% of respondents advised that they did not look for election results.

## **Polling Place/Early Voting Centre**

### **➤ Factors in choosing polling location.**

The key factor still relates to convenience to their movements on the day (18.7%). This was followed by choosing a voting method which makes allowances for COVID or lockdown planning (17.4%), proximity to the respondent's home (13.7%), the convenience of an early voting facility (11.3%) and a generalisation that they just chose the closest school (8.7%). The next key issues related to the ease with which a postal vote could be obtained (8.4%) and the speed/turnaround time (5.8%) or the time spent having to vote. Habit (4.4%), ease of parking (3.9%) and ease of access (2.4%) round out the key issues of importance to most respondents.

### **➤ Voting method.**

(55.3%) advised that they voted at a polling place on Election Day. 15.4% voted at an Early Voting Centre before Election Day and 18.9% voted by post. A further 0.2% used technology assisted voting. 9.7% advised that they did not vote.

### **➤ Voting considerations.**

The largest proportion of voters (65.2%) advised that they **voted at a polling place** on Election Day due to convenience. 16.3% voted at a polling place on Election Day because it provides access to a larger choice of Polling Places and 11.3% voted there due to the election day atmosphere. Only 6.0% were interested in receiving sufficient information about parties/candidates.

The largest proportion of voters (47.1%) advised that they **voted before Election Day** due to convenience. 34.1% voted before Election Day because it provides access to early voting centres and 31.2% voted early due to COVID-19 and public health reasons. 11.8% of respondents already knew who they wanted to vote for and only 5.8% of respondents disliked the election day atmosphere.

### **➤ Future voting method.**

In the future, the largest proportion of voters (42.1%) intended to vote at an Early Voting Centre before Election Day. 39.5% intended to vote at a polling place on election day and 10.5% intended to vote by technology assisted voting (it is debatable whether they actually understood the restrictions on this voting method). 5.3% of respondents intended to vote by postal vote.

➤ **Voting place proximity and convenience.**

The largest proportion of respondents (42.1%) advised that the polling location they chose to vote at was very convenient for them. A further 28.2% found their polling place to be moderately convenient and 21.8% found it to be extremely convenient. 1.2% of respondents advised that the location was only slightly convenient and 6.7% of respondents believed that it was not at all convenient - it was noted that these respondents were primarily those that attended an Early Voting Centre.

➤ **Early voting concerns.**

The largest proportion of voters (75.7%) advised that they had no concerns about voting before election day. 10.8% of respondents had some concerns relating to not having all the information needed for voting and a further 8.9% were concerned about missing out on election day activities. Only 4.1% of respondents were concerned about rethinking their voting decision before election day.

**Advertising effectiveness**

➤ **Awareness of advertising.**

48.4% of respondents advised that they were aware of Commission advertising compared to 51.6% who were not aware. This represents an increase of 1.2% in advertising recollection since the 2017 survey period.

The most popular form of advertising recalled was social media, with 32.2% of respondents aware of Commission advertising (15.6% of all respondents) using this medium. Radio was the second most popular form of advertising with an awareness level of 31.5% (15.3% of all respondents). Television was the third most popular with an awareness level of 18.4% (8.9% of all respondents) followed by websites awareness of 8.4% (4.1% of all respondents). Newspapers had an awareness level of 6.2% (3.0% of all respondents) followed by cinema advertising at 5.3% and outdoor advertising of 5.3%.

70.2% of respondents aware of the Commission advertising advised that it did provide them with the information they needed to vote. This compares to 29.8% who advised that it did not provide them with what they needed. This represents an increase of 0.8% since the 2017 survey period (65.2%).

➤ **Advertising influence**

96.9% of respondents aware of the Commission advertising indicated that they were not influenced to vote by the advertising (97.0% in 2017). 2.6% of respondents advised that they were positively influenced to vote by the advertising. 0.3% of respondents indicated that they were put off voting by the advertising.

32.2% of respondents who were aware of the Commission advertising had a correct recollection of the slogan for the election. A further 16.3% (7.0% of all respondents) had a close, although not completely accurate, recollection of the slogan. 45.9% of respondents aware of the advertising had no recollection of the advertising slogan for the election. A further 5.6% thought that they knew what the slogan was, but were incorrect. This meant that 48.5% of respondents (32.2% in 2017) aware of the advertising were aware of the slogan in a close to correct form.

➤ **Informed voters.**

38.4% of respondents consider themselves fairly informed as a voter. A further 28.2% considered themselves moderately informed as a voter, and 20.8% considered themselves very informed. 7.7% of respondents considered themselves slightly informed. A further 4.9% considered themselves not at all informed.

➤ **Election importance.**

The largest proportion (49.4%) of respondents consider that elections are very important. A further 21.0% considered elections as moderately important, and 16.3% considered them as extremely important. 4.6% of respondents considered elections as slightly important. A further 8.7% considered them as not at all important.

## **Call Centre**

➤ **Call Centre awareness.**

37.2% of respondents advised that they were aware that the Commission provided a Call Centre service compared to 62.8% who were not aware. This represents an increase in awareness (3.1%) since 2017.

13.4% of all respondents indicated that they had used the Call Centre compared to 86.6% of these respondents who had not used it. This represents an increase in reported use of 4.6% since 2017.

➤ **Call Centre satisfaction.**

The majority of respondents (74.0%) to this question were 'at least' very satisfied with the service they received (16.8% - extremely satisfied and 57.2% - very satisfied). 25.4% of the respondents were 'at least' slightly satisfied with the service received (22.3% - moderately satisfied and 3.1% - slightly satisfied). This demonstrates an increase in satisfaction in this survey period. 0.6% of respondents were not at all satisfied (1 respondent).

## Website

### ➤ Website use

17.8% of respondents made use of the election website compared to 82.2% of respondents who did not make use of it. This represents an increase of 0.4% over the results for 2017.

65.9% of the 214 respondents who used the election website for information relating to the State Election used it for viewing election results\*. A further 49.1% of respondents used it to check their enrolment and 41.6% used it for general voting information. 25.2% used the site for a postal vote application. 4.2% used it for 'other' reasons.

### ➤ Website satisfaction

The majority of respondents (69.6%) to this question found the election website to be 'at least' very helpful with the service they received (13.1% - extremely helpful and 56.5% - very helpful). 26.2% of the 214 respondents found it to be moderately helpful with the service received. 1.9% of respondents found it to be not at all helpful (4 respondents).

99.2% of respondents were satisfied that the content of the website met their needs, however 0.8% of respondents advised that there were items that they expected to find but could not locate. This reflects a small increase in website expectations being met since the 2017 survey period.

## Community attitudes to electronic voting

### ➤ Access to the internet

94.4% of all survey respondents advised that they had access to the internet, whereas 5.6% did not.

### ➤ Perceptions relating to the use of the internet for voting

The largest proportion of survey respondents (48.8% - up from 42.7% in 2017) felt 'at least' secure about voting via the internet. 27.5% of respondents felt secure about voting in this way, whereas a further 21.3% felt very secure. 28.7% of respondents felt insecure about voting via the internet (15.7% - insecure and 13.0% - very insecure). This represented a decrease in insecurity of 9.5% since 2017. 18.4% of respondents were neutral on the issue and 4.1% of respondents were unsure of their response.

The results show an increasing likelihood of voting via the internet, since 2017, if it was believed that the process was secure and the facility was available. 72.2% of respondents felt 'at least' likely to vote via the internet (30.4% - likely and 41.8% - very likely). This reflected an increase of 11.1% since 2017. 12.2% of all survey respondents felt 'at most' unlikely to vote at a state general election via the internet. 3.8% of respondents felt unlikely to vote in this way, whereas a further 8.4% felt very unlikely. 13.5% of

respondents were neither likely nor unlikely to use the internet to vote and 2.1% of respondents did not know what answer to provide.

➤ **Perceptions relating to the use of telephone assisted voting**

8.1% of all survey respondents advised that they were aware of telephone assisted voting, whereas 91.9% were not aware.

48.6% of respondents felt 'at least' likely to vote via telephone assisted voting (27.7% - likely and 20.9% - very likely). 22.6% of all survey respondents felt 'at most' unlikely to vote via telephone assisted voting. 11.6% of respondents felt unlikely to vote in this way, whereas a further 10.6% felt very unlikely. 22.3% of respondents were neither likely nor unlikely to use telephone assisted voting and 6.9% of respondents did not know what answer to provide.

**Demographics**

➤ **Gender**

Rigid stratification was in place to ensure that an equal proportion of male and female respondents were obtained for this survey. 50.0% of survey respondents were female compared to 50.0% of male respondents.

➤ **Age**

Rigid stratification was in place to ensure that the proportion of ages of survey participants reflected the proportions represented in Australian Bureau of Statistics for the State of Western Australia. The completed survey returns based on age reflected that 18.7% of respondents were aged between 30 to 39, 17.5% between 40 to 49 and 15.7% between 50 to 59. 15.0% were between 18 to 24, 11.7% were between 60 to 69, 11.1% were aged 70 or above and 10.3% were between 25 to 29.

➤ **Country of Birth**

Australia was nominated as the most frequent country of birth (60.9%). Countries of birth other than Australia represented 39.1% of all eligible voters.

➤ **Length of Australian Residence (not born in Australia)**

Survey respondents who had not been born in Australia were asked how long they had lived in Australia. 72% of these respondents (72.3%) advised that they had lived in Australia for greater than 10 years. 21.3% had lived in Australia for between 6 to 10 years with the remaining 6.4% having lived here for between 3 to 5 years. No respondents who were eligible to participate in the Western Australian State Election had resided in Australia for less than 3 years.

## 4.0 RESULTS OF THE SURVEY

This section summarises the results of the survey. The results are presented in broad category headings representing the general topic areas included in the questionnaire.

Demographic data was obtained from respondents to the survey and an analysis of responses to most questions was undertaken based on resulting demographic categories.

### 4.1 Knowledge of Enrolment and Voting

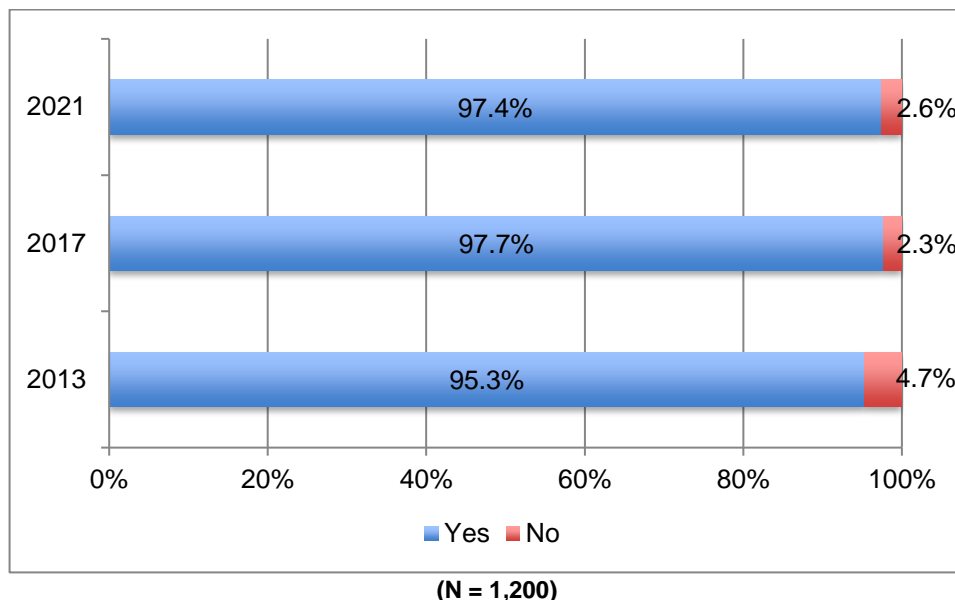
4.1.1 In **question 1**, all survey respondents were asked:

**“Are you currently enrolled to vote?”**

Graph 4.1.1a shows that 97.4% of respondents (97.7% in 2017) advised that they were enrolled to vote, with only 2.6% of respondents advising that they were not enrolled. This shows a marginally decreased level of participation compared to 2.3% in 2017.

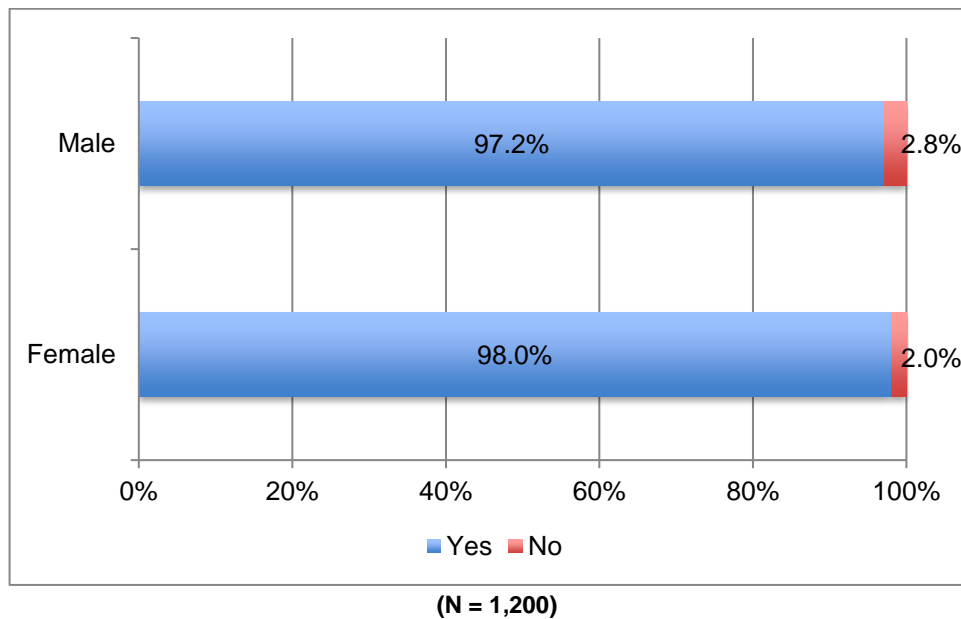
It is unknown whether this result reflects the true picture of community enrolment due to the sensitive nature of this subject post-election. Potential respondents were advised that the survey was only an information gathering exercise and not designed to identify people for the purposes of imposing a fine, however some respondents may have chosen to disregard this advice.

**Graph 4.1.1a**      **Voting Enrolment (by election year)**



Graph 4.1.1b, presented overleaf, shows that females in this survey period were marginally more likely to be enrolled to vote (98.0%) when compared to males (97.2%).

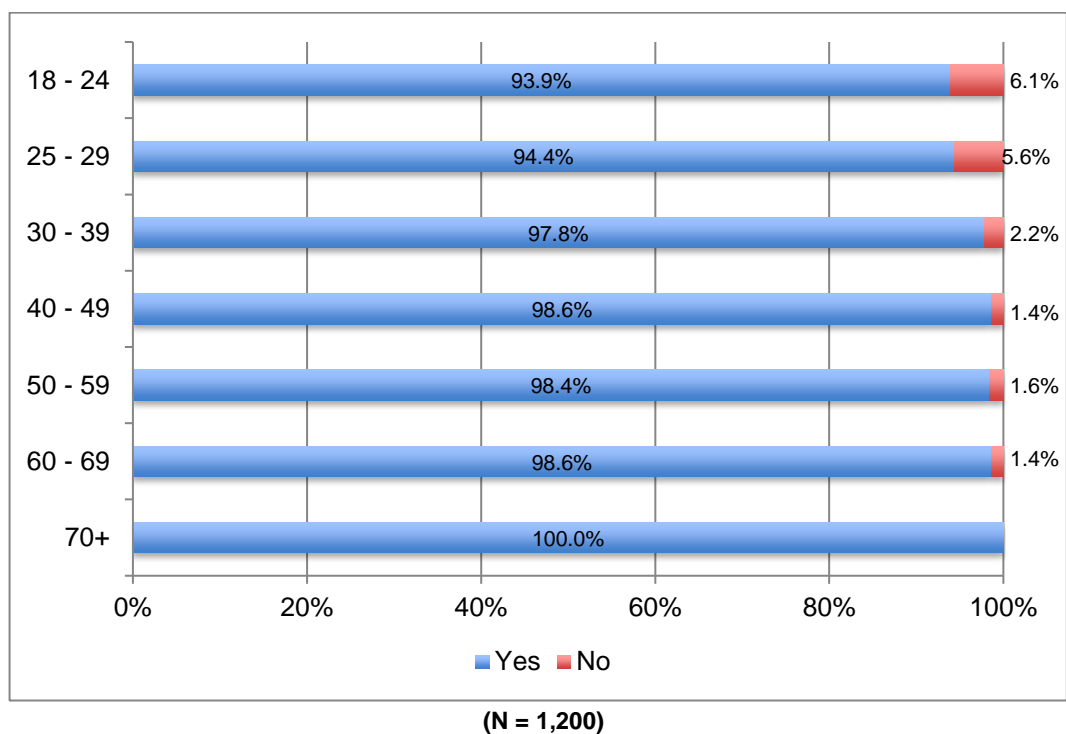
**Graph 4.1.1b**      **Voting Enrolment (by gender)**



Graph 4.1.1c, presented below, shows that younger respondents in this survey period were less likely to be enrolled to vote when compared to older respondents.

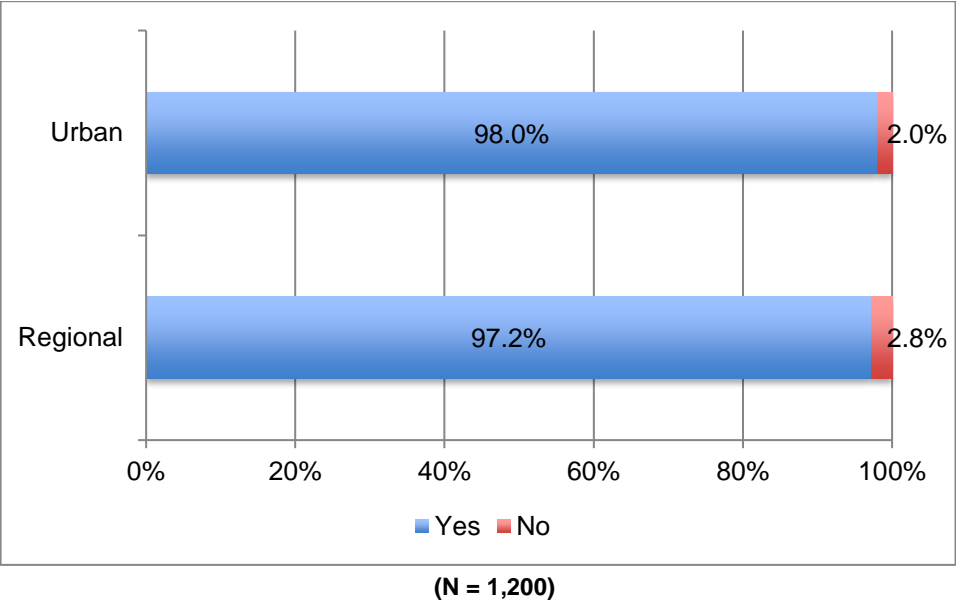
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.1.1c**      **Voting Enrolment (by age)**



Graph 4.1.1d, shows that urban respondents in this survey period were marginally more likely to be enrolled to vote (98.0%) when compared to regional respondents (97.2%).

**Graph 4.1.1d**      **Voting Enrolment (by location)**



**4.1.2** In **question 2**, all survey respondents, irrespective of whether or not they were enrolled to vote, were asked:

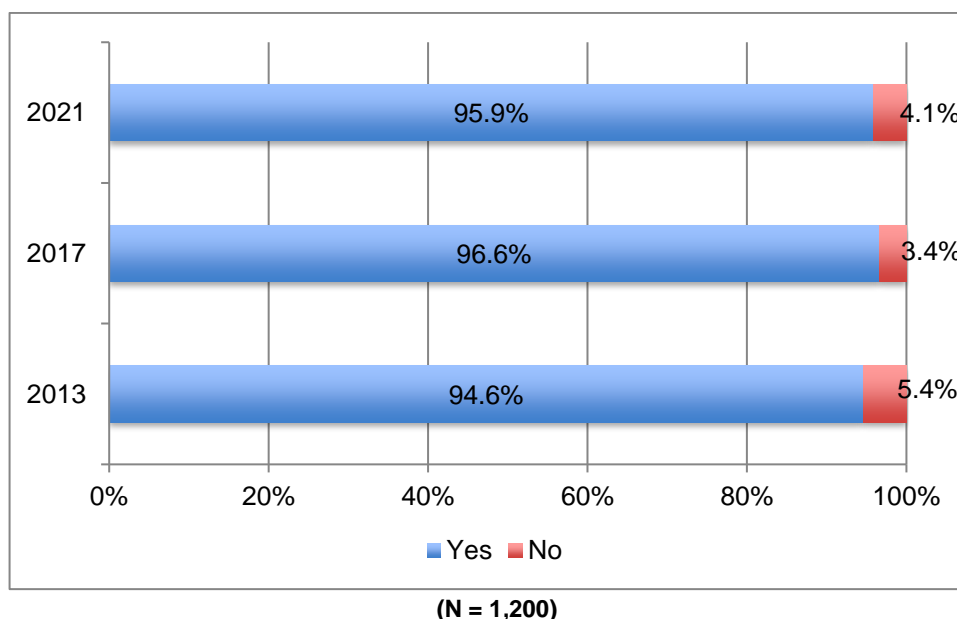
**“Do you know how to update your enrolment information?”**

*\* It should be noted that the question asked in this survey period includes a revision to that asked in 2013. In this period the phrase “enrol to vote or ...” was excluded due to the current procedural nature of this process. While the results from one period to the next are compared in the graph below it is possible that the difference in the phrasing of the question may account for differences in results.*

The results show that 95.9% of respondents believed that they did know how to update their enrolment information compared to 4.1% who did not know how to update this information (3.4% in 2017\*).

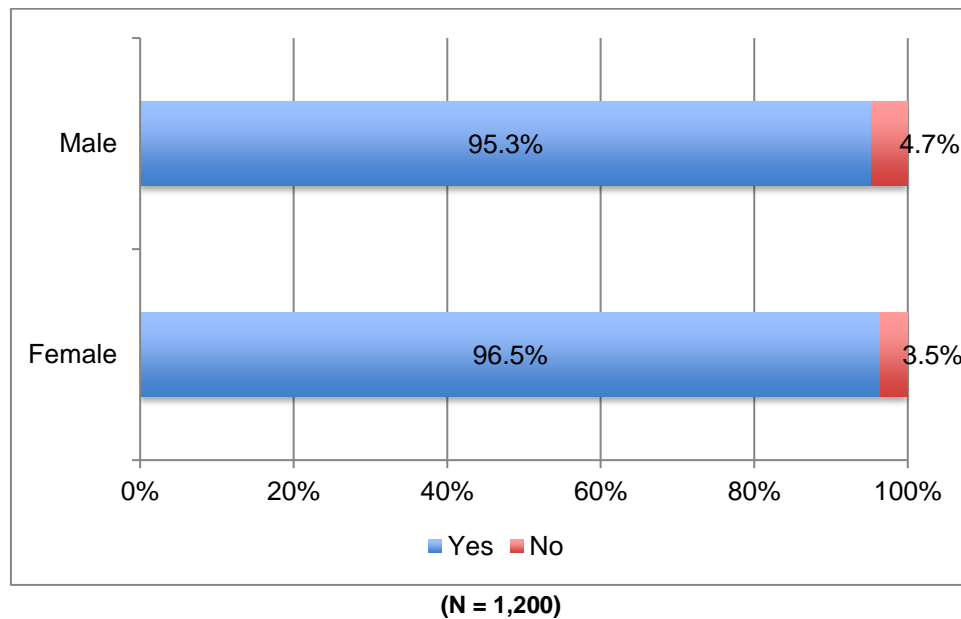
Of the 31 respondents who were not enrolled, only 16 did not know how to enrol (51.6%). The other 15 respondents, who were already enrolled, did not know how to update their enrolment information.

**Graph 4.1.2a**      **Knowledge of Enrolment Update Process**



Graph 4.1.2.b, presented overleaf, shows that female respondents appeared marginally more likely to be aware how to update enrolment information compared to male respondents.

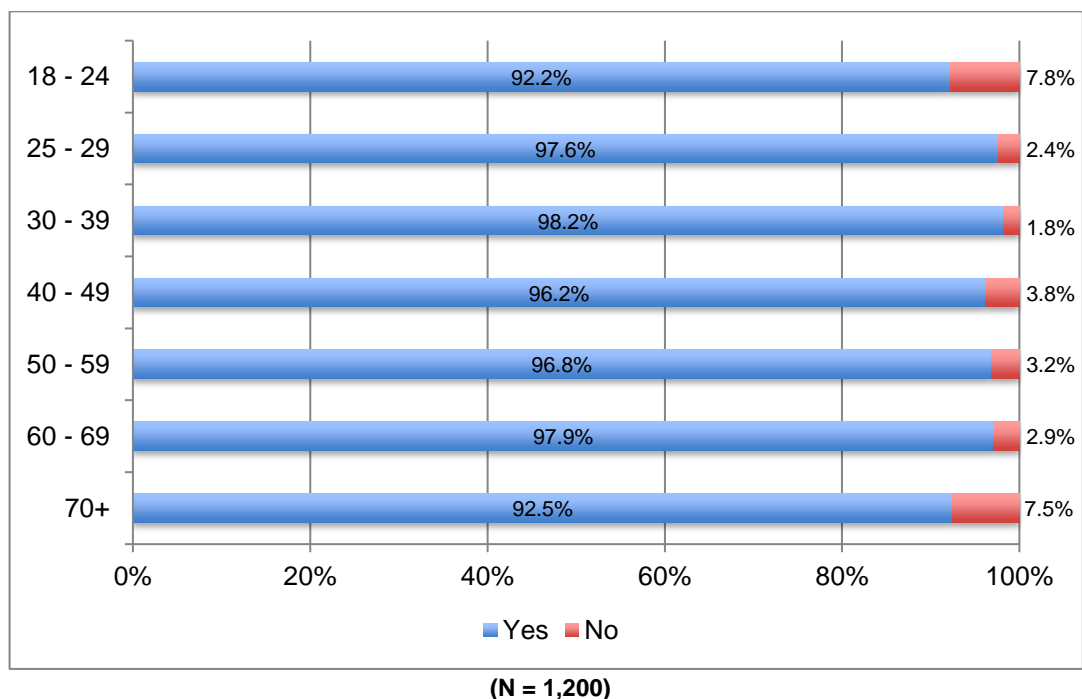
**Graph 4.1.2b Knowledge of Enrolment Update Process (by gender)**



Graph 4.1.2.c shows that younger (18 to 24 - 7.8%) and older (70+ - 7.5%) respondents appeared more unlikely to be aware how to update enrolment information compared to other respondents.

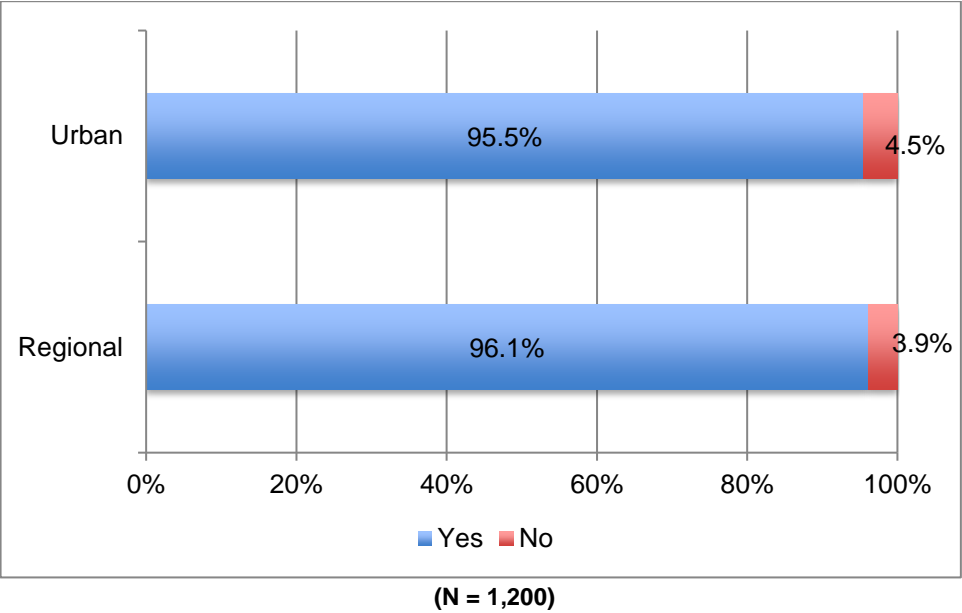
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.1.2c Knowledge of Enrolment Update Process (by age)**



Graph 4.1.2.d, shows that urban respondents appeared marginally more likely to be aware how to update enrolment information compared to regional respondents.

**Graph 4.1.2d**      **Knowledge of Enrolment Update Process (by location)**

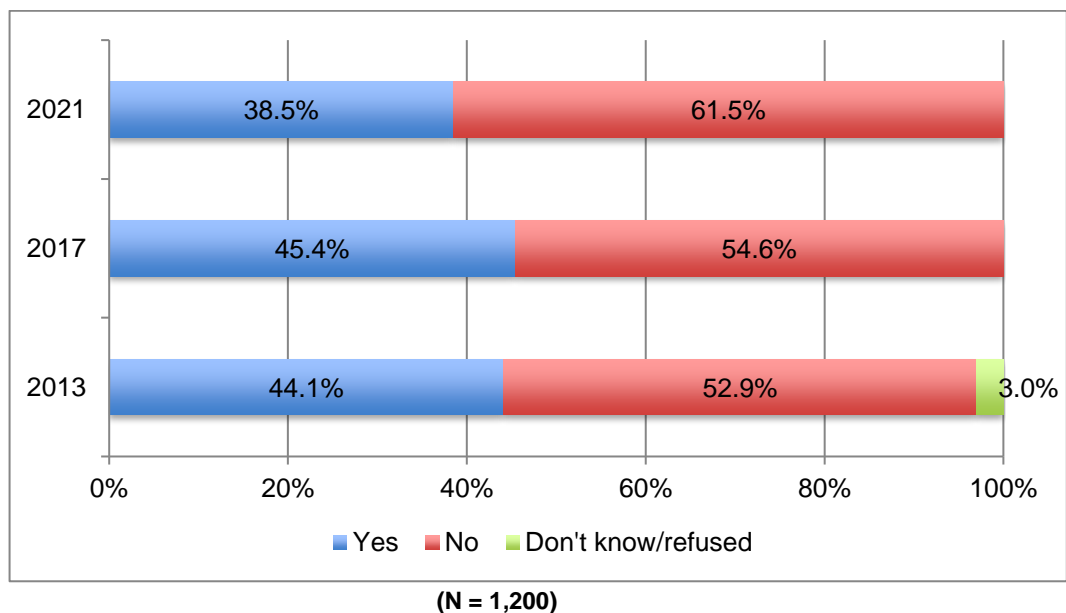


**4.1.3** In **question 3**, all survey respondents were asked:

**“Have you changed addresses in the last five years?”**

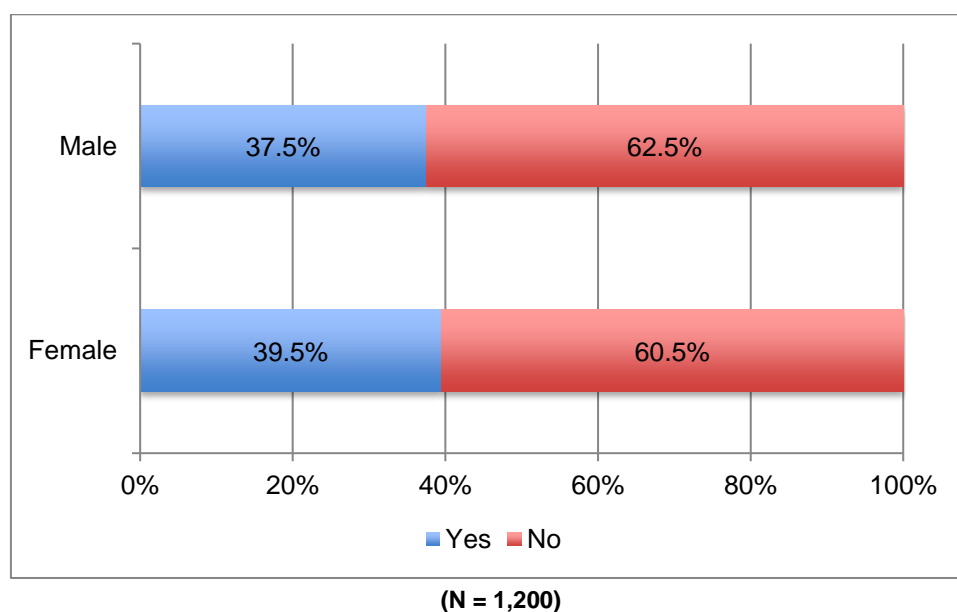
In 2021, 61.5% of respondents advised that they had not changed address over the last five years (compared to 54.6% in 2017). 38.5% advised that they had changed address in the last 5 years.

**Graph 4.1.3a**      **Incidence of Address Change**



Graph 4.1.3.b shows that female respondents were more likely to have changed address in the last 5 years (39.5%) compared to male respondents (37.5%).

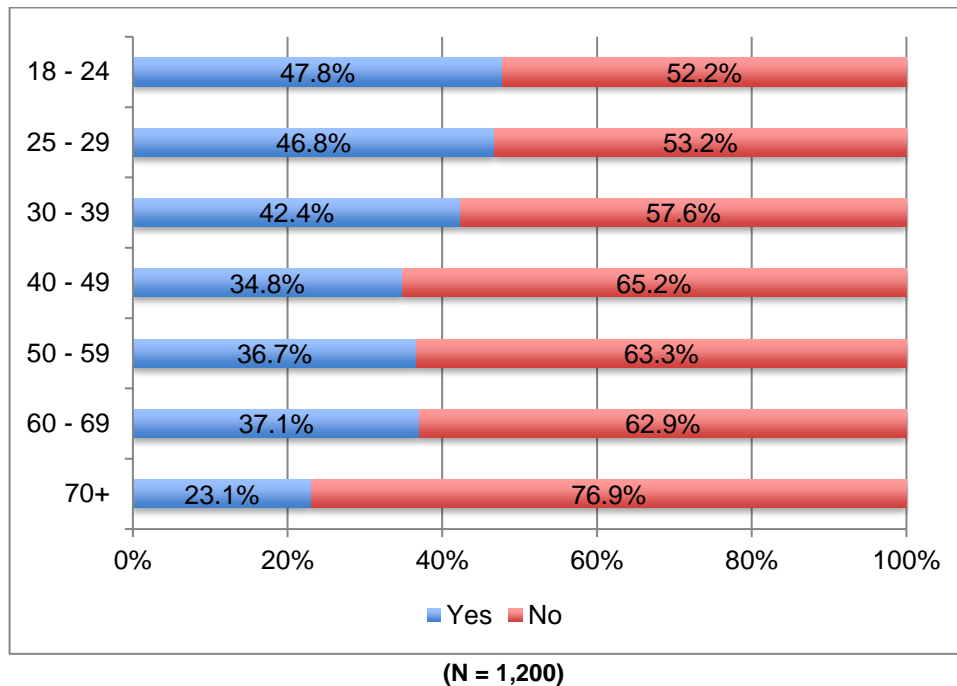
**Graph 4.1.3b**      **Incidence of Address Change (by gender)**



Graph 4.1.3.c shows that younger (18 to 24 – 47.8%) respondents appeared more likely to have changed address in the last 5 years compared to older respondents.

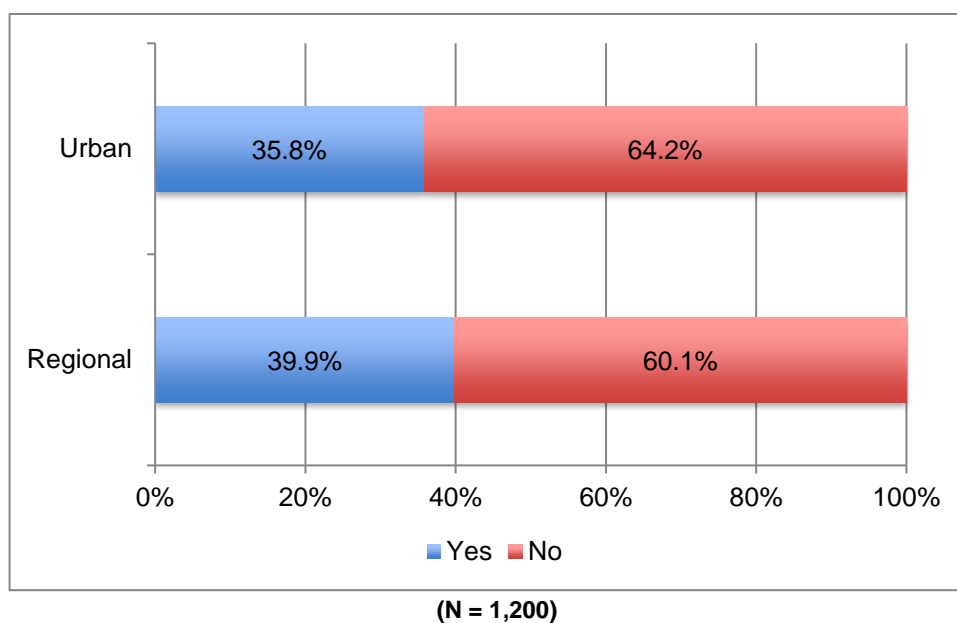
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.1.3c**      **Incidence of Address Change (by age)**



Graph 4.1.3.d, presented overleaf, shows that regional respondents were more likely to have changed address in the last 5 years (39.9%) compared to urban respondents (35.8%).

**Graph 4.1.3d**      **Incidence of Address Change (by location)**

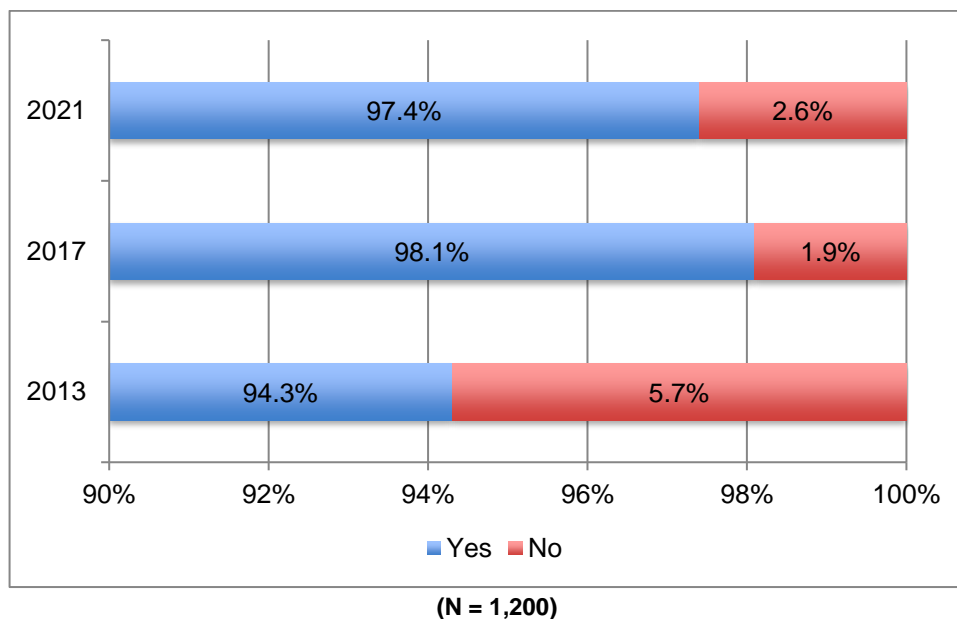


**4.1.4** In **question 4a**, all survey respondents were asked to indicate whether the following statement is true or false:

**“You can vote anywhere in the State”**

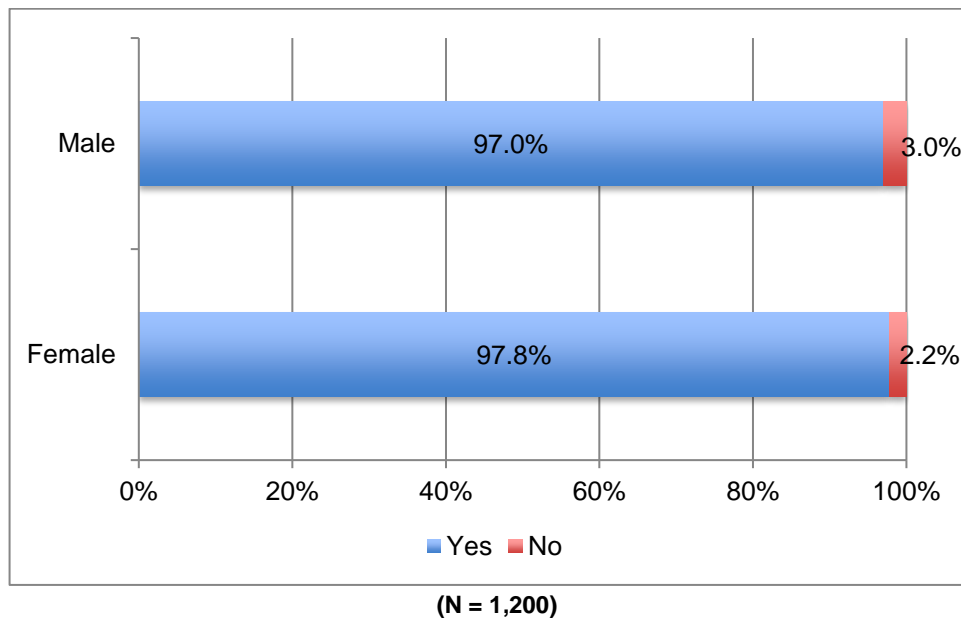
97.4% of respondents indicated that this was true statement – that you are able to vote anywhere in the State (compared to 98.1% in 2017). 2.6% of people did not believe that you could vote anywhere in the State (compared to 1.9% in 2017).

**Graph 4.1.4a**      **You Can Vote Anywhere in the State**



Graph 4.1.4b, presented overleaf, shows that 97.8% of female respondents indicated that this was a true statement – that you are able to vote anywhere in the State compared to 97.0% of male respondents.

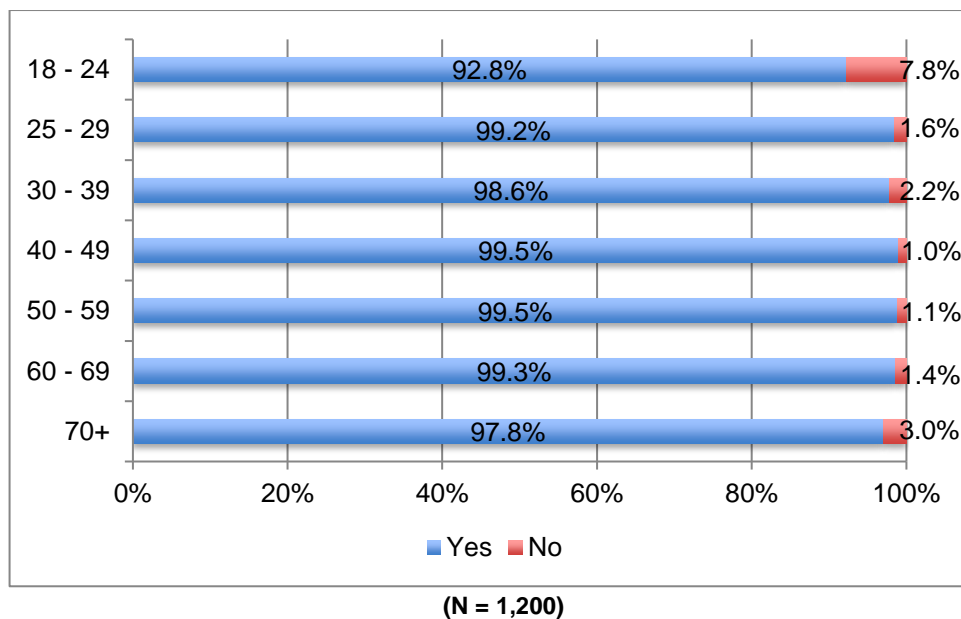
**Graph 4.1.4b      You Can Vote Anywhere in the State (by gender)**



Graph 4.1.4.c shows that younger (18 to 24 - 7.2%) and older (70+ - 2.2%) respondents appeared marginally more unlikely to be aware that you are able to vote anywhere in the State compared to other respondents.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

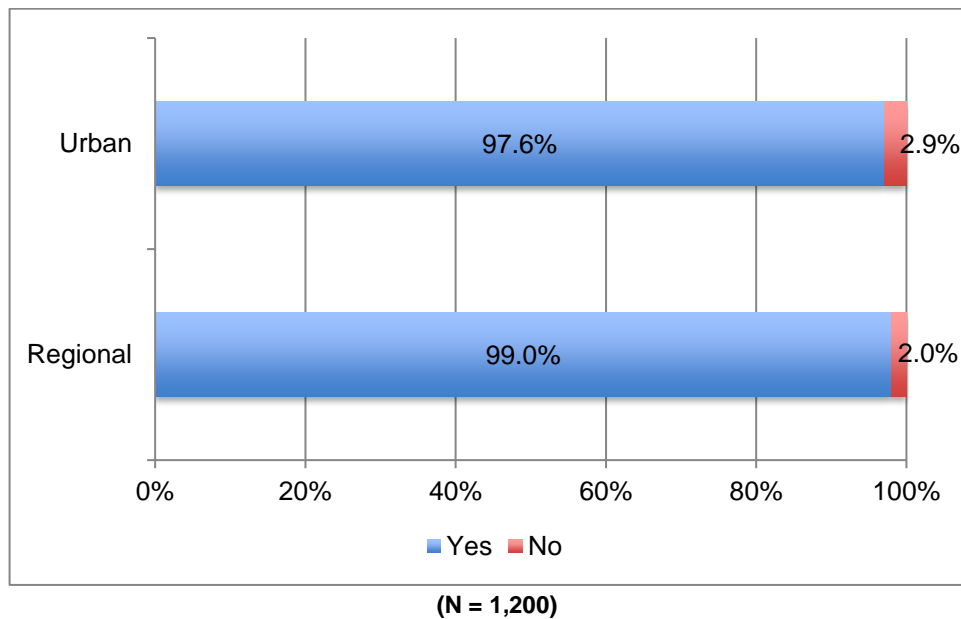
**Graph 4.1.4c      You Can Vote Anywhere in the State (by age)**



Graph 4.1.4d, presented overleaf, shows that proportionally more regional respondents correctly believed this statement was true compared to urban respondents.

