Report on the Western Australian Electoral Commission Survey of Voters - State General Election 2013

(April 2013)

Prepared by

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1.0   INTRODUCTION

The 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 first election held under these laws was in March 2013.

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 the 9 March 2013 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
- Easy Vote Card awareness and satisfaction
- 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 Asset 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

Asset 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 the Electronic White Pages. 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

Asset 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. These were obtained from both regional and metropolitan voters. The numbers in each category and their corresponding potential sampling errors are detailed in the following table.

Table A – Sampling Error Breakdown

	Sample size	Possible sampling error
Metropolitan respondents	**900**	**+/- 3.34%**
East Metropolitan	300	+/- 5.78%
North Metropolitan	300	+/- 5.78%
South Metropolitan	300	+/- 5.78%
Regional respondents	**300**	**+/- 5.78%**
Agricultural	100	+/- 10.0%
Mining and Pastoral	100	+/- 10.0%
South West	100	+/- 10.0%
Overall	**1,200**	**+/- 2.89%**

The overall sample size was sufficient to ensure a potential sampling error of within +/- 3%, given the 51.9% response rate achieved for this survey (2,310 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 resultant data was collated using Asset'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 three weeks immediately following the March 9, 2013 State General Election. The broad survey results are presented under their key subject headings below.

Knowledge of enrolment and voting

➢ Voting enrolment.

95.3% of respondents (96.2% in 2008) advised that they were enrolled to vote, with only 4.7% of respondents advising that they were not enrolled, compared to 3.8% in 2008 and 1.2% in 2005.

94.6% of respondents believed that they did know how to enrol to vote or update their enrolment information compared to 5.4% who did not know how to enrol (3.8% in 2008).

➢ Accuracy of enrolment details.

86.0% of respondents believed that their enrolment details were correct. 0.5% of respondents did not know whether their details were correct or refused to answer and only 1.7% advised that their details were incorrect. 4.7% of respondents advised that they were not enrolled and a further 7.2% advised that they did not vote.

52.9% of respondents advised that they had not changed address over the last five years. 44.1% advised that they had changed address and a further 3.0% did not know whether they had changed address in that time period or refused to answer the question.

73.3% of respondents indicated that they had advised the Commission of changes to their address, compared to 23.4% who had not and a further 3.2% who either did not know whether they had notified of the changes or refused to advise whether or not they had.

Of those who had not advised the Commission of their address change the largest proportion of respondents forgot to advise the Commission that they had changed addresses (32.3%). This was followed by 25.8% of respondents who indicated that they didn't think it important to have notified the Commission, 4.0% who didn't know how and 3.2% of respondents who cited a lack of information. 2.4% of respondents who didn't know it was necessary.

➢ Update of enrolment information.

50.7% of respondents found it 'at least' very easy to update their enrolment information (19.3% - extremely easy and 31.4% - very

easy). A further 31.6% found it at least slightly easy (21.1% - moderately easy and 9.5% - slightly easy). 18.6% of respondents found it not at all easy.

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

83.5% of respondents were able to correctly advise that <u>Australian citizens are able to vote in State Elections</u> (82.2% in 2008). Of those respondents, 75.1% were also able to advise that <u>people 18 years of age or over were eligible to vote</u> (74.3% in 2008).

94.3% of respondents indicated that <u>you are able to vote anywhere in the State</u> compared to 5.7% who did not believe this.

92.7% of respondents indicated that that <u>you are still able to vote if you are overseas</u> compared to 7.3% who did not believe that you could vote overseas.

Awareness of pre-election day voting processes was 74.5%.

52.9% of respondents advised that the <u>individual voter</u> was responsible for initiating the update of records relating to any changes in their details. 29.3% thought that it was the responsibility of the <u>Electoral Commission</u> to make any necessary changes, with another 2.7% advising that it was the responsibility of other <u>non-specific Government departments</u>.

➤ **Polling place voting.**

83.8% of all respondents advised that they <u>did vote at a polling place during the election</u>. 5.2% of respondents advised that they had voted, but used an <u>alternate method</u> compared to 10.8% of respondents who advised that they <u>did not vote</u>. 0.3% indicated that they <u>turned up but were ineligible to vote</u>.

24.1% of voting respondents advised that they used the <u>how to vote card from party workers</u> when voting. 20.8% used the <u>Easy Vote Card and Letter from the Commission</u> and 18.9% used the <u>instructions on the ballot paper</u> solely. 19.3% used <u>two or more of these</u> and 14.1% used <u>none of them</u>. A further 2.9% used alternate information sources such as the <u>local community newspaper</u> and <u>leaflets delivered to their letterboxes</u>.

50.9% of respondents found officials to be 'at least' <u>very helpful</u> (18.1% - extremely helpful and 32.8% - very helpful). A further 44.6% found them to be at least <u>slightly helpful</u> (37.7% - moderately helpful and 6.9% - slightly helpful). 4.5% of respondents found them to be <u>not at all helpful</u>.

➤ **Impartiality of the Commission.**

94.1% of respondents believed that the Commission conducted the election impartially and without bias. 1.7% did not believe that the Commission conducted the election impartially and without bias and 4.3% had no opinion on the issue.

> **Changes to electoral boundaries.**

29.2% of all respondents advised that they were aware of changes made to the electoral boundaries in their locality. This compared to 70.8% who were not aware of any changes.

> **Awareness of Elected Member.**

45.7% of respondents were aware of the name of the previously elected member for their locality. This compared to 42.8% who were aware of their newly elected member.

> **Source of electoral result information.**

By far the most popular source of election result information was television. 41.4% of respondents used this information source compared to the next most popular – newspapers at 32.4% of respondents. 15.4% of respondents used other websites as the third most popular source. 8.6% of respondents used the Commission website as a source of election information and 6.3% of respondents used the radio.

Polling location

> **Factors in choosing polling location.**

The key factor in choosing a polling place relates to proximity to the respondents home. This is evidenced in three ways – through the response of proximity to home (24.3%), through elements related to convenience (22.6%) as well as general proximity (15.2%). The next key issue relates to turnaround time (14.5%) or the time spent having to vote.

> **Voting place proximity and convenience.**

72.1% of respondents chose to vote at a polling location close to their home (75.2% in 2008). 10.8% of respondents advised that they did not vote in this election (12.5% in 2008). 6.4% of respondents voted at a place close to their work, and a further 2.3% of respondents voted at a location close to a shopping area. 1.4% voted near to their place of study. 5.2% of respondents advised that they voted, but not at a polling place.

The largest proportion of respondents (40.3%) advised that the polling location they chose to vote at was moderately convenient for them. A further 27.8% found their polling place to be very convenient and 14.9% found it to be extremely convenient. 10,9%

of respondents advised that the location was only <u>slightly convenient</u> and 6.1% of respondents believed that it was <u>not at all convenient</u>.

Easy Vote Card

➢ Awareness of Easy Vote Card receipt.

48.9% of respondents advised that they were aware that <u>they had received</u> a copy of the Easy Vote Card as part of a letter from the Commission. 26.3% of respondents <u>could not recall having received</u> a copy at all and a further 20.2% advised that they <u>did not know</u> whether they had received one or not.

➢ Use of the Easy Vote Card.

42.9% of respondents receiving the Easy Vote Card as part of a Commission letter advised that they <u>did use services/information</u> on the Easy Vote Card.

40.6% of <u>all survey respondents</u> advised that they <u>did take it with them</u> to a polling place (82.9% of those who recalled receiving the Easy Vote Card and Commission letter). This compares to 59.4% of <u>all survey respondents</u> who advised that they <u>did not use it</u> (17.1% of those who recalled receiving the Easy Vote Card and Commission letter).

Of the 506 respondents who recalled receiving the Easy Vote Card and Commission letter and <u>used it</u> 33.6% of respondents found it to be <u>extremely useful</u>. A further 31.0% of respondents found it to be <u>very useful</u>, 28.1% found it to be <u>somewhat useful</u> and 6.3% <u>slightly useful</u>. Only 1.0% of respondents found it to be <u>not at all useful</u>.

A number of key sections achieved significant recollection. The keys areas recalled were:

➢ My enrolment information   (32.3%)
➢ General information   (29.9%)
➢ How to vote   (26.7%)
➢ Internet access   (21.1%)
➢ When and where to vote   (15.1%)
➢ Location of polling places   (7.2%)

Advertising effectiveness

➢ Awareness of advertising.

48.7% of respondents advised that they <u>were aware of Commission advertising</u> compared to 51.3% who <u>were not</u>. This represents an increase of 2.3% in advertising recollection since the 2008 survey period and is approaching the level of the 2005 results.

The most popular form of advertising recalled was <u>television</u> advertising, with 64.8% of respondents aware of Commission advertising (31.6% of <u>all</u> respondents) using this medium. <u>Newspapers</u> were the second most popular form of advertising with an awareness level of 51.3% (25.1% of all respondents). <u>Radio</u> awareness was at 26.3% (12.8% of all respondents) and <u>social media</u> had an awareness level of 8.5% (4.2% of all respondents).

As for the 2008 survey results, the key response categories did appear to cover the key messages being provided by the advertising, namely:

- to be involved in the decision making process
- encouraging participation
- reminding to vote

65.2% of respondents aware of the Commission advertising (29.3% of <u>all</u> respondents) advised that it <u>did provide them with the information they needed to vote</u>.

➢ Advertising influence

93.8% of respondents aware of the Commission advertising (45.7% of all respondents) indicated that they were <u>not influenced to vote by the advertising</u>. 4.8% of respondents (2.3% of <u>all</u> respondents) advised that they were <u>positively influenced to vote by the advertising</u>. 1.4% of respondents (0.7% of <u>all</u> respondents) indicated that they were <u>put off voting by the advertising</u>.

35.1% of respondents aware of the advertising, or 17.8% of <u>all</u> respondents to the survey were <u>aware of the slogan</u> in a close to correct form.

Call Centre

➢ Call Centre awareness

34.1% of respondents advised that they <u>were aware</u> of the Commission Call Centre service compared to 65.9% who <u>were not</u>.

10.5% of respondents who were aware of the Commission Call Centre (3.6% of <u>all</u> respondents) indicated that they <u>had used the Call Centre</u> compared to 89.5% of these respondents (96.4% of <u>all</u> respondents) who had <u>not used it</u>.

➢ Call Centre satisfaction

The majority of respondents (58.2%) were 'at least' <u>very satisfied</u> with the service they received (14.0% - extremely satisfied and 44.2% - very satisfied). 37.2% of the 43 respondents were 'at least' <u>slightly satisfied</u> with the service received (30.2% - moderately satisfied and 7.0% - slightly satisfied). 4.7% of respondents were

not at all satisfied (2 respondents).

Website

➢ **Website awareness**

24.7% of respondents advised that they were aware that the Commission had an election website compared to 75.3% who were unaware.

40.9% of respondents aware of the Commission election website (10.1% of all respondents) made use of the website compared to 59.1% of respondents aware of the election website (or 14.6% of all respondents) who did not make use of it.

86.4% of the 121 respondents who used the election website for information relating to the State Election used it for viewing election results. A further 58.7% of respondents used it to check their enrolment and 25.7% used it for general voting information. 7.4% used the site for a postal vote application. 8.3% used it for 'other' reasons.

➢ **Website satisfaction**

The majority of respondents (58.7%) found the election website to be 'at least' slightly helpful with the service they received (45.5% - moderately helpful and 13.2% - slightly helpful). 39.7% of the 121 respondents found it to be 'at least' very helpful with the service received (5.8% - extremely helpful and 33.9% - very helpful).

93.4% of respondents were satisfied that the content of the website met their needs, however 6.6% of respondents advised that there were items that they expected to find but could not locate (8 respondents).

Community attitudes to electronic voting

➢ **Use of the internet**

This survey period has seen a substantial growth in the use of the internet since the previous survey period. Only 19.3% of respondents advised that they did not use the internet (31.5% in the 2008 survey period). By far the largest proportion of respondents advised that they used the internet at home. 68.4% of respondents used the internet in this location (55.8% in 2008). This compared to the next highest category of 38.1% using it at work (27.6% in 2008).

29.0% of respondents who use the internet indicated that they did not use the internet for any online transactions. Online transaction percentages of use were as follows:

> ➢ 67.4% of all respondents indicated that they used the internet for bill paying.
> ➢ 58.1% used the internet for online banking.
> ➢ 47.1% used it for Government information or services.

> ➤ 41.3% used it for online shopping.

> ➤ **Perceptions relating to the use of alternate technologies for voting**

Of the 16.9% of respondents who did vote on reality shows, 12.6% used mobile telephones, 3.8% used landlines for voting purposes and 0.6% of respondents used the internet as a voting tool. 83.1% of respondents advised that they did not use any of these methods to vote on television reality shows.

The results show a steadily increasing sense of security in the community in relation to voting via the internet. In this survey period those who feel 'at least' secure about voting in this manner form the majority for the first time. The largest proportion of survey respondents (48.8%) felt 'at least' secure about voting via the internet. 27.9% of respondents felt secure about voting in this way, whereas a further 20.9% felt very secure. 38.8% of respondents felt insecure about voting via the internet (19.2% - insecure and 19.6% - very insecure). 1.3% of respondents were unsure of their response.

The results show a steadily increasing likelihood of voting via the internet in the community if it was believed that the process was secure and the facility was available. 66.5% of respondents felt 'at least' likely to vote via the internet (27.3% - likely and 39.2% - very likely). 22.0% of all survey respondents felt 'at most' unlikely to vote at a state general election via the internet. 7.5% of respondents felt unlikely to vote in this way, whereas a further 14.5% felt very unlikely.

26.6% of respondents felt 'at most' insecure about voting via the internet, even with the WAEC conducting the election. 13.9% of respondents felt insecure about voting in this way, whereas a further 12.7% felt very insecure. With the WAEC conducting the election, 64.3% of respondents felt 'at least' secure (compared to 48.8% in question 54). 34.7% felt secure and 27.6% felt very secure.

51.7% of all survey respondents felt 'at most' unlikely to vote at a state general election via the telephone or text messaging. 25.4% of respondents felt unlikely to vote in this way, whereas a further 26.3% felt very unlikely. A still significant 46.0% of respondents felt 'at least' likely to vote via telephone or text messaging (26.9% - likely and 19.1% - very likely).

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. This demographic analysis is only stated in the body of this report where it became evident that there were significant differences in the overall statistics quoted based on individual demographics. Demographic cross-tabulations are included in Appendix 3.

4.1   Knowledge of Enrolment and Voting

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

"Are you currently enrolled to vote?"

95.3% of respondents (96.2% in 2008) advised that they were
enrolled to vote, with only 4.7% of respondents advising that they
were not enrolled, compared to 3.8% in 2008 and 1.2% in 2005. 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.

Non-enrolled respondents were asked all questions within the survey,
with the exception of those relating to experiences whilst voting.

Due to the low number of non-enrolled respondents there was no
clear evidence as to whether any demographic group was over-
represented in the not being enrolled to vote category.

Graph 1   Voting Enrolment

(N = 1,200)
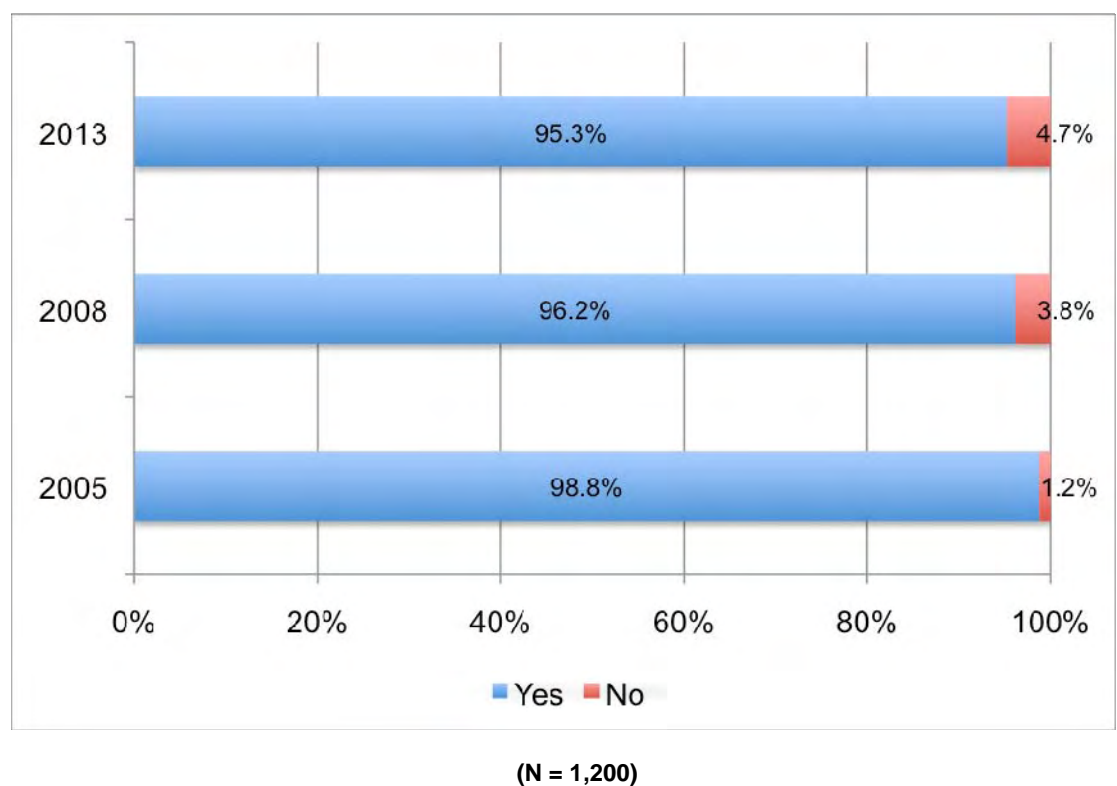
4.1.2 In **question 2**, all survey respondents, irrespective of whether or not they were enrolled to vote, were asked:

"Do you know how to enrol to vote, or to update your enrolment information?"

* It should be noted that the question asked in this survey period includes an addition to that asked in 2008. In this period the phrase "or to update your enrolment information?" was added. Whilst the results from one period to the next are compared in the table below it is possible that the difference in the phrasing of the question may account for differences in results.

The results show that 94.6% of respondents believed that they <u>did know how to enrol to vote</u> compared to 5.4% who <u>did not know how to enrol</u> (3.8% in 2008*). Younger respondents appeared marginally more unlikely to be aware how to enrol or update enrolment information compared to older respondents.

It should be noted that not all of the respondents who did not know how to enrol or update their enrolment information were respondents who were not currently enrolled. Of the 65 respondents who were not enrolled, only 19 did not know how to enrol (29.2%). The other 46 respondents who did not know how to enroll or update their enrolment information were already enrolled to vote.

Graph 2   Knowledge of Enrolment Process
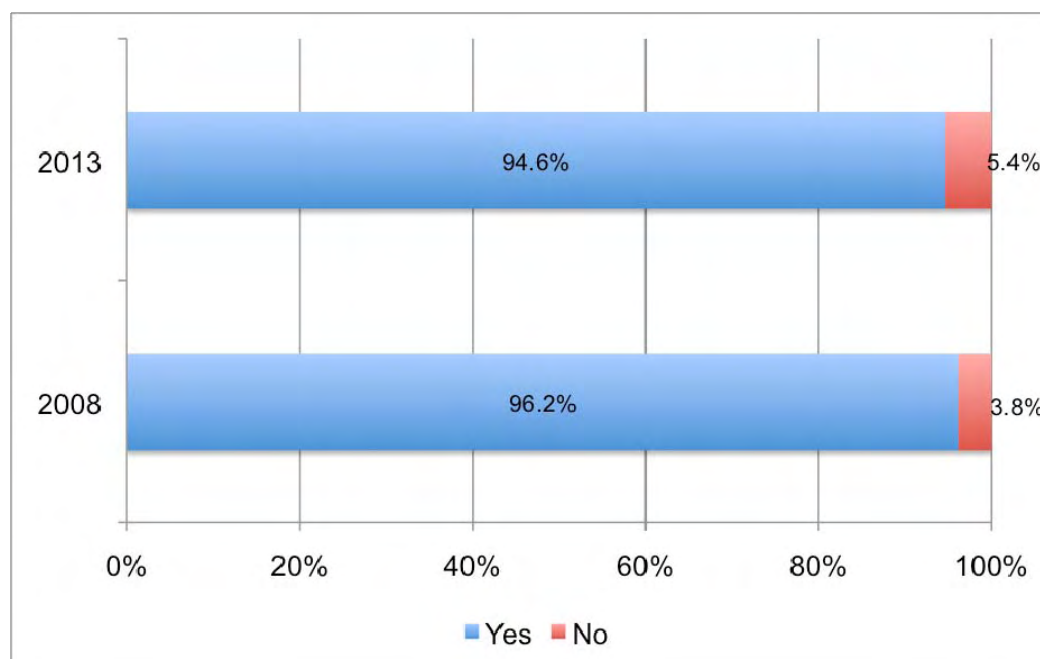
(N = 1,200)

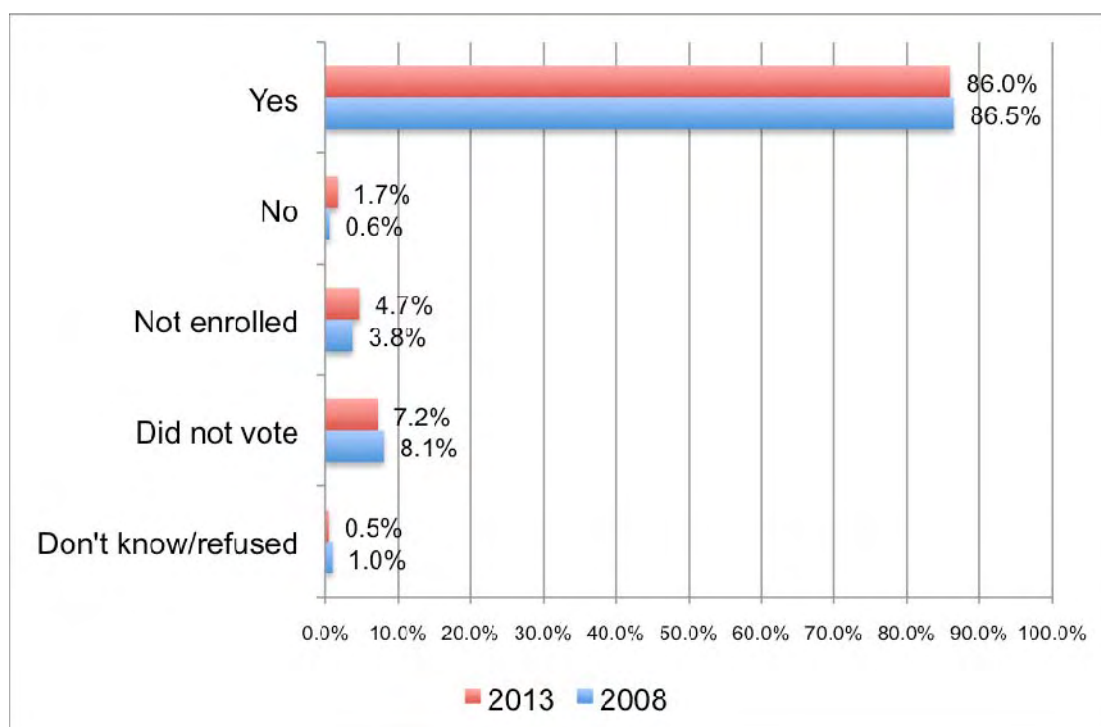**4.1.3** In **question 3**, all survey respondents were asked:

"When voting at the recent State Government election, were your enrolment details correct?"

The results show that 86.0% of respondents believed that their enrolment details were correct. 0.5% of respondents (12) did not know whether their details were correct or refused to answer and only 1.7% (20 respondents) advised that their details were incorrect. 4.7% of respondents (56 respondents) advised that they were not enrolled and a further 7.2% (86 respondents) advised that they did not vote.

As with the 2008 and 2005 survey results, it is possible that incorrect enrolment details were far more prevalent than the figures received. Some respondents advised during questioning that they simply provided their name and locality and were not sure of the address listed for them. This was certainly the case for those who advised that they did not know whether their details were correct. There was no clear evidence as to whether any demographic group was over-represented in this category.

These results are not comparable to the 2005 results as the qualifications for responding to this question were different in that survey period.

Graph 3   Enrolment Detail Accuracy

(N = 1,200)

In **question 4**, the twenty survey respondents who advised that their enrolment details were incorrect were asked:

"What was incorrect?"

As with previous survey results, the largest proportion of these respondents advised that their address details were incorrect. The responses provided are listed below in order of frequency:

 ➢ Incorrect address details (11 responses)
 ➢ Not listed on the roll (6 responses)
 ➢ Name variations (3 responses)

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

"Have you changed addresses in the last five years?"

It should be noted that the survey question has changed in this survey period compared to previous surveys. In this period, respondents were asked if they had moved in the last 5 years compared to 2 years in 2008. Due to this change, only the 2013 results are shown.

52.9% of respondents advised that they had not changed address over the last five years. 44.1% advised that they had changed address and a further 3.0% did not know whether they had changed address in that time period or refused to answer the question.

Graph 4   Incidence of Address Change
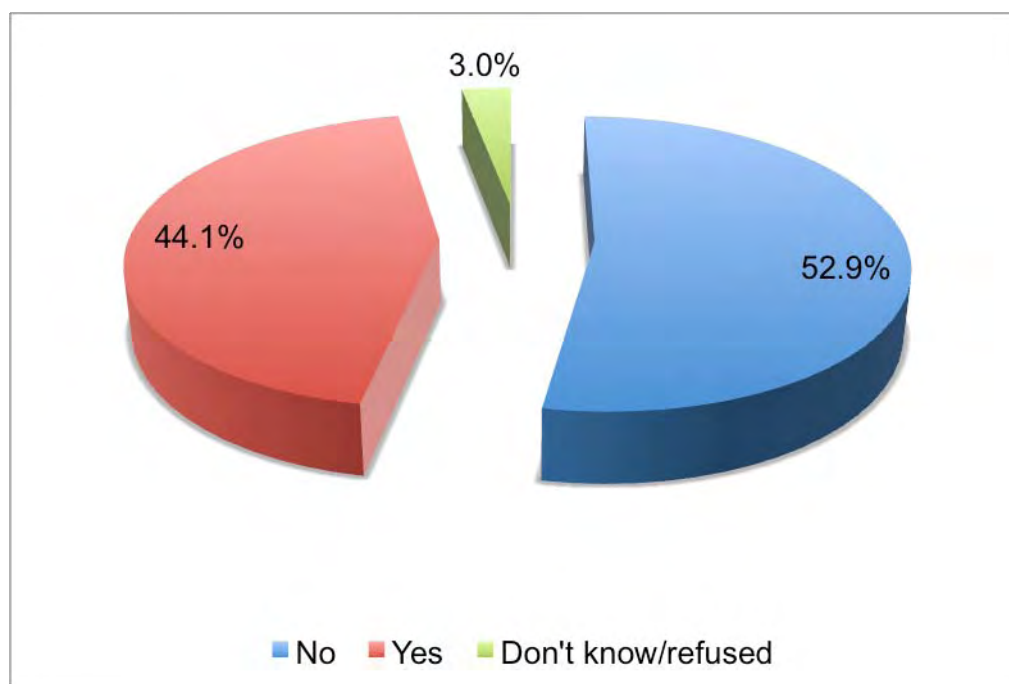
(N = 1,200)

In **question 6**, all survey respondents who advised that they had changed address in the last two years (529 respondents) were asked:

"Did you notify the Commission of the changes?"

73.3% of respondents indicated that they <u>had advised the Commission of changes</u> to their address, compared to 23.4% who <u>had not</u> and a further 3.2% who either <u>did not know</u> whether they had notified of the changes or <u>refused to advise</u> whether or not they had.

Graph 5   Notification of Address Change
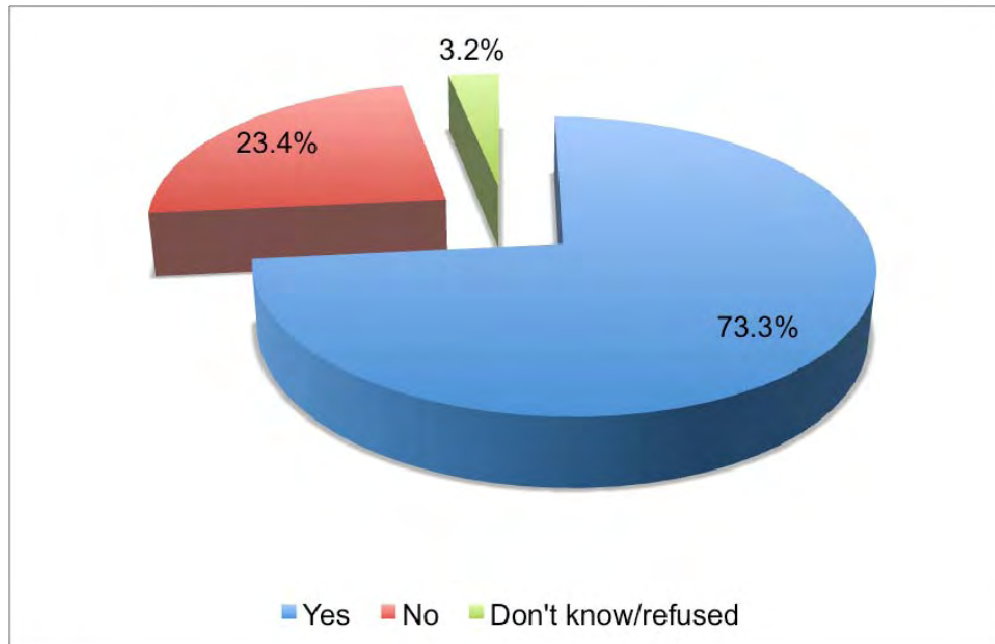
(n = 529)

In **question 7**, the 388 survey respondents who advised that they had notified the Commission of changes to their enrolment details were asked:

"How did you notify the Commission of the changes?"

The responses provided are listed below in order of frequency:

- ➢ Email (216 responses)
- ➢ Letter/form posted (130 responses)
- ➢ Notified in person/counter (39 responses)
- ➢ Fax (3 responses)

4.1.4 In **question 8**, the 124 survey respondents <u>who advised that they had not advised the Commission of their address change</u> were asked:

"Why didn't you inform the Commission?"

The largest proportion of respondents <u>forgot to advise</u> the Commission that they had changed addresses (32.3%). This was followed by 25.8% of respondents who indicated that they <u>didn't think it important to have notified the Commission</u>, 4.0% who <u>didn't know how</u> and 3.2% of respondents who cited a <u>lack of information</u>. 2.4% of respondents who <u>didn't know it was necessary</u>.

20.8% of respondents (26 respondents) advised that they failed to notify the Commission because they <u>were not enrolled</u>.

Graph 6   Reason for Not Informing of Address Change
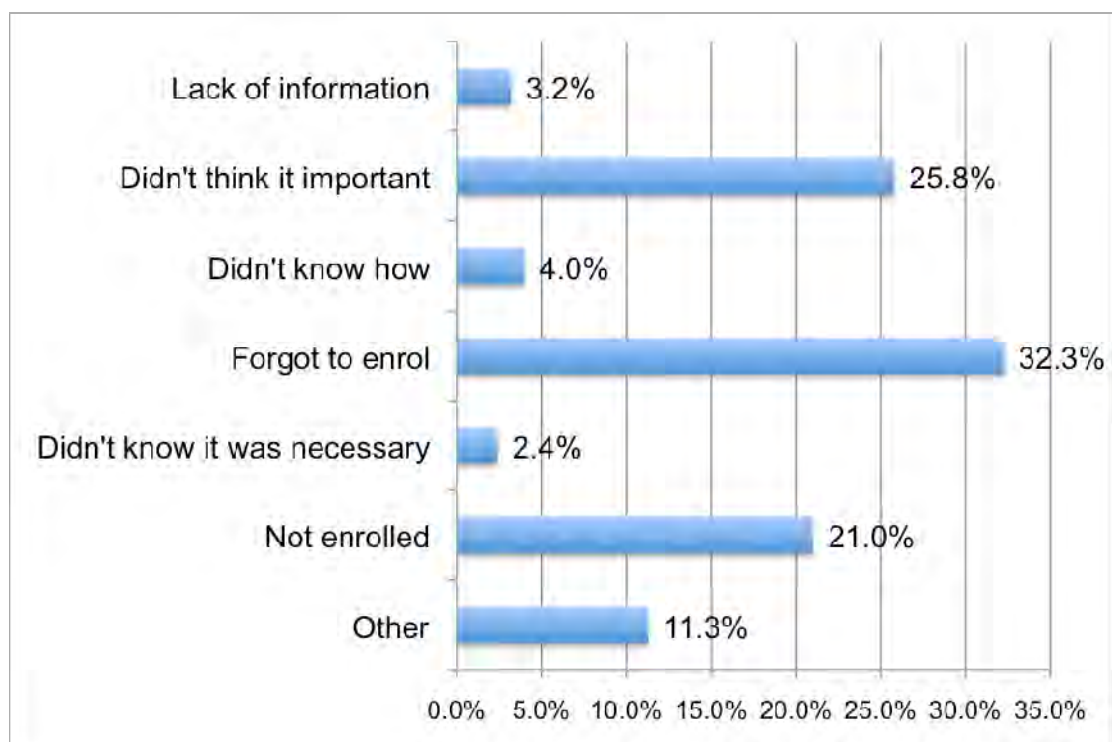
(n = 124)

4.1.5   In **question 9**, survey respondents who advised that they had updated their enrolment information (388 respondents) were asked:

"How easy was it to update your enrolment information?"

