2015 New South Wales State General Election Research

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1. Executive Summary

This document presents the findings from Ipsos Social Research Institute's (Ipsos SRI) research on behalf of the NSW Electoral Commission for the 2015 NSW State General Election. The overall aim of this research was to provide the NSW Electoral Commission with a robust and representative picture of electors' perceptions of, and satisfaction with, the services offered at the 2015 State Election.

Ipsos SRI employed an extensive methodology for this research consisting of:

- A core representative telephone survey of voters;
- A face-to-face survey of pre-poll voters;
- A benchmarking and tracking online study evaluating the NSW Electoral Commission advertising campaign;
- A representative telephone survey of iVote users, and a consultative online survey of other iVote users;
- In-depth interviews with iVote users; and
- Group discussions with Arabic-speaker voters.

Further details of the objectives and methodology for this research can be found in Sections 2 and 3. The remainder of this summary details the key findings according to the NSW Electoral Commission's key goals 1, 2, 3 and 5, as well as a brief overview of the performance of the NSW Electoral Commission's social media campaigning.

Goal 1 – Foster participation in the democratic process

Champion the importance of democracy through public education, better processes, responsive services and clear communication

Overall satisfaction

Participants were generally satisfied with their overall voting experience (88% were satisfied in the core survey), with more than half *very* satisfied (53%) and one-third *fairly* satisfied (35%). Further, nine in ten participants were satisfied that the NSW Electoral Commission conducted the Election fairly and impartially (89%), with again more than half *very* satisfied (53%) and 36% *fairly* satisfied.

NSW Electoral Commission information

Exposure to the NSW Electoral Commission advertising campaign was relatively low. Fourteen percent had seen television advertising, 16% had heard radio advertising and 8% had seen print advertisements (campaign evaluation).

The vast majority of participants agreed the campaign made it clear when they had to vote (69% *strongly* agreed and 22% *somewhat* agreed) and what to do if they needed more information about the Election (67% *strongly* agreed and 22% *somewhat* agreed). Before Election Day, around three-quarters of participants were able to correctly identify the date of the Election (72%).[1] The campaign evaluation showed that the campaign did not increase awareness of this date (73% of those who had not seen or heard the campaign knew the date, compared with 70% of those who had seen or heard it), indicating that awareness was typically via other sources. Participants also generally felt informed about finding out where they could vote on Election Day, with almost four in five indicating they felt informed (78%, with 55% feeling *very* informed and 23% *fairly* informed; core survey).

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[1] In addition to participants who gave the exact date (i.e. '28th March'), other responses indicating this date were also coded as correct, e.g. 'the Saturday after next' or 'this Saturday' depending on when they completed the survey.

Prior to Election Day, the majority of participants were aware of being able to vote by post and pre-poll (71% and 63% respectively; campaign evaluation). Two-thirds of participants felt informed about early and alternative voting options (65%, with 32% feeling *very* informed and 33% *fairly* informed; core survey), however around one-third felt uninformed (30%), with 17% feeling *fairly* uninformed and 17% *very* uninformed.

Around a quarter of participants were aware of iVote (26%; campaign evaluation). Among those who did not use iVote, around two-fifths were aware of the system (38%; core survey). However, seeing or hearing the campaign did not appear to significantly impact their awareness of the eligibility requirements. In addition, it did not appear to significantly impact motivation to use it.

Almost half of participants had heard of the enquiries line (48%; campaign evaluation) and two in five had heard of votensw.info (39%), and seeing or hearing the campaign appears to have increased both awareness of the enquiries line (65% of those who had seen or heard the campaign compared with 41% of those who had not) and likelihood of calling it (11% and 7% respectively).

Around two-fifths of participants were aware there had been changes to State Electoral boundaries since the previous NSW State Election (39%; core survey). Most were satisfied with the communication of these changes (22% *very* and 35% *fairly* satisfied), however one-quarter were dissatisfied (24%), with 14% *fairly* dissatisfied and one in ten *very* dissatisfied (10%). Supporting this, only a third of Newtown voters were aware that their State Electoral District (SED) had changed (32%; campaign evaluation), and around half of those in Murrumbidgee (46%). Further, prior to the Election, the majority of participants in Newtown and Murrumbidgee did not recall receiving the letter from the NSW Electoral Commission informing them about their changed State Electoral District (SED) (68% and 56% respectively).

Most of those in the relevant locations who were aware of the redistribution had checked their enrolment details (55% in Newtown and Murrumbidgee combined). Understanding of how to check and update enrolment details was somewhat low, with around one in three participants saying they felt uninformed of how to do this prior to Election Day (16% *fairly* uninformed and 13% *very* uninformed). For this, though, the campaign appeared to increase the likelihood of calling the NSW Electoral Commission enquiries line and visiting votensw.info (33% and 27%, respectively among those who had, compared with 23% and 12% of those who had not).

Of those in Murrumbidgee, the vast majority correctly identified that they could vote at any polling place (92%) while less than half of the respective Newtown participants were aware of this (47%).

Voting attitudes, intentions and behaviours

The vast majority of participants saw voting as important (89%; campaign evaluation), with two in three thinking it *very* important (65%) and one in four *somewhat* important (24%). In addition, participants tended to agree the Election was their chance to vote for what mattered to them (80%, with 49% agreeing *strongly* and 31% agreeing *somewhat*) and that decisions made by State Government were important to them on a personal level (87%, with 50% thinking them *very* important and 37% *somewhat* important).

The campaign had a positive impact on attitudes towards voting and the importance of State Government to individuals. Those who had seen or heard the campaign were more likely to rate both voting and State Government decisions as important (96% for each, compared with 86% and 83% respectively among those who had not), and State Government decisions as impactful (93% compared with 83%). Most participants agreed that the campaign communicated the importance of voting (85%), with three in five agreeing *strongly* (59%) and one in four agreeing *somewhat* (26%).

In general, older participants placed a greater level of importance on voting than younger participants (88% of those aged 65+ rated it as *very* important, compared with 44% of those aged under 25), and were more likely to *strongly* agree that the Election was their chance to vote for what mattered to them (68% of those aged 65+ compared with 37% of those aged under 35) and that decisions made by State Government were important to them personally (66% compared with 46%).

Between the benchmark survey and the post-wave, the campaign appeared to have a greater impact among younger participants than older participants in terms of their perceived importance of State Government decisions. In the 18-44 age bracket, those who had seen or heard the campaign were more likely to rate State Government decisions as important (92%) than those who had not (80%). On the other hand, among those aged 45+, no significant impact was observed between those who had and had not seen or heard the campaign.

Prior to Election Day, the vast majority expected that they would vote in the Election (95%[2]) and, of these participants, around nine in ten intended to cast a valid vote (assuming they voted; 92%). Almost all participants in the core survey voted in the Election (98%; core survey), with three-quarters doing so on Election Day (75%).

The campaign did not significantly impact likelihood to vote, however it did appear to impact intention to cast a valid vote (98% of those who had seen or heard the campaign intended to cast a valid vote, compared with 90% of those who had not). This campaign effect was most prominent among younger participants (aged 18-44; 97% compared with 85%).

Goal 2 – Be customer-focused and commercially-minded

Build better relationships with clients and partners by understanding their needs and wants, and responding to them professionally

As stated above, participants were generally satisfied with their overall voting experience (88%; core survey), with more than half *very* satisfied (53%) and one in three *fairly* satisfied (35%). Among those who voted in-person on Election Day, 87% were satisfied with their overall experience, with 49% *very* satisfied and 38% *fairly* satisfied. Satisfaction was highest among iVote users (97% were satisfied with the iVote service, with 80% *very* satisfied and 17% *fairly* satisfied; iVote telephone survey), followed by postal voters (95% satisfied, with 73% *very* satisfied and 22% *fairly* satisfied; core survey) and pre-poll voters (93% were satisfied with their pre-polling experience, with 70% *very* satisfied and 23% *fairly* satisfied; pre-poll survey).

In the core survey, voting in-person on Election Day received the highest level of advocacy. Nine in ten participants were likely to recommend it to a friend or family member (90%; core survey), with more than half *very* likely to do so (53%) and 37% *somewhat* likely. This compares with 44% who were *very* likely to recommend pre-polling and 29% who were *very* likely to recommend postal voting. Among those who had heard of iVote (but not necessarily used it), likelihood to recommend was relatively high, with around half *very* likely to recommend it (46%).

Culturally and linguistically diverse participants

Participants from a culturally and linguistically diverse background (CALD; for whom English may not be their first language) were generally less engaged overall. In particular, prior to Election Day, they were less likely to say they were certain to vote (73% compared with 89% of those not from such a background; core survey).

Despite this, satisfaction levels among CALD participants did not significantly differ from the overall figures, with high levels of satisfaction reported for all key measures. Almost nine in ten CALD participants were satisfied with their overall voting experience (50% *very* satisfied and 39% *fairly* satisfied), and half were *very* satisfied that the Electoral Commission conducted the Election fairly and impartially (50%) with a further two in five *fairly* satisfied (40%).

Two thirds of CALD participants were *very* satisfied with the facilities at the polling place (68%), with a further 27% fairly satisfied. Similar proportions were *very* satisfied with the amount of time it took to cast their vote (67%) and *fairly* satisfied with this (24%). Further, 67% were *very* satisfied with their privacy when filling out the ballot paper and 28% were *fairly* satisfied and, of those who received assistance in understanding how to vote properly, 74% were *very* satisfied with this assistance and a further 16% were *fairly* satisfied.

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[2] The proportion of participants who said it was between probable (7 chances in 10) and certain or practically certain (99 chances in 100) they would vote.

On the other hand, CALD participants felt least informed about early and alternative voting options (31% *very* informed) and how to check and update their details (33% *very* informed). They were also the most likely to want more information about parties or candidates (13%) and iVote (10%).

Aboriginal and Torres Strait Islander (ATSI) participants

As with the overall sample, satisfaction levels among ATSI participants were generally high. Eighty-four percent of ATSI participants were satisfied with their overall voting experience (38% *very* satisfied and 46% *fairly* satisfied; core survey), while two thirds of ATSI participants were *very* satisfied with the assistance they received if they needed assistance in understanding how to vote properly (67%) and a further 22% were *fairly* satisfied.

However, ATSI participants were significantly less likely than overall to be satisfied that the NSW Electoral Commission conducted the Election fairly and impartially (31% were *very* satisfied, compared with 54% of non-ATSI participants). In addition, they were significantly less likely to be *very* satisfied with the amount of time it took to cast their vote (46%, compared with 72% of non-ATSI). They were also less likely to be *very* satisfied with the facilities at the polling place (50% compared with 73% of non-ATSI) and their privacy when filling out the ballot paper (46% compared with 71% of non-ATSI). Finally, ATSI participants were the least likely to feel informed about how to check and update their details (15% *very* informed) and when the Election results are declared (23%).

Goal 3 – Provide seamless service delivery

Provide a well-planned, cohesive service based on supportive project structures, clear processes, and appropriate delegation of authority and ownership

Enquiries line and votensw.info website

Prior to Election Day, one in twenty participants had either used, or intended to use, the Election enquiries line (5%; campaign evaluation), and 3% of participants after Election Day had actually called it (core survey). Of those who used votensw.info, four in five were satisfied with the website (83%), with around half *very* satisfied (45%) and two in five *somewhat* satisfied (38%), and more than nine in ten were able to find the information they wanted (91%). Most of those who accessed a NSW Electoral Commission website had done so using a computer (73%, compared with 18% who used a tablet and 17% a smartphone).

Satisfaction was also high with the enquiries line. Eighty-five percent were satisfied, with more than two in three *very* satisfied (68%) and 17% *somewhat* satisfied.

Polling place facilities and assistance

Almost all in-person voters were satisfied with the facilities at their polling place. Around three-quarters were *very* satisfied (72%; core survey) and 24% were *fairly* satisfied. Participants who had a disability or mobility issue were generally satisfied with the accessibility of their polling place and their ability to move around it: three-quarters were *very* satisfied (76%) and a further one-fifth were *fairly* satisfied (20%).

Satisfaction with wait time was typically high among in-person voters. More than nine in ten were satisfied (92%), with around three in four *very* satisfied (70%) and one in five *fairly* satisfied (22%). Two thirds of in-person voters waited for less than five minutes to vote (66%), with 40% not waiting at all. The average queue time was around four minutes. Three-quarters of in-person voters were *very* satisfied with the time it took them to cast their vote (72%).

Similar recalled waiting times were found among those voting at a pre-poll centre. Around half of participants did not have to wait at all (46%; pre-poll survey), and for a further 29%, the wait was less than five minutes. Sydney Town Hall received the most positive report of wait times, with only seven per cent of participants having to wait at all before voting. In comparison, around a third of Fairfield participants had to wait for over twenty minutes (30%).

For 95% of voters, their electoral details were correct on the roll when they voted, and among those who enrolled and voted on Election Day, satisfaction was generally high (thirteen of the fourteen participants in the core survey who used the service were satisfied, with ten *very* satisfied and three *fairly* satisfied). Further, among those who thought their Electorate had changed, only four per cent reported that they had experienced difficulties as a result.

Some of the Arabic-speaking voters in the qualitative research recalled assistance from other (non-family) Arabic speakers outside the polling place, but none once they had entered. Among such participants, there was interest in greater in-language support from electoral officials once inside the polling place.

Additionally, most participants who had a disability or restriction and their carers were unaware of information being available in large print, audio files or Auslan (core survey). Only 20%, 14% and 13% respectively were aware of information in these formats.

Dissemination of results

Satisfaction with the speed of Election results was high. Ninety-six percent were satisfied, with around three in four *very* satisfied (71%; core survey) and 25% *fairly* satisfied. Confidence in the accuracy of the results was similarly high. Nine in ten were satisfied (90%), with more than half *very* satisfied (54%) and 36% *fairly* satisfied. Of voters who followed the Election results on Election night, the vast majority got their information from television (86%), with 5% getting theirs through the NSW Electoral Commission website.

Goal 5 – Innovative, fast adaption

Create an environment that encourages new ideas, and provides the capacity and support to see them through to implementation

Electronic mark off

At Sydney Town Hall, electronic mark off was used. Although no specific questions were asked about electronic mark off, overall ratings of satisfaction were higher at Sydney Town Hall when compared with other pre-poll locations (pre-poll survey).

Specifically, participants at Sydney Town Hall were more likely to be *very* satisfied with their voting experience (81% compared with 70% overall), the amount of time it took to cast a vote (86% compared with 71%) and any assistance they received (44% compared with 28%).

Wait times were also significantly shorter at Sydney Town Hall, with 93% of participants saying that they did not have to wait at all before casting their vote (compared with 46% overall). Only 3% of those voting at Sydney Town Hall waited for more than 5 minutes, compared with 64% at Fairfield and 40% at Tamworth.

As a result of the electronic mark off, only 10% of voters at Town Hall said that roll marking took too long, compared with 35% at Tamworth and 19% in Fairfield.

iVote

As mentioned, the vast majority of iVote users were satisfied with the system (97%; iVote telephone survey), with four in five *very* satisfied (80%) and 17% *fairly* satisfied. The main reason for this high level of satisfaction was the ease and convenience of the system (cited by 85% of users). Almost all iVote users found the system easy to use (96%), with three in four finding it *very* easy (73%) and 23% *fairly* easy. Feedback on the ballot paper in both the quantitative and qualitative research was generally positive, as was that for the level of mobile optimisation of the website.

Nine in ten iVote users were confident in using iVote prior to registering (89%), with around half *very* confident (48%) and 41% *fairly* confident. Confidence was similarly high for the ballot paper listing all candidates (94% confident, with 67% *very* confident and 27% *fairly* confident) and their vote being recorded accurately (92% confident, with 59% *very* confident and 33% *fairly* confident). Further, 95% of participants were satisfied with the security of iVote, and nine in ten said they trusted the process (90%), with three in four trusting it *a great deal* (76%) and 14% *a little*.

Satisfaction with the time taken to cast a vote with iVote was high (96%), with four in five participants *very* satisfied (80%) and 16% *fairly* satisfied. Similar results were observed for the time taken to register to use iVote (93% satisfied, with 67% *very* satisfied and 26% *fairly* satisfied) and to receive their iVote number (91% satisfied, with 75% *very* satisfied and 16% *fairly* satisfied). There were, however, a number of participants in the qualitative research for whom their iVote number took longer to arrive than they had expected.

Satisfaction was also high for assistance received with using iVote. Almost all of those who required assistance were satisfied (97%), with more than four fifths *very* satisfied (84%) and 13% *fairly* satisfied.

Further, 99% of iVote users said they would recommend the system, and a similarly positive was received for likelihood to use again: almost all iVote users said they were likely to use it again (96%), with around nine in ten saying they were *very* likely (88%) and 8% that they were *fairly* likely.

One in ten iVote users said they would not have voted if not for iVote (10%), indicating that iVote increased voter participation to some extent.

When asked how iVote could be improved, around one in four iVote users thought there were technological issues that needed to be addressed (23%) and 7% that it should be made more secure. Another minor issue was that awareness of the verification service was relatively low, with only around one-third of iVote users aware (35%).

As mentioned, participants in the research overall typically thought that the eligibility requirements for iVote were not made clear enough. Indeed, in the qualitative research, a number of participants were not confident of the criteria until actually using iVote.

Finally, around 16% of iVote users stated that they used the system for non-eligible reasons, including because it was easier and more convenient (7%), or they were working on Election Day (3%) or had other commitments (2%). Participants commonly felt that the iVote eligibility criteria should be expanded to be available to the whole community. Illustrating this, around one in five spontaneously mentioned this when asked how iVote could be improved (17%), and the theme commonly arose in the qualitative research.

Social media

As part of its communications campaign, the NSW Electoral Commission utilised a Facebook strategy. Facebook posts generally directed voters to the votensw.info website. Nine percent of participants had seen advertising on social media about the Election (in the campaign evaluation) and 7% specifically recalled seeing NSW Electoral Commission advertising or related posts on Facebook.

Compared with participants overall, those who had seen the NSW Electoral Commission campaign on Facebook were more likely[3] to know about:

- Whether they were eligible for iVote (63% compared with 49%);

- The Election being in March (but not a specific date; 11% compared with 9%); and

- The votensw.info website (31% compared with 25%).

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[3] Please note that, due to the relatively small base size for those who had seen NSW Electoral Commission Facebook campaigning, these differences were not statistically significant

On Election night, 4% of participants accessed the Election results through social media, a figure that increased to 13% for those aged 18-24. Further, going forward, some participants wanted to receive more Election-related information through social media (3% mentioned social media when asked how they would like to have received additional information), including information about:

- Enrolling or updating enrolment details (16% of those in the core survey who wanted this information);
- How to fill in a ballot paper (10%);
- Voting early (9%); and
- iVote (7%).

2. Background

About the New South Wales Electoral Commission

The New South Wales Electoral Commission is an independent statutory authority established under the Parliamentary Electorates and Elections Act 1912[4] and is responsible for:

- Conducting Elections and by-Elections for the State of NSW, local government councils and the NSW Aboriginal Land Council;

- Conducting statutory Elections for registered clubs, statutory bodies and state registered industrial organisations;

- Managing the Commonwealth electoral roll with the Australian Electoral Commission (AEC);

- Researching electoral issues; and

- Advising the relevant Minister on matters relating to the administration of enrolment and Elections in NSW.[5]

The NSW Electoral Commission's vision is to "administer an impartial and fair electoral system and ensure that opportunities for the community to participate in the NSW electoral system are based on principles of equity and access". Its stated mission is "to deliver high quality Election services which are impartial, effective, efficient and in accordance with the law"[6]. The values of integrity, impartiality, transparency, respect for others, a learning culture and professionalism underpin its behaviour, decisions and standards across services and how performance is assessed[7].

The NSW Electoral Commission serves a broad range of stakeholders including:

- The people and electors of NSW;

- The Parliament of NSW;

- Local councils;

- The NSW Aboriginal Land Council;

- Election candidates and respondents;

- Registered political parties;

- Industrial organisations, registered clubs and statutory bodies; and

- The media.

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[4] Available at: http://www.austlii.edu.au/au/legis/nsw/consol_act/peaea1912382/

[5] NSWEC *What We Do*. Available at: http://www.Elections.nsw.gov.au/about_us/what_we_do

[6] NSWEC (2009) *Annual Report 2008/2009*

Voting services for the 2015 NSW State Election

Voting on Election Day

Election Day voting took place on the 28 March 2015. Approximately 2,600 polling places were in operation across NSW, primarily for 'ordinary electors', that is those who vote in their electorate on Election Day, however voting was also available for:

- 'Absent electors,' who vote outside their electorate (but within NSW) on Election Day; and
- Declaration electors, who cannot be found on the roll when they come to vote.

Absent electors and unenrolled electors were able to enrol and vote on polling day on production of appropriate proof of identity.

Alternative voting options

As alternatives to voting on Election Day, electors could vote either in-person at a pre-poll centre, by post, via the internet or by telephone (if they met certain criteria).

Pre-polling

Early electors were able to vote at a pre-poll centre in the two weeks leading up to the Election Day (from 16-27 March 2015). In 2011, the NSW Electoral Commission took 645,014 early votes, and the 2015 figures are expected to be larger in both absolute and proportional terms.

Postal voting

Postal electors could obtain a postal vote application from either the NSW Electoral Commission, a registered political party, or by applying online at the NSW Electoral Commission website. Ballot papers were then sent to them for completion and return. The NSW Electoral Commission took 245,411 postal votes in 2011, and again more are expected to have voted by this method in 2015.

iVote

iVote is a voting process which uses electronic or computerised equipment, such as by telephone or computer with browser and Internet access. This approach was introduced to meet the needs of the Blind and Low-Vision community, and has been extended to those who are illiterate, have a disability, live more than 20km from a polling place or will be interstate or overseas on Election Day. Depending on legislation, eligibility may also be extended to include other categories, such as those unable to get to a polling place on Election Day.

The uptake of iVote was expected to be far greater in 2015 than that achieved when it was used in the 2011 Election. iVote was also expected to impact the prevalence of pre-polling and postal voting.

Services to Electors with Additional Needs, from culturally and linguistically diverse (CALD) backgrounds, and from Aboriginal, Torres Strait Islander and Remote Communities

The NSW Electoral Commission made every effort to ensure that as many voting centres as possible had wheelchair access, and that these were clearly publicised to electors. Voting centres were equipped with maxi-pencils (for electors who had difficulty grasping ordinary pencils) and magnifying sheets. The NSW Electoral Commission was interested in assessing electors' experiences with these and other services aimed at assisting electors with disabilities.

The NSW Electoral Commission's communications campaign

As detailed in its 'NSW State General Election 2015 Strategy,' the NSW Electoral Commission conducted a communications campaign prior to the Election. The main messages of this campaign were around:

- Enrolment;
- Early and postal voting;
- Voting correctly; and
- Election results.

There was also specific advertising associated with certain initiatives, such as iVote.

The campaign used a number of executions, including traditional mediums such as television, radio and print, and more innovative strategies such as social media and SMS. Advertising primarily directed electors to the NSW Electoral Commission website – its main form of communication – and secondarily to its Telephone Enquiry Service.

Research objectives

Overall, the aim of this project was to provide the NSW Electoral Commission with a robust and representative picture of electors' perceptions of, and satisfaction with, the services offered at the 2015 State Election.

Specifically, the NSW Electoral Commission required an understanding of among electors:

- Broad attitudes toward voting;
- Confidence in the NSW Electoral Commission's conduct of the ElectionElection and perceptions of whether the Election was run in a fair and impartial manner;
- Perceived enrolment status;
- Satisfaction with overall voting experience;
- Satisfaction with electoral facilities, staff and assistance;
- Whether confidence has changed between using pencils (in the previous State Election) and using pens;
- Perceptions of and satisfaction with general communication and enquiry services;
- For electors with disabilities, experiences with the accessibility of polling places and feedback on disability-specific facilities and equipment;
- For CALD, Aboriginal, Torres Strait Islander and remotely located electors, perceptions of and satisfaction with the assistance provided;
- Satisfaction with privacy when voting (among in-person)
- Perceptions of and satisfaction with iVote;
- Perceptions of and satisfaction with pre-polling arrangements;
- Perceptions of and satisfaction with the NSW Electoral Commission's dissemination of results, including timeliness;
- Perceptions of and satisfaction with the impact of the redistribution of electoral boundaries, including whether electors experienced any difficulties as a result of redistribution;
- General NSW Electoral Commission communication and enquiry services;
- Use and non-use of the NSW Electoral Commission websites; and
- Areas for service delivery improvement.

3.   Methodology

The NSW Electoral Commission's program of research for the 2015 State Election comprised six elements, namely:

- A core representative telephone survey of voters;

- A face-to-face survey of pre-poll voters;

- A benchmarking and tracking online study evaluating the NSW Electoral Commission advertising campaign;

- A representative telephone survey of iVote users, and a consultative online survey of other iVote users;

- In-depth interviews with iVote users; and

- Group discussions with Arabic-speaker voters.

These are represented graphically according to a timeline below.

Figure 1: Methodology overview
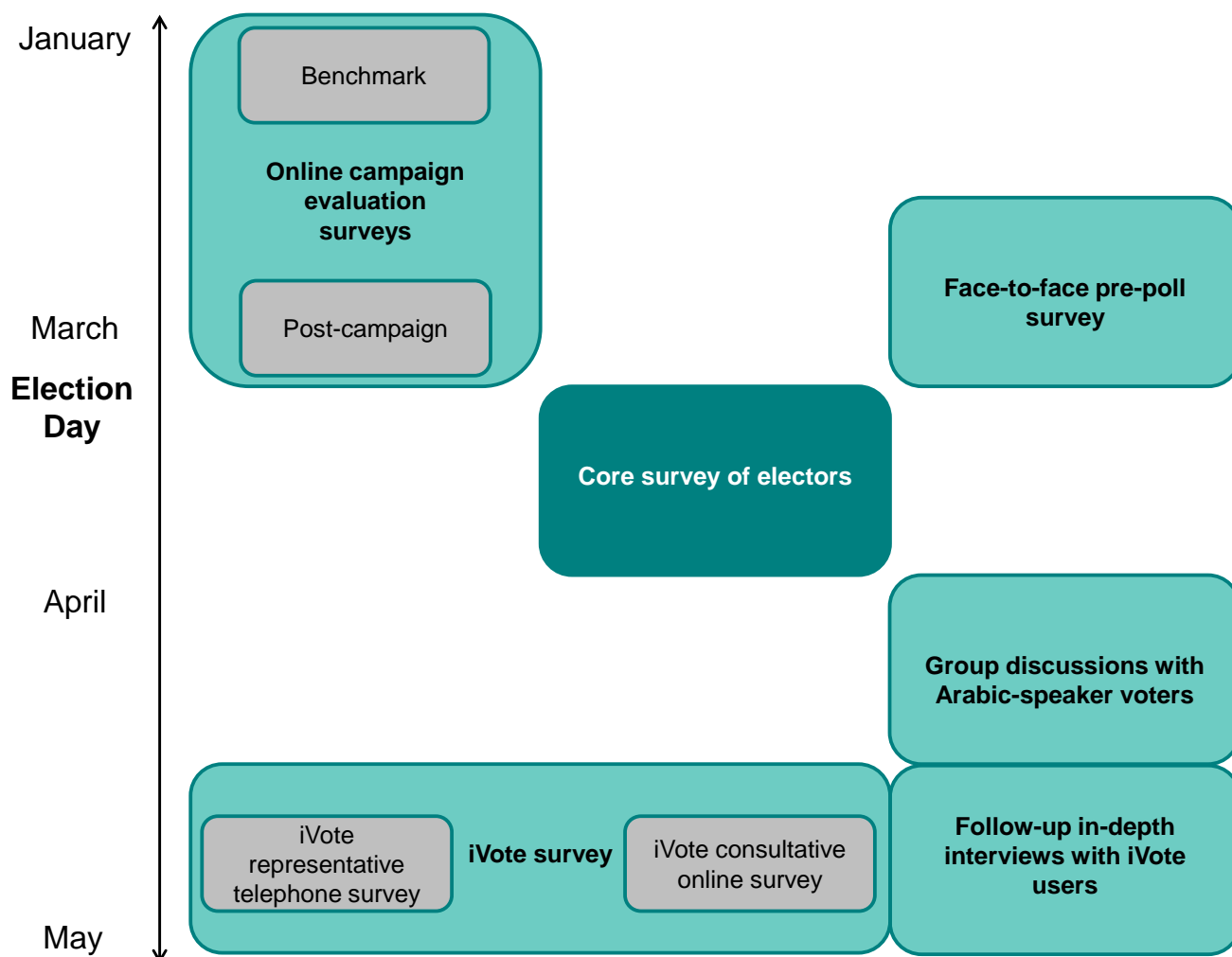
The methodology for each of these components is outlined below.

3.1 Core telephone survey

This study was conducted with eligible voters for the 2015 NSW State Election. Computer-assisted telephone surveying took place between the Sunday following the Election (29th March) and the following Thursday (2nd April).

The questionnaire is appended (Appendix B).

Sample structure

The sample comprised a main sample of n=1,200 eligible voters. Census-based quotas were set by age, gender and location (metro/regional). The final sample structure is detailed in Appendix A.

This main sample was supplemented with an additional sample of n=83 voters who called the NSW Electoral Commission's Election enquiries line.

3.2 Face-to-face pre-poll survey

This survey was conducted with pre-poll voters at the 2015 NSW State Election. Face-to-face surveying took place using a computer-assistance personal interview approach at four locations over two dates, as follows.

Table 1: Pre-poll locations

Interviewing location	Dates
Sydney Town Hall	Friday 20th March 2015 Friday 27th March 2015
Fairfield	Friday 27th March 2015
Newcastle	Friday 20th March 2015 Friday 27th March 2015
Tamworth	Friday 27th March 2015

Pre-poll voters were approached as they left the polling place having cast their vote.

On 20th March, all voters were approached (unless the interviewer was engaged interviewing a voter and excluding break times), while on the 27th March, an approach rate of 1 in 3 was imposed in order to minimise interviewer bias given the higher number of voters on that day.

The questionnaire is appended (Appendix C).

Sample structure

As voters were randomly selected for interviewing, no quotas were placed on the sample, a total sample of n=468 was achieved. The final sample structure is detailed in Appendix A.

3.3 Online campaign evaluation surveys

Overall, the aim of the campaign evaluation research was to determine the effectiveness of the NSW Electoral Commission's communications campaign prior to the 2015 NSW State Election overall, and that of each of its components individually, with the intention that the NSW Electoral Commission can feed the results of the evaluation directly into campaigning for subsequent Elections.

Significance testing was performed on the differences between responses in the benchmark and the post-campaign surveys and between those who had seen or heard the campaign and those who had not. The results of this are included in the relevant sections throughout this report.

To enable estimation of campaign effects, significance testing was carried out between the following groups, and for the following reasons.

- **Benchmark and post-campaign**. This comparison establishes whether there was a population change during the campaign period for a particular metric. The limitation of using this analysis only for identifying campaign impact is twofold. Firstly, the effect among those exposed to the campaign may not be sufficiently large to show up as a statistically significant effect among the total population. Secondly, there may be a change in the population that is driven by factors external to the campaign that contributed to differences between results of respondents at the benchmark and post-campaign surveys.

- **Benchmark and those post-campaign participants who had not seen or heard the campaign**. This comparison assists with the interpretation and understanding of differences that appear in the benchmark to post-campaign comparison. If the proportion of those who had not seen or heard the campaign and gave a certain response is lower than that among benchmark respondents, this indicates that any differences between those who reported that they were exposed to the campaign in the post-campaign survey and those who said they did not see or hear it may be due to a predisposition among the former to recall the campaign.

- **Those who had not seen or heard the campaign and those who had seen or heard the campaign**. This comparison reveals whether there is a difference between those exposed to the campaign and those not, the assumption being that the difference is due to exposure to the campaign. This is the case assuming no significant differences between those in the benchmark and those in the post-campaign survey who had not seen or heard the campaign (refer to the above point).

Significant differences in the results between the benchmark and post-campaign surveys, those exposed to the campaign and those who have not been exposed to the campaign are outlined for each campaign evaluation question. Testing has also been carried out for key subpopulations of interest, and significant results are reported as appropriate. Note that some campaign effects among certain subpopulations may not show up as statistically significant in this research due to the relatively small sample sizes for these subpopulations. In general, differences that are not significant have not been reported.

Please note for this report, the results are presented in the following way:

- Figures in blue in the not seen/heard and seen/heard comparison indicate a desirable campaign effect among those who had seen or heard the campaign.

- Figures in red indicate a negative campaign effect.

- 'Up' arrows (↑) indicate a greater proportion in that subsample gave a certain response than in the comparative subsample.

- 'Down' arrows (↓) indicate a smaller proportion in that subsample gave a certain response than in the comparative subsample.

Estimated campaign effects have been reported as follows.

- **A campaign effect is present if there is a significant difference between those who had seen or heard the campaign and those who had not <u>if</u> there is no significant difference between the benchmark survey respondents and those in the post-campaign survey.** For example, in the example below, the campaign has had a positive impact, with those exposed to the campaign more likely to give Response 1.

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Response 1	90%	89%	90%	86%	86%	96% ↑
Response 2	8%	9%	8%	12%	12%	4% ↓

Campaign evaluation benchmark (n=sample size) and post-campaign (n=sample size) surveys, sample Question

- **If seen/heard is higher than not seen/heard and the benchmark proportion is significantly higher than not seen, it seems that there may be a predisposition to notice or not notice the campaign based on pre-existing characteristics (e.g. knowledge, attitude or behaviour)**. For example, below it appears that those who gave Response 1 were more likely to have recalled the campaign, while those in the 'not seen/heard' subsample may indeed have seen or heard it but simply not recalled due to their lower level of engagement with the particular issue.

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Response 1	83%	80%	83%	76% ↓	76%	89% ↑
Response 2	6%	7%	6%	9%	9%	4% ↓

Campaign evaluation benchmark (n=sample size) and post-campaign (n=sample size) surveys, sample Question

- **If seen/heard, post-campaign survey and not seen/heard proportions are higher than not seen/heard and benchmark respectively, this suggests that the higher proportion among those who have seen or heard the campaign is at least partly due to external circumstances.** For example, in the example below, it appears that something external to the campaign has influenced those who have not seen or heard it to give Response 2.

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Response 1	64%	63%	64%	59%	59%	72% ↑
Response 2	7%	26% ↑	7%	20% ↑	20%	38% ↑

Campaign evaluation benchmark (n=sample size) and post-campaign (n=sample size) surveys, sample Question

Sample structure

The sample comprised n=400 eligible voters in the benchmark campaign survey, and n=812 voters in the post-campaign survey, each sampled so as to be representative of New South Wales according to age, gender and location (metro/regional). The final sample structure is detailed in Appendix A.

This main sample was supplemented with an additional boosted sample of n=50 voters in each of the redistributed areas (Newtown and Murrumbidgee) in each survey.

3.3.1 Benchmark survey

The benchmarking, pre-wave, survey was conducted between 21 January and 4 February 2015. The survey was conducted online, and a representative sample of n=400 Australian citizens in NSW were surveyed. The pre-wave questionnaire is appended (Appendix D).

Sample characteristics

The online sample was drawn from I-view's Online Panel (My View), with non-interlocking census-based demographic quotas on age, gender and location (metropolitan and regional).

3.3.2 Post-campaign survey

The post-wave fieldwork took place between 16th and 27th March 2015. This comprised an online survey of n=812 eligible voters in NSW. The pre-wave questionnaire was re-administered with several new questions relating to specific campaign materials. This questionnaire is appended (Appendix E).

Sample characteristics

The sample for the post-wave survey was sourced from I-view's online panel. In order to achieve robust subsamples within the Newtown and Murrumbidgee electorates, additional respondents were sourced from other online panels.

Boundary change sample

Additional samples of voters living in two areas of State Electoral District changes, namely the Newtown and Murrumbidgee Electorates, were included in both the benchmark and post-campaign surveys to measure the impact of additional advertising and communication in these areas. In Newtown, n=54 and n=53 additional interviews were conducted respectively, and n=52 for each survey in Murrumbidgee.

3.4   iVote survey

This survey comprised two elements:

- A telephone survey consisting of two samples:
  - n=200 iVote users with low vision or blindness; and
  - n=800 iVote users sampled to be representative of the remainder of the iVote voting population (i.e. those without low vision or blindness), weighted according to a number of key factors; and
- An online survey of all others who used iVote at the 2015 State Election (i.e. those not contacted for the telephone survey) and agreed to take part in research.

Note that use of iVote here refers all those who registered to iVote at the 2015 NSW Sate Election. It therefore includes both those who voted by iVote and those who registered for iVote but did not end up using it to vote.

iVote representative telephone survey

Computer-assisted telephone interviewing (CATI) of n=1,000 iVote users took place between 23 and 30 April 2015. The questionnaire is provided in Appendix A. Both the 'low vision or blindness' and the representative samples were randomly sourced from those iVote users who had agreed to take part in research, with the recruitment list structured so as to maximise the representativeness of the sample. No quotas were used.

Weighting was applied in order to match the sample to the iVote user population according to age and gender. Statistical significance testing was carried out during analysis, and significant differences between subgroups have been reported in the text as appropriate.

iVote consultative online survey

This study was conducted with all iVote users not approached in the iVote Telephone Survey. An approach email was sent to 216,817 iVote users, of whom 30,762 completed the online survey (a response rate of (14.2%). The questionnaire is provided in Appendix G.

The fieldwork took place between 29 April and 25 May 2015. A WCAG2.0 compatible version of the survey was developed in collaboration with Vision Australia. This version was made available after 13 May to allow those with blindness or low vision to access the survey. No quotas were applied to this sample.

This survey functioned primarily as a consultation exercise, rather than being sampled so as to be representative of the population, with the sample consisting of those most interested in taking the opportunity to provide their feedback. For this reason, neither weighting nor significance testing were carried out for this sample, and comparisons have not been drawn between the results of the two surveys.

Survey mode effects

Some multi-response questions show discrepancies in response patterns between survey the two survey modes. This is due to the way the questions are asked in each instance:

- Respondents in the online survey were provided with a list of responses to choose from, as asked to select any that were relevant.

- Respondents in the telephone survey were asked without any of the response categories being read out. Responses were when coded by interviewers without any additional prompting.

These mode differences have produced a consistent pattern, with the online survey showing greater numbers of responses in many categories as participants are able to appraise potential responses and select any than apply. On the other hand, for the telephone survey, a higher number of responses tend to cluster one or two response categories which are top-of-mind for participants when answering unprompted.

Questions where there appear to be modal effects are:

- Q6: Why didn't you use the iVote® system in the recent State Election?

- Q11: What is the main reason you voted by iVote rather than in-person on Election Day?

- Q14: What is the main reason you called [the NSW Electoral Commission telephone Verification Service on 1300 138 739]?

- Q15: What is the main reason you did not call [the NSW Electoral Commission telephone Verification Service on 1300 138 739]?

- Q31: Why were you [very satisfied/fairly satisfied/neither satisfied nor dissatisfied/fairly dissatisfied/very dissatisfied]?

- Q40: What did you seek assistance with?

- Q41: How did you seek assistance?

- Q46: How did you hear about iVote?

- Q47: Where did you see or hear advertising about voting using iVote?

- Q48: What other information sources, if any, did you use to help you vote using iVote?

Interpreting iVote survey findings

Where results are reported for both the telephone and online surveys, the former should be used as the primary indicator and the latter as simply supportive evidence or alternatively a reflection of the views of those most engaged with the subject matter.