**Graph 4.1.4d**

**You Can Vote Anywhere in the State (by location)**



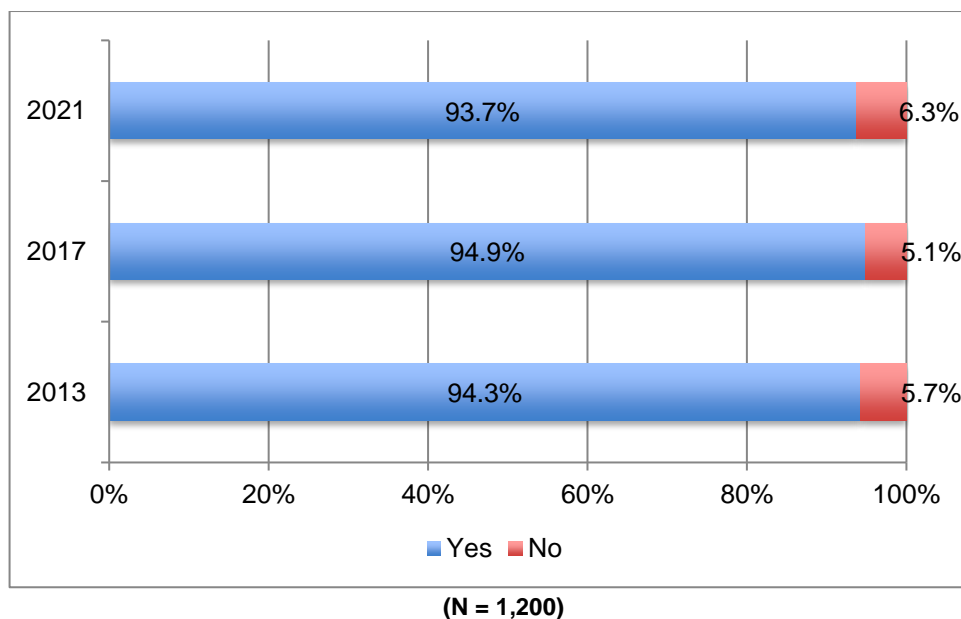
In **question 4b**, all survey respondents were asked to indicate whether the following statement is true or false:

**“If you are interstate or overseas, you are still able to vote.”**

93.7% of respondents indicated that this was a true statement – that you are still able to vote if you are interstate or overseas. 6.3% of people did not believe that you could vote interstate or overseas. In this survey period there were no respondents who considered themselves unsure of the truth of the statement.

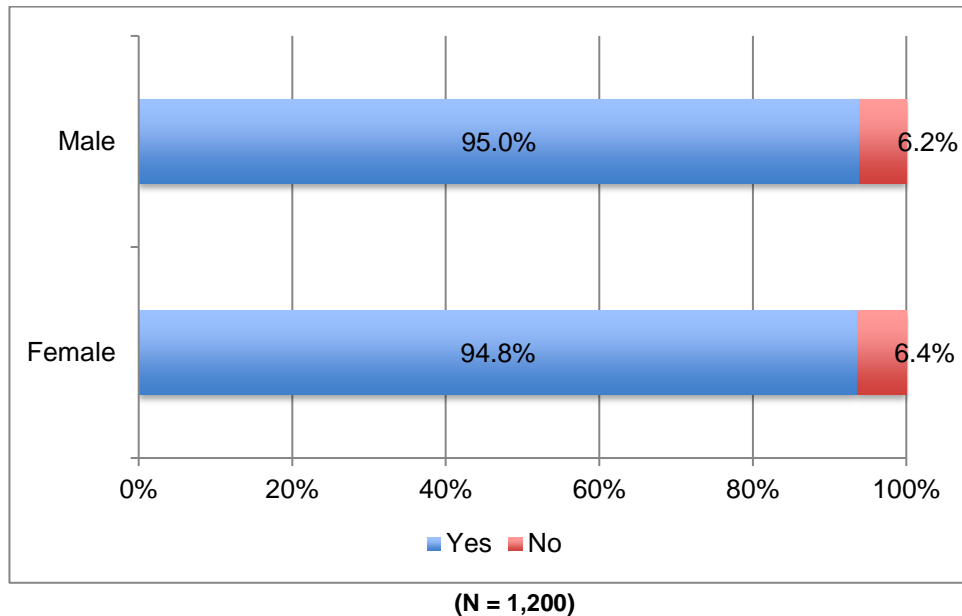
**Graph 4.1.4e**

**If You Are Interstate or Overseas You Are Still Able to Vote**



Marginally more male respondents (95.0%) indicated that this was a true statement – that you are still able to vote if you are interstate or overseas, compared to 94.8% of female respondents.

**Graph 4.1.4f**      **If You Are Interstate or Overseas You Are Still Able to Vote (by gender)**

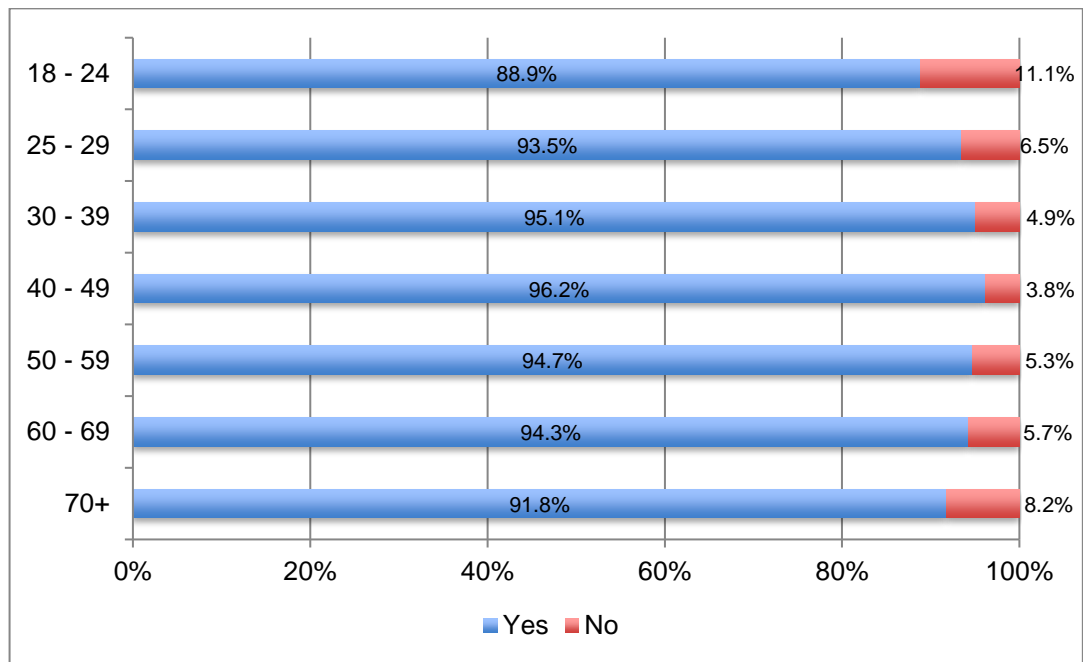


Graph 4.1.4g, presented overleaf, shows that younger (18 to 24 – 11.1%) and older (70+ - 8.2%) respondents appeared marginally more unlikely to be aware that you are able to vote if you are interstate or overseas compared to other respondents.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.1.4g**

**If You Are Interstate or Overseas You Are Still Able to Vote (by age)**

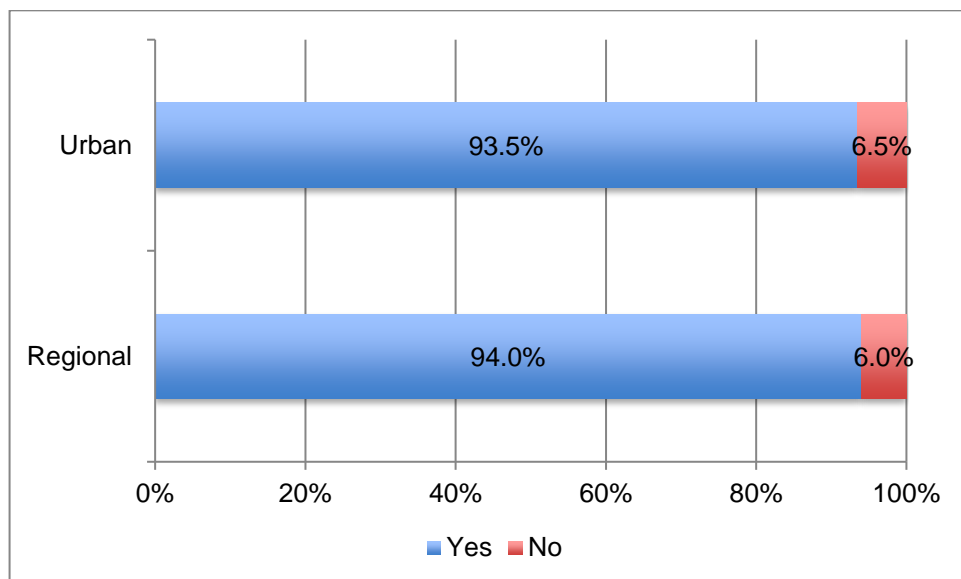


(N = 1,200)

Graph 4.1.4h shows that marginally more regional respondents (94.0%) indicated that this was a true statement – that you are still able to vote if you are interstate or overseas, compared to 93.5% of urban respondents.

**Graph 4.1.4h**

**If You Are Interstate or Overseas You Are Still Able to Vote (by location)**



(N = 1,200)

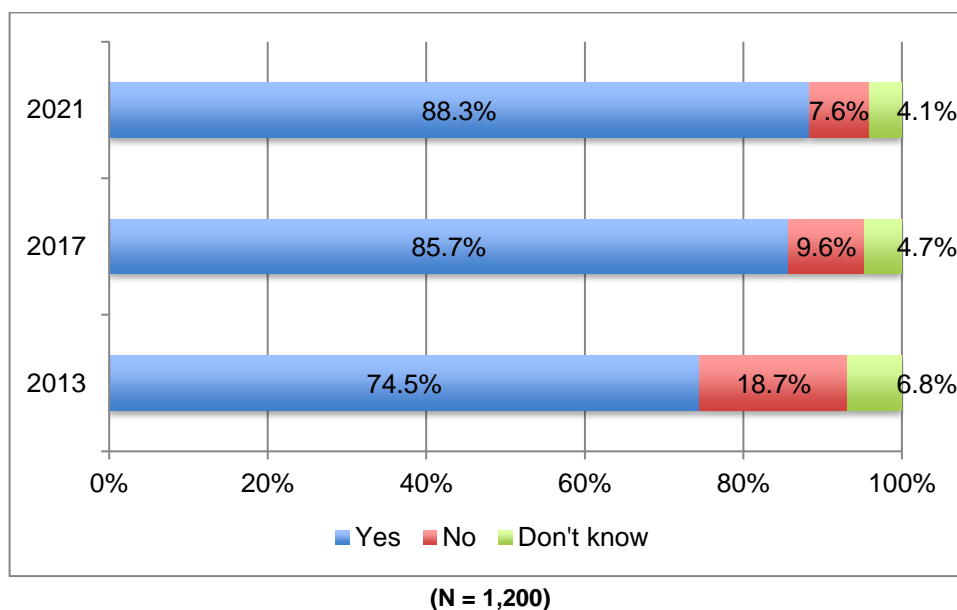
**4.1.5** In **question 5**, all survey respondents were asked:

**“Do you know how you can vote prior to Election Day?”**

88.3% of respondents indicated that they did know how they could vote prior to Election Day, compared to 7.6% who did not know how they could vote, and a further 4.1% who were unsure of their response.

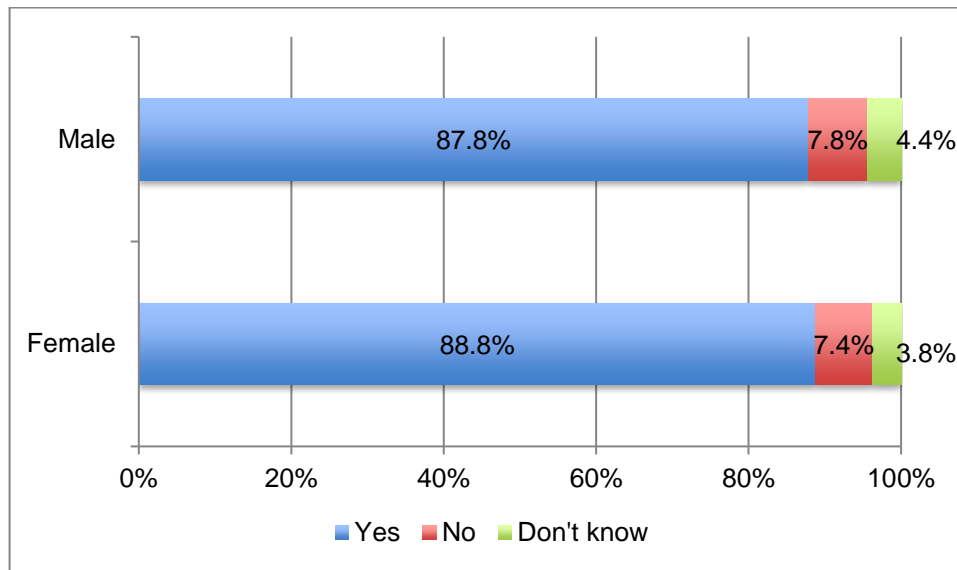
This reflects a significantly increased proportion of respondents who were aware of how they can vote prior to Election Day – 88.3% in 2021 compared to 85.7% in 2017.

**Graph 4.1.5a**      **Awareness of Pre Election Day Voting Procedure**



Graph 4.1.5b, presented overleaf, shows males were marginally less likely to be aware of where voting could take place prior to Election Day than were females.

**Graph 4.1.5b**      **Awareness of Pre Election Day Voting Procedure (by gender)**

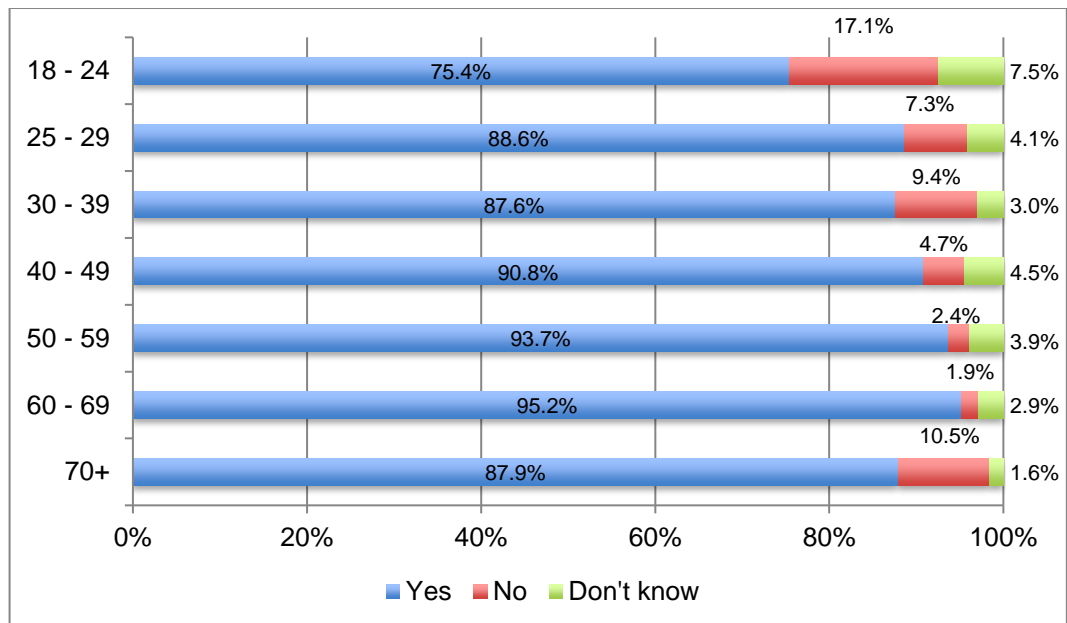


(N = 1,200)

Graph 4.1.5c shows that respondents under 25 years of age were less likely to be aware of where voting could take place prior to Election Day than were respondents in other age groups.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

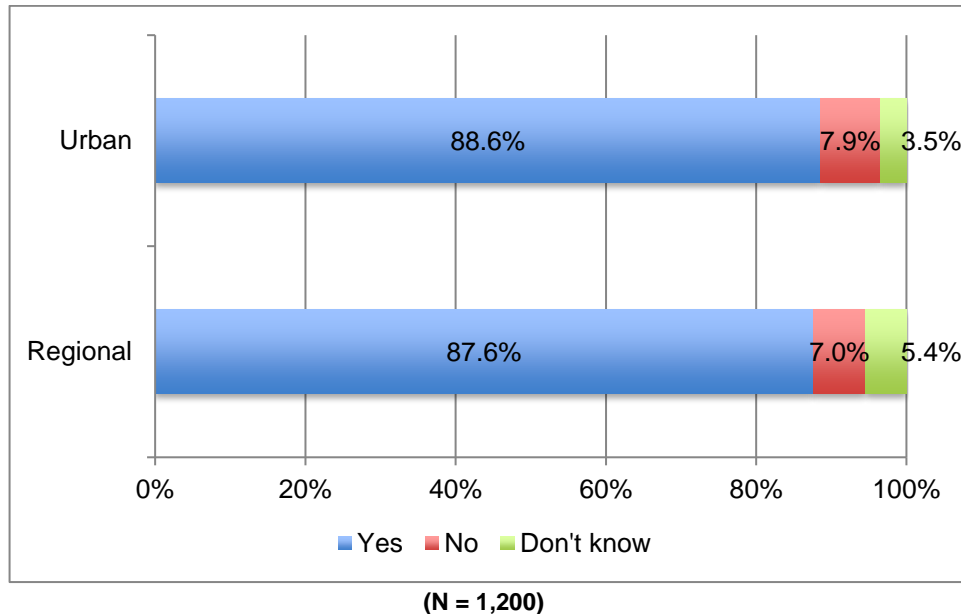
**Graph 4.1.5c**      **Awareness of Pre Election Day Voting Procedure (by age)**



(N = 1,200)

Graph 4.1.5d shows that more regional respondents indicated that they were aware of how they could vote prior to Election Day than were metropolitan respondents.

**Graph 4.1.5d**      **Awareness of Pre Election Day Voting Procedure (by location)**

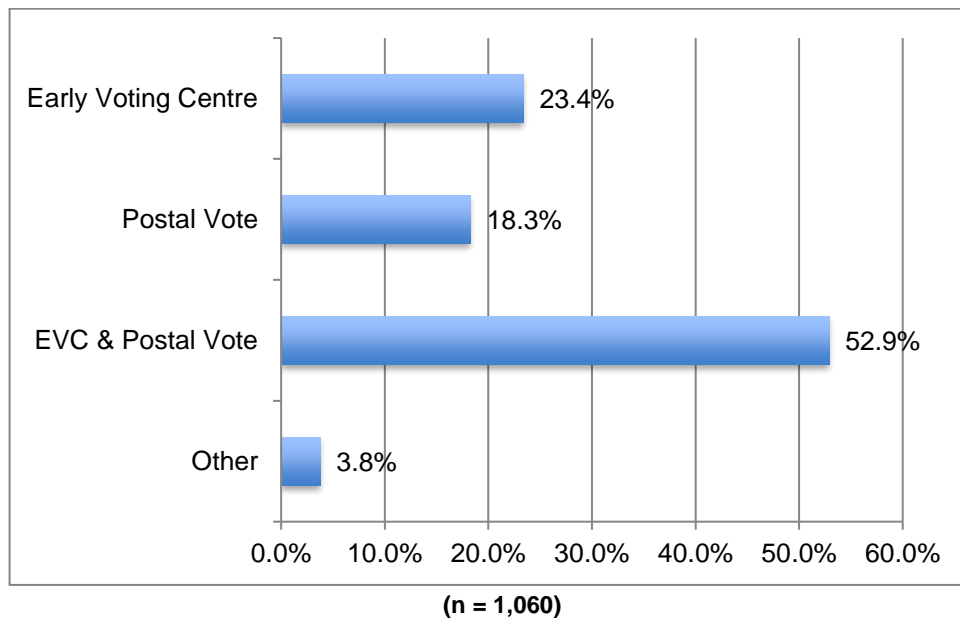


If respondents did indicate that they knew how to vote prior to Election Day (1,060 respondents), they were asked to advise where/how they could do so. The following percentages may tally to more than 100% as some respondents provided multiple responses.

Graph 4.1.5e, presented overleaf, shows that respondents in this survey period were most likely to be aware of a combination of Early Voting Centres and Postal Voting (52.9%), followed by Early Voting Centres alone (23.4%), Postal Voting (18.3%), with 'other' representing 3.8% of responses.

**Graph 4.1.5e**

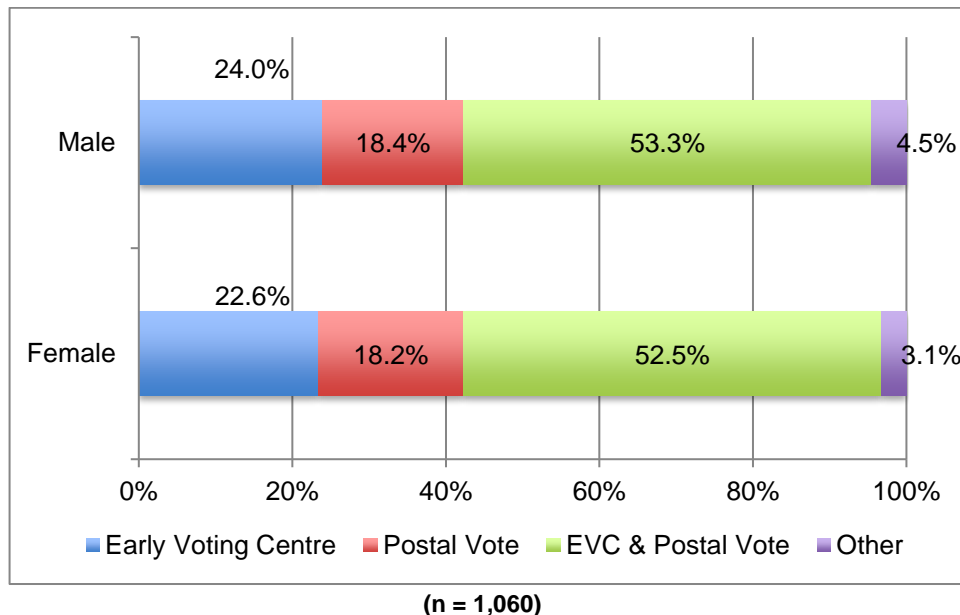
**Method of Pre Election Day Voting Procedure**



Graph 4.1.5f shows that males were more likely to be aware of the combination of Early Voting Centres and Postal Voting (53.3%) followed by Early Voting Centres alone (24.0%). Females were most likely to be aware of Early Voting Centres and Postal Voting (52.5%) followed by Early Voting Centres alone (22.6%).

**Graph 4.1.5f**

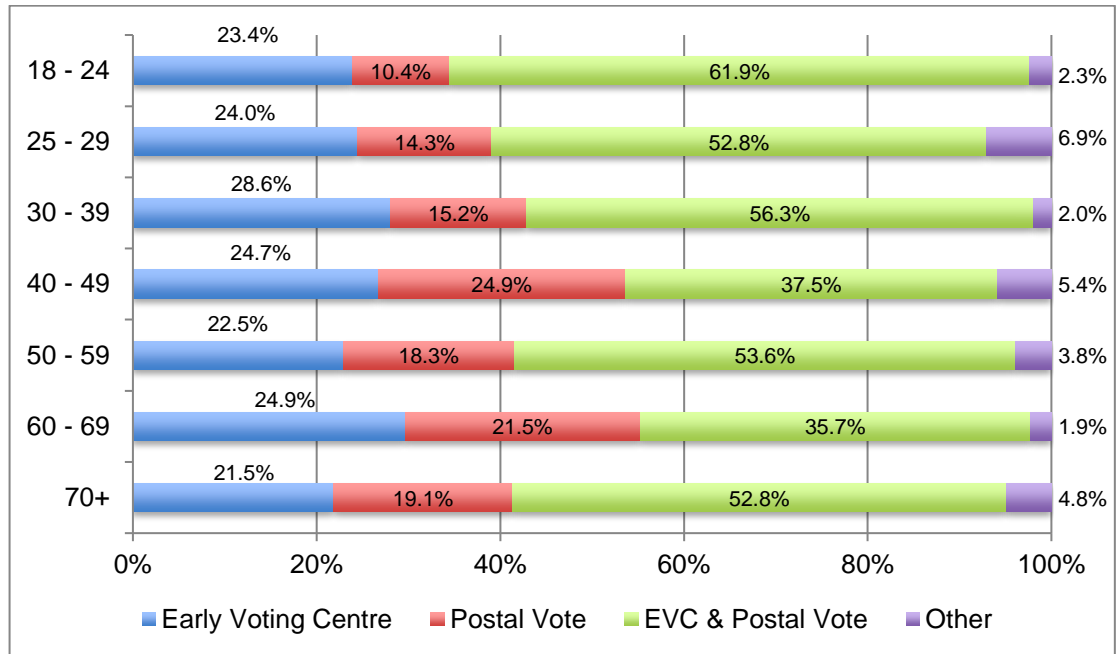
**Method of Pre Election Day Voting Procedure (by gender)**



Graph 4.1.5g shows that respondents under the age of 40 were more likely to be primarily aware of the combination of Early Voting Centres and Postal Voting (44.3%) whereas respondents over the age of 40 were most likely to be aware of Postal Voting alone.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

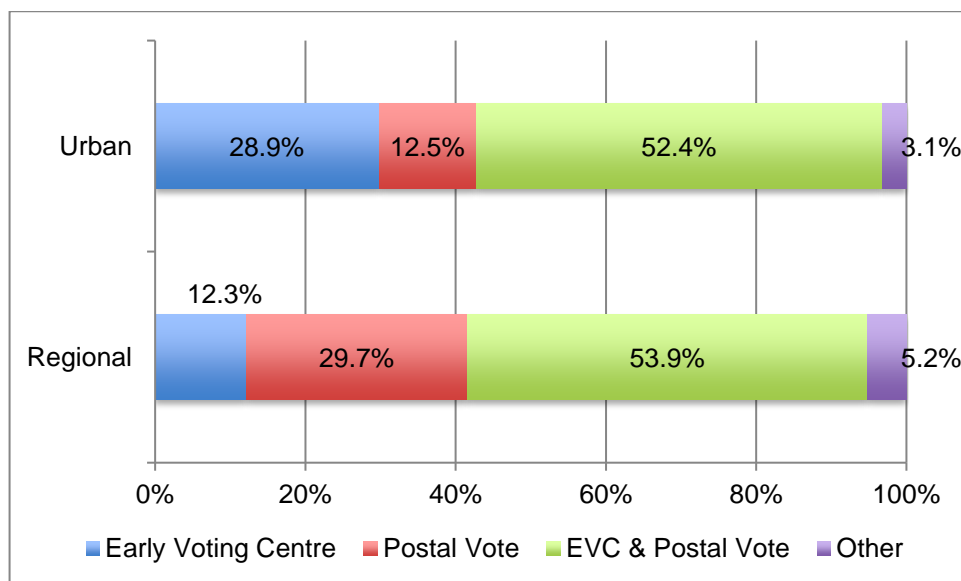
**Graph 4.1.5g**      **Method of Pre Election Day Voting Procedure (by age)**



(n = 1,060)

Graph 4.1.5h shows that urban respondents were more likely to be aware of Early Voting Centres alone (28.9%), whereas regional respondents were more likely to be aware of Postal Voting alone (29.7%), but equally likely to be aware of the combination of Early Voting Centres and Postal Voting (53.9% and 52.4%).

**Graph 4.1.5h**      **Method of Pre Election Day Voting Procedure (by location)**



(n = 1,060)

**4.1.6** In **question 6**, all survey respondents were asked:

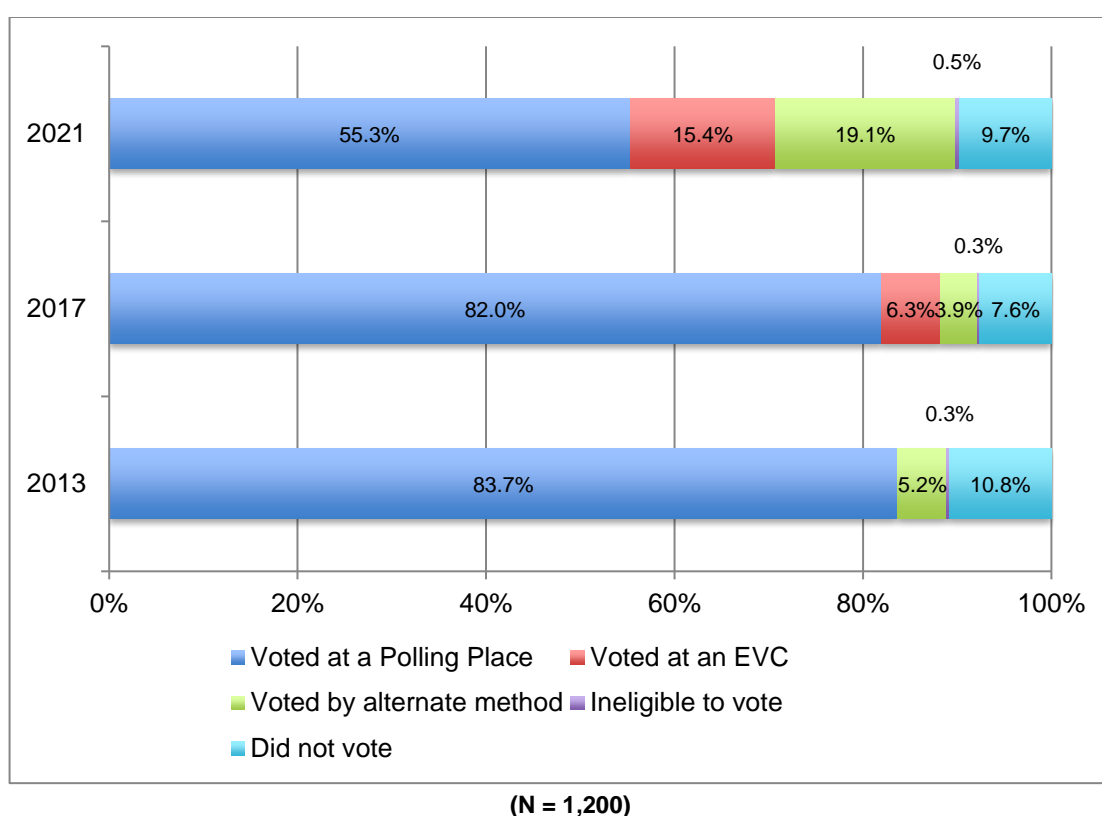
**“Did you vote at a polling place in last week’s state election?”**

Results from previous survey periods have been included in Graph 4.1.6a, however this is more for interest rather than statistical comparison as voting at an Early Voting Centre has been included as a response option for the first time in this survey period.

Graph 4.1.6a shows that 55.3% of all respondents advised that they did vote at a polling place during the election (82.0% in 2017). 15.4% of respondents had used an Early Voting Centre, 19.1% advised that they had voted, but used an alternate method compared to 9.7% of respondents who advised that they did not vote. 0.5% indicated that they turned up but were ineligible to vote.

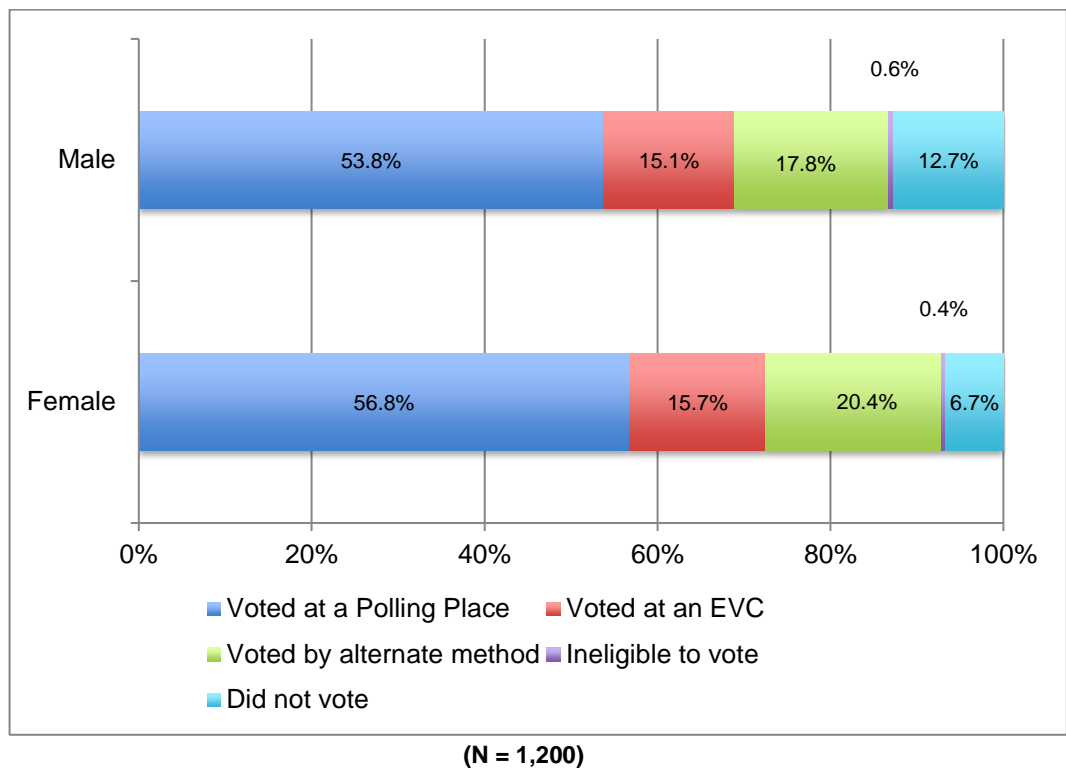
It should be noted that these statistics include respondents who indicated that they were not registered to vote.

**Graph 4.1.6a**      **Polling Place Voting**



Graph 4.1.6b, presented overleaf, shows that females were a little more likely than males to vote at a polling place during the election. Males were more likely than females to not vote.

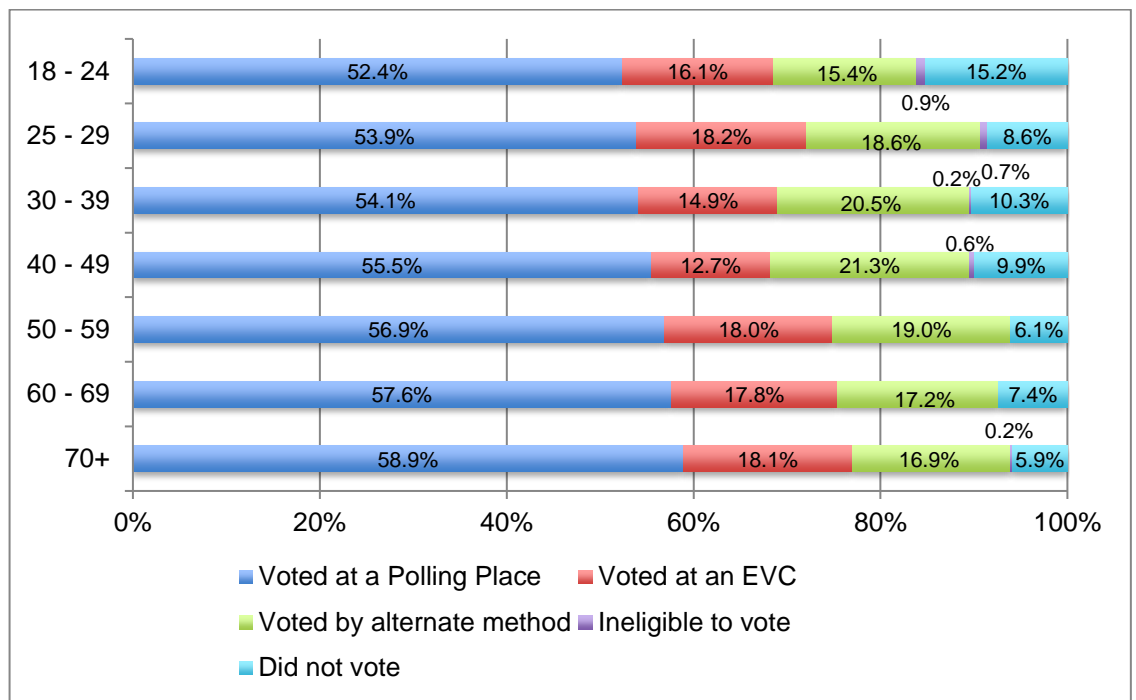
**Graph 4.1.6b      Polling Place Voting (by gender)**



Graph 4.1.6c, presented overleaf, shows that respondents below the age of 25 were a more likely than other age groups to not vote. Respondents between the ages of 30 and 69 were more likely than other age groups to use an Early Voting Centre. Respondents aged 70+ were most likely to use Polling Place.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

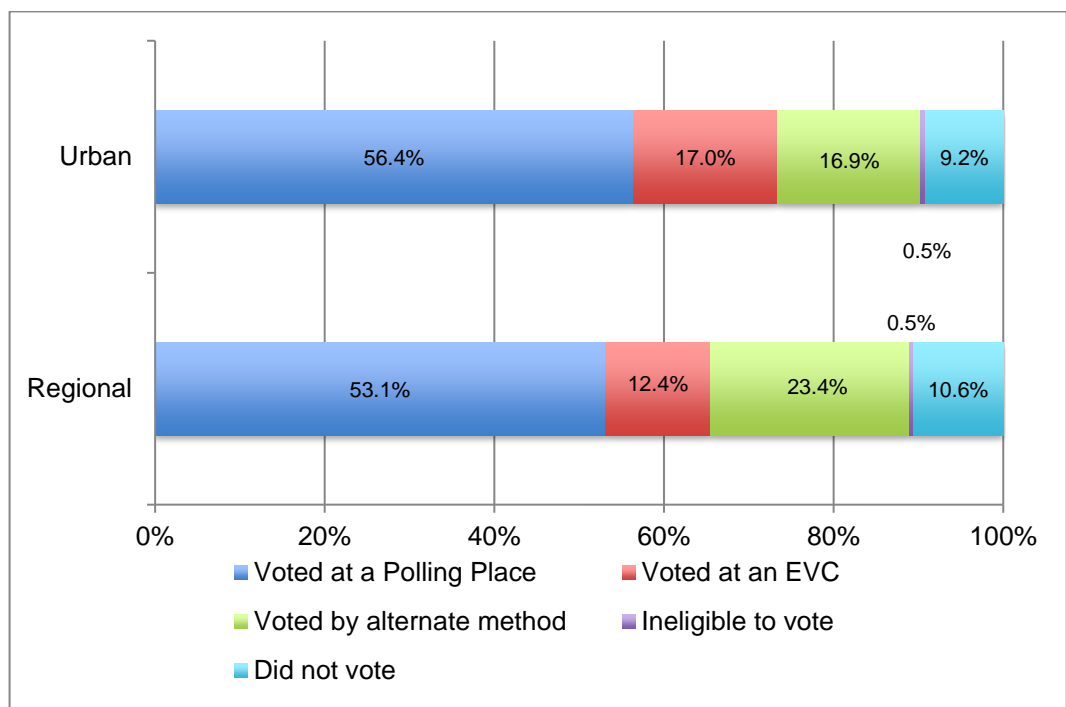
**Graph 4.1.6c Polling Place Voting (by age)**



(N = 1,200)

Graph 4.1.6d shows that urban respondents (56.4%) were a little more likely than regional respondents (53.1%) to vote at a polling place during the election. Urban respondents (17.0%) were more likely to use an Early Voting Centre, while regional respondents (10.6%) were marginally more likely than urban respondents (9.2%) to not vote.

**Graph 4.1.6d Polling Place Voting (by location)**



(N = 1,200)

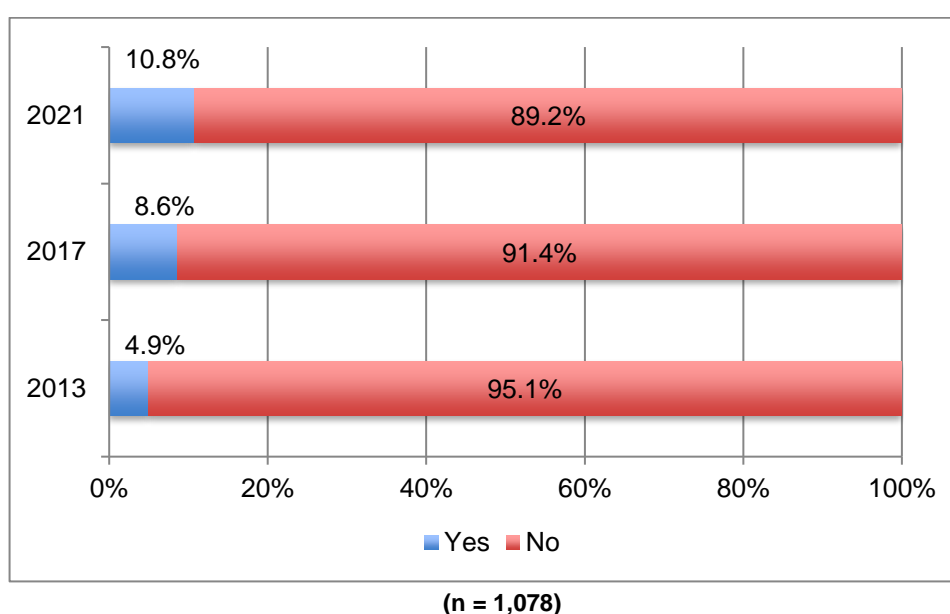
**4.1.7** In **question 7**, the 89.8% of voters who participated in the election (1,078 respondents) were asked:

**“Was this the first time you have voted?”**

Graph 4.1.7a shows that 89.2% of these voters indicated that they had voted previously (91.4% in 2017), compared to 10.8% who were voting for the first time (8.6% in 2017).

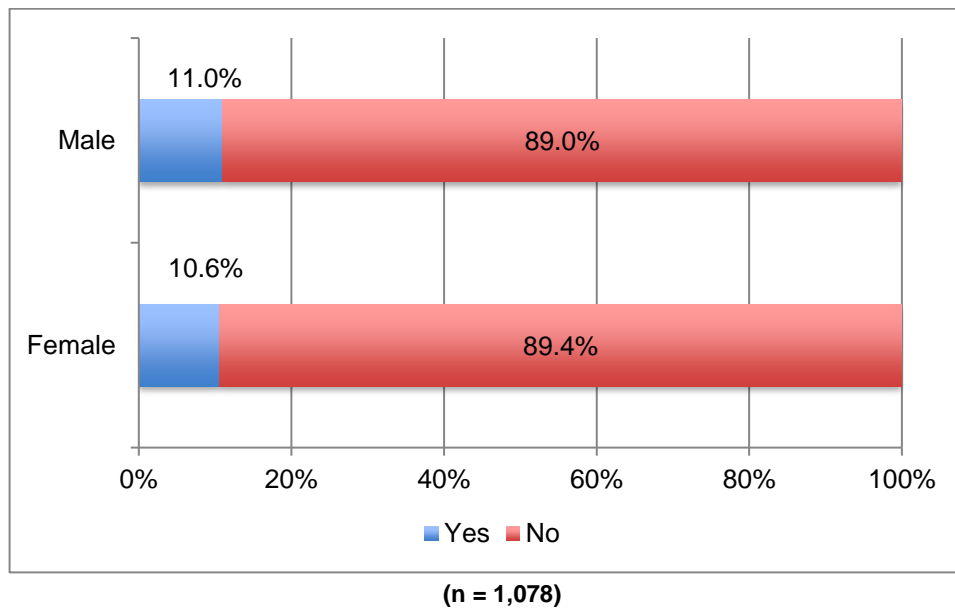
This represents an increased proportion of respondents voting for the first time compared to previous survey periods. It is noted that this may be due to the WAEC’s automatic registration of new voters, the slightly increased proportion of 18 – 19 year olds surveyed this time as well as a slightly higher level of respondents who were born overseas.

**Graph 4.1.7a**      **First Time Voter**



Graph 4.1.7b, presented overleaf), shows that females (10.6%) were marginally less likely than males (11.0%) to be voting for the first time.

