



## Report into the 2017 General Election

Prepared by Kantar TNS New Zealand for the Electoral Commission

April 2018

# Contents

<b>Background</b>	<b>5</b>
<b>Methodology</b>	<b>6</b>
<b>Enrolment status and behaviour</b>	<b>9</b>
<b>Awareness and knowledge of the General Election</b>	<b>13</b>
<b>Communications</b>	<b>22</b>
<b>Pre-Election Day behaviour</b>	<b>25</b>
<b>Voting and Election Day behaviour</b>	<b>33</b>
<b>Polling place behaviour and satisfaction</b>	<b>39</b>
<b>Non-voter behaviour and reasons for not voting</b>	<b>59</b>
<b>Appendix A: Overview tables (2017)</b>	<b>64</b>
<b>Appendix B: Sample profile</b>	<b>66</b>

# Tables

Table 1: Enrolled to vote in the NZ General Election .....	9
Table 2: Reasons for initially enrolling to vote .....	10
Table 3: Intention to enrol .....	11
Table 5: Voting behaviour of those eligible in the most recent and last election .....	12
Figure 6: Aspects of understanding of the voting process (total sample) .....	13
Table 7: Overall understanding of the voting process .....	14
Table 8: Overall understanding of the enrolling process .....	15
Table 9: Understanding of how to enrol to vote .....	16
Table 10: Understanding on how to update your enrolment details .....	17
Table 11: Understanding of how to vote .....	18
Table 12: Understanding of where you can vote .....	19
Table 13: Understanding of what to do if you cannot get to a voting place .....	20
Table 14: Information sources would use to enrol or change enrolment address .....	21
Table 15: Awareness of Electoral advertising .....	22
Table 16: Source of Electoral advertising awareness .....	23
Table 17: TV advertising message .....	24
Table 18: Recall receiving an EasyVote pack .....	25
Table 19: How thoroughly people read the EasyVote pack .....	26
Table 20: Did people find the EasyVote card easily .....	27
Table 21: How useful people found the EasyVote pack .....	28
Table 22: Looked for additional voting information .....	29
Table 23: Source of additional voting information .....	30
Table 24: How useful did people find the Electoral Commission's website * .....	31
Table 25: Additional voting information wanted .....	32
Table 26: Type of vote placed .....	33
Table 27: Voted on or before Election Day .....	34
Table 28: Where people voted .....	34
Table 29: People that accompanied voters to the voting place .....	35
Table 30: Voted at the same voting place .....	36
Table 31: Reasons for voting at a different voting place in 2014 .....	36
Table 32: Source of information about voting place location* .....	37
Table 33: Time of day when voted .....	39
Table 34: Incidence of people having to queue before voting .....	40
Table 35: Items taken to the voting place .....	40
Table 36: Length of time taken to vote .....	41
Table 37: Satisfaction with the length of time taken to vote .....	42
Table 38: Satisfaction with the convenience of the voting location .....	43
Table 39: Satisfaction with how identifiable the voting place was .....	44
Table 40: Satisfaction with having easy to find voting booths .....	45
Table 41: Satisfaction with having easy to find paper deposit boxes .....	46
Table 42: Overall satisfaction with the ease of placing your vote .....	47
Table 43: Satisfaction with the voting papers having clear instructions .....	48
Table 44: Satisfaction with the ease of finding the name of the person or party .....	49
Table 45: Satisfaction with the privacy of the voting booth .....	50
Table 46: Satisfaction with the layout of the ballot paper .....	51
Table 47: Overall satisfaction with the ballot paper .....	52
Table 48: Rating of voting place staff being pleasant and polite .....	53
Table 49: Rating of voting place staff's ability to answer questions .....	54
Table 50: Rating of the efficiency of voting place staff .....	55
Table 51: Overall rating of the voting place staff .....	56
Table 52: Overall rating of the voting process .....	57
Table 53: Incidence of encountering an issue when voting .....	58
Table 54: Possibility of voting in the NZ General Election .....	59
Table 55: When non-voters decided not to vote .....	60

**Table 56: Amount of effort invested in decision not to vote..... 61**  
**Table 57: Main and total reasons for not voting\* ..... 63**

## Background

The Electoral Commission is responsible for registering electors and maintaining electoral rolls, conducting parliamentary Elections and referenda, advising Ministers and Select Committees of Parliament on electoral matters, promoting public awareness of and engagement in electoral matters and supporting the Representation Commission in its determination of electoral boundaries.

The Electoral Commission undertakes a survey of voters and non-voters following each General Election. The primary objectives of the survey are to:

- Measure voter satisfaction with the services the Electoral Commission provides
- Understand the level of engagement with the voting process, barriers to voting, and how to address these barriers for each identified population group

The Electoral Commission commissioned Kantar TNS to conduct a survey with voters and non-voters after the General Election in 2017. Similar surveys were conducted on behalf of the Chief Electoral Office in 2005 and 2008 and the Electoral Commission in 2011 and 2014. Where possible this report includes comparisons to the 2014 results.

Groups of particular interest to the Electoral Commission who have had lower levels of participation are those people who identify themselves primarily as:

- Māori
- Pasifika
- Asian
- Youth (18-29)
- Non-voters

Results for these groups have been highlighted throughout this report.

## Methodology

### Questionnaire

One questionnaire was developed to meet the research objectives, covering both voters and non-voters. The questionnaire was largely based on that used in 2014. Some extra questions/ sections were added and these have been noted throughout this report.

The final average interview length (via telephone) was 18 minutes.

### Sample design/ quotas

The post-Election study was conducted through multiple data collection methods to ensure the most robust and representative sample possible. The total sample was broken into the following targets:

1. A random sample of 750 people eligible to vote, which was collected through CATI (Computer Assisted Telephone Interviewing) surveying by random digit dialling, rather than from lists generated from the electoral roll as per the method in 2011. This was to ensure we collected the views and attitudes of people who didn't enrol. Some of the following target groups were also collected in this sample;
2. A minimum sample of 150 people who classified themselves as Māori and were eligible to vote, which was achieved through random digit dialling and CATI surveying of those identified as being of Māori descent;
3. A minimum sample of 150 people who classified themselves as of Pasifika descent and who are eligible to vote, which was collected through a mixture of nationwide CATI and face to face surveying in Auckland;
4. A minimum sample of 150 people who classified themselves as of Asian descent and who are eligible to vote, which was collected through a mixture of nationwide CATI and face to face surveying in Auckland;
5. A minimum sample of 150 people aged between 18-29 (Youth) who are eligible to vote, which was collected through nationwide CATI surveying;
6. A minimum sample of 150 people who were eligible to vote but did not vote in the 2017 General Election, which was collected through a mixture of nationwide CATI and face to face surveying in Auckland.

The following sample sizes were collected:

Group	Sample size
European	693
Māori	196
Pasifika	180
Asian	186
Youth (18-29)	284
Non-voters	164
<b>Total</b>	<b>1,165</b>

## Weighting

All data was post-weighted to ensure it was representative of the New Zealand population (based on the 2013 Census where applicable) by:

- Age group (18-29 years, 30-49 years, 50 years plus)
- Gender
- Region (Auckland, Wellington, Christchurch, Other North Island, Other South Island)
- Ethnicity (European, Māori, Pasifika, Asian) allowing for multiple ethnicities
- Votership

## Response rate

In total the CATI survey received a response rate of 14%. The main reason for non-response was refusal to participate.

## Fieldwork period

The surveying was conducted between the 26<sup>th</sup> of September 2017 and the 25<sup>th</sup> of October 2017.

## Margin of error

The table below shows the sample sizes and accompanying margins of error for the key quota groups. These margins of error are shown to give an indication of the robustness of the results for each group. A 95% confidence level is used for significance testing and 50% test proportion assumed in order to give a maximum margin of error for each group.

Quota group	Sample size	Margin of error
Māori	196	+/- 7.0%
Pasifika	180	+/- 7.3%
Asian	186	+/- 7.2%
Youth (18-29)	284	+/- 7.5%
Disabled	184	+/- 7.2%
Non-voters	164	+/- 7.6%
<b>Total</b>	<b>1165</b>	<b>+/- 2.9%</b>

Note that arrows (↓ ↑) are used in tables to indicate 2017 results that are significantly higher or lower than in 2014.

## Notes on reading this report

The results for the 2017 survey have been compared to 2014 where applicable however there are a number of situations where a comparison is not possible and this has been indicated by a dash (-) in the relevant table.

Situations which result in data being unavailable for 2014 include:

- The question has been added for 2017
- The question was not asked in the 2014 survey
- The question wording/ code frame has changed significantly enough to make results incomparable

Not all columns in this report add to 100% due to rounding or questions with multiple response categories.

## Enrolment status and behaviour

This section of the study focused on understanding enrolment status and behaviour.

### Enrolled to vote in the 2017 NZ General Election

In total 92% of eligible voters surveyed say they were enrolled to vote in the 2017 General Election which is very close to the actual rate of 92.4%, but lower than the survey result in 2014.

**Table 1: Enrolled to vote in the NZ General Election**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Yes	96%↑	92%↓	88%↑	77%↓	95%	91%	88%	78%	84%	91%	99%↑	95%↓	74%↑	64%↓
No	4%↓	6%↑	11%	17%	3%	7%	12%	15%	15%	8%	1%	4%	24%	29%
Not sure (but I know what enrolment is)	0%	1%	1%	4%	3%	1%	0%	5%	1%	1%	0%	0%	2%	4%
Not sure what enrolment is	0%	1%	0%	2%	0%	1%	0%	2%	0%	0%	0%	2%	0%	3%
<i>n</i> =	1,310	1,164	172	284	185	196	151	179	189	186	232	184	75	163

The following types of people were *more likely* to report being enrolled in 2017:

- Those of European ethnicity (96% versus 86% for non-European ethnicity)
- Those aged 50+ (98% versus 88% aged 18-49)
- Those who live in an urban region (96% versus 92% for those living in a rural region)

The following types of people were *less likely* to report being enrolled in 2017:

- Those of Pasifika ethnicity (78% versus 94% for non-Pasifika ethnicity)
- Those aged 18-29 (77% versus 96% aged 30+)
- Those who are male (91% versus 94% for females)

## Reasons for initially enrolling to vote

Just under one half (44%) said they enrolled to vote because they wanted their opinion to count, a fifth (19%) said they want to make a difference, and sixteen percent did so because it is compulsory. Almost a third (29%) of people gave another reason for enrolling.

**Table 2: Reasons for initially enrolling to vote**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Wanted my opinion to count	-	44%	-	37%↓	-	44%	-	51%	-	52%	-	44%	-	24%↓
Wanted to make a difference	-	19%	-	12%	-	19%	-	40%↑	-	36%↑	-	21%	-	9%
You have to, it's the law	-	16%	-	12%	-	18%	-	24%	-	21%	-	13%↓	-	22%
Someone I know encouraged me to	-	6%	-	18%	-	3%	-	13%	-	6%	-	4%↓	-	16%
Another reason	-	29%	-	28%↑	-	22%	-	10%	-	22%↑	-	28%	-	29%↑
Not sure	-	3%	-	5%↑	-	3%	-	4%	-	3%	-	4%	-	8%
<i>n</i> =	-	1,092	-	236	-	180	-	149	-	177	-	175	-	94

Of the 29% who gave another reason for enrolling, the majority were:

- It's a good thing to do (e.g. "Voting is important being a New Zealand citizen", "I had the right to vote")
- It's a duty or obligation
- Became of age since the last election
- Received papers in mail so enrolled

People who say it was because they *wanted their opinion to count* were more likely to have voted (48% versus 24% for those who didn't vote). These people were also less likely to be aged 18-29 (37% versus 45% aged 30+) and of European ethnicity (42% versus 50% for non-European ethnicity).

People who say it was because they *wanted to make a difference* were more likely to be of Pasifika ethnicity (40% versus 17% for non-Pasifika ethnicity), of Asian ethnicity (36% versus 16% for non-Asian ethnicity), and to have voted (20% versus 9% for those who didn't vote). These people were also more likely to have voted before Election Day (23% versus 18% for those who voted on election day).

People who say it was because they *wanted to make a difference* were less likely to be aged 18-29 (12% versus 20% aged 30+), of European ethnicity (14% versus 30% for non-European ethnicity) and living in an urban region (18% versus 25% for those living in an rural region).

People who say it was because *someone they knew encouraged them to* were more likely to be aged 18-29 (18% versus 4% aged 30+). They were also less likely to be aged 50+ (2% versus 9% aged 18-49).

## Intention to enrol

[% who have not enrolled but are eligible to do so].

