

**perth market research**

**Report on the  
Western Australian Electoral Commission Survey of  
Voters - State General Election 2017**



WESTERN AUSTRALIAN  
Electoral Commission

(May 2017)

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# Report on the Survey of Voters - State General Election 2017

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## 1.0 INTRODUCTION

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

Until 2008 in Western Australia, general elections were usually called every four years at a date determined by the government. In 2011 laws were passed which fixed the date of the state election as the second Saturday in March every four years. The second election held under these laws was in March 2017.

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

The objective of this project was to survey a representative sample of the population immediately after the State election held on Saturday 11 March 2017 to determine their knowledge of the electoral process and satisfaction with services at polling places.

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

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

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

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

## 2.0 METHODOLOGY

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

The telephone contact numbers of potential respondents selected from the rolls were obtained from two sources based on their proportionate representation in the Western Australian populace aged 18 and above. Research shows that Western Australia currently has 67% of its population, aged 18 and above, with access to a landline. 33% of this population has access to a mobile telephone only. The telephone numbers of respondents with a landline were obtained from the Electronic White Pages. The telephone numbers of Western Australian respondents who only have access to a mobile were obtained via Sampleworxs Pty Ltd. The views of all respondents meeting these criteria were sought if randomly selected as a potential respondent, including:

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

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

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

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

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

The key demographics selected for stratification were:

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

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

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

	Urban				Regional				Total
	Landline		Mobile-only		Landline		Mobile-only		
	Male	Female	Male	Female	Male	Female	Male	Female	
<b>18 - 24</b>	32	32	28	28	20	20	10	10	180
<b>25 - 29</b>	19	19	23	23	9	9	11	11	124
<b>30 - 39</b>	53	53	22	22	26	26	11	11	224
<b>40 - 49</b>	57	57	13	13	28	28	7	7	210
<b>50 - 59</b>	52	52	11	11	25	25	6	6	188
<b>60 - 69</b>	29	29	13	13	20	20	8	8	140
<b>70+</b>	42	42	6	6	14	14	5	5	134
<b>Total</b>	<b>284</b>	<b>284</b>	<b>116</b>	<b>116</b>	<b>142</b>	<b>142</b>	<b>58</b>	<b>58</b>	<b>1,200</b>

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

**Table B – Sampling Error Breakdown**

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

The overall sample size was sufficient to ensure a potential sampling error of within +/- 3%. A 46.2% response rate achieved for this survey (2,596 potential, eligible respondents were contacted to achieve the 1,200 responses). This response rate is good when it comes to telephone surveying, signifying that just over one out of every two potential and eligible respondents able to be contacted were prepared to participate in the survey.

The survey was conducted in the 15 days following the State Election on 11 March 2017. Surveying commenced on Sunday 12 March 2017 and concluded on Monday 27 March 2017.

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

### 3.0 EXECUTIVE SUMMARY

The data collection for this survey was conducted during the 15 days immediately following the March 11, 2017 State General Election for Western Australia. The broad survey results are presented under their key subject headings below.

The survey process resulted in 1,200 completed surveys. Given a population of 1,593,222 electors, the response rate of 46.2% resulted in a sampling error of +/- 2.9% at the 95% confidence level. A +/- 5% sampling error (at the 95% confidence level) is a market research industry standard for surveys requiring satisfactory levels of reliability. The result for this survey is well within that level and denotes statistics quoted at a very high level of reliability.

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

##### **➤ Voting enrolment.**

97.7% of respondents (95.3% in 2013) advised that they were enrolled to vote, with only 2.37% of respondents advising that they were not enrolled, compared to 4.7% in 2013 and 3.8% in 2008.

96.6% of respondents believed that they did know how to update their enrolment information compared to 3.4% who did not know how to update this information (5.4% in 2013).

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

54.6% of respondents advised that they had not changed address over the last five years (compared to 52.9% in 2013). 45.4% advised that they had changed address in the last 5 years.

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

85.7% of respondents indicated that they did know how they could vote prior to Election Day, compared to 9.6% who did not know how they could vote, and a further 4.7% who were unsure of their response. This reflects a significantly increased proportion of respondents who were aware of how they can vote prior to Election Day – 85.7% in 2017 compared to 74.5% in 2013 and 71.3% in 2008.

98.1% of respondents indicated that this was true statement – that you are able to vote anywhere in the State (compared to 94.3% in 2013). 1.9% of people did not believe that you could vote anywhere in the State (compared to 5.7% in 2013).

92.7% of respondents indicated that this was a true statement – that you are still able to vote if you are interstate or overseas. 7.3% of people did not believe that you could vote interstate or overseas.



➤ **Polling place voting.**

82.0% of all respondents advised that they did vote at a polling place during the election (83.6% in 2013). 6.3% of respondents had used an Early Voting Centre, 3.9% advised that they had voted, but used an alternate method compared to 7.6% of respondents who advised that they did not vote. 0.3% indicated that they turned up but were ineligible to vote.

91.4% of these voters indicated that they had voted previously (95.1% in 2013), compared to 8.6% who were voting for the first time (4.9% in 2013).

54.2% of respondents found officials to be 'at least' very helpful (18.3% - extremely helpful and 35.9% - very helpful). A further 45.3% found them to be at least slightly helpful (44.5% - moderately helpful and 0.8% - slightly helpful). 0.5% of respondents found them to be not at all helpful.

The largest proportion of voters (43.8%) advised that they used the how to vote card from party workers when voting. 40.8% used the instructions on the ballot paper and 10.8% used instructions printed on the voting screen. A further 3.2% used 'other' information sources such as the newspaper advertisements, leaflets delivered to their letterboxes and other advertising sources. 23.8% used none of these.

➤ **Polling place voting.**

47.3% of non-voters (3.6% of all voters) indicated that they forgot to vote. 27.5% of non-voters (2.1% of all voters) indicated that they were too busy/working on the day. 16.5% of non-voters (1.3% of all voters) indicated that they were not interested. 2.2% of non-voters (0.2% of all voters) indicated that they did not know how to vote.

➤ **Changes to electoral boundaries.**

Graph 4.1.11a shows that 16.4% of all respondents advised that they were aware of changes made to the electoral boundaries in their locality (29.2% in 2013). This compared to 83.6% who were not aware of any changes. Awareness of changes was lower in this survey period than in previous survey periods.

➤ **Source of electoral result information.**

By far the most popular source of election result information was television. 44.1% of respondents used this information source compared to the next most popular – newspapers at 11.0% of respondents (down from 32.4% in 2013). 5.0% of respondents used radio as the third most popular source. 2.7% of respondents used Facebook as a source of election information, 2.0% used the Commission website\*, 1.8% used other websites and 1.3% of respondents used Twitter. 7.0% of respondents used 'other' sources of information including word of mouth and information from family and friends.

25.3% of respondents advised that they did not look for election results.

## **Polling location**

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

The key factor relates to convenience to their movements on the day (26.8%). This was followed by proximity to the respondent's home (24.1%) and a blanket generalisation that they just chose the closest school (15.2%). The next key issue relates to speed/turnaround time (12.8%) or the time spent having to vote. Ease of parking (10.4%), use of local facilities (7.3%) and ease of access (4.9%) round out the key issues of importance to most respondents.

### **➤ Voting method.**

The largest proportion of voters (82.0%) advised that they voted at a polling place on Election Day. 6.2% voted at an Early Voting Centre before Election Day and 3.9% used postal voting. A further 0.3% used 'other' voting methods. 7.8% advised that they did not vote.

### **➤ Voting place proximity and convenience.**

The largest proportion of respondents (38.9%) advised that the polling location they chose to vote at was very convenient for them. A further 35.2% found their polling place to be moderately convenient and 21.6% found it to be extremely convenient. 3.6% of respondents advised that the location was only slightly convenient and 0.7% of respondents believed that it was not at all convenient.

## **Advertising effectiveness**

### **➤ Awareness of advertising.**

47.6% of respondents advised that they were aware of Commission advertising compared to 52.4% who were not aware. This represents a decrease of 1.1% in advertising recollection since the 2013 survey period.

The most popular form of advertising recalled was radio advertising, with 37.7% of respondents aware of Commission advertising (17.9% of all respondents) using this medium. Television was the second most popular form of advertising with an awareness level of 25.6% (12.2% of all respondents). Cinema advertising was the third most popular with an awareness level of 16.5% (7.8% of all respondents) followed closely by social media awareness of 15.6% (7.4% of all respondents). Websites had an awareness level of 6.7% (3.2% of all respondents) followed by newspapers at 4.7%.

69.4% of respondents aware of the Commission advertising advised that it did provide them with the information they needed to vote. This compares to 30.6% who advised that it did not provide them with what they needed. This represents an increase of 4.2% since the 2013 survey period (65.2%).

#### ➤ Advertising influence

97.0% of respondents aware of the Commission advertising indicated that they were not influenced to vote by the advertising (93.8% in 2013). 2.6% of respondents advised that they were positively influenced to vote by the advertising. 0.4% of respondents indicated that they were put off voting by the advertising.

32.2% of respondents who were aware of the Commission advertising had a correct recollection of the slogan for the election. A further 16.3% (7.0% of all respondents) had a close, although not completely accurate, recollection of the slogan. 45.9% of respondents aware of the advertising had no recollection of the advertising slogan for the election. A further 5.6% thought that they knew what the slogan was, but were incorrect. This meant that 48.5% of respondents (35.1% in 2013) aware of the advertising were aware of the slogan in a close to correct form.

### Call Centre

#### ➤ Call Centre awareness

34.1% of respondents advised that they were aware that the Commission provided a Call Centre service compared to 65.9% who were not aware. This figure has not changed since 2013.

7.8% of all respondents indicated that they had used the Call Centre compared to 92.2% of these respondents who had not used it. This represents a decrease in reported use of 2.7% since 2013.

#### ➤ Call Centre satisfaction

The majority of respondents (72.0%) to this question were 'at least' very satisfied with the service they received (12.9% - extremely satisfied and 59.1% - very satisfied). 26.9% of the 43 respondents were 'at least' slightly satisfied with the service received (24.7% - moderately satisfied and 2.2% - slightly satisfied). This demonstrates a substantial increase in satisfaction in this survey period. 1.1% of respondents were not at all satisfied (1 respondent).

## Website

### ➤ Website use

17.4% of respondents made use of the election website compared to 59.1% of respondents who did not make use of it. This represents an increase of 7.3% over the results for 2013.

68.4% of the 209 respondents who used the election website for information relating to the State Election used it for viewing election results. A further 46.9% of respondents used it to check their enrolment and 36.4% used it for general voting information. 13.9% used the site for a postal vote application. 8.3% used it for 'other' reasons.

### ➤ Website satisfaction

The majority of respondents (69.4%) to this question found the election website to be 'at least' very helpful with the service they received (12.5% - extremely helpful and 56.9% - very helpful). 30.6% of the 209 respondents found it to be moderately helpful with the service received. 2.4% of respondents found it to be not at all helpful (5 respondents).

98.6% of respondents were satisfied that the content of the website met their needs, however 1.4% of respondents advised that there were items that they expected to find but could not locate (3 respondents). This reflects an increase in expectations being met of 5.2% since the 2013 survey period.

## Community attitudes to electronic voting

### ➤ Access to the internet

92.8% of all survey respondents advised that they had access to the internet, whereas 7.2% did not.

### ➤ Perceptions relating to the use of alternate technologies for voting

The largest proportion of survey respondents (42.7% - down from 48.8% in 2013) felt 'at least' secure about voting via the internet. 24.3% of respondents felt secure about voting in this way, whereas a further 16.4% felt very secure. 38.2% of respondents felt insecure about voting via the internet (21.1% - insecure and 17.1% - very insecure). This represented a small decrease in insecurity of 0.6% since 2013. 18.0% of respondents were neutral on the issue and 3.2% of respondents were unsure of their response.

The results shown in Graph 4.6.3a show a decreasing likelihood of voting via the internet, since 2013, if it was believed that the process was secure and the facility was available. 61.3% of respondents felt 'at least' likely to vote via the internet (28.5% - likely and 32.6% - very likely). This reflected a decrease of 5.2% since 2013. 22.9% of all survey respondents felt 'at

most' unlikely to vote at a state general election via the internet. 9.3% of respondents felt unlikely to vote in this way, whereas a further 13.6% felt very unlikely.

## **Respondents with Disabilities**

### **➤ Awareness and Use of Telephone and Internet Voting for Disabled Voters**

15.8% of respondents advised that they were aware that the Commission made internet and telephone voting available at this election for electors with a disability or incapacity. The remaining 84.2% were unaware of this.

0.5% of voters aware of the internet and telephone voting options available for respondents with a disability (1 respondent) advised that they made use of the facility.

### **➤ Voter Disability Incidence**

3.4% of respondents advised that they did have a disability that should be considered by the Commission when voting, with the remaining 96.6% having either no disability or one of insufficient importance to be considered.

### **➤ Polling Location Ease of Access and Use**

63.4% of respondents who had a disability (73.1% in 2013) found the polling locations easy to access and use. 36.6% of respondents with a disability (15 respondents) did not find this to be the case.

## **Demographics**

### **➤ Gender**

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

### **➤ Age**

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

➤ **Country of Birth**

Australia was nominated as the most frequent country of birth (65.9%). Countries of birth other than Australia represented 34.1% of all eligible voters.

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

Survey respondents who had not been born in Australia were asked how long they had lived in Australia. 73.6% of these respondents advised that they had lived in Australia for greater than 10 years. 19.8% had lived in Australia for between 6 to 10 years with the remaining 6.6% having lived here for between 3 to 5 years. No respondents who were eligible to participate in the Western Australian State Election had resided in Australia for less than 3 years.

## 4.0 RESULTS OF THE SURVEY

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

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

### 4.1 Knowledge of Enrolment and Voting

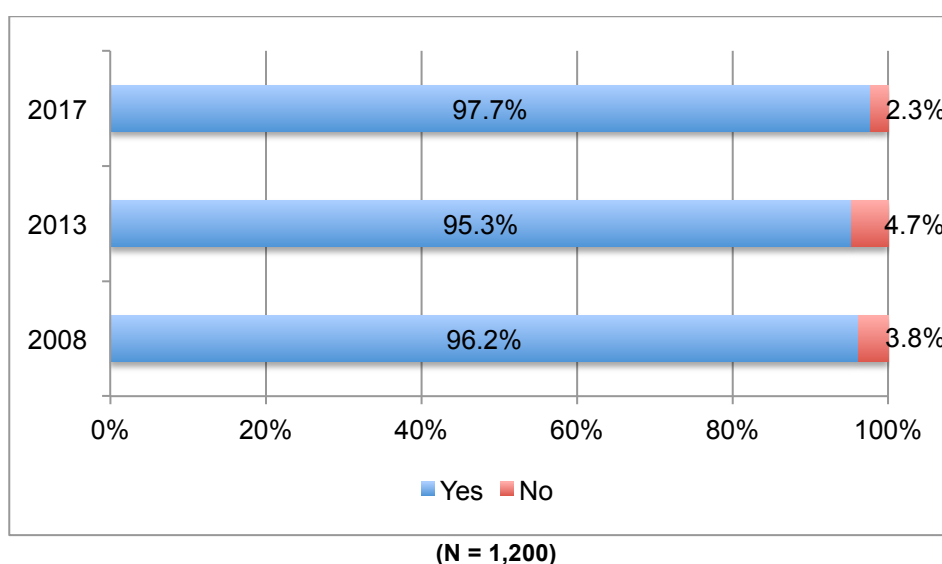
4.1.1 In **question 1**, all survey respondents were asked:

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

Graph 4.1.1a shows that 97.7% of respondents (95.3% in 2013) advised that they were enrolled to vote, with only 2.3% of respondents advising that they were not enrolled. This shows an increased level of participation compared to 4.7% in 2013 and 3.8% in 2008.

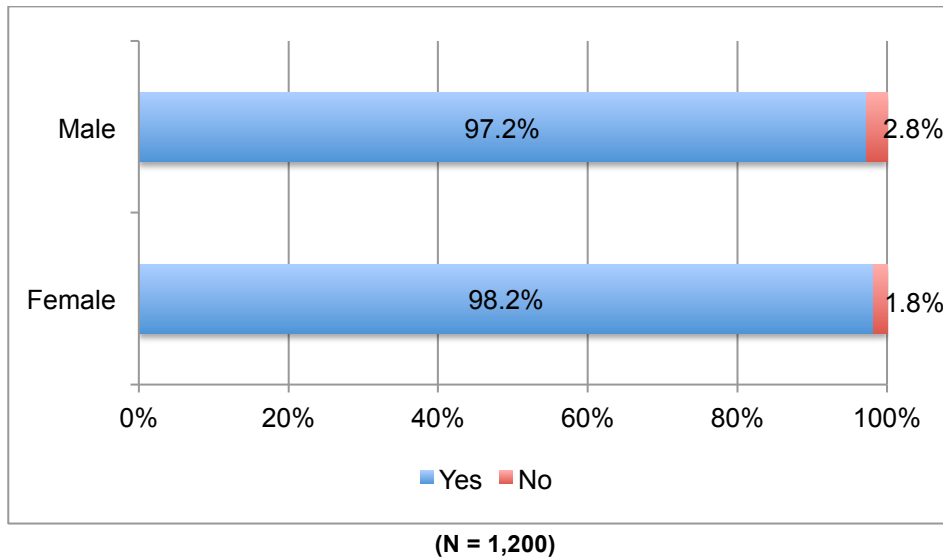
It is unknown whether this result reflects the true picture of community enrolment due to the sensitive nature of this subject post-election. Potential respondents were advised that the survey was only an information gathering exercise and not designed to identify people for the purposes of imposing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

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



Graph 4.1.1b, presented overleaf, shows that females in this survey period were marginally more likely to be enrolled to vote (98.2%) when compared to males (97.2%).

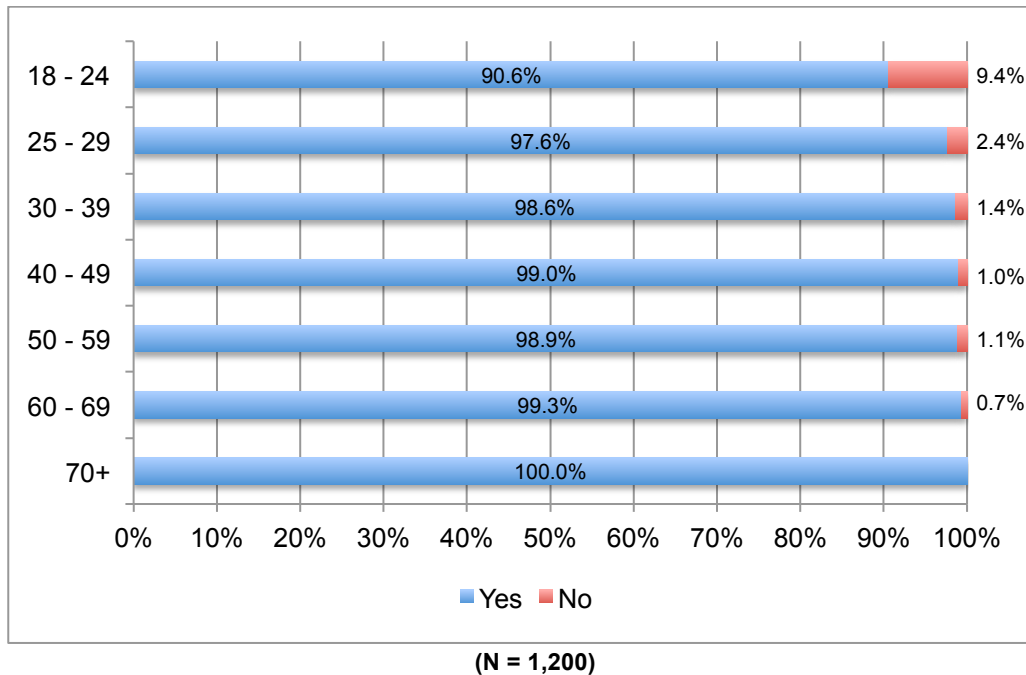
**Graph 4.1.1b Voting Enrolment (by gender)**



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

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

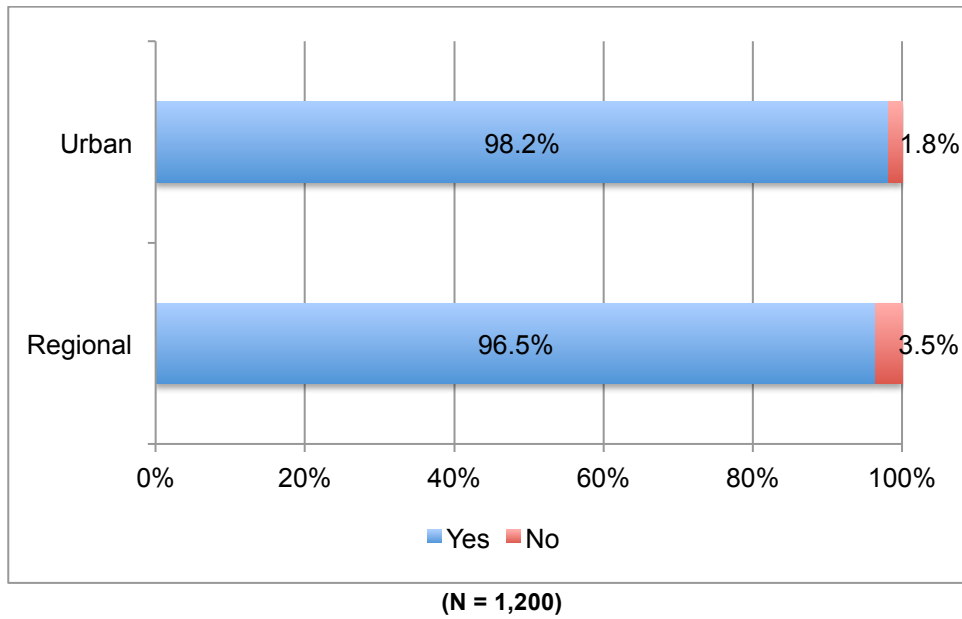
**Graph 4.1.1c Voting Enrolment (by age)**



Graph 4.1.1d, presented overleaf, shows that urban respondents in this survey period were marginally more likely to be enrolled to vote (98.2%) when compared to regional respondents (96.5%).



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



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

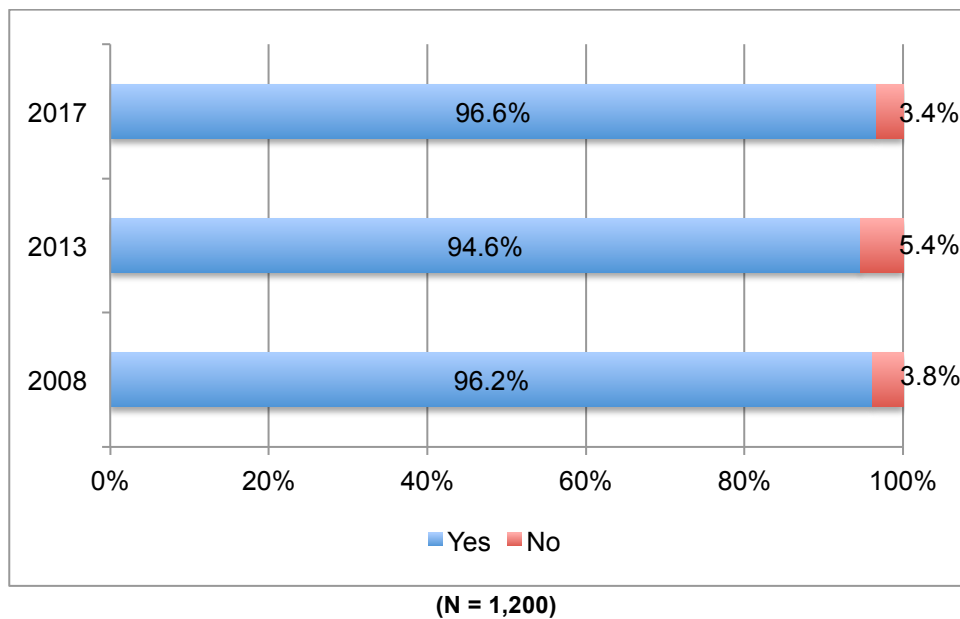
**“Do you know how to update your enrolment information?”**

*\* It should be noted that the question asked in this survey period includes a revision to that asked in 2013 and 2008. In this period the phrase “enrol to vote or ...” was excluded due to the current procedural nature of this process. While the results from one period to the next are compared in the graph below it is possible that the difference in the phrasing of the question may account for differences in results.*

The results show that 96.6% of respondents believed that they did know how to update their enrolment information compared to 3.4% who did not know how to update this information (5.4% in 2013\*).

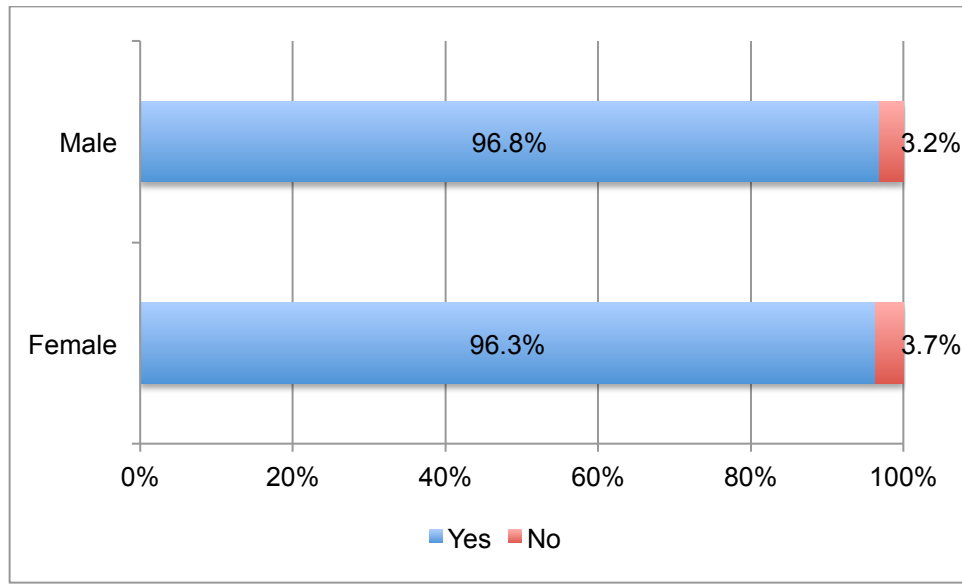
Of the 28 respondents who were not enrolled, only 12 did not know how to enrol (42.9%). The other 29 respondents who did not know how to update their enrolment information were already enrolled to vote.

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



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

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

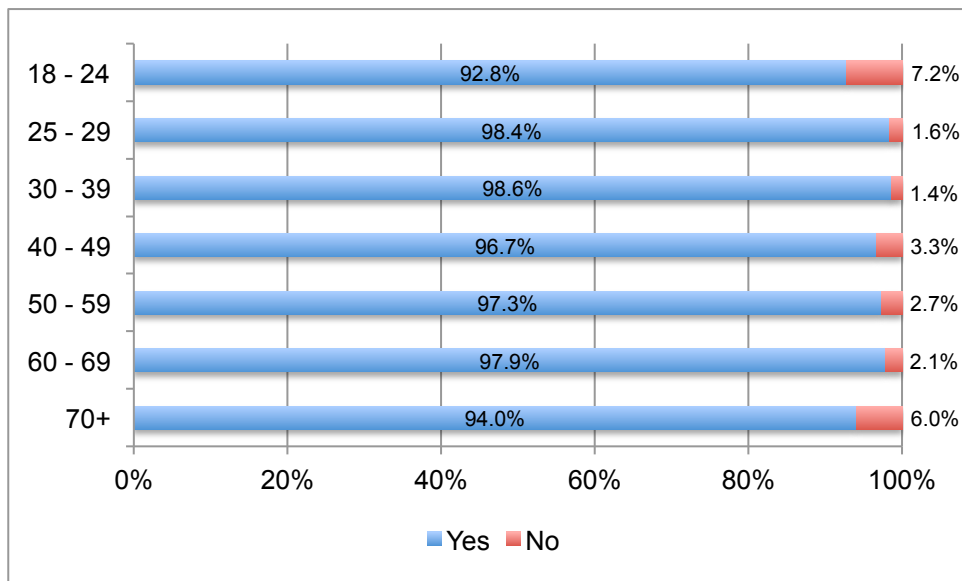


(N = 1,200)

Graph 4.1.2.c shows that younger (18 to 24 - 7.2%) and older (70+ - 6.0%) respondents appeared marginally more unlikely to be aware how to update enrolment information compared to older respondents.

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

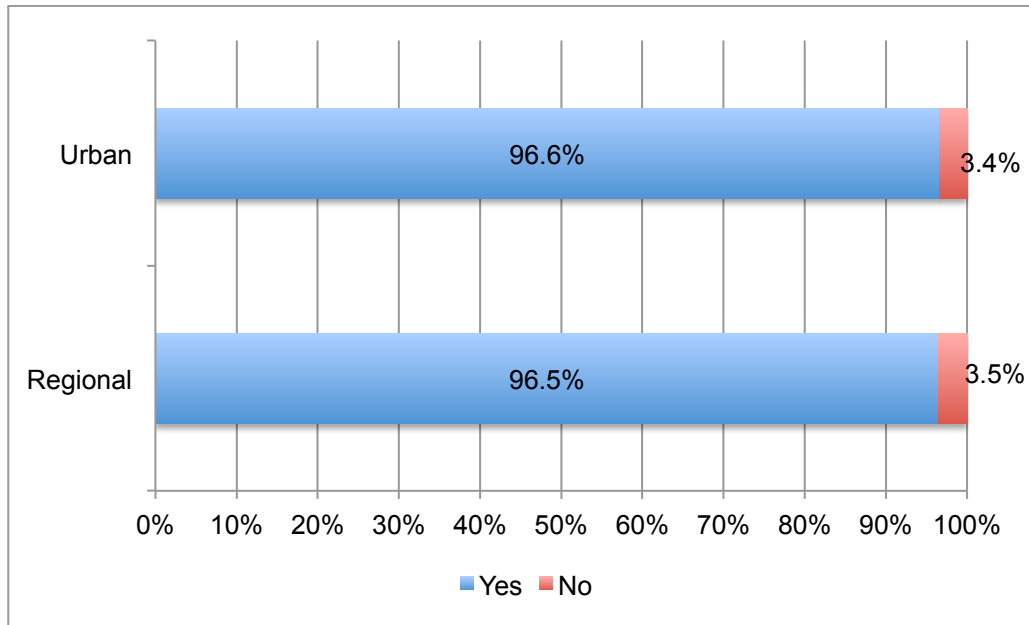
**Graph 4.1.2c Knowledge of Enrolment Update Process (by age)**



(N = 1,200)

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

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



(N = 1,200)

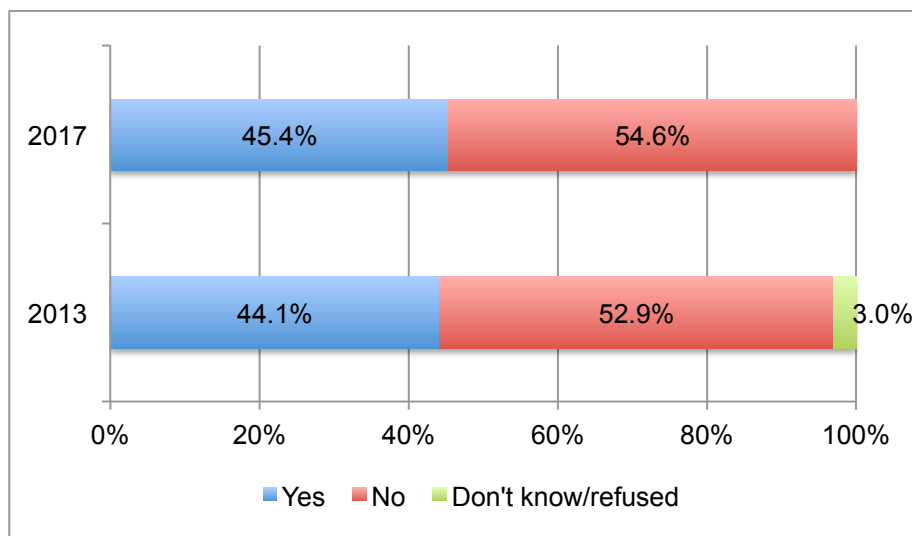
**4.1.3** In question 3, all survey respondents were asked:

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

It should be noted that the survey question was changed in 2013. In the 2017 and 2013 periods, respondents were asked if they had moved in the last 5 years compared to 2 years in 2008. Due to this change, only the 2017 and 2013 results are shown.

In 2017, 54.6% of respondents advised that they had not changed address over the last five years (compared to 52.9% in 2013). 45.4% advised that they had changed address in the last 5 years.

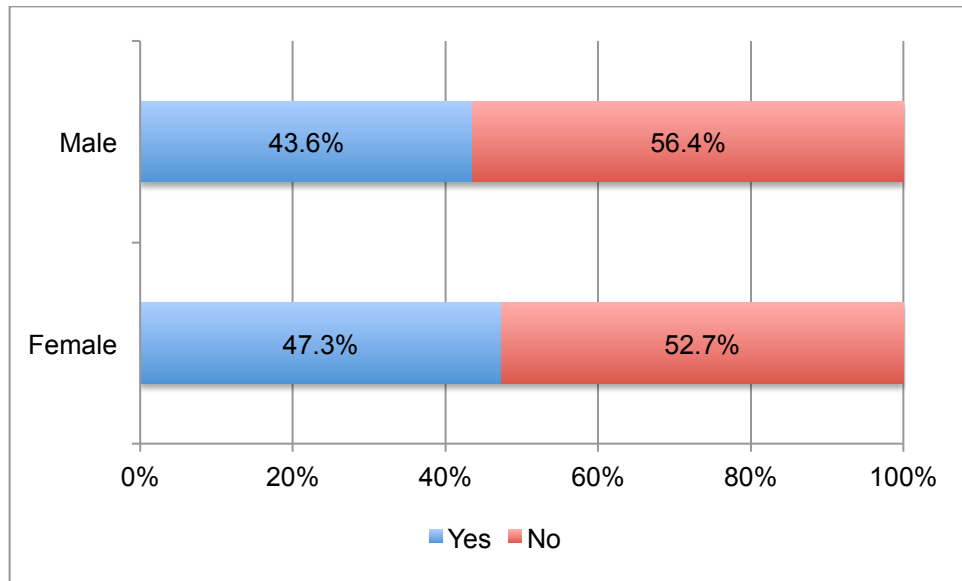
**Graph 4.1.3a**      **Incidence of Address Change**



(N = 1,200)

Graph 4.1.3.b, presented overleaf, shows that female respondents were more likely to have changed address in the last 5 years (47.3%) compared to male respondents (43.6%).

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

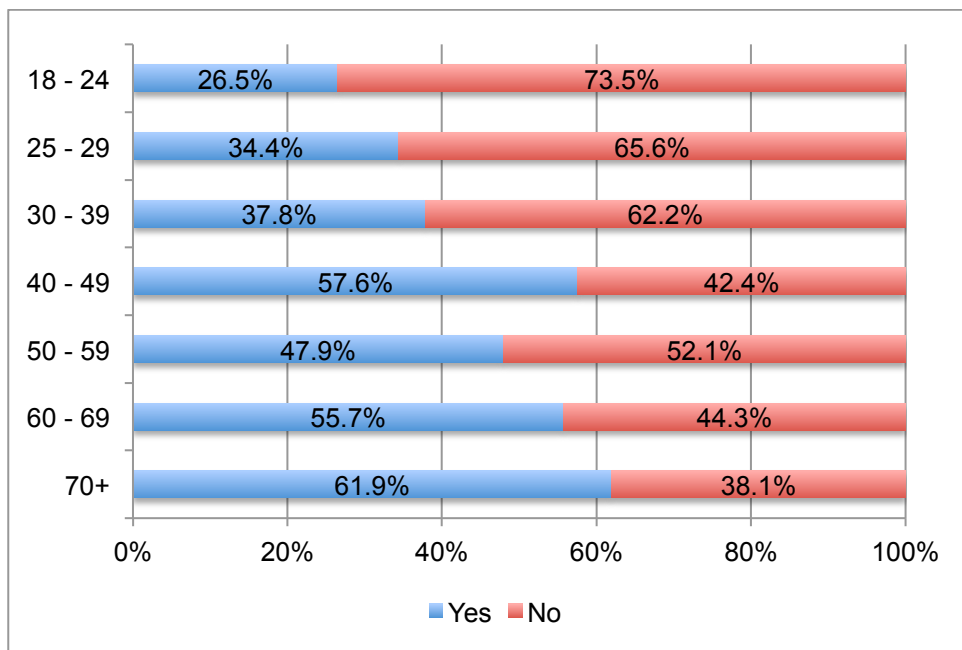


(N = 1,200)

Graph 4.1.3.c shows that younger (18 to 24 – 26.5%) respondents appeared marginally more unlikely to have changed address in the last 5 years compared to older respondents.

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

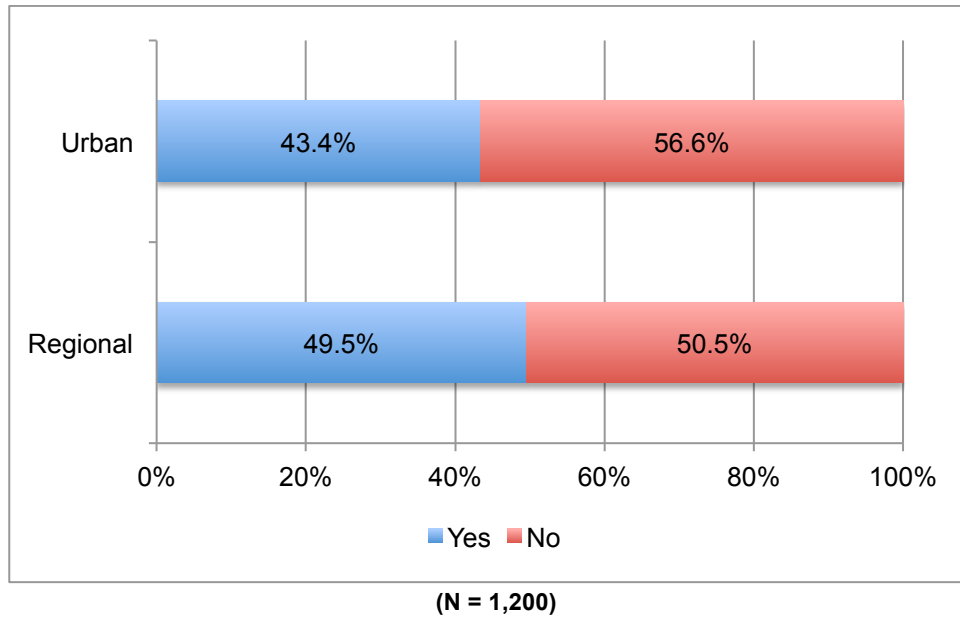
**Graph 4.1.3c Incidence of Address Change (by age)**



(N = 1,200)

Graph 4.1.3.d shows that regional respondents were more likely to have changed address in the last 5 years (49.5%) compared to urban respondents (43.4%).

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

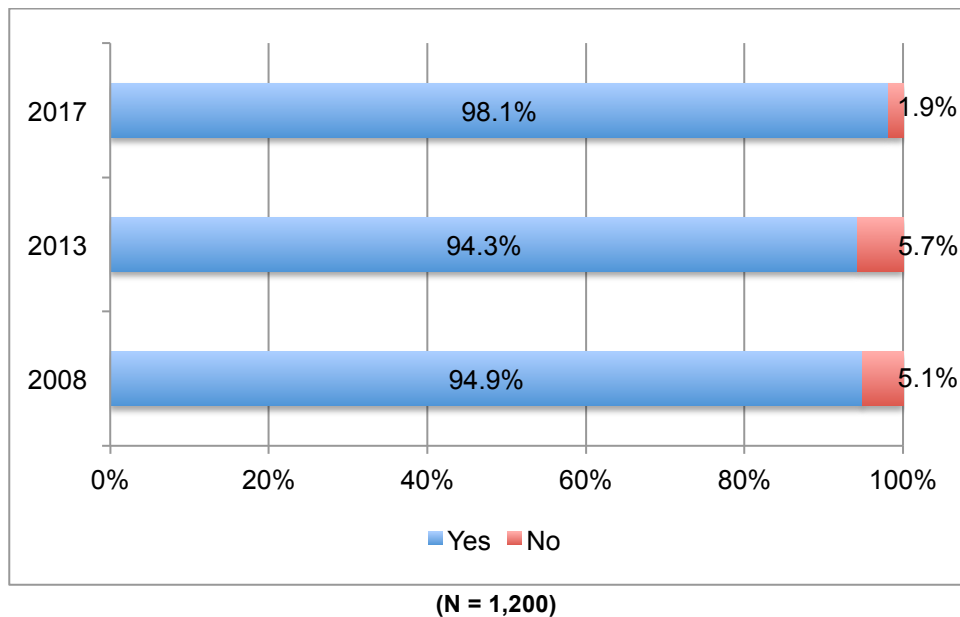


**4.1.4** In **question 4a**, all survey respondents were asked to indicate whether the following statement is true or false:

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

98.1% of respondents indicated that this was true statement – that you are able to vote anywhere in the State (compared to 94.3% in 2013). 1.9% of people did not believe that you could vote anywhere in the State (compared to 5.7% in 2013).

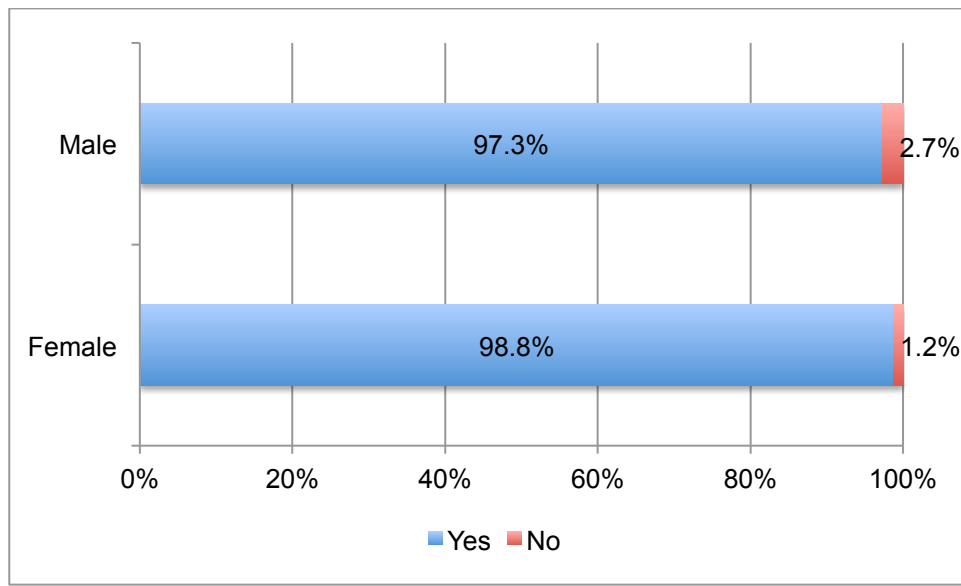
**Graph 4.1.4a**      **You Can Vote Anywhere in the State**



Graph 4.1.4b, presented overleaf, shows that 98.8% of respondents indicated that this was a true statement – that you are able to vote anywhere in the State compared to 97.3% of male respondents.



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

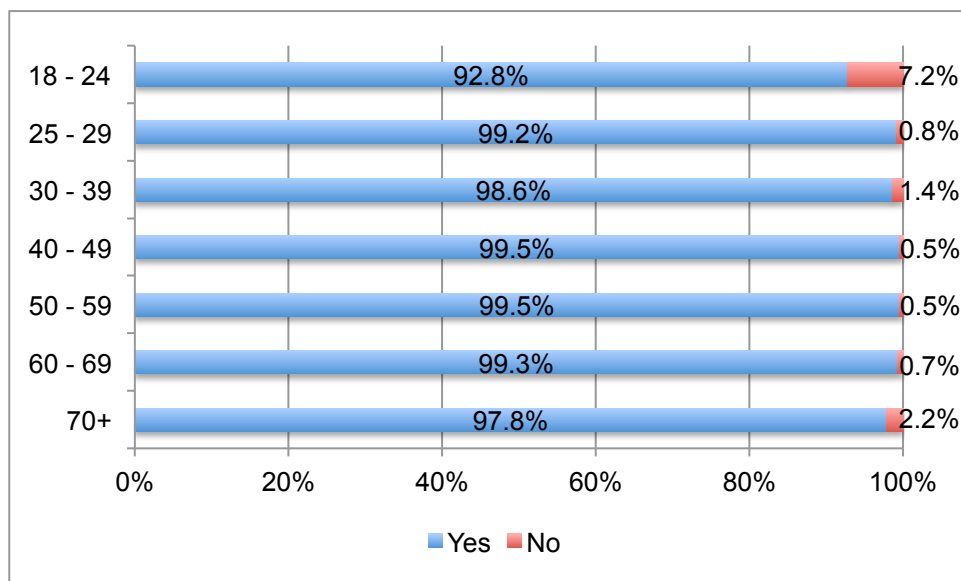


(N = 1,200)

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

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

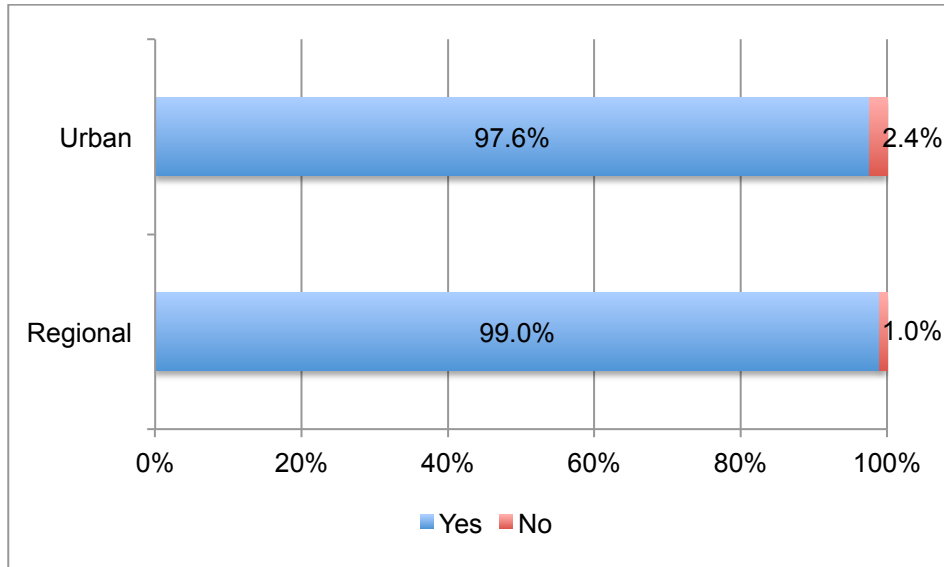
**Graph 4.1.4c You Can Vote Anywhere in the State (by age)**



(N = 1,200)

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

**Graph 4.1.4d You Can Vote Anywhere in the State (by location)**



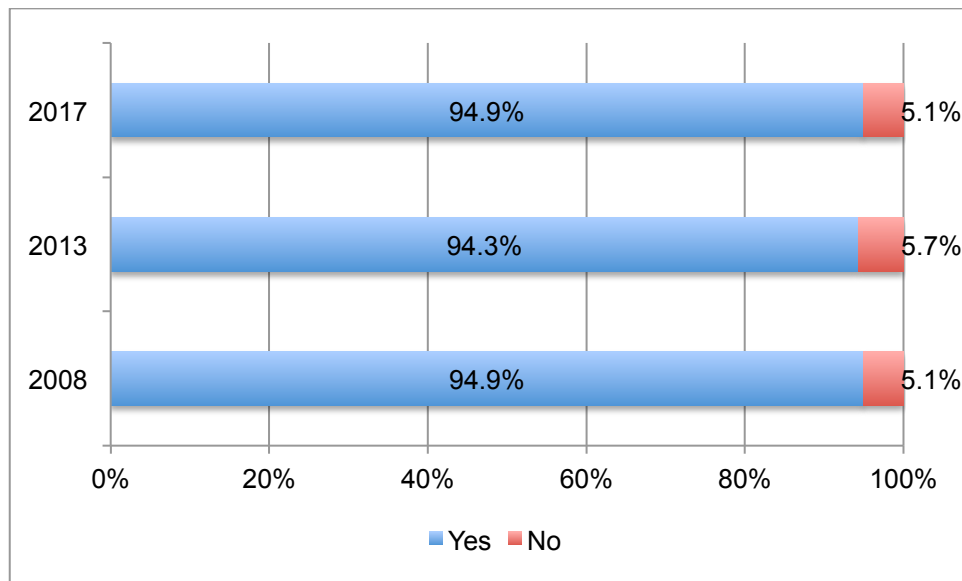
(N = 1,200)

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

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

94.9% of respondents indicated that this was a true statement – that you are still able to vote if you are interstate or overseas. 5.1% of people did not believe that you could vote interstate or overseas. In this survey period there were no respondents who considered themselves unsure of the truth of the statement.

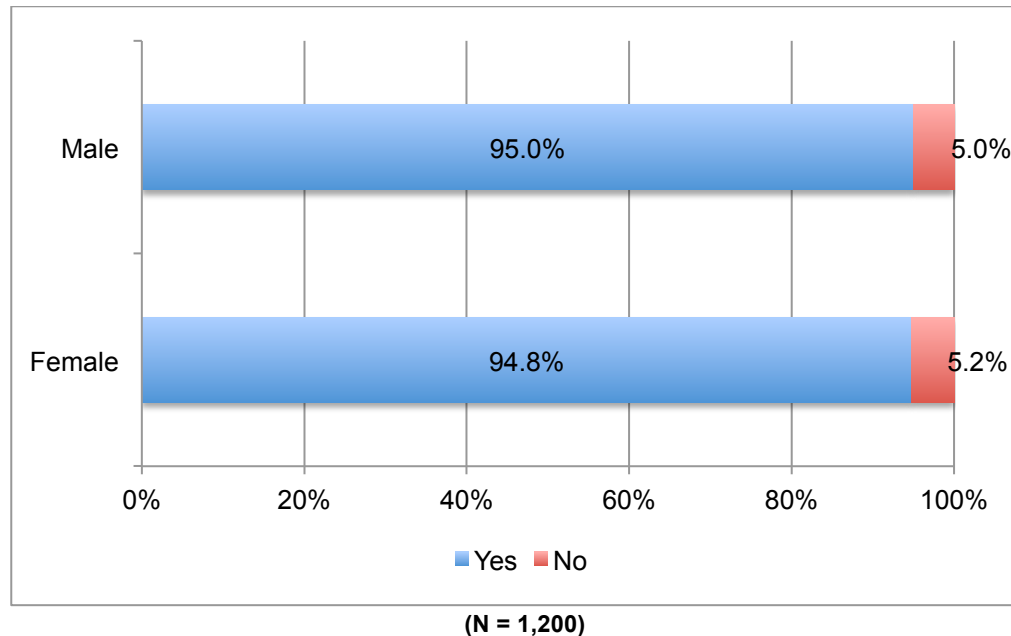
**Graph 4.1.4e If You Are Interstate or Overseas You Are Still Able to Vote**



(N = 1,200)

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

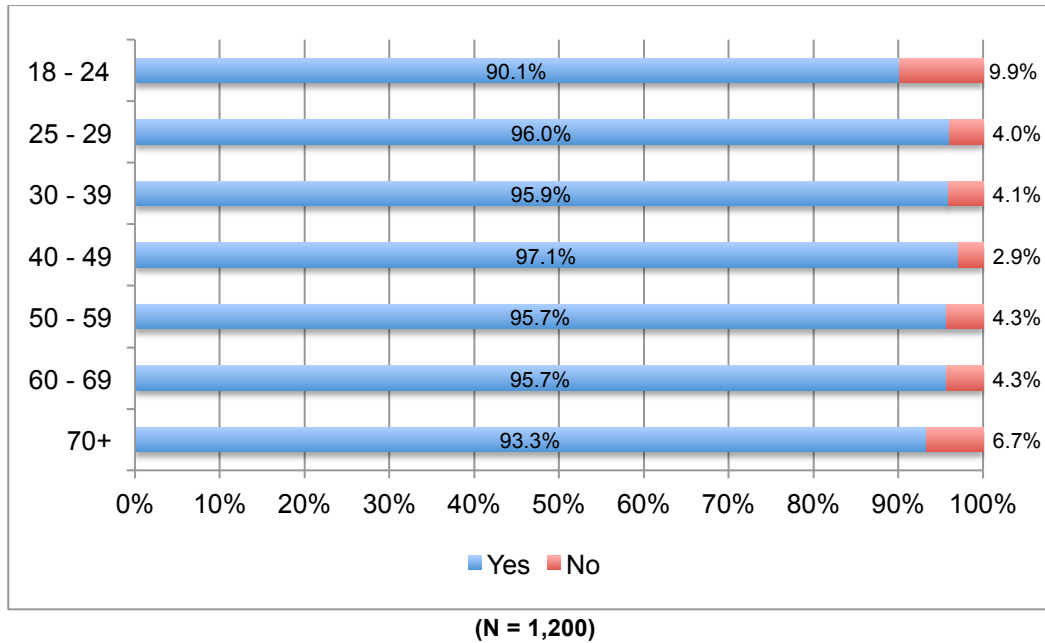
**Graph 4.1.4f** **If You Are Interstate or Overseas You Are Still Able to Vote (by gender)**



Graph 4.1.4g, presented overleaf, shows that younger (18 to 24 – 9.9%) and older (70+ - 6.7%) respondents appeared marginally more unlikely to be aware that you are able to vote if you are interstate or overseas compared to other respondents.

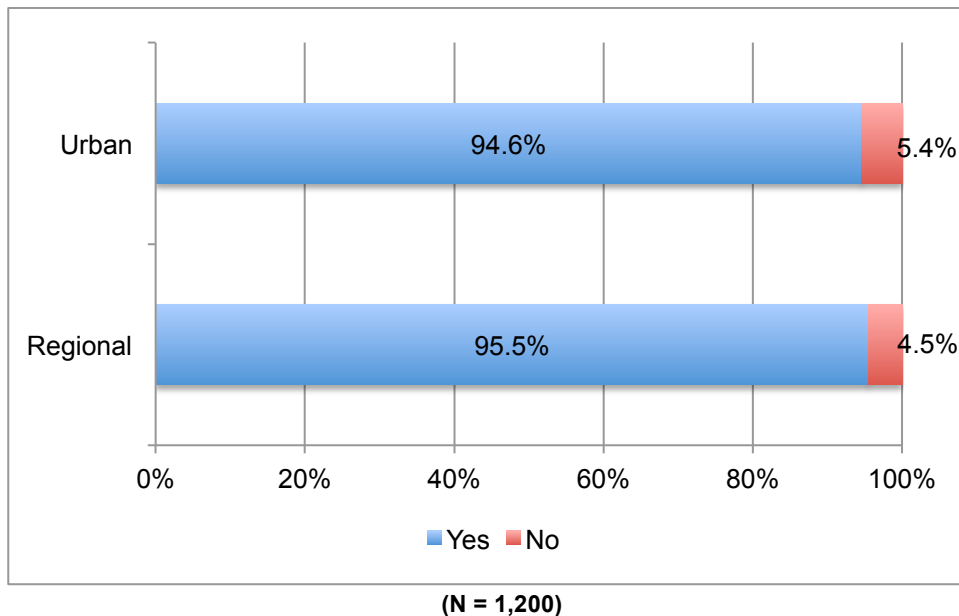
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

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



Graph 4.1.4h shows that marginally more regional respondents (95.5%) indicated that this was a true statement – that you are still able to vote if you are interstate or overseas, compared to 94.6% of urban respondents.

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



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

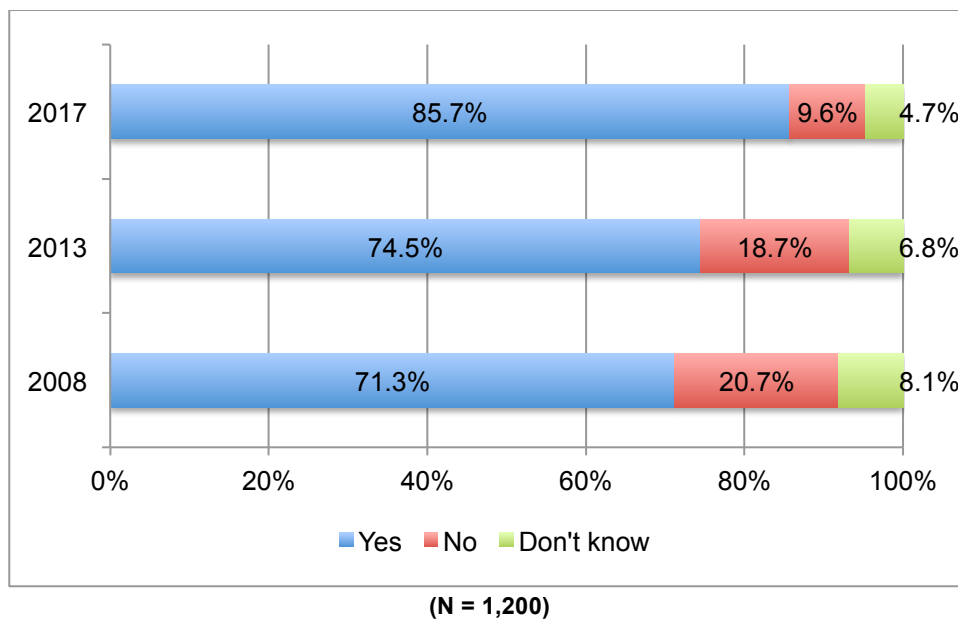
**“Do you know how you can vote prior to Election Day?”**

It should be noted that this question was changed slightly in 2013, 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.

85.7% of respondents indicated that they did know how they could vote prior to Election Day, compared to 9.6% who did not know how they could vote, and a further 4.7% who were unsure of their response.

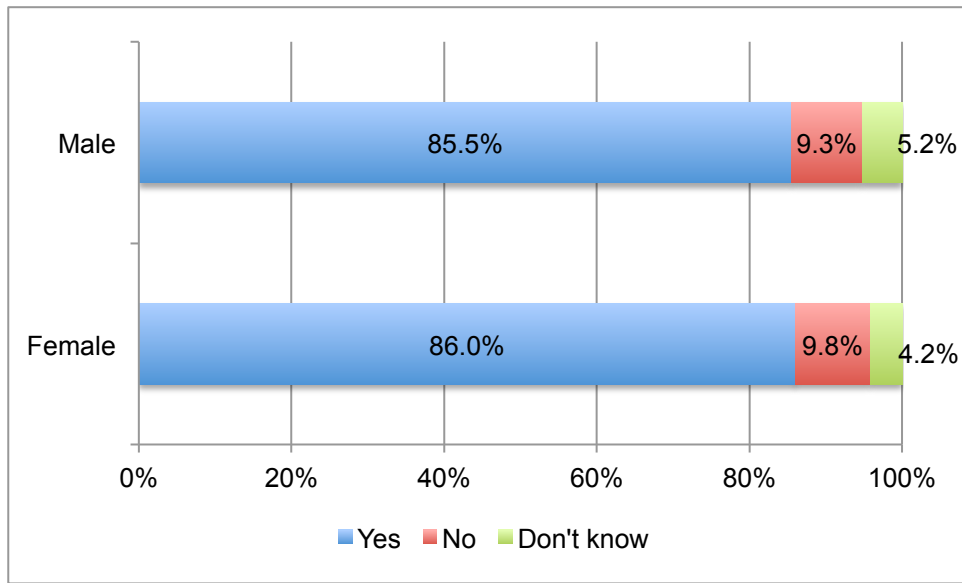
This reflects a significantly increased proportion of respondents who were aware of how they can vote prior to Election Day – 85.7% in 2017 compared to 74.5% in 2013 and 71.3% in 2008.

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



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

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

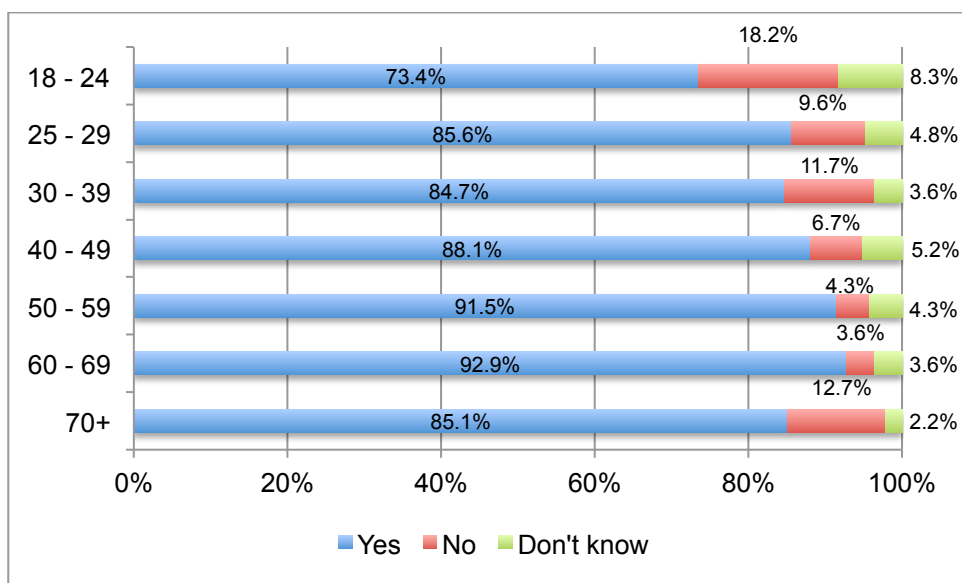


(N = 1,200)

Graph 4.1.5c shows that respondents under 25 years of age and those 70 or over were less likely to be aware of where voting could take place prior to Election Day than were respondents in other age groups.

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

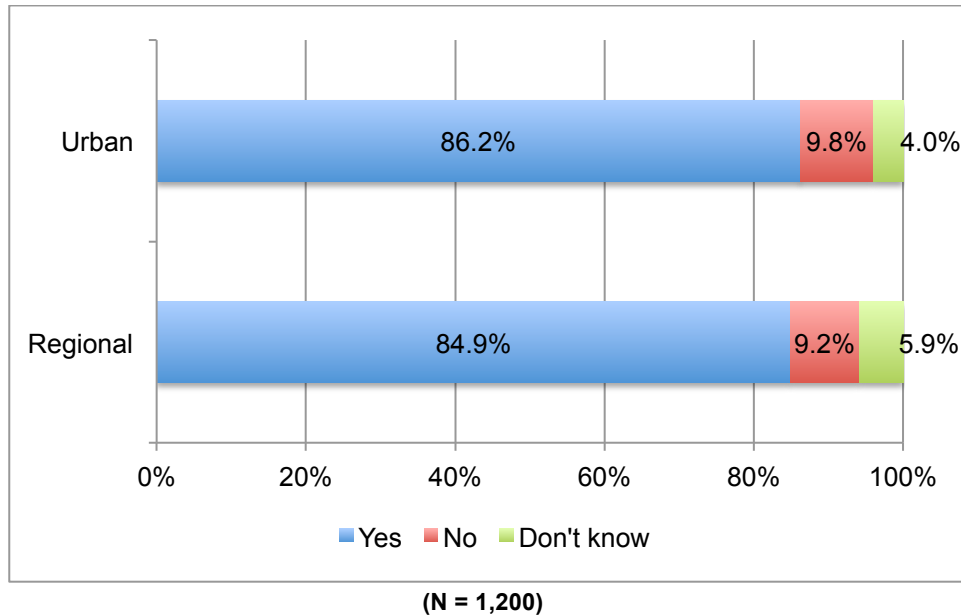
**Graph 4.1.5c Awareness of Pre Election Day Voting Procedure (by age)**



(N = 1,200)

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

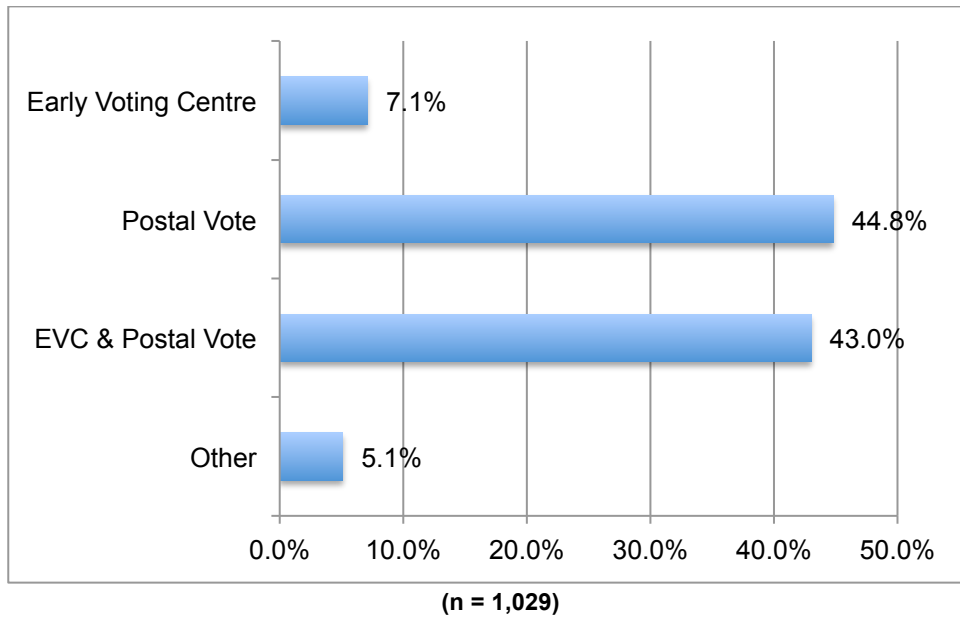
**Graph 4.1.5d Awareness of Pre Election Day Voting Procedure (by location)**



If respondents did indicate that they knew how to vote prior to Election Day (1,029 respondents), they were asked to advise where/how they could do so. The following percentages may tally to more than 100% as some respondents provided multiple responses.

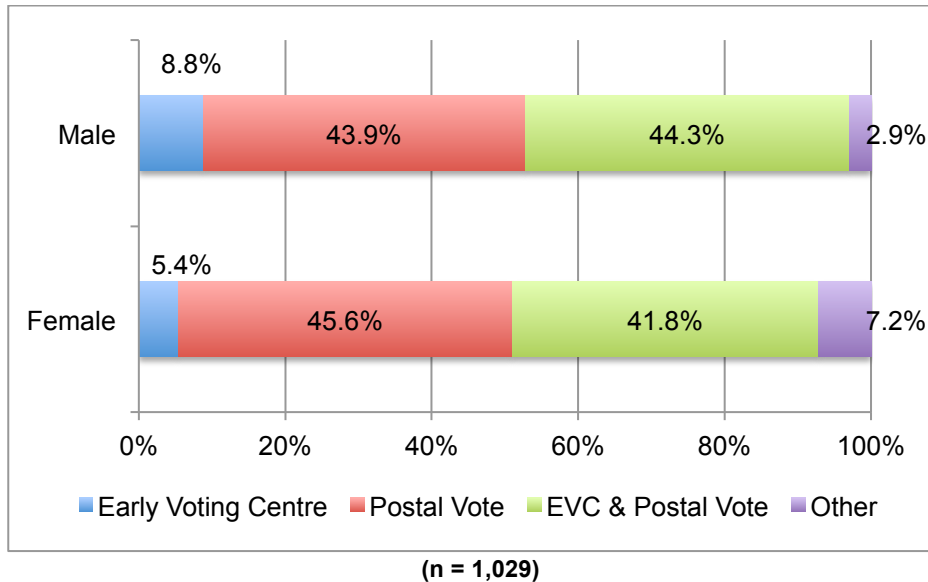
Graph 4.1.5e, presented overleaf, shows that respondents in this survey period were most likely to be aware of Postal Voting (44.8%), followed by a combination of Early Voting Centres and Postal Voting (43.0%), Early Voting Centres alone (7.1%) with 'other' representing 5.1% of responses.

**Graph 4.1.5e Method of Pre Election Day Voting Procedure**



Graph 4.1.5f shows that males were more likely to be aware of the combination of Early Voting Centres and Postal Voting (44.3%) followed closely by Postal Voting alone (43.9%), whereas females were most likely to be aware of Postal Voting alone (45.6%) followed by the combination of Early Voting Centres and Postal Voting (41.8%).

**Graph 4.1.5f Method of Pre Election Day Voting Procedure (by gender)**

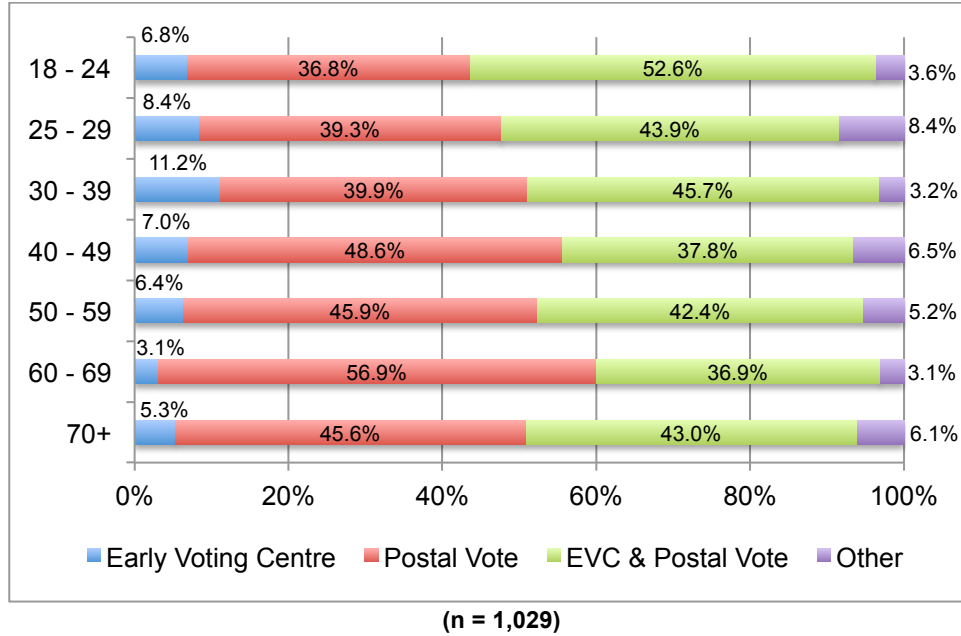


Graph 4.1.5g shows that respondents under the age of 40 were more likely to be primarily aware of the combination of Early Voting Centres and Postal Voting (44.3%) whereas respondents over the age of 40 were most likely to be aware of Postal Voting alone.



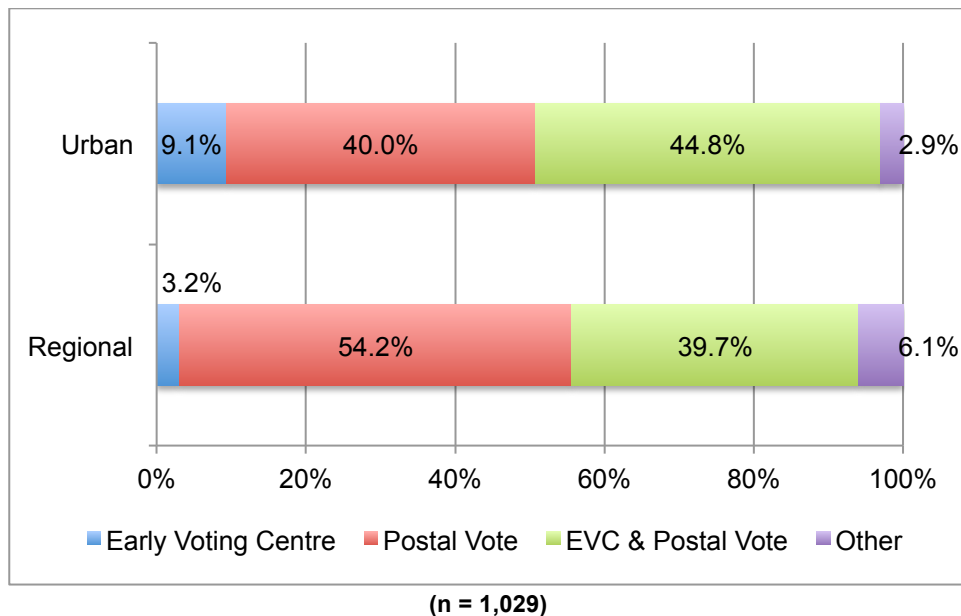
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

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



Graph 4.1.5h shows that urban respondents were more likely to be aware of the combination of Early Voting Centres and Postal Voting (44.8%) followed by Postal Voting alone (40.0%), whereas regional respondents were most likely to be aware of Postal Voting alone (54.2%) followed by the combination of Early Voting Centres and Postal Voting (39.7%).

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



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

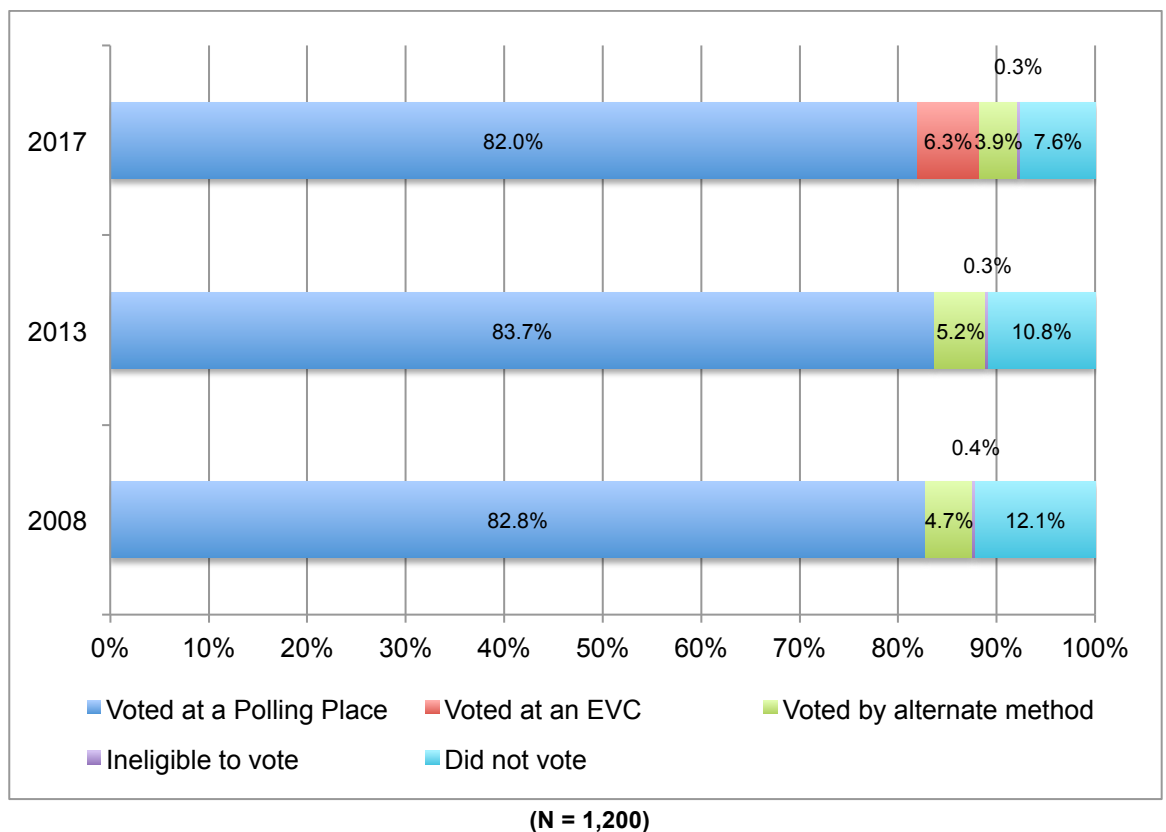
**“Did you vote at a polling place in last week’s state election?”**

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

Graph 4.1.6a shows that 82.0% of all respondents advised that they did vote at a polling place during the election (83.7% in 2013). 6.3% of respondents had used an Early Voting Centre, 3.9% advised that they had voted, but used an alternate method compared to 7.6% of respondents who advised that they did not vote. 0.3% indicated that they turned up but were ineligible to vote.

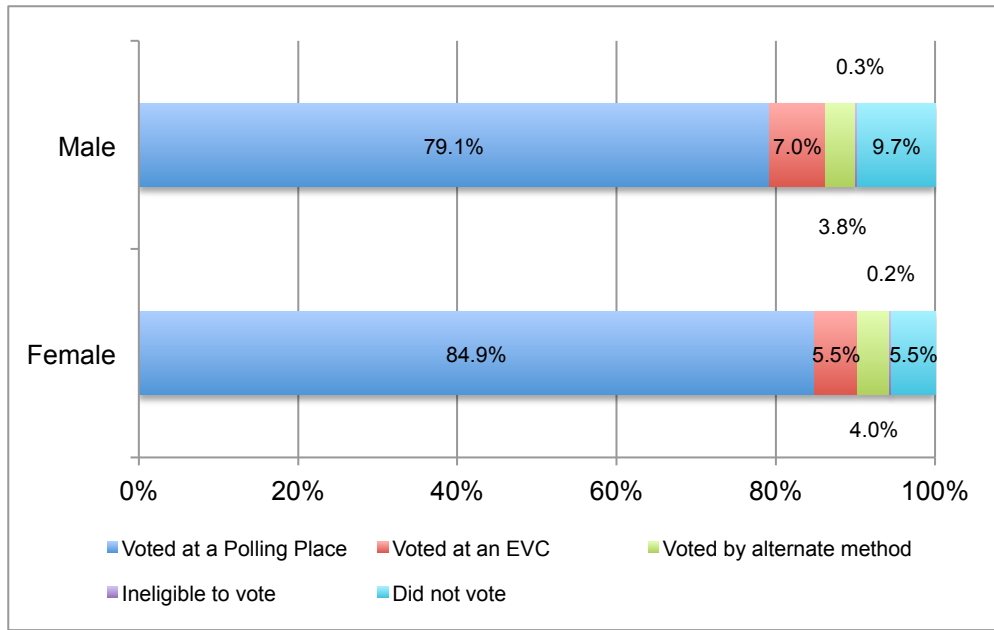
It should be noted that these statistics include respondents who indicated that they were not registered to vote.

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



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

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

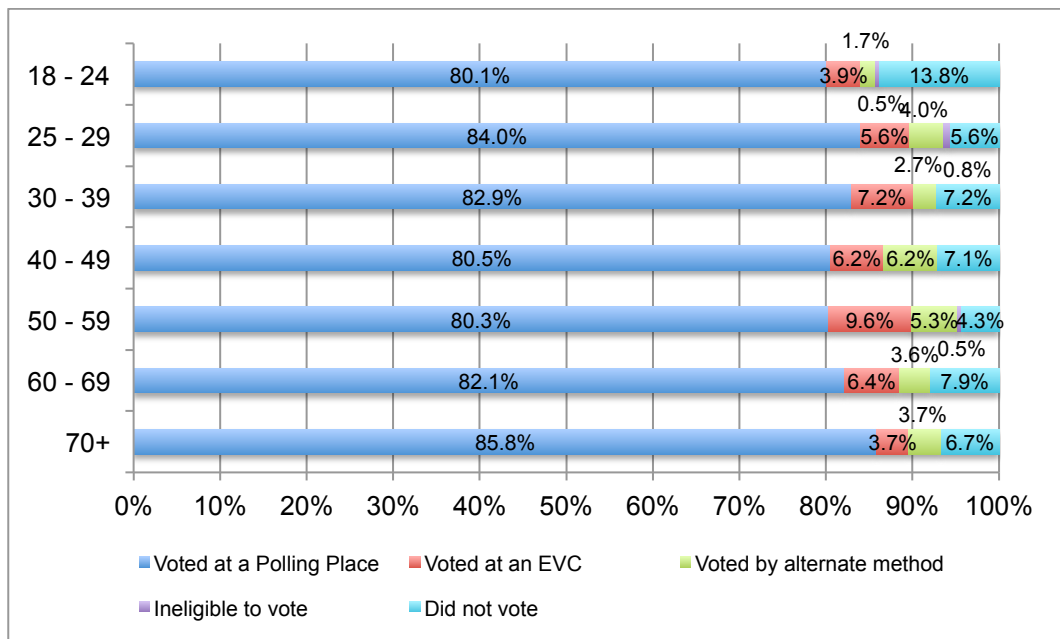


(N = 1,200)

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

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

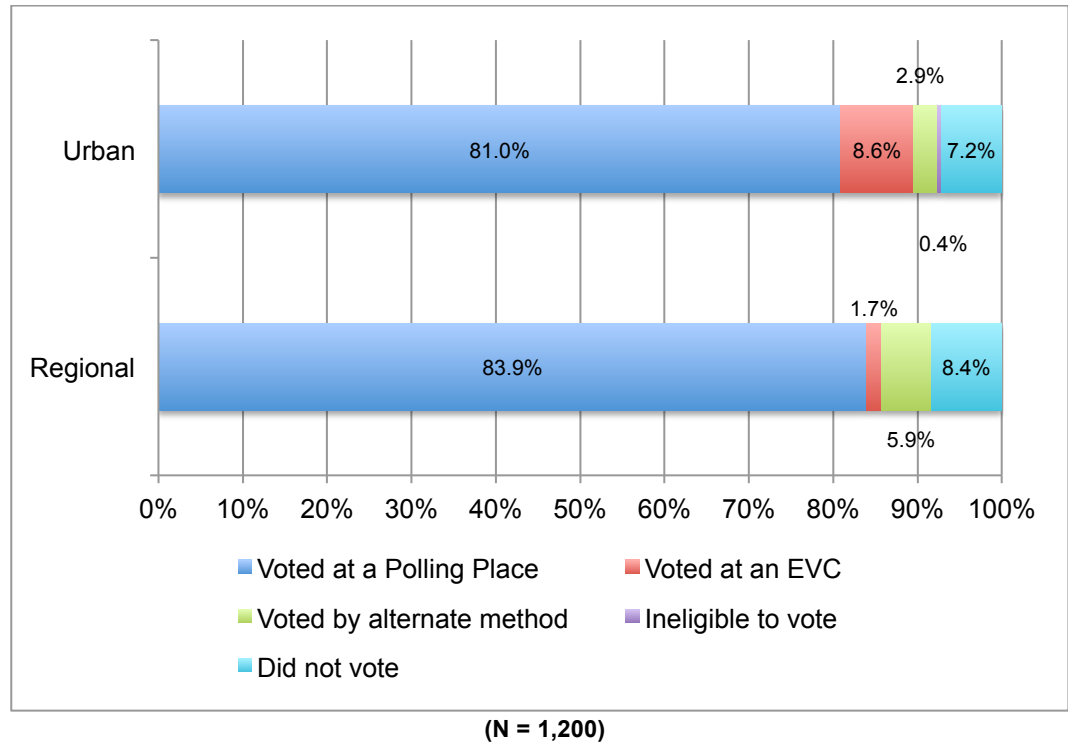
**Graph 4.1.6c Polling Place Voting (by age)**



(N = 1,200)

Graph 4.1.6d shows that regional respondents (83.9%) were a little more likely than urban respondents (81.0%) to vote at a polling place during the election. Urban respondents (8.6%) were more likely to use an Early Voting Centre, while regional respondents (8.4%) were marginally more likely than urban respondents (7.2%) to not vote.

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



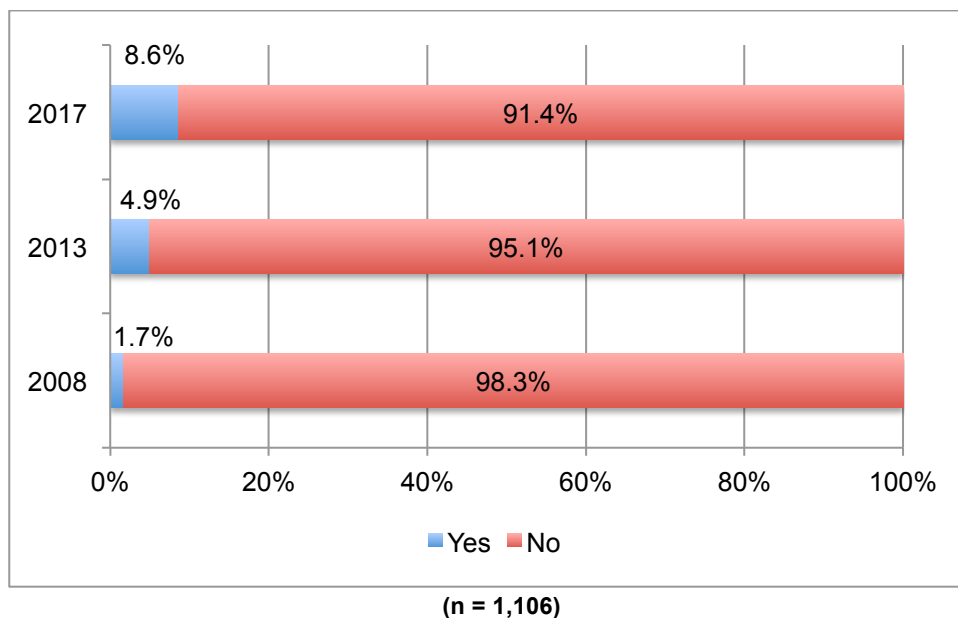
**4.1.7** In **question 7**, the 92.2% of voters who participated in the election (1,106 respondents) were asked:

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

Graph 4.1.7a shows that 91.4% of these voters indicated that they had voted previously (95.1% in 2013), compared to 8.6% who were voting for the first time (4.9% in 2013).

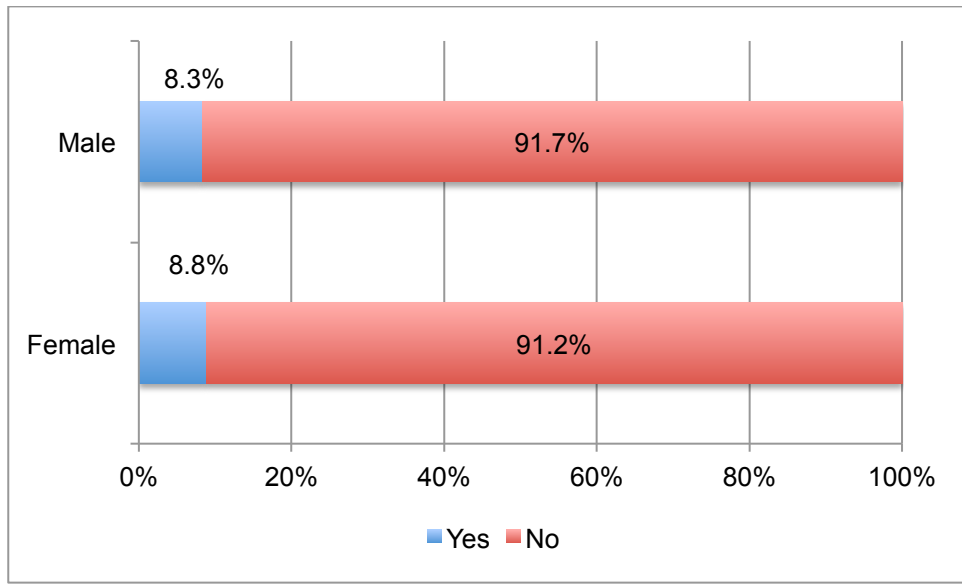
This represents an increased proportion of respondents voting for the first time compared to previous survey periods. It is noted that this may be due to the WAEC’s automatic registration of new voters, the slightly increased proportion of 18 – 19 year olds surveyed this time as well as a slightly higher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

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



Graph 4.1.7b, presented overleaf), shows that females (8.8%) were marginally more likely than males (8.3%) to be voting for the first time.

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

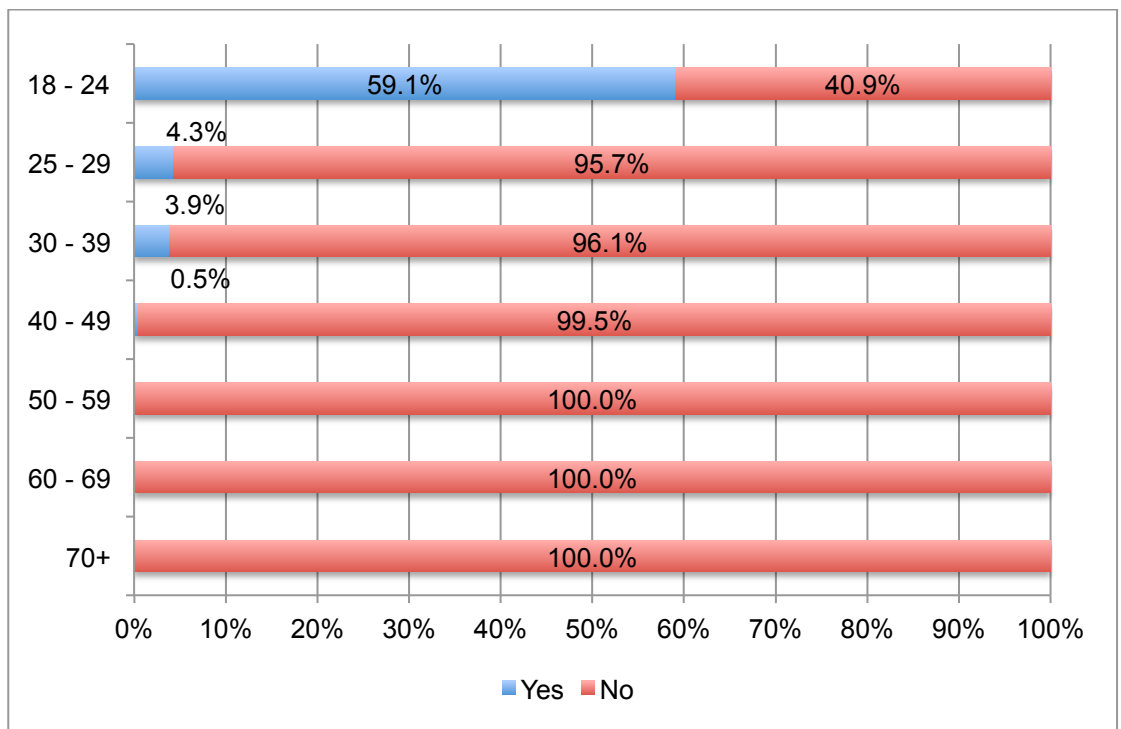


(n = 1,106)

Graph 4.1.7c shows that respondents under the age of 40 were more likely than older respondents to be voting for the first time. Respondents below the age of 24 (59.1%) were most likely to be voting for the first time.

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

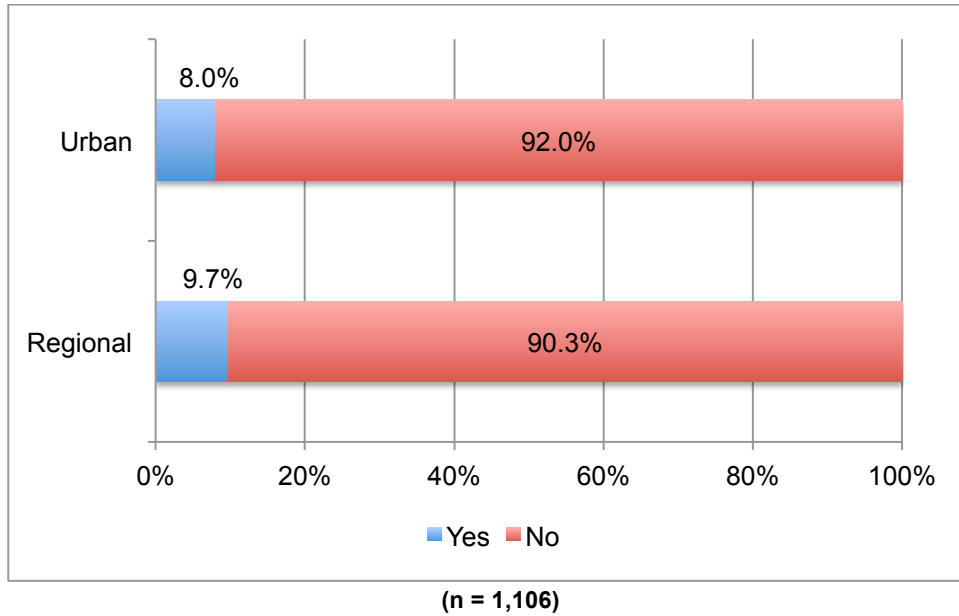
**Graph 4.1.7c First Time Voter (by age)**



(n = 1,106)

Graph 4.1.7d, presented overleaf), shows that regional respondents (9.7%) were marginally more likely than urban respondents (8.0%) to be voting for the first time.

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



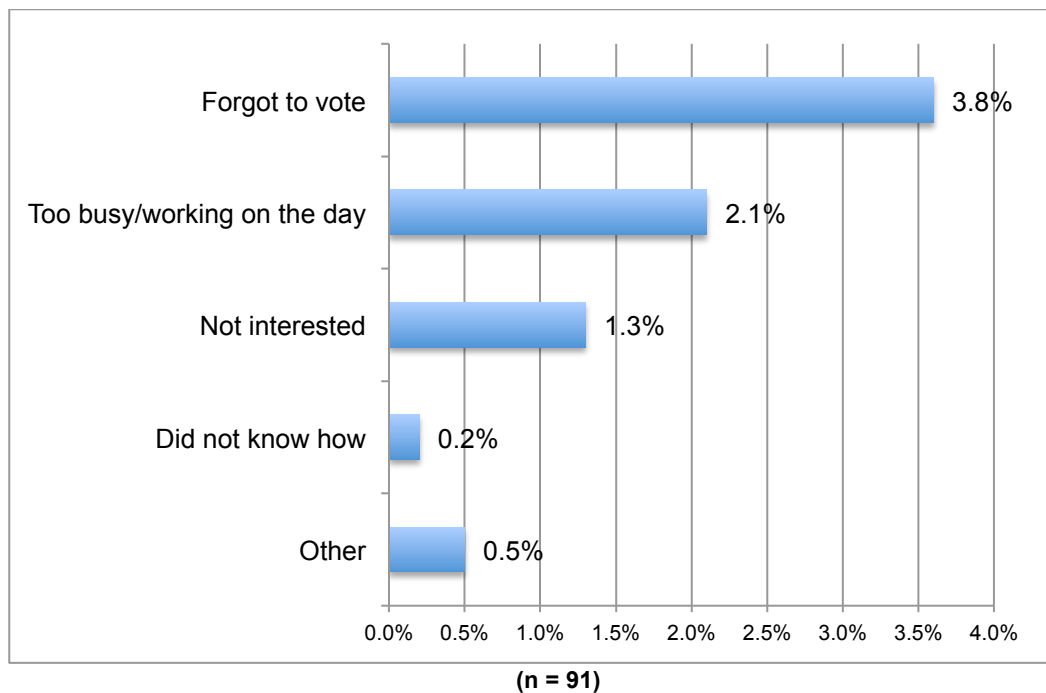
**4.1.8** In **question 8**, the 7.6% of survey participants (91 respondents) who advised that they did not vote were asked:

**“If you didn’t vote, why not?”**

Graph 4.1.8 shows that 47.3% of non-voters (3.8% of all voters) indicated that they forgot to vote. 27.5% of non-voters (2.1% of all voters) indicated that they were too busy/working on the day. 16.5% of non-voters (1.3% of all voters) indicated that they were not interested. 2.2% of non-voters (0.2% of all voters) indicated that they did not know how to vote.

6 respondents (0.2% of all respondents) advised that they did not vote for ‘other’ reasons. These respondents indicated that they did not vote due to the poor quality of candidates available and a general discontent with the state of politics/politicians.

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



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



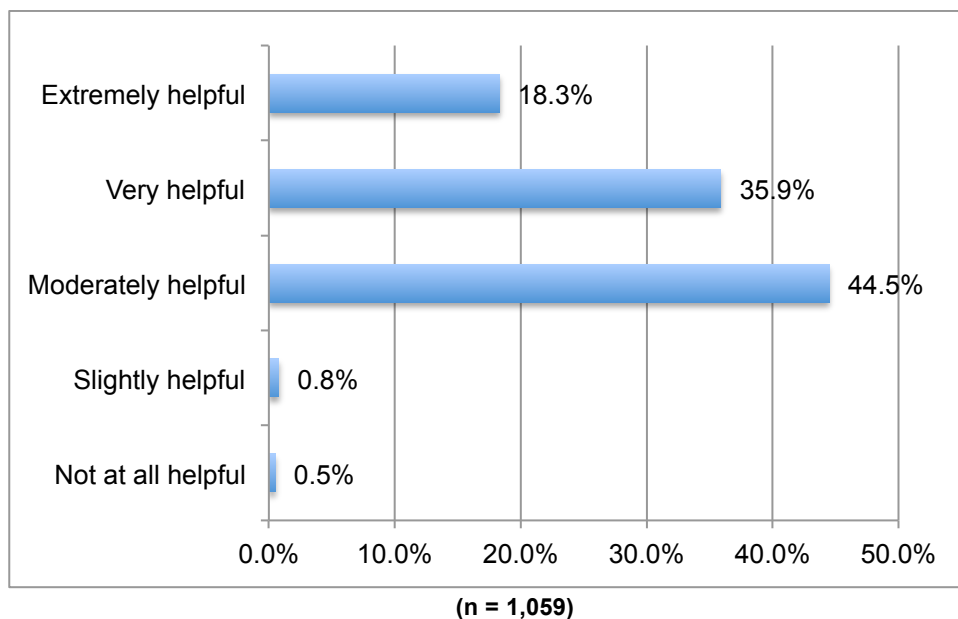
**4.1.9** In **question 9**, survey respondents who had voted at a polling place or who attended a polling place and were eligible to vote (1,059 respondents) were asked:

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

Graph 4.1.9a shows that 54.2% of respondents found officials to be ‘at least very helpful’ (18.3% - extremely helpful and 35.9% - very helpful). A further 45.3% found them to be at least slightly helpful (44.5% - moderately helpful and 0.8% - slightly helpful).

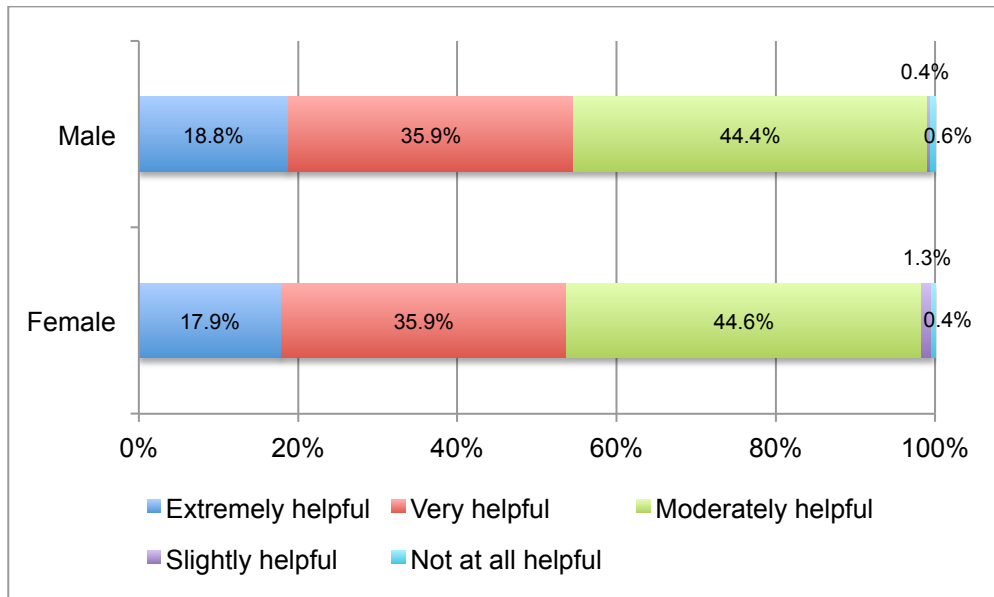
0.5% of respondents found them to be not at all helpful.

**Graph 4.1.9 Helpfulness of Polling Place Officials**



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

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

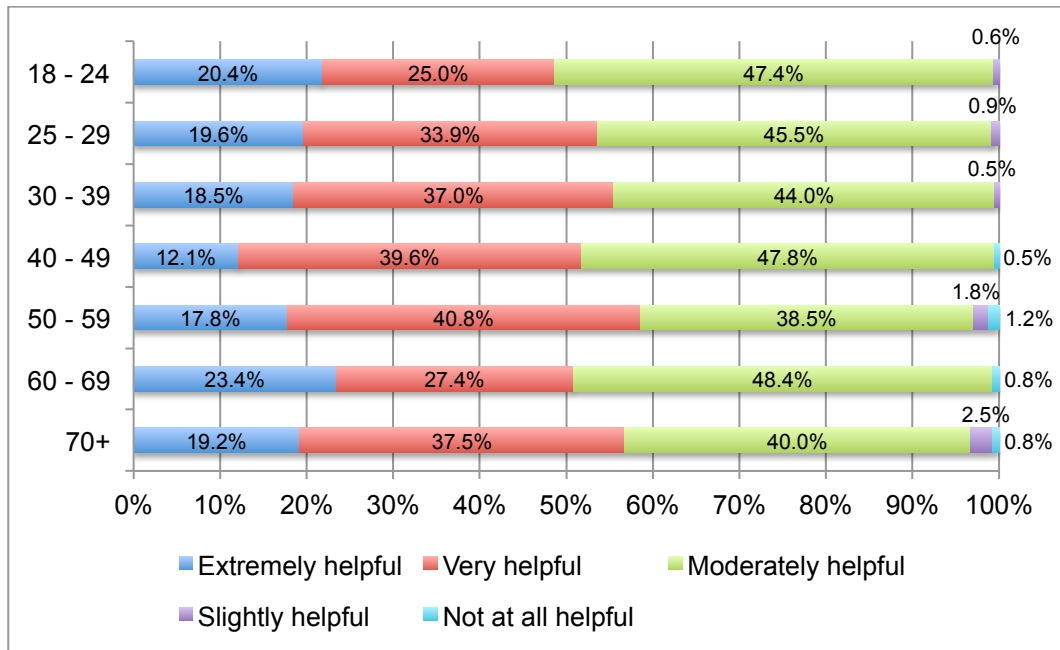


(n = 1,059)

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

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

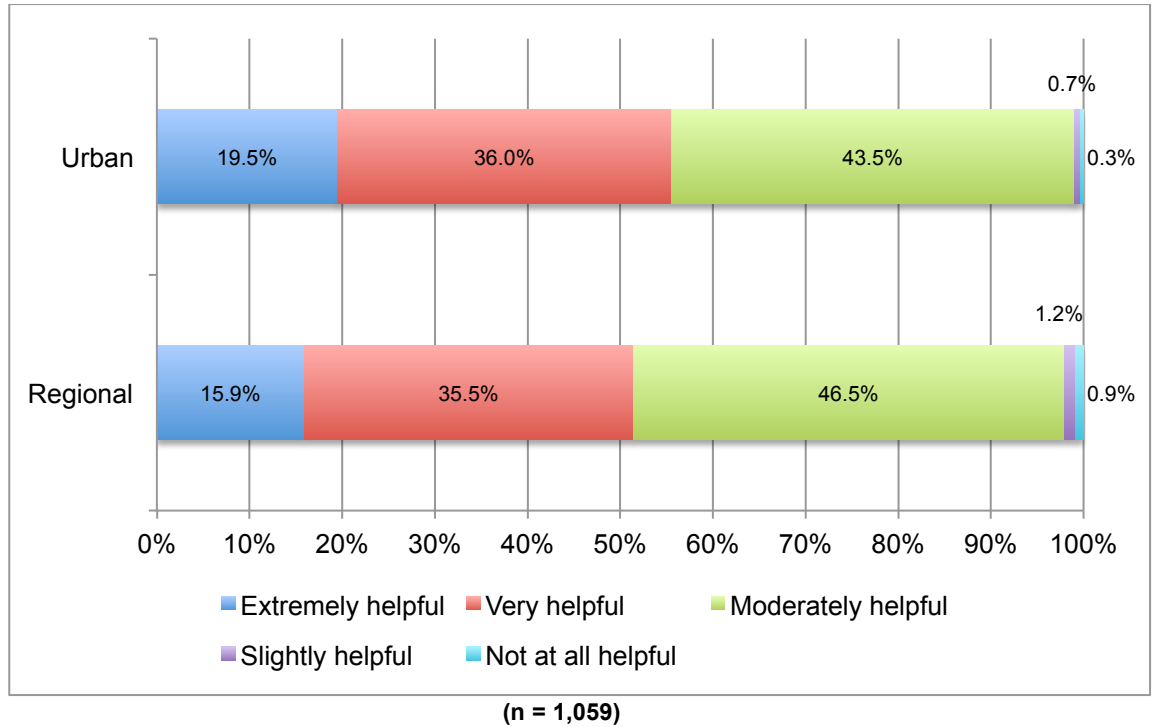
**Graph 4.1.9c Helpfulness of Polling Place Officials (by age)**



(n = 1,059)

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

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



**4.1.10** In **question 10**, all survey respondents who voted at a Polling Place or Early Voting Centre (1,059 respondents) were asked about the system of instructions they used when voting. The question was phrased as:

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

Multiple responses were permitted. The response options given were:

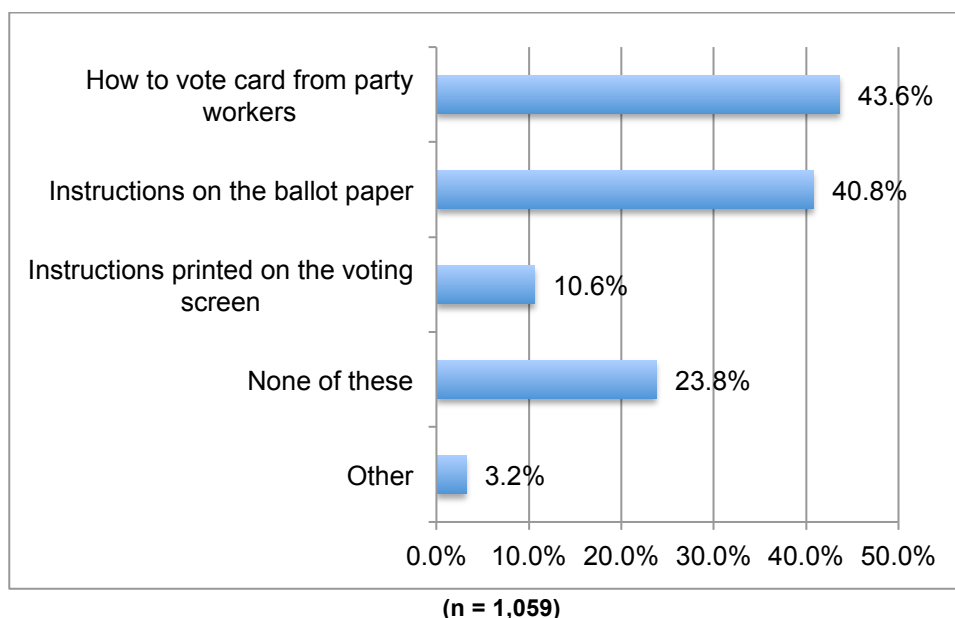
- How to vote card from party workers
- Instructions on the ballot paper
- Instructions printed on the voting screen
- None of these
- Other

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

Graph 4.1.10a shows that the largest proportion of voters (43.6%) advised that they used the how to vote card from party workers when voting. 40.8% used the instructions on the ballot paper and 10.6% used instructions printed on the voting screen. A further 3.2% used ‘other’ information sources such as the newspaper advertisements, leaflets delivered to their letterboxes and other advertising sources.

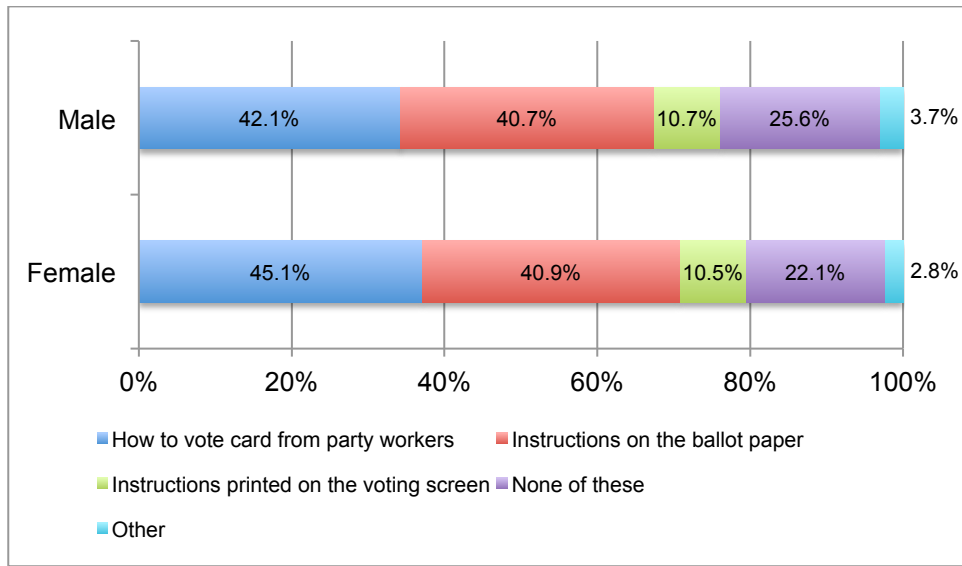
23.8% used none of these.

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



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

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

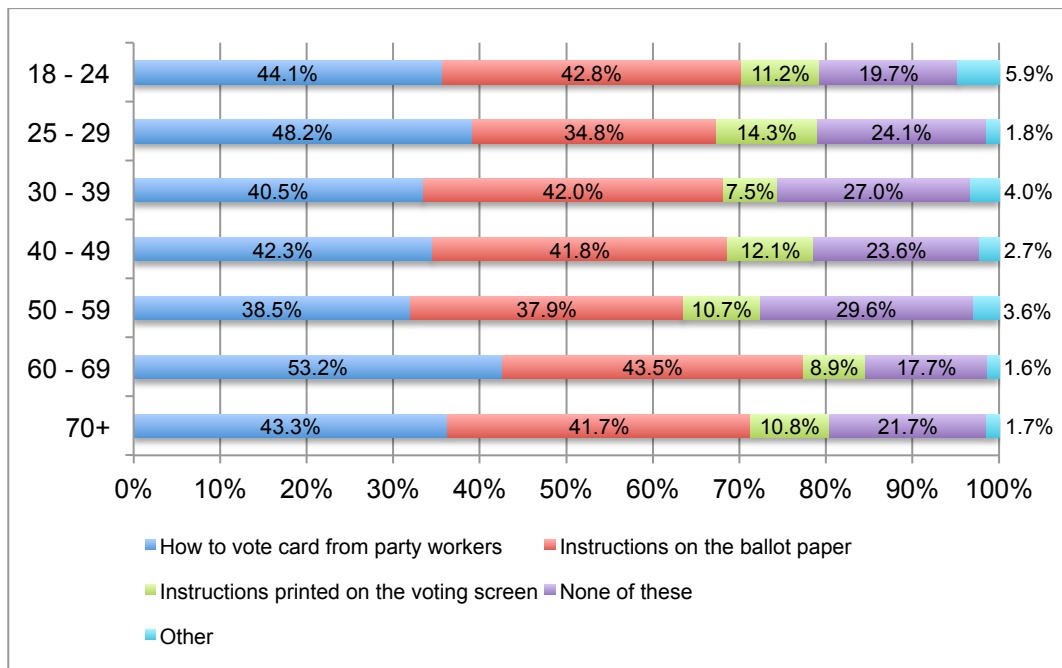


(n = 1,059)

Graph 4.1.10c shows some variation in scores for the results, although (with only one small exception – respondents aged 30 to 39)) the ranking of the scored items were the same. Respondents aged 60 to 69, 70+ and 18 to 24 were more likely to use a how to vote card from party workers and/or instructions on the ballot paper than other age groups.

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

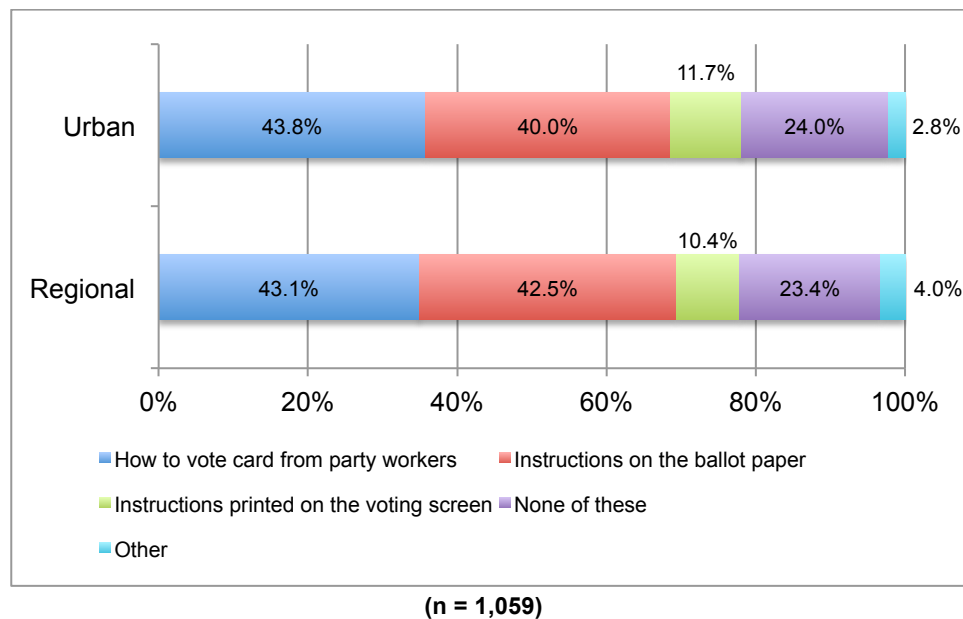
**Graph 4.1.10c Voting Instruction Sources (by age)**



(n = 1,059)

Graph 4.1.10d shows that both urban and regional respondents returned similar proportionate responses to this question. Regional respondents, however, were marginally more likely to use instructions on the ballot paper when voting and urban respondents were marginally more likely to use a how to vote card from party workers or none of these.

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



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

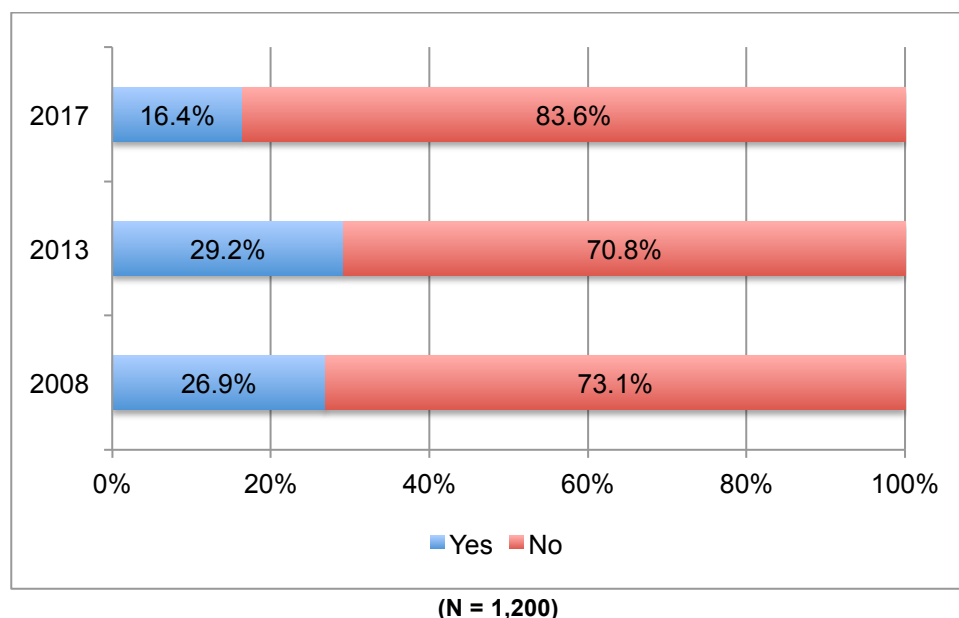
**“Are you aware of any recent changes to the electoral boundaries in your locality?”**

Graph 4.1.11a shows that 16.4% of all respondents advised that they were aware of changes made to the electoral boundaries in their locality (29.2% in 2013). This compared to 83.6% who were not aware of any changes. Awareness of changes was lower in this survey period than in previous survey periods. In general, higher levels of awareness corresponded to regions in which more electoral boundary changes had occurred.

It is noted that in 2016 the changes made to electoral boundaries affected almost all electorates 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.

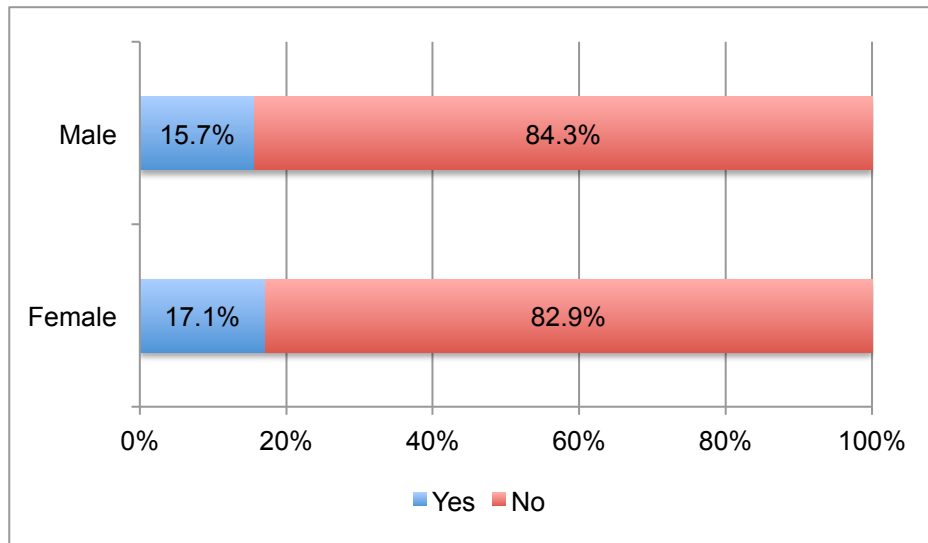
Comparisons were made of responses to this question gathered in areas where changes had occurred compared to those where changes had not occurred. While respondents had mistakenly assumed changes had occurred in their areas when none had actually occurred, higher levels of awareness corresponded to regions 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 4.1.11a**      **Awareness of Electoral Boundary Changes**



Graph 4.1.11b, presented overleaf, shows that females were more likely to be aware of electoral boundary changes in their area (17.1%) than were males (15.7%).

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

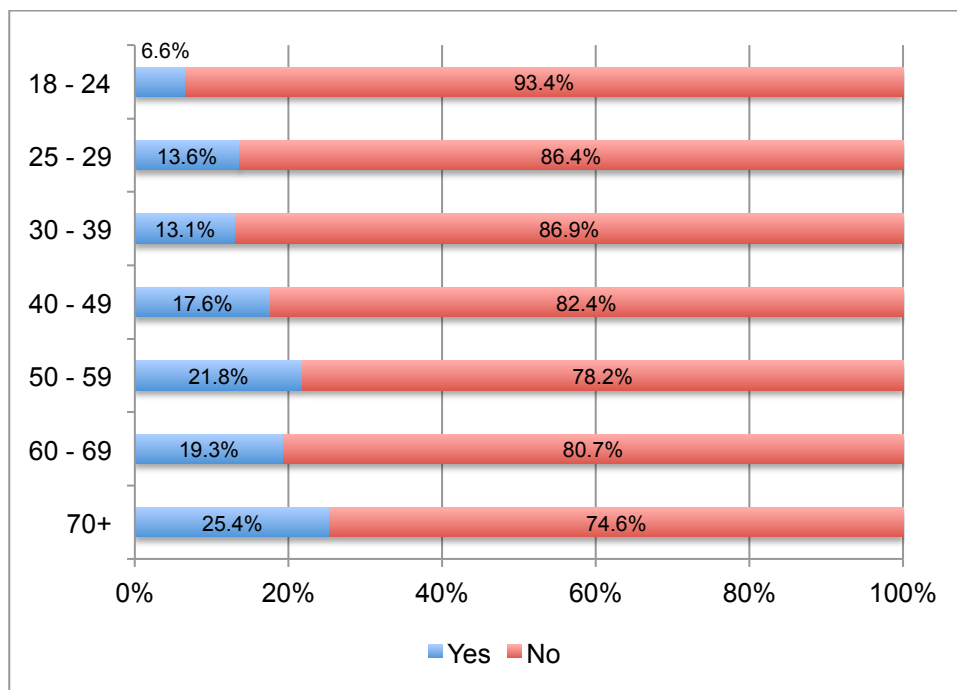


(N = 1,200)

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

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

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

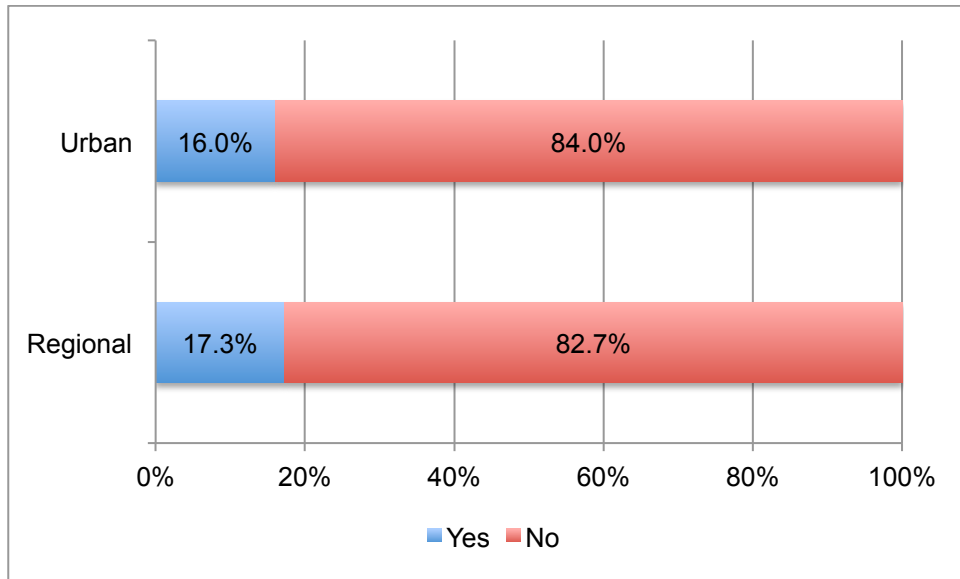


(N = 1,200)



Graph 4.1.11d shows that regional respondents were more likely to be aware of electoral boundary changes in their area (17.3%) than were urban respondents (16.0%).

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



(N = 1,200)

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

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

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

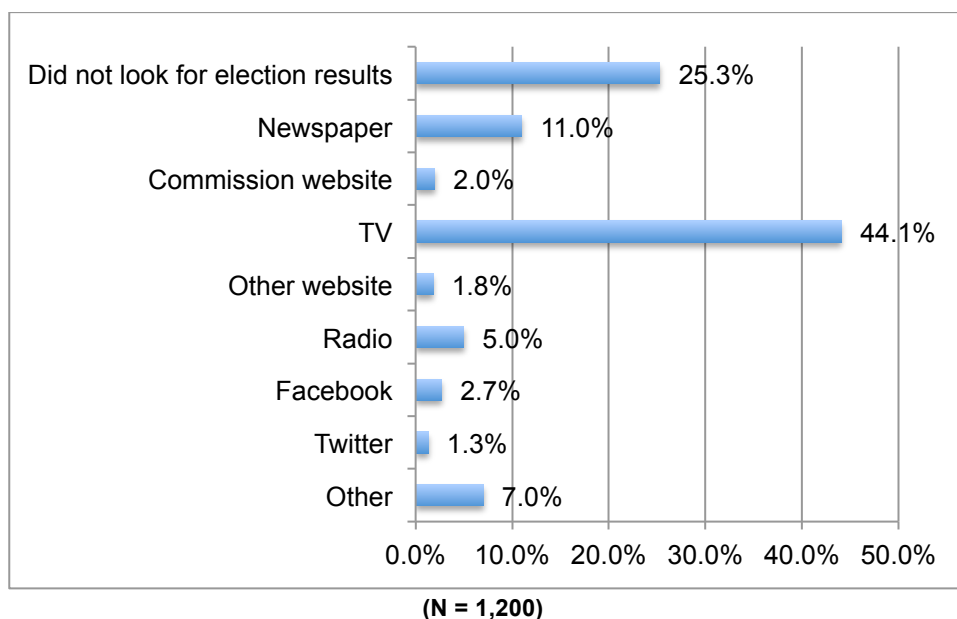
By far the most popular source of election result information was television. 44.1% of respondents used this information source compared to the next most popular – newspapers at 11.0% of respondents (down from 32.4% in 2013). 5.0% of respondents used radio as the third most popular source. 2.7% of respondents used Facebook as a source of election information, 2.0% used the Commission website\*, 1.8% used other websites and 1.3% of respondents used Twitter.

7.0% of respondents used ‘other’ sources of information including word of mouth and information from family and friends.

25.3% of respondents advised that they did not look for election results.

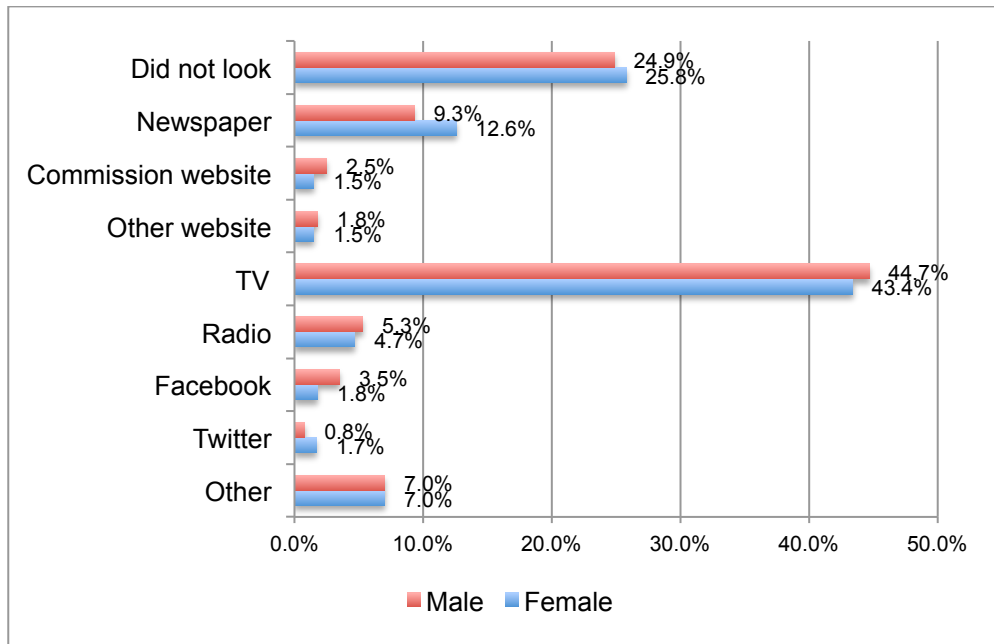
\* It is noted that there is a disparity between respondents to this question advising that they used the Commission website to check for results, and a far larger number advising that they used the website for this purpose when responding to question 26. It is expected that this disparity is due to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

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



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

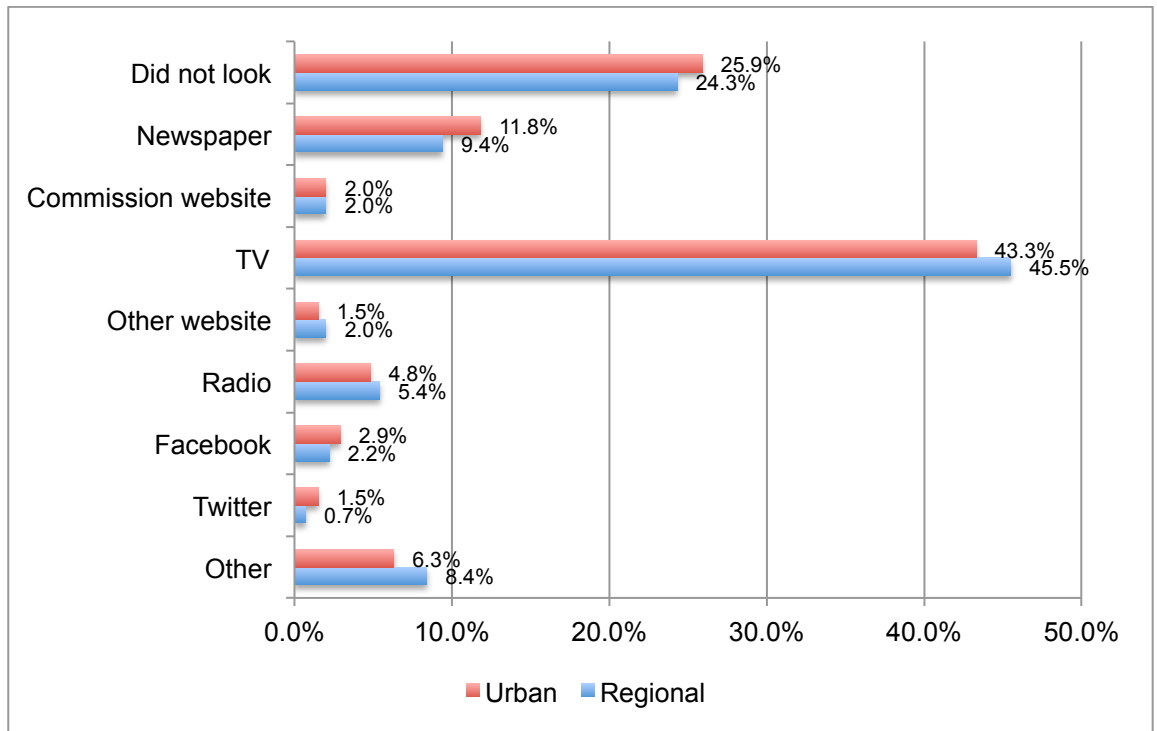
**Graph 4.1.12b Source of Election Result Information (by gender)**



(N = 1,200)

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

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

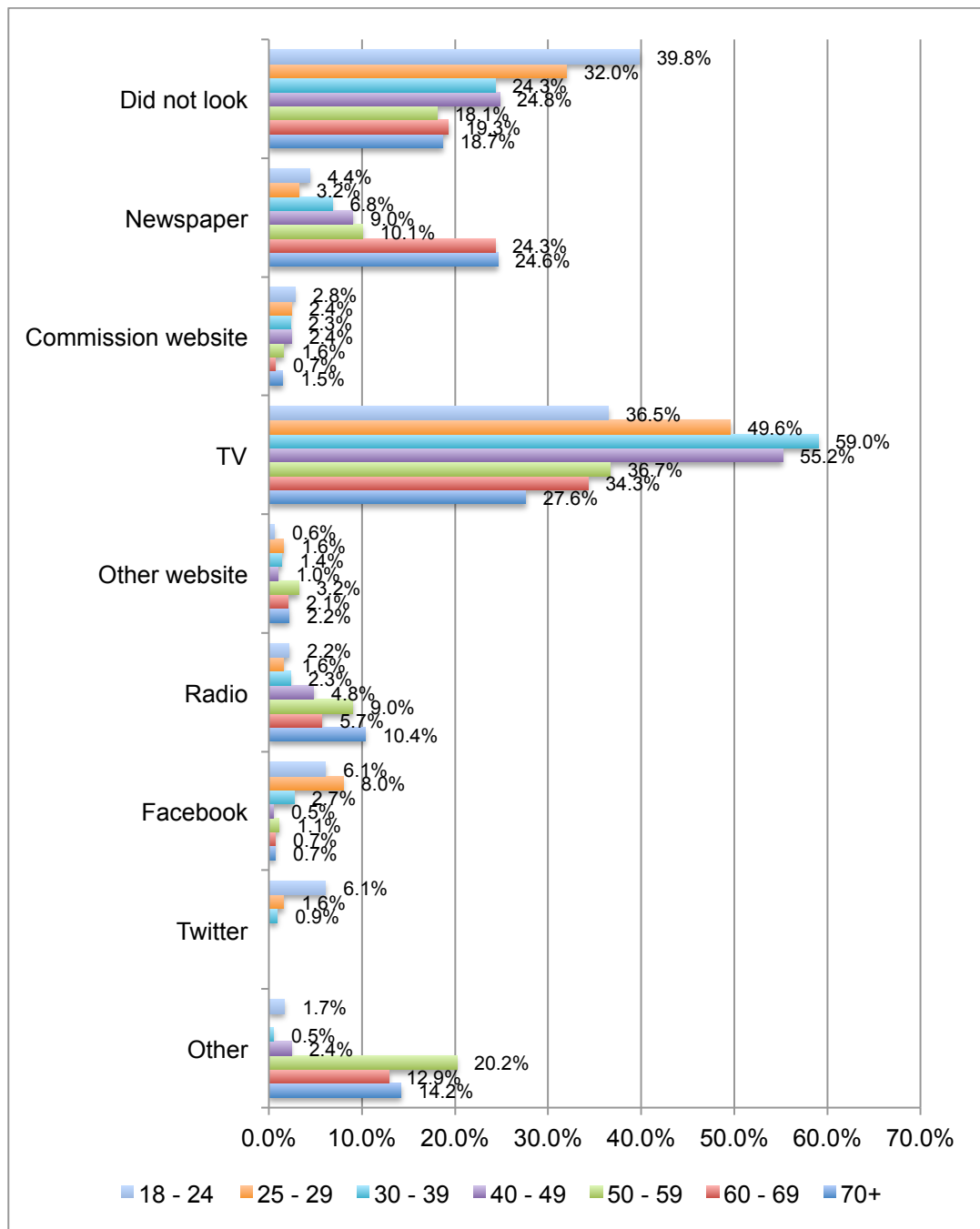


(N = 1,200)

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

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

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



(N = 1,200)

## 4.2 Polling Place / Early Voting Centre

4.2.1 In question 13, all survey respondents were asked:

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

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

Table 4.2.1 below shows that the key factor relates to convenience to their movements on the day (26.8%). This was followed by proximity to the respondent’s home (24.1%) and a blanket generalisation that they just chose the closest school (15.2%).

The next key issue relates to speed/turnaround time (12.8%) or the time spent having to vote. Anecdotal information from survey respondents continues to suggest 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 (repeated in the 2013 survey period. These responses have not been quantified.

Ease of parking (10.4%), use of local facilities (7.3%) and ease of access (4.9%) round out the key issues of importance to most respondents.

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

<b>Factor</b>	<b>Frequency of Response</b>	<b>Percentage Response</b>
Convenience	321	26.8%
Proximity to home	289	24.1%
Closest school	182	15.2%
Speed/quick turnaround	153	12.8%
Habit/used location before	136	11.3%
Ease of parking	125	10.4%
Local facility	87	7.3%
Ease of access	59	4.9%
Proximity to work	31	2.6%
Can walk there	14	1.2%
Disabled access	9	0.8%
Signage	5	0.4%
Other	12	1.0%
No response/unsure	23	1.9%
<b>Total respondents</b>	<b>1,200</b>	<b>100%</b>

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

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

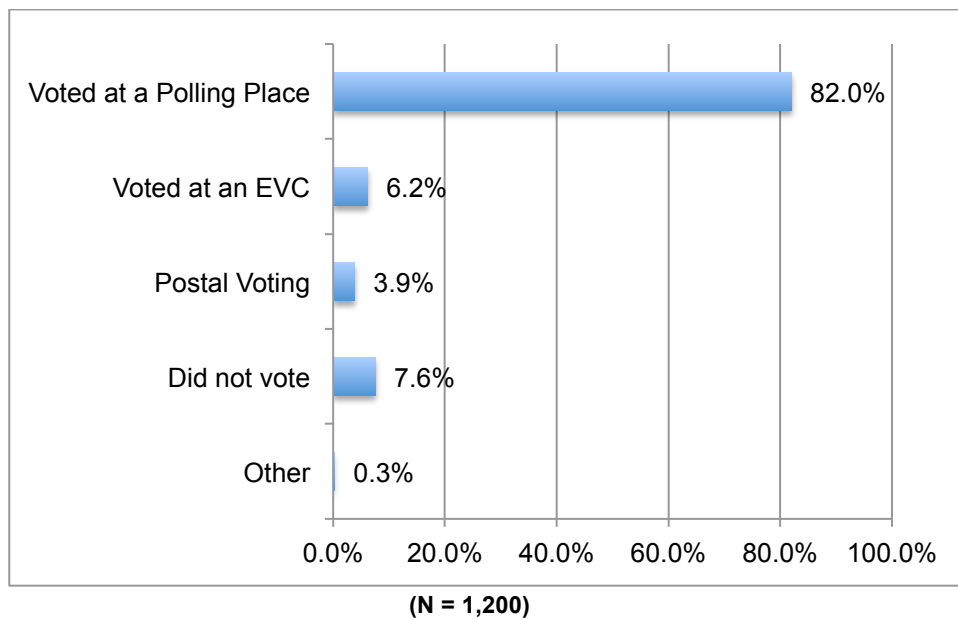
Respondents chose from the following options:

- Voted at a Polling Place on Election Day
- Voted at an Early Voting Centre before Election Day
- Postal Voting
- Did not vote
- Other

Graph 4.2.2a shows that the largest proportion of voters (82.0%) advised that they voted at a polling place on Election Day. 6.2% voted at an Early Voting Centre before Election Day and 3.9% used postal voting. A further 0.3% used ‘other’ voting methods.

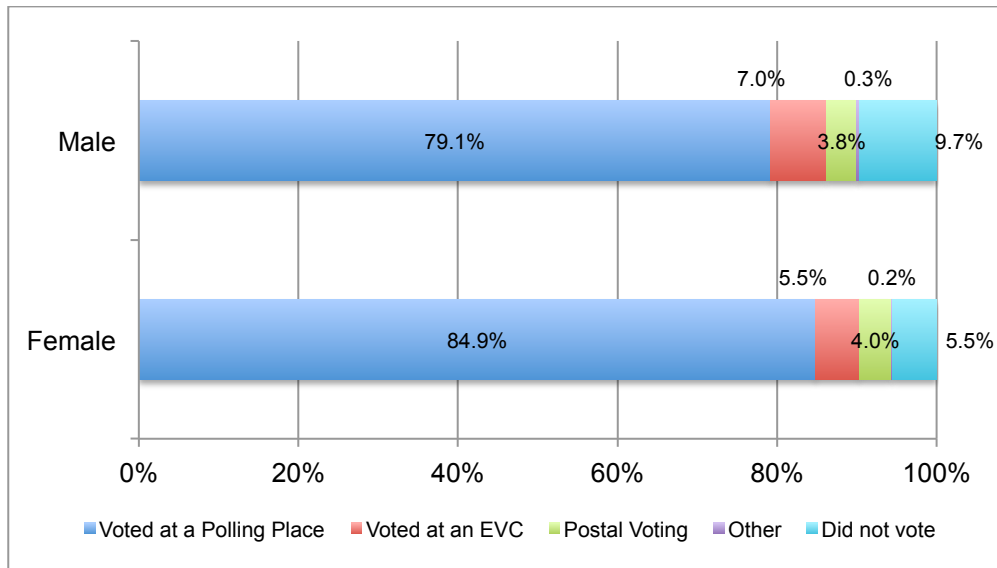
7.8% advised that they did not vote.

**Graph 4.2.2a**      **Voting method Use**



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

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

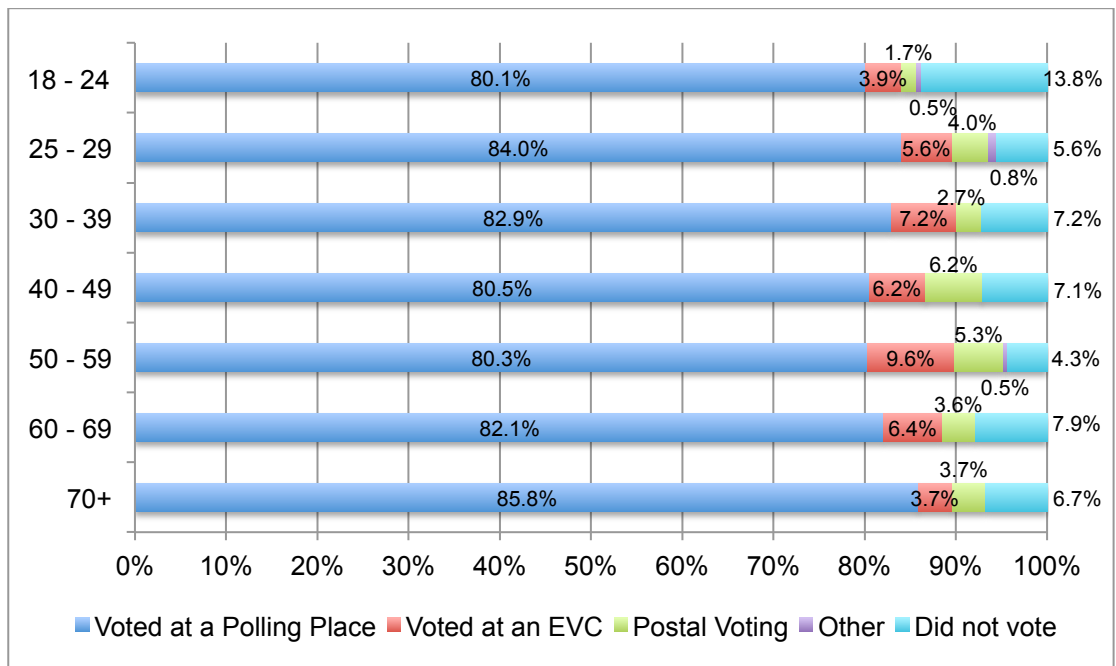


(N = 1,200)

Graph 4.2.2c shows that respondents below the age of 25 were a more likely than other age groups to not vote. Respondents between the ages of 30 and 69 were more likely than other age groups to use an Early Voting Centre. Respondents aged 70+ were most likely to use a Polling Place.

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

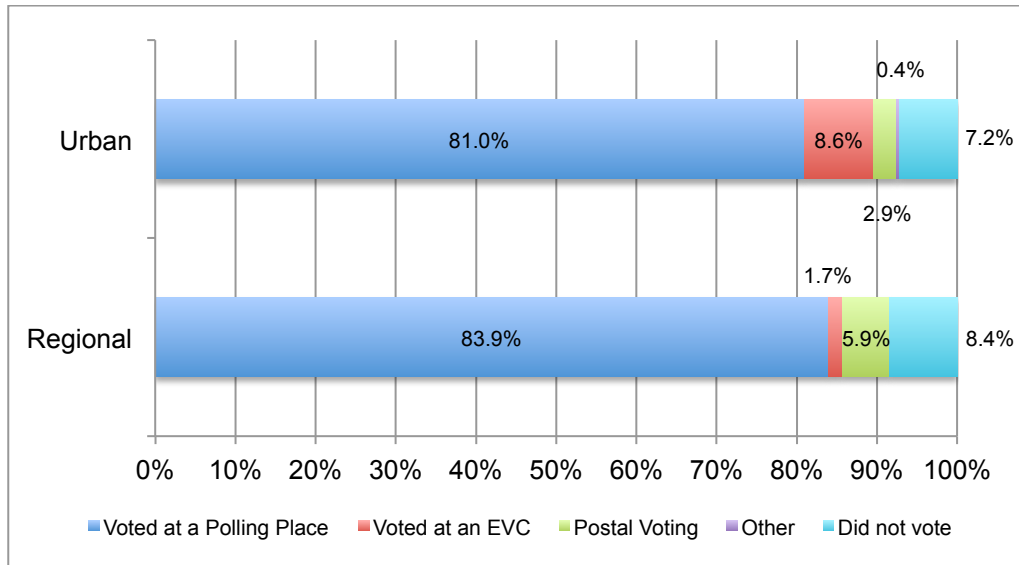
**Graph 4.2.2c Voting method Use (by age)**



(N = 1,200)

Graph 4.2.2d shows that regional respondents (83.9%) were a little more likely than urban respondents (81.0%) to vote at a polling place during the election. Urban respondents (8.6%) were more likely to use an Early Voting Centre, while regional respondents (8.4%) were marginally more likely than urban respondents (7.2%) to not vote.

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



(N = 1,200)



**4.2.3** In **question 15**, all survey respondents who voted or attempted to vote at a polling place were asked:

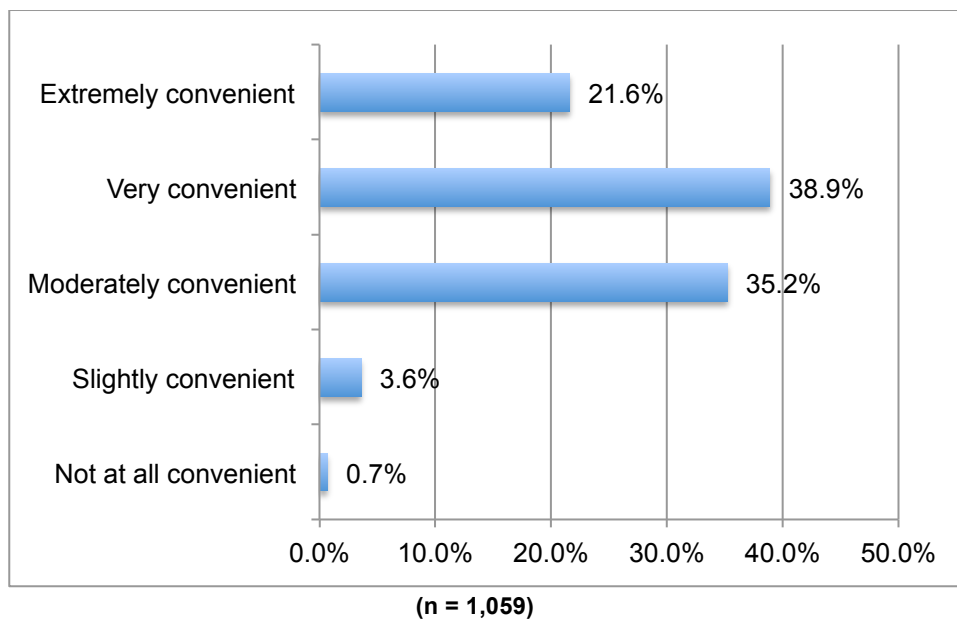
**“On the following scale, how conveniently located was the polling place (or early voting centre)?”**

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

The largest proportion of respondents (38.9%) advised that the polling location they chose to vote at was very convenient for them. A further 35.2% found their polling place to be moderately convenient and 21.6% found it to be extremely convenient.

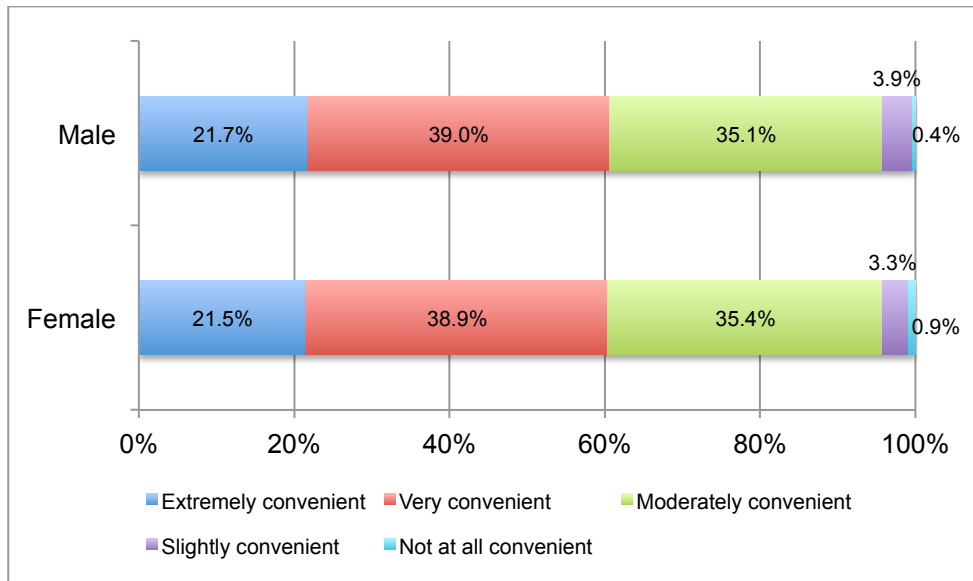
3.6% of respondents advised that the location was only slightly convenient and 0.7% of respondents believed that it was not at all convenient.

**Graph 4.2.3a**      **Convenience of Polling Place**



Graph 4.2.3b, presented overleaf, shows that both males and females provided very similar scores for this question.

**Graph 4.2.3b Convenience of Polling Place (by gender)**

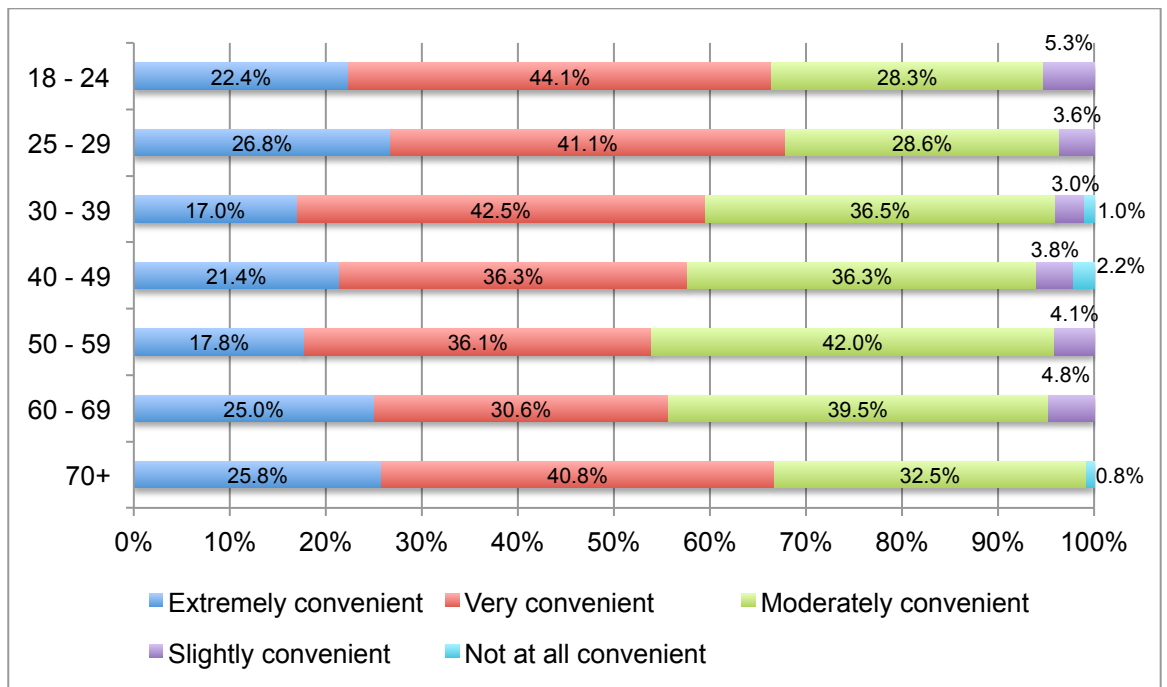


(n = 1,059)

Graph 4.2.3b shows that respondents in the age groups between 30 and 69 rated the convenience of their polling place the lowest compared to the age groups on either side. Respondents aged 50 to 59 were the least likely to rate their polling place as ‘at least’ very convenient.

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

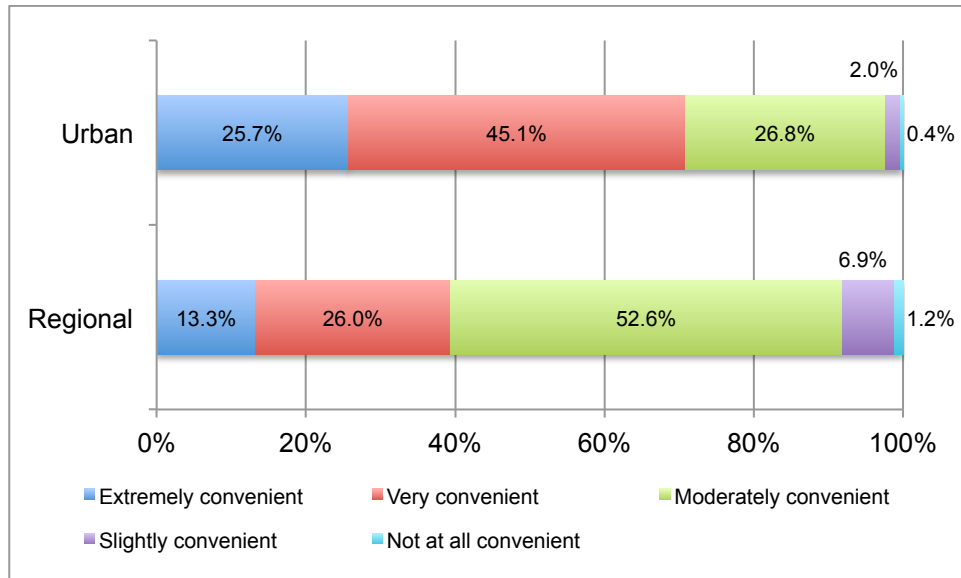
**Graph 4.2.3c Convenience of Polling Place (by age)**



(n = 1,059)

Graph 4.2.3d shows that regional respondents were less likely to rate their polling place the lowest as 'at least' convenient compared to urban respondents.

**Graph 4.2.3d Convenience of Polling Place (by location)**



(n = 1,059)

In **question 16** those respondents who advised that the polling place was not at all convenient to them (7 respondents) were asked:

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

Key response came from regional respondents who advised that it was too far to travel to vote as well as respondents who did not have access to the internet. The key responses to this question, in order of frequency, were as follows:

- Too far to travel (5 respondents)
- Unable to conveniently access a postal vote (2 respondents)

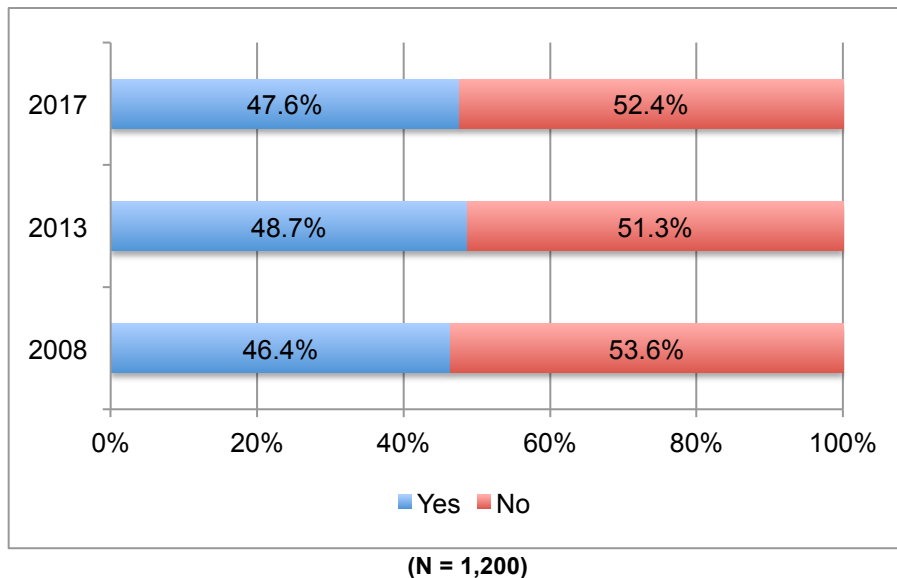
## 4.3 Advertising Effectiveness

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

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

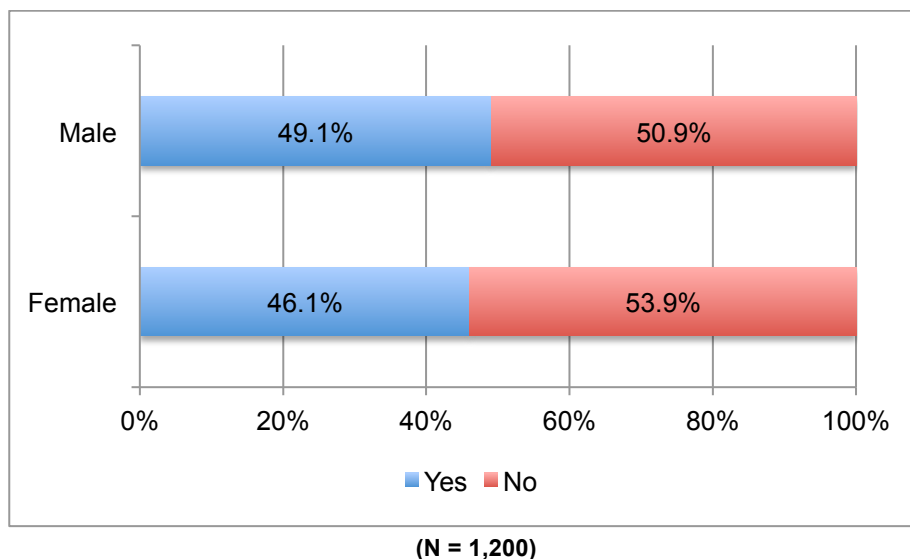
Graph 4.3.1a shows that 47.6% of respondents advised that they were aware of Commission advertising compared to 52.4% who were not aware. This represents a decrease of 1.1% in advertising recollection since the 2013 survey period.

**Graph 4.3.1a Awareness of Commission Advertising**



Graph 4.3.1b shows that males (49.1%) were more likely to be aware of Commission advertising in this survey period compared to females (46.1%).

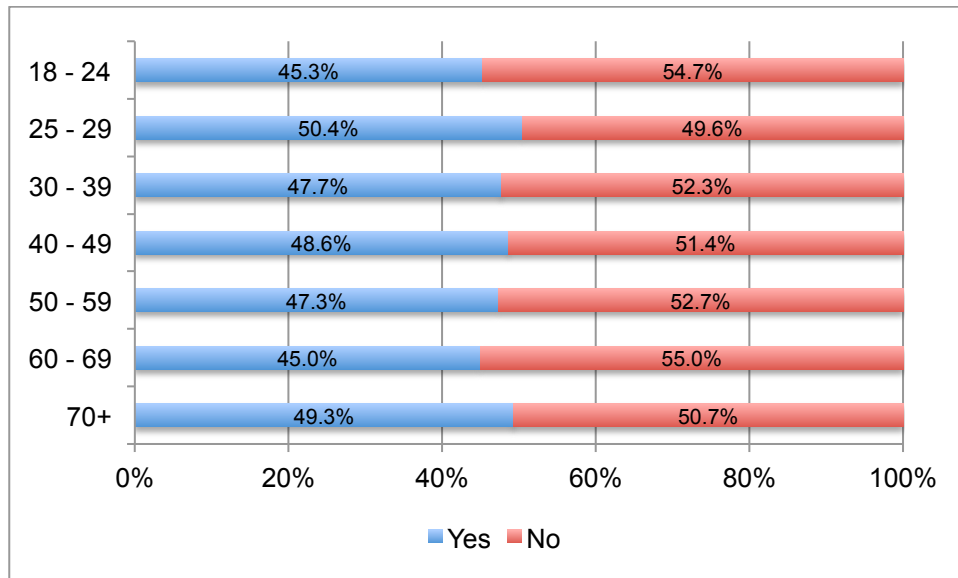
**Graph 4.3.1b Awareness of Commission Advertising (by gender)**



Graph 4.3.1c shows that respondents in the age groups of 25 to 29 (50.4%) and 70+ (49.3%) were more likely to be aware of Commission advertising compared other age groups. Respondents aged 60 to 69 (55.0%) and 18 to 24 (54.7%) were more likely to be unaware of Commission advertising

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

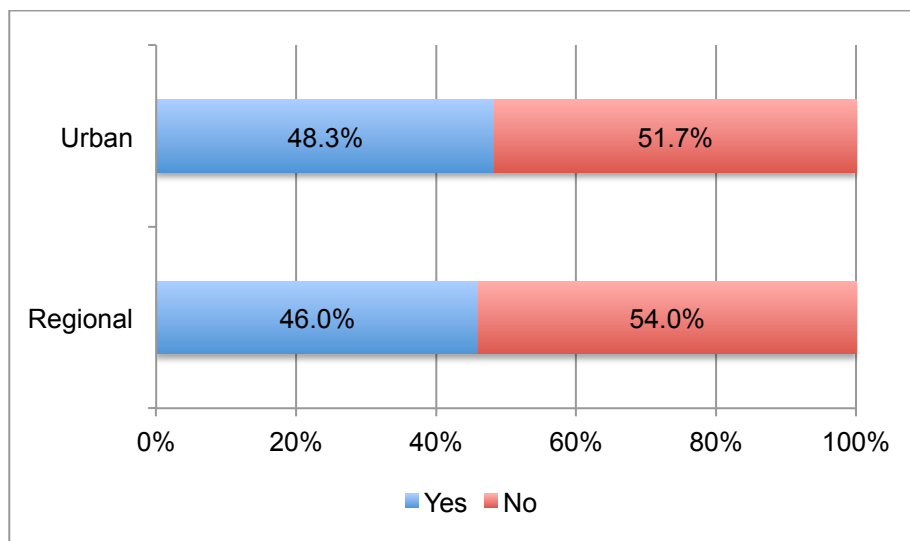
**Graph 4.3.1c Awareness of Commission Advertising (by age)**



(N = 1,200)

Graph 4.3.1d shows that urban respondents (48.3%) were more likely to be aware of Commission advertising in this survey period compared to regional respondents (46.0%).

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



(N = 1,200)

**4.3.2** In **question 18**, survey respondents who advised that they were aware of Commission advertising (571 respondents) were asked:

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

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

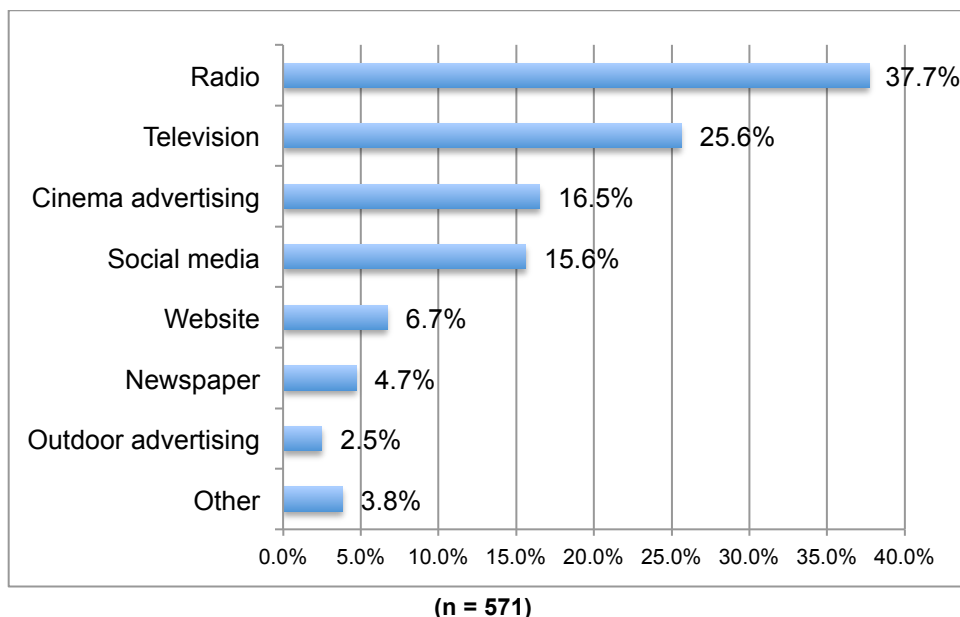
- Radio
- Television
- Cinema advertising
- Outdoor advertising
- Social Media
- Websites
- Newspaper
- Other

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

The most popular form of advertising recalled was radio advertising, with 37.7% of respondents aware of Commission advertising (17.9% of all respondents) using this medium. Television was the second most popular form of advertising with an awareness level of 25.6% (12.2% of all respondents). Cinema advertising was the third most popular with an awareness level of 16.5% (7.8% of all respondents) followed closely by social media awareness of 15.6% (7.4% of all respondents). Websites had an awareness level of 6.7% (3.2% of all respondents) followed by newspapers at 4.7%. 2.5% of respondents claimed to be aware of outdoor advertising.

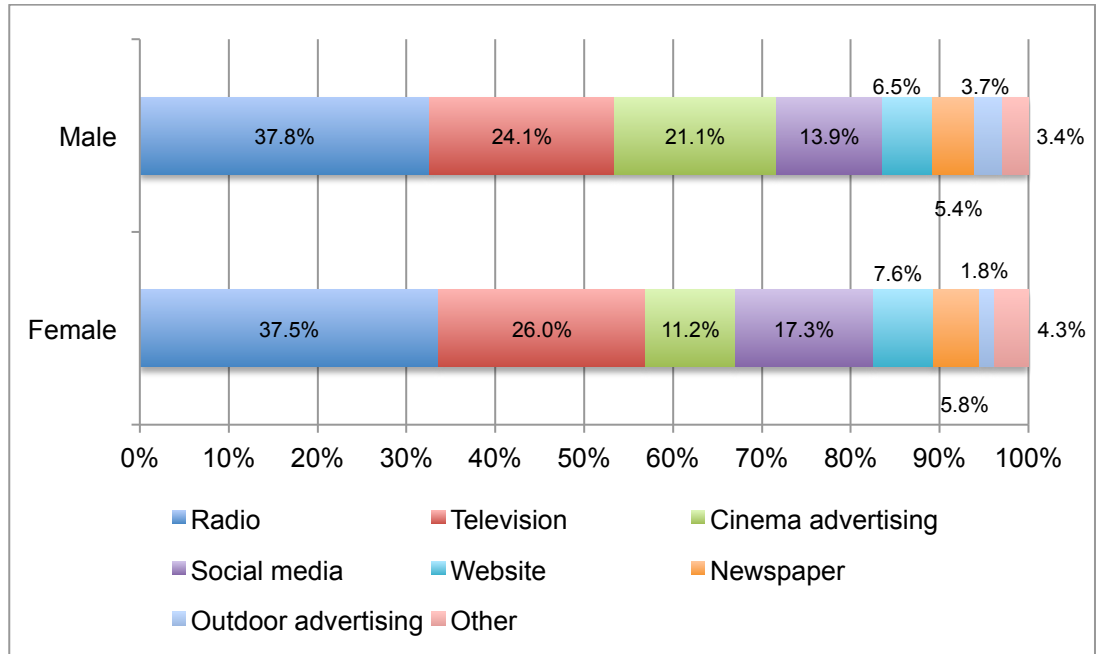
3.8% advised that they were aware of ‘other’ forms of advertising.

**Graph 4.3.2a Advertising Medium Awareness Levels**



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

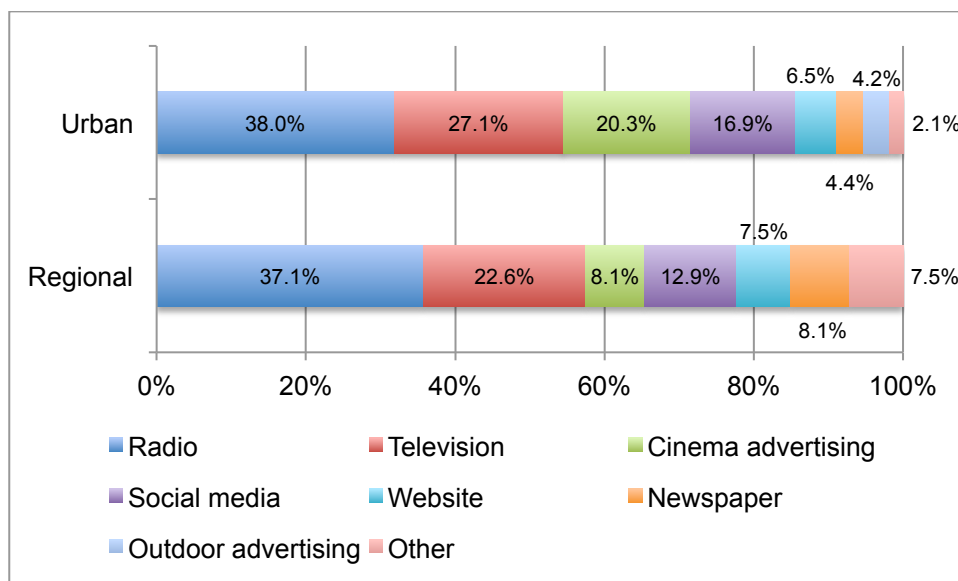
**Graph 4.3.2b Advertising Medium Awareness Levels (by gender)**



(n = 571)

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

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

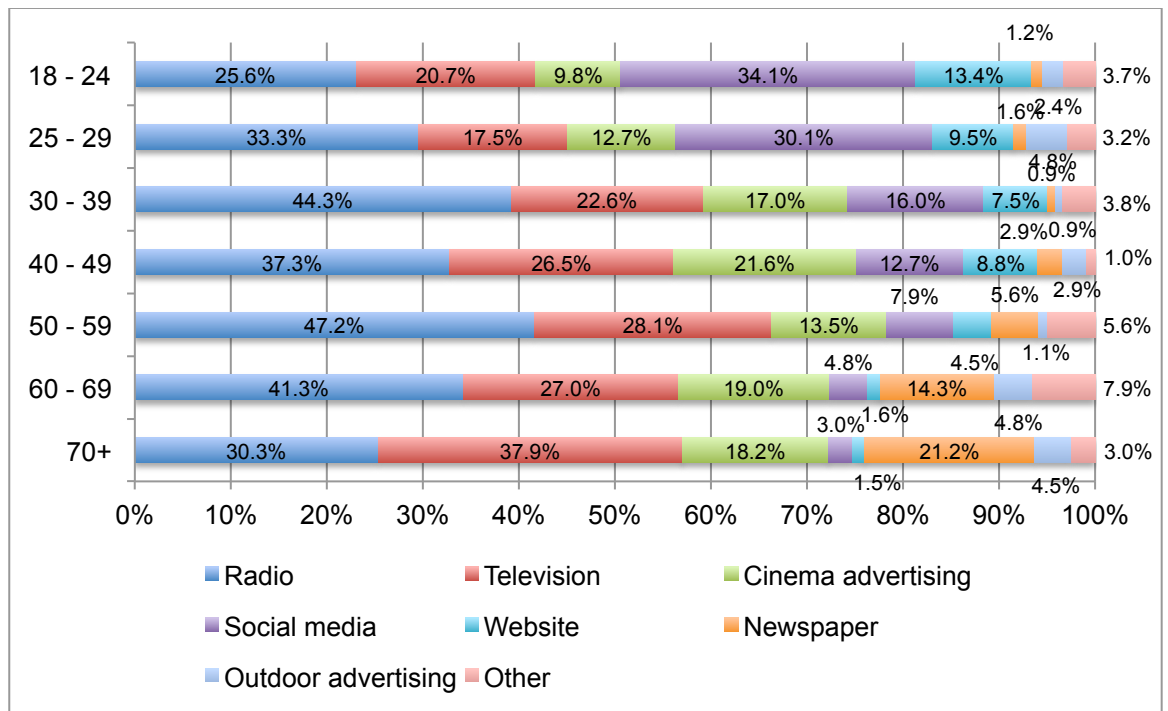


(n = 571)

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

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

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



(n = 571)

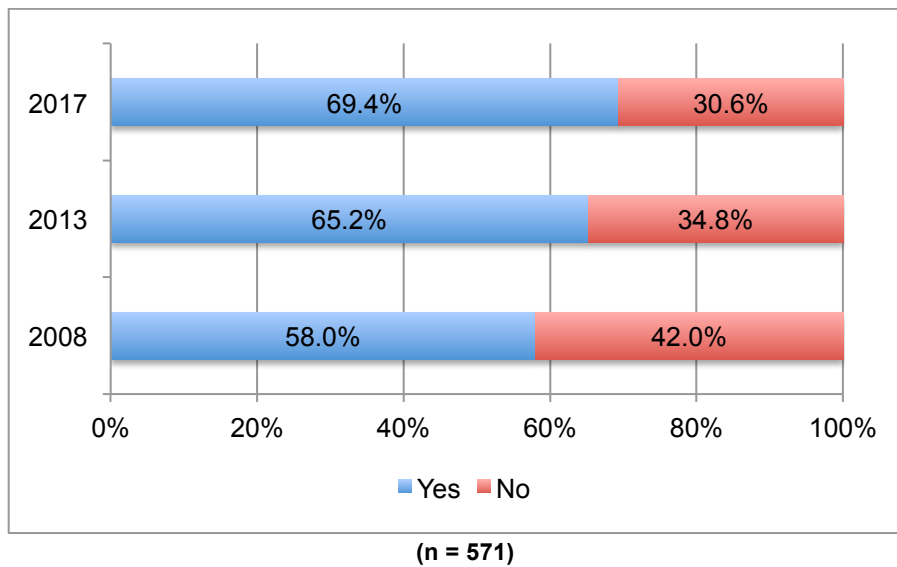


**4.3.3** In **question 19**, survey respondents who advised that they were aware of Commission advertising and actually voted in the election (571 respondents) were asked:

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

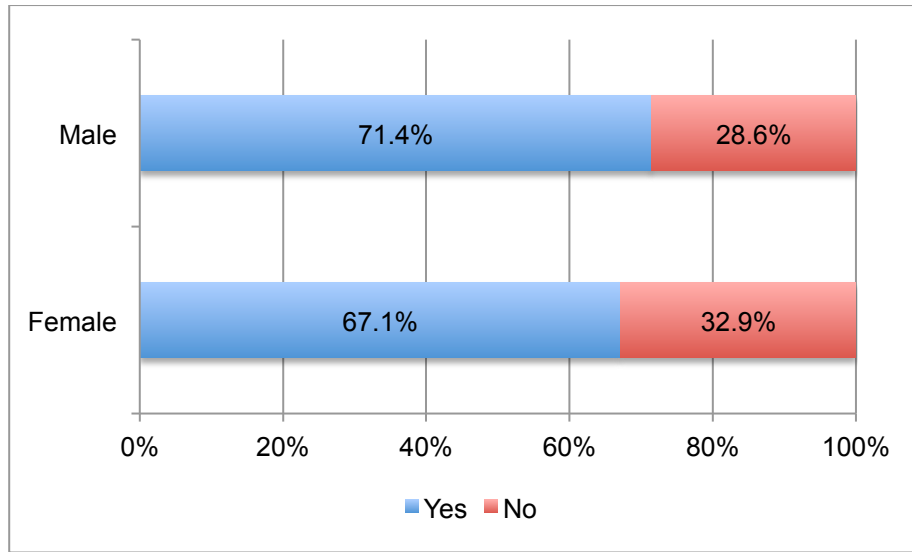
Graph 4.3.3a shows that 69.4% of respondents aware of the Commission advertising advised that it did provide them with the information they needed to vote. This compares to 30.6% who advised that it did not provide them with what they needed. This represents an increase of 4.2% since the 2013 survey period (65.2%).

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



Graph 4.3.3b, presented overleaf, shows that males (71.4%) were more likely to believe that the advertising did provide them with the information they needed to vote compared to females (67.1%).

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

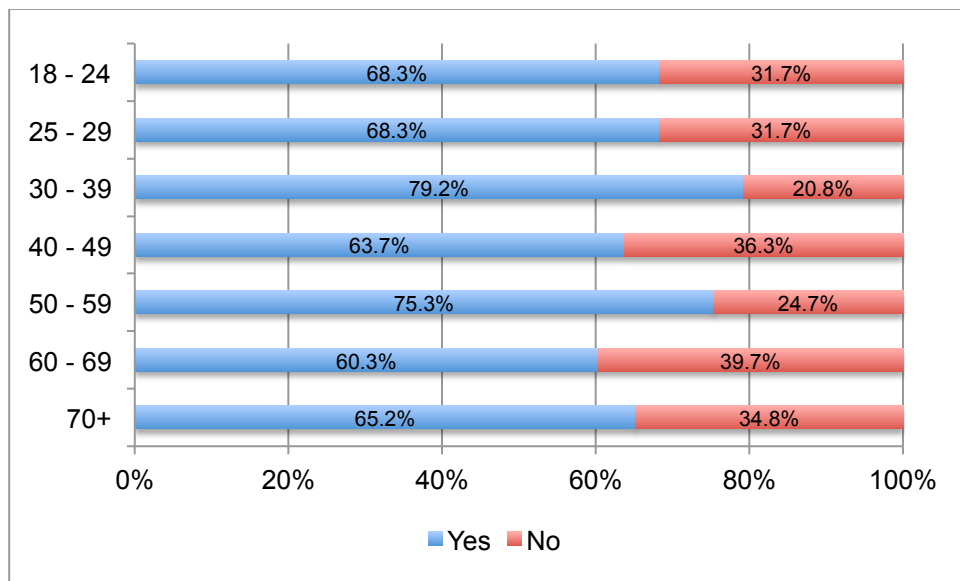


(n = 571)

Graph 4.3.3c shows that respondents aged 30 to 39 (79.2%) and 50 to 59 (75.3%) were most likely to believe that the advertising did provide them with the information they needed to vote compared to other age groups. Respondents aged 60 to 69 (60.3%) and 40 to 49 (63.7%) were least likely to believe that the advertising did provide them with the information they needed to vote.

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

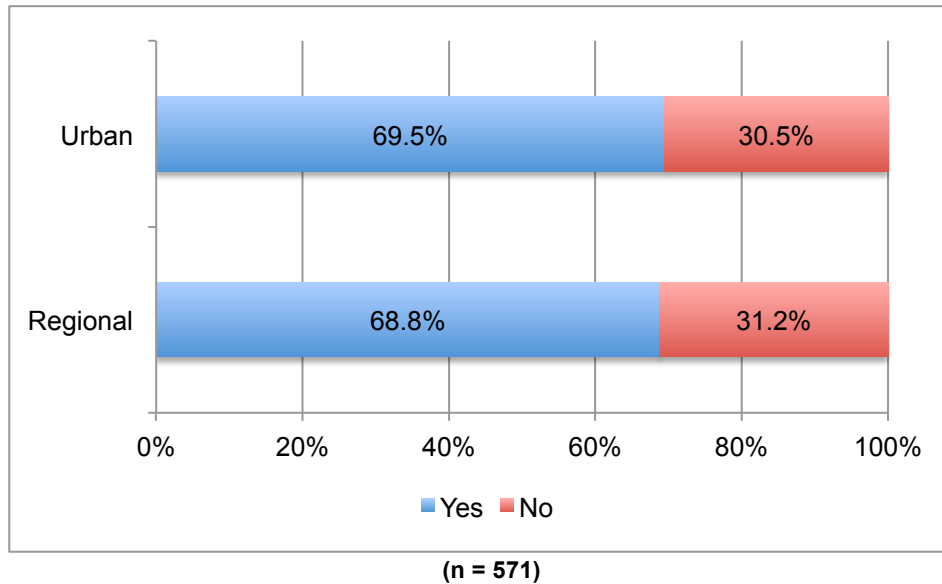
**Graph 4.3.3c Provision of Required Advertising Information (by age)**



(n = 571)

Graph 4.3.3d shows that urban respondents (69.5%) were marginally more likely to believe that the advertising did provide them with the information they needed to vote compared to regional respondents (68.8%).

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



In **question 19a**, survey respondents who advised that they were aware of Commission advertising but that the advertising did not contain the information that they needed (175) respondents) were asked:

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

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

Respondents advised that they didn’t really require additional information to be able to vote. The 175 respondents providing a response to this question advised that the advertising:

- Reinforced the need to participate (109 respondents)
- They were aware of the advertising but did not pay attention (52 respondents)
- Already knew the information provided (18 respondents)
- They already knew how to vote/weren’t listening (7 respondents)

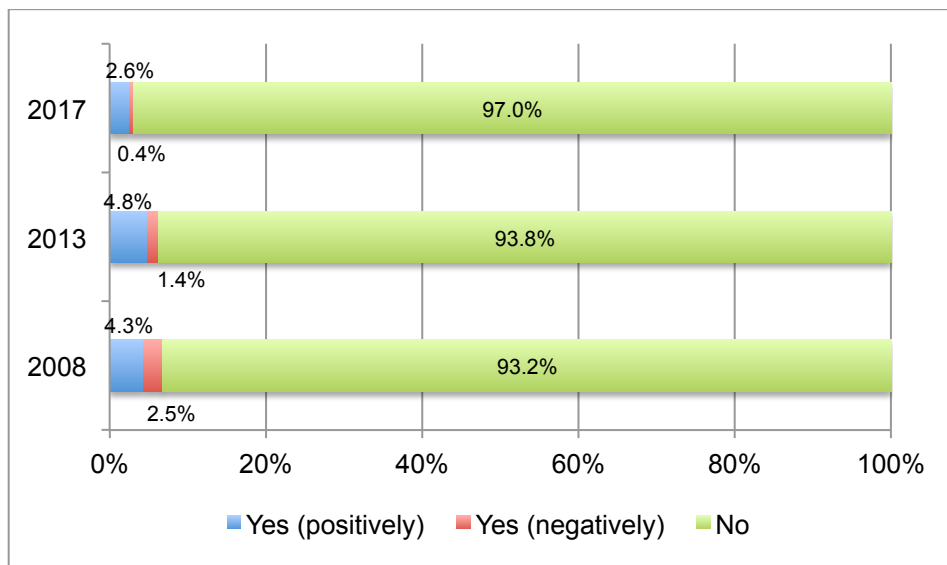
Of the suggestions provided, much of the information was available in Commission sources, but the respondent was simply unaware of it.

**4.3.4** In **question 20**, survey respondents who advised that they were aware of Commission advertising (571 respondents) were asked:

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

Graph 4.3.4a shows that 97.0% of respondents aware of the Commission advertising indicated that they were not influenced to vote by the advertising (93.8% in 2013). 2.6% of respondents advised that they were positively influenced to vote by the advertising. 0.4% of respondents indicated that they were put off voting by the advertising.

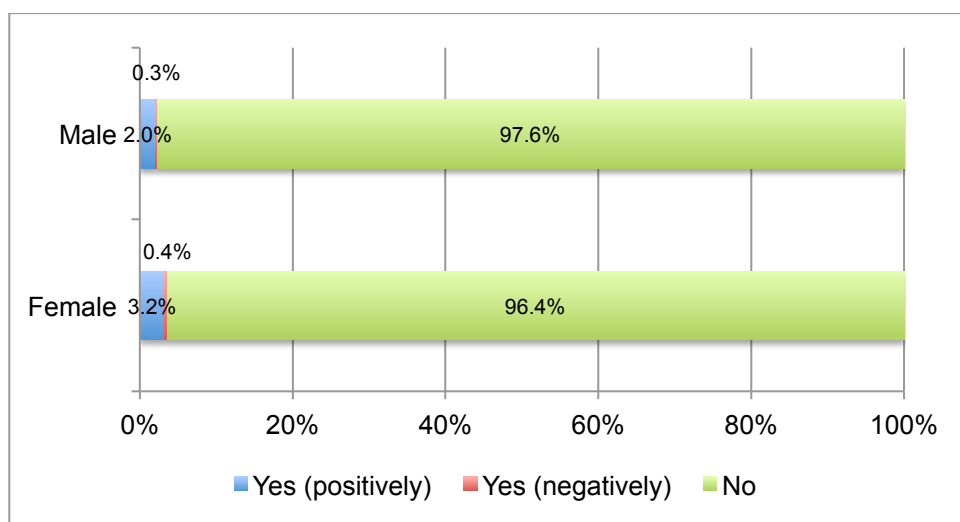
**Graph 4.3.4a Advertising Influence on Voting**



(n = 571)

Graph 4.3.3b shows that males (97.6%) were less likely to be influenced to vote by the advertising compared to females (96.4%)

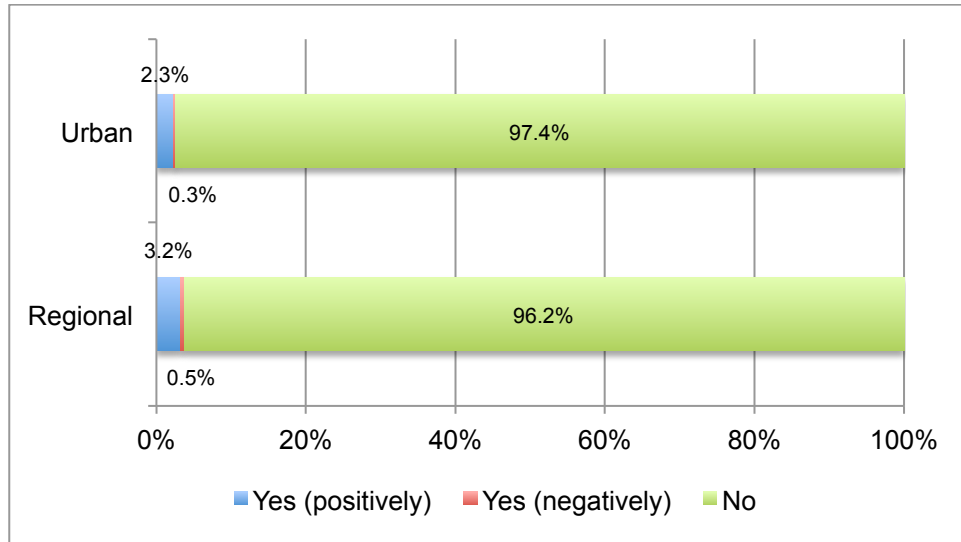
**Graph 4.3.4b Advertising Influence on Voting (by gender)**



(n = 571)

Graph 4.3.3c shows that urban respondents (97.4%) were less likely to be influenced to vote by the advertising compared to regional respondents (96.2%).

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

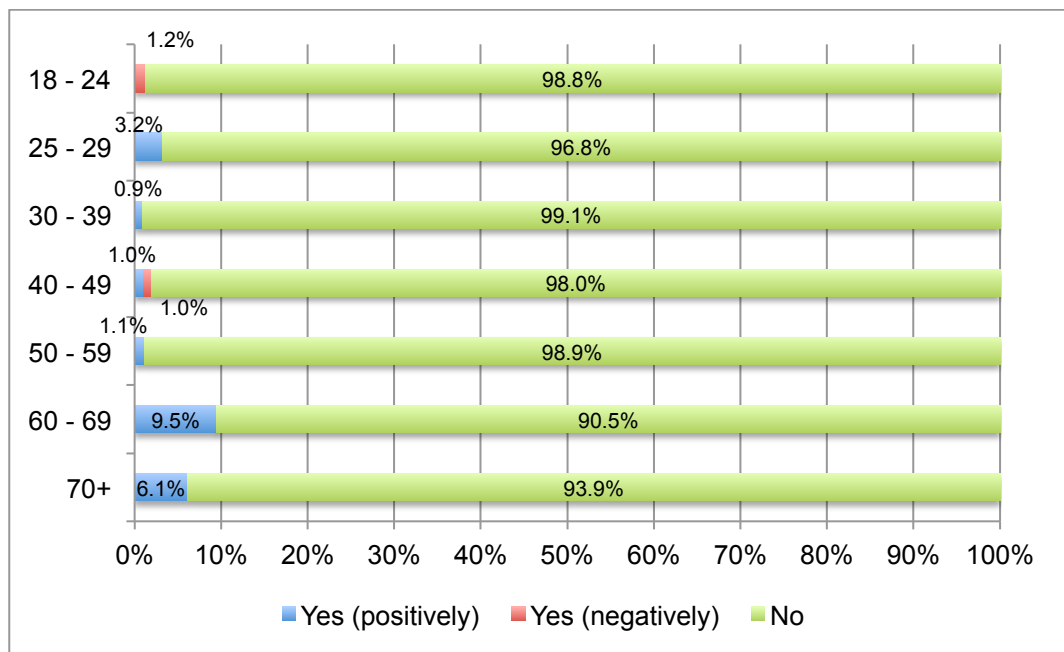


(n = 571)

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

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

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



(n = 571)

**4.3.5** In **question 21**, survey respondents who advised that they were aware of Commission advertising (571 respondents) were asked:

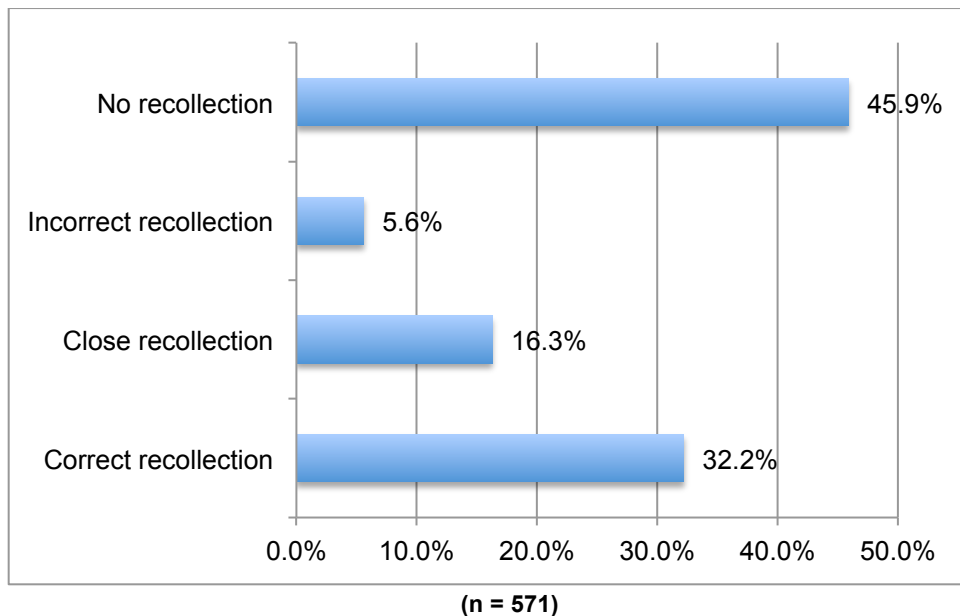
**“Do you recall the advertising slogan for the election?”**

Graph 4.3.5a shows that 32.2% of respondents who were aware of the Commission advertising had a correct recollection of the slogan for the election. A further 16.3% (7.0% of all respondents) had a close, although not completely accurate, recollection of the slogan.

45.9% of respondents aware of the advertising had no recollection of the advertising slogan for the election. A further 5.6% thought that they knew what the slogan was, but were incorrect.

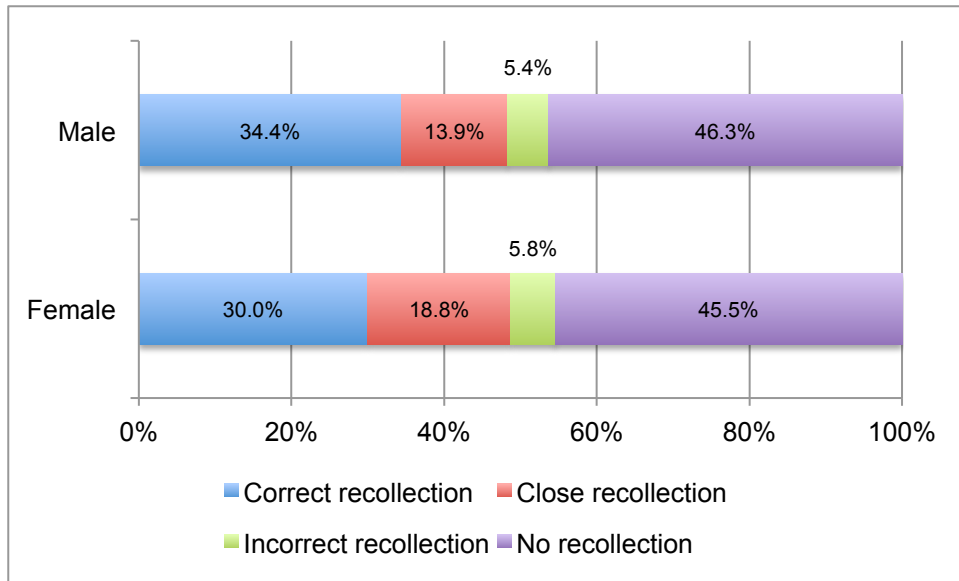
This meant that 48.5% of respondents (35.1% in 2013) aware of the advertising were aware of the slogan in a close to correct form.

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



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

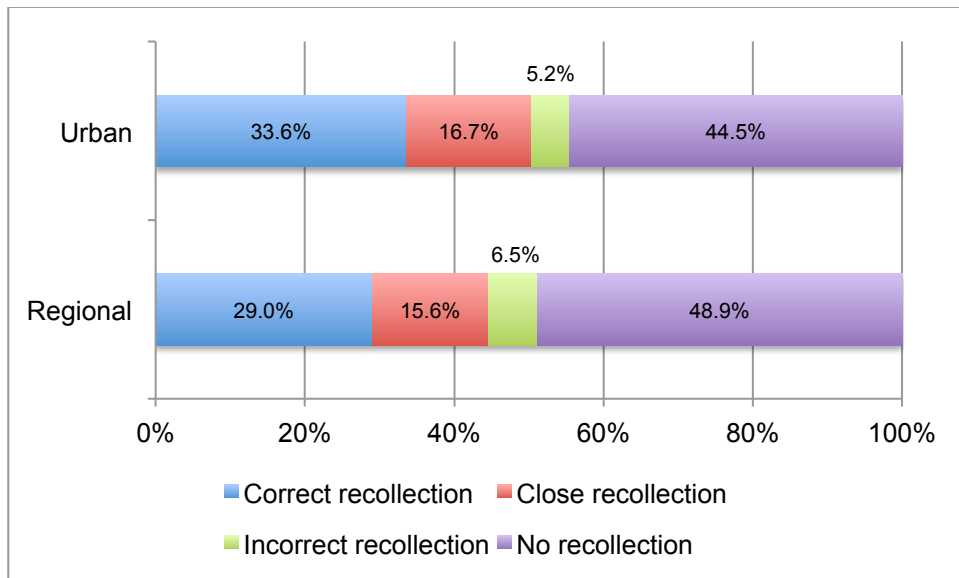
**Graph 4.3.5b Awareness of Election Advertising Slogan (by gender)**



(n = 571)

Graph 4.3.5c shows that urban respondents were more likely to have a greater level of recollection of the advertising slogan (50.3%) than were regional respondents (44.6%).

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

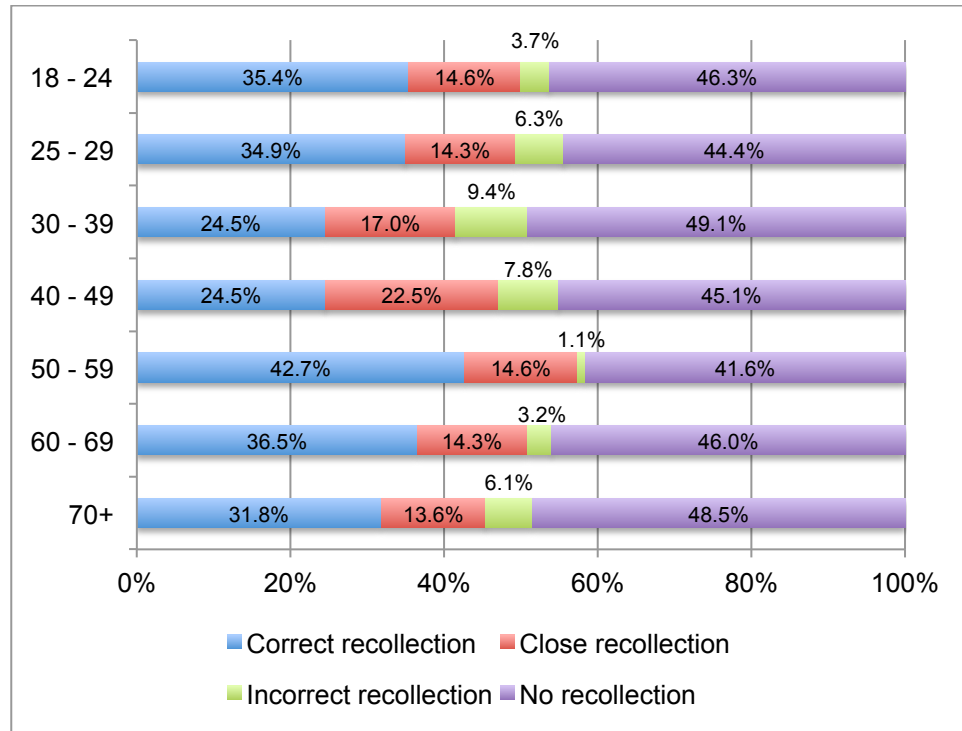


(n = 571)

Graph 4.3.5d, presented overleaf, shows that respondents aged 50 to 59 had the highest level of recollection of the advertising slogan (57.3%), compared to those aged 30 to 39 who had the lowest level of recollection (41.5%).

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

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



(n = 571)



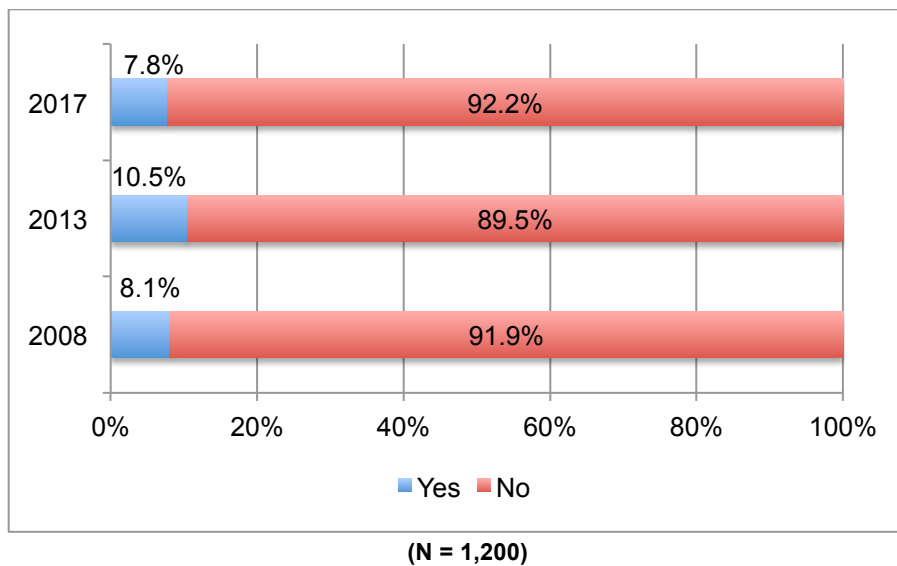
## 4.4 Call Centre

4.4.1 In **question 22**, survey respondents who advised that they were aware of the Call Centre service (409 respondents in question 23) were asked:

### “Did you use the Call Centre?”

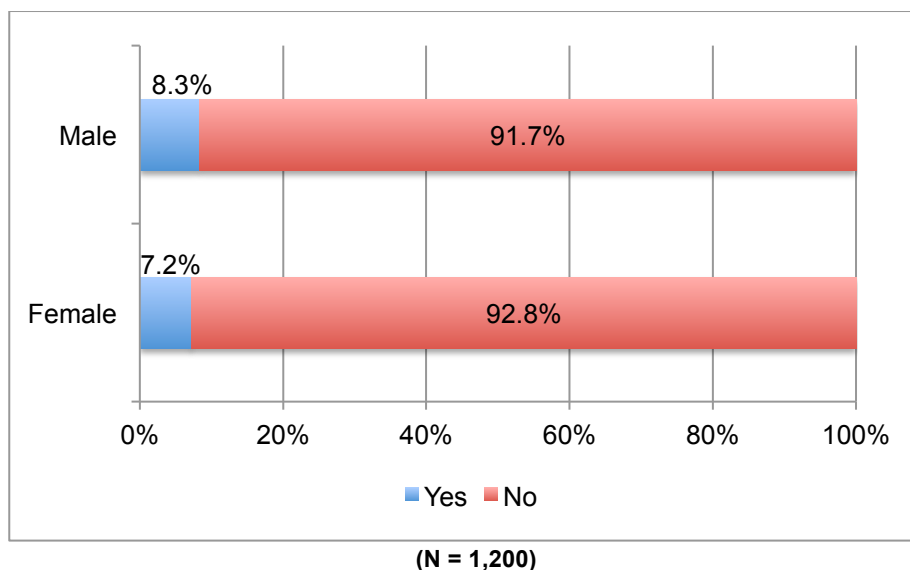
Graph 4.4.1a shows that 7.8% of all respondents indicated that they had used the Call Centre compared to 92.2% of these respondents who had not used it. This represents a decrease in reported use of 2.7% since 2013.

**Graph 4.4.1a** Call Centre Service Use



Graph 4.4.1b shows that males (8.3%) were more likely to have used the Call Centre than females (7.2%).

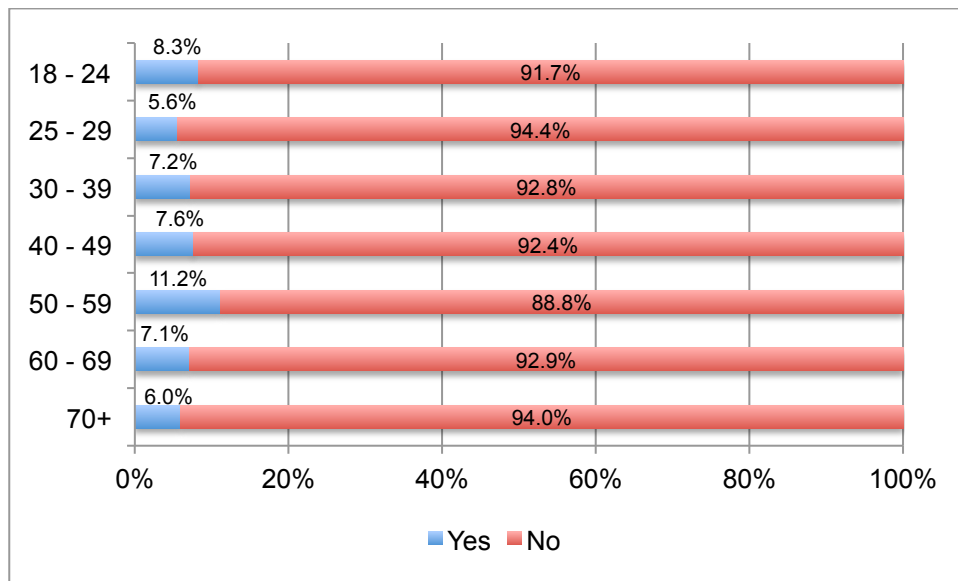
**Graph 4.4.1b** Call Centre Service Use (by gender)



Graph 4.4.1c shows that respondents aged 50 to 59 (11.2%) were most likely to have used the Call Centre compared to other age groups. Respondents aged 25 to 29 (5.6%) and 70+ (6.0%) were the least likely to have used the Call Centre.

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

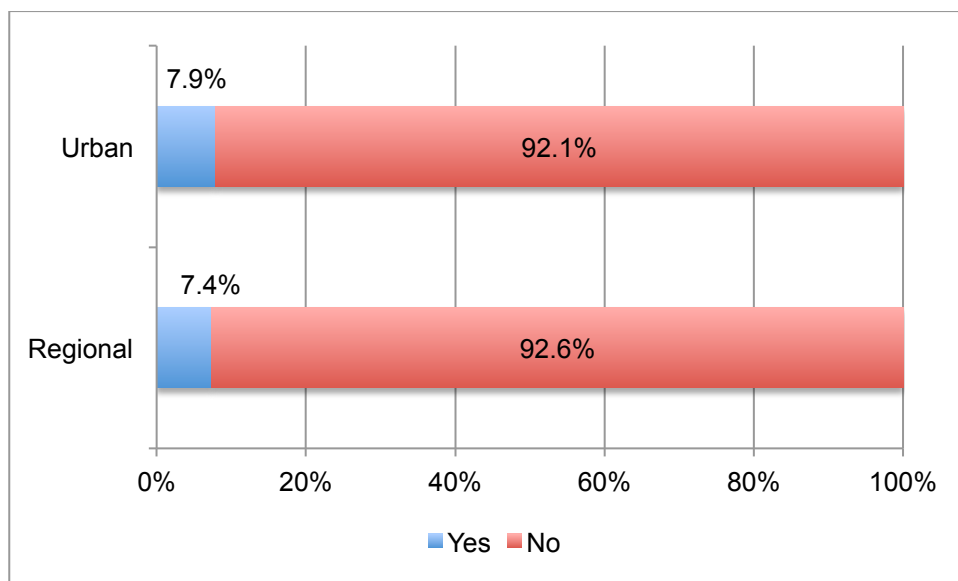
**Graph 4.4.1c Call Centre Service Use (by age)**



(N = 1,200)

Graph 4.4.1d shows that urban respondents (7.9%) were more likely to have used the Call Centre than regional respondents (7.4%).

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



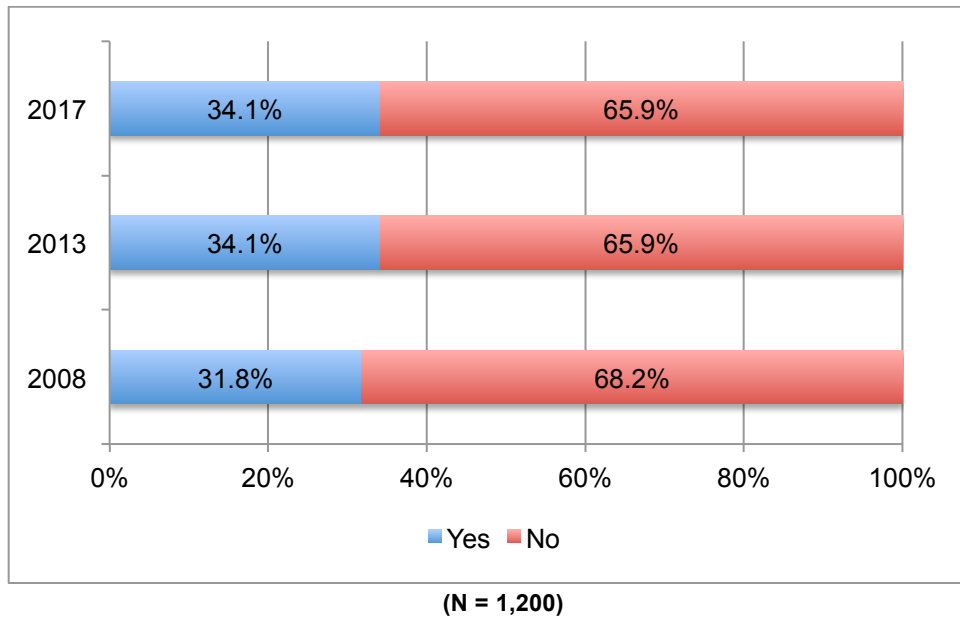
(N = 1,200)

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

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

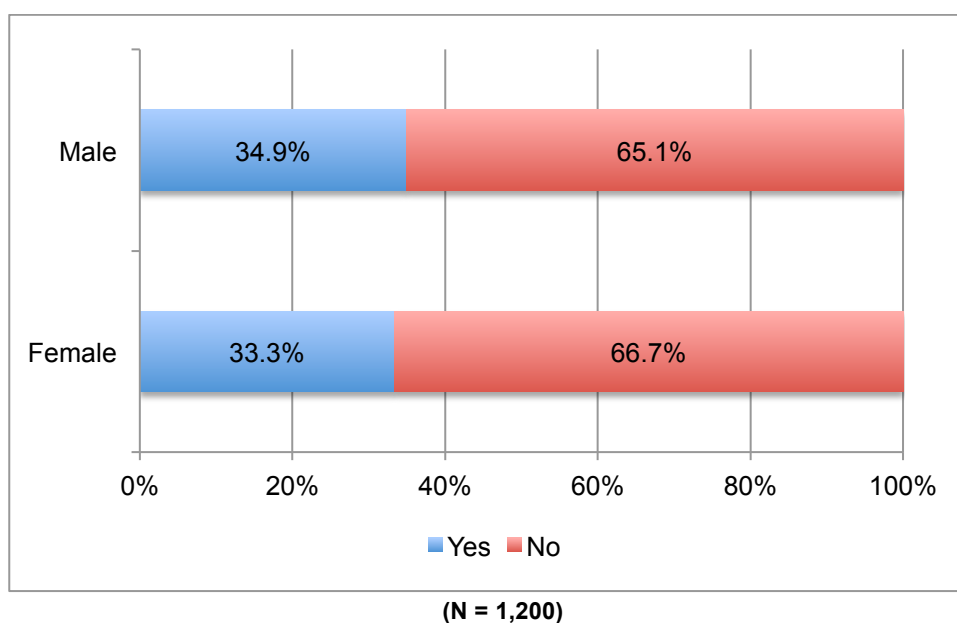
Graph 4.4.2a shows that 34.1% of respondents advised that they were aware that the Commission provided a Call Centre service compared to 65.9% who were not aware. This figure has not changed since 2013.

**Graph 4.4.2a** Awareness of Call Centre



Graph 4.4.2b shows that males (34.9%) were more likely to be aware of the Call Centre service than females (33.3%).

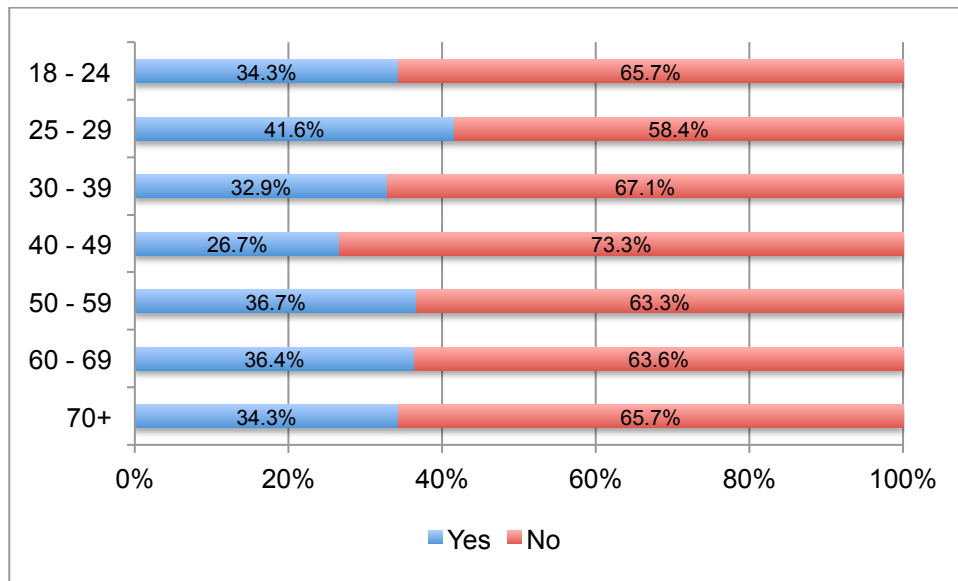
**Graph 4.4.2b** Awareness of Call Centre (by gender)



Graph 4.4.2c shows that respondents aged 30 to 39 (32.9%) were least likely to be aware of the Call Centre service compared to other age groups. Respondents aged 25 to 29 (41.6%) and 50 to 59 (36.7%) were the most likely to be aware of the Call Centre service.

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

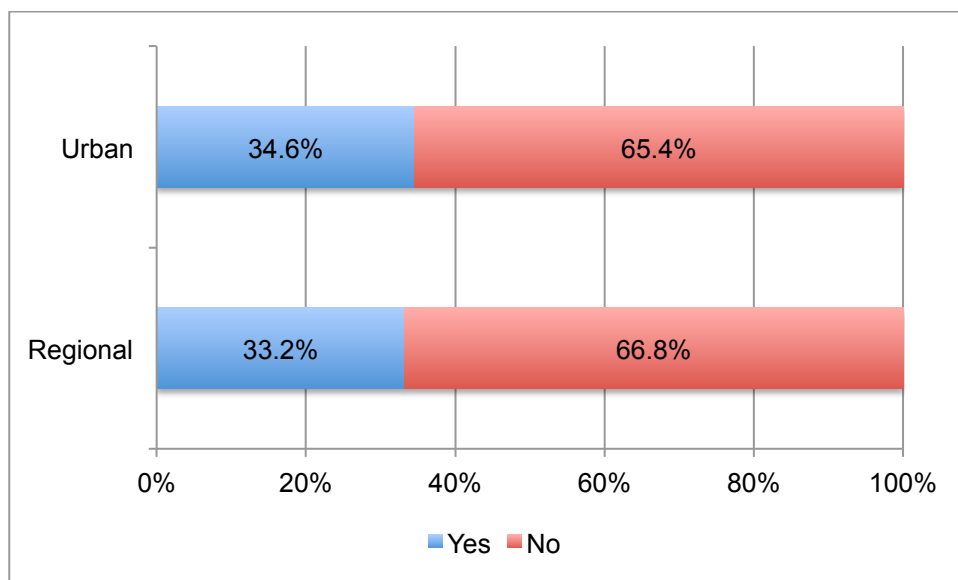
**Graph 4.4.2c Awareness of Call Centre (by age)**



(N = 1,200)

Graph 4.4.2d shows that urban respondents (34.6%) were more likely to be aware of the Call Centre service than regional respondents (33.2%).

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



(N = 1,200)

**4.4.3** In **question 24**, survey respondents who advised that they had used the Call Centre (93 respondents) were asked:

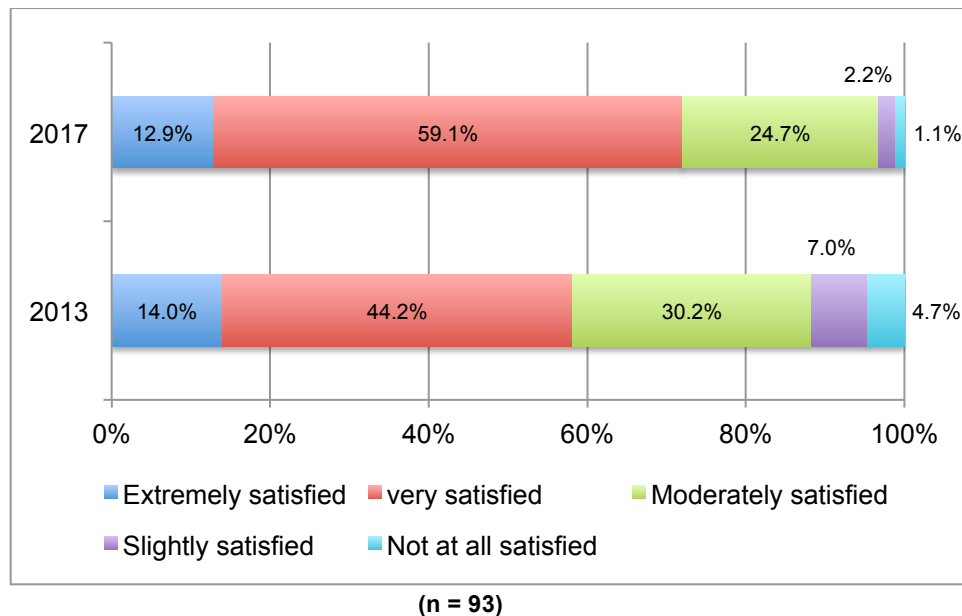
**“How satisfied were you with the service you received?”**

It should be noted that the ranking scale used for this question has changed in 2013, therefore only these years’ results are included in Graph 4.4.3a.

The majority of respondents (72.0%) to this question were ‘at least’ very satisfied with the service they received (12.9% - extremely satisfied and 59.1% - very satisfied). 26.9% of the 43 respondents were ‘at least’ slightly satisfied with the service received (24.7% - moderately satisfied and 2.2% - slightly satisfied). This demonstrates a substantial increase in satisfaction in this survey period.

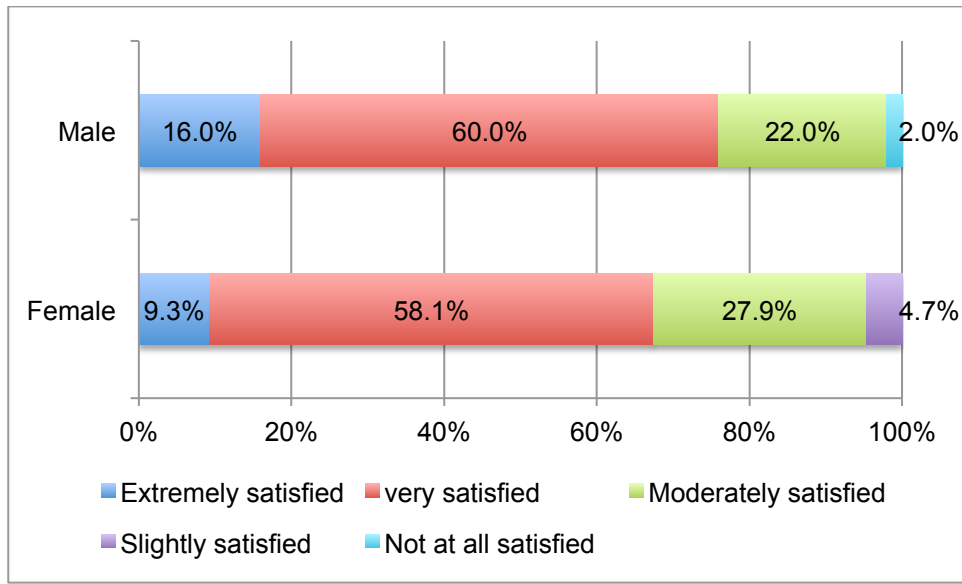
1.1% of respondents were not at all satisfied (1 respondent).

**Graph 4.4.3a Call Centre Satisfaction**



Graph 4.4.3b, presented overleaf, shows that males (76.0%) were more likely to be ‘at least’ very satisfied than females (67.4%).

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

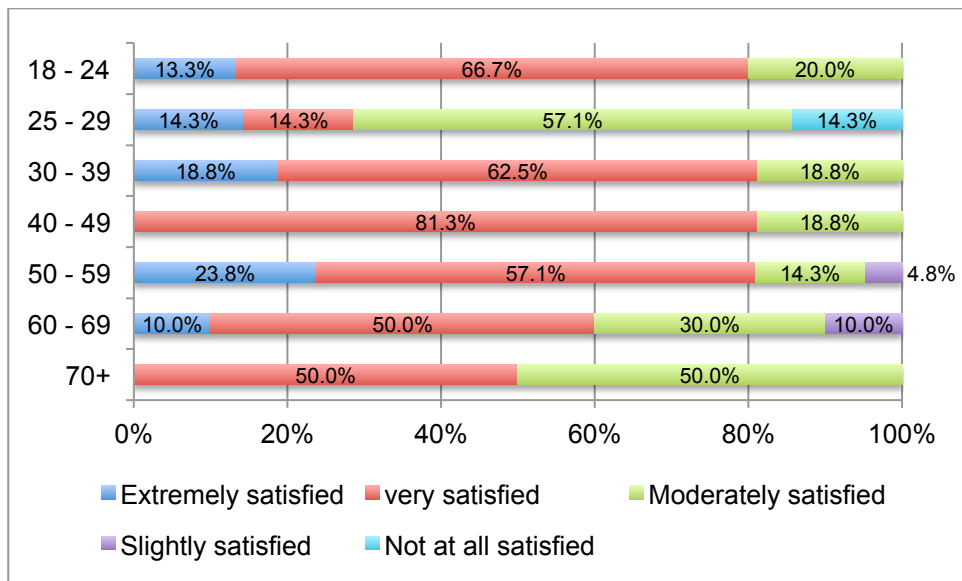


(n = 93)

Graph 4.4.3c, presented overleaf, shows that respondents aged 40 to 49 (81.3%), 30 to 39 (79.3%), 50 to 59 (80.1%) and 18 to 24 (66.7%) were more likely to be ‘at least’ very satisfied than other age groups. Respondents aged 25 to 29 (28.6%) were the least likely to be ‘at least’ very satisfied.

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

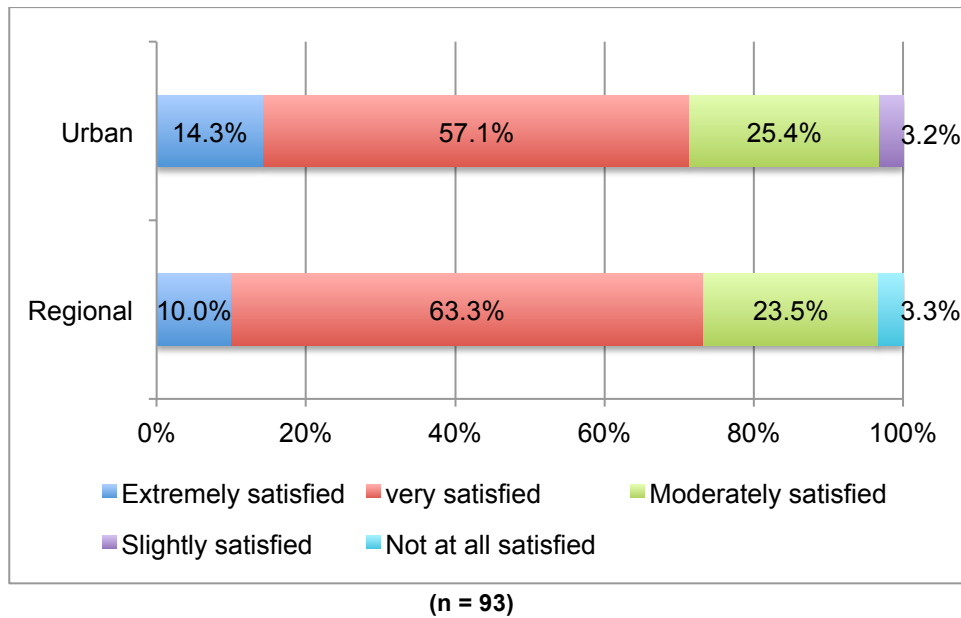
**Graph 4.4.3c Call Centre Satisfaction (by age)**



(n = 93)

Graph 4.4.3d, shows that regional respondents (73.3%) were more likely to be ‘at least’ very satisfied than urban respondents (61.4%).

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



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

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

All respondents advised that they were dissatisfied with the length of time taken to attend to their call (3 respondents).

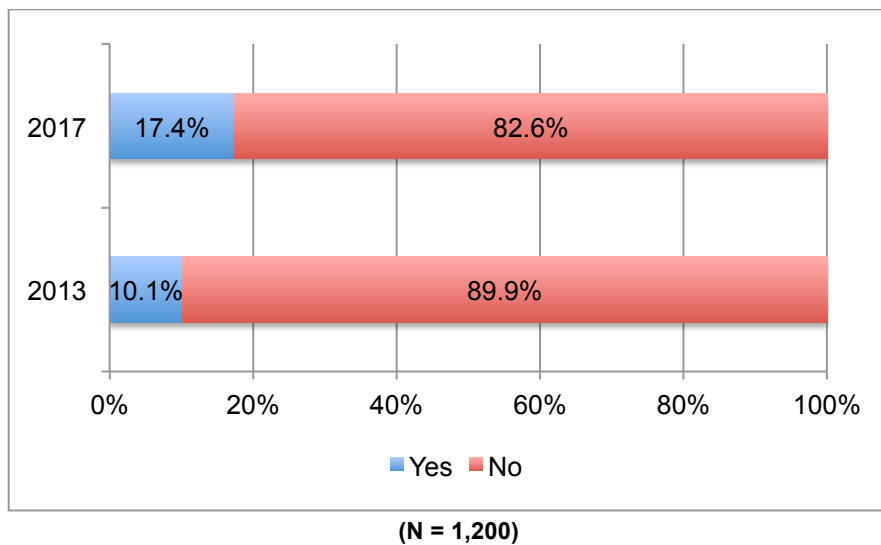
## 4.5 Website

4.5.1 In question 25, all survey respondents were asked:

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

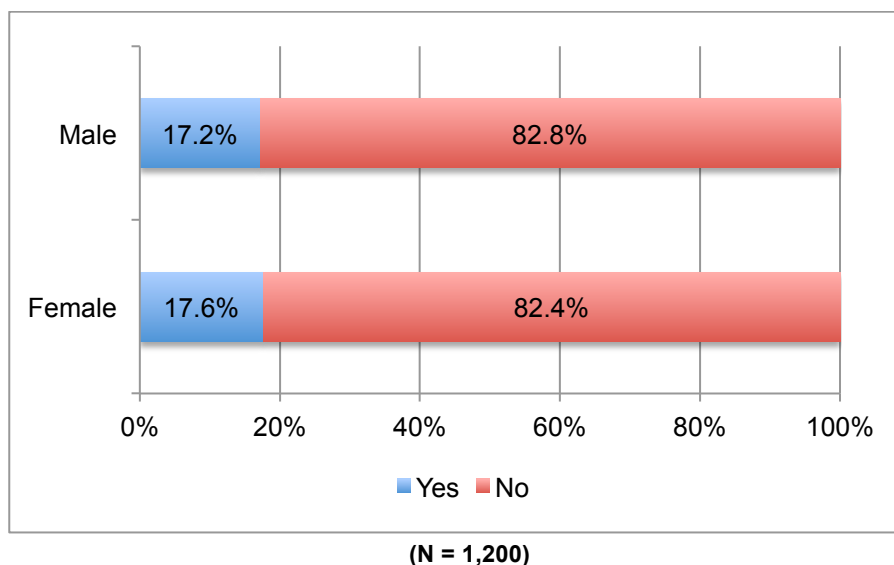
17.4% of respondents made use of the election website compared to 59.1% of respondents who did not make use of it. This represents an increase of 7.3% over the results for 2013.

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



Graph 4.5.1b shows that females (17.8%) were more likely to have made use of the election website than males (17.2%).

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



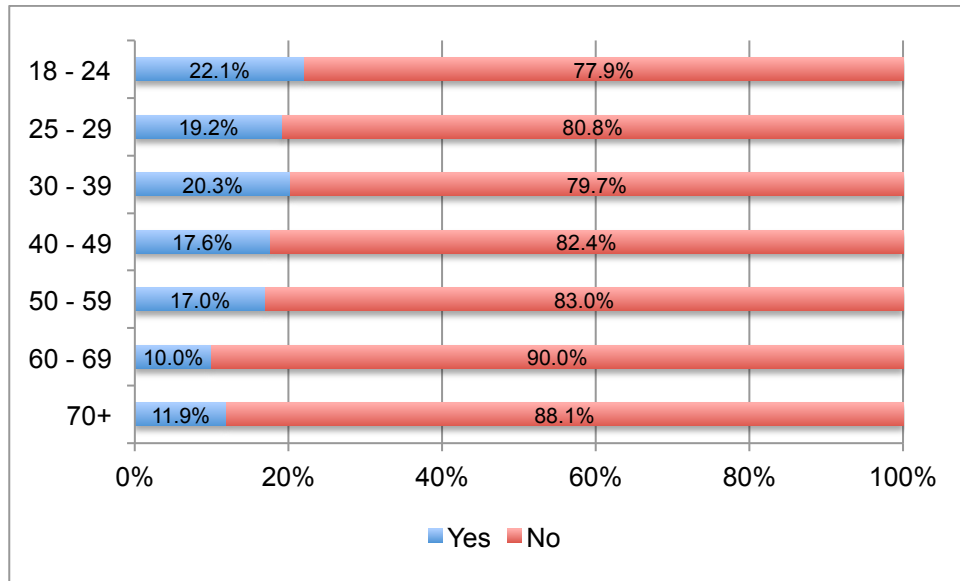
Graph 4.5.1c shows that respondents aged 18 to 24 (22.1%) were most likely



to have made use of the election website compared to other age groups. Respondents aged 60 to 69 (10.0%) and 70+ (11.9%) were the least likely to have made use of the election website.

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

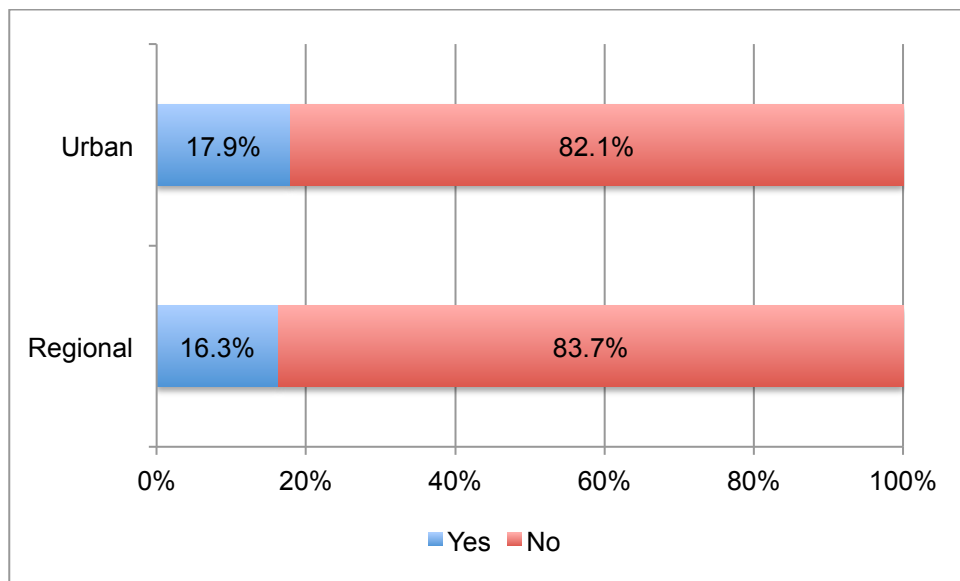
**Graph 4.5.1c Use of the Commission Election Website (by age)**



(N = 1,200)

Graph 4.5.1d shows that urban respondents (17.9%) were more likely to have made use of the election website than regional respondents (16.3%).

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



(N = 1,200)

**4.5.2** In **question 26**, survey respondents who advised that they did make use of the Commission election website (209 respondents) were asked:

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

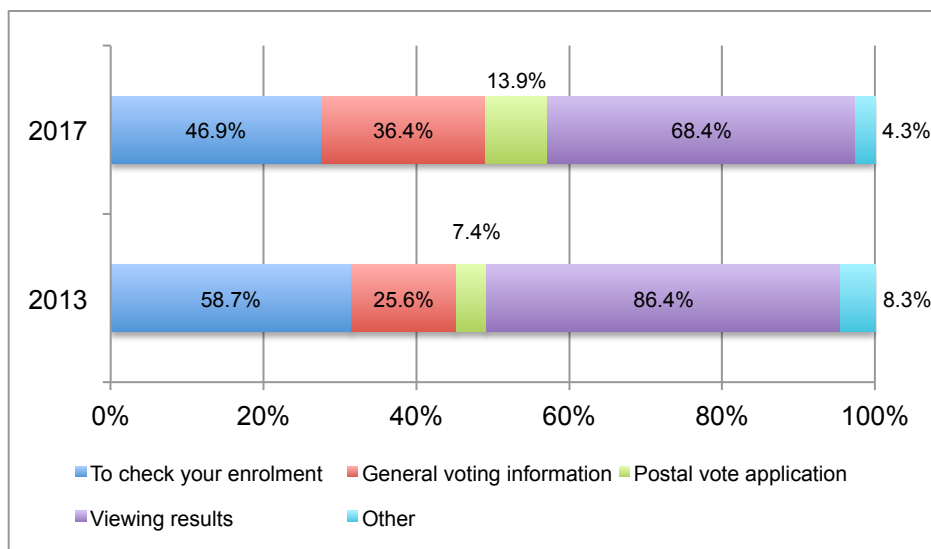
Results tally to greater than 100% as some respondents used the website for multiple purposes.

Graph 4.5.2a shows that 68.4% of the 209 respondents who used the election website for information relating to the State Election used it for viewing election results\*. A further 46.9% of respondents used it to check their enrolment and 36.4% used it for general voting information. 13.9% used the site for a postal vote application. 8.3% used it for ‘other’ reasons.

In the 2017 survey period an increased proportion of respondents used the website for general voting information and postal vote applications. Interviewers reported anecdotal information that the respondent’s increased use in these areas related to finding out about alternate methods of voting to doing so at a Polling Place on Election Day.

\* It is noted that there is a disparity between respondents to this question advising that they used the Commission website to check for results and a far smaller number advising that they used the Commission website for this purpose in their response to question12. This disparity is likely due to respondents perceiving question 12 to be for obtaining immediate results and a larger number using the website to check for additional results (including upper house) over a longer period after the initial results were known.

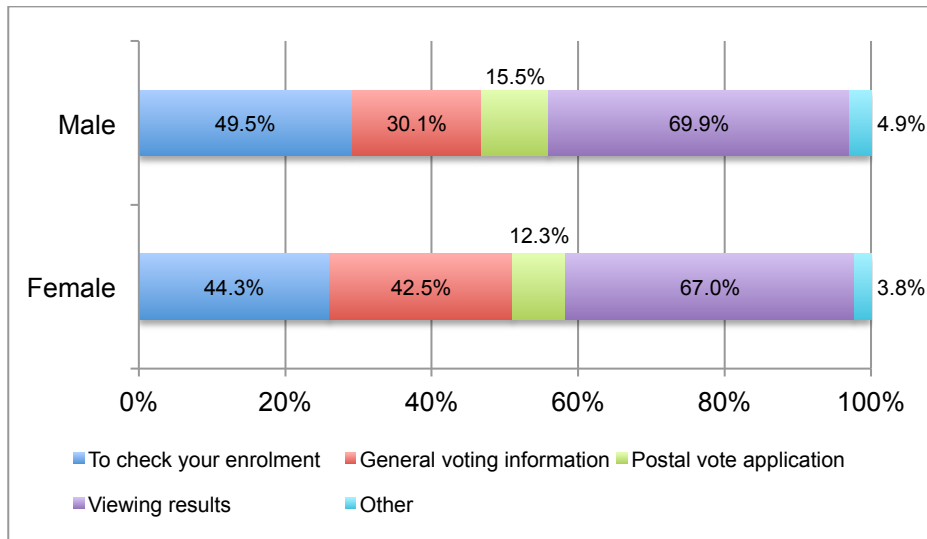
**Graph 4.5.2a Reason for Using Website**



(n = 209)

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

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

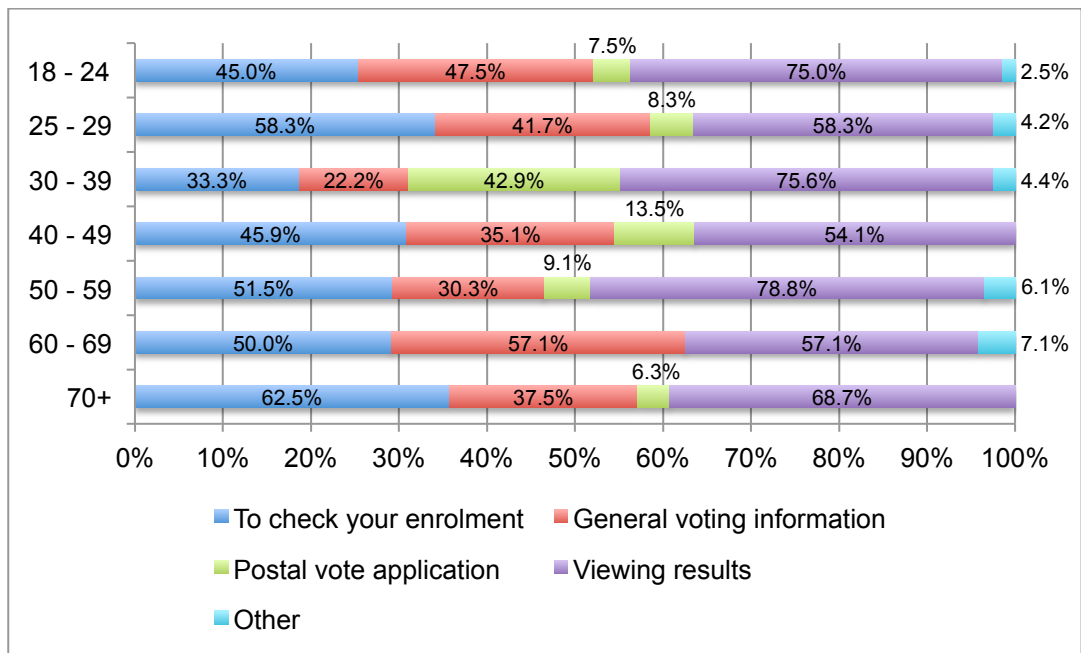


(n = 209)

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

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

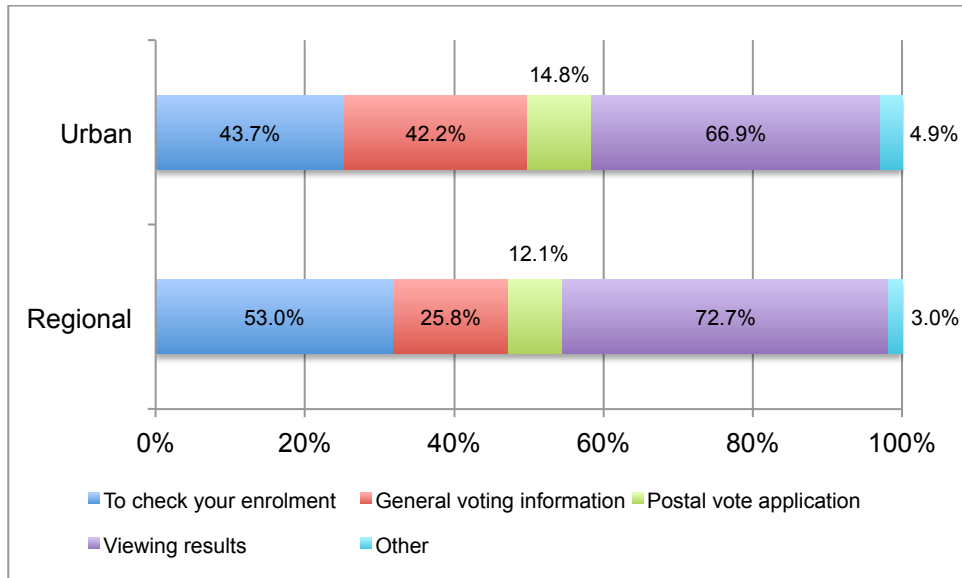
**Graph 4.5.2c Reason for Using Website (by age)**



(n = 209)

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

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



(n = 209)

**4.5.3** In question 27, survey respondents who had used the website were asked:

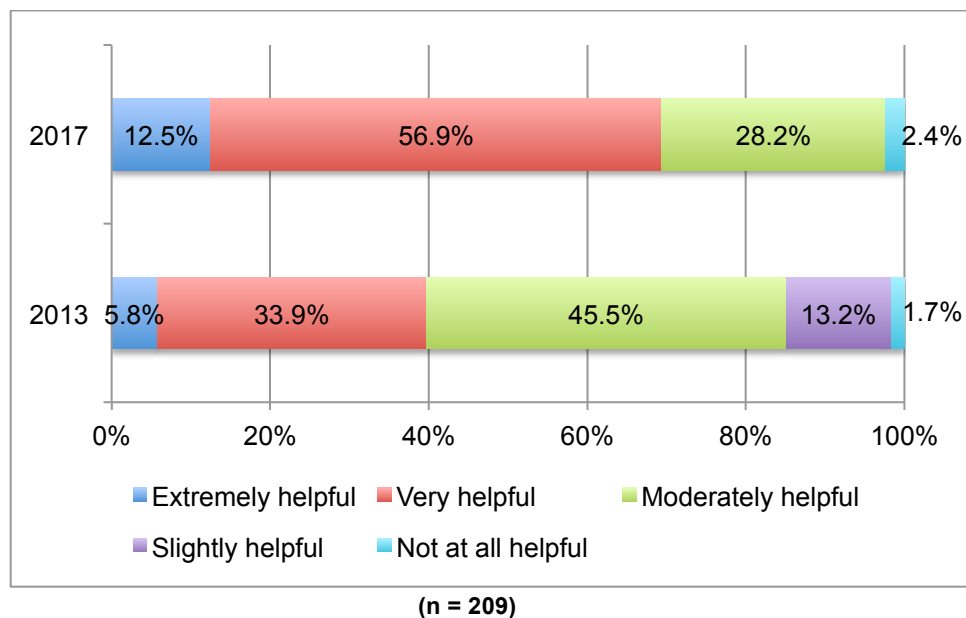
**“How helpful was the website with respect to what you were looking for?”**

The majority of respondents (69.4%) to this question found the election website to be ‘at least’ very helpful with the service they received (12.5% - extremely helpful and 56.9% - very helpful). 30.6% of the 209 respondents found it to be moderately helpful with the service received

2.4% of respondents found it to be not at all helpful (5 respondents).

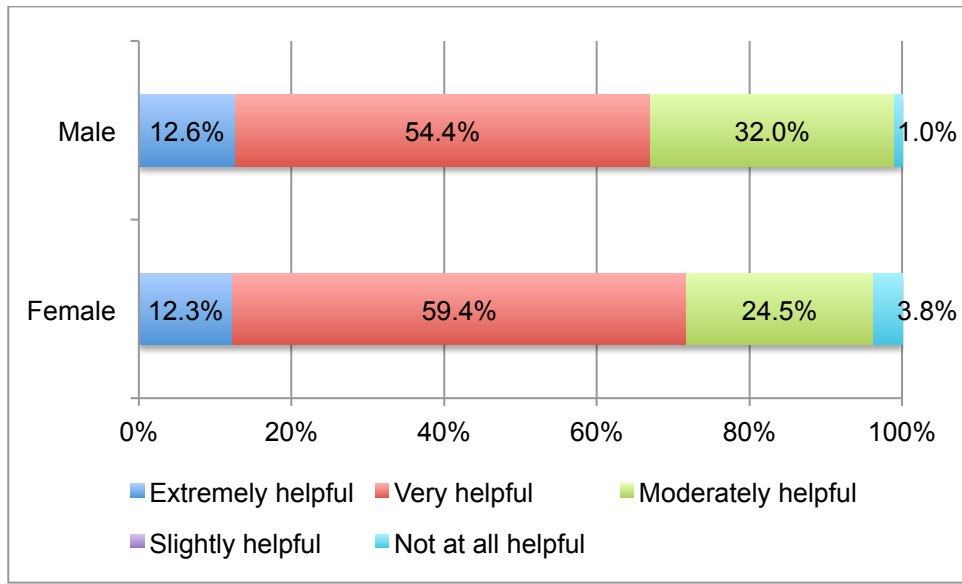
These responses reflect a considerable improvement in the perception of the website’s helpfulness when compared to the results from 2013.

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



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

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

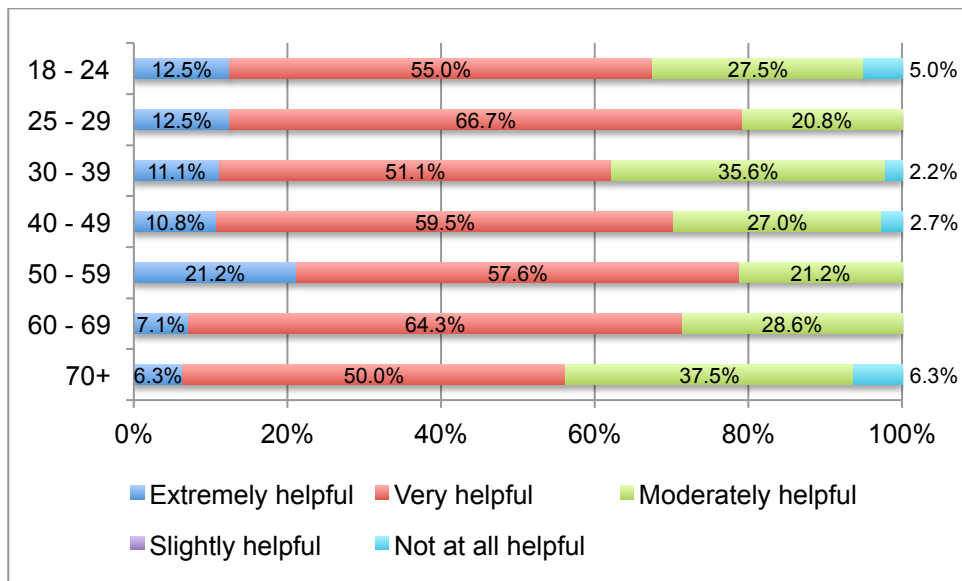


(n = 209)

Graph 4.5.3c shows that respondents aged 25 to 29 (79.2%) and 50 to 59 (78.8%) were more likely to consider the website to be ‘at least’ very helpful than other age groups. Respondents aged 70+ (56.3%) and 30 to 39 (62.2%) were the least likely to consider it be ‘at least’ very helpful.

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

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

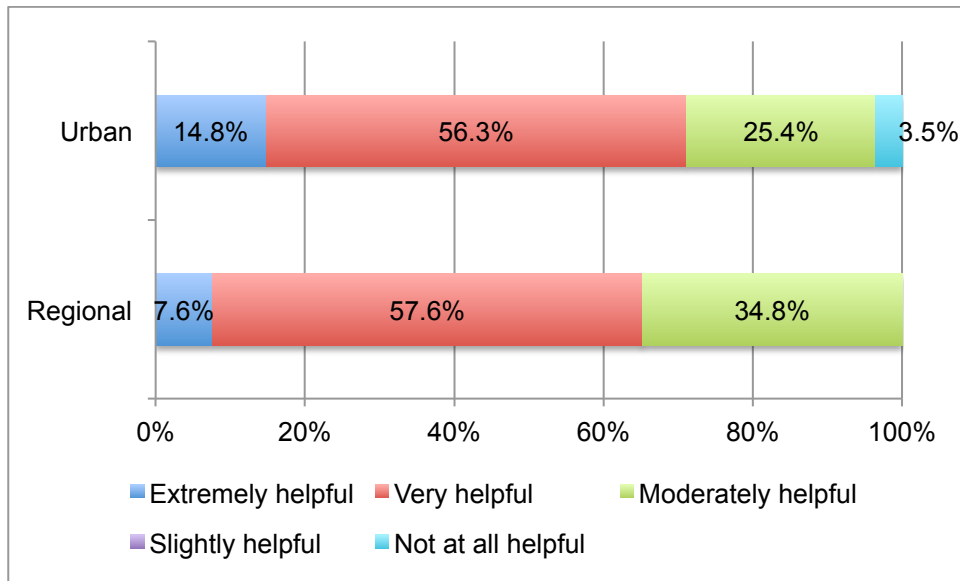


(n = 209)

Graph 4.5.3d, presented overleaf, shows that urban respondents (71.1%) were more likely to consider the website to be ‘at least’ very helpful than

regional respondents (65.2%). Only urban respondent considered the website to be not at all helpful.

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



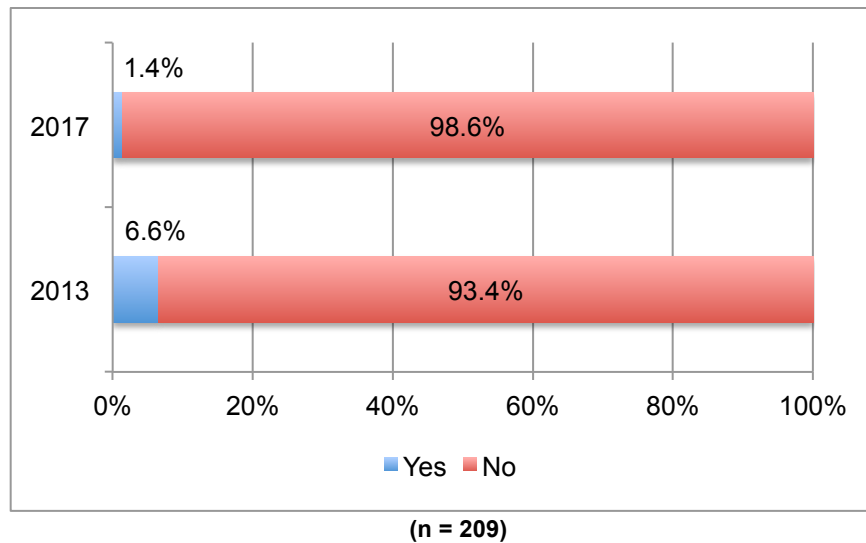
(n = 209)

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

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

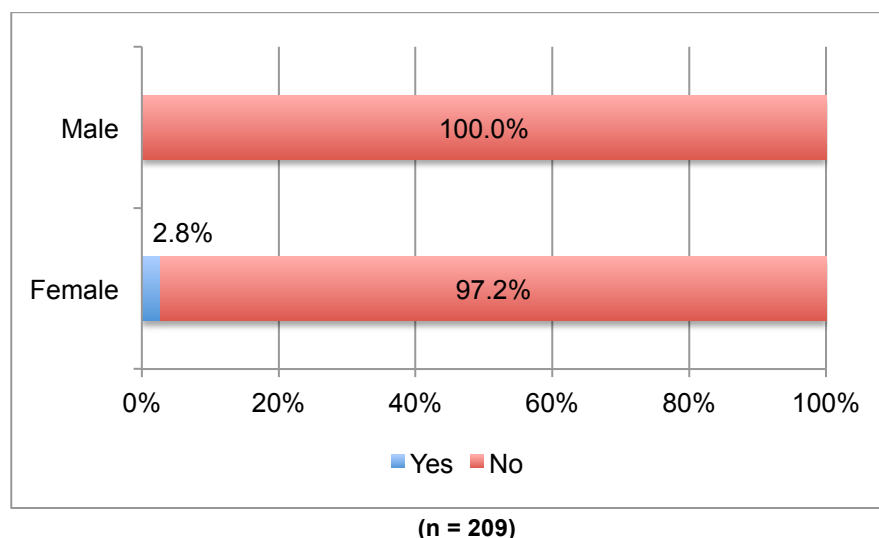
Graph 4.5.4a shows that 98.6% of respondents were satisfied that the content of the website met their needs, however 1.4% of respondents advised that there were items that they expected to find but could not locate. This reflects an increase in website expectations being met of 5.2% since the 2013 survey period.

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



Graph 4.5.4b shows that only females registered any instances where there were items that they expected to find but could not locate (3 respondents).

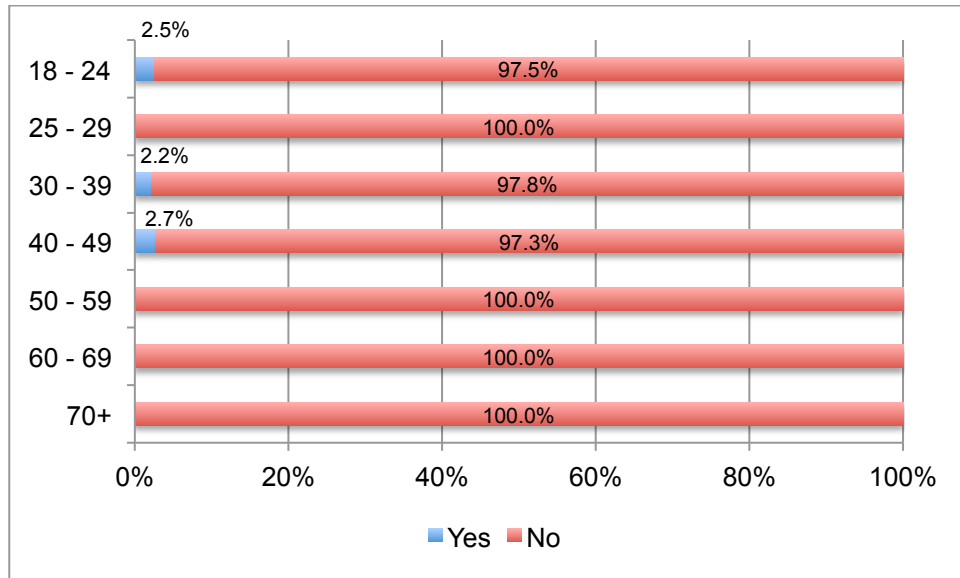
**Graph 4.5.4b Did you Expect to Find Something But Were Unable to Locate it? (by gender)**





Graph 4.5.4c shows that only one respondent out of each of the 18 to 24, 30 to 39 and 40 to 49 age groups registered any instances where there were items that they expected to find but could not locate (3 respondents).

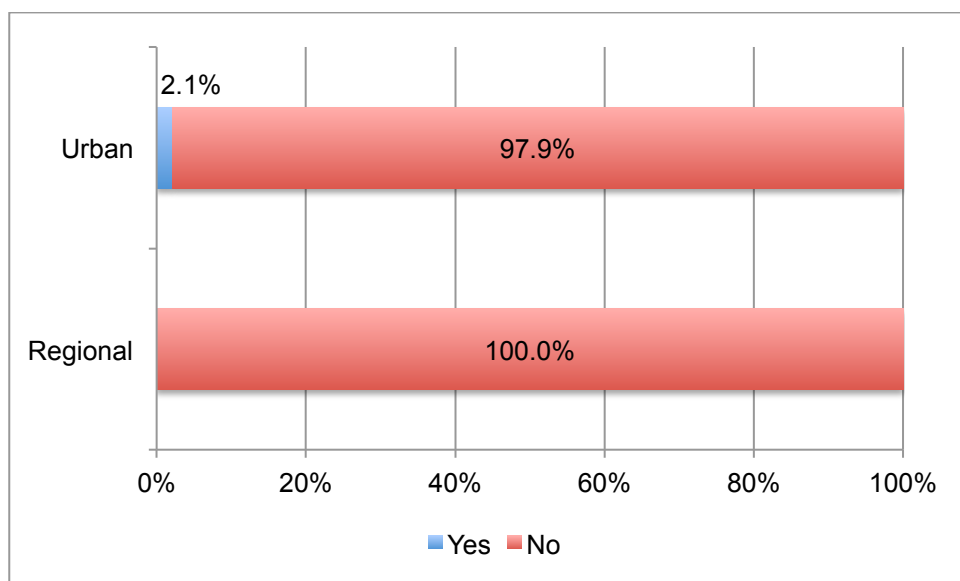
**Graph 4.5.4c** Did you Expect to Find Something But Were Unable to Locate it? (by age)



(n = 209)

Graph 4.5.4d shows that only urban respondents registered any instances where there were items that they expected to find but could not locate (3 respondents).

**Graph 4.5.4d** Did you Expect to Find Something But Were Unable to Locate it? (by location)



(n = 209)

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

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

The key categories were similar to the 2013 survey, but in considerably fewer numbers.

The responses were:

	<b>Number</b>	<b>Percentage</b>
More timely results – Upper House	2	66.7%
Information on preference allocation among candidates	1	33.3%
<b>Total respondents</b>	<b>3</b>	<b>100%</b>

## 4.6 Community Attitudes to Electronic Voting

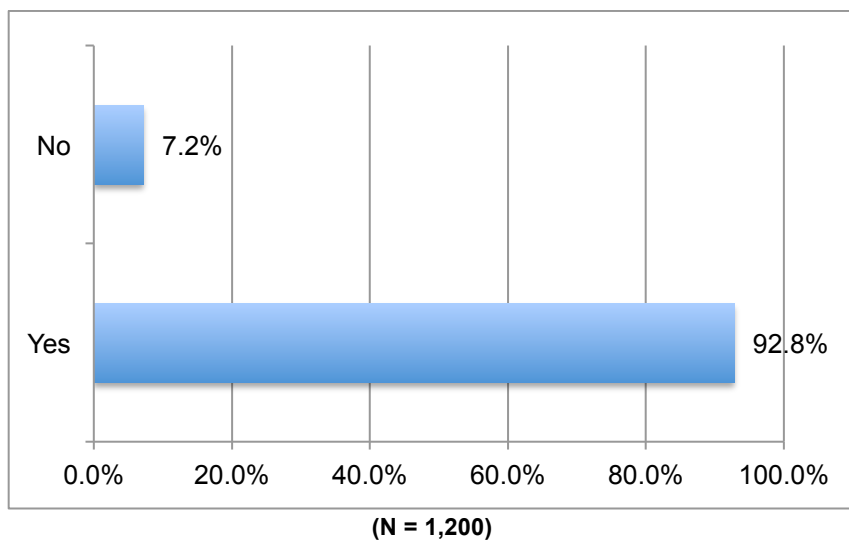
4.6.1 In question 29, all survey respondents were asked:

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

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

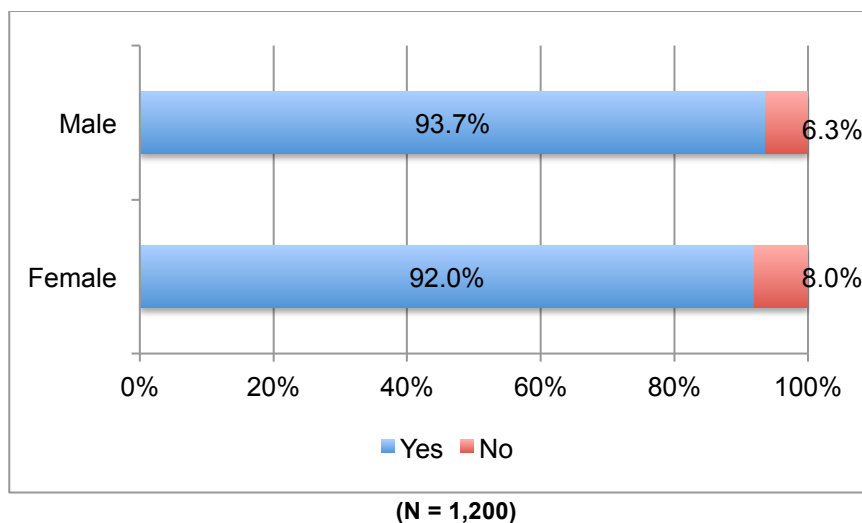
Graph 4.6.1a shows that 92.8% of all survey respondents advised that they have access to the internet, whereas 7.2% do not.

**Graph 4.6.1a** Access to the Internet



Graph 4.6.1b shows that males (93.7%) were more likely to have access to the internet, whereas only 92.0% of females advised that they have access.

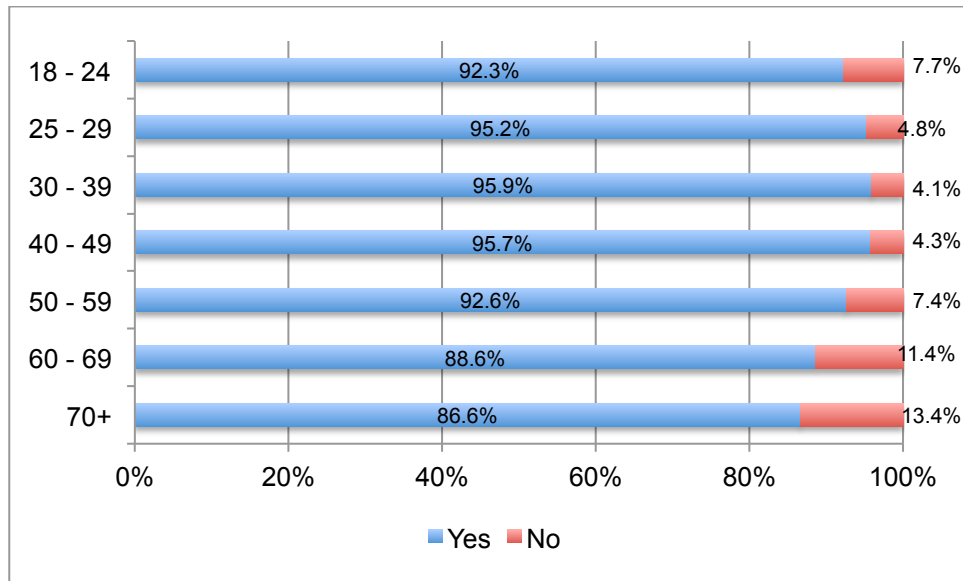
**Graph 4.6.1b** Access to the Internet (by gender)



Graph 4.6.1c shows that respondents aged 60 and above were the least likely to have access to the internet. Respondents aged 30 to 39 (96.9%) and 40 to 49 (96.7%) were the most likely age categories to have access to the internet.

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

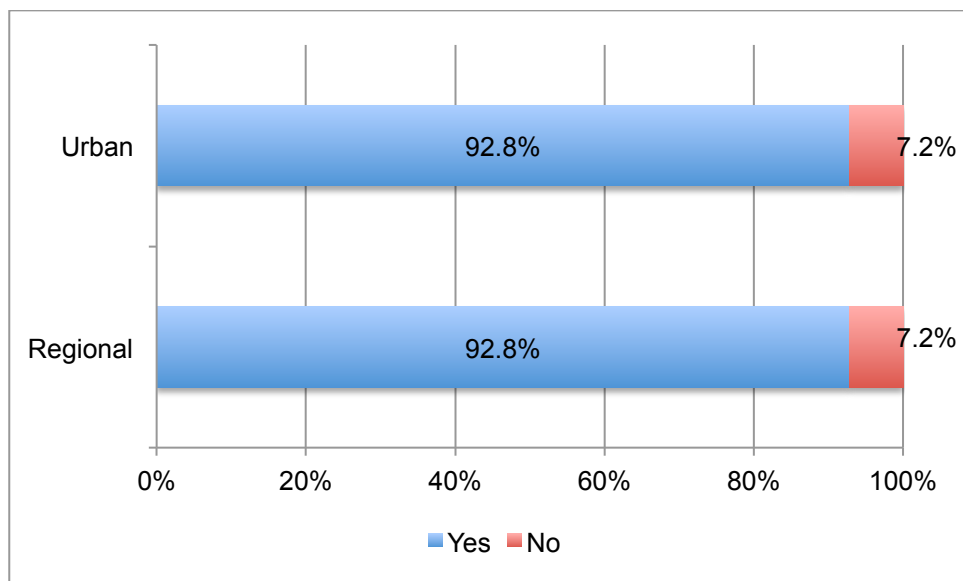
**Graph 4.6.1c Access to the Internet (by age)**



(N = 1,200)

Graph 4.6.1d shows that access to the internet is the same across urban and regional respondents (92.8%).

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



(N = 1,200)

4.6.2 In **question 30**, all survey respondents were asked:

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

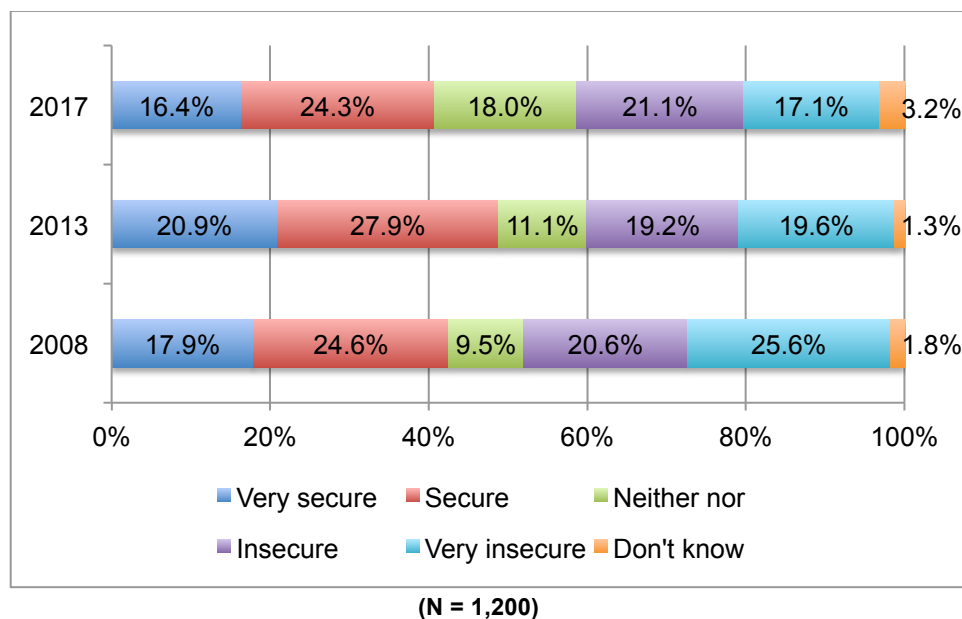
The results shown in Graph 4.6.2a reflect a decreasing sense of security in the community in relation to voting via the internet since 2013. Despite this, those who feel ‘at least’ secure about voting in this manner form the majority for the second survey period in a row. It is noted that several issues relating to the security of popular and official government websites have occurred in the period since 2013.

The largest proportion of survey respondents (42.7% - down from 48.8% in 2013) felt ‘at least’ secure about voting via the internet. 24.3% of respondents felt secure about voting in this way, whereas a further 16.4% felt very secure.

38.2% of respondents felt insecure about voting via the internet (21.1% - insecure and 17.1% - very insecure). This represented a small decrease in insecurity of 0.6% since 2013.

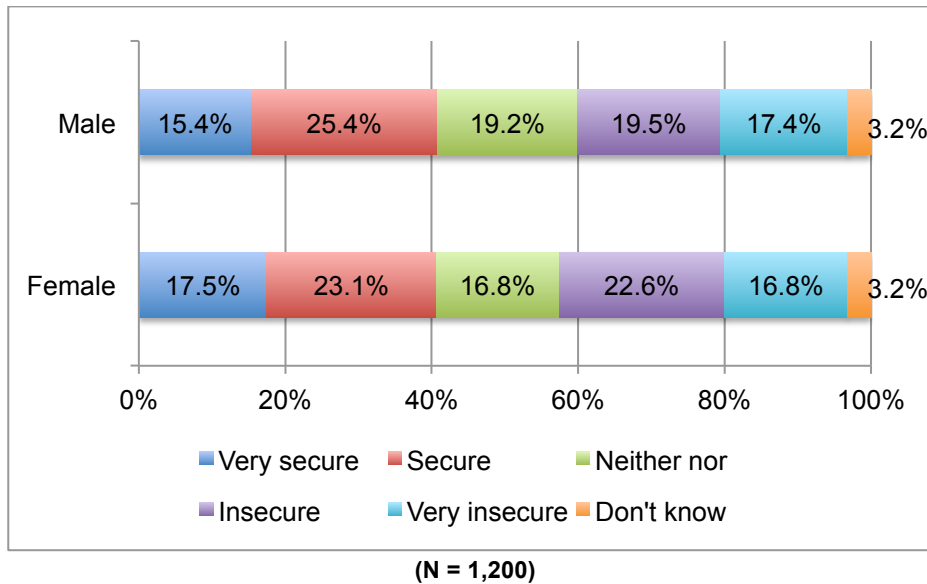
18.0% of respondents were neutral on the issue and 3.2% of respondents were unsure of their response.

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



Graph 4.6.2b, presented overleaf, shows similar ‘at least’ secure scores for males and females. Females were more likely to feel insecure (39.4%) when compared to males (36.9%).

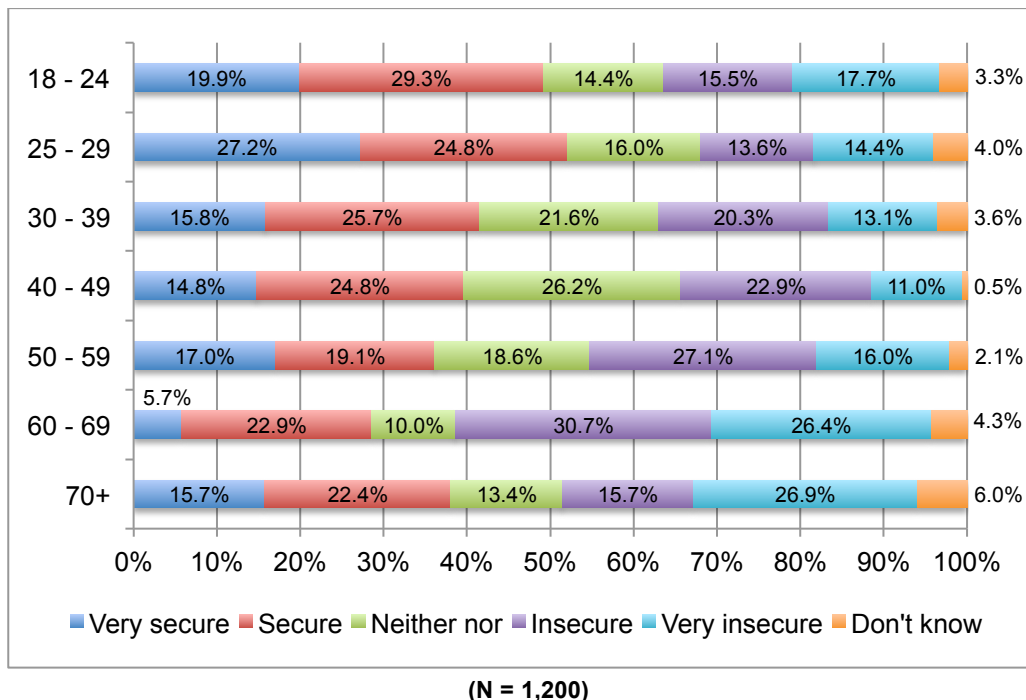
**Graph 4.6.2b Security Perception of Internet Voting (by gender)**



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

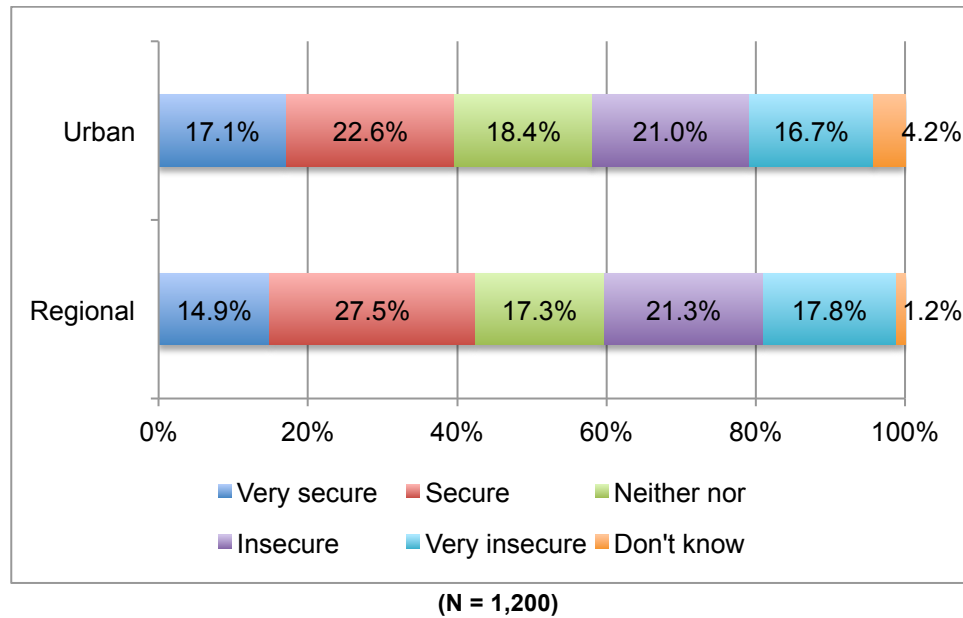
Due to the limited number in each age group, it needs to be remembered that the results for respondents based on age are subject to sizeable sampling error (approximately +/- 10%) and need to be viewed with care.

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



Graph 4.6.2d shows that regional respondents were more likely to feel both secure (42.4%) and insecure (39.1%) when compared to urban respondents. Urban respondents were more likely to be either neutral on the issue (18.4%) or unsure (4.2%) than regional respondents.

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



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

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

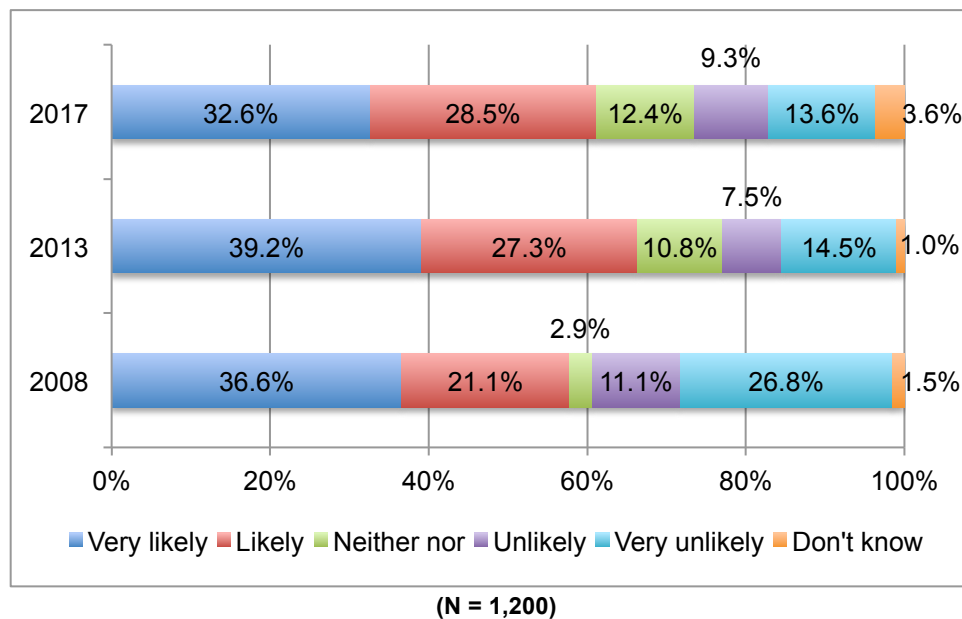
The results shown in Graph 4.6.3a show a decreasing likelihood of voting via the internet, since 2013, if it was believed that the process was secure and the facility was available.

61.3% of respondents felt ‘at least’ likely to vote via the internet (28.5% - likely and 32.6% - very likely). This reflected a decrease of 5.2% since 2013.

22.9% of all survey respondents felt ‘at most’ unlikely to vote at a state general election via the internet. 9.3% of respondents felt unlikely to vote in this way, whereas a further 13.6% felt very unlikely.

An increasing proportion of respondents felt either neutral or unsure of the issue in this survey period. 12.4% of respondents were neither likely nor unlikely to use the internet to vote and 3.6% of respondents did not know what answer to provide.

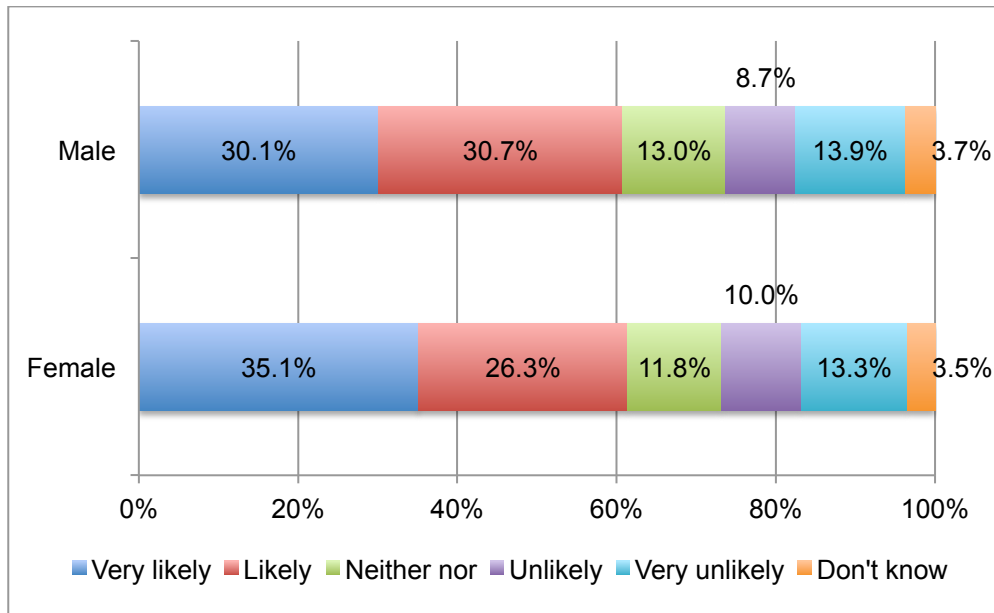
**Graph 4.6.3a Likelihood of Voting Via the Internet**



Graph 4.6.3b, presented overleaf, shows similar ‘at least’ likely scores for males and females, with the only key difference in the intensity of the scores within the category. Females were more likely to feel very likely to vote in this manner (35.1%) when compared to males (30.1%).



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

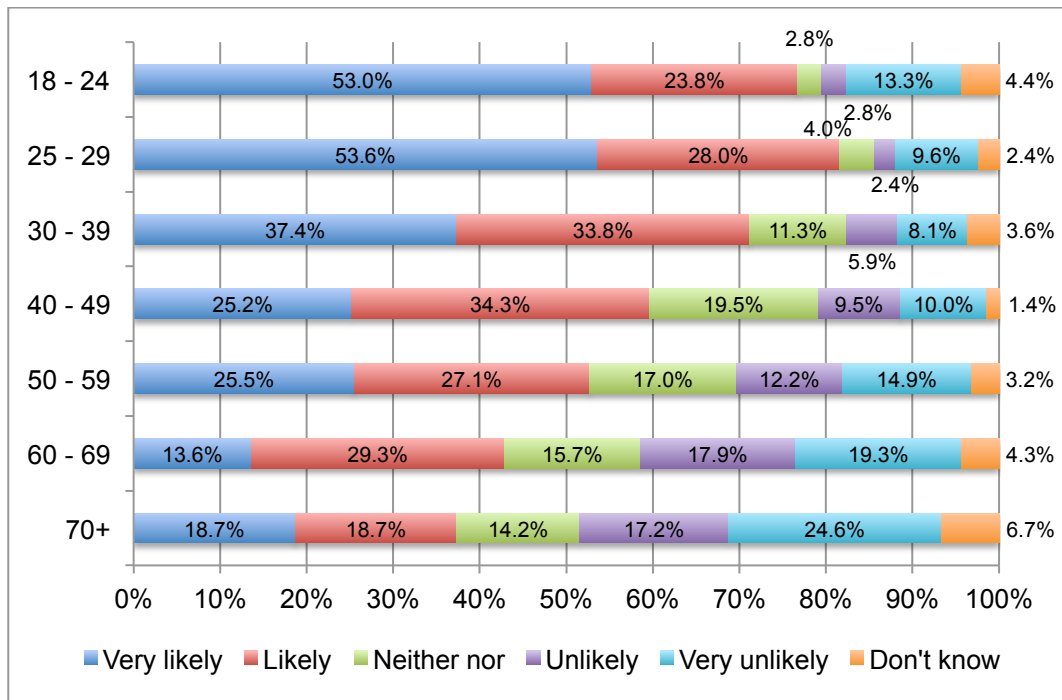


(N = 1,200)

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

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

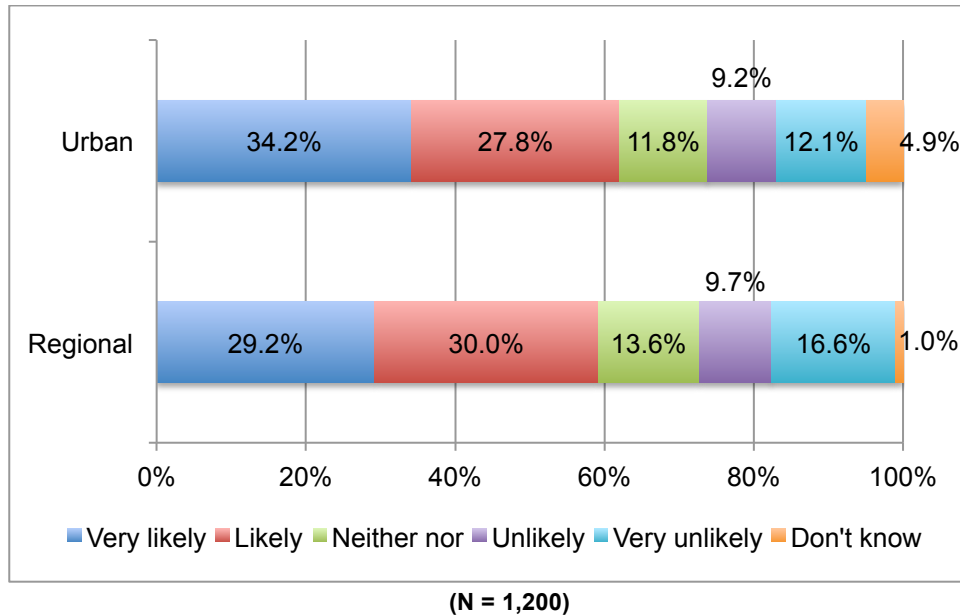
**Graph 4.6.3c Likelihood of Voting Via the Internet (by age)**



(N = 1,200)

Graph 4.6.3d shows that urban respondents were more likely to vote via the internet (62%) when compared to regional respondents (59.2%). A larger proportion of regional respondents were unlikely to vote in this way (26.3%) than urban respondents (21.3%).

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



In **question 31a** respondents who indicated that they were likely to use the internet to vote at a state general election were asked:

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

The key category responses were:

	Number	Percentage
Convenience	427	58.3%
Speed	201	27.4%
Only if secure	182	24.9%
Easier to use	92	12.7%
Other	36	4.9%
<b>Total respondents</b>	<b>733</b>	<b>100%</b>

In **question 31b** respondents who indicated that they were unlikely to use the internet to vote at a state general election were asked:

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

The key category responses were:

	<b>Number</b>	<b>Percentage</b>
Security issues	193	70.2%
Don't use the internet	86	31.3%
Habit	31	11.3%
Age	26	9.5%
Don't trust the internet	19	6.9%
Other	24	8.7%
<b>Total respondents</b>	<b>275</b>	<b>100%</b>

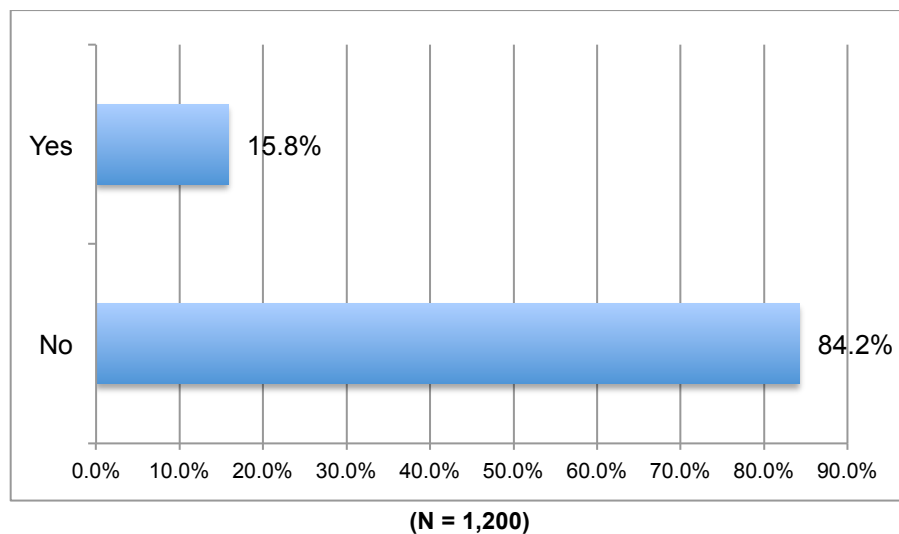
## 4.7 Respondents With Disabilities

4.7.1 In question 36, all survey respondents were asked:

**“Were you aware that the Commission made internet and telephone voting available at this election for electors with a disability or incapacity?”**

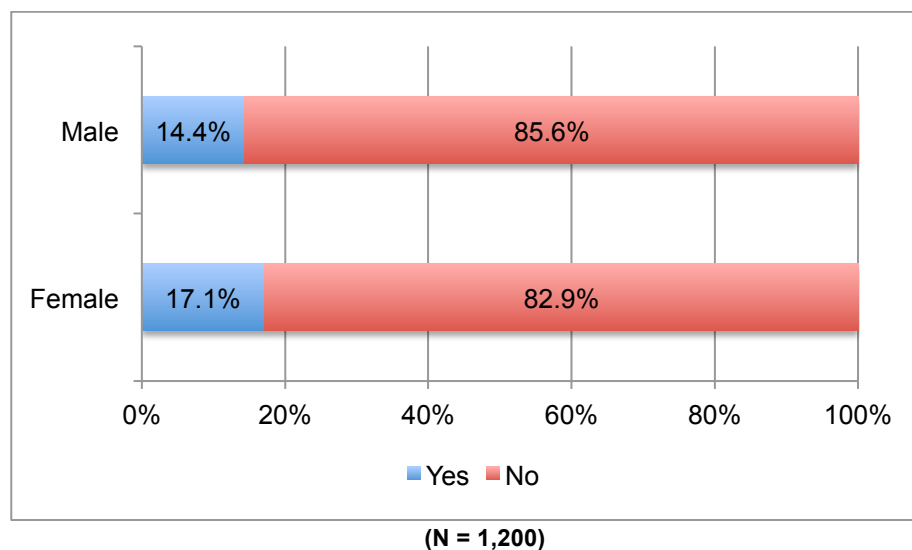
Graph 4.7.1a shows that 15.8% of respondents advised that they were aware that the Commission made internet and telephone voting available at this election for electors with a disability or incapacity. The remaining 84.2% were unaware of this.

**Graph 4.7.1a Awareness of Disabled Voting Options**



Graph 4.7.1b shows that females were likely to be more aware of the facilities made available for disabled voters (17.1%) when compared to males (14.4%).

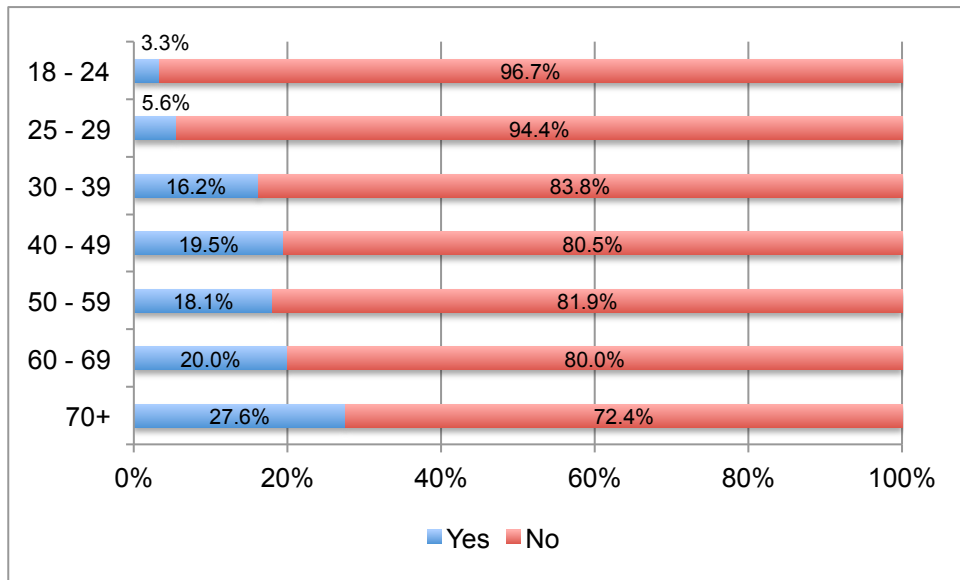
**Graph 4.7.1b Awareness of Disabled Voting Options (by gender)**



Graph 4.7.1c shows that awareness of the facilities made available for disabled voters increased based on age.

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

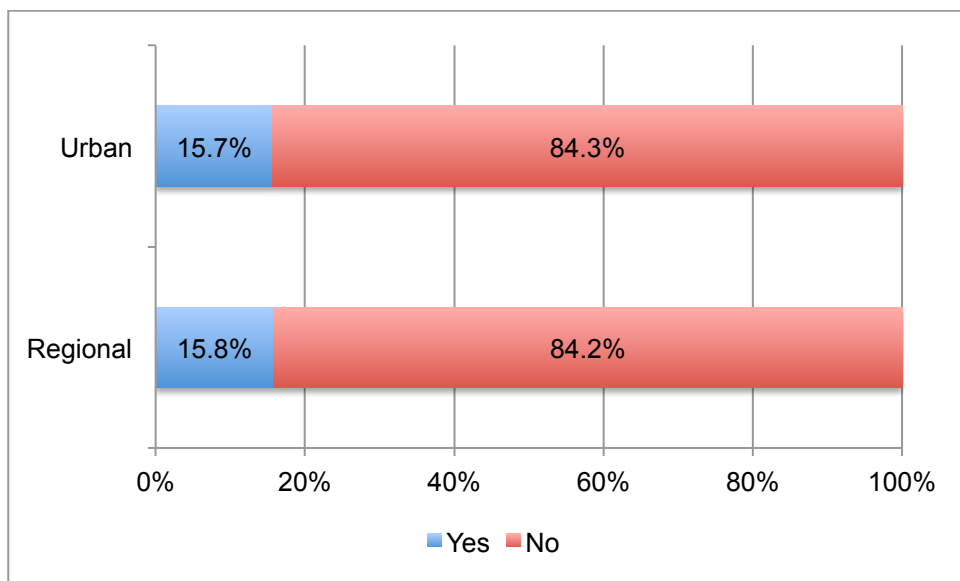
**Graph 4.7.1c Awareness of Disabled Voting Options (by age)**



(N = 1,200)

Graph 4.7.1d shows that both regional and urban voters had a similar awareness of the facilities made available for disabled voters.

**Graph 4.7.1d Awareness of Disabled Voting Options (by location)**



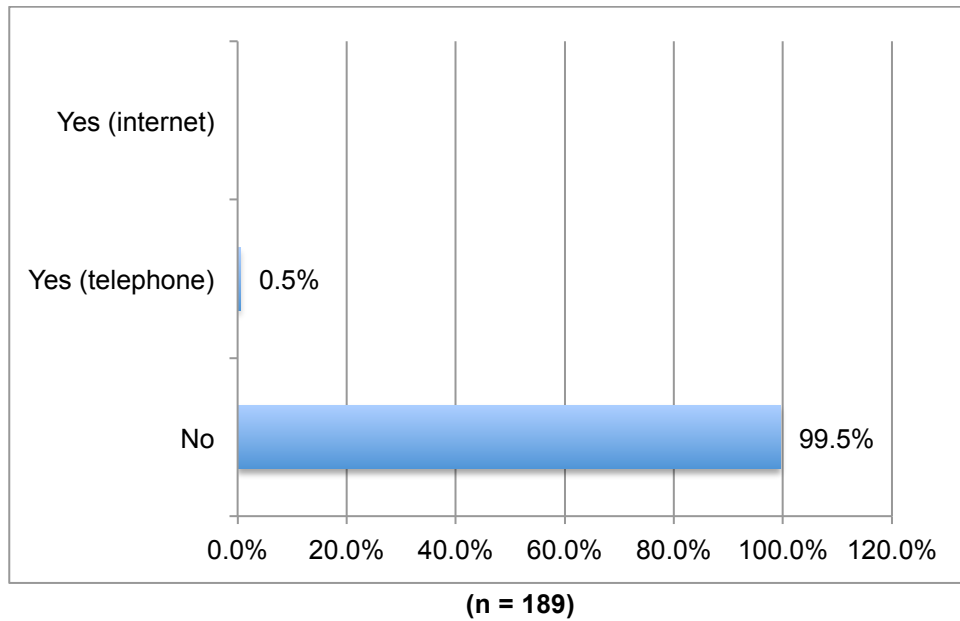
(N = 1,200)

**4.7.2** In **question 36a**, all survey respondents who were aware of the facilities available for disabled voters (189 respondents) were asked:

**“Did you use it?”**

0.5% of voters aware of the internet and telephone voting options available for respondents with a disability (1 respondent) advised that they made use of the facility.

**Graph 4.7.2a Use of Disabled Voting Facilities**

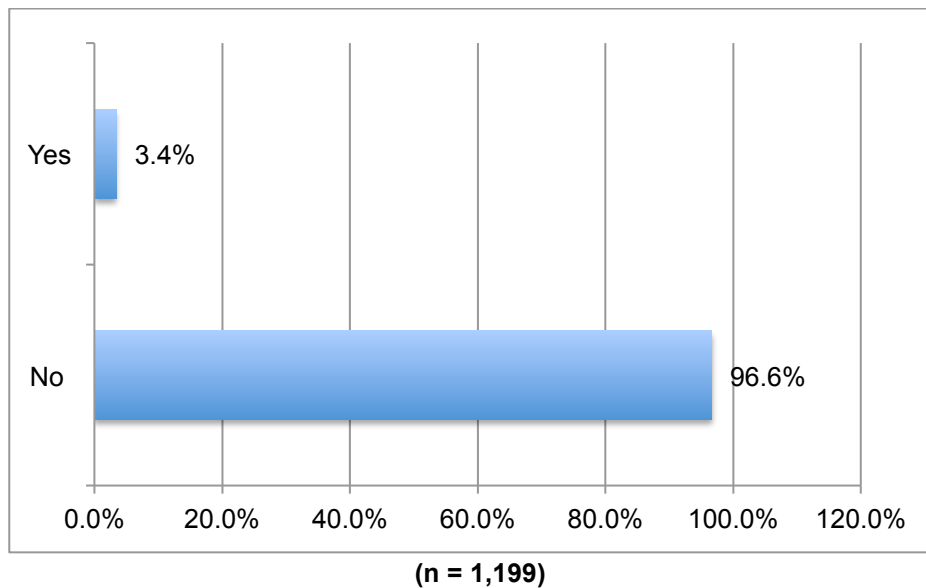


**4.7.3** In question 37, all survey respondents were asked:

**“Do you have a disability (that should be considered by the Commission when voting)?”**

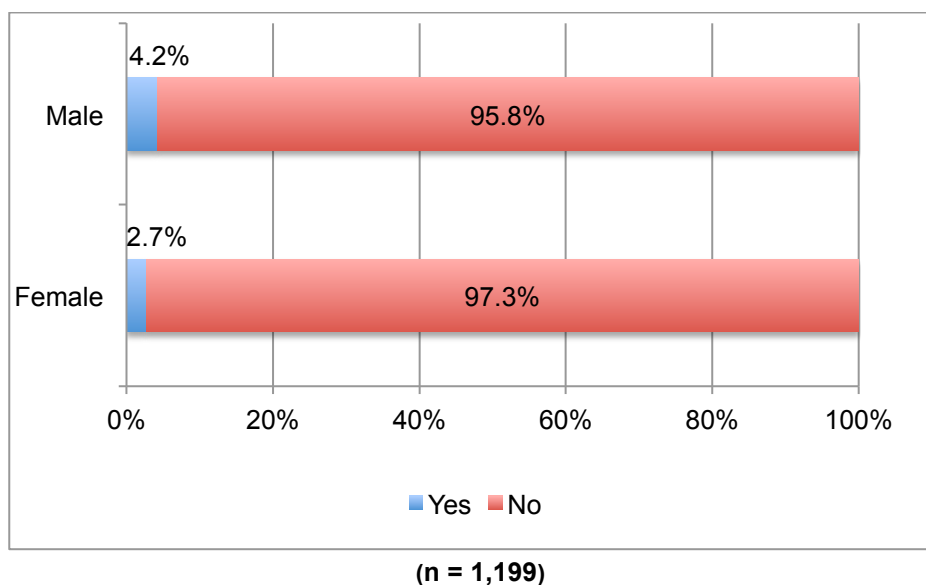
Graph 4.7.3a shows that 3.4% of respondents advised that they did have a disability that should be considered by the Commission when voting, with the remaining 96.6% having either no disability or one of insufficient importance to be considered.

**Graph 4.7.3a** Voter Disability Incidence



Graph 4.7.3b shows that males were more likely (4.2%) to claim that they did have a disability that should be considered by the Commission when voting compared to females (2.7%).

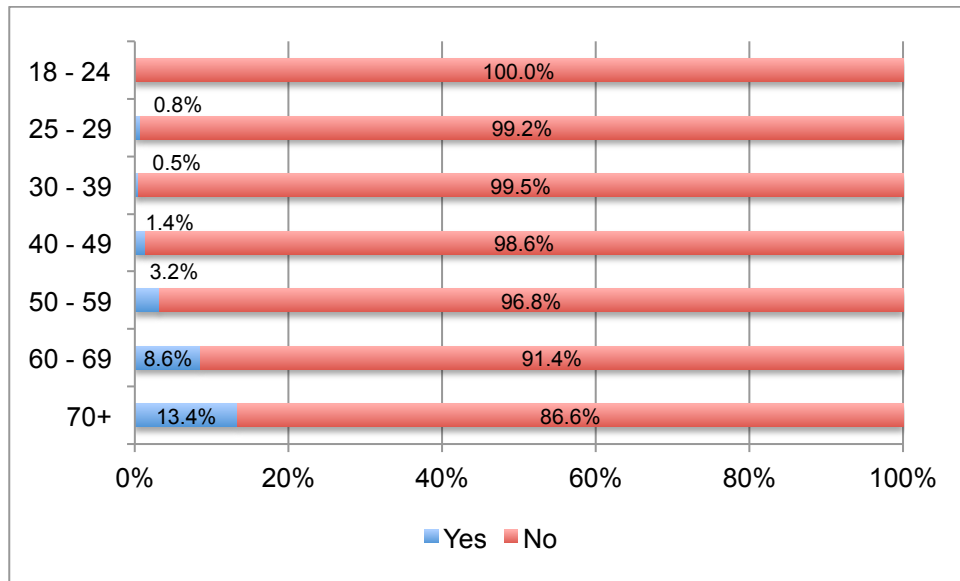
**Graph 4.7.3b** Voter Disability Incidence (by gender)



Graph 4.7.3c shows that older respondents were more likely to claim that they did have a disability that should be considered by the Commission when voting compared to younger respondents.

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

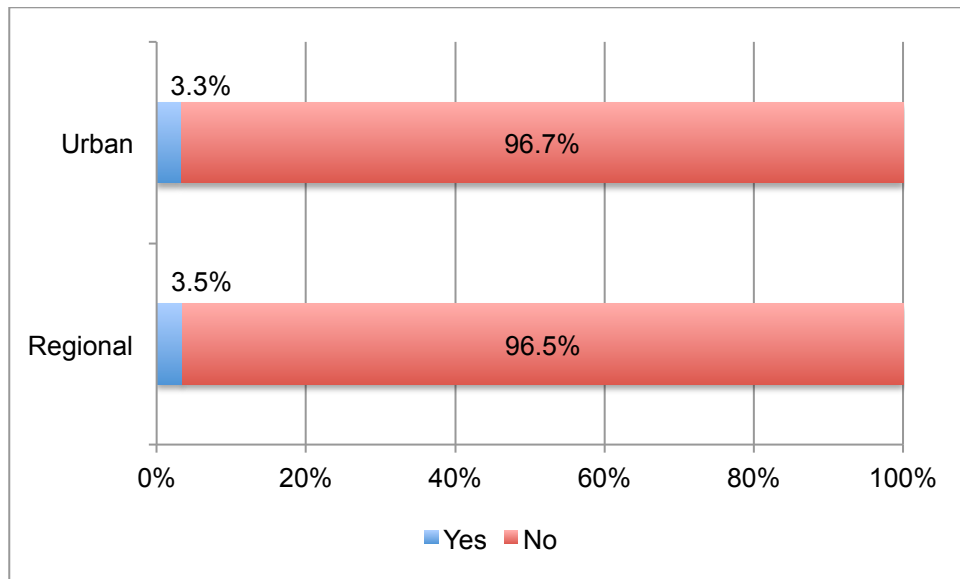
**Graph 4.7.3c** Voter Disability Incidence (by age)



(n = 1,199)

Graph 4.7.3d shows that urban and regional respondents were equally likely to claim that they did have a disability that should be considered by the Commission when voting.

**Graph 4.7.3d** Voter Disability Incidence (by location)



(n = 1,199)



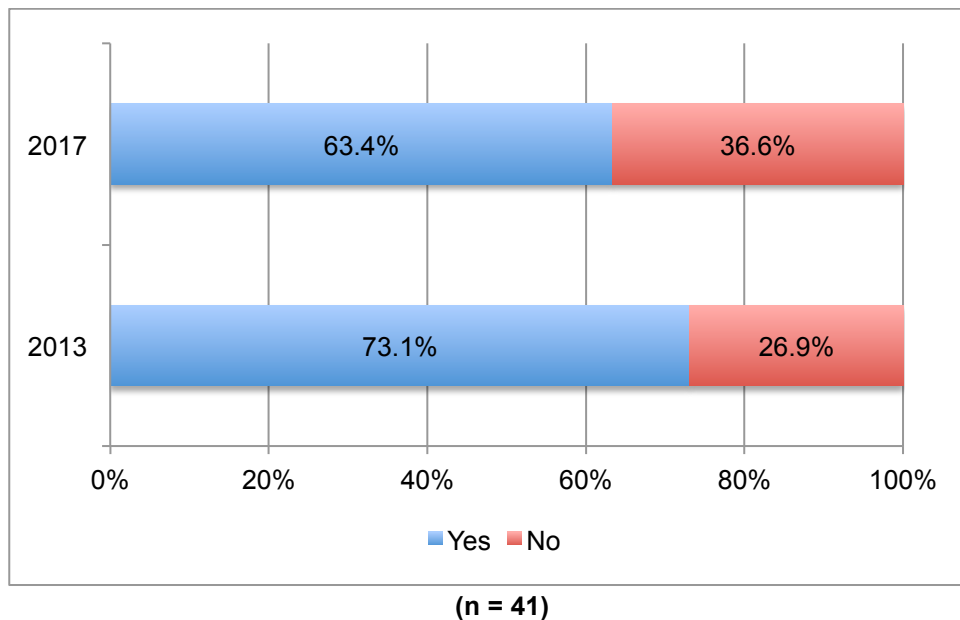
**4.7.4** In **question 38**, survey respondents who advised that they had a disability that should be considered by the Commission when voting but who had used the physical facilities (41 respondents) were asked:

**“Do you find the polling locations easy to access and use?”**

63.4% of respondents who had a disability (73.1% in 2013) found the polling locations easy to access and use. 36.6% of respondents with a disability (15 respondents) did not find this to be the case.

Fewer respondents noted that they had a disability in this survey period (41 respondents) compared to the 2013 survey period (68 respondents).

**Graph 4.7.4a**      **Ease of Polling Place Access and Use by Disabled Voters**



**4.7.5** In **question 39**, 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?”**

15 respondents who indicated that they had a disability, and did not find the polling location easy to access and use, provided an answer to this question. One respondent provided two suggested improvements in their response to the question.

The key responses to this were age related and involved issues related to the amount of time spent waiting to vote in the queue. 8 of the 15 were unaware of alternate voting options available for those with a disability.

The key potential improvements advised were:

- Provision of seating for those unable to stand for any length of time in the queue. (8 respondents)
- Alternate queue for those too infirm to stand for any length of time. (5 respondents)
- Provision of queue tickets for those unable to stand for any length of time in the queue. (2 respondents)

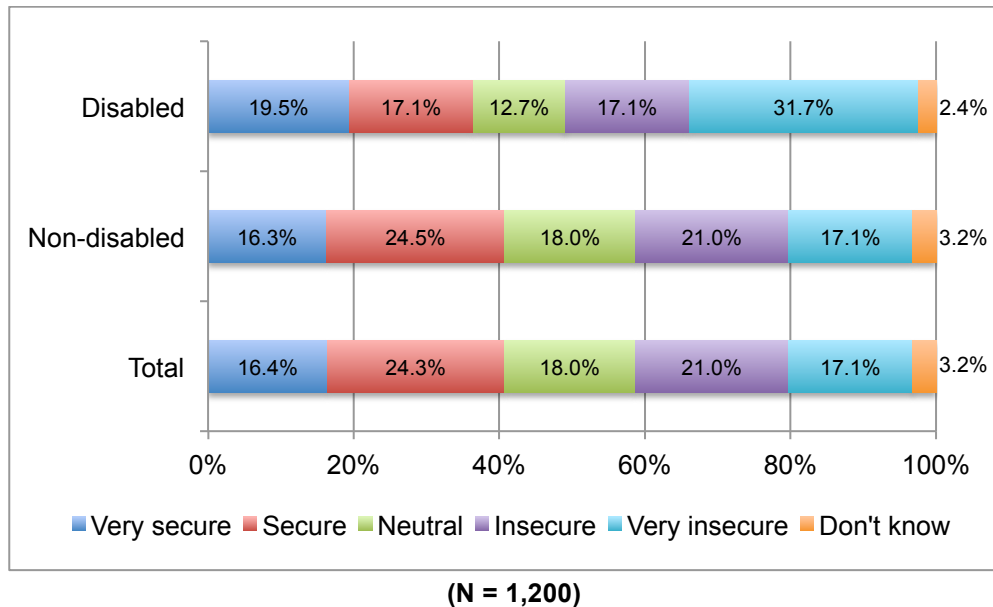
1 respondent used the telephone voting and advised that:

- Worked well. No improvements necessary. (1 respondent)

#### 4.7.6 Attitudes to Electronic Voting

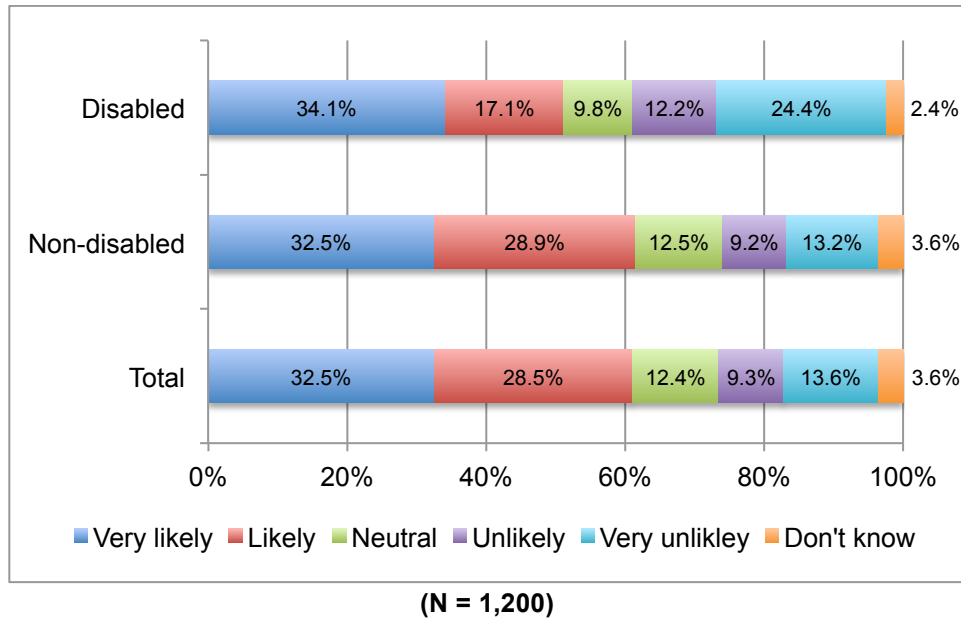
Graph 4.7.6a shows that people with disabilities (36.6%) felt marginally less secure in voting via the internet compared to respondents without disabilities (40.8%). Despite the small number of disabled respondents and larger subsequent sampling error the results are indicative of a marginally lower feeling of security with electronic voting among those identifying as disabled.

**Graph 4.7.6a Respondents with disabilities vs. 'How secure would you feel voting via the internet?'**



Graph 4.7.6b shows that people with disabilities (51.2%) were marginally less likely to vote via the internet compared to respondents without disabilities (61.4%).

**Graph 4.7.6b** 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?’



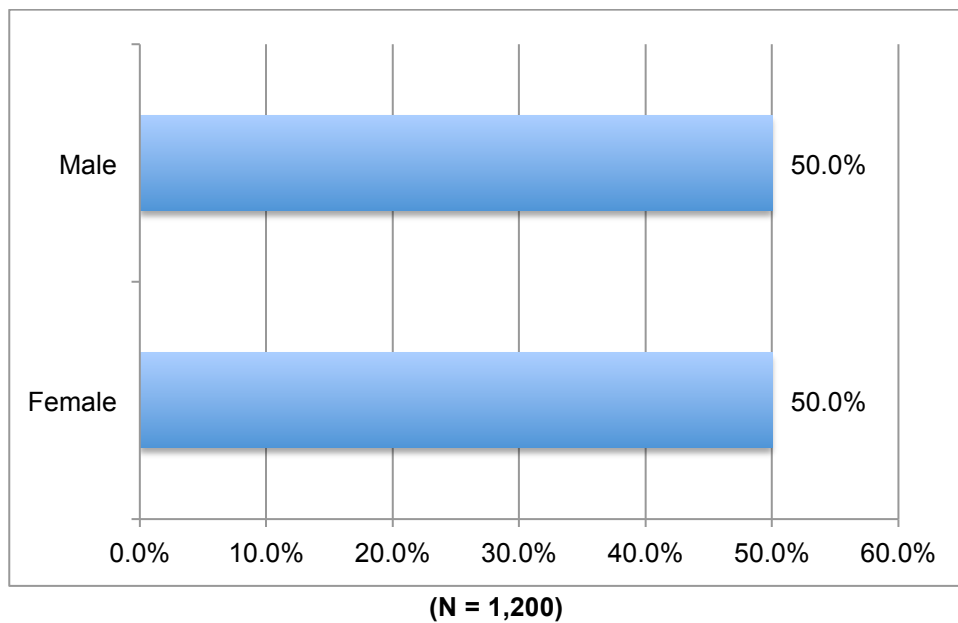
## 4.8 Demographics

4.8.1 In question 32, interviewers noted the gender of all survey respondents.

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

50.0% of survey respondents were female compared to 50.0% of male respondents.

**Graph 4.8.1**      **Gender of Respondents**



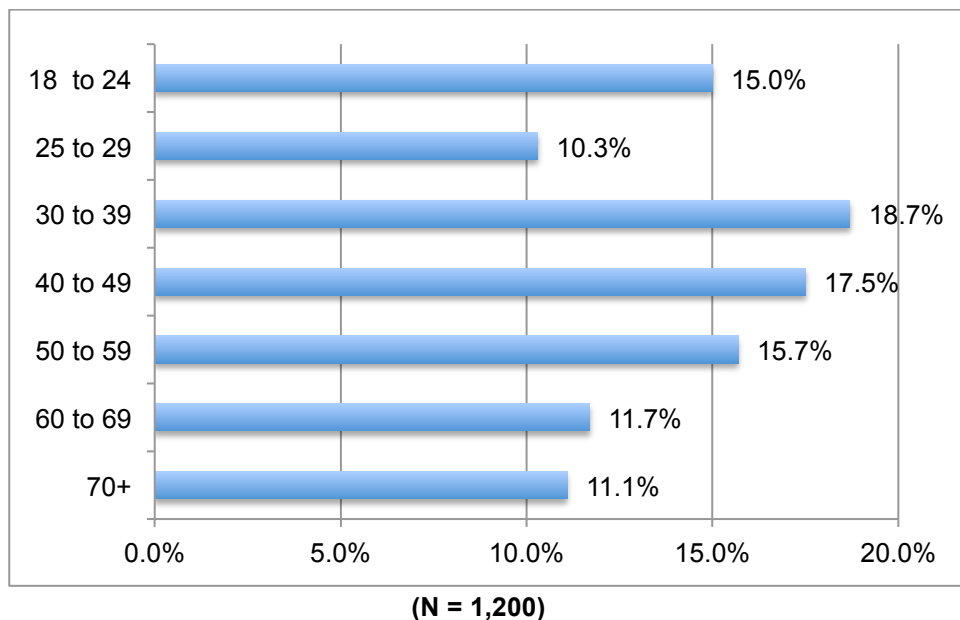
**4.8.2** In question 33, all survey respondents were asked:

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

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

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

**Graph 4.8.2**      **Age of Respondents**



**4.8.3** In **question 34**, all survey respondents were asked:

**“What is your country of birth?”**

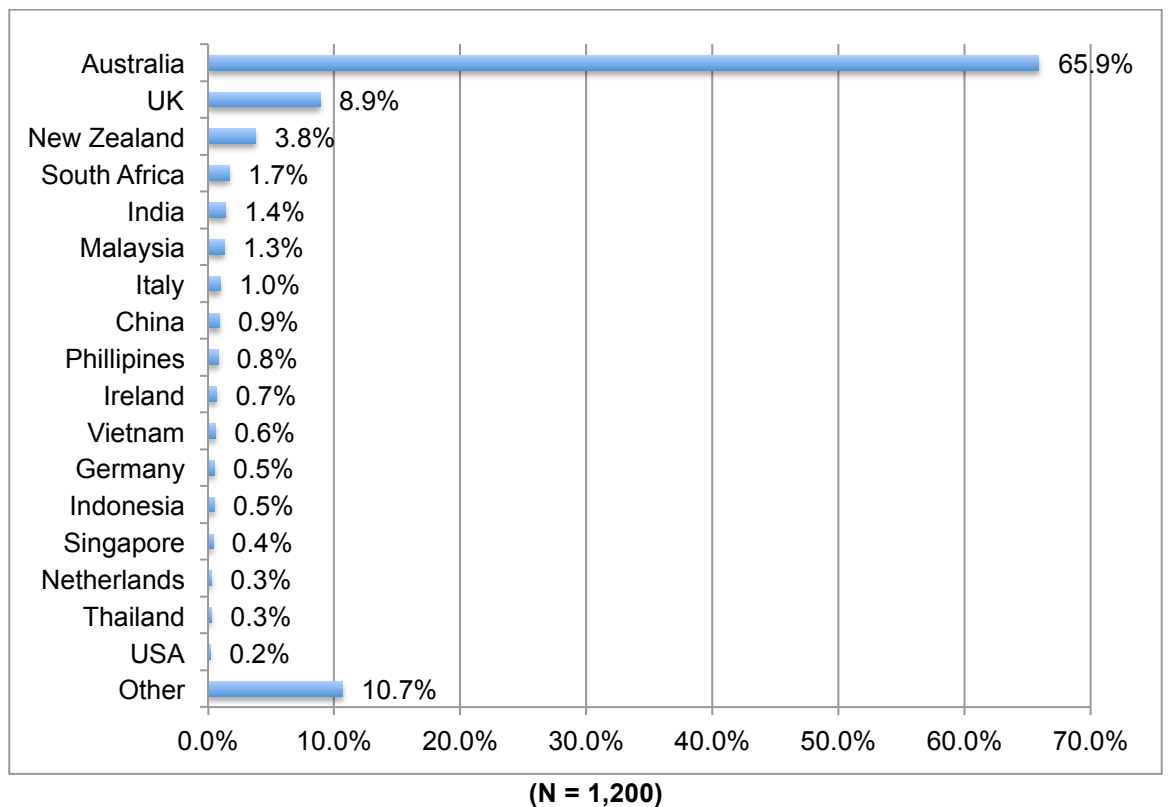
Table 4.9.3 shows that Australia was nominated as the most frequent country of birth (65.9%).

Countries of birth other than Australia represented 34.1% of all eligible voters.

The key country constituting non-Australian countries of origin was the UK (8.9%). Other more frequently mentioned countries included New Zealand (3.8%), South Africa (1.7%), India (1.4%), Malaysia (1.3%) and Italy (1.0%).

409 (34.1%) respondents to the survey were born outside of Australia.

**Graph 4.8.3**      **Country of Birth**

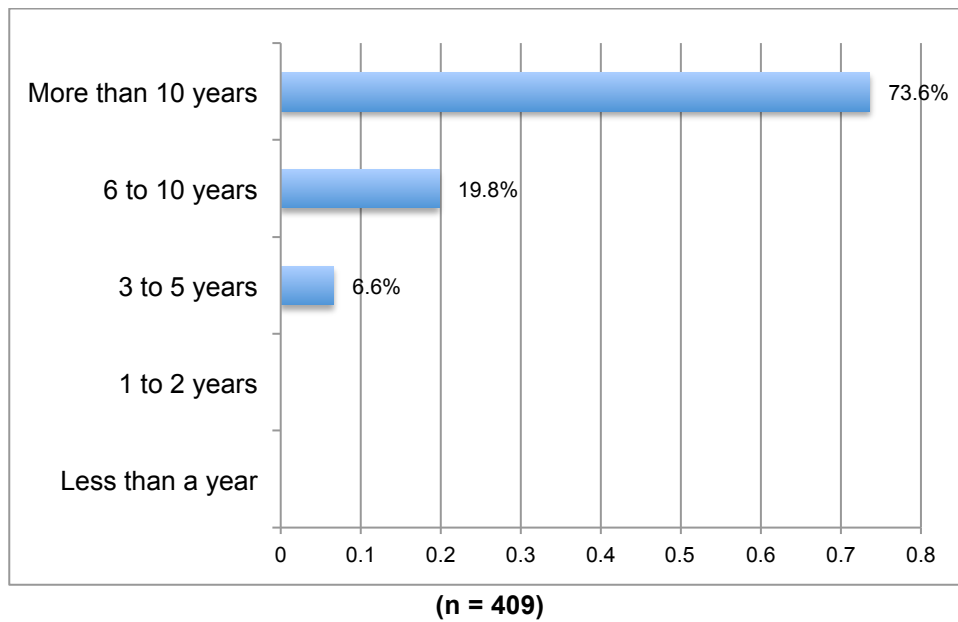


**4.8.4** In **question 35**, survey respondents who were not born in Australia (409 respondents) were asked:

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

Almost 74% of these respondents (73.6%) advised that they had lived in Australia for greater than 10 years. 19.8% had lived in Australia for between 6 to 10 years with the remaining 6.6% having lived here for between 3 to 5 years.

**Graph 4.8.4**      **Length of Residence in Australia**





# **Appendix 1**

## **Questionnaire**

## **Appendix 2**

# **Statistical Result Tables**

## **Appendix 3**

# **Demographic Cross-tabulations**