The structure of this report matches that of the final report for the entire research project, including headings used throughout.

iVote in-depth interviews

A total of n=10 in-depth interviews were conducted with iVote users, recruited from the core survey. These participants were selected based on their responses to the core survey, with sampling based on a number of criteria including age, gender and location, as well as whether voted by internet or online, overall sentiment towards iVote and whether experienced any difficulties in the process.

The objective of this phase was to provide an avenue with which to explore the responses to the survey questions relating to iVote in more depth, including some of the issues encountered and potential solutions. From this, a detailed picture of the iVote experience was pieced together, and is detailed in the relevant sections. The Discussion Guide is appended (Appendix I).

3.5 Group discussions with Arabic-speaker voters

Two group discussions were conducted with voters who speak Arabic on 27 April. The respondents were recruited from respondents in the core telephone survey who said they would be willing to take part in further research, and also from the recruitment agency research panel. The discussion guide is appended (Appendix H).

The discussion groups were moderated by members of the Ipsos research team and video and audio-recorded (with participants' permission).

4.   Key performance indicators

- Overall, respondents were satisfied (88%; core survey) with the voting process, especially the ease and convenience of voting, with those who voted by pre-poll generally more satisfied.

- For most (89%; core survey), the NSW Electoral Commission was seen to have carried out the Election fairly and impartially. This figure was particularly high for those who used iVote (94%; iVote telephone survey).

4.1   Satisfaction with overall voting experience

The vast majority (86%; core survey) of in person voters were satisfied with their overall voting experience, as shown in Table 2 below. A higher proportion of pre-poll voters were satisfied (93%; pre-poll survey), as well as postal voters (95%; core survey). Respondents who voted using iVote were the most satisfied with their voting experience, with 97% satisfied (80% very satisfied, 17% fairly satisfied; iVote telephone survey).

Table 3: Overall satisfaction

Mode	Survey	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
In person	Core telephone survey	49%	37%	4%	6%	4%	0%
Pre-poll	Pre-poll survey	70%	23%	2%	4%	1%	0%
Postal	Core telephone survey	73%	22%	0%	2%	4%	0%
iVote	iVote telephone survey	80%	17%	1%	1%	0%	1%

Among these core survey respondents, those voters who used iVote or voted by pre-poll were more likely to be satisfied with their voting experience (95% and 94% respectively) than those who voted in-person on Election Day (86% satisfied).

Among those pre-polling, satisfaction was higher at Sydney Town Hall and lower at Fairfield, largely reflecting the waiting times at each of these locations.

The higher satisfaction among pre-poll voters was reflected in the findings from those Arabic-speaking voters who participated in the discussion groups. The ease of voting early – that is avoiding potentially long queues on Saturday, Election Day itself – and the convenience of casting their vote on a weekday, rather than needing to find time on a busy weekend, were seen as key benefits. In the qualitative research, several participants commented that their decision to pre-poll was purely opportunistic.

> *"It's more convenient, and I was just there. I saw the banners out the front and went 'okay, I'll just vote now'."* - **Arabic-speaking discussion group participant**

> *"It saved me the hassle of getting up on a Saturday and going there, lining up, ticking it off and then going home and wasting a Saturday."* - **Arabic-speaking discussion group participant**

In the core survey, voters with a disability were generally less satisfied than other voters (80% and 88% satisfied, respectively).

The most common reasons for being satisfied with their voting experience were convenience and ease of voting (35%; core survey), and a lack of crowds and queues (33%). Respondents were also satisfied with the professionalism of staff, who they described as helpful, polite and friendly (11%). The location of the polling place also influenced satisfaction, along with closeness to home (4%), parking, and amount of signage (6%).

> *"Because it was extremely well organised an astonishingly a quick and easy process."* - **Core telephone survey respondent**

"Because it was nice and clean and well set up and professional and it was easy - no waiting, a small ten minute wait". - **Core telephone survey respondent**

"Easy, quick close to my house. There was not a big long line. The Electoral Commission always does a good job." - **Core telephone survey respondent**

Those who were dissatisfied were critical of crowded polling places, long queues and consequent lengthy waiting time (7%).

"It took too long the line was long and it was slow inside." - **Core telephone survey respondent**

Others were confused by the ballot paper instructions (6%) and long list of candidates.

"*I don't like the big bits of paper." -* **Core telephone survey respondent**

"It took me nearly fifteen minutes to figure how to vote. I did not have information on how to vote." - **Core telephone survey respondent**

While some were negative due a general dislike of politics and a disdain and detachment from the political process (4%).

"I don't think that voting really matters … politics bore me death." - **Core telephone survey respondent**

4.2   Fairness and impartiality

Perceptions of the NSW Electoral Commission's performance in relation to fairness and impartiality were overwhelmingly positive in all surveys where measured.

Nine in ten (89%; core survey) believed the NSW Electoral Commission conducted the State Election in a fair and impartial manner, with 53% very satisfied and 36% fairly satisfied.

Table 4: Core survey – Satisfaction with NSW Electoral Commission's fairness and impartiality

Core telephone survey	
Very satisfied	53%
Fairly satisfied	36%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	5%
Core telephone survey, total sample, (n=1,200) *Q4. Overall, are you satisfied or dissatisfied that the NSW Electoral Commission conducted the State Election fairly and impartially?*	

Views of the impartiality and fairness with which the NSW Electoral Commission conducted the State Election varied by location in the core survey, with those respondents in metro areas more likely to be satisfied (91%), than those in regional areas (86%). Reflecting their lower levels of overall satisfaction, voters with a disability were also less likely than other voters to perceive the NSW Electoral Commissions conduct as 'fair and impartial' (79%).

"The process is quite fair, down the line ….it's very organised and fair. I just think the politicians are corrupt, but the process is fair." – **Arabic-speaking discussion group participant**

Perceptions of fairness and impartiality by the NSW Electoral Commission did not vary by mode of voting – that is those who cast their vote by pre-poll were just as likely to be satisfied that the NSW Electoral Commission conducted the State Election fairly and impartially, as those who voted in person.

Opinions did vary by pre-poll location, with those voting early at Sydney Town Hall significantly more likely to be very satisfied (62%; pre-poll survey). On the other hand, satisfaction with the fair and impartial conduct of the State Election by the NSW Electoral Commission was lowest at Fairfield, where only around one-quarter of respondents were very satisfied (28%).

In the representative telephone iVote survey, almost all respondents were satisfied that the NSW Electoral Commission conducted the ElectionElection fairly and impartially (94%), with two-thirds very satisfied (64%). Two percent were dissatisfied.

Figure 2: iVote telephone survey – Satisfaction with fairness and impartiality

iVote representative telephone survey (n=1,000) total sample
Q4. Overall, are you satisfied or dissatisfied that the NSW Electoral Commission conducted the State Election fairly and impartially?
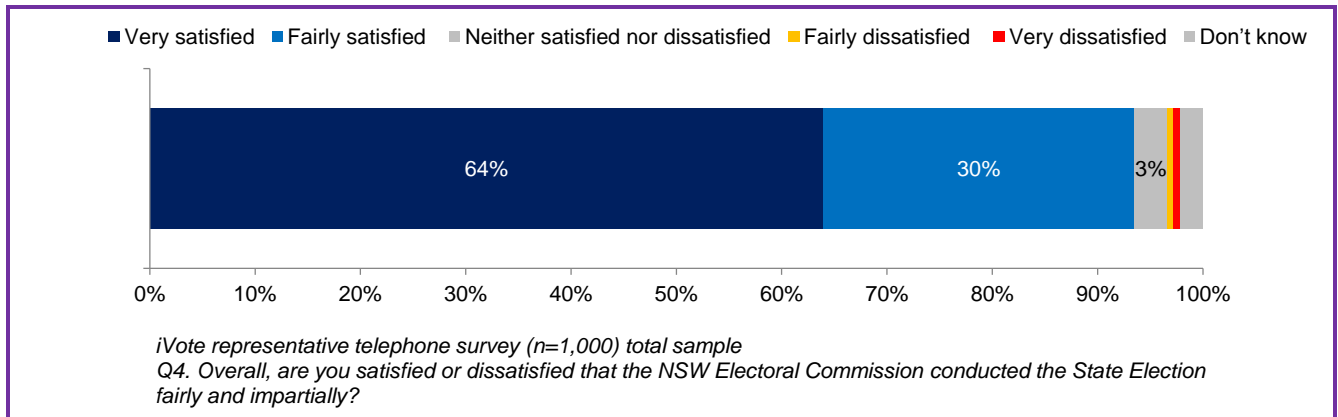
Younger respondents (aged 18-24) were more likely to be satisfied (99%; iVote telephone survey) than those aged over 55 (88% of those aged 55-64 and 90% of those over 65).

As shown in Figure 3 below, seventy-four percent were very satisfied and 15% were fairly satisfied in the iVote consultative online survey.

Figure 3: iVote online survey – Satisfaction with fairness and impartiality

iVote consultative online survey (n=30,762) total sample
Q4. Overall, are you satisfied or dissatisfied that the NSW Electoral Commission conducted the State Election fairly and impartially?
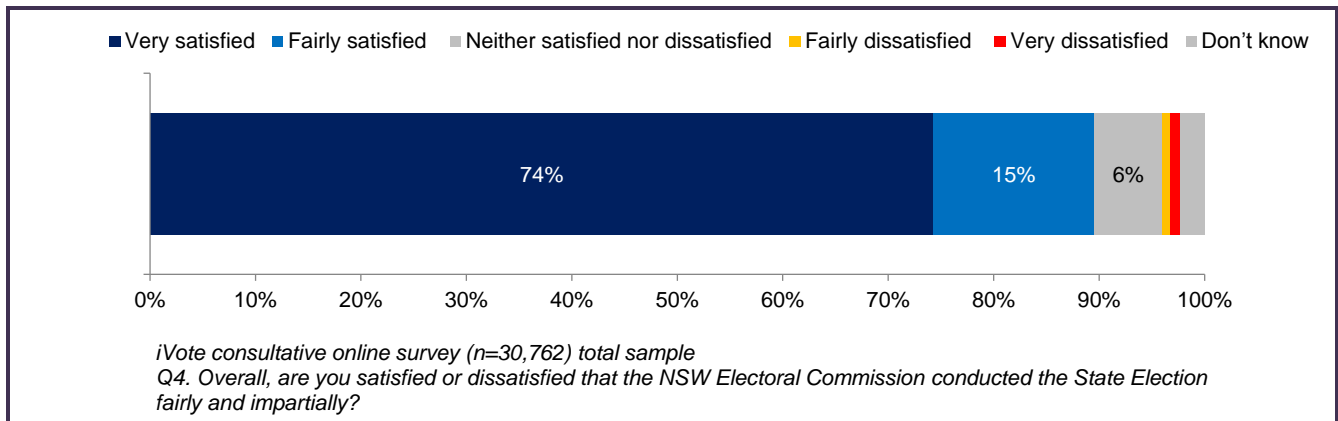
5. Voting attitudes and behaviours

- Almost all respondents said they voted in the Election (98%; core survey), with three-quarters doing so on Election Day (75%). Prior to Election Day, the vast majority intended to cast a valid vote (assuming they voted; 92%; campaign evaluation survey).

- Voting tended to be seen as very important (65%; campaign evaluation survey), and most respondents agreed the Election was their chance to vote for what mattered to them (49% strongly and 31% somewhat) and that decisions made by State Government were important to them on a personal level (50% thought they were very important). The vast majority, as well, thought the decisions made by State Government impacted their day-to-day lives, although respondents were split between viewing these as very impactful (45%) or somewhat so (41%).

- In general, older respondents placed a greater level of importance on voting than younger respondents (88% of those aged 65+ rated it as very important, compared with 44% of those aged under 25; campaign evaluation survey), and were more likely to strongly agree that the Election was their chance to vote for what mattered to them (68% of those aged 65+ compared with 37% of those aged under 35) and that decisions made by State Government were important to them personally (66% compared with 46%). In addition, a higher proportion intended to cast a valid vote (99% compared with 87%), and a higher proportion of those aged 35+ thought State Government decisions were very impactful on their day-to-day lives than those aged under 35 (48% compared with 38%).

- Respondents from a culturally and linguistically diverse background (for whom English may not be their first language) were generally less engaged overall. In particular, prior to Election Day, they were less likely to say they were certain to vote (73% compared with 89% of those not from such a background; campaign evaluation survey), while they were more likely to say State Government decisions were not important to them personally (4% compared with 0%).

- The NSW Electoral Commission advertising campaign had a positive impact on attitudes towards voting and the State Government. Those who had seen or heard the campaign were more likely to rate both voting and State Government decisions as important (96% for each, compared with 86% and 83% respectively among those who had not; campaign evaluation survey), and State Government decisions as impactful (93% compared with 83%). While the campaign did not significantly impact likelihood to vote, it did appear to impact intention to cast a valid vote (98% compared with 90%).

- The NSW Electoral Commission advertising campaign was typically more impactful among younger respondents. For example, those in the 18-44 age bracket who had seen or heard the campaign were more likely to rate State Government decisions as important (92% compared with 80%; campaign evaluation survey), while no significant impact was observed among those aged 45+. Furthermore, the campaign appeared to increase the likelihood of younger respondents to say they would cast a valid vote (97% compared with 85%).

5.1   Likelihood of voting

Prior to Election Day, almost nine in ten respondents were certain or practically certain they would vote in the Election (87%; campaign evaluation benchmark). A further 4% were almost sure and 3% thought it very probable.

Figure 4: Campaign evaluation post-campaign – Perceived likelihood of voting in the 2015 NSW State Election

Legend:
- ■ Possible (up to 6 chances in 10)
- ■ Probable (7 chances in 10)
- ■ Very probably (8 chances in 10)
- ■ Almost sure (9 chances in 10)
- ■ Certain, practically certain (99 chances in 100)

Bar values: 5% | 3% | 4% | 87%

Campaign evaluation post-campaign (n=812) surveys , NSW representative sample
Q5. How likely do you think it is that you will vote at the NSW State Election?
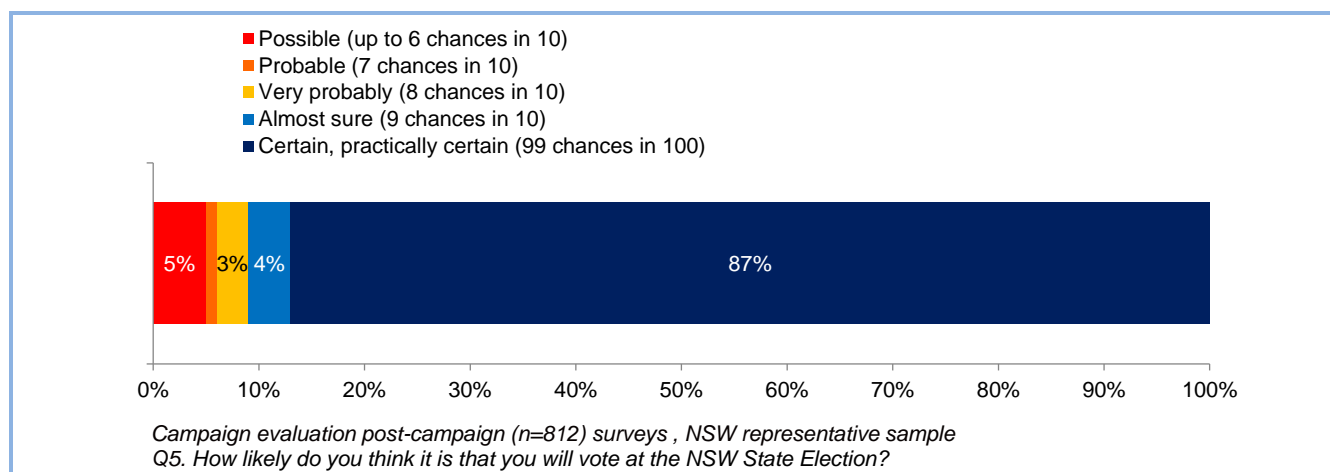
There was some variation among voters in the campaign evaluation survey, with older respondents generally more likely to be certain or practically certain to vote (93% of those aged 55+, compared with 77% of those under 35), and those from culturally and linguistically diverse communities were less likely to be so (89% and 73%, respectively).

> *"I wasn't born here. I didn't vote in Lebanon and it's not compulsory, but … if you don't vote, every four years you end up with the same people. If you vote, one day you will change something. It's the country that you live in" -* **Arabic-speaking discussion group participant**

As Table 5 below shows, seeing or hearing the NSW Electoral Commission advertising campaign did not significantly increase the likelihood of voting for the sample overall.

Table 5: Campaign evaluation – Campaign impact on perceived likelihood of voting in the 2015 NSW State Election

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Possible (up to 6 chances in 10)	4%	5%	4%	5%	5%	4%
Probable to practically certain (7 chances in 10 to 99 chances in 100)	94%	95%	94%	94%	94%	96%

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
Q5. How likely do you think it is that you will vote at the NSW State Election?

There was, however, a differing campaign impact among subgroups of voters. All of those respondents not from culturally and linguistically diverse communities who had seen or heard it were between probable and certain or practically certain (100% compared with 95% of those who had not; campaign evaluation).

Although there were no significant differences between the different campaign mediums (print, TV, radio and Facebook), the proportion of respondents who said they were certain to vote was highest among those who had seen the campaign on Facebook (93%).

As Table 6 below shows, among the representative core telephone survey, almost all respondents voted (98%). Three-quarters voted on Election Day (75%), and a quarter (23%) before Election Day. This contrasts with Electoral Commission data suggesting that 90.49% of electors cast a vote[8].

Table 6: Core survey – Voting behaviour

Core telephone survey	
Yes, on Election Day	75%
Yes, before Election Day	23%
No	2%

Core telephone survey, total sample (n=1,200)
Q1. The NSW State Election that was held on Saturday 28 March… did you vote in this Election?

Of the twenty-five respondents in the core survey who did not vote, five said they had simply forgotten, while four did not vote because they were either not enrolled or had moved to a different Electorate. Three respondents said they did not believe in the voting or political systems, two were ill, infirm or pregnant, two said they had other commitments and one said they had religious beliefs that prevented them from voting.

When asked prior to Election Day, two-thirds of respondents in the campaign evaluation post-wave thought it was very important to vote in a NSW State Election (65%), and around a quarter (24%) that it was only somewhat important. Small minorities thought it was either not very important (6%) or not at all important (4%).

Figure 5: Campaign evaluation post-campaign – Importance of voting

Campaign evaluation post-campaign (n=812) survey , NSW representative sample
*Q1. How **important** do you think voting in a NSW State Election is?*
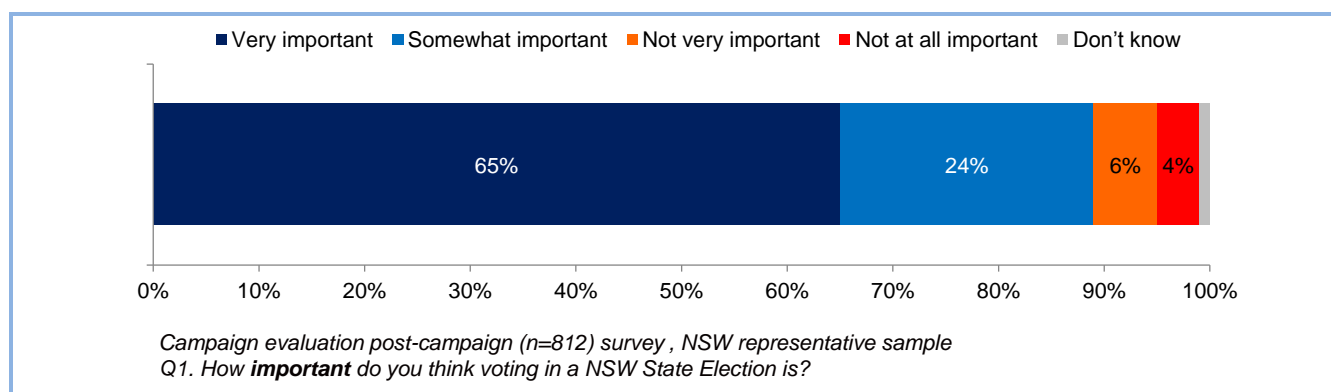
The likelihood of rating it very important increased significantly with age (88% of those aged 65+ compared with 44% of those aged under 25), and men were more likely than women (70% compared with 60%).

As shown in Table 7 below, seeing or hearing the NSW Electoral Commission advertising campaign appeared to have a positive impact on whether respondents perceived voting in the State Election as an important thing to do, increasing the likelihood of rating voting as important (96% among those who had seen the campaign, compared with 86% of those who had not).

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[8] http://vtr.elections.nsw.gov.au/la-home.htm#la/state/turnout

Table 7: Campaign evaluation – Campaign impact on importance of voting

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Important[9]	90%	89%	90%	86%	86%	96% ↑
Not important[10]	8%	9%	8%	12%	12%	4% ↓

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
*Q1. How **important** do you think voting in a NSW State Election is?*

The campaign effect was observed across both younger (18-44 year olds: 94% of those who saw or heard the campaign rated it as important, compared with 82% of those who did not) and older (45+ year olds: 99% compared with 89%) respondents. It appeared to be particularly effective among men and regional respondents (98% and 99%, compared with both 86%).

Almost half of respondents interviewed in the campaign evaluation post-wave online survey strongly agreed that the NSW State Election was their chance to vote for what mattered to them in NSW (49%), and three in ten somewhat agreed (31%). Seven percent (7%) of respondents disagreed, either somewhat (3%) or strongly (4%).

Figure 6: Campaign evaluation post-campaign – Personal significance of voting

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

49% | 31% | 11% | 3% 4%

Campaign evaluation post-campaign (n=812) survey , NSW representative sample
Q2A. To what extent do you agree with the following statement? 'The NSW State Election is my chance to vote for what matters to me in NSW'
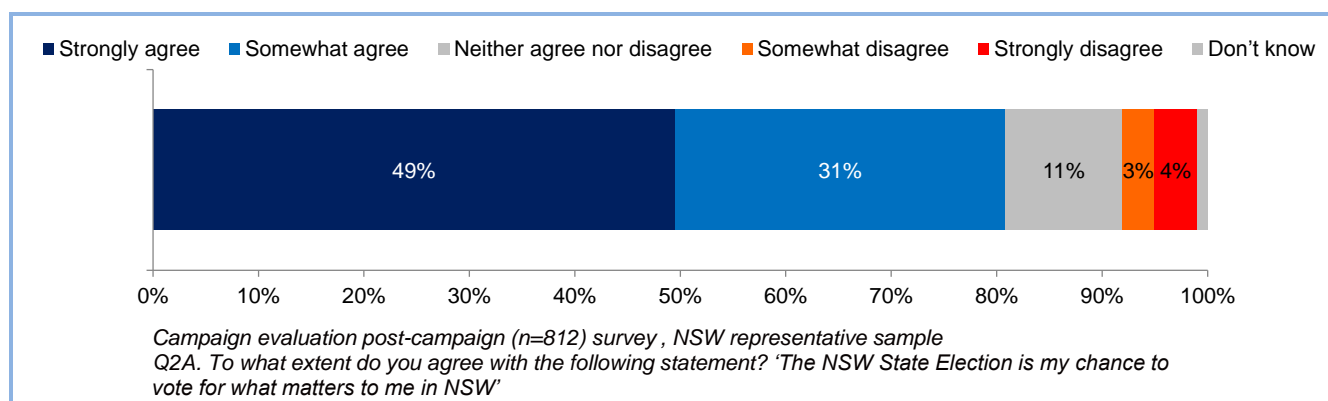
The likelihood of strongly agreeing increased significantly with age (68% of those aged 65+ compared with 37% of those aged under 35).

While there was a higher level of agreement among those who had seen or heard the campaign (89% among those who had, compared with 76% of those who had not), this does not appear to be a campaign effect. Rather, those who agreed appeared to be predisposed to seeing or hearing the campaign.

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[9] 'Very' or 'somewhat' important

[10] 'Not very' or 'not at all' important

Table 8: Campaign evaluation – Campaign impact on personal significance of voting

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Agree[11]	83%	80%	83%	76% ↓	76%	89% ↑
Disagree[12]	6%	7%	6%	9%	9%	4% ↓

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
Q2A. To what extent do you agree with the following statement? 'The NSW State Election is my chance to vote for what matters to me in NSW'

5.2   Importance of state government decisions

Half of respondents surveyed in the campaign evaluation survey thought the decisions made by their State Government were very important to them on a personal level (50%), and over a third thought they were somewhat important (37%).

Figure 7: Campaign evaluation – Personal importance of State Government decisions

Campaign evaluation post-campaign (n=812) survey , NSW representative sample
*Q2B. How **important** do you think the decisions made by your state government are to you on a personal level?*
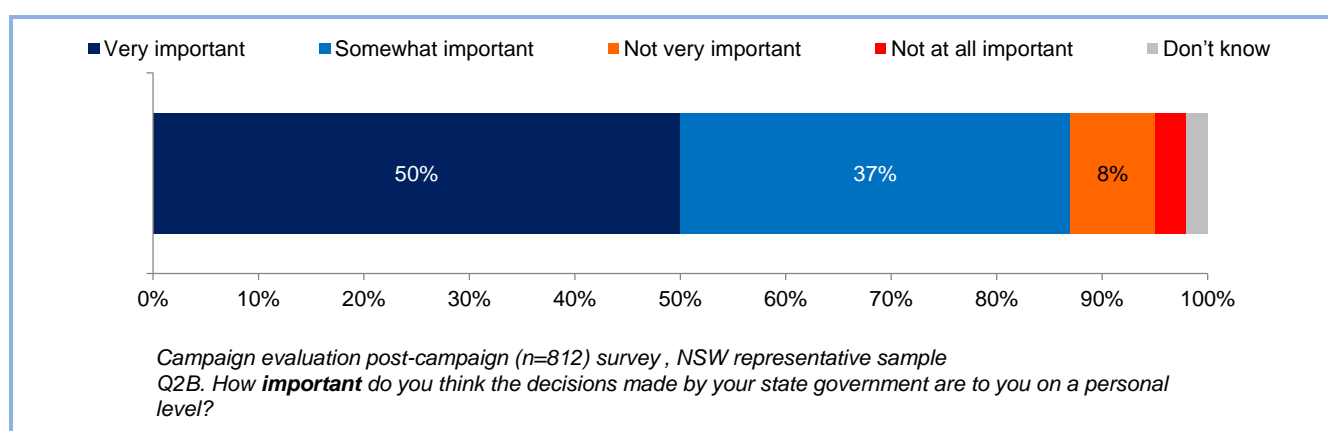
Again, older respondents (aged 65+) in the campaign evaluation survey were more likely than younger respondents to think State Government decisions were important to them personally (66% compared with 46%). Those from a background that was not culturally or linguistically diverse were significantly more likely to believe that decisions made by the State Government were not at all important to them (4% compared to 0% saying this among CALD respondents).

Seeing or hearing the campaign appeared to increase the likelihood of rating these decisions as important (93% among those who had compared with 83% of those who had not).

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[11] 'Strongly' or 'somewhat' agree

[12] 'Strongly' or 'somewhat' disagree

Table 9: Campaign evaluation – Campaign impact on personal importance of State Government decisions

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Important[13]	87%	86%	87%	83%	83%	93% ↑
Not important[14]	11%	12%	11%	14%	14%	7% ↓

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
*Q2B. How **important** do you think the decisions made by your state government are to you on a personal level?*

In particular, the campaign appeared to increase this likelihood among women (94% compared with 82%), metropolitan respondents (93% compared with 83%) and those respondents not from a CALD background (92% compared with 84%). The effect was observed among younger respondents (18-44 year olds: 92% compared with 80%), however there were no significant differences among older respondents (45+ year olds).

Around half of respondents in the campaign evaluation post-wave survey thought the decisions made by their State Government were very impactful on their day-to-day lives (45%) and a further two-fifths that they were somewhat impactful (41%).

Figure 8: Campaign evaluation post-campaign – Impact of government decisions on everyday life

Campaign evaluation post-campaign (n=812) survey , NSW representative sample
*Q2C. How **impactful** do you think the decisions made by your state government are on your day-to-day life?*
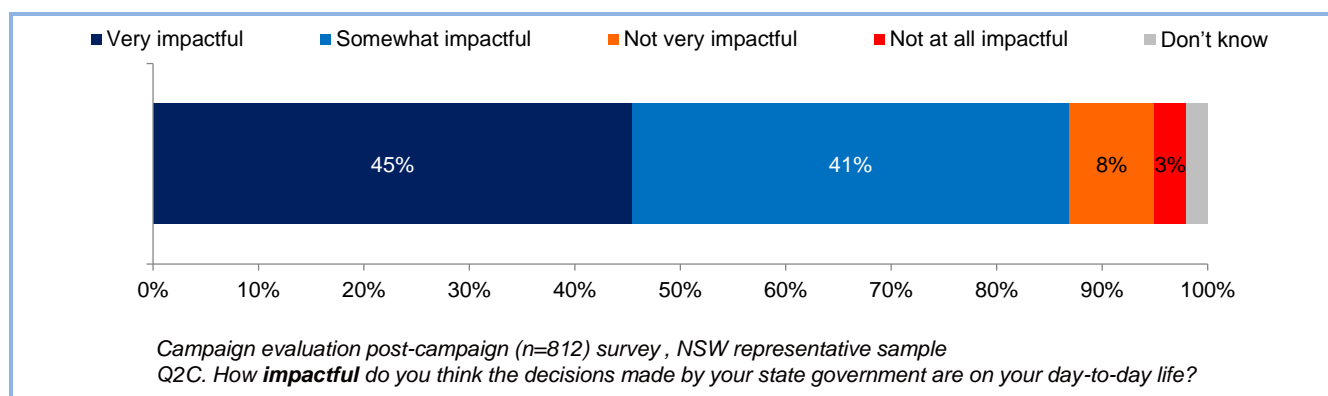
Perception of the impact of State Government decisions in voters' day-to-day lives varied considerably by age, with older respondents generally more likely to describe the consequences as very impactful (48% of those aged 35+ compared with 38% of those under 35).

Seeing or hearing the campaign appeared to increase the likelihood of rating these decisions as impactful (93% among those who had compared with 83% of those who had not).

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[13] 'Very' or 'somewhat' important

[14] 'Not very' or 'not at all' important

Table 10: Campaign evaluation – Campaign effect on the impact of state government decisions

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Impactful[15]	84%	87%	84%	83%	83%	93% ↑
Not impactful[16]	14%	11%	14%	14%	14%	7% ↓

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
*Q2C. How **impactful** do you think the decisions made by your state government are on your day-to-day life?*

In particular, the campaign appeared to increase this likelihood among women (91% compared with 80%), metropolitan respondents (94% compared with 82%) and non-CALD respondents (92% compared with 84%). The campaign effect was observed among younger respondents (18-44 year olds: 91% compared with 78%), but there were no significant differences among older respondents (45+ year olds).

5.3   Casting a valid vote

Prior to Election Day, the vast majority of respondents in the campaign evaluation survey intended to cast a valid vote in the Election (assuming they voted; 92%). Three percent said they intended to fill in the ballot paper incorrectly and another one per cent that they would not fill in the ballot paper at all.

According to NSW Electoral Commission data, 3.44% of votes were informal[17].

Figure 9: Campaign evaluation – Valid voting

Campaign evaluation post-campaign (n=791) survey, NSW representative sample, enrolled to vote or intending to enrol before the 2015 NSW State Election and at least very slight possibility (1 chance in 10) of voting
Q6. Assuming you vote at the NSW State Election, do you intend to cast a valid vote, deliberately fill in your ballot paper incorrectly, or not fill in your ballot paper at all?

The higher levels of engagement with the electoral process – or ingrained voting habits – among older voters are shown by the fact that those aged 65+ generally thought themselves more likely to cast a valid vote (99% of those aged 65+ compared with 87% of those under 35).

Encouragingly, seeing or hearing the NSW Electoral Commission advertising campaign appeared to increase the likelihood of intending to cast a valid vote (98% among those who had compared with 90% of those who had not).

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[15] 'Very' or 'somewhat' impactful

[16] 'Not very' or 'not at all' impactful

[17] http://vtr.elections.nsw.gov.au/la-home.htm#la/state/turnout

Table 11: Campaign evaluation – Campaign impact on valid voting

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
'I will cast a valid vote'	93%	92%	93%	90%	90%	98% ↑
'I will deliberately fill in the ballot paper incorrectly'	2%	3%	2%	4%	4%	2%
'I will not fill in the ballot paper at all'	2%	1%	2%	2%	2%	0% ↓

Campaign evaluation benchmark (n=390) and post-campaign (n=791) surveys, NSW representative sample, enrolled to vote or intending to enrol before the 2015 NSW State Election and at least very slight possibility (1 chance in 10) of voting
Q6. Assuming you vote at the NSW State Election, do you intend to cast a valid vote, deliberately fill in your ballot paper incorrectly, or not fill in your ballot paper at all?

This difference was evident among both metropolitan and regional respondents (97% compared with 91% and 98% compared with 87% respectively). Again, the campaign effect was observed among younger respondents (18-44 year olds: 97% compared with 85%), but there were no significant differences among older respondents (45+ year olds).

Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who said they intended to cast a valid vote was slightly higher among those who had heard the radio campaign (94% compared with 91% who had not heard) or seen the Facebook campaign materials (95% compared with 92% who had not heard).

Among the Arabic-speaking voters who participated in the post-Election discussion groups, there was considerable concern about casting a valid vote – particular when voting for the first time.

"I reckon there's a lot of dud votes that don't actually make it through simply because people can't figure out how to fill it in properly." - **Arabic-speaking discussion group participant**

"There's a lot of confusion and people are 'oh, I stuffed it up'" - **Arabic-speaking discussion group participant**

"First time was hard, it was something I didn't know and was confusing … They give pamphlets to help you as well but you have no time. You just go through the line and then don't know what to do. Coming from another country it was difficult." - **Arabic-speaking discussion group participant**

The confusion was focused on a lack of familiarity with English, the complexity of the ballot paper itself, and the perceived paucity of support in how to fill out the form correctly. Voters talked about younger generations supporting older family members in reading and completing their ballot papers, and supporting them in casting a valid vote.

"I grew up in Auburn and not many people speak English at all. You can imagine it being a real struggle for those people to fill out the form." - **Arabic-speaking discussion group participant**

"I have to show my father because he can't find it. I have to show him where Labor is, the Labor seat. I have to show him because of the English they have." - **Arabic-speaking discussion group participant**

Voters' confusion was fuelled not only by a language barrier, but also the change previously living in a country where voting may not have been compulsory, and where ballot papers were more familiar and concise. There was concern that they must meet their legal obligation to vote while at the same time being worried that they would disenfranchise themselves by failing to complete the ballot paper successfully.

"My parents speak English, fairly broken but they look at the names and get confused. So many names and so many boxes. In the end my mother chose the name that looked the prettiest." - **Arabic-speaking discussion group participant**

"They don't know the process and they don't know how to read or how to mark. And they're worried about making a mistake and not being counted." - **Arabic-speaking discussion group participant**

"It's easy to make an error and vote for the wrong party." - **Arabic-speaking discussion group participant**

6. Enrolment

- Prior to Election Day, the vast majority of respondents reported that they were enrolled (96% campaign evaluation survey), and enrolled at the correct address (97% among those enrolled). Indeed, upon voting, almost all voters' said their electoral details were correct (95%).

- The level of enrolment was higher among older voters (99% of those aged 55+ compared with 92% of those under 25; campaign evaluation survey), as was the level of being enrolled at the correct address (99% of those aged 55+ compared with 93% of those under 35).

- The NSW Electoral Commission campaign did not appear to impact enrolment rates or likelihood to be enrolled at the correct address.

- Prior to Election Day, understanding of how to check and update enrolment details was somewhat low, with only a third saying they felt 'very' informed of how to do this (32%; campaign evaluation survey). One-third of respondents said they would use a NSW Electoral Commission website (generally, rather than providing a specific website) to do this (34%). Here, the campaign appeared to increase the likelihood of calling the NSW Electoral Commission enquiries line and visiting votensw.info (33% and 27%, respectively among those who had, compared with 23% and 12% of those who had not).

- Again prior to Election Day, among respondents in those Electorates that had experienced boundary changes, around half were aware their State Electoral District had changed (47% in Newtown and 46% in Murrumbidgee; campaign evaluation survey) and the majority of those aware had checked their enrolment details (55% in these areas combined).

6.1 Correct enrolment

Prior to Election Day, almost all respondents in the campaign evaluation survey were enrolled to vote (96%). Two percent were not enrolled but intended to enrol before the Election, and 2% did not know whether they were enrolled or not.

Figure 10: Campaign evaluation post-campaign – Current enrolment

Campaign evaluation post-campaign (n=812) survey , NSW representative sample
Q4. Are you currently enrolled to vote in NSW State Elections, or do you intend to enrol?
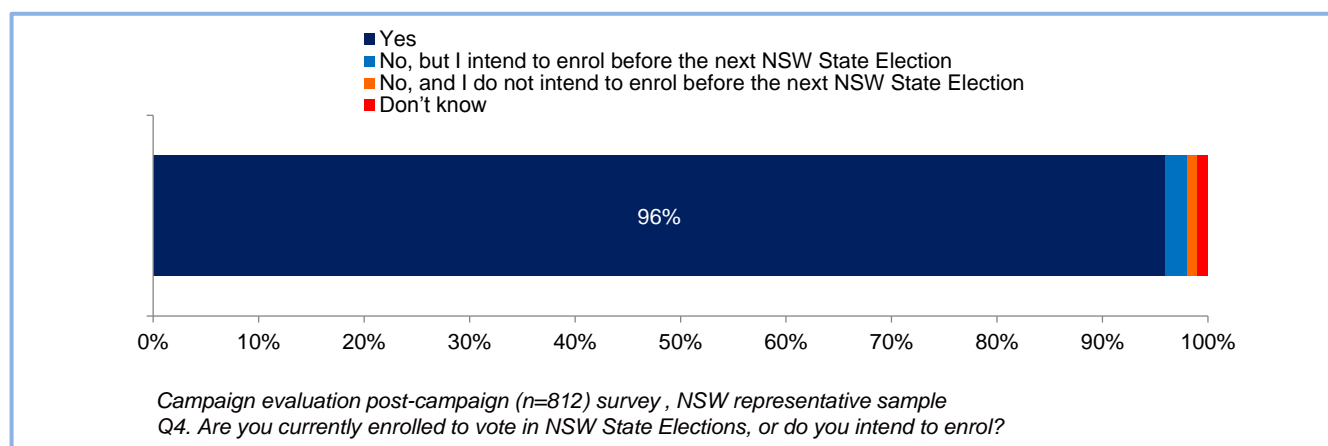
There is a marked difference by age, reflecting experience and engagement, with older respondents (aged 55+) more likely to be enrolled to vote than younger voters (99% of those aged 55+ compared with 92% of those under 25).

Seeing or hearing the campaign did not appear to significantly impact likelihood to be enrolled.

Table 12: Campaign evaluation – Campaign impact on enrolment

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Enrolled	95%	96%	95%	95%	95%	97%
Not enrolled	3%	3%	3%	3%	3%	3%
Don't know	2%	1%	2%	2%	2%	0%

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
Q4. Are you currently enrolled to vote in NSW State Elections, or do you intend to enrol?

Although there were no significant differences between the different campaign mediums (print, TV, radio and Facebook), the proportion of respondents who said they were enrolled to vote was slightly higher among those who had seen the campaign on Facebook (98% compared to 96% of those who had not seen it).

Prior to Election Day, almost all enrolled respondents in the campaign evaluation survey thought they were enrolled at the correct address (97%).