Among those who are not enrolled but are eligible to do so (8% of our sample), just under one in five people (18%) say they definitely intend to enrol. This result is significantly lower than for the 2014 General Election (57% in 2014). The number of people saying they were unsure of their intent to vote has increased significantly from the 2014 General Election (25% versus 9% for 2014). The number of people saying they definitely do not intend to vote has increased significantly from the 2014 General Election (21% versus 6% for 2014).

**Table 3: Intention to enrol**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Yes, definitely	57%	18%	54%	14%	67%	14%	63%	16%	59%	28%	34%	4%	54%	18%
Yes, I intend to	17%	18%	21%	24%	0%	19%	37%	34%	14%	25%	0%	26%	18%	18%
Not sure	9%	25%	0%	24%	33%	38%	0%	34%	0%	47%	0%	21%	10%	25%
Probably not	11%	18%	13%	24%	0%	19%	0%	12%	14%	0%	66%	36%	12%	18%
Definitely not	6%	21%	13%	14%	0%	10%	0%	4%	14%	0%	0%	14%	6%	21%
<i>n</i> =	26	71	10	48	5	16	5	29	8	9	4	9	20	70

People who responded with *yes, I intended to*, were more likely to be of Pasifika ethnicity (34% versus 13% for non-Pasifika ethnicity) and less likely to be of European ethnicity (5% versus 27% for non-European ethnicity).

People who responded with *definitely not* were more likely to be aged 50+ (49% versus 16% aged 18-49) or of European ethnicity (39% versus 9% for non-European ethnicity) and less likely to be of Pasifika ethnicity (4% versus 26% for non-Pasifika ethnicity).

## Attrition voting rate

[% eligible to vote in both 2014 and 2017].

Three quarters (77%) of respondents eligible to vote in both 2017 and 2014, did vote in both elections. This is significantly lower than in 2014 when 82% of respondents eligible to vote in the 2014 and 2011 General Elections said they had voted in both General Elections.

The voting attrition rate remained stable, with 5% of people eligible to vote in 2017 and 2014 voting in the 2014 General Election and not the 2017 General Election.

**Table 4: Voting behaviour of those eligible in the most recent and last election**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Voted in 2014 Election but not the 2017 Election (attrition rate)	4%	5%	8%	11%	11%↑	4%↓	1%↓	15%↑	11%	6%	5%	7%
Voted in 2014 Election and the 2017 Election	82%↑	77%↓	60%	48%	67%	73%	75%	63%	62%↓	80%↑	84%↑	76%↓
Did not vote in 2014 Election but did in 2017 Election (acquisition rate)	5%	5%	19%	13%	5%	8%	9%	5%	6%	7%	7%	4%
Did not vote in either Election	8%↓	12%↑	13%↓	28%↑	17%	16%	15%	18%	21%↑	7%↓	4%↓	13%↑
<i>n</i> =	1215	1015	107	161	175	162	131	151	155	145	221	166

The following types of people were *more likely* to have voted in both the 2014 and 2017 General Elections:

- Those aged 50+ (87% versus 67% for those aged 18-49 or 30-49)

The following types of people were *less likely* to have voted in both the 2014 and 2017 General Elections:

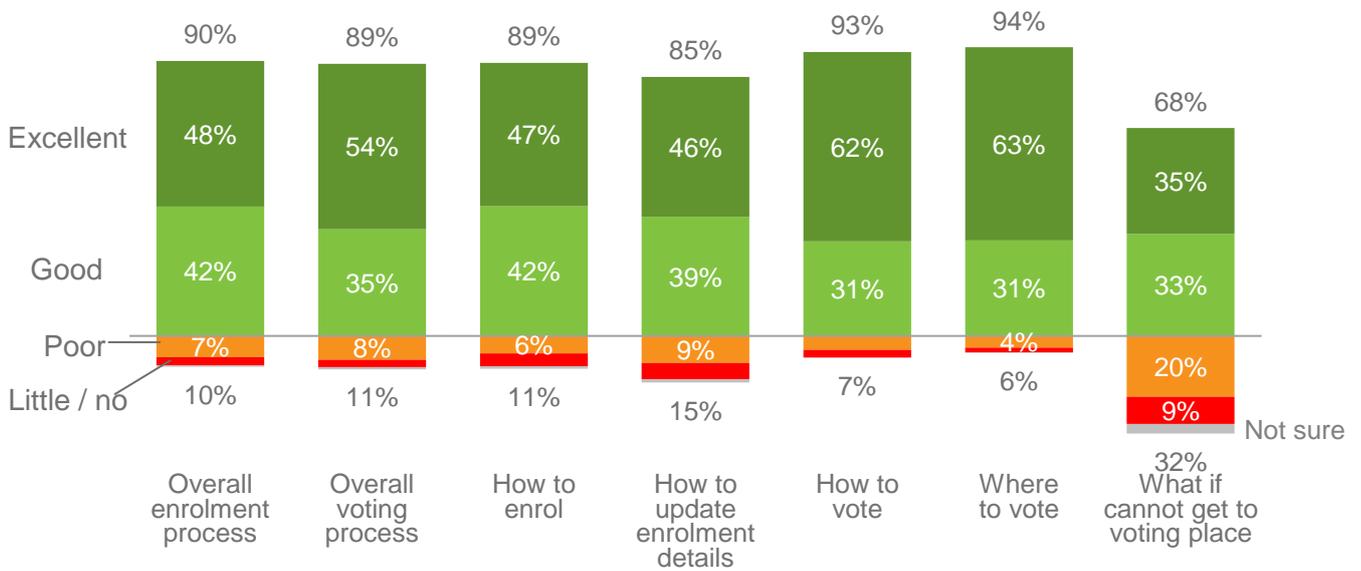
- Those of Pasifika ethnicity (63% versus 79% for non-Pasifika ethnicity)
- Those aged 18-29 (48% versus 81% aged 30+)
- Those aged 30-49 (73% versus 80% aged 18-29 and 50+)

# Awareness and knowledge of the General Election

## Understanding of the voting process

The 2017 study measured the level of understanding of the voting process overall and key aspects of the process. The chart below summarises the results at the overall level and the following sections provide more information. In total, understanding is high with over half saying they have an excellent understanding of the overall voting process, how to vote and where to vote. While there is still understanding of what to do if you cannot get to a voting place (68% good or excellent understanding), understanding of this aspect is weakest with 29% saying they have a poor or little to no understanding.

**Figure 5: Aspects of understanding of the voting process (total sample)**



## Overall understanding of the voting process

A majority (89%) of people said they had at least a good understanding of the process for voting in the General Election, including how to vote, where, when and what do to if you can't get to a voting place, with a large proportion (54%) saying they had an excellent understanding. Only 10% said they had a poor or very poor understanding.

**Table 6: Overall understanding of the voting process**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent understanding	58%	54%	35%	31%	52%	51%	50%	44%	32%	38%	57%	51%	29%↑	20%↓
Good understanding	35%	35%	49%	44%	37%	30%	33%	45%	45%	43%	37%	39%	41%	45%
Poor understanding	5%↓	8%↑	14%	21%	7%	12%	17%	9%	18%	11%	5%	7%	22%	26%
Very poor understanding	1%	2%	2%	4%	4%	5%	0%	2%	5%	6%	0%↓	2%↑	7%	8%
<i>Total good understanding</i>	93%	89%	85%	75%	90%	81%	83%	89%	77%	81%	94%	90%	70%	65%
<i>Total poor understanding</i>	7%	10%	15%	25%	10%	17%	17%	11%	23%	18%	6%	9%	30%	34%
Don't know	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%
Refused	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%
<i>n =</i>	1310	1005	172	251	185	196	151	102	189	107	232	179	75	149

The following types of people were *more likely* to have a **poor or very poor** understanding of the Electoral voting process:

- Those aged 18-29 (25% versus 7% aged 30+)
- Those of Māori ethnicity (17% versus 9% for non-Māori ethnicity)
- Those of Asian ethnicity (18% versus 10% for non-Asian ethnicity)
- Those who didn't vote in 2017 (34% versus 4% for those who did vote)
- Those who didn't enrol to vote in 2017 (46% versus 7% for those who did enrol)

The following types of people were *less likely* to have a **poor or very poor** understanding of the Electoral voting process:

- Those of European ethnicity (8% versus 17% for non-European ethnicity)
- Those aged 50+ (4% versus 16% aged 18-49)

## Overall understanding of the enrolling process

The vast majority (90%) of people said they had at least a good understanding of the process for enrolling in the General Election, including how to enrol, and when and how to update your details, with nearly half (48%) saying they had an excellent understanding.

**Table 7: Overall understanding of the enrolling process**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent understanding	-	48%	-	24%	-	51%	-	40%	-	34%	-	44%	-	21%
Good understanding	-	42%	-	48%	-	34%	-	46%	-	46%	-	45%	-	50%
Poor understanding	-	7%	-	23%	-	8%	-	11%	-	13%	-	6%	-	20%
Very poor understanding	-	3%	-	6%	-	6%	-	3%	-	5%	-	4%	-	8%
<i>Total good understanding</i>	-	90%	-	70%	-	86%	-	86%	-	80%	-	89%	-	72%
<i>Total poor understanding</i>	-	10%	-	29%	-	14%	-	14%	-	18%	-	10%	-	28%
Don't know	-	0%	-	1%	-	0%	-	0%	-	2%	-	1%	-	0%
Refused	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%
<i>n =</i>	-	1005	-	251	-	196	-	102	-	107	-	179	-	149

The following types of people were *more likely* to have a **poor or very poor** understanding of the electoral enrolment process:

- Those of Māori ethnicity (14% versus 9% for non-Māori ethnicity)
- Those of Asian ethnicity (18% versus 9% for non-Asian ethnicity)
- Those aged 18-29 (29% versus 6% aged 30+)
- Those who didn't vote in 2017 (28% versus 5% for those who did vote)
- Those who didn't enrol to vote in 2017 (50% versus 6% for those who did enrol)

The following types of people were *less likely* to have a **poor or very poor** understanding of the electoral enrolment process:

- Those of European ethnicity (7% versus 17% for non-European ethnicity)
- Those aged 50+ (3% versus 16% aged 18-49)

## Understanding of how to enrol to vote

The large majority (89%) of people said they had at least a good understanding of how to enrol to vote, with a large proportion (47%) saying they had an excellent understanding. Only 10% said they had a poor or little or no understanding. The number of people saying they had an excellent overall understanding of how to vote from the 2014 General Election (58%). Only 10% said they had a poor or very poor understanding.

**Table 8: Understanding of how to enrol to vote**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent understanding	50%	47%	29%	27%	44%	53%	46%	36%	27%	35%	48%	41%	19%	20%
Good understanding	42%	42%	56%	49%	47%↑	30%↓	44%	54%	55%	50%	46%	45%	58%	51%
Poor understanding	5%	6%	10%	14%	6%	7%	4%	5%	15%	10%	1%↓	9%↑	14%	15%
Little or no understanding	3%	4%	3%↓	9%↑	2%↓	10%↑	4%	5%	1%	5%	5%	4%	8%	13%
<i>Total good understanding</i>	91%	89%	85%	76%	92%	83%	90%	90%	82%	85%	93%	86%	77%	71%
<i>Total poor understanding</i>	8%	10%	13%	24%	7%	17%	8%	10%	16%	15%	6%	13%	22%	28%
Don't know	1%	1%	2%	0%	1%	0%	2%	0%	2%	0%	0%	1%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n =</i>	1310	1005	172	251	185	196	151	102	189	107	232	179	75	149

The following types of people were *more likely* to have a **poor or little or no** understanding of how to enrol to vote:

- Those aged 18-29 (24% versus 7% aged 30+)
- Those of Māori ethnicity (17% versus 8% for non-Māori ethnicity)
- Those who are disabled (13% versus 9% non-disabled)
- Those who are male (12% versus 8% for females)
- Those who didn't vote in 2017 (28% versus 5% for those who did vote)
- Those who didn't enrol to vote in 2017 (46% versus 7% for those who did enrol)

The following types of people were *less likely* to have a **poor or little or no** understanding of how to enrol to vote:

- Those aged 50+ (6% versus 13% aged 18-49)
- Those of European ethnicity (8% versus 16% for non-European ethnicity)

## Understanding on how to update your enrolment details

A majority (85%) of people said they had at least a good understanding of how to update your enrolment details, with a large proportion (46%) saying they had an excellent understanding. Only 14% said they had a poor or little or no understanding.