This is the first survey period in which this question has been asked, therefore there are no comparative figures from previous survey periods to provide.

50.7% of respondents found it 'at least' <u>very easy</u> to update their enrolment information (19.3% - extremely easy and 31.4% - very easy). A further 31.6% found it at least <u>slightly easy</u> (21.1% - moderately easy and 9.5% - slightly easy).

18.6% of respondents found it <u>not at all easy</u>. Anecdotal information obtained during the data collection phase (not quantified at all) tended to indicate that respondents who found updating their electoral information as being less easy would have preferred online submission rather than having to print forms then out sign and post or sign, scan and then email.

Graph 7   **Satisfaction with Access to Enrolment Information**
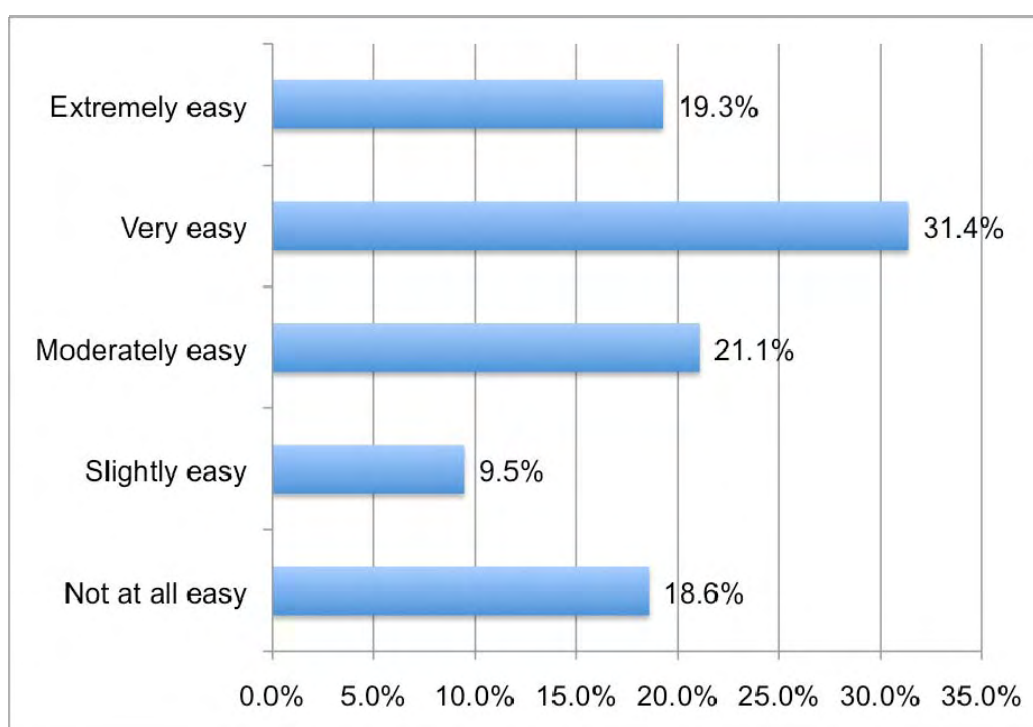
(n = 388)

4.1.6   In **question 10**, all survey respondents were asked:

"Who is eligible to vote in State Elections?"

83.5% of respondents were able to <u>correctly advise</u> that <u>Australian citizens are able to vote in State Elections</u> (82.2% in 2008). Of those respondents, 75.1% were also able to advise that people <u>18 years of age or over were eligible to vote</u> (74.3% in 2008).

15.9% of respondents provided an <u>incorrect response</u> (17.1% in 2008) and a further 0.6% of respondents <u>did not know</u> exactly who was eligible to vote (0.8% in 2008).

As in 2008, respondents in younger age groups (18 – 19 and 20 – 24) were more likely to identify people over 18 as being eligible to vote. No demographic groups appeared more likely to provide an incorrect response.

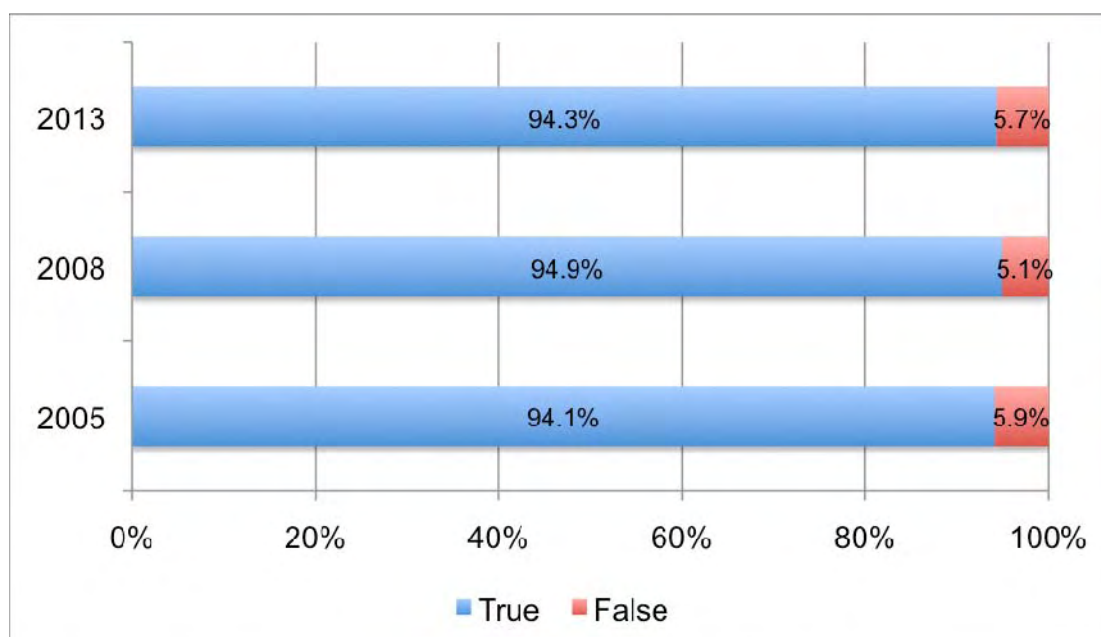**Graph 8   Perception of Eligibility to Vote in State Elections**
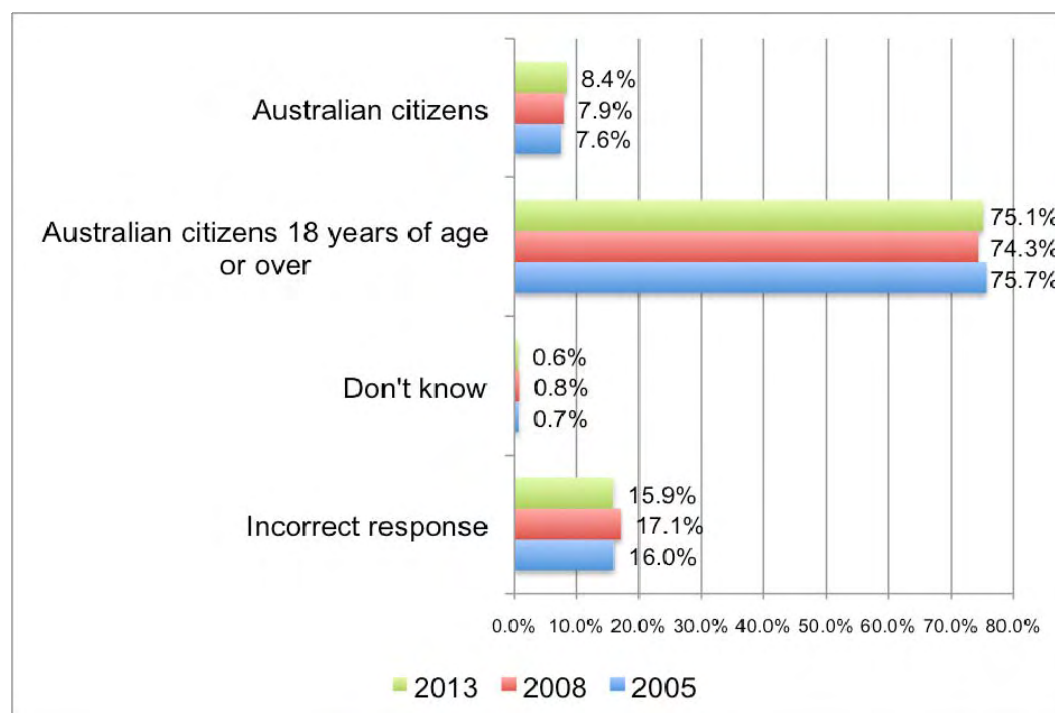
(N = 1,200)

4.1.7   In **question 11a**, all survey respondents were asked to indicate whether the following statement is true or false:

"You can vote anywhere in the State"

94.3% of respondents indicated that this was true statement – that you are able to vote anywhere in the State. 5.7% of people did not believe that you could vote anywhere in the State. Proportionally speaking, more regional respondents believed this statement was true compared to metropolitan respondents.

Graph 9   You Can Vote Anywhere in the State

(N = 1,200)

In **question 11b**, 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."

92.7% of respondents indicated that this was a true statement – that you are still able to vote if you are overseas. 7.3% of people did not believe that you could vote overseas. In this survey period there were no respondents who considered themselves unsure of the truth of the statement. There was no evidence that any demographic group was over-represented in this category.

Graph 10   If You Are Interstate or Overseas You Are Still Able to Vote
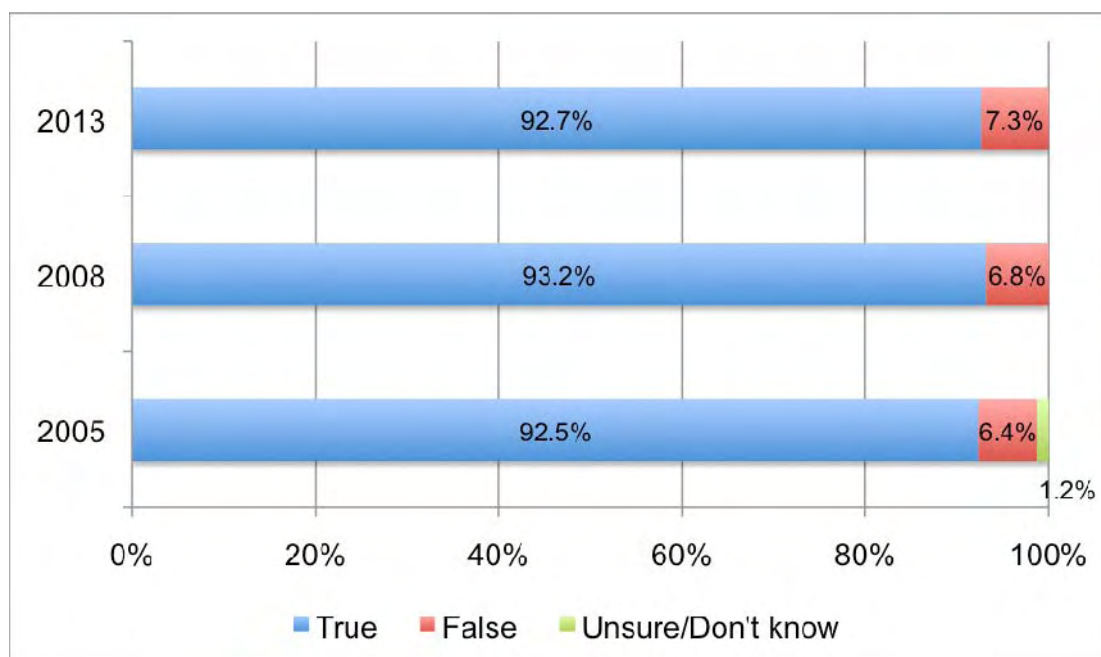
(N = 1,200)

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

**"Do you know how you can vote prior to election day?"**

It should be noted that this question has changed slightly since the last survey period with the word "how" being substituted for the word "where" in the 2008 survey. This substitution is not expected to lead to significant differences in the results but is expected to accurately encompass all options currently available to electors.

74.5% of respondents indicated that they did know how they could vote prior to election day, compared to 18.7% who did not know how they could vote, and a further 6.8% who were unsure of their response.

Proportionally speaking, more regional respondents indicated that they were aware of how they could vote prior to election day than were metropolitan respondents.

Respondents under 25 years of age were also less likely to be aware of where voting could take place prior to election day than were respondents over these age groups.

Graph 11   Awareness of Pre Election Day Voting Procedure
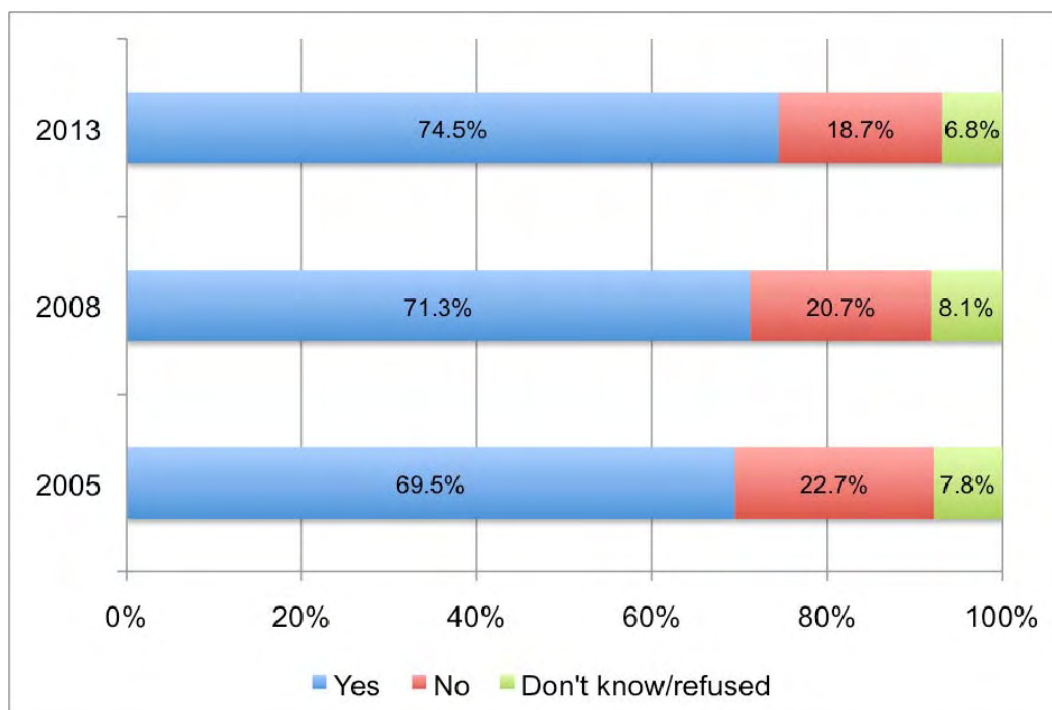
(N = 1,200)

If respondents did indicate that they knew how to vote prior to election day (894 respondents), they were asked to advise where/how they could do so. The following percentages tally to more than 100% as some respondents provided multiple responses. The responses given, in order of frequency, were:

➤ Postal vote   (51.3%)
➤ Electoral Commission   (32.4%)
➤ Post Office   (15.8%)
➤ Absentee vote   (6.2%)
➤ Airport   (4.7%)
➤ Australian Embassy   (2.1%)
➤ Internet   (0.9%)

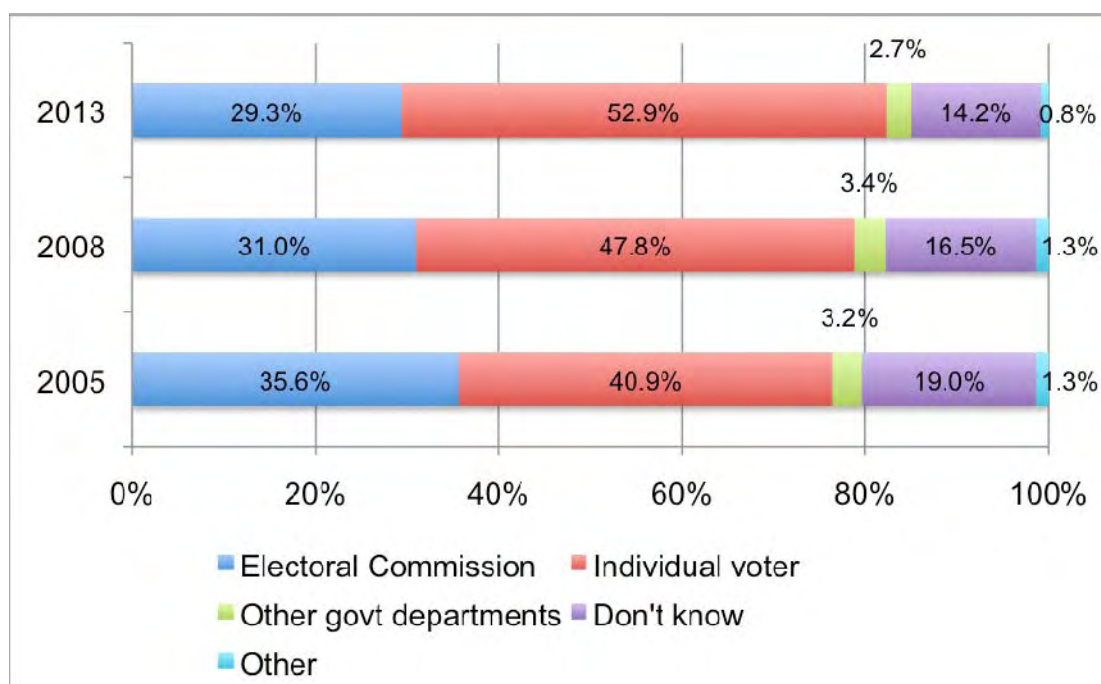**4.1.9**   In **question 13**, all survey respondents were asked:

"Who is responsible for initiating the update of Commission records relating to changes in voter details?"

It should be noted that this survey question has been changed marginally since the 2008 survey period. In this survey period the phrase "initiating the update of" has been included rather than just "updating" to clarify to respondents that the process of initiating the update is in question rather than the physical amendment of Commission records. While this intent was explained to respondents in previous survey, the question itself now clarifies this issue. It is not expected that this change should affect comparability of results from this period to previous periods.

Responses to this question were open-ended and not prompted in any way. Respondents were able to indicate whatever came into their mindset when the question was posed.

52.9% of respondents advised that the individual voter was responsible for initiating the update of records relating to any changes in their details. 29.3% thought that it was the responsibility of the Electoral Commission to make any necessary changes, with another 2.7% advising that it was the responsibility of other non-specific Government departments. 14.2% of respondents did not know who was responsible for updating Commission records.

Graph 12   Responsibility for Updating Voter Details in Commission Records

(N = 1,200)

These results reflect a general improvement, compared to previous survey periods, in respondents' recognition that the responsibility for initiating the update of Commission records relating to changes in voter details lies with the individual in question.

4.1.10 In **question 14**, all survey respondents were asked to indicate where they would go to find information on a range of issues relating to the state election. The options shown in the graphs were read out to respondents, who then made a selection or chose an alternative not listed. An analysis of the individual responses to each response category is as follows:

How to Enrol

31.8% of respondents would go to the WAEC for information on how to enrol. Using the WAEC as a source may involve the use of any or all of its methods of providing information. This includes use of its website, telephone queries, personal attendance and other methods.

This was followed closely by 30.6% of respondents who advised that they would go to the internet. The Post Office was the third most popular source of information (18.3%), followed by 'other' sources (8.1%), newspapers (5.8%) and the AEC (5.5%).

This survey period has shown a significant increase in the internet category at the expense of all other categories except newspapers.

Graph 13   Information Sources – How to Enrol
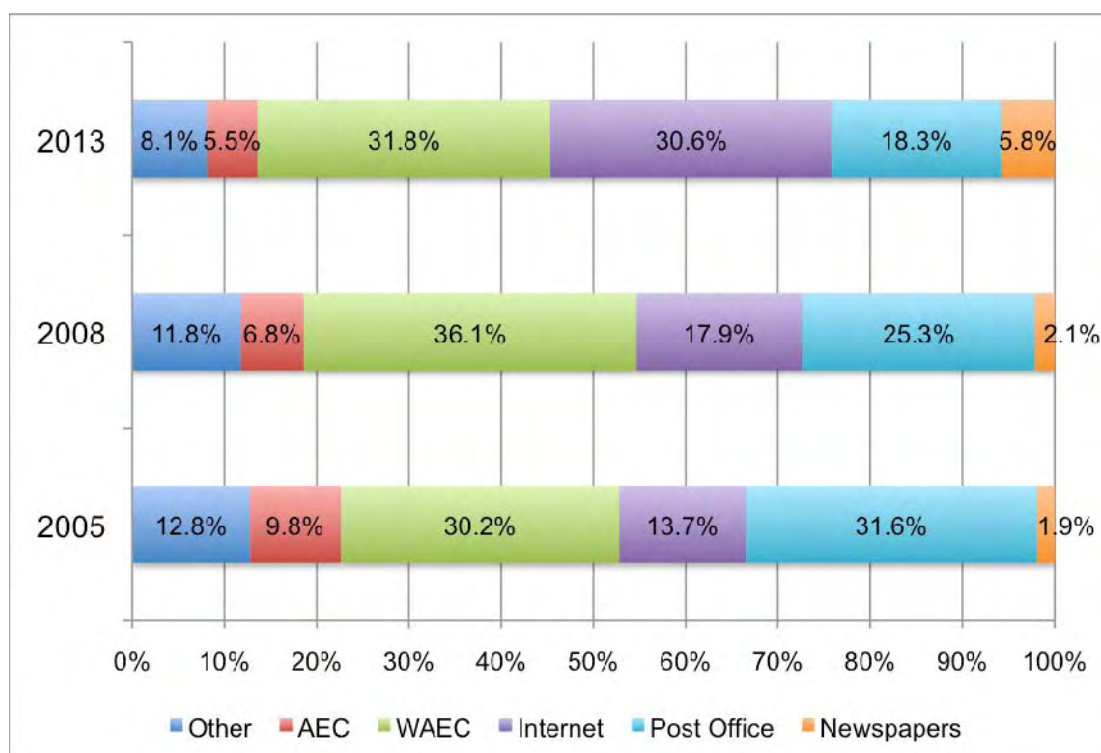
(N = 1,200)

Respondents also provided 'other' responses, the key categories of which were identified as follows:

➤ TV   (2.7%)   ➤ Library   (1.1%)
➤ Local council   (2.2%)   ➤ Local MP   (0.5%)
➤ Friends/family (1.6%)

How to Vote

35.8% of respondents advised that they would go to the WAEC to obtain information on how to vote. This was followed by 34.1% who would go to the internet for this information. Newspapers and 'other' sources were the third most popular sources of information (10.4% each), followed by the Post Office (6.1%) and AEC (3.4%).

This survey period has shown a significant increase in the internet category at the expense of all other categories.

Graph 14   Information Sources – How to Vote

(N = 1,200)

Respondents also provided 'other' responses, the key categories of which were identified as follows:
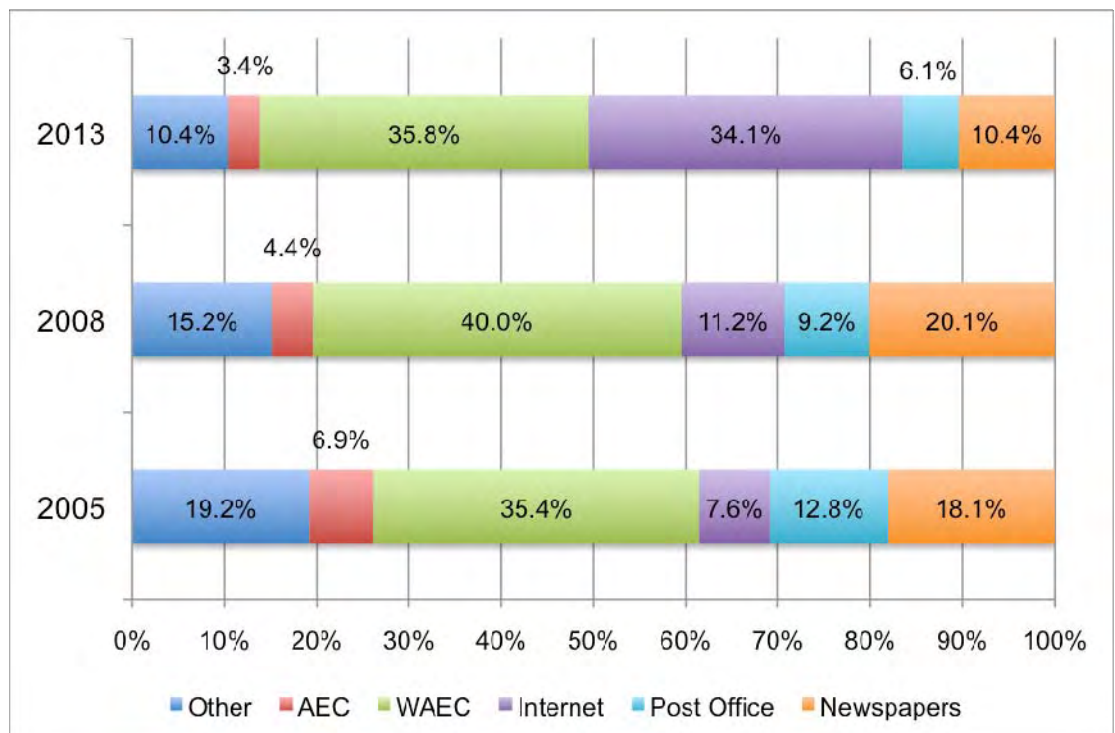
- TV/media   (3.7%)
- Information at polling booths   (2.3%)
- Information in letterbox   (1.9%)
- Local council   (1.2%)
- Local MP   (0.7%)

Polling Place Locations

37.9% of respondents advised that they would go to the newspaper to obtain information on polling place locations. This was followed by 33.1% who would go to the internet for this information. The WAEC was the third most popular source of information (17.9%), followed by 'other' sources (6.6%), the AEC (2.5%) and Post Office (2.0%).

This survey period has shown a significant increase in the internet category at the expense of all other categories except the WAEC.

Graph 15   Information Sources – Polling Place Locations
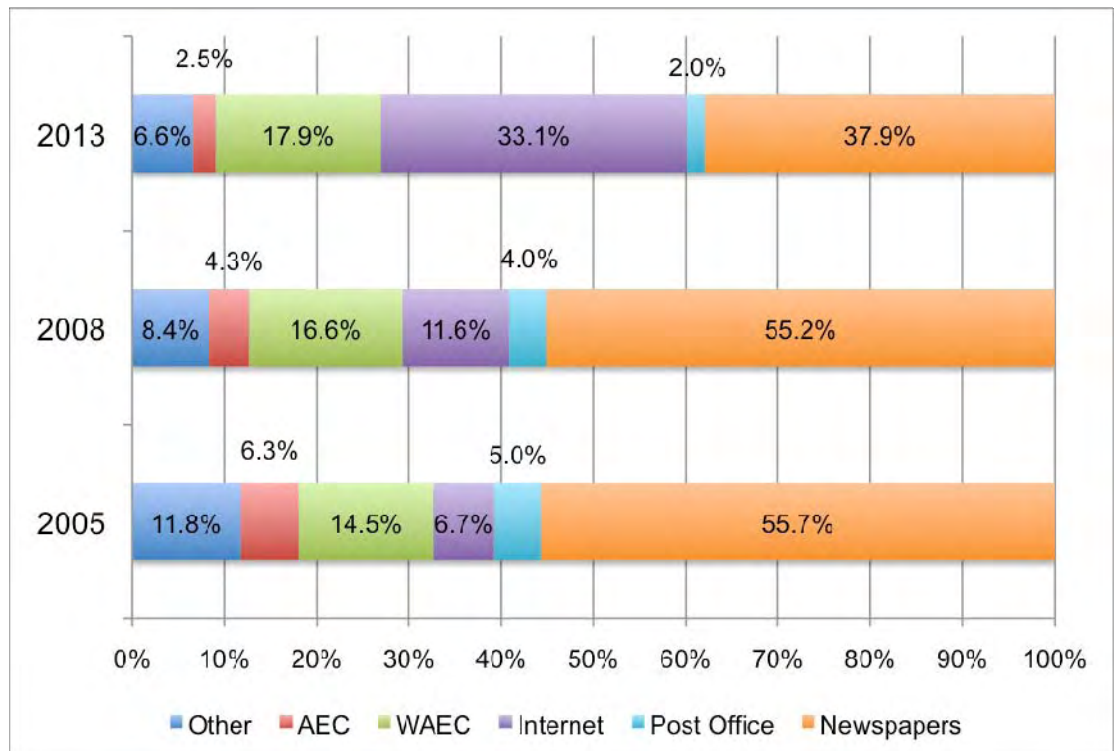
(N = 1,200)

Respondents also provided 'other' responses, the key categories of which were identified as follows:

> ➢ Local council   (2.1%)
> ➢ Schools   (1.7%)
> ➢ Information in letterbox   (1.4%)
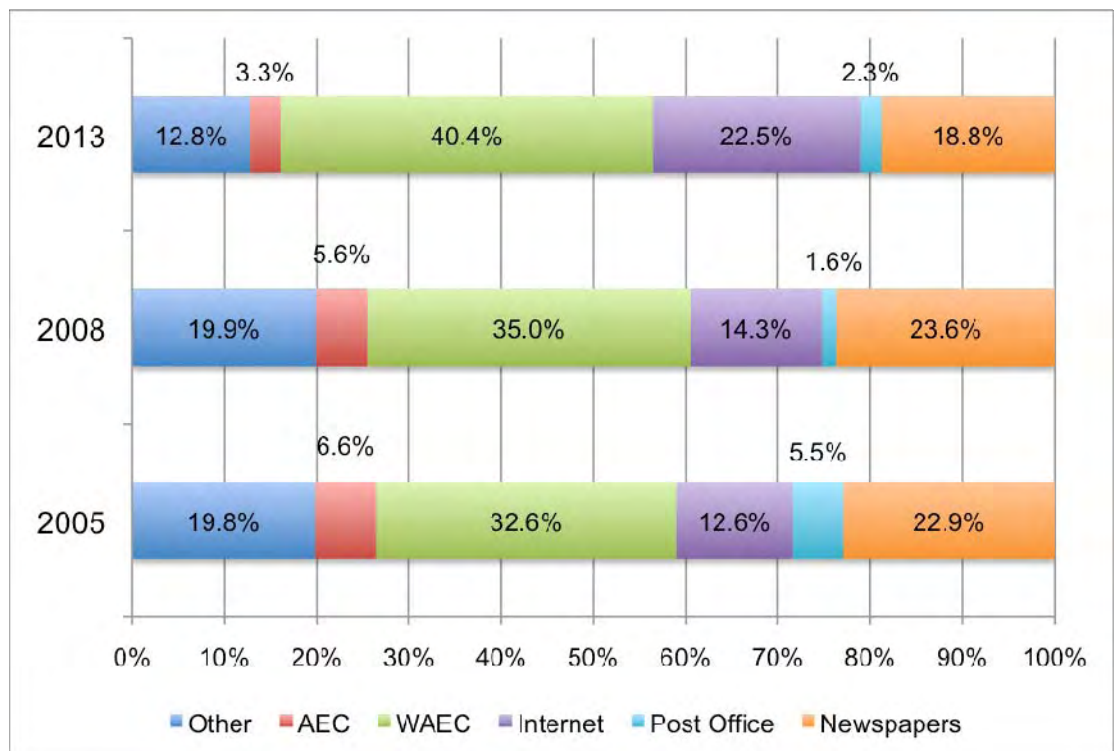> ➢ Local MP   (0.7%)

General Election Procedures

40.4% of respondents advised that they would go to the <u>WAEC</u> to obtain information on general election information. This was followed by 22.5% who would go to the <u>internet</u> for this information. <u>Newspapers</u> were the third most popular source of information (18.8%), followed by '<u>other</u>' sources (12.8%), the <u>AEC</u> (3.3%) and <u>Post Office</u> (2.3%).

This survey period has shown a significant increase in the <u>internet</u> category at the expense of all other categories except the <u>WAEC</u> and <u>Post Offices</u>.

