



WESTERN AUSTRALIAN
Electoral Commission



Asset Research
Information for Success

Report on the
Western Australian Electoral Commission
Survey of Voters - State General Election
2008

(October 2008)

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1.0 INTRODUCTION

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

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

The objective of this project was to survey a representative sample of the population immediately after the State election held on the 6 September 2008 to determine their knowledge of the electoral process and satisfaction with services at polling places.

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

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

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

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

2.0 METHODOLOGY

Asset Research undertook a telephone survey of electors throughout metropolitan and regional Western Australia. Respondents were selected on a random basis from the State Electoral rolls, with the principal focus being on persons aged 18+ who were eligible to be enrolled on the State Electoral Roll. The telephone contact numbers of potential respondents selected from the rolls were obtained from the Electronic White Pages. The views of all respondents meeting these criteria were sought if randomly selected as a potential respondent, including:

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

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

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 minimize any potential sampling error. A total of 1,200 respondents participated in the survey. These were obtained from both regional and metropolitan voters. The numbers in each category and their corresponding potential sampling errors are detailed in the following table.

Table A – Sampling Error Breakdown

	Sample size	Possible sampling error
Metropolitan respondents	600	+/- 4.08%
East Metropolitan	200	+/- 7.07%
North Metropolitan	200	+/- 7.07%
South Metropolitan	200	+/- 7.07%
Regional respondents	600	+/- 4.08%
Agricultural	200	+/- 7.07%
Mining and Pastoral	200	+/- 7.07%
South West	200	+/- 7.07%
Overall	1,200	+/- 2.89%

The overall sample size was sufficient to ensure a potential sampling error of within +/- 3%, given the 46.2% response rate achieved for this survey (2,598

potential, eligible respondents were contacted to achieve the 1,200 responses). This response rate is good when it comes to telephone surveying, signifying that almost one out of every two potential and eligible respondents able to be contacted were prepared to participate in the survey.

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

3.0 EXECUTIVE SUMMARY

The data collection for this survey was conducted during the three weeks immediately following the September 6, 2008 State General Election. The broad survey results are presented under their key subject headings below.

- **Knowledge of enrolment and voting**

- **Voting enrolment.**

96.2% of respondents (98.8% in 2005) advised that they were enrolled to vote, with only 3.8% of respondents advising that they were not enrolled, compared to 1.2% in 2005.

96.5% of respondents believed that they did know how to enrol to vote compared to 3.5% who did not know how to enrol.

- **Accuracy of enrolment details.**

The results show that 86.5% of respondents believed that their enrolment details were correct. 1% of respondents (12) did not know whether their details were correct and only 0.6% (7) advised that their details were incorrect. 3.8% of respondents (46) advised that they were not enrolled and a further 8.1% (97) advised that they did not vote.

- **Access to enrolment information.**

58.2% of respondents considered themselves to be 'at least' satisfied with access to enrolment information (very satisfied – 22.7%, satisfied – 35.5%) compared to 20.4% of respondents considered themselves to be 'at most' dissatisfied (very dissatisfied – 5.7%, dissatisfied – 14.9%). 21.1% of respondents advised that they did not use enrolment information.

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

82.2% of respondents were able to correctly advise that Australian citizens are able to vote in State Elections. Of those respondents, 74.3% were also able to advise that people 18 years of age or over were eligible to vote.

94.9% of respondents indicated that you are able to vote anywhere in the State compared to 5.1% who did not believe this.

93.2% of respondents indicated that that you are still able to vote if you are overseas compared to 6.8% who did not believe that you could vote overseas.

Awareness of pre-election day voting processes was only 71.3%.

52.2% of respondents did not nominate the individual voter as being responsible for updating their own electoral details.

➤ **Polling place voting.**

82.8% of all respondents advised that they did vote at a polling place during the election. 4.7% of respondents advised that they had voted, but used an alternate method compared to 12.1% of respondents who advised that they did not vote. 0.4% indicated that they turned up but were ineligible to vote.

➤ **Changes to electoral boundaries.**

26.9% of all respondents advised that they were aware of changes made to the electoral boundaries in their locality. This compared to 73.1% who were not aware of any changes.

➤ **Source of electoral result information.**

By far the most popular source of election result information was television. 71.2% of respondents used this information source compared to the next most popular – newspapers at 37.3% of respondents. 9.2% of respondents used the internet as the third most popular source.

• **Polling location**

➤ **Factors in choosing polling location.**

When choosing a polling location the key factor relates to proximity to the respondents home. This is evidenced in three ways – through the response of proximity to home (44.8%), through elements related to convenience (37.6%) as well as general proximity (31.0%).

➤ **Voting place proximity and convenience.**

75.2% of respondents chose to vote at a polling location close to their home. 93.9% of respondents advised that the polling location they chose to vote at was convenient for them.

• **Easy Voter Card**

➤ **Awareness of Easy Voter Card receipt.**

44.8% of respondents advised that they were aware that they had received a copy of the Easy Voter Card. 28.8% of respondents could not recall having received a copy at all and a further 26.4%

advised that they did not know whether they had received one or not.

82.1% of respondents receiving the Easy Voter Card advised that they did receive the correct copy of the Easy Voter Card for their area. 4.5% of respondents did not believe that they had received the correct copy and a further 13.4% advised that they did not know whether they had received the correct one or not.

➤ **Use of the Easy Voter Card.**

38.9% of respondents receiving the Easy Voter Card advised that they did make use of it. This compares to 61.1% who advised that they did not use it.

Of the 209 respondents who actually used the Easy Voter Card publication, 43.1% of respondents found the publication to be 'at least' useful. A further 28.2% of respondents found the publication to be 'somewhat' useful, and 20.1% found the publication to be 'slightly' useful. Only 8.6% of respondents found it to be not at all useful.

With the exception of 8 respondents, all users of the Easy Voter Card in this survey period were able to recall at least one element of the publication.

• **Advertising effectiveness**

➤ **Awareness of advertising.**

The most popular form of advertising recalled was television advertising, with 59.4% of respondents aware of Commission advertising (27.6% of all respondents) using this medium. Newspapers were the second most popular form of advertising with an awareness level of 56.5% (26.2% of all respondents).

As for the 2005 survey results, the key response categories did appear to cover the key messages being provided by the advertising, namely:

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

58.0% of respondents aware of the Commission advertising (26.9% of all respondents) advised that it did provide them with the information they needed to vote.

➤ **Advertising influence**

93.2% of respondents aware of the Commission advertising (43.2% of all respondents) indicated that they were not influenced to vote by the advertising.

Only 7.4% of respondents who were aware of the Commission advertising (3.4% of all respondents) had a correct recollection of the slogan for the election. A further 10.6% (4.9% of all respondents) had a close, although not completely accurate, recollection of the slogan.

• **Call Centre**

➤ **Call Centre awareness**

31.8% of respondents advised that they were aware of the Commission Call Centre (Enquiry line) compared to 68.2% who were not.

8.1% of respondents who were aware of the Commission Call Centre (2.6% of all respondents) indicated that they had used the Call Centre.

➤ **Call Centre satisfaction**

The majority of respondents to this question were satisfied with the service they received. 90.3% of the respondents were at least satisfied with the service received, with 9.7% being at most dissatisfied.

• **Website**

➤ **Website awareness**

55.3% of respondents advised that they were aware that the Commission had a website compared to 44.7% who were unaware.

19.5% of respondents aware of the Commission website (10.8% of all respondents) made use of it.

59.3% of the 135 respondents who used the website for information relating to the State Election used it for viewing election results. A further 25.2% of respondents used the website for general voting information.

➤ **Website satisfaction**

The majority of respondents to this question were satisfied with the service they received. 80.8% of the respondents were at least

satisfied with the service received, with 19.3% being at most dissatisfied.

78.5% of respondents were satisfied that the content of the website met their needs, however 21.5% of respondents advised that there were items that they expected to find but could not locate.

- **Community attitudes to electronic voting**

- **Use of the internet**

31.5% of respondents advised that they did not use the internet at all. By far the largest proportion of respondents advised that they used the internet at home. 55.8% of respondents used the internet in this location, compared to the next highest category of 27.6% using it at work. 6.8% of respondents used the internet through studies, with a further 3.4% using it at the library and 3.2% of respondents used the internet at internet cafes.

21.8% of respondents who use the internet indicated that they did not use the internet for any online transactions. Online transaction percentages of use were as follows:

- 33.2% of all respondents indicated that they used the internet for bill paying.
- 27.8% used the internet for online banking.
- 8.4% used it for Government information or services.
- 3.9% used it for other purposes, including online purchases.

- **Perceptions relating to the use of alternate technologies for voting**

Of the 18.3% of respondents who did vote on reality shows, 12.8% used mobile telephones, 4.76% used landlines for voting purposes and 0.8% of respondents used the internet as a voting tool.

The largest proportion of survey respondents (46.2%) felt 'at most' insecure about voting via the internet. 20.6% of respondents felt insecure about voting in this way, whereas a further 25.6% felt very insecure. 42.5% of respondents felt secure about voting via the internet (24.6% - secure and 17.9% - very secure). 1.8% of respondents were unsure of their response.

57.7% of respondents felt 'at least' likely to vote via the internet (21.1% - likely and 36.6% - very likely). 37.9% of all survey respondents felt 'at most' unlikely to vote at a state general election via the internet. 11.1% of respondents felt unlikely to vote in this way, whereas a further 26.8% felt very unlikely.

With the WAEC conducting the election, 61.3% of respondents

felt 'at least' secure (compared to 57.7% in question 53). 35.5% felt secure and 25.8% felt very secure. 30.2% of respondents felt 'at most' insecure about voting via the internet, even with the WAEC conducting the election, compared to the figure of 37.9% noted in the response to question 52. 15.0% of respondents felt insecure about voting in this way, whereas a further 15.2% felt very insecure.

4.0 RESULTS OF THE SURVEY

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

Demographic data was obtained from respondents to the survey and an analysis of responses to most questions was undertaken based on resulting demographic categories. This demographic analysis is only stated in the body of this report where it became evident that there were significant differences in the overall statistics quoted based on individual demographics. Demographic cross-tabulations are included in Appendix 3.

4.1 Knowledge of Enrolment and Voting

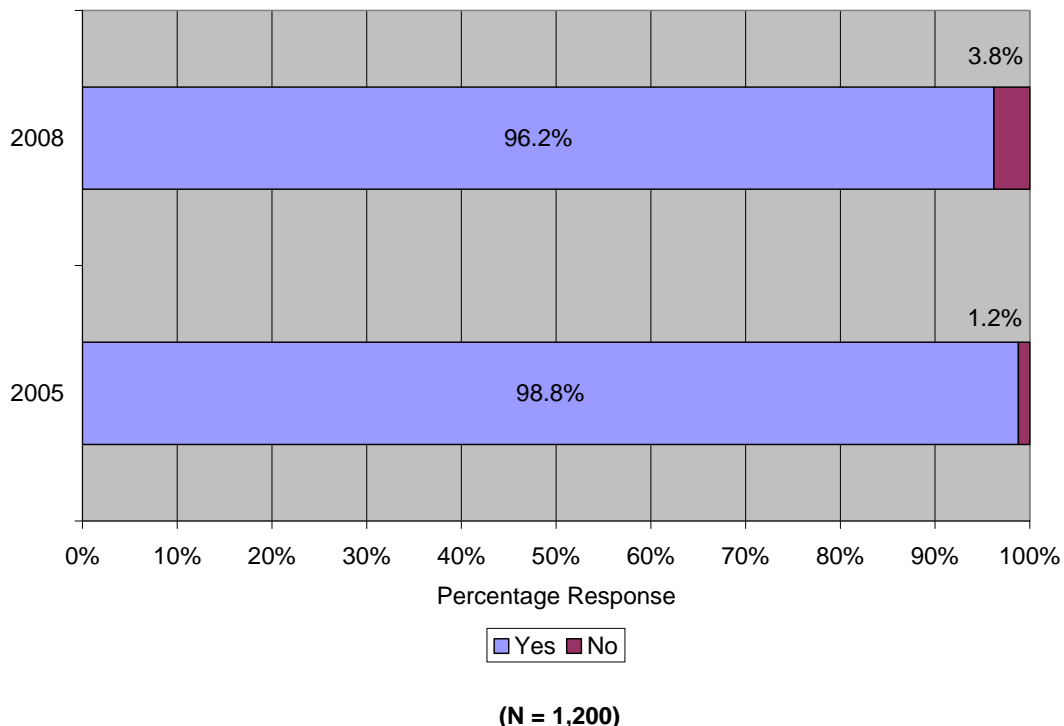
4.1.1 In **question 1**, all survey respondents were asked:

“Are you currently enrolled to vote?”

96.2% of respondents (98.8% in 2005) advised that they were enrolled to vote, with only 3.8% of respondents advising that they were not enrolled, compared to 1.2% in 2005. It is unknown whether this result reflects the true picture of community enrolment due to the sensitive nature of this subject post-election. Potential respondents were advised that the survey was only an information gathering exercise and not designed to identify people for the purposes of imposing a fine, however some respondents may have chosen to disregard this advice.

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

Graph 1 Voting Enrolment



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

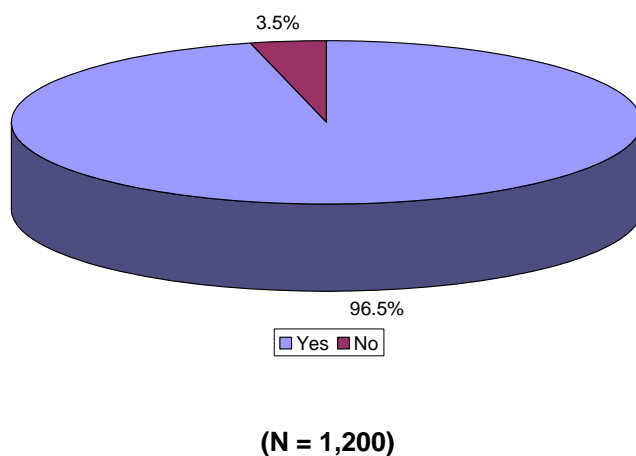
“Do you know how to enrol to vote?”

The results show that 96.5% of respondents believed that they did know how to enrol to vote compared to 3.5% who did not know how to enrol. Once again, there was no clear evidence as to whether any demographic group was over-represented in this category.

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

It should be noted that not all of the respondents who did not know how to enrol were respondents who were not currently enrolled. Of the 46 respondents who were not enrolled, only 15 did not know how to enrol (32.6%). The other 27 respondents who did not know how to enrol were already enrolled to vote.

Graph 2 Knowledge of Enrolment Process



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

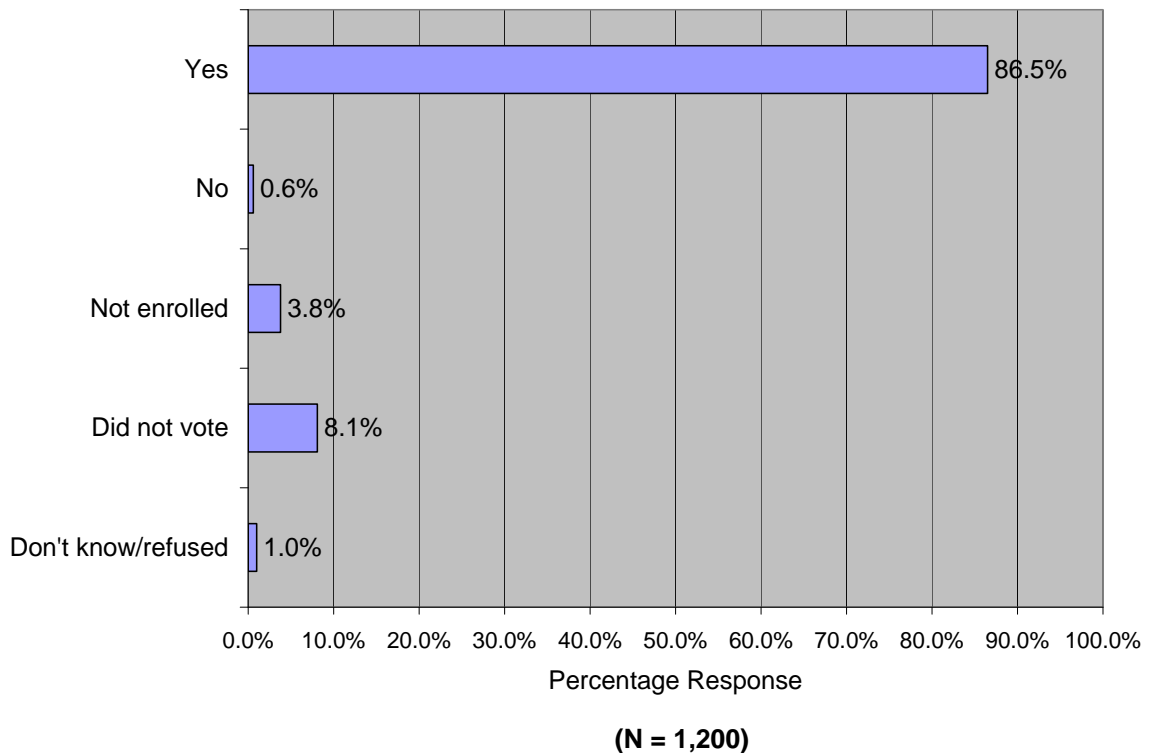
“When voting at the recent State Government election, were your enrolment details correct?”

The results show that 86.5% of respondents believed that their enrolment details were correct. 1% of respondents (12) did not know whether their details were correct and only 0.6% (7) advised that their details were incorrect. 3.8% of respondents (46) advised that they were not enrolled and a further 8.1% (97) advised that they did not vote.

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

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

Graph 3 Enrolment Detail Accuracy



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

“What was incorrect?”

As for the 2005 survey results, most of these respondents advised that their address details were incorrect. The responses provided are listed below in order of frequency:

- Incorrect address details (4 responses)
- Not listed on the roll (3 responses)

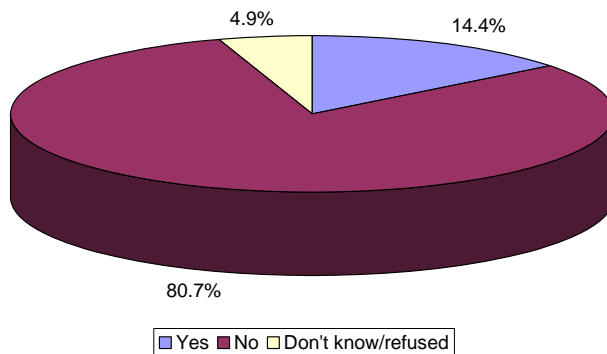
In **question 5**, all survey respondents were asked:

“Have you changed addresses in the last two years?”

80.7% of respondents advised that they had not changed address over the last two years. 14.4% advised that they had changed address and a further 4.9% did not know whether they had changed address in that time period or refused to answer the question.

This question was not asked in the 2005 survey.

Graph 4 Incidence of Address Change



(N = 1,200)

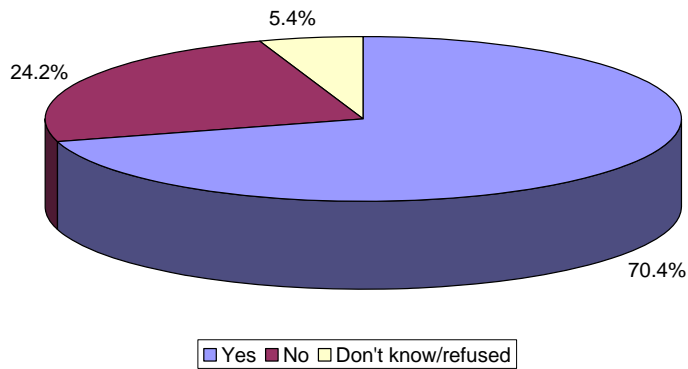
In **question 6**, all survey respondents who advised that they had changed address in the last two years (173 respondents) were asked:

“Did you notify the Commission of the changes?”

70.4% of respondents indicated that they had advised the Commission of changes to their address, compared to 24.2% who

had not and a further 5.4% who either did not know whether they had notified of the changes or refused to advise whether or not they had.

Graph 5 Notification of Address Change



(n = 173)

In **question 7**, the 105 survey respondents who advised that they had notified the Commission of changes to their enrolment details were asked:

“How did you notify the Commission of the changes?”

The responses provided are listed below in order of frequency:

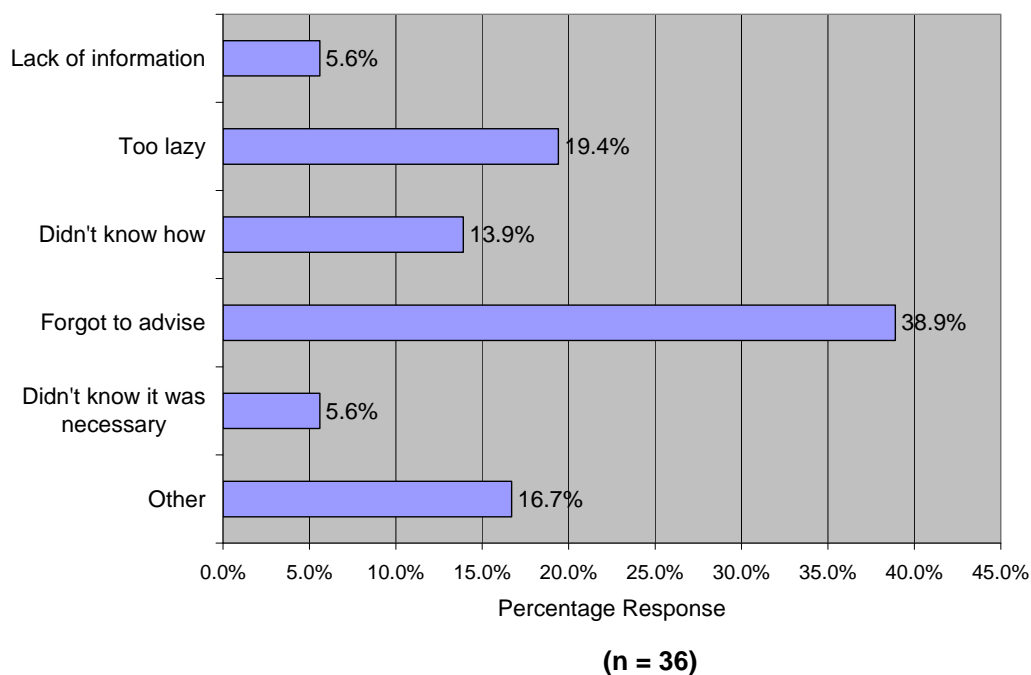
- Email (43 responses)
- Letter sent (21 responses)
- Notified in person/counter (17 responses)
- Changed on website (12 responses)
- Person at the door (7 responses)
- Advised by telephone (5 response)

4.1.4 In **question 8**, the 36 survey respondents who advised that they had not advised the Commission of their address change were asked:

“Why didn’t you inform the Commission?”

The largest proportion of respondents forgot to advise the Commission that they had changed addresses (38.9%). This was followed by 19.4% of respondents who indicated that they were too lazy to have notified the Commission, 13.9% who didn’t know how and 5.6% each for respondents who cited a lack of information and that they didn’t know it was necessary.

Graph 6 Reason for Not Informing of Address Change

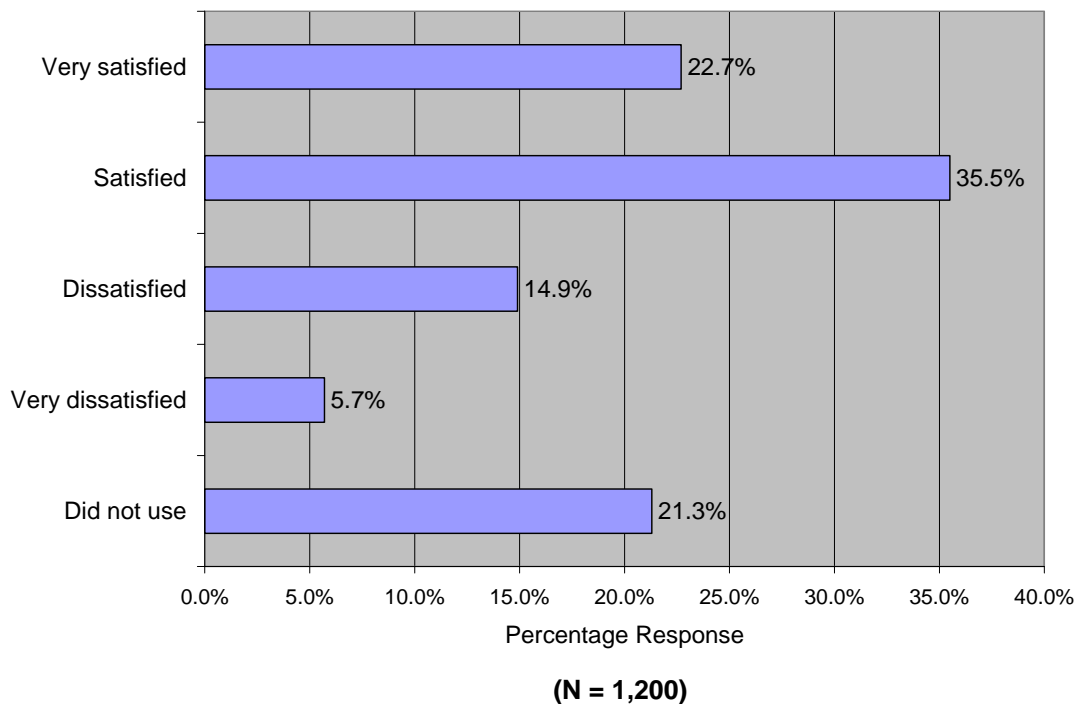


4.1.5 In **question 9**, all survey respondents were asked:

“How satisfied were you with access to enrolment information?”

58.2% of respondents considered themselves to be ‘at least’ satisfied with access to enrolment information (very satisfied – 22.7%, satisfied – 35.5%) compared to 20.4% of respondents considered themselves to be ‘at most’ dissatisfied (very dissatisfied – 5.7%, dissatisfied – 14.9%). 21.1% of respondents advised that they did not use enrolment information.