Figure 11: Campaign evaluation post-campaign – Enrolment at the correct address

Campaign evaluation post-campaign (n=780) survey, NSW representative sample, enrolled to vote in NSW State Elections
Q13A. As far as you are aware, are you currently enrolled to vote at the correct address?
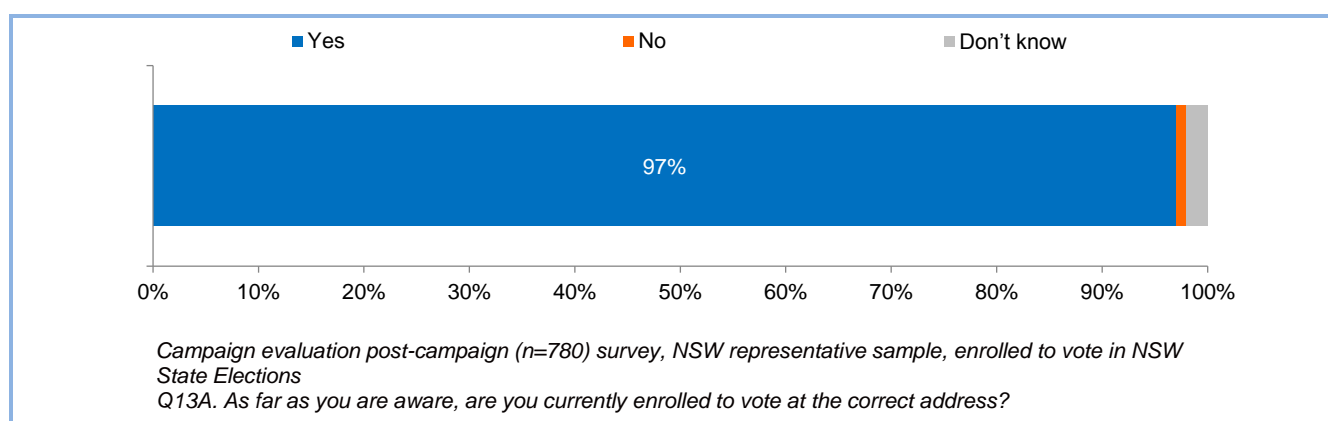
Again, this figure was higher among older respondents (99% of those aged 55+ compared with 93% of those under 35).

As with being enrolled generally, seeing or hearing the campaign did not appear to significantly impact likelihood to be enrolled at the correct address.

Table 13: Campaign evaluation – Campaign impact on correct enrolment details

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Enrolled at the correct address	96%	97%	96%	97%	97%	98%
Not enrolled at the correct address	2%	1%	2%	1%	1%	1%
Don't know	2%	2%	2%	2%	2%	1%

Campaign evaluation benchmark (n=381) and post-campaign (n=780) surveys, NSW representative sample, enrolled to vote in NSW State Elections
Q13A. As far as you are aware, are you currently enrolled to vote at the correct address?

6.2 Checking and updating enrolment

Prior to Election Day, a small number of respondents in the pre-campaign evaluation survey (n=23) were either not enrolled at the correct address or did not know whether their enrolled address was correct or not. Of these, nine intended to update their details prior to the Election, eight did not and five were unsure whether they would or not.

A third of respondents in the core telephone survey felt very informed about how to check and update their enrolment details; a further 27% felt fairly informed.

Table 14: Core survey – Knowledge of how to check and update enrolment details

Core telephone survey	
Very informed	32%
Fairly informed	27%
Neither informed nor uninformed	6%
Fairly uninformed	16%
Very uninformed	13%
Don't know	6%
Core telephone survey, total sample (n=1,200)	
Q36. How informed or uninformed did you feel about how to check and update your enrolment details?	

Respondents aged over 65, were the most likely to feel informed about how to check and update enrolment details (64% informed).

Possibly reflecting an element of planning involved in pre-polling, these voters were more likely to say they felt informed (66%), than those who cast their vote on Election Day (57%).

Respondents who wanted more information about how to enrol or update their details preferred this information via direct mail/leaflet sent their home address (68%) or by email (23%). Some respondents also wanted this information via mass media such as TV, radio, print or online

Table 15: Core survey – Communication of enrolment

Core telephone survey	About how to enrol to vote or update enrolment details (n=13)	On automatic enrolment / SmartRoll (n=2)
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	68%	50%
Emailed to me	23%	0%
Mass media – TV advertising	15%	50%
Mass media – online	16%	50%
Mass media – Newspapers	15%	50%
Mass media – Radio	15%	0%
NSW Electoral Commission website	7%	0%
Social media	16%	0%
Other	23%	0%
Don't know	0%	0%
Core telephone survey, Respondents who wanted more information		
Q38. How would you have liked to receive this information?		

If they needed to check their enrolment details, a quarter (26%) of (enrolled) respondents in the campaign evaluation survey said they would call the NSW Electoral Commission enquiries line and 17% that they would visit the votensw.info website. This compares with a third (34%) who said they would visit a NSW Electoral

Commission website generally[18]. Many respondents said they would contact the Australian Electoral Commission (AEC), whether by visiting their website (31%), calling them (23%) or visiting one of their offices (15%).

Figure 12: Campaign evaluation post-campaign – Methods of checking enrolment details

Desired channels		
Call the NSW Electoral Commission election enquiries line	26%
Visit the votensw.info website	17%

Other channels		
Visit a NSW Electoral Commission website	34%
Visit the Australian Electoral Commission (AEC) website	31%
Call the Australian Electoral Commission	23%
Visit the NSW Electoral Commission office	18%
Use a search engine (e.g. Google)	18%
Visit an Australian Electoral Commission office	15%
Visit a post office	11%
Visit a Local Council office	6%
Visit a Service NSW Centre	4%
Ask a friend, family member or acquaintance	4%
Visit a Centrelink office	2%
Visit a newsagent	1%
Don't know	10%
This is not applicable to me	5%

Campaign evaluation post-campaign (n=780) survey, NSW representative sample, enrolled to vote in NSW State Elections
*Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary),** which of the following would you do? Please select any that apply.*

Voters' gender had a significant impact on how they would like to access enrolment information. Men were more likely than women to visit the NSW Electoral Commission office (23% compared with 13%), but also more likely to contact the AEC (website: 35% compared with 26%; call: 26% compared with 20%; visit an office: 19% compared with 11%) as well as visit a Local Council office (8% compared with 4%) or post office (14% compared with 8%). Women, on the other hand, were more likely to ask a friend, family member or acquaintance (6% compared with 2%).

Seeing or hearing the campaign appeared to increase the likelihood of calling the NSW Electoral Commission enquiries line and visiting votensw.info (33% and 27%, respectively among those who had, compared with 23% and 12% of those who had not). It also appeared to increase the likelihood of visiting a NSW Electoral Commission website generally (42% compared with 29%).

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[18] That is, not specifically votensw.info

Table 16: Campaign evaluation – Campaign impact on checking enrolment details

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Call the NSW Electoral Commission Election enquiries line (1300 135 736)	28%	26%	28%	23%	23%	33% ↑
Visit the votensw.info website	13%	17%	13%	12%	12%	27% ↑
Visit a NSW Electoral Commission website (e.g. Elections.nsw.gov.au)	29%	34%	29%	29%	29%	42% ↑
Visit the Australian Electoral Commission (AEC) website	27%	30%	27%	28%	28%	36%
Call the Australian Electoral Commission	19%	23%	19%	22%	22%	25%
Visit the NSW Electoral Commission office	14%	18%	14%	16%	16%	22%
Use a search engine (e.g. Google)	16%	18%	16%	18%	18%	17%
Visit an Australian Electoral Commission office	17%	15%	17%	13%	13%	18%
Visit a post office	11%	11%	11%	10%	10%	13%
Visit a Local Council office	6%	6%	6%	5%	5%	8%
Visit a Service NSW Centre	4%	4%	4%	4%	4%	5%
Ask a friend, family member or acquaintance	5%	4%	5%	5%	5%	4%
Visit a Centrelink office	2%	2%	2%	2%	2%	3%
Visit a newsagent	1%	1%	1%	1%	1%	1%
Don't know	10%	10%	10%	13%	13%	5% ↓

Campaign evaluation benchmark (n=381) and post-campaign (n=780) surveys, NSW representative sample, enrolled to vote in NSW State Elections
*Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary)**, which of the following would you do? Please select any that apply.*

When looking at differences between voters, the advertising campaign appeared to particularly impact women, metropolitan respondents and non-CALD respondents. All three groups were significantly more likely to say they would visit votensw.info (29% compared with 10%, 26% compared with 12% and 29% compared with 12% respectively) or call the NSW Electoral Commission enquiries line (36% compared with 19%, 37% compared with 22% and 34% compared with 24% respectively) if they had seen or heard the campaign. Regional respondents also appeared to be significantly impacted in terms of their likelihood to visit votensw.info (29% compared with 12%). Metropolitan and non-CALD respondents were also significantly more likely to say a NSW Electoral Commission website generally (43% and 45% respectively, compared with 30% each).

Among both younger (18-44 year olds) and older (45+ year olds) respondents, the campaign appeared to increase the likelihood of using votensw.info (22% compared with 9% and 31% compared with 15% respectively). The increased likelihood of visiting a NSW Electoral Commission website generally was only observed as a significant difference among older respondents (49% compared with 34%).

6.3   Checking enrolment in areas with boundary changes

Prior to Election Day, around half of respondents in those Electorates in the campaign evaluation survey that had experienced boundary changes and knew their State Electoral District had changed had checked their enrolment details (47% in Newtown and 46% in Murrumbidgee). A further 12% in Newtown and 4% in Murrumbidgee intended to do so.

Figure 13: Campaign evaluation – Checking enrolment details in redistributed areas

*Campaign evaluation benchmark (n=28) and post-campaign (n=41) surveys , voters in redistributed Electorates aware that their State Electoral District had changed (Newtown: n=16 and n=17; Murrumbidgee: n=12 and n=24) Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary)**, which of the following would you do? Please select any that apply.*
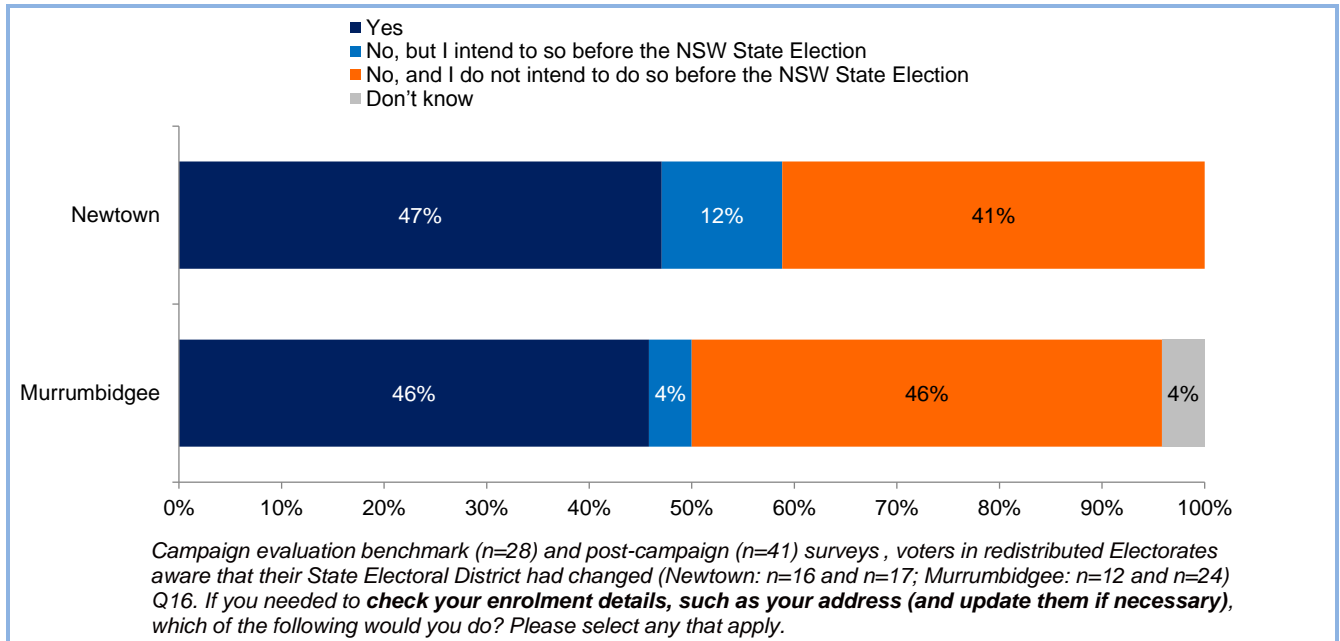
Although not statistically significant, more than half of respondents in redistributed areas who had seen or heard the campaign had checked their enrolment details (55%) compared with one-fifth of those who had not (20%) and one-quarter of respondents in the benchmark survey (25%). This suggests that those who checked their enrolment details did so as a result of the campaign.

Table 17: Campaign evaluation – Campaign impact on checking enrolment details

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Checked enrolment details	25%	46%	25%	20%	20%	55%
Did not check enrolment details but intended to do so	18%	7%	18%	10%	10%	6%
Did not check enrolment details and did not intend to do so	57%	44%	57%	60%	60%	39%

Campaign evaluation benchmark (n=28) and post-campaign (n=41) surveys, voters in redistributed Electorates aware that their State Electoral District had changed (Newtown: n=16 and n=17; Murrumbidgee: n=12 and n=24)
*Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary)**, which of the following would you do? Please select any that apply.*

6.4   On-the-day enrolment

For the vast majority of voters in the core survey, their electoral details were correct when they voted (95%).

Table 18: Core survey – Correct electoral roll details

Core telephone survey	
Yes	95%
No	4%
Don't know	1%

Core telephone survey, total sample, (n=1,175)
Q52. To the best of your knowledge, when you voted, were your details on the electoral roll correct?

Voters aged 25-34 were more likely to say that their details on the roll were incorrect (10%), compared with older respondents – and those aged over 65 were more likely to say that their details were correct (98%).

Among respondents whose details were not correct when they voted, around a third enrolled and voted on Election Day (29%; core survey).

Table 19: Core survey – On-the-day enrolment

Core telephone survey	
Yes	29%
No	70%
Don't know	2%

Core telephone survey, respondents whose details were not correct when they voted (n=8)
Q55. Did you enrol and vote on Election Day?

Respondents who enrolled and voted on the day (n=14 respondents in the core survey) were generally satisfied with this service. Ten were very satisfied (73%) and three were fairly satisfied (20%).

Table 20: Core survey – Satisfaction with enrolling on the day

Core telephone survey	
	n
Very satisfied	10
Fairly satisfied	3
Neither satisfied nor dissatisfied	1
Fairly dissatisfied	0
Very dissatisfied	0
Don't know	0
Core telephone survey, respondents who enrolled and voted on Election Day (n=14) *Q56. Overall, were you satisfied or dissatisfied with this service that allowed you to enrol and vote on the day?*	

7. Modes of voting

- Prior to Election Day, the vast majority of respondents were aware of being able to vote in-person at a polling place (87%; campaign evaluation survey), vote by post (71%) and pre-poll (63%). Awareness was generally higher among older respondents (voting in-person at a polling place: 93% of those aged 55+ compared with 81% of those under 35; postal voting: 84% compared with 58%; pre-poll: 78% compared with 47%), and lower for CALD respondents (voting in-person at a polling place: 76% compared with 89%; postal voting: 60% compared with 73%; pre-poll: 52% compared with 64%).

- Around a quarter of respondents were aware of iVote (26%; campaign evaluation survey). While this figure was higher than in the benchmark survey (7%), this change does not appear to be purely a campaign effect. Instead, it seems that external factors also influenced this higher level of awareness.

- Two-thirds of respondents in the core telephone survey felt informed about early and alternative voting options: 32% very informed and 33% fairly informed (core survey). Seeing or hearing the campaign appeared to increase the likelihood of using both the votensw.info and ivote.nsw.gov.au websites to find out about these options (28% of those who had selected each of these websites, compared with 17% and 14% respectively of those who had not; campaign evaluation survey).

- Of respondents (in the core telephone survey) who voted on Election Day, 97% say they voted in-person. The vast majority of these voted in their own Electorate (91% of Election Day voters). Two percent say they voted by iVote.

- Of the four voting methods, voting in-person on Election Day received the highest level of advocacy. More than half of respondents were very likely to recommend it to a friend or family member (53%; core telephone survey), compared with 44% who were very likely to recommend pre-polling and only 29% of respondents who were very likely to recommend postal voting. Among those who had heard of iVote, likelihood to recommend was relatively high, with around half very likely to recommend it (46%).

- Two-thirds of in-person voters in the core telephone survey waited for less than five minutes to vote, with 40% not waiting at all. The average queue time was around 4 minutes. Around three-quarters of in-person voters were very satisfied with the time it took them to cast their vote (72%).

- Similar recalled waiting times were found among those voting at a pre-poll centre. Around half of respondents didn't have to wait at all (46%; pre-poll survey), and for a further 29%, the wait was less than 5 minutes (29%). Sydney Town Hall received the most positive report of wait times, with only seven per cent of respondents having to wait at all before voting. In comparison, around a third of Fairfield respondents had to wait for over 20 minutes (30%).

- Before Election Day, among those aware that pre-polling would be in operation at the Election, there was low awareness of how long prior to Election Day voters would be able to pre-poll. Around half of respondents did not know how long this would be (47%; campaign evaluation survey), and less than a third correctly identified this period as two weeks (30%). Seeing or hearing the NSW Electoral Commission advertising campaign did not appear to significantly impact awareness of the correct duration of pre-polling, Pre-poll survey respondents typically found voting easy, with three-quarters saying they found it very easy (75%) and a further one-fifth fairly easy (20%).

- Almost all in-person voters were satisfied with the facilities at their polling place. Around three-quarters were very satisfied (72%; pre-poll survey) and 24% were fairly satisfied. Respondents who had a disability or mobility issue were generally satisfied with the accessibility of their polling place and their ability to move around it. Three-quarters were very satisfied (76%) and a further one-fifth were fairly satisfied (20%).

- Almost all postal voters were satisfied with the service overall. Around three-quarters were very satisfied (73%; core survey) and a further fifth were fairly satisfied (20%).

- Among those who did not use iVote, around two-fifths were aware of the system (38%; core telephone survey). However, seeing or hearing the campaign did not appear to significantly impact their awareness of the eligibility requirements. In addition, it did not appear to significantly impact motivation to use it.

- In the iVote telephone survey, satisfaction with iVote overall was very high. Almost all iVote users were satisfied, with around three-quarters very satisfied (73%) and one-quarter fairly satisfied (23%).

- In the same survey, iVote users were generally satisfied with the security of the iVote voting process; two thirds of respondents were very satisfied with the security of the iVote process (68%; iVote telephone survey). However, trust in the iVote system varied considerably among those in the core survey who did not use it. While around one-third of those who did not use iVote said they trusted the system a great deal (30%) and a further fifth trusted it only a little (19%), around a quarter stated they neither trusted it nor distrusted it (27%) and nine per cent did not know. Older respondents were the most likely to distrust the iVote process (25%), compared to 14% of those aged 18-24.

- Almost all respondents in the iVote telephone survey were confident that their iVote ballot papers included all of the candidates for whom they were able to vote (94%), with two-thirds very confident (67%). They were also generally satisfied that their votes were recorded correctly, with around two-thirds very confident (63%).

- Ninety-six percent of iVote users (in the iVote telephone survey) found it easy to vote, with around three-quarters finding it very easy (73%).

- Generally respondents would be likely to use iVote in the future. In the iVote telephone survey, almost all respondents said they would be likely to use iVote in the future (94%), with 85% very likely.

- Almost all qualitative research participants were adamant that iVote should be expanded so as to be available to all voters.

- One in ten iVote users said they would not have voted if not for iVote (10%; iVote telephone survey), suggesting that iVote increased voting participation.

7.1   Knowledge of modes of voting

The vast majority of the campaign evaluation online survey respondents were aware of the three main methods of casting a vote: voting in-person at a polling place (87%), postal voting (71%) and pre-poll (63%).

Figure 14: Campaign evaluation post-campaign – Awareness of voting methods
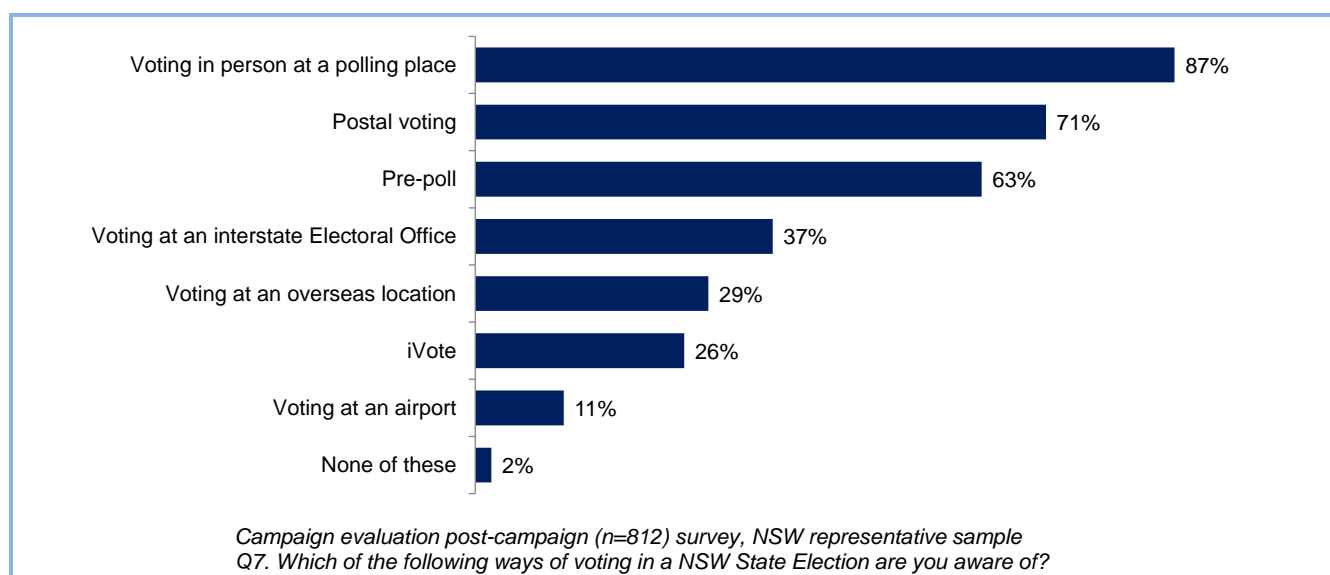
Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q7. Which of the following ways of voting in a NSW State Election are you aware of?

Seeing or hearing the NSW Electoral Commission advertising campaign appeared to increase awareness of pre-polling (72% of those who had seen or heard the campaign were aware, compared with 59% of those who had not).

Around a quarter of respondents were aware of iVote (26%). There were no significant differences in awareness between those eligible and those not eligible for the system, although awareness was significantly higher among those who reported that they were not able to vote at a polling place without assistance (39% compared with 25% of those who were able to).

There was a higher level of awareness of iVote in the post-campaign survey. While this appears to have been impacted by the campaign (as demonstrated by the significant difference between awareness among those who had seen or heard the campaign and those had not; 38% compared with 20%), it also seems to have been influenced by factors external to the campaign (given the significant difference between the level of awareness among respondents in the benchmark survey and that of those in the post-campaign survey who had not seen or heard the campaign; 20% compared with 7%). This effect was observed across all key subgroups.

Table 21: Campaign evaluation – Campaign impact on awareness of modes of voting

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
In-person at a polling place	91%	87%	91%	85% ↓	85%	90%
Postal voting	73%	71%	73%	70%	70%	75%
Pre-polling	64%	63%	64%	59%	59%	72% ↑
At an interstate Electoral Office	43%	37%	43%	33% ↓	33%	44% ↑
At an overseas location	32%	29%	32%	25% ↓	25%	37% ↑
At an airport	9%	11%	9%	9%	9%	15% ↑
iVote	7%	26% ↑	7%	20% ↑	20%	38% ↑
None	2%	2%	2%	2%	2%	0%

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
Q7. Which of the following ways of voting in a NSW State Election are you aware of? Please select all that you are aware of.

The higher level of awareness of pre-polling among those who had seen or heard the campaign was statistically significant among women (74% compared with 58% of those who had not), but not among men, suggesting a stronger campaign effect with the former. It also appeared to be stronger among younger respondents (18-44 year olds) than older (45+ year olds), with a significant difference observed for the former (62% compared with 47%) but not the latter.

This effect also appeared to be slightly stronger among metropolitan respondents than regional, with significant differences between those in metropolitan areas who had and had not seen or heard the campaign observed for pre-polling (71% compared with 57%).

No significant campaign effects were observed among CALD respondents.

Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who said they were aware of postal voting was higher among those who had seen the TV or Facebook campaign materials (76% and 79% respectively, compared with 71% who had not seen these). In addition, the proportion of those who said they were aware of pre-poll and voting in person on Election Day was higher among respondents who had seen the Facebook materials (69% compared with 62% of those who had not seen these).

As Figure 15 below shows most respondents were aware that voting in-person at a polling place (87%), postal voting (65%) and pre-poll voting (58%) would be in operation at the Election. A quarter of respondents were aware that iVote would be in operation (24%).

Around another quarter thought voting in-person at an interstate Electoral Office would be possible (27%), and around one in six mentioned voting in-person at an overseas location (16%). Eight percent thought voting in-person at an airport would be an option.

Figure 15: Campaign evaluation – Understanding of which voting methods will be used in the 2015 NSW State Election

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q8. And as far as you are aware, which of these will be in operation at the NSW State Election?
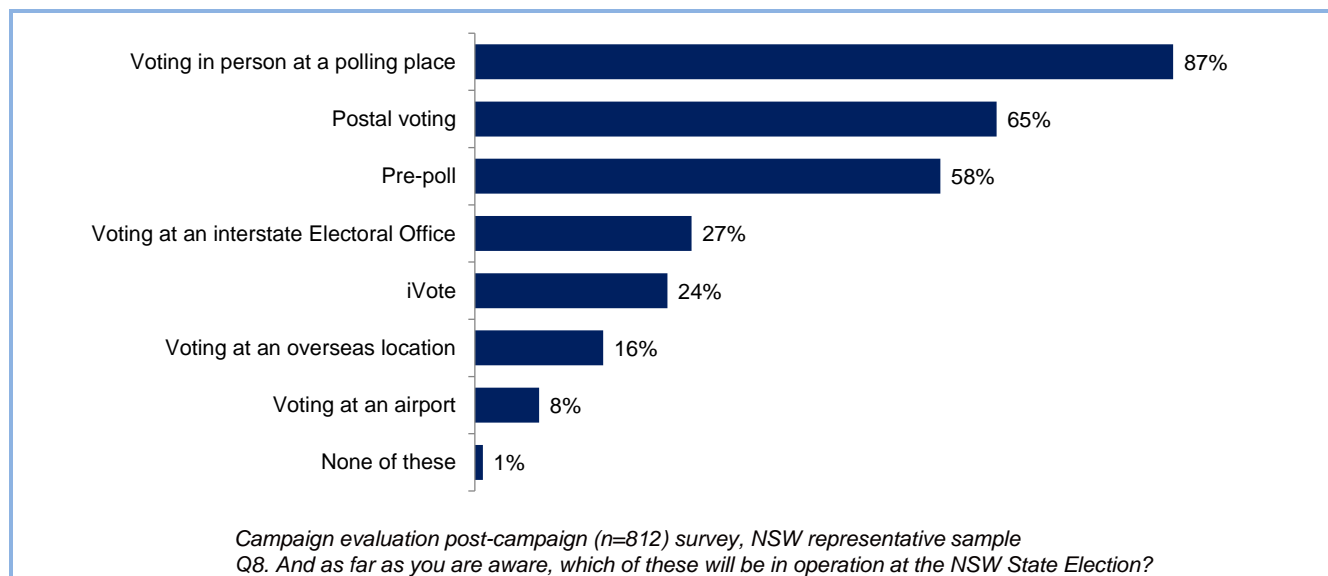
Again, awareness of the main methods being in operation was generally higher among older respondents (voting in-person at a polling place: 92% of those aged 55+ compared with 83% of those under 35; postal voting: 80% compared with 48%; pre-poll: 72% compared with 44%) and lower among CALD respondents (voting in-person at a polling place: 77% compared with 89% among non-CALD respondents; postal voting: 49% compared with 67%; pre-poll: 47% compared with 60%).

However, older respondents were also more likely to think that voting at an interstate Electoral Office (35% compared with 17%) or overseas location (23% compared with 11%) would be in operation, and men were more likely than women to think that each of these methods would be in operation (43% compared with 32%, and 37% compared with 23% respectively).

As Table 22 below shows, once again, seeing or hearing the campaign appeared to increase awareness that pre-polling would be in operation (67% of those who had were aware, compared with 54% of those who had not).

There was also a higher level of awareness that iVote would be in operation in the post-campaign survey, however again this appears to have been influenced by factors external to the campaign (awareness was 19% among those in the post-campaign survey who had not seen or heard the campaign, compared with 5% in the benchmark), as well as the campaign itself (awareness was 35% among those in the post-campaign survey who had seen or heard the campaign, compared with 19% for those who had not).

Table 22: Campaign evaluation – Campaign impact on awareness of modes of voting

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
In-person at a polling place	92%	87%	92%	86% ↓	86%	90%
Postal voting	67%	65%	67%	63%	63%	69%
Pre-polling	57%	58%	57%	54%	54%	67%↑
At an interstate Electoral Office	32%	27%	32%	24% ↓	24%	33% ↑
At an overseas location	22%	16%	22%	14% ↓	14%	21% ↑
At an airport	7%	8%	7%	6%	6%	10%
iVote	5%	24% ↑	5%	19% ↑	19%	35%↑
None	1%	1%	1%	1%	1%	0%

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
Q8. And as far as you are aware, which of these will be in operation at the NSW State Election?

As with overall awareness, the campaign appeared more influential among women in terms of increasing awareness of pre-polling (68% among those who seen or heard the campaign, compared with 53% of those who had not). Again, the campaign effect also appeared to be stronger among younger respondents (18-44 year olds) than older (45+ year olds), with a significant difference observed for the former (59% compared with 43%) but not the latter.

This campaign effects also appeared stronger for metropolitan than regional and non-CALD than CALD respondents (metropolitan: 66% compared with 51%; and non-CALD: 72% compared with 54%). The same effect also appeared for non-CALD respondents and postal voting (75% compared with 64%).

Two-thirds of respondents in the core survey felt informed about early and alternative voting options; 32% very informed and 33% fairly informed. Three in ten felt uninformed about options for voting other than in-person on Election Day (13% very and 17% fairly).

Table 23: Core survey – Knowledge of early and alternative voting options

Core telephone survey	
Very informed	32%
Fairly informed	33%
Neither informed nor uninformed	4%
Fairly uninformed	17%
Very uninformed	13%
Don't know	1%

Core telephone survey, total sample (n=1,200)

Q36. How informed or uninformed do you feel about... Early and alternative voting options (that is, other than voting in-person at a polling place on Election Day)?

In general, older respondents felt more informed than younger respondents, with 74% of those aged over 65 feeling informed about alternative voting options, compared with 54% of those aged 25-34, while CALD respondents (56% informed) felt less informed about alternative voting options than non-CALD respondents (66%).

Of the Arabic-speaking participants taking part in the discussion groups, those who had pre-polled had done so opportunistically as they passed a pre-poll centre and seized the chance to vote early – rather than doing so as a consequence of advertising or information.

"My husband spotted it and we stopped at the lights and went over and voted. My kids have sport on the weekend so it's hard to vote then, we got it out of the way." - **Arabic-speaking discussion group participant**

Many of the Arabic-speaking voters were also unaware of iVote and that they could vote by phone or internet at the State Election.

"Did they advertise it properly? How come we didn't know about it?." - **Arabic-speaking discussion group participant**

"So that was an option to vote this year? I wish I knew." - **Arabic-speaking discussion group participant**

To find out about alternative voting options for the Election, one-quarter of respondents[19] interviewed in the campaign evaluation post-wave online survey said they would call the Election enquiries line (28%) and 21% that they would visit the votensw.info website. This compares with around a third who stated a NSW Electoral Commission website generally[20] (31%) and three in ten (30%) who said they would use a search engine. Almost a quarter (23%) said they would visit the AEC website, and 14% and 9% that they would call the AEC or visit one of their offices, respectively.

Figure 16: Campaign evaluation – Intended information sources for finding out about alternative voting options

Channel	%
Desired channels	
Call the NSW Electoral Commission election enquiries line	28%
Visit the votensw.info website	21%
Visit the ivote.nsw.gov.au website	18%
Other channels	
Visit a NSW Electoral Commission website	31%
Use a search engine (e.g. Google)	30%
Visit the Australian Electoral Commission (AEC) website	23%
Ask a friend, family member or acquaintance	14%
Call the Australian Electoral Commission	14%
Visit the NSW Electoral Commission office	13%
Visit an Australian Electoral Commission office	9%
Visit a post office	6%
Visit a Local Council office	5%
Visit a Service NSW Centre	5%
Visit a Centrelink office	2%
Visit a newsagent	2%
Don't know	7%
This is not applicable to me	5%

Campaign evaluation post-campaign (n=791) survey, NSW representative sample, enrolled to vote or intending to enrol before the 2015 NSW State Election and at least very slight possibility (1 chance in 10) of voting
*Q18. If you wanted to find out about **alternative voting options** for the NSW State Election (other than voting in person at a polling place on election day), which of the following would you do? Please select any that apply.*

---

[19] Who stated there was at least a very slight possibility (1 chance in 10) of voting in the 2015 NSW State Election.

[20] That is, not specifically votensw.info

Men were more likely than women to say they would use NSW Electoral Commission channels (ivote.nsw.gov.au: 24% compared with 13%; call the enquiries line: 31% compared with 24%; visit the NSW Electoral Commission office: 18% compared with 8%), and older respondents were more likely than younger respondents to say this (ivote.nsw.gov.au: 26% among those aged 55+ compared with 13% of those under 45; call the enquiries line: 37% compared with 19%; visit the NSW Electoral Commission office: 21% compared with 7%).

However, both men (call: 17% compared with 11%; visit an office: 12% compared with 6%) and older respondents (call: 20% compared with 9%; visit an office: 12% compared with 5%) were more likely to contact the AEC. Women, on the other hand, were more likely to ask a friend, family member or acquaintance (17% compared with 11%).

CALD respondents were more likely than non-CALD respondents to visit a Local Council office (12% compared with 4%) and a Service NSW Centre (9% compared with 4%).

As Table 24 shows, seeing or hearing the advertising campaign appeared to increase the likelihood of using both the votensw.info and ivote.nsw.gov.au websites (28% of those who had selected each of these websites compared with 17% and 14% respectively of those who had not).

Table 24: Campaign evaluation – Campaign impact on knowledge on where to look for alternative voting options

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Call the NSW Electoral Commission Election enquiries line (1300 135 736)	25%	28%	25%	25%	25%	32%
Visit the votensw.info website	17%	21%	17%	17%	17%	28%↑
Visit the ivote.nsw.gov.au website	14%	18%	14%	14%	14%	28%↑
Visit a NSW Electoral Commission website (e.g. Elections.nsw.gov.au)	32%	31%	32%	28%	28%	37%
Use a search engine (e.g. Google)	27%	30%	27%	30%	30%	30%
Visit the Australian Electoral Commission (AEC) website	20%	23%	20%	22%	22%	25%
Ask a friend, family member or acquaintance	13%	14%	13%	14%	14%	14%
Call the Australian Electoral Commission	12%	14%	12%	14%	14%	15%
Visit the NSW Electoral Commission office	14%	13%	14%	12%	12%	15%
Visit an Australian Electoral Commission office	11%	9%	11%	8%	8%	10%
Visit a Local Council office	4%	5%	4%	4%	4%	6%
Visit a Service NSW	3%	5%	3%	5%	5%	6%

Centre						
Visit a post office	6%	6%	6%	6%	6%	6%
Visit a Centrelink office	1%	2%	1%	1%	1%	2%
Visit a newsagent	2%	2%	2%	2%	2%	2%
Don't know	9%	7%	9%	8%	8%	5%

Campaign evaluation benchmark (n=390) and post-campaign (n=791) surveys, NSW representative sample, enrolled to vote or intending to enrol before the 2015 NSW State Election and at least very slight possibility (1 chance in 10) of voting
*Q18. If you wanted to find out about **alternative voting options** for the NSW State Election (other than voting in person at a polling place on Election Day), which of the following would you do? Please select any that apply.*

Increased likelihood to use the iVote website was observed as a campaign effect across both men (35% among those who had seen or heard the campaign, compared with 18% of those who had not) and women (20% compared with 10%) and metropolitan (27% compared with 14%) and regional respondents (30% compared with 14%). The effect was also observed for non-CALD respondents (30% compared with 13%), but not for CALD.

Women and metropolitan respondents who had seen or heard the campaign were also significantly more likely to select both votensw.info (27% compared with 15%, 28% compared with 18% and 30% compared with 13% respectively) and the enquiries line (34% compared with 21% and 33% compared with 23% respectively) than those who had not. The same effect was observed among younger respondents (18-44 year olds) for the enquiries line but not for older respondents (45+ year olds), with a significant difference present for the former (28% compared with 15%) but not for the latter.

No significant impacts were observed among men or regional respondents.

7.2   Use of modes of voting

Of those respondents (in the core telephone survey) who voted on Election Day, 97% voted in-person. The vast majority of these respondents voted in their own Electorate (91% of Election Day voters). Two percent say they voted by iVote.

Table 25: Core survey – Mode of voting on Election Day

Core telephone survey	
In-person at a polling place in your own Electorate	91%
In-person at a polling place in another Electorate	7%
On the internet (iVote)	2%
By telephone (iVote)	0%
Other	1%
Don't know	0%

Core telephone survey, respondents who voted on Election Day, (n=902)
Q6. Which of the following best describes how you voted in Election Day? Did you vote…

Respondents aged 25-34 were more likely to have voted at a polling place in another Electorate (13%) compared with any other aged group (3%-7%). Those in regional areas were more likely to have voted in-person in their own Electorate (94%) than those in metro areas (89%).

Among those who voted before Election Day in the core survey, more than half voted by pre-polling (57%). Most pre-poll voters did so in their own Electorate (49% of pre-Election Day voters). Around one-fifth of early voters voted by iVote online (22%) and a similar proportion by postal voting (20%).

Table 26: Core survey – Mode of voting prior to Election Day

Core telephone survey	
By pre-polling (voting in-person before Election Day) in your own Electorate	49%
On the internet (iVote)	22%
By postal voting	20%
By pre-polling (voting in-person before Election Day) in another Electorate	8%
By telephone (iVote)	0%
Other	1%
Don't know	0%
Core telephone survey, respondents who voted before Election Day, (n=273) *Q7. Which of the following best describes how you voted before Election Day?*	

Younger voters (aged 25-34) were more likely to have used iVote (49%) on the internet before Election Day than voters aged over 35 (22%-26%).

Of the four voting methods, voting in-person on Election Day received the highest levels of advocacy. More than half of respondents were very likely to recommend it to a friend or family member (53%) and a further quarter were fairly likely to do so (27%). This compares with 44% who were very likely and 27% fairly likely to recommend pre-polling. Postal voting was less likely to be recommended, with only 29% of respondents very likely to recommend it and 26% fairly likely.

Among those who had heard of iVote in the core survey, likelihood to recommend was relatively high, with around half very likely to recommend it (46%) and a further third fairly likely to do so (24%). However, iVote also received higher levels of those saying they were very unlikely to recommend, with one in nine (11%) saying this.