Graph 16   Information Sources – General Election Information

(N = 1,200)
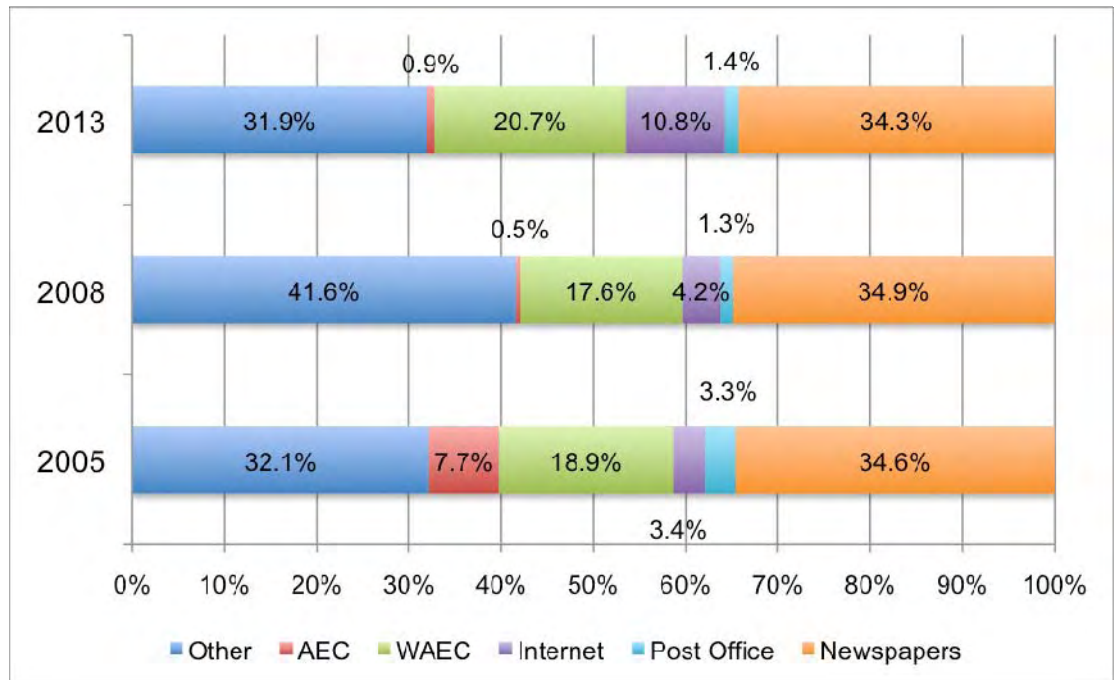
Respondents also provided 'other' responses, the <u>key</u> categories of which were identified as follows:

> ➢ TV   (3.4%)
> ➢ Information in letterbox   (2.9%)
> ➢ Local council   (2.5%)
> ➢ Local MP   (0.8%)

Names of Local Candidates

34.3% of respondents advised that they would go to the newspaper to obtain information on the names of local candidates. This was followed by 31.9% who would go to 'other' sources and 20.7% who would go to the WAEC for this information. This was followed by the internet (10.8%), Post Office (1.4%) and AEC (0.9%) as the next most popular sources of information listed.

Graph 17   Information Sources – Names of Local Candidates

(N = 1,200)

Respondents also provided 'other' responses, the key categories of which were identified as follows:

- ➢ Information in letterbox   (17.4%)
- ➢ Local newspaper   (8.3%)
- ➢ TV/media   (2.3%)
- ➢ Advertising   (2.1%)
- ➢ Telephone calls from candidates/reps   (1.9%)
- ➢ Local council   (1.5%)
- ➢ Local MP   (1.2%)
- ➢ Doorknockers   (0.9%)

4.1.11 In **question 15**, all survey respondents were asked:

"Did you vote at a polling place in last week's state election?"

83.8% of all respondents advised that they <u>did vote at a polling place</u> during the election. 5.2% of respondents advised that they had <u>voted, but used an alternate method</u> compared to 10.8% of respondents who advised that they <u>did not vote</u>. 0.3% indicated that they <u>turned up but were ineligible to vote</u>.

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

Graph 18   Polling Place Voting
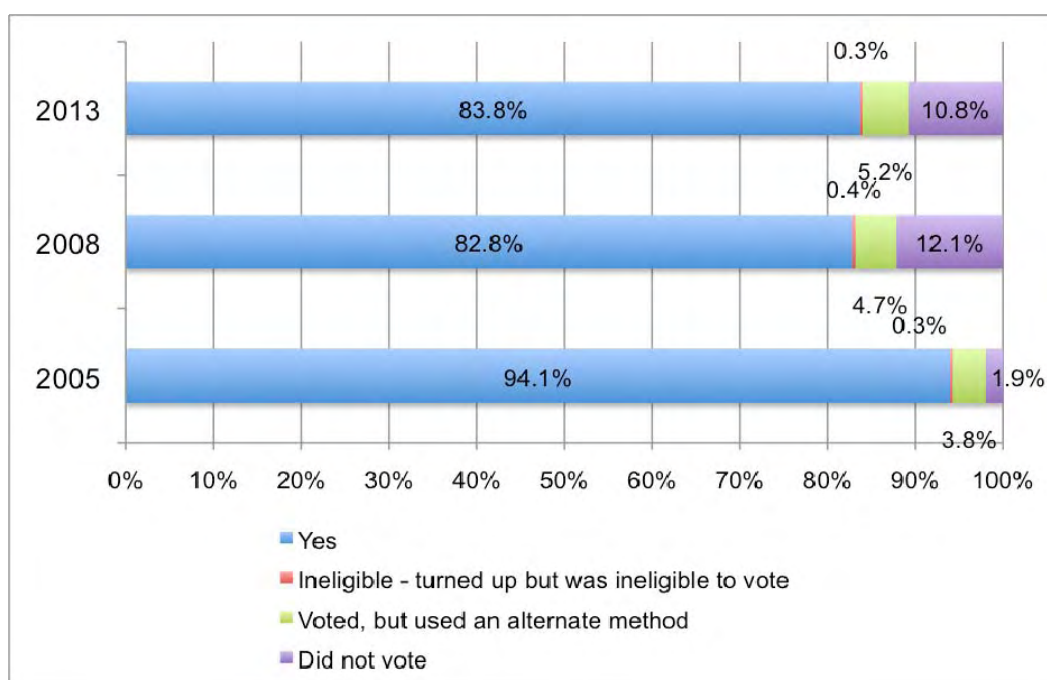
(N = 1,200)

In **question 16** the 89.0% of voters who participated in the election (1,068 respondents) were asked:

"Was this the first time you have voted?"

Graph 19, presented overleaf, shows that 95.1% of these voters indicated that they <u>had voted previously</u>, compared to 4.9% who were <u>voting for the first time</u>.

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 a slightly increased proportion of 18 – 19 year olds surveyed this time as well as a slightly higher level of respondents who were born overseas and who have been here for between 2 – 5 years and 6 – 10 years.

Graph 19   First Time Voters
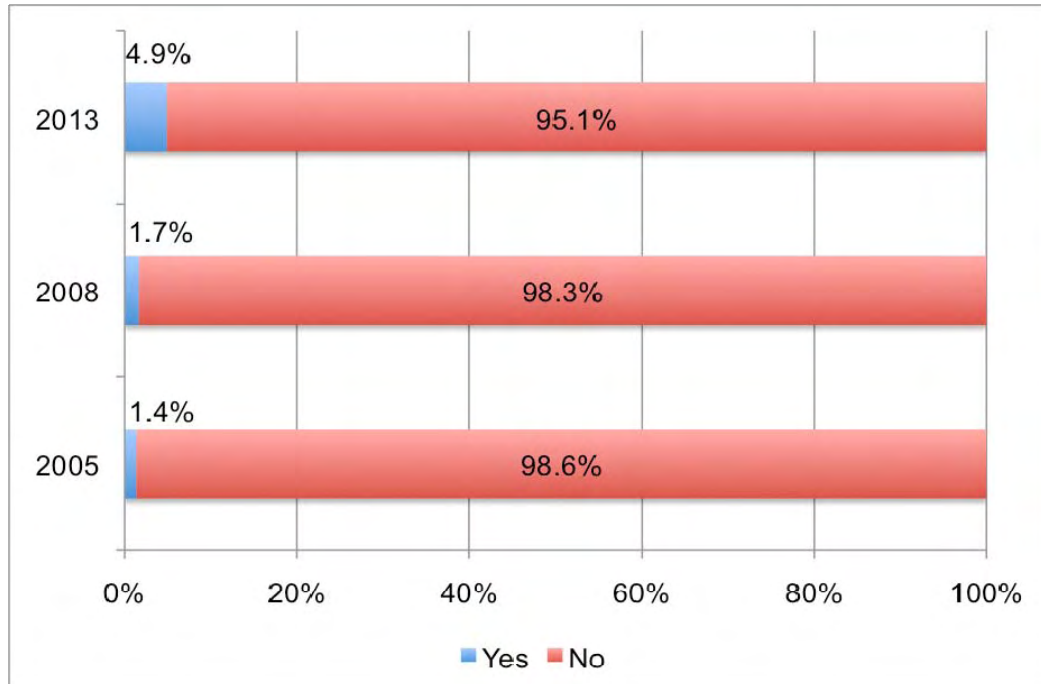
(n = 1,068)

In **question 17** the survey participants (4 respondents) who were ruled ineligible to vote when they turned up at the polling place were asked:

"Did you get a certificate of attendance?"

75.0% of these respondents (3) indicated that they <u>received a certificate of attendance</u>, compared to 25.0% who did not (1).

## Graph 20   Receipt of Certificate of Attendance
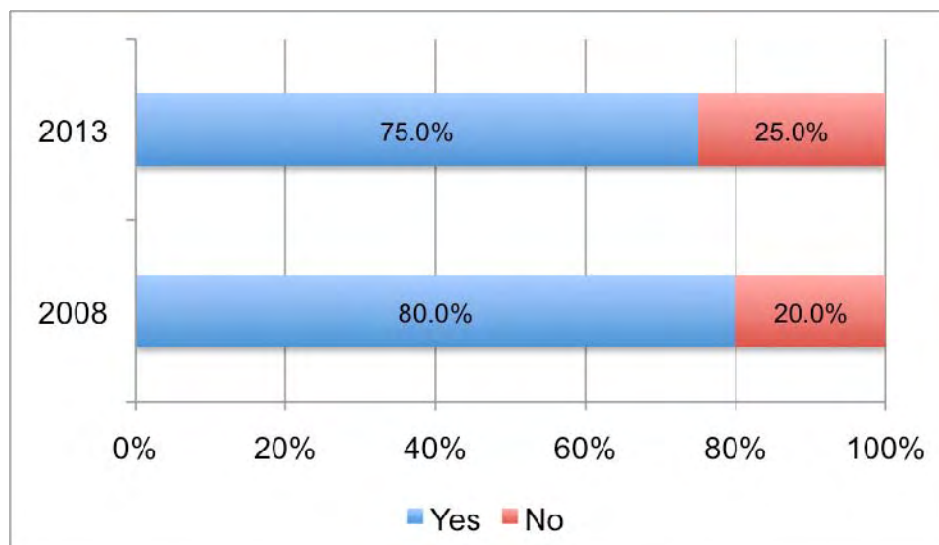
(n = 5)

In **question 18** the 10.8% of survey participants (129 respondents) who advised that they did not vote were asked:

"If you didn't vote, why not?"

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

- ➢ Forgot to vote/enrol (51.2%)
- ➢ Not interested in voting/enrolling (34.1%)
- ➢ Not enough time (4.7%)
- ➢ Did not know how (1.6%)
- ➢ Other (8.5%)

Graph 21   Reason for Not Voting
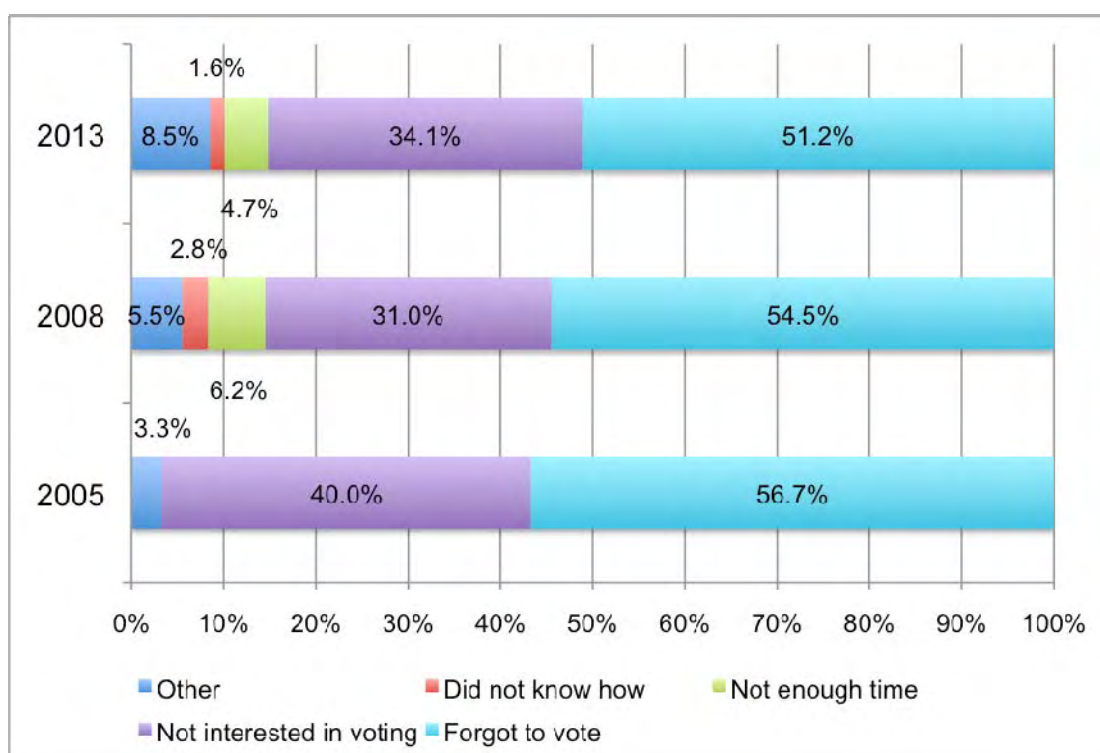
(n = 129)

The 'other' category showed an increase over previous survey periods. 4.1% of these respondents indicated that they did not vote due to the poor quality of candidates available and a general discontent with the state of politics/politicians.

4.1.12 In **question 19**, survey respondents who had voted at a polling place or who attended a polling place and were eligible to vote (1,009 respondents) were asked:

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

This is the first survey period in which this question has been asked, therefore there are no comparative figures from previous survey periods to provide.

50.9% of respondents found officials to be 'at least' <u>very helpful</u> (18.1% - extremely helpful and 32.8% - very helpful). A further 44.6% found them to be at least <u>slightly helpful</u> (37.7% - moderately helpful and 6.9% - slightly helpful).

4.5% of respondents found them to be <u>not at all helpful</u>.

Of the 4 ineligible voters who turned up at a polling place 2 respondents (50%) found the polling place officials to be not at all helpful, 1 found them to be slightly helpful (25%) and 1 found them to be moderately helpful (25%).

Graph 22   Helpfulness of Polling Place Officials
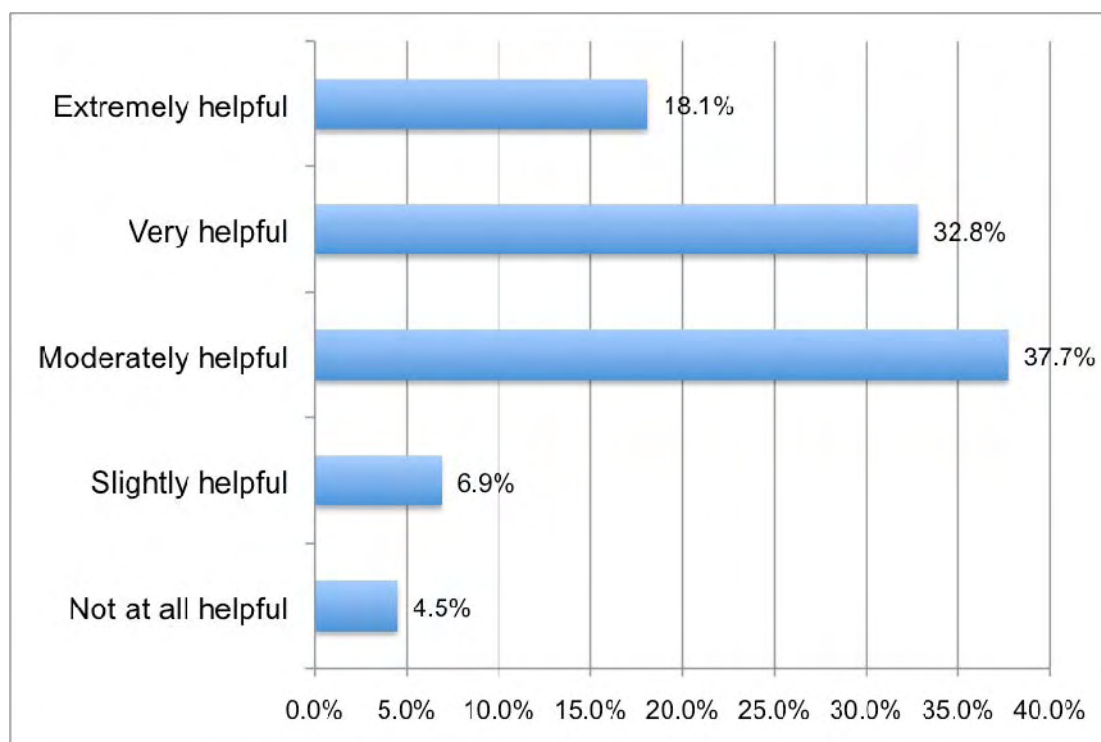
(N = 1,009)

4.1.13 In **question 20**, all survey respondents who voted at a polling place (1,005 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?"**

In this survey period an additional choice option was given (Easy Vote Card and Letter from the Commission). Results from previous survey periods have been included for interest, but are not directly comparable to results from this survey period.

The response options given were:

> ➢ How to vote card from party workers
> ➢ Instructions on the ballot paper
> ➢ Easy Vote Card and Letter from the Commission
> ➢ Two or more of these
> ➢ None of them
> ➢ Other

24.1% of voting respondents advised that they used the <u>how to vote card from party workers</u> when voting. 20.8% used the <u>Easy Vote Card and Letter from the Commission</u> and 18.9% used the <u>instructions on the ballot paper</u> solely. 19.3% used <u>two or more of these</u> and 14.1% used <u>none of them</u>. A further 2.9% used alternate information sources such as the <u>local community newspaper</u> and <u>leaflets delivered to their letterboxes</u>.

Graph 23   Voting Instruction Sources
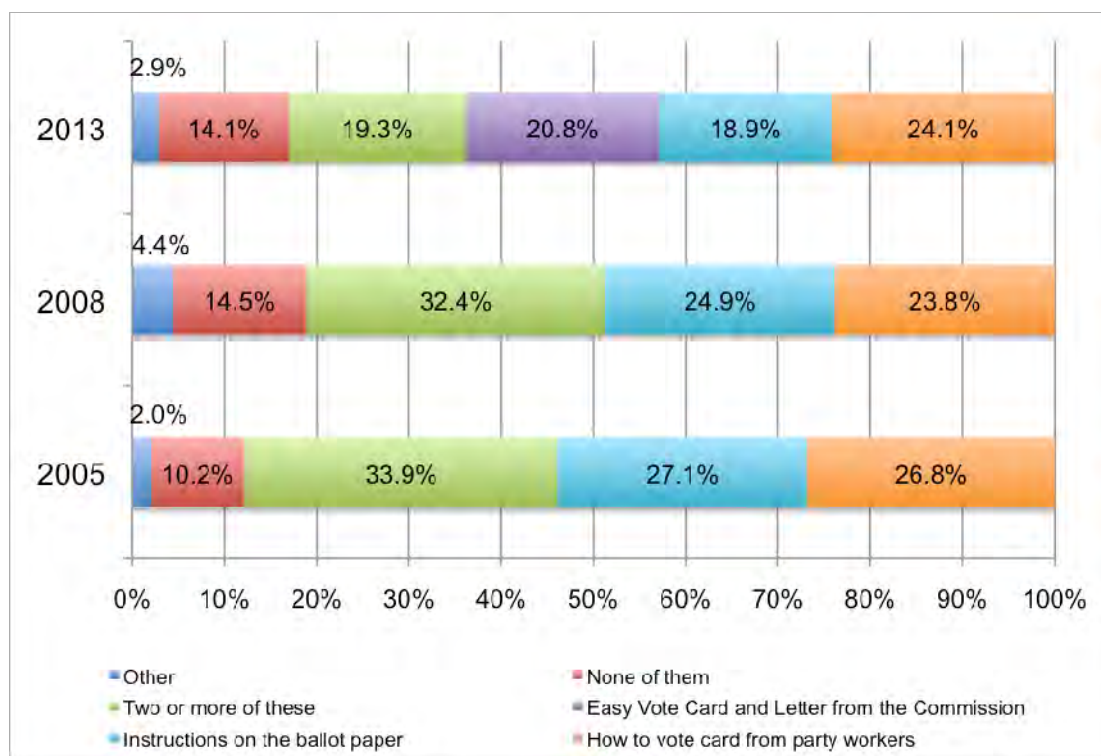
(N = 1,005)

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

"Do you think that the Commission conducted the election impartially and without bias?"

This is the first survey period in which this question has been asked, therefore there are no comparative figures from previous survey periods to provide.

94.1% of respondents <u>believed</u> that the Commission <u>conducted the election impartially and without bias</u>. 1.7% <u>did not believe</u> that the Commission conducted the election impartially and without bias and 4.3% had <u>no opinion</u> on the issue.

A larger proportion of those who did not vote believed the Commission to be non-impartial and biased. While the numbers of those who did not vote are small (129 respondents) and subject to larger sampling error, they are still indicative of opinion. 8.5% of respondents who did not vote did not believe that the Commission conducted the election impartially and without bias, compared to 0.9% of those voting at a polling place and 0% of those who voted using an alternate method.

Graph 24   Impartiality and Lack of Bias of Commission
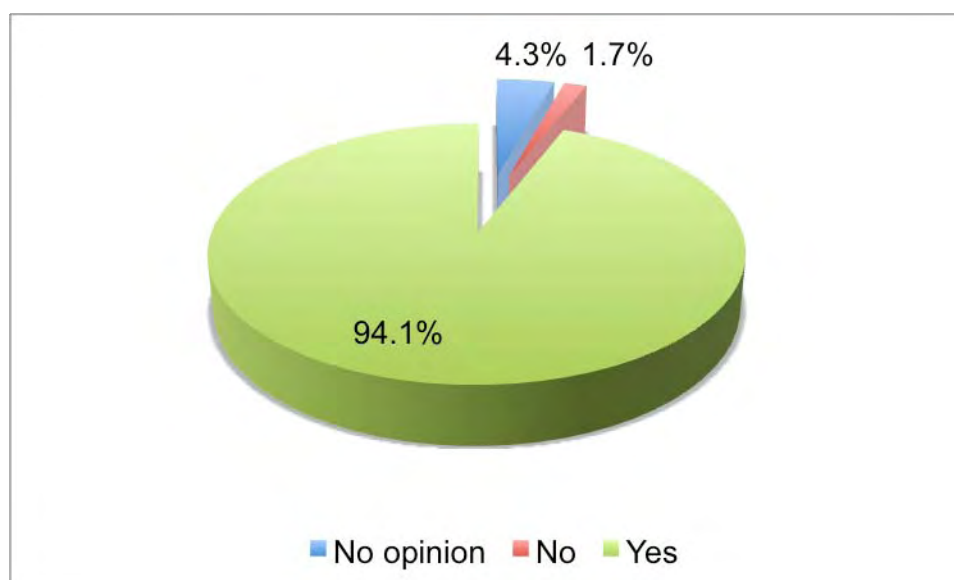
(n = 1,200)

Those who believed the Commission to be non-impartial and biased (20 respondents) were asked why they thought this. The key issues raised were:

 ➢ Unfairness of electoral redistributions (9 respondents)
 ➢ Do not trust politicians (6 respondents)
 ➢ General lack of trust in the system (5 respondents)

**4.1.15** In **question 22**, all survey respondents were asked:

"Are you aware of any recent changes to the electoral boundaries in your area?"

29.2% of all respondents advised that they were <u>aware of changes</u> made to the electoral boundaries in their locality. This compared to 70.8% who were <u>not aware of any changes</u>. In general, higher levels of awareness corresponded to regions in which more electoral boundary changes had occurred.

It is noted that in 2011 the changes made to electoral boundaries only directly affected 10% of the population and 75% of 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 25   Electoral Boundary Changes
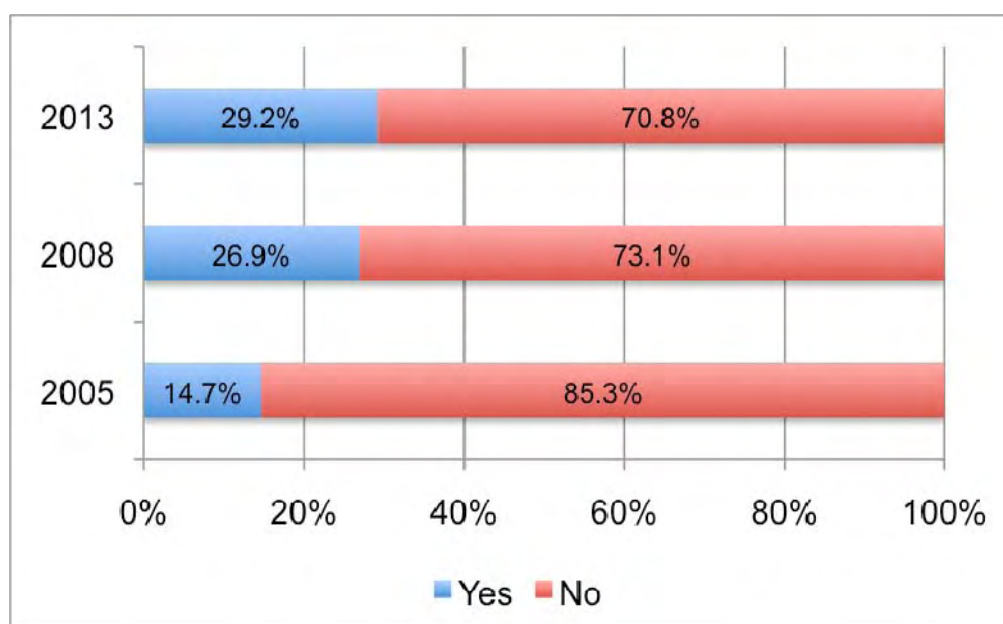
(N = 1,200)

Awareness of respondents to changes made to the electoral boundaries in their locality was also analysed on the basis of whether they lived in the metropolitan or regional areas. Graph 25a, presented overleaf, shows that regional respondents were <u>more likely to be</u>

aware of changes to electoral boundaries (32.7%) than were those in the metropolitan area (28.0%).

Graph 25a   Awareness of Electoral Boundary Changes by Location
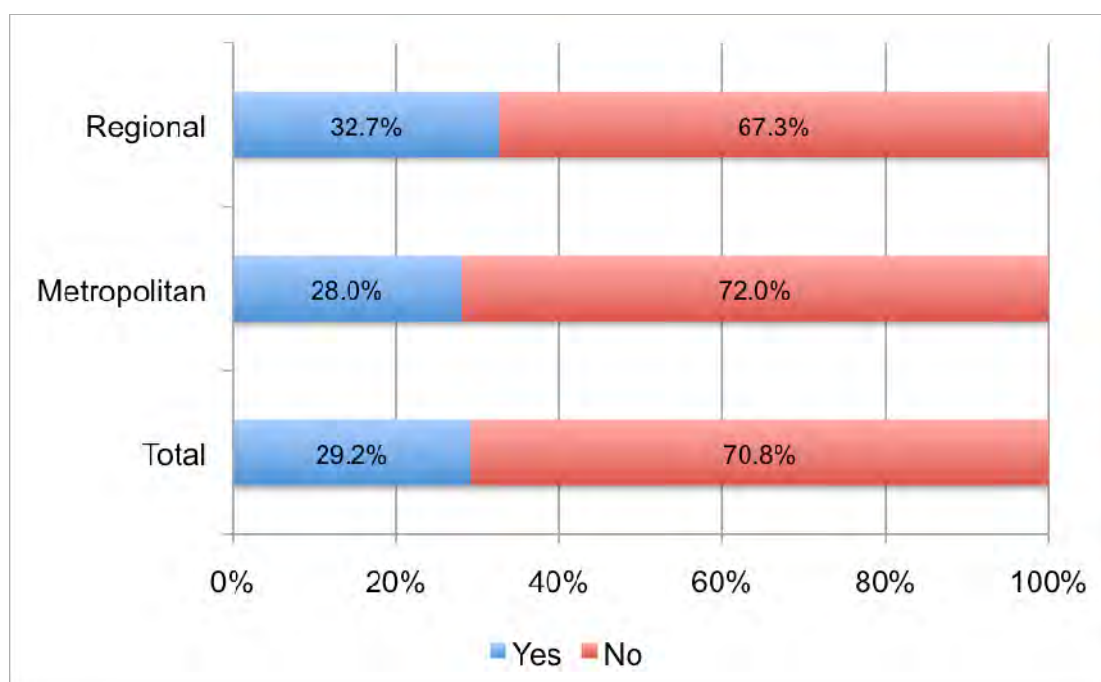
(N = 1,200)

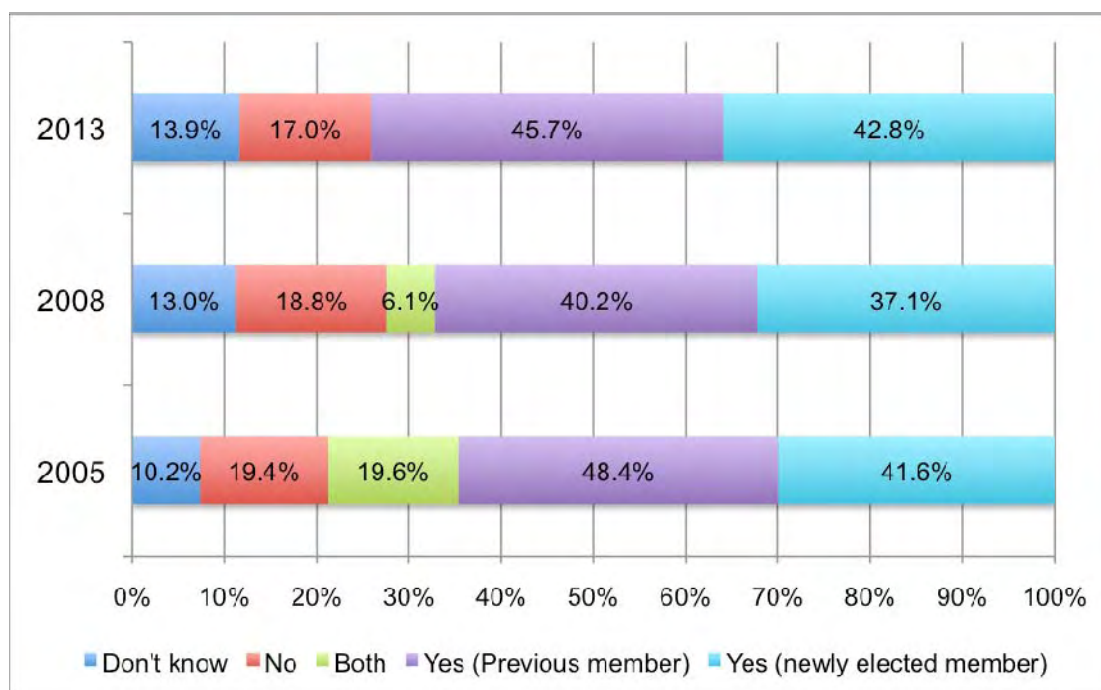**4.1.16** In **question 23**, all survey respondents were asked:

"Are you aware of the name of your elected member?"

In this survey period a choice option was removed ("Both"). Respondents were able to select more than one of the first two choices. Therefore, results from previous survey periods have been included for interest, but are not directly comparable to results from this survey period.

Responses to this question tally to more than 100% as multiple responses were allowed in respect of newly elected and previously elected members. 45.7% of respondents were aware of the name of the previously elected member for their locality. This compared to 42.8% who were aware of their newly elected member.

17.0% of respondents were not aware of the names of either the current or previously elected member. 13.9% were unsure whether they knew the members name or not.

### Graph 26   Elected Member Awareness

(N = 1,200)

4.1.17 In **question 24**, all survey respondents were asked:

"Where did you go to get election results?"

In this survey period some choice options were removed ("internet", and "don't know and "didn't bother" were left as open ended responses). Other response categories were added – "Commission website", "other website", "Facebook" and "Twitter". Respondents were able to select more than one category. Therefore, results from previous survey periods have been included for interest, but are not directly comparable to results from this survey period.

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 was <u>television</u>. 41.4% of respondents used this information source compared to the next most popular – <u>newspapers</u> at 32.4% of respondents. 15.4% of respondents used <u>other websites</u> as the third most popular source. 8.6% of respondents used the <u>Commission website</u> as a source of election information and 6.3% of respondents used the <u>radio</u>.