Graph 7 **Satisfaction with Access to Enrolment Information**



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

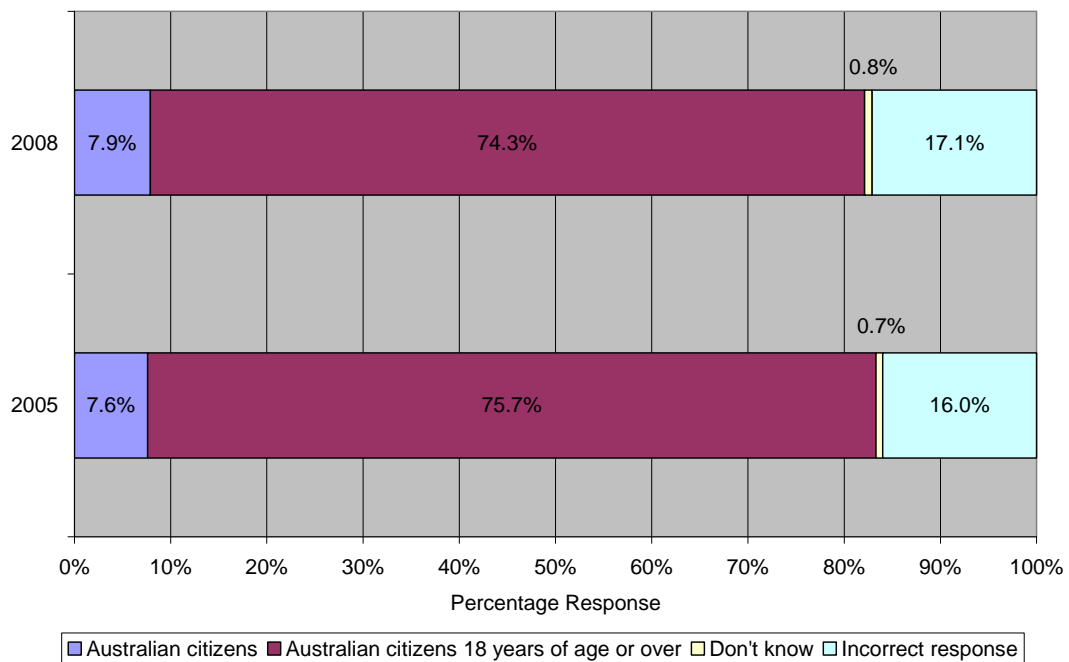
“Who is eligible to vote in State Elections?”

82.2% of respondents were able to correctly advise that Australian citizens are able to vote in State Elections. Of those respondents, 74.3% were also able to advise that people 18 years of age or over were eligible to vote.

17.1% of respondents provided an incorrect response and a further 0.8% of respondents did not know exactly who was eligible to vote.

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

Graph 8 Perception of Eligibility to Vote in State Elections



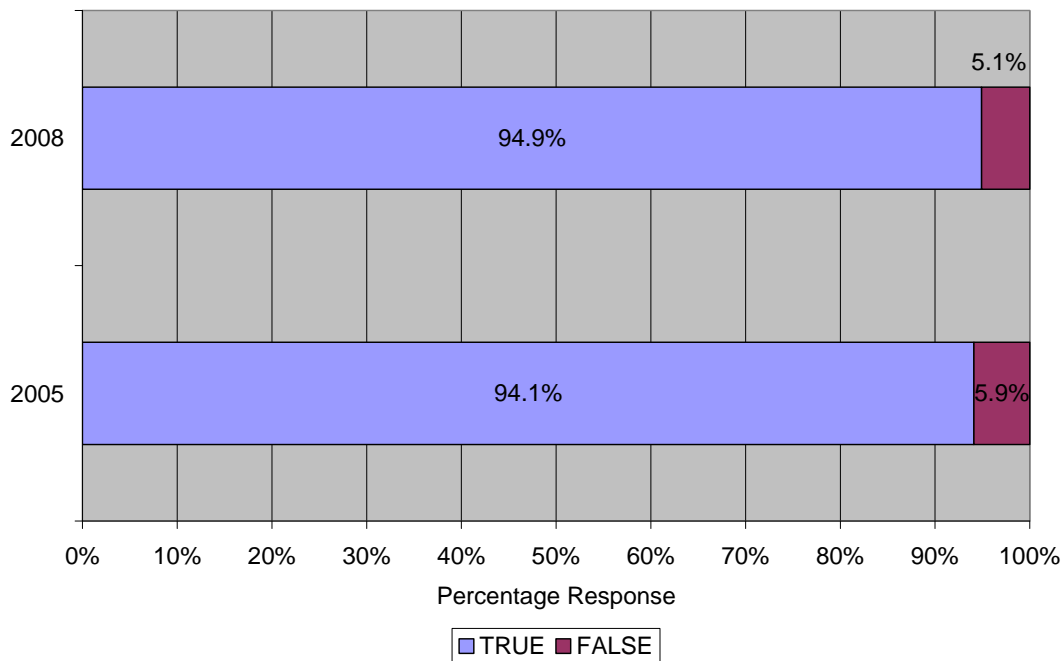
(N = 1,200)

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

“You can vote anywhere in the State”

94.9% of respondents indicated that this was true statement – that you are able to vote anywhere in the State. 5.1% of people did not believe that you could vote anywhere in the State. Proportionally speaking, more regional respondents believed this statement was true compared to metropolitan respondents.

Graph 9 You Can Vote Anywhere in the State



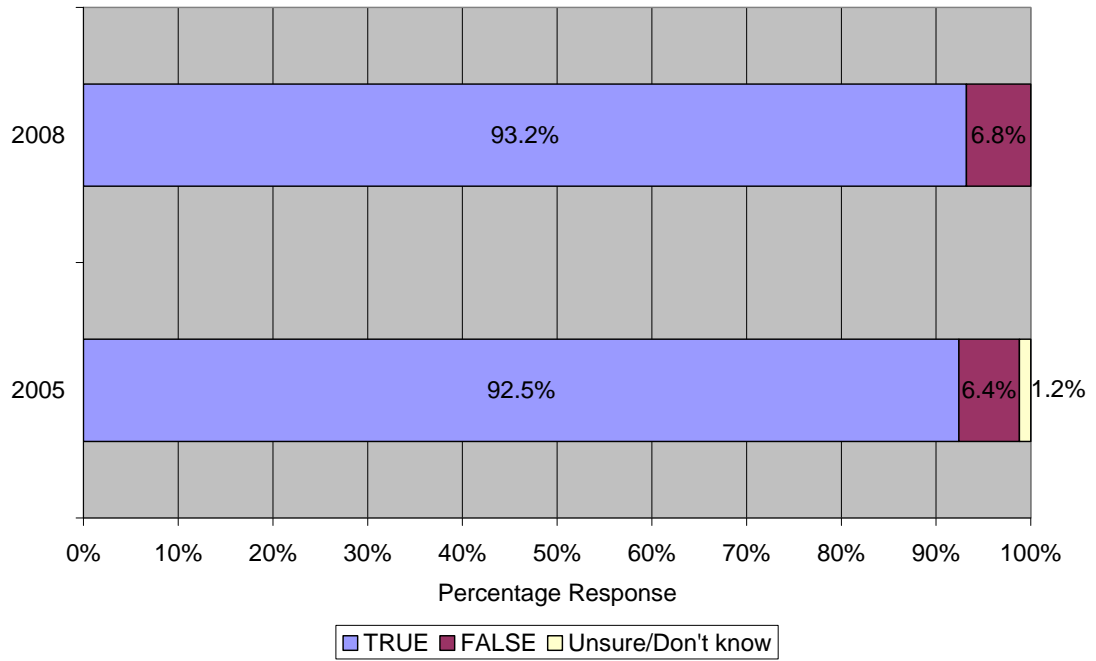
(N = 1,200)

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

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

93.2% of respondents indicated that this was true statement – that you are still able to vote if you are overseas. 6.8% of people did not believe that you could vote overseas. In this survey period there were no respondents who considered themselves unsure of the truth of the statement. There was no evidence that any demographic group was over-represented in this category.

Graph 10 If You Are Interstate or Overseas You Are Still Able to Vote



(N = 1,200)

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

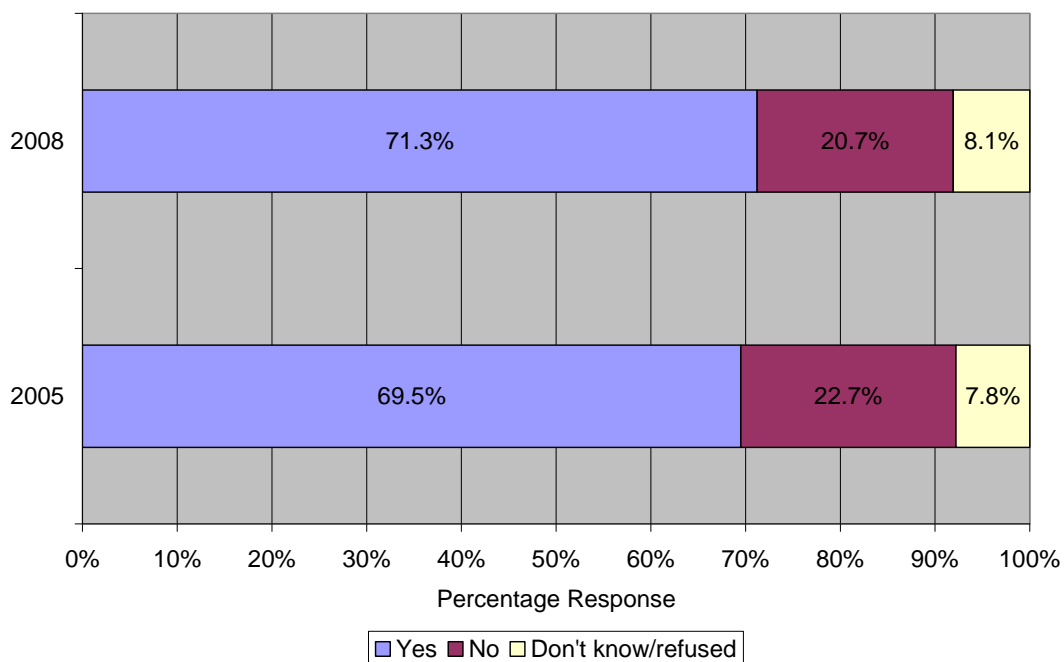
“Do you know where you can vote prior to election day?”

71.3% of respondents indicated that they did know where they could vote prior to election day, compared to 20.7% who did not know where they could vote, and a further 8.1% who were unsure of their response.

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

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

Graph 11 Awareness of Pre Election Day Voting Procedure



(N = 1,200)

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

- Postal vote (47.8%)
- Electoral Commission (30.9%)
- Post Office (17.4%)
- Absentee vote (4.8%)

- Airport (1.9%)
- Australian Embassy (1.7%)
- Internet (0.4%)
- Local Primary School (0.1%)

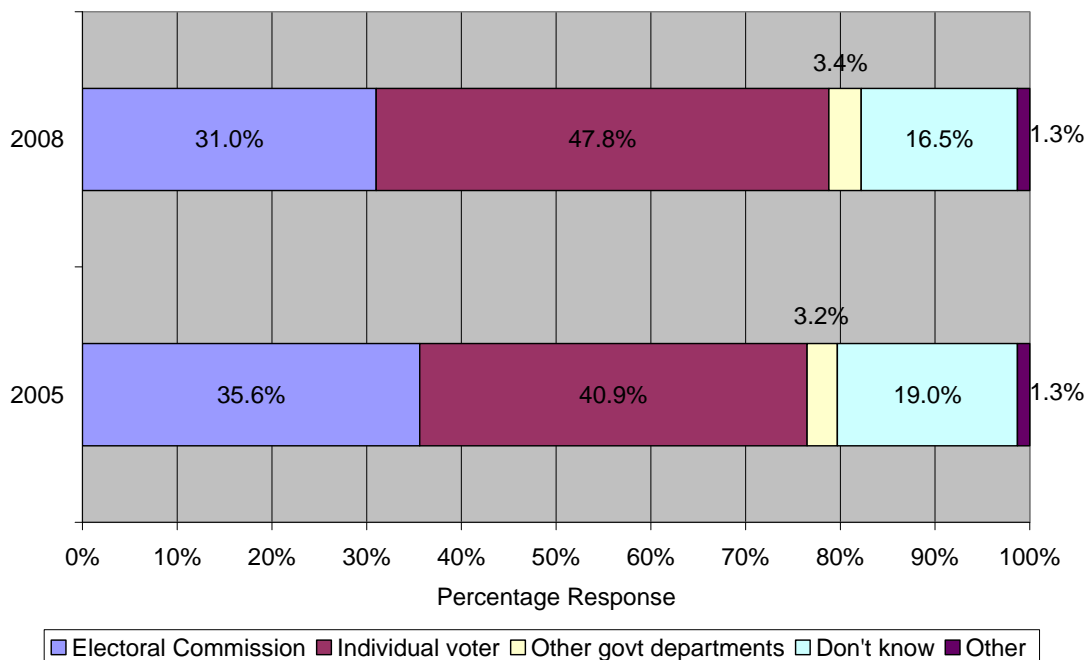
4.1.9 In **question 13**, all survey respondents were asked:

“Who is responsible for updating Commission records relating to changes in voter details?”

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

47.8% of respondents advised that the individual voter was responsible for updating records relating to any changes in their details. 31.0% thought that it was the responsibility of the Electoral Commission to make any necessary changes, with another 3.4% advising that it was the responsibility of other non-specific Government departments. 16.5% of respondents did not know who was responsible for updating Commission records.

Graph 12 Responsibility for Updating Voter Details in Commission Records



(N = 1,200)

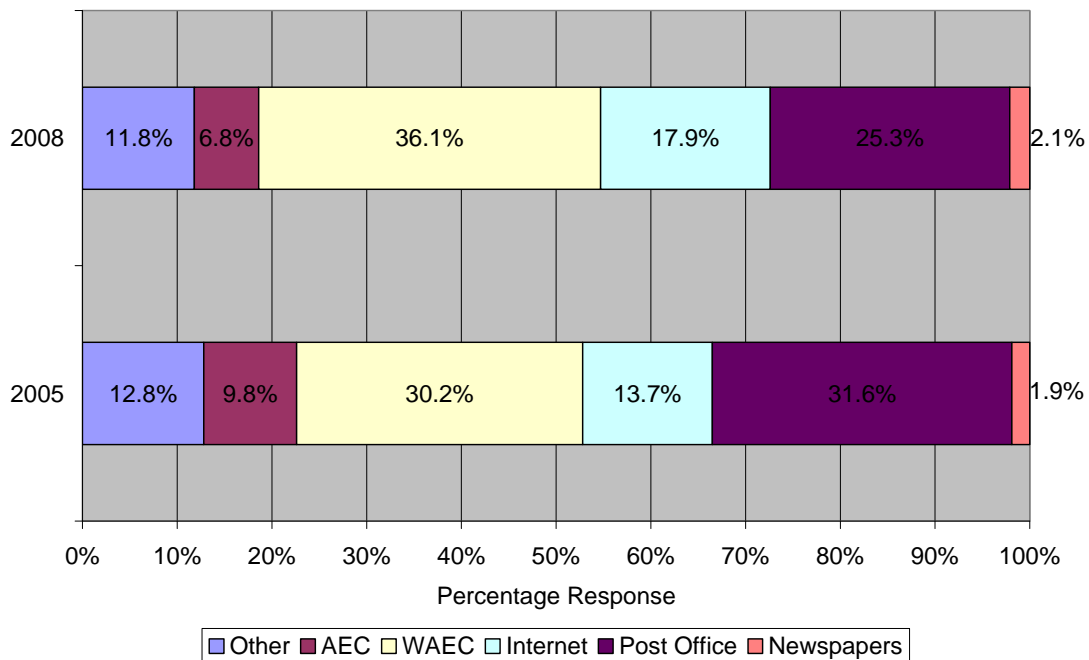
4.1.10 In **question 14**, all survey respondents were asked to indicate where they would go to find information on a range of issues relating to the state election. Graph 11 provides an indication of the responses received for each issue and a direct comparison between each.

An analysis of the individual responses to each response category is as follows:

How to Enrol

30.2% who would go to the WAEC for information on how to enrol. This was followed by 25.3% of respondents advised that they would go to the Post Office. The internet was the third most popular source of information (17.9%), followed by ‘other’ sources (11.8%), the AEC (9.8%) and newspapers (1.9%).

Graph 13 Information Sources – How to Enrol



(N = 1,200)

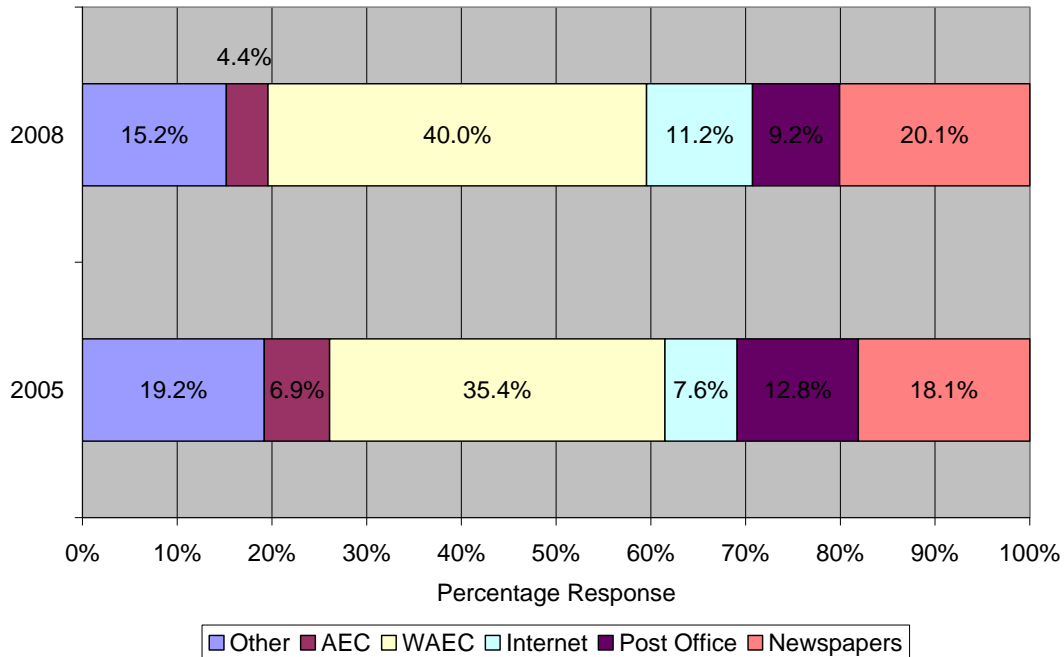
Respondents also provided ‘other’ responses, the key categories of which were identified as follows:

- Local council (4.3%)
- Local MP (2.8%)
- TV (1.5%)
- Library (0.7%)

How to Vote

40.0% of respondents advised that they would go to the WAEC to obtain information on how to vote. This was followed by 20.1% who would go to the newspaper for this information. The internet was the third most popular specific source of information (11.2%), followed by the Post Office (9.2%) and AEC (4.4%).

Graph 14 Information Sources – How to Vote



(N = 1,200)

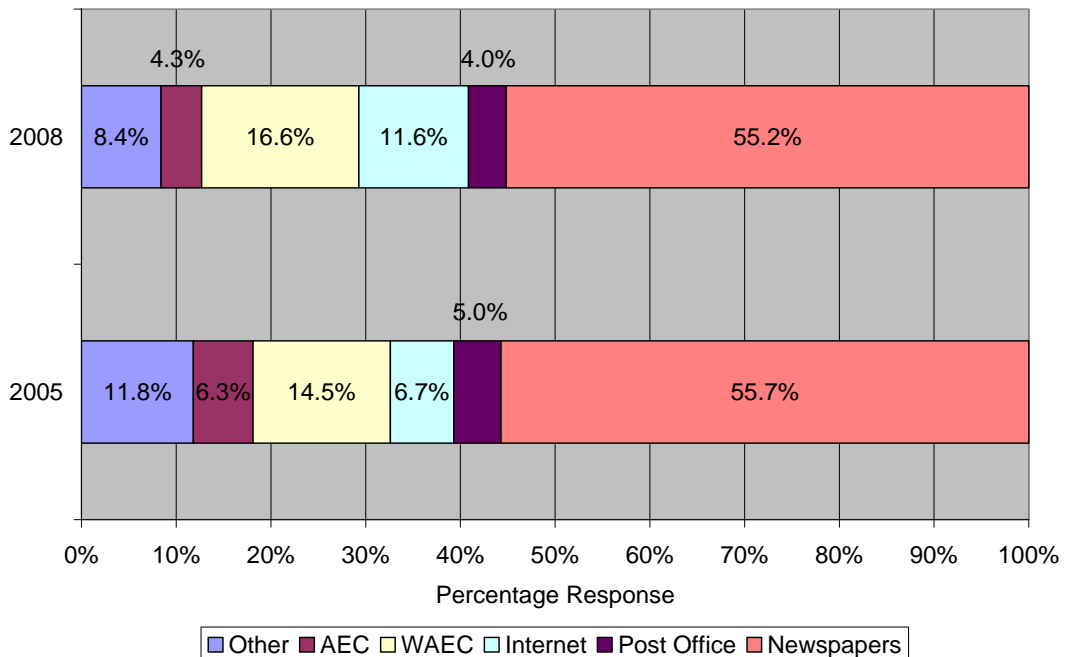
Respondents also provided 'other' responses, the key categories of which were identified as follows:

- TV/media (3.1%)
- Local MP (2.8%)
- Information at polling booths (2.0%)
- Local council (0.9%)

Polling Place Locations

55.2% of respondents advised that they would go to the newspaper to obtain information on polling place locations. This was followed by 16.6% who would go to the WAEC for this information. The internet was the third most popular source of information (11.6%), followed by the AEC (4.3%) and Post Office (4.0%).

Graph 15 Information Sources – Polling Place Locations



(N = 1,200)

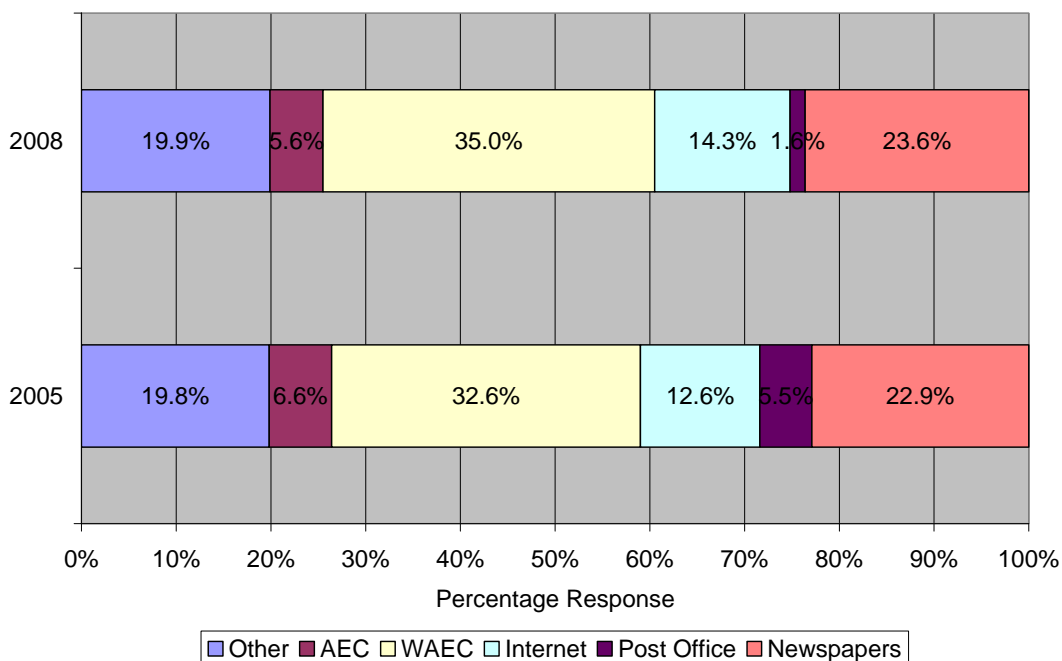
Respondents also provided 'other' responses, the key categories of which were identified as follows:

- Local council (3.4%)
- Local MP (2.3%)
- Schools (1.7%)
- Information in letterbox (0.9%)

General Election Procedures

35.0% of respondents advised that they would go to the WAEC to obtain information on general election procedures. This was followed by 23.6% who would go to the newspaper for this information. The internet was the third most popular source of information (14.3%), followed by the AEC (5.6%) and Post Office (1.6%).

Graph 16 Information Sources – General Election Procedures



(N = 1,200)

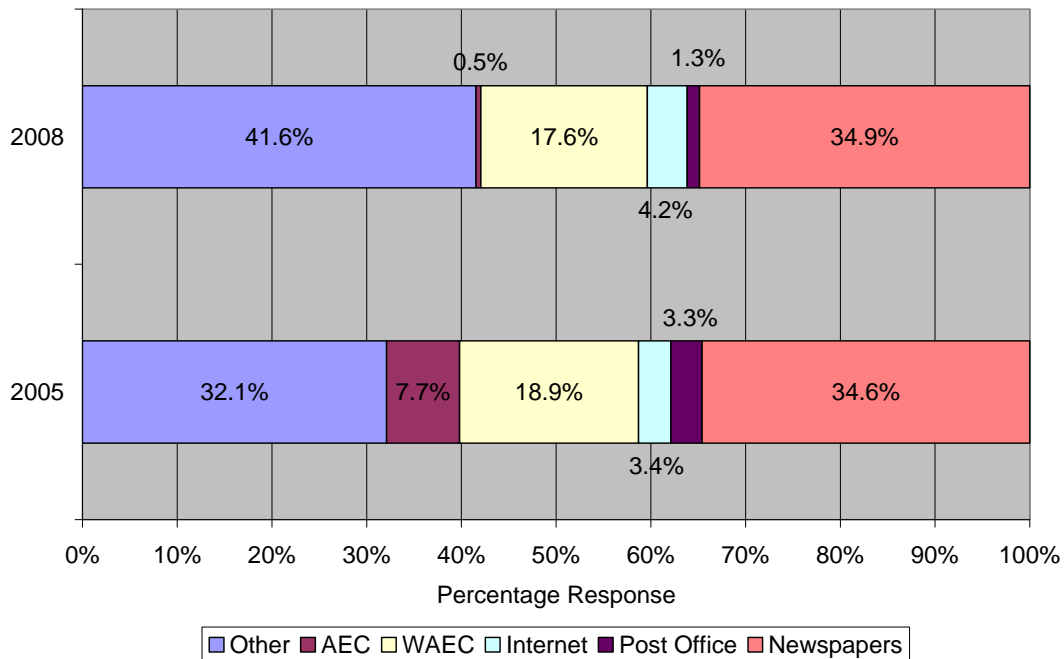
Respondents also provided 'other' responses, the key categories of which were identified as follows:

- Local council (3.6%)
- TV (2.8%)
- Local MP (2.7%)
- Information in letterbox (1.9%)

Names of local Candidates

34.9% of respondents advised that they would go to the newspaper to obtain information on polling place locations. This was followed by 17.6% who would go to the WAEC for this information. This was followed by the internet (4.2%), Post Office (1.3%) and AEC (0.5%) as the next most popular sources of information listed.