Table 27: Core survey – Likelihood to recommend

Core telephone survey						
	Very likely	Fairly likely	Neither likely nor unlikely	Fairly unlikely	Very unlikely	Don't know
In-person on Election Day	53%	27%	6%	6%	7%	2%
By pre-polling in-person	44%	27%	6%	11%	8%	4%
By iVote	46%	24%	7%	7%	11%	5%
By postal voting	29%	26%	8%	18%	16%	4%
Core telephone survey, total sample (n=1,200) *Q35. For each of the following method of voting, imagine a friend or family member was considering using that method to vote in a NSW State Election. How likely or unlikely would you be to recommend this method of voting?*						

Respondents living in regional areas were more likely to say they would recommend pre-polling in-person (77% likely to recommend), than those living in metro areas (67%), while respondents with reading difficulties (81%) and hearing impairments (82%) were also more likely to say they would recommend pre-polling in-person.

Older respondents were more likely to recommend postal voting (63% of those aged over 65) than respondents aged 18-24 (50%) or 25-34 (45%).

7.3   Voting in-person

7.3.1 Waiting time

Two-thirds of in-person voters in the core telephone survey waited for less than five minutes to vote, with 40% not waiting at all. Nine percent (9%) waited for more than 15 minutes. The average queue time was around 4 minutes.

Table 28: Core survey – Waiting time

Waiting time	
I didn't have to wait	40%
Less than 5 minutes	26%
5-9 minutes	17%
10-14 minutes	8%
15-20 minutes	6%
Over 20 minutes	3%
Don't know	0%
Core telephone survey, In-person voters, (n=1,036) *Q12. To the best of your knowledge, how long did you have to wait to queue?*	

Improvement to the method and speed of elector mark-off on the electoral roll was noted by a participant in the discussion group with Arabic-speaking voters.

> *"You give your surname, bang. It's not like a paper and ruler … when you get to the polling place, usually it's on the book. (Now) it's online, your name. Much quicker. With the ruler and line, nah. It was very quick and good, no queue."* - **Arabic-speaking discussion group participant**

Around three-quarters of in-person voters were very satisfied with the time it took them to cast their vote (72%; core survey), and a further one-fifth said they were fairly satisfied. On the other hand, 7% were dissatisfied, either very or fairly.

Table 29: Core survey – Satisfaction with waiting time

Core telephone survey	
Very satisfied	72%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	4%
Very dissatisfied	2%
Don't know	0%
Core telephone survey, In-person voters, (n=1,036) *Q13. Were you satisfied or dissatisfied with the amount of time it took to cast a vote at your polling place?*	

Similar recalled waiting times were found in the pre-poll survey centre – despite many being motivated to vote early to avoid the perceived longer queues when voting on Election Day itself. Around half of respondents didn't have to wait at all (46%), and for a further 29%, the wait was less than 5 minutes (29%). Seven percent had to wait for between 5 and 9 minutes; eight per cent or between 10 and 14 minutes; and six per cent for over 20 minutes.

Sydney Town Hall received the most positive report of wait times, with only seven per cent of respondents having to wait at all before voting. In comparison, around one-third of Fairfield respondents had to wait for over 20 minutes (30%), and only eight per cent of Tamworth respondents were able to vote without waiting.

As with overall experience and ease of voting, satisfaction with the amount of time it took to vote was typically high. More than two-thirds of respondents were very satisfied (71%), and a further one-fifth were fairly satisfied (21%).

Again, satisfaction was highest at Sydney Town Hall (86% were very satisfied), and significantly lower at Fairfield and Tamworth (54% and 60% respectively, compared with 71% overall).

Around one in five thought their name being marked off the electoral roll took too long (21%) and a similar proportion thought placing their ballot papers in the boxes upon leaving took too long (17%). Small proportions selected a booth becoming available to cast their vote (5%), receiving their ballot papers after their names were marked off (4%) and getting assistance to help them vote (3%), while 7% selected another process. Around half of respondents thought none of these took too long.

Respondents in the core survey who wished to receive more information about polling place hours would have liked to receive this via a brochure or direct mail (55%) or email (35%) or via mass media.

Table 30: Core survey – Information about polling place hours

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	55%
Emailed to me	32%
Mass media – TV advertising	32%
Mass media – online	15%
Mass media – Newspapers	30%
Mass media – Radio	8%
NSW Electoral Commission website	0%
Social media	0%
Other	0%
Don't know	0%
Core telephone survey, respondents who wanted more information; (n=13)	
Q38. How would you have liked to receive this information? About polling place hours	

7.3.2 Assistance

Very few culturally and linguistically diverse respondents in the core survey received assistance in a language other than English. Two percent received verbal assistance in another language, and the same proportion received a guide on how to vote in another language. (Note that, as surveying was conducted in English, respondents were at least somewhat proficient in English).

Table 31: Core survey – Assistance from polling place staff

Core telephone survey	
Verbal assistance in a language other than English	2%
A guide on how to vote in a language other than English	2%
None of these	96%
Core telephone survey, CALD respondents, (n=156)	
Q15. Which of the following assistance, if any, did you receive from polling place staff?	

Of the six respondents who received this assistance, four were very satisfied with it, while two were fairly dissatisfied.

7.3.3 Outside electorate

Among those respondents who voted outside of their Electorate in the core survey, 10% mentioned experiencing difficulties because of this. The difficulties mentioned were mostly due to waiting times and delays (n=5, 63%) in voting.

> *"It was very time consuming, there were only about four people in a row who voted in a different electorate – it took twenty odd minutes to get four people done"* - **Core telephone survey respondent**

> *"Had to sit and wait and complete a different form"* - **Core telephone survey respondent**

7.3.4 Additional needs

Only two respondents in the core survey who had a disability or restriction used a magnifying sheet and one used a maxi/jumbo pen. Only five carers said that the person they cared for used a magnifying sheet (four respondents) or maxi/jumbo pen (one respondent).

Three-quarters were very satisfied (76%) and a further one-fifth were fairly satisfied (20%).

Table 32: Core survey – Satisfaction with the accessibility of the polling place

Core telephone survey	
Very satisfied	76%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	1%
Very dissatisfied	3%
Don't know	0%
Core telephone survey, respondents with a disability or restriction, (n=111) *Q68. Overall, were you satisfied or dissatisfied with the accessibility of your polling place and your ability to move around it?*	

Those who were not very satisfied were asked that the NSW Electoral Commission could do to improve their voting experience. One-third (34%) said there was nothing that could be improved. Those mentioning an improvement suggested: allowing online voting (14%), more information and help on how to vote (6%), reducing the queues (5%), more identity checks (4%), more polling booths/more room and privacy (4%) and more staff members (3%).

> *"I like the iVote thing, if we knew more about iVote so that everyone could vote online that would be good." -* **Core telephone survey respondent**

> *"I think that they could improve the voting system by making it that you have to show identification when you vote." -* **Core telephone survey respondent**

> *"Less queues, could be improved with online voting." -* **Core telephone survey respondent**

> *"More booths available at my venue have the booths spread out for privacy." -* **Core telephone survey respondent**

7.3.5 Privacy and security

Almost all in-person voters interviewed in the core telephone survey were satisfied with their privacy while filling out their ballot paper. Seventy percent were very satisfied, and a further quarter of these voters were fairly satisfied (25%). Only three percent were dissatisfied.

Table 33: Core survey – Satisfaction with privacy

Core telephone survey	
Very satisfied	70%
Fairly satisfied	25%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%
Core telephone survey, In-person voters, (n=1,036) *Q17. Were you satisfied or dissatisfied with your privacy when you were filling out your ballot paper?*	

Older respondents were less concerned with privacy issues. They were more likely to be satisfied with their privacy (98% of those over 65 were satisfied) compared with those aged 25-34 (93%).

Around two-thirds of in-person voters realised they used a pen to fill out their ballot paper (63%), whereas around a quarter thought they had used a pencil (23%). Fourteen percent could not recall whether they used a pen or pencil (14% don't know).

Younger respondents were more likely to notice that they used a pen to fill out their ballot paper (89% of those aged under 25) compared to older respondents (49%-63% of those aged over 35). Respondents living in metro areas were also more likely to notice the pen (66%) compared to those in regional areas (57%).

CALD respondents were more likely to notice they used a pen (76%) compared with non-CALD (60%).

Among those who realised they used a pen in the core survey, more than half said using a pen rather than a pencil made them more confident about the security of their vote, either a lot more or a little more (40% and 16%, respectively). On the other hand, 40% said it made no difference.

Table 34: Core survey – Confidence with security of voting with a pen

Core telephone survey	
A lot more confident	40%
A little more confident	16%
No difference	40%
A little less confident	1%
A lot less confident	0%
Don't know	3%

Core telephone survey, In-person voters who knew they used a pen (n=642)
Q19. Did using a pen to complete your ballot paper, rather than a pencil, make you more or less confident about the security of your vote

Respondents over 65 were more likely to feel confident (66%) than those 35-44 (48%).

7.3.6 Satisfaction with polling place facilities

Almost all in-person voters interviewed in the core telephone survey were satisfied with the facilities of their polling place. Around three-quarters were very satisfied (72%) and 24% were fairly satisfied. Only three percent were dissatisfied.

Table 35: Core survey – Satisfaction with the facilities at the polling place

Core telephone survey	
Very satisfied	72%
Fairly satisfied	24%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%

Core telephone survey, In-person voters (n=1,036)
Q20. Overall, were you satisfied or dissatisfied with the facilities of the polling place where you voted?

7.4   Pre-poll voting

7.4.1   Reasons for pre-polling

Among those who used a method other than voting in-person on Election Day in the core survey, around one-quarter were outside of the state on Election Day (23%), and a further one in ten were in NSW but more than 8km from a polling place (10%). Fifteen percent said they had other commitments on Election Day, and 12% said it was easier and more convenient for them to vote by an alternative method. Ten percent were working on Election Day and unable to get to a polling place, while 11% either had a disability or were caring for someone who couldn't get to a polling place on Election Day (7% and 4% respectively).

Table 36: Core survey – Reason for not voting in person on Election Day

Core telephone survey	
I was not in NSW on Election Day	23%
I had other commitments on Election Day	15%
It was easier and more convenient	12%
I was more than 8km from a polling place on Election Day (but in NSW)	10%
I was working on Election Day and could not get to a polling place	10%
I have a disability	7%
I was caring for a person and could not get to a polling place on Election Day	4%
I was ill, infirm or pregnant	2%
I wanted to avoid the Election Day queues/crowds/canvassers	1%
I was helping a relative/friend who could not vote on Election Day	1%
I'd rather not say	1%
I was hospitalised	1%
Other	13%
Don't know	0%
Core telephone survey, respondents who didn't vote in-person on Election Day (n=286)	
Q11. What is the main reason you voted by another method rather than in-person on Election Day?	

Respondents aged 35-44 were most likely to indicate that they were working on Election Day and could not get to a polling place (33%), compared to 10% overall.

Those who wanted more information about voting early in the core survey, would prefer to receive this information via email (50%) or direct mail (45%).

Table 37: Core survey – Information about voting early

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	45%
Emailed to me	50%
Mass media – TV advertising	23%
Mass media – online	23%
Mass media - Newspapers	13%
Mass media – Radio	4%
NSW Electoral Commission website	4%
Social media	9%
Other	4%
Don't know	4%
Core telephone survey, respondents who wanted more information (n=22)	
Q38. How would you have liked to receive this information? About voting early	

The results in the pre-poll survey were slightly different, with 32% indicating they would be working on Election Day, 27% were going to be more than 8km from a polling place and 18% out of NSW. Just over one in ten thought that it would be easier or more convenient to pre-poll or had other commitments on Election Day (both 13%) or wanted to avoid crowds (10%).

7.4.2 Previous experience of pre-polling

For around two-fifths of respondents in the pre-poll survey, this was the first Election at which they had voted early (40%). The remaining three-fifths had voted early in previous Elections.

7.4.3 When decided to pre-poll

Around two-fifths of respondents in the pre-poll survey had made their decision to vote early in the week leading up to their voting (42%). A quarter had decided on the day (25%), and one-fifth in the week prior (21%).

7.4.4 Knowledge of pre-polling period

Prior to Election Day, among those aware that pre-polling would be in operation at the Election in the campaign evaluation survey, there was low awareness of how long prior to Election Day voters would be able to pre-poll. Around half of respondents did not know how long this would be (47%), and less than one-third correctly identified this duration as two weeks (30%). Sixteen percent thought it was less than two weeks, and 5% more than two weeks.

Figure 17: Campaign evaluation – Pre-poll duration

Campaign evaluation post-campaign (n=470) survey, NSW representative sample, aware of pre-poll and that it would be in operation at the 2015 NSW State Election
Q12. As far as you are aware, for how long prior to election day for the NSW State Election will you be able to pre-poll? [CODED]
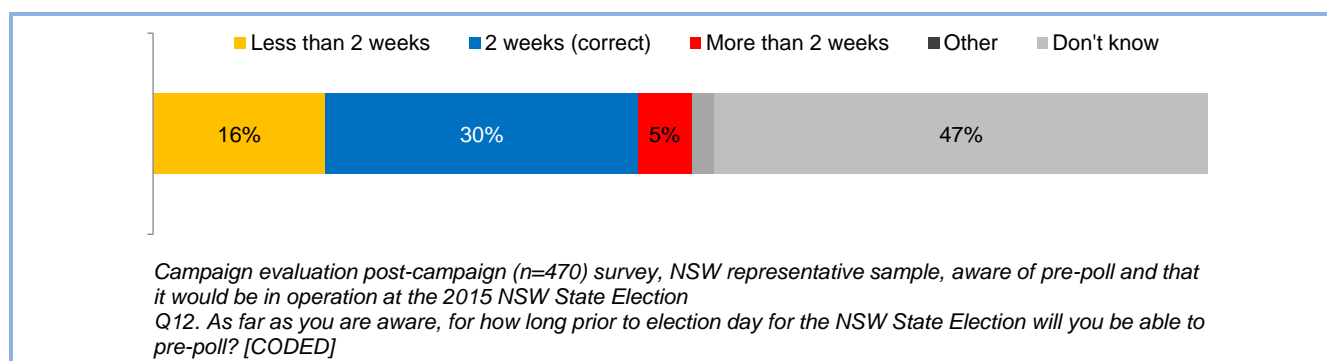
Those from culturally and linguistically diverse backgrounds were more likely to think the duration was less than two weeks than non-CALD respondents (29% compared with 15%; campaign evaluation survey). As Table 38 below shows, while among those aware of pre-polling, seeing or hearing the campaign did not appear to significantly impact awareness of the correct duration of pre-polling, it did appear to increase confidence in their perceived duration, given the lower prevalence of 'don't know' responses (39% among those who had seen or heard the campaign compared with 52% of those who had not).

Table 38: Campaign evaluation – Campaign impact on knowledge of pre-poll dates

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Less than 2 weeks	13%	16%	13%	14%	14%	21%
2 weeks (correct)	22%	29%	22%	28%	28%	31%
More than 2 weeks	9%	5%	9%	4%	4%	7%
Don't know	55%	47%	55%	52%	52%	39%↓

Campaign evaluation benchmark (n=229) and post-campaign (n=470) surveys, NSW representative sample, aware of pre-poll and that it would be in operation at the 2015 NSW State Election
Q12. As far as you are aware, for how long prior to Election Day for the NSW State Election will you be able to pre-poll? [CODED]

On the other hand, among metropolitan respondents only, those who had seen or heard the campaign were significantly more likely to think the duration was either less than 2 weeks (26% among those who had seen or heard the campaign compared with 15%) or more than 2 weeks (9% compared with 3%), without any significant change in the proportion of those who identified the duration correctly as 2 weeks.

7.4.5 Ease of pre-polling

Pre-poll survey respondents typically found voting easy, with three-quarters saying they found it very easy (75%) and a further one-fifth fairly easy (20%). Only three per cent found it difficult.

7.4.6 Improvement to pre-poll

Over half of pre-poll respondents felt that there was nothing that could be improved or did not know what could be improved.

Suggestions for improvements focused on online voting options (9%), larger polling places (7%), more staff (5%), better parking (5%) and better advertisements (4%).

> *"Couldn't find it online - could have been better advertised with location. Could have bigger icons to find it. Signage at town hall could be better. Online - call out more for young ones and making the candidates more available at the town hall a month before, more voting online. Future voting on line so you can get an idea of how it's going"* - **Core telephone survey respondent**

> *"More advertising about when it's open and locations"* - **Core telephone survey respondent**

> *"More parking. Bigger venue. Not enough space to walk"* - **Core telephone survey respondent**

> *"More staff at the absentee section. It took ages. Only one person working there."* - **Core telephone survey respondent**

> *"Provision of more disabled parking, more chairs for the elderly and disabled"* - **Core telephone survey respondent**

> *"Should be able to vote online no matter where you are"* - **Core telephone survey respondent**

Table 39: Improvements to pre-poll

Pre-poll survey	
Online electronic voting	9%
Bigger / larger room venue space, larger setup / too cramped squashed small	7%
More staff more assistance / so it`s quicker	5%
Better / more parking	5%
Advertise better awareness of pre polling addresses locations venue / I went to previous incorrect location	4%
More locations	4%
Better safer location / too close to main road / busy street / easier to find / closer to transport shops	3%
Door person to guide people / confusing complicated, more organised / better signage instructions	3%
Crowded cramped congested queues	3%
Other mentions	3%
More advertising / inform awareness of pre polling	3%
Don`t know	34%
Nothing	22%
Pre-poll survey , total sample, base (n=468) *Q11. How, if at all, do you think pre-polling could be improved?*	

7.5 Postal

7.5.1 Postal vote application form

Of postal voters in the core survey, around half had their forms sent to them automatically (45%). Nine percent received theirs from a political party and seven per cent completed the application process online. Of the latter group, all were very satisfied with the application process.

Table 40: Core survey – Postal vote application form

Core telephone survey	
Forms sent automatically	45%
Political party letter/flyer/representative etc.	9%
Completed online application process	7%
Downloaded application form on NSW Electoral Commission website	6%
Called the NSW Electoral Commission	5%
Friend/Family member/Neighbour	4%
Other	20%
Don't know	4%
Core telephone survey, Postal voters (n=55) *Q32. You mentioned you cast a postal vote. Where did you get your postal vote application form?*	

Respondents in the core survey who wanted more information about postal voting would prefer this information sent via direct mail (59%) to their home.

Table 41: Core survey – Information about postal voting

Core telephone survey	
	n
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	6
Emailed to me	2
Mass media – TV advertising	1
Mass media – online	1
Mass media - Newspapers	2
Mass media – Radio	0
NSW Electoral Commission website	0
Social media	0
Other	0
Don't know	0
Core telephone survey, respondents who wanted more information (n=10) *Q38. How would you have liked to receive this information? About postal voting*	

7.5.2

7.5.3 Satisfaction with postal voting service

Almost all postal voters in the core survey were satisfied with the service overall. Around three-quarters were very satisfied (73%) and a further fifth were fairly satisfied (20%). Only six per cent were dissatisfied.

Table 42: Core survey – Satisfaction with postal voting

Core telephone survey	
Very satisfied	73%
Fairly satisfied	22%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	2%
Very dissatisfied	4%
Don't know	0%
Core telephone survey, postal voters (n=55) *Q34. Taking everything into account, were you satisfied or dissatisfied with the postal voting service?*	

7.6 iVote

This section presents findings for the core telephone survey, the campaign evaluation survey, the representative telephone iVote survey and consultative online iVote survey. As stated in the Methodology section, the results for the telephone surveys should be used as the primary indicator and the latter as simply supportive evidence or alternatively a reflection of the views of those most engaged with the subject matter.

7.6.1 Awareness of iVote

In the core telephone survey, among those who did not use iVote, around two-fifths were aware of the system (38%).

Core telephone survey	
Yes	38%
No	61%
Don't know	0%

Core telephone survey, Non-iVote users (n=1,125)
Q21. Have you heard of iVote?

Respondents without disabilities were more likely to have heard of iVote (40%; core survey) than those with disabilities or vision impairment (28%).

In the iVote representative telephone survey, more than half of respondents who had used iVote heard about it through family or friends (51%), 13% had found out about it using a search engine and 12% had heard about it from the NSW Electoral Commission website. One in ten had heard about it from advertising (11%) and a further 6% from the media.

Figure 18: iVote telephone survey – Source of awareness of iVote

iVote representative telephone survey (n=1,000) total sample
Q46. How did you hear about iVote?
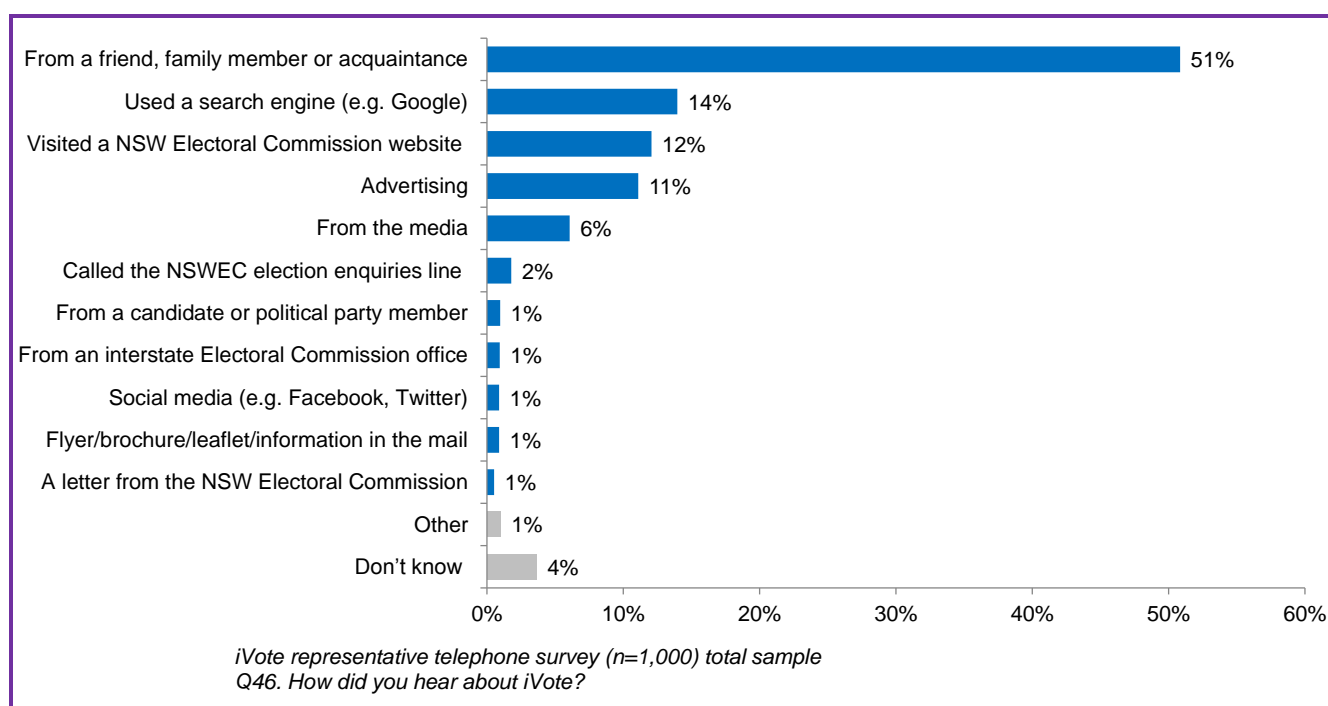
Younger respondents (aged 18-34) were more likely to have heard about iVote from family or friends (66% of those aged 18-24 and 61% of those aged 25-34) than older respondents (39% of those aged 45-54 and 36% of those over 65). On the other hand, older respondents (aged over 65) were more likely to have seen advertising (16%) than those aged 18-24 (5%).

The results of the iVote consultative online survey differed substantially from those of the telephone survey; respondents had most commonly heard about iVote from a friend or family member (35%), through the Electoral Commission website (28%) or through advertising (14%) and media (11%).

Figure 19: iVote online survey – Source of awareness of iVote

Source	%
From a friend, family member or acquaintance	35%
Used a search engine (e.g. Google)	10%
Visited a NSW Electoral Commission website	28%
Advertising	14%
From the media	11%
Called the NSWEC election enquiries line	3%
From a candidate or political party member	3%
From an interstate Electoral Commission office	1%
Other	5%
Don't know	2%

iVote consultative online survey (n=30,762) total sample
Q46. How did you hear about iVote?
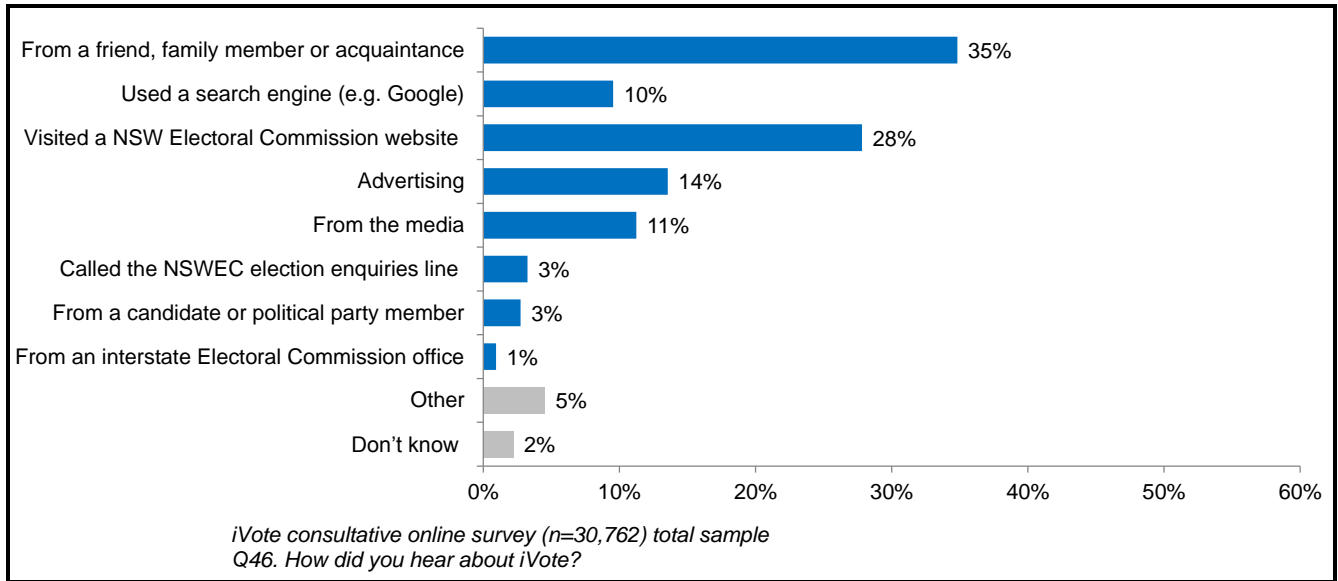
Most respondents who had seen or heard advertising about iVote in the iVote representative telephone survey had done so via radio (38%) or television (33%). Fifteen percent had received direct mail about iVote and 14% had seen advertising in print.

Figure 20: iVote telephone survey – Recall of advertising about iVote

Source	%
Radio	38%
Television	33%
Direct mail	15%
Newspaper	14%
Internet advertising	7%
Social media	3%
Outdoor billboards or posters	1%
Magazine	1%
Other	1%
Don't know	3%

iVote representative telephone survey (n=91), respondents who had seen advertising about iVote
Q47. Where did you see or hear advertising about using iVote?
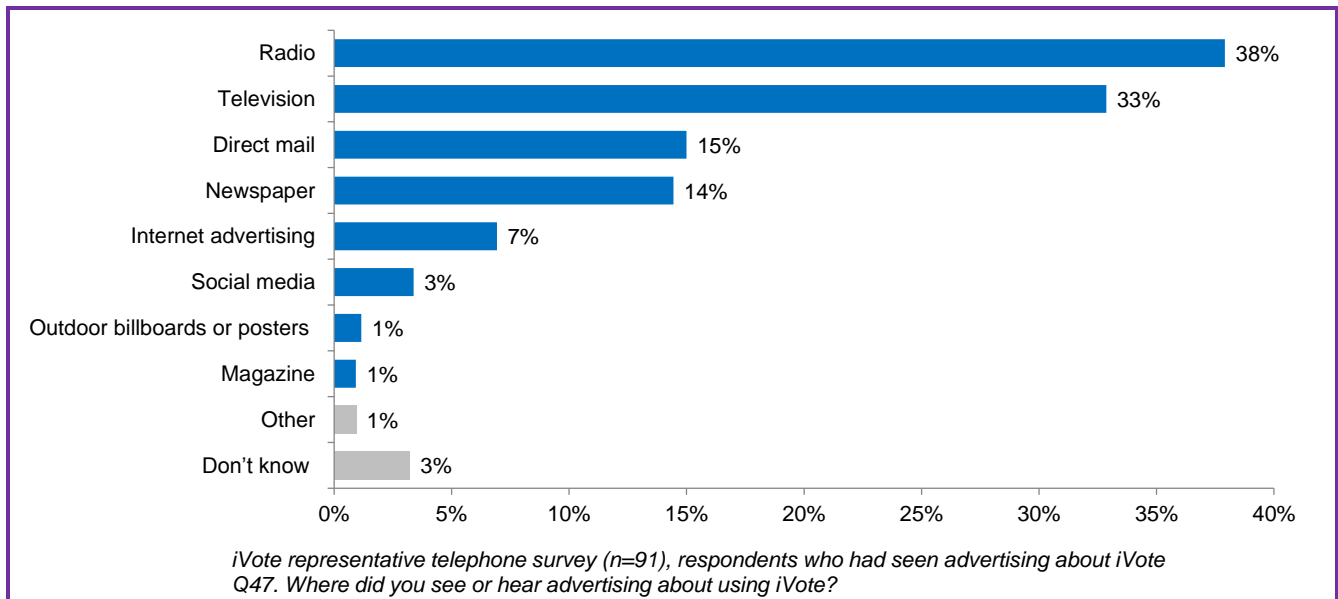
In the iVote consultative online survey, a third of respondents had seen television advertising (35%), 24% had seen advertising in the newspaper and 22% had heard about it on the radio.

Figure 21: iVote online survey – Recall of advertising about iVote

Category	Percentage
Radio	22%
Television	35%
Direct mail	15%
Newspaper	24%
Internet advertising	9%
Social media	7%
Outdoor billboards or posters	1%
Magazine	1%
Other	1%
Don't know	7%

iVote consultative online survey (n=4,168), respondents who had seen advertising about iVote
Q47. Where did you see or hear advertising about using iVote?
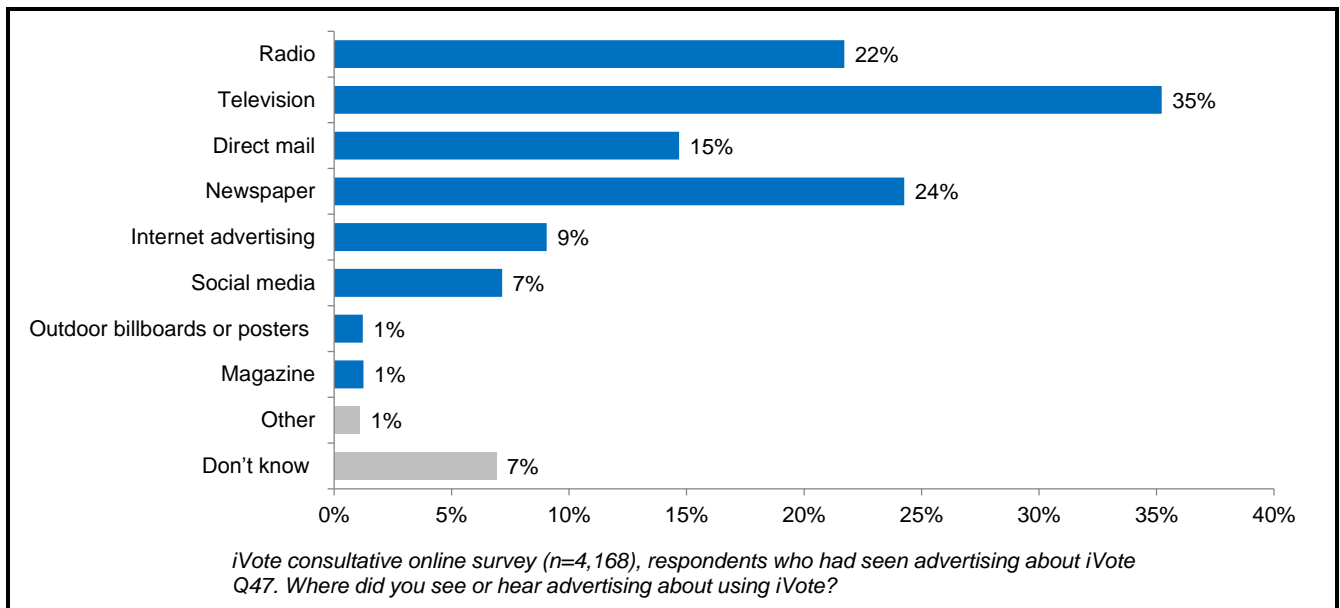
The qualitative research with iVote users revealed it was fairly common for them to discover the system unintentionally, such as when preparing for the Election generally or searching for information about other alternative methods to voting in-person. For example, a number of participants learned of iVote via links on NSW Electoral Commission websites when updating their enrolment details or looking for pre-polling and postal voting information. These participants suggested that they would have been unlikely to find out about iVote otherwise.

Following on from this, there were suggestions for the NSW Electoral Commission to conduct wider scale advertising of iVote in order to increase awareness of the system. These suggestions included advertising through television, as well as email and SMS to relevant electors.

> *"They should have ads running on TV every 30 seconds…that's not a bad way to do it." – iVote in-depth interviews participant*

Thirty-six respondents in the core telephone survey were eligible for iVote due to not being able to vote at a polling place without assistance, having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling. Of these, twenty-four were aware that they were eligible for iVote, while four believed they were not eligible.

As Figure 22 shows, in the campaign evaluation survey, of those respondents who were not eligible for the above criteria, but were aware of iVote, around half knew that they would be eligible for iVote if they were outside of NSW on Election Day (47%), while around a quarter thought they would not be eligible (24%). A quarter did not know whether they would be eligible or not (29%).

Campaign evaluation post-campaign (n=191) survey, NSW representative sample, enrolled and aware that iVote would be in operation at the 2015 NSW State Election
[Among those eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q9. As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election?
[Among those not eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q9. As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election if you know you will be outside NSW on election day?

Among those aware of iVote overall (both eligible and not eligible for the above reasons), seeing or hearing the advertising campaign did not appear to significantly impact on their awareness of the eligibility requirements. A significant campaign effect was not observed among either those eligible or those ineligible.

Table 44: Campaign evaluation – Campaign impact on awareness of eligibility for iVote

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Aware	34%	51%	34%	48%	48%	53%
Not aware	15%	22%	15%	22%	22%	21%
Don't know	51%	28%	51%	30%	30%	25%

Campaign evaluation benchmark (n=20) and post-campaign (n=191) surveys, NSW representative sample, enrolled and aware that iVote would be in operation at the 2015 NSW State Election
[Among those eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q9. As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election?
[Among those not eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q9. As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election if you know you will be outside NSW on Election Day?

Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who were aware of their eligibility for iVote was higher among those who had heard the radio, seen print or Facebook posts (60%, 79% and 63% respectively, compared with 49% of those who had not heard/seen these).

In the iVote representative telephone survey, almost all respondents felt confident about using iVote before they registered (48% very and 41% fairly confident). Three percent were not very confident.

Figure 23: iVote telephone survey – Confidence in using iVote

Legend: ■ Very confident ■ Fairly confident ■ Not very confident ■ Not at all confident ■ Don't know

| 48% | 41% | 8% | | |

iVote representative telephone survey (n=1,000), total sample
Q49. How confident did you feel about using iVote before registering?
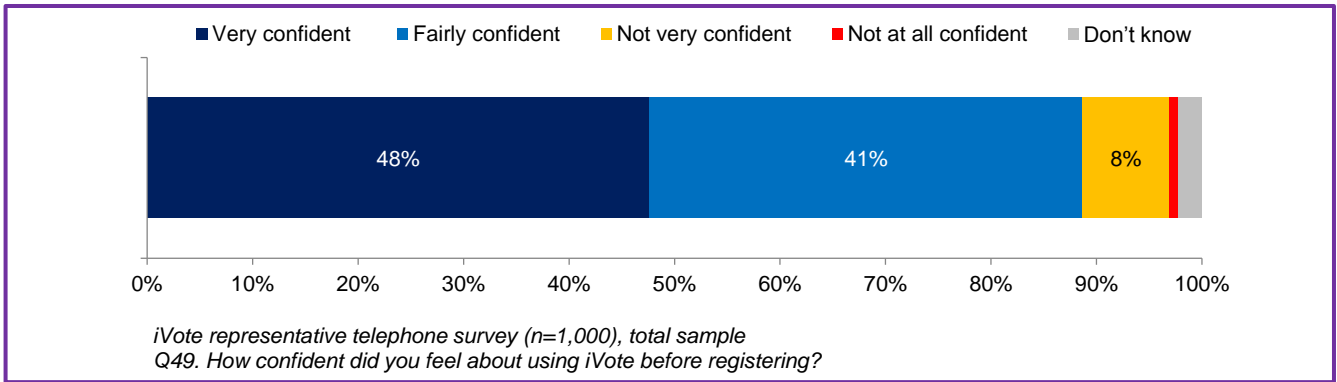
Similarly in iVote online survey, 49% were very confident, 42% fairly confident and 6% not very confident.

Figure 24: iVote online survey – Confidence in using iVote

Legend: ■ Very confident ■ Fairly confident ■ Not very confident ■ Not at all confident ■ Don't know

| 49% | 42% | 6% | | |

iVote consulative online survey (n=30,762) total sample
Q49. How confident did you feel about using iVote before registering?
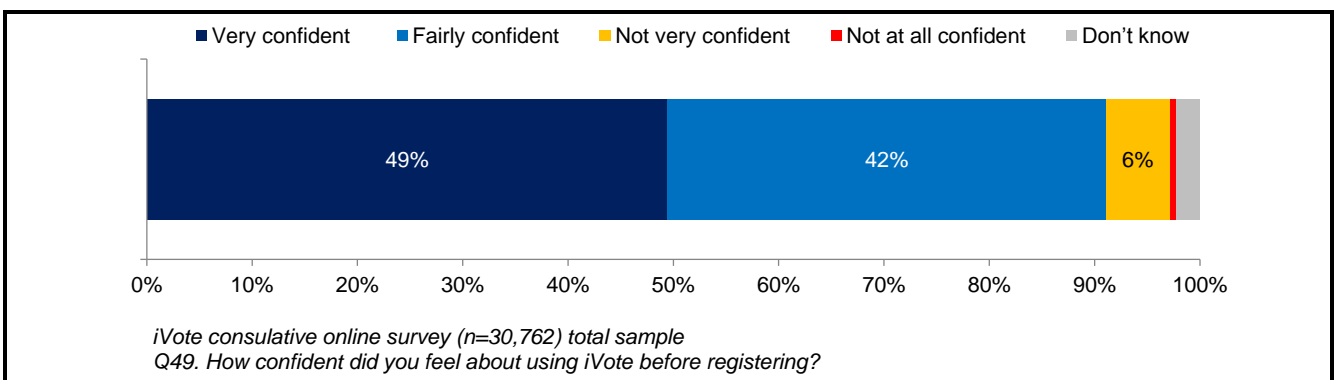
7.6.2 iVote registration

Prior to Election Day, around a quarter of those aware of iVote in the campaign evaluation survey (excluding those who thought/knew they were ineligible) had registered for it (23%) and a further one in five intended to do so (19%). Of the thirty-two respondents in this group who were eligible according to assistance, disability or distance criteria, twelve had registered and an additional eleven intended to do so, while seven did not intend to do so. On the other hand, among those respondents not eligible for these reasons, more than three-fifths did not intend to register (62%), while 15% had registered and a further 19% intended to do so.