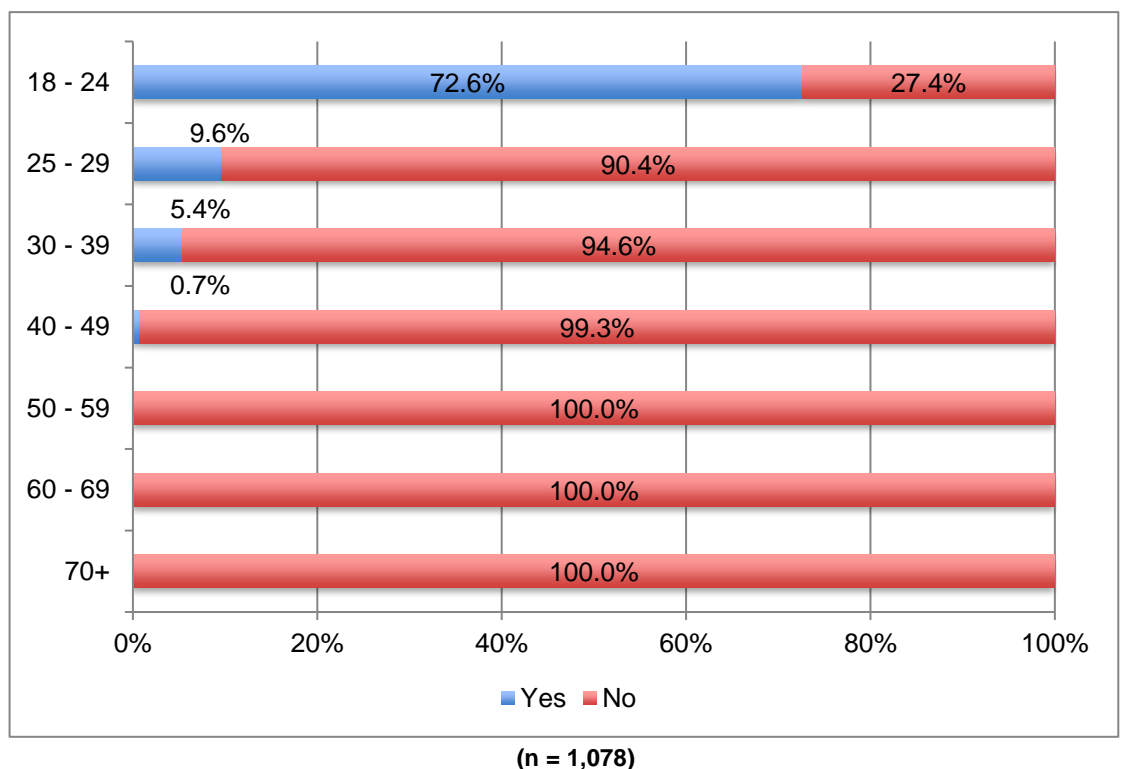
**Graph 4.1.7b**      **First Time Voter (by gender)**



Graph 4.1.7c shows that respondents under the age of 40 were more likely than older respondents to be voting for the first time. Respondents below the age of 24 (72.6%) were most likely to be voting for the first time.

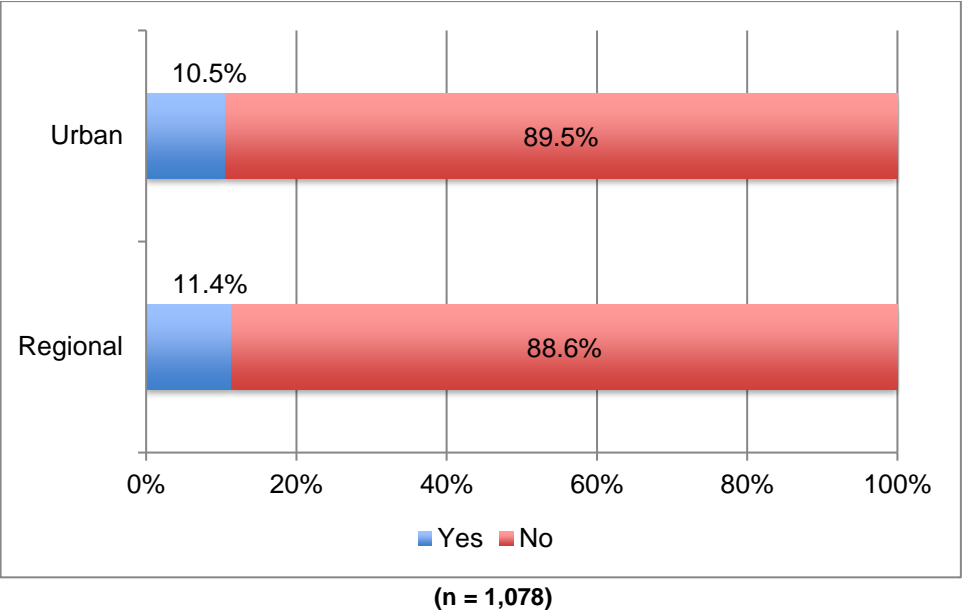
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.1.7c**      **First Time Voter (by age)**



Graph 4.1.7d shows that regional respondents (11.4%) were marginally more likely than urban respondents (10.5%) to be voting for the first time.

**Graph 4.1.7d**      **First Time Voter (by location)**



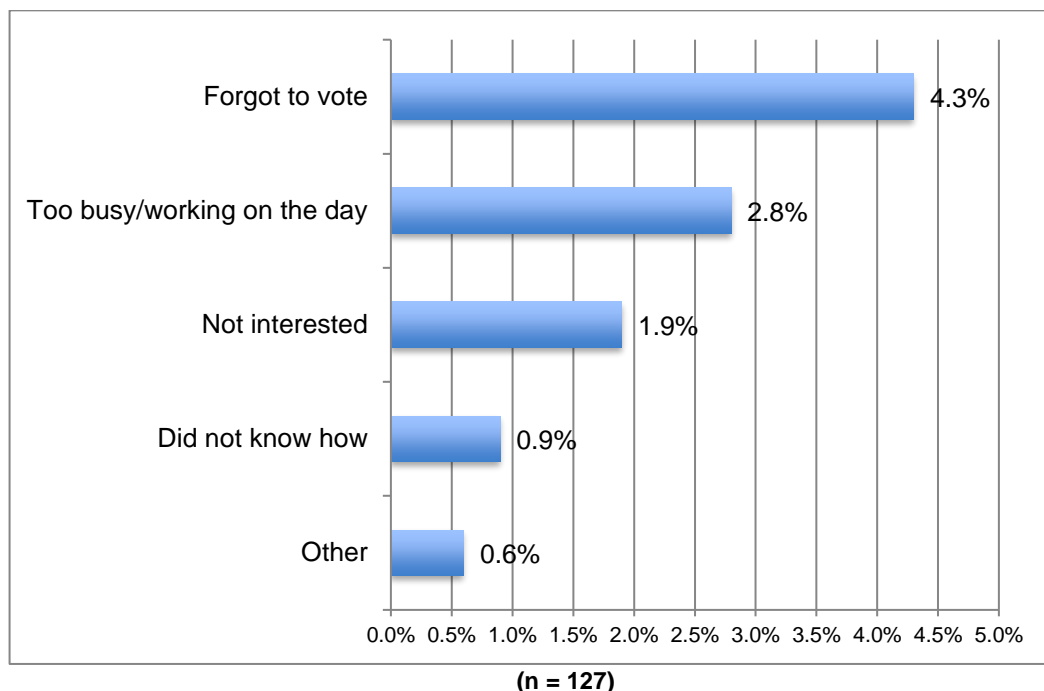
**4.1.8** In **question 8**, the 10.6% of survey participants (127 respondents) who advised that they did not vote were asked:

**“If you didn’t vote, why not?”**

Graph 4.1.8 shows that 40.2% of non-voters (4.3% of all voters) indicated that they forgot to vote. 26.0% of non-voters (2.8% of all voters) indicated that they were too busy/working on the day. 18.1% of non-voters (1.9% of all voters) indicated that they were not interested. 8.7% of non-voters (0.9% of all voters) indicated that they did not know how to vote.

9 respondents (0.6% of all respondents and 7.8% of non-voters) advised that they did not vote for ‘other’ reasons. These respondents indicated that they did not vote due to the poor quality of candidates available, a general discontent with the state of politics/politicians and that they thought voting in Federal elections was compulsory, but not State elections.

**Graph 4.1.8**      **Reasons for Not Voting**



It should be noted that demographic breakdowns of responses to this question have not been provided due to the small sample size. Any statistics provided would have too large a sampling error for them to be meaningful.

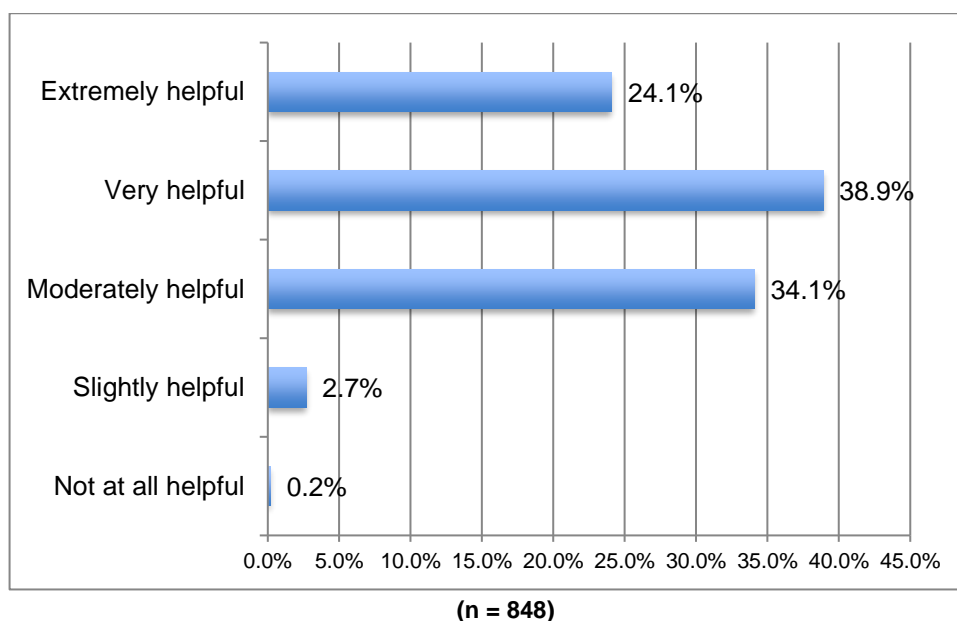
**4.1.9** In **question 9**, survey respondents who had voted at a polling place or who attended an Early Voting Centre were eligible to vote (848 respondents) were asked:

**“On the following scale, how helpful were the polling place officials?”**

Graph 4.1.9a shows that 63.0% of respondents found officials to be ‘at least very helpful’ (24.1% - extremely helpful and 38.9% - very helpful). A further 36.8% found them to be at least slightly helpful (34.1% - moderately helpful and 2.7% - slightly helpful).

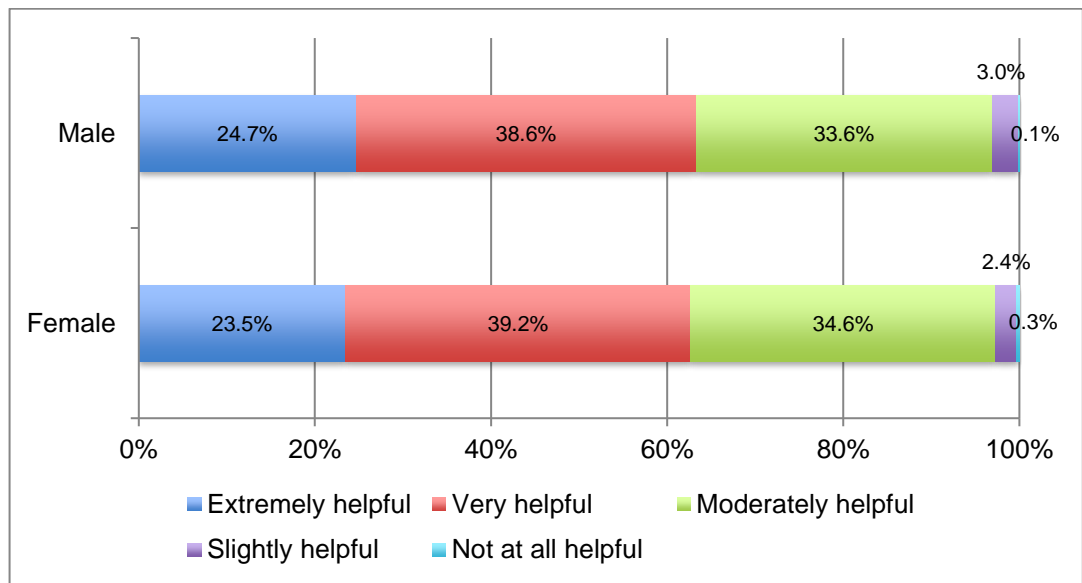
0.2% of respondents found them to be not at all helpful.

**Graph 4.1.9**      **Helpfulness of Polling Place Officials**



Graph 4.1.9b, presented overleaf, shows that male respondents found officials to be marginally more helpful when compared to female respondents.

**Graph 4.1.9b Helpfulness of Polling Place Officials (by gender)**

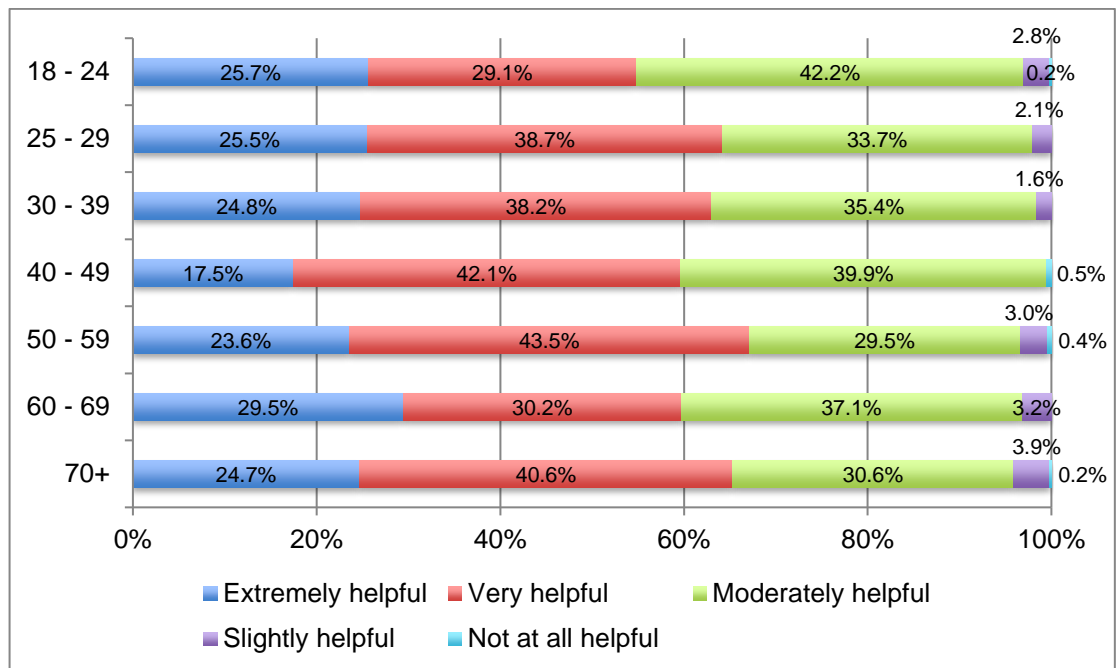


(n = 848)

Graph 4.1.9c shows the opinions of respondents, on how helpful the Polling Place officials were, varied based on age. Respondents in the 50 to 59 age group were the most likely to find polling place officials to be 'at least' very helpful. This compared to those in the 18 to 24, 40 to 49 and 60 to 69 age groups who were more likely to find the officials to be at most 'slightly helpful'.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

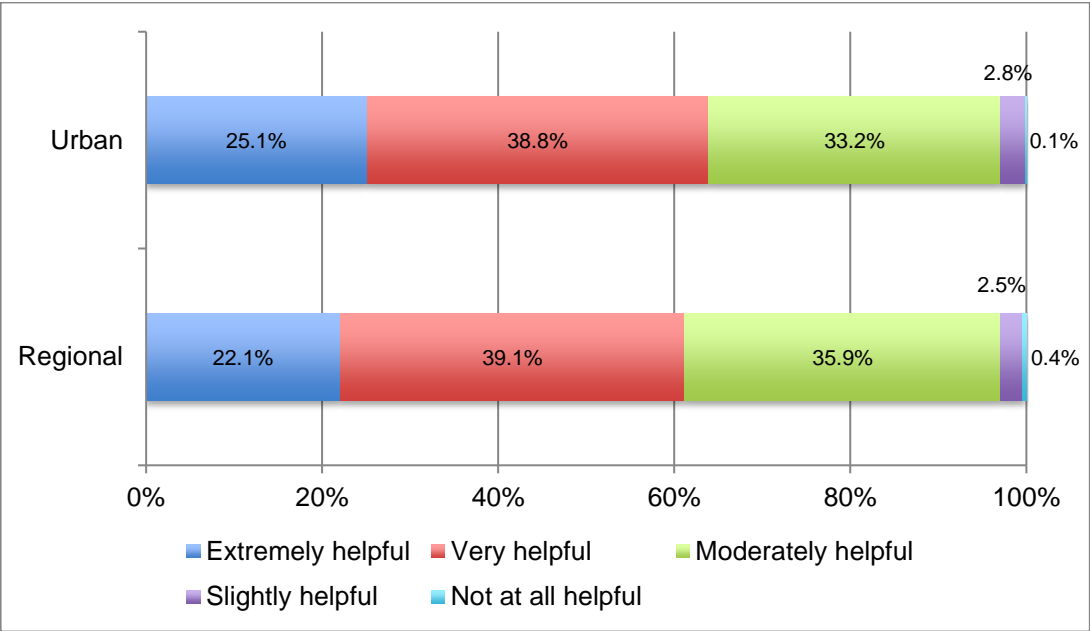
**Graph 4.1.9c Helpfulness of Polling Place Officials (by age)**



(n = 848)

Graph 4.1.9d shows that urban respondents found officials to be marginally more helpful when compared to regional respondents.

**Graph 4.1.9d      Helpfulness of Polling Place Officials (by location)**



(n = 848)

**4.1.10** In **question 10**, all survey respondents who voted at a Polling Place or Early Voting Centre (848 respondents) were asked about the system of instructions they used when voting. The question was phrased as:

**“Which of the following did you use when voting?”**

Multiple responses were permitted. The response options given were:

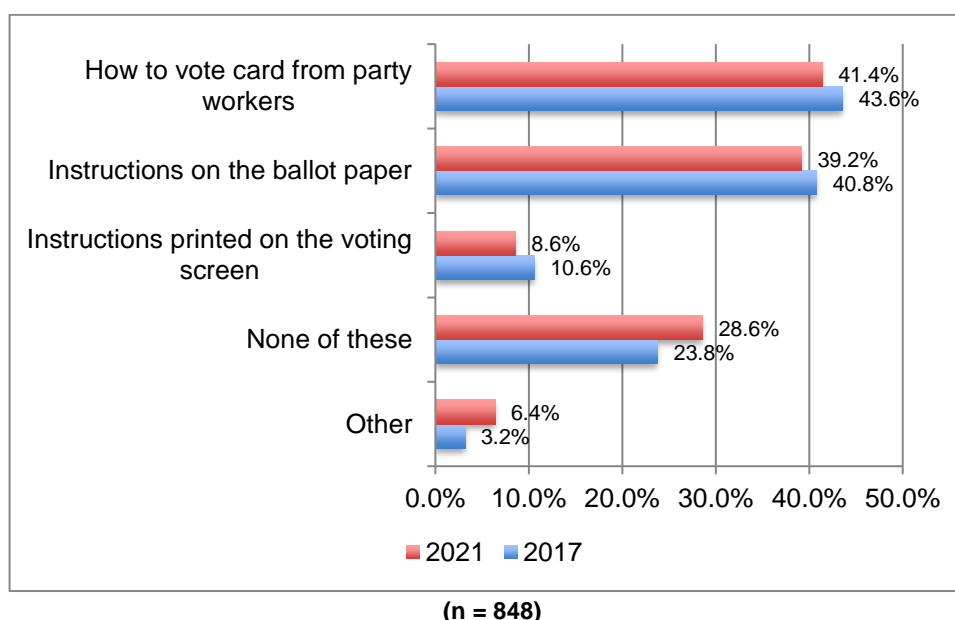
- How to vote card from party workers
- Instructions on the ballot paper
- Instructions printed on the voting screen
- None of these
- Other

Multiple responses were permitted, therefore results tally to greater than 100%.

Graph 4.1.10a shows that the largest proportion of voters (41.4%) advised that they used the how to vote card from party workers when voting. 39.2% used the instructions on the ballot paper and 8.6% used instructions printed on the voting screen. A further 6.4% used ‘other’ information sources such as the newspaper advertisements, leaflets delivered to their letterboxes and other advertising sources.

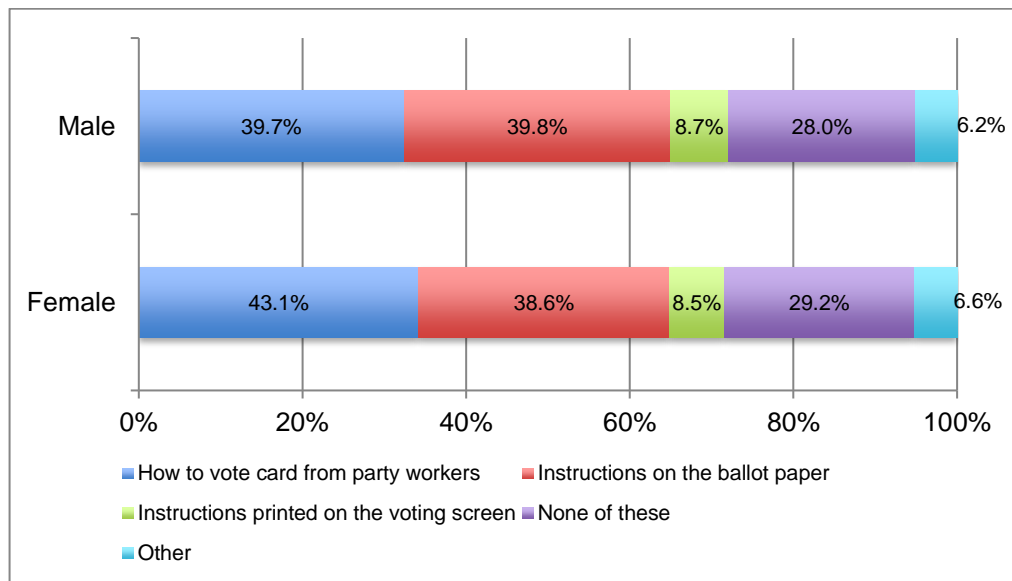
28.6% used none of these.

**Graph 4.1.10a**      **Voting Instruction Sources**



Graph 4.1.10b, presented overleaf, shows that both males and females returned similar proportionate responses to this question. Males, however, were marginally more likely not to use any form of information source when voting and females were marginally more likely to use a how to vote card from party workers.

**Graph 4.1.10b Voting Instruction Sources (by gender)**

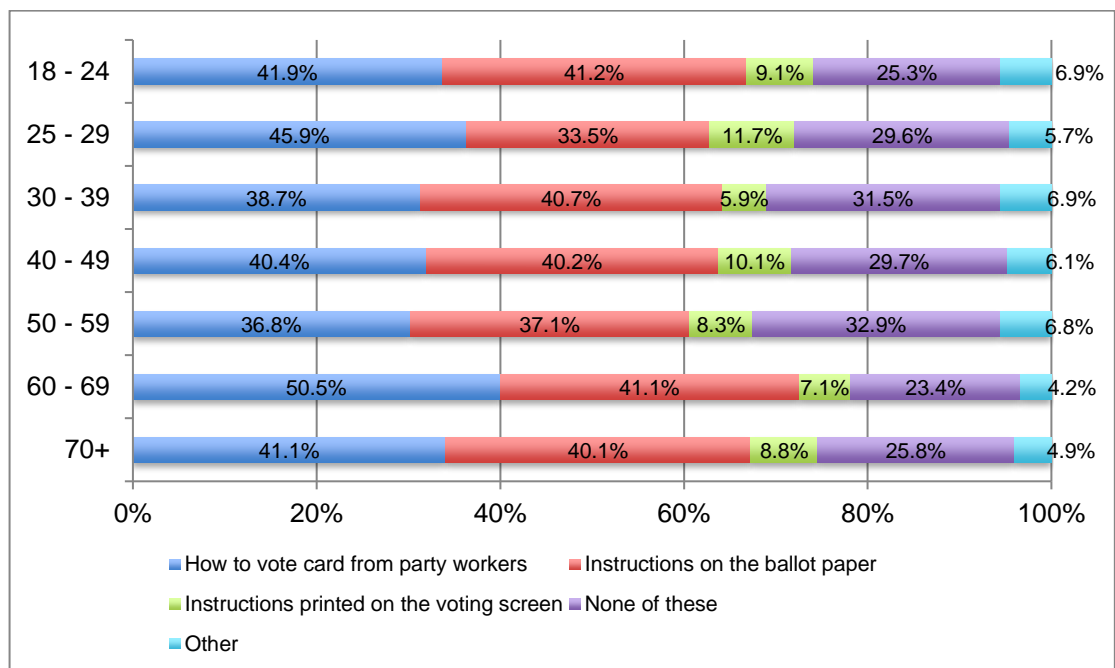


(n = 848)

Graph 4.1.10c shows some variation in scores for the results, although the ranking of the scored items were the same. Respondents aged 60 to 69, 70+, 25 to 29 and 18 to 24 were more likely to use a how to vote card from party workers and/or instructions on the ballot paper than other age groups.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

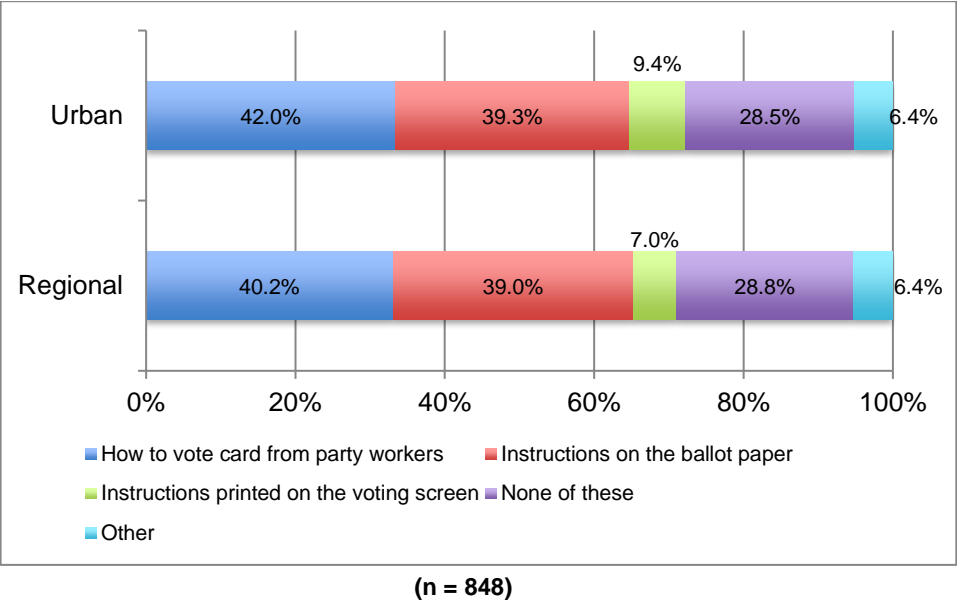
**Graph 4.1.10c Voting Instruction Sources (by age)**



(n = 848)

Graph 4.1.10d shows that both urban and regional respondents returned similar proportionate responses to this question. Urban respondents were marginally more likely to use a how to vote card from party workers.

**Graph 4.1.10d      Voting Instruction Sources (by location)**



**4.1.11** In **question 11**, all survey respondents were asked:

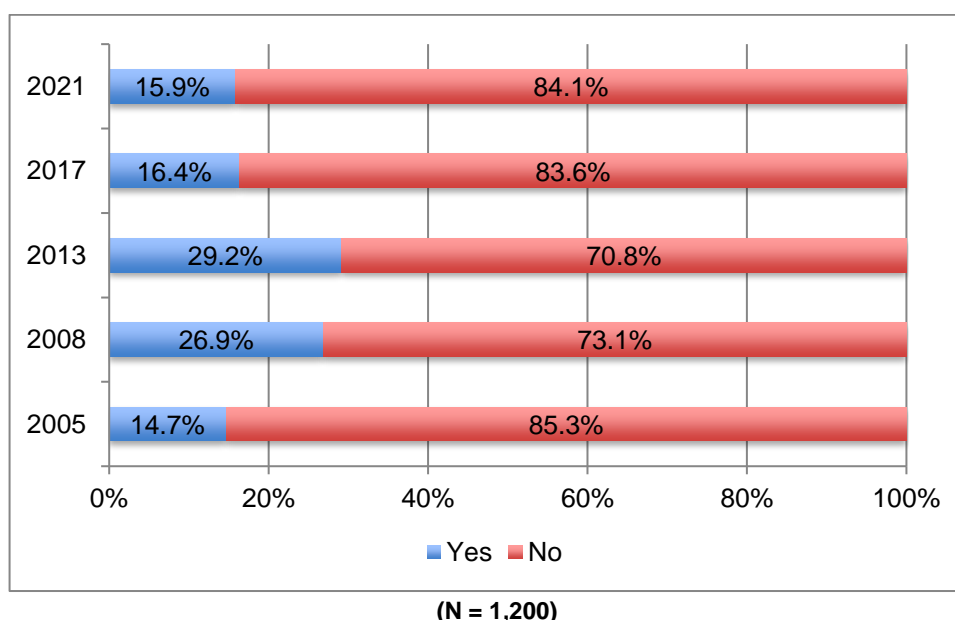
**“Are you aware of any recent changes to the electoral boundaries in your locality?”**

Graph 4.1.11a shows that 15.9% of all respondents advised that they were aware of changes made to the electoral boundaries in their locality (16.4% in 2013). This compared to 84.1% who were not aware of any changes. Awareness of changes was lower in this survey period than in recent survey periods. Awareness of electoral boundary changes was the lowest since 2005.

It is noted that in 2019 the changes made to electoral boundaries affected many electorates. This question was asked of respondents only in relation to changes in their area and did not determine whether they were directly affected. Respondents were able to answer that they were aware of changes even if they were not directly affected.

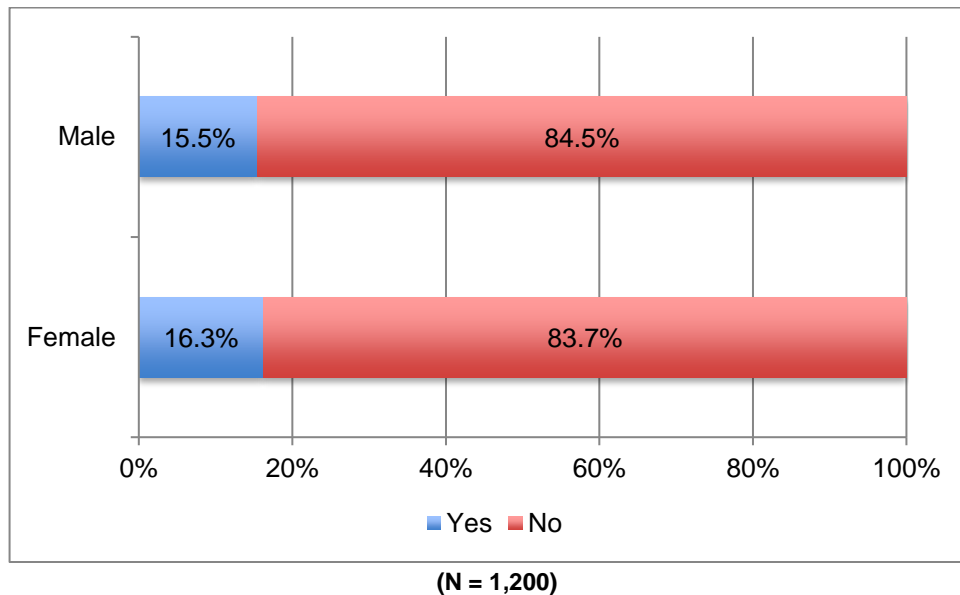
Comparisons were made of responses to this question gathered in areas where changes had occurred compared to those where changes had not occurred. While respondents had mistakenly assumed changes had occurred in their areas when none had actually occurred, higher levels of awareness corresponded to regions in which electoral boundary changes had occurred. Awareness levels may also be affected by a range of factors including the proportion of electors affected by changes in their area.

**Graph 4.1.11a**      **Awareness of Electoral Boundary Changes**



Graph 4.1.11b, presented overleaf, shows that females were more likely to be aware of electoral boundary changes in their area (16.3%) than were males (15.5%).

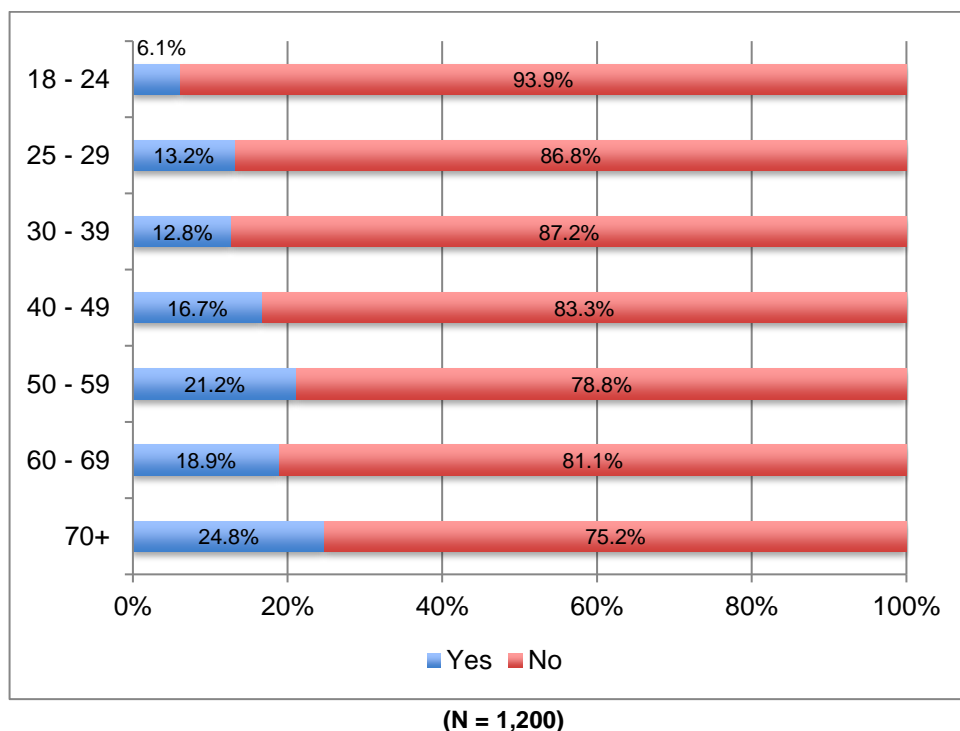
**Graph 4.1.11b**      **Awareness of Electoral Boundary Changes (by gender)**



Graph 4.1.11c shows that older respondents were more likely to be aware of electoral boundary changes in their area than were those in younger age groups.

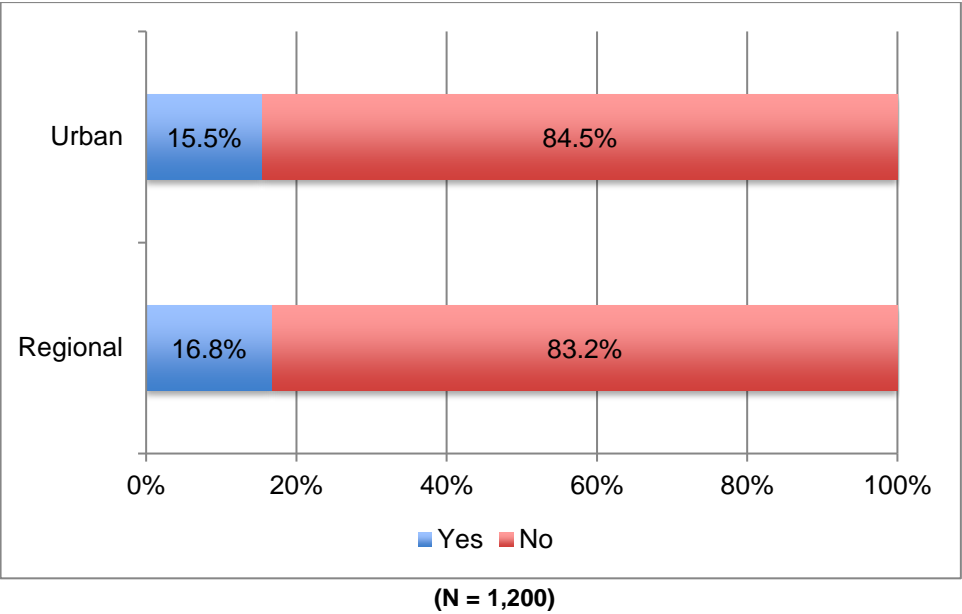
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.1.11c**      **Awareness of Electoral Boundary Changes (by age)**



Graph 4.1.11d shows that regional respondents were more likely to be aware of electoral boundary changes in their area (16.8%) than were urban respondents (15.5%).

**Graph 4.1.11d      Awareness of Electoral Boundary Changes (by location)**



**4.1.12** In **question 12**, all survey respondents were asked:

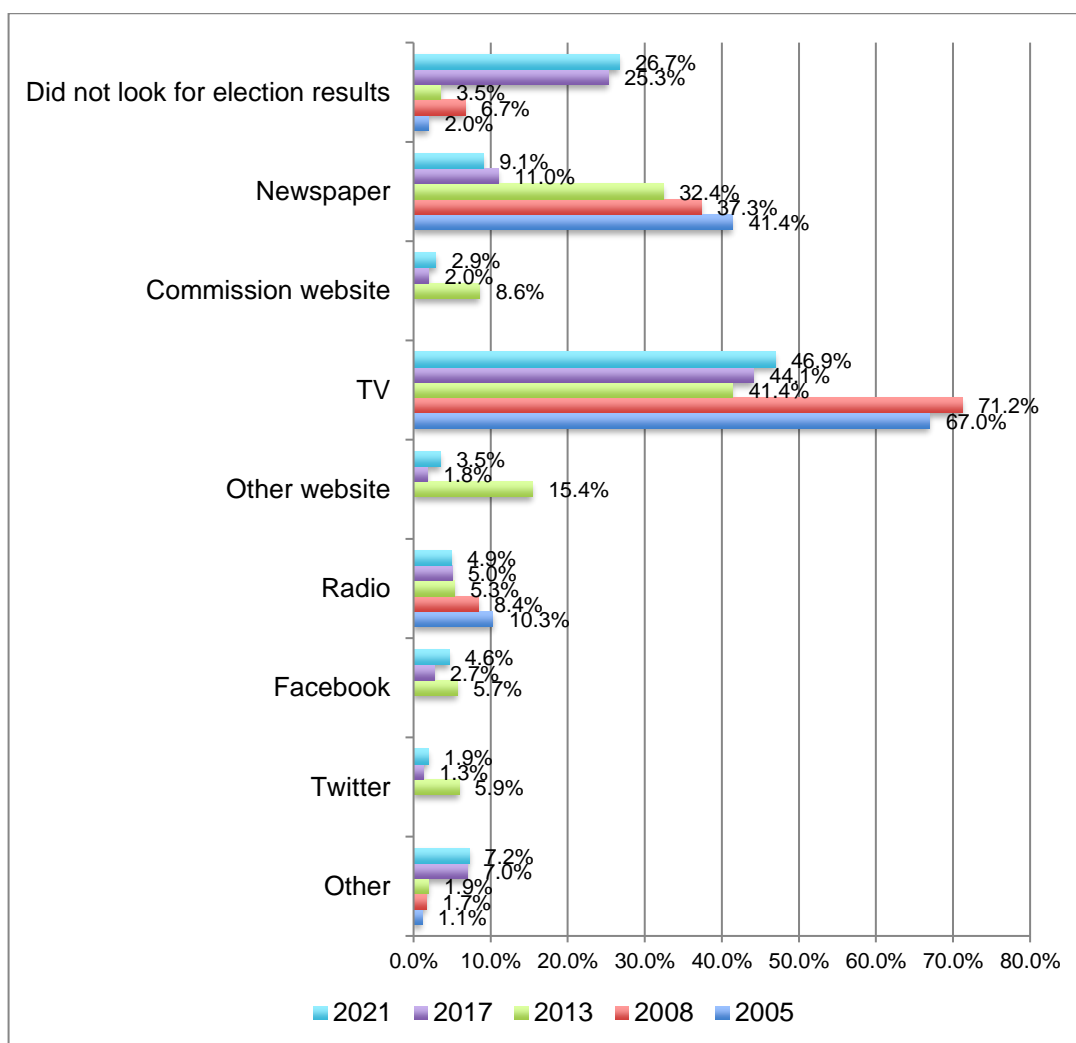
**“Where did you go to get election results?”**

Responses to this question tally to more than 100% as multiple responses were allowed in respect of all information sources.

By far the most popular source of election result information remains television. 46.9% of respondents used this information source compared to the next most popular – newspapers at 9.1% of respondents (down from 11.0% in 2017). 4.9% of respondents used radio as the third most popular source. 4.6% of respondents used Facebook as a source of election information, 3.5% used other websites, 2.9% used the Commission website\*, and 1.9% of respondents used Twitter.

It is noted that the period from 2013 to 2017 marks a significant difference in information sources for respondents. This marks a difference between the questions asked as well as the influence of the internet (and smart phone access) on information access.

**Graph 4.1.12a**      **Source of Election Result Information**



(N = 1,200)

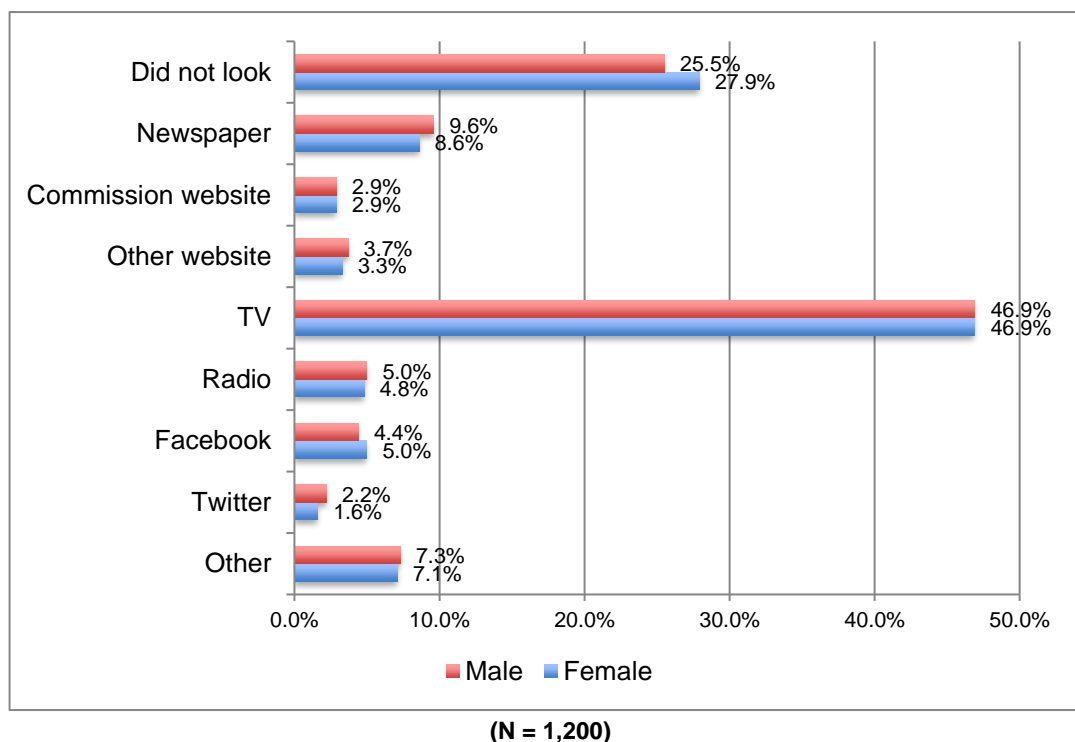
Graph 4.1.12a, presented overleaf, shows that 7.2% of respondents used 'other' sources of information including word of mouth and information from family and friends.

26.7% of respondents advised that they did not look for election results.

\* It is noted that there is a disparity between respondents to this question advising that they used the Commission website to check for results, and a far larger number advising that they used the website for this purpose when responding to question 26. It is expected that this disparity is due to respondents perceiving question 12 to be for obtaining immediate results, and question 26 for using the website to check for additional results (e.g. upper house) over a longer period after the initial results were known.

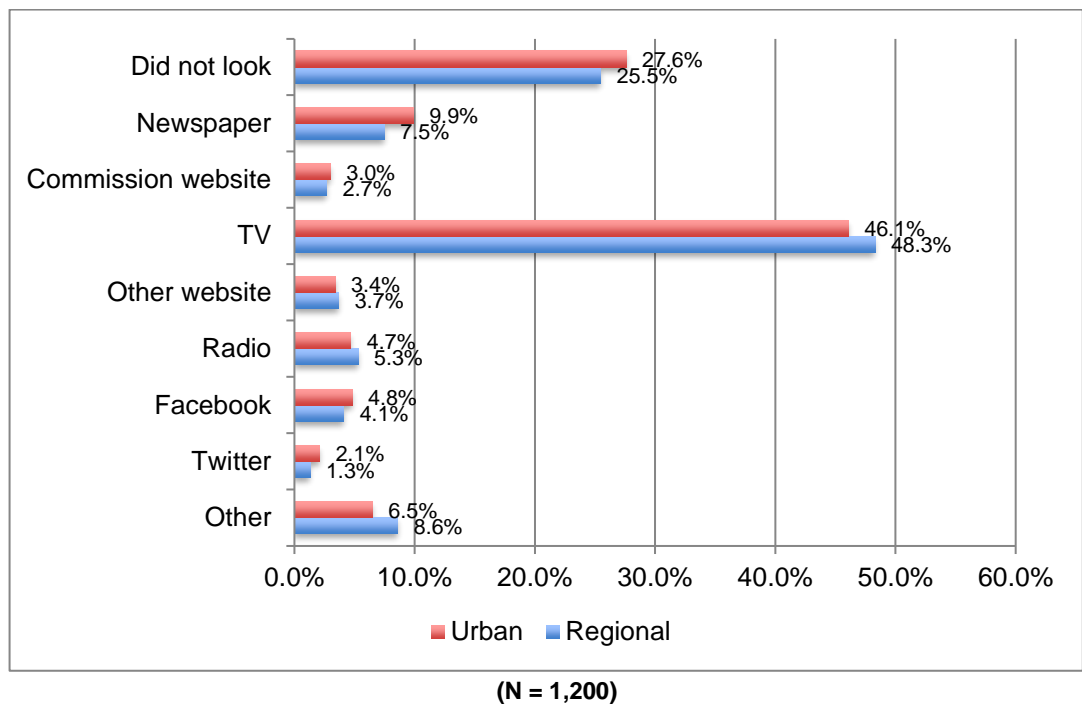
Graph 4.1.2b shows that males and females generated similar results for this question. Females were marginally less likely to check election results than were males.