Graph 27   Source of Election Result Information
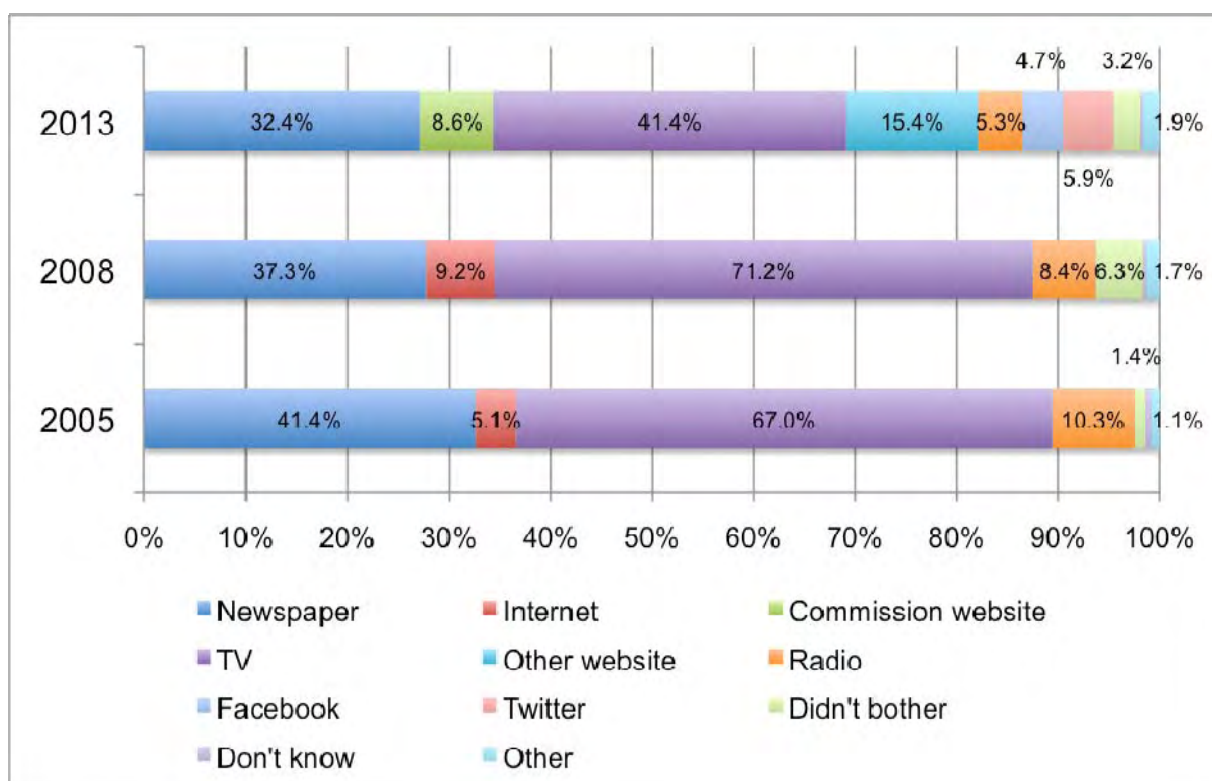
(N = 1,200)

Due to the cramped display of results for smaller percentages in Graph 27, a table of results (Table 1) is shown overleaf for ease of reading as some smaller results have been omitted from the graph.

Table 1 – Source of Election Results Information

Information Source	2005	2008	2013
Newspaper	41.4%	37.3%	32.4%
Internet	5.1%	9.2%	-
Commission website	-	-	8.6%
TV	67.0%	71.2%	41.4%
Other website	-	-	15.4%
Radio	10.3%	8.4%	5.3%
Facebook	-	-	4.7%
Twitter	-	-	5.9%
Didn't bother	1.4%	6.3%	3.2%
Don't know	0.6%	0.4%	0.3%
Other	1.1%	1.7%	1.9%

4.2   Polling Location

4.2.1   In **question 25**, all survey respondents were asked:

"When deciding where to vote, what is the most important factor in choosing your polling place?"

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. Unlike in previous survey periods, respondents were asked to provide only one factor of importance when choosing their polling location.

Table 2 below shows that the key factor relates to proximity to the respondents home (24.3%). This was followed by convenience to their movements on the day (22.6%) and general proximity to where they were during the day (15.2%).

The next key issue relates to turnaround time (14.5%) or the time spent having to vote. Anecdotal information from survey respondents suggests that some have prior knowledge of how busy some polling places are and will either avoid them during busy periods or choose a polling place that attracts fewer voters. These responses have not been quantified.

Ease of parking (6.1%) and having used the location previously (4.8%) round out the key issues of importance to most respondents.

Table 2 – Key Factor in Choosing Polling Location

Factor	Frequency of Response	Percentage Response
Proximity – home	292	24.3%
Convenience	271	22.6%
Proximity – general	182	15.2%
Quicker turnaround	174	14.5%
Ease of parking	73	6.1%
Used the location before - habit	58	4.8%
Ease of access	38	3.2%
Local area	23	1.9%
Disabled access/assistance	16	1.3%
Proximity – work	14	1.2%
Can walk there	8	0.7%
Signage/visibility when passing	5	0.4%
Other	11	0.9%
No response/unsure	35	2.9%
TOTAL	1,200	100.00%

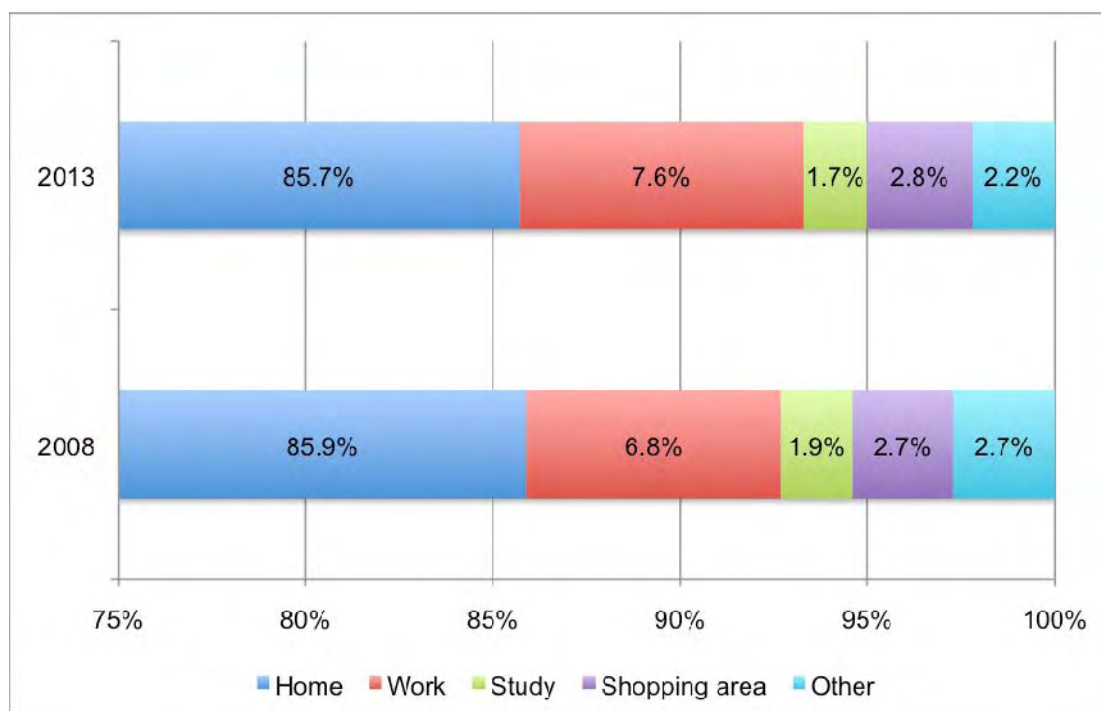**4.2.2** In **question 26**, all survey respondents were asked:

"Was the polling location you voted at close to …?"

While all respondents did respond to this question, respondents who did not vote at a polling place or vote at all have had their responses factored out to show only the proportions of those that used polling places (1,009 respondents). These parameters have also been retroactively applied to the 2008 results.

72.1% of respondents chose to vote at a polling location close to their home (75.2% in 2008). 10.8% of respondents advised that they did not vote in this election (12.5% in 2008). 6.4% of respondents voted at a place close to their work, and a further 2.3% of respondents voted at a location close to a shopping area. 1.4% voted near to their place of study.

5.2% of respondents advised that they voted, but not at a polling place.

Graph 28   Voting Place Proximity*

(N = 1,009)
* (Please note that this graph is not to scale)

4.2.3 In **question 27**, all survey respondents who voted or attempted to vote at a polling place were asked:

"On the following scale, how conveniently located was the polling place?"

This is the first survey period in which this question has been asked in this form therefore there are no comparative figures from previous survey periods to provide.

The largest proportion of respondents (40.3%) advised that the polling location they chose to vote at was <u>moderately convenient</u> for them. A further 27.8% found their polling place to be <u>very convenient</u> and 14.9% found it to be <u>extremely convenient</u>.

10.9% of respondents advised that the location was only <u>slightly convenient</u> and 6.1% of respondents believed that it was <u>not at all convenient</u>.
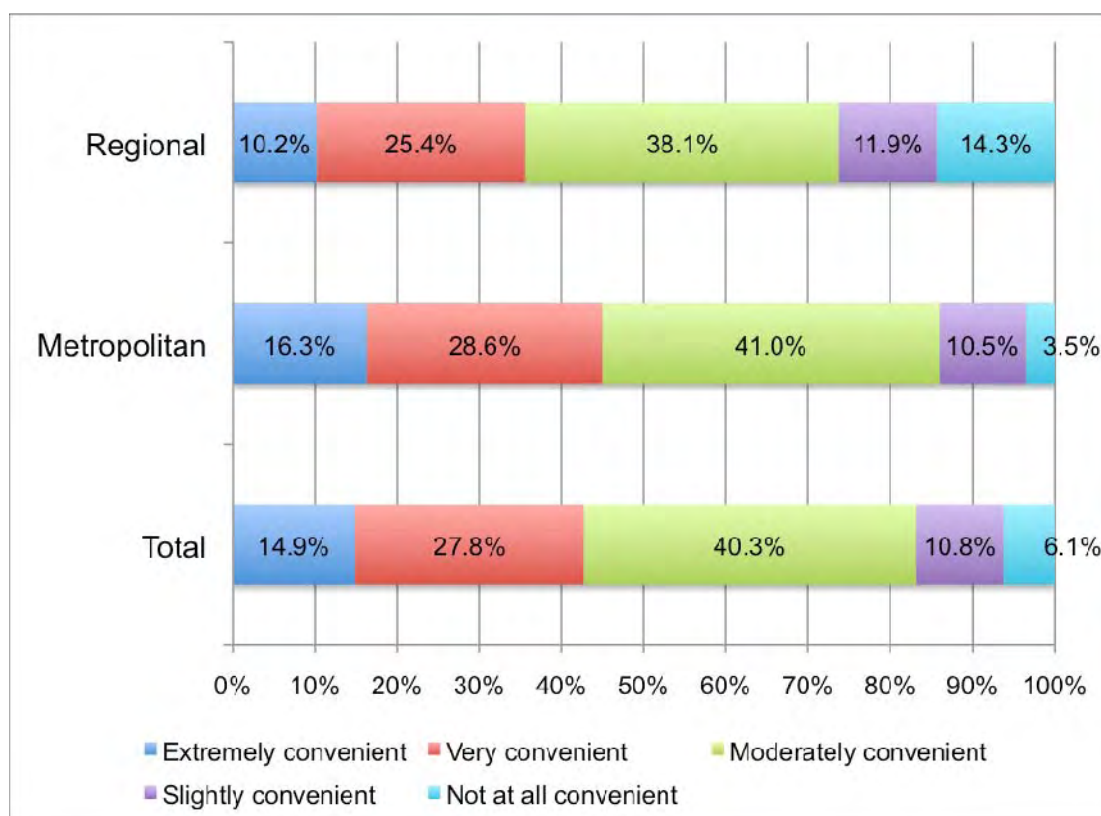
Graph 29   Convenience of Polling Place
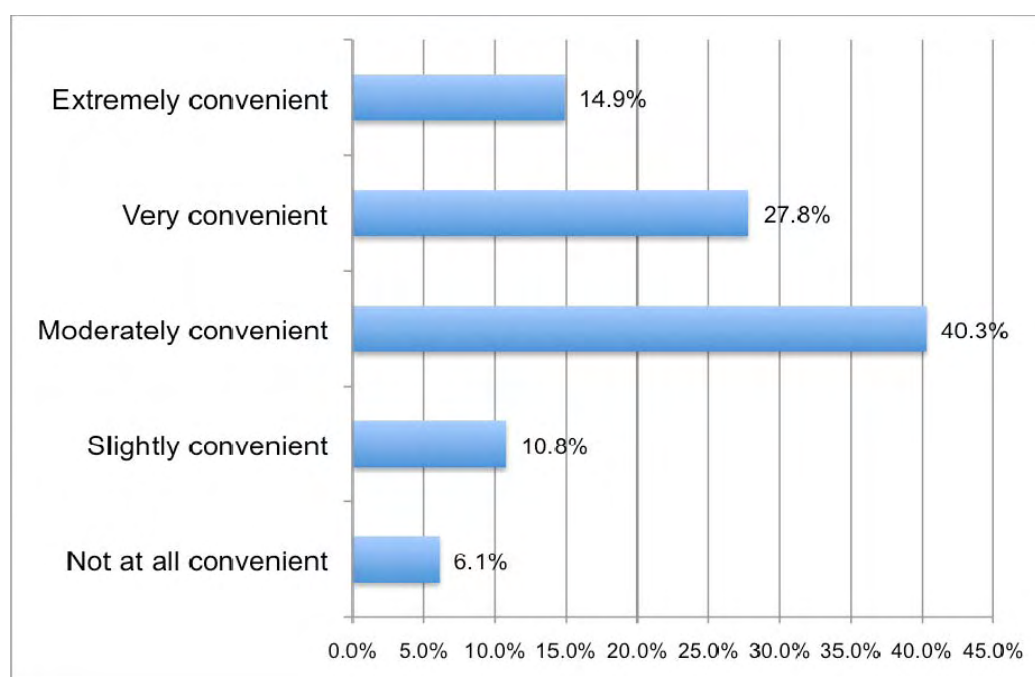
(N = 1,009)

Graph 29a (shown overleaf), shows that the largest proportion of respondents advising that the location was not at all convenient was in regional areas.

Graph 29a   Convenience of Polling Place by Location

(N = 1,009)

In **question 28** those respondents who advised that the polling place was not at all convenient to them (62 respondents) were asked:

"If 'not at all convenient' in question 27, why not?"

Responses to this question will tally to greater than 100% as some respondents chose to provide more than one reason for finding their polling place not at all convenient. The key responses to this question, in order of frequency, were as follows:

➢ Polling location was too far away from home (33.9%)
➢ Too far to walk – had to drive (22.6%)
➢ Hard to find parking (19.3%)
➢ Working – hard to locate polling place
   nearby in business/industrial areas (17.7%)
➢ Queue was too slow/too many people
   going to this polling place (11.3%)
➢ Other (8.1%)

4.3   Easy Vote Card

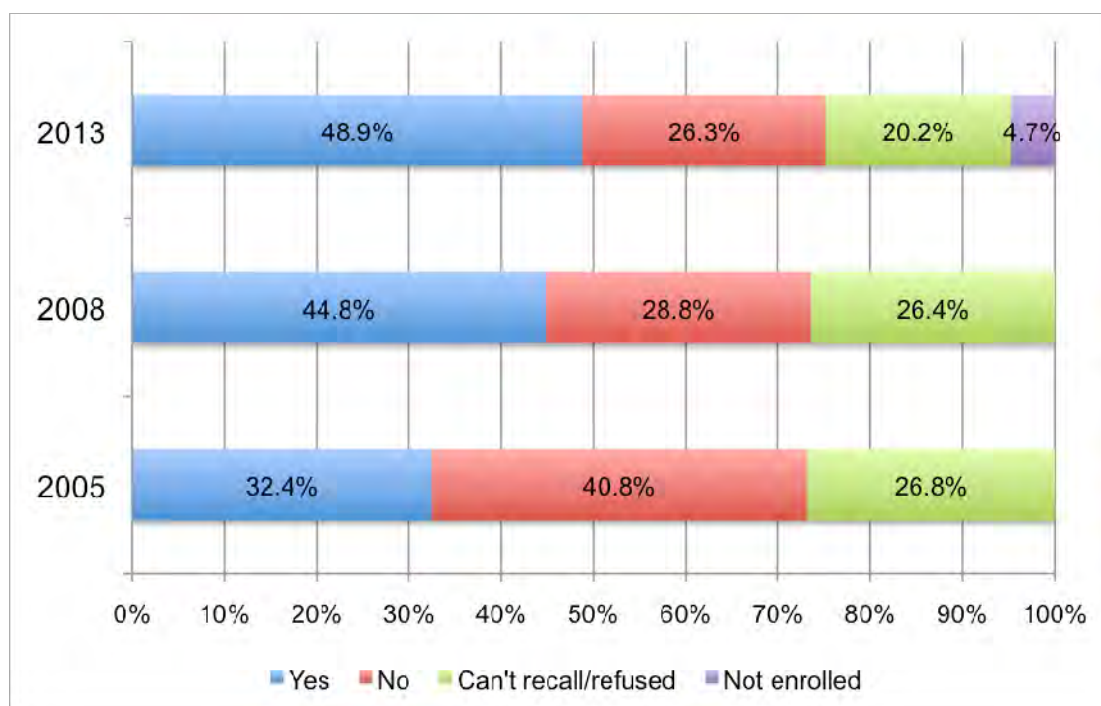**4.3.1**   In **question 29**, all survey respondents were asked:

"Do you recall receiving an Easy Vote Card as part of a letter from the Commission?"

Graph 30 shows a comparison between the results for the Easy Vote Card as part of a personally-addressed letter, the non-personalised notice delivered to households in 2008 and the distribution of the 'Election News' in 2005. While each of these communications was different and distributed in different ways, the comparison serves to highlight the reach of each.

48.9% of respondents advised that they <u>were aware that they had received a copy of the Easy Vote Card as part of a letter from the Commission</u>. 26.3% of respondents <u>could not recall</u> having received a copy at all and a further 20.2% advised that they <u>did not know</u> whether they had received one or not. In this survey period those respondents who were not enrolled to vote (4.7%) have been placed in a separate category.

There was no indication that responses varied on the basis of demographic groupings.

Graph 30   Receipt of the Easy Vote Card & Other Notifications from the Commission

(N = 1,200)

4.3.2 In **question 30**, survey respondents who advised that they did recall receiving a copy of the Easy Vote Card and Commission letter (587 respondents) were asked:

"Did you use any of the services and/or information that was provided on the Easy Vote Card?"

Graph 31 shows a comparison between the results for the Easy Vote Card as part of a Commission letter, the non-personalised notification in 2008 and the distribution of the 'Election News' in 2005. While each of these communications was different and distributed in different ways, the comparison serves to highlight the usage of each.

42.9% of respondents receiving the Easy Vote Card as part of a Commission letter advised that they <u>did use services/information on the Easy Vote Card</u>. 57.1% of respondents <u>did not use</u> the services or information provided on the Easy Vote Card.

There was no indication that responses varied on the basis of demographic groupings.

Graph 31   Use of Easy Vote Card & Other Notification Services/information
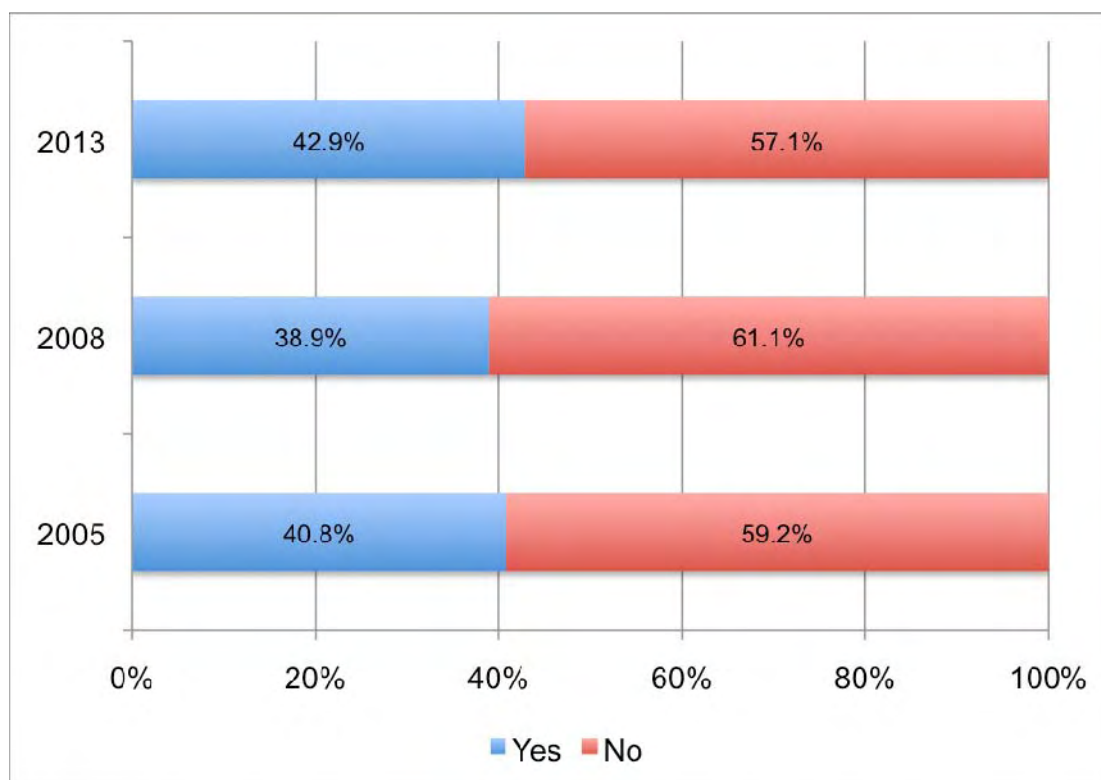
(n = 587)

4.3.3 In **question 31**, survey respondents who advised that they did recall receiving a copy of the Easy Vote Card and Commission letter were asked:

"Did you take the Easy Vote Card with you to a polling place?"

This is the first survey period in which this question has been asked therefore there are no comparative figures from previous survey periods to provide.

It should be noted that the statistics presented are based on the total population rather than just those who recalled receiving the cards – although those figures are provided in brackets. This enables an overall view of the use of the Easy Vote Card to be determined.

Graph 32 shows that 40.6% of all survey respondents advised that they did take the Easy Vote Card with them to a polling place. This compares to 59.4% of all survey respondents who advised that they did not take it with them.

Of those who recalled receiving the Easy Vote Card and Commission letter, 82.9% of respondents took it with them to a polling place whereas 17.1% did not.

There was no indication that responses varied on the basis of demographic groupings.

Graph 32   Use of the Easy Vote Card

(n = 587)
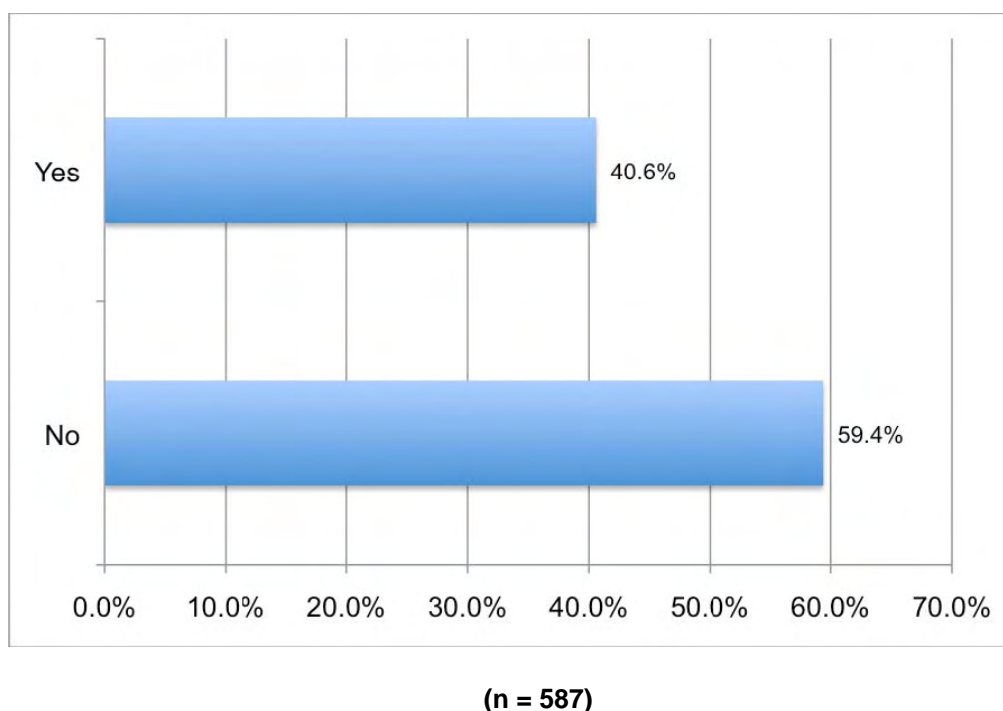
4.3.4   In **question 32**, the survey respondents who recalled receiving their copy of the Easy Vote Card and letter (587 respondents) were asked:

"How useful did you find the Easy Vote Card?"

Responses were provided on a scale of 1 to 10, where 1 meant not at all useful and 10 meant extremely useful. A 10-point scale was used for comparison to previous survey periods, but converted for ease of result presentation. The responses have now been grouped and statistics generated using the following scale:

➢ Not at all useful – scores 1 & 2
➢ Slightly useful – scores 3 & 4
➢ Somewhat useful – scores 5 & 6
➢ Very useful – scores 7 & 8
➢ Extremely useful – scores 9 & 10

Graph 33 shows a comparison between the results for the perceived usefulness of the Easy Vote Card as part of a Commission letter, the non-personalised notice in 2008 and the distribution of the 'Election News' in 2005. While each of these communications was different and distributed in different ways, the comparison serves to highlight the perceived usefulness of each.

Of the 587 respondents who recalled receiving the Easy Vote Card and Commission letter, 29.3% of respondents found it to be extremely useful. A further 26.7% of respondents found it to be very useful, 24.4% found it to be somewhat useful and 12.1% slightly useful. Only 7.5% of respondents found it to be not at all useful.

There was no indication that responses varied on the basis of demographics.

**Graph 33   Usefulness of the Easy Vote Card & Other Notifications**
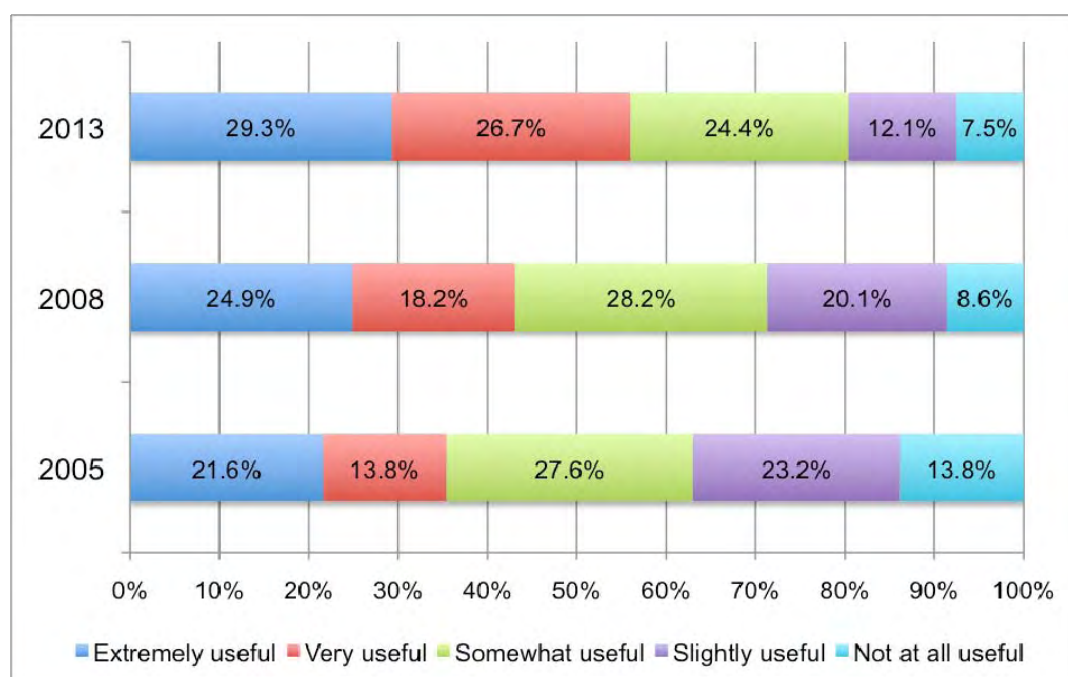
(n = 587)

Graph 33a shows the percentage responses for the 506 respondents that actually used the card, with respondents that recalled receiving it but did not use it factored out.

Of the 506 respondents who recalled receiving the Easy Vote Card and Commission letter and used it either for services/information or took it with them to their polling place, 33.6% of respondents found it to be extremely useful. A further 31.0% of respondents found it to be very useful, 28.1% found it to be somewhat useful and 6.3% slightly useful. Only 1.0% of respondents found it to be not at all useful.

There was no indication that responses varied on the basis of demographic groupings.

Graph 33a   Usefulness of the Easy Vote Card (received card but did not use factored out)
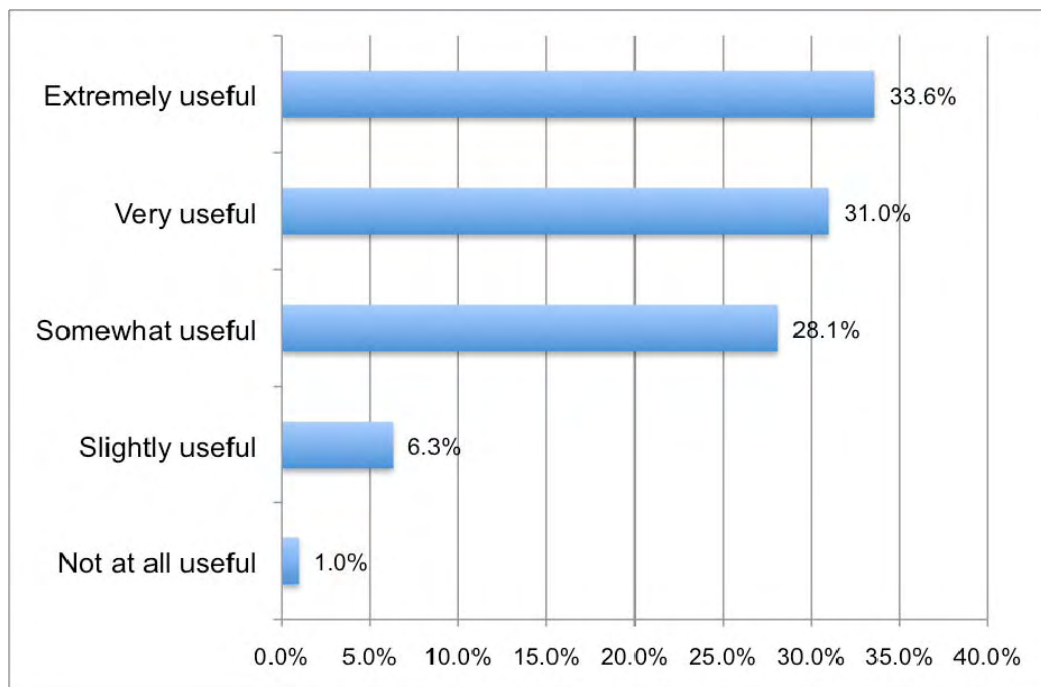
(n = 506)

4.3.5   In **question 33**, survey respondents who advised that they <u>did use</u> their copy of the Easy Vote Card and Commission letter for services/information (251 respondents) were asked:

"What do you recall reading in the Easy Vote Card?"

The Easy Vote Card and Commission letter contained different information categories than communications in different election years. Consequently, the response categories reported on are different from previous survey periods. *Therefore, results from previous survey periods have been included for interest, but are not directly comparable to results from this survey period.*

Respondents were not prompted at all, but were asked to try and recall as many things in the publication that they may have read. Significantly fewer respondents than actually indicated that they read the Easy Vote Card and letter were able to recall what they had read in it.

All users of the Easy Vote Card in this survey period were able to recall at least one element of the publication. Results tally to greater than 100% as multiple responses were encouraged.
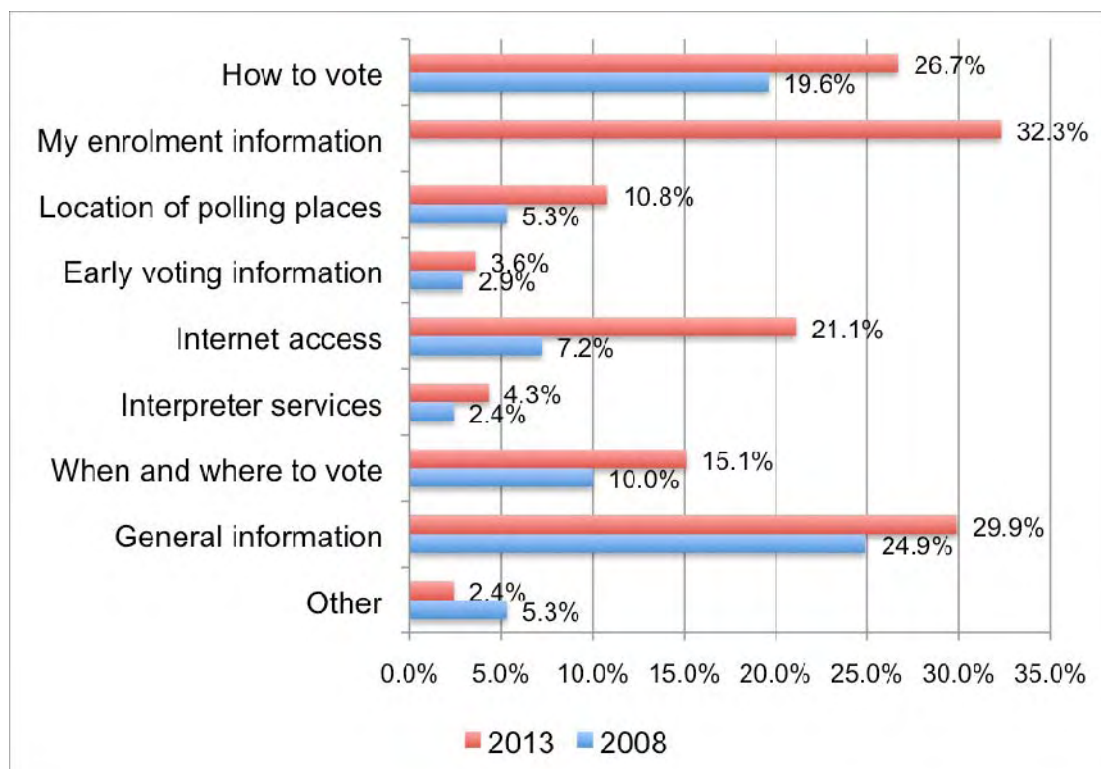
Graph 34, presented overleaf, shows that a number of key sections achieved significant recollection. It is noted that recollection in all areas was greater than that achieved in the 2008 survey period. This would support the idea that the new format is more effective in its presentation than previous versions.