Graph 17 Information Sources – Names of Local Candidates



(N = 1,200)

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

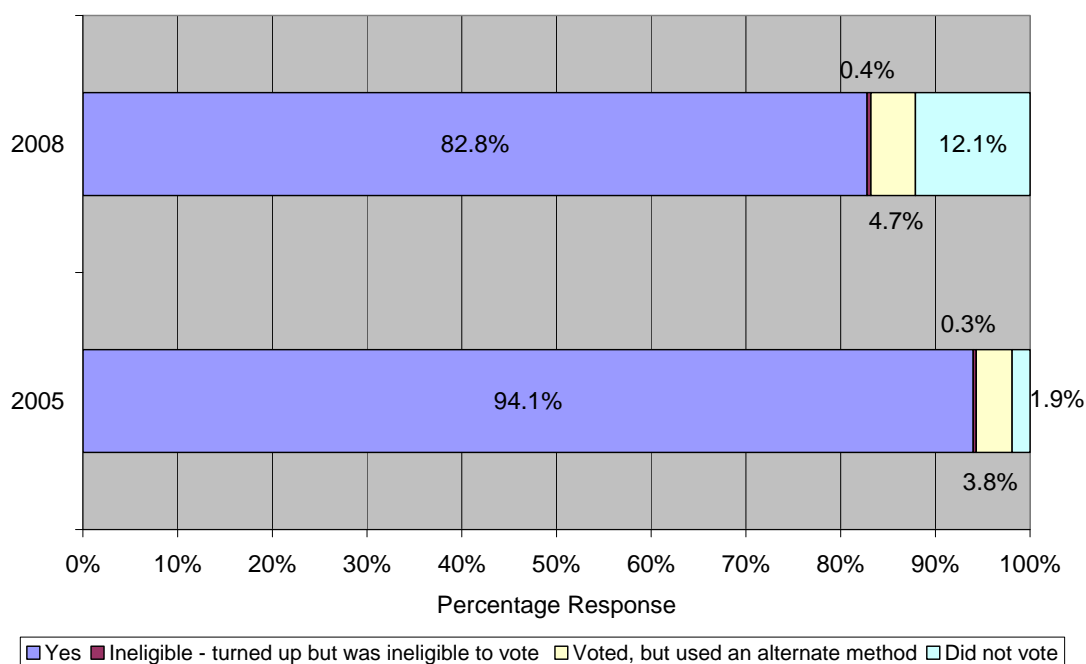
- Information in letterbox (18.9%)
- Local newspaper (9.4%)
- Local council (5.3%)
- TV (2.0%)
- Local MP (1.7%)
- Advertising (1.7%)
- Doorknockers (1.3%)

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

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

82.8% of all respondents advised that they did vote at a polling place during the election. 4.7% of respondents advised that they had voted, but used an alternate method compared to 12.1% of respondents who advised that they did not vote. 0.4% indicated that they turned up but were ineligible to vote.

Graph 18 Polling Place Voting



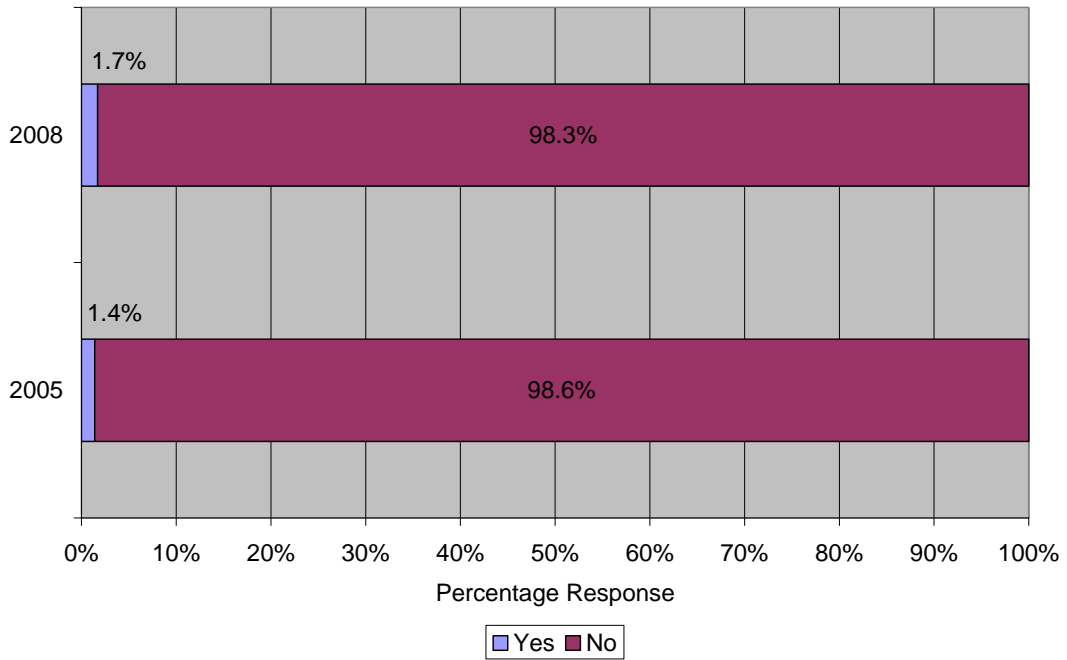
(N = 1,200)

In **question 16** the 87.5% of voters who participated in the election were asked:

“Is this the first time you have voted?”

Graph 19, presented overleaf, shows that 98.3% of these voters indicated that they had voted previously, compared to 1.7% who were voting for the first time.

Graph 19 First Time Voters



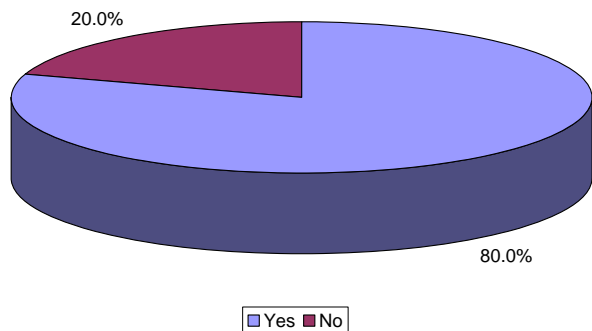
(n = 1,050)

In **question 17** the survey participants (5 respondents) who were ruled ineligible to vote when they turned up at the polling place were asked:

“Did you get a certificate of attendance?”

80.0% of these respondents (4) indicated that they received a certificate of attendance, compared to 20.0% who did not (1).

Graph 20 Receipt of Certificate of Attendance



(n = 5)

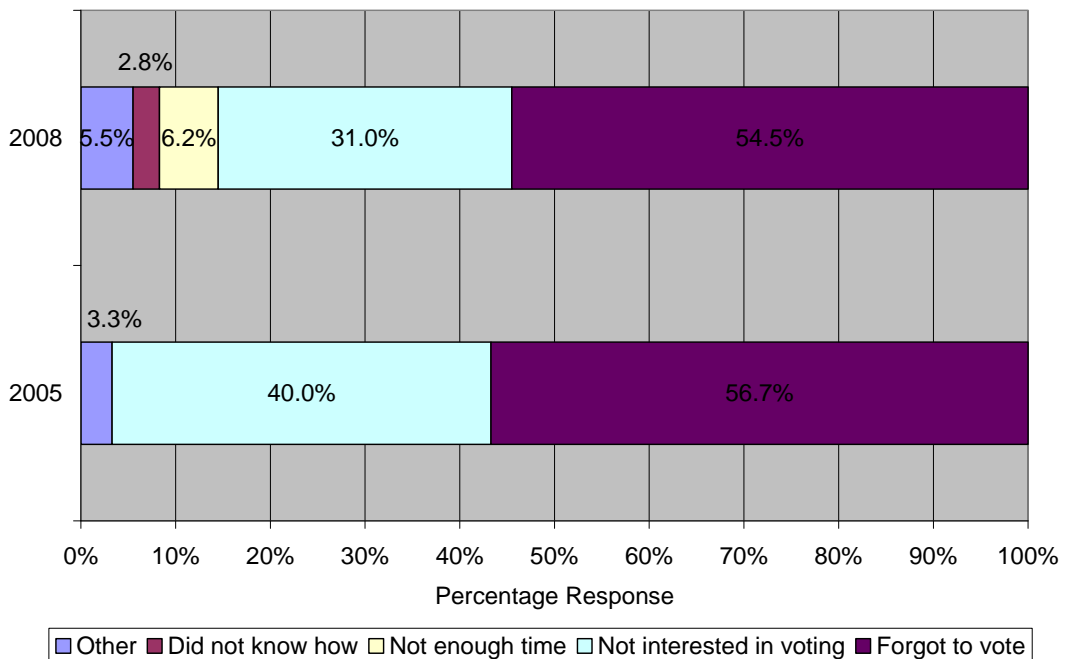
In **question 18** the 12.1% of survey participants (145 respondents) who advised that they did not vote were asked:

“If you didn’t vote, why not?”

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

- Forgot to vote (54.5%)
- Not interested in voting (31.0%)
- Not enough time (6.2%)
- Did not know how (2.8%)
- Other (3.3%)

Graph 21 Reason for Not Voting



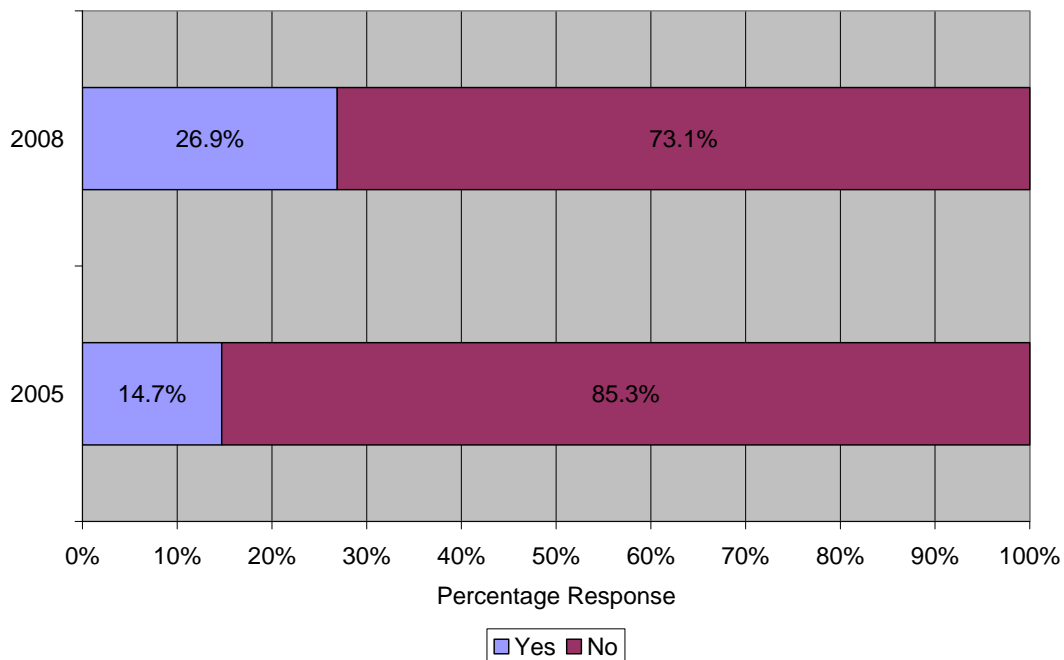
(n = 145)

4.1.12 In **question 19**, all survey respondents were asked:

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

26.9% of all respondents advised that they were aware of changes made to the electoral boundaries in their locality. This compared to 73.1% who were not aware of any changes. In general, higher levels of awareness corresponded to regions in which more electoral boundary changes had occurred.

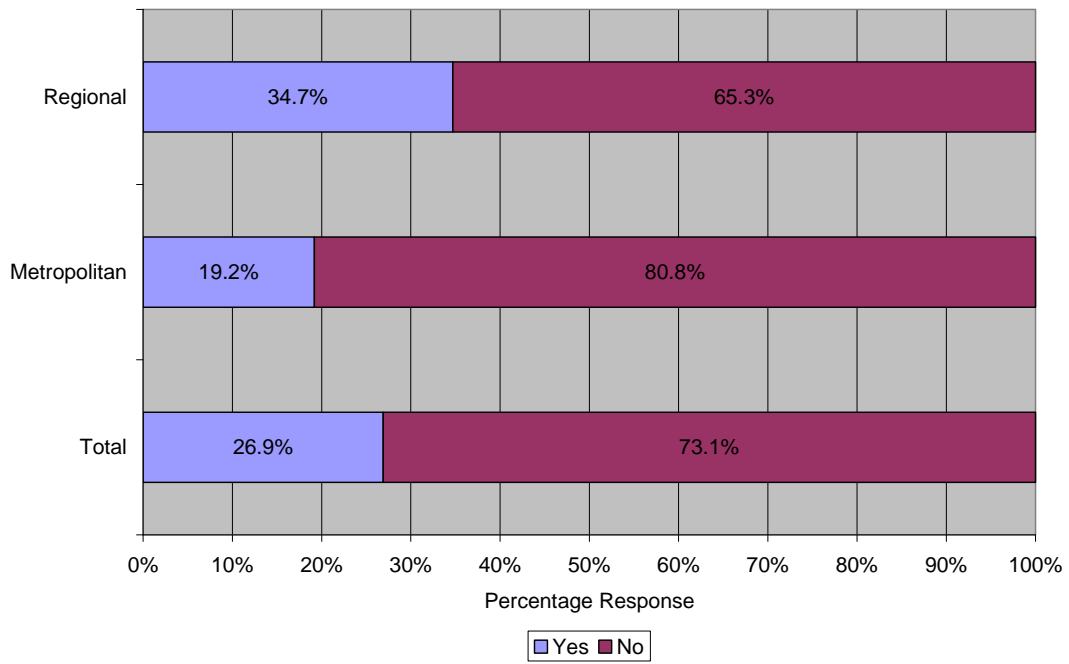
Graph 22 Electoral Boundary Changes



(N = 1,200)

Awareness of respondents to changes made to the electoral boundaries in their locality was also analysed on the basis of whether they lived in the metropolitan or regional areas. Graph 22a, presented overleaf, shows that regional respondents were significantly more likely to be aware of changes to electoral boundaries (34.7%) than were those in the metropolitan area (19.2%). It is expected that this is because electoral boundary changes were more of an issue in regional areas and were more likely to affect a larger proportion of regional respondents compared to those in the metropolitan area.

Graph 22a Awareness of Electoral Boundary Changes by Location

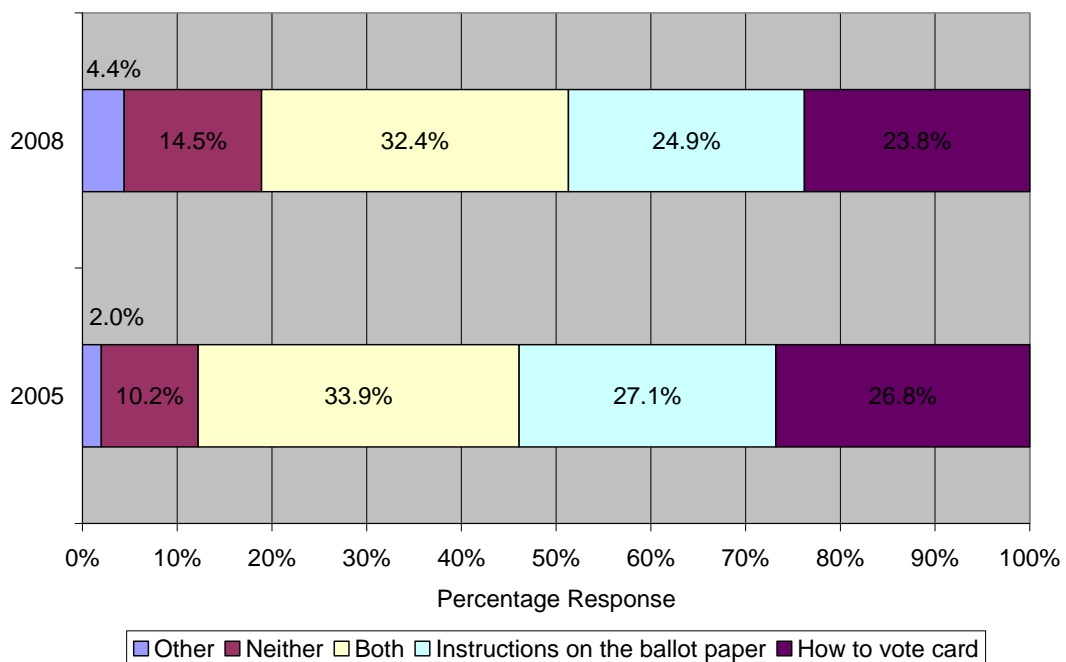


4.1.13 In **question 20**, all survey respondents were asked about the system of instructions they used when voting. The question was phrased as:

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

32.4% of all respondents advised that they used both information sources when voting. 24.9% used the instructions on the ballot paper and 23.8% used the how to vote card solely. 14.5% used neither of these, with a further 4.4% using alternate information sources such as the local community newspaper, leaflets handed out in front of the polling booth and leaflets delivered to their letterboxes.

Graph 23 Voting Instruction Sources



(N = 1,200)

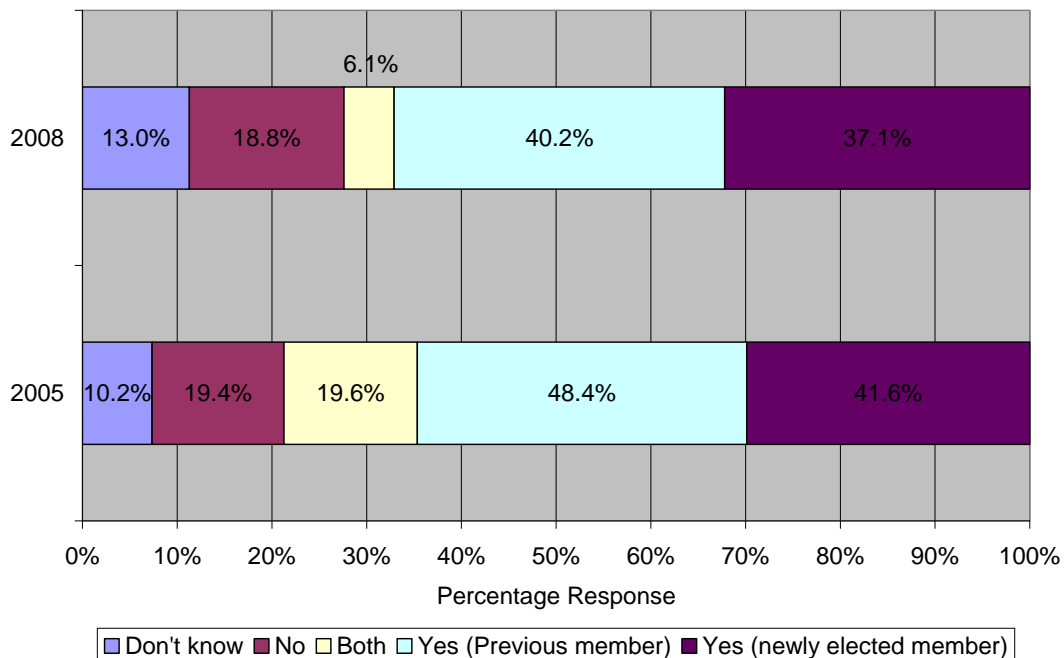
4.1.14 In **question 21**, all survey respondents were asked:

“Are you aware of the name of your elected member?”

Responses to this question tally to more than 100% as multiple responses were allowed in respect of newly elected and previously elected members. 40.2% of respondents were aware of the name of the previously elected member for their locality. This compared to 37.1% who were aware of their newly elected member. 6.1% of respondents were aware of the names of both.

18.8% of respondents were not aware of the names of either the current or previously elected member. 13.0% were unsure whether they knew the members name or not.

Graph 24 Elected Member Awareness



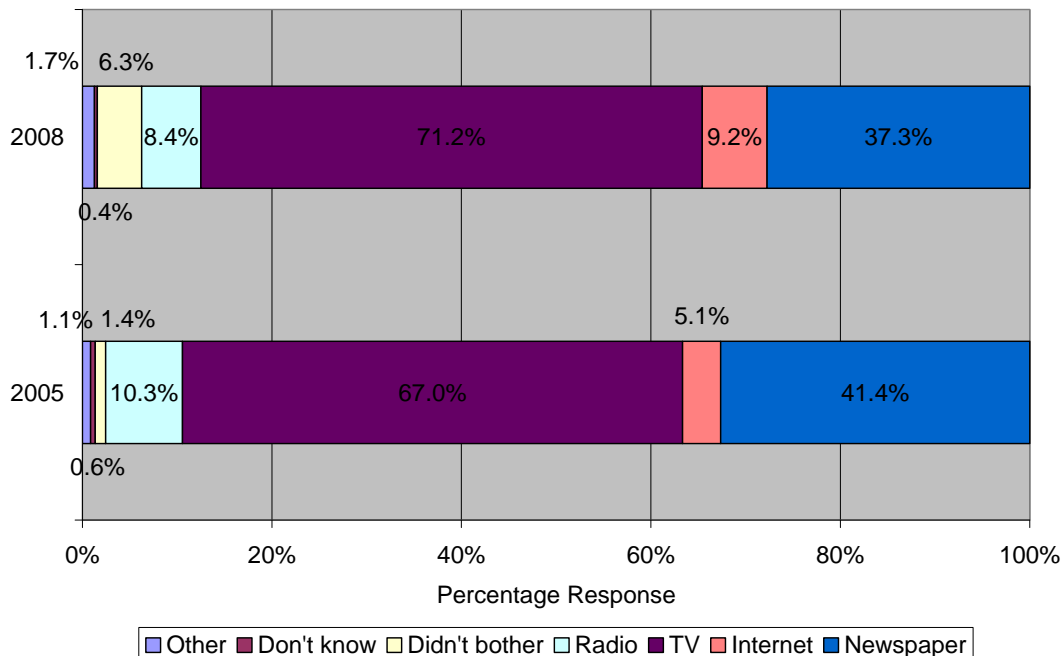
(N = 1,200)

4.1.15 In **question 22**, 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. 71.2% of respondents used this information source compared to the next most popular – newspapers at 37.3% of respondents. 9.2% of respondents used the internet as the third most popular source. Only 8.4% of respondents used the radio as a source of election information. 6.3% of respondents did not bother with finding out any information relating to election results.

Graph 25 Source of Election Result Information



(N = 1,200)

4.2 Polling Locations

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

“When deciding where to vote, what are the three most important factors in choosing your polling place?”

The results for 2008 remained similar to those obtained in 2005. It is expected that this is because people’s choices and reasons relating to required tasks do not usually differ significantly over time unless new external factors come into play. As before, many respondents chose to select only one key factor of importance in selecting their polling location.

Table 1 below shows that the key factor relates to proximity to the respondents home. This is evidenced in three ways – through the response of proximity to home (44.8%), through elements related to convenience (37.6%) as well as general proximity (31.0%).

The next key issue relates to turnaround time (21.2%) or the time spent having to vote. Most respondents are averse to spending any time queuing to vote.

Ease of parking (9.8%) and ease of access (8.1%) round out the issues of importance to most respondents.

Table 1 – Key Factors in Choosing Polling Location

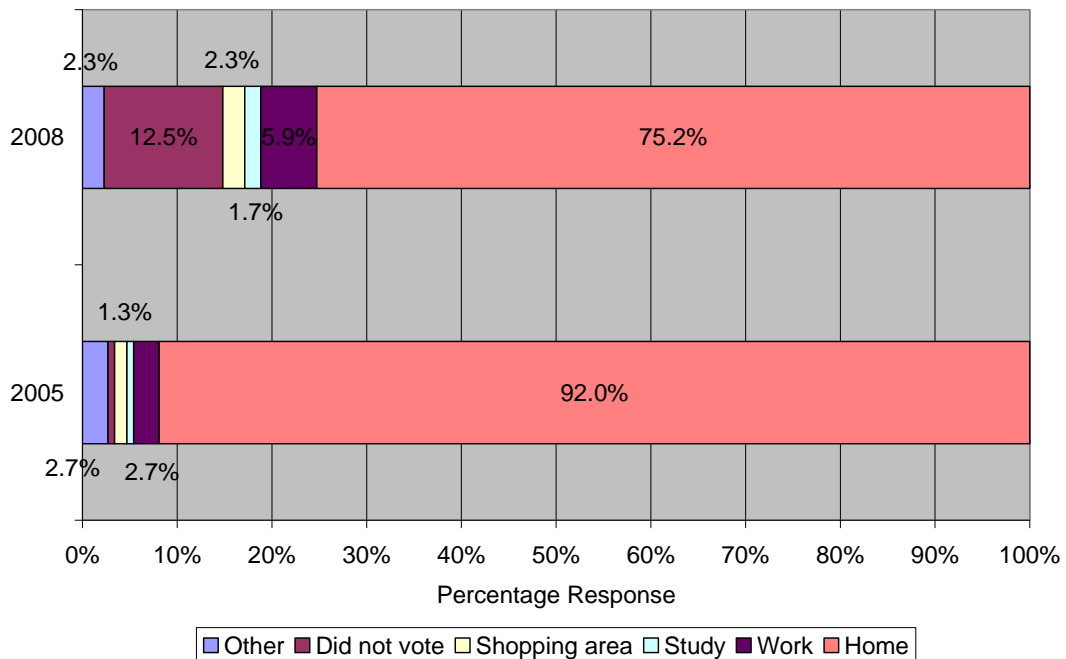
Factor	Frequency of Response	Percentage Response
Proximity – home	538	44.8%
Convenience	451	37.6%
Proximity – general	372	31.0%
Quicker turnaround	254	21.2%
Ease of parking	118	9.8%
Ease of access	97	8.1%
Used the location before - habit	73	6.1%
Local area	47	3.9%
Can walk there	21	1.7%
Proximity – work	17	1.4%
Signage/visibility when passing	9	0.8%
Disabled access/assistance	7	0.6%
Other	31	2.6%

4.2.2 In question 24, all survey respondents were asked:

“Was the polling location you voted at close to ...?”