Figure 25: Campaign evaluation – Registration for iVote

■ Yes
■ No, but I intend to register for it before the NSW State Election
■ No, and I do not intend to register for it before the NSW State Election
■ Don't know

Campaign evaluation post-campaign (n=145) survey, NSW representative sample, aware of iVote, excluding those who thought/knew they were ineligible
Q10A. Have you registered for the iVote system® (voting on the internet or by telephone) for the NSW State Election?

Of those aware of iVote in the core survey, 3% had registered to use it but then either voted by another method or did not vote.

Table 45: Core survey – Registration for iVote

Core telephone survey	
Yes, I registered online	3%
Yes, I registered by phone	1%
No	97%
Don't know	0%

Core telephone survey, Eligible for iVote but didn't use, (n=432)
Q22. Did you register to use iVote for the NSW State Election on March 28?

In the core survey, respondents who were eligible but did not use iVote, did so because around a quarter preferred to vote in a way they were more familiar with (23%), and almost one in five did not know they were eligible (19%).

Table 46: Core survey – Reason for not using iVote

Core telephone survey	
Voted in person/pre-poll/postal instead	28%
Didn't know I was eligible	25%
Prefer to vote in a way I'm familiar with	23%
I was only made aware of iVote on the day or after the Election	8%
Couldn't be bothered	5%
Don't trust technology assisted voting	5%
Didn't know how	3%
Don't trust the internet	3%
Don't have access to a computer	3%
Registration process was too complicated/long/inconvenient	2%
Didn't understand the registration process	2%
Other	4%
Don't know	1%

Core telephone survey, Eligible for iVote but did not register, (n=418)
Q23. Why not?

Respondents aged over 65 were more likely to say that they didn't register for iVote because they did not have a computer (7%; core survey) or did not trust the internet (6%).

When asked how iVote could be improved, over half of respondents (52%) thought there was nothing in the iVote system that could be made better, a quarter (23%) mentioned that IT and technological issues need to be addressed and seven per cent felt that the system could be made more secure. Seventeen percent thought that it could be improved by being open to all voters, not just those out of the state or with a disability.

Respondents who would have liked more information on iVote in the core survey wanted to receive this via direct mail (52%) or email (40%).

Table 47: Core survey – Information about iVote

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	52%
Emailed to me	40%
Mass media – TV advertising	27%
Mass media – online	19%
Mass media - Newspapers	15%
Mass media – Radio	8%
NSW Electoral Commission website	6%
Social media	7%
Other	8%
Don't know	0%
Core telephone survey, respondents who wanted more information (n=85)	
Q38. How would you have liked to receive this information? On iVote	

In the iVote representative telephone survey, almost all respondents were satisfied with the amount of time it took to register (93% satisfied), with two-thirds very satisfied (67%) and one-quarter fairly satisfied (26%). Five percent were dissatisfied.

Figure 26: iVote telephone survey – Satisfaction with the time taken to vote

■ Very satisfied ■ Fairly satisfied ■ Neither satisfied nor dissatisfied ■ Fairly dissatisfied ■ Very dissatisfied ■ Don't know

67% 26% 4%

iVote representative telephone survey (n=1,000), total sample
Q33. Were you satisfied or dissatisfied with the amount of time it took to register to iVote?
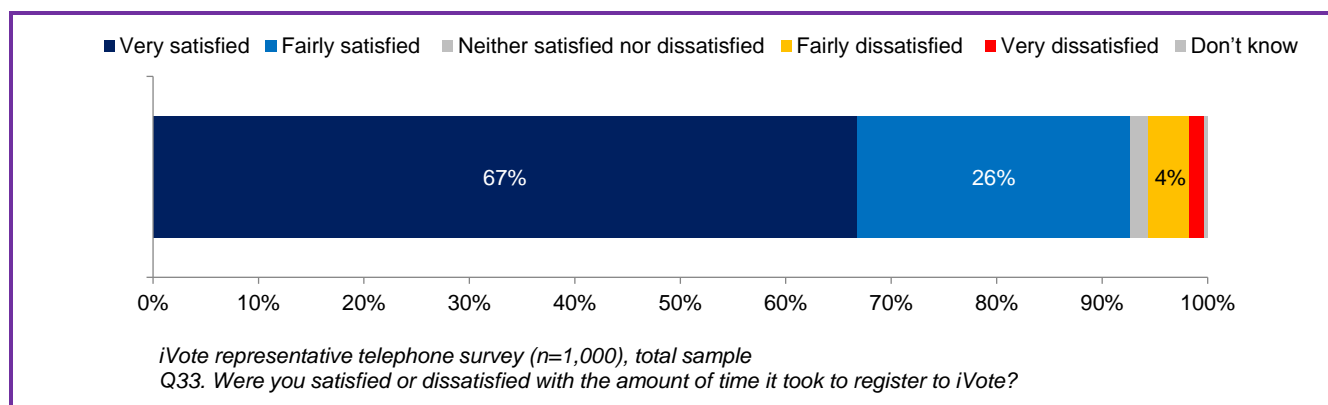
Higher satisfaction levels were related to shorter registration times. Among those who were very satisfied, a higher proportion had taken less than 5 minutes to register for iVote (63% compared with 52% overall), while those who were dissatisfied were more likely to have taken upwards of 30 minutes (28% compared with 3% overall).

In the iVote online survey, 59% were very satisfied with the time it took to register for iVote, a further third were fairly satisfied (32%), whereas 3% were dissatisfied.

Figure 27: iVote online survey – Satisfaction with time taken to vote

Legend: Very satisfied · Fairly satisfied · Neither satisfied nor dissatisfied · Fairly dissatisfied · Very dissatisfied · Don't know

59% · 32% · 5% · 2%

iVote consultative online survey (n=30,762) total sample
Q33. Were you satisfied or dissatisfied with the amount of time it took to register to iVote?
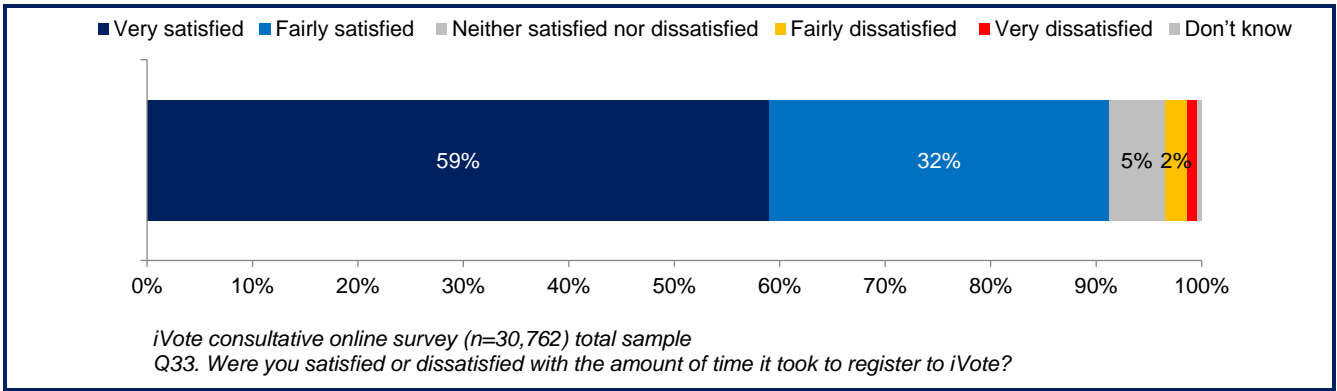
Nine in ten respondents in the iVote telephone survey were satisfied with the time it took to receive an iVote number (91%), with three-quarters very satisfied (75%). Six percent were dissatisfied.

Figure 28: iVote telephone survey – Satisfaction with time taken to receive iVote number

Legend: Very satisfied · Fairly satisfied · Neither satisfied nor dissatisfied · Fairly dissatisfied · Very dissatisfied · I don't remember receiving an iVote number · Don't know

75% · 16% · 3%

iVote representative telephone survey (n=1,000) total sample
Q35. Were you satisfied or dissatisfied with the amount of time it took for you to receive your iVote number?
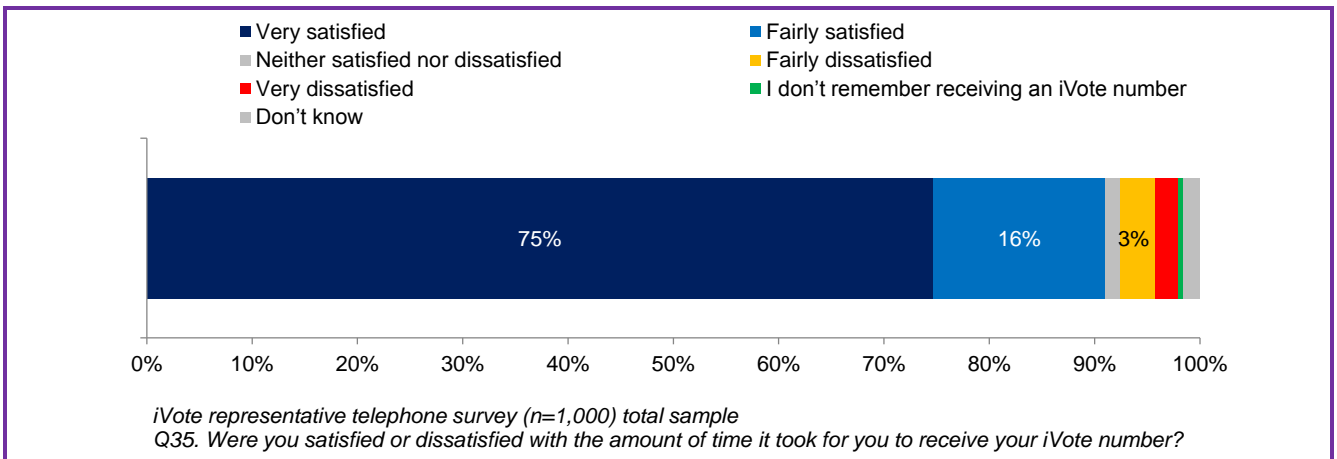
For 10% of respondents in the iVote telephone survey, it took less than 2 minutes to register for iVote. For 43%, it took 3-5 minutes. It took longer than 10 minutes to register for 17% of respondents.

In the iVote consultative online survey, two-thirds were very satisfied with the amount of time taken to receive their iVote number (65%) and a further quarter were fairly satisfied (24%). Three percent were dissatisfied.

Figure 29: iVote online survey – Satisfaction with time taken to receive iVote number

Legend: Very satisfied · Fairly satisfied · Neither satisfied nor dissatisfied · Fairly dissatisfied · Very dissatisfied · I don't remember receiving an iVote number · Don't know

65% · 24% · 5% · 2%

iVote consutlative online survey (n=30,762) total sample
Q35. Were you satisfied or dissatisfied with the amount of time it took for you to receive your iVote number?
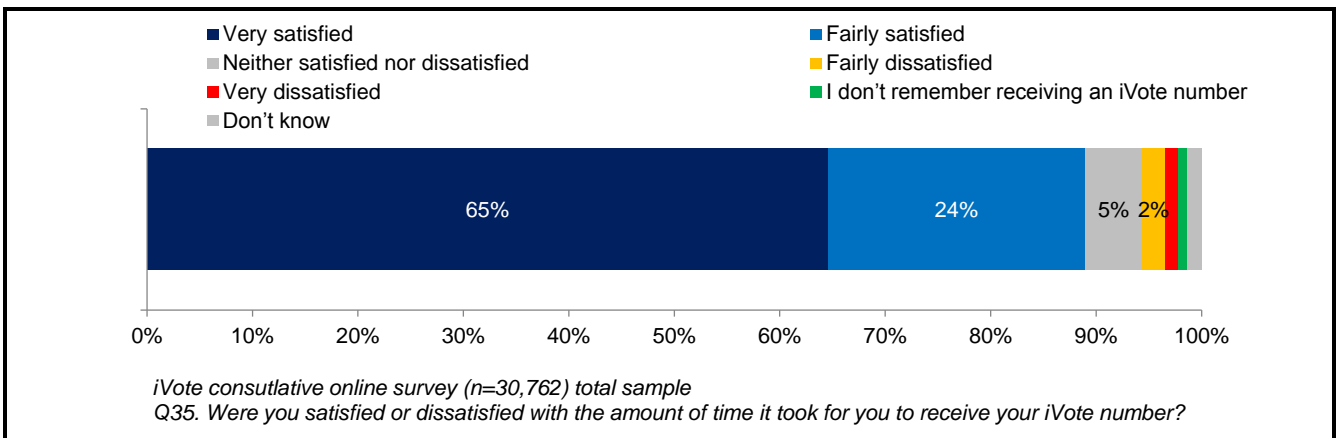
A quarter of respondents in the online survey received their iVote number in less than 5 minutes (26%), for 13% it took 5-30 minutes and for 17% of respondents it took longer than half an hour. Four in ten did not know how long it took.

Four in ten respondents received their iVote number in less than 2 minutes (40%). For a further 18% it took 3-5 minutes. For 15% it took more than half an hour. Sixteen percent (16%) did not know or couldn't remember how long it took to receive their iVote number.

While participants in the qualitative research were generally satisfied with the time it took to receive their iVote number, a handful felt that this had taken longer to arrive than they had expected. This appeared to be a particularly common experience among iVote users who had requested their number by telephone call, for example those who lived outside of stable mobile phone reception. These participants thought that the website had not made it sufficiently clear how long they would need to wait.

> *"I didn't realise when it asked for a verification number that it would take so long to get…I put the phone next to the bed after registering…I waited up that night for another hour or two for the number…I sat there twiddling my thumbs waiting for the call to come"* **– iVote in-depth interview participant**

This complaint was also made by one participant who opted for SMS delivery. Her feedback, echoed by several other participants, was that instant delivery of codes, for example by banks when validating money transfers, had set high expectations for the speed at which they would receive their iVote number. Again, the main issue was not necessarily the time taken to deliver the code, but more the perceived lack of information around this wait time.

> *"I guess I probably thought it would be a bit quicker in the way it came through. It's obviously some kind of data verification process I'd assume. But with the internet I think of things being a bit quicker and instant than taking a couple of hours."* **– iVote in-depth interview participant**

> *"You know like transferring money they can send the code to your phone straight away."* **– iVote in-depth interview participant**

7.6.3 Use of iVote

Three percent of respondents had used iVote previously (iVote telephone survey).

Prior to Election Day, of the thirty respondents (in the campaign evaluation survey) who had registered for iVote, twenty had already voted using it and a further six had not yet voted but intended to do so by iVote. Five respondents had not done so and did not intend to do so.

As Figure 30 below shows, of those aware that iVote would be in operation in the campaign evaluation survey, more than half said they would vote using iVote assuming they were eligible to do so (58%), however more than one-third said they would not (37%).

Figure 30: Campaign evaluation – Intended use of iVote

Campaign evaluation post-campaign (n=191) survey, NSW representative sample, enrolled and aware that iVote would be in operation at the 2015 NSW State Election
[Among those eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q11. Do you think you will vote using the iVote system® in the NSW State Election?
[Among those not eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q11. If you were eligible to do so, do you think you would vote using the iVote system® in the NSW State Election?

Of those eligible due to assistance, disability or distance criteria, 80% said they were going to use iVote, compared with 52% of those not eligible according to this criteria.[21]

Regional respondents appeared less willing to use iVote; with nearly half saying they would not use it (46%). This compares to only three in ten (31%) in metropolitan areas who said this.

As Table 48 shows, among those aware that iVote would be in operation, seeing or hearing the advertising campaign did not appear to significantly impact motivation to use it.

Table 48: Campaign evaluation – Campaign effect on iVote use

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Would use	66%	58%	66%	61%	61%	55%
Would not use	25%	37%	25%	33%	33%	41%

Campaign evaluation benchmark (n=20) and post-campaign (n=191) surveys, NSW representative sample, enrolled and aware that iVote would be in operation at the 2015 NSW State Election
[Among those eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q11. Do you think you will vote using the iVote system® in the NSW State Election?
[Among those not eligible due to not being able to vote at a polling place without assistance or having difficulty doing so due to a disability, or due to living more than 20km from the nearest polling] Q11. If you were eligible to do so, do you think you would vote using the iVote system® in the NSW State Election?

Using iVote

In the iVote telephone survey, 97% of those who registered for iVote went on to use it to vote cast their vote via iVote. Ninety-five percent voted on the internet and 2% by phone. Three percent did not vote using iVote.

In the iVote online survey, almost half of respondents registered for iVote in less than 10 minutes (48%). For 16% it took 11-30 minutes and 35% could not remember how long it took. 95% of those who registered for iVote voted using the online system, 2% voted by phone and 2% did not use iVote.

Respondents in both surveys generally found the iVote system easy to use.

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[21] Note that those eligible for these reasons were asked if they were going to use iVote in the 2015 NSW State Election, while those not eligible for these reasons were asked if they would.

Ninety-six percent of respondents in the iVote telephone survey found it easy to vote using iVote, with around three-quarters finding it very easy (73%). One percent found it difficult.

Figure 31: iVote telephone survey – Ease of using iVote

Very easy ■ Fairly easy ■ Neither easy nor difficult ■ Fairly difficult ■ Very difficult ■ Don't know

73% | 23% | 3%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

iVote representative telephone survey (n=966) respondents who had voted using iVote
Q32. Overall, did you find it easy or difficult to vote using iVote?
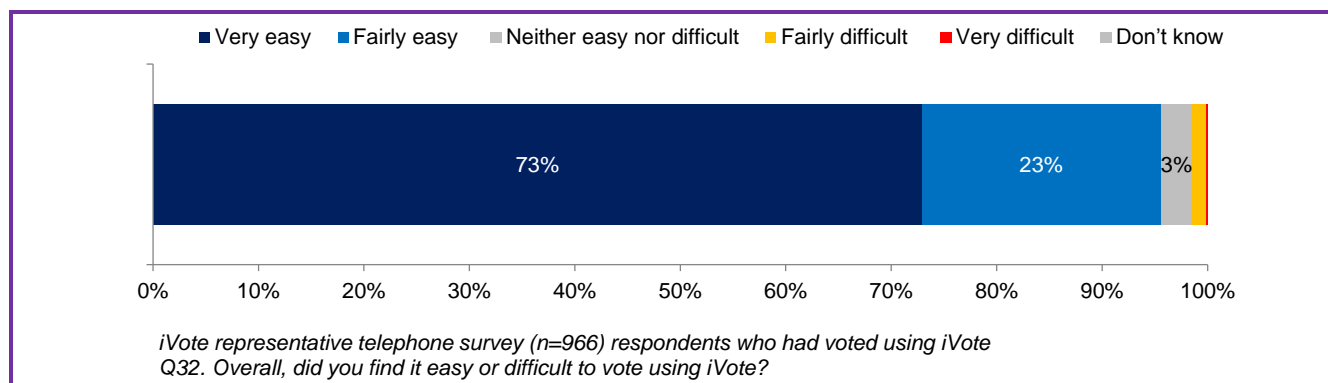
Over two-thirds of respondents (68%) in the iVote online survey found it very easy to vote using iVote, and a further 28% found it fairly easy.

Figure 32: iVote online survey – Ease of using iVote

Very easy ■ Fairly easy ■ Neither easy nor difficult ■ Fairly difficult ■ Very difficult ■ Don't know

68% | 28% | 2%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

iVote consultative online survey (n=29,970) respondents who had voted using iVote
Q32. Overall, did you find it easy or difficult to vote using iVote?
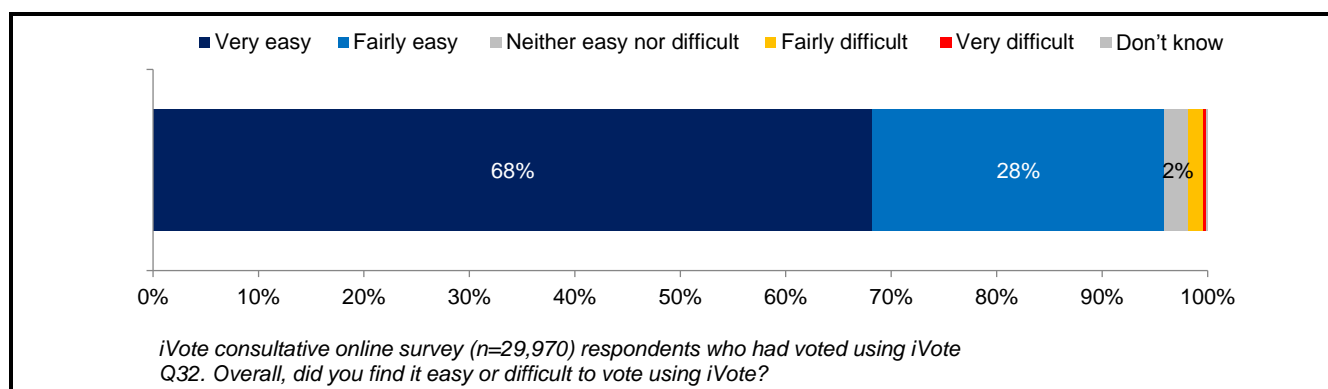
Feedback in the qualitative research typically matched this result. Participants were generally highly satisfied with the ease of navigation, and made positive comments about the website's layout and design.

"I had no problems with using iVote." **– iVote in-depth interview participant**

"I found it quite easy to navigate through." **– iVote in-depth interview participant**

"Self-explanatory." **– iVote in-depth interview participant**

Positive feedback was also received in relation to the ballot paper itself and selecting the candidate/s participants for whom they wanted to vote. In particular, praise was aimed towards the voting example used and the ability to cast a practice vote beforehand. Some even commented that displaying the ballot paper on their screen was a simpler system than filling out a physical ballot paper at a polling booth. The logistics of scrolling tended not to produce negative reactions.

"The voting form was perfect and amazing…it was easy to understand, to fill out" **– iVote in-depth interview participant**

"iVote made it very easy…this is how you vote. An example was given. If you want to vote for them, select the party on the top." **– iVote in-depth interview participant**

"I found it quite easy to be able to click on it and then select the one I wanted to and move on to the next ballot paper." **– iVote in-depth interview participant**

> *"I guess with the Senate paper being quite large, being on the screen made it easier than having to battle with a big piece of paper."* – *iVote in-depth interview participant*

One participant had used iVote on his mobile phone, and also commented that the website was easy to use and appeared to be appropriately formatted for the smaller screen.

> *"The mobile site worked really well…it was formatted to iPhone really well. I was really impressed by how well it displays on your phone."* – *iVote in-depth interview participant*

In contrast, though, another participant experienced troubles as a result of voting using his tablet. Specifically, the ballot paper did not appear to be displaying the names of each of the candidates, and the system required him to complete the ballot paper twice as once he attempted to submit his vote, it simply directed him to another blank ballot paper.

Satisfaction with voting

Respondents in both surveys were generally satisfied with the amount of time it took to vote using iVote. In the iVote telephone survey, almost all respondents (96%) were satisfied with the amount of time it took to cast a vote using iVote, with four-fifths very satisfied (80%). Two percent were dissatisfied.

Figure 33: iVote telephone survey – Satisfaction with time taken to cast a vote

iVote representative telephone survey (n=966) respondents who had voted using iVote
Q37. Were you satisfied or dissatisfied with the amount of time it took to cast a vote using iVote?
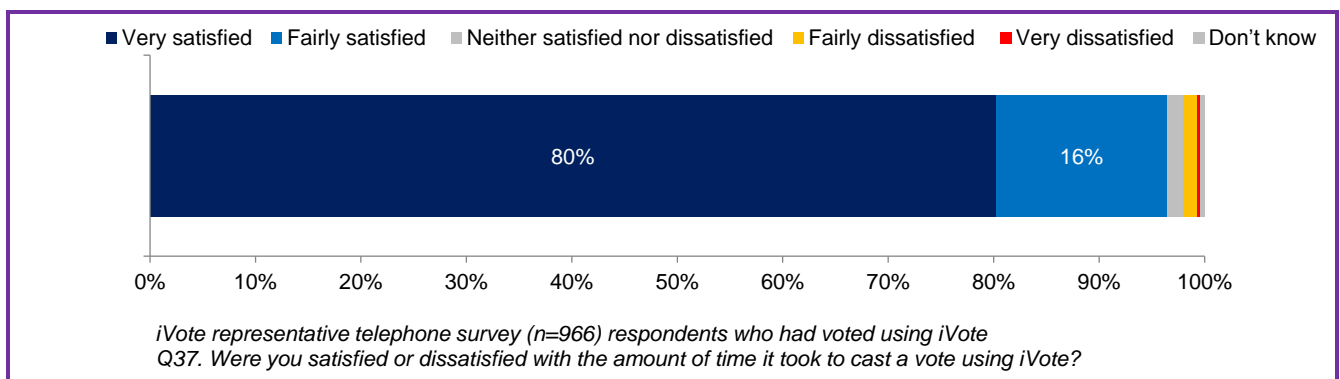
Two-thirds of respondents (65%) took less than 5 minutes to cast their vote. Twelve percent took more than 10 minutes.

In the iVote consultative online survey, 72% of respondents were very satisfied with the time it took to cast a vote and 22% were fairly satisfied.

Figure 34: iVote online survey – Satisfaction with time taken to cast a vote

iVote consultative online survey (n=29,970) respondents who had voted using iVote
Q37. Were you satisfied or dissatisfied with the amount of time it took to cast a vote using iVote?
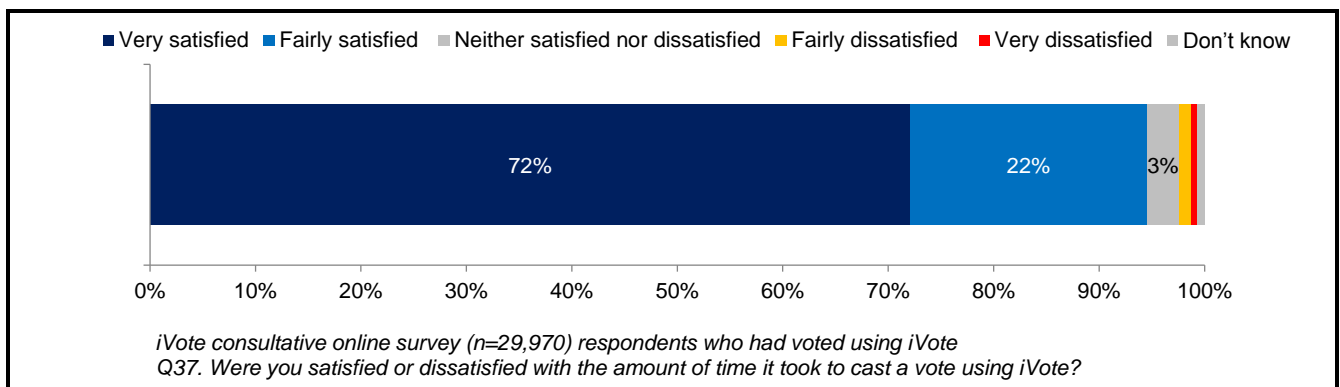
Forty percent of respondents in the online survey took less than 5 minutes to cast their vote. A further 28% took 6-15 minutes and for 9% it took longer.

The latter may be partially explained by comments from one participant in the qualitative research. This elector observed that it took him two hours between logging on and actually being able to cast his vote due to an extreme delay. He made the assumption that this was due to many voters trying to access iVote simultaneously as he was voting the night before the Election, and suggested that the NSW Electoral Commission make efforts to cater for higher demand when iVote is used in the future.

> *"I tried to get in and had a lot of problems getting to the screen and finishing. I assumed the server was being overloaded. At 11pm it was fine…registering was all right, all good. Trying to get into the actual form took a long time." – iVote in-depth interview participant*

The majority of respondents in both surveys voted using iVote during the week before Election Day. Three-quarters of respondents in the iVote representative telephone survey respondents voted using iVote in the week before Election Day (74%), while 13% voted on Election Day. Twelve percent voted either the weekend before or two weeks before Election Day.

Figure 35: iVote telephone survey – Time of voting

iVote representative telephone survey (n=966) respondents who voted using iVote
Q2. When did you vote? Was it...?
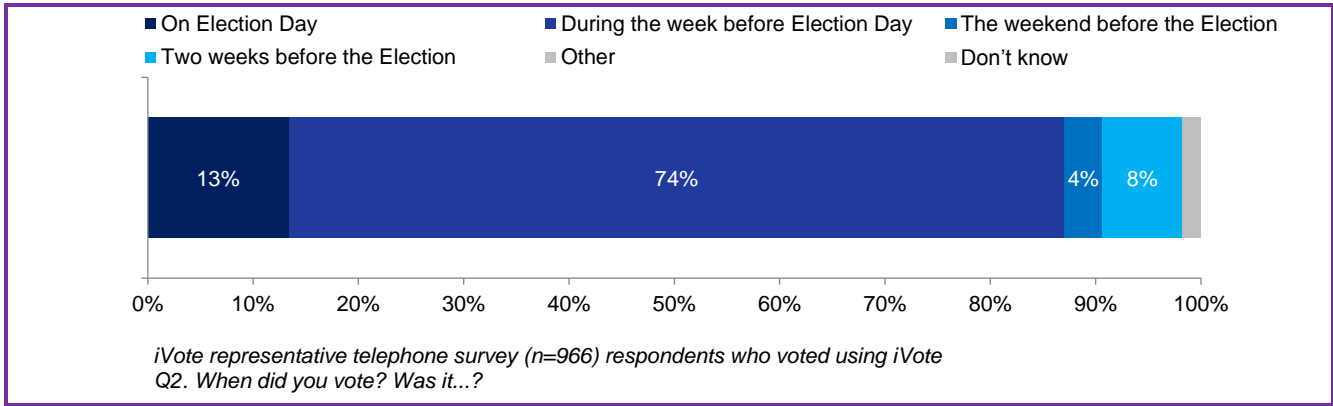
In the iVote online survey, 59% voted during the week before Election Day, 9% on Election Day and 20% two weeks before Election Day.

Figure 36: iVote online survey – Time of voting

iVote consultative online survey (n=29,970) respondents who voted using iVote
Q2. When did you vote? Was it...?
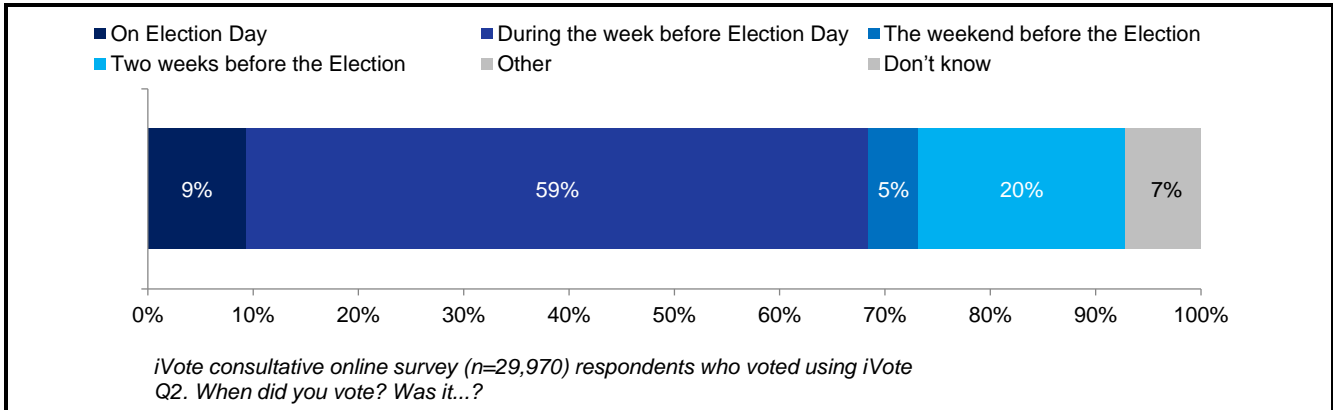
Reason for using iVote

The most common reason for using iVote in both surveys was being out of NSW on Election Day. Almost two-thirds of representative telephone survey respondents used iVote because they were going to be out of NSW on Election Day (64%), and a further 14% were more than 20km from a polling place, but still in NSW.

Figure 3738: iVote telephone survey – Reason for using iVote

Reason	Percentage
I was not in NSW on Election Day	64%
I was more than 20km from a polling place on Election Day	14%
I have a disability	2%
I was ill, infirm or pregnant	2%
I was hospitalised	1%
It was easier and more convenient	7%
I was working on Election Day and could not get to a polling…	3%
I had other commitments on Election Day	2%
I wanted to avoid the Election Day queues/crowds/canvassers	1%
I was away/travelling/away from my electorate	1%
I was caring for a person and could not get to a polling place	1%
I was helping a relative/friend who could not vote on Election Day	1%
Other	1%

iVote representative telephone survey (n=966) respondents who voted using iVote
Q11. What is the main reason you voted using the iVote system rather than in person on Election Day?

As the figure shows, around 16% of iVote users stated that they used the system for non-eligible reasons, including because it was easier and more convenient (7%) or they were working on Election Day (3%) or had other commitments (2%).

In the iVote online survey, a similar proportion of respondents used iVote because they were not in NSW on Election Day (60%). One in ten used iVote because they were more than 20km from a polling place (9%), or because it was easier and more convenient (10%).

Figure 39: iVote online survey – Reason for using iVote

Reason	Percentage
I was not in NSW on Election Day	60%
I was more than 20km from a polling place on Election Day	9%
I have a disability	5%
I was ill, infirm or pregnant	1%
I was hospitalised	0%
It was easier and more convenient	10%
I was working on Election Day and could not get to a polling…	4%
I had other commitments on Election Day	2%
I wanted to avoid the Election Day queues/crowds/canvassers	5%
I was away/travelling/away from my electorate	1%
I was caring for a person and could not get to a polling place	1%
I was helping a relative/friend who could not vote on Election Day	0%
Other	4%

iVote consutlative online survey (n=29,970) respondents who voted using iVote
Q11. What is the main reason you voted using the iVote system rather than in person on Election Day?

Again, a substantial minority reported using iVote for non-eligible reasons. One in ten said they used it because it was easier and more convenient (10%) and around one in twenty because they were working on Election Day (4%) or had other commitments (2%). In addition, 5% stated they wanted to avoid queues, crowds or canvassers.

The qualitative research confirmed these findings in that several participants used iVote despite not being eligible. Some did not realise they were ineligible; however a number were conscious of this but ignored the eligibility criteria due to the greater perceived convenience. For example, several participants were working or studying on Election Day, or were outside of their Electorate but still within the state and nearby a polling place. Others simply wanted to avoid the stress of voting in-person.

> *"I'm studying at the moment, so my Saturdays are taken up with uni work. So it was just an easier process to go online beforehand because I knew I had it out of the way and done."* **– iVote in-depth interview participant**

> *"Just the convenience of it. It can be a bit stressful getting to Election Day then trying to organise a time to find where to go and vote and then to vote. Especially if there are line ups and that sort of stuff it can take a little bit longer than you need to. So it's just convenient and easy."* **– iVote in-depth interview participant**

> *"I knew the eligibility criteria – it was more the convenience factor for me. And I know for most of the people I talked to who did the earlier voting or online, it was the convenience factor of not having the stress of having to find a polling booth on Election Day."* **– iVote in-depth interview participant**

In the telephone survey, 3% of respondents registered for iVote but did not use it to vote. Out of these, 33% said they registered because they expected to be outside of NSW on Election Day, 30% tried to vote using iVote but had issues using or accessing the system.

In the online survey, 2% registered for iVote but did not use it. The main reason for this was that they tried to access iVote to cast their vote but had issues or problems in doing so (50%) or thought they would be out of NSW (9%) or more than 20km from a polling place (5%).

Around a third of respondents in both surveys said that they would have used the postal vote service if they had not use iVote.

In the iVote telephone survey, 32% said they would have postal voted if they had not used iVote, a similar proportion would have voted in person on Election Day (32%) and one-quarter would have pre-poll voted (25%).

Figure 40: iVote telephone survey – Alternative to iVote

iVote representative telephone survey (n=966) respondents who voted using iVote
Q5. If you had not voted using the iVote system, which of the following do you think you would have been most likely to do?
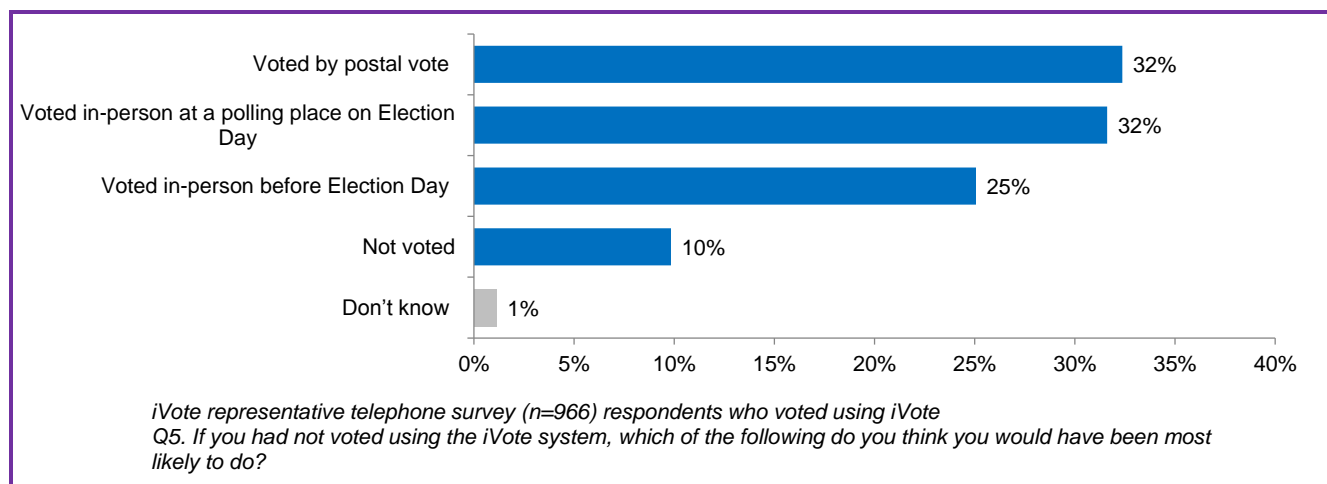
Respondents aged 25-34 were more likely to say they would have voted in person on Election Day (31%) compared with those aged 18-24 (18%).

One in ten respondents said they would not have voted (10%), indicating that iVote increased voter participation to a reasonable extent.

In the iVote online survey, similar proportions said they would have voted via postal vote (36%) or in person before Election Day (22%). Twenty-three percent would have voted in person on Election Day. Again, one in ten would not have voted (10%).