The keys areas recalled were:

> ➢ My enrolment information   (32.3%)
> ➢ General information   (29.9%)
> ➢ How to vote   (26.7%)
> ➢ Internet access   (21.1%)
> ➢ When and where to vote   (15.1%)
> ➢ Location of polling places   (7.2%)
> ➢ Interpreter services   (4.3%)
> ➢ Early voting information   (3.6%)

There was no indication that responses varied on the basis of demographic groupings.

Graph 34   Recollection of Easy Vote Card Topics

How to vote — 2013: 26.7%, 2008: 19.6%
My enrolment information — 2013: 32.3%
Location of polling places — 2013: 10.8%, 2008: 5.3%
Early voting information — 2013: 3.6%, 2008: 2.9%
Internet access — 2013: 21.1%, 2008: 7.2%
Interpreter services — 2013: 4.3%, 2008: 2.4%
When and where to vote — 2013: 15.1%, 2008: 10.0%
General information — 2013: 29.9%, 2008: 24.9%
Other — 2013: 2.4%, 2008: 5.3%

■ 2013   ■ 2008

(n = 251)

In **question 34**, survey respondents who advised that they did use their copy of the Easy Vote Card were asked:

"What other information would have been helpful to have in the Easy Vote Card?"

Of those respondents who did use the Easy Vote Card few advised that further information would have been helpful. 37 responses were received to this question with the information suggestions proposed falling into two distinct categories, similar to those indicated by respondents to the 2008 and 2005 surveys. The remaining 214 respondents could not advise of a need for further information that would have been of assistance to them.

The suggestions provided were:

➢ More detailed information relating to the political parties and their candidates for the seat and the provision of information on their policies and promises (27 responses)

➢ Detailed information on electoral boundary changes, the implications of this and the reasons for the change (10 responses)

4.4   Advertising Effectiveness

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

"Were you aware of any Commission advertising leading up to the election?"

48.7% of respondents advised that they were aware of Commission advertising compared to 51.3% who were not aware. This represents an increase of 2.3% in advertising recollection since the 2008 survey period and is approaching the level of the 2005 results.

Advertising recollection was more prevalent in metropolitan areas than in regional areas.

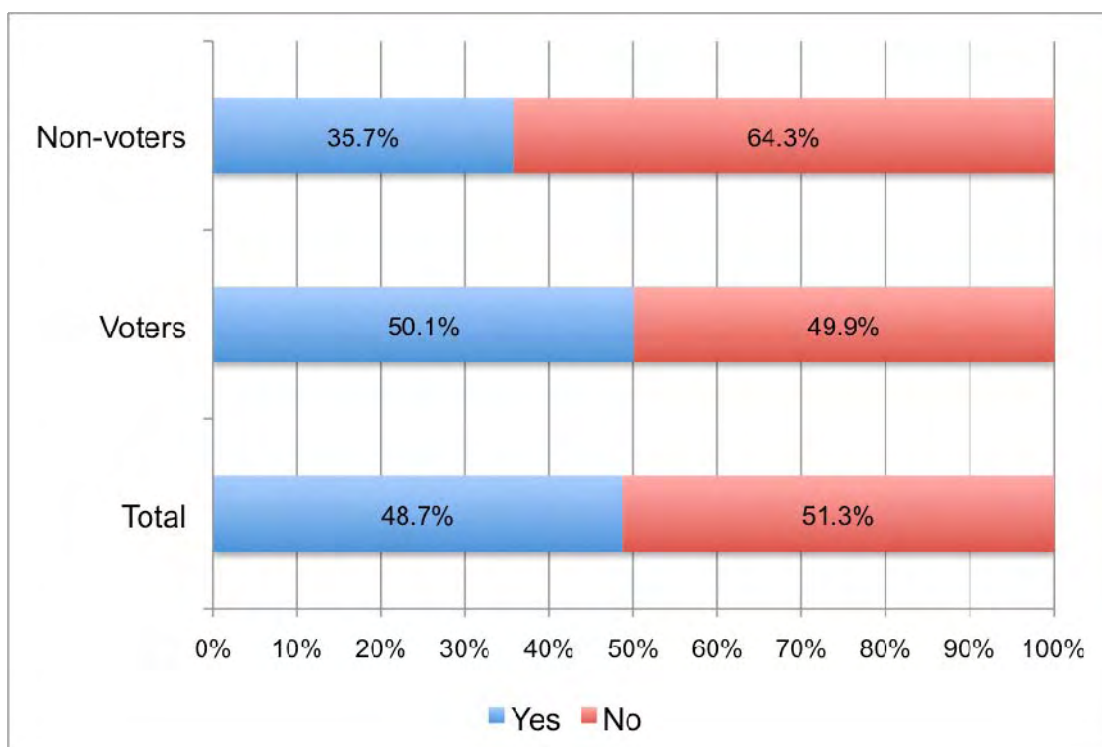**Graph 35   Awareness of Commission Advertising**
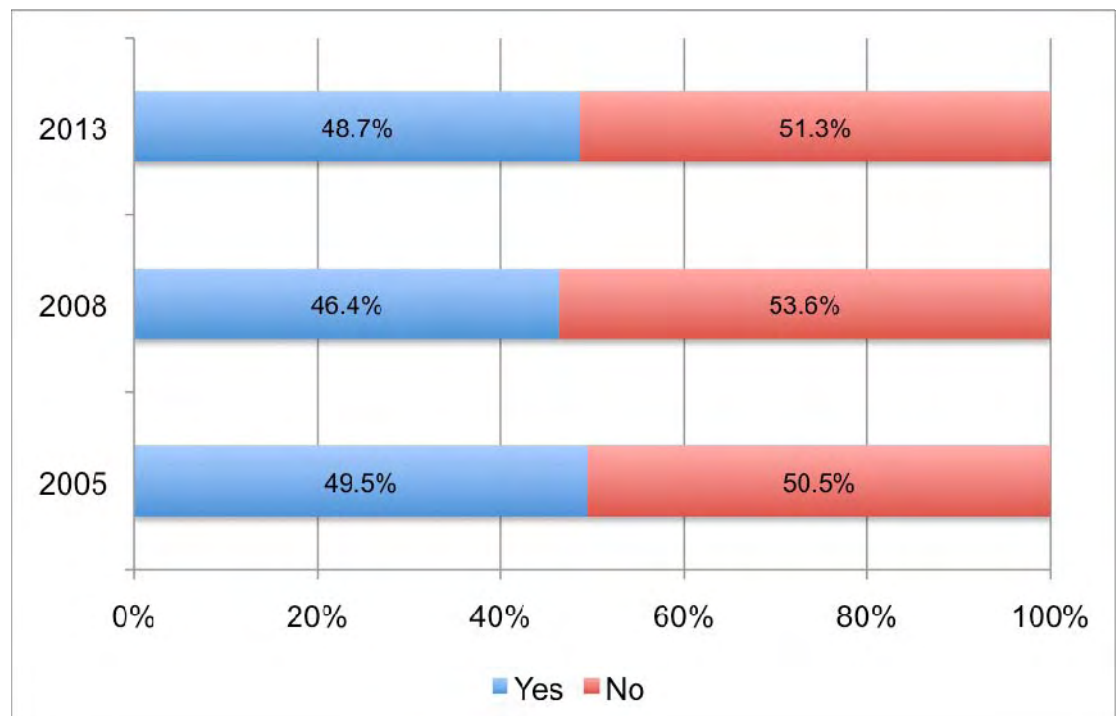
(N = 1,200)

Graph 35a, presented overleaf, shows a cross-tabulation of advertising awareness responses based on whether or not the respondent was a voter in the 2013 State Government Election. The results show that awareness of the advertising was different on the basis of whether the respondent had voted or not.

It should be noted that only 129 survey respondents advised that they did not vote. Due to the limited number of these respondents it needs to be remembered that the results for respondents who did not vote have a sampling error in the vicinity of +/- 10% and need to be viewed with care.

Graph 35a   Non-voters vs. Awareness of Commission Advertising

(N = 1,200)

4.4.2   In **question 36**, survey respondents who advised that they were aware of Commission advertising (585 respondents) were asked:

"What advertising were you aware of?"

A series of possible advertising forms that respondents may have seen was read out. These were:
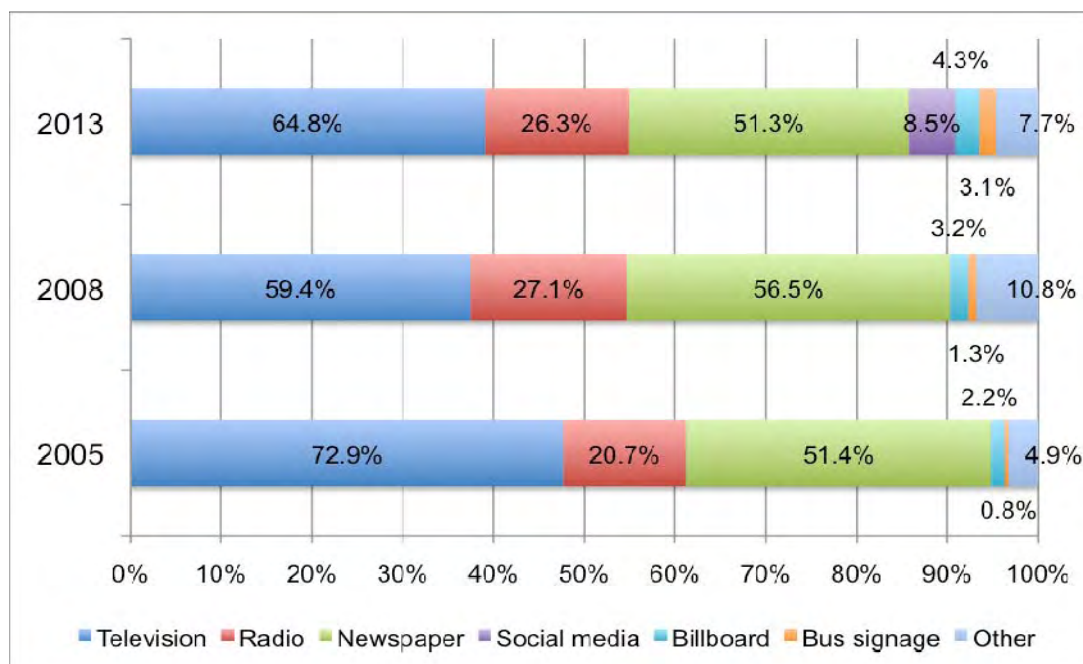
> ➢ Television
> ➢ Radio
> ➢ Newspaper
> ➢ Other

> ➢ Social Media
> ➢ Billboards
> ➢ Bus signage

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 underline television advertising, with 64.8% of respondents aware of Commission advertising (31.6% of underline all respondents) using this medium. underline Newspapers were the second most popular form of advertising with an awareness level of 51.3% (25.1% of all respondents). underline Radio awareness was at 26.3% (12.8% of all respondents) and underline social media had an awareness level of 8.5% (4.2% of all respondents).

In this survey periods advertising boards were used on bus stops. Awareness of these was 7.4% of respondents, with 4.3% classifying them as billboards and 3.1% as bus signage.

Graph 36   Advertising Medium Awareness Levels
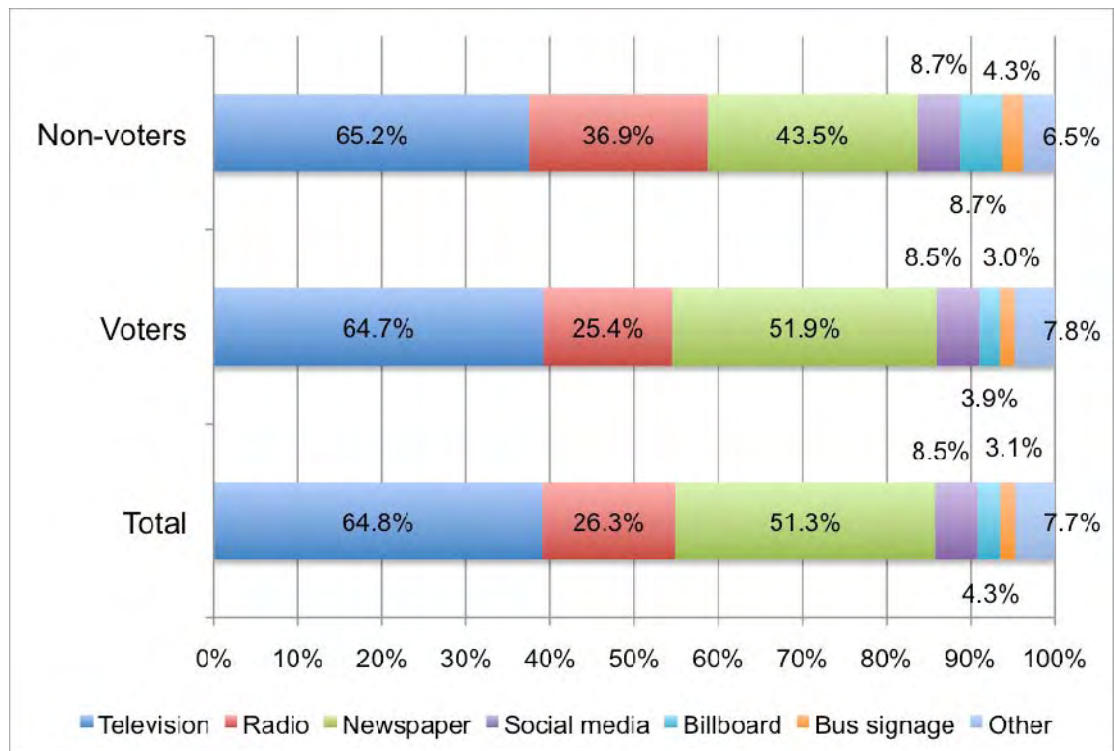

(n = 585)

Graph 36a, presented overleaf, shows a cross-tabulation of advertising medium awareness levels based on whether or not the respondent was a voter in the 2013 State Government Election. The results show that awareness of <u>television</u> and <u>radio</u> advertising was lower for respondents who <u>had voted</u> in the election, but higher for newspaper advertising when compared to respondents who <u>had not voted</u>.

It should be noted that only 46 survey respondents did not vote and were aware of the advertising. Due to the limited number of these respondents it needs to be remembered that the results for respondents who did not vote have a sampling error in the vicinity of +/- 10% and need to be viewed with care.

<u>Graph 36a</u> <u>Non-voters vs. Advertising Medium Awareness Levels</u>

(n = 585)

4.4.3   In **question 37**, survey respondents who advised that they were aware of Commission advertising (585 respondents) were asked:

"What messages did you think the advertising was trying to give you?"

Responses to this question were open-ended and not prompted in any way. Respondents were able to indicate whatever came into their mindset when the question was posed.

This question is an attempt to determine whether the message the advertising was trying to give was actually getting through to those viewing the advertising. Responses were diverse, indicating that people's perceptions of the distinct advertising message appeared unsure. Some respondents provided more than one advertising message. Despite this, the advertising did make them aware of the Election and think about the process. Responses were also dependent on which advertising material was seen by the respondents. For the sake of clarity responses have been classified into broad headings to enable ease of analysis.

The key response categories did appear to cover the key messages being provided by the advertising, namely:

- Make your voice heard
- encouraging participation
- reminding to vote

There was no indication that responses varied on the basis of demographic groupings.

Table 3   Recollection of Advertising Message

| Perceived Message	Number of responses
Participate, make your voice/vote heard, be involved	192
Don't know/can't recall	124
Reminder to vote	74
Encouraging participation	68
Importance of voting	39
Compulsory to vote	26
General voting information	18
Encouraging enrolment	16
How to vote	13
Information on changing address	13
When and where to vote	9
Information on electoral boundaries	7
Candidate details	5
Other	17

4.4.4 In **question 38**, survey respondents who advised that they were aware of Commission advertising and actually voted in the election (538 respondents) were asked:

"Did the advertising provide you with the information you needed to vote?"

65.2% of respondents aware of the Commission advertising (29.3% of all respondents) advised that it did provide them with the information they needed to vote. This compares to 34.8% who advised that it did not provide them with what they needed (15.6% of all respondents).

There was no indication that responses varied on the basis of demographic groupings.

Graph 37   Provision of Required Advertising Information
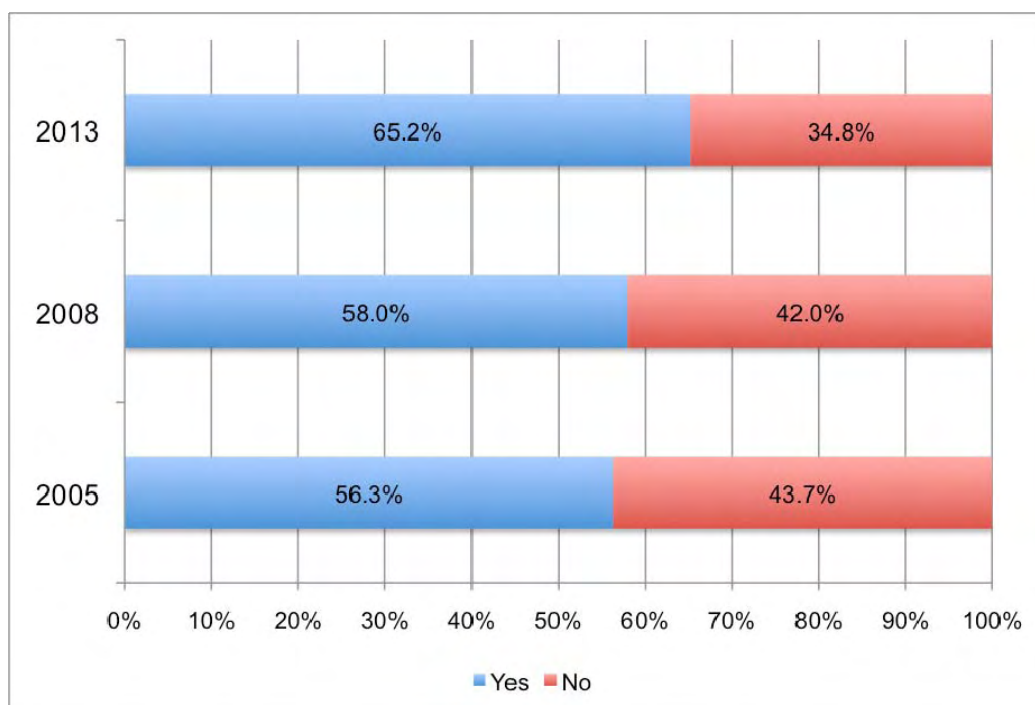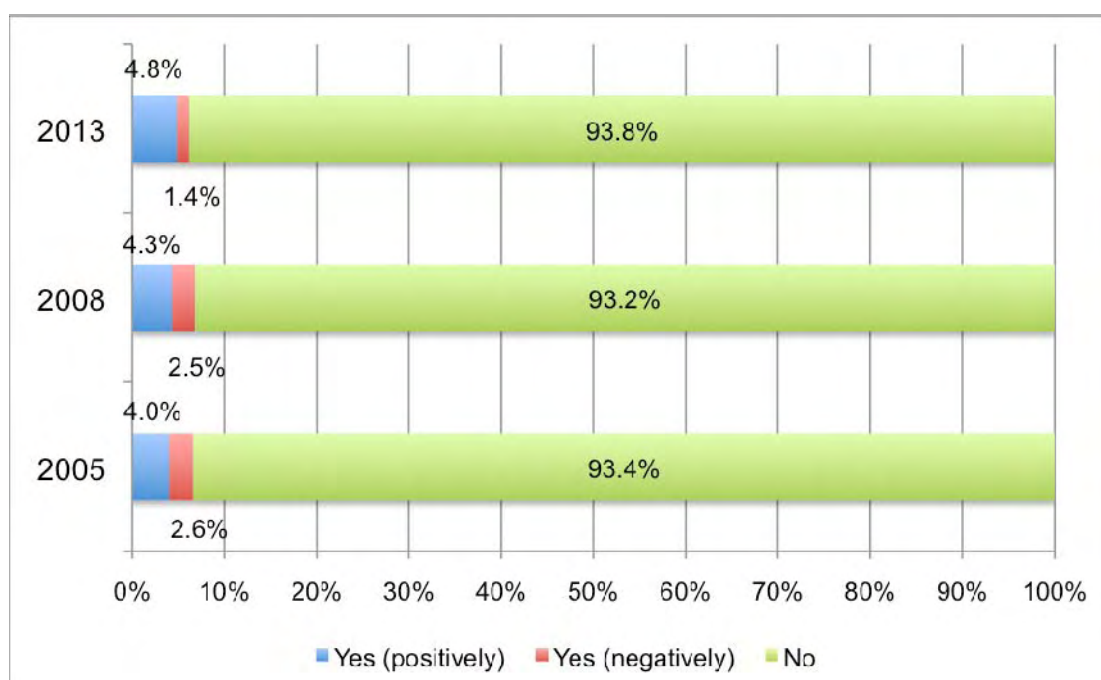

(n = 538)

4.4.5   In **question 39**, survey respondents who advised that they were aware of Commission advertising (585 respondents) were asked:

"Did the advertising influence your decision whether or not to vote?"

93.8% of respondents aware of the Commission advertising (45.7% of all respondents) indicated that they were not influenced to vote by the advertising. 4.8% of respondents (2.3% of all respondents) advised that they were positively influenced to vote by the advertising. 1.4% of respondents (0.7% of all respondents) indicated that they were put off voting by the advertising.

There was no indication that responses varied on the basis of demographic groupings.

Graph 38   Advertising Influence on Voting

(n = 585)

4.4.6   In **question 40**, survey respondents who advised that they were
aware of Commission advertising (585 respondents) were asked:

**"Was there any other information that should have been included
in the advertising which you cannot recall?"**

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 there was no need for further
information as the voting process was relatively straightforward
process or that they were well versed in the process from many years
of voting.

57 responses (9.7% of respondents aware of the advertising) were
received to this question with the information suggestions proposed
falling into a number of distinct categories. These were:

- ➢ Comparison of old boundaries to new boundaries (15 responses)
- ➢ Candidate information (14 responses)
- ➢ Detailed explanation of counting process (10 responses)
- ➢ Party policy information (6 responses)
- ➢ Advertise political party weblinks (5 responses)
- ➢ More information needed on how to change enrolment details on electoral roll (3 responses)
- ➢ Other (4 responses)

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

There was no indication that responses varied on the basis of
demographic groupings.

4.4.7   In **question 41**, survey respondents who advised that they were
aware of Commission advertising (585 respondents) were asked:

**"Do you recall the advertising slogan for the election?"**

This survey period has seen a substantial increase in the recollection
of the election slogan among people who were aware of the
advertising campaign for the election. Anecdotal information provided
to interviewers by respondents suggests that this is due to the high
recognition value of the song on which the slogan is based.
Recollection was highest among respondents who were aware of the
advertising via TV or radio.

20.7% of respondents who were aware of the Commission advertising
(10.1% of all respondents) had a correct recollection of the slogan for
the election. A further 14.4% (7.0% of all respondents) had a close,
although not completely accurate, recollection of the slogan.

63.2% of respondents aware of the advertising had no recollection of
the advertising slogan for the election. A further 1.7% thought that
they knew what the slogan was, but were incorrect.

This meant that 35.1% of respondents aware of the advertising, or
17.8% of all respondents to the survey were aware of the slogan in a
close to correct form.

Graph 39   Awareness of Election Advertising Slogan
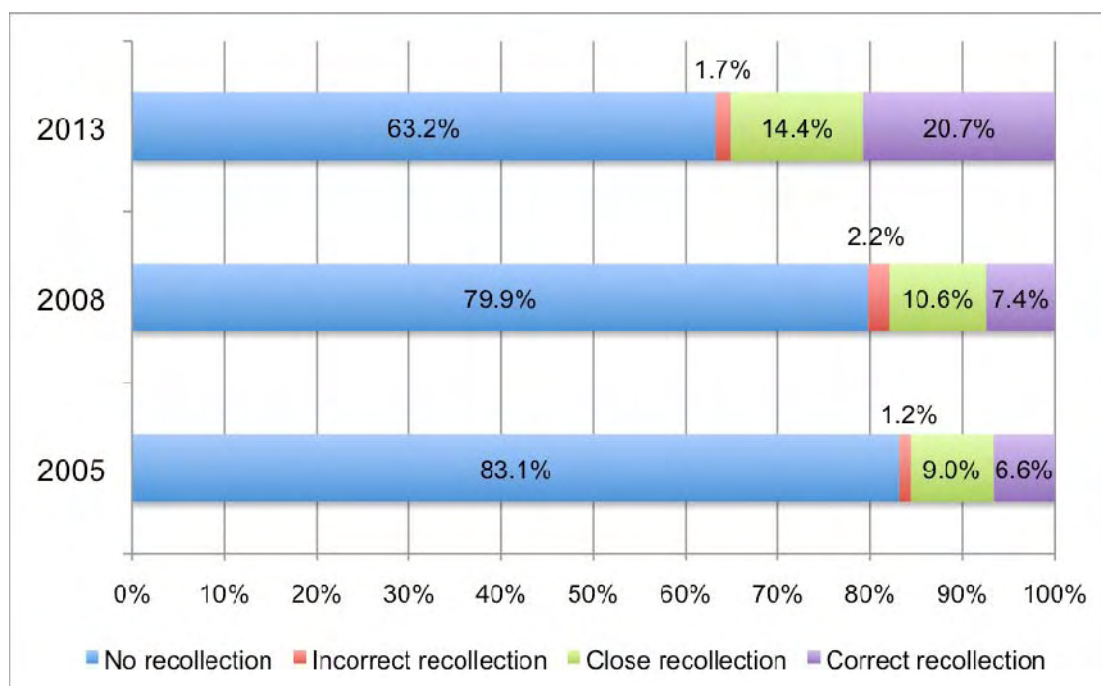
(n = 585)

4.5   Call Centre

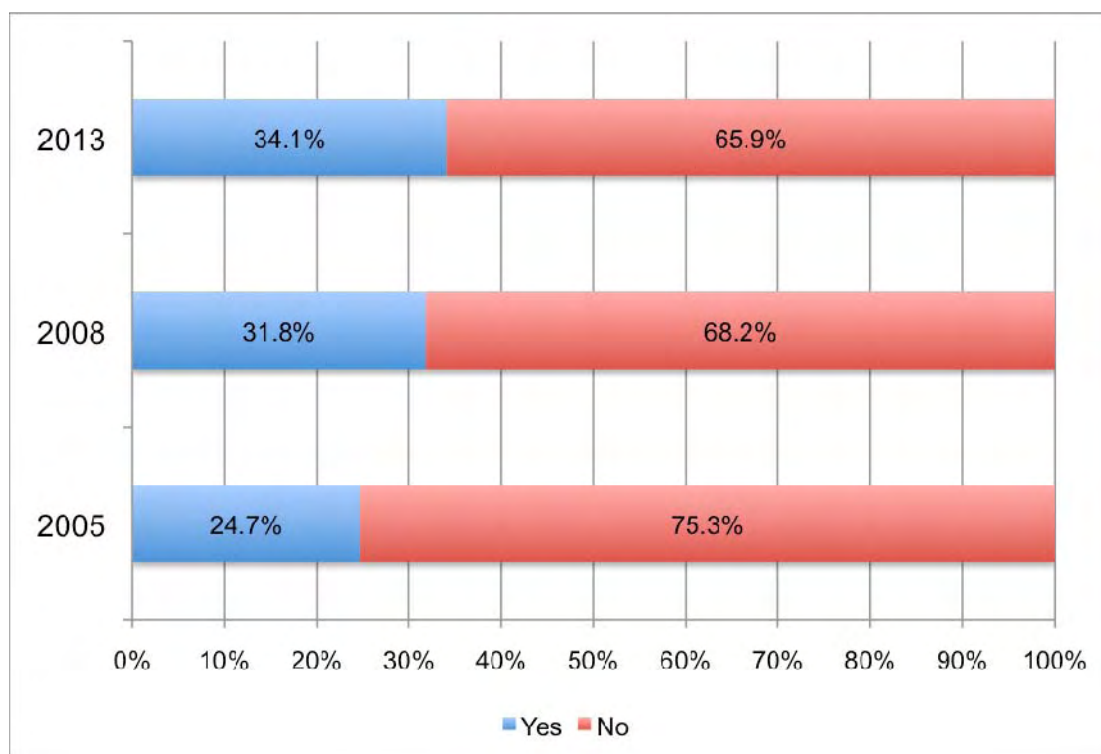**4.5.1**   In **question 42**, all survey respondents were asked:

"Were you aware that the Commission provided a Call Centre service?"

The question has changed in this survey period, however not to the extent that there are any concerns about comparison of results. The previous question was "Were you aware of the Commission Call Centre (Enquiry line)?"

34.1% of respondents advised that they were aware of the Commission Call Centre service compared to 65.9% who were not aware.

Call Centre service awareness was more prevalent in metropolitan areas than in regional areas.

**Graph 40   Awareness of Call Centre (Enquiry Line)**

(N = 1,200)

4.5.2   In **question 43**, survey respondents who advised that they were
aware of the Call Centre service (409 respondents) were asked:

"Did you use the Call Centre?"

10.5% of respondents who were aware of the Commission Call
Centre (3.6% of all respondents) indicated that they had used the Call
Centre compared to 89.5% of these respondents (96.4% of all
respondents) who had not used it.

Call Centre use was more proportionally higher in metropolitan areas
(11.2%) than in regional areas (8.5%).

Graph 41   Call Centre Service Use
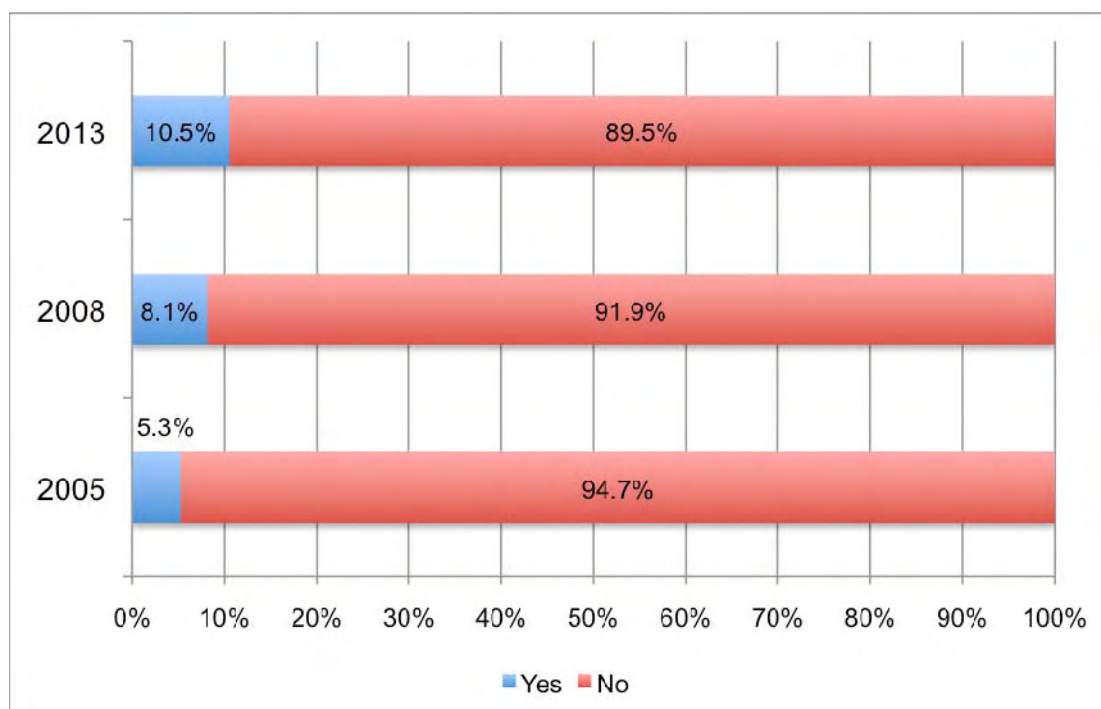
(n = 409)

4.5.3   In **question 44**, survey respondents who advised that they had used
the Call Centre (43 respondents) were asked:

"How satisfied were you with the service you received?"

It should be noted that the ranking scale used for this question has
changed in this survey period, therefore only this year's results are
included in Graph 42.

The majority of respondents (58.2%) to this question were 'at least'
<u>very satisfied</u> with the service they received (14.0% - extremely
satisfied and 44.2% - very satisfied). 37.2% of the 43 respondents
were 'at least' <u>slightly satisfied</u> with the service received (30.2% -
moderately satisfied and 7.0% - slightly satisfied).

4.7% of respondents were <u>not at all satisfied</u> (2 respondents).