75.2% of respondents chose to vote at a polling location close to their home. 12.5% of respondents advised that they did not vote in this election. 5.9% of respondents voted at a place close to their work, and a further 2.3% of respondents voted at a location close to a shopping area. 1.7% voted near to their place of study.

Graph 26 Voting Place Proximity



(N = 1,200)

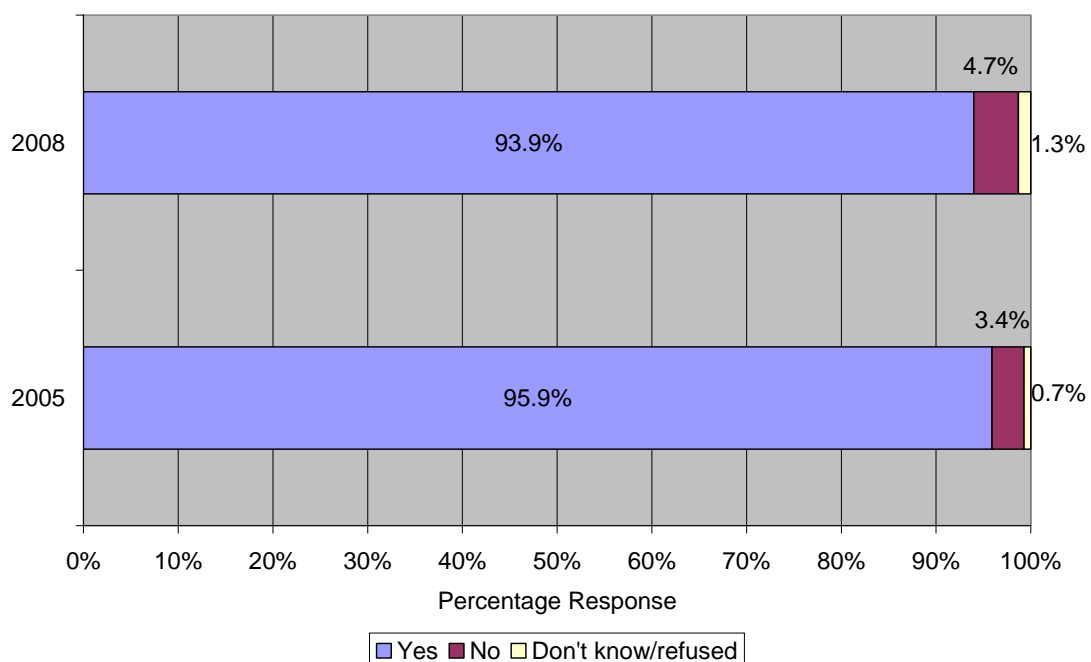
4.2.3 In **question 25**, all survey respondents were asked:

“Was the polling place convenient for you?”

93.9% of respondents advised that the polling location they chose to vote at was convenient for them. 4.7% of respondents advised that the location was not convenient and 1.3% of respondents did not know how convenient the location was or refused to comment.

The majority of respondents advising that the location was not convenient were located in regional areas.

Graph 27 Convenience of Polling Place



(N = 1,200)

In **question 26** those respondents who advised that the polling place was not convenient to them were asked:

“If no to question 25, why not?”

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

- Polling location was too far away from home (34.7%)
- Too far to walk – had to drive (21.3%)
- Hard to find parking (18.9%)
- Queue was too slow (16.7%)
- Other (8.4%)

4.3 Easy Voter Card

4.3.1 In question 27, all survey respondents were asked:

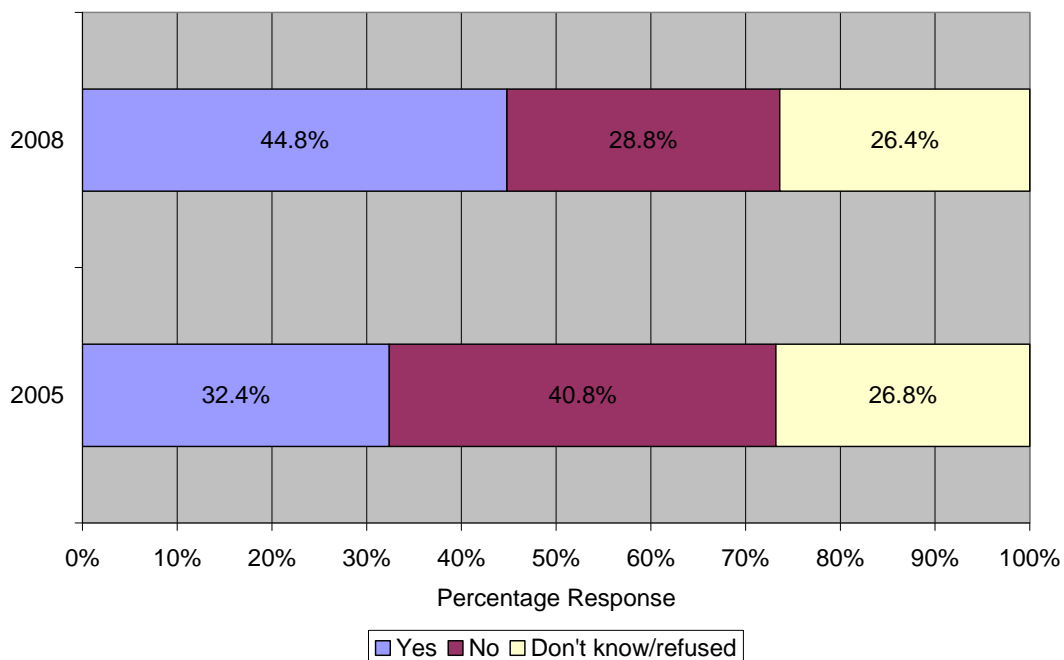
“Did you receive an Easy Voter Card?”

Graph 28 shows a comparison between the results for the Easy Voter Card in 2008 and the distribution of the ‘Election News’ in 2005. While each of these publications was different and distributed in different ways, the comparison serves to highlight the reach of each.

44.8% of respondents advised that they were aware that they had received a copy of the Easy Voter Card. 28.8% of respondents could not recall having received a copy at all and a further 26.4% advised that they did not know whether they had received one or not.

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

Graph 28 Receipt of the Easy Voter Card



(N = 1,200)

4.3.2 In **question 28**, survey respondents who advised that they did recall receiving a copy of the Easy Voter Card were asked:

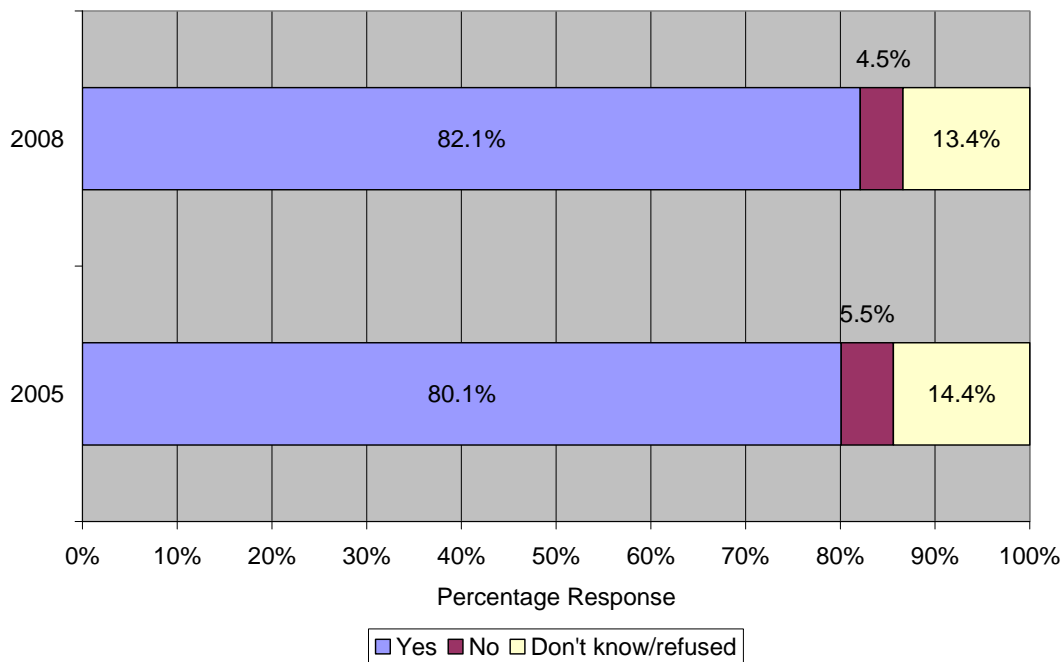
“Did you receive the correct Easy Voter Card for your area?”

Graph 29 shows a comparison between the results for the Easy Voter Card in 2008 and the distribution of the ‘Election News’ in 2005. While each of these publications was different and distributed in different ways, the comparison serves to highlight the reach of each.

82.1% of respondents receiving the Easy Voter Card advised that they did receive the correct copy of the Easy Voter Card for their area. 4.5% of respondents did not believe that they had received the correct copy and a further 13.4% advised that they did not know whether they had received the correct one or not.

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

Graph 29 **Receipt of the Correct Easy Voter Card**



(n = 537)

4.3.3 In **question 29**, survey respondents who advised that they did recall receiving a copy of the Easy Voter Card were asked:

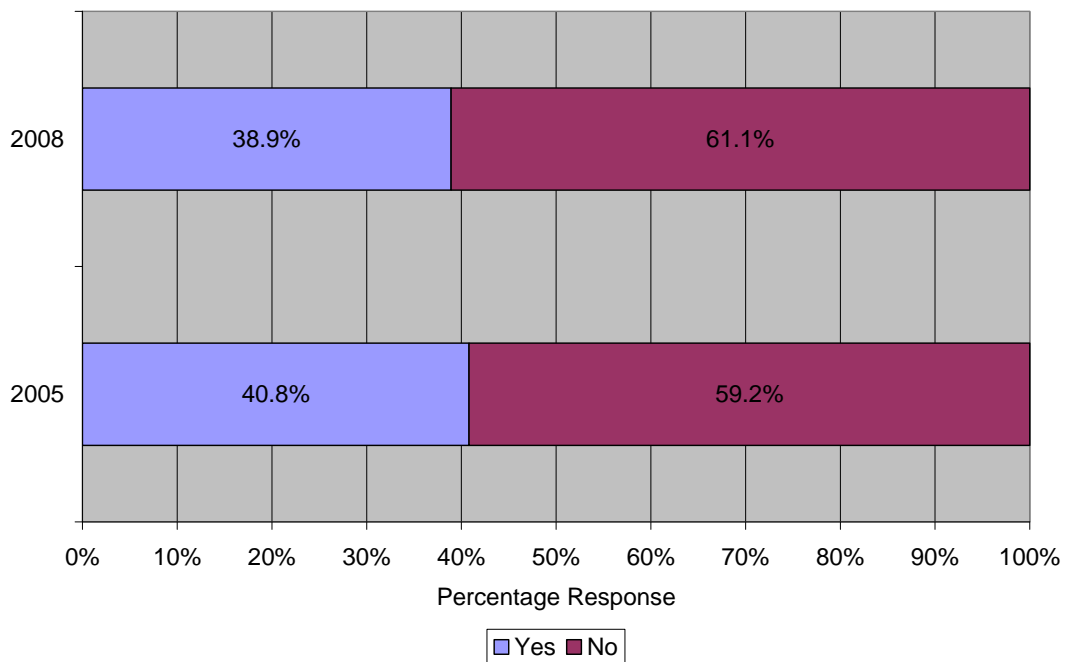
“Did you use the Easy Voter Card?”

Graph 30 shows a comparison between the results for the Easy Voter Card in 2008 and the distribution of the ‘Election News’ in 2005. While each of these publications was different and distributed in different ways, the comparison serves to highlight the reach of each.

38.9% of respondents receiving the Easy Voter Card advised that they did make use of it. This compares to 61.1% who advised that they did not use it.

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

Graph 30 **Use of the Easy Voter Card**



(n = 209)

4.3.4 In **question 30**, survey respondents who advised that they did use their copy of the Easy Voter Card were asked:

“How useful did you find the Easy Voter Card?”

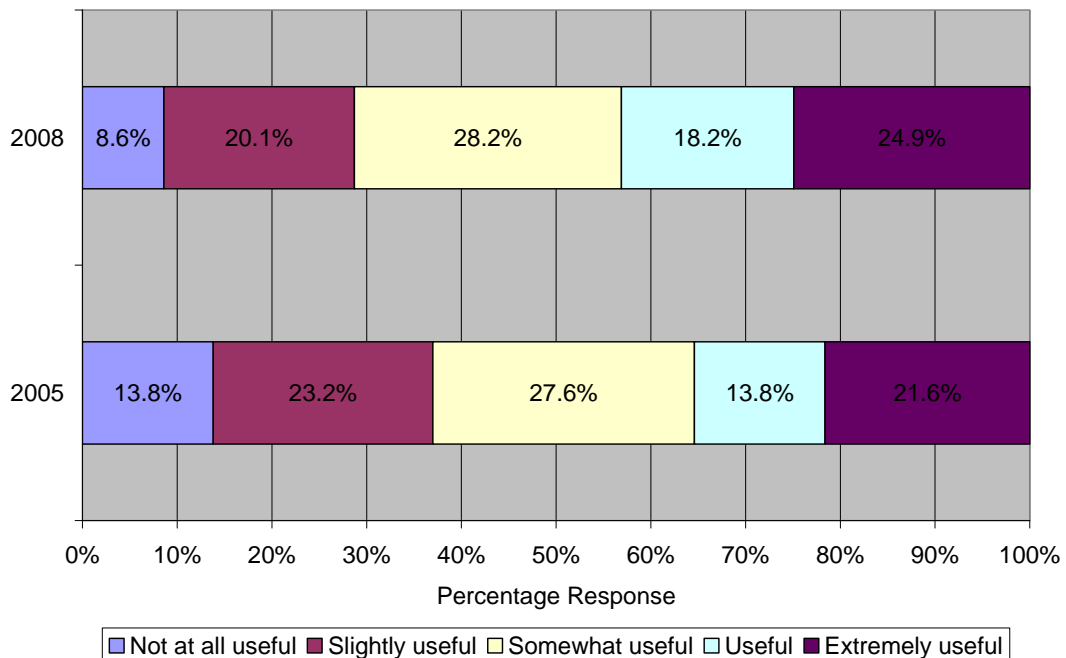
Responses were provided on a scale of 1 to 10, where 1 meant not at all useful and 10 meant extremely useful. The responses have now been grouped and statistics generated using the following scale:

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

Of the 209 respondents who actually used the Easy Voter Card publication, 43.1% of respondents found the publication to be ‘at least’ useful. A further 28.2% of respondents found the publication to be ‘somewhat’ useful, and 20.1% found the publication to be ‘slightly’ useful. Only 8.6% of respondents found it to be not at all useful.

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

Graph 31 Usefulness of the Easy Voter Card



(n = 209)

4.3.5 In **question 31**, survey respondents who advised that they did use their copy of the Easy Voter Card were asked:

“What do you recall reading in the Easy Voter Card?”

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

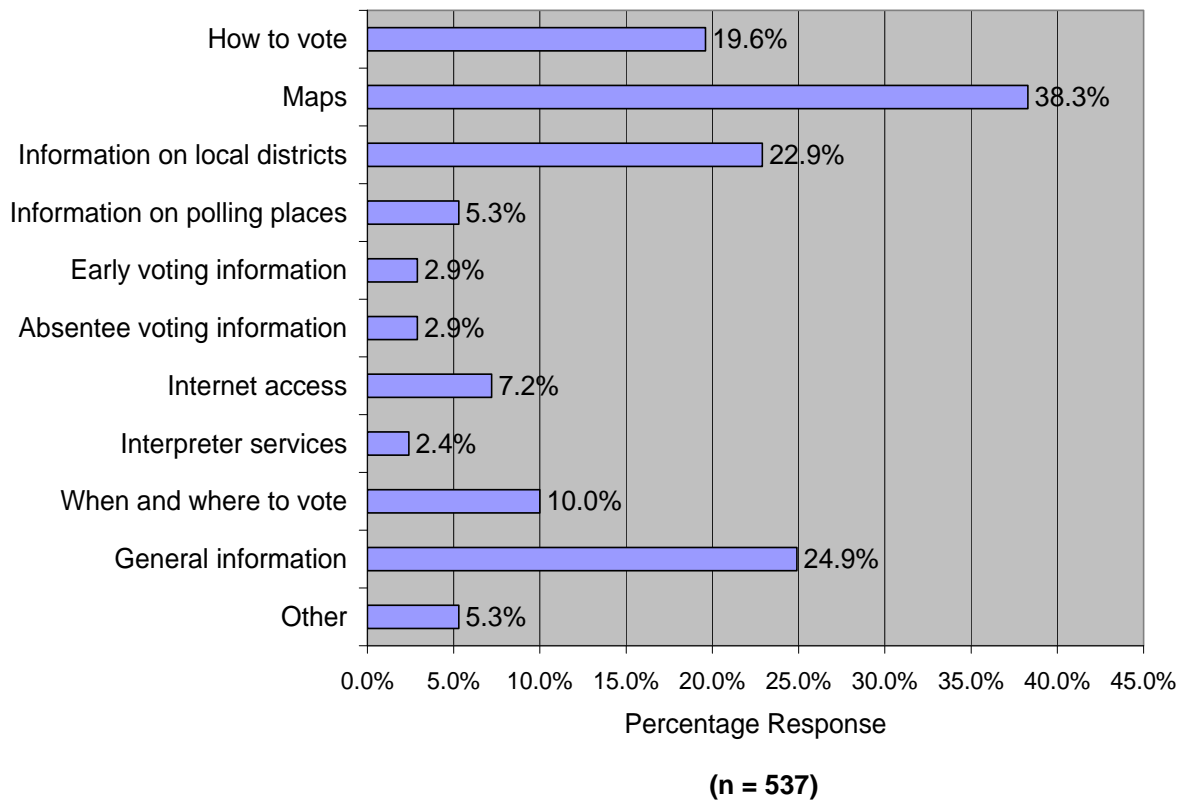
With the exception of 8 respondents, all users of the Easy Voter Card in this survey period were able to recall at least one element of the publication.

Graph 32, presented overleaf, shows that only a few key sections achieved significant recollection. The keys areas recalled were:

- Maps (38.3%)
- General information (24.9%)
- Information on local districts (22.9%)
- How to vote (19.6%)
- When and where to vote (10.0%)
- Internet access (7.2%)
- Information on polling places (5.3%)
- Other (5.3%)

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

Graph 32 Recollection of Easy Voter Card Topics



In **question 32**, survey respondents who advised that they did use their copy of the Easy Voter Card were asked:

“What other information would have been helpful to have in the Easy Voter Card?”

Of those respondents who did use the Easy Voter Card few advised that further information would have been helpful. 53 responses were received to this question with the information suggestions proposed falling into two distinct categories, similar to those indicated by respondents to the 2005 survey. The remaining 156 respondents could not advise further information which would have been of assistance to them.

The suggestions provided were:

- More detailed information relating to the political parties and their candidates for the seat and the provision of information on their policies and promises (34 responses)
- Detailed information on electoral boundary changes, the implications of this and the reasons for the change (19 responses)

4.4 Advertising Effectiveness

4.4.1 In question 33, all survey respondents were asked:

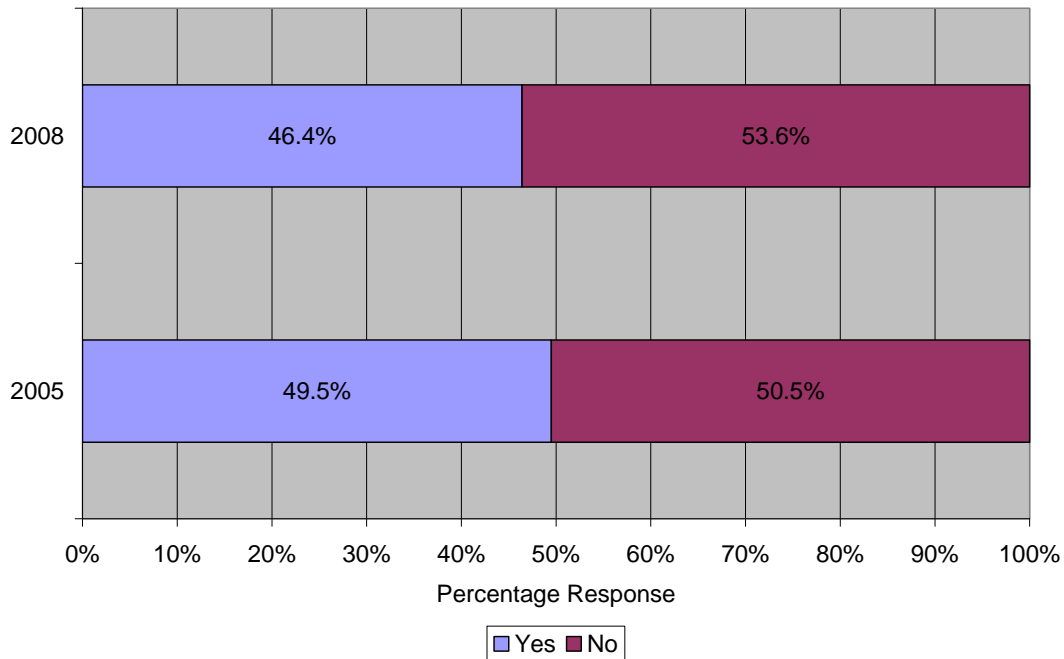
“Were you aware of any Commission advertising leading up to the election?”

46.4% of respondents advised that they were aware of Commission advertising compared to 53.6% who were not.

It was noted that there was a reduction in the incidence of advertising awareness since the 2005 survey period. When asked respondents advised that it was more difficult to recollect due to the shortness of the campaign and the attention given to the Olympics over most of the period in question.

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

Graph 33 Awareness of Commission Advertising



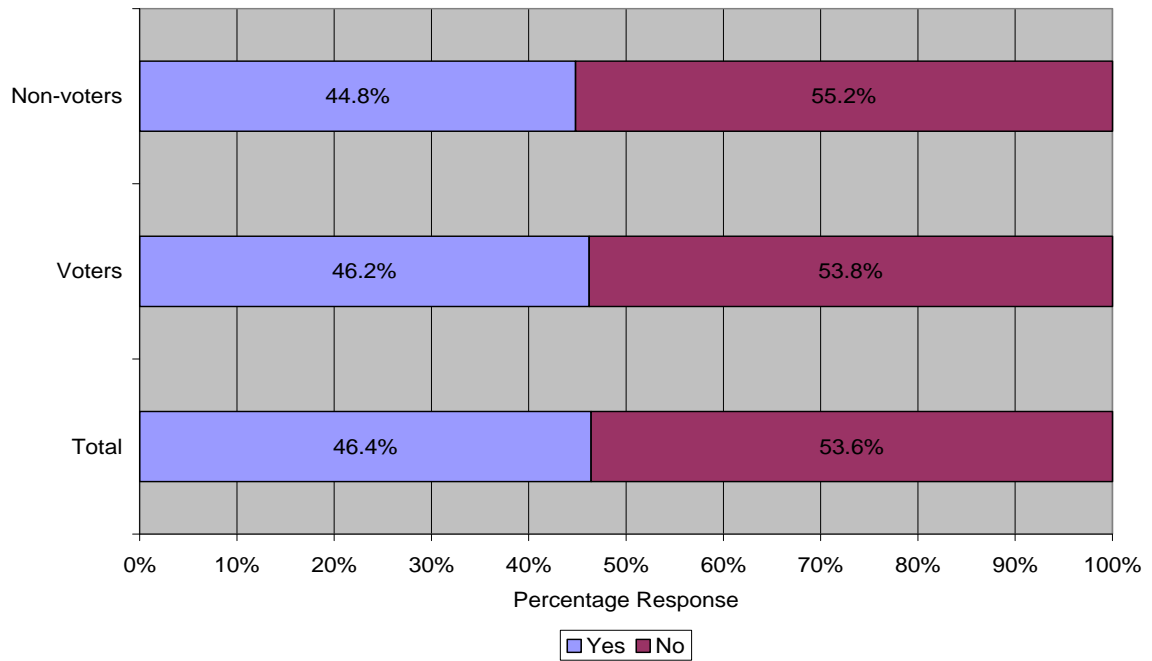
(N = 1,200)

Graph 33a, presented overleaf, shows a cross-tabulation of advertising awareness responses based on whether or not the respondent was a voter in the 2008 State Government Election. The results show that awareness of the advertising was not markedly different on the basis of whether the respondent had voted or not.

It should be noted that only 145 survey respondents classified themselves as having a disability. Due to the limited number of these

respondents it needs to be remembered that the results for respondents who did not vote have a sampling error in the vicinity of +/- 10% and need to be viewed with care.