**Graph 4.1.12b Source of Election Result Information (by gender)**



Graph 4.1.2c, presented overleaf, shows that urban and regional respondents generated similar results for this question. Regional respondents were marginally less likely to check election results than were urban respondents.

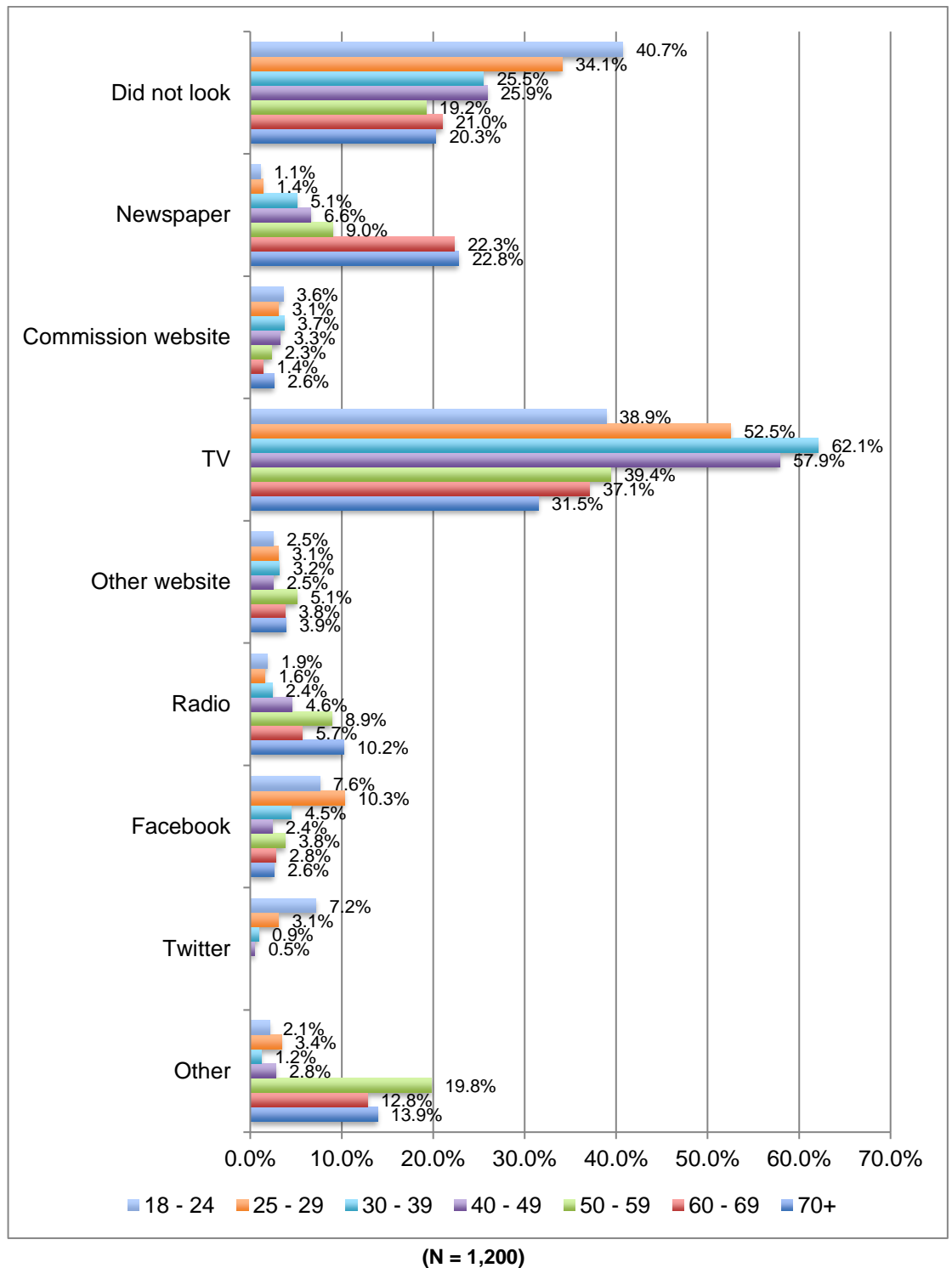
**Graph 4.1.12c Source of Election Result Information (by location)**



Graph 4.1.2d shows that younger respondents were less likely to check election results than were those in older age groups. Newspapers became increasingly less popular as the age group lowered. Television remained the most popular source of information across all age groups. Facebook and Twitter were more popular among younger age groups.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.1.12d Source of Election Result Information (by age)**



## **4.2 Polling Place / Early Voting Centre**

**4.2.1** In **question 13**, all survey respondents were asked:

**“When deciding where to vote, what is the most important factor in choosing your polling location or voting method?”**

This question was asked through the use of an open-ended format eliciting a ‘top of mind’ response. Respondents were not prompted with a list of response options, with the result that the most important responses that they could think of are listed. Responses have been coded to represent the main inference of the respondent's answer. Respondents were asked to provide only one factor of importance when choosing their polling location.

Table 4.2.1 below shows that the key factor still relates to convenience to their movements on the day (18.7%). This was followed by choosing a voting method which makes allowances for COVID or lockdown planning (17.4%), proximity to the respondent's home (13.7%), the convenience of an early voting facility (11.3%) and a generalisation that they just chose the closest school (8.7%).

The next key issues related to the ease with which a postal vote could be obtained (8.4%) and the speed/turnaround time (5.8%) or the time spent having to vote.

Habit (4.4%), ease of parking (3.9%) and ease of access (2.4%) round out the key issues of importance to most respondents.

**Table 4.2.1 Key Factor in Choosing Polling Location**

<b>Factor</b>	<b>Frequency of Response</b>	<b>Percentage Response</b>
Convenience	225	18.7%
Allow for COVID/lockdowns	209	17.4%
Proximity to home	164	13.7%
Convenient early voting facility	135	11.3%
Closest school	104	8.7%
Ease of getting postal vote	101	8.4%
Speed/quick turnaround	69	5.8%
Habit/used location before	53	4.4%
Ease of parking	47	3.9%
Ease of access	29	2.4%
Proximity to work	17	1.4%
Can walk there	13	1.1%
Disabled access	4	0.3%
Other	14	1.2%
No response/unsure	16	1.3%
<b>Total respondents</b>	<b>1200</b>	<b>100%</b>

**4.2.2** In **question 14**, all survey respondents were asked:

**“What voting method did you use this election?”**

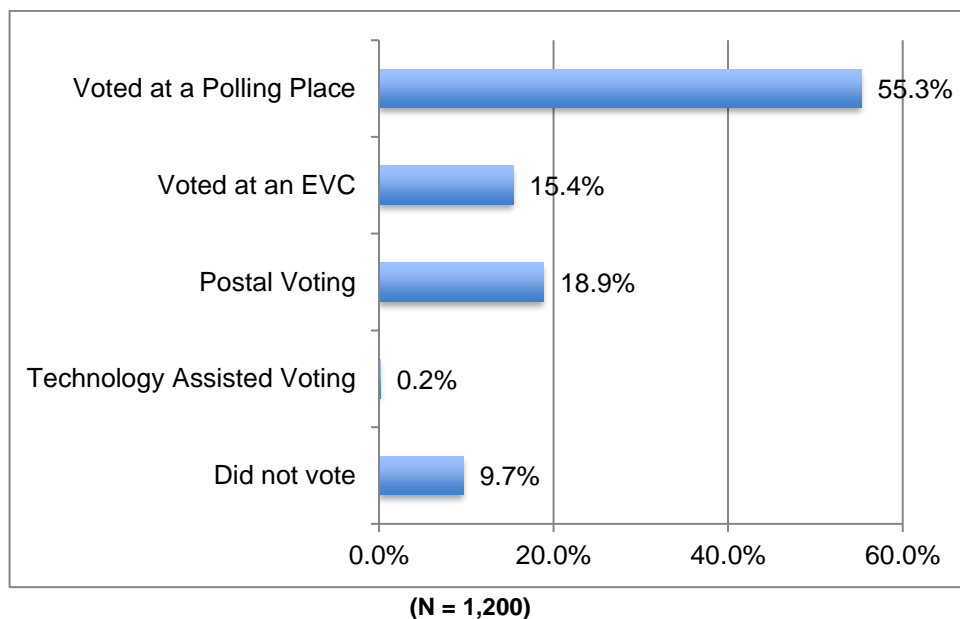
Respondents chose from the following options:

- Voted at a Polling Place on Election Day
- Voted at an Early Voting Centre before Election Day
- Voted by post
- Technology assisted voting
- Did not vote

Graph 4.2.2a shows that the largest proportion of voters (55.3%) advised that they voted at a polling place on Election Day. 15.4% voted at an Early Voting Centre before Election Day and 18.9% voted by post. A further 0.2% used technology assisted voting.

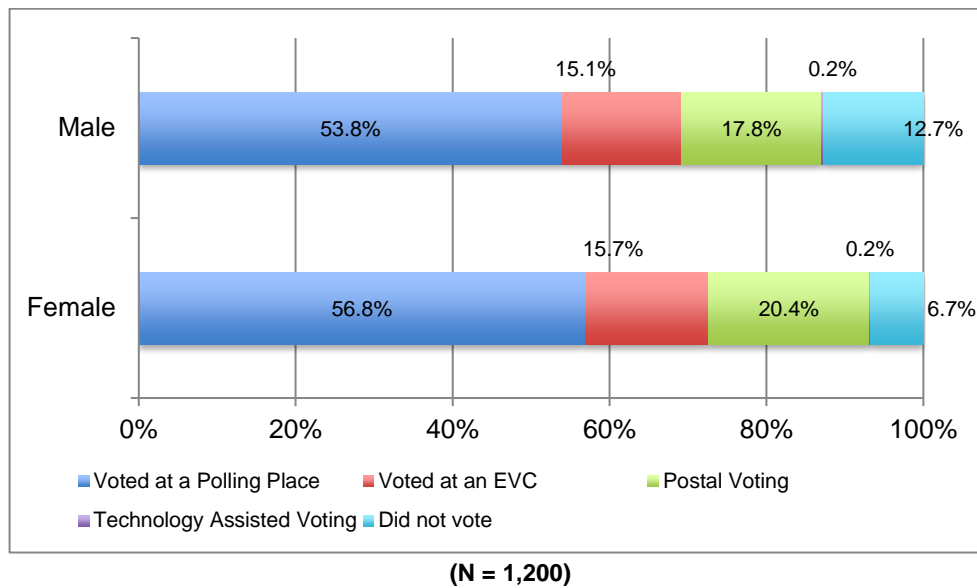
9.7% advised that they did not vote.

**Graph 4.2.2a**      **Voting Method Use**



Graph 4.2.2b, presented overleaf, shows that females were a little more likely than males to vote at a polling place during the election. Males were more likely than females to not vote.

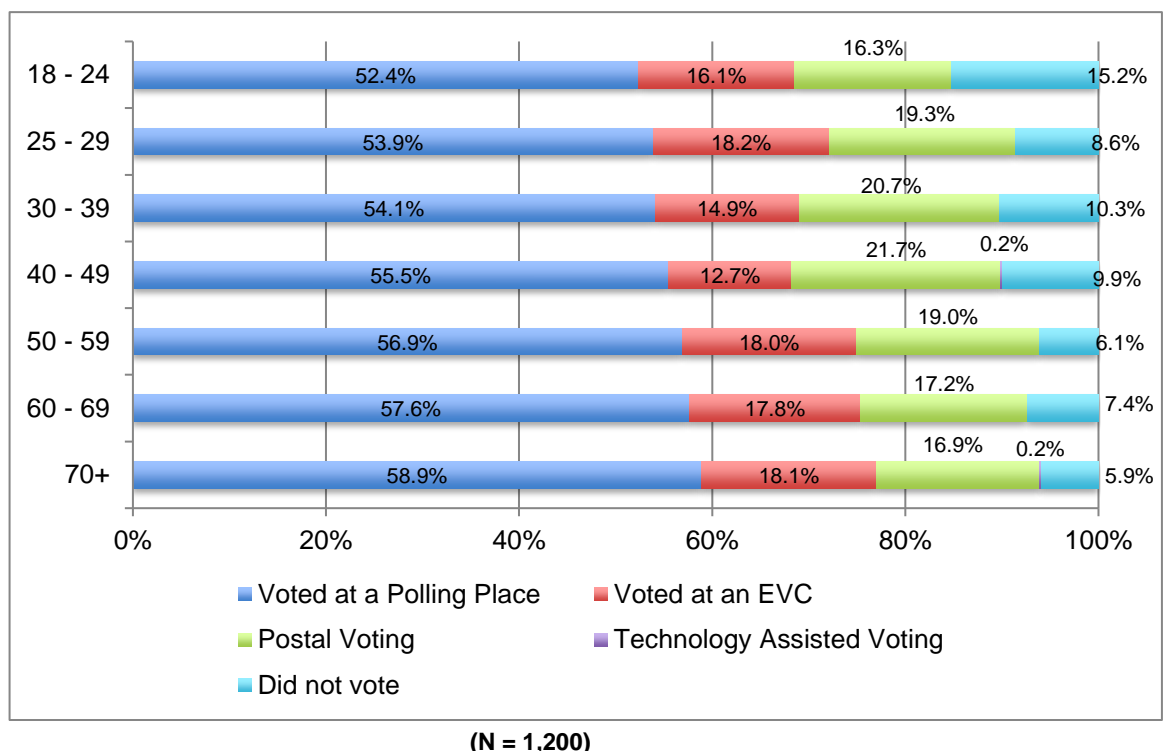
**Graph 4.2.2b Voting Method Use (by gender)**



Graph 4.2.2c shows that respondents below the age of 25 were a more likely than other age groups to not vote. Respondents between the ages of 50 and 70+ were more likely than other age groups to use an Early Voting Centre. Respondents aged 50+ were most likely to use a Polling Place.

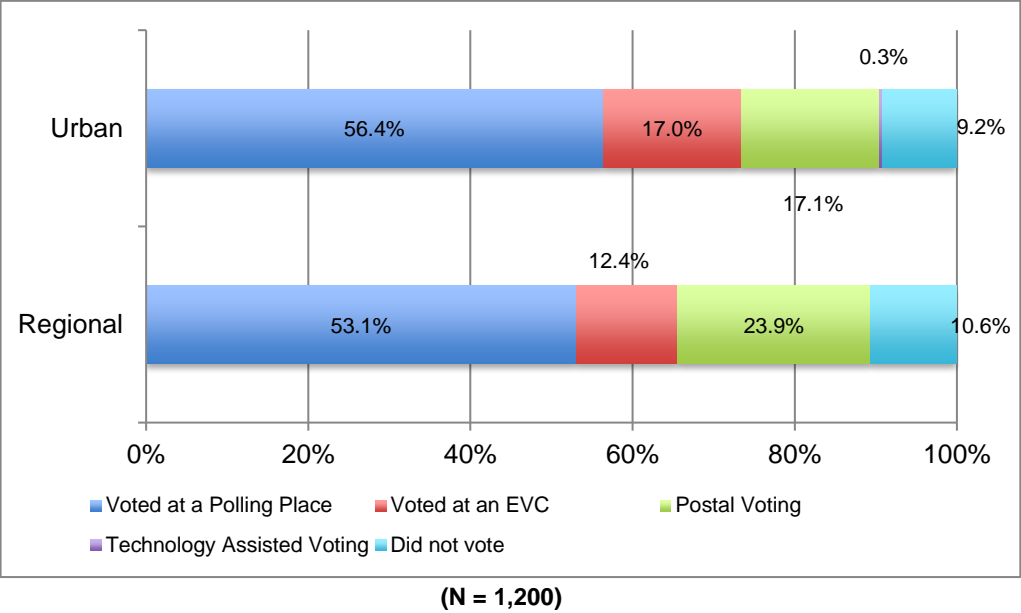
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.2.2c Voting Method Use (by age)**



Graph 4.2.2d shows that urban respondents (56.4%) were more likely than regional respondents (53.1%) to vote at a polling place during the election. Urban respondents (17.0%) were more likely to use an Early Voting Centre, while regional respondents (10.6%) were marginally more likely than urban respondents (9.2%) to not vote.

**Graph 4.2.2d      Voting Method Use (by location)**



**4.2.3** In **question 15**, all survey respondents who voted at a polling place on Election Day (664 respondents) were asked:

**“What considerations were most important in your decision to vote on election day?”**

Respondents were read out and chose as many responses as were appropriate from the following options:

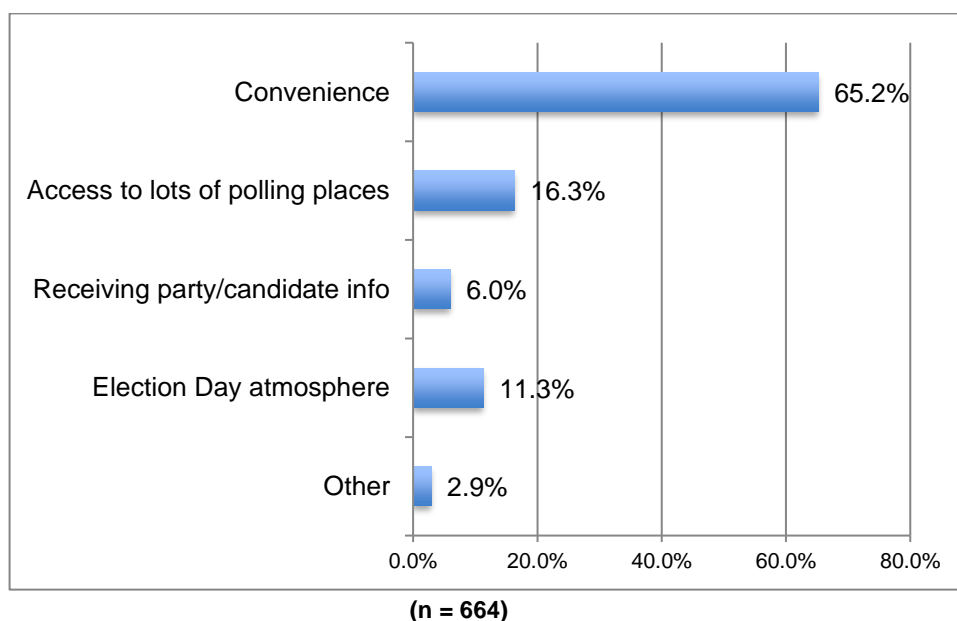
- Convenience
- Access to lots of polling places
- Receiving sufficient information about parties/candidates
- The election day atmosphere
- Other

Respondents were offered a choice of as many response categories as were applicable to them, therefore results may tally to greater than 100%.

Graph 4.2.3 shows that the largest proportion of voters (65.2%) advised that they voted at a polling place on Election Day due to convenience. 16.3% voted at a polling place on Election Day because it provides access to a larger choice of Polling Places and 11.3% voted there due to the election day atmosphere. Only 6.0% were interested in receiving sufficient information about parties/candidates.

2.9% provided an other response. This included 14 respondents who advised that they liked to vote in person for the sake of transparency in the voting process.

**Graph 4.2.3**      **Voting Method Considerations – Polling Place**



**4.2.4** In **question 16**, all survey respondents who voted by an alternate method to voting at a polling place on Election Day (414 respondents) were asked:

**“What considerations were most important in your decision to vote before election day?”**

Respondents were read out and chose as many responses as were appropriate from the following options:

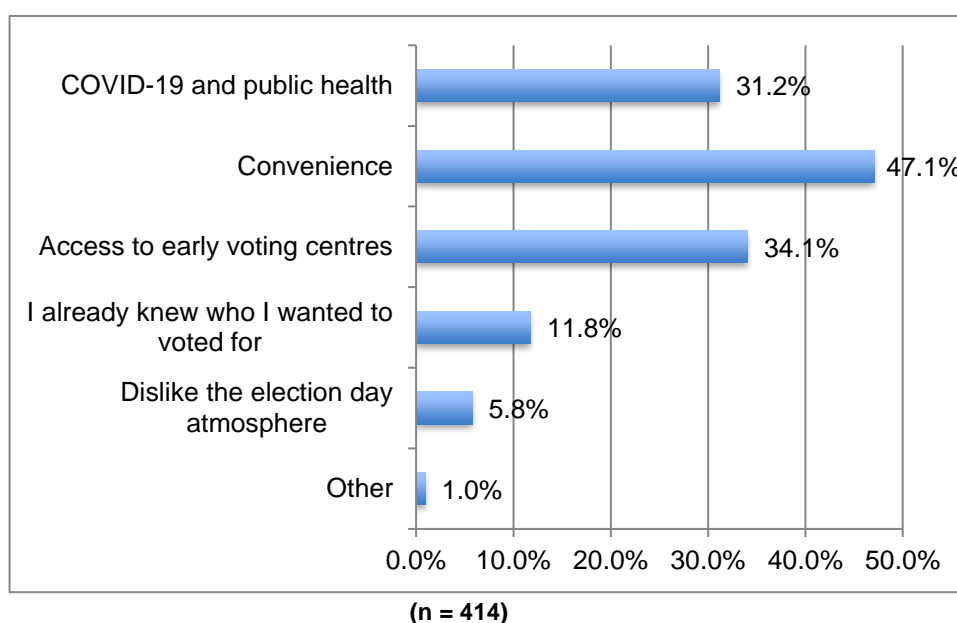
- COVID-19 and public health
- Convenience
- Access to early voting centres
- I already knew who I wanted to vote for
- Dislike the election day atmosphere
- Other

Respondents were offered a choice of as many response categories as were applicable to them, therefore results may tally to greater than 100%.

Graph 4.2.4 shows that the largest proportion of voters (47.1%) advised that they voted before Election Day due to convenience. 34.1% voted before Election Day because it provides access to early voting centres and 31.2% voted early due to COVID-19 and public health reasons. 11.8% of respondents already knew who they wanted to vote for and only 5.8% of respondents disliked the election day atmosphere.

1.0% provided an other response. This included 2 respondents who advised that they liked to avoid the party pamphlet providers, and another two who advised they could avoid election advertising/information in the media.

**Graph 4.2.4**      **Voting Method Considerations – Pre Election**



**4.2.5** In question 17, all survey respondents were asked:

**“How are you most likely to vote in the future?”**

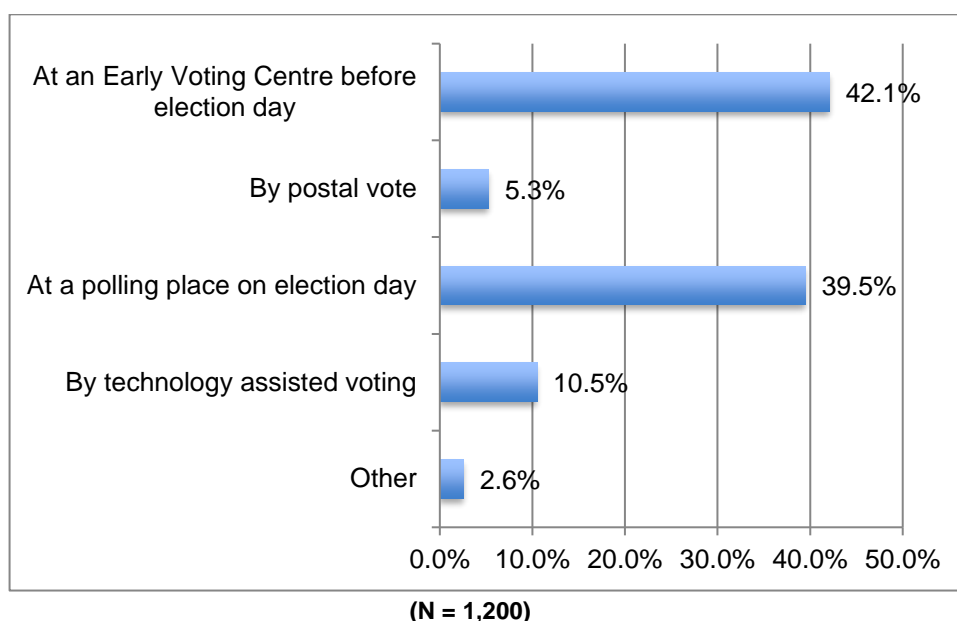
Respondents were read out and chose a single response from the following options:

- At an Early Voting Centre before election day
- By postal vote
- At a polling place on election day
- By technology assisted voting
- Other

Graph 4.2.5 shows that, in the future, the largest proportion of voters (42.1%) intended to vote at an Early Voting Centre before Election Day. 39.5% intended to vote at a polling place on election day and 10.5% intended to vote by technology assisted voting (it is debatable whether they actually understood the restrictions on this voting method). 5.3% of respondents intended to vote by postal vote.

2.6% provided an other response. This included 27 respondents (out of 31) who advised that they were currently undecided on the method they would choose.

**Graph 4.2.5**      **Future Voting Intentions**



**4.2.6** In **question 18**, all survey respondents who voted or attempted to vote at a polling place or Early Voting Centre were asked:

**“On the following scale, how conveniently located were the voting venues in your area?”**

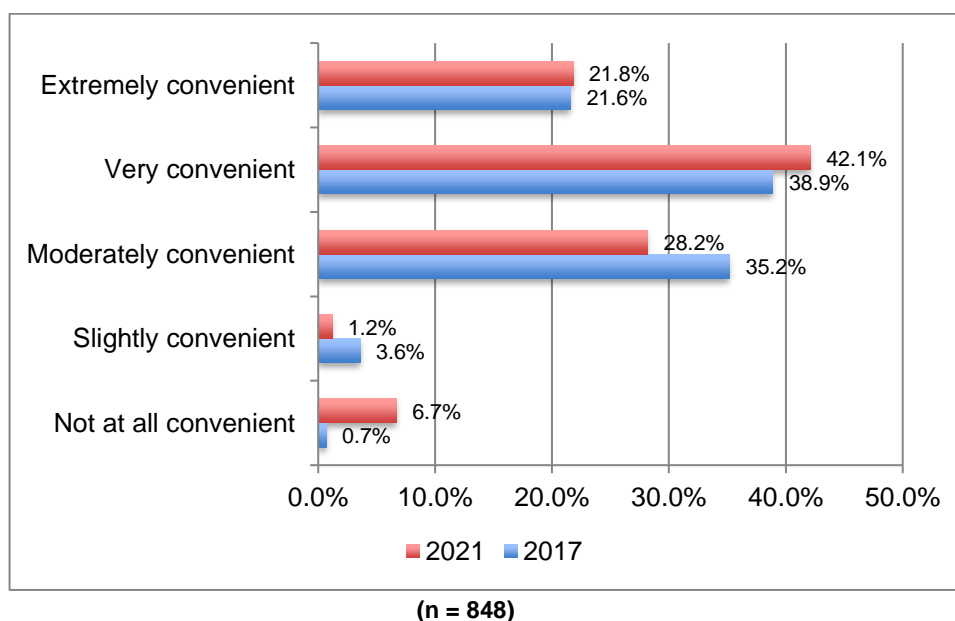
This is the first survey period in which this question has been asked in this form (prior surveys did not include the Early Voting Centre), therefore there are no comparative figures from previous survey periods to provide.

The largest proportion of respondents (42.1%) advised that the polling location they chose to vote at was very convenient for them. A further 28.2% found their polling place to be moderately convenient and 21.8% found it to be extremely convenient.

1.2% of respondents advised that the location was only slightly convenient.

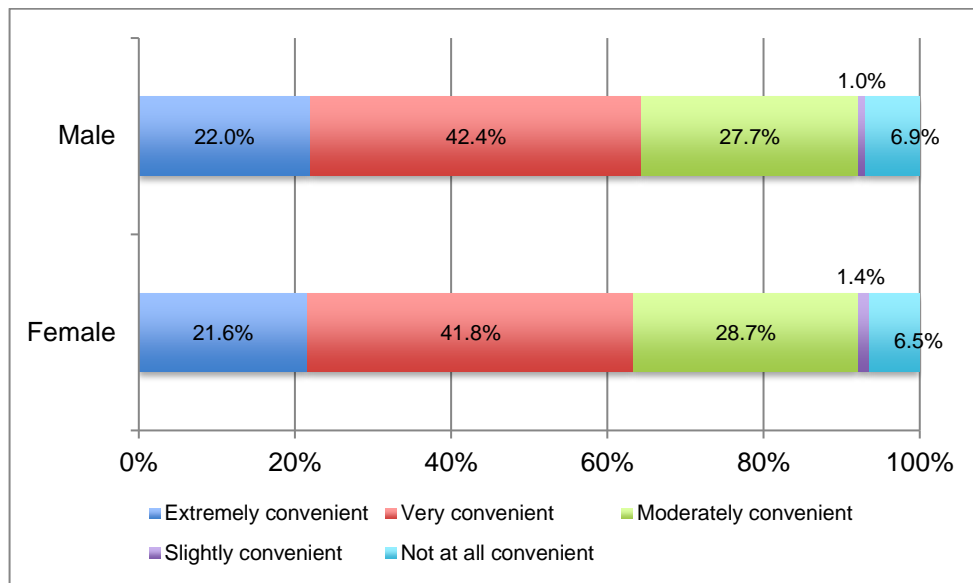
6.7% of respondents believed that it was not at all convenient. It was noted that these respondents were primarily those that attended an Early Voting Centre.

**Graph 4.2.6a**      **Convenience of Polling Place**



Graph 4.2.6b, presented overleaf, shows that both males and females provided similar scores for this question.

**Graph 4.2.6b Convenience of Polling Place (by gender)**

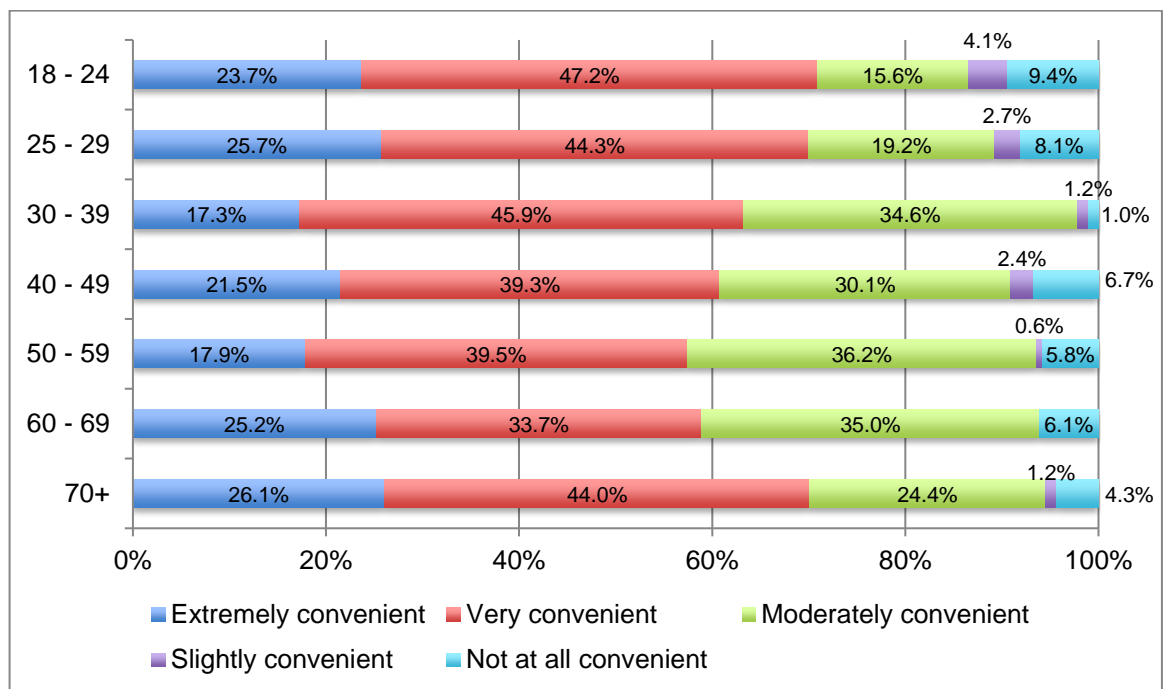


(n = 848)

Graph 4.2.6c shows that respondents in the age groups between 30 and 69 rated the convenience of their polling place the lowest compared to the age groups on either side. Respondents aged 50 to 59 were the least likely to rate their polling place as 'at least' very convenient.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

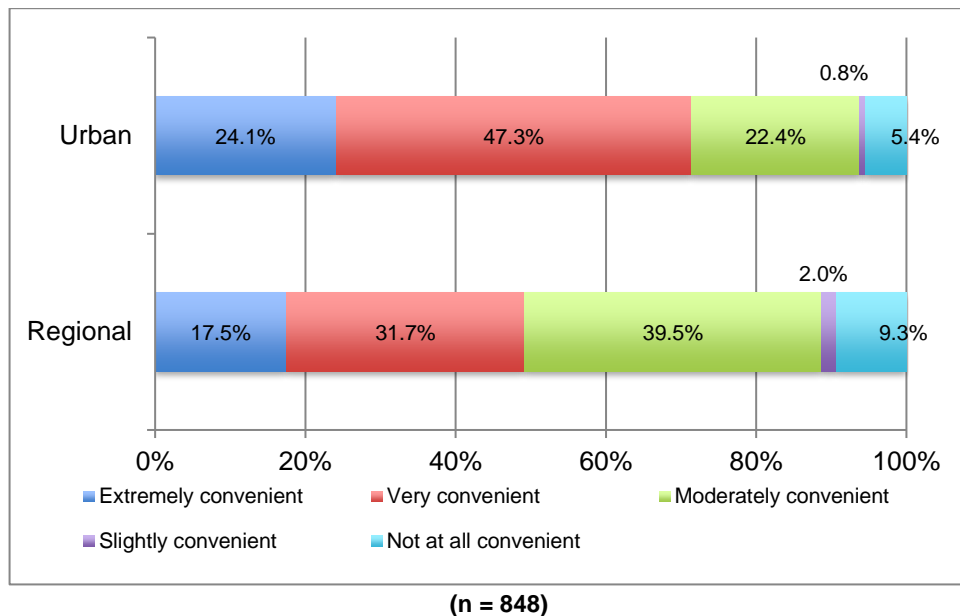
**Graph 4.2.6c Convenience of Polling Place (by age)**



(n = 848)

Graph 4.2.6d shows that regional respondents were less likely to rate their polling place the lowest as 'at least' convenient compared to urban respondents.

**Graph 4.2.6d**      **Convenience of Polling Place (by location)**



In **question 19** those respondents who advised that the polling place was not at all convenient to them (80 respondents) were asked:

**“If ‘not at all convenient’ in question 15, why not?”**

The key responses to this question, in order of frequency, were as follows:

- Too far to travel (27 respondents)
- Early Voting Centres located inconveniently (19 respondents)
- Venues were too busy (13 respondents)
- Unable to conveniently access a postal vote (12 respondents)
- Postal vote did not arrive in time (9 respondents)

**4.2.7** In **question 20**, all survey respondents were asked:

**“What concerns, if any, do you have about early voting?”**

Respondents chose as many responses as were appropriate from the following options:

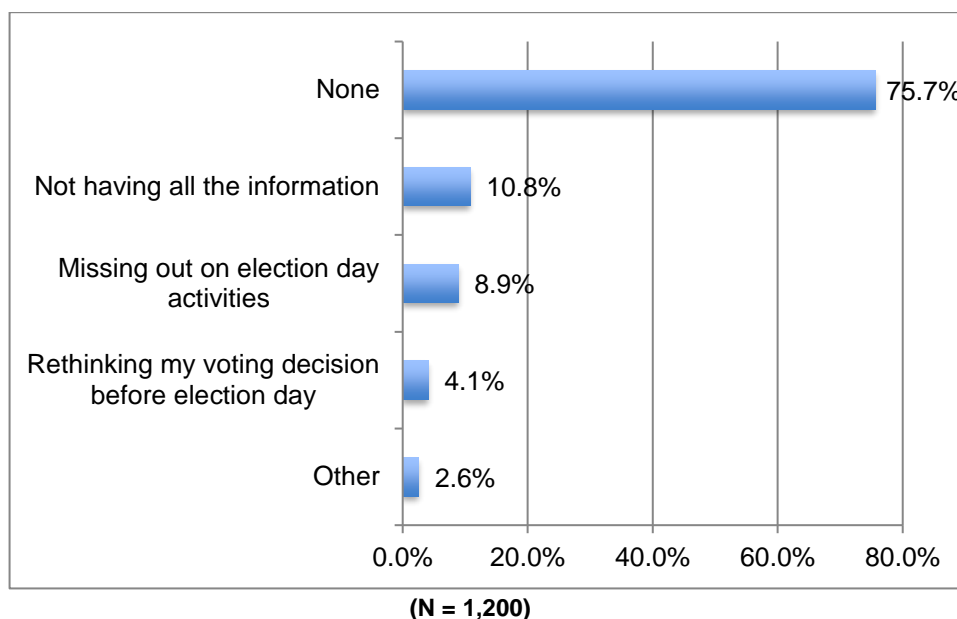
- None
- Not having all the information
- Missing out on election day activities
- Rethinking my voting decision before election day
- Other

Respondents were offered a choice of as many response categories as were applicable to them, therefore results may tally to greater than 100%.

Graph 4.2.7 shows that the largest proportion of voters (75.7%) advised that they had no concerns about voting before election day. 10.8% of respondents had some concerns relating to not having all the information needed for voting and a further 8.9% were concerned about missing out on election day activities. Only 4.1% of respondents were concerned about rethinking their voting decision before election day.

2.6% of respondents provided an other response. This was mainly comprised of respondents who were concerned that the political parties may make more announcements about their policies, plans or concessions before election day, but after they had voted.

**Graph 4.2.7**      **Early Voting Concerns**



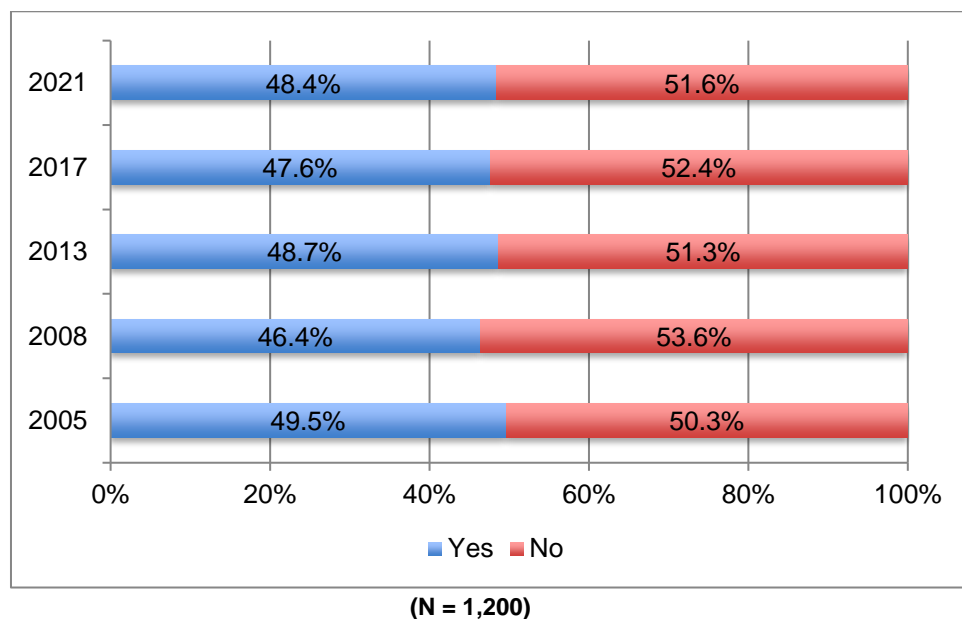
## 4.3 Advertising Effectiveness

4.3.1 In **question 21**, all survey respondents were asked:

**“Were you aware of any Commission advertising leading up to the election?”**

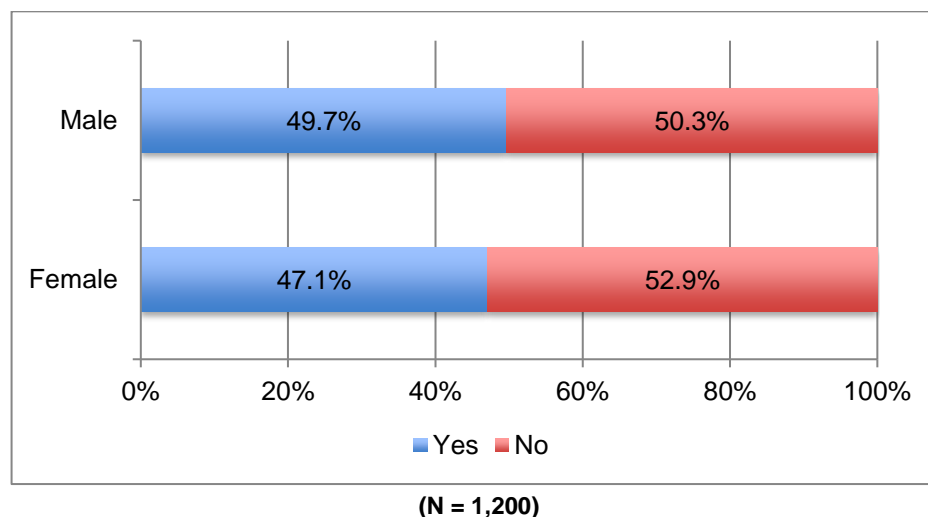
Graph 4.3.1a shows that 48.4% of respondents advised that they were aware of Commission advertising compared to 51.6% who were not aware. This represents an increase of 1.2% in advertising recollection since the 2017 survey period, although a small reduction (1.1%) since 2005.

**Graph 4.3.1a**      **Awareness of Commission Advertising**



Graph 4.3.1b shows that males (49.7%) were more likely to be aware of Commission advertising in this survey period compared to females (47.1%).

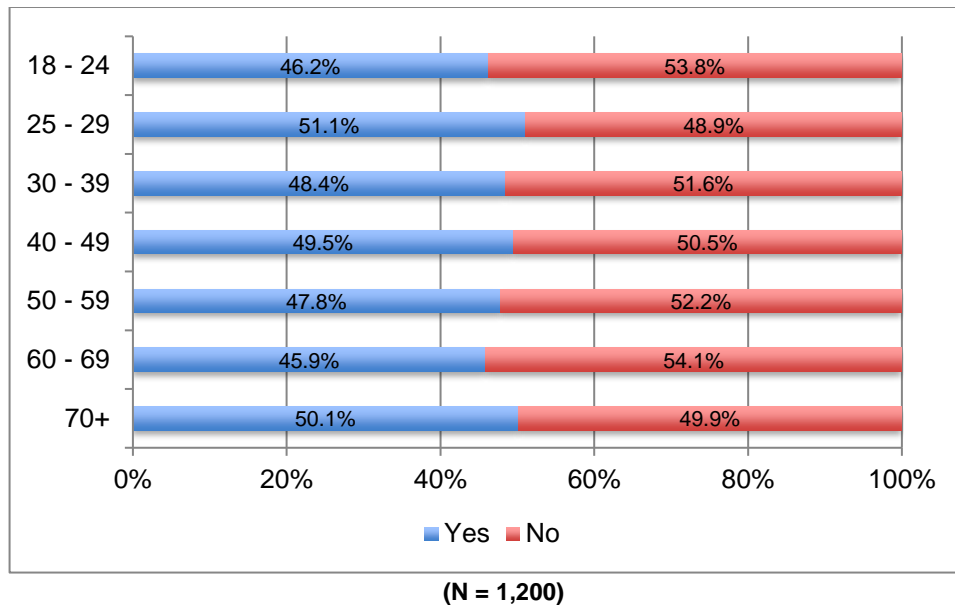
**Graph 4.3.1b**      **Awareness of Commission Advertising (by gender)**



Graph 4.3.1c shows that respondents in the age groups of 25 to 29 (51.5%) and 70+ (50.1%) were more likely to be aware of Commission advertising compared other age groups. Respondents aged 60 to 69 (54.1%) and 18 to 24 (53.8%) were more likely to be unaware of Commission advertising

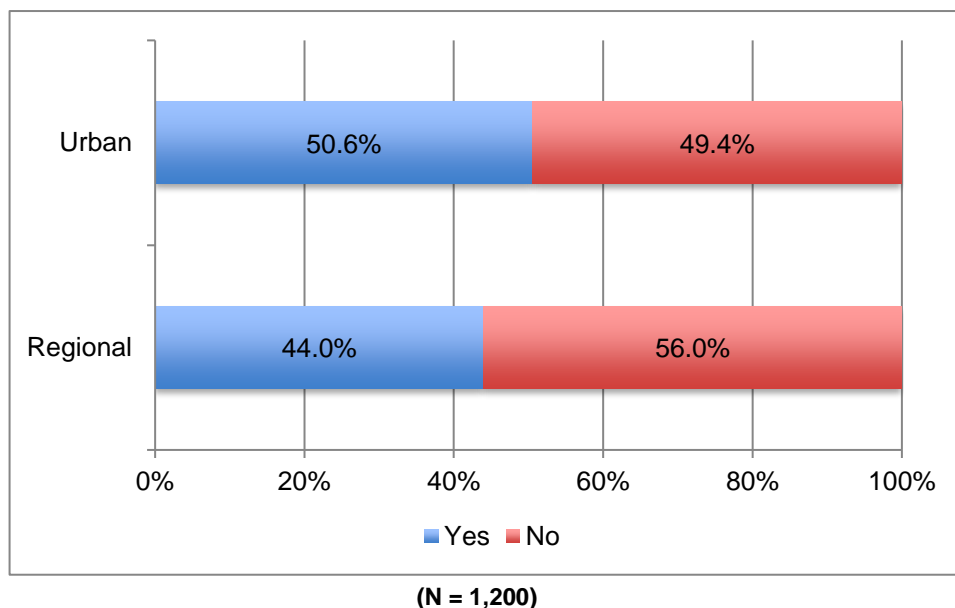
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.3.1c**      **Awareness of Commission Advertising (by age)**



Graph 4.3.1d shows that urban respondents (50.6%) were more likely to be aware of Commission advertising in this survey period compared to regional respondents (44.0%).