Graph 42   Call Centre Satisfaction
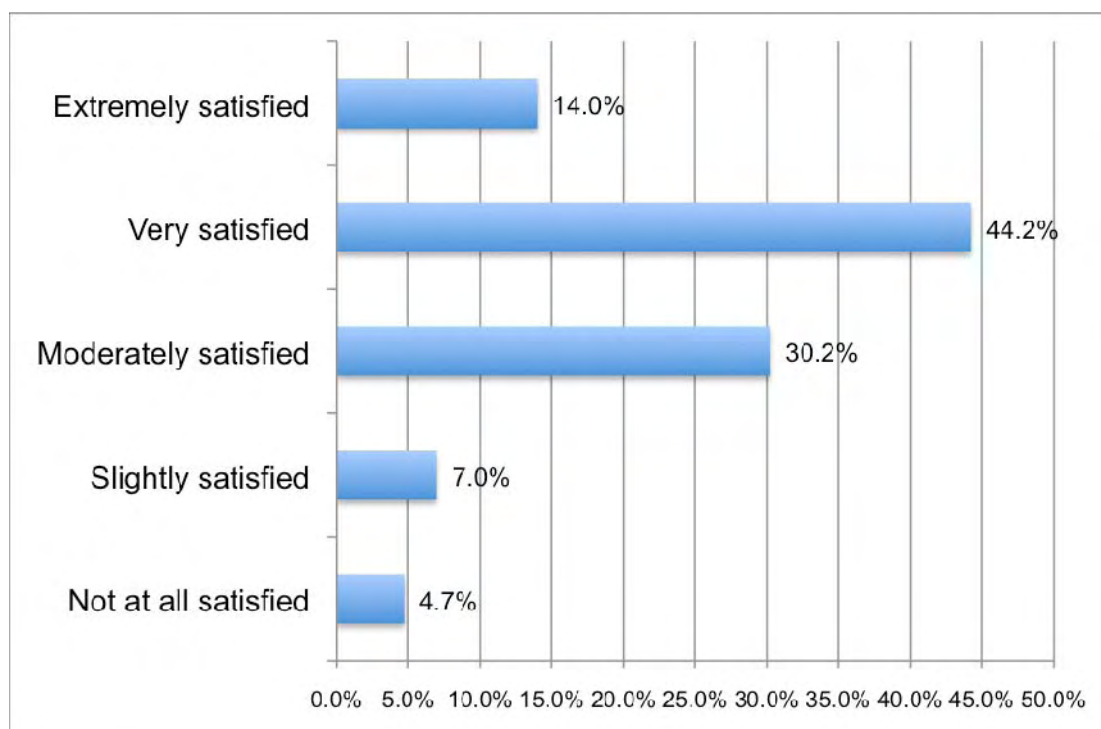
(n = 43)

The two respondents who were not at all satisfied with the service
they received were asked the reason for this dissatisfaction. One
respondent was dissatisfied with the advice that he received (although
happy with the demeanour of the service operator. The other
respondent advised that they were dissatisfied with the length of time
taken to answer their call.

4.6 Website

4.6.1 In **question 45**, all survey respondents were asked:

"Are you aware the Commission has an election website?"

It should be noted that this question has changed in this survey period. Previous survey questions asked whether people were aware that the Commission had a website, however this period's question relates to awareness that the Commission has a specific *election* website. As they are not directly comparable the results from previous survey periods have not been included.

24.7% of respondents advised that they <u>were aware</u> that the Commission had an <u>election</u> website compared to 75.3% who <u>were unaware</u>.

Graph 43   Election Website Awareness
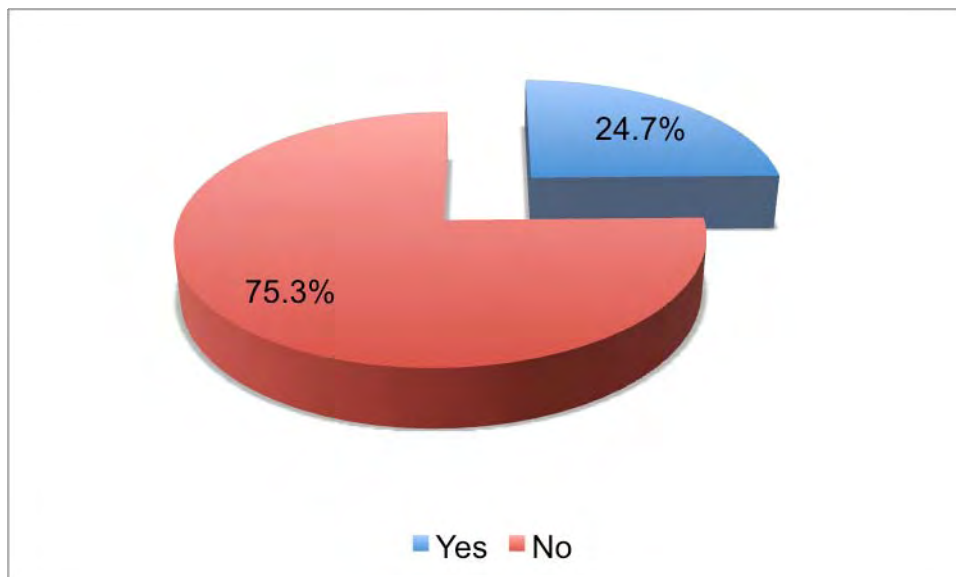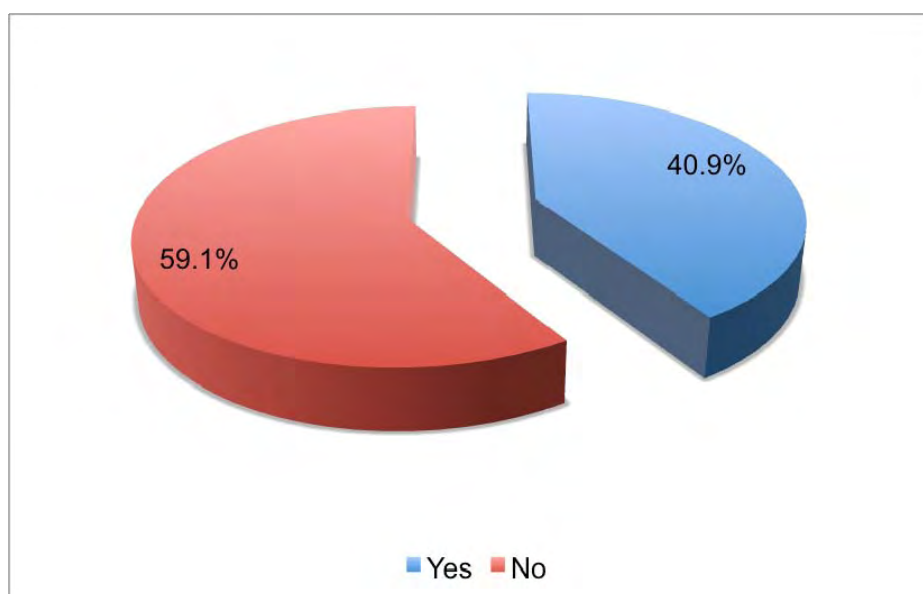

(N = 1,200)

4.6.2 In **question 46**, survey respondents who advised that they were aware of the Commission <u>election</u> website (296 respondents) were asked:

"<u>Did you use the website for information relating to the State Election?</u>"

It should be noted that the website in question has changed in this survey period. Previous survey questions asked whether people were aware that the Commission had a website, however this period's question relates to awareness that the Commission has a specific *election* website. As they are not directly comparable the results from previous survey periods have not been included.

40.9% of respondents aware of the Commission <u>election</u> website (10.1% of <u>all</u> respondents) <u>made use of the website</u> compared to 59.1% of respondents aware of the <u>election</u> website (or 14.6% of <u>all</u> respondents) who <u>did not make use of it</u>.

Graph 44   Use of the Commission Election Website

(n = 296)

4.6.3   In **question 47**, survey respondents who advised that they were aware of the Commission <u>election</u> website and did make use of it (121 respondents) were asked:
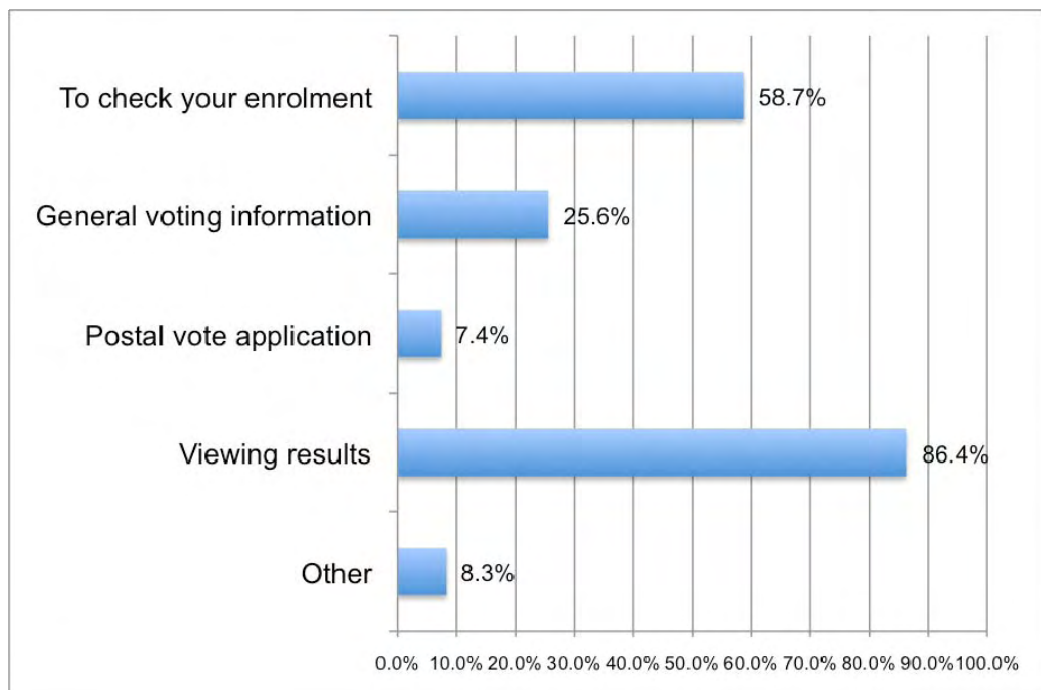
"What did you use the website for?"

It should be noted that the website in question has changed in this survey period. Previous survey questions asked whether people were aware that the Commission had a website, however this period's question relates to awareness that the Commission has a specific *election* website. As they are not directly comparable the results from previous survey periods have not been included. Results tally to greater than 100% as some respondents used the website for multiple purposes.

86.4% of the 121 respondents who used the <u>election</u> website for information relating to the State Election used it for <u>viewing election results</u>. A further 58.7% of respondents used it to <u>check their enrolment</u> and 25.7% used it for <u>general voting information</u>. 7.4% used the site for a <u>postal vote application</u>. 8.3% used it for 'other' reasons.

There was no indication that responses varied on the basis of demographic groupings.

Graph 45   Reason for Using Website

(n =121)

4.6.4   In **question 48**, survey respondents who had used the website were asked:

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

It should be noted that the website in question has changed in this survey period. Previous survey questions asked whether people were aware that the Commission had a website, however this period's question relates to awareness that the Commission has a specific *election* website. As they are not directly comparable the results from previous survey periods have not been included.

The majority of respondents (58.7%) to this question found the election website to be 'at least' slightly helpful with the service they received (45.5% - moderately helpful and 13.2% - slightly helpful). 39.7% of the 121 respondents found it to be 'at least' very helpful with the service received (5.8% - extremely helpful and 33.9% - very helpful).

1.7% of respondents found it to be not at all helpful (2 respondents).

There was no indication that responses varied on the basis of regional groupings.

Graph 46   Helpfulness of the Election Website
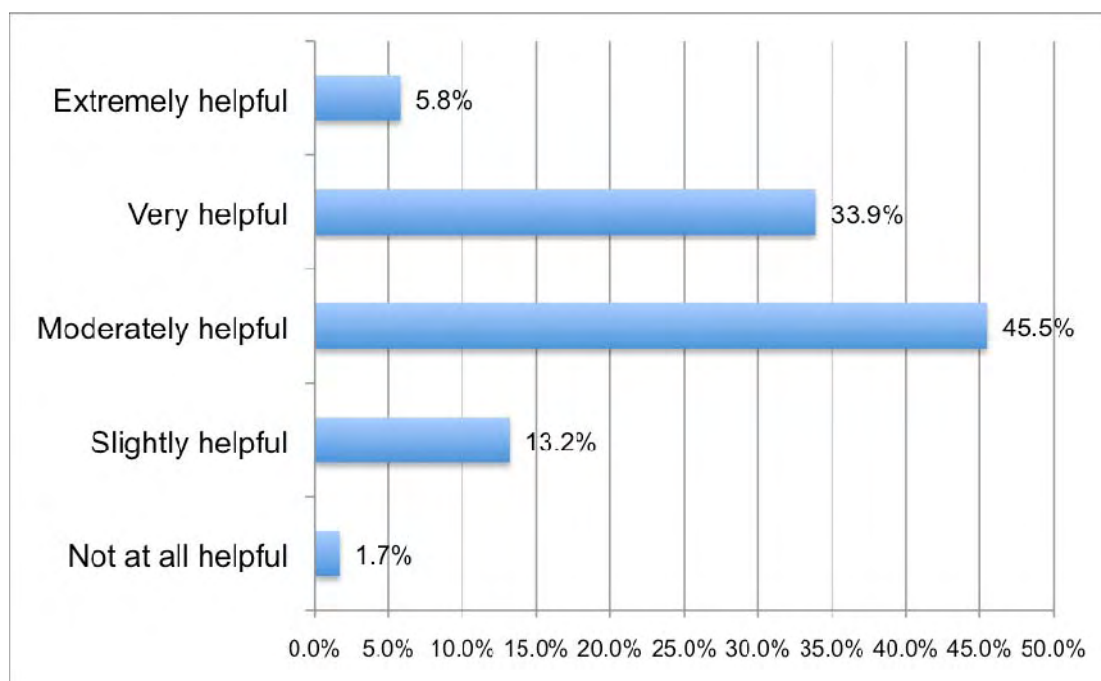
(n =121)

4.6.5 In **question 49**, survey respondents (121 respondents) who had used the website were asked:

"Please rate your level of satisfaction or dissatisfaction with the following aspects of the Commission's website?"

The issues to be rated were:

> ➢ Navigation
> ➢ Layout
> ➢ Content
> ➢ Results reporting
> ➢ Relevance of information

Responses were provided on a scale of 1 to 10, where 1 meant extremely dissatisfied and 10 meant extremely satisfied. A 10-point scale was used to allow a full expression of response by respondents, but converted for ease of result presentation. The responses have now been grouped and statistics generated using the following scale:

> ➢ Extremely dissatisfied – scores 1 & 2
> ➢ Dissatisfied – scores 3, 4 & 5
> ➢ Satisfied – scores 6, 7 & 8
> ➢ Extremely satisfied – scores 9 & 10

Navigation

92.5% of respondents were satisfied with the navigation of the election website. This consisted of 32.2% who were extremely satisfied and a further 60.3% who were satisfied.

7.4% of respondents were dissatisfied with the navigation of the website. None of these were extremely dissatisfied.

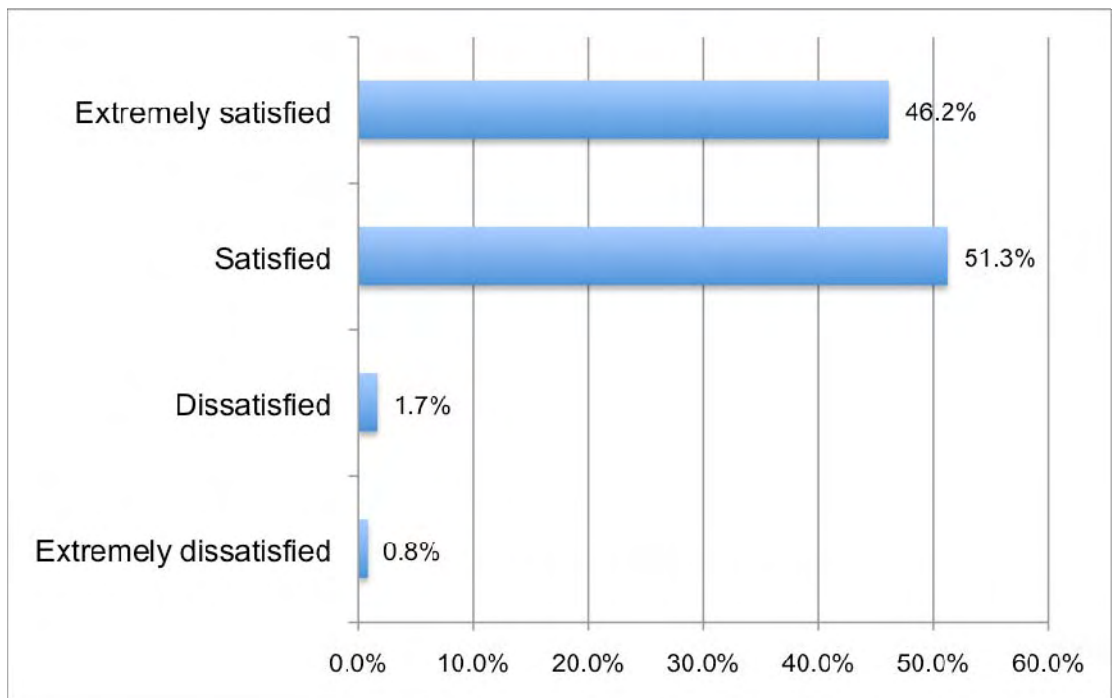**Graph 47   Satisfaction with Election Website Navigation**
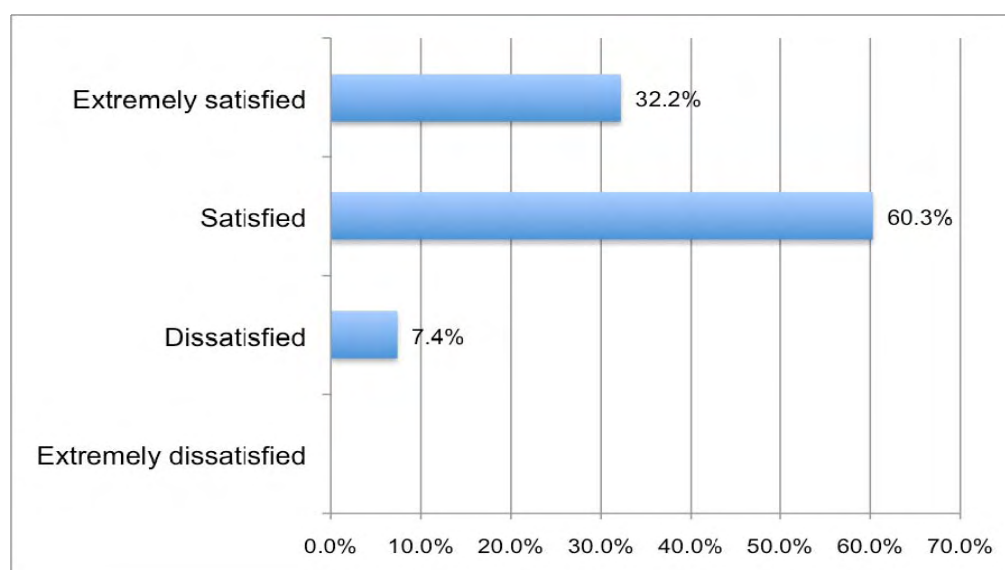
(n = 121)

Layout

97.5% of respondents were <u>satisfied</u> with the <u>layout</u> of the election website. This consisted of 46.2% who were <u>extremely satisfied</u> and a further 51.3% who were <u>satisfied</u>.

2.5% of respondents were <u>dissatisfied</u> with the <u>layout</u> of the website. This consisted of 0.8% who were <u>extremely dissatisfied</u> and a further 1.7% who were <u>dissatisfied</u>.

**Graph 48   Satisfaction with Election Website Layout**

(n = 121)

Content

96.7% of respondents were satisfied with the content of the election website. This consisted of 15.7% who were extremely satisfied and a further 81.0% who were satisfied.

7.4% of respondents were dissatisfied with the content of the website. None of these were extremely dissatisfied.

Graph 49   Satisfaction with Election Website Content
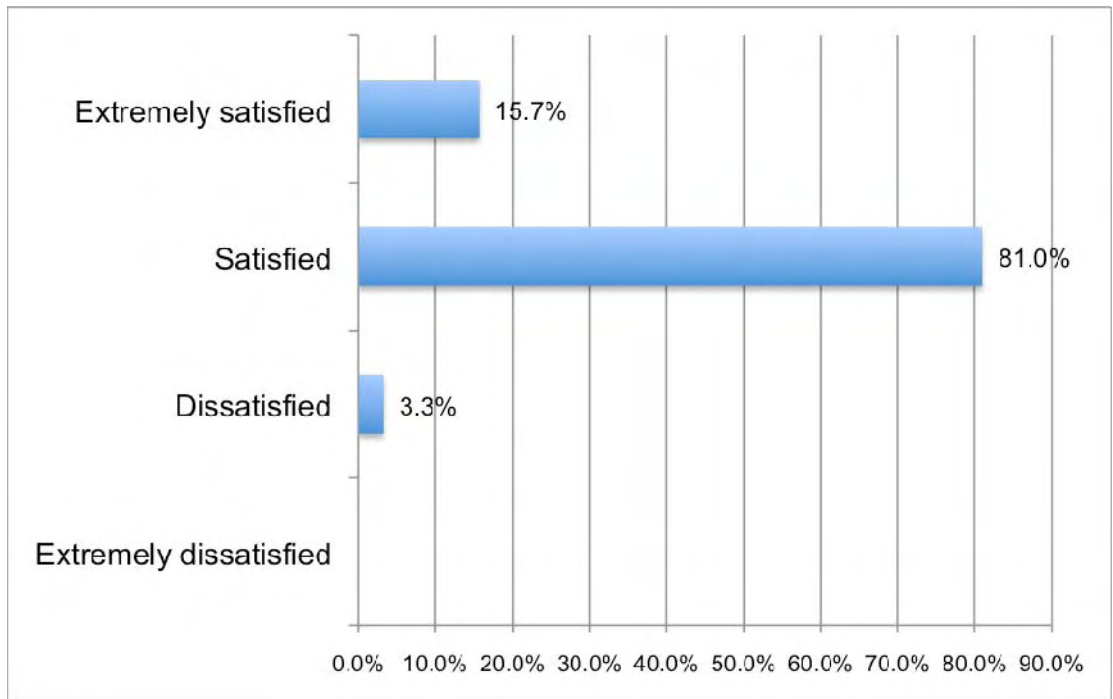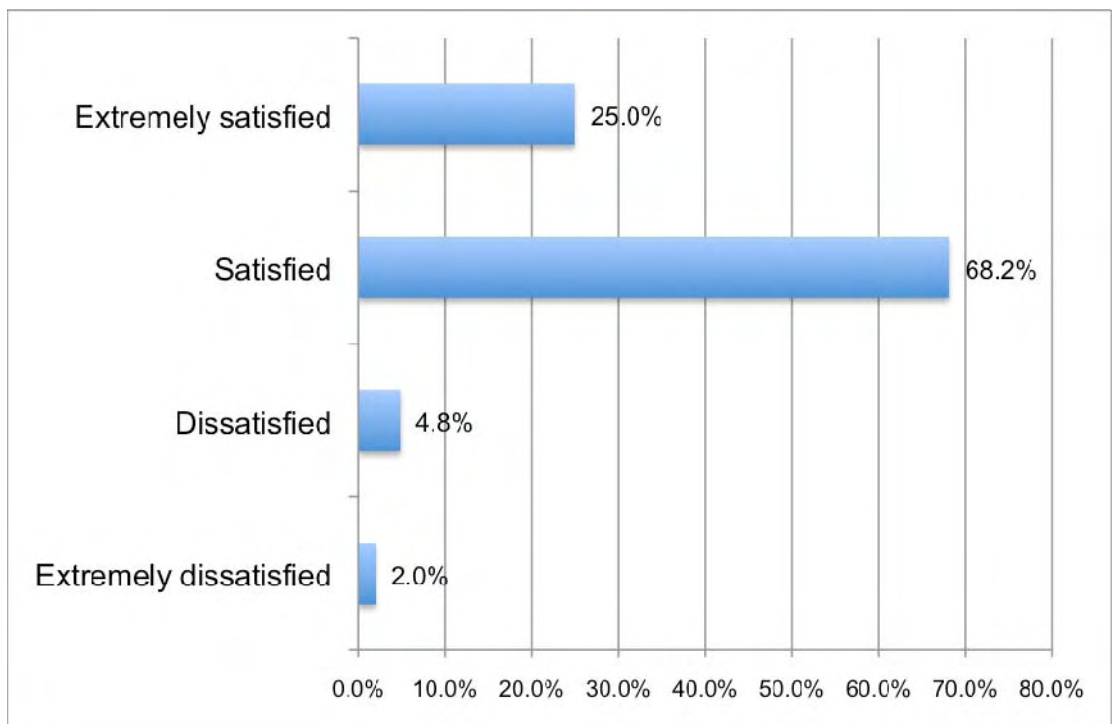

(n = 121)

Results Reporting

93.2% of respondents were <u>satisfied</u> with the <u>results reporting</u> on the election website. This consisted of 25.0% who were <u>extremely satisfied</u> and a further 68.2% who were <u>satisfied</u>.

6.8% of respondents were <u>dissatisfied</u> with the <u>results reporting</u> on the website. This consisted of 2.0% who were <u>extremely dissatisfied</u> and a further 4.8% who were <u>dissatisfied</u>. Those who were dissatisfied consisted of 7 respondents. While respondents were not asked why they were dissatisfied in this series of questions the results to question 50 on page 79 (unmet website expectations) would suggest that timeliness of updates was an issue for some.

It should be noted that only 104 of the 121 respondents chose to complete this question. Those not completing advised that they had not gone to the results reporting section and were unable to rate their satisfaction with it.

**Graph 50   Satisfaction with Election Website Results Reporting**

(n = 104)

Relevance of Information

95.1% of respondents were <u>satisfied</u> with the <u>relevance of information</u> on the election website. This consisted of 16.6% who were <u>extremely satisfied</u> and a further 78.5% who were <u>satisfied</u>.

4.9% of respondents were <u>dissatisfied</u> with the <u>relevance of information</u> on the website. This consisted of 0.8% who were <u>extremely dissatisfied</u> and a further 4.1% who were <u>dissatisfied</u>. Those who were dissatisfied consisted of 6 respondents. While respondents were not asked why they were dissatisfied in this series of questions the results to question 50 on page 79 (unmet website expectations) would suggest that more information relating to electoral boundary changes and preference allocation guidelines was an issue for some.

Graph 51   Satisfaction with Election Website Relevance of Information
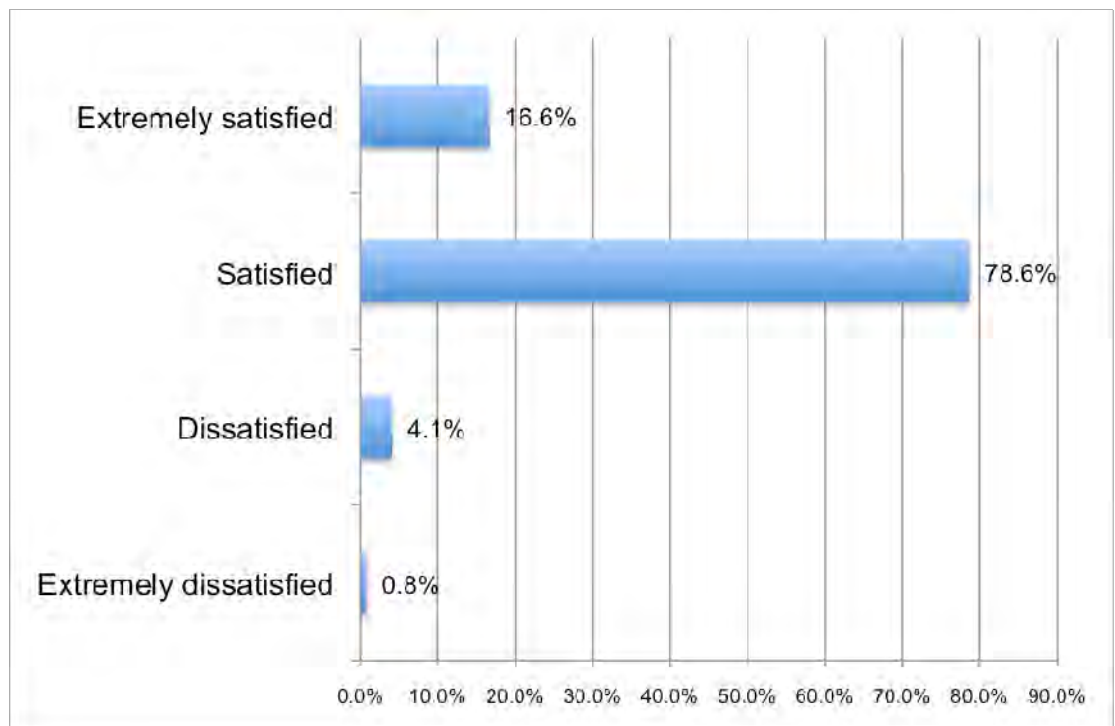
(n = 121)

**4.6.6**   In **question 50**, 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?"

It should be noted that the website in question has changed in this survey period. Previous survey questions asked whether people were aware that the Commission had a website, however this period's question relates to awareness that the Commission has a specific *election* website. As they are not directly comparable the results from previous survey periods have not been included.

93.4% of respondents were satisfied that the content of the website met their needs, however 6.6% of respondents advised that there were items that they expected to find but could not locate (8 respondents). Beyond this, a further 16 respondents made comments on the website (excluded from the statistical results).

There was no indication that responses varied on the basis of demographic groupings.

Graph 52   Did you Expect to Find Something But Were Unable to Locate it?
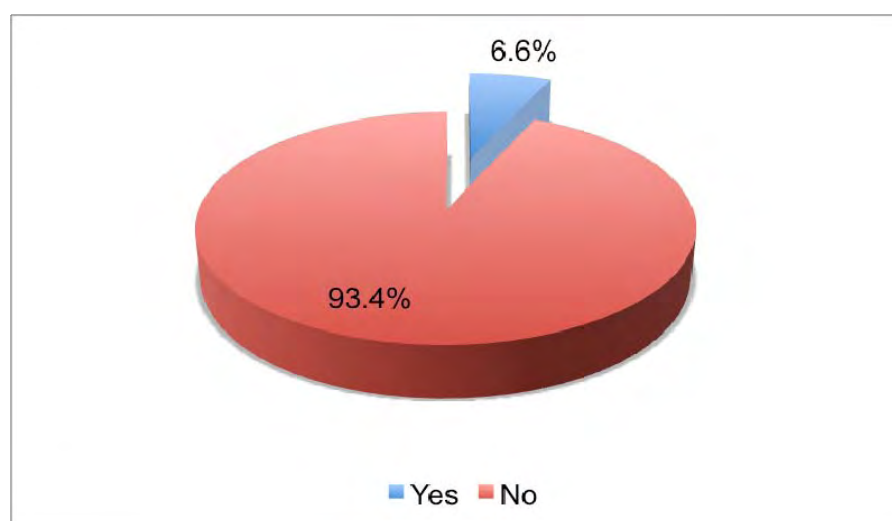
(n =121)

The eight respondents who indicated that they expected to find alternate information gave a variety of information categories they wanted to see. The key categories were similar to the 2008 survey, but in considerably fewer numbers, and in contrast to 2008 findings, issues regarding specific website functionality were not identified in 2013. The responses were:

➢ More timely finalised results (3 responses)
➢ Full electoral boundary change details and their effect on the outcome (3 responses)
➢ How preferences were allocated among candidates. (2 responses)

The 16 respondents who made general comments simply provided positive feedback on the website, indicating that it was well set out, looked clean and straightforward, and was easy to navigate.

4.7   Community Attitudes to Electronic Voting

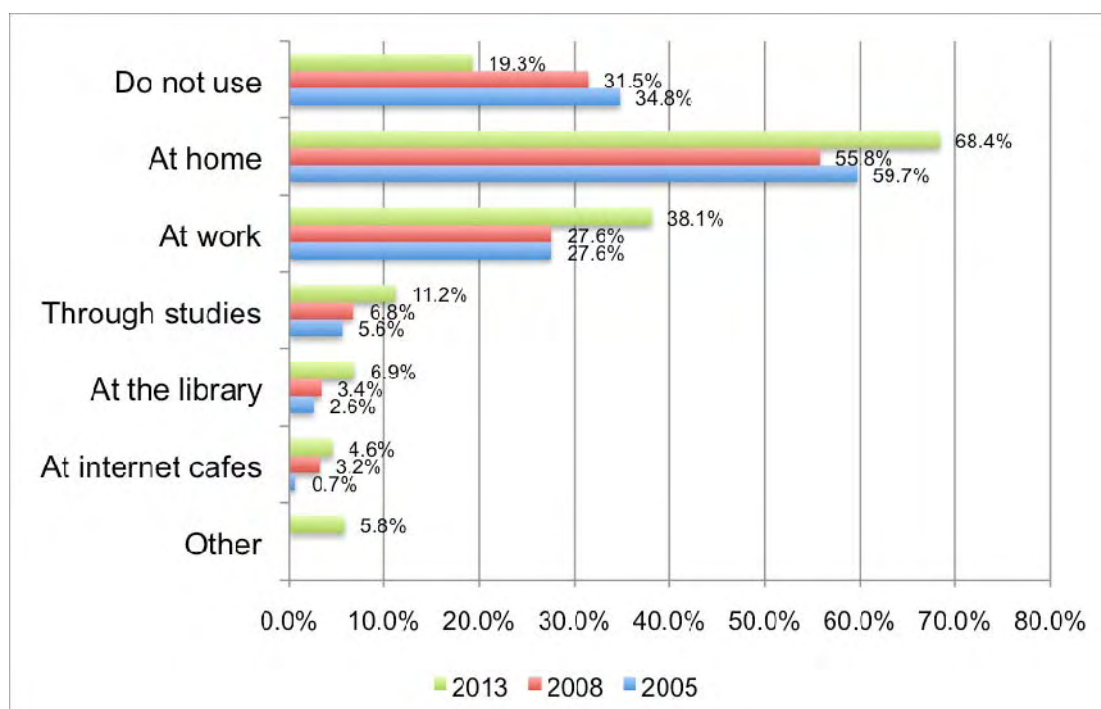4.7.1   In **question 51**, all survey respondents were asked:

"Do you make use of the internet … (not at all, at home, etc.)?"