Graph 33a Non-voters vs. Awareness of Commission Advertising



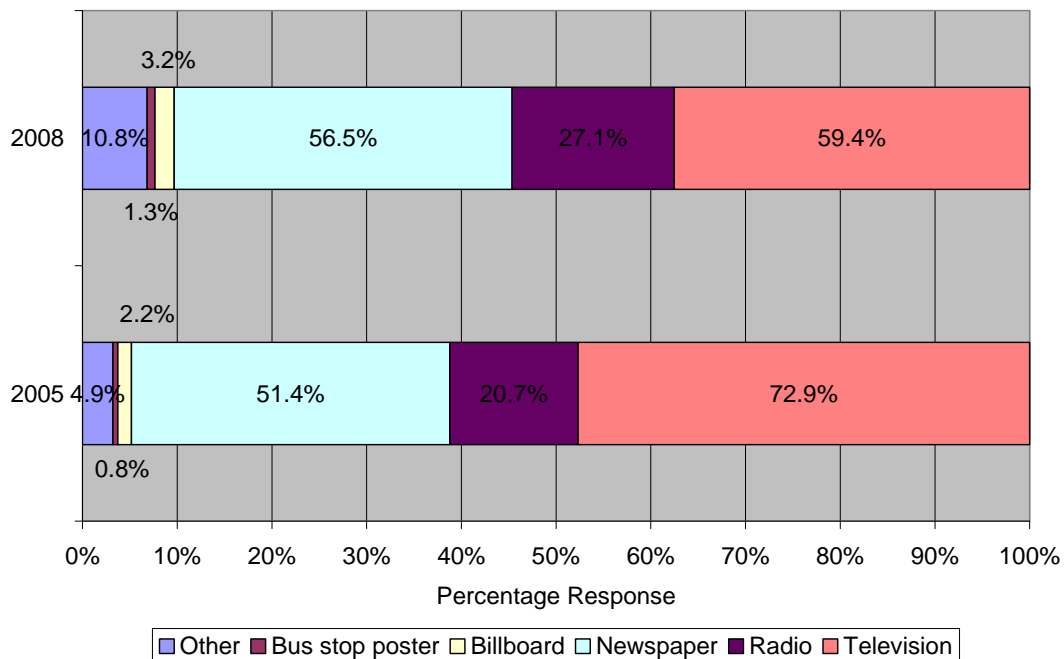
4.4.2 In **question 34**, survey respondents who advised that they were aware of Commission advertising were asked:

“What advertising were you aware of?”

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.

The most popular form of advertising recalled was television advertising, with 59.4% of respondents aware of Commission advertising (27.6% of all respondents) using this medium. Newspapers were the second most popular form of advertising with an awareness level of 56.5% (26.2% of all respondents). Radio awareness was at 27.1% (12.6% of all respondents). All other forms of advertising noted had an awareness level of below 5% of respondents aware of Commission advertising.

Graph 34 Advertising Medium Awareness Levels



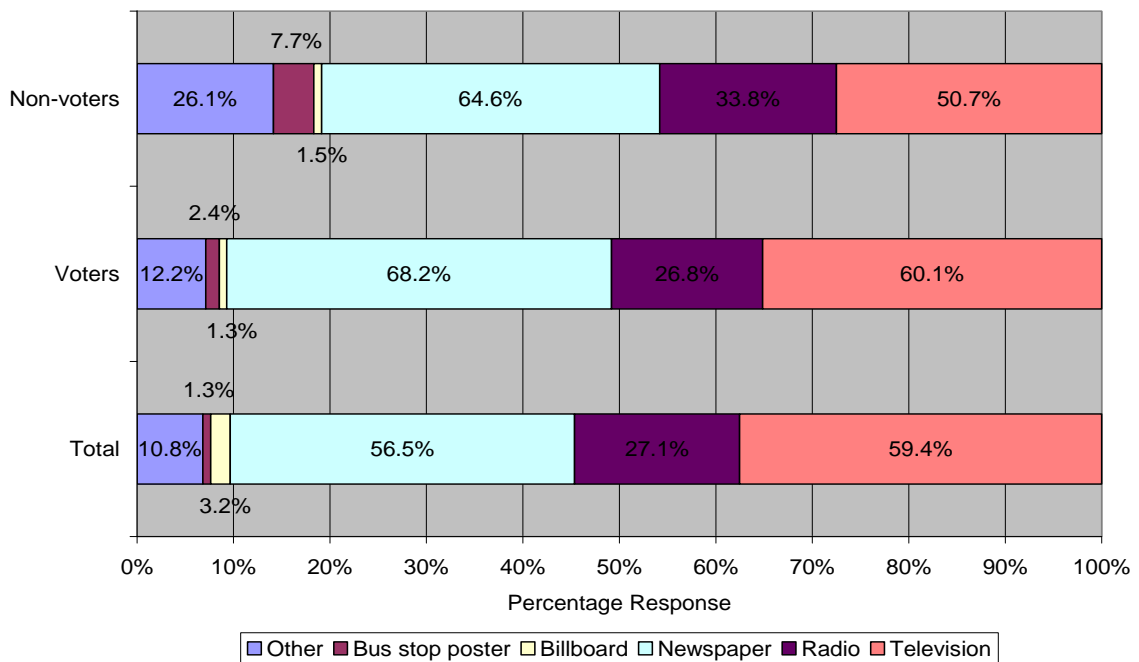
(n = 557)

Graph 34a, presented overleaf, shows a cross-tabulation of advertising medium awareness levels based on whether or not the respondent was a voter in the 2008 State Government Election. The results show that awareness of television and newspaper advertising was lower for respondents who had not voted in the election, but

higher for radio advertising, bus stop posters and 'other' forms of advertising when compared to respondents who had voted.

It should be noted that only 145 survey respondents classified themselves as having a disability. Due to the limited number of these respondents it needs to be remembered that the results for respondents who did not vote have a sampling error in the vicinity of +/- 10% and need to be viewed with care.

Graph 34a Non-voters vs. Advertising Medium Awareness Levels



4.4.3 In **question 35**, survey respondents who advised that they were aware of Commission advertising were asked:

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

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

As for the 2005 survey results, the key response categories did appear to cover the key messages being provided by the advertising, namely:

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

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

Table 2 Recollection of Advertising Message

Perceived Message	Number of responses
Be involved in the decision making process	173
Don't know/can't recall	132
Encouraging participation	72
Reminder to vote	63
Importance of voting	31
When and where to vote	20
Compulsory to vote	18
General voting information	15
Candidate details	12
How to vote	12
Encouraging enrolment	11
Have your say	10
Information on electoral boundaries	8
Information on changing address	7
Don't waste your vote	5
Other	12

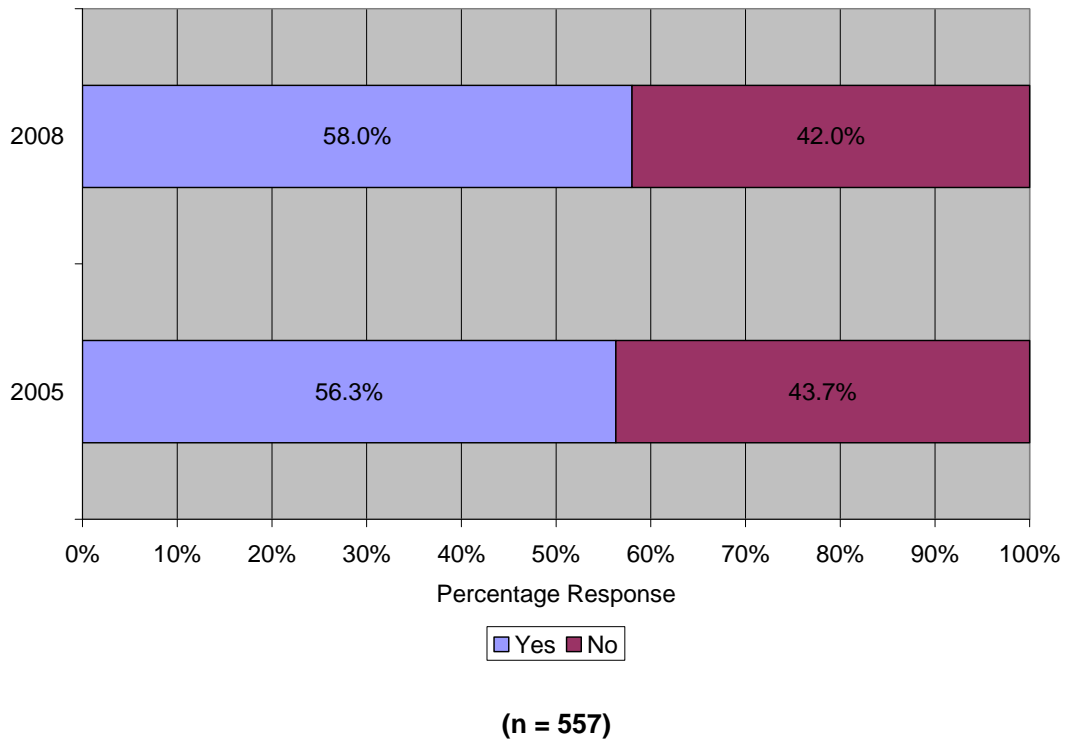
4.4.4 In **question 36**, survey respondents who advised that they were aware of Commission advertising were asked:

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

58.0% of respondents aware of the Commission advertising (26.9% of all respondents) advised that it did provide them with the information they needed to vote. This compares to 42.0% who advised that it did not provide them with what they needed (19.5% of all respondents).

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

Graph 35 Provision of Required Advertising Information



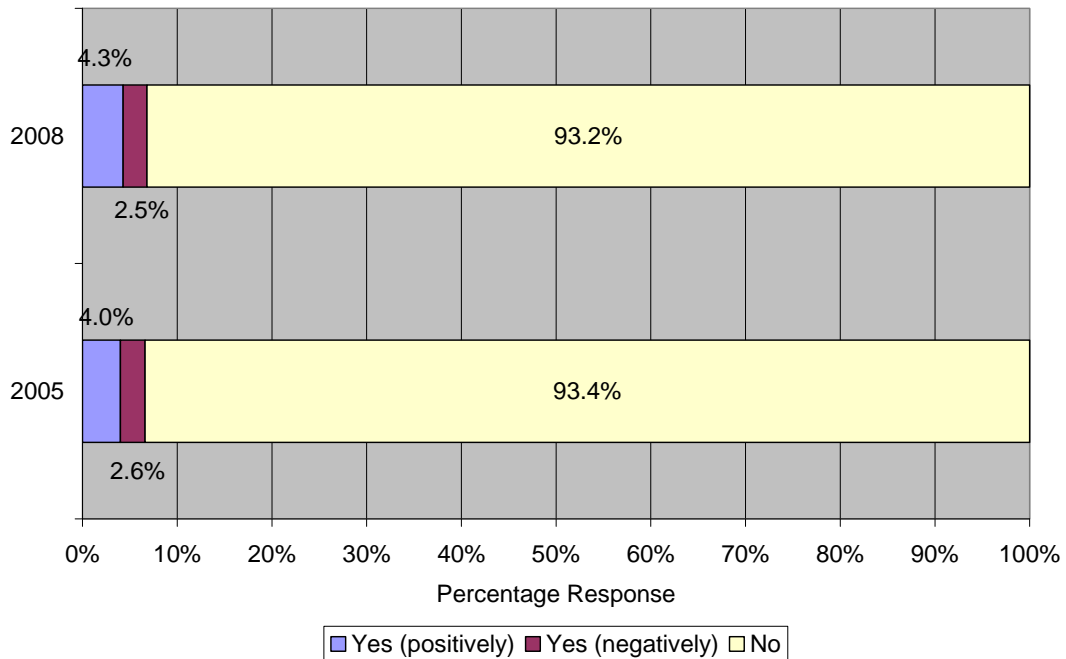
4.4.5 In **question 37**, survey respondents who advised that they were aware of Commission advertising were asked:

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

93.2% of respondents aware of the Commission advertising (43.2% of all respondents) indicated that they were not influenced to vote by the advertising. 4.3% of respondents (2.0% of all respondents) advised that they were positively influenced to vote by the advertising. 2.5% of respondents (1.2% of all respondents) indicated that they were put off voting by the advertising.

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

Graph 36 Advertising Influence on Voting



(n = 557)

4.4.6 In **question 38**, survey respondents who advised that they were aware of Commission advertising were asked:

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

Of those respondents who advised that they were aware of Commission advertising few indicated that additional information should have been included. Most respondents see voting as a relatively straightforward process and do not require significant information to participate. Of the suggestions provided, much of the information was available in Commission sources, but the respondent was simply unaware of it.

65 responses (11.7% of respondents aware of the advertising) were received to this question with the information suggestions proposed falling into a number of distinct categories. These were:

- Comparison of old boundaries to new boundaries (19 responses)
- Candidate information (11 responses)
- Part policy information (8 responses)
- Detailed explanation of counting process (7 responses)
- More information needed on how to change enrolment details on electoral roll (7 responses)
- Advertise political party weblinks (4 responses)
- How to get results online (3 responses)
- Other (6 responses)

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

4.4.7 In **question 39**, survey respondents who advised that they were aware of Commission advertising were asked:

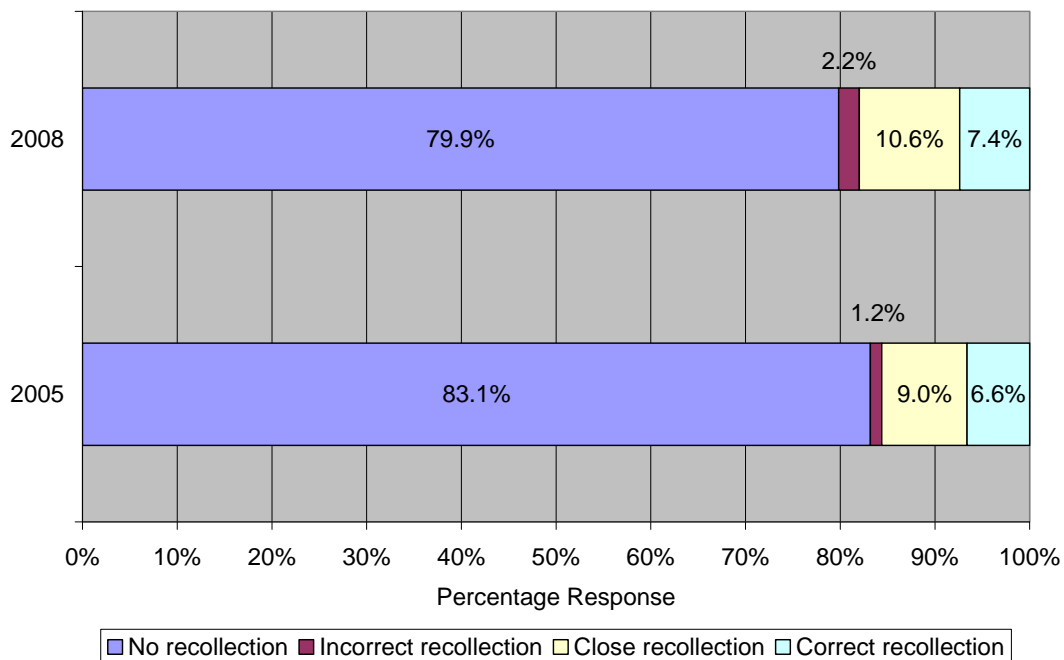
“Do you recall the advertising slogan for the election?”

Only 7.4% of respondents who were aware of the Commission advertising (3.4% of all respondents) had a correct recollection of the slogan for the election. A further 10.6% (4.9% of all respondents) had a close, although not completely accurate, recollection of the slogan.

79.9% of respondents aware of the advertising had no recollection of the advertising slogan for the election. A further 2.2% thought that they knew what the slogan was but were incorrect.

This meant that of all respondents to the survey, only 8.3% were aware of the slogan in a close to correct form.

Graph 37 **Awareness of Election Advertising Slogan**



(n = 557)

4.5 Call Centre

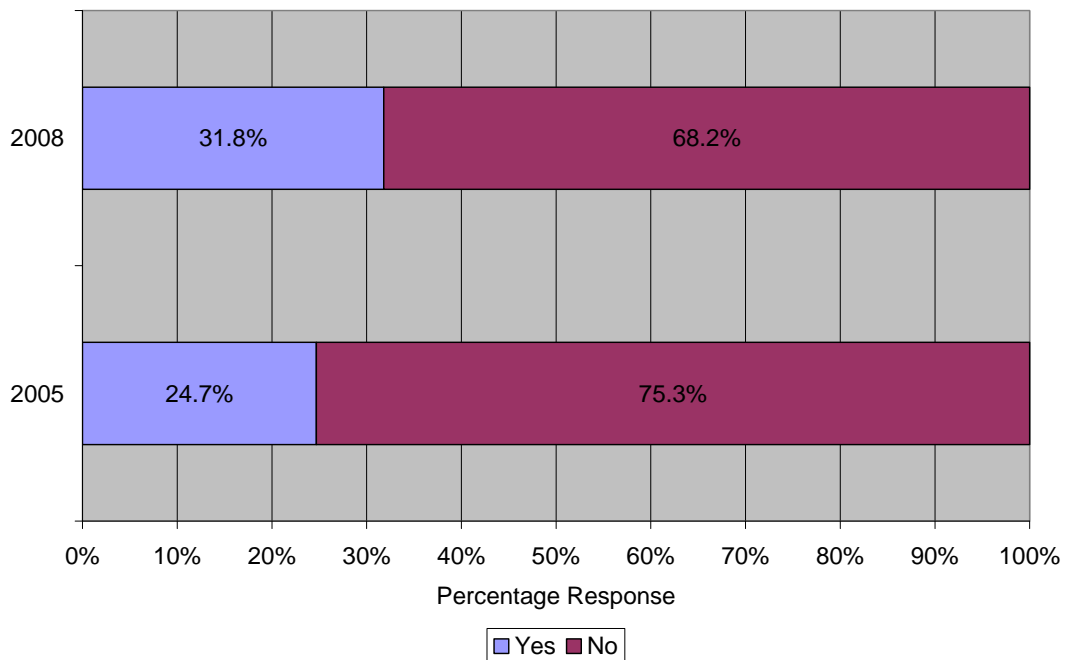
4.5.1 In **question 40**, all survey respondents were asked:

“Were you aware of the Commission Call Centre (Enquiry line)?”

31.8% of respondents advised that they were aware of the Commission Call Centre (Enquiry line) compared to 68.2% who were not.

Call Centre (Enquiry line) awareness was more prevalent in metropolitan areas than in regional areas.

Graph 38 Awareness of Call Centre (Enquiry Line)



(N = 1,200)

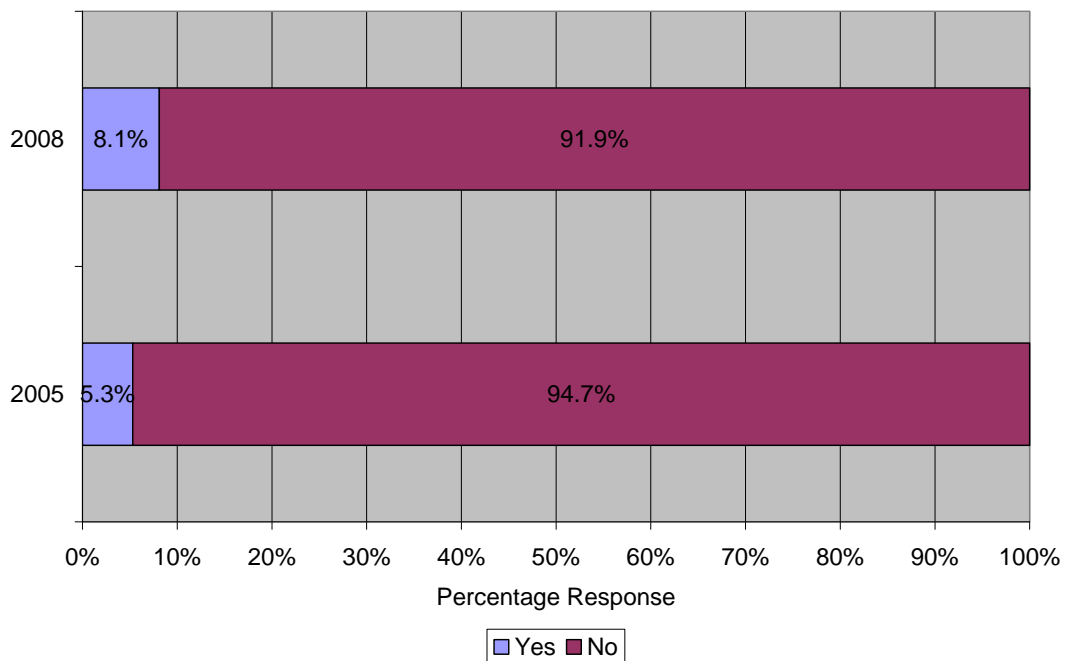
4.5.2 In **question 41**, survey respondents who advised that they were aware of the Call Centre (Enquiry line) were asked:

“Did you use the Call Centre?”

8.1% of respondents who were aware of the Commission Call Centre (2.6% of all respondents) indicated that they had used the Call Centre compared to 97.4% of all respondents who had not.

Call Centre use was more prevalent in metropolitan areas than in regional areas.

Graph 39 Call Centre (Enquiry Line) Use



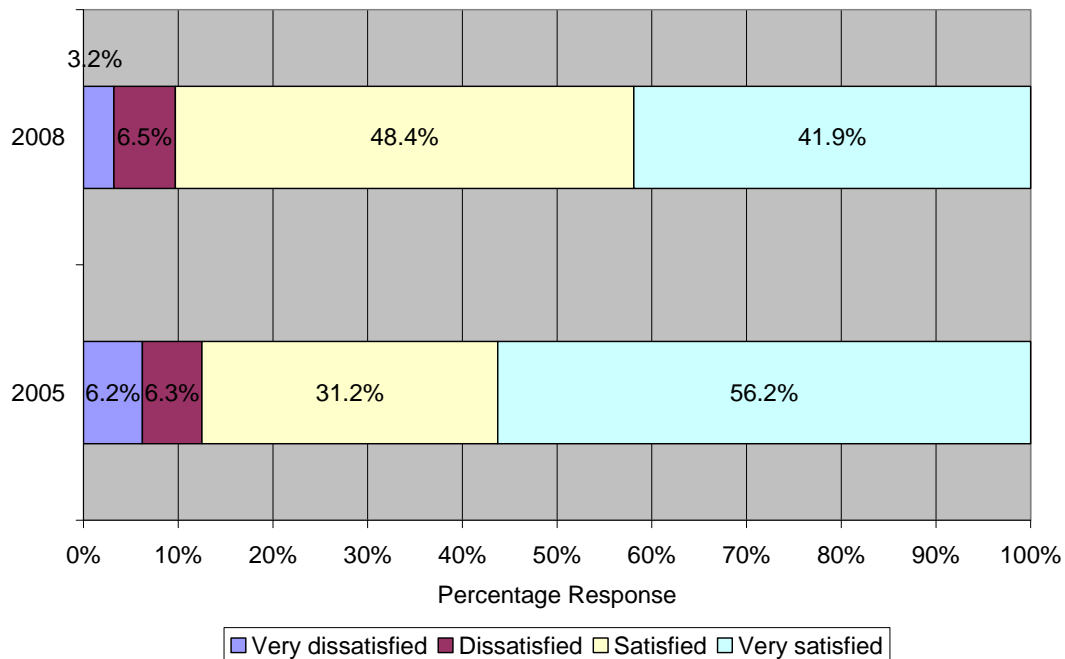
(n = 382)

4.5.3 In **question 42**, survey respondents who advised that they had used the Call Centre were asked:

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

The majority of respondents to this question were satisfied with the service they received. 90.3% of the 31 respondents were at least satisfied with the service received, with 9.7% being at most dissatisfied (3 respondents).

Graph 40 Call Centre Satisfaction



(n = 31)

Respondents who were dissatisfied with the service they received were asked the reason for this dissatisfaction. All respondents advised that they were dissatisfied due to delays in answering their calls in the first instance, with one respondent indicating that after waiting for sometime he was cut off and had to call back and wait again.

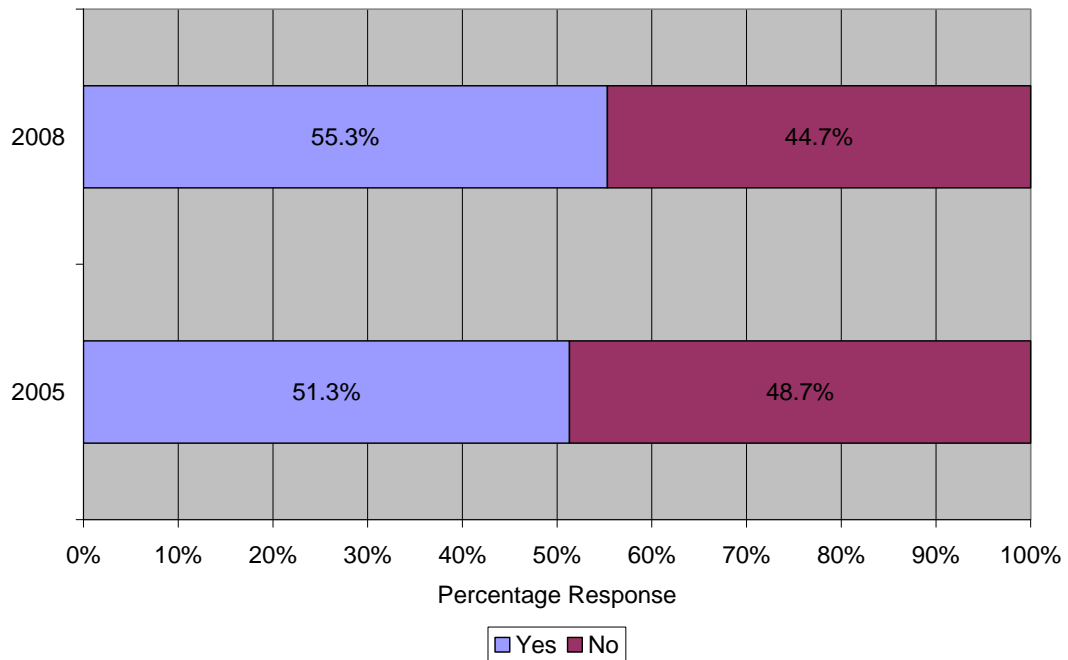
4.6 Website

4.6.1 In **question 43**, all survey respondents were asked:

“Are you aware the Commission has a website?”

55.3% of respondents advised that they were aware that the Commission had a website compared to 44.7% who were unaware.