**Table 9: Understanding on how to update your enrolment details**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent understanding	-	46%	-	24%	-	49%	-	39%	-	39%	-	41%	-	22%
Good understanding	-	39%	-	40%	-	32%	-	36%	-	35%	-	40%	-	37%
Poor understanding	-	9%	-	21%	-	10%	-	16%	-	13%	-	14%	-	24%
Little or no understanding	-	5%	-	13%	-	9%	-	9%	-	8%	-	5%	-	15%
<i>Total good understanding</i>	-	85%	-	64%	-	81%	-	75%	-	74%	-	81%	-	60%
<i>Total poor understanding</i>	-	14%	-	34%	-	19%	-	25%	-	21%	-	19%	-	39%
Don't know	-	1%	-	2%	-	0%	-	0%	-	5%	-	0%	-	1%
Refused	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%
<i>n =</i>	-	1005	-	251	-	196	-	102	-	107	-	179	-	149

The following types of people were *more likely* to have a **poor or little or no** understanding of how to update your enrolment details:

- Those aged 18-29 (34% versus 10% aged 30+)
- Those of Māori ethnicity (19% versus 13% for non-Māori ethnicity)
- Those of Pasifika ethnicity (25% versus 14% for non-Pasifika ethnicity)
- Those who are disabled (19% versus 13% non-disabled)
- Those who didn't vote in 2017 (39% versus 13% for those who did vote)
- Those who didn't enrol to vote in 2017 (58% versus 11% for those who did enrol)

The following types of people were *less likely* to have a **poor or little or no** understanding of how to update your enrolment details:

- Those aged 50+ (8% versus 19% aged 18-49)
- Those of European ethnicity (12% versus 21% for non-European ethnicity)

## Understanding of how to vote

The large majority (93%) of people had at least a good understanding of how to vote, with most of these (62%) saying they had an excellent understanding. Only 7% said they had a poor or little or no understanding.

**Table 10: Understanding of how to vote**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent understanding	63%	62%	45%	42%	53%	58%	48%	41%	35%	47%	59%	57%	26%	24%
Good understanding	32%	31%	40%	39%	44%↑	25%↓	44%	50%	47%	43%	36%	35%	48%	47%
Poor understanding	2%↓	5%↑	8%	13%	2%↓	10%↑	5%	6%	9%	8%	1%↓	5%↑	12%	19%
Little or no understanding	1%	3%	4%	5%	1%↓	7%↑	2%	3%	3%	2%	3%	3%	8%	10%
<i>Total good understanding</i>	95%	93%	85%	81%	97%	83%	92%	91%	81%	91%	94%	92%	74%	70%
<i>Total poor understanding</i>	4%	7%	11%	18%	3%	16%	7%	9%	12%	9%	4%	8%	20%	29%
Don't know	1%	0%	4%	0%	0%	0%	0%	0%	2%	0%	1%	0%	3%	0%
Refused	1%	0%	0%	1%	0%	1%	0%	0%	4%	0%	1%	0%	3%↑	0%↓
<i>n =</i>	1310	1005	172	251	185	196	151	102	189	107	232	179	75	149

The following types of people were *more likely* to have a **poor or little or no** understanding of how to vote:

- Those aged 18-29 (18% versus 5% aged 30+)
- Those of Māori ethnicity (16% versus 5% for non-Māori ethnicity)
- Those who didn't vote in 2017 (29% versus 1% for those who did vote)
- Those who didn't enrol to vote in 2017 (42% versus 4% for those who did enrol)

The following types of people were *less likely* to have a **poor or little or no** understanding of how to vote:

- Those aged 50+ (3% versus 11% aged 18-49)
- Those of European ethnicity (5% versus 12% for non-European ethnicity)

## Understanding of where you can vote

The large majority (94%) of people had at least a good understanding of where to vote, with most of these (63%) saying they had an excellent understanding. Only 5% said they had a poor or little or no understanding.

**Table 11: Understanding of where you can vote**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent understanding	63%	63%	41%	41%	51%	60%	50%	51%	39%	52%	61%	62%	30%	29%
Good understanding	34%	31%	52%↑	42%↓	48%↑	29%↓	43%	41%	43%	42%	39%	31%	53%	49%
Poor understanding	2%↓	4%↑	2%↓	12%↑	1%↓	7%↑	5%	6%	5%	2%	0%↓	6%↑	6%↓	14%↑
Little or no understanding	1%	2%	2%	5%	0%	2%	1%	3%	7%	4%	0%	0%	8%	7%
<i>Total good understanding</i>	96%	94%	94%	83%	99%	89%	93%	91%	82%	93%	100%	93%	82%	78%
<i>Total poor understanding</i>	3%	5%	4%	17%	1%	10%	6%	9%	12%	7%	0%	6%	14%	21%
Don't know	1%	0%	2%	0%	0%	1%	0%	0%	6%	0%	0%	1%	4%↑	1%↓
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n =</i>	1310	1005	172	251	185	196	151	102	189	107	232	179	75	149

The following types of people were *more likely* to have a **poor or little or no** understanding of where to vote:

- Those aged 18-29 (17% versus 3% aged 30+)
- Those of Māori ethnicity (10% versus 5% for non-Māori ethnicity)
- Those who didn't vote in 2017 (21% versus 1% for those who did vote)
- Those who didn't enrol to vote in 2017 (27% versus 4% for those who did enrol)

The following types of people were *less likely* to have a **poor or little or no** understanding of where to vote:

- Those aged 50+ (2% versus 8% aged 18-49)
- Those of European ethnicity (4% versus 8% for non-European ethnicity)

### Understanding of what to do if you cannot get to a voting place

Two thirds (68%) of people had at least a good understanding of what to do if you cannot get to a voting place, split equally between those who had an excellent understanding (35%) and good understanding (33%). Almost a third of people (29%) said they had a poor or little or no understanding.

**Table 12: Understanding of what to do if you cannot get to a voting place**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent understanding	36%	35%	18%	12%	36%	38%	28%	29%	19%	25%	37%	35%	15%	11%
Good understanding	35%	33%	36%	30%	36%	27%	27%	42%	37%	45%	33%	29%	30%	29%
Poor understanding	12%↓	20%↑	26%	35%	14%	19%	23%	18%	20%	20%	12%↓	24%↑	22%↓	37%↑
Little or no understanding	12%↑	9%↓	16%	21%	9%	12%	11%	9%	14%	6%	15%↑	7%↓	25%	20%
<i>Total good understanding</i>	71%	68%	53%	42%	72%	65%	56%	71%	56%	71%	70%	65%	45%	40%
<i>Total poor understanding</i>	24%	29%	41%	56%	23%	31%	34%	27%	34%	26%	27%	31%	47%	57%
Don't know	4%	3%	5%	3%	5%	3%	11%	2%	10%↑	3%↓	3%	5%	8%↑	3%↓
Refused	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
<i>n =</i>	1310	1005	172	251	185	196	151	102	189	107	232	179	75	149

The following types of people were *more likely* to have a **poor or little or no** understanding of what to do if you cannot get to a voting place:

- Those aged 18-29 (56% versus 23% aged 30+)
- Those who didn't vote in 2017 (57% versus 21% for those who did vote)
- Those who didn't enrol to vote in 2017 (68% versus 26% for those who did enrol)

The following types of people were *less likely* to have a **poor or little or no** understanding of what to do if you cannot get to a voting place:

- Those aged 50+ (17% versus 39% aged 18-49)

## Information sources people would use to enrol or change enrolment address

A range of channels would be used by people if they **needed to enrol or change their enrolment address**. Most commonly the Electoral Commission's website would be used by 47%. Going to a PostShop is second most common overall at 23%. Other channels are less common including: calling the Electoral Commission's 0800 number (8%); emailing the Electoral Commission (1%); and visiting various government offices (local council 3%, local MP's office 2%, Registrar's or Returning Officer's office 1%).

Fifteen percent of people **do not know** what channels they would use, and this is particularly true for people of Asian ethnicity (21%), Māori ethnicity (22%) and 18-29s (30%).

**Table 13: Information sources would use to enrol or change enrolment address**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Visit the Electoral Commission website	39%	47%↑	52%	52%	41%	40%	28%	37%	38%	49%↑	29%	34%↑	31%	32%
PostShop	23%	23%	12%	10%	19%	20%	24%	35%	18%	21%	30%	28%	19%	20%
Online search	12%	-	7%	-	14%	-	8%	-	10%	-	7%	-	11%	
Call the Electoral Commission 0800 number	7%	8%	7%	4%	7%	6%	14%	28%↑	10%	18%↑	10%	6%	3%	4%
Local council	4%	3%	3%	1%	1%	1%	0%	1%	1%	2%	4%	4%	5%	2%
Visit a registrar's office	2%	1%	0%	0%	2%	2%	1%	3%	0%	3%	1%	0%	0%	1%
Ask my local MP's office	2%	2%↑	0%	1%	2%	2%	0%	9%	2%	2%	2%	2%	0%	1%
Electoral office	1%	-	0%	-	1%	-	0%	-	0%	-	1%	-	0%	
Email the Electoral Commission	1%	2%↑	0%	1%	0%	1%	0%	4%	0%	9%↑	0%	0%	0%	1%
Visit a returning officer's office	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	2%	2%
Text the Electoral Commission	0%	0%	1%	1%	0%	0%	0%	1%	0%	2%	0%	0%	0%	1%
Electoral Commission's Facebook page	0%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%
Library	-	1%	-	1%	-	1%	-	3%	-	1%	-	1%	-	2%
Other	7%	12%	1%	10%	7%	16%	5%	8%	6%	7%↓	10%	15%↓	3%	13%
Don't know	18%	15%	25%	30%	20%	22%	36%	18%↓	30%	21%	19%	18%	34%	31%
<i>n</i> =	1,310	1,162	172	284	185	196	151	179	189	184	232	184	75	163

## Communications

### Awareness of advertising about the voting process

Fifty two percent of people recalled advertising about the voting process.

**Table 14: Awareness of Electoral advertising**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Yes	58%	52%	59%	45%	54%	50%	45%	36%	47%	41%	50%	47%	42%	35%
No	39%	45%	39%	52%	43%	52%	52%	60%	52%	56%	45%	49%	56%	59%
Not sure	3%	3%	2%	2%	3%	2%	4%	3%	1%	3%	5%	4%	2%	6%
<i>n</i> =	1310	1165	172	284	185	196	151	180	189	186	232	184	75	164

Significance tests compared to 2014 have not been conducted due to differences in advertising strategy and implementation.

The following types of people were *more likely* to recall advertising about the voting process:

- Those aged 30-49 (57% versus 49% for other age groups)
- Those of European ethnicity (57% versus 42% for non-European ethnicity)

The following types of people were *less likely* to recall advertising about the voting process:

- Those aged 18-29 (45% versus 54% aged 30+)
- Those of Asian ethnicity (41% versus 51% for those of non-Asian ethnicity)
- Those of Pasifika ethnicity (36% versus 54% for those of non-Asian ethnicity)

## Where did people see advertising about the voting process?

TV is the primary source of advertising about the voting process, with seventy nine percent of those who recalled advertising saying they had seen it via TV. This is significantly higher than the 2014 result (70%). Radio was the second most recalled source of voting process advertising, being significantly higher than the 2014 result (21% versus 6% for 2014).

**Table 15: Source of Electoral advertising awareness**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
TV	40%	43%	39%	34%	39%	40%	29%	29%	28%	32%	38%	40%	28%	26%
Radio	3%↓	10%↑	3%	7%	2%	8%	4%	10%	3%↓	14%↑	3%↓	9%↑	2%	4%
Newspapers	12%↑	9%↓	4%	2%	8%	9%	10%	5%	4%↓	13%↑	14%↑	6%↓	7%	3%
Social media	5%↓	7%↑	14%	13%	4%	10%	3%	8%	8%	6%	5%	6%	6%	7%
Other website	5%	5%	10%	6%	4%	5%	4%	3%	3%	4%	3%	5%	4%	5%
Pamphlets/ fliers	11%	5%	6%	2%	11%	5%	8%	8%	8%↑	2%↓	9%	5%	6%↑	1%↓
Signs	4%	4%	9%↑	3%↓	5%	4%	8%	8%	9%	10%	4%	3%	2%	2%
Word of mouth	1%	2%	1%	3%	0%	3%	1%	1%	1%	2%	1%	1%	0%	1%
Bus shelters	1%	0%	3%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%
Not sure	1%	0%	0%	0%	1%	0%	1%	0%	3%	0%	1%	0%	1%	0%
Other place	7%	3%	8%	0%	6%↑	1%↓	5%	2%	2%	1%	6%	3%	3%	1%
<i>n =</i>	<i>1310</i>	<i>1165</i>	<i>172</i>	<i>284</i>	<i>185</i>	<i>196</i>	<i>151</i>	<i>180</i>	<i>189</i>	<i>186</i>	<i>232</i>	<i>184</i>	<i>75</i>	<i>164</i>

The main sources of Electoral advertising vary by age and show the importance of digital channels in reaching the Youth segment.