**Graph 4.3.1d**      **Awareness of Commission Advertising (by location)**



**4.3.2** In **question 22**, survey respondents who advised that they were aware of Commission advertising (581 respondents) were asked:

**“What advertising were you aware of?”**

A series of possible advertising methods that respondents may have seen was read out. These were:

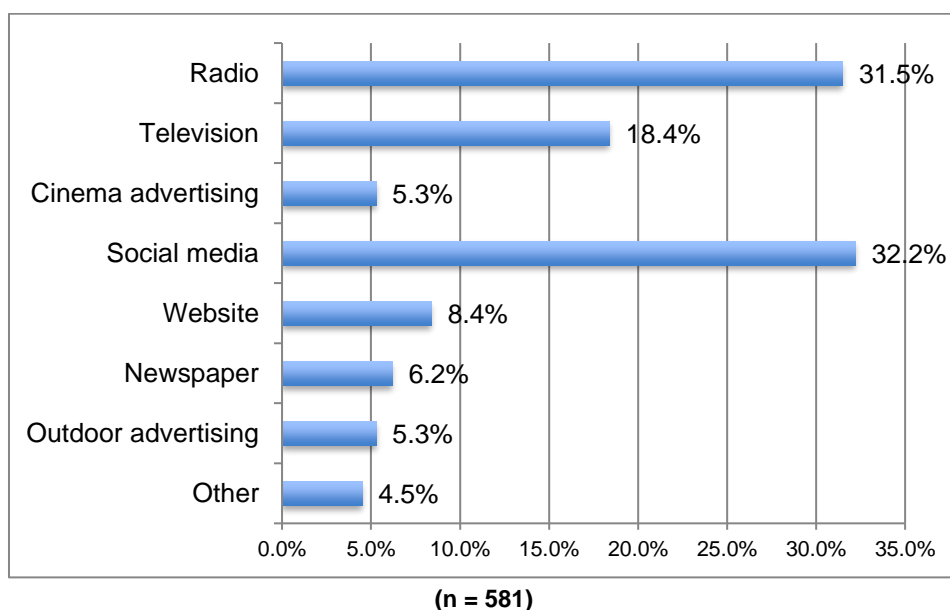
- Radio
- Television
- Cinema advertising
- Outdoor advertising
- Social Media
- Websites
- Newspaper
- Other

Results to this question tallied to greater than 100% as multiple responses were permitted. Respondents were requested to note any form of Commission advertising relating to the election that they had seen. Respondents were requested to make the distinction between advertising by the Commission and any political party advertising they might have seen. In this survey period social media was introduced as a choice option.

The most popular form of advertising recalled was social media, with 32.2% of respondents aware of Commission advertising (15.6% of all respondents) using this medium. Radio was the second most popular form of advertising with an awareness level of 31.5% (15.3% of all respondents). Television was the third most popular with an awareness level of 18.4% (8.9% of all respondents) followed by websites awareness of 8.4% (4.1% of all respondents). Newspapers had an awareness level of 6.2% (3.0% of all respondents) followed by cinema advertising at 5.3% and outdoor advertising of 5.3%.

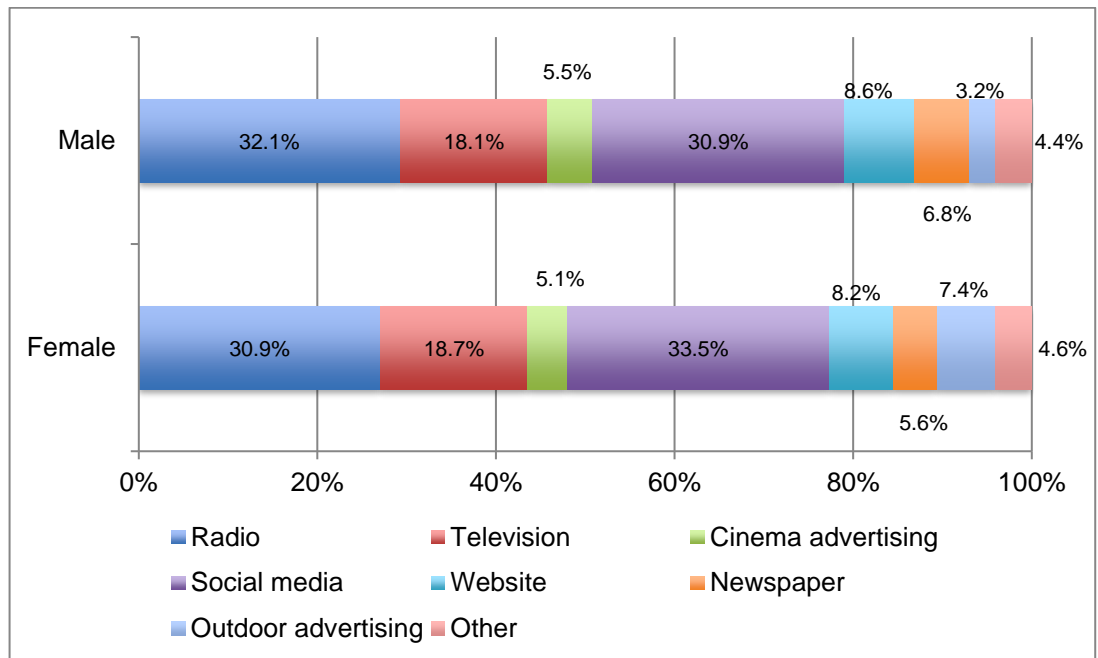
4.5% advised that they were aware of ‘other’ forms of advertising.

**Graph 4.3.2a Advertising Medium Awareness Levels**



Graph 4.3.2b shows similar results across gender, although with females showing a heightened awareness of television, outdoor and social media advertising and males an increased awareness of radio and cinema advertising.

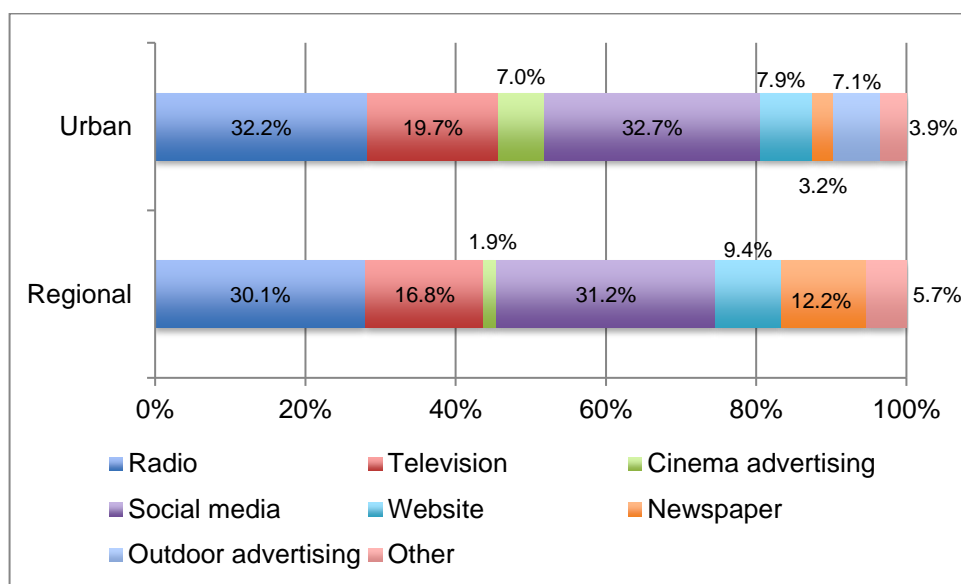
**Graph 4.3.2b**      **Advertising Medium Awareness Levels (by gender)**



(n = 581)

Graph 4.3.2c shows similar results across location, although with regional respondents showing a heightened awareness of newspaper advertising and urban respondents showing an increased awareness of television, cinema and outdoor advertising.

**Graph 4.3.2c**      **Advertising Medium Awareness Levels (by location)**

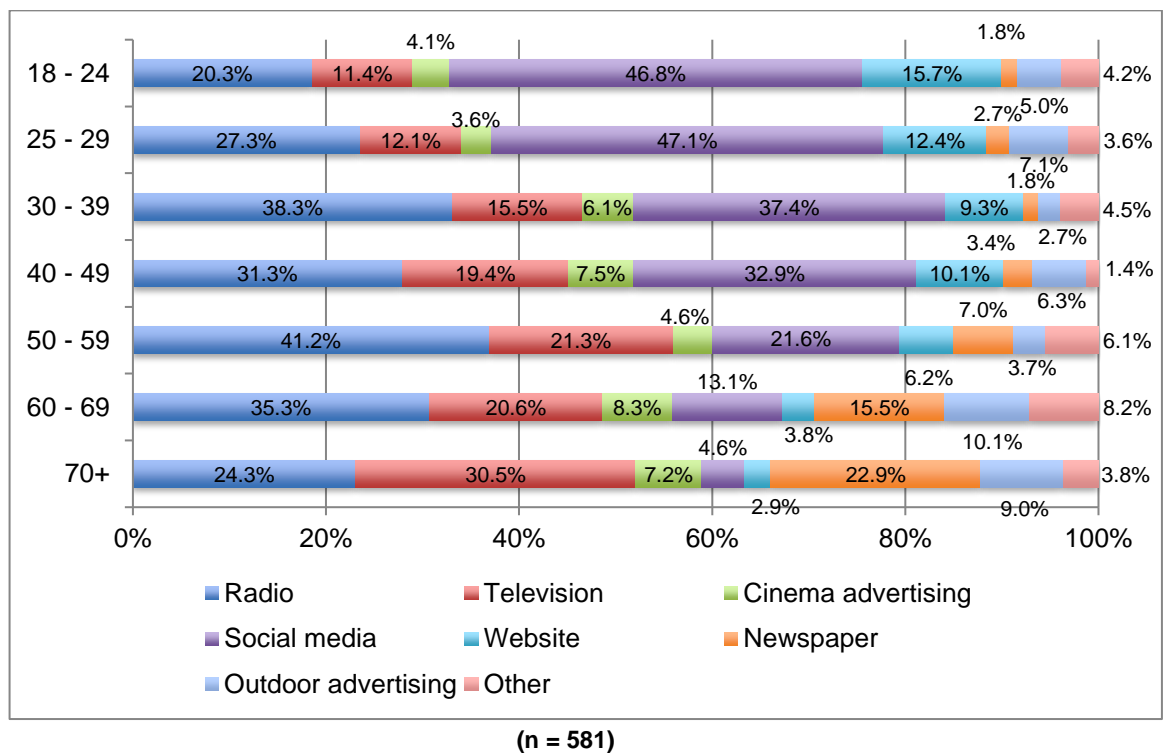


(n = 581)

Graph 4.3.2d shows markedly different results across age groups. Television, cinema and newspaper advertising awareness increased with age. Social media and website advertising awareness increased the younger the respondent.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.3.2d Advertising Medium Awareness Levels (by age)**



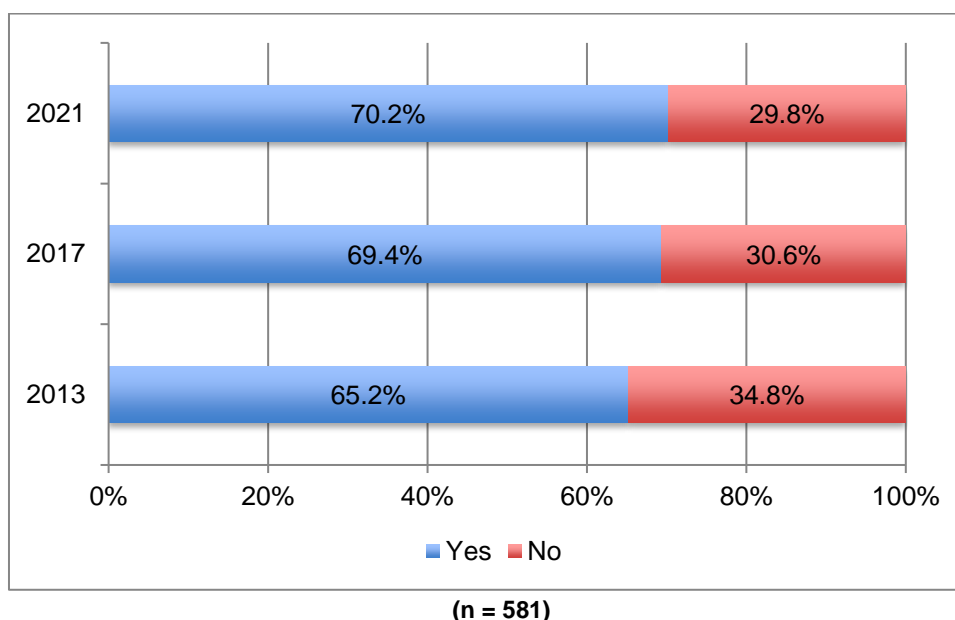
**4.3.3** In **question 23**, survey respondents who advised that they were aware of Commission advertising and actually voted in the election (581 respondents) were asked:

**“Did the advertising provide you with the information you needed to vote?”**

It should be noted that all respondents who were aware of the advertising actually voted in the election (581 respondents).

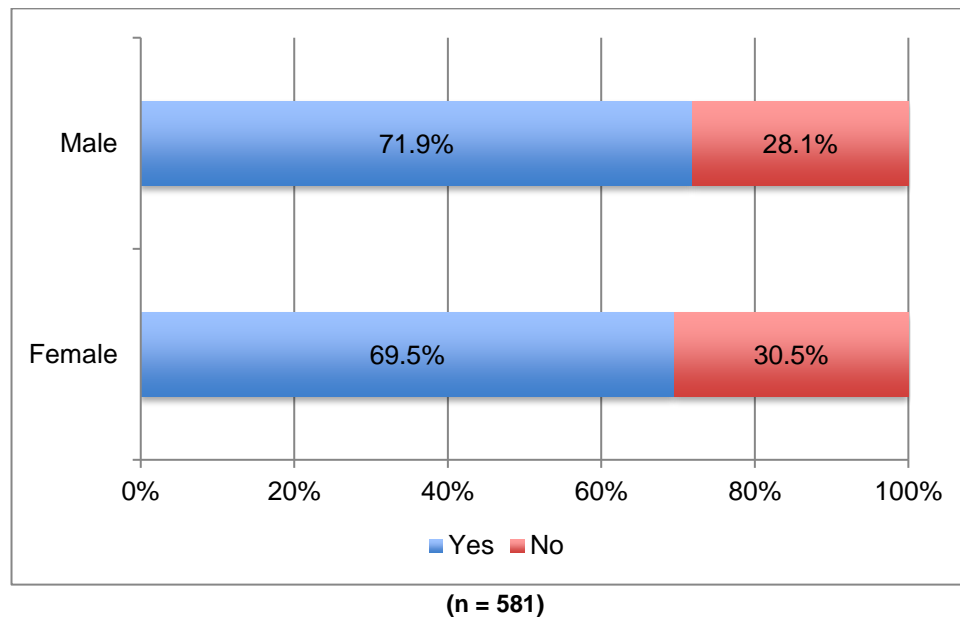
Graph 4.3.3a shows that 70.2% of respondents aware of the Commission advertising advised that it did provide them with the information they needed to vote. This compares to 29.8% who advised that it did not provide them with what they needed. This represents an increase of 0.8% since the 2017 survey period (65.2%).

**Graph 4.3.3a**      **Provision of Required Advertising Information**



Graph 4.3.3b, presented overleaf, shows that males (71.9%) were more likely to believe that the advertising did provide them with the information they needed to vote compared to females (69.5%).

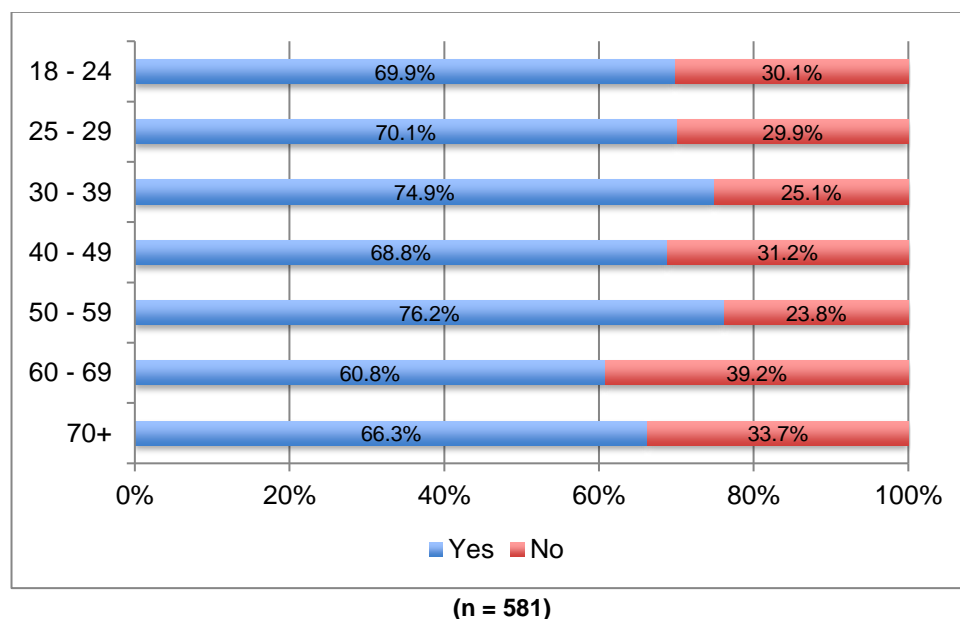
**Graph 4.3.3b**      **Provision of Required Advertising Information (by gender)**



Graph 4.3.3c shows that respondents aged 50 to 59 (76.2%) and 30 to 39 (74.9%) were most likely to believe that the advertising did provide them with the information they needed to vote compared to other age groups. Respondents aged 60 to 69 (60.8%) and 70+ (66.3%) were least likely to believe that the advertising did provide them with the information they needed to vote.

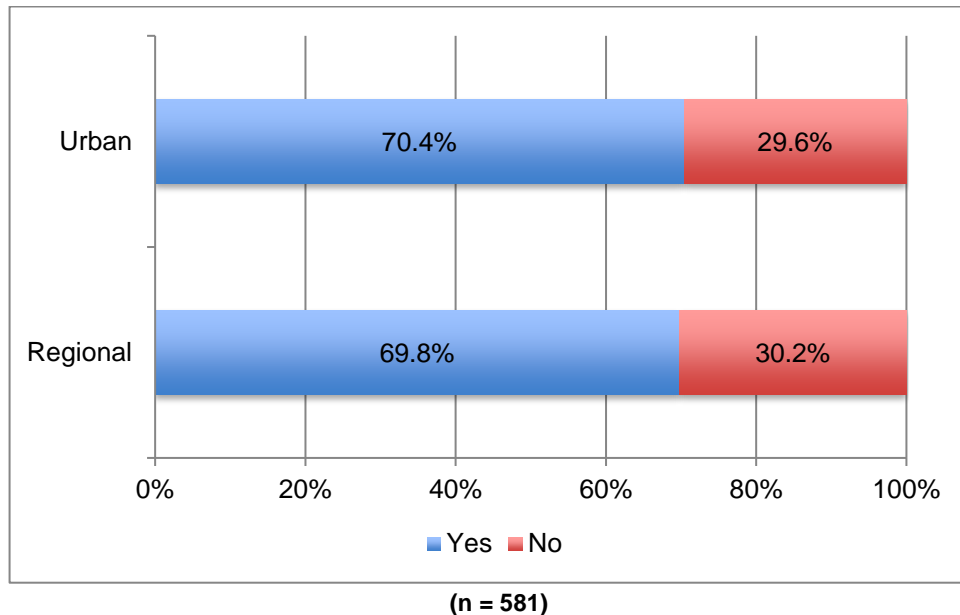
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.3.3c**      **Provision of Required Advertising Information (by age)**



Graph 4.3.3d shows that urban respondents (70.4%) were marginally more likely to believe that the advertising did provide them with the information they needed to vote compared to regional respondents (69.8%).

**Graph 4.3.3d**      **Provision of Required Advertising Information (by location)**



In **question 19a**, survey respondents who advised that they were aware of Commission advertising but that the advertising did not contain the information that they needed (173) respondents) were asked:

**“If no, what information did you need?”**

Of those respondents who advised that they were aware of Commission advertising few indicated that additional information should have been included. Anecdotal reports from interviewers in relation to this question indicated that many (not quantified) respondents made the comment that the only unknown issues were in relation to COVID.

Respondents advised that they didn’t really require additional information to be able to vote, although more COVID contingencies would have been appreciated. The 173 respondents providing a response to this question advised that the advertising:

- Needed more direct information on COVID plans (63 respondents)
- They were aware of the advertising but did not pay attention (47 respondents)
- Reinforced the need to participate (31 respondents)
- Already knew the information provided (23 respondents)
- Unsure (9 respondents)

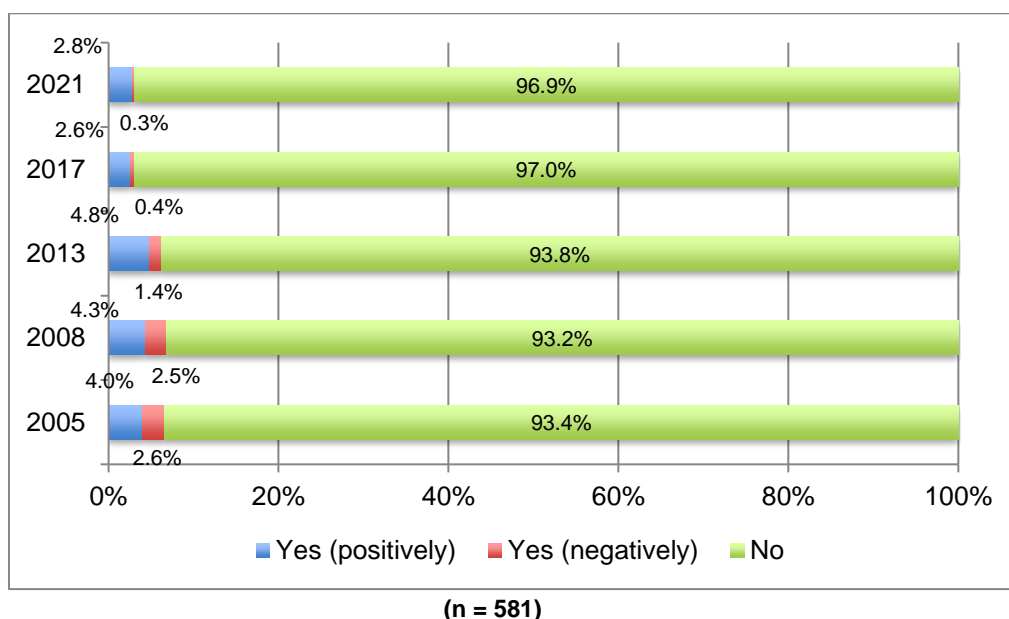
Of the suggestions provided, much of the information was available in Commission sources, but the respondent was simply unaware of it.

**4.3.4** In **question 24**, survey respondents who advised that they were aware of Commission advertising (581 respondents) were asked:

**“Did the advertising influence your decision whether or not to vote?”**

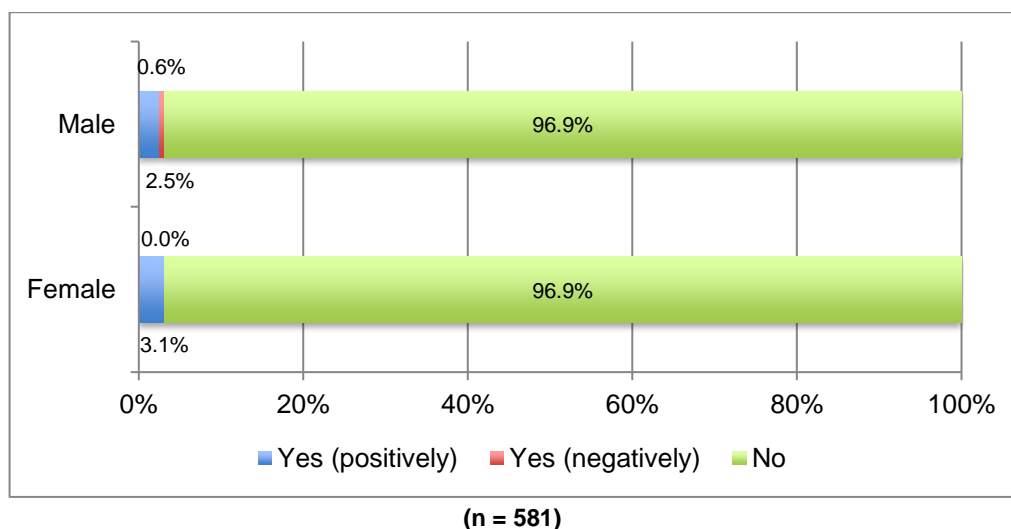
Graph 4.3.4a shows that 96.9% of respondents aware of the Commission advertising indicated that they were not influenced to vote by the advertising (97.0% in 2017). 2.6% of respondents advised that they were positively influenced to vote by the advertising. 0.3% of respondents indicated that they were put off voting by the advertising. The period results have shown a reduced influence of advertising from the 2005 results to 2021.

**Graph 4.3.4a      Advertising Influence on Voting**



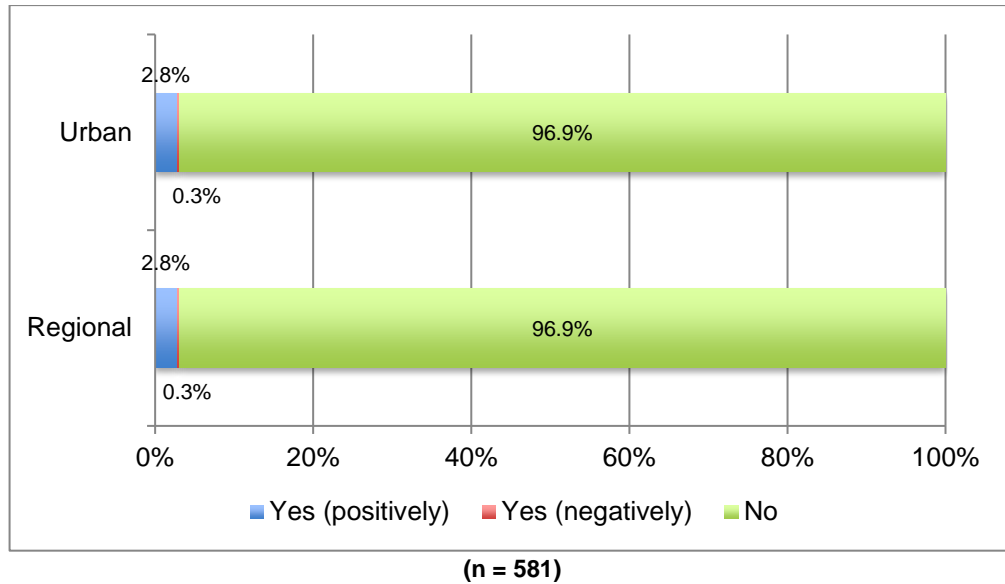
Graph 4.3.3b shows that males (0.6%) were more likely to be negatively influenced to vote by the advertising compared to females (0%).

**Graph 4.3.4b      Advertising Influence on Voting (by gender)**



Graph 4.3.3c shows that urban respondents (96.9%) were equally likely to be influenced to vote by the advertising as regional respondents (96.9%).

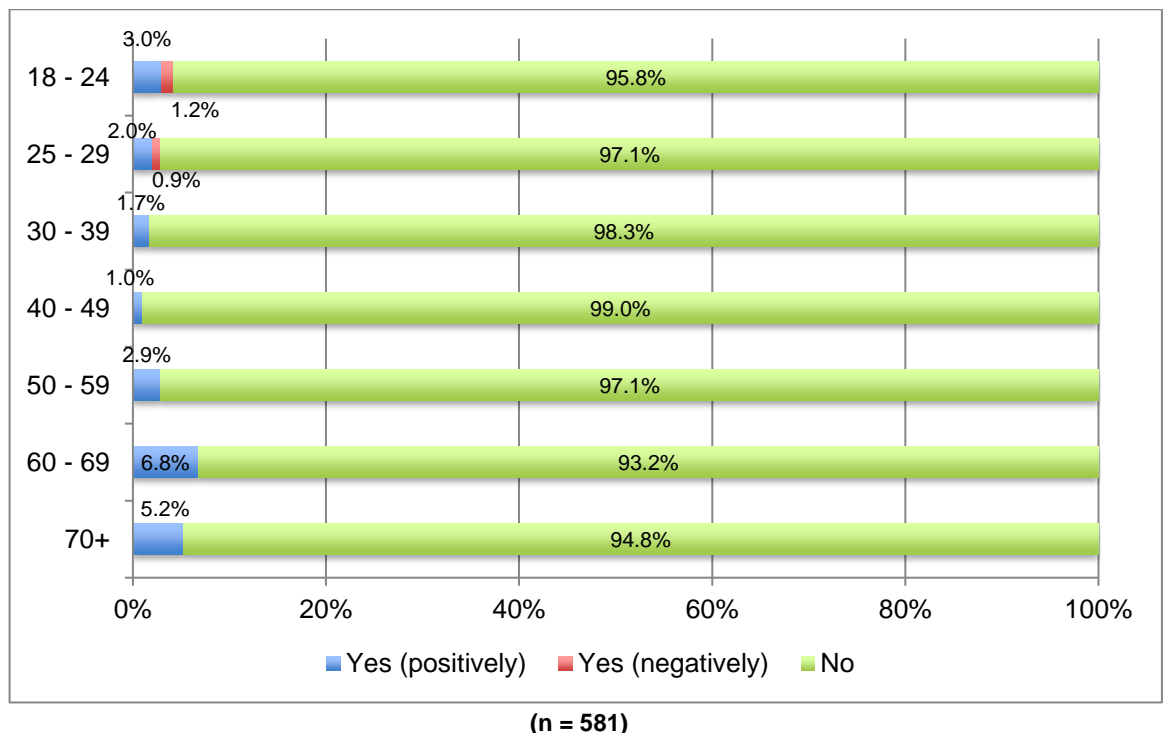
**Graph 4.3.4c      Advertising Influence on Voting (by location)**



Graph 4.3.3d shows that respondents aged 60 and above were more likely to be influenced to vote by the advertising compared to younger age groups.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.3.4d      Advertising Influence on Voting (by age)**



**4.3.5** In **question 25**, survey respondents who advised that they were aware of Commission advertising (581 respondents) were asked:

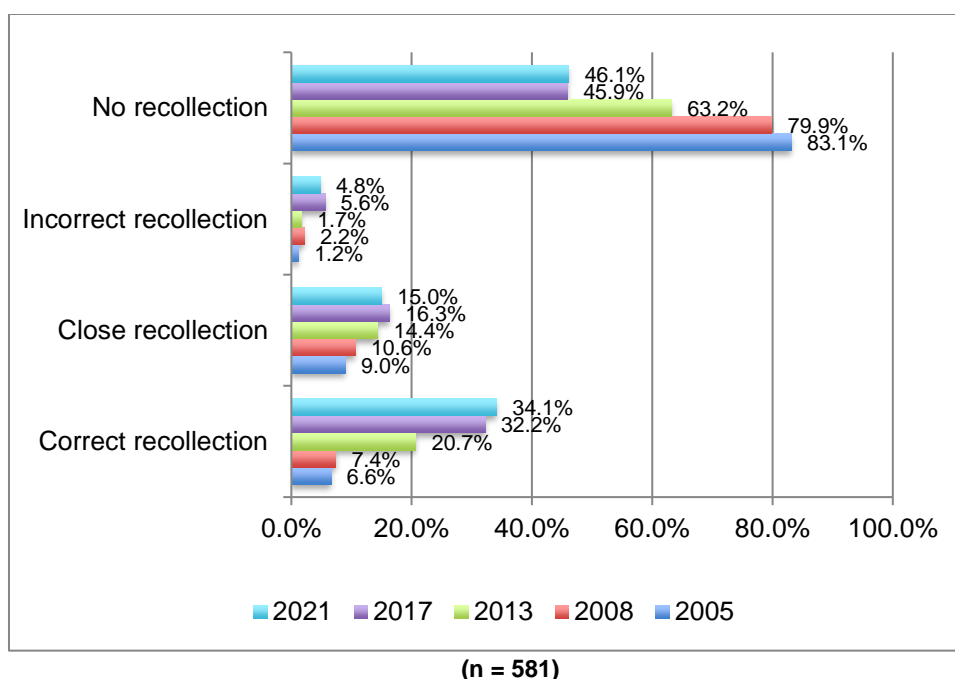
**“Do you recall the advertising slogan for the election?”** (Slogan was “Take your seat at the table.”)

Graph 4.3.5a shows that 34.1% of respondents who were aware of the Commission advertising had a correct recollection of the slogan for the election. A further 15.0% (7.0% of all respondents) had a close, although not completely accurate, recollection of the slogan. The results show an increased recollection of the slogan since 2005.

46.1% of respondents aware of the advertising had no recollection of the advertising slogan for the election. A further 4.8% thought that they knew what the slogan was, but were incorrect.

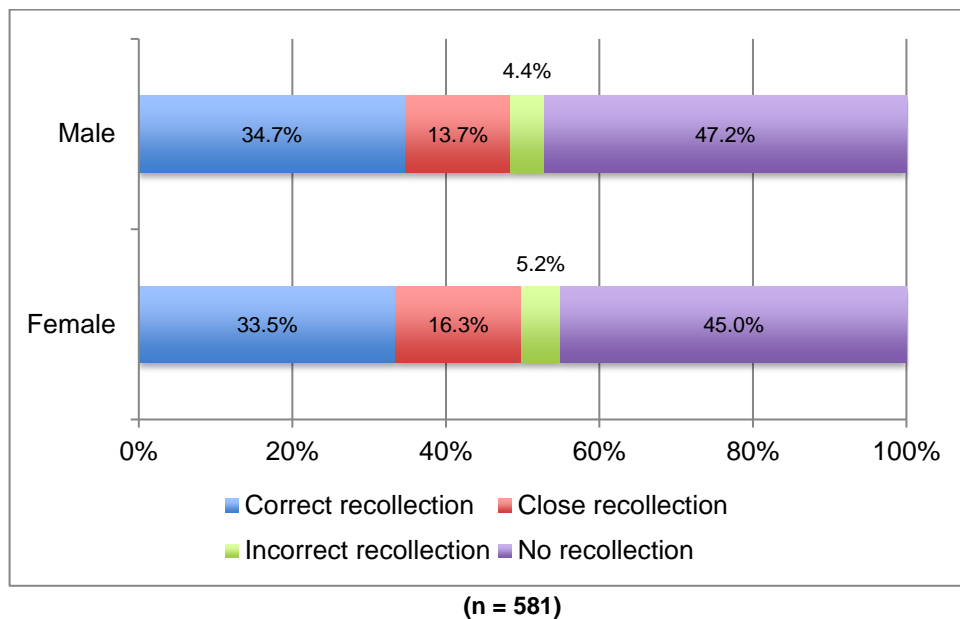
This meant that 49.1% of respondents (48.5% in 2017) aware of the advertising were aware of the slogan in a close to correct form.

**Graph 4.3.5a**      **Awareness of Election Advertising Slogan**



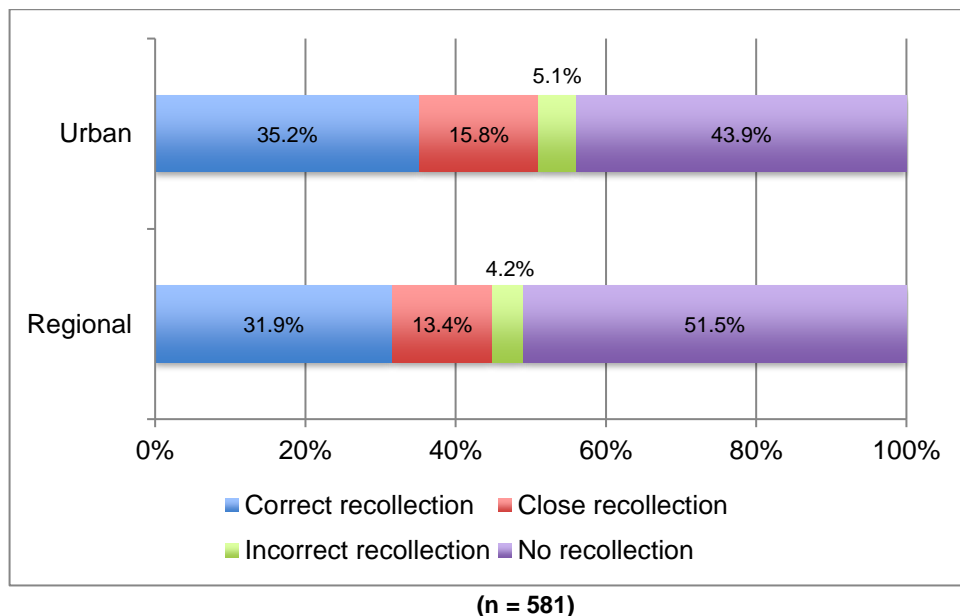
Graph 4.3.5b, presented overleaf, shows that males and females had a very similar level of recollection of the advertising slogan.

**Graph 4.3.5b**      **Awareness of Election Advertising Slogan (by gender)**



Graph 4.3.5c shows that urban respondents were more likely to have a greater level of recollection of the advertising slogan (51.0%) than were regional respondents (45.3%).

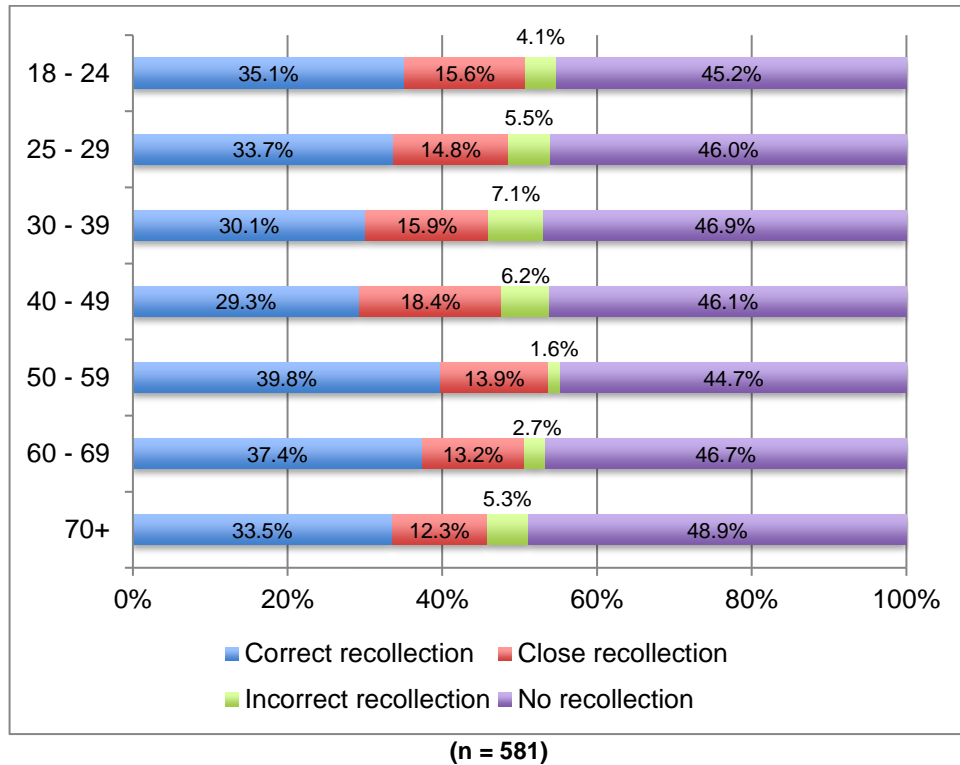
**Graph 4.3.5c**      **Awareness of Election Advertising Slogan (by location)**



Graph 4.3.5d, presented overleaf, shows that respondents aged 50 to 59 had the highest level of recollection of the advertising slogan (53.7%), compared to those aged 30 to 39 who had the lowest level of recollection (46.0%).

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.3.5d      Awareness of Election Advertising Slogan (by age)**



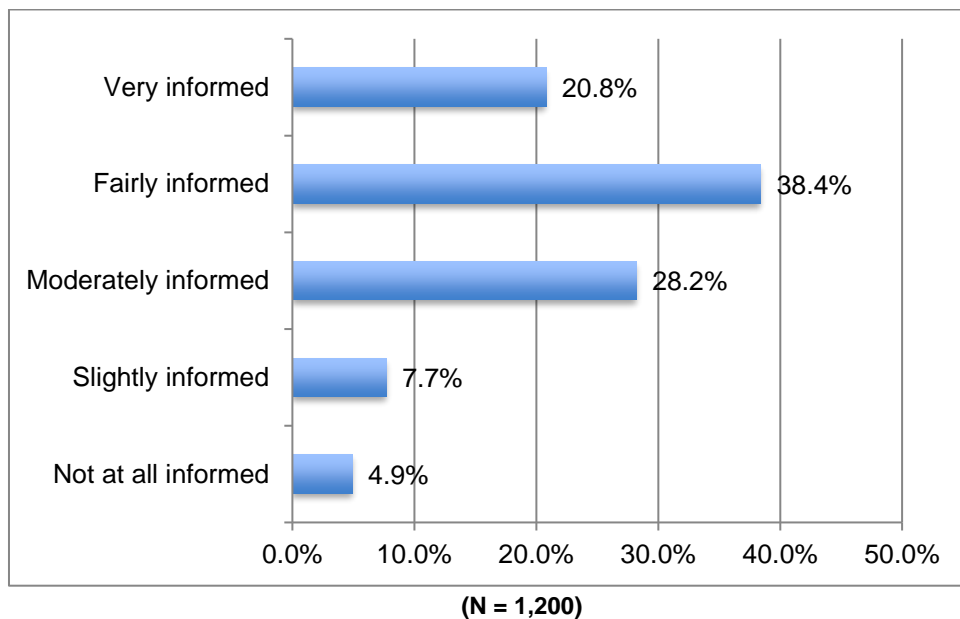
**4.3.6** In **question 26**, all survey respondents were asked:

**“How ‘well-informed’ do you regard yourself as a voter?”**

Graph 4.3.6a shows that 38.4% of respondents consider themselves fairly informed as a voter. A further 28.2% considered themselves moderately informed as a voter, and 20.8% considered themselves very informed.

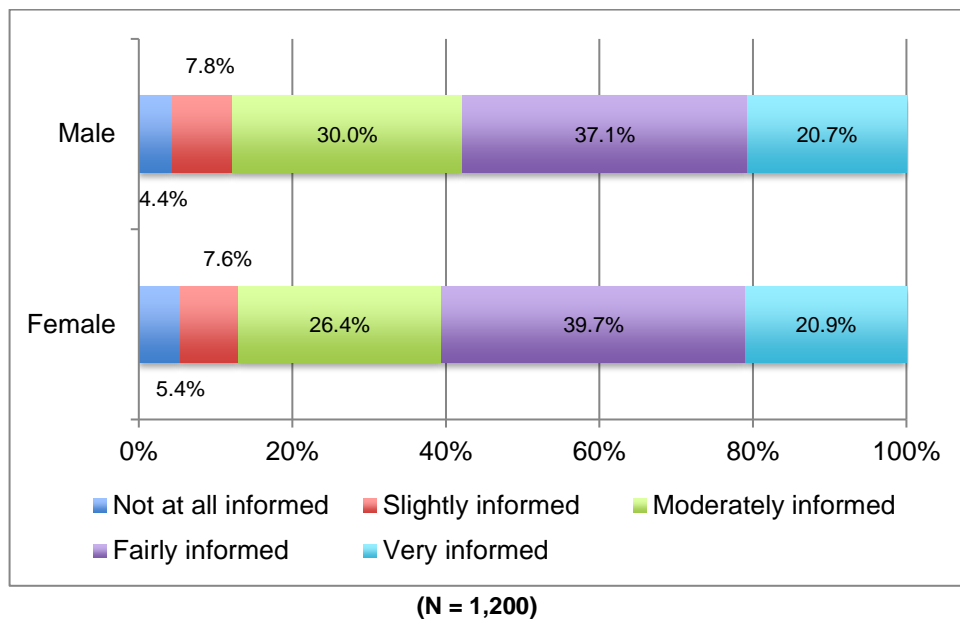
7.7% of respondents considered themselves slightly informed. A further 4.9% considered themselves not at all informed.