Graph 41 Website Awareness



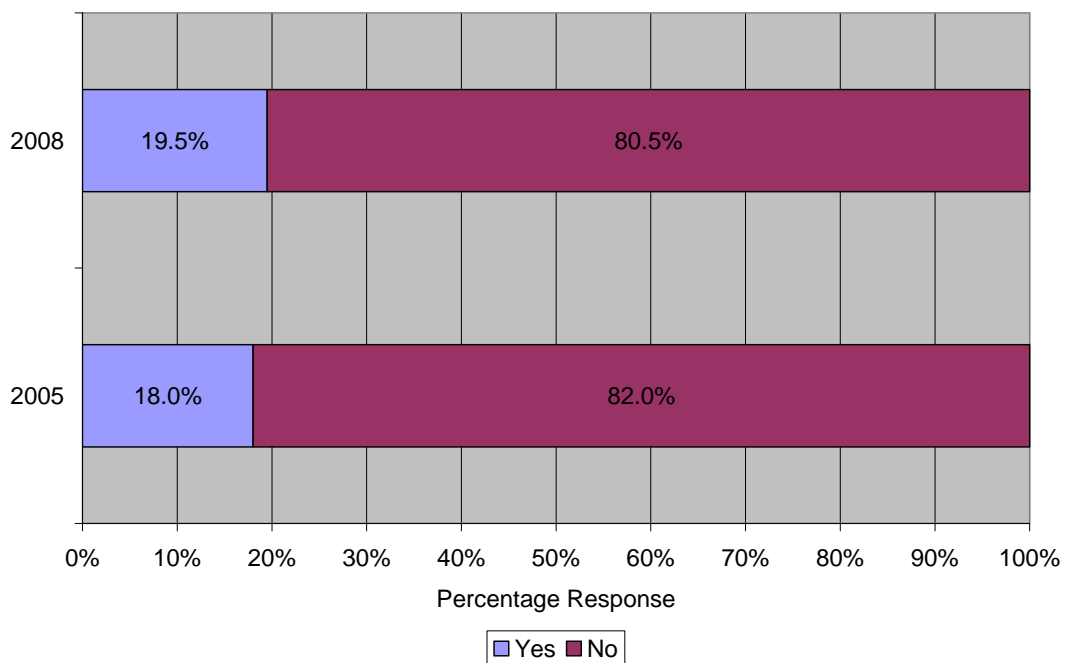
(N = 1,200)

4.6.2 In **question 44**, survey respondents who advised that they were aware of the Commission website were asked:

“Did you use the website for information relating to the State Election?”

19.5% of respondents aware of the Commission website (10.8% of all respondents) made use of the website compared to 80.5% of respondents aware of the website (or 89.2% of all respondents) who did not make use of it.

Graph 42 Use of the Commission Website



(n = 691)

4.6.3 In **question 45**, survey respondents who advised that were aware of the Commission website were asked:

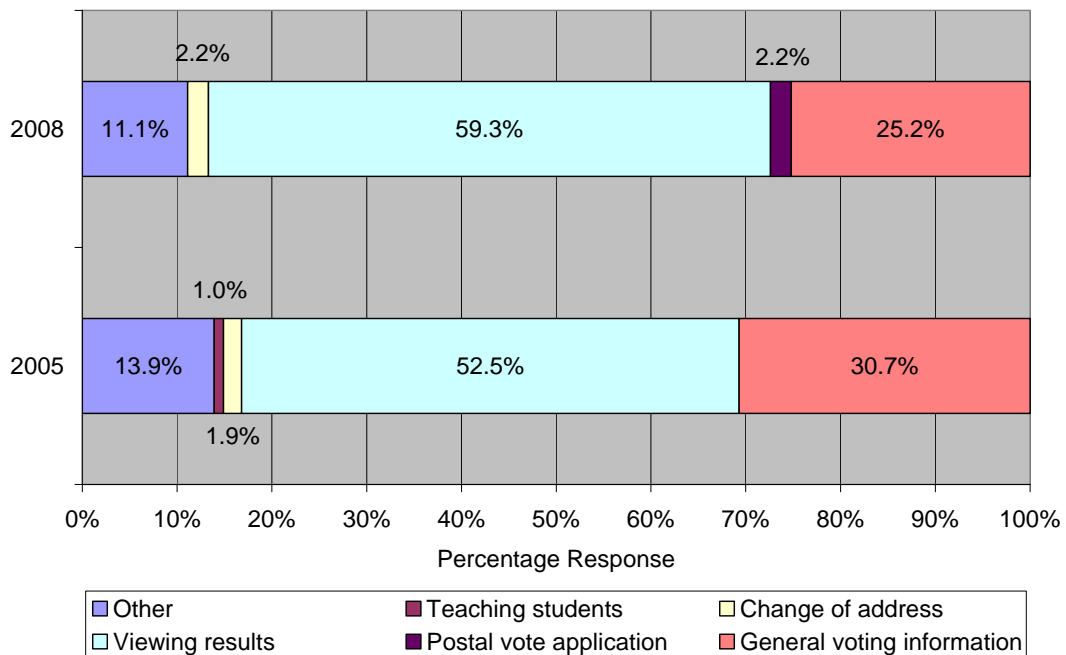
“What did you use the site for?”

59.3% of the 135 respondents who used the website for information relating to the State Election used it for viewing election results. A further 25.2% of respondents used the website for general voting information. The remaining 15.5% of respondents used the site for a different variety of reasons, including:

- Changing address details (2.2%)
- Postal vote applications (2.2%)
- Other (11.1%)

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

Graph 43 Reason for Using Website



(n =135)

4.6.4 In **question 46**, survey respondents who had used the website were asked:

“How satisfied were you with the information you received on the website?”

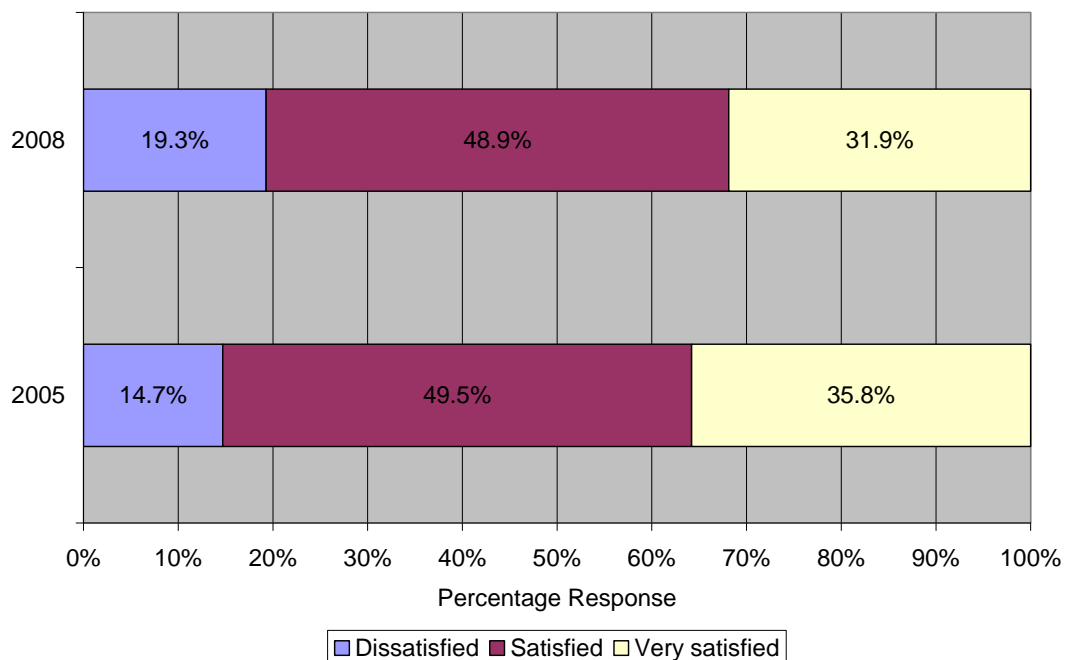
Responses were provided on a scale of 1 to 5, where 1 meant very satisfied and 4 meant very dissatisfied. The responses were provided using the following scale:

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Did not use

The majority of respondents to this question were satisfied with the service they received. 80.8% of the respondents were at least satisfied with the service received, with 19.3% being at most dissatisfied.

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

Graph 44 **Satisfaction with the Information Received on the Website**



(n =135)

The 26 respondents who indicated that they were dissatisfied with the information received on the website gave a variety of reasons which

have been categorised into a number of broad categories. These were:

- Results took too long to be counted and appear on the website (more a complaint about counting time than the website – 16 responses)
- Should have been more commentary on the site about expected results and predictions. (4 responses)
- Site navigation was difficult – hard to find what was wanted. (2 responses).
- Could not locate comparison of old and new electoral boundaries on the site. (3 responses)

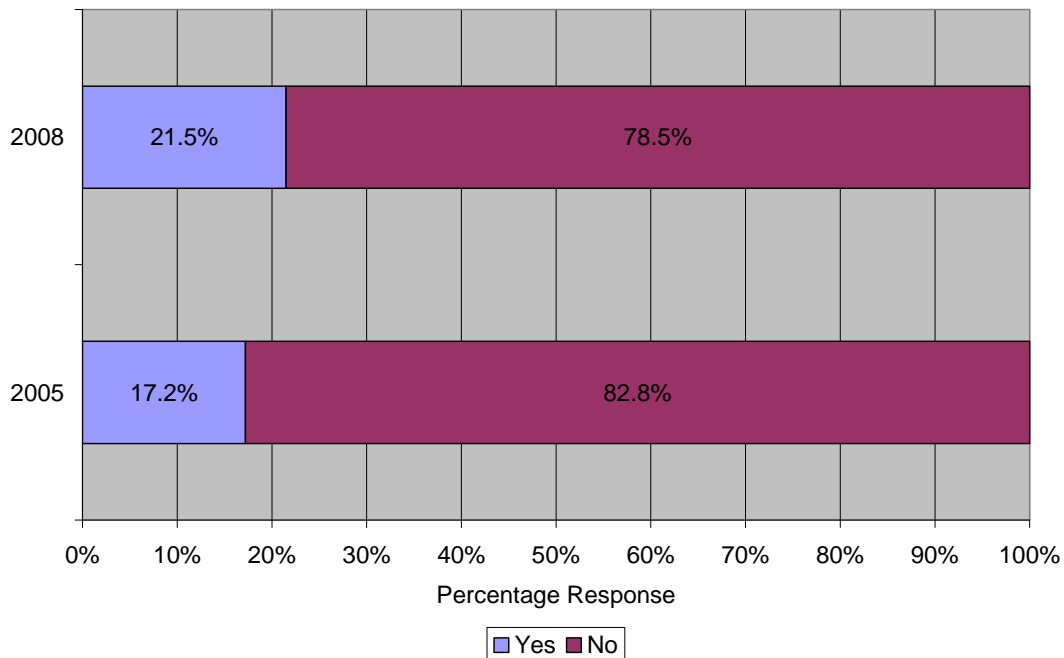
4.6.5 In **question 47**, survey respondents who had used the website were asked:

“Was there anything you expected to find on the website but were unable to locate?”

78.5% of respondents were satisfied that the content of the website met their needs, however 21.5% of respondents advised that there were items that they expected to find but could not locate.

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

Graph 45 **Did you Expect to Find Something But Were Unable to Locate it?**



(n =135)

The respondents who indicated that they expected to find alternate information gave a variety of information categories they wanted to see. The key categories were generally the same as for the 2005 survey, but in greater numbers. Some respondents provided more than one response. The responses were:

- More timely finalised results (11 responses)
- Immediate election results as they were being counted. (10 responses)
- Full explanation of boundaries and boundary changes – comparison of old to new (7 responses)
- How preferences were allocated among candidates. (4 responses)

4.7 Community Attitudes to Electronic Voting

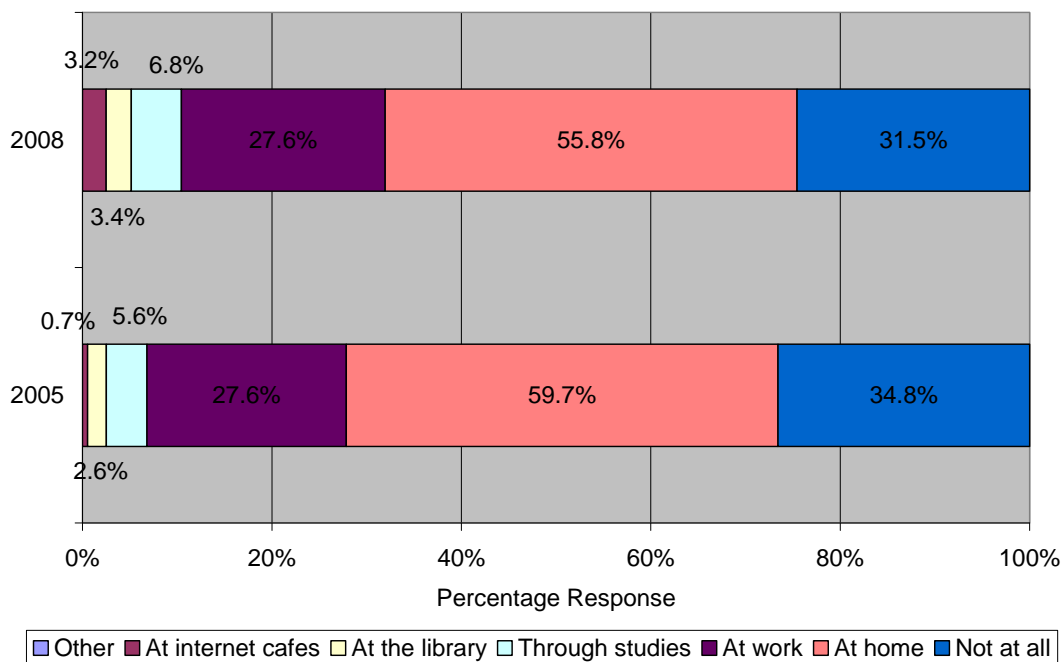
4.7.1 In **question 48**, all survey respondents were asked:

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

Results in this category tally to greater than 100% as multiple responses were allowed. Many respondents used the internet at a variety of locations. 31.5% of respondents advised that they did not use the internet at all. This figure was proportionally higher in regional areas than in the metropolitan area.

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

Graph 46 Use of the Internet



(N =1,200)

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

“Do you currently use the internet for transactions?”

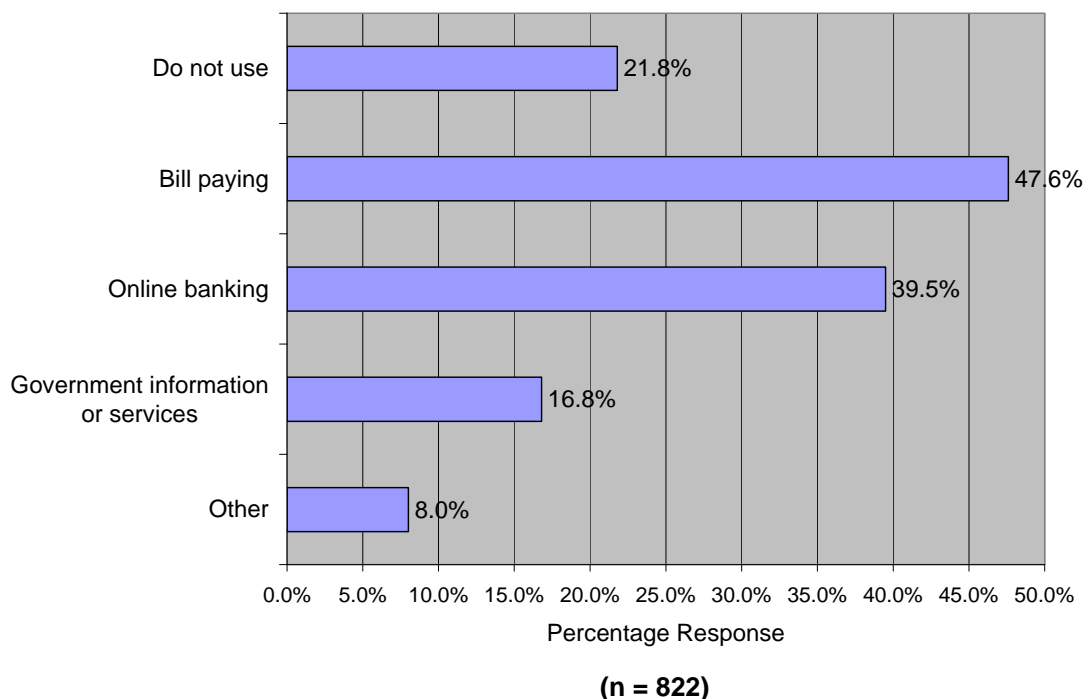
Respondents advised whether they used the internet for a variety of online transactions, and then asked to indicate how often each type of transaction was undertaken. Responses across the categories tally greater than 100% as multiple responses were allowed if they were appropriate.

Graph 47 shows the incidence of use of the different types of online transactions. 21.8% of respondents who use the internet indicated that they did not use the internet for any online transactions.

Online transaction percentages of use were as follows:

- 33.2% of all respondents indicated that they used the internet for bill paying.
- 27.8% used the internet for online banking.
- 8.4% used it for Government information or services.
- 3.9% used it for other purposes, including online purchases.

Graph 47 Type of Online Transaction Undertaken



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

Table 3 **Frequency of Online Transactions**

Frequency	Bill paying	Online banking	Govt. Information or services
Daily	8.3%	6.5%	2.3%
Twice weekly	3.2%	8.2%	-
Weekly	31.8%	43.7%	18.2%
Weekly/fortnightly	10.7%	1.5%	5.6%
Fortnightly	23.2%	16.8%	10.3%
Monthly	20.5%	19.5%	27.5%
Quarterly	-	-	3.5%
Biannually	-	-	12.3%
Annually	-	-	10.6%
Other	3.3%	3.8%	9.7%

With some small variations, Table 3 shows a relatively consistent view of the more popular transaction frequencies across all types of online transactions. Most transactions are conducted on a weekly basis, followed by respondents undertaking them on a monthly basis. The third most popular frequency is fortnightly transactions followed by those undertaken on a daily basis.

4.7.3 In **question 50**, all survey respondents were asked:

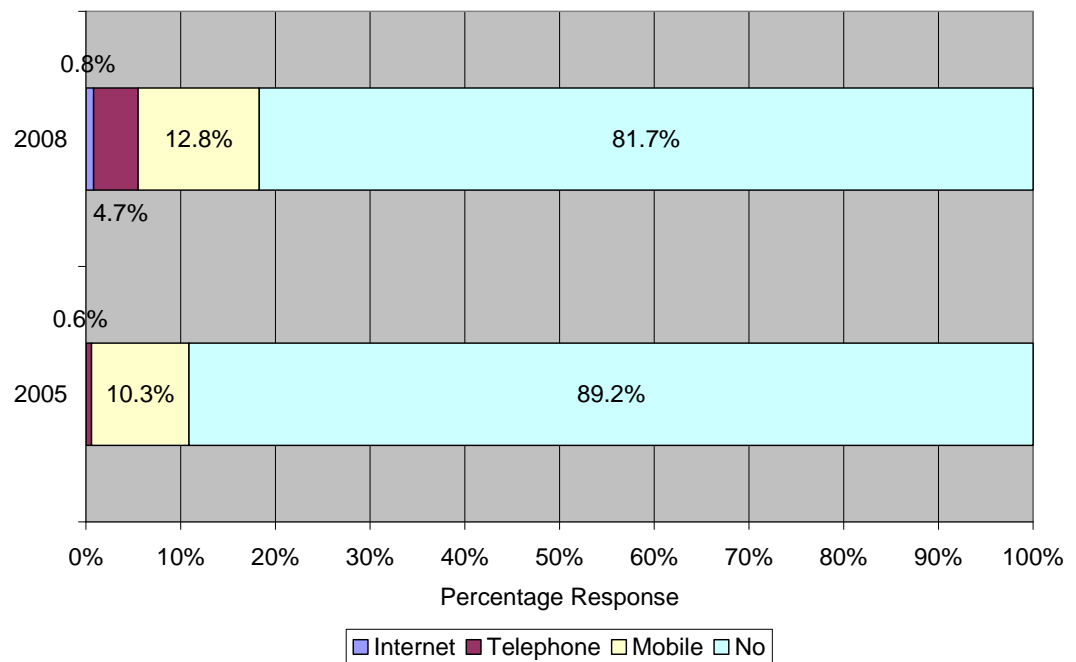
“Do you use mobiles, phone or the internet for voting on reality shows?”

81.7% of respondents advised that they did not use any of these methods to vote on television reality shows.

Of the 18.3% who did vote on reality shows, 12.8% used mobile telephones, 4.76% used landlines for voting purposes and 0.8% of respondents used the internet as a voting tool.

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

Graph 48 Reality Show Voting Method



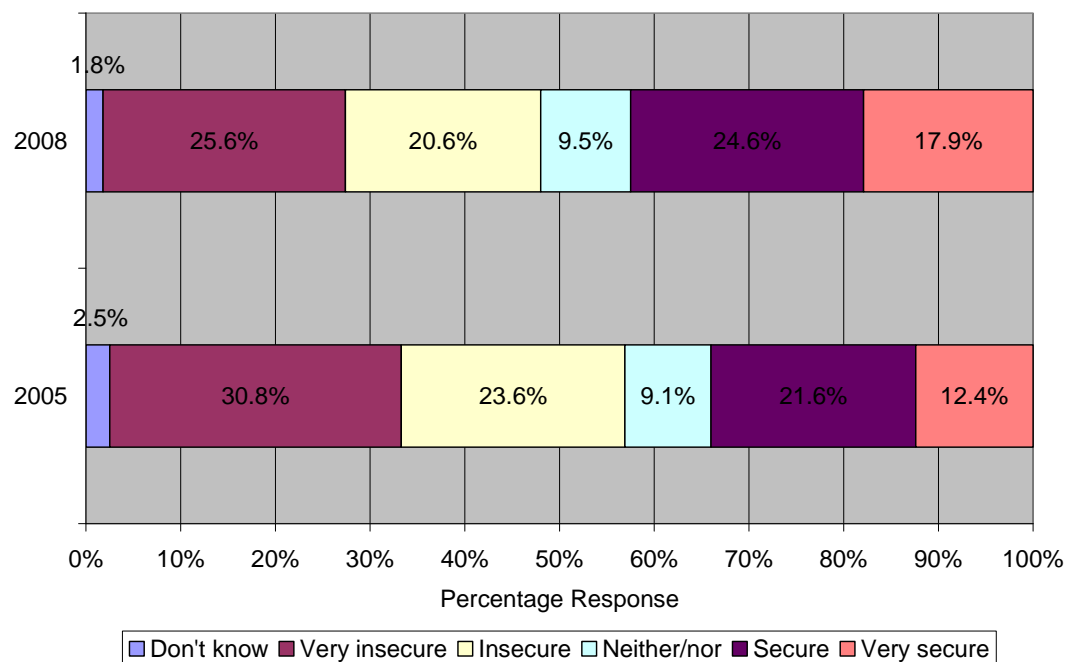
4.7.4 In **question 51**, all survey respondents were asked:

“How secure would you feel voting via the internet?”

The largest proportion of survey respondents (46.2%) felt ‘at most’ insecure about voting via the internet. 20.6% of respondents felt insecure about voting in this way, whereas a further 25.6% felt very insecure.

42.5% of respondents felt secure about voting via the internet (24.6% - secure and 17.9% - very secure). 1.8% of respondents were unsure of their response.

Graph 49 Security Perception of Internet Voting



4.7.5 In **question 52**, 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?”

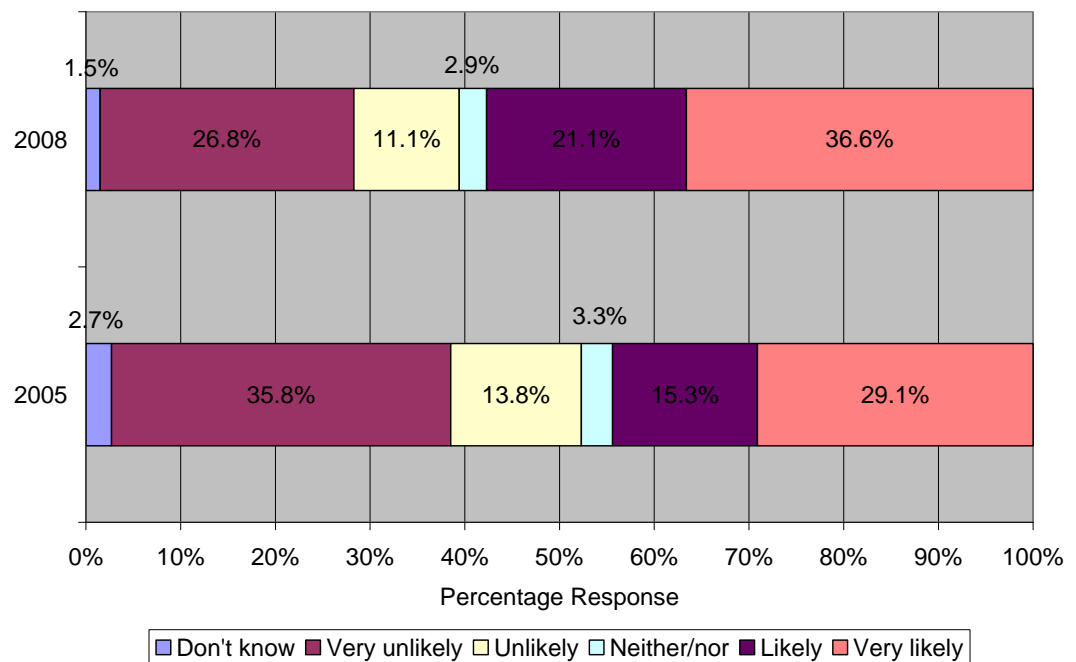
57.7% of respondents felt ‘at least’ likely to vote via the internet (21.1% - likely and 36.6% - very likely).

37.9% of all survey respondents felt ‘at most’ unlikely to vote at a state general election via the internet. 11.1% of respondents felt unlikely to vote in this way, whereas a further 26.8% felt very unlikely.

1.5% of respondents did not know what answer to provide.

Younger age groups were more likely to advocate the use of this voting method than were older age groups.