Those aged 18-29 were less likely to notice television advertising (32% versus 45% aged 30+) and newspaper advertising (2% versus 10% aged 30+); on the other hand, they were more likely to notice advertising via social media (13% versus 6% aged 30+) and word of mouth (3% versus 1% aged 30+).

Those of Pasifika ethnicity were less likely to notice television advertising (29% versus 44% for non-Pasifika ethnicity), and were more likely to notice advertising from signs (8% versus 3% for non-Pasifika ethnicity).

Those of Asian ethnicity were less likely to notice television advertising (32% versus 44% for non-Asian ethnicity), and were more likely to notice advertising from signs (10% versus 3% for non-Asian ethnicity).

Non-voters were less likely to notice television advertising (26% versus 57% for voters), radio (4% versus 12% for voters) and newspapers (3% versus 10% for voters).

## What was the message of the TV advertising?

[% Among those who recalled TV advertising]

Among those who recalled TV advertising, the key messages being taken from the advertising were: how to enrol to vote (55%) and there's an election coming up (3%).

**Table 16: TV advertising message**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011	2014	2011
Don't forget to enrol to vote	-	59%	-	52%	-	42%	-	54%	-	62%	-	57%	-	47%
You can vote now	-	6%	-	8%	-	4%	-	9%	-	6%	-	5%	-	14%
There's an election coming up	-	4%	-	4%	-	3%	-	10%	-	19%	-	4%	-	5%
Check the mail for your enrolment pack	-	4%	-	1%	-	5%	-	3%	-	0%	-	4%	-	0%
Make your vote your voice	-	4%	-	5%	-	8%	-	0%	-	5%	-	3%	-	10%
Check the mail for your EasyVote pack	-	3%	-	1%	-	1%	-	0%	-	0%	-	4%	-	4%
You vote everyday	-	1%	-	2%	-	0%	-	0%	-	3%	-	0%	-	0%
Another message	-	38%	-	36%	-	49%	-	37%	-	34%	-	39%	-	41%
Not sure	-	4%	-	7%	-	3%	-	3%	-	3%	-	3%	-	0%
<i>n =</i>	-	427	-	78	-	79	-	27	-	30	-	70	-	36

Those of Māori ethnicity were more likely to recall 'Make your vote your voice' on television (8% versus 3% for non-Māori), as were males (6% versus 2% compared to females), those aged 30-49 (6% versus 2% compared to other age groups) and non-voters (10% versus 3% for voters).

Those of Asian ethnicity were more likely to recall 'There's an election coming up' on television (19% versus 4% for non-Asian ethnicity).

## Pre-Election Day behaviour

### Recall receiving an EasyVote pack

[% Among those enrolled]

Ninety four percent of those enrolled recall receiving an EasyVote pack in the mail. This is consistent with the 2014 result (90%).

**Table 17: Recall receiving an EasyVote pack**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Yes	92%↓	94%↑	76%↓	85%↑	93%	94%	85%	90%	77%↓	90%↑	96%	92%	67%↓	83%↑
No	7%	5%	17%	13%	6%	6%	14%	8%	19%↑	8%↓	3%↓	7%↑	26%↑	14%↓
Don't know	1%	1%	7%↑	2%↓	1%	0%	2%	1%	4%	1%	1%	1%	7%	3%
<i>n</i> =	1,286	1,093	162	236	181	180	146	150	181	177	228	175	55	93

The following types of people were more likely to recall receiving an EasyVote pack in the mail:

- Those who voted in 2017 (96% versus 83% for non-voters)
- Those aged 50+ (96% versus 93% aged 18-49)

The following types of people were less likely to recall receiving an EasyVote pack in the mail:

- Those of Asian ethnicity (90% versus 95% for those or non-Asian ethnicity)
- Those aged 18-29 (85% versus 96% aged 30 years and over)

## How thoroughly people read the EasyVote pack

[% Among those who recalled receiving EasyVote pack]

Forty six percent of those who recalled receiving an EasyVote pack read most or all of it. This is consistent with the 2014 result (43%).

**Table 18: How thoroughly people read the EasyVote pack**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Read most or all of it	43%	46%	38%	46%	35%	43%	36%	32%	37%	41%	49%	50%	24%	22%
Read some of it	26%	24%	30%	26%	20%	21%	42%	38%	38%	37%	19%	16%	27%	20%
Glanced at it	16%	16%	19%	14%	26%	17%	12%	16%	16%	16%	14%	14%	25%	23%
Didn't read it	15%	13%	13%	11%	19%	17%	10%	13%	9%	4%	18%	17%	24%	35%
Note sure	0%	1%	0%	0%	0%	1%	0%	1%	0%	2%	0%	3%	0%	0%
<i>n</i> =	1,209	1,031	132	206	172	169	130	136	163	163	221	166	36	74

The following types of people were more likely to read most or all of the EasyVote pack:

- Those of European ethnicity (49% versus 40% for non-European ethnicity)
- Those aged 50+ (52% versus 41% aged 18-49)
- Those who voted in 2017 (50% versus 22% for non-voters)

The following types of people were less likely to read most or all of the EasyVote pack:

- Those aged 30-49 (38% versus 51% for other age groups)
- Those of Pasifika ethnicity (32% versus 47% for non-Pasifika ethnicity)

The following types of people were more likely to not read any of the EasyVote pack:

- Those who didn't vote in 2017 (35% versus 10% for those who did vote)
- Those aged 30-49 (17% versus 11% for other age groups)
- Those who are disabled (17% versus 12% for non-disabled)

## Ease of finding the EasyVote card

[% Among those who read the EasyVote pack]

Ninety five percent of those who read their EasyVote pack found the EasyVote card easily. This is significantly lower than the 2014 result (96%). This decrease has been driven primarily by those aged 30-49.

**Table 19: Did people find the EasyVote card easily**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Yes	96%	95%	92%	95%	94%	91%	99%	96%	97%	96%	96%	93%	89%↑	75%↓
No	2%	3%	6%	3%	5%	7%	1%	3%	2%	2%	1%	4%	2%↓	16%↑
Not sure	2%	2%	2%	1%	1%	2%	0%	1%	1%	1%	3%	3%	8%	8%
<i>n =</i>	<i>1,040</i>	<i>929</i>	<i>113</i>	<i>189</i>	<i>139</i>	<i>145</i>	<i>116</i>	<i>124</i>	<i>148</i>	<i>158</i>	<i>185</i>	<i>142</i>	<i>28</i>	<i>65</i>

Those aged 50+ were more likely to easily find the EasyVote card (96% versus 93% aged 18-49), along with those who voted in 2017 (97% versus 75% for non-voters).

Those aged 30-49 were less likely to easily find the EasyVote card (92% versus 96% for other age groups), along with those of Māori ethnicity (91% versus 95% for non-Māori ethnicity).

## Usefulness of the EasyVote pack

[% Among those who read the EasyVote pack]

Sixty eight percent of those who read their EasyVote pack found it very useful. At the other end of the scale only four percent did not find it very useful; this was primarily driven by those who did not vote in the 2017 General Election.

**Table 20: How useful people found the EasyVote pack**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Very useful (5)	66%	68%	57%	63%	58%	70%	77%	74%	74%	69%	61%	63%	49%↑	30%↓
4	20%	17%	27%	20%	16%	11%	11%	16%	14%	16%	22%	19%	21%	14%
3	7%	9%	6%	11%	16%	10%	4%	7%	5%	11%	8%	8%	2%↓	26%↑
2	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	3%	1%	0%	3%
Not very useful (1)	3%	4%	4%	5%	7%	8%	6%	0%	3%	3%	4%	9%	18%	25%
Don't know	1%	1%	4%	0%	2%	0%	1%	0%	1%	0%	2%	1%	10%	1%
<i>n</i> =	1,040	926	113	185	139	145	116	121	148	158	185	142	28	52

The following types of people were *more likely* to find the EasyVote pack very useful:

- Those aged 50+ (74% versus 62% aged 18-49)
- Those who voted in 2017 (72% versus 30% for non-voters)

The following types of people were *less likely* to find the EasyVote pack not very useful:

- Those aged 30-49 (61% versus 71% for other age groups)

## Searching for additional voting information

Twelve percent of eligible voters looked for additional information on how to vote.

**Table 21: Looked for additional voting information**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Yes	11%	12%	22%	21%	11%	14%	24%	12%	13%	18%	8%	7%	14%	10%
No	88%	87%	78%	79%	89%	86%	72%↓	87%↑	86%	80%	92%	92%	85%	89%
Not sure	0%	0%	0%	0%	0%	1%	4%	0%	1%	2%	0%	1%	1%	1%
<i>n</i> =	1,310	1,159	172	282	185	196	151	176	189	184	232	184	75	160

The following types of people were *more likely* to look for additional voting information:

- Those aged 18-29 (21% versus 11% aged 30+)
- Those of Asian ethnicity (18% versus 11% for non-Asian ethnicity)

The following types of people were *less likely* to look for additional voting information:

- Those of European ethnicity (10% versus 11% for non-European ethnicity)
- Those aged 50+ (8% versus 16% aged 18-49)
- Those who are disabled (7% versus 14% non-disabled)

## Where people look for additional voting information

[% Among those who looked for additional voting information]

Thirty five percent of those who looked for additional voting information visited the Electoral Commission's website in search of this. Thirty five percent conducted a general online search for information. See Table 22 on page 30, though note low sample sizes for this analysis.

**Table 22: Source of additional voting information**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Visited the Electoral Commission's website	41%	35%	42%	41%	47%	23%	28%	9%	19%	42%	49%	9%	18%	25%
Searched online	28%	35%	35%	34%	29%	19%	23%	28%	61%	30%	11%	48%	52%	28%
Asked someone I know	13%	16%	17%	25%	6%	17%	33%	23%	9%	29%	12%	21%	15%	29%
Called the Electoral Commission's 0800 number	6%	5%	5%	2%	3%	14%	20%	15%	4%	4%	0%	4%	5%	0%
Visited Registrar or Returning Officer's office	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Emailed the Electoral Commission	0%	1%	0%	1%	0%	0%	0%	2%	0%	3%	0%	0%	0%	0%
Asked my local MP's office	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other source	18%	18%	8%	7%	31%	29%	3%	22%	6%	5%	32%	31%	11%	19%
Not sure	1%	1%	0%	2%	0%	0%	0%	8%	0%	0%	0%	4%	0%	4%
<i>n</i> =	132	162	39	60	22	29	20	28	20	36	18	16	12	18

Those of Māori ethnicity were more likely to call the Electoral Commission (14% versus 3% for non-Māori ethnicity) for additional voting information.

Those of Asian ethnicity were more likely to ask someone they knew (29% versus 13% for non-Asian ethnicity) for additional voting information. Those who are female were also more likely to ask someone they knew (24% versus 6% for males).

Those who voted were less likely to ask someone they knew (13% versus 29% for those who didn't vote). Those aged 50+ were also less likely to ask someone they knew (3% versus 22% aged 18-49) for additional voting information.

Those who live in an urban region were more likely to visit the Electoral Commission website (43% versus 18% for those living in a rural region) for additional information.

Those of Pasifika ethnicity were less likely to visit the Electoral Commission website (9% versus 38% for non-Pasifika ethnicity). Those who are disabled were also less likely to visit the Electoral Commission website (9% versus 39% non-disabled) for additional information.

## Usefulness of the Electoral Commission's website

[% Among those who visited the website in search of additional voting info]

Sixty five percent of those who visited the Electoral Commission's website found it very useful. Only three percent rated the website as not very useful, however note low sample size for this analysis.

**Table 23: How useful did people find the Electoral Commission's website\***

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Very useful (5)	63%	65%	52%	60%	48%	75%	22%	100%	100%	55%	56%	100%	0%	0%
4	16%	18%	19%	8%	13%	25%	20%	0%	0%	17%	13%	0%	12%	0%
3	8%	9%	14%	22%	0%	0%	58%	0%	0%	28%	0%	0%	53%	23%
2	8%	0%	15%	0%	39%	0%	0%	0%	0%	0%	17%	0%	35%	17%
Not very useful (1)	5%	3%	0%	0%	0%	0%	0%	0%	0%	0%	13%	0%	0%	38%
Don't know	0%	4%	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	22%
n =	53	53	17	23	8	7	6	2	6	14	8	1	3	5

Significance tests have not been conducted on the various segments due to low sample size.

## Additional information people would have liked

Forty three percent could not think of any additional information around voting that they required. This is significantly lower than the 2014 result (62%). Of those who wanted additional information, the most requested topics were more information on party policies/ candidates, the location of voting places, and information on the time and date of voting.

**Table 24: Additional voting information wanted**

	Total		Youth		Māori		Pasifika		Asian		Disabled		Non-voter	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Not sure	62%↑	43%↓	61%↑	42%↓	63%	50%	65%↑	41%↓	58%↑	36%↓	63%↑	46%↓	65%↑	45%↓
More info on party policies/ candidates	6%	7%	10%	12%	9%	5%	8%	7%	10%	10%	5%↓	10%↑	7%	8%
Voting place locations	3%↓	6%↑	2%	6%	2%	4%	0%↓	13%↑	6%↓	21%↑	3%	2%	5%	6%
Special/ advanced voting	2%	2%	0%	2%	1%	2%	0%	0%	2%	0%	2%	1%	2%	3%
Explanation on MMP	2%	2%	5%↑	1%↓	1%	3%	8%↑	1%↓	5%	2%	0%	2%	3%	1%
Electorate candidates	2%↓	3%↑	0%	2%	2%	1%	3%	6%	1%↓	16%↑	2%	2%	1%	1%
Date and time of voting	1%↓	4%↑	2%	3%	0%	1%	3%↓	15%↑	7%↓	18%↑	0%	2%	4%	1%
Party lists	1%	1%	4%↑	0%↓	2%	0%	7%	6%	6%	3%	1%	1%	4%	1%
Information about EasyVote	0%	0%	0%	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%
How to mark ballot papers	0%	0%	0%	1%	0%	1%	0%	3%	1%	0%	0%	0%	0%	2%
Other	23%↓	38%↑	21%↓	35%↑	20%↓	35%↑	16%	30%	17%	25%	26%↓	39%↑	18%↓	37%↑
<i>n</i> =	1,310	1,115	172	269	185	196	151	156	189	162	232	181	75	154

The following types of people were *more likely* to want more information on **party policies/ candidates**:

- Those aged 18-29 (12% versus 5% aged 30+)
- Those who are disabled (10% versus 6% non-disabled)

The following types of people were *more likely* to want more information on the **date and time of elections**:

- Those of Asian ethnicity (18% versus 2% for non-Asian ethnicity)
- Those of Pasifika ethnicity (15% versus 3% for non- Pasifika ethnicity)

The following types of people were *more likely* to want more information on the **voting place location**:

- Those of Asian ethnicity (21% versus 4% for non-Asian ethnicity)
- Those of Pasifika ethnicity (13% versus 5% for non- Pasifika ethnicity)

The following types of people were *more likely* to want more information on the **Electorate candidates**:

- Those of Asian ethnicity (16% versus 2% for non-Asian ethnicity)
- Those aged 30-49 (5% versus 2% aged 18-29 or 50+)

## Voting and Election Day behaviour

Did people place an ordinary or special vote?

[% Among those who voted]

Ninety three percent of voters surveyed said they placed an ordinary vote this election. This is consistent with the 2014 result.

**Table 25: Type of vote placed**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Ordinary	90%	93%	75%	76%	90%	91%	86%	85%	90%	93%	91%	91%
Special	9%↑	7%↓	24%	23%	10%	7%	14%	15%	10%	7%	8%	8%
Not sure	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%
<i>n</i> =	1,235	999	147	196	171	163	141	130	167	163	222	156

The following types of people were more likely to say they placed an ordinary vote:

- Those aged 50+ (96% versus 89% aged 18-49)
- Those who were male (95% versus 91% of females)
- Those of European ethnicity (94% versus 90% of non-European ethnicity)
- Those who voted on Election Day (96% versus 89% for those who voted before Election Day)

The following types of people were less likely to place an ordinary vote:

- Those aged 18-29 (76% versus 95% aged 30+)
- Those of Pasifika ethnicity (85% versus 93% for non-Pasifika ethnicity)

The following types of people were more likely to place a special vote:

- Those aged 18-29 (23% versus 4% aged 30+)
- Those of Pasifika ethnicity (15% versus 6% for non-Pasifika ethnicity)
- Those who voted before Election Day (10% versus 4% for those who voted on Election Day)

## Voting on or before Election Day

[% Among those who voted]

Fifty four percent of voters surveyed voted on Election Day.

**Table 26: Voted on or before Election Day**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Voted on Election Day	70%↑	54%↓	76%↑	48%↓	71%↑	43%↓	59%	54%	73%↑	48%↓	65%	51%
Voted before Election Day	30%↓	46%↑	24%↓	52%↑	29%↓	57%↑	41%	46%	27%↓	52%↑	35%	49%
<i>n</i> =	1,235	998	147	196	171	163	141	130	167	162	222	156

The following types of people were more likely to vote on Election Day:

- Those of European ethnicity (56% versus 48% for non-European ethnicity)
- Those aged 30-49 (58% versus 51% aged 18-29 or 50+)

The following types of people were more likely to vote before Election Day:

- Those of Māori ethnicity (57% versus 45% for non-Māori ethnicity)

## Where people voted

[% Among those who voted]

Nearly all voters (97%) voted at a voting place or advance voting place. Those who are female were more likely to vote somewhere else (4% versus 1% for male).

**Table 27: Where people voted**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Voting place (or advance voting place)	98%	97%	97%	97%	98%	97%	97%	96%	100%	95%	96%	96%
Somewhere else	2%	2%	3%	3%	1%	3%	3%	4%	0%	4%	4%	3%
Not sure	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%
<i>n</i> =	1,235	1,000	147	196	171	163	141	131	167	163	222	156

## People that accompanied voters to the voting place

[% Among those who voted at a voting place]

Over half (52%) of those who voted at a voting place were accompanied by family members. Forty four percent of those who voted went by themselves. This is significantly higher than in 2014 (38%).

**Table 28: People that accompanied voters to the voting place**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
With family members	55%	52%	54%	45%	52%	54%	56%	59%	67%	58%	48%	45%
By myself	38%↓	44%↑	25%↓	42%↑	41%	41%	38%	39%	28%	38%	42%	50%
With other people (not family)	8%↑	5%↓	22%	16%	8%	6%	6%	4%	5%	4%	10%	7%
<i>n</i> =	1,212	976	145	192	168	160	138	128	166	156	213	151

The following types of people were *more likely* to be accompanied by **family members**:

- Those aged 30-49 (58% versus 49% aged 18-29 or 50+)
- Those who voted on Election Day (66% versus 36% for those who voted before Election Day)

The following types of people were *less likely* to be accompanied by **family members**:

- Those who are disabled (45% versus 54% for those non-disabled)

The following types of people were *more likely* to vote by **themselves**:

- Those who are disabled (50% versus 42% for those non-disabled)
- Those aged 50+ (47% versus 40% aged 18-49)

The following types of people were *less likely* to vote by **themselves**:

- Those aged 30-49 (39% versus 46% aged 18-29 or 50+)
- Those who voted before Election Day (59% versus 31% for those who voted on Election Day)

The following types of people were *more likely* to vote by **with other people (excluding family members)**:

- Those aged 18-29 (16% versus 3% aged 30+)

## Voted at the same voting place as in 2014

[% Among those who voted in 2014]

Forty one percent of those who voted in 2014 voted at the same place in 2017. This is consistent with the 2014 result (versus 2011).

**Table 29: Voted at the same voting place**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Yes	41%	41%	28%	29%	43%	46%	39%	43%	51%↑	34%↓	47%	46%
No	58%	57%	71%	68%	57%	53%	61%	56%	47%↓	65%↑	51%	52%
Not sure	1%	2%	1%	3%	0%	1%	1%	1%	2%	2%	2%	2%
<i>n</i> =	1,070	825	78	90	149	124	109	105	131	122	188	134

Those who voted on Election Day were more likely to have voted in the same place in 2017 as they did in 2014 (59% versus 19% for those who voted before Election Day).

## Why people voted at a different voting place in 2014

[% Among those who voted at a different place in 2014]

The main reason (58%) for voting at a different voting place is that a different, more convenient place was available. This is consistent with the 2014 result (53%).

**Table 30: Reasons for voting at a different voting place in 2014**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
A different voting place was more convenient	53%	58%	47%	52%	62%	66%	47%	46%	49%	45%	47%	61%
Moved since the last election	28%↑	21%↓	49%	34%	20%	14%	33%	31%	37%	35%	21%	14%
The place I voted at last time wasn't a voting place this time	11%↓	19%↑	2%	13%	12%	20%	14%	21%	12%	17%	18%	24%
Other reason	10%↑	5%↓	2%	3%	9%	6%	6%	2%	3%	4%	17%↑	3%↓
Not sure	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%
<i>n</i> =	613	479	53	62	87	67	67	61	61	80	97	69

Those of Asian ethnicity were more likely to cite having moved since the last election (35% versus 19% for non-Asian ethnicity).

Those of European ethnicity were more likely to have changed voting places due to another one being more convenient (62% versus 49% for non-European ethnicity).

Those aged 50+ were more likely to have changed voting places due to the place they voted last time not being a voting place in 2017 (22% versus 15% aged 18-49) as were those who live in an urban region (21% versus 11% for those living in a rural region)

## How people knew where to vote in 2017

[% Among those who voted]

The main information source on where to vote (39%) was reading about it in the mail. This is significantly higher than in 2014 (33%).

**Table 31: Source of information about voting place location\***

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Read about it in something I received in the mail	33%↓	39%↑	27%	31%	31%	34%	40%	51%	41%	52%	33%	38%
Signs/ signage	26%	23%	31%	23%	26%	22%	31%	18%	20%	20%	25%	24%
Family/ friends/ workmates, etc. told me where	17%	18%	36%	26%	18%	18%	21%↓	39%↑	17%	30%	16%	14%
I've voted there in the past	23%↑	17%↓	6%	10%	22%	17%	14%	26%	18%	18%	24%↑	13%↓
Was driving/ walking/ going past and saw it	16%	16%	18%	17%	14%	12%	26%↓	46%↑	21%	29%	18%	15%
From the website/ internet	9%↓	12%↑	15%	21%	6%	11%	5%	9%	8%↓	18%↑	8%	6%
From information in the local newspapers	9%	7%	3%	2%	13%	8%	12%	7%	5%	4%	11%	8%
Expected to find it at the school	4%	6%	3%	5%	4%	6%	2%	3%	3%	0%	4%	8%
From advertising (in general)	6%	4%	2%	4%	8%	5%	4%	1%	4%	3%	7%	7%
Was working at the elections/ voting place	1%	2%	0%	1%	2%	3%	0%	0%	0%	1%	0%	1%
<i>n</i> =	1212	976	144	192	168	160	137	128	166	156	213	151

Those aged 18-29 were more likely to know where to vote via friends and family (26% versus 17% aged 30+) and via the internet (21% versus 10% aged 30+). Whereas those aged 50+ were more likely to know due to reading about it in local newspapers (10% versus 5% aged 18-49).

Those of Pasifika ethnicity were more likely to know where to vote via driving/ walking/ going past a voting place (46% versus 14% for non-Pasifika ethnicity), via friends and family (39% versus 16% for non-Pasifika ethnicity), and due to reading about it in something they received in the mail (51% versus 38% for non-Pasifika ethnicity).

Those of Asian ethnicity were more likely to know where to vote via driving/ walking/ going past a voting place (29% versus 14% for non-Asian ethnicity), via friends and family (30% versus 16% for non-Asian ethnicity), from reading about it in something they received in the mail (52% versus 38% for non-Asian ethnicity), and via the internet (18% versus 11% for non-Asian ethnicity).

Those people living in rural regions were more likely to use local newspapers to find out the location (11% versus 6% for those living in an urban region) however were less likely to know where to vote from the website/ internet (8% versus 13% for those living in an urban region).

Those who voted before Election Day were more likely to use the internet (15% versus 9% for those who voted on Election Day) or have seen general advertising (6% versus 2% for those who voted on Election Day)

\* Note: Only responses greater than 1% shown for purposes of clarity

## Polling place behaviour and satisfaction

### The time of day when people voted

[% Among those who voted]

Nearly half of voting occurred before 12pm, with a peak occurring between 11:00am – 11:59pm. Voting behaviour was less likely to occur later in the day, with 13% voting after 4:00pm.

**Table 32: Time of day when voted**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
9.00am - 9.59am	10%	8%	7%	4%	8%	8%	10%	10%	8%	11%	10%	8%
10.00am - 10.59am	15%	15%	14%	8%	13%	15%	13%	20%	13%	14%	13%	12%
11.00am - 11.59am	18%	20%	14%	19%	13%	16%	14%	11%	17%	20%	21%	20%
12.00pm - 12.59pm	14%	14%	16%	19%	18%	23%	17%	21%	17%	12%	13%	14%
1.00pm - 1.59pm	10%	10%	11%	13%	17%	14%	10%	8%	12%↑	3%↓	5%	9%
2.00pm - 2.59pm	11%	9%	9%	8%	12%	6%	10%	8%	13%	12%	10%	13%
3.00pm - 3.59pm	10%	9%	13%	8%	6%	8%	11%	10%	9%	10%	12%	8%
4.00pm - 4.59pm	5%	6%	3%	9%	5%	3%	6%	5%	3%	6%	7%	6%
5.00pm - 5.59pm	3%↓	5%↑	3%	4%	3%	3%	4%	4%	2%	5%	4%	6%
6.00pm or later	3%	2%	6%	4%	4%	3%	3%	1%	6%	4%	2%	2%
Not sure	2%	2%	3%	3%	0%	2%	1%	1%	1%	2%	3%	2%
Rather not say	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1,235	978	147	192	171	160	141	129	167	157	222	151

There was little difference in when different groups voted, with the exception that those aged 18-29 were less likely to have voted before 12:00pm (31% versus 45% aged 30+), whereas those aged 50+ were more likely to have voted before 12:00pm (48% versus 38% aged 18-49).

Those who voted before Election Day were more likely to vote between 12:00pm – 12.59pm (18% versus 10% for those who voted on Election Day) and between 5.00pm – 5.59pm (7% versus 3% for those who voted on Election Day). However, they were less likely to vote between 11:00am – 11:59am (17% versus 23% for those who voted on Election Day).

## Incidence of people having to queue before voting

[% Among those who voted]

Nearly one in three people (31%) who voted on Election Day said that they had to queue before voting. This is significantly higher than the 2014 result (22%).

**Table 33: Incidence of people having to queue before voting**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Yes	22%↓	31%↑	30%	40%	25%	31%	39%	28%	28%	34%	26%	27%
No	78%↑	69%↓	68%	60%	75%	69%	61%	72%	72%	66%	73%	73%
Not sure	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%
<i>n</i> =	1,235	978	147	192	171	160	141	129	167	157	222	151

Those aged 18-29 were more likely to have had to queue before voting (40% versus 29% aged 30+), however those aged 50+ were less likely to have had to queue before voting (27% versus 34% aged 18-49).

## Items taken to the voting place

[% Among those who voted]

Eighty percent of those who voted took along their EasyVote card, with nearly one in five (19%) not taking along anything. The small remainder of people took along a letter from the Electoral Commission (3%).

**Table 34: Items taken to the voting place**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Your EasyVote card	78%	80%	64%	74%	77%	76%	69%	72%	78%	84%	78%	78%
A letter from the Chief Electoral Officer	4%	3%	6%	2%	5%	5%	4%	10%	9%	6%	4%	5%
None of the above	20%	19%	33%	25%	22%	23%	28%	23%	16%	13%	20%	20%
<i>n</i> =	1,235	976	147	192	171	160	141	128	167	156	222	151

Those aged 50+ were more likely to take along their EasyVote card (83% versus 77% aged 18-49) and correspondingly less likely to take nothing along with them (16% versus 21% aged 18-49).

Those of Pasifika ethnicity were more likely to take along a letter from the Chief Electoral Officer (10% versus 3% for non-Pasifika ethnicity).

Those who voted before Election Day were less likely to take their EasyVote card (72% versus 87% for those who voted on Election Day) and more likely to take nothing with them (26% versus 13%).

## Length of time taken to vote

[% Among those who voted]

Fifty nine percent of those who voted took less than 5 minutes to vote. This is significantly lower than in 2014 (66%) and was more likely to have been experienced by those aged 30+ and those of European ethnicity. The majority of the remainder (27%) took between 5 and 10 minutes to vote.

**Table 35: Length of time taken to vote**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Up to 5 minutes	66%↑	59%↓	48%	48%	69%	58%	56%	65%	56%	55%	63%	56%
5-10 minutes	24%	27%	28%	27%	24%	28%	31%	24%	27%	31%	26%	32%
11-15 minutes	4%↓	7%↑	8%	11%	4%	5%	6%	6%	8%	8%	4%	4%
16-20 minutes	3%	4%	11%	6%	1%	4%	4%	3%	5%	4%	2%	2%
21-25 minutes	0%	0%	0%	2%	1%	1%	1%	0%	1%	0%	0%	1%
26-30 minutes	1%	1%	2%	3%	1%	1%	3%	0%	3%	1%	1%	3%
More than 30 minutes	1%	1%	3%	3%	1%	2%	1%	2%	1%	0%	3%	1%
<i>n =</i>	1,235	975	147	191	171	160	141	128	167	155	222	151

Those aged 18-29 were more likely to say that the process of voting took longer than 5 minutes, with only 48% saying it took less than 5 minutes compared to all other voters (61%).

Those people who voted before Election Day were less likely to take between 5-10 minutes to vote (23% versus 31% for those who voted on Election Day).

## Satisfaction with the length of time taken to vote

[% Among those who voted]

The vast majority (96%) of those who voted said that they were satisfied with the amount of time it took to vote and that it took a reasonable amount of time, given what they had to do. This was consistent with the 2014 General Election.

**Table 36: Satisfaction with the length of time taken to vote**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
The time taken to vote was reasonable	97%	96%	97%	93%	96%	96%	92%	94%	95%	96%	97%	97%
The time taken to vote was too long	3%	3%	3%	6%	4%	3%	8%	6%	4%	3%	3%	3%
Not sure	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%
<i>n</i> =	1,235	975	147	192	171	159	141	128	167	156	222	150

The level of satisfaction with the amount of time it took to vote was fairly consistent across different groups, with the exception that those aged 18-29 were less likely to say they were satisfied with the amount of time it took to vote (93% versus 97% aged 30+).

The length of time taken to vote did not have an impact upon satisfaction.

## Satisfaction with the convenience of the voting location

[% Among those who voted]

Satisfaction with the convenience of the voting location was very high, with almost all (97%<sup>(1)</sup>) rating it 4 or 5 out of 5, and most of these rating it as excellent (87%). Overall and across most groups, the convenience of voting locations was rated consistently with the 2014 General Election.

**Table 37: Satisfaction with the convenience of the voting location**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	87%	87%	83%	78%	87%	87%	76%	83%	84%	80%	84%	85%
4	11%	11%	13%	16%	10%	8%	18%	12%	12%	16%	13%	12%
3	2%	2%	3%	4%	3%	4%	2%	4%	1%	4%	2%	3%
2	0%	0%	0%	1%	0%	0%	3%	1%	1%	0%	0%	0%
Poor – 1	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%
<i>n</i> =	1,212	978	144	192	168	160	137	129	166	157	213	151

Although nearly four out of five of people aged 18-29 rated the convenience of the location of the voting place excellent, this was lower than all other voters (78% versus 88%).

Although four out of five of people of Asian ethnicity rated the convenience of the location of the voting place excellent, this was lower than all other voters (80% versus 88%).

Those of European ethnicity were more likely to rate the convenience of the location of the voting place as excellent (88% versus 83%).

<sup>(1)</sup> Differs from table due to rounding.

## Satisfaction with how well sign posted the voting place was

[% Among those who voted]

Nearly four in five voters (78%) said that the voting place had excellent sign-posting, with very few voters thinking it was poorly sign-posted.

**Table 38: Satisfaction with how identifiable the voting place was**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	-	78%	-	69%	-	79%	-	81%	-	74%	-	75%
4	-	16%	-	20%	-	12%	-	14%	-	16%	-	17%
3	-	4%	-	8%	-	5%	-	4%	-	10%	-	5%
2	-	1%	-	1%	-	1%	-	1%	-	0%	-	0%
Poor – 1	-	1%	-	2%	-	1%	-	0%	-	0%	-	3%
<i>n</i> =	-	978	-	192	-	160	-	129	-	157	-	151

Satisfaction with the voting place signposting is consistent across all groups of voters with the exception of those aged 18-29 being less likely to rate their satisfaction with how well sign-posted the voting place was as excellent (69% versus 88% aged 30+).

## Satisfaction with having easy to find voting booths

[% Among those who voted]

The majority of voters (84%) rated the ease of finding the voting booths excellent (five out of five). Very few voters found the ease of finding the voting booths poor.

**Table 39: Satisfaction with having easy to find voting booths**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	-	84%	-	73%	-	83%	-	84%	-	77%	-	83%
4	-	13%	-	23%	-	14%	-	13%	-	21%	-	13%
3	-	2%	-	3%	-	3%	-	2%	-	1%	-	2%
2	-	1%	-	1%	-	0%	-	1%	-	0%	-	0%
Poor – 1	-	0%	-	0%	-	0%	-	0%	-	0%	-	2%
<i>n</i> =	-	978	-	192	-	160	-	129	-	157	-	151

Those aged 50+ reported the highest levels of satisfaction (i.e. rating 5 out of 5) with the ease of finding voting booths (88% versus 81% aged 18-49).

Those aged 18-29 were less likely to rate the satisfaction of having easy to find voting booths as excellent (73% versus 86% aged 30+), as were those of Asian ethnicity (77% versus 85% for those of non-Asian ethnicity).

## Satisfaction with having easy to find ballot boxes

[% Among those who voted]

The majority of voters (82%) rated the ease of finding the voting paper deposit boxes excellent, with very few rating this aspect poorly.

**Table 40: Satisfaction with having easy to find paper deposit boxes**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	-	82%	-	70%	-	81%	-	81%	-	76%	-	77%
4	-	13%	-	21%	-	10%	-	14%	-	20%	-	16%
3	-	2%	-	5%	-	6%	-	2%	-	2%	-	4%
2	-	1%	-	2%	-	2%	-	1%	-	0%	-	2%
Poor – 1	-	0%	-	0%	-	0%	-	1%	-	0%	-	1%
<i>n</i> =	-	978	-	192	-	160	-	129	-	157	-	151

Those aged 50+ were more likely to rate the ease of finding the paper deposit boxes excellent (87% versus 78% aged 18-49).

Those aged 18-29 were less likely to rate the ease of finding the paper deposit boxes excellent (70% versus 84% aged 30+), however they were still mostly satisfied, with 92%<sup>(1)</sup> rating a 4 or 5 out of 5 (compared to 96% for all other voters).

Those with a disability were less likely to rate the ease of finding the paper deposit boxes excellent (77% versus 84% for non-disabled voters), however they were still mostly satisfied, with 93% rating a 4 or 5 out of 5 (compared to 96% for all other voters).

<sup>(1)</sup> Differs from table due to rounding.

## Overall satisfaction with the ease of placing your vote

[% Among those who voted]

The majority of voters (88%) rated the overall process of placing their vote excellent, with very few rating the overall aspect poorly.

**Table 41: Overall satisfaction with the ease of placing your vote**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	85%	88%	78%	81%	83%	88%	86%	86%	83%	80%	81%	88%
4	13%	10%	19%	15%	11%	10%	11%	11%	15%	15%	18%	11%
3	2%	1%	1%	4%	4%	2%	2%	2%	1%	4%	1%	1%
2	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%
Poor – 1	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%	0%
<i>n</i> =	1,212	978	144	192	168	160	137	129	166	157	213	151

Those aged 18-29 were less likely to rate the overall ease of placing their vote as excellent (81% versus 89% aged 30+), however they were still mostly satisfied, with 96% rating a 4 or 5 out of 5 (compared to 98% for all other voters).

Those of Asian ethnicity were less likely to rate the overall ease of placing their vote as excellent (80% versus 89% for non-Asian ethnicities).

Compared to 2014, those aged 30-49 reported a significant increase in satisfaction (rated as 5 out of 5) of ease of placing their vote (88% versus 82% for 2014).

## Satisfaction with the voting papers having clear instructions

[% Among those who voted]

Four in five voters (81%) rated the voting papers excellent on having clear instructions, with very few rating this aspect poorly.

**Table 42: Satisfaction with the voting papers having clear instructions**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	82%	81%	77%	74%	81%	79%	87%	80%	81%	72%	75%	76%
4	14%	15%	19%	21%	14%	16%	7%	13%	15%	22%	19%	18%
3	2%	3%	2%	4%	3%	2%	3%	6%	2%	5%	5%	2%
2	0%	0%	0%	0%	1%	0%	3%	0%	0%	1%	0%	0%
Poor – 1	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%
<i>n</i> =	1,235	1,000	147	198	171	163	141	135	167	165	222	155

Those aged 50+ were more likely to rate the clarity of the voting paper instructions as excellent (84% versus 77% aged 18-49).

Those of European ethnicity were more likely to rate the clarity of the voting paper instructions as excellent (82% versus 77% for non-European ethnicity).

Voters of Asian ethnicity were less likely to rate the clarity of the voting paper instructions as excellent (72% versus 82% for non-Asian ethnicity), however they were still mostly satisfied, with 94% rating a 4 or 5 out of 5 (compared to 96% for all other voters).

## Satisfaction with the ease of finding the name of the person or party

[% Among those who voted]

The majority of voters (84%) said the voting papers were excellent at helping them find the person or party they wanted to vote for, with very few rating this as poor.

**Table 43: Satisfaction with the ease of finding the name of the person or party**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	85%	84%	83%	81%	82%	85%	85%	81%	80%	79%	78%	80%
4	12%	12%	14%	14%	11%	12%	13%	16%	15%	16%	18%	15%
3	2%	3%	2%	4%	2%	1%	2%	1%	3%	3%	3%	3%
2	1%	0%	0%	1%	3%	1%	1%	0%	1%	2%	1%	1%
Poor – 1	0%	0%	0%	0%	2%	1%	0%	1%	0%	0%	0%	0%
<i>n</i> =	1,235	1,000	147	198	171	163	141	135	167	165	222	155

There were no significant differences between groups or election years.

## Satisfaction with the privacy of the voting booth

[% Among those who voted]

A majority (69%) of all voters said that the privacy of the voting booths was excellent, with only 1% saying it was poor. Satisfaction with privacy was significantly lower than the 2014 General Election (69% rated 5 – excellent versus 73% for 2014), however there have been increases in satisfaction among voters of European ethnicity.

**Table 44: Satisfaction with the privacy of the voting booth**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	73%↑	69%↓	56%	57%	82%	71%	79%	65%	77%↑	59%↓	68%	65%
4	17%↓	22%↑	25%	31%	11%	18%	16%	23%	16%	29%	21%	26%
3	6%	7%	8%	8%	5%	8%	2%	9%	5%	10%	4%	6%
2	3%↑	1%↓	7%	2%	3%	2%	3%	3%	2%	0%	5%↑	1%↓
Poor – 1	0%	1%	1%	2%	0%	0%	1%	0%	0%	1%	0%	1%
<i>n</i> =	1,235	978	147	194	171	161	141	131	167	159	222	150

Those aged 50+ were more likely to say the privacy of the voting booths was excellent (74% versus 63% aged 18-49).

Those aged 18-29 were less likely to say the privacy of the voting booths was excellent (57% versus 71% aged 30+) and more likely to be unsatisfied, with 3% voting 1 or 2 out of 5 (compared to 1% for all other voters).

Those of Asian ethnicity were less likely to say the privacy of the voting booths was excellent (59% versus 70% for those of non-Asian ethnicity), however they were still mostly satisfied, with 88% rating a 4 or 5 out of 5 (compared to 92% for all other voters).

Males were less likely to rate the privacy of the voting booths with 4 or 5 out of 5 (89% compared to 93% for females).

## Satisfaction with the layout of the ballot paper

[% Among those who voted]

Three out of four voters (75%) rated the layout of the ballot paper as excellent.

**Table 45: Satisfaction with the layout of the ballot paper**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	-	75%	-	69%	-	77%	-	77%	-	71%	-	69%
4	-	18%	-	25%	-	16%	-	17%	-	18%	-	23%
3	-	5%	-	3%	-	6%	-	4%	-	7%	-	5%
2	-	1%	-	1%	-	1%	-	2%	-	1%	-	1%
Poor – 1	-	0%	-	0%	-	0%	-	0%	-	1%	-	0%
<i>n</i> =	-	1,000	-	198	-	163	-	135	-	165	-	155

Those with a disability were less likely to rate the layout of ballot paper as excellent (69% versus 77% for non-disabled voters), however they were still mostly satisfied, with 92% rating a 4 or 5 out of 5 (compared to 93% for all other voters).

Those aged between 30-49 were less likely to rate the layout of ballot paper a 4 or 5 out of 5 (90% versus 95% aged 18-29 or 50+).

## Overall satisfaction with the ballot paper

[% Among those who voted]

Three quarters (77%) of all voters said that the ballot paper was excellent. In general, overall satisfaction with the ballot paper was consistent with 2014.

**Table 46: Overall satisfaction with the ballot paper**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	77%	77%	67%	74%	80%	76%	80%	77%	79%	69%	76%	74%
4	17%	17%	31%↑	19%↓	18%	17%	16%	18%	18%	24%	18%	18%
3	4%	4%	2%	5%	1%	6%	3%	4%	2%	4%	5%	5%
2	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%
Poor – 1	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
<i>n</i> =	1,235	1,000	147	196	171	163	141	131	167	163	222	156

Those aged 50+ were more likely to give an overall rating of the ballot paper a 4 or 5 out of 5 (96% versus 91% aged 18-49).

Those aged 30-49 were less likely to give an overall rating of the ballot paper a 4 or 5 out of 5 (91% versus 95% aged 18-29 or 50+)

## Rating of voting place staff being pleasant and polite

[% Among those who voted]

A majority (87%) of those who voted rated the staff as being excellent on being pleasant and polite, with very few rating them poorly on this regard. This was consistent with the 2014 General Election.

**Table 47: Rating of voting place staff being pleasant and polite**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	89%	87%	88%	83%	87%	88%	83%	88%	86%	78%	88%	88%
4	9%	9%	9%	15%	9%	9%	13%	6%	11%	18%	10%	6%
3	1%	2%	1%	2%	3%	3%	3%	5%	1%	3%	2%	5%
2	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%
Poor – 1	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
<i>n</i> =	1,212	978	144	192	168	160	137	129	166	157	213	151

Those of Asian ethnicity were less likely to rate staff pleasantness and politeness as excellent (78% versus 88% for those of non-Asian ethnicity).

## Rating of voting place staff's ability to answer questions

[% Among those who voted]

The majority of voters (65%) who asked questions rated the voting place staff's ability to answer these as excellent. This is consistent with the 2014 General Election results.

**Table 48: Rating of voting place staff's ability to answer questions**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	61%	65%	61%	65%	67%	69%	78%	79%	67%	68%	56%	63%
4	8%	9%	18%	13%	8%	9%	12%	8%	11%	17%	10%	10%
3	2%	3%	3%	3%	4%	5%	1%	5%	2%	4%	1%	3%
2	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%
Poor – 1	0%	1%	0%	2%	0%	1%	0%	0%	0%	1%	0%	1%
Not sure	28% <sup>↑</sup>	22% <sup>↓</sup>	17%	16%	21%	15%	7%	7%	19% <sup>↑</sup>	9% <sup>↓</sup>	32% <sup>↑</sup>	22% <sup>↓</sup>
<i>n</i> =	1,212	978	144	192	168	160	137	129	166	157	213	151

Those of Pasifika descent were more likely to rate the voting place staff's ability to answer questions as excellent (79% versus 64% for those of non-Pasifika ethnicity).

Those who voted before Election Day were more likely to rate the voting place staff's ability to answer questions as excellent (69% versus 61% for those who voted on Election Day).

Those of European ethnicity were less likely to rate the voting place staff's ability to answer question as excellent (62% versus 70% for those of non-European ethnicity).

## Rating of the efficiency of voting place staff

[% Among those who voted]

Over four out of five voters (81%) rated the staff as being excellent on their efficiency. This is significantly lower than the staff efficiency rating of the 2014 General Election (85%). This may have been caused by a significant decrease in efficiency satisfaction from the 2014 General Election among those aged 50+ (84% versus 88% for 2014) and those of European ethnicity (82% versus 86% for 2014).

**Table 49: Rating of the efficiency of voting place staff**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	85%↑	81%↓	77%	75%	83%	86%	80%	81%	86%	75%	84%	83%
4	12%↓	15%↑	20%	19%	12%	9%	16%	13%	10%	19%	13%	14%
3	2%	2%	2%	3%	3%	5%	3%	4%	4%	4%	2%	2%
2	1%	1%	1%	2%	2%	0%	1%	3%	0%	0%	0%	1%
Poor – 1	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
<i>n</i> =	1,212	978	144	192	168	160	137	129	166	157	213	151

There were no significant differences between groups for 2017.

## Overall rating of the voting place staff

[% Among those who voted]

The large majority of voters (84%) said their overall impression of staff was excellent, and very few rated them poorly. This is consistent with the 2014 General Election.

**Table 50: Overall rating of the voting place staff**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	86%	84%	84%	78%	83%	84%	83%	87%	83%	76%	84%	84%
4	12%	12%	13%	18%	14%	12%	15%	8%	13%	20%	13%	12%
3	2%	2%	1%	2%	2%	3%	1%	2%	2%	3%	1%	3%
2	1%	1%	1%	1%	1%	1%	1%	3%	1%	0%	0%	0%
Poor – 1	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
<i>n</i> =	1,212	978	144	192	168	160	137	129	166	157	213	151

Those of Asian ethnicity were less likely to rate the voting place staff as excellent (76% versus 85% for non-Asian ethnicity), however they were still mostly satisfied, with 96% rating a 4 or 5 out of 5 (compared to 96% for all other voters).

## Overall rating of the voting process

[% Among those who voted]

A majority (71%) of those who voted rated the overall voting process as excellent, with very few rating the process poorly. This is consistent with the 2014 General Election.

**Table 51: Overall rating of the voting process**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Excellent – 5	68%	71%	53%	61%	67%	75%	76%	76%	72%	65%	61%	69%
4	24%	23%	37%	27%	19%	13%	22%	19%	24%	26%	27%	23%
3	5%	4%	6%	11%	10%	8%	0%	3%	3%	7%	8%	7%
2	2%	1%	2%	1%	2%	3%	1%	2%	0%	2%	2%	1%
Poor – 1	1%	0%	0%	1%	2%	1%	1%	0%	0%	0%	1%	0%
<i>n</i> =	1,235	1,000	147	196	171	163	141	131	167	163	222	156

Those aged 50+ were more likely to rate the overall voting process as excellent (75% versus 67% aged 18-49).

Those aged 18-29 were less likely to rate the overall voting process as excellent (61% versus 73% aged 30+), however they were still mostly satisfied, with 87%<sup>(1)</sup> rating a 4 or 5 out of 5 (compared to 95% for all other voters).

<sup>(1)</sup> Differs from table due to rounding.

## Incidence of encountering an issue when voting

[% Among those who voted]

Almost all (95%) of those who voted did not encounter any issue while voting. This is consistent with the 2014 General Election.

**Table 52: Incidence of encountering an issue when voting**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
No issue while voting	95%	95%	93%	96%	93%	91%	97%	97%	95%	99%	98%	95%
Yes, had an issue while voting	5%	5%	7%	4%	7%	7%	3%	3%	5%	0%	2%	3%
<i>n</i> =	1,235	999	147	196	171	163	141	130	167	163	222	156

The following types of people were more likely to **encounter an issue** when voting:

- Those of European ethnicity (6% versus 2% for non-European ethnicity)
- Those who live in an urban region (6% versus 2% for those who live in a rural region)

Those of Asian ethnicity were less likely to encounter an issue when voting (0% versus 5% for non-Asian ethnicity)

Due to the low incidence of encountering an issue, there was no one issue that was a concern to any sizeable proportion of the survey group (i.e. greater than 2%).

## Non-voter behaviour and reasons for not voting

### Possibility of voting in the 2017 NZ General Election

[% did not vote in 2017 election].

Fifty three percent of people who did not vote in the 2017 election said that they had initially considered doing so. This is significantly lower than seen for the 2014 General Election (70%). This decrease was pronounced among those aged 30-49, those of Māori ethnicity, and those of Pasifika ethnicity.

**Table 53: Possibility of voting in the NZ General Election**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Yes	70%↑	53%↓	70%	55%	82%↑	46%↓	86%↑	57%↓	62%	69%	68%	57%
No	24%↓	40%↑	17%↓	37%↑	18%↓	50%↑	14%	25%	23%	15%	21%	40%
Not sure	6%	7%	13%	8%	0%	4%	0%	18%	14%	15%	11%	2%
<i>n</i> =	74	166	25	89	14	33	10	50	22	23	10	28

Those living in an urban region who didn't vote were more likely to have considered doing so (61% versus 37% for those who live in a rural region).

Those who are male and didn't vote were more likely to have considered doing so (60% versus 46% for females)

Those aged 50+ who didn't vote were less likely to have considered doing so (41% versus 57% aged 18-49).

## When non-voters decided not to vote

[% did not vote in 2017 election].

Almost a third (29%) of non-voters made the decision not to vote on Election Day itself. Almost a fifth (18%) decided up to a week before. Results are consistent with 2014 with the exception that the number of people deciding not to vote more than a month before the election increased significantly during the 2017 election (38% versus 20% for the 2014 General Election).

**Table 54: When non-voters decided not to vote**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
On Election Day	30%	29%	35%	28%	28%	13%	59%↑	29%↓	22%	27%	41%	36%
One week before	22%	18%	27%	18%	47%↑	21%↓	26%	36%	11%↓	31%↑	17%	13%
Two weeks before	4%	3%	0%	5%	0%	4%	6%	2%	5%	11%	0%	0%
About a month before	7%	6%	12%	6%	8%	18%	9%	2%	4%	0%	0%	6%
More than a month before	20%↓	38%↑	13%↓	31%↑	18%	38%	0%	20%	20%	10%	21%	42%
Don't know	18%↑	7%↓	14%	11%	0%	6%	0%	11%	37%	21%	21%↑	3%↓
<i>n</i> =	74	165	25	88	14	33	10	50	22	22	10	28

Māori non-voters were less likely to have made the decision not to vote on Election Day (13% versus 32% for non-Māori ethnicity), and more likely to have decided not to vote about a month before Election Day (18% versus 3% for non-Māori ethnicity).

Non-voters of Pasifika ethnicity were more likely to have decided not to vote one week before Election Day (36% versus 15% for non-Pasifika ethnicity) and less likely to have decided not to vote more than a month before Election Day (20% versus 41% for non-Pasifika ethnicity).

Asian ethnicity non-voters were more likely to have decided not to vote one week before Election Day (31% versus 16% for non-Asian ethnicity) and two weeks before Election day (11% versus 2% for non-Asian ethnicity), and less likely to have decided not to vote more than a month before Election Day (10% versus 41% for non-Asian ethnicity).

## Amount of effort invested in decision not to vote

[% did not vote in 2017 election].

Non-voters were asked how much effort they put into deciding whether or not to vote. About a third (29%) said they put a lot of thought into the decision, a third (38%) some thought, and a third (33%) no thought at all. This is consistent with the 2014 General Election.

**Table 55: Amount of effort invested in decision not to vote**

	Total		Youth		Māori		Pasifika		Asian		Disabled	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Put a lot of thought into deciding whether or not to vote	32%	29%	16%	17%	47%	31%	35%	28%	24%	33%	32%	32%
Put just a little thought into it	31%	38%	38%	44%	34%	28%	30%	35%	19%↓	47%↑	38%	38%
Didn't think about it at all	38%	33%	46%	39%	19%	41%	36%	38%	57%↑	20%↓	31%	30%
<i>n</i> =	74	165	25	90	14	33	10	51	22	21	10	28

18-29 year old non-voters were less likely to have put a lot of thought into the decision (17% versus 37% aged 30+), whereas non-voters aged 30-49 were more likely to have put a lot of thought into the decision (37% versus 24% aged 18-29 or 50+) and less likely to not think about their decision at all (22% versus 40% aged 18-29 or 50+).

Those aged 50+ who didn't vote were less likely to put only a little thought into their decision (22% versus 42% aged 18-49).

## Reasons for not voting

[% did not vote in 2017 election].

Non-voters were asked the main reason why they didn't vote in the 2017 election, and then what other reasons if any that they had. Non-voters were not prompted for reasons but the interviewers had a pre-code list available to code responses to, as well as an opportunity to record verbatim other reasons not on the pre-code list.

In Table 57 on page 72, the main and total reasons are listed, and compared to 2014 where applicable. For easier analysis reasons have been grouped into high-level codes.

The biggest reason is a **lack of interest** in voting for 24% of non-voters, this is consistent with 2014 (27%). The biggest drivers of this result are 'can't be bothered voting' at 11%, 'can't be bothered with politics or politicians' at 5%, and 'my vote doesn't make any difference' at 3%.

Another main reason is **self-stated personal barriers to voting**, either due to personal access restrictions (e.g. health reasons, religious reasons) or other commitments (e.g. work). These reasons total 19% of all the 'main' reasons for not voting, and is consistent with 2014 (24%).

Those aged 18-29 were more likely to say they had religious reasons for not voting (3% versus 16% aged 30+).

Some said that they had **practical access barriers** to not voting, totalling 9% of all the main reasons given, again consistent with 2014 (10%). These mainly comprise being overseas (5%), away from home within New Zealand (1%), and the voting place being too far away (1%).

Those of Asian ethnicity were more likely to say they were overseas (19% versus 4% for non-Asian ethnicity); disabled that the voting place was too far away (10% versus 1% non-disabled).

The third main category of reasons for non-voting is **not knowing who to vote for** at 18% of all main reasons given, which is significantly higher than 2014 (11%). This is a function of not being able to work out who to vote for (17%), and not knowing the candidates (1%).

**Table 56: Main and total reasons for not voting\***

	Main reason		Total reasons	
	2014	2017	2014	2017
<b>Can't be bothered/ not interested</b>	<b>27%</b>	<b>24%</b>	<b>31%</b>	<b>24%</b>
Can't be bothered voting	8%	11%	11%	14%
Can't be bothered with politics or politicians	9%	5%	12%↑	5%↓
Not important	0%	4%	1%↓	4%↑
My vote doesn't make any difference	2%	3%	2%	5%
It was obvious who was going to win	2%	1%	2%	1%
Makes no difference who the government is	6%↑	1%↓	9%↑	1%↓
<b>Personal barrier/ commitment</b>	<b>24%</b>	<b>19%</b>	<b>28%</b>	<b>20%</b>
Religious reasons - other	7%	11%	9%	12%
Had work commitments	9%	7%	10%	7%
Had other commitments	1%	3%	1%	4%
Health reasons	8%↑	1%↓	8%↑	2%↓
Religious day (ie, Sabbath, Holy Day)	0%	0%	0%	0%
Disability	0%	0%	0%	0%
<b>Didn't know who to vote for</b>	<b>11%</b>	<b>18%</b>	<b>12%</b>	<b>20%</b>
Couldn't work out who to vote for/ no candidate aligned with me	2%↓	17%↑	5%↓	17%↑
Didn't know the candidates	3%	1%	3%	1%
Didn't know who to vote for in a new electorate	6%↑	0%↓	7%↑	1%↓
<b>Practical access barrier</b>	<b>10%</b>	<b>9%</b>	<b>13%</b>	<b>13%</b>
Away from home and overseas	5%	5%	6%	7%
Away from home but still in New Zealand	2%	1%	4%	1%
Voting place too far away/ no transport	2%	1%	3%↑	1%↓
<b>Voting process</b>	<b>3%</b>	<b>9%</b>	<b>8%</b>	<b>9%</b>
Wasn't enrolled	-	7%	-	7%
Didn't know how to vote	3%	2%	5%	2%
Didn't know when to vote	0%	0%	1%	0%
Didn't know where to vote	0%	0%	5%↑	1%↓
<b>Other</b>	<b>25%</b>	<b>22%</b>	<b>41%</b>	<b>37%</b>
Didn't get to the voting place on time	4%	4%	5%	4%
I forgot	1%	3%	4%	3%
No particular reason	1%	1%	1%	1%
My favourite politician wasn't standing	0%	0%	0%	0%
Not sure	2%↓	5%↑	11%	6%
<i>n</i> =	<b>74</b>	<b>165</b>	<b>74</b>	<b>165</b>

Notes:

\* Main reason is single response; total reason includes main plus any other reason(s) given for not voting

## Appendix A: Overview tables (2017)

### Overview: Voters and non-voters

The following table shows results split by voters and non-voters. Only key questions that were asked of both voters and non-voters are shown here. Please refer to the tables in the main report for voter/ non-voter specific questions.

Enrolled	Total	Voters	Non-voters
Yes	92%	100%	64%
<i>n</i> =	1164	1000	163
Why enrolled	Total	Voters	Non-voters
You have to, it's the law	16%	15%	22%
Wanted my opinion to count	44%	48%	24%
Wanted to make a difference	19%	20%	9%
Someone I know encouraged me to	6%	4%	16%
Not sure	3%	2%	8%
Another reason	29%	29%	29%
<i>n</i> =	1092	998	94
Eligible to vote in 2014	Total	Voters	Non-voters
Yes	89%	93%	74%
<i>n</i> =	1162	997	164
Voting process (% 4 or 5 out of 5)	Total	Voters	Non-voters
Understand the voting process	88%	95%	62%
Understand the enrolling process	89%	95%	68%
How to enrol to vote	89%	94%	71%
How to update your enrolment details	85%	91%	60%
How to vote	93%	99%	70%
Where you can vote	94%	99%	78%
What to do if can't get to a voting place	68%	75%	40%
<i>n</i> =	1005	856	149
Seen any advertising about the voting process	Total	Voters	Non-voters
Yes	52%	57%	35%
<i>n</i> =	1165	1000	164

Where seen advertising	Total	Voters	Non-voters
Television	43%	47%	26%
Newspapers	9%	10%	3%
Radio	10%	12%	4%
Word of mouth	2%	2%	1%
Signs	4%	4%	2%
Website (but not social media)	5%	6%	5%
Social media	7%	7%	7%
Pamphlets	5%	5%	1%
Bus shelters	0%	0%	0%
Another place	3%	3%	1%
Not sure	0%	0%	0%
<i>n</i> =	1165	1000	164
Messages of TV advertising	Total	Voters	Non-voters
Don't forget to enrol to vote	59%	60%	47%
You can vote now	6%	4%	14%
There's an election coming up	4%	4%	5%
Check the mail for your enrolment pack	4%	5%	0%
Make your vote your voice	4%	3%	10%
Check the mail for your EasyVote pack	3%	3%	4%
You vote everyday	1%	1%	0%
Another message	38%	38%	41%
Not sure	4%	5%	0%
<i>n</i> =	427	391	36
Recall receiving EasyVote pack	Total	Voters	Non-voters
Yes	89%	96%	62%
<i>n</i> =	1164	1000	163
EasyVote pack	Total	Voters	Non-voters
Read most or all of it	45%	50%	18%
Read some of it	23%	24%	20%
Glanced at it	16%	15%	24%
Didn't read it	14%	10%	36%
Don't recall receiving it	1%	1%	2%
<i>n</i> =	1051	957	93
Found EasyVote card	Total	Voters	Non-voters
Yes	94%	97%	70%
<i>n</i> =	942	877	65
Usefulness of EasyVote pack	Total	Voters	Non-voters
(% 4 or 5 out of 5)	84%	89%	45%
<i>n</i> =	937	874	63

## Appendix B: Sample profile

The following table shows the unweighted (i.e. the number of interviews conducted) sample sizes by demographics.

Gender	Total	Voters	Non-voters
Male	558	476	81
Female	607	524	83
<i>n</i> =	1165	1000	164
Age band	Total	Voters	Non-voters
18-29	284	196	87
30-39	146	119	27
40-49	204	182	22
50-59	276	257	19
60-69	161	153	8
70+	94	93	1
<i>n</i> =	1165	1000	164
Ethnicity	Total	Voters	Non-voters
New Zealand European	693	619	74
Māori	196	163	33
Samoan	74	52	21
Cook Island Māori	29	24	5
Tongan	41	28	13
Niuean	20	18	2
Other Pacific Island ethnic group	28	18	10
Chinese	47	38	9
Indian	101	93	8
Other Asian ethnic group	45	37	8
Other ethnic group	0	0	0
Rather not say	2	1	1
<i>n</i> =	1165	1000	164
Highest completed qualification	Total	Voters	Non-voters
No qualification	59	43	16
School Certificate or NCEA level 1	130	113	17
Sixth Form Certificate, University Entrance or NCEA Level 2	156	118	37
Bursary, Scholarship or NCEA level 3 or 4	113	85	28
A Trade Qualification	51	46	5
A certificate or diploma that does not require a degree	129	111	18
A polytech degree	24	24	0
A university degree	270	249	21
Postgraduate qualification, e.g. Honours, Masters, Doctorate,	168	157	11
Other	8	7	1
Not sure	37	30	7
Rather not say	18	15	3
<i>n</i> =	1163	998	164

<b>Born in New Zealand</b>	<b>Total</b>	<b>Voters</b>	<b>Non-voters</b>
Yes	812	690	122
No	353	310	42
<i>n =</i>	<i>1165</i>	<i>1000</i>	<i>164</i>
<b>Gross household income</b>	<b>Total</b>	<b>Voters</b>	<b>Non-voters</b>
Less than \$30,000	103	85	18
\$30,001 to \$50,000	110	95	15
\$50,001 to \$70,000	107	93	14
\$70,001 to \$100,000	165	144	21
\$100,001 to \$120,000	86	78	8
\$120,001 to \$150,000	89	80	9
\$150,001 and above	166	149	17
Not sure	215	166	48
Rather not say	123	109	14
<i>n =</i>	<i>1164</i>	<i>999</i>	<i>164</i>