Figure 41: iVote online survey – Alternative to iVote

Voted by postal vote — 36%
Voted in-person at a polling place on Election Day — 23%
Voted in-person before Election Day — 22%
Not voted — 10%
Don't know — 8%

iVote consutlative online survey (n=29,970) respondents who voted using iVote
Q5. If you had not voted using the iVote system, which of the following do you think you would have been most likely to do?
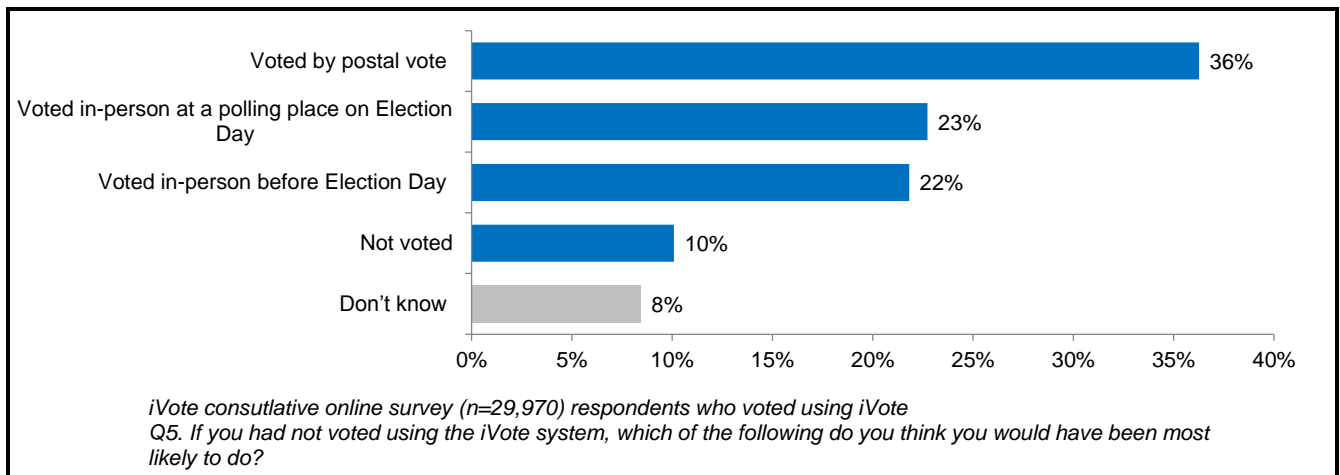
Device used to access iVote

The majority of respondents in both surveys used a computer to cast their iVote. Six in ten iVote users who voted by the internet in the iVote telephone survey used a computer (61%), 25% used a smartphone and 16% used a tablet.

Figure 42: iVote telephone survey – Device used to access iVote

Computer — 61%
Smartphone — 25%
Tablet — 16%
Other — 1%
Don't know/can't remember — 0%

iVote representative telephone survey (n=938) respondents who used iVote online
Q3. Which of the following devices did you use to access iVote?
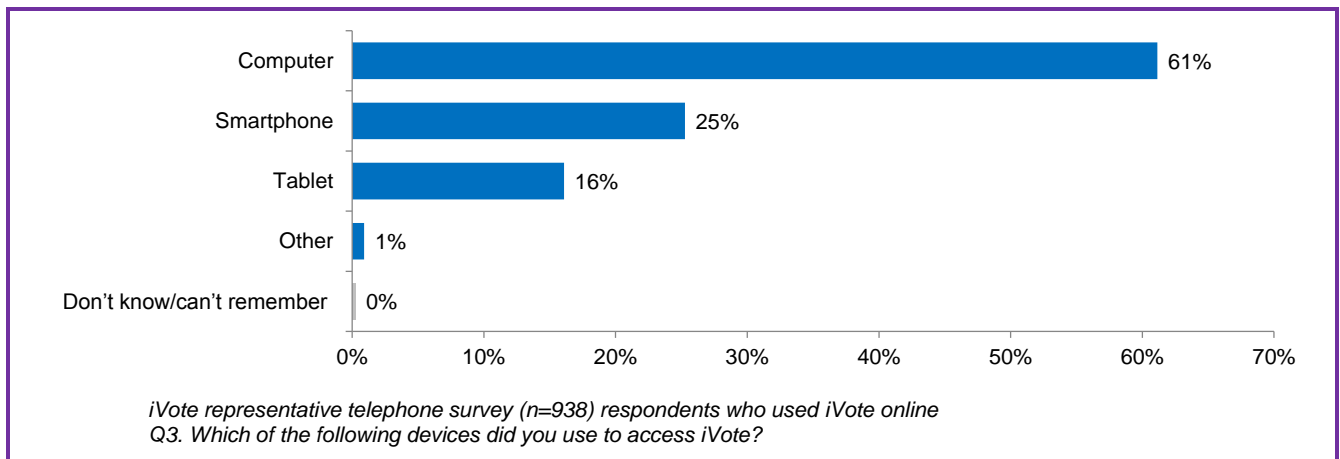
Respondents aged 25-34 were more likely to have used a smart phone (41%) compared with all other age groups (19%). Respondents aged over 65 were more likely to have used a tablet to access iVote (55-64: 25%; 65+: 23%) than those aged under 35 (18-24: 7%; 25-34: 10%). Of those who voted over the phone, 62% used automated recognition, and 22% spoke to an operator.

Respondents in the iVote online survey mostly used a computer (69%), 16% used a smartphone, or a tablet.

Figure 43: iVote online survey – Device used to access iVote

Device	Percentage
Computer	69%
Smartphone	16%
Tablet	16%
Other	1%
Don't know/can't remember	1%

iVote consultative online survey (n=29,979) respondents who used iVote online
Q3. Which of the following devices did you use to access iVote?
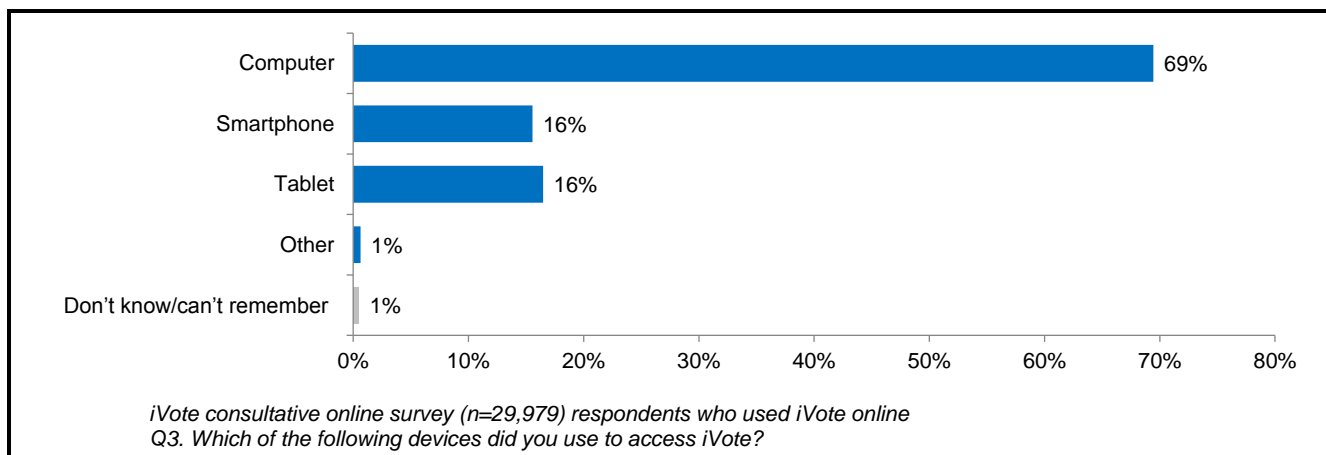
Of those who voted over the phone, 61% used automated recognition and 12% spoke to an operator.

7.6.4 Assistance with using iVote

Less than 10% of iVote users sought assistance while using iVote. In the iVote telephone survey, of those who sought assistance, 44% wanted assistance with registering to use iVote, 21% with casting their vote and 20% with receiving an iVote number.

Figure 44: iVote telephone survey – Assistance sought

Assistance	Percentage
Registering to use iVote	44%
Casting your vote	21%
Receiving your iVote number	20%
The iVote website	18%
Wanted to check that ballot paper had all options	6%
Verifying your vote	4%
Wanted to check security	1%
Don't know	2%
Other	11%

iVote representative telephone survey (n=102) respondents who needed assistance with iVote
Q40. What did you seek assistance with?
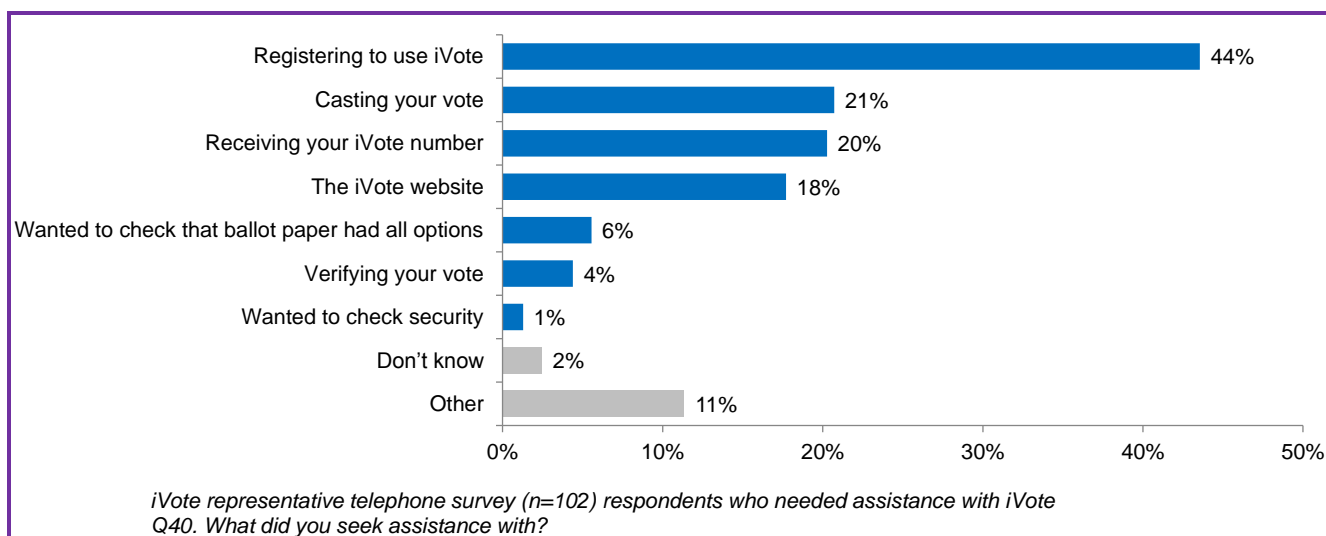
Of the respondents in the iVote online survey, 7% sought assistance, with a third of these having trouble with registering (36%), or in receiving an iVote number (30%). A quarter sought assistance with casting a vote, and 14% with the iVote website.

Figure 45: iVote online survey – Assistance sought

Category	Percentage
Registering to use iVote	36%
Casting your vote	24%
Receiving your iVote number	30%
The iVote website	14%
Wanted to check that ballot paper had all options	4%
Verifying your vote	8%
Wanted to check security	2%
Don't know	3%
Other	15%

iVote consultative online survey (n=2,225) respondents who needed assistance with iVote
Q40. What did you seek assistance with?
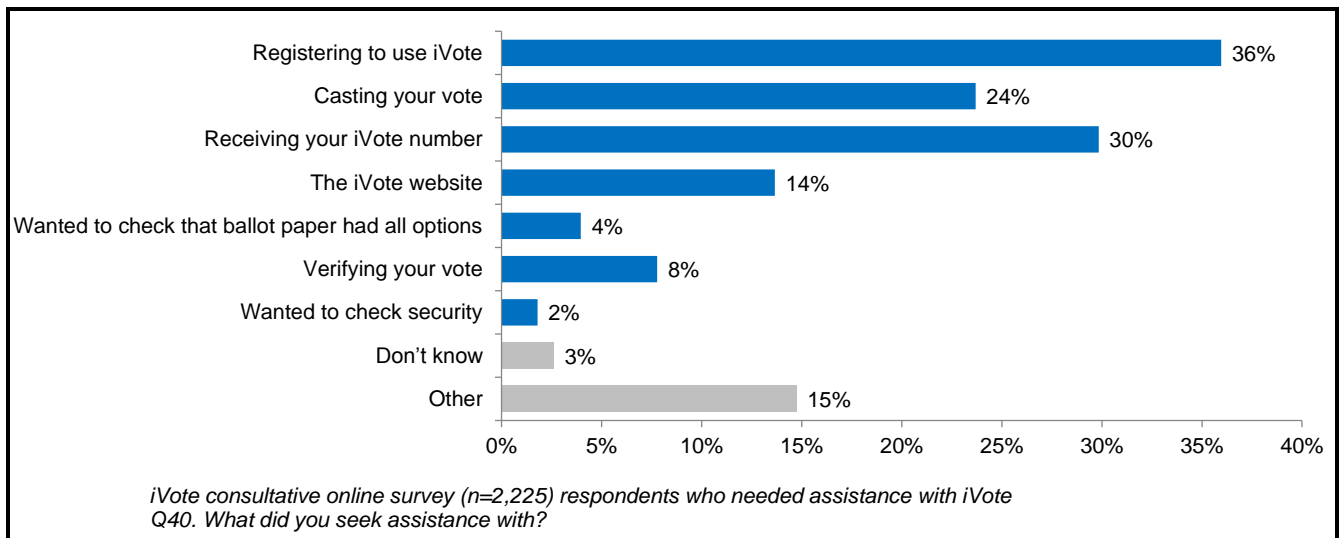
Most respondents who sought assistance with iVote spoke to family or friends. Of those in the iVote telephone survey who sought assistance, 55% spoke to a friend, family member or other person, 29% called the call centre and 7% used the FAQs page on the website.

Figure 46: iVote telephone survey – Seeking assistance

Category	Percentage
Spoke to a friend, family member, colleague, neighbour or acquaintance	55%
Called the call centre	29%
Visited the FAQs page on the website	7%
Contacted NSW Electoral Commission by email	3%
Contacted NSW Electoral Commission through a survey on the website	2%
Other	4%

iVote representative telephone survey (n=102) respondents who needed assistance with iVote
Q41. How did you seek assistance?

Almost all respondents received the assistance they were seeking (92%), while 8% did not.

Around half of respondents in the iVote online survey called the call centre for assistance (45%), a third spoke to a family member or friend (33%), 16% visited to FAQ page on the website.

Figure 47: iVote online survey – Seeking assistance

Category	Percentage
Spoke to a friend, family member, colleague, neighbour or acquaintance	33%
Called the call centre	45%
Visited the FAQs page on the website	16%
Contacted NSW Electoral Commission by email	5%
Contacted NSW Electoral Commission by social media	1%
Contacted NSW Electoral Commission by text message	1%
Contacted NSW Electoral Commission through a survey on the website	3%
Other	8%
Don't know	2%

iVote consultative online survey (n=102) respondents who needed assistance with iVote
Q41. How did you seek assistance?

Again, almost all respondents (92%) received the assistance they were seeking, while 8% did not.

Almost three-quarters of respondents in the iVote telephone survey did not use any other information to help them vote (72%). Eleven percent visited the NSW Electoral Commission website and 10% used a search engine.

Figure 48: iVote telephone survey – Information sources

Category	Percentage
Visited a NSW Electoral Commission website	11%
Used a search engine (e.g. Google)	10%
From the media (not advertising)	2%
From a friend, family member, colleague, neighbour or acquaintance	2%
Advertising	2%
From a candidate or political party member	1%
Called the NSWEC election enquiries line	1%
Don't know	1%
None of these	72%

iVote representative telephone survey (n=961) respondents who voted using iVote
Q48. What other information sources, if any, did you use to help you vote using iVote?

Younger respondents (aged 18-25) were more likely to have used a search engine (15%) than those aged 55-64 (6%), and those aged under 35 were also more likely to say that they did not use any help (74%; compared with 62% of those over 65).

In contrast with the telephone survey, respondents in the iVote online survey used more information sources when voting. Around a quarter used the NSW Electoral Commission website (24%) or a search engine (27%).

Figure 49: iVote online survey – Information sources

Source	Percentage
Visited a NSW Electoral Commission website	24%
Used a search engine (e.g. Google)	27%
From the media (not advertising)	3%
From a friend, family member, colleague, neighbour or acquaintance	11%
Advertising	4%
From a candidate or political party member	2%
Called the NSWEC election enquiries line	3%
Don't know	10%
None of these	23%

iVote consultative online survey (n=30,084) respondents who voted using iVote
Q48. What other information sources, if any, did you use to help you vote using iVote?

The qualitative research identified several key areas where participants found information on NSW Electoral Commission websites about iVote lacking. Firstly, there was overall feedback suggesting that, for some participants, the information either used terms participants were unfamiliar with too regularly or was not laid out in a particularly coherent way. The latter feedback was raised both for the desktop and mobile versions of these websites.

> *"I think the info needs to be made a bit more layman's terms."* **– iVote in-depth interview participant**

> *"It was a bit confusing at first…the layout of all the information there, bits and pieces there about something, then jump to another bit. I don't think it's that straightforward. I had to go through a few different websites."* **– iVote in-depth interview participant**

> *"The main Electoral Commission one didn't work well [for mobile]. It wasn't forgiving. I had to end up using a computer."* **– iVote in-depth interview participant**

More specifically, participants commonly thought that the eligibility requirements were not made clear enough until actually using iVote.

> *"Not that easy to find. They could've made it easier. It was initially a bit weak in terms of eligibility, who can use it, what the process would be…"* **– iVote in-depth interview participant**

> *"Eligibility wasn't really clear…until the registration process. You weren't able to find out information beforehand, 'these are the people who can use it'"* **– iVote in-depth interview participant**

> *"I still wasn't sure if I was eligible before registering… I was 60% sure I was able to do it. Not 100% sure"* **– iVote in-depth interview participant**

> *"It wasn't clear when you could use [iVote]"* **– iVote in-depth interview participant**

Also mentioned was a perceived lack of information about whether one could change their vote after casting it with iVote. In this particular instance, the participant waited until late in the run-up to the Election to vote in order to make a final decision.
> *"I think it would be good to know whether you can or cannot [change your vote after it is cast] because that could change the process. So if I know that I can change my vote leading up to the poll day, I'd just put the vote in and forget about it, and then my job's done."* **– iVote in-depth interview participant**

Respondents were overall satisfied with the assistance they received.

Almost all respondents in the iVote telephone survey were satisfied with the assistance they received (97%), with more than four-fifths very satisfied (84%). One percent were dissatisfied.

Figure 50: iVote telephone survey – Satisfaction with assistance received

iVote representative telephone survey (n=95) respondents who received assistance
Q43. Were you satisfied or dissatisfied with the assistance you received?
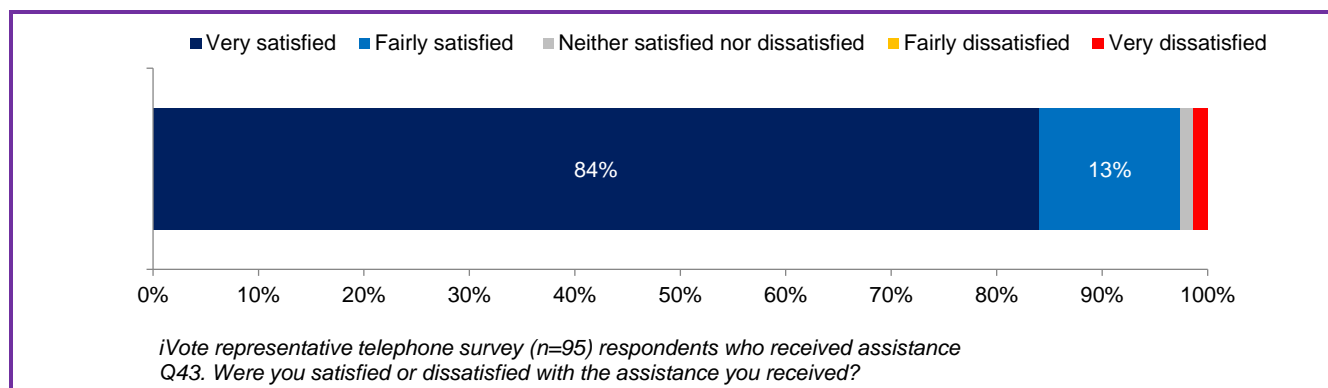
Seven in ten in the iVote online survey were very satisfied with the assistance they received (71%). A further 21% were fairly satisfied.

Figure 51: iVote online survey – Satisfaction with assistance received

iVote consultative online survey (n=1,949) respondents who received assistance
Q43. Were you satisfied or dissatisfied with the assistance you received?
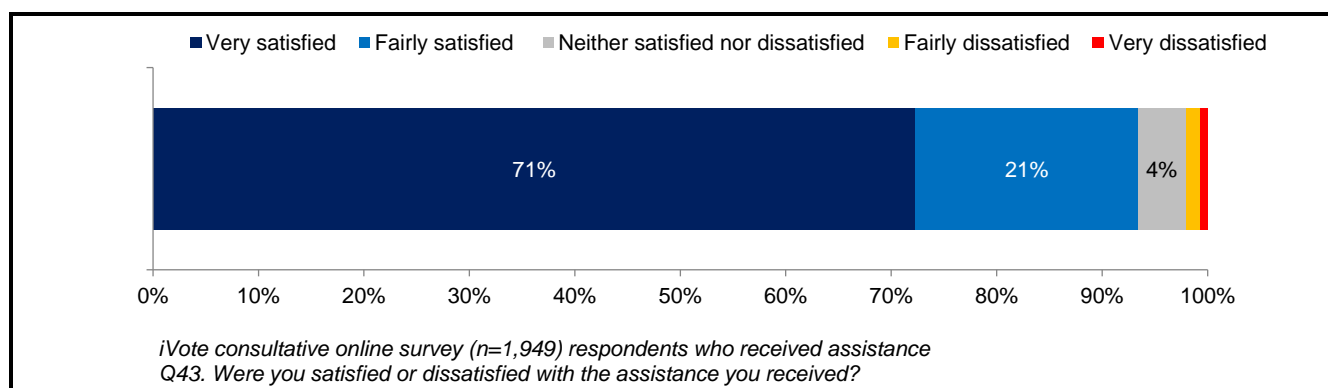
7.6.5 Likelihood of future use of iVote

Among respondents who had not used iVote, interest in the system was high. Seventy percent of those in the core survey said they were likely to use it in the future, either very or fairly (53% and 17% respectively), assuming it was available to them. However, a quarter said they were unlikely to use it.

Table 49: Core survey – Likelihood of using iVote in the future

Core telephone survey	
Very likely	53%
Fairly likely	17%
Neither likely nor unlikely	3%
Fairly unlikely	10%
Very unlikely	14%
Don't know	2%
Core telephone survey, non-iVote users (n=1,125)	
Q25. In the future, if the iVote service were available to you, how likely or unlikely would you be to use it?	

Appeal was greatest among younger voters, who were more likely to say that they would use iVote in the future (85% of those aged 25-34 would be likely to use it) than those aged over 65 (51%). Respondents living in metro areas were also more likely to say that they would use it (74%) than those living in regional areas (64%).

Interest in iVote was higher among those voters from a culturally and linguistically diverse background; 81% said they would make use of iVote in the future, compared to 68% among those who are non-CALD. There was also lack of interest, or resistance, among those respondents with a disability, with 34% saying that they would not use iVote (34% unlikely to use) than those without a disability (23% unlikely to use).

In the iVote telephone survey, almost all respondents said they would be likely to use iVote in the future (94%), with 85% very likely. Four percent said they would not use it.

Figure 52: iVote telephone survey – Future use of iVote

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

iVote consultative online survey (n=30,970) total sample
Q25. In the future, if the iVote service were available to you, would you be likely or unlikely to use it?
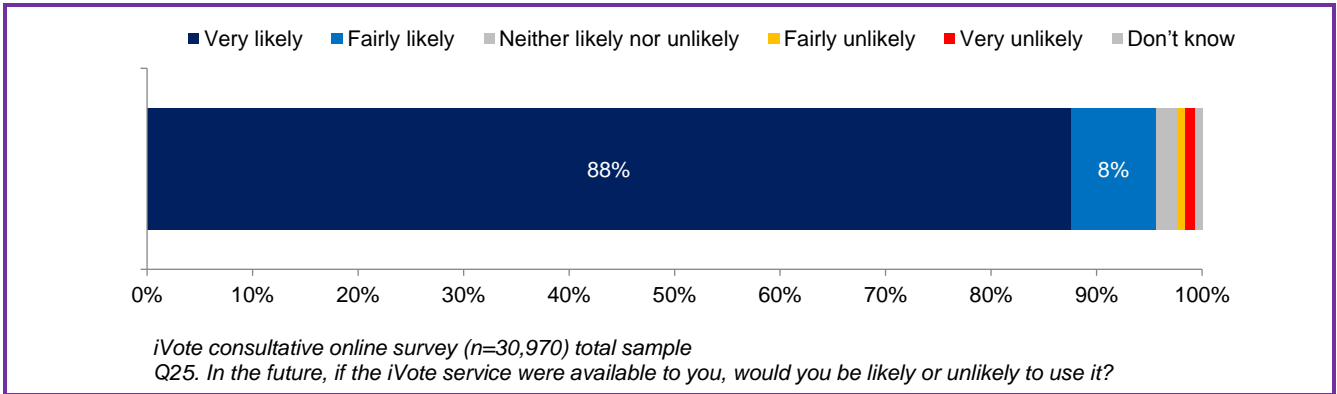
Similar results were seen in the iVote online survey, with 88% indicating they would be very likely to use iVote in the future and 8% fairly likely.

Figure 53: iVote online survey – Future use of iVote

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

iVote consultative online survey (n=1,000) total sample
Q25. In the future, if the iVote service were available to you, would you be likely or unlikely to use it?
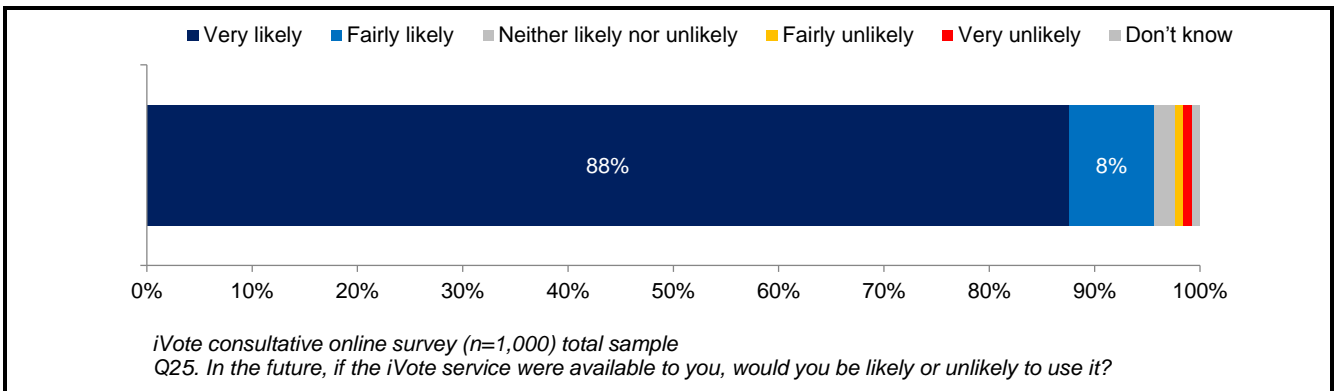
Likelihood to recommend iVote was high overall. In the iVote telephone survey, almost all respondents said they would recommend using iVote (98%), with 87% very likely.

Figure 54: iVote online survey – Likelihood to recommend iVote

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

87%   12%

iVote representative telephone survey (n=1,000) total sample
Q45. Imagine that a family member or friend was considering using iVote in a NSW State Election. Would you be likely or unlikely to recommend it?
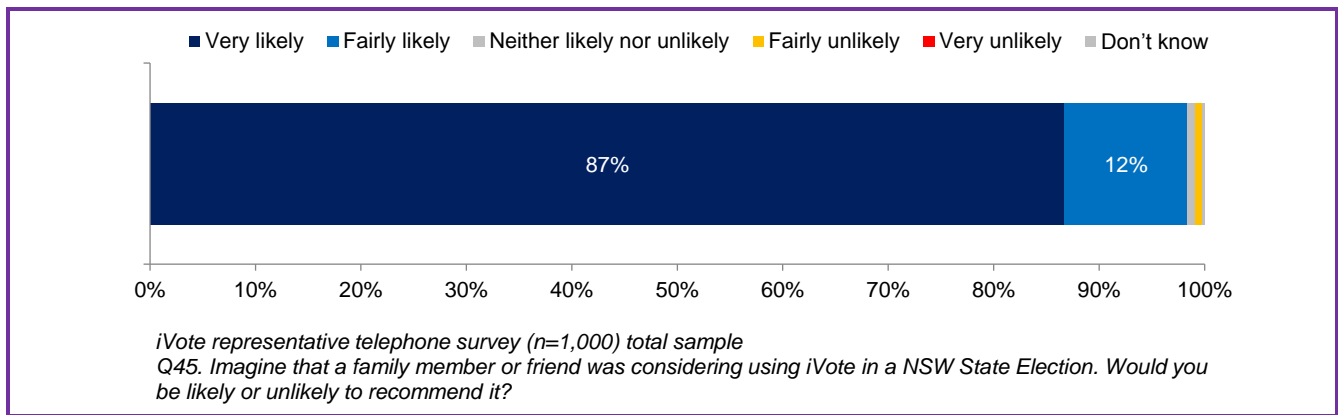
Similarly, in the iVote online survey, 82% would be very likely to recommend iVote, and 13% fairly likely.

Figure 55: iVote online survey – Likelihood to recommend iVote

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

82%   13%

iVote consultative online survey (n=30,762) total sample
Q45. Imagine that a family member or friend was considering using iVote in a NSW State Election. Would you be likely or unlikely to recommend it?
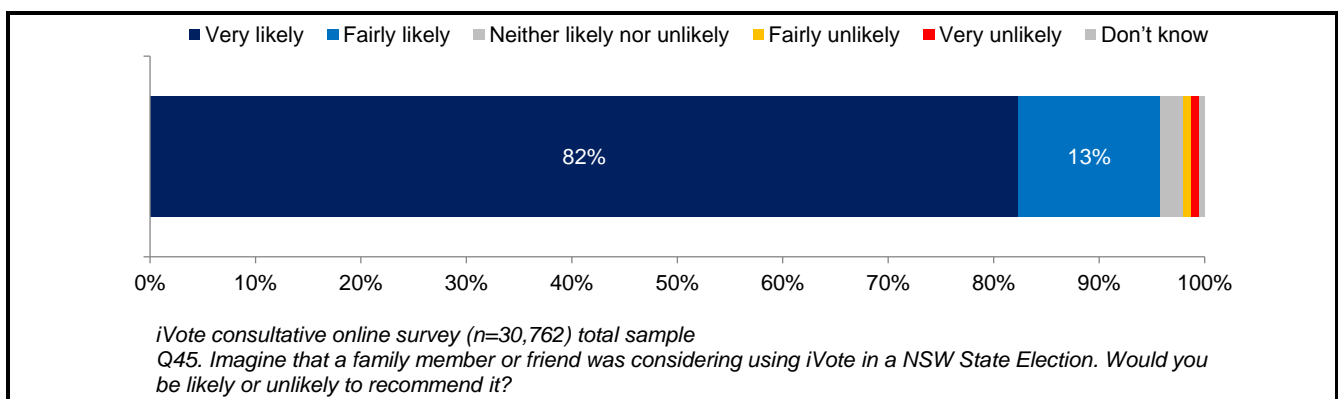
Desire for expansion of iVote eligibility criteria

In addition to being likely to recommend it, almost all qualitative research participants were adamant that iVote should be expanded so as to be available to all voters. Participants were typically unable to give a reason not to expand it.

> *"You should be able to use iVote anyway. If you want to put your vote in online you should just be able to do that…you shouldn't need an excuse to use it."* **– iVote in-depth interview participant**

> *"I don't see any reason to limit it to people. It's an easy way to vote. Why not expand?...Next time they should definitely expand it."* **– iVote in-depth interview participant**

Several key advantages were noted as to why iVote should be expanded. Most broadly, conducting activities online was seen as the way of the world nowadays, and participants felt expanding iVote to the whole population would be reflective of this.

> *"I think with technology and the way people's lives are now there's no reason why they shouldn't open it up to everyone."* **– iVote in-depth interview participant**

Voting online was also seen as more convenient and efficient than traditional methods, both in terms of voting and determining the outcome of an Election, as well as a potential cost saving for government and a better way of catering to people's busy and varied schedules.

> *"It's cheaper, easier, more accurate. You spend a fortune to employ all these people standing around on Election Day. It makes more sense. It doesn't make sense to have polling centres."* **– iVote in-depth interview participant**

"I found it more relaxed because in the past I would have been worried to go interstate, but with technology these days I found it more supportive of everyone's everyday lives. It catered for everybody. And it suited me because it was easy and I had the computer in front of me." **– iVote in-depth interview participant**

"I think iVote should be the way of the future because it allows people to cast their vote the way they want to without having to do it all on the same day." **– iVote in-depth interview participant**

Further, also raised was the idea that allowing online voting throughout the entire population would lead to higher voting rates through increasing convenience and therefore removing the excuse of not voting due to the effort involved.

"A lot of people begrudgingly go out to polling stations. If you can maintain security and other concerns, viable concerns – it is a digital service and can be abused – it's good for a majority of people who don't want to go out to polling stations. It only takes 5 minutes to do...it's a good solution for stopping donkey voting, to ensure that people actually vote." **– iVote in-depth interview participant**

7.6.6   iVote security and trust

In the iVote telephone survey, nine percent of respondents had seen or heard news about iVote recently. Over half of these recalled negative news (52%), 13% very negative, while 27% had seen positive news and 20% neutral.

Of those who had seen news about iVote, 28% had seen news about the potential security issues.

Figure 56: iVote telephone survey – News about iVote

iVote representative telephone survey (n=85) respondents who had seen or heard news about iVote
Q51. Was this news positive about iVote, negative about iVote or neutral?
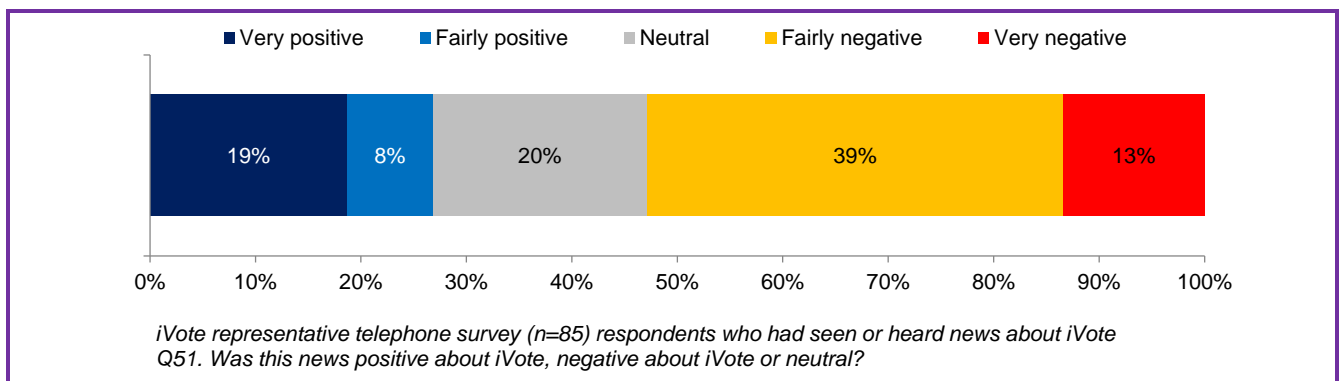
There were more respondents in the online survey who had heard positive news about iVote (40%), and a similar number who had heard negative news (46%).

In the iVote online survey, forty-one percent had seen news about potential security issues, while twelve percent of respondents had seen or heard news about parties being left off the upper house ballot paper.

Figure 57: iVote online survey – News about iVote

iVote consultative online survey (n=3,318) respondents who had seen or heard news about iVote
Q51. Was this news positive about iVote, negative about iVote or neutral?
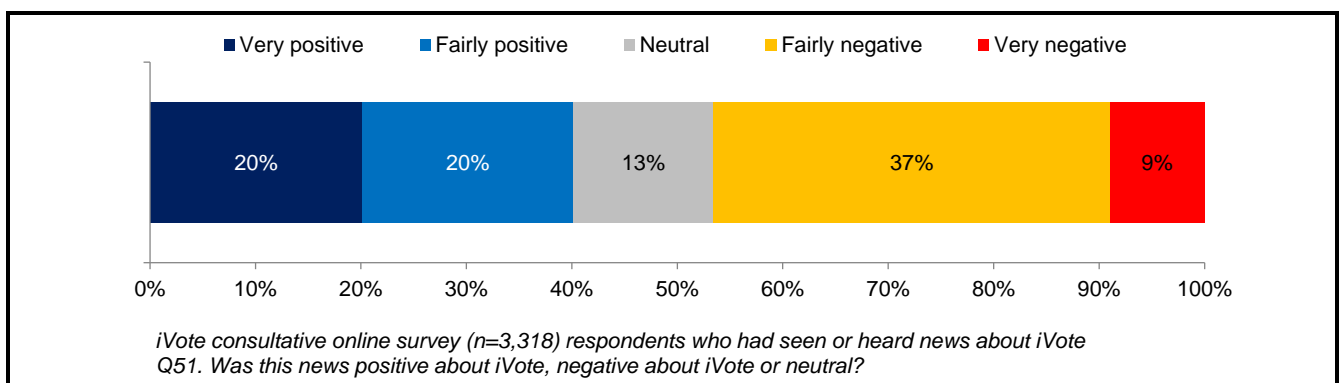
Respondents in both surveys were generally confident that their ballot paper contained all the candidates. Almost all respondents in the iVote telephone survey were confident that their iVote ballot papers included all of the candidates for whom they were able to vote (94%), with two-thirds very confident (67%) and around one-quarter fairly confident (27%). Three percent were not confident.

Figure 58: iVote telephone survey – Confidence that ballot paper included all candidates

iVote representative telephone survey (n=966) respondents who voted using iVote
Q53. How confident are you that your iVote ballot papers included all of the candidates you were able to vote for?
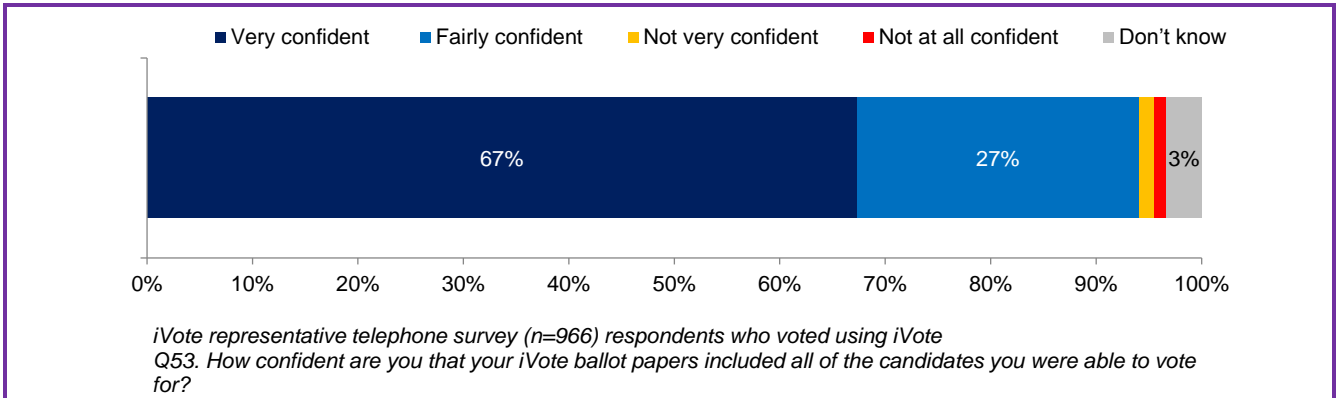
Similar proportions of respondents were confident in the iVote online survey, with 63% very confident and 31% fairly confident. Three percent were not confident that their ballot paper included all candidates.