Graph 50 Likelihood of Voting Via the Internet



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

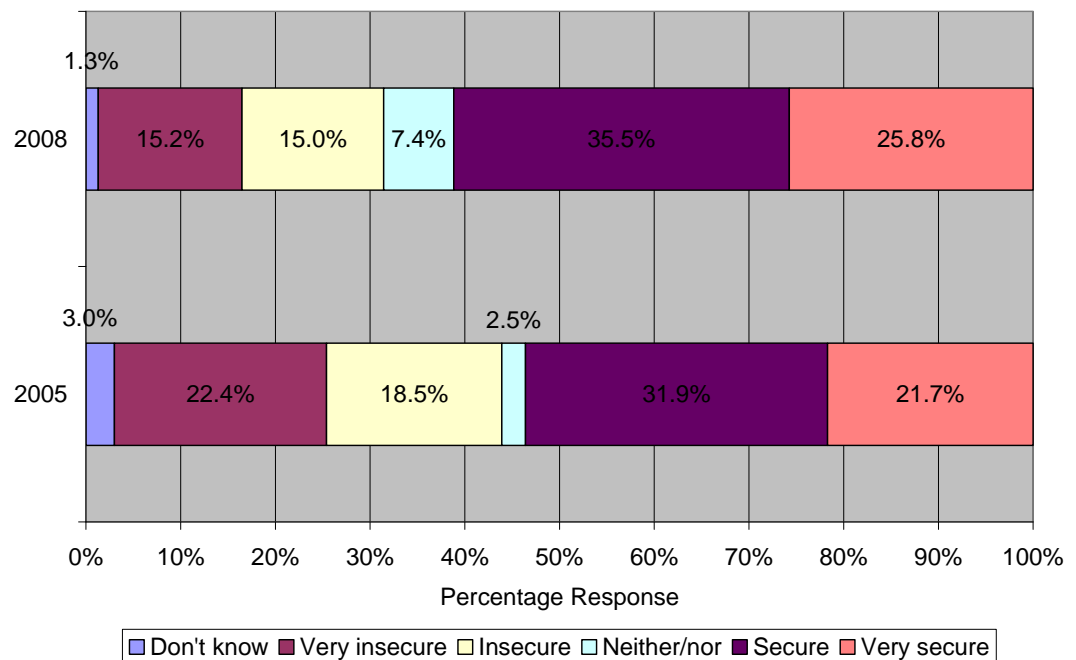
“If voting by internet, how secure would you feel knowing the Western Australian Electoral Commission was conducting the election?”

30.2% of respondents felt ‘at most’ insecure about voting via the internet, even with the WAEC conducting the election, compared to the figure of 37.9% noted in the response to question 52. 15.0% of respondents felt insecure about voting in this way, whereas a further 15.2% felt very insecure.

With the WAEC conducting the election, 61.3% of respondents felt ‘at least’ secure (compared to 57.7% in question 53). 35.5% felt secure and 25.8% felt very secure.

1.3% of respondents did not know what answer to provide.

Graph 51 Security Perception of Internet Voting controlled by the WAEC



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

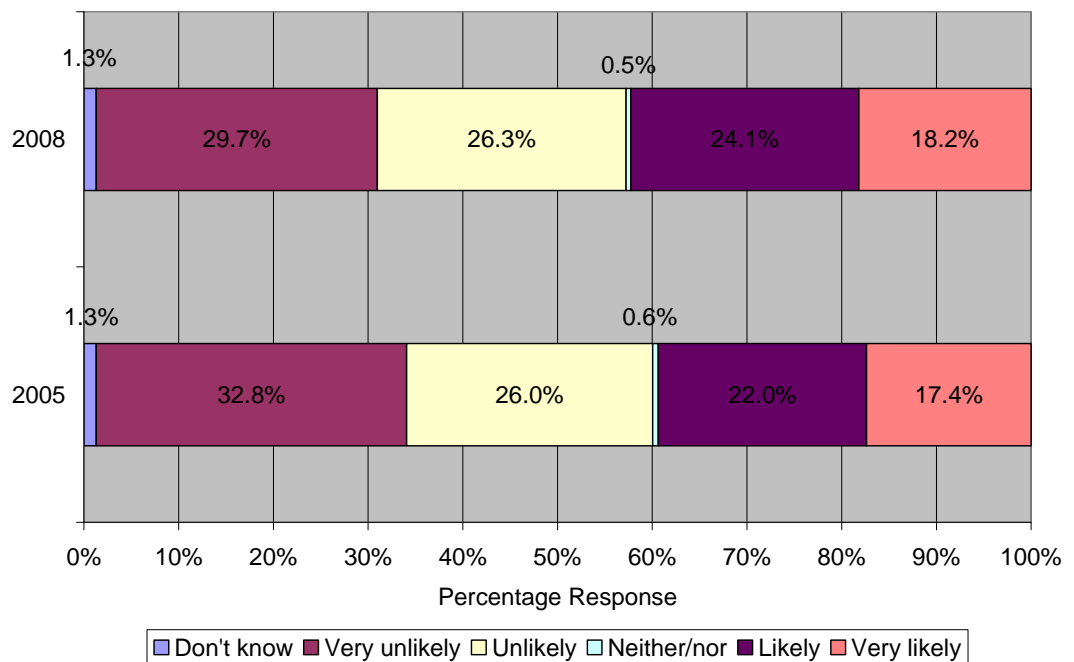
“If the facility was available, how likely would you be to use the telephone or text messaging to vote at a state general election?”

56% of all survey respondents felt ‘at most’ unlikely to vote at a state general election via the telephone or text messaging. 26.3% of respondents felt unlikely to vote in this way, whereas a further 29.7% felt very unlikely.

A still significant 42.3% of respondents felt ‘at least’ likely to vote via telephone or text messaging (24.1% - likely and 18.2% - very likely). 1.3% of respondents did not know what answer to provide.

Younger age groups were more likely to advocate the use of this voting method than were older age groups.

Graph 52 Likelihood of Telephone and Text Voting at State General Election



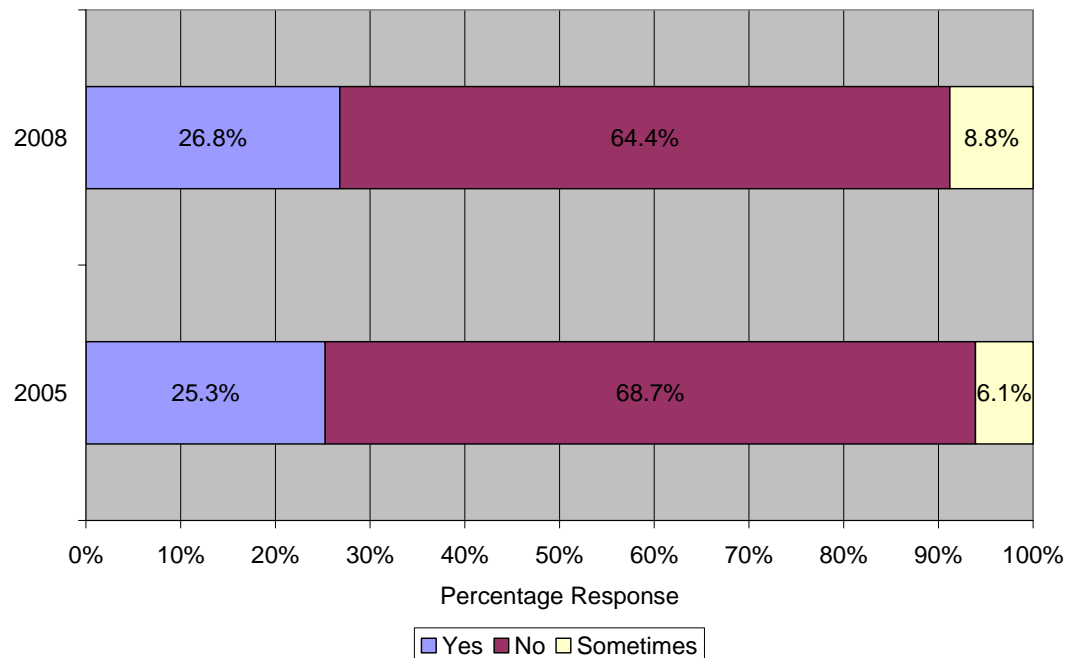
4.7.8 In **question 55**, all survey respondents were asked:

“Do you normally vote in local government elections?”

26.8% of respondents advised that they normally voted in local government elections, with a further 8.8% advising that they sometimes voted. 64.4% of respondents advised that they did not normally vote in local government elections.

Demographic results showed that metropolitan respondents were less likely to vote in local government elections than were those in regional areas. Younger respondents were also less likely to vote in local government elections than were older respondents.

Graph 53 Incidence of Local Government Election Voting



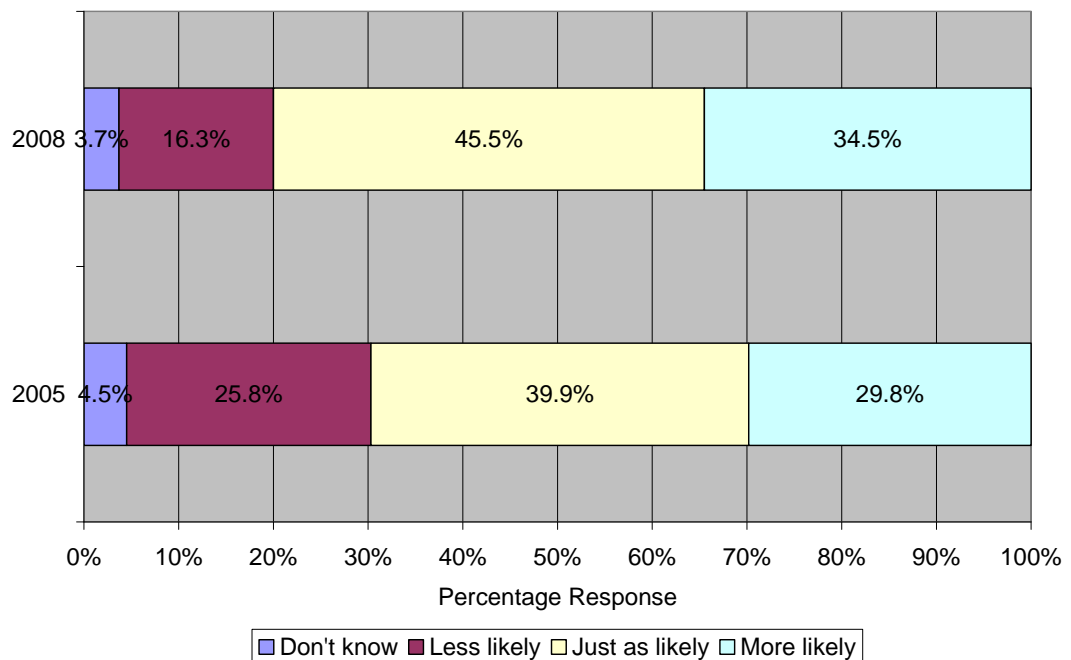
4.7.9 In question 56, all survey respondents were asked:

“If the following methods of voting were available, would they make you more likely, just as likely, or less likely to vote in local government elections compared to your level of voting now?”

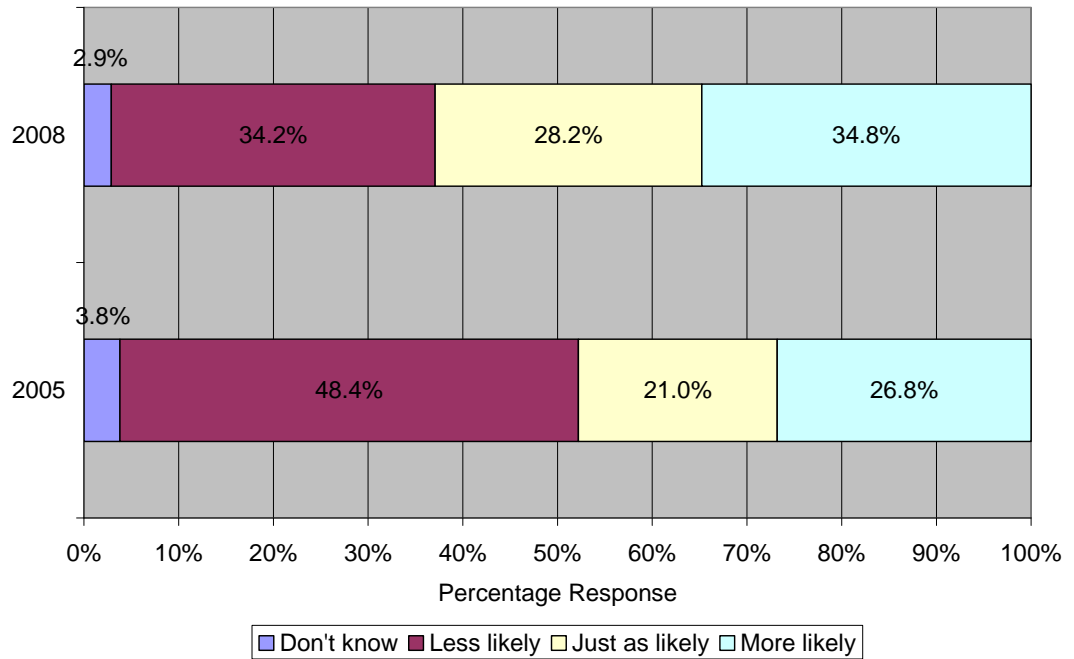
Graphs 54 through 59 show that a number of the range of proposed options suggested could increase the likelihood of voting. Trend analysis from the 2005 results show that many options are becoming more palatable to the general populace.

An increase in voting likelihood with a reduction of ‘less likely’ voters was experienced across all areas, leading to a belief that people are searching for more convenience in their lives. The areas with the greatest likelihood of an increase in voting were for postal and internet voting as well as voting at readily accessible polling places such as a supermarket.

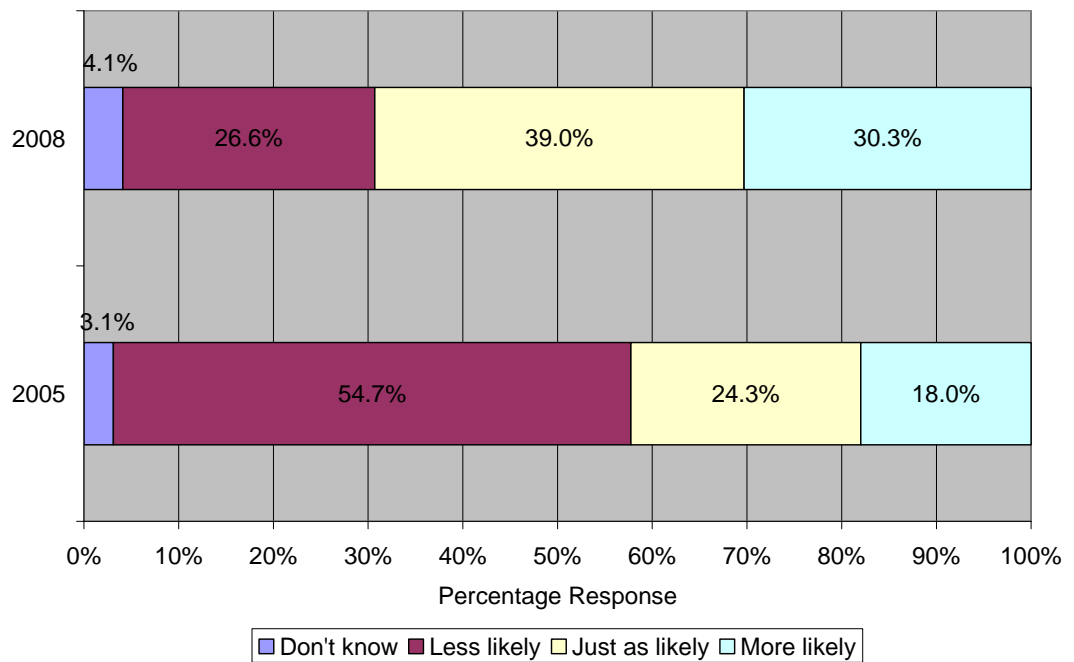
Graph 54 Likelihood of Voting In Local Government Elections Via Post



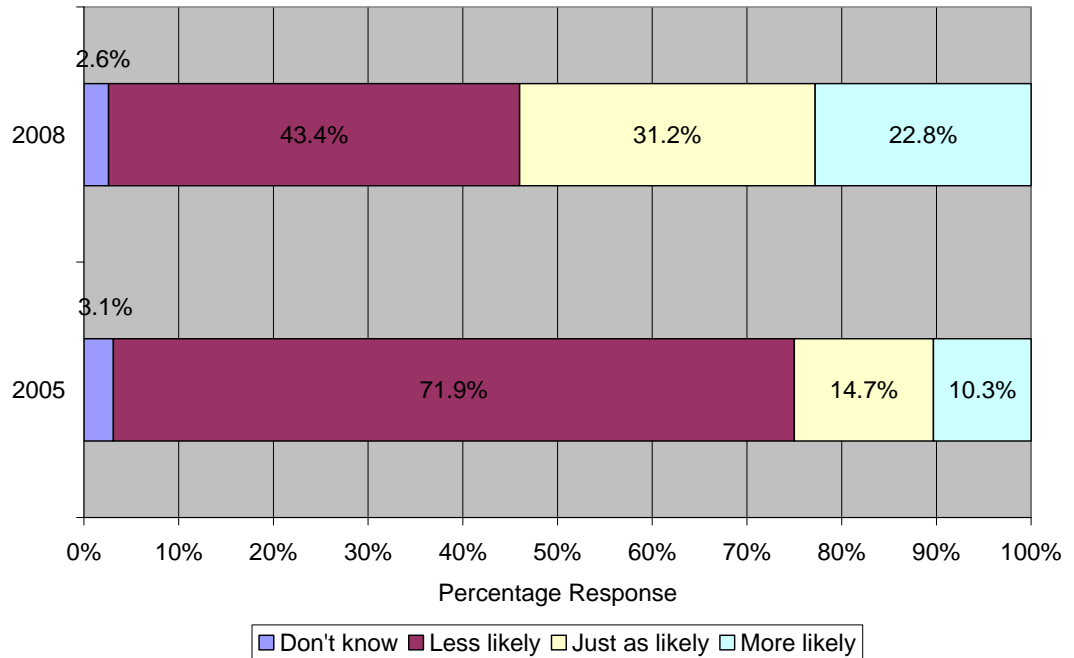
Graph 55 Likelihood of Voting In Local Government Elections Via Internet



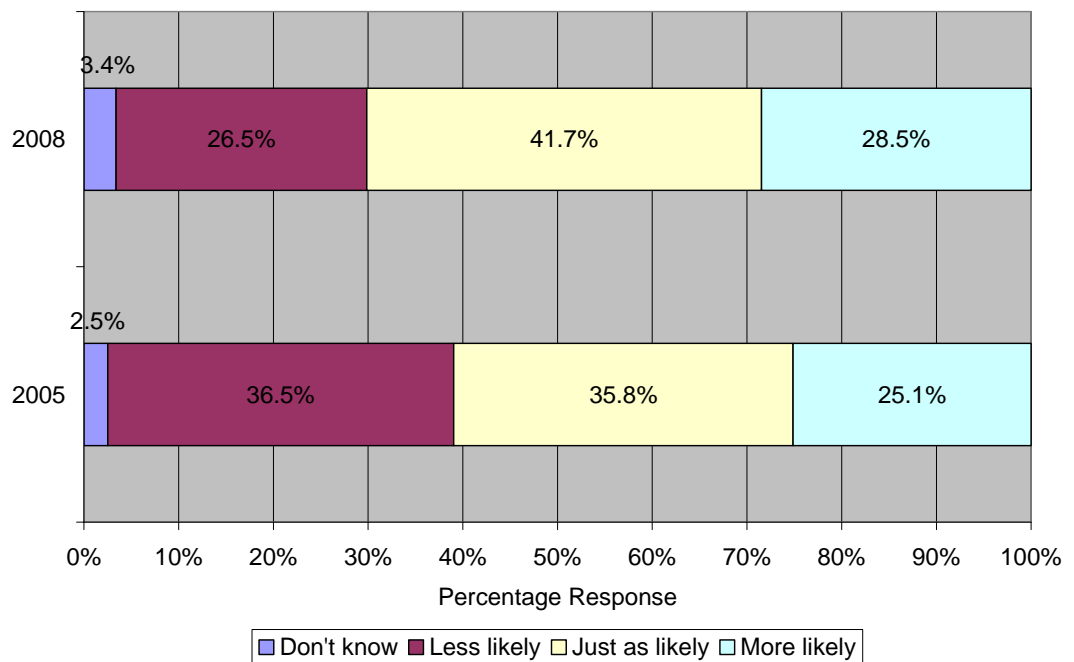
Graph 56 Likelihood of Voting In Local Government Elections Via Telephone



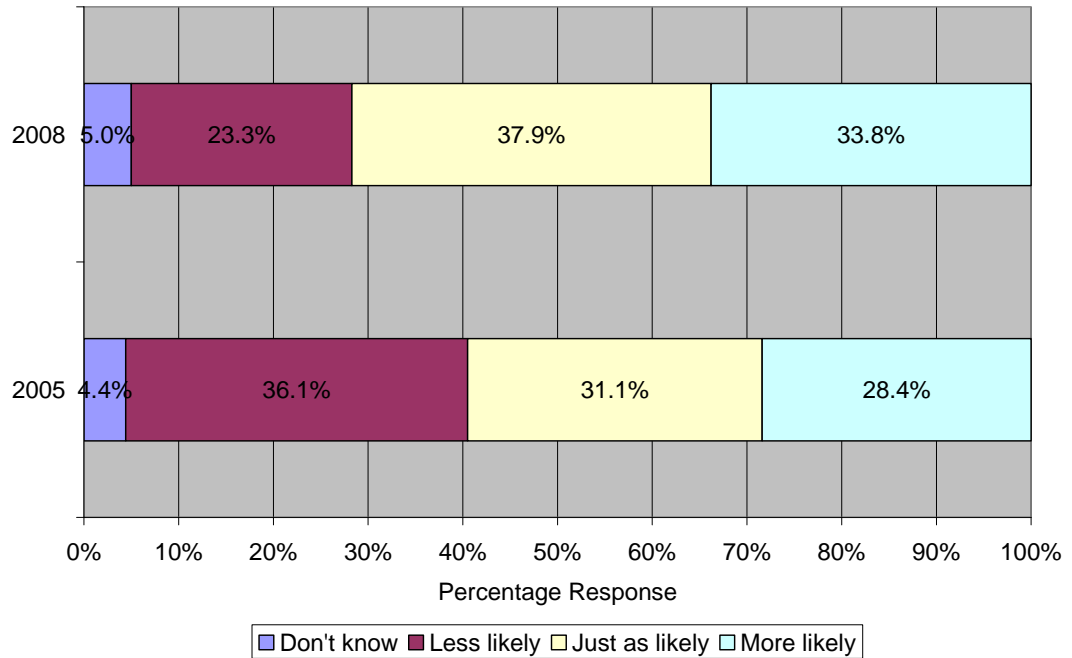
Graph 57 Likelihood of Voting In Local Government Elections Via Text Messaging



Graph 58 Likelihood of Voting In Local Government Elections Voting in Person at a Local Government Office



Graph 59 Likelihood of Voting In Local Government Elections Via Readily Accessible Polling Places Such as a Supermarket



The following tables have been included as indicators to the likelihood of voting via alternate means for respondents who do or do not usually vote in local government elections.

Table 4 shows that respondents who do usually vote are least likely to continue voting if using telephone voting or text messaging.

Table 4 Likelihood of Voting In Local Government Elections Via Alternate Methods (respondents who do usually vote)

	More likely	Just as likely	Less likely	Don't know
Post	33.5%	52.8%	10.2%	3.4%
Internet	30.7%	31.4%	35.4%	2.5%
Telephone	28.3%	43.2%	25.2%	3.4%
Text messaging	21.7%	33.2%	43.2%	1.9%
Voting in person at a local Govt office	30.8%	39.3%	25.9%	4.0%
Readily accessible polling places such as a supermarket	33.5%	37.0%	23.6%	5.9%

Table 5 shows that respondents who do usually vote are least likely to continue voting if using text messaging, voting in person at a local government office or voting via the internet.

Table 5 **Likelihood of Voting In Local Government Elections Via Alternate Methods (respondents who don't usually vote)**

	More likely	Just as likely	Less likely	Don't know
Post	33.6%	41.1%	21.0%	4.3%
Internet	37.1%	26.8%	33.1%	3.0%
Telephone	31.0%	37.1%	27.4%	4.4%
Text messaging	22.4%	30.4%	44.2%	3.0%
Voting in person at a local Govt office	26.8%	43.4%	26.7%	3.1%
Readily accessible polling places such as a supermarket	33.4%	38.4%	23.4%	4.8%

4.8 Respondents With Disabilities

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

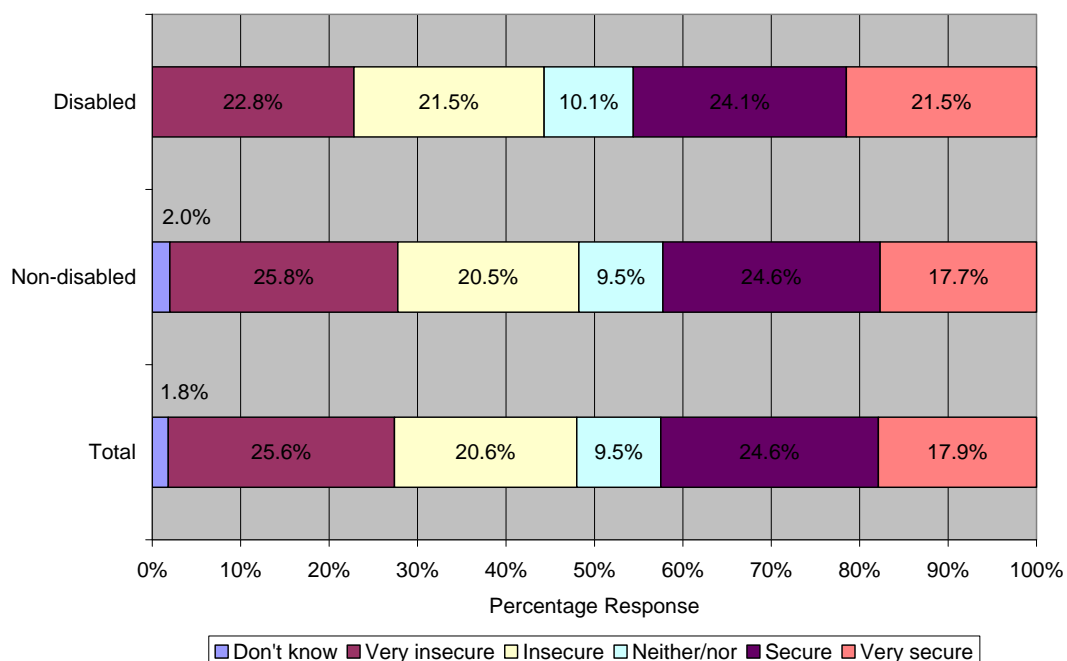
- Attitudes to electronic voting;
- Identification of polling places; and
- Receipt and use of the Easy Voter Card.