**Graph 4.3.6a**      **Perception of Informed Voter**



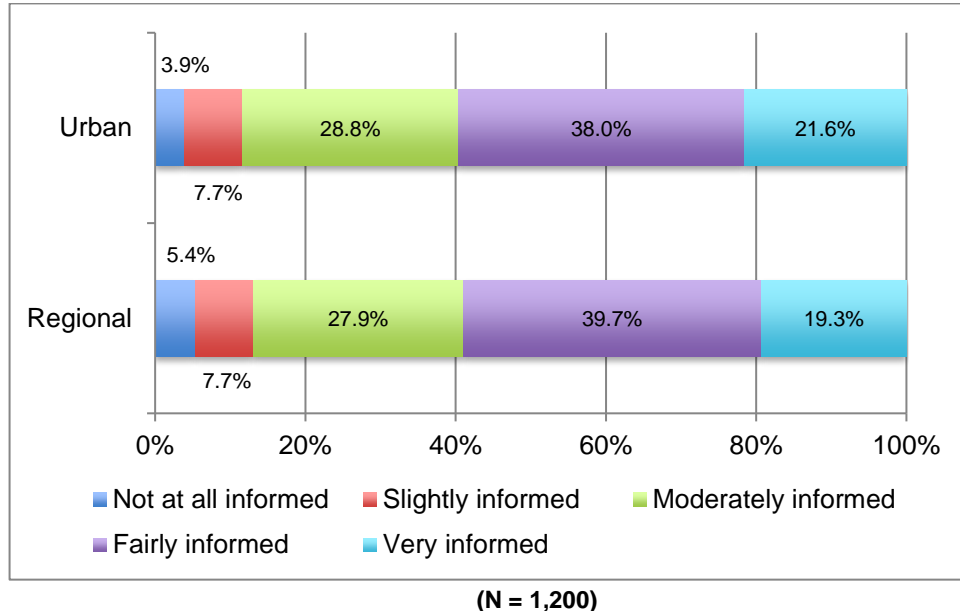
Graph 4.3.6b, presented overleaf, shows that males and females considered themselves to be very similar in terms of how ‘well-informed they considered themselves as voters.

**Graph 4.3.6b Perception of Informed Voter (by gender)**



Graph 4.3.5c shows that urban respondents were marginally more likely to consider themselves to be 'well-informed as voters' (21.6%) than were regional respondents (19.3%).

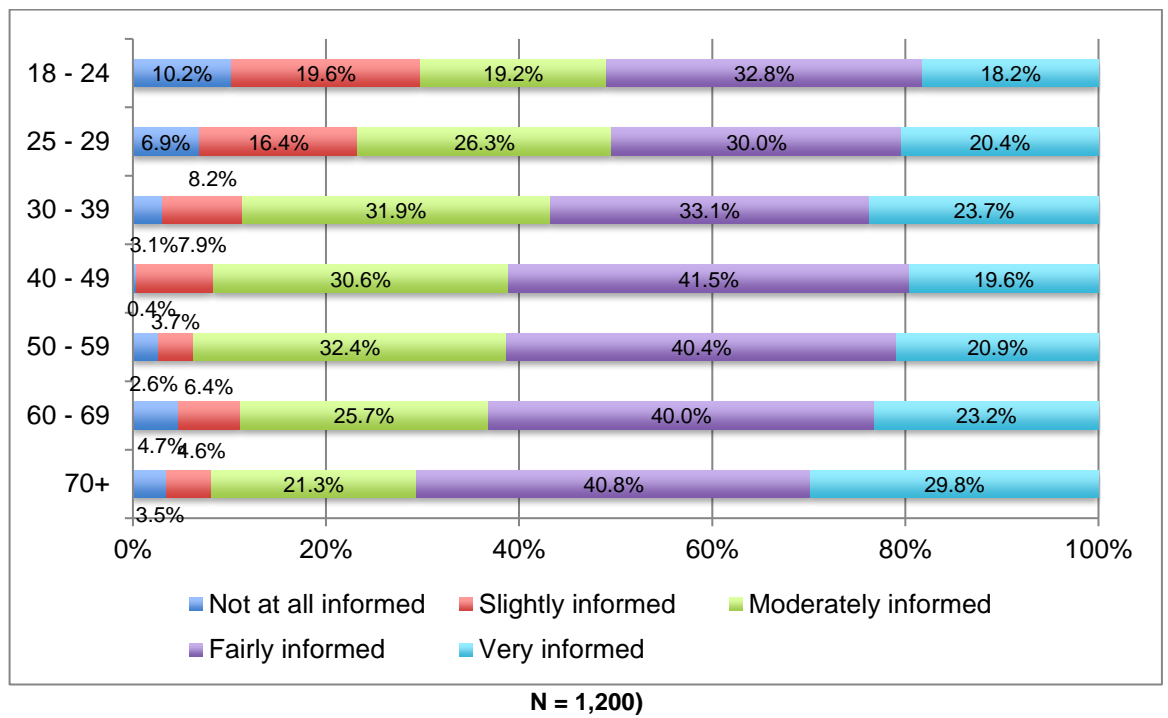
**Graph 4.3.6c Perception of Informed Voter (by location)**



Graph 4.3.5d, presented overleaf, shows that respondents aged 60 to 69 and over had the highest level of how 'well-informed they considered themselves as voters' compared to those aged in younger brackets.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.3.6d Perception of Informed Voter (by age)**



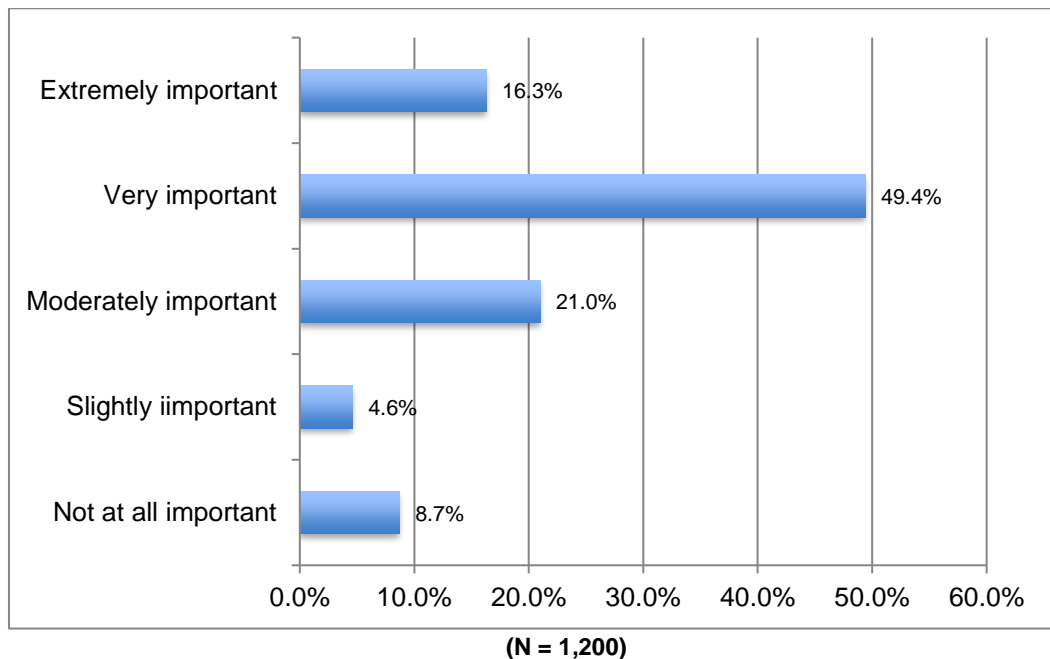
**4.3.7** In question 27, all survey respondents were asked:

**“How important are elections to you?”**

Graph 4.3.7a shows that the largest proportion (49.4%) of respondents consider that elections are very important. A further 21.0% considered elections as moderately important, and 16.3% considered them as very important.

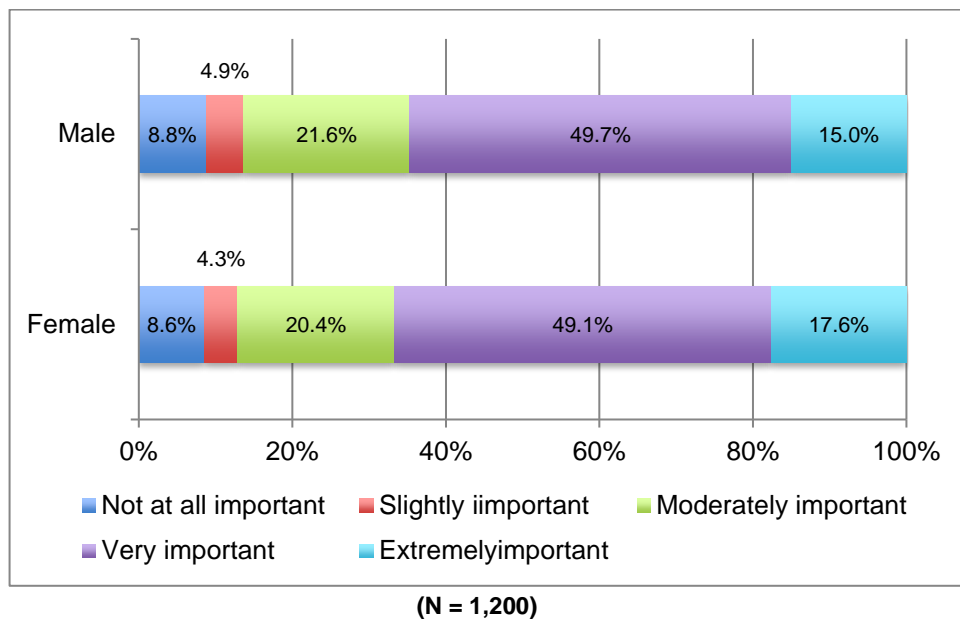
4.6% of respondents considered elections as slightly important. A further 8.7% considered them as not at all important.

**Graph 4.3.7a**      **Importance of Elections**



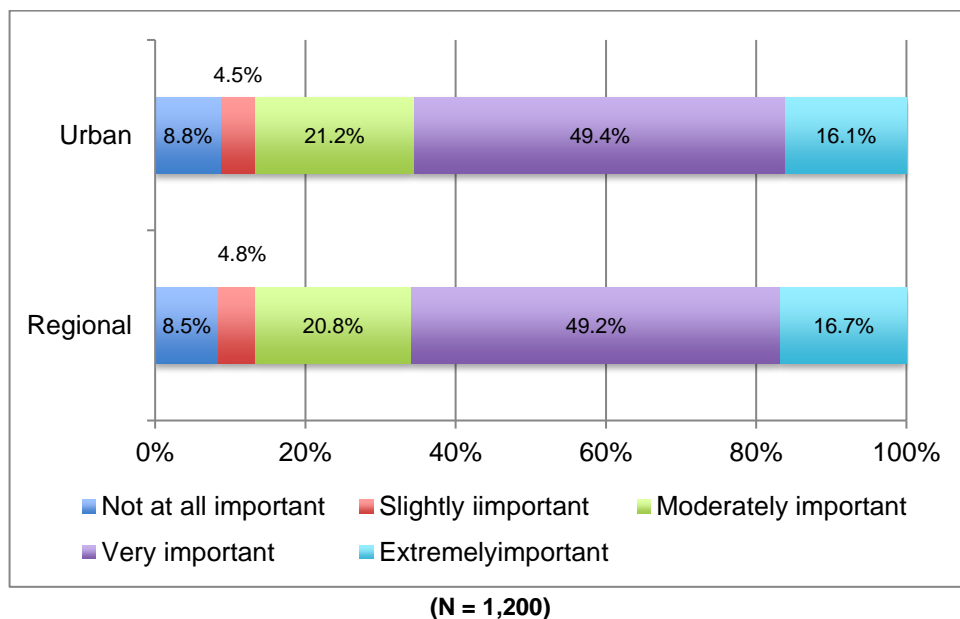
Graph 4.3.6b, presented overleaf, shows that males and females considered themselves to be similar in terms of how they perceived the ‘importance of elections.

**Graph 4.3.7b**      **Importance of Elections (by gender)**



Graph 4.3.7c shows that regional respondents were similar to urban respondents in terms of their perception of the importance of elections.

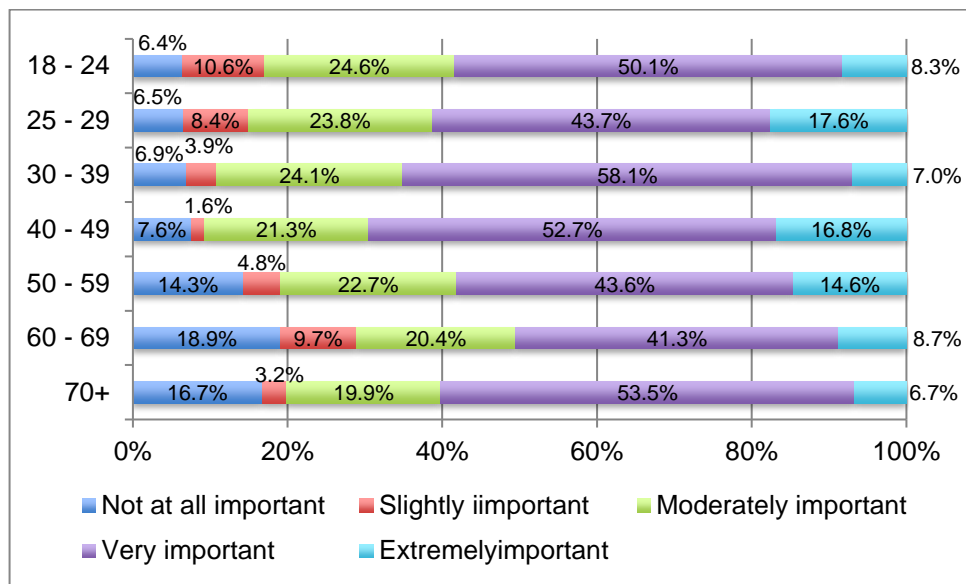
**Graph 4.3.7c**      **Importance of Elections (by location)**



Graph 4.3.7d, presented overleaf, shows that respondents aged 60 to 69 consider have a higher perception of the importance of elections compared to those in other age brackets.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.3.7d      Importance of Elections (by age)**



**N = 1,200)**

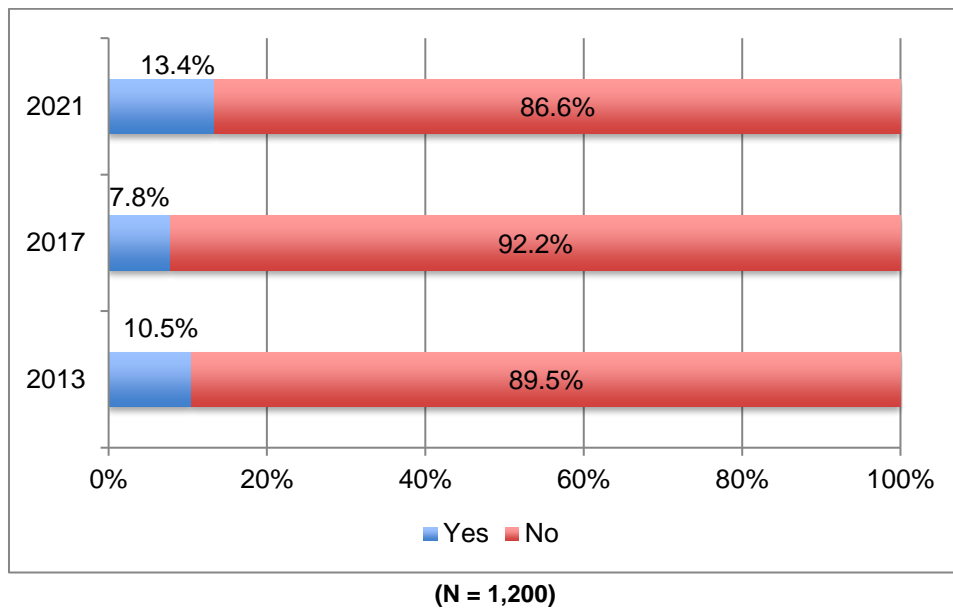
## **4.4**      **Call Centre**

**4.4.1**    In **question 28**, all survey respondents were asked:

**“Did you use the Call Centre?”**

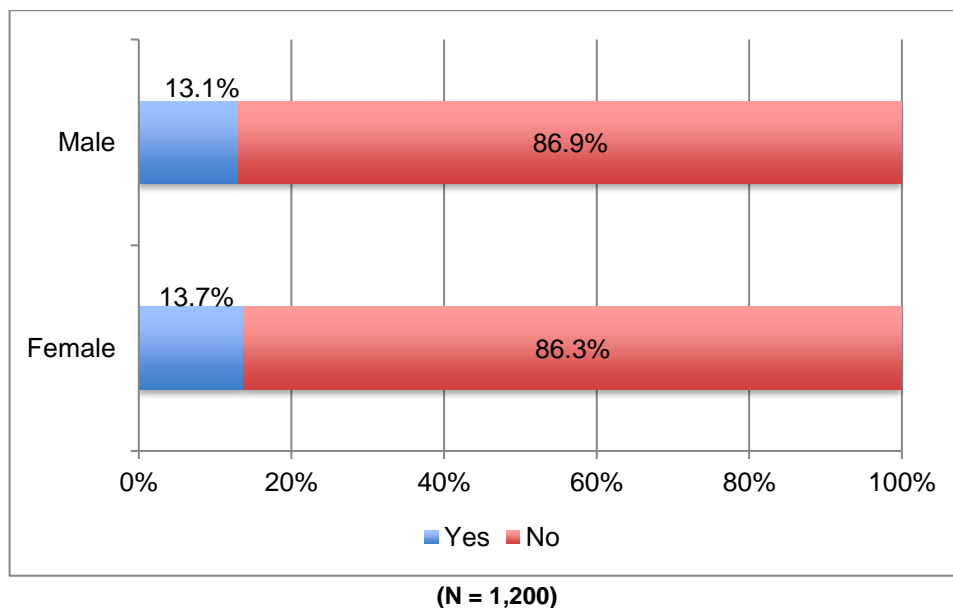
Graph 4.4.1a shows that 13.4% of all respondents indicated that they had used the Call Centre compared to 86.6% of these respondents who had not used it. This represents an increase in reported use of 4.6% since 2017.

**Graph 4.4.1a**      **Call Centre Service Use**



Graph 4.4.1b shows that males (13.1%) were less likely to have used the Call Centre than females (13.7%).

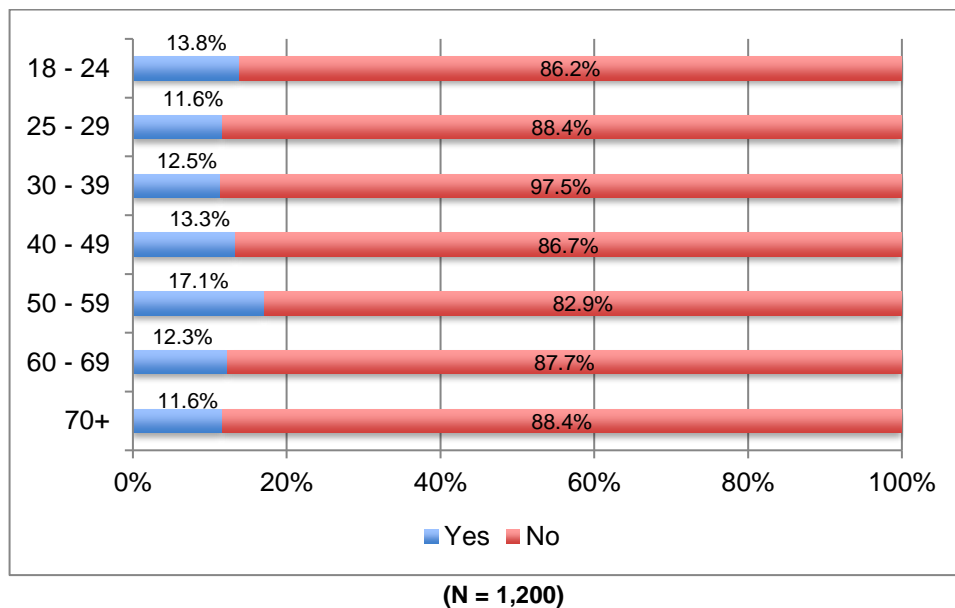
**Graph 4.4.1b**      **Call Centre Service Use (by gender)**



Graph 4.4.1c shows that respondents aged 50 to 59 (17.1%) were most likely to have used the Call Centre compared to other age groups. Respondents aged 25 to 29 (11.6%) and 70+ (11.6%) were the least likely to have used the Call Centre.

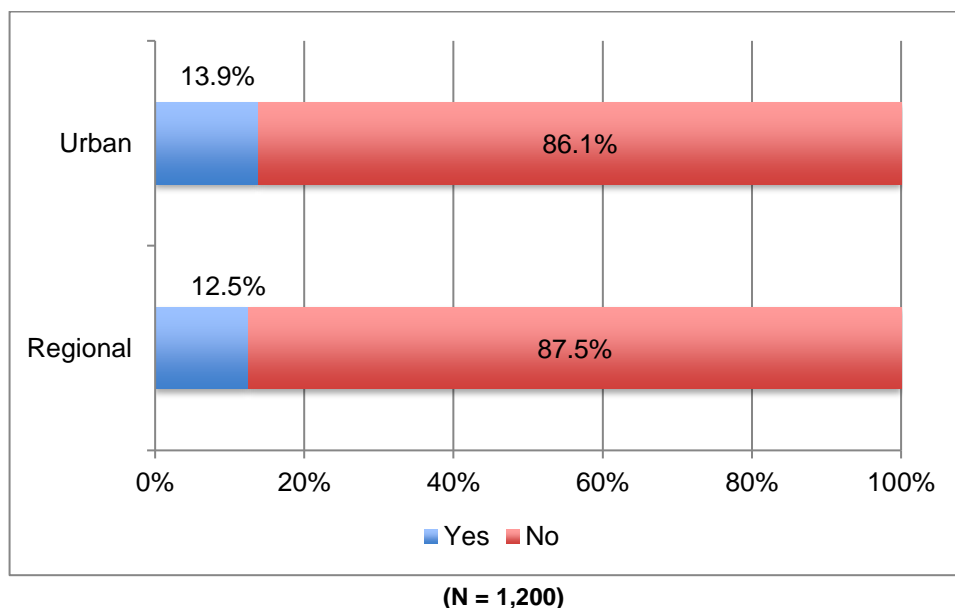
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.4.1c**      **Call Centre Service Use (by age)**



Graph 4.4.1d shows that urban respondents (13.9%) were more likely to have used the Call Centre than regional respondents (12.5%).

**Graph 4.4.1d**      **Call Centre Service Use (by location)**

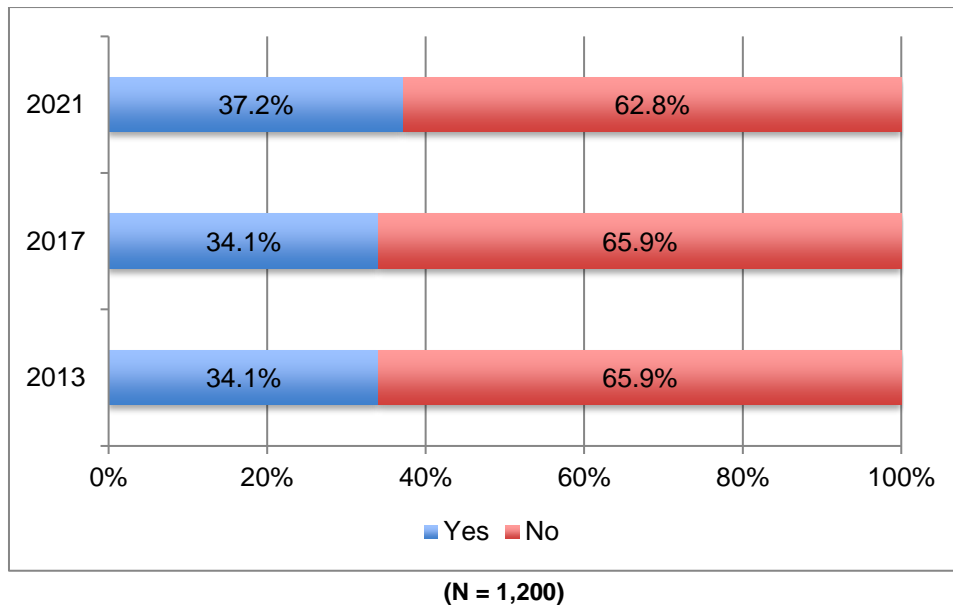


**4.4.2** In **question 29**, all survey respondents were asked:

**“Were you aware that the Commission provided a Call Centre service?”**

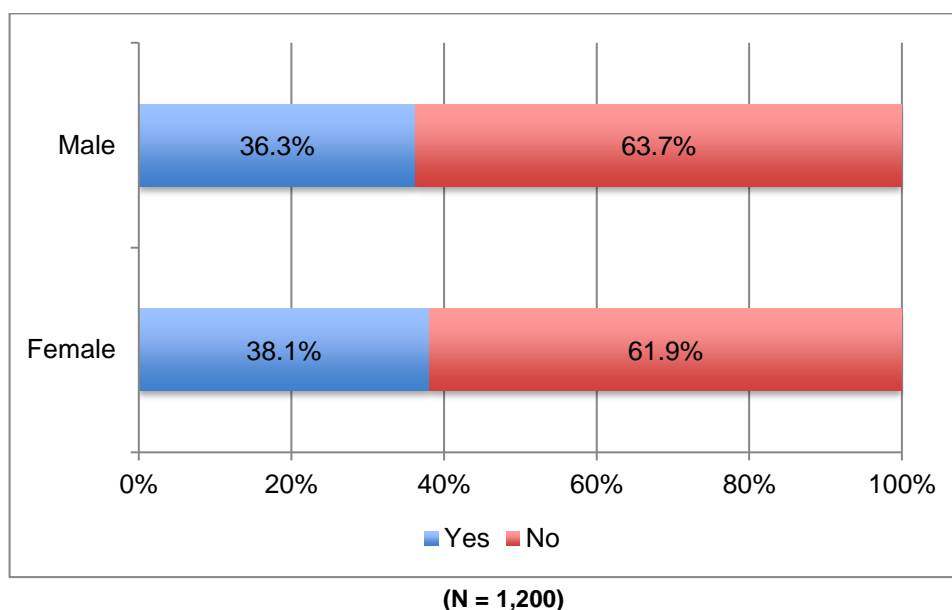
Graph 4.4.2a shows that 37.2% of respondents advised that they were aware that the Commission provided a Call Centre service compared to 62.8% who were not aware. This represents an increase in awareness (3.1%) since 2017.

**Graph 4.4.2a**      **Awareness of Call Centre**



Graph 4.4.2b shows that females (38.1%) were more likely to be aware of the Call Centre service than males (36.3%).

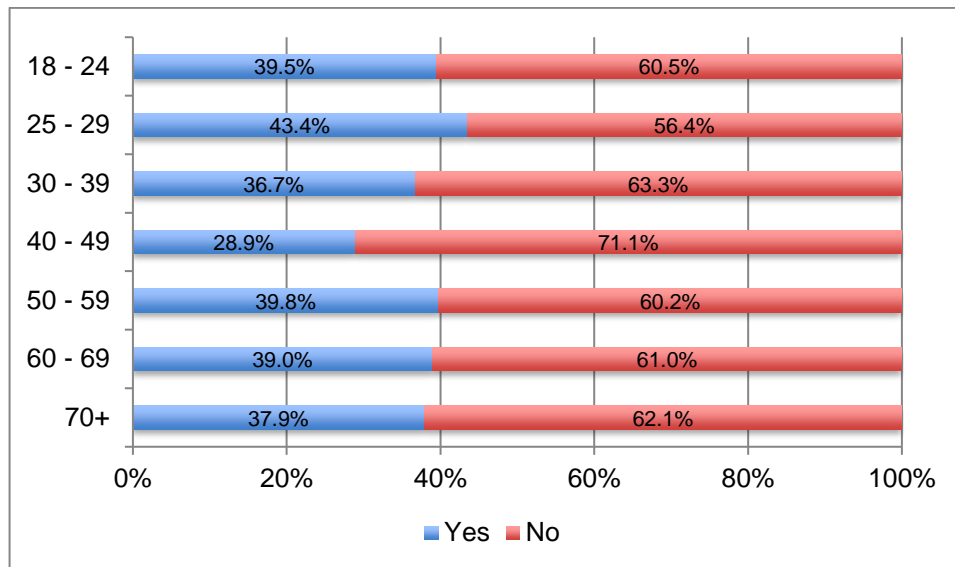
**Graph 4.4.2b**      **Awareness of Call Centre (by gender)**



Graph 4.4.2c shows that respondents aged 40 to 49 (28.9%) were least likely to be aware of the Call Centre service compared to other age groups. Respondents aged 25 to 29 (43.4%) were the most likely to be aware of the Call Centre service.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

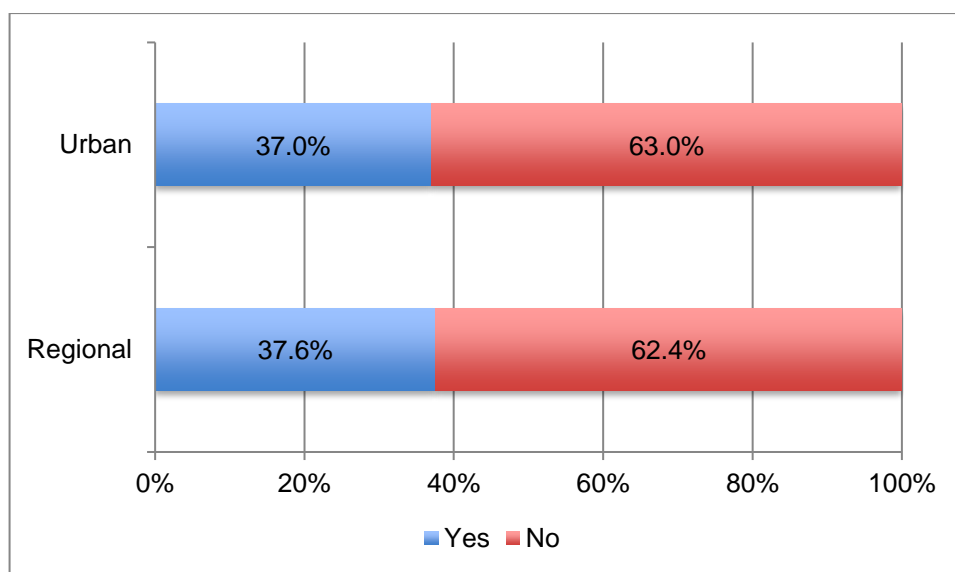
**Graph 4.4.2c**      **Awareness of Call Centre (by age)**



(N = 1,200)

Graph 4.4.2d shows that regional respondents (37.6%) were marginally more likely to be aware of the Call Centre service than urban respondents (37.0%).

**Graph 4.4.2d**      **Awareness of Call Centre (by location)**



(N = 1,200)

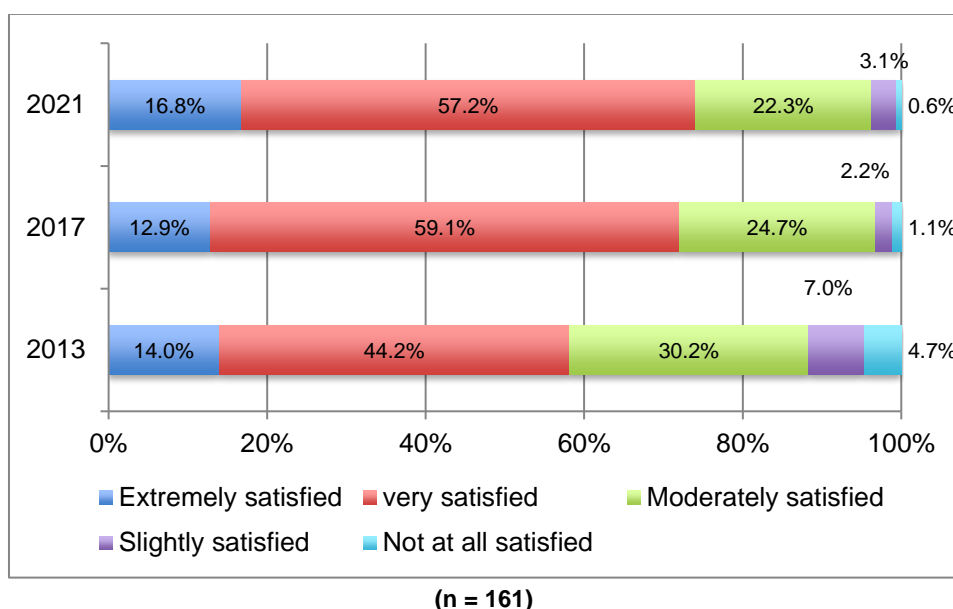
**4.4.3** In **question 30**, survey respondents who advised that they had used the Call Centre (161 respondents) were asked:

**“How satisfied were you with the service you received?”**

Graph 4.4.3a shows that the majority of respondents (74.0%) to this question were ‘at least’ very satisfied with the service they received (16.8% - extremely satisfied and 57.2% - very satisfied). 25.4% of the respondents were ‘at least’ slightly satisfied with the service received (22.3% - moderately satisfied and 3.1% - slightly satisfied). This demonstrates an increase in satisfaction in this survey period.

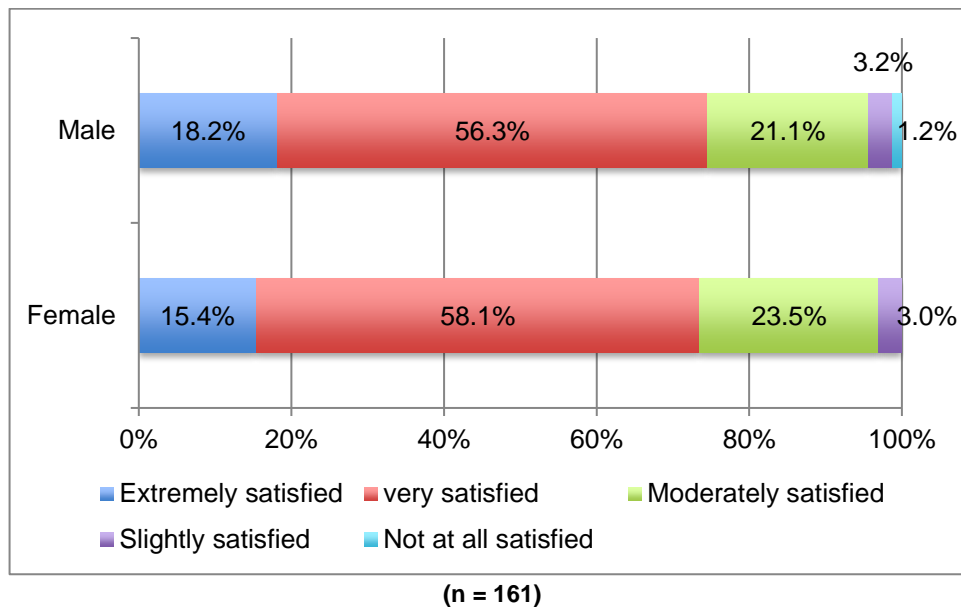
0.6% of respondents were not at all satisfied (1 respondent).

**Graph 4.4.3a**      **Call Centre Satisfaction**



Graph 4.4.3b, presented overleaf, shows that males (74.5%) were marginally more likely to be ‘at least’ very satisfied than females (73.5%).

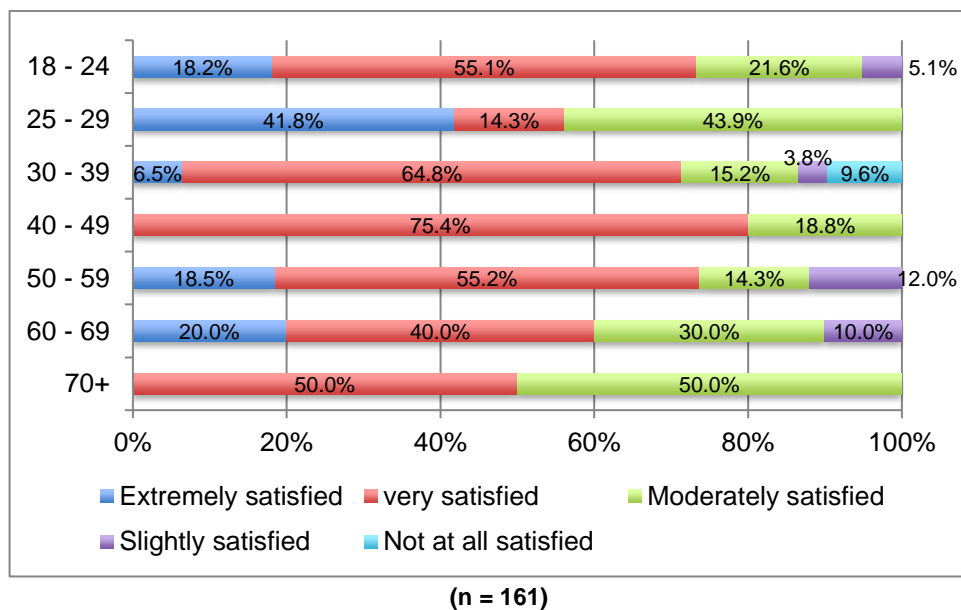
**Graph 4.4.3b**      **Call Centre Satisfaction (by gender)**



Graph 4.4.3c shows that respondents aged 40 to 49 (75.4%), 50 to 59 (73.7%), 30 to 39 (71.3%) and 18 to 24 (73.3%) were more likely to be 'at least' very satisfied than other age groups. Respondents aged 70+ (50%) were the least likely to be 'at least' very satisfied.

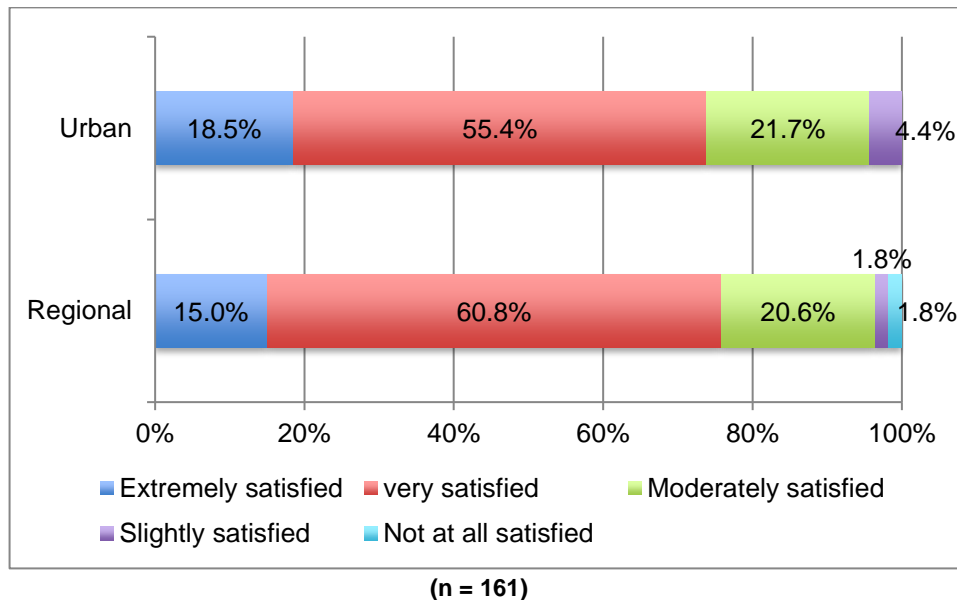
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.4.3c**      **Call Centre Satisfaction (by age)**



Graph 4.4.3d, shows that regional respondents (75.8%) were more likely to be 'at least' very satisfied than urban respondents (73.9%).

**Graph 4.4.3d**      **Call Centre Satisfaction (by location)**



In **question 24a** the three respondents who were either slightly satisfied or not at all satisfied with the service they received were asked:

**“Why were you slightly satisfied or not at all satisfied?”**

All respondents advised that they were dissatisfied with the length of time taken to attend to their call (6 respondents).

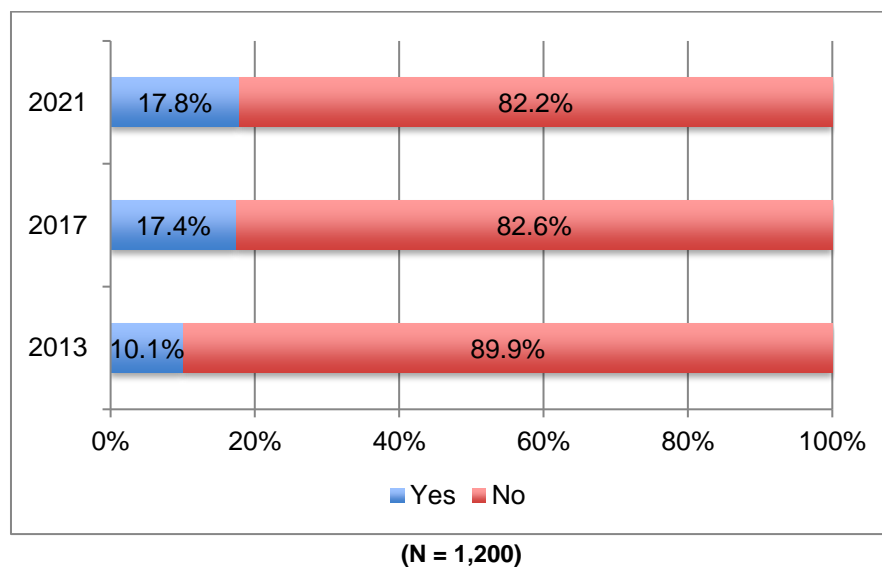
## 4.5 Website

4.5.1 In **question 31**, all survey respondents were asked:

**“Did you use the Commission’s website for information relating to the State Election?”**

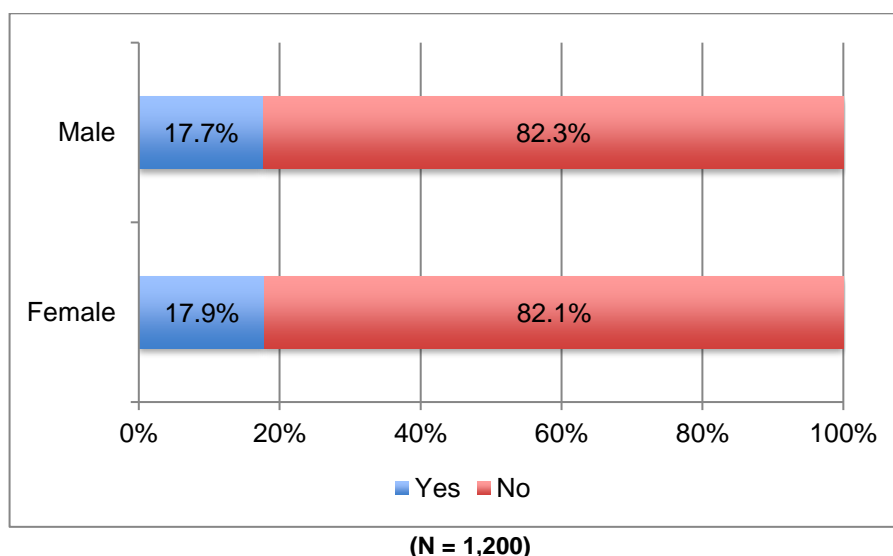
17.8% of respondents made use of the election website compared to 82.2% of respondents who did not make use of it. This represents an increase of 0.4% over the results for 2017.

**Graph 4.5.1a Use of the Commission Election Website**



Graph 4.5.1b shows that females (17.9%) were marginally more likely to have made use of the election website than males (17.7%).

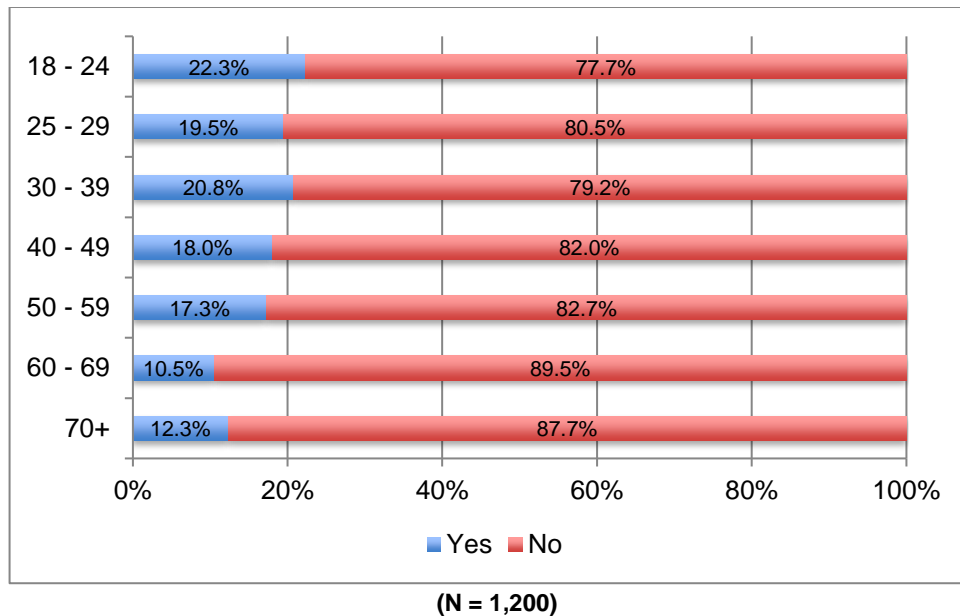
**Graph 4.5.1b Use of the Commission Election Website (by gender)**



Graph 4.5.1c shows that respondents aged 18 to 24 (22.3%) were most likely to have made use of the election website compared to other age groups. Respondents aged 60 to 69 (10.5%) and 70+ (12.3%) were the least likely to have made use of the election website.