Figure 59: iVote online survey – Confidence that ballot papers included all candidates

iVote consultative online survey (n=29,970) respondents who voted using iVote
Q53. How confident are you that your iVote ballot papers included all of the candidates you were able to vote for?
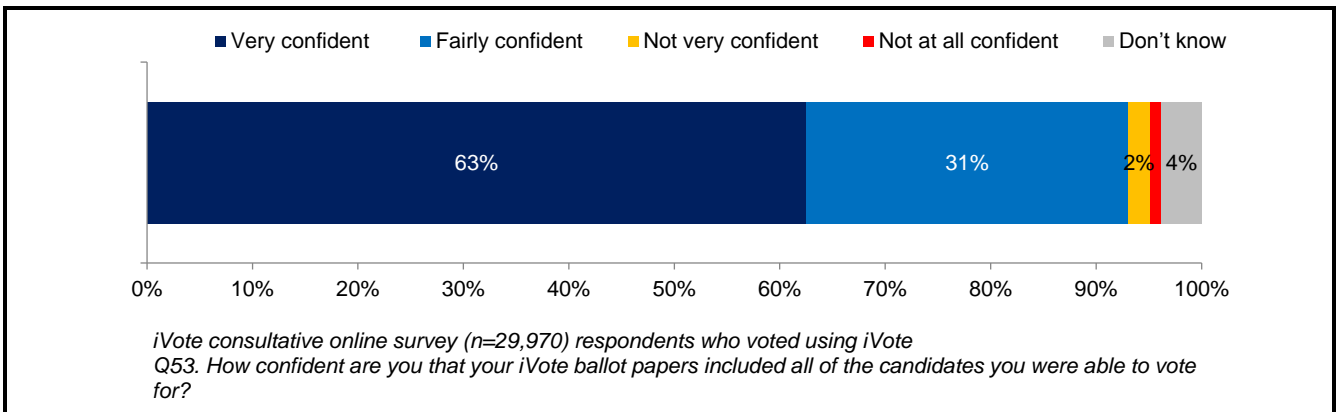
In the iVote telephone survey, almost half of respondents said that the ballot paper was clear and easy to use (31%) or that there was nothing to be improved (16%). Those who mentioned improvements wanted better scrolling (8%), a better view of candidates (6%), optimisation for mobile (3%) or generally a clearer, more user friendly interface (8%).

Figure 60: iVote telephone survey – Improvements to iVote ballot paper

Category	%
It`s good/It`s clear/It`s easy to use/the display is good	31%
Improve scrolling	8%
Clearer/simpler/easier/more user friendly	8%
Improve candidates/parties section e.g. see all of them, search for them	6%
Improve sizing and zoom	4%
Ability to see it on one screen/have it all on one page	3%
Optimise for mobile devices/offer an app	3%
Improve display/layout/visuals/the look	2%
Issues with making a selection	2%
Make it more like the paper vote	1%
Too slow/more responsive	1%
None/nothing	16%
Other	6%
Don`t know	23%

iVote representative telephone survey (n=966) respondents who voted using iVote
Q55. What, if anything, do you think the New South Wales Electoral Commission could have done to improve the way the iVote ballot paper was displayed?

Respondents in both surveys were generally satisfied that their votes were recorded correctly through iVote. In the iVote telephone survey, almost all respondents (94%) were confident that their vote was recorded accurately in the final vote count, with around two-thirds very confident (63%) and one-third fairly confident (31%). Two percent were not confident.

Figure 61: iVote telephone survey – Confidence that votes were accurately recorded

Very confident 63% | Fairly confident 31% | 4%

iVote representative telephone survey (n=966) respondents who voted using iVote
Q9. How confident are you that your vote was recorded accurately in the final vote count?
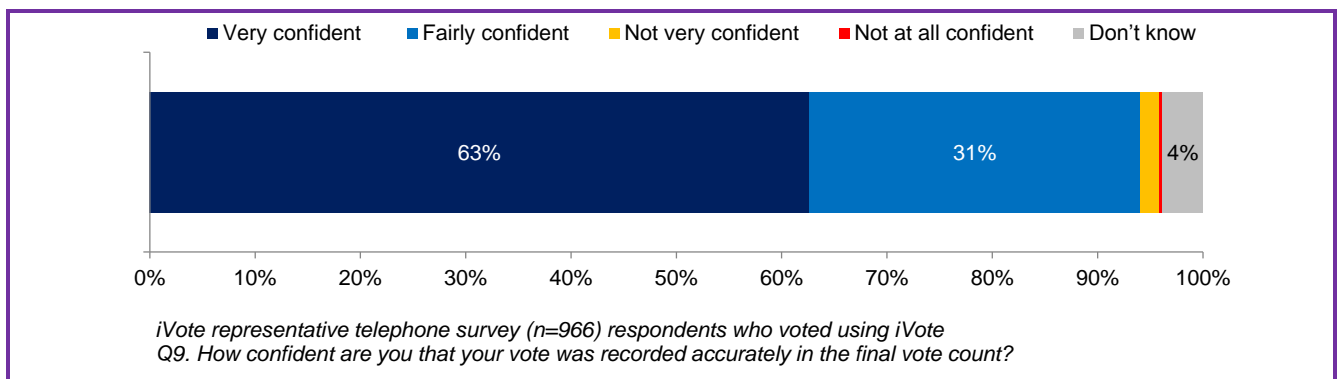
Similar proportions were confident that their votes were recorded correctly in the iVote online survey, with 59% very confident and 33% fairly confident.

Figure 62: iVote online survey – Confidence that votes were accurately recorded

Very confident | Fairly confident | Not very confident | Not at all confident | Don't know

| 59% | 33% | | | 6% |

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

iVote consultative online survey (n=29,970) respondents who voted using iVote
Q9. How confident are you that your vote was recorded accurately in the final vote count?
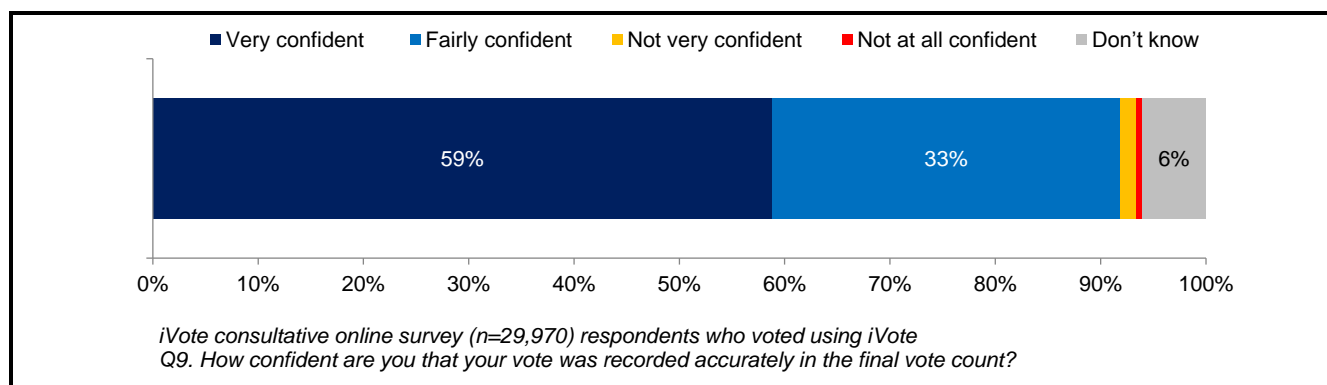
In the qualitative research, while a number of participants expressed that the accuracy of their vote was important to them, there were a number who were less concerned. This was either because they were not highly engaged with the issue of voting, or they were of the opinion that the accuracy of vote counting for in-person methods is relatively low and therefore the accuracy of iVote is likely to be higher. For example, one participant who had previously worked at an Election believed from what he had seen that physical counting was often done inaccurately.

> *"No one knows what they're doing when they're counting…they have no idea on the House of Reps…you can't stuff up when a computer does it."* **– iVote in-depth interview participant**

Trust in the iVote system varied considerably.

In the core survey, while around a third of those who did not use iVote said they trusted the system a great deal (30%) and a further fifth trusted it only a little (19%), around a quarter stated they neither trusted it nor distrusted it (27%) and nine per cent did not know. There was also a substantial amount of distrust in relation to iVote, with 16% saying they distrusted it either a great deal or a little (8% each).

Table 50: Core survey – Trust in the iVote process

Core telephone survey	
Trust it a great deal	30%
Trust it a little	19%
Neither trust nor distrust it	27%
Distrust it a little	8%
Distrust it a great deal	8%
Don't know	9%
Core telephone survey, non-iVote users (n=1,125)	
Q26. To what extent do you trust or distrust the iVote voting process? Would you say that you...	

Reflecting generational differences in their experience of, and comfort with, online transactions, older respondents were the most likely to distrust the iVote process, with 25% distrusting, compared to only 14% of those aged 18-24. Location is also a factor, with those respondents living in major cities more likely to trust the process (50%) than those living in inner regional areas (42%). CALD respondents were also more likely to trust the process (61%) than non-CALD respondents (47%).

iVote users were generally satisfied with the security of the iVote voting process. Three-fifths of those in the iVote telephone survey were very satisfied (60%) and a further 30% were fairly satisfied.

Table 51: Core survey – Satisfaction with the security of the iVote process

Core telephone survey	
Very satisfied	60%
Fairly satisfied	30%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	3%

Core telephone survey, iVote users (n=75)
Q27. Were you satisfied or dissatisfied with the security of the iVote voting process?

Trust in the iVote process was generally high across both iVote surveys. In the telephone survey, nine in ten respondents trusted the iVote process (90%), with around three-quarters trusting it a great deal (76%), and one percent distrusted it.

Figure 63: iVote telephone survey – Trust in the iVote process

iVote representative telephone survey (n=1,000) total sample
Q26. To what extent do you trust or distrust the iVote voting process? Would you say that you...
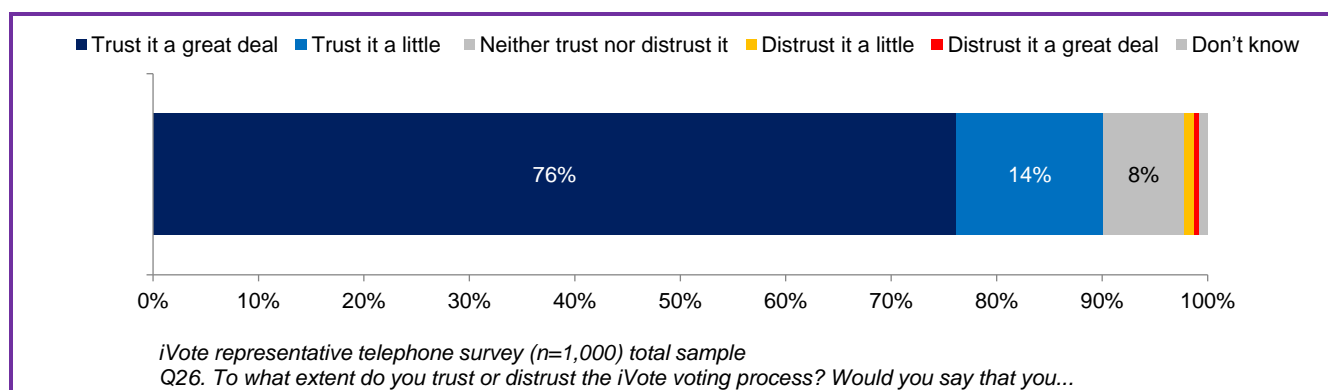
Similar results came through in the iVote online survey, with 74% trusting the iVote process a great deal, and 12% trusting it a little.

Figure 64: iVote online survey – Trust in the iVote process

iVote consultative online survey (n=30,762) total sample
Q26. To what extent do you trust or distrust the iVote voting process? Would you say that you...

Despite security concerns among some, trust in iVote was similarly high in the qualitative research. Participants were generally comfortable with their privacy and security while using the system. In particular, the fact that iVote is a government site led many to naturally have a high level of trust in it. It was assumed that the government would invest to the level necessary to provide the public with a secure system that kept their details safe.

"The government must've developed this system. They must've tested it and checked it and only then they released it." – iVote in-depth interview participant

"Because I guess it's associated with the government you'd assume that they'd have the right security with it so it didn't really cross my mind with the hacking." – iVote in-depth interview participant

"I [trust them] because they've been doing this for a number of years. Being a government thing as well there's a level of assurance that they do it right, and the right testing and everything." – iVote in-depth interview participant

Satisfaction with the security of the iVote system was high across both iVote surveys.

In the iVote telephone survey, two thirds of respondents were very satisfied with the security of the iVote process (68%), with a further 27% fairly satisfied.

Figure 65: iVote telephone survey – Satisfaction with the security of the iVote process

iVote representative telephone survey (n=1,000) total sample
Q27. Were you satisfied or dissatisfied with the security of the iVote process?
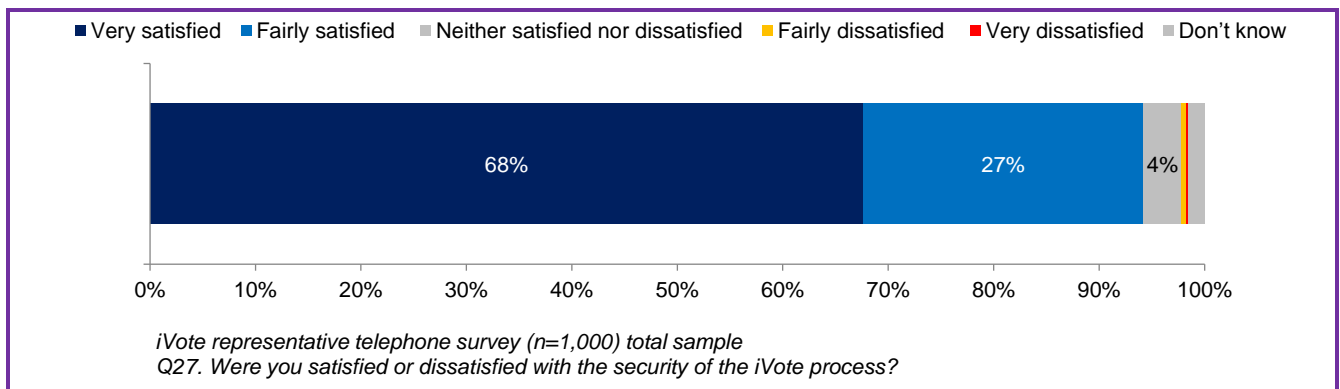
Similarly, 66% in the iVote online survey were very satisfied and 23% fairly satisfied.

Figure 66: iVote online survey – Satisfaction with the security of the iVote process

iVote consultative online survey (n=1,000) total sample
Q27. Were you satisfied or dissatisfied with the security of the iVote process?
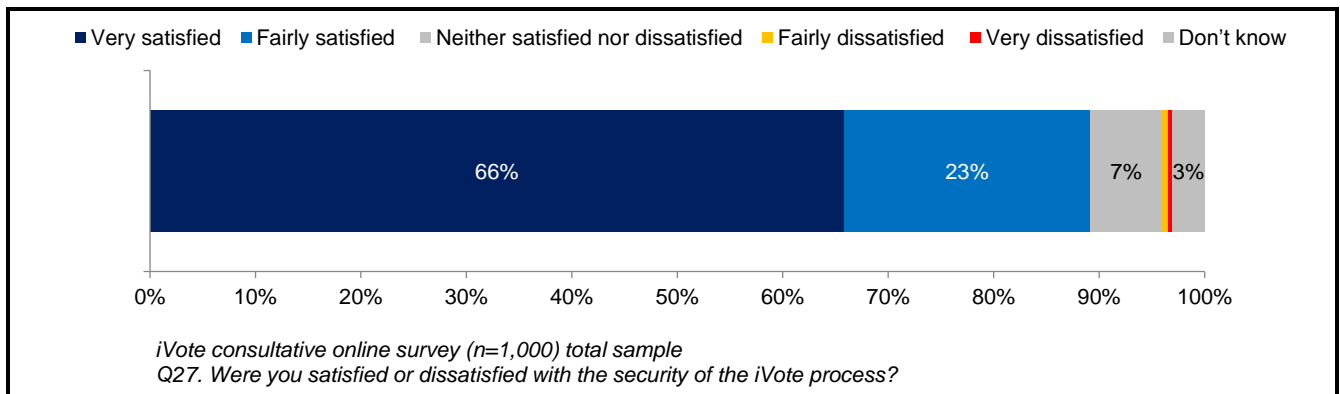
The qualitative research showed that concerns around security varied quite widely among iVote users. On the one hand, some voters were somewhat nonchalant about the issue and as such, tended to simply jump on and use the site, rather than research its security beforehand.

"I didn't really go through the detail of how it was going to work and security and all that." – iVote in-depth interview participant

For others, though, security was a very high priority. The latter appeared to be a particularly common viewpoint among those with less online experience, such as the elderly. These types of participants commented about their lack of trust in the security of the internet generally, and made greater efforts to check the security credentials of iVote before using it.

"Online, other people can go and look at your…address. The computer is a very dangerous thing…your bank account…they can go in my computer completely" **– iVote in-depth interview participant**

"I wanted to see it was all shaped up…they [hackers] can be very clever." **– iVote in-depth interview participant**

Even among those with lower levels of concern, though, there were suggestions for improving the security of the website. In particular, it was felt that a higher level of identity verification should be required in order to better prevent individuals from being able to vote on behalf of another person. Examples of improving this included requiring a birth certificate or tax file number, or having to link one's details to a mygov account. Taking this even further, there was the suggestion by one participant of creating an iVote app, as apps were perceived to allow for a higher level of security.

"If someone wanted to…security wise there are only 1 or 2 questions in there…it's not that hard to register someone. Getting an address is easy, date of birth…I'm not sure if it was asked or not." **– iVote in-depth interview participant**

"Probably notch it up a little bit more. Link it to mygov…if I had to rate security out of 10, still 6.5. It'd be up to 8 or 9 if you had to link to mygov." **– iVote in-depth interview participant**

"If there was an app, even if it was embedded within the mygov app, I'd find that more secure than going through a browser. And everyone's got smart phones these days… that would satisfy me more from an IT person, I just feel that you don't know what hackers do. They could put some piece of software on computer waiting for that moment to come." **– iVote in-depth interview participant**

Trust in the iVote process was generally high across both iVote surveys. In the telephone survey, nine in ten respondents trusted the iVote process (90%), with around three-quarters trusting it a great deal (76%), and one percent distrusted it.

7.6.7   Use of the verification service

In the iVote telephone survey, a third of respondents (34%) were aware that they could verify their vote, 62% were not aware.

Among online iVote users interviewed in the core telephone survey, five per cent called the Verification Services after voting.
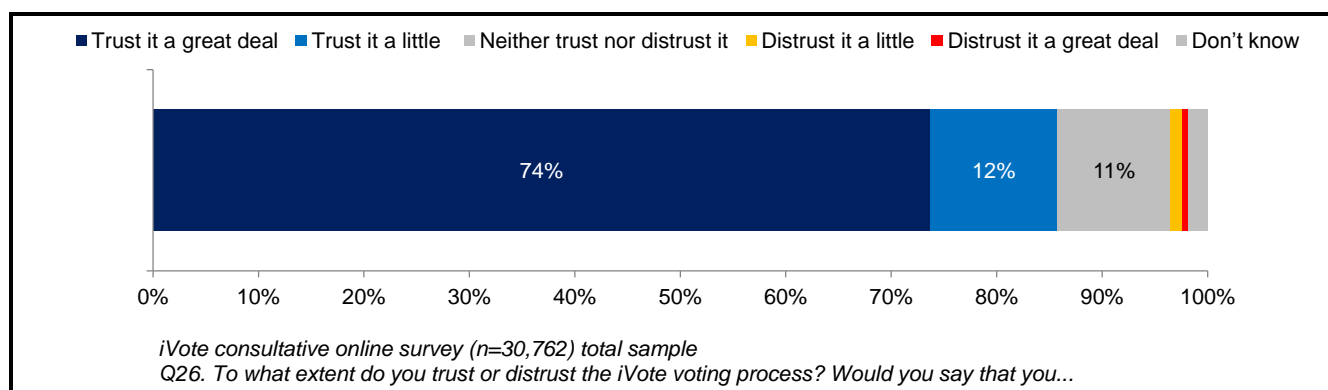
Table 52: Use of verification service

Core telephone survey	
Yes	5%
No	93%
Don't know	1%

Core telephone survey, iVote users (n = 75)
Q9. After casting your vote online, did you call the NSW Electoral Commission telephone Verification Service to verify your vote

A total of four respondents called the Verification Service. Of these, three were satisfied with the Service, while one was very dissatisfied. Reasons for being satisfied included ease of the service, and calming anxiety about voting online. The reason for being dissatisfied was that the respondent tried to cancel their vote which didn't work.

In the iVote telephone survey, 7% of respondents called the verification service to verify their vote. Older respondents (aged over 65) were more likely to have called the verification service (12%) compared to those aged 25-34 (4%) and 35-44 (5%).

In the iVote representative telephone survey, around half of respondents found out about the verification service before they voted (49%), and one-third found out after they voted (35%). Thirteen percent said they found out while voting.

Note that the 'while voting' response category was not initially included in the telephone survey (and not included in the online survey) and added to the telephone survey responses due to a large number of respondents answering in that way.

Figure 67: iVote telephone survey – Finding out about the verification service

iVote representative telephone survey (n=385) respondents who were aware of the verification service
Q13. Did you find out about this service before or after you voted?
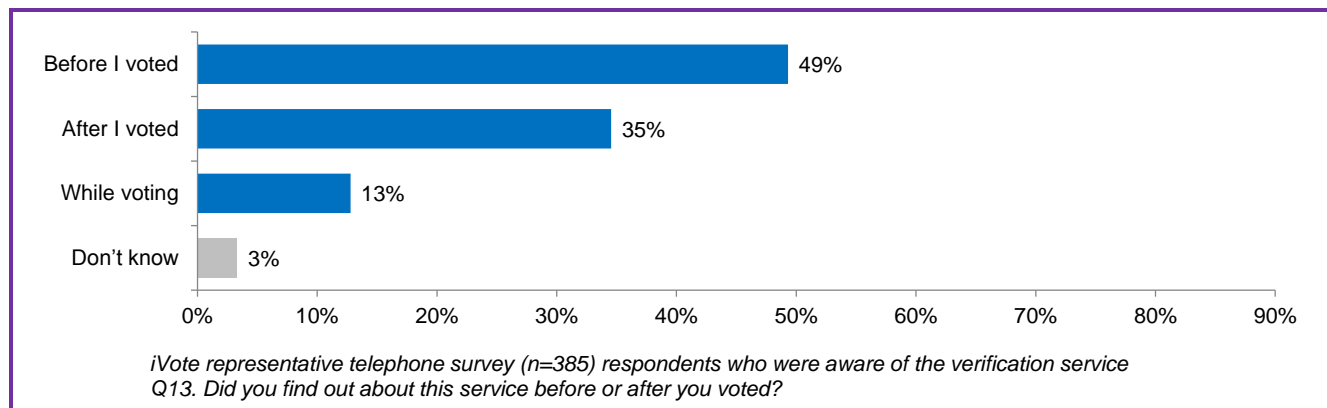
In the iVote online survey, over three quarters of respondents found out about the verification service before they voted (77%), and 19% after they voted.

Figure 68: iVote online survey – Finding out about the verification service

iVote consultative online survey (n=11,211) respondents who were aware of the verification service
Q13. Did you find out about this service before or after you voted?
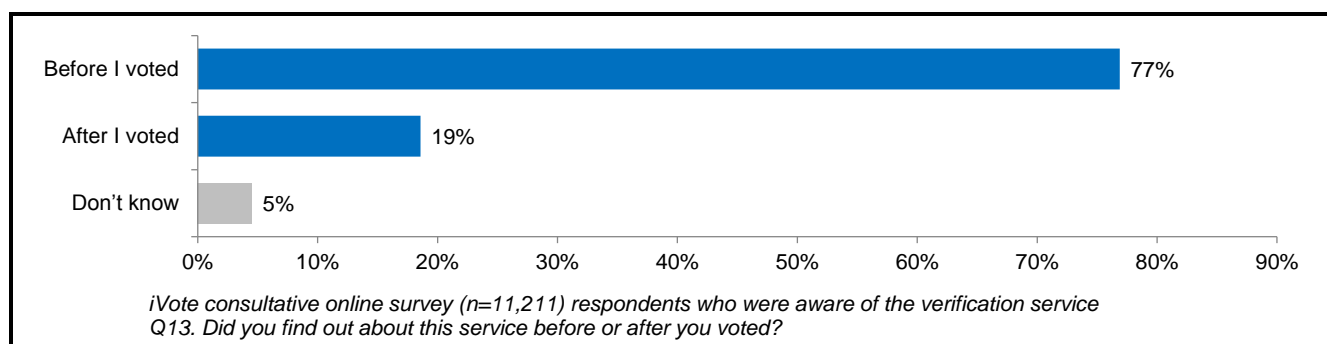
Of those who called the verification service, the majority (87% in the telephone survey and 80% online) said they did so to be confident that they vote was successful. Ninety-one percent of these respondents were satisfied, with 70% very satisfied and 21% fairly satisfied. Five percent were dissatisfied.

As mentioned, in the qualitative research, several participants expressed being quite concerned about the accuracy of their vote. These participants called the verification service as a result of their concerns, wanting to be entirely certain that their vote had been counted, and counted towards the candidate/s they had intended. It was mentioned by one of these participants that they would have felt uncomfortable had this service not been available.

> *"I was concerned that [my vote] didn't go through. I was concerned that my vote wasn't going to count. I wanted to make sure that my vote did count, that it did go through. I was thinking it was mainly that I didn't get confirmation… I understand that you'd be disclosing info, but I just wanted to confirm that it was received." – iVote in-depth interview participant*

> *"It's good having that because it's reassuring. Definitely, definitely, to validate and confirm. If I didn't care about who I was voting for, it's done…whereas I really wanted my vote to be counted and I doing the right thing." – iVote in-depth interview participant*

Of those who did not call the service in the iVote telephone survey, two thirds said this was because they trusted that their vote was cast successfully (67%). Other reasons for not calling included: not being bothered (7%), inconvenience (6%) and taking too long to call (1%).

Figure 69: iVote telephone survey – Reason for not using the verification service

Reason	Percentage
I trusted my vote was cast successfully so had no need to verify	67%
I could not be bothered	7%
It was too inconvenient to call	6%
It took too long to call	1%
I wanted to verify my vote but was unable to do this	1%
I had no interest in verifying my vote	1%
I chose not to verify because I could not do this on the internet	1%
Other	11%
Don't know	3%

iVote representative telephone survey (n=313) respondents who were aware of the service but did not use it
Q15. What is the main reason you did not call this service?

Similar proportions are seen in the iVote online survey; with two thirds (67%) not verifying because they trusted their vote was cast successfully. In addition, respondents who called the verification service were generally satisfied, with 70% very satisfied, 21% fairly satisfied and 3% dissatisfied.

Figure 70: iVote online survey – Reason for not using the iVote service

Reason	Percentage
I trusted my vote was cast successfully so had no need to verify	67%
I could not be bothered	4%
It was too inconvenient to call	4%
It was too expensive to call	2%
It took too long to call	1%
I wanted to verify my vote but was unable to do this	2%
I had no interest in verifying my vote	1%
I chose not to verify because I could not do this on the internet	6%
Other	7%
Don't know	1%

iVote consultative online survey (n=9,425)
Q15. What is the main reason you did not call this service?

Again, this finding was confirmed by the qualitative research, where the main reasons for not using the verification system were trust in the system, a lack of concern and an assumption that their vote would be counted properly.

> *"I guess I was just putting my trust in that the site had registered what I had done 'cause it came up with a confirmation screen at the end. But yeah, I trusted that it had gone through… I think because I use a lot of those sorts of pages, like the secure pages, it wasn't something that I was overly concerned about."* **– iVote in-depth interview participant**

> *"I kind of just assume if you vote properly, your vote is counted."* **– iVote in-depth interview participant**

7.6.8　Satisfaction with iVote

Among users of iVote in the core telephone survey, satisfaction with iVote overall was very high. Almost all iVote users were satisfied, with around three-quarters very satisfied (73%) and one-quarter fairly satisfied (23%).

Table 53: Core survey – Overall satisfaction with iVote

Core telephone survey	
Very satisfied	73%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	2%
Don't know	1%

Core telephone survey, iVote users (n=75)
Q30. Taking everything into account, were you satisfied or dissatisfied with the iVote service?

Most respondents were satisfied with the iVote service because it was easy to use (54%) and convenient (24%). Respondents also liked that it was quick (17%) and secure (8%). Those who were dissatisfied generally felt so because of IT issues (13%).

Respondents in both iVote surveys were generally satisfied overall. In the representative telephone survey, 80% were very satisfied and a further 17% fairly satisfied. Only 1% were dissatisfied.

Figure 71: iVote telephone survey – Satisfaction with iVote

iVote representative telephone survey (n=1,000) total sample
Q30. Taking everything into account, were you satisfied or dissatisfied with the iVote service?
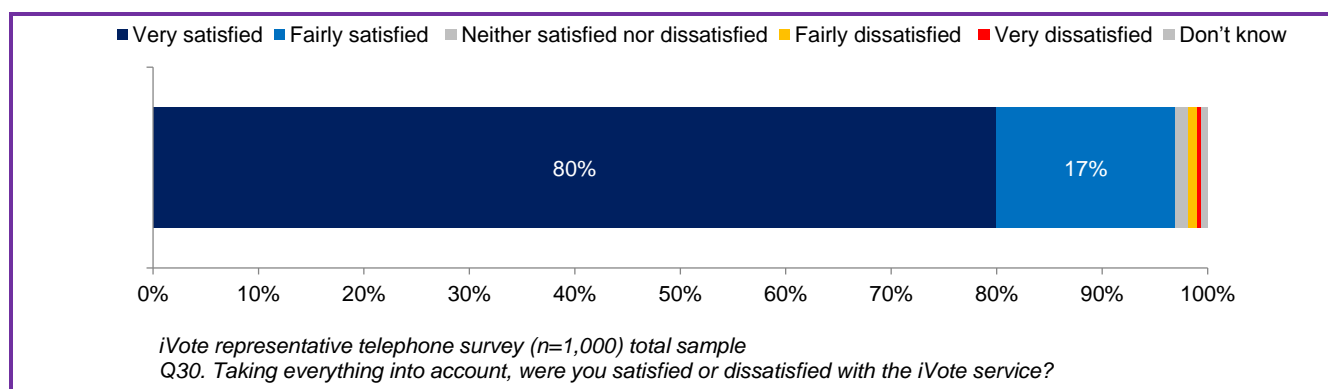
Similarly, 76% of those in the iVote online survey were very satisfied and a further 18% were fairly satisfied.

Figure 72: iVote online survey – Satisfaction with iVote

iVote consultative online survey (n=30,762) total sample
Q30. Taking everything into account, were you satisfied or dissatisfied with the iVote service?
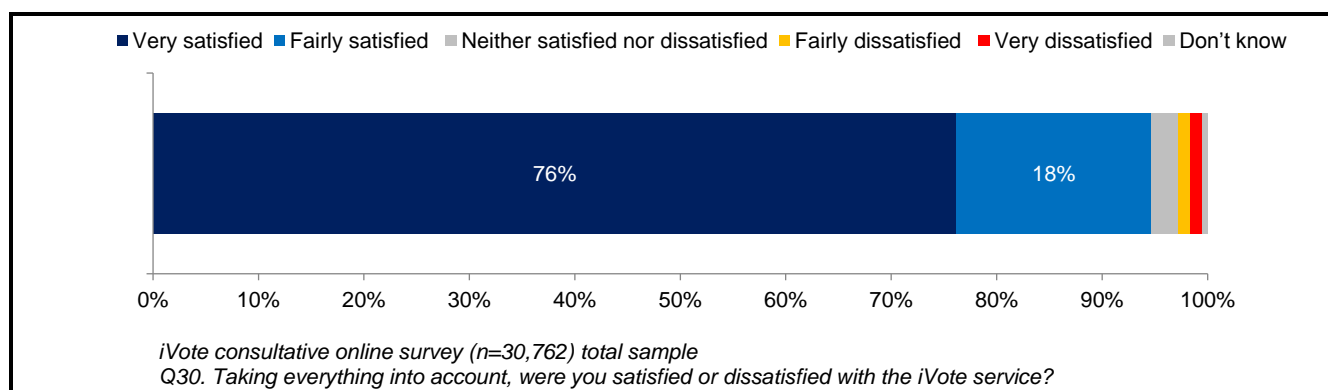
Most respondents in both iVote surveys were satisfied with iVote because it was easy and convenient.

In the iVote telephone survey, reasons for overall satisfaction were ease and speed (85%), convenience compared to other methods of voting (14%), security (9%), and ability to vote at home (9%). Conversely, reasons for dissatisfaction included technical difficulties (1%, n=8), taking too much time (1%, n=7) and issues with the interface (1%, n=8).

Figure 73: iVote telephone survey – Reason for satisfaction or dissatisfaction

It was easy/convenient/quick — 85%
It was more convenient than other methods — 14%
It seemed secure — 9%
It meant I didn't have to go anywhere — 9%
It's a better option for those voting outside of NSW — 7%
I preferred to vote online — 3%
It meant I was able to vote/avoid a fine — 3%
I was able to vote on a phone/tablet — 2%
I received good support from support staff — 1%
It worked/it was fine/I was satisfied/It is good — 1%
The process was difficult — 1%
The system went down/I got an error/I had issues with logging on — 1%
It took too long/It was slow/It was too time consuming — 1%
Poor usability/Interface wasn`t good — 1%
Other — 2%

iVote CATI survey (n=993) respondents who were satisfied or dissatifies with iVote
Q31. Why were you satisfied/dissatisfied?

The qualitative research reflected the finding that iVote was perceived as being more efficient than other methods. Overall, iVote was generally seen as quick and easy, with a turnaround time much faster than that of voting in-person, without having to wait in queues.

> *"The whole process only took me 10 minutes, it was very painless and user-friendly…from start to finish in 15 minutes. Even in the city and going to polling booth would've taken longer." – iVote in-depth interview participant*

Further, iVote was seen as taking away the time pressure that many reported feeling when voting in-person, specifically feeling rushed to cast their vote in order to keep the line moving. As there was no perceived time limit to voting online, it meant being able to find out information about candidates as they were voting, having more time to make their mind up once at the ballot paper stage, and being able to ensure they were filling out the papers correctly.

> *"It does make it an easy process because there's no real time limit. You've got that time to sit back and read through and work out what it is that you need to do rather than feeling a bit of extra pressure on Election Day when you're in the booth." – iVote in-depth interview participant*

> *"If someone is not sure, they can look at the instructions and take their time." – iVote in-depth interview participant*

Again, the most common reason for satisfaction in the iVote online survey was ease (60%). Half of respondents in the iVote online survey reported convenience compared with other methods (50%), 29% security, 34% fine avoidance, and 41% being able to vote when out of NSW.

Figure 74: iVote online survey – Reason for satisfaction or dissatisfaction

It was easy/convenient/quick	60%
It was more convenient than other methods	50%
It seemed secure	29%
It meant I didn't have to go anywhere	32%
It's a better option for those voting outside of NSW	41%
I preferred to vote online	41%
It meant I was able to vote/avoid a fine	34%
I was able to vote on a phone/tablet	21%
I received good support from support staff	1%
The process was difficult	1%
I had security concerns	1%
I did not receive my iVote number	1%
Other	5%

iVote consutlative online survey (n=30,597) respondents who were satisfied or dissatifies with iVote
Q31. Why were you satisfied/dissatisfied?

Note that the reason for the discrepancy in the responses in the telephone and online surveys is the response mode. The proportion of respondents giving each response other than ease was higher in the online survey as they were provided with a list of responses to choose from. In comparison, in the telephone survey, the question was asked without any of the potential response categories being read out. Responses were when coded by interviewers without any additional prompting.

8.   Information provision

- Before Election Day, around three-quarters of respondents were able to correctly identify the date of the Election (72% campaign evaluation survey). Seeing or hearing the NSW Electoral Commission advertising campaign did not appear to impact awareness of the Election date. However, it did appear to increase the likelihood of both calling the enquiries line and visiting votensw.info to find out the date (29% and 24% respectively of those who had, compared with 19% and 13% of those who had not).

- Half of in-person voters in the core survey cast their vote at the same polling place as they voted last time (50%; core survey). To find out where to vote, around one in nine asked a friend, family member or neighbour (11%), and a similar proportion said they found their polling place upon seeing crowds or signs (9%).

- Respondents generally felt informed about finding out where to vote on Election Day, with almost four in five (78%; core telephone survey) indicating they felt very or fairly informed. Those who wanted more information about where to vote on Election Day would have liked to receive this information via direct mail (59%), email (29%) or TV advertising (24%). Again, seeing or hearing the NSW Electoral Commission advertising campaign appeared to increase the likelihood of both calling the enquiries line and visiting votensw.info for this information (31% for each among those who had, compared with 19% for each of those who had not).

- Two-thirds of respondents in the core telephone survey felt very informed about how to fill in a ballot paper, with a further 29% feeling somewhat informed.

- Around half of pre-poll respondents received information from the NSW Electoral Commission to help them vote (52%; pre-poll survey). Satisfaction was typically high with this information, with most of those who received information very satisfied (76%).

- Some of the Arabic-speaking voters recalled assistance from other (non-family) Arabic speakers outside the polling place, but none once they had entered. There was interest in greater in-language support from electoral officials once inside the polling place.

- Most respondents who had a disability or restriction and their carers were unaware of information being available in large print, audio files or Auslan. Only one in five respondents (20%; core survey), 14% and 13%, respectively, were aware of information in these formats.

8.1   Information on when to vote

Prior to Election Day, around three-quarters of respondents in the campaign evaluation survey were able to correctly identify the date of the Election (72%). A further one in ten were aware it was taking place in March but were unable to identify the specific date (9%). A small proportion thought the Election was taking place in April or later (6%), while around one in eight said they did not know when it was taking place (13%).

Figure 75: Campaign evaluation – Knowledge of the date of Election Day

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q3. To the best of your knowledge, when will the NSW State Election be held? Please include the year,
month and day, if you are aware of any of them.
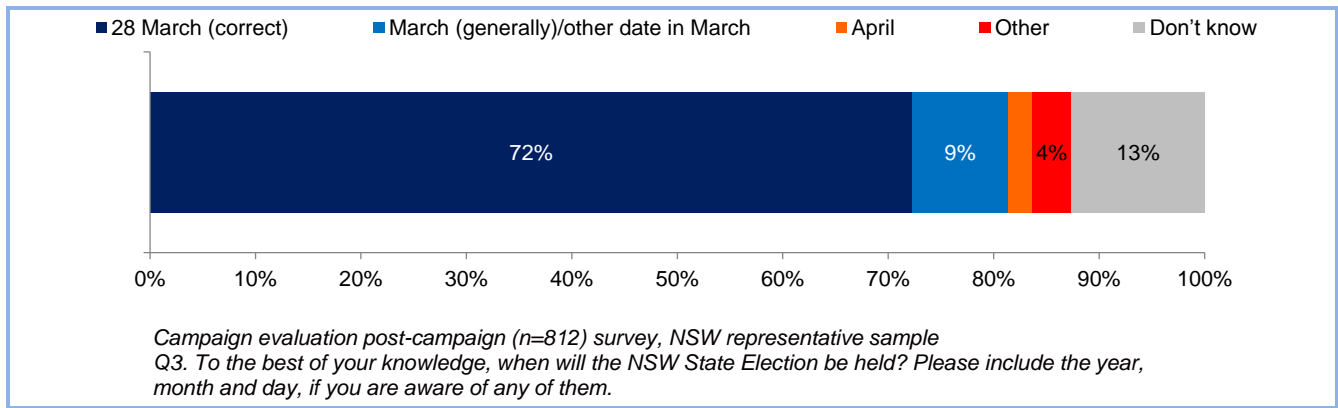
Respondents aged 55+ were less likely to be aware of the date than those aged under 55 (66% compared with 76%; 17% said they did not know, compared with 10%).