Results in this category tally to greater than 100% as multiple responses were allowed. Many respondents used the internet at a variety of locations.

This survey period has seen a substantial growth in the use of the internet since the previous survey period. In that period the use of the internet on mobile phones has become mainstream as has its use at work. Only 19.3% of respondents advised that they did not use the internet (31.5% in the 2008 survey period). This figure was proportionally higher in regional areas than in the metropolitan area. Older respondents were also less likely to use it than younger respondents.

By far the largest proportion of respondents advised that they used the internet at home. 68.4% of respondents used the internet in this location (55.8% in 2008). This compared to the next highest category of 38.1% using it at work (27.6% in 2008). 11.2% of respondents used the internet through studies (6.8% in 2008), with a further 6.9% using it at the library (3.4% in 2008) and 4.6% of respondents used the internet at internet cafes (3.2% in 2008).

Graph 53   Use of the Internet

(N = 1,200)

4.7.2   In **question 52**, all survey respondents who advised that they did use the internet (968 respondents) were asked:

**"Do you currently use the internet for transactions?"**

Respondents advised whether they used the internet for a variety of online transactions, and then asked to indicate how often each type of transaction was undertaken. Responses across the categories tally greater than 100% as multiple responses were allowed if they were appropriate. In this survey period the category of 'online shopping' was added for the first time.

Graph 47 shows the incidence of use of the different types of online transactions. 29.0% of respondents who use the internet indicated that they did not use the internet for any online transactions.

Online transaction percentages of use were as follows:

➢ 67.4% of all respondents indicated that they used the internet for bill paying.
➢ 58.1% used the internet for online banking.
➢ 47.1% used it for Government information or services.
➢ 41.3% used it for online shopping.

Graph 54   Type of Online Transaction Undertaken
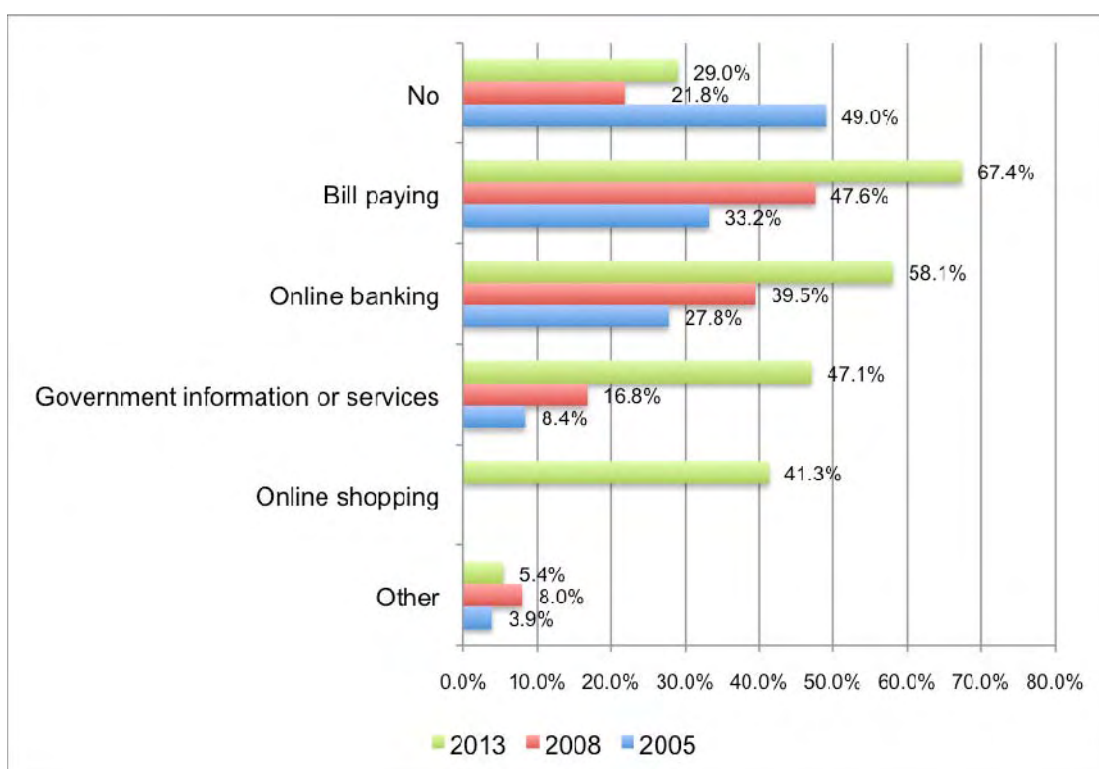
(n = 968)

The following table shows the frequency of transaction for each online category.

Table 4   Frequency of Online Transactions

Frequency	Bill paying	Online banking	Govt. Information or services	Online shopping
Daily	6.2%	4.9%	1.9%	2.3%
Twice weekly	4.7%	10.7%	3.1%	3.8%
Weekly	29.6%	51.8%	16.1%	11.4%
Weekly/fortnightly	12.1%	3.1%	6.4%	13.2%
Fortnightly	23.2%	11.7%	12.8%	17.9%
Monthly	21.3%	15.9%	31.6%	24.7%
Quarterly	0.2%	0.5%	5.7%	11.9%
Biannually	-	-	7.0%	6.4%
Annually	0.4%	0.2%	9.1%	7.5%
Other	2.3%	1.2%	6.3%	0.9%

With some small variations, Table 4 shows a relatively consistent view of the more popular transaction frequencies across all types of online transactions. Most regular transactions are conducted on a weekly basis, followed by respondents undertaking them on a monthly basis. The third most popular frequency is fortnightly transactions.

4.7.3 In **question 53**, all survey respondents were asked:

"Do you use mobiles, phone or the internet for voting on reality shows?"

83.1% of respondents advised that they did not use any of these methods to vote on television reality shows.

Graph 55 shows that 12.6% of **all survey respondents** advised that they used mobile phones for voting on reality shows. 3.8% used landlines for voting purposes and 0.6% of respondents used the internet as a voting tool.

Of those who did vote on reality shows (203 respondents), 74.4% advised that they used mobile phones for voting, 22.7% used landlines and 3.4% of respondents used the internet as a voting tool.

Metropolitan respondents were more likely to use any of these methods to vote on television reality shows than were regional respondents.

Graph 55   Reality Show Voting Method
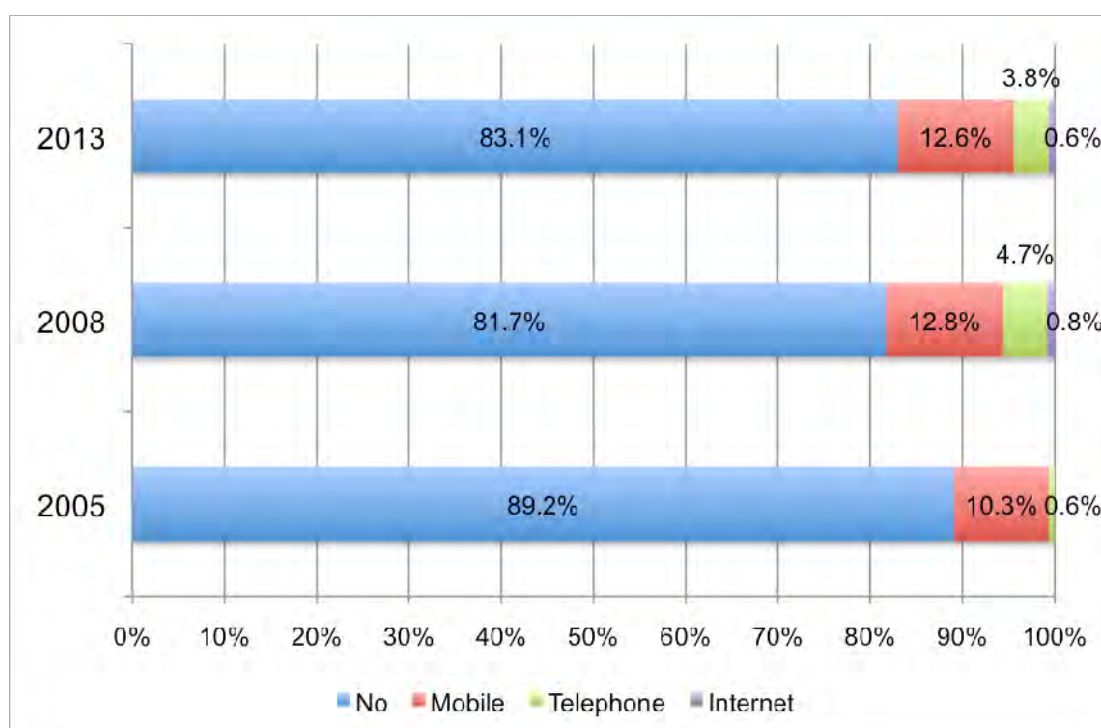
(N = 1,200)

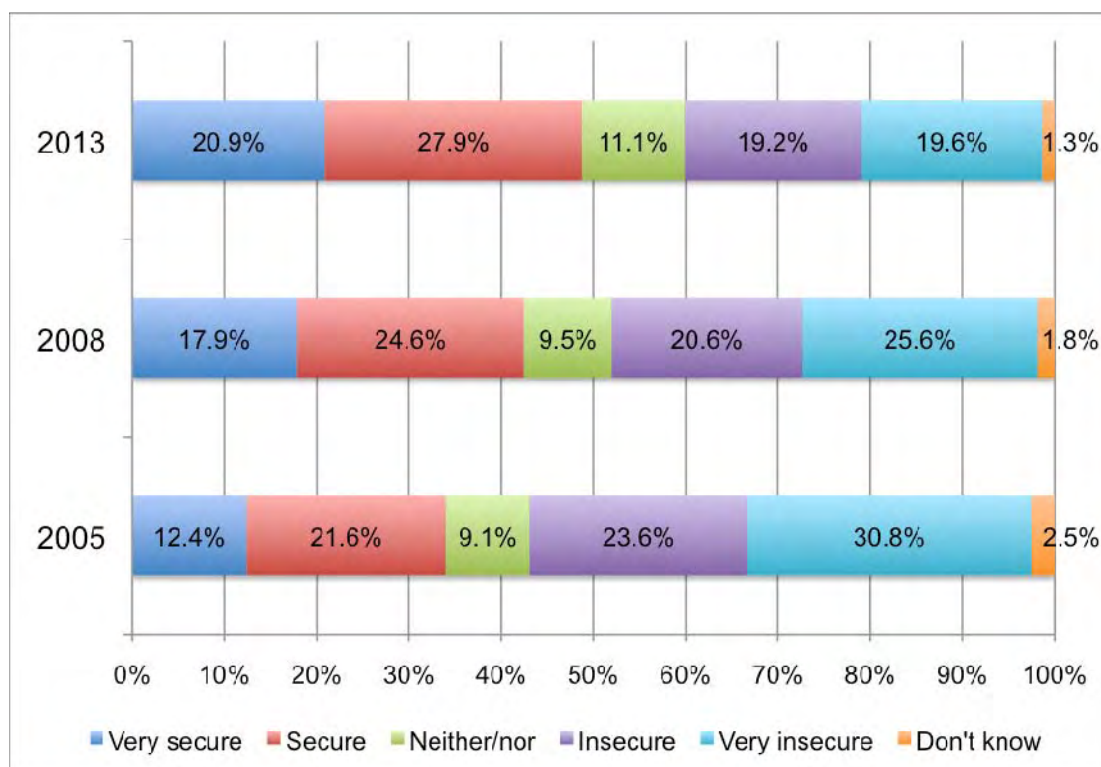**4.7.4** In **question 54**, all survey respondents were asked:

"How secure would you feel voting via the internet?"

The results shown in Graph 56 show a steadily increasing sense of security in the community in relation to voting via the internet. In this survey period those who feel 'at least' secure about voting in this manner form the majority for the first time.

The largest proportion of survey respondents (48.8%) felt 'at least' <u>secure</u> about voting via the internet. 27.9% of respondents felt <u>secure</u> about voting in this way, whereas a further 20.9% felt <u>very secure</u>.

38.8% of respondents felt <u>insecure</u> about voting via the internet (19.2% - insecure and 19.6% - very insecure). 1.3% of respondents were <u>unsure</u> of their response.

Graph 56   Security Perception of Internet Voting

(N = 1,200)

4.7.5 In **question 55**, 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 56 show a steadily increasing likelihood of voting via the internet in the community if it was believed that the process was secure and the facility was available.

66.5% of respondents felt 'at least' likely to vote via the internet (27.3% - likely and 39.2% - very likely).

22.0% of all survey respondents felt 'at most' unlikely to vote at a state general election via the internet. 7.5% of respondents felt unlikely to vote in this way, whereas a further 14.5% felt very unlikely.

10.6% of respondents were neither likely nor unlikely to use the internet to vote and 1.0% of respondents did not know what answer to provide.
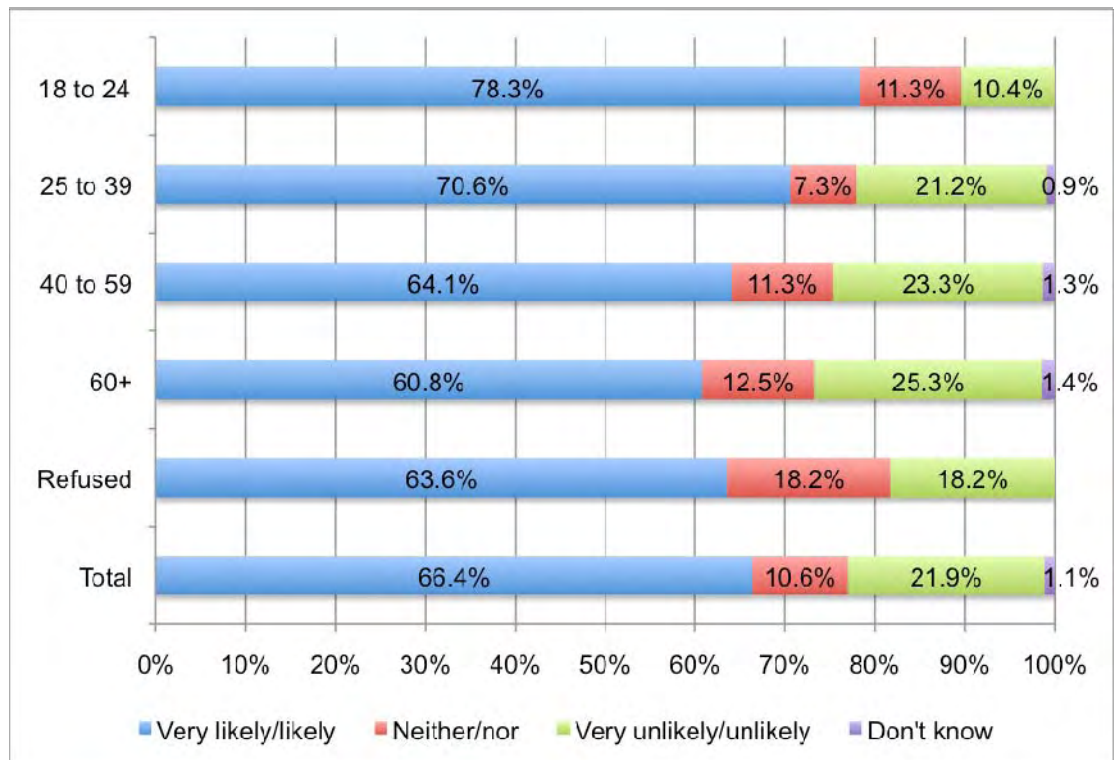
Graph 57   Likelihood of Voting Via the Internet
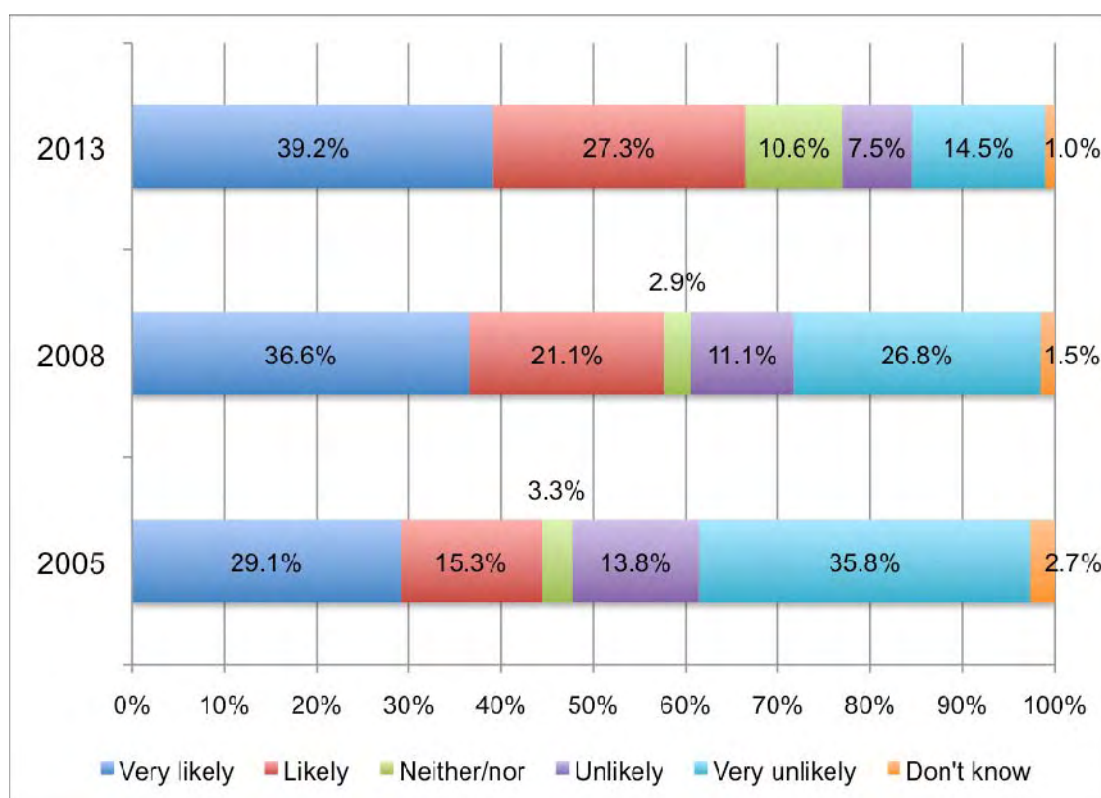
(N = 1,200)

Younger age groups were more likely to advocate the use of this voting method than were older age groups. Graph 57a, shown overleaf, provides a breakdown of grouped responses based on age.

Graph 57a   Likelihood of Voting Via the Internet Based on Age (grouped)

Graph showing likelihood of voting via the internet by age group:

Age group	Very likely/likely	Neither/nor	Very unlikely/unlikely	Don't know
18 to 24	78.3%	11.3%	10.4%	
25 to 39	70.6%	7.3%	21.2%	0.9%
40 to 59	64.1%	11.3%	23.3%	1.3%
60+	60.8%	12.5%	25.3%	1.4%
Refused	63.6%	18.2%	18.2%	
Total	66.4%	10.6%	21.9%	1.1%

■ Very likely/likely   ■ Neither/nor   ■ Very unlikely/unlikely   ■ Don't know

4.7.6 In **question 56**, all survey respondents were asked:

"If voting by internet, how secure would you feel knowing the Western Australian Electoral Commission was conducting the election?"

26.6% of respondents felt 'at most' <u>insecure</u> about voting via the internet, even with the WAEC conducting the election, compared to the figure of 37.9% noted in the response to question 54. 13.9% of respondents felt <u>insecure</u> about voting in this way, whereas a further 12.7% felt <u>very insecure</u>.

With the WAEC conducting the election, 64.3% of respondents felt 'at least' <u>secure</u> (compared to 48.8% in question 54). 34.7% felt <u>secure</u> and 27.6% felt <u>very secure</u>.

1.0% of respondents <u>did not know</u> what answer to provide.

Graph 58 **Security Perception of Internet Voting controlled by the WAEC**
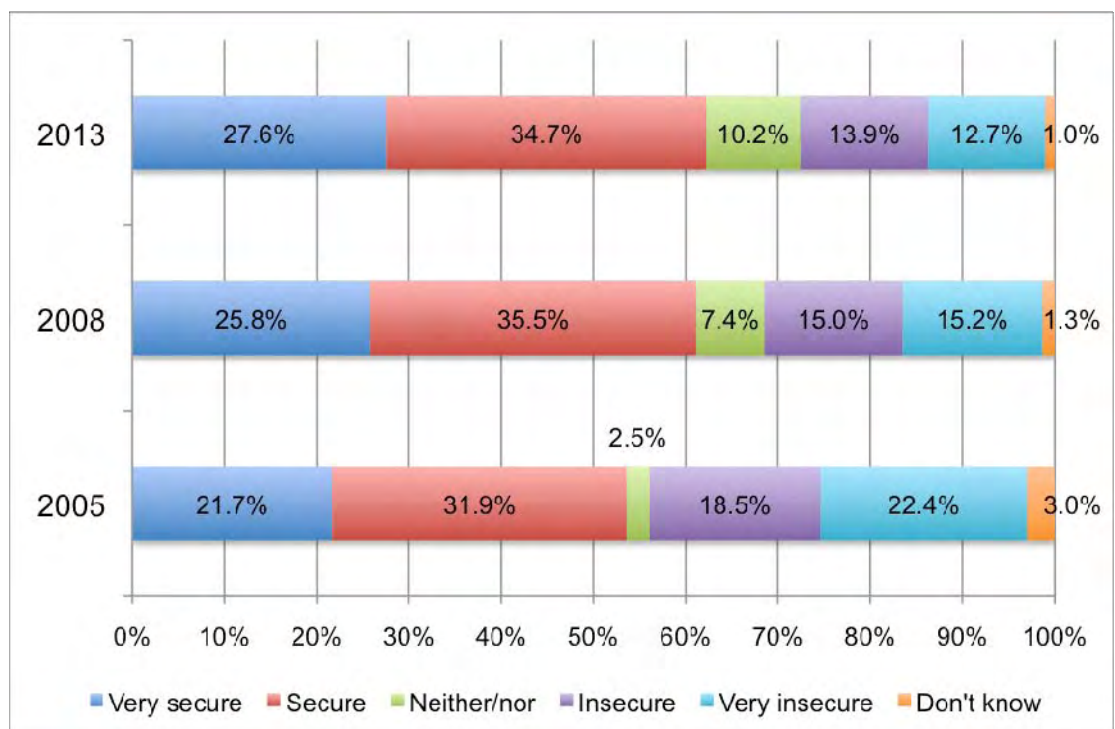

(N = 1,200)

4.7.7   In **question 57**, all survey respondents were asked:

"If the facility was available, how likely would you be to use the telephone or text messaging to vote at a state general election?"

51.7% of all survey respondents felt 'at most' <u>unlikely</u> to vote at a state general election via the telephone or text messaging. 25.4% of respondents felt <u>unlikely</u> to vote in this way, whereas a further 26.3% felt <u>very unlikely</u>.

A still significant 46.0% of respondents felt 'at least' <u>likely</u> to vote via telephone or text messaging (26.9% - likely and 19.1% - very likely). 0.8% of respondents <u>did not know</u> what answer to provide.

Graph 59   Likelihood of Telephone and Text Voting at State General Election
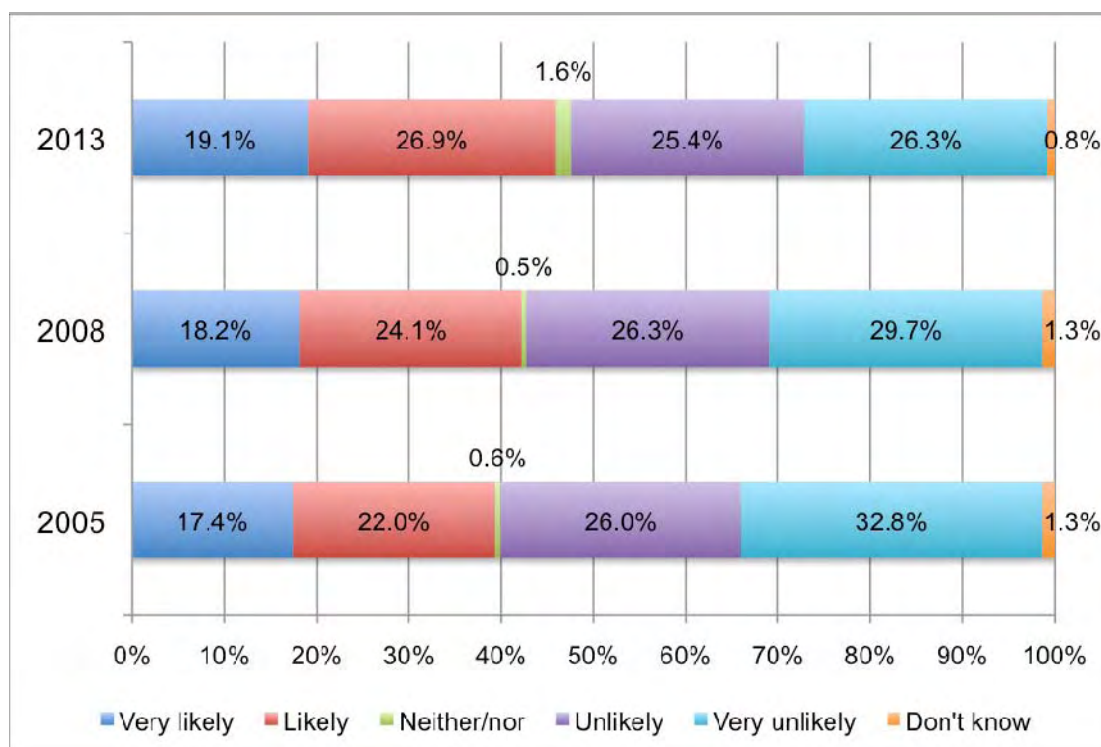
Younger age groups were more likely to advocate the use of this voting method than were older age groups. Graph 59a, shown overleaf, provides a breakdown of grouped responses based on age.

Graph 59a   Likelihood of Telephone and Text Voting at State General Election Based on Age (grouped)
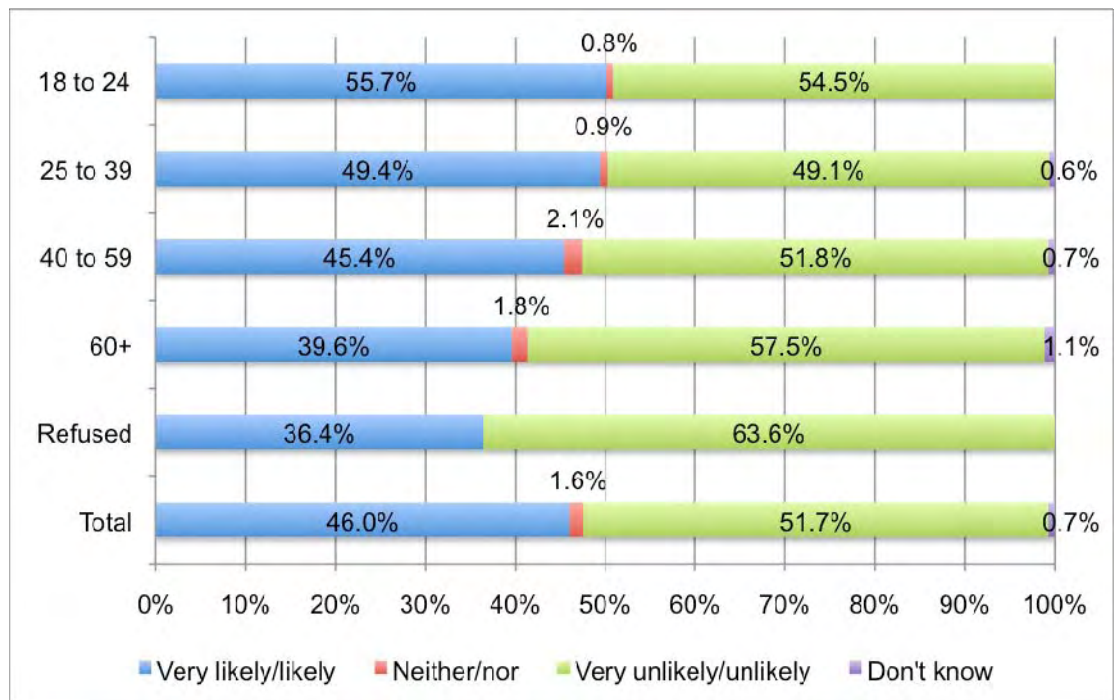
4.8   Respondents With Disabilities

In order to develop a more indepth understanding of the views of survey respondents with disabilities, the responses of respondents were categorised on this basis and cross-tabulated against a range of other questions within the survey. The responses from respondents without a disability have also been included for the purpose of comparison. The key areas of analysis were:

- Attitudes to electronic voting;
- Identification of polling places; and
- Receipt and use of the Easy Vote Card.

It should be noted that only 93 survey respondents classified themselves as having a disability. Due to the limited number of these respondents it needs to be remembered that the results for respondents with disabilities are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

4.8.1   Attitudes to Electronic Voting

Graph 60 shows that people with disabilities (52.7%) felt marginally more secure in voting via the internet compared to respondents without disabilities (48.5%). Despite the small number or disabled respondents and larger subsequent sampling error the results are indicative of a marginally greater feeling of security with electronic voting among those identifying as disabled.
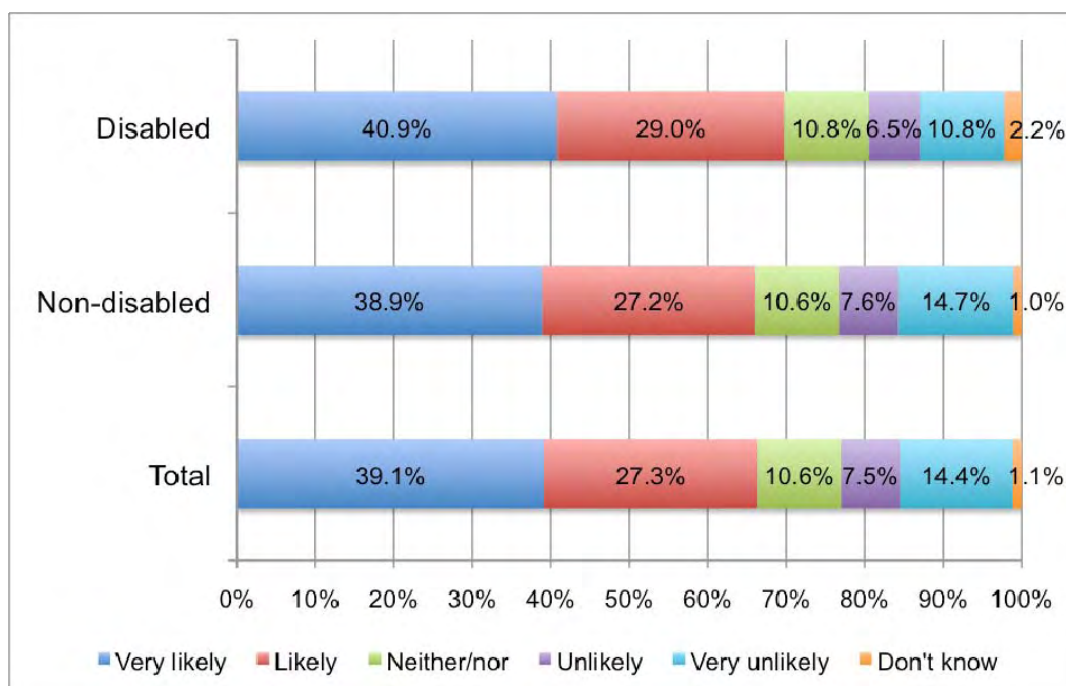
Graph 60   Respondents with disabilities vs. 'How secure would you feel voting via the internet?'
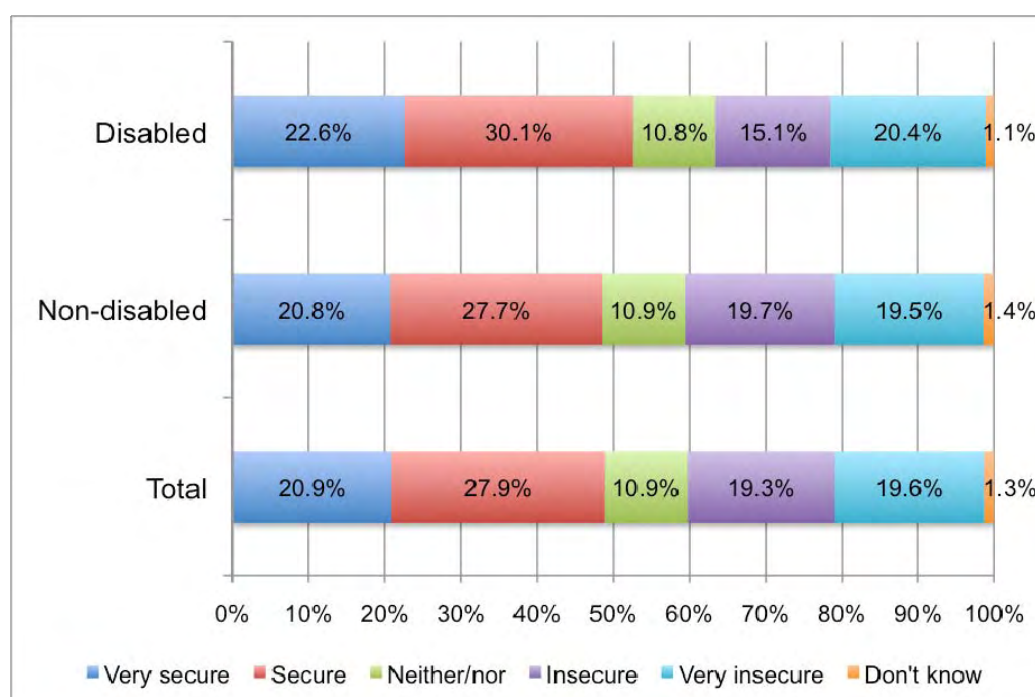
(N = 1,200)

Graph 61 shows that people with disabilities (69.9%) were <u>marginally more likely to vote via the internet</u> compared to respondents without disabilities (66.1%).