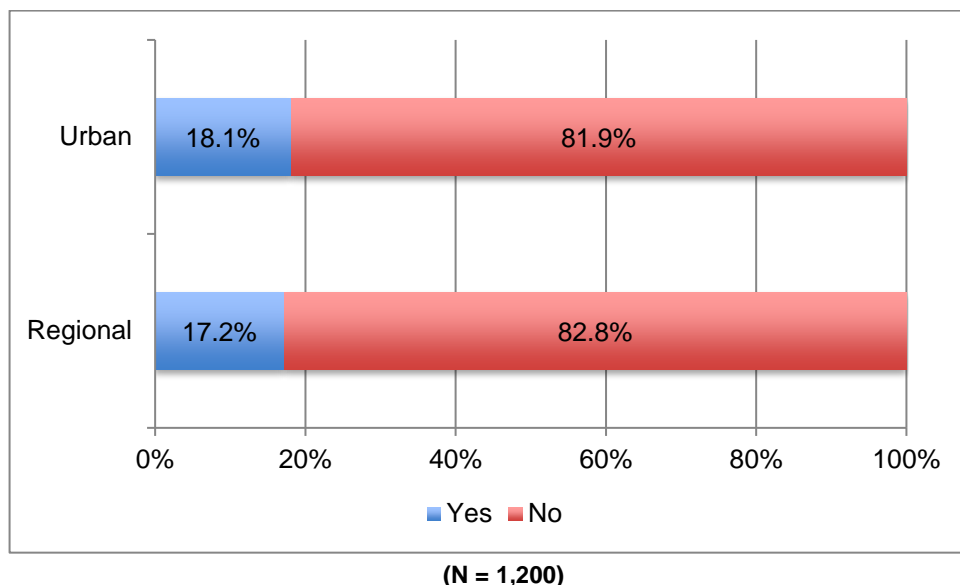
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.5.1c**      **Use of the Commission Election Website (by age)**



Graph 4.5.1d shows that urban respondents (18.1%) were more likely to have made use of the election website than regional respondents (17.2%).

**Graph 4.5.1d**      **Use of the Commission Election Website (by location)**



**4.5.2** In **question 32**, survey respondents who advised that they did make use of the Commission election website (214 respondents) were asked:

**“What did you use the website for?”**

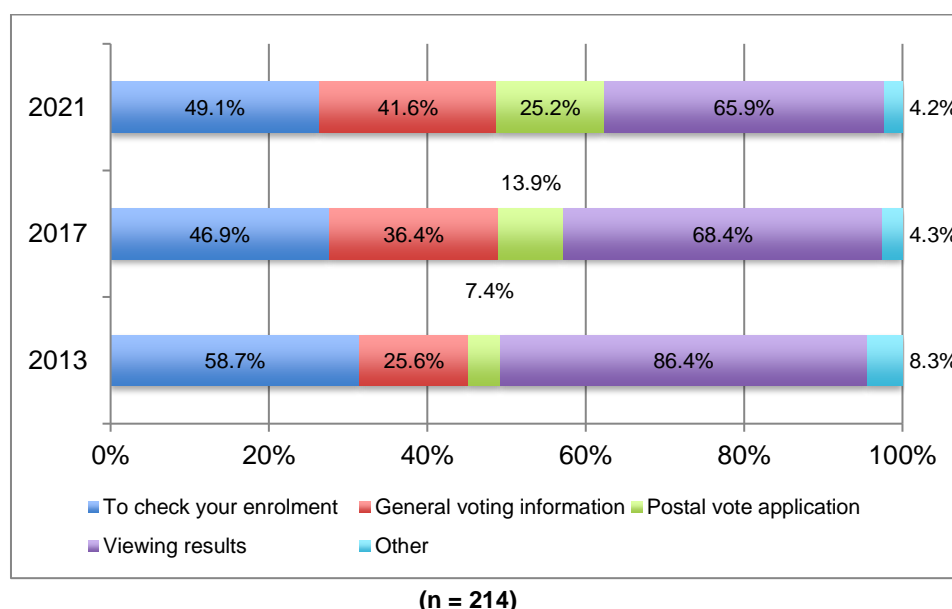
Results tally to greater than 100% as some respondents used the website for multiple purposes.

Graph 4.5.2a shows that 65.9% of the 214 respondents who used the election website for information relating to the State Election used it for viewing election results\*. A further 49.1% of respondents used it to check their enrolment and 41.6% used it for general voting information. 25.2% used the site for a postal vote application. 4.2% used it for ‘other’ reasons.

In the 2021 survey period an increased proportion of respondents used the website for general voting information and postal vote applications, potentially due to the increased focus on alternate voting methods due to the potential for COVID complications.

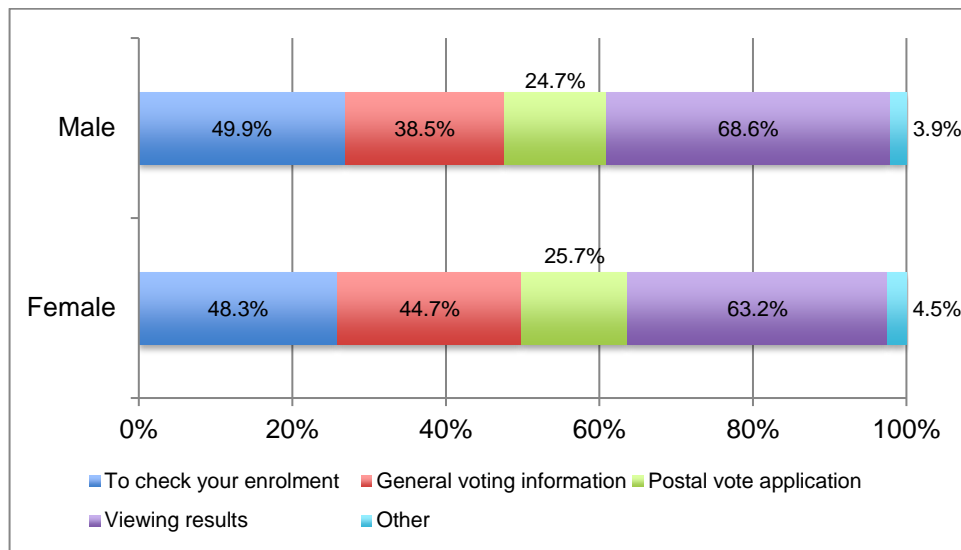
\* It is noted that there is a disparity between respondents to this question advising that they used the Commission website to check for results and a far smaller number advising that they used the Commission website for this purpose in their response to question 12. This disparity is likely due to respondents perceiving question 12 to be for obtaining immediate results and a larger number using the website to check for additional results (including upper house) over a longer period after the initial results were known.

**Graph 4.5.2a**      **Reason for Using Website**



Graph 4.5.2b, presented overleaf, shows that the rankings of website use remain the same across gender, although in different proportions. Males were more likely to use the website to check enrolment details, whereas females were more likely to do so to obtain general voting information.

**Graph 4.5.2b Reason for Using Website (by gender)**

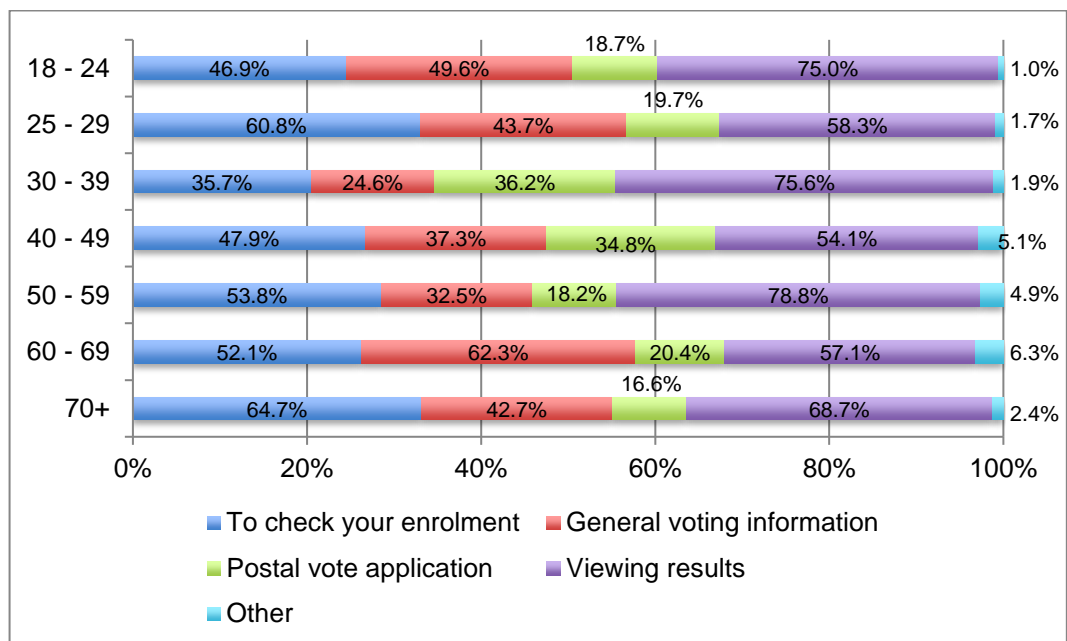


(n = 214)

Graph 4.5.2c shows that the general rankings of website use remain the same across gender (with some exceptions), although in different proportions. Respondents aged 30 to 39 and 18 to 24 were less likely than others to use the website to check enrolment details. Respondents aged 60 to 69 and 18 to 24 were more likely to use the website to obtain general voting information. Respondents aged 30 to 39 were more likely than others to use the website for postal vote applications.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

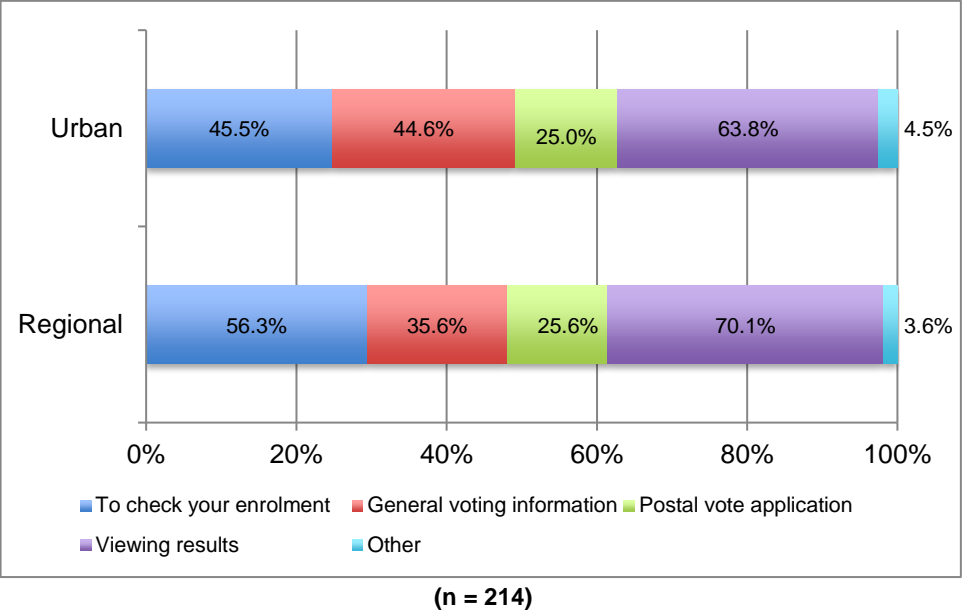
**Graph 4.5.2c Reason for Using Website (by age)**



(n = 214)

Graph 4.5.2d shows that the rankings of website use remain the same across locality, although in different proportions. Regional respondents were far more likely to use the website to check enrolment details, whereas urban respondents were far more likely to do so to obtain general voting information.

**Graph 4.5.2d      Reason for Using Website (by location)**



**4.5.3** In **question 33**, survey respondents who had used the website were asked:

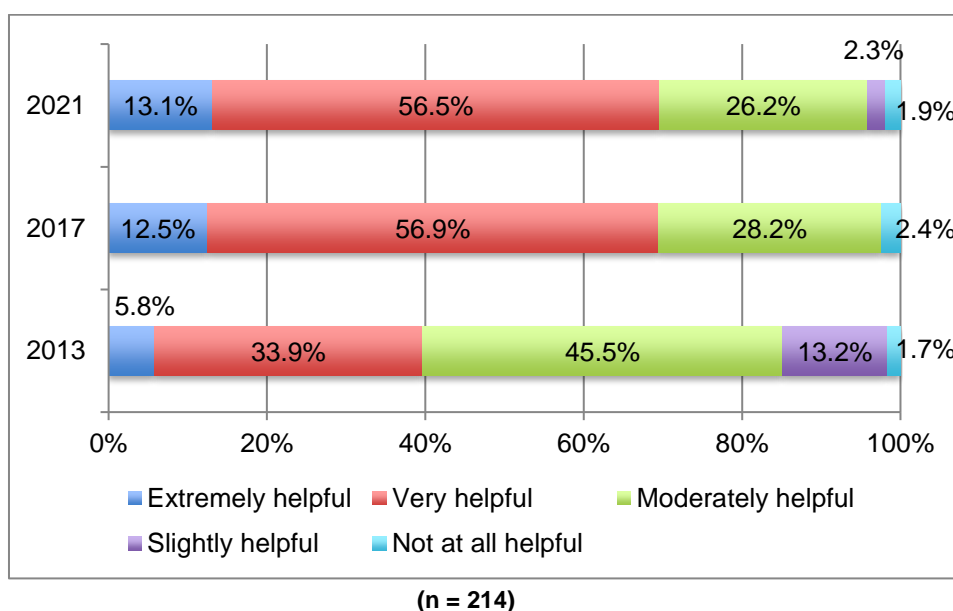
**“How helpful was the website with respect to what you were looking for?”**

The majority of respondents (69.6%) to this question found the election website to be ‘at least’ very helpful with the service they received (13.1% - extremely helpful and 56.5% - very helpful). 26.2% of the 214 respondents found it to be moderately helpful with the service received

1.9% of respondents found it to be not at all helpful (4 respondents).

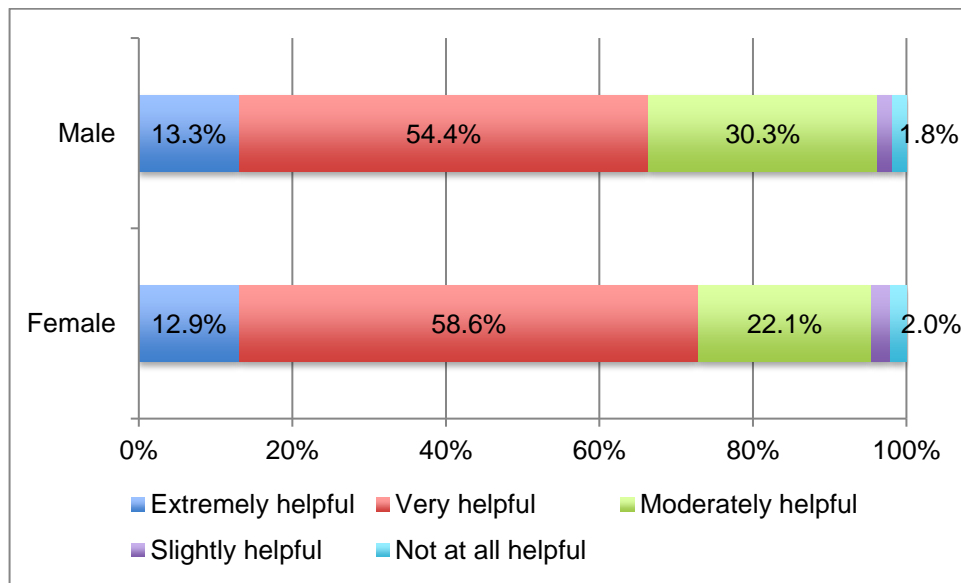
These responses reflect a marginal improvement in the perception of the website’s helpfulness when compared to the results from 2017.

**Graph 4.5.3a**      **Helpfulness of the Election Website**



Graph 4.5.3b, presented overleaf, shows that females (71.7%) were more likely to consider the website to be ‘at least’ very helpful than males (67.0%). Females were four times more likely to consider the website to be not at all helpful than males.

**Graph 4.5.3b Helpfulness of the Election Website (by gender)**

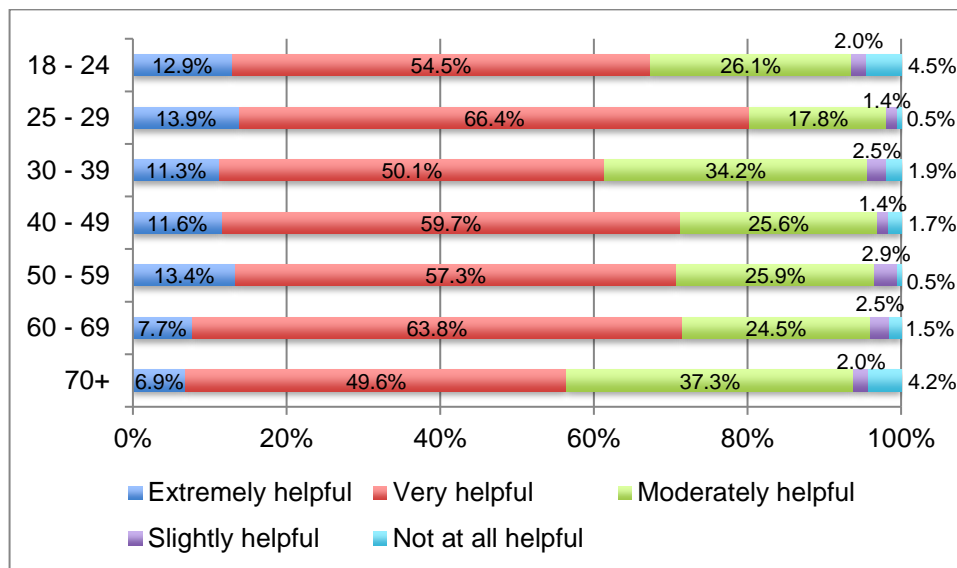


(n = 214)

Graph 4.5.3c shows that respondents aged 25 to 29 (80.3%), 40 to 49 (71.3%) and 60 to 69 (71.5%) were more likely to consider the website to be 'at least' very helpful than other age groups. Respondents aged 70+ (56.5%) and 30 to 39 (61.4%) were the least likely to consider it be 'at least' very helpful.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

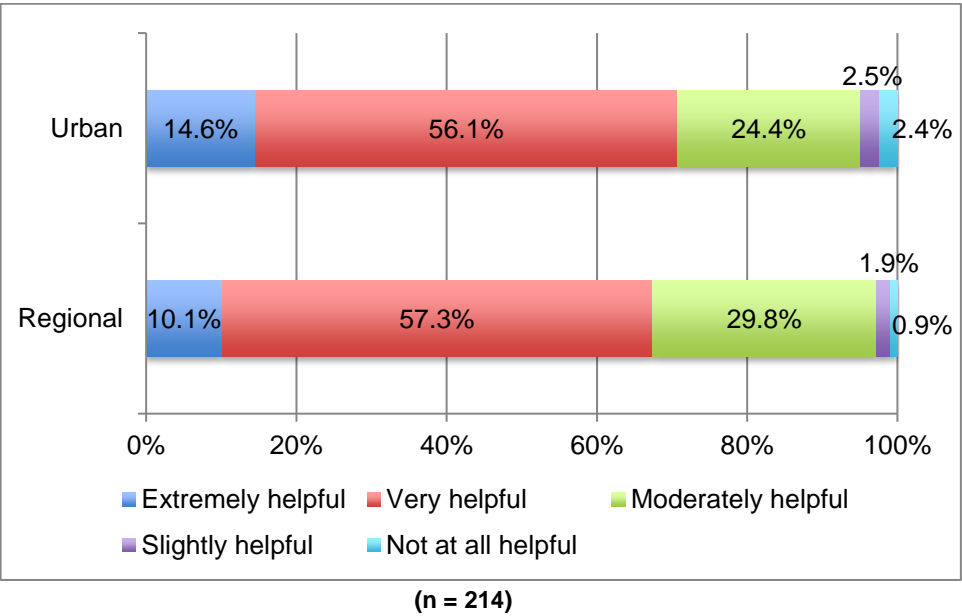
**Graph 4.5.3c Helpfulness of the Election Website (by age)**



(n = 214)

Graph 4.5.3d, presented below, shows that urban respondents (70.7%) were more likely to consider the website to be ‘at least’ very helpful than regional respondents (67.4%). A larger proportion of regional respondents considered the website to be not at all helpful.

**Graph 4.5.3d      Helpfulness of the Election Website (by location)**

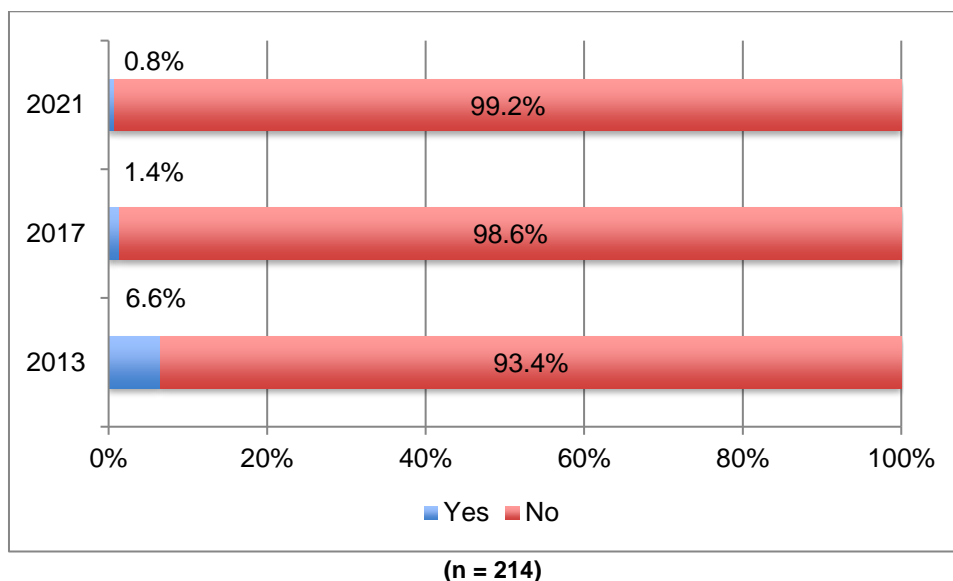


**4.5.4** In **question 28**, survey respondents who had used the website were asked:

**“Was there anything you expected to find on the website but were unable to locate, or do you have any other comments on the website that you would like to make?”**

Graph 4.5.4a shows that 99.2% of respondents were satisfied that the content of the website met their needs, however 0.8% of respondents advised that there were items that they expected to find but could not locate. This reflects a small increase in website expectations being met since the 2017 survey period.

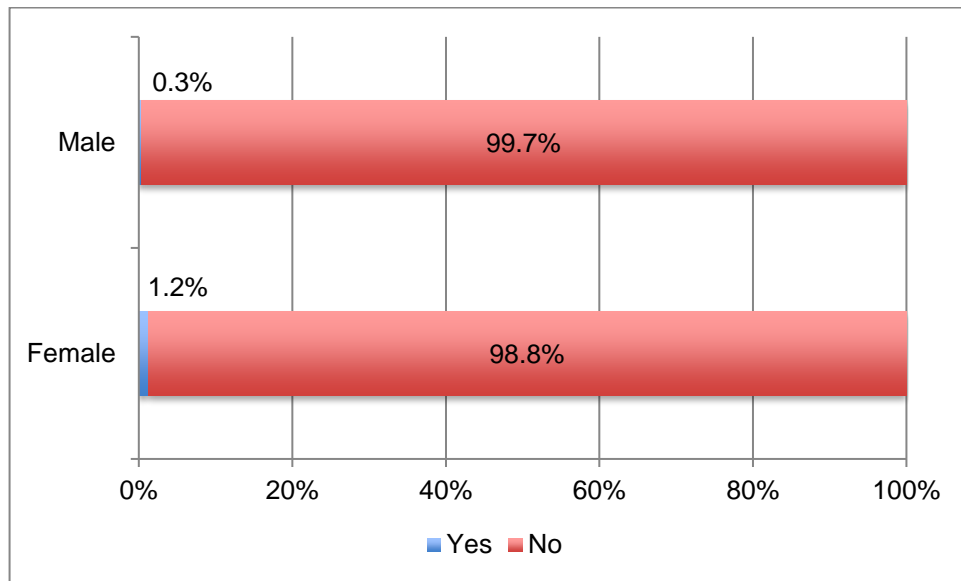
**Graph 4.5.4a**      **Did you Expect to Find Something But Were Unable to Locate it?**



Graph 4.5.4b, presented overleaf, shows that females registered a marginally higher proportion of items that they expected to find but could not locate (1.2%) compared to males (0.3%).

**Graph 4.5.4b**

**Did you Expect to Find Something But Were Unable to Locate it? (by gender)**

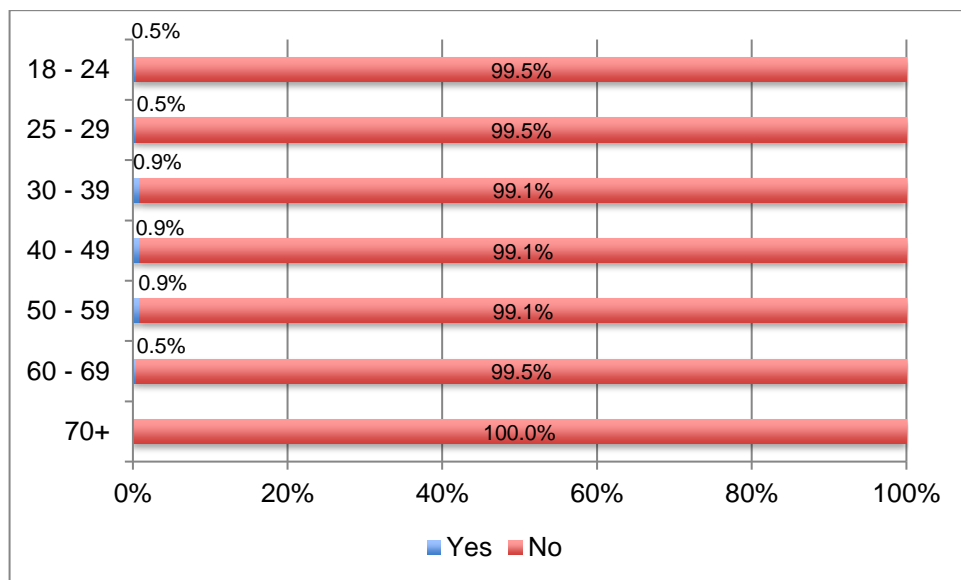


(n = 214)

Graph 4.5.4c shows that few respondents out of most age groups registered any instances where there were items that they expected to find but could not locate (4 respondents).

**Graph 4.5.4c**

**Did you Expect to Find Something But Were Unable to Locate it? (by age)**

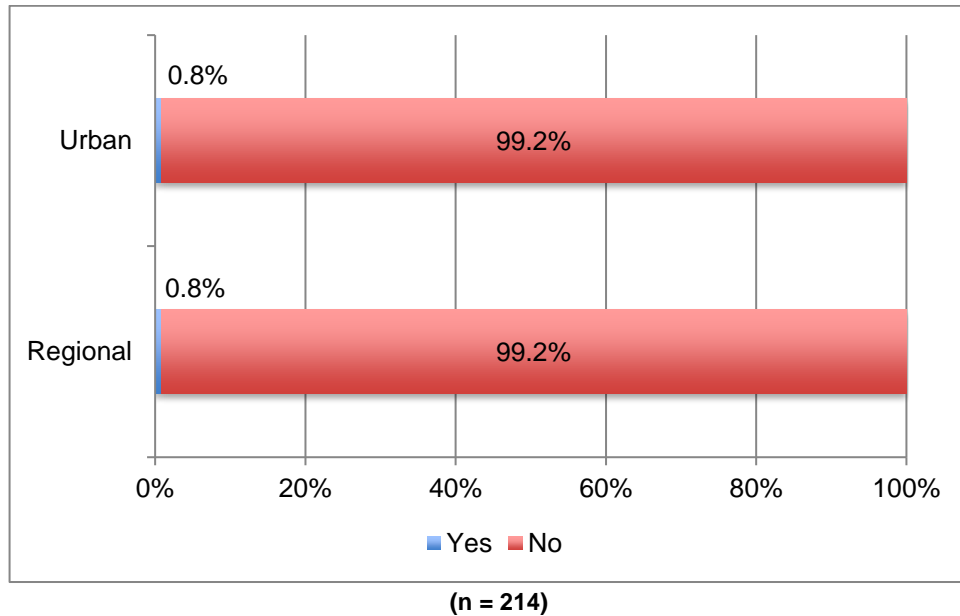


(n = 214)

Graph 4.5.4d, presented overleaf, shows similar proportions of regional and urban respondents registered instances where there were items that they expected to find but could not locate (4 respondents).

**Graph 4.5.4d**

**Did you Expect to Find Something But Were Unable to Locate it? (by location)**



In **question 28a** the nine respondents who indicated that they expected to find alternate information were asked:

**“What did you expect to find but were unable to locate?”** (General website comments were sought from other respondents if they wished to make them).

The key categories were similar to the 2017 survey, but in greater numbers.

The responses were:

	Number	Percentage
More timely results – Upper House	1	25.0%
More timely results – contested lower house seats	2	50.0%
Information on preference allocation among candidates	1	25.0%
<b>Total respondents</b>	<b>4</b>	<b>100%</b>

## **4.6 Community Attitudes to Electronic Voting**

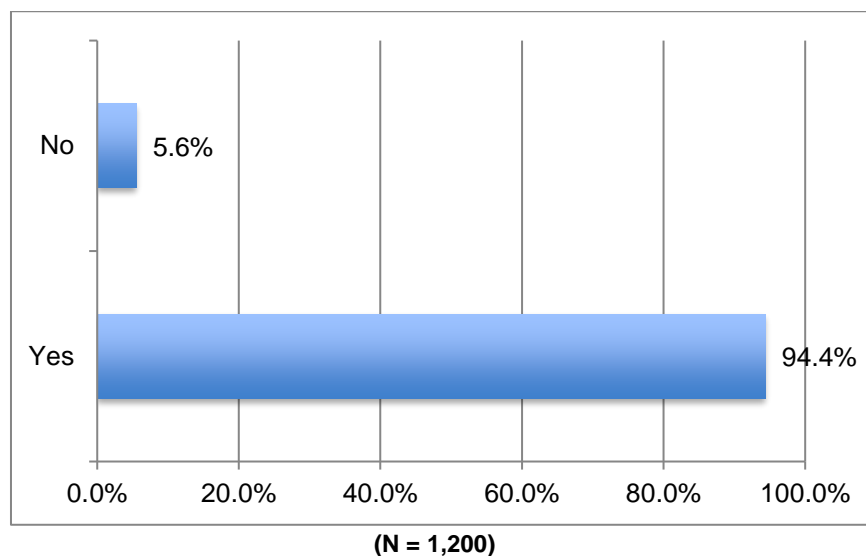
**4.6.1** In **question 35**, all survey respondents were asked:

**“Do you have access to the internet?”**

This survey period reflects the use of a new question to gauge internet access/use, consequently no comparisons to previous survey periods have been made.

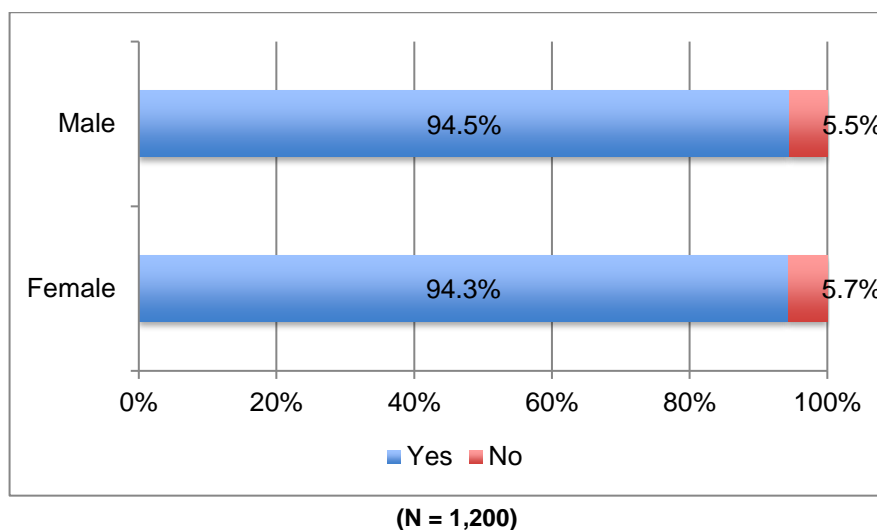
Graph 4.6.1a shows that 94.4% of all survey respondents advised that they have access to the internet, whereas 5.6% do not.

**Graph 4.6.1a Access to the Internet**



Graph 4.6.1b shows that males (94.5%) were more likely to have access to the internet, whereas 94.3% of females advised that they have access.

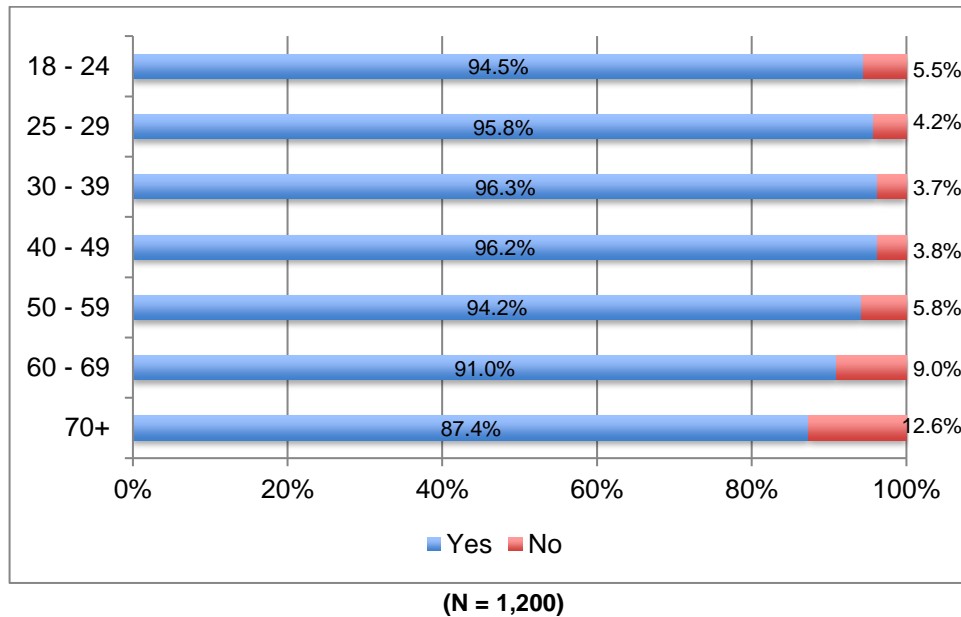
**Graph 4.6.1b Access to the Internet (by gender)**



Graph 4.6.1c shows that respondents aged 60 and above were the least likely to have access to the internet. Respondents aged 30 to 39 (96.3%) and 40 to 49 (96.2%) were the most likely age categories to have access to the internet.

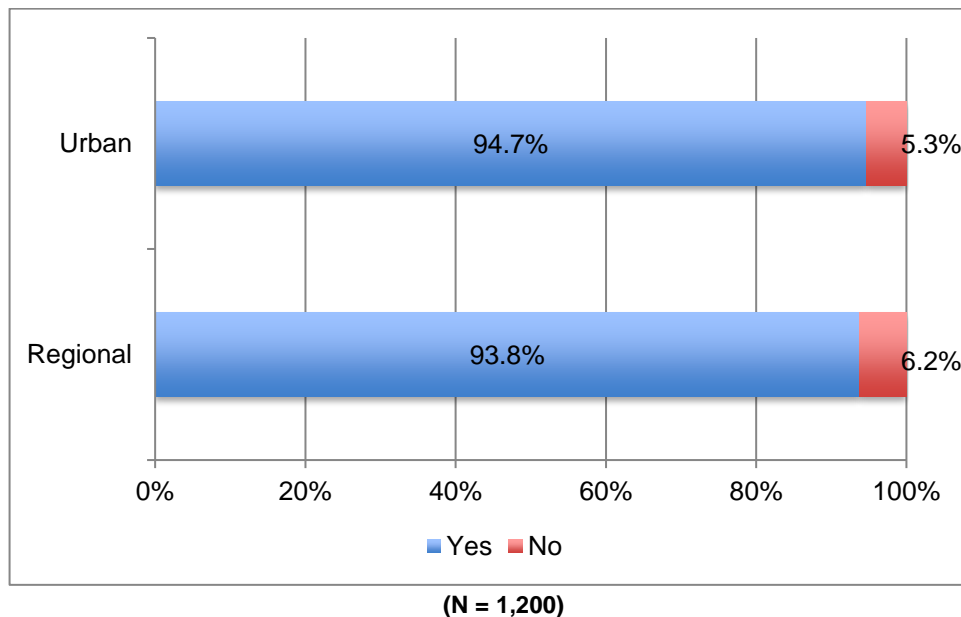
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.6.1c**      **Access to the Internet (by age)**



Graph 4.6.1d shows that access to the internet is more likely across urban respondents (94.7%).

**Graph 4.6.1d**      **Access to the Internet (by location)**



**4.6.2** In **question 36**, all survey respondents were asked:

**“On the following scale, how secure would you feel voting via the internet?”**

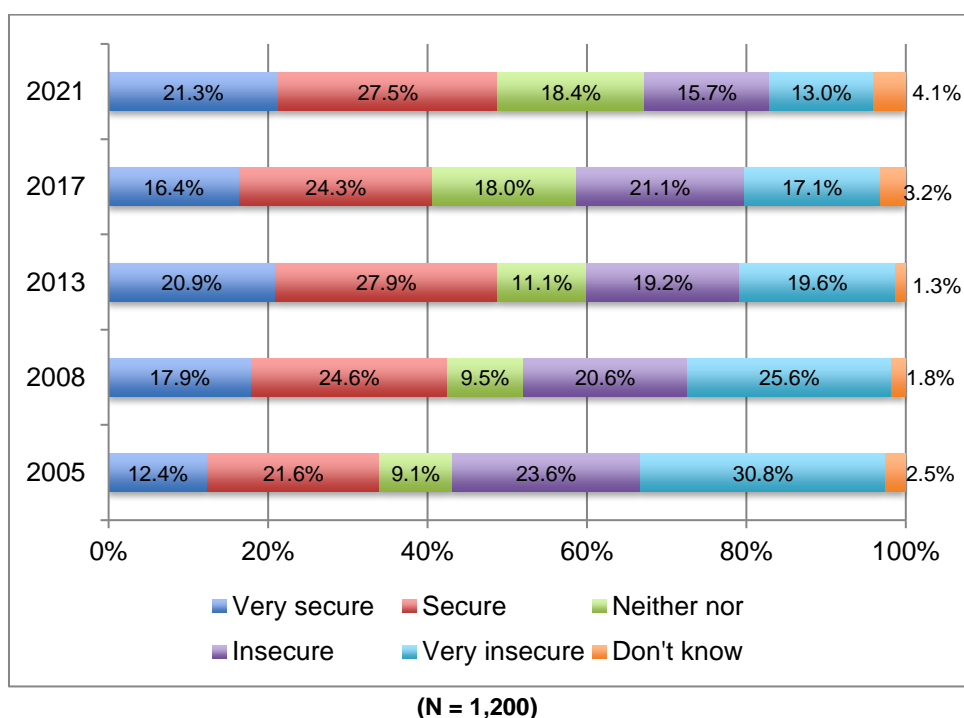
The results shown in Graph 4.6.2a reflect an increasing sense of security in the community in relation to voting via the internet since 2005. Those who feel ‘at least’ secure about voting in this manner form the largest proportion for the third survey period in a row.

The largest proportion of survey respondents (48.8% - up from 42.7% in 2017) felt ‘at least’ secure about voting via the internet. 27.5% of respondents felt secure about voting in this way, whereas a further 21.3% felt very secure.

28.7% of respondents felt insecure about voting via the internet (15.7% - insecure and 13.0% - very insecure). This represented a decrease in insecurity of 9.5% since 2017.

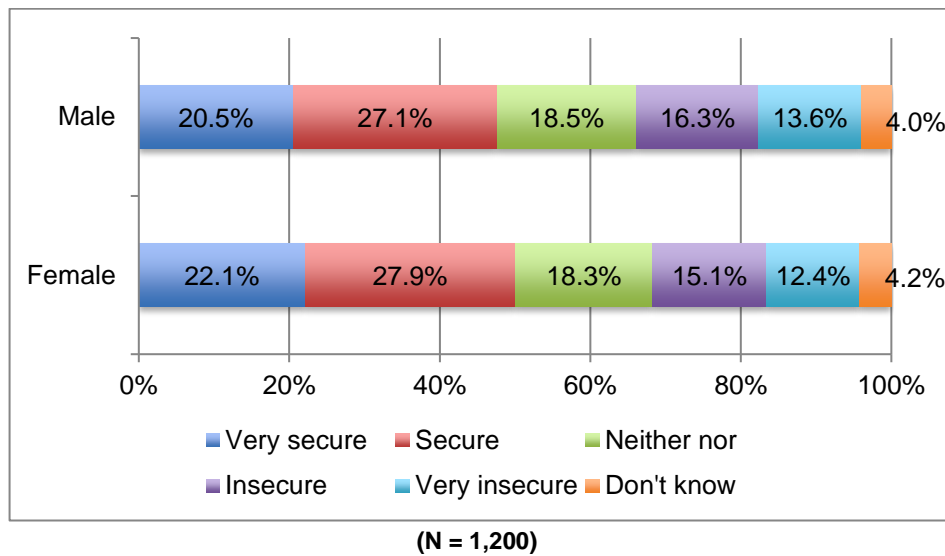
18.4% of respondents were neutral on the issue and 4.1% of respondents were unsure of their response.

**Graph 4.6.2a**      **Security Perception of Internet Voting**



Graph 4.6.2b, presented overleaf, shows similar ‘at least’ secure scores for males and females. Females were more likely to feel secure (50.0%) when compared to males (47.6%).

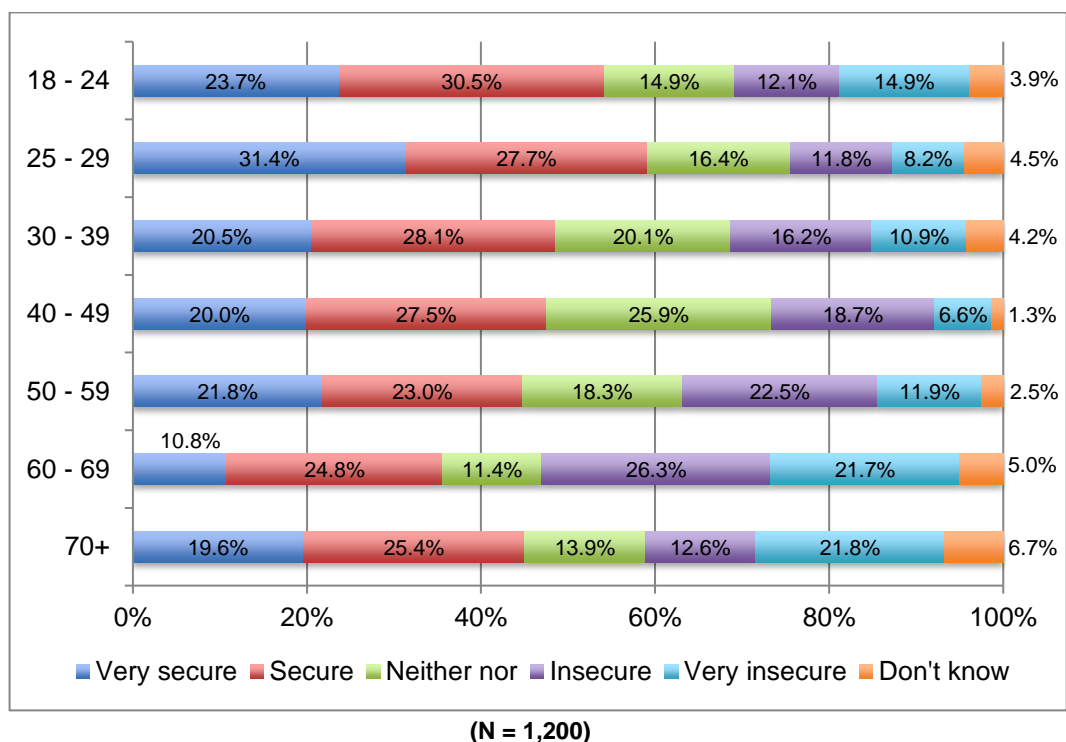
**Graph 4.6.2b      Security Perception of Internet Voting (by gender)**



Graph 4.6.2c1 shows that, in general, respondents were less likely to feel secure voting via the internet as they aged. One exception to this was that the 70+ age group felt marginally more secure voting via this method than those aged 60 to 69. The other exception was that the 18 to 24 age group felt marginally less secure voting via this method than those aged 25 to 29.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.6.2c1      Security Perception of Internet Voting (by age)**

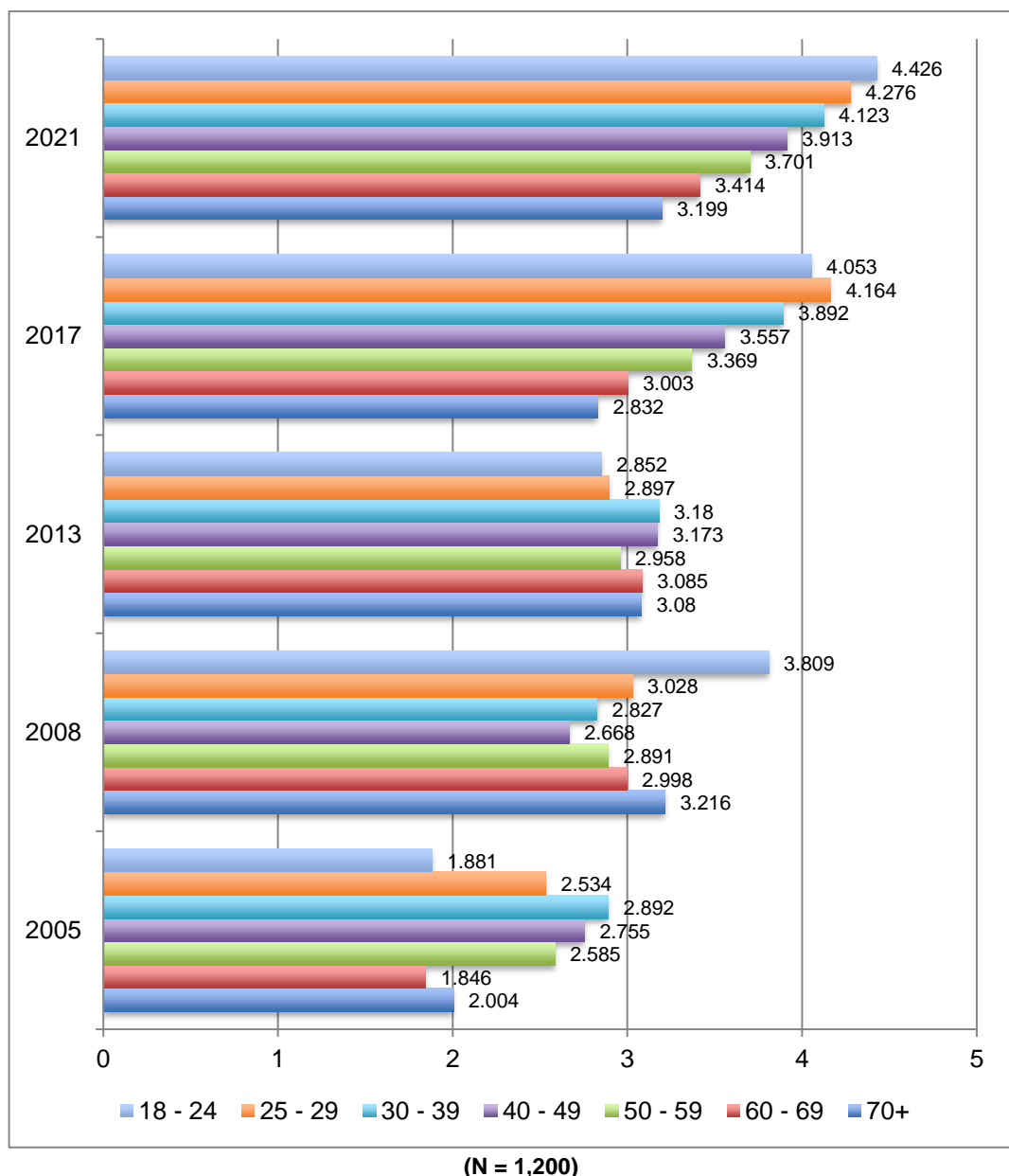


Graph 4.6.2c2 shows that, in general, respondents were more likely to feel secure voting via the internet as they aged as well as over time periods. Since the 2005 survey period, all age groups have shown an increase in their perception that voting via the internet is secure.

Graph 4.4.2.c2 shows an average score of sense of security, where a score of 5 represents that the respondent feels very secure voting via this method and a score of 1 feels that they feel very insecure. 'Don't know' scores have been removed from the calculations.

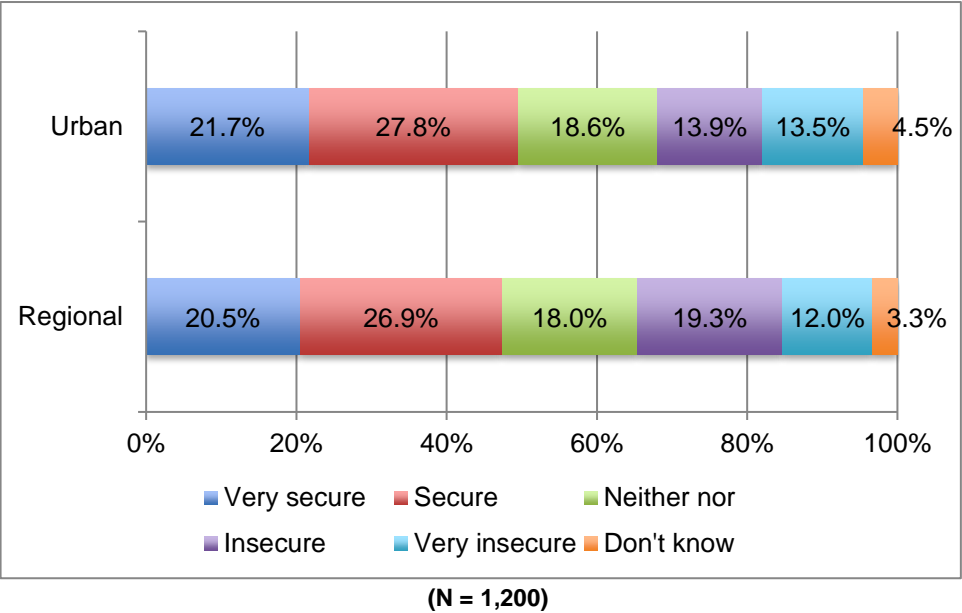
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.6.2c2**     **Security Perception of Internet Voting (by age and by survey period)**



Graph 4.6.2d shows that regional respondents were more likely to feel insecure (31.3%) when compared to urban respondents. Urban respondents were more likely to be either neutral on the issue (18.6%) or unsure (4.5%) than regional respondents.

**Graph 4.6.2d      Security Perception of Internet Voting (by location)**



**4.6.3** In **question 37**, all survey respondents were asked:

**“If you believed the election process was secure and the facility was available, how likely would you be to use the internet to vote at a state general election?”**

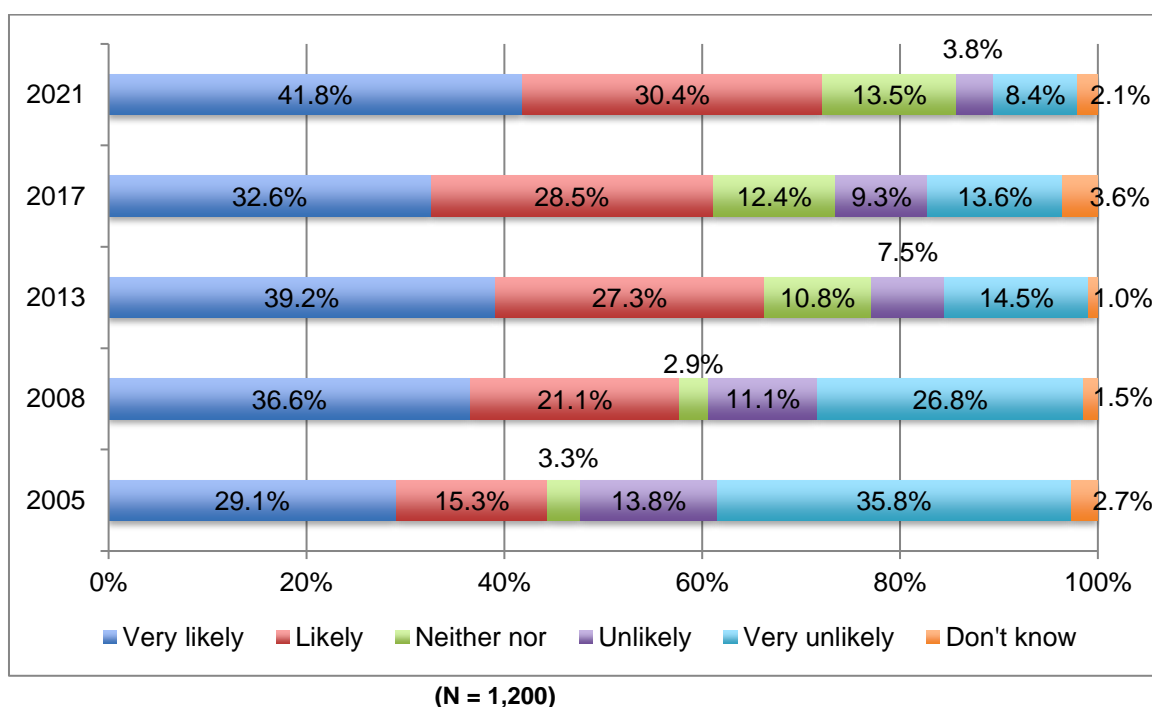
The results shown in Graph 4.6.3a show an increasing likelihood of voting via the internet, since 2005, if it was believed that the process was secure and the facility was available.

72.2% of respondents felt ‘at least’ likely to vote via the internet (30.4% - likely and 41.8% - very likely). This reflected an increase of 11.1% since 2017.

12.2% of all survey respondents felt ‘at most’ unlikely to vote at a state general election via the internet. 3.8% of respondents felt unlikely to vote in this way, whereas a further 8.4% felt very unlikely.

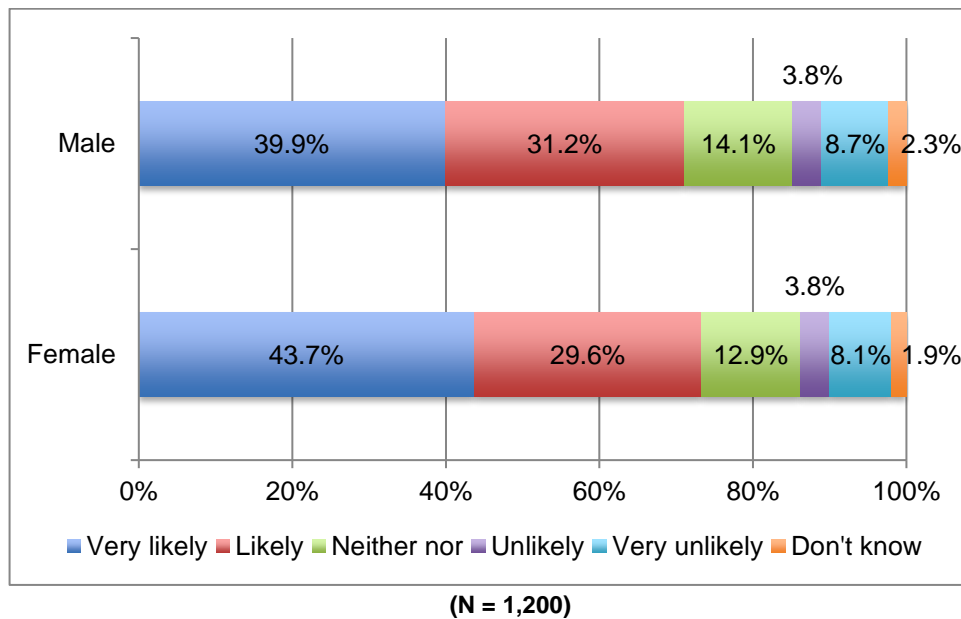
13.5% of respondents were neither likely nor unlikely to use the internet to vote and 2.1% of respondents did not know what answer to provide.

**Graph 4.6.3a**      **Likelihood of Voting Via the Internet**



Graph 4.6.3b, presented overleaf, shows that ‘at least’ likely scores for males (71.1%) are marginally lower than for females (73.3%), with the only key difference in the intensity of the scores within the category. Females were more likely to feel very likely to vote in this manner (43.7%) when compared to males (39.9%).

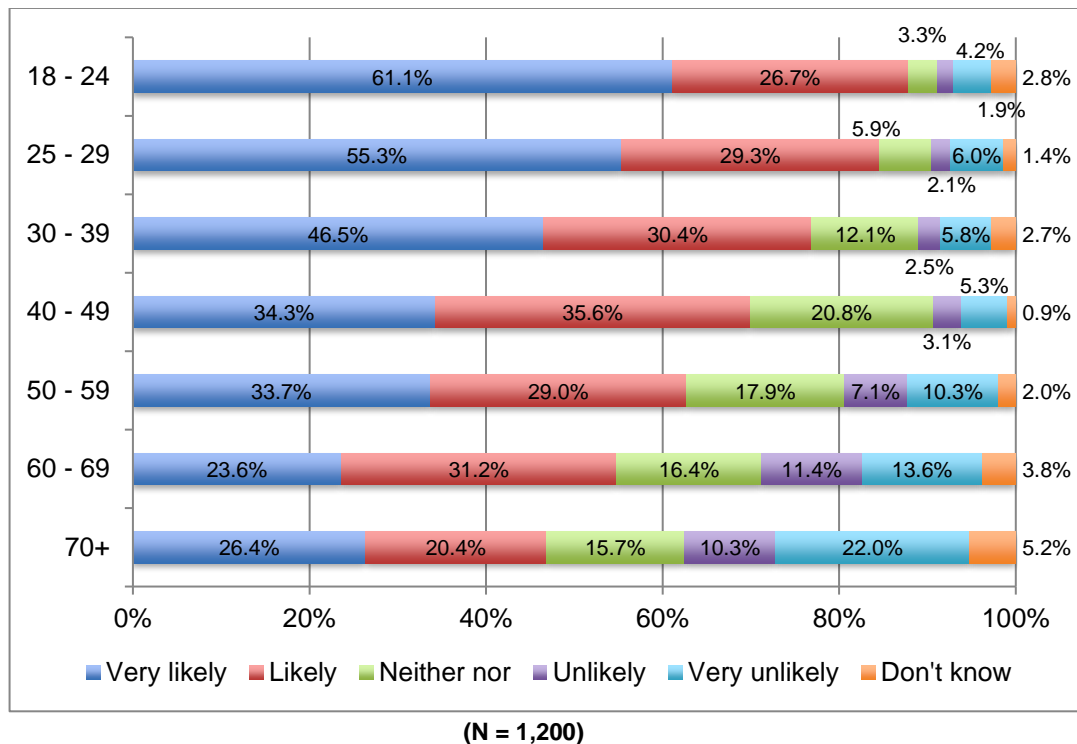
**Graph 4.6.3b**      **Likelihood of Voting Via the Internet (by gender)**



Younger age groups were more likely to vote via the internet than were older age groups. Graph 4.6.3c provides a breakdown of responses based on age.

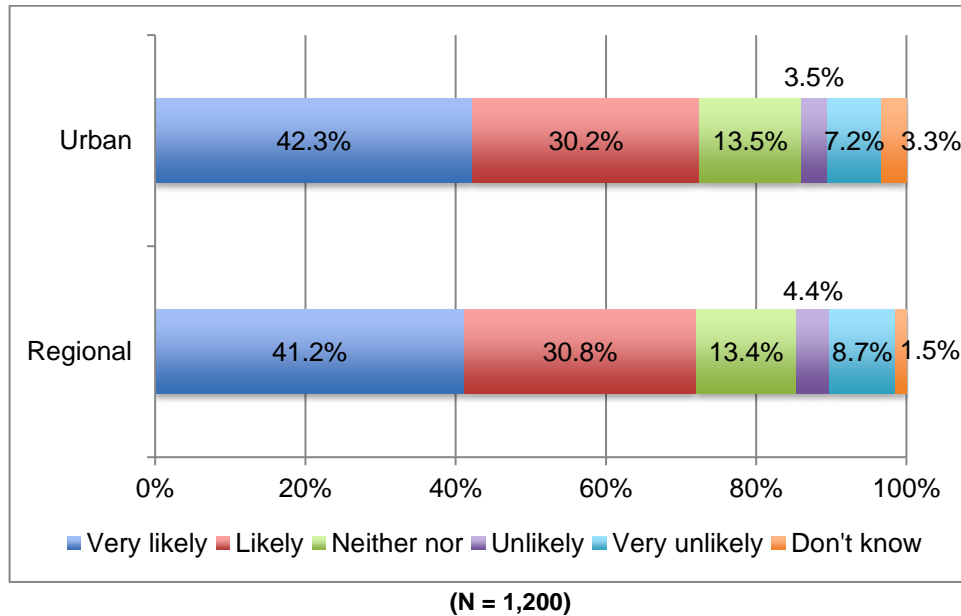
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.6.3c**      **Likelihood of Voting Via the Internet (by age)**



Graph 4.6.3d shows that urban respondents were only marginally more likely to vote via the internet (72.5%) when compared to regional respondents (72.0%). A larger proportion of regional respondents were unlikely to vote in this way (13.1%) than urban respondents (10.7%).

**Graph 4.6.3d**      **Likelihood of Voting Via the Internet (by location)**



In **question 37a** respondents who indicated that they were likely to use the internet to vote at a state general election were asked:

**“If likely or very likely, why is that?”**

It should be noted that responses will tally to greater than 100% as more than one response was permitted in this question. The key category responses were:

	Number	Percentage
COVID	314	36.3%
Convenience	276	31.9%
Speed	171	19.7%
Only if secure	143	16.5%
Easier to use	37	4.3%
Other	25	2.9%
<b>Total respondents</b>	<b>866</b>	<b>100%</b>

In **question 37b** respondents who indicated that they were **unlikely** to use the internet to vote at a state general election were asked:

**“If unlikely or very unlikely, why is that?”**

It should be noted that responses will tally to greater than 100% as more than one response was permitted in this question. The key category responses were:

	Number	Percentage
Security issues	109	74.7%
Don't use the internet	31	21.2%
Don't trust the internet	18	12.3%
Habit	17	11.6%
Age	15	10.3%
Other	11	7.5%
<b>Total respondents</b>	<b>146</b>	<b>100%</b>

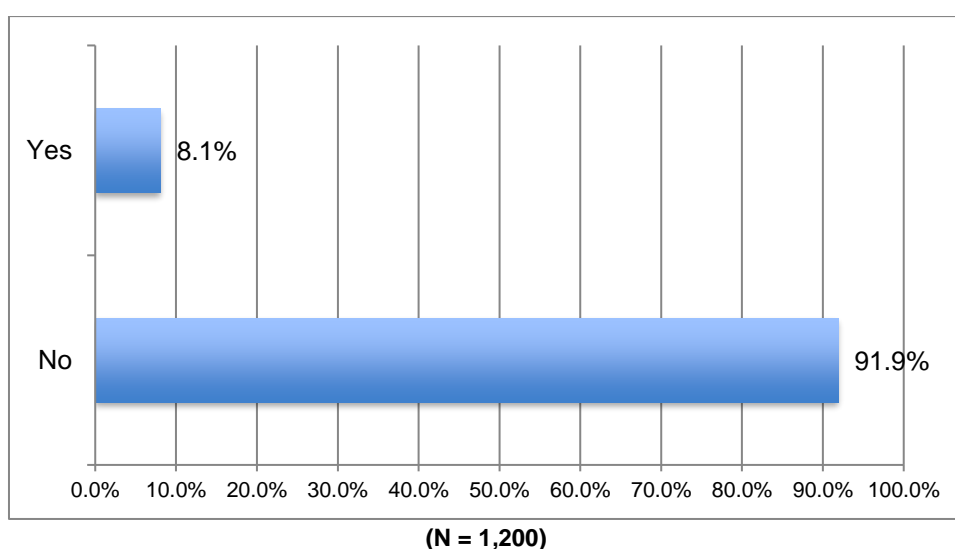
**4.6.4** In **question 38**, all survey respondents were asked:

**“Were you aware that the Commission made telephone assisted voting available at this election for eligible electors who could not vote otherwise without assistance?”**

This survey period reflects the use of a new question to gauge awareness of telephone assisted voting, consequently no comparisons to previous survey periods have been made.

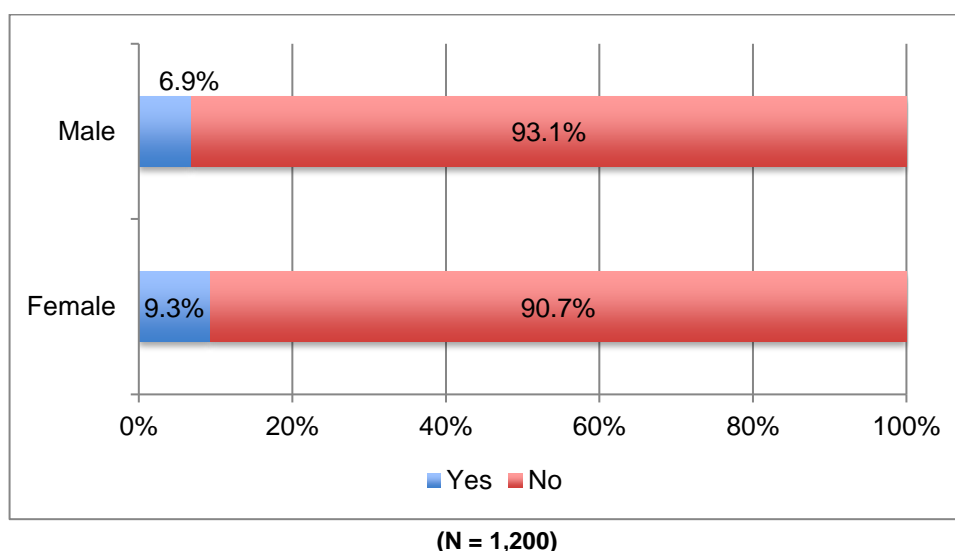
Graph 4.6.4a shows that 8.1% of all survey respondents advised that they were aware of telephone assisted voting, whereas 91.9% were not aware.

**Graph 4.6.4a**      **Awareness of Telephone Assisted Voting**



Graph 4.6.1b shows that males (6.9%) were less likely to be aware of telephone assisted voting, whereas 9.3% of females were aware.

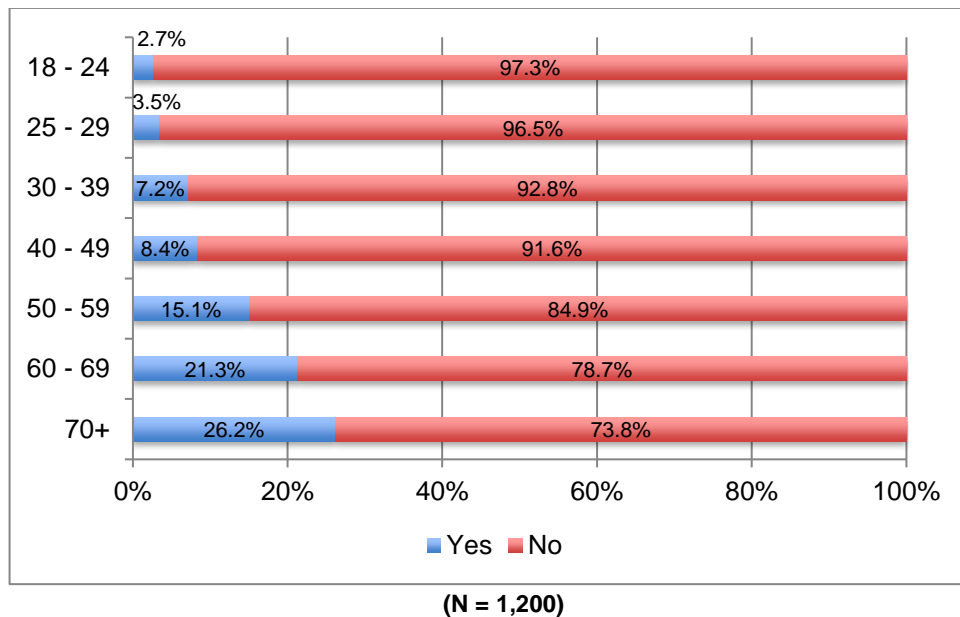
**Graph 4.6.1b**      **Awareness of Telephone Assisted Voting (by gender)**



Graph 4.6.4c shows that respondents aged 60 and above were the most likely to be aware of telephone assisted voting. Respondents aged 30 or below were the least likely age categories to be aware of this.

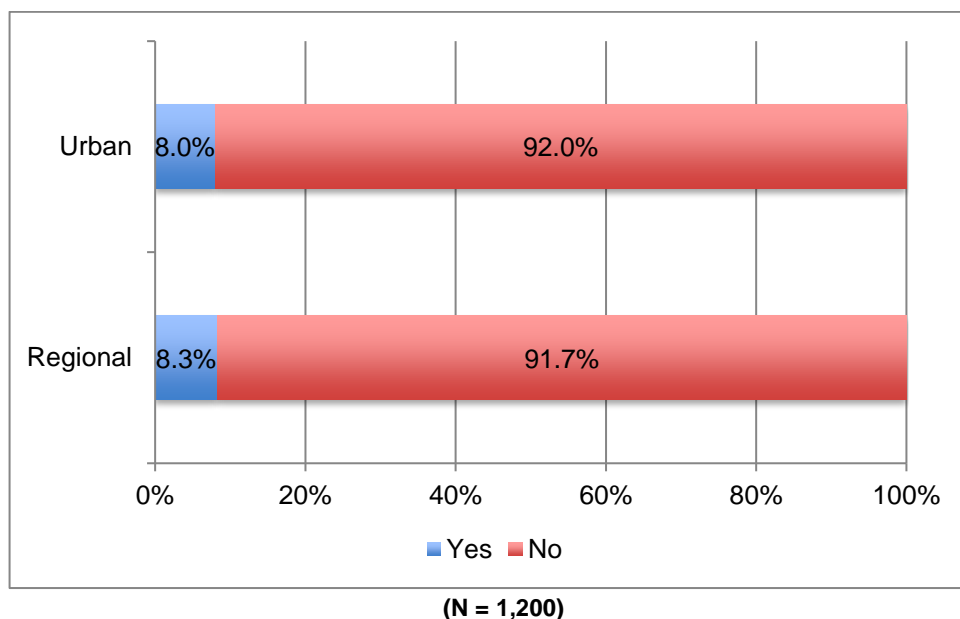
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.6.4c**      **Awareness of Telephone Assisted Voting (by age)**



Graph 4.6.4d shows that awareness of telephone assisted voting is marginally more likely across regional respondents (8.3%).

**Graph 4.6.4d**      **Awareness of Telephone Assisted Voting (by location)**



**4.6.5** In **question 39**, all survey respondents were asked:

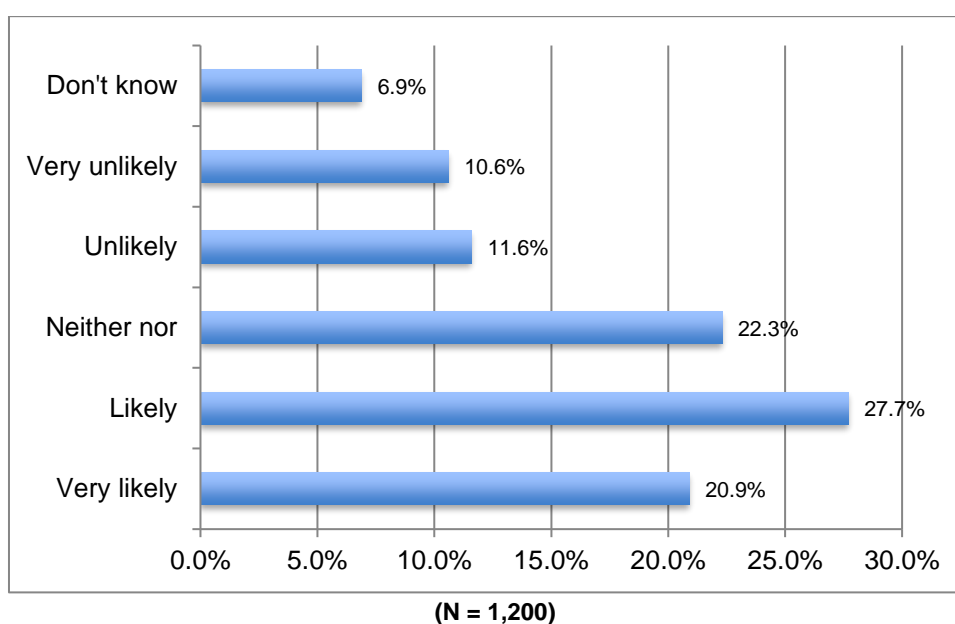
**“If you were eligible to provide your voting preferences to a telephone operator to complete your ballot papers for you, how likely would you be to use such a service?”**

The results shown in Graph 4.6.5a show that 48.6% of respondents felt ‘at least’ likely to vote via telephone assisted voting (27.7% - likely and 20.9% - very likely).

22.6% of all survey respondents felt ‘at most’ unlikely to vote via telephone assisted voting. 11.6% of respondents felt unlikely to vote in this way, whereas a further 10.6% felt very unlikely.

22.3% of respondents were neither likely nor unlikely to use telephone assisted voting and 6.9% of respondents did not know what answer to provide.

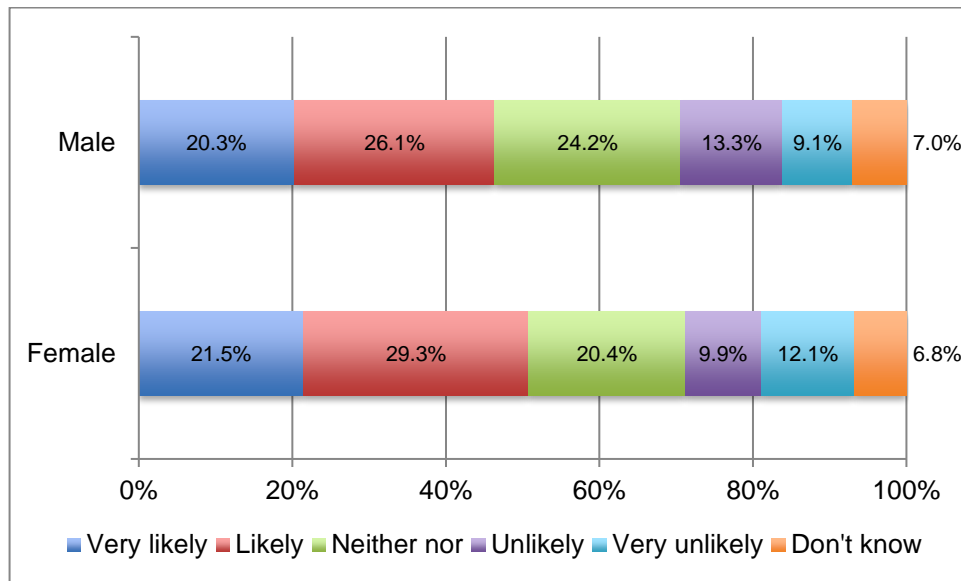
**Graph 4.6.5a**      **Likelihood of Voting Via Telephone Assisted Voting**



Graph 4.6.5b, presented overleaf, shows that ‘at least’ likely scores for males (46.4%) are lower than for females (50.8%).

**Graph 4.6.5b**

**Likelihood of Voting Via Telephone Assisted Voting  
(by gender)**



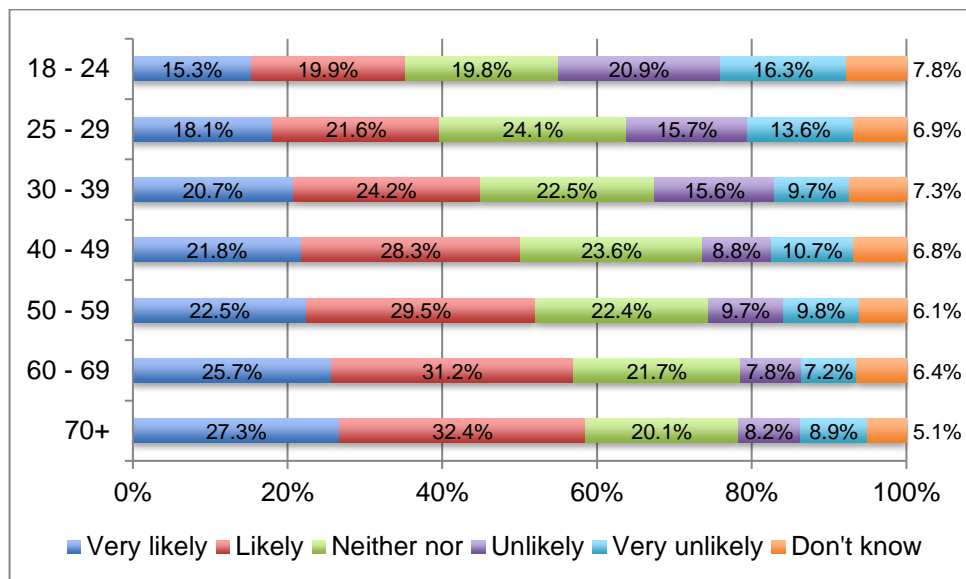
(N = 1,200)

Younger age groups were less likely to vote via telephone assisted voting than were older age groups. Graph 4.6.5c provides a breakdown of responses based on age.

Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

**Graph 4.6.5c**

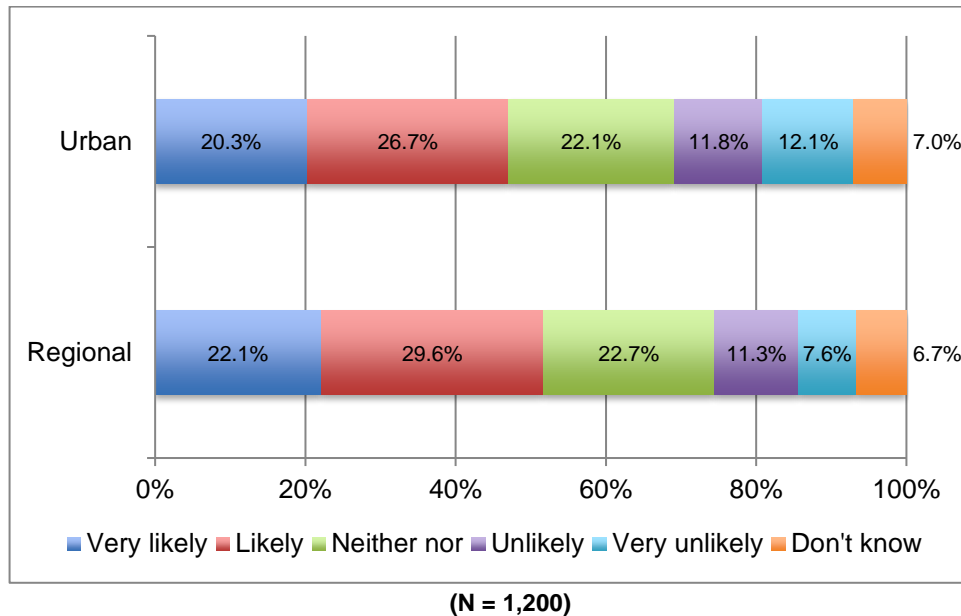
**Likelihood of Voting Via Telephone Assisted Voting  
(by age)**



(N = 1,200)

Graph 4.6.5d shows that regional respondents were more likely to vote via telephone assisted voting (51.7%) when compared to urban respondents (47.0%). A larger proportion of urban respondents were unlikely to vote in this way (23.9%) than regional respondents (18.9%).

**Graph 4.6.5d**      **Likelihood of Voting Via Telephone Assisted Voting (by location)**



In **question 37a** respondents who indicated that they were likely to use telephone assisted voting to vote at a state general election were asked:

**“If likely or very likely, why is that?”**

It should be noted that responses will tally to greater than 100% as more than one response was permitted in this question. The key category responses were:

	Number	Percentage
Convenience	155	26.6%
COVID	139	23.8%
Easier to use	97	16.6%
Speed/quicker to use	84	14.4%
Only if secure	72	12.3%
No queues	52	8.9%
Other	37	6.3%
<b>Total respondents</b>	<b>583</b>	<b>100%</b>

In **question 37b** respondents who indicated that they were **unlikely** to use telephone assisted voting to vote at a state general election were asked:

**“If unlikely or very unlikely, why is that?”**

It should be noted that responses will tally to greater than 100% as more than one response was permitted in this question. The key category responses were:

	Number	Percentage
Security issues	124	45.8%
Don't want to give my vote to a person (privacy)	89	32.8%
Don't trust the system	63	23.2%
Queues on the telephone – wait too long	35	12.9%
Other	23	8.5%
<b>Total respondents</b>	<b>271</b>	<b>100%</b>

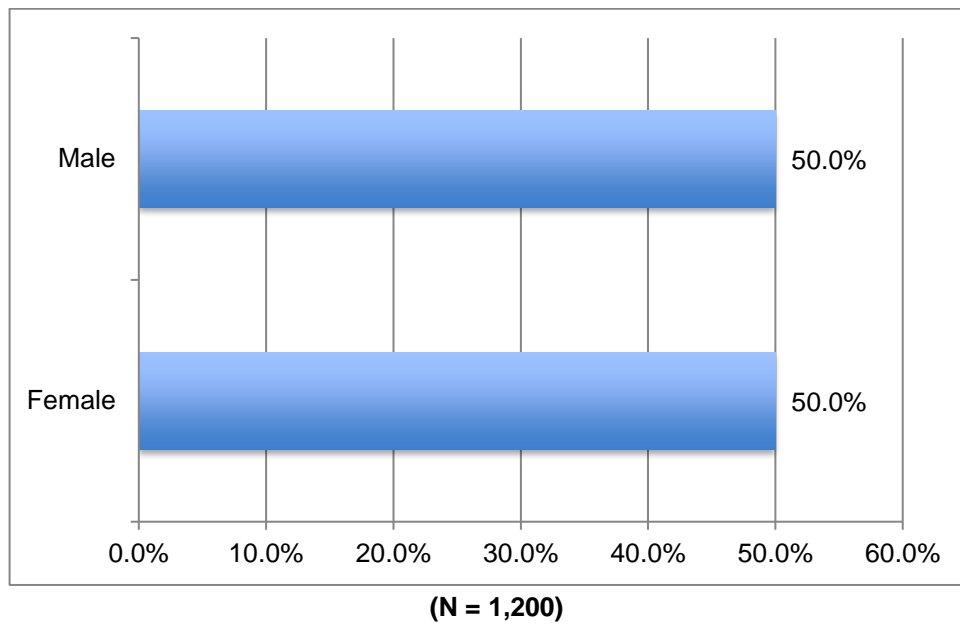
## **4.7 Demographics**

**4.7.1** In **question 40**, interviewers noted the gender of all survey respondents.

It should be noted that rigid stratification was in place to ensure that an equal proportion of male and female respondents was obtained for this survey.

50.0% of survey respondents were female compared to 50.0% of male respondents. None of the respondents chose not to provide their gender, and no respondents classified themselves as non-binary.

**Graph 4.7.1**      **Gender of Respondents**



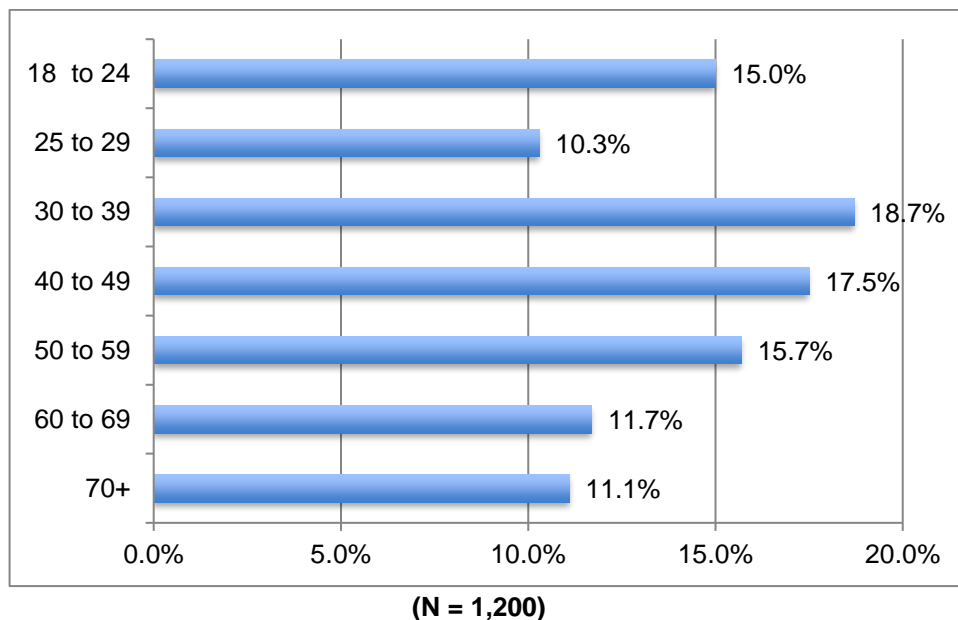
**4.7.2** In **question 41**, all survey respondents were asked:

**“Which of the following groupings best represents your age?”**

It should be noted that rigid stratification was in place to ensure that the proportion of ages of survey participants reflected the proportions represented in Australian Bureau of Statistics for the State of Western Australia.

The completed survey returns based on age reflected that 18.7% of respondents were aged between 30 to 39, 17.5% between 40 to 49 and 15.7% between 50 to 59. 15.0% were between 18 to 24, 11.7% were between 60 to 69, 11.1% were aged 70 or above and 10.3% were between 25 to 29.

**Graph 4.7.2**      **Age of Respondents**



**4.7.3** In question 42, all survey respondents were asked:

**“What is your country of birth?”**

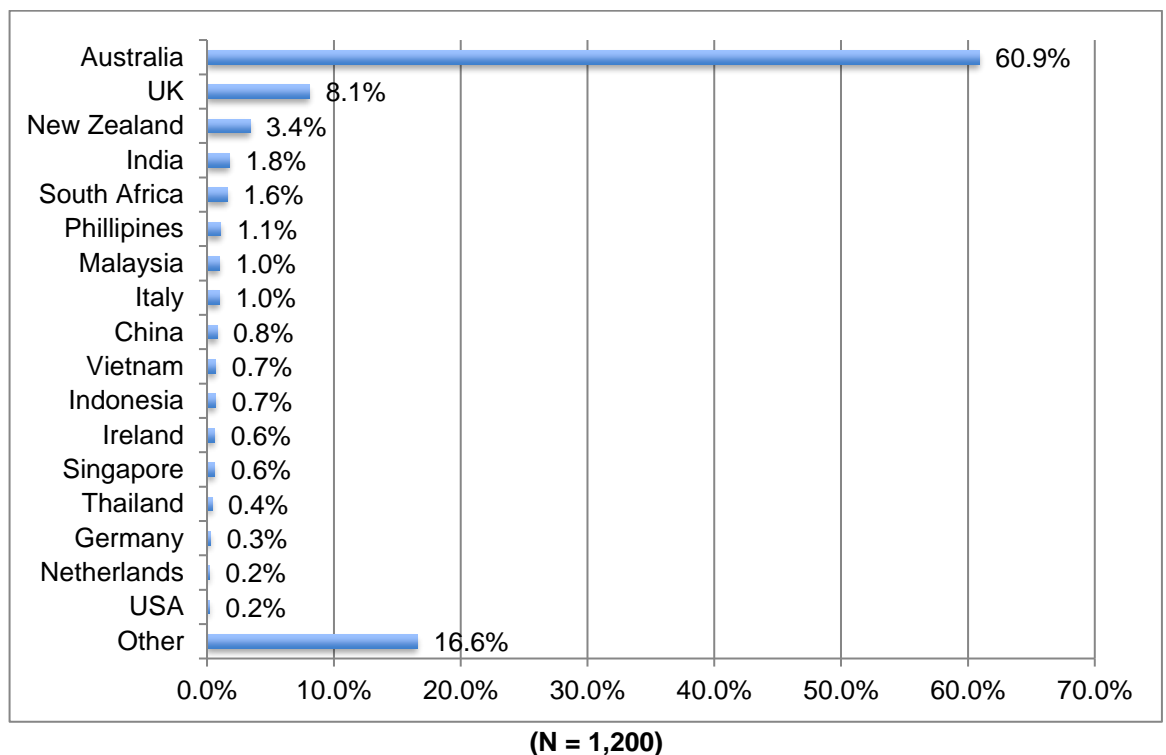
Graph 4.7.3 shows that Australia was nominated as the most frequent country of birth (60.9%).

Countries of birth other than Australia represented 39.1% of all eligible voters.

The key country constituting non-Australian countries of origin was the UK (8.1%). Other more frequently mentioned countries included New Zealand (3.4%), India (1.8%), South Africa (1.6%), the Phillipines (1.1%), Malaysia (1.0%) and Italy (1.0%).

469 (39.1%) respondents to the survey were born outside of Australia.

**Graph 4.7.3**      **Country of Birth**

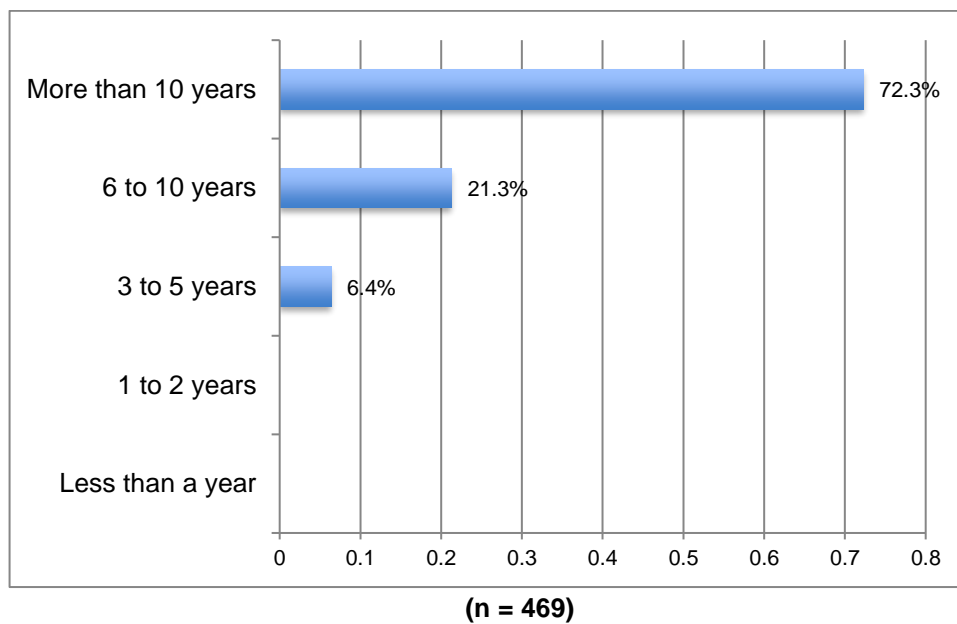


**4.7.4** In **question 43**, survey respondents who were not born in Australia (469 respondents) were asked:

**“How long have you lived in Australia?”**

Just over 72% of these respondents (72.3%) advised that they had lived in Australia for greater than 10 years. 21.3% had lived in Australia for between 6 to 10 years with the remaining 6.4% having lived here for between 3 to 5 years.

**Graph 4.7.4**      **Length of Residence in Australia**



# **Appendix**

## **Questionnaire**