Seeing or hearing the campaign did not appear to impact awareness of the Election date.

Table 54: Campaign evaluation – Campaign impact on knowledge of the date of the Election

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
28 March (correct)	9%	72% ↑	9%	73% ↑	73%	70%
March (generally)/other date in March	28%	9% ↓	28%	7% ↓	7%	14%↑
April	1%	2%	1%	2%	2%	2%
Other	14%	4% ↓	14%	4% ↓	4%	3%
Don't know	48%	13% ↓	48%	14% ↓	14%	10%

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
Q3. To the best of your knowledge, when will the NSW State Election be held? Please include the year, month and day, if you are aware of any of them. [CODED]

Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who knew the correct date of the Election was higher among those who had seen the TV or print or heard the radio advertisements (all 80% compared to 70% of those who had not seen or heard these). Those who had seen the Facebook campaign were more likely to know that the Election was in March in general, not the exact date (11% compared to 9%).

Prior to Election Day, to find out the date for the Election, one in five respondents said they would call the enquiries line (22%) and 17% that they would visit the votensw.info website. This compares with around two-fifths who would use a search engine (44%) and 28% who stated they would visit a NSW Electoral Commission website generally[22].

Again, many respondents would contact the AEC, whether by visiting their website (19%), calling them (12%) or visiting one of their offices (9%).

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[22] That is, not specifically votensw.info

Figure 76: Campaign evaluation – Method of finding out the date of the Election

Channel	Percentage
Desired channels	
Call the NSW Electoral Commission election enquiries line	22%
Visit the votensw.info website	17%
Other channels	
Use a search engine (e.g. Google)	44%
Visit a NSW Electoral Commission website	28%
Ask a friend, family member or acquaintance	27%
Visit the Australian Electoral Commission (AEC) website	19%
Visit the NSW Electoral Commission office	13%
Call the Australian Electoral Commission	12%
Visit an Australian Electoral Commission office	9%
Visit a Local Council office	8%
Visit a post office	7%
Visit a Service NSW Centre	5%
Visit a newsagent	3%
Visit a Centrelink office	2%
Don't know	5%
This is not applicable to me	6%

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
*Q17. If you **did not know the date for the NSW State Election and wanted to find out**, which of the following would you do? Please select any that apply.*

Men were more likely than women to call the enquiries line (27% compared with 18%) and visit the votensw.info website (20% compared with 14%), as well as to visit the NSW Electoral Commission office (17% compared with 9%). However, they were also more likely to contact the AEC (calling: 18% compared with 7%; visit an office: 12% compared with 6%), as well as a Service NSW Centre (7% compared with 4%), post office (9% compared with 5%) and newsagent (5% compared with 2%).

Older respondents were generally more likely to call the enquiries line as well as to visit a NSW Electoral Commission website generally or the NSW Electoral Commission office. They were also more likely to contact the AEC or visit a Local Council office or a post office.

Seeing or hearing the campaign appeared to increase the likelihood of both calling the enquiries line and visiting votensw.info (29% and 24% respectively of those who had, compared with 19% and 13% of those who had not). It also appeared to increase the likelihood of visiting a Service NSW Centre (9% compared with 4%).

Table 55: Campaign evaluation – Campaign effect on method used to find out the date of the Election

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Call the NSW Electoral Commission Election enquiries line (1300 135 736)	20%	22%	20%	19%	19%	29%↑
Visit the votensw.info website	14%	17%	14%	13%	13%	24%↑
Use a search engine (e.g. Google)	39%	44%	39%	43%	43%	46%
Visit a NSW Electoral Commission website (e.g. Elections.nsw.gov.au)	29%	28%	29%	25%	25%	33%
Ask a friend, family member or acquaintance	20%	27% ↑	20%	27%	27%	28%
Visit the Australian Electoral Commission (AEC) website	19%	19%	19%	17%	17%	23%
Visit the NSW Electoral Commission office	10%	13%	10%	12%	12%	16%
Call the Australian Electoral Commission	11%	12%	11%	11%	11%	16%
Visit an Australian Electoral Commission office	7%	9%	7%	7%	7%	13%
Visit a Local Council office	5%	8%	5%	6%	6%	10%
Visit a post office	5%	7%	5%	7%	7%	7%
Visit a Service NSW Centre	3%	5%	3%	4%	4%	9%↑
Visit a newsagent	3%	3%	3%	3%	3%	4%
Visit a Centrelink office	1%	2%	1%	2%	2%	2%
Don't know	10%	5%↓	10%	6%	6%	3%

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
*Q17. If you **did not know the date for the NSW State Election and wanted to find out**, which of the following would you do? Please select any that apply.*

The campaign effect was particularly evident among women, metropolitan respondents and non-CALD respondents. Among those who had seen or heard the campaign, all three groups were significantly more likely to have selected both the enquiries line and votensw.info than those who had not (women: 29% compared with 14% and 25% compared with 9% respectively; metropolitan respondents: 29% compared with 17% and 23% compared with 13% respectively; non-CALD respondents: 29% compared with 20% and 25% compared with 13% respectively). They were also more likely to select a Service NSW Centre (8% compared with 2%, 12% compared with 4% and 8% compared with 3% respectively).

In addition, non-CALD respondents who had seen or heard the campaign were more likely than those who had not to select a NSW Electoral Commission website generally (34% compared with 24%), as well as to contact the AEC (by website: 25% compared with 16%; visit an office: 13% compared with 7%) and their Local Council (11% compared with 5%).

A significant campaign effect was observed among younger respondents (18-44 year olds: 24% compared with 11%) but not among older.

8.2 Information on where to vote

Half of in-person voters in the core survey cast their vote at the same polling place as they voted last time (50%). Around one in nine asked a friend, family member or neighbour where to vote (11%), and a similar proportion said they found their polling place upon seeing crowds or signs (9%). Six percent used a search engine, while 5% found out from a NSW Electoral Commission website.

> *"I looked mine up – the Electoral Commission, NSW. I googled it and then clicked on the address. It was easy to follow."* - **Arabic-speaking discussion group participant**

Table 56: Core survey – Location of polling places

Core telephone survey	
Went to the same place you voted last time	57%
Asked a friend, family member, or neighbour	12%
Saw the crowds/signs	9%
Went out looking for a polling place until you found one	7%
Used a search engine (e.g. Google)	6%
Visited a NSW Electoral Commission website (for example www.Elections.nsw.gov.au or www.votensw.info)	5%
Saw advertising/media	3%
Information provided by a candidate or political party member	1%
Called the NSW Electoral Commission Election enquiries line (1300 135 736)	1%
Don't know	0%
Other	1%
Core telephone survey, respondents who voted, (n=1,036) *Q10. How did you find out where to vote?*	

Respondents aged 18-24 were more likely to find out where to vote from asking a friend or family member (43%) compared with all other age groups (7-10%).

Respondents in the core survey who wanted more information about where to vote on Election Day would have liked to receive this information via direct mail (59%), email (29%) or TV advertising (24%).

Table 57: Core survey – Information about where to vote

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	59%
Emailed to me	29%
Mass media – TV advertising	24%
Mass media – online	20%
Mass media - Newspapers	13%
Mass media – Radio	9%
NSW Electoral Commission website	6%
Social media	3%
Text message	11%
Other	9%
Don't know	2%
Core telephone survey, Respondents who wanted more information (n =56) *Q38. How would you have liked to receive this information? About where to vote on Election Day*	

Respondents generally felt informed about finding out where to vote on Election Day, with almost eight in ten (78%) indicating they felt very or fairly informed. Seventeen percent (17%) felt uninformed.

Table 58: Core survey – Knowledge about polling place locations

Core telephone survey	
Very informed	55%
Fairly informed	23%
Neither informed nor uninformed	4%
Fairly uninformed	9%
Very uninformed	8%
Don't know	2%
Core telephone survey, total sample (n=1,200)	
Q36. How informed or uninformed do you feel about… Finding out where to vote on Election Day	

To find out where to vote on Election Day, around a quarter (23%) of respondents[23] in the campaign evaluation survey said they would call the Election enquiries line and the same proportion that they would visit the votensw.info website. These figures compare with around a third who mentioned a NSW Electoral Commission website generally[24] (33%) and another third (34%) that preferred to use a search engine to find out this type of information. A fifth said they would visit the AEC website (22%).

Figure 77: Campaign evaluation – Method of finding out where to vote

*Campaign evaluation post-campaign (n=791) survey, NSW representative sample, enrolled to vote or intending to enrol before the 2015 NSW State Election and at least very slight possibility (1 chance in 10) of voting Q19. If you wanted to find out **where to vote on election day** for the NSW State Election, or to find polling place opening times, which of the following would you do? Please select any that apply.*

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[23] Who stated there was at least a very slight possibility (1 chance in 10) of voting in the 2015 NSW State Election.

[24] That is, not specifically votensw.info

Men were more likely than women to call the enquiries line (27% compared with 20%) and visit the votensw.info website (26% compared with 19%), as well as to visit the NSW Electoral Commission office (15% compared with 8%). However, they were also more likely to contact the AEC (calling: 16% compared with 7%; visit an office: 12% compared with 6%), as well as a Service NSW Centre (8% compared with 3%).

Older respondents were generally more likely to call the enquiries line, visit votensw.info and visit a NSW Electoral Commission website generally or the NSW Electoral Commission office. They were also more likely to contact the AEC or visit a Local Council office or a post office.

Seeing or hearing the campaign appeared to increase the likelihood of both calling the enquiries line and visiting votensw.info (31% for each among those who had, compared with 19% for each of those who had not), as well as of visiting a NSW Electoral Commission website generally (41% compared with 29%).

Table 59: Campaign evaluation – Campaign impact on how to find out where to vote on Election Day

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Call the NSW Electoral Commission Election enquiries line (1300 135 736)	22%	23%	22%	19%	19%	31%↑
Visit the votensw.info website	19%	23%	19%	19%	19%	30%↑
Use a search engine (e.g. Google)	27%	34%	27%	34%	34%	34%
Visit a NSW Electoral Commission website (e.g. Elections.nsw.gov.au)	34%	33%	34%	29%	29%	41%↑
Visit the Australian Electoral Commission (AEC) website	20%	22%	20%	21%	21%	24%
Ask a friend, family member or acquaintance	18%	22%	18%	21%	21%	23%
Call the Australian Electoral Commission	9%	11%	9%	11%	11%	12%
Visit the NSW Electoral Commission office	12%	11%	12%	10%	10%	14%
Visit a Local Council office	7%	9%	7%	9%	9%	10%
Visit an Australian Electoral Commission office	8%	9%	8%	7%	7%	12%
Visit a Service NSW Centre	3%	5%	3%	5%	5%	7%
Visit a post office	5%	5%	5%	5%	5%	4%
Visit a newsagent	3%	2%	3%	2%	2%	4%
Visit a Centrelink office	2%	2%	2%	2%	2%	2%
Don't know	6%	5%	6%	6%	6%	4%

Campaign evaluation benchmark (n=390) and post-campaign (n=791) surveys, NSW representative sample, enrolled to vote or intending to enrol before the 2015 NSW State Election and at least very slight possibility (1 chance in 10) of voting
*Q19. If you wanted to find out **where to vote on Election Day** for the NSW State Election, or to find polling place opening times, which of the following would you do? Please select any that apply.*

The campaign was particularly impactful for women, who were significantly more likely to say they would call the enquiries line if they had seen or heard the campaign than if they had not (32% compared with 14%). Metropolitan and non-CALD respondents also demonstrated this (32% compared with 17% and 30% compared with 20% respectively), as well as a higher likelihood to visit votensw.info (27% compared with 16% and 32% compared with 19% respectively) or a NSW Electoral Commission website generally (41% compared with 29% and 42% compared with 29% respectively).

8.3   Information on how to vote

Two-thirds of respondents in the core survey felt very informed about how to fill in a ballot paper, with a further 29% feeling somewhat informed. Eight percent (8%) felt uninformed.

Table 60: Core survey – Knowledge about how to fill in a ballot paper

Core telephone survey	
Very informed	59%
Fairly informed	29%
Neither informed nor uninformed	2%
Fairly uninformed	5%
Very uninformed	3%
Don't know	1%

Core telephone survey, total sample (n=1,200)
Q36. How informed or uninformed do you feel about… How to fill in a ballot paper

Unsurprising given their lack of experience, those aged 18-24 were the least likely to feel informed about how to fill in a ballot paper (14% were uninformed, compared with 6-9% among other age groups). Regional respondents were more likely to feel informed (91% informed) than those in metro areas (87%).

The Arabic-speaking voters who took part in the discussion groups commented that the ballot papers were confusing, particularly when encountered for the first time.

> *"The thing is about this list is, you don't know who is Labor and who is Liberal. And it's hard to find the name of the person you want to vote for."* - **Arabic-speaking discussion group participant**

> *"People go in like they're blind. People look for names and if they find it, it's like they won the lotto."* - **Arabic-speaking discussion group participant**

> *"They've got to make it more user-friendly for people to understand what's happening"* - **Arabic-speaking discussion group participant**

> *"It's easy after a while. The first few times I didn't know whether to go over or under the line. But my explained it to me. Also my partner."* - **Arabic-speaking discussion group participant**

Respondents who wanted more information about how to fill out ballot papers correctly would have liked to have received it via direct mail (37%), email (26%) or mass media.

Table 61: Core survey – Information about how to fill in a ballot paper

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	37%
Emailed to me	26%
Mass media – TV advertising	25%
Mass media – online	28%
Mass media - Newspapers	12%
Mass media – Radio	7%
NSW Electoral Commission website	18%
Social media	10%
Other	28%
Don't know	0%
Core telephone survey, Respondents who wanted more information (n=39) *Q38. How would you have liked to receive this information? About filling out ballot papers correctly*	

Most in-person voters either did not need or did not receive assistance from electoral staff in understanding how to vote properly (60%). Of those who did ask for assistance, around three-quarters were very satisfied (31% of all in-person voters). Only 1% of in-person voters were dissatisfied with the assistance.

Table 62: Core survey – Satisfaction with assistance about how to vote properly

Core telephone survey	
Very satisfied	31%
Fairly satisfied	7%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	1%
Very dissatisfied	1%
I did not receive assistance	60%
Don't know	0%
Core telephone survey, In-person voters (n=1,036) *Q14. If you asked for assistance from electoral staff in understanding how to vote properly, were you satisfied or dissatisfied?*	

Younger voters (aged 18-24) were more likely to be satisfied (53%) with the assistance they received then older respondents (31% of those over 65), as were respondents with a disability (50%, compared with 36% among those without).

Most pre-poll respondents did not receive assistance from electoral staff (63%). Among those who did, most were satisfied, with 28% of all respondents very satisfied and 8% fairly satisfied. Respondents most commonly received assistance at Sydney Town Hall (56% received assistance compared with 37% overall). On the other hand, Newcastle respondents were less likely to have received assistance (15% had).

Around half of respondents received information from NSW Electoral Commission to help them vote (52%). Satisfaction was typically high with this information, with most of those who received information very satisfied (28% of all respondents). Fifteen percent of all respondents were fairly satisfied.

Fairfield respondents were most likely to have received information (88%), however satisfaction was typically lower here than elsewhere. As with assistance, Newcastle respondents were least likely to have received information (16%).

Arabic-speaking voters were generally critical of the information and assistance available at the polling place. That criticism focused mainly on how to correctly successfully complete the ballot paper; group participants were very aware of their legal obligation to vote and were keen to comply. However, they lacked confidence in their ability to fill in the ballot, and were interested in more information at point of voting to help them do so correctly.

> *"Someone to tell you where to go – this time I didn't need that information, but you need it the first time."* - ***Arabic-speaking discussion group participant***

> *"I never feel confident, I don't know why. I'm always a little bit nervous. I know who I wanted to vote for, maybe it's the environment. Doesn't matter how many times I do it."* - ***Arabic-speaking discussion group participant***

> *"I was nervous when I went in. I phoned my brother from the booth to help."* - ***Arabic-speaking discussion group participant***

> *"Hopefully I cast it right. I was scared that I voted for the wrong person. Back in school we were shown this and told how to vote, but I didn't remember."* - ***Arabic-speaking discussion group participant***

There was interest in having an example of a completed ballot paper to guide them, or an online facility where they could practice voting.

> *"If there is any website to teach you how to do it. You still don't know what's going on in there … People need something in front of them so they know what to do."* - ***Arabic-speaking discussion group participant***

> *"Tutorial videos on display in each language would be good."* ***Arabic-speaking discussion group participant***

There was also confusion on what to do with the completed ballot paper.

> *"There should be somebody in there to tell you which box to put the paper in."* - ***Arabic-speaking discussion group participant***

Some of the Arabic-speaking voters recalled assistance from other (non-family) Arabic speakers outside the polling place, but none once they had entered. There was interest in greater in-language support from electoral officials, once inside the polling place. Many cited examples of relying on help from family members who were more familiar with the Australian electoral system, and of also provided help in translating materials for older family members.

> *"Outside yes - people can talk English and Arabic. Inside, no. The people at the table can't speak Arabic, they just find your name."* ***Arabic-speaking discussion group participant***

> *"It's uncomfortable to try and communicate to them. The language barrier, they'll think 'stuff this, let's just get out of here'."* ***Arabic-speaking discussion group participant***

> *"My area is Italian and Maltese and there is nobody to help. One old lady brought her nephew to help her. He translated for her. She needed someone with her to help her."* ***Arabic-speaking discussion group participant***

While they were aware of in-language advice from those outside the polling place, many were intimidated by the number of individuals approaching them outside, and forcing leaflets on them.

> *"The part where guys get in your face. It's too intense when the guys start shoving papers in your face. It's uncomfortable having to go 'no, no, no'. They give you anxiety."* - ***Arabic-speaking discussion group participant***

> *"There's too many people giving things outside and nothing inside. And you're on your own in the voting booth."* ***Arabic-speaking discussion group participant***

8.4 Additional information

Among respondents in the core survey who, for any of these areas felt less than *very* informed, around two-thirds indicated that there were no information gaps. Eight percent wanted more information on iVote and the same proportion more information about candidates or parties. Five percent wanted more information about where to vote on Election Day, and four percent about filling out ballot papers correctly.

Table 63: Core survey – Additional information wanted

Core telephone survey	
None	63%
Information on iVote (Technology assisted voting)	9%
Information about candidates or parties	8%
Information about where to vote on Election Day	5%
Information about filling out ballot papers correctly	4%
Information about voting early	2%
Information about how to enrol to vote or update enrolment details	1%
Information about polling place opening hours/closing times	1%
Information about postal voting	1%
Other	13%
Don't know	3%
Core telephone survey, total sample (n=1,016)	
Q37. What additional information, if any, would you like to have received?	

Many of the Arabic-speaking participants in the discussion groups were not aware of iVote.

> *"Did they advertise it properly? How come we didn't know about it?"* **Arabic-speaking discussion group participant**

> *"So that was an option to vote this year? I wish I knew."* **Arabic-speaking discussion group participant**

> *"You would be much more relaxed. A very good idea."* **Arabic-speaking discussion group participant**

When informed of the possibility of voting by phone or the internet, these voters were broadly enthusiastic, with minimal reservations about security.

> *"If they're putting it on the table, they know it's secure."* **Arabic-speaking discussion group participant**

> *"It could be hacked, but that's usually known afterwards … but I think our privacy would be protected."* **Arabic-speaking discussion group participant**

> *"I asked my family last time what they think about of the electronic counting, they don't trust them. And with electronics, maybe someone can hack the system and change the numbers."* **Arabic-speaking discussion group participant**

> *"Because it's a paper system, they need to count it and stack it. With a touch screen in a booth, it saves time and paper and you can use different languages."* **Arabic-speaking discussion group participant**

For those voters in the core telephone survey who wanted more information about candidates or parties, most were interested in receiving a brochure or leaflet sent to their home by the Electoral Commission (55%). Around one in seven (14%) wanted this information by email, by TV advertising (14%), newspapers (16%) or online media (15%).

Table 64: Core survey – Information about candidates or parties

Core telephone survey	
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	55%
Emailed to me	14%
Mass media – TV advertising	14%
Mass media – online	15%
Mass media - Newspapers	16%
Mass media – Radio	4%
NSW Electoral Commission website	9%
Social media	4%
Other	16%
Don't know	1%
Core telephone survey, Respondents who wanted more information (n=80)	
Q38. How would you have liked to receive this information? About candidates or parties	

8.5   Additional needs information provision

Small proportions of the sample in the core survey either had a disability or restriction that could potentially impact their voting experience, or cared for someone who did.

Table 65: Core survey – Additional needs

Core telephone survey		
	Has	Cares for someone with
Blindness or low vision	4%	3%
Reading difficulties	3%	2%
Hearing impairment, including deafness	4%	2%
Mobility restrictions	4%	4%
The use of a wheelchair	0%	2%
None of these	89%	93%
Don't know	0%	0%
Core telephone survey, total sample (n=1,200)		
Q61. Do you experience/have any of the following? Please select any that apply.		
Q62. Do you care for anyone who voted in the NSW State Election and experiences any of the following?		

Older respondents (aged over 65) were more likely than younger age groups to experience blindness or low vision (10%), reading difficulties (7%), hearing impairment (11%), mobility restrictions (10%).

Most respondents who had a disability or restriction and carers were unaware of information being available in large print, audio files or Auslan. On the other hand, one-fifth of respondents (20%), 14% and 13%, respectively, were aware of information in these formats.

Table 66: Core survey – Information in a special format

Core telephone survey	
Large print	20%
Audio files	14%
Auslan	13%
None of these	78%
Core telephone survey, respondents with a disability or restriction and carers (n=124)	
Q63. Were you aware that information was available from the NSW Electoral Commission in any of the following forms?	

Very few of those who were aware of information in these formats used any of them, either for themselves or for the person they care for (14%). Among the two respondents who used audio files, both were very satisfied with this information, while the two respondents who used large print were split between very satisfied and fairly satisfied. The respondent who used Auslan did not know whether they were satisfied or dissatisfied.

Table 67: Core survey – Use of information in a special format

Core telephone survey	
	n
Yes	4
No	21
Don't know	2

Core telephone survey, respondents with a disability or restriction and carers aware of information in special formats (n=27)
Q64. Did you or the person you care for use any of this information in special format?

Respondents in the core survey who wanted more information about assistance for people with disabilities and their carers, would prefer to receive this via direct mail (75%) or email (50%).

Table 68: Core survey – Information about assistance for people with a disability and their carers

Core telephone survey	
	n
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	3
Emailed to me	2
Mass media – TV advertising	0
Mass media – online	1
Mass media - Newspapers	0
Mass media – Radio	0
NSW Electoral Commission website	0
Social media	1
Other	0
Don't know	0

Core telephone survey, Respondents who wanted more information (n=4)
Q38. How would you have liked to receive this information? On assistance for people with disabilities and their carers

9.   Communications

- Before voting on Election Day itself, 38% (campaign evaluation survey) of respondents had spoken with friends or family about the voting process, either in-person or on social media, while almost three in ten respondents had seen or heard reference to the voting process in the media (28%).

- More than half of respondents recalled seeing or hearing advertising about voting in the Election (57%; campaign evaluation survey). Reflecting their generally higher levels of engagement with the electoral process, older respondents were more likely to recall State Election voting advertising (63% of those aged 55+ compared with 50% of those aged under 45).

- Among those who recalled advertising, more than three quarters remembered seeing it on television (77%; campaign evaluation survey). Four in ten respondents (41%) recalled seeing advertising via direct mail. Around a quarter mentioned seeing advertising on outdoor billboards (24%), hearing it on the radio (28%) and seeing newspaper advertising (28%).

- Of those who recalled advertising, two-fifths recalled advertising for a political party or candidate (40%; campaign evaluation survey). A further 14% recalled advertising about Election issues such as the power sell off, and 12% recalled parties or organisations advertising with negative comments about particular parties or candidates. One in ten respondents recalled seeing or hearing advertising in which the date or other details of the Election were provided (10%), while 6%, 4% and 2% respectively recalled advertising about how to vote or with reminders to vote or to make sure they were enrolled.

- Two percent each recalled advertising about pre-polling, iVote and postal voting (campaign evaluation survey).

- Two-thirds (66%; campaign evaluation survey) of these respondents attributed the advertising to a political party. Seventeen percent stated it was from the NSW Electoral Commission.

- Fourteen percent had seen NSW Electoral Commission television advertising, 16% had heard radio advertising and eight percent had seen print advertisements (campaign evaluation survey). Men were more likely than women to have seen the television advertising (18% compared with 11%), radio advertising (19% compared with 13%) and to have seen print advertisements (10% compared with 6%). Seven percent of respondents had seen NSW Electoral Commission advertising or other related posts on Facebook (7%).

- The vast majority of respondents agreed the NSW Electoral Commission advertising made it clear when they had to vote (69% strongly agreeing; campaign evaluation survey). Agreement was similarly strong that it made it clear what to do if they needed more information about the Election (67% strongly agreed); it told them about different ways they could vote (60%); and that it communicated the importance of voting (59%). Similarly, most respondents agreed that the advertising was easy to understand (54% strongly). The advertising was perceived to be less clear in outlining who was eligible for iVote (half strongly agreed; 49%) and how to fill out a ballot paper (only a third strongly agreed; 34%). Particularly low was agreement that the advertising motivated them to vote, with only 29% strongly agreeing.

- Awareness of the Election enquiries line was higher than that of the votensw.info website, with almost half of respondents having heard of the enquiries line (48%; campaign evaluation survey), while two in five (39%) had heard of the website.

- Seeing or hearing the NSW Electoral Commission advertising campaign appears to have increased both awareness of the enquiries lines (65% of those who had seen or heard compared with 41% of those who had not; campaign evaluation survey) and likelihood of calling it (11% compared with 7%).

- When surveyed in the campaign evaluation post-campaign online survey before the Election, one in twenty respondents had either used, or intended to use, the Election enquiries line (5%), and three percent of respondents in the core telephone survey interviewed after Election Day had actually called the enquiries line.

- Around two-fifths of respondents in the core telephone survey were aware there had been changes to State Electoral boundaries since the previous NSW State Election (39%; core survey). Most respondents in the core telephone survey were satisfied with the communication of these changes, either very or fairly (22% and 35% respectively).

- Only a third (32%; campaign evaluation survey) of Newtown voters were aware that their State Electoral District (SED) had changed; awareness was much higher in Murrumbidgee with almost half being aware of the boundary changes (46%).

- Of those Murrumbidgee respondents who were aware of the redistribution, the vast majority correctly identified that they could vote at any polling place (92%; campaign evaluation survey). On the other hand, less than half of the respective Newtown respondents were aware of this (47%).

- Prior to the Election, the majority of respondents in the Newtown and Murrumbidgee Electorates did not recall receiving the letter from the NSW Electoral Commission informing them about their changed State Electoral District (68% and 56% respectively; campaign evaluation survey).

- Among those who thought their Electorate had changed, only four per cent reported that they had experienced difficulties as a result.

9.1 General awareness of the NSW State Election

Before Election Day itself, a large minority of respondents in the campaign evaluation survey had spoken with friends or family about the voting process, either in-person or on social media (38%).

Figure 78: Campaign evaluation – Talking about the voting process

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q41&Q50. Before today, have you talked about the voting process in the NSW State Election with friends, family or co-workers? For example the date of the Election, checking or updating enrolment details, the different methods of voting and where to go to vote on Election Day.
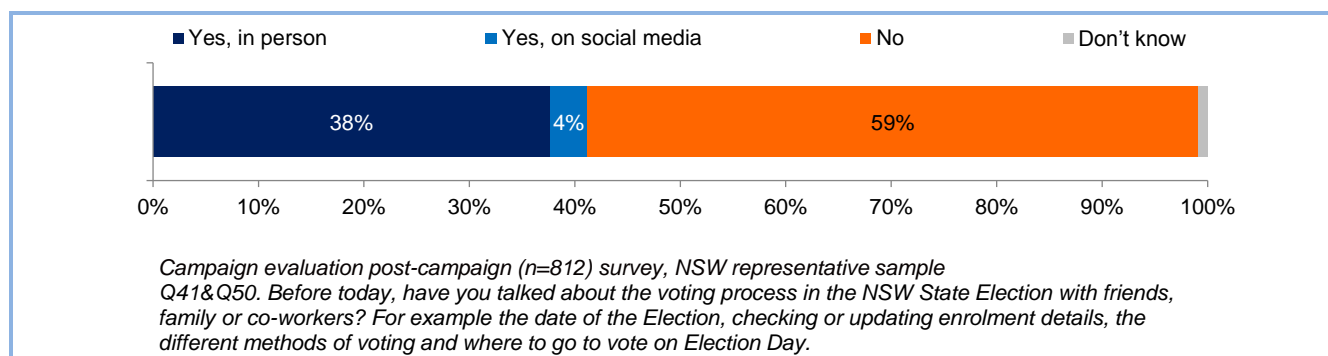
These conversations were not driven by the NSW Electoral Commission advertising campaign, with no significant differences observed between those who had seen or heard the campaign and those who had not.

Almost three in ten respondents had seen or heard reference to the voting process in the media (28%).

Figure 79: Campaign evaluation – NSW State Election in the media

Yes | No | Don't know

| 28% | 66% | 6% |

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q49. Have you seen or heard any reference to the voting process for the NSW State Election recently, in the daily news, on any news-program, on talk shows, in magazine or newspaper articles, or on the Internet? For example the date of the Election, checking or updating enrolment details, the different methods of voting and where to vote on Election Day.

Men were more likely to have heard or seen reference than women (33% compared with 22%).

9.2 Advertising

9.2.1 Awareness of advertising

More than half of respondents in the campaign evaluation survey recalled seeing or hearing advertising about voting in the Election (57%). Almost four in ten (38%) did not recall seeing any advertising.

Figure 80: Campaign evaluation – Recall of advertising about the 2015 NSW State Election

Yes | No | Don't know

Post | 57% | 38% | 6% |

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q24. Have you recently seen or heard any advertising that was specifically about voting in the next NSW State Election?
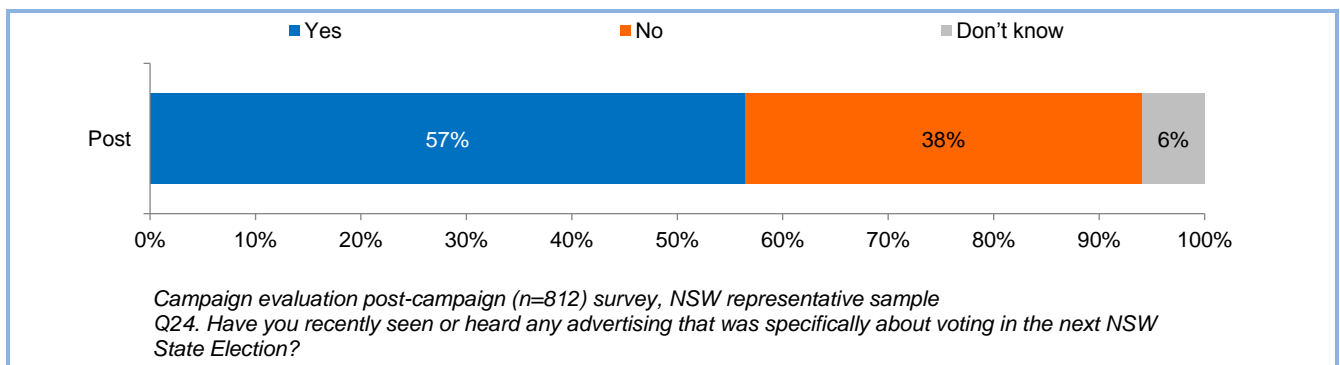
Those who thought voting was important were more likely to say they recalled advertising than those who didn't (59% compared with 38%).

Reflecting their generally higher levels of engagement with the electoral process, older respondents were more likely to recall State Election voting advertising (63% of those aged 55+ compared with 50% of those aged under 45).

Among those who recalled advertising, more than three quarters remembered seeing it on television (77%). Four in ten respondents (41%) recalled seeing advertising via direct mail. Around a quarter mentioned seeing advertising on outdoor billboards (24%), hearing it on the radio (28%) and seeing newspaper advertising (28%).

Figure 81: Campaign evaluation – Location of advertising

Television	77%
Direct mail (e.g. a letter, leaflet or brochure)	41%
Radio	28%
Newspaper	28%
Outdoor billboards or posters	24%
Social media (e.g. Facebook, Twitter, YouTube, etc.)	9%
Internet advertising (website, blog/message board, banner ad)	7%
Magazine	2%
Don't know	0%

Campaign evaluation post-campaign (n=462) survey, NSW representative sample, voters who had seen or heard advertising specifically about voting in the 2015 NSW State Election
Q25. Where did you see or hear this advertising?

Men were more likely than women to recall radio (33% compared with 24%) and newspaper (34% compared with 21%). Older respondents were generally more likely than younger respondents to recall television, direct mail, radio and newspaper ads. CALD respondents were more likely to recall advertising through social media than non-CALD respondents (17% compared with 8%), while non-CALD respondents were more likely to recall television advertising (79% compared with 66%).

Of those who recalled advertising, two-fifths recalled advertising for a political party or candidate (40%). A further 14% recalled advertising about Election issues such as the power sell off, and 12% recalled parties or organisations advertising with negative comments about particular parties or candidates. One in ten respondents recalled seeing or hearing advertising in which the date or other details of the Election were provided (10%), while 6%, 4% and 2% respectively recalled advertising about how to vote or with reminders to vote or to make sure they were enrolled. Two percent each recalled advertising about pre-polling, iVote and postal voting.

Figure 82: Campaign evaluation – Content of advertising

Category	Percentage
Vote for a particular political party/candidate	40%
Election issues (e.g. power sell off, coal seem gas, transport)	14%
Negative comments about a political party	12%
Date/details of the Election	10%
How to vote	6%
Vote/reminder to vote	4%
Make sure you have enrolled to vote	2%
Information on pre-polling	2%
Information on iVote	2%
Information on postal voting	2%
New electoral area/change of electoral boundaries	0%
Other	3%
Nothing	1%
Don't know	25%

Campaign evaluation post-campaign (n=462) survey, NSW representative sample, voters who had seen or heard advertising specifically about voting in the 2015 NSW State Election
Q26. What can you remember about this advertising? What did it say? What did it show?

Women were more likely than men to recall advertising for a political party or candidate (48% compared with 32%), while men were more likely to recall seeing or hearing the date or details of the Election (13% compared with 6%).

Two-thirds (66%) of these respondents attributed the advertising to a political party. Seventeen percent stated it was from the NSW Electoral Commission. This compares with 6% who thought the advertising was from the AEC, 10% from a trade union and 7% from a Government Department.

Figure 83: Campaign evaluation – Sponsor of recalled advertising

Category	Percentage
A political party	66%
New South Wales Electoral Commission (NSWEC)	17%
A trade union	10%
A Government Department	7%
Australian Electoral Commission (AEC)	6%
A mining lobby group	3%
A business group	0%
Newspaper	0%
Other	1%
Don't know	14%

Campaign evaluation post-campaign (n=462) survey, NSW representative sample, voters who had seen or heard advertising specifically about voting in the 2015 NSW State Election
Q27. From which organisation/s was this advertising?

Men were more likely than women to recall advertising from the NSW Electoral Commission (22% compared with 13%), as well as from a trade union (17% compared with 4%) or mining lobby group (6% compared with 1%). In general, older respondents were more likely to recall advertising from a political party, as well as from a trade union or mining lobby group.

Fourteen percent of respondents said they had seen at least one of the NSW Electoral Commission video advertisements (14%).

Figure 84: Campaign evaluation – Seen video advertisements
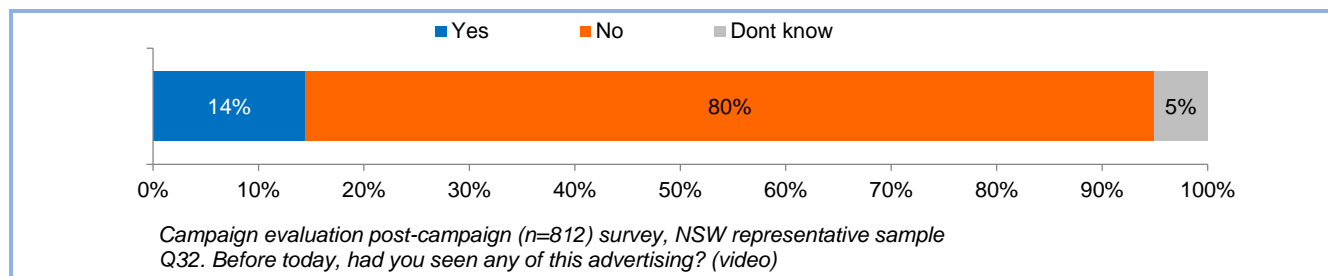
■Yes ■No ■Dont know

| 14% | 80% | 5% |

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q32. Before today, had you seen any of this advertising? (video)

Men were more likely than women to have seen the television advertising (18% compared with 11%).

Almost all respondents who had seen these advertisements had seen them on television (95%).

Figure 85: Campaign evaluation – Location of video advertisements

Television	95%
YouTube	11%
Social media	8%
Another website	5%
Don't know	1%

Campaign evaluation post-campaign (n=115) survey, NSW representative sample, respondents who had seen advertising
Q33. And where did you see this advertising? (video)
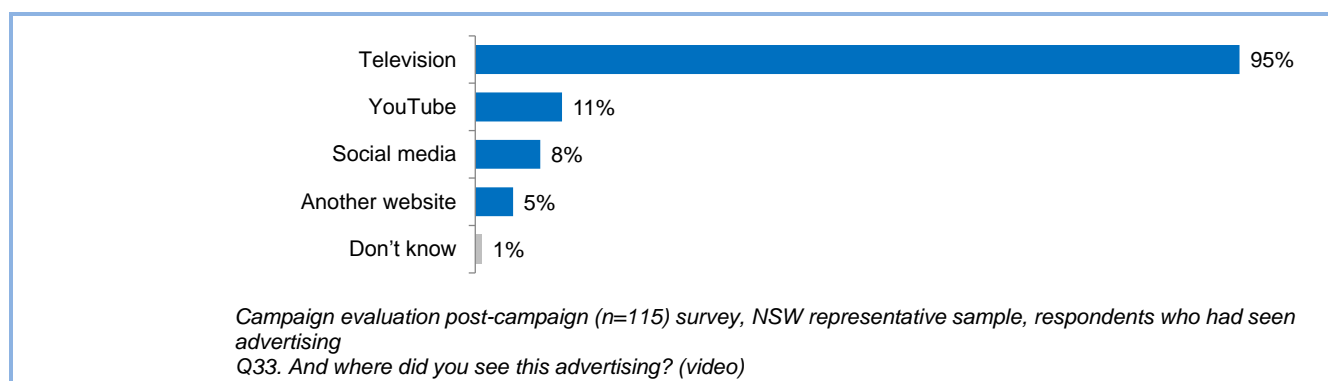
Sixteen percent of respondents had heard at least one of the NSW Electoral Commission radio advertisements (16%).

Figure 86: Campaign evaluation – Heard radio advertising

■Yes ■No ■Don't know

| 16% | 78% | 6% |

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q35. Before today, had you heard of these advertising? (radio)