Graph 61   **Respondents with disabilities vs. '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?'**
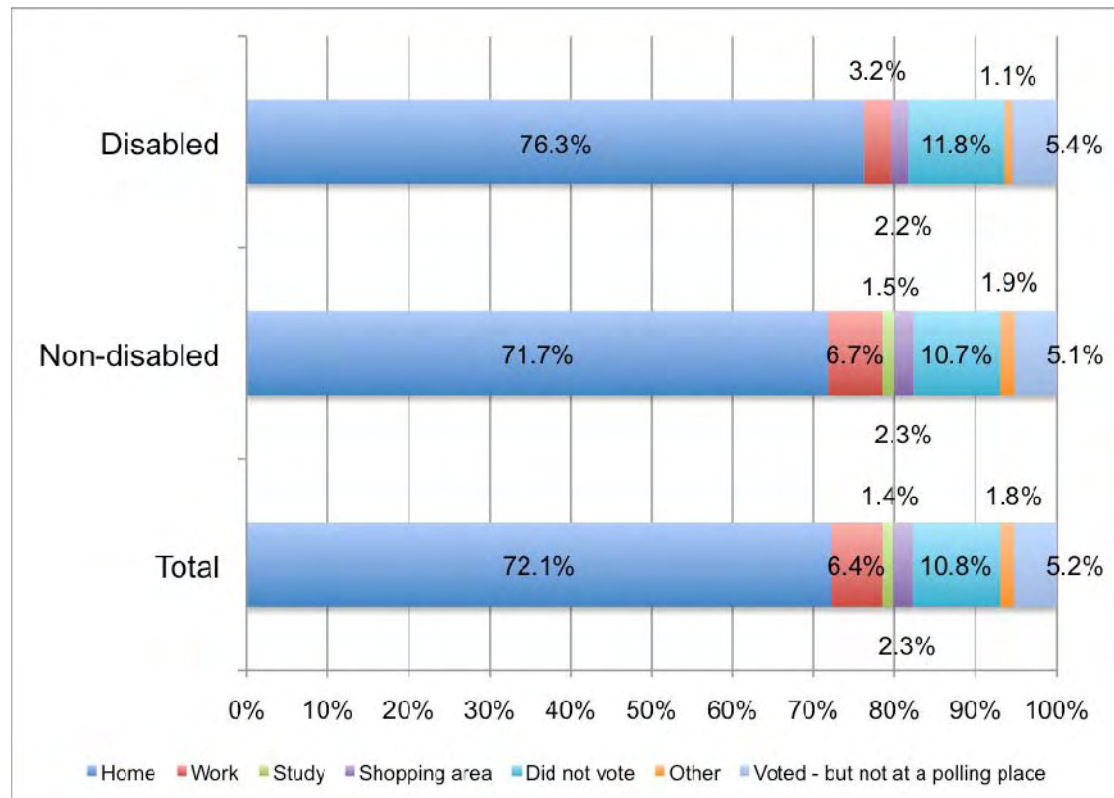

(N = 1,200)

4.8.2   Identification of Polling Location

Graph 62 shows that respondents with disabilities were most likely to vote at a polling location close to home (76.3%), vote – but not at a polling location (5.4%), work (3.2%) or a shopping area (2.2%). Respondents with disabilities were more likely to vote near to home than respondents without disabilities (71.7%).
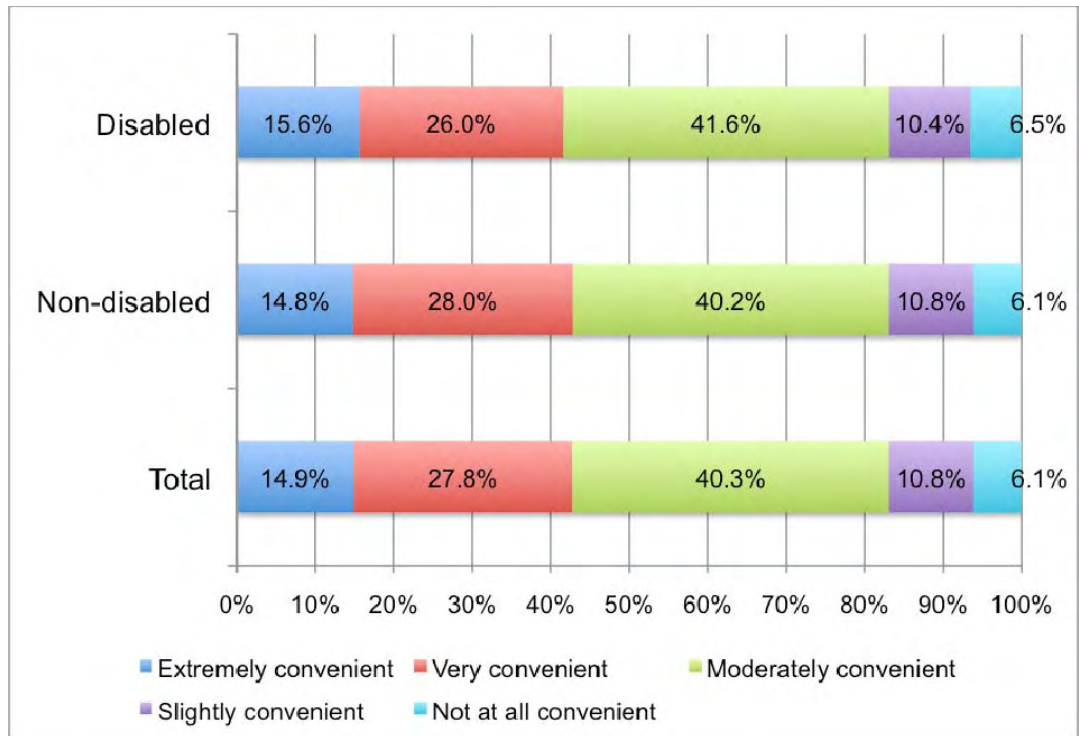
Graph 62   Respondents with disabilities vs. 'Was the polling location you voted at close to …?'

(N = 1,200)

Graph 63 also shows that respondents with disabilities generally found their polling place to be marginally <u>less convenient</u> at the upper end of the scale (41.6% <u>extremely convenient</u> and <u>very convenient</u>) than those without disabilities (42.8% <u>extremely convenient</u> and <u>very convenient</u>). A relatively similar proportion of disabled and non-disabled respondents found the polling locations to be <u>not at all convenient</u> (6.5% and 6.1% respectively).

Graph 63   Respondents with disabilities vs. 'How conveniently located was the polling place?'

(N = 1,200)

Despite the fact that almost all respondents with disabilities thought that the polling pace was convenient, some made the distinction between locational convenience and ease of access and use. Graph 64 shows that 73.1% of respondents who had a disability (68 respondents) found the polling locations easy to access and use. 26.9% of respondents with a disability (25 respondents) did not find this to be the case.

Graph 64   Ease of Polling Place Access and Use by Disabled Voters

26.9%

73.1%

■ Yes ■ No

(n = 93)
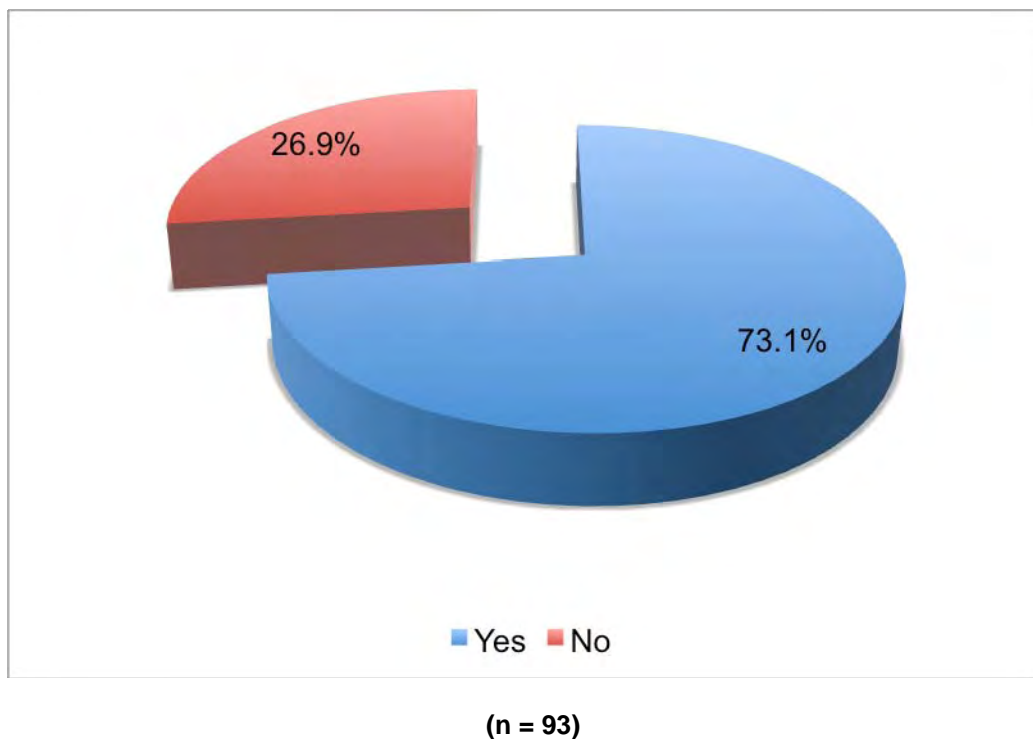
4.8.3 Receipt and Use of the Easy Vote Card

Graph 65 shows that only marginally fewer disabled respondents (48.4%) recalled receiving the Easy Vote Card as part of a letter from the Commission when compared to non-disabled respondents (49.0%).

Graph 65   Respondents with disabilities vs. 'Do you recall receiving an Easy Vote Card as part of a letter from the Commission?'
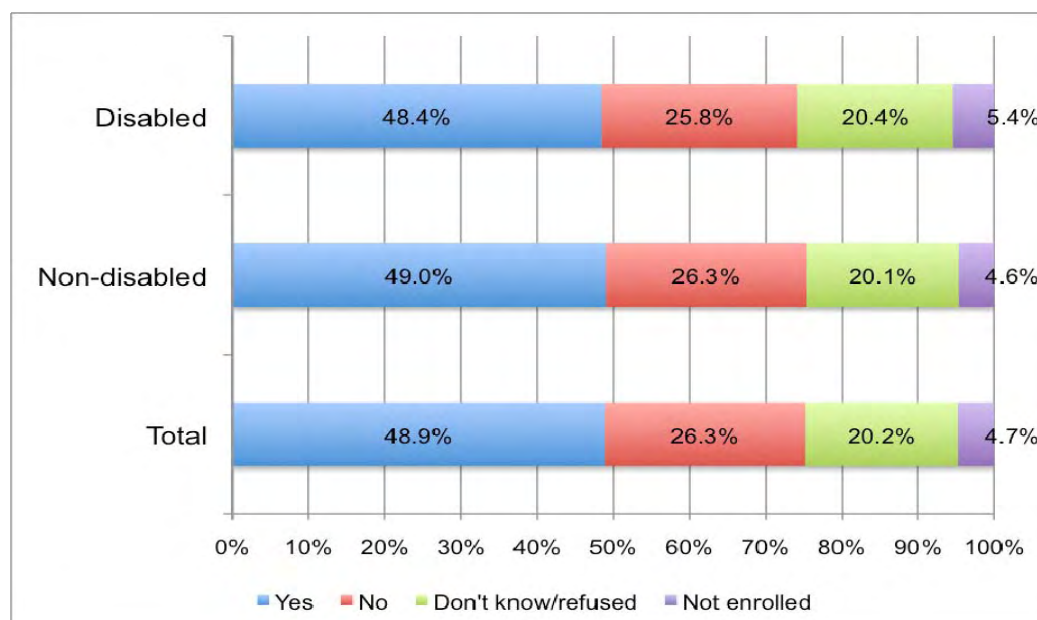
(N = 1,200)

Graph 66 shows that more disabled respondents (42.9%) used the Easy Vote Card when compared to non-disabled respondents (38.6%).

Graph 66   Respondents with disabilities vs. 'Did you use any of the services/information that was provided the Easy Vote Card?'
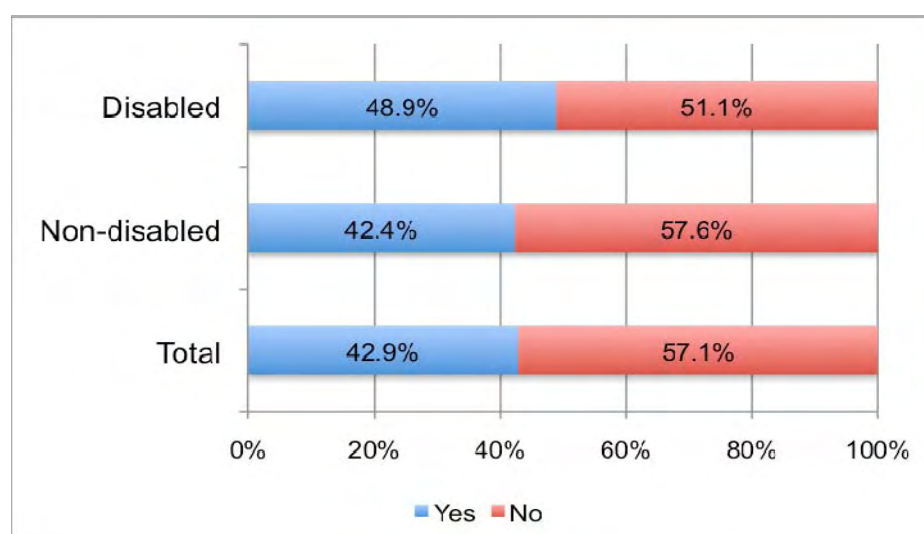
(n = 587)

Graph 67 shows that marginally fewer disabled respondents (82.2%) used the Easy Vote Card when compared to non-disabled respondents (83.0%). Care should be taking in inferring differences in these statistics as there were only 93 disabled respondents in the sample. Due to this, sampling error is in the vicinity of +/- 10% for responses from the disabled.

Graph 67   **Respondents with disabilities vs. 'Did you take the Easy Vote Card with you to a polling place?'**
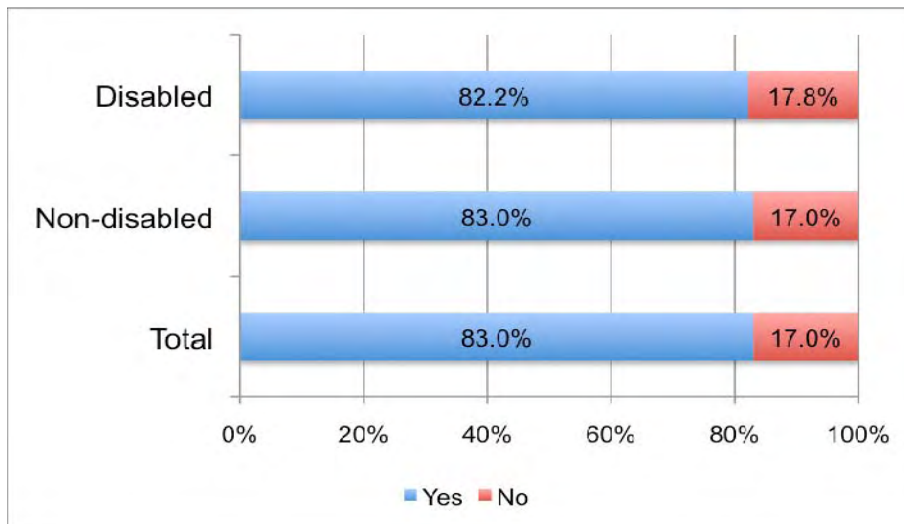

(n = 587)

4.9 Demographics

4.9.1 In **question 58**, interviewers noted the gender of all survey respondents.

53.4% of survey respondents were <u>female</u> compared to 46.6% <u>male</u> respondents. This disparity is acceptable from a statistical point of view and simply reflects the greater likelihood of females answering the telephone within a household than males.
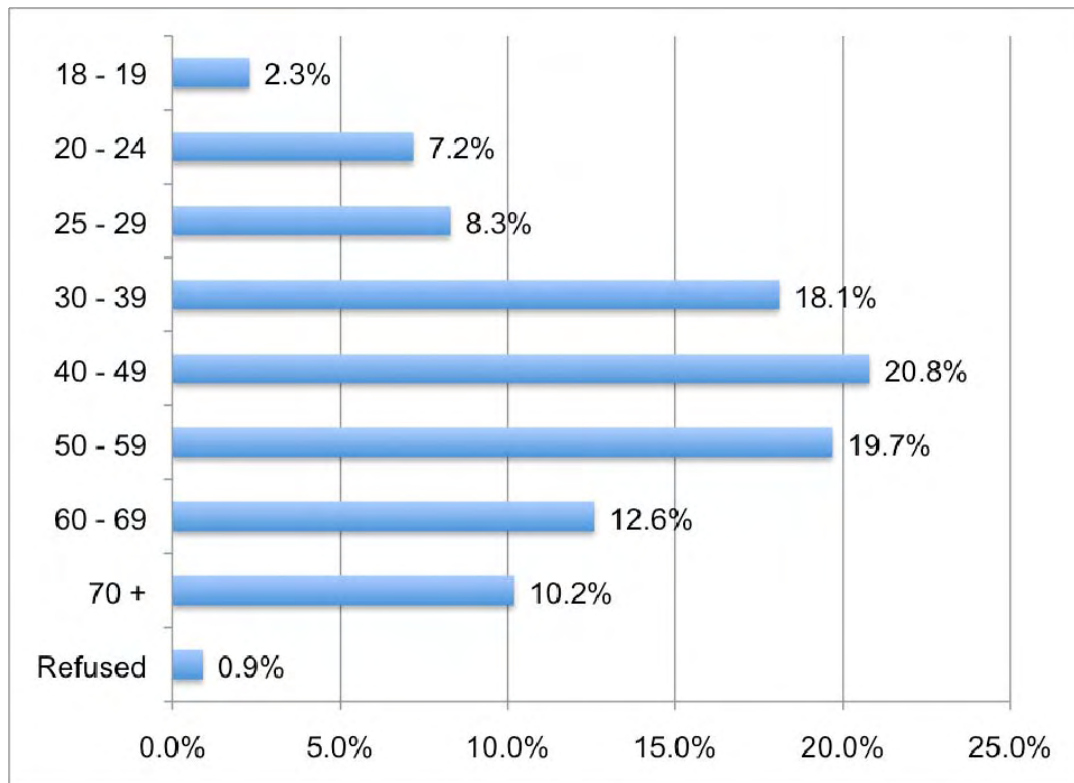
Graph 68   Gender of Respondents
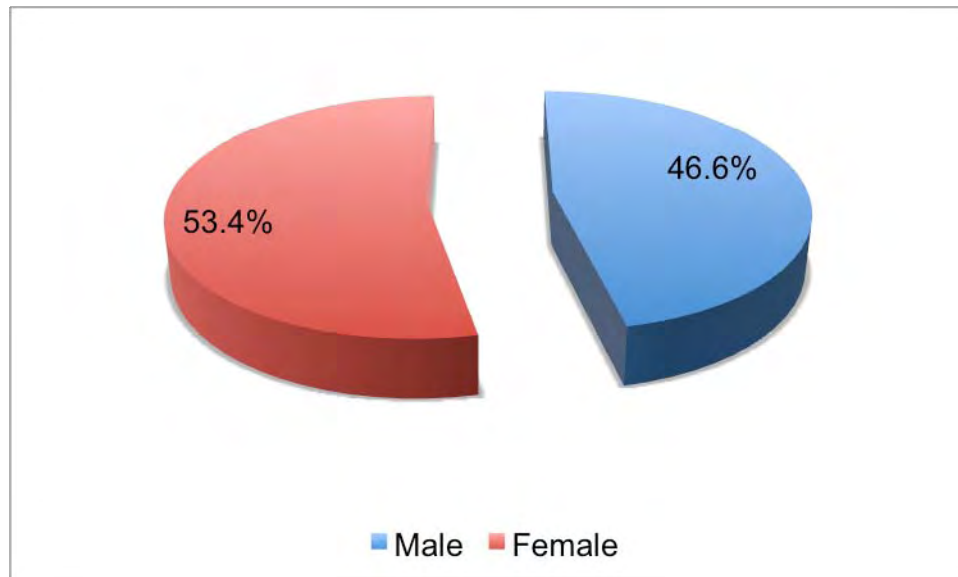
(N = 1,200)

4.9.2 In **question 59**, all survey respondents were asked:

"Which of the following groupings best represents your age?"

Graph 69 reflects a normal distribution of ages of respondents to this survey. This lends support to the statistical reliability and accuracy of the results to this survey.

Graph 69   Age of Respondents

(N = 1,200)

4.9.3 In **question 60**, all survey respondents were asked:

"What is your country of birth?"

For the sake of clarity, countries (with the exception of Australia) have been grouped together by region.

Table 5 shows that Australia was nominated as the most frequent country of birth (70.6%), followed by the UK (8.0%). Other more frequent regions included South East Asia (4.3%), Asia (3.8%), Europe (3.5%), and Pacific Countries (2.8%).

353 respondents to the survey were born outside of Australia.

Table 5   Country of Birth

Country	Percentage response
Australia	70.6%
United Kingdom	8.0%
South East Asia	4.3%
Asia	3.8%
Europe	3.5%
Pacific Countries	2.8%
Eastern Europe	1.7%
Middle East	1.6%
Africa	1.3%
North America	0.6%
South America	0.3%

4.9.4 In **question 61**, survey respondents who were not born in Australia (353 respondents) were asked:

"How long have you lived in Australia?"

Over 70% of respondents (71.4%) advised that they had lived in Australia for greater than 10 years. 24.9% had lived in Australia for between 6 to 10 years with the remaining 3.7% having lived here for less than 5 years.
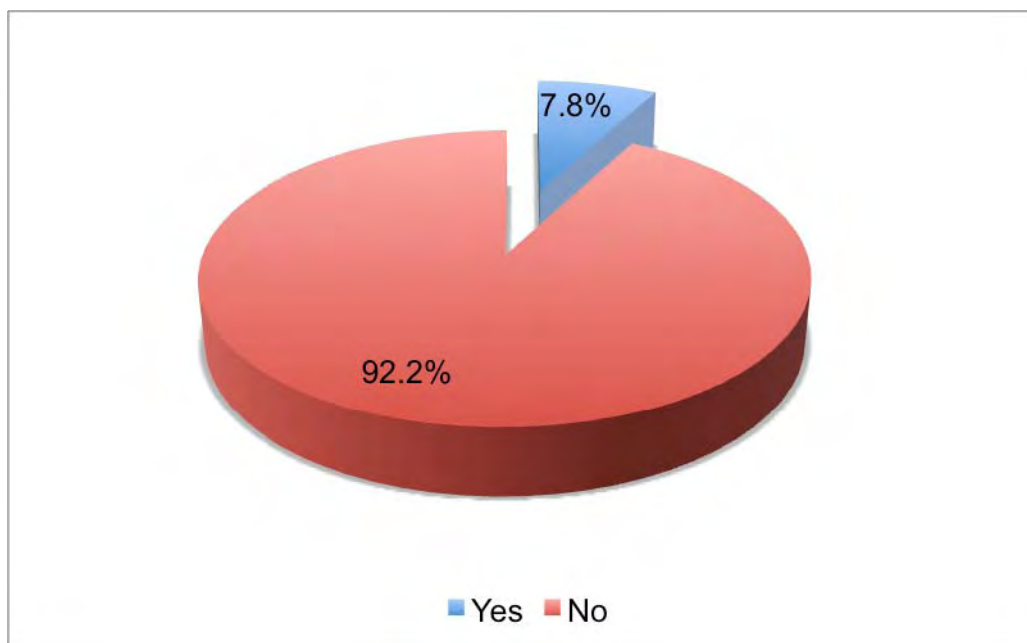
Graph 70   Length of Residence in Australia
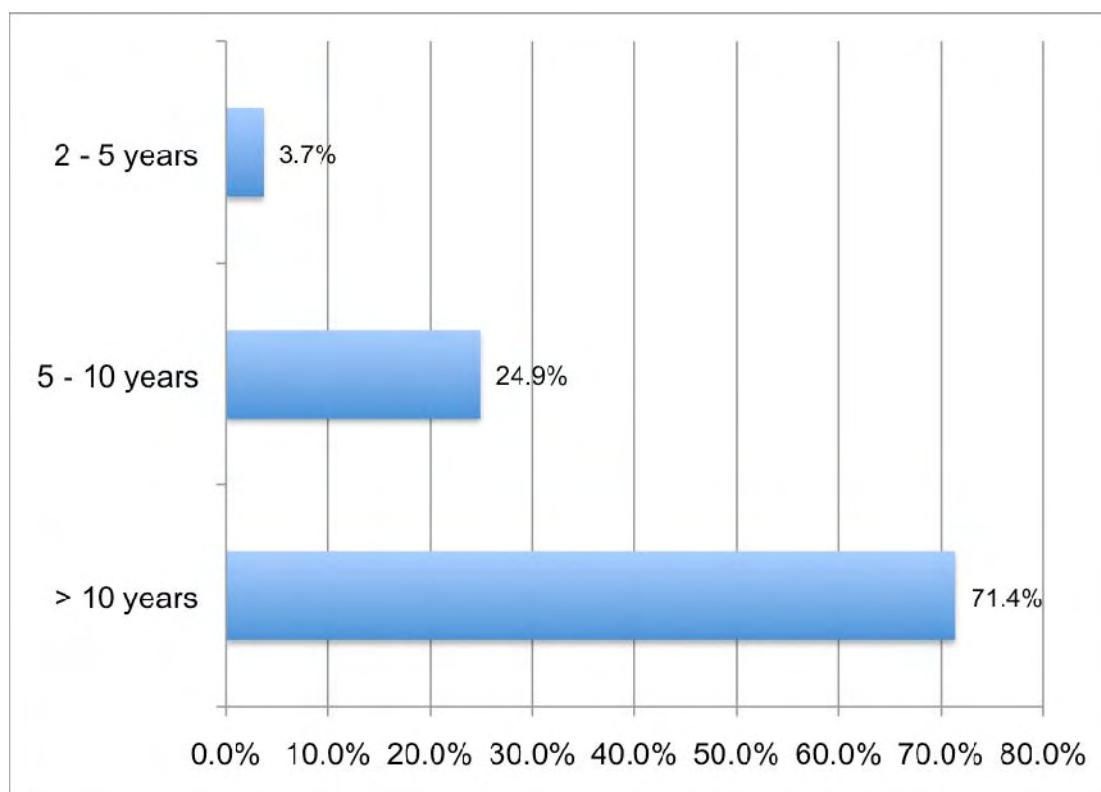
(n = 353)

4.9.5 In **question 62**, all survey respondents were asked:

"Do you have a disability that should be considered by the Commission when voting?"

7.8% of respondents advised that they <u>did have a disability</u> that should be considered by the Commission when voting, with the remaining 92.2% having either no disability or one of insufficient importance to be considered.
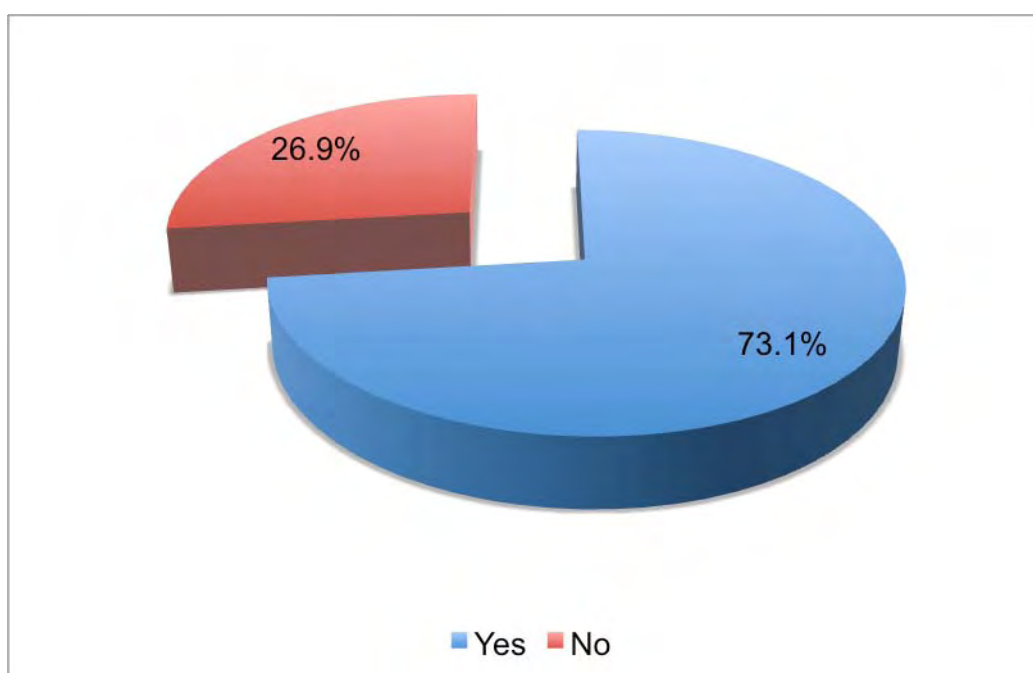
Graph 71   Voter Disability Incidence

(N = 1,200)

4.9.6 In **question 63**, survey respondents who advised that they had a disability that should be considered by the Commission when voting (93 respondents) were asked:

"Do you find the polling locations easy to access and use?"

73.1% of respondents who had a disability (68 respondents) found the polling locations easy to access and use. 26.9% of respondents with a disability (25 respondents) did not find this to be the case.

Graph 72   Ease of Polling Place Access and Use by Disabled Voters

(n = 93)

4.9.7 In __question 64__, survey respondents who advised that they had a disability that should be considered by the Commission when voting were asked:

"What other improvements could be made to further assist your voting?"

Of the 25 respondents who indicated that they had a disability and did not find the polling location easy to access and use, only 19 chose to provide an answer to this question. Of the 68 respondents who did find the polling locations easy to use, 27 chose to provide a response noting improvements that might make voting easier.

It should be noted that responses to this question remain similar from state election survey to state election survey. Despite any attempts to rectify the same situations arising from year to year polling place convenience is dependent on the location itself and is not always under the control of the Commission.

As in 2008, the key response related to access to the polling location. Most of these respondents indicated that there needed to be the availability of closer parking to the location so that less walking was needed to get to the booth. Convenient parking also included the provision of specific disabled parking closest to the polling place. In some instances where there was disabled parking the bays were blocked by other vehicles, were already full or had the cars of non-disabled people parked in them.

Some respondents advised that because they liked to go out to vote, it would be beneficial if there were some form of transport provided to help them attend. Many older respondents did not have vehicles to assist in attending a polling place.

Other respondents felt that there should be some form of priority given to them so that they did not have to stand in queues. For respondents with mobility difficulties this was at times difficult.

Respondents also thought that it would be of benefit if more assistance was provided in dealing with the ballot papers when filling them out - reading of the papers (poor eyesight) and assistance with writing (manual disability). More convenient wheelchair access would also have benefitted a number of respondents.

Responses tally to more than the 46 respondents as 7 people raised more than one issue. The response numbers were as follows:

- Better/closer parking to polling place (specifically disabled parking near polling place)   (19 responses)
- Provision of transport to polling places   (14 responses)
- Speed up time spent waiting in queue - difficult because of disability   (9 responses)
- Assistance with reading and completing ballot papers   (7 responses)
- Better wheelchair access   (6 responses)

It is quite possible that some of the services that these respondents would like already exist, however the respondents that noted these issues were unaware of them.