It should be noted that only 79 survey respondents classified themselves as having a disability. Due to the limited number of these respondents it needs to be remembered that the results for respondents with disabilities are subject to sizeable sampling error and need to be viewed with care.

4.8.1 Attitudes to Electronic Voting

Graph 60 shows that people with disabilities (45.6%) felt marginally more secure in voting via the internet compared to respondents without disabilities (44.3%). This also converted into a smaller number of respondents with disabilities feeling insecure about voting in this manner.

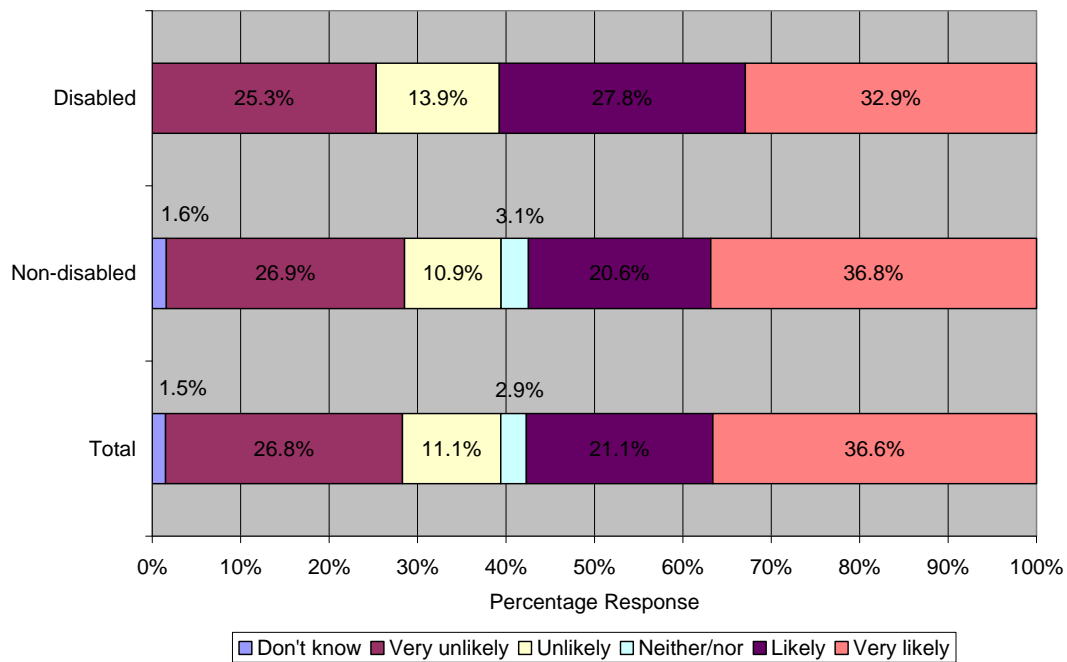
Graph 60 Respondents with disabilities vs. 'How secure would you feel voting via the internet?'



Graph 61 shows that people with disabilities (60.7%) were marginally more likely to vote via the internet compared to respondents without disabilities (57.4%).

Despite this a marginally larger number of respondents with disabilities would not be likely to use the internet to vote (39.2%) when compared to respondents without disabilities (37.8%).

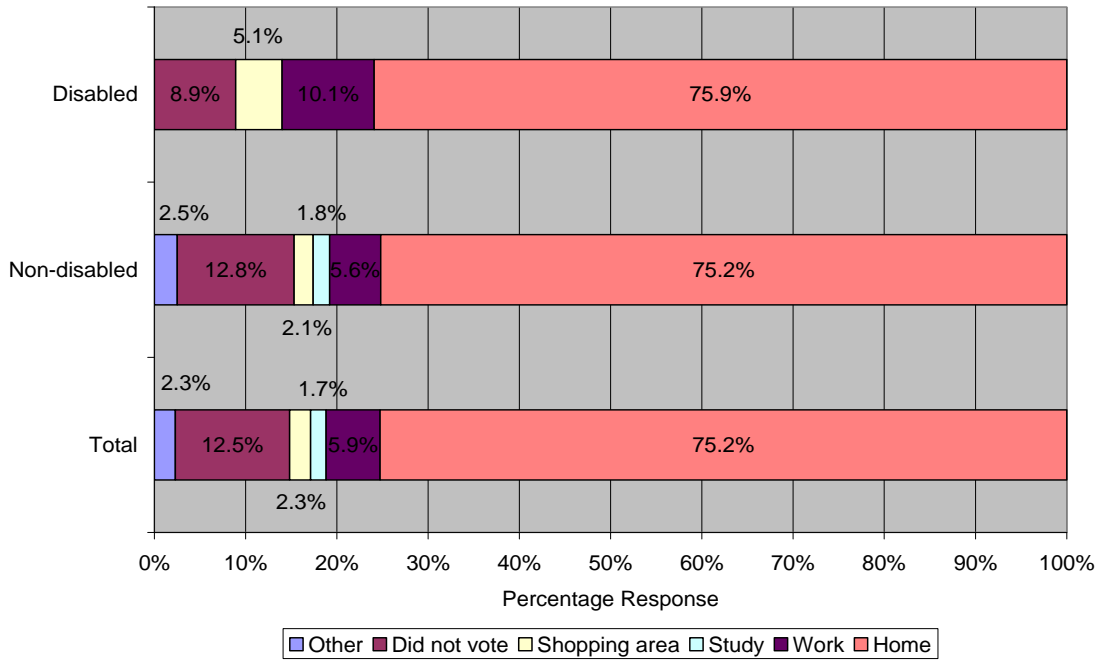
Graph 61 Respondents with disabilities vs. 'If you believed the election process was secure and the facility was available, how likely would you be to use the internet to vote at a state general election?'



4.8.2 Identification of Polling Places

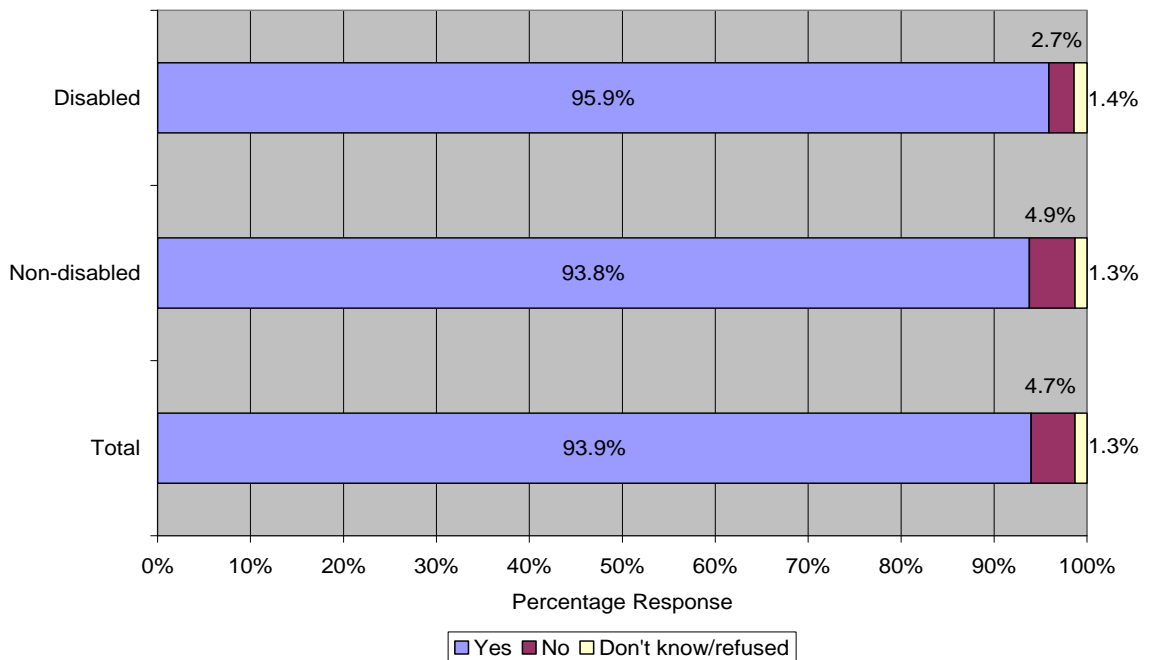
Graph 62, presented overleaf, shows that respondents with disabilities were most likely to vote at a polling location close to home (75.9%), work (10.1%) or a shopping area (5.1%). When compared to the results from respondents without disabilities the results are unexpected. More respondents with disabilities voted at a place close to their work and overall fewer respondents with disabilities did not vote (8.9%) compared to those without disabilities (12.8%).

Graph 62 Respondents with disabilities vs. 'Was the place you voted at close to ...?'



Graph 63 also shows that respondents with disabilities generally found their polling place to be more convenient (95.9%) than those without disabilities (93.8%).

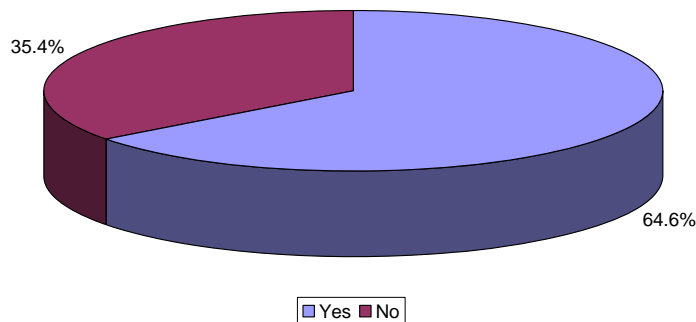
Graph 63 Respondents with disabilities vs. 'Was the polling place convenient for you?'



Despite the fact that almost all respondents with disabilities thought

that the polling place was convenient, they made the distinction between locational convenience and ease of access and use. Graph 64 shows that 64.6% of respondents who had a disability (51 respondents) found the polling locations easy to access and use. 35.4% of respondents with a disability (28 respondents) did not find this to be the case.

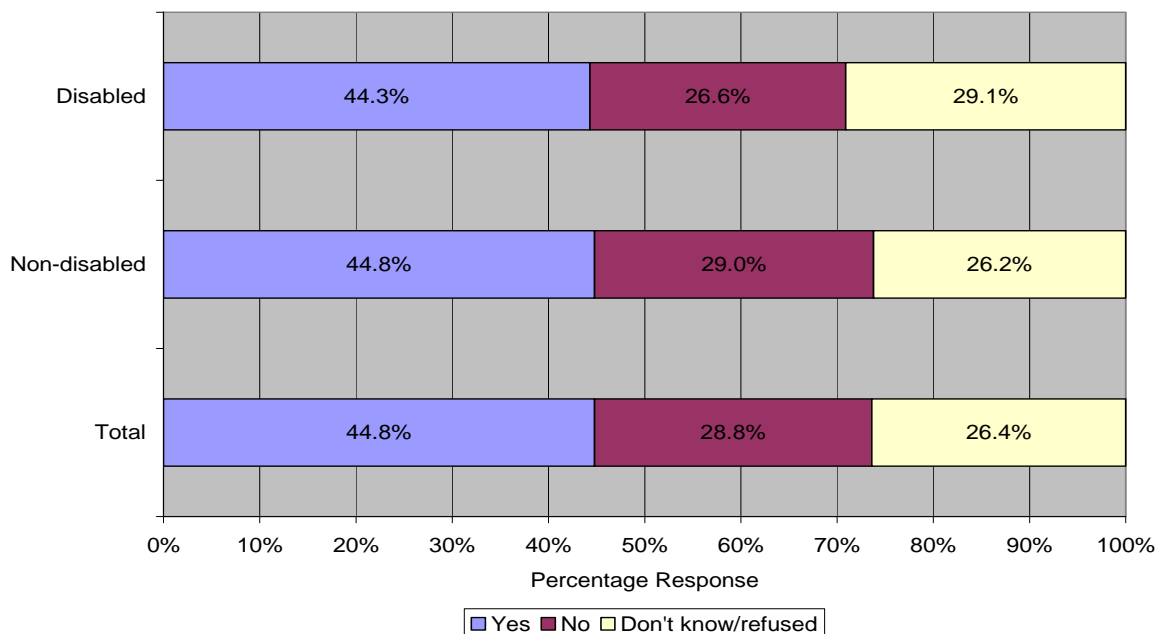
Graph 64 **Ease of Polling Place Access and Use by Disabled Voters**



4.8.3 Receipt and Use of the Easy Voter Card

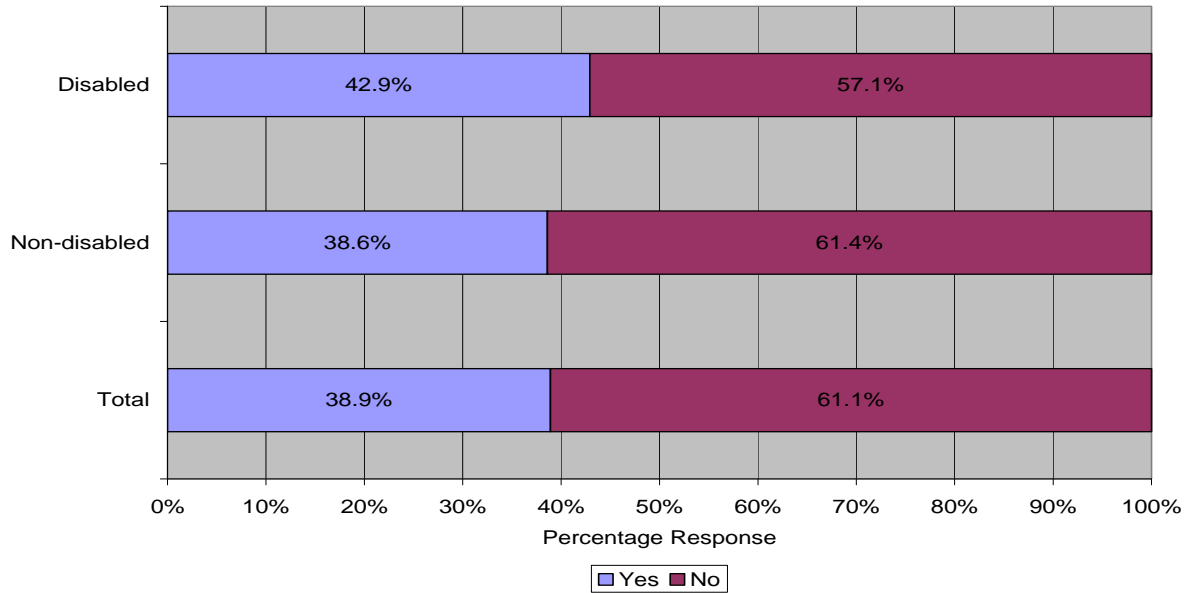
Graph 65 shows that only marginally fewer disabled respondents (44.3%) recalled receiving the Easy Voter Card when compared to non-disabled respondents (44.8%).

Graph 65 **Respondents with disabilities vs. 'Did you receive and Easy Voter Card?'**



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

Graph 66 **Respondents with disabilities vs. 'Did you use the Easy Voter Card?'**

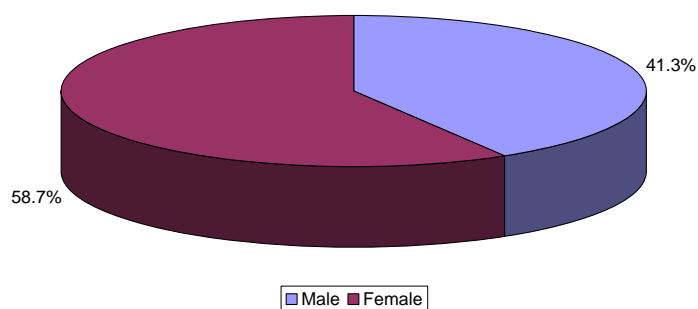


4.9 **Demographics**

4.9.1 In **question 57**, interviewers noted the gender of all survey respondents.

58.7% of survey respondents were female compared to 41.3% male respondents. This disparity is acceptable from a statistical point of view and simply reflects the greater likelihood of females answering the telephone within a household than do males.

Graph 67 **Gender of Respondents**



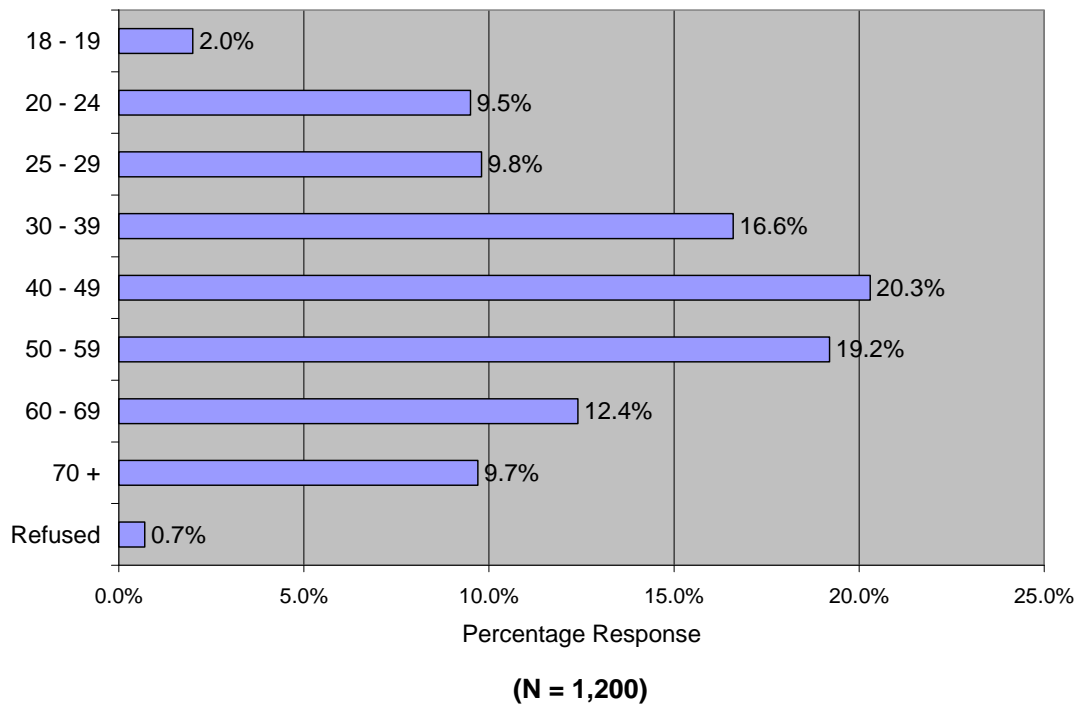
(N = 1,200)

4.9.2 In **question 58**, all survey respondents were asked:

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

Graph 68 reflects a normal distribution of ages of respondents to this survey. This lends support to the statistical reliability and accuracy of the results to this survey.

Graph 68 **Age of Respondents**

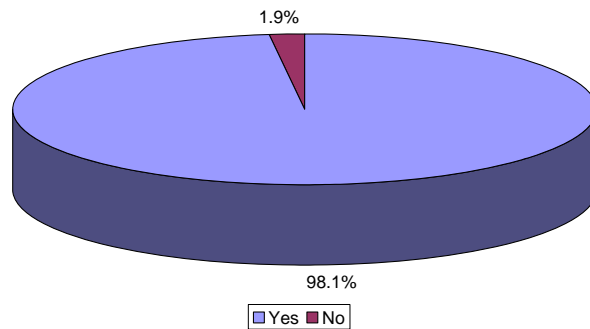


4.9.3 In **question 59**, all survey respondents were asked:

“Are you an Australian citizen?”

98.7% of respondents advised that they were Australian citizens, compared to 1.3% who advised that they were not.

Graph 69 Australian Citizenship



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

“What is your country of birth?”

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

Table 6 shows that Australia was nominated as the most frequent country of birth (64.5%), followed by the UK (14.7%). Other more frequent regions included South East Asia (5.1%), Europe (4.6%), and Pacific Countries (2.6%).

Table 6 **Country of Birth**

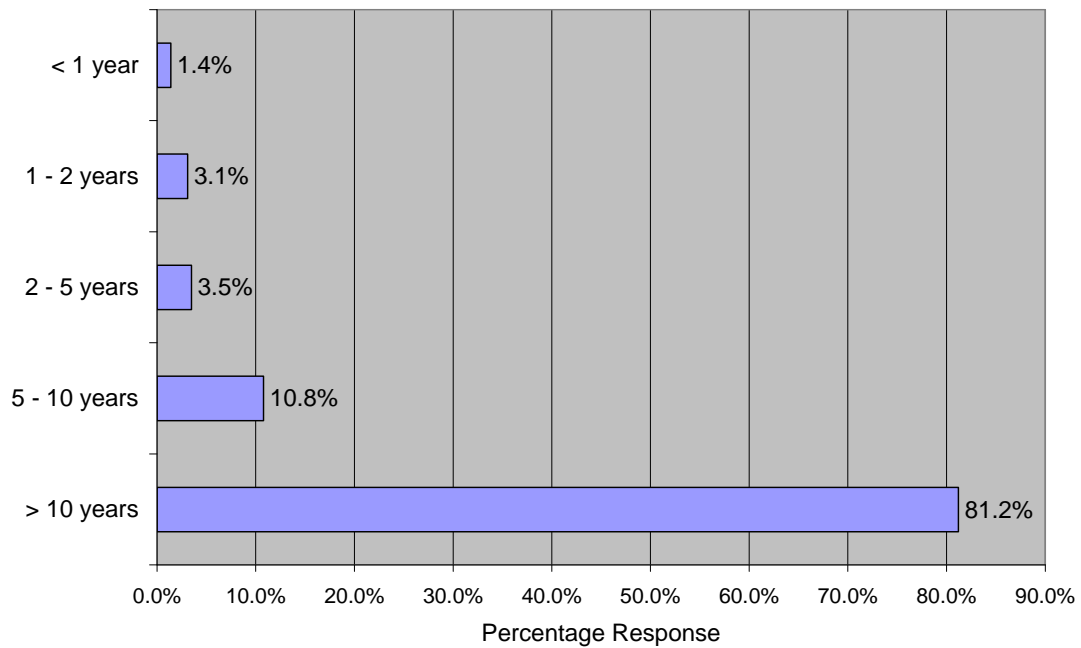
Country	Percentage response
Australia	64.5%
United Kingdom	14.7%
South East Asia	5.1%
Europe	4.6%
Pacific Countries	2.6%
Eastern Europe	1.8%
Middle East	1.8%
Asia	1.3%
Africa	1.1%
North America	0.8%
South America	0.3%

4.9.5 In **question 61**, survey respondents who were not born in Australia were asked:

“How long have you lived in Australia?”

Almost 90% of respondents (89.7%) advised that they had lived in Australia for greater than 10 years. 7.6% had lived in Australia for between 5 to 10 years with the remaining 2.7% having lived here for less than 5.

Graph 70 **Length of Residence in Australia**



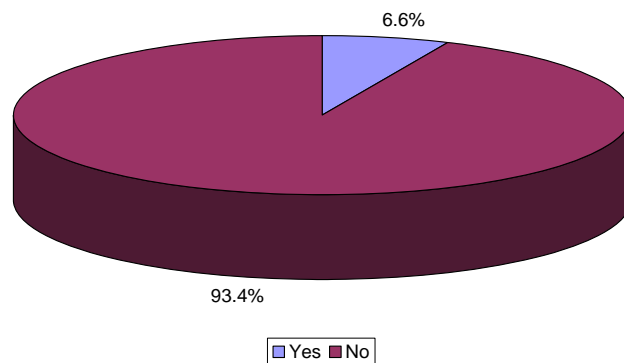
(N = 1,200)

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

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

6.6% of respondents advised that they did have a disability which should be considered by the Commission when voting, with the remaining 93.4% having either no disability or one of insufficient importance to be considered.

Graph 71 **Voter Disability Incidence**



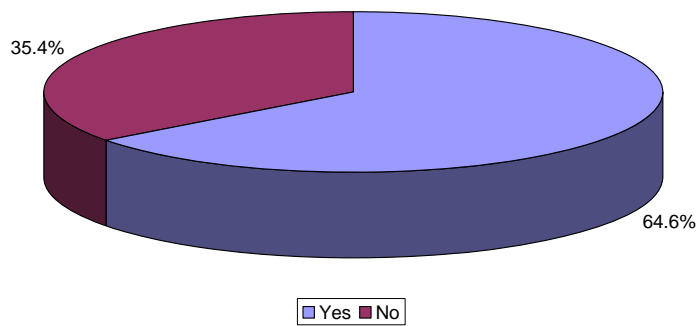
(N = 1,200)

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

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

64.6% of respondents who had a disability (51 respondents) found the polling locations easy to access and use. 35.4% of respondents with a disability (28 respondents) did not find this to be the case.

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



(n = 79)

4.9.8 In **question 64**, survey respondents who advised that they had a disability which should be considered by the Commission when voting were asked:

“What other improvements could be made to further assist your voting

Of the 28 respondents who indicated that they had a disability and did not find the polling location easy to access and use, only 19 chose to provide an answer to this question.

The key response related to access to the polling location. Most of these respondents indicated that there needed to be the availability of closer parking to the location so that less walking needed to be done to get to the booth. Convenient parking also included the provision of specific disabled parking closest to the polling place.

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

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

Responses tally to more than the 19 respondents as 4 people raised more than one issue. The response numbers were as follows:

- Better/closer parking to polling place (specifically disabled parking near polling place) (11 responses)
- Speed up time spent waiting in queue - difficult because of disability (8 response)
- Assistance with reading and completing ballot papers (4 responses)
- Better wheelchair access (3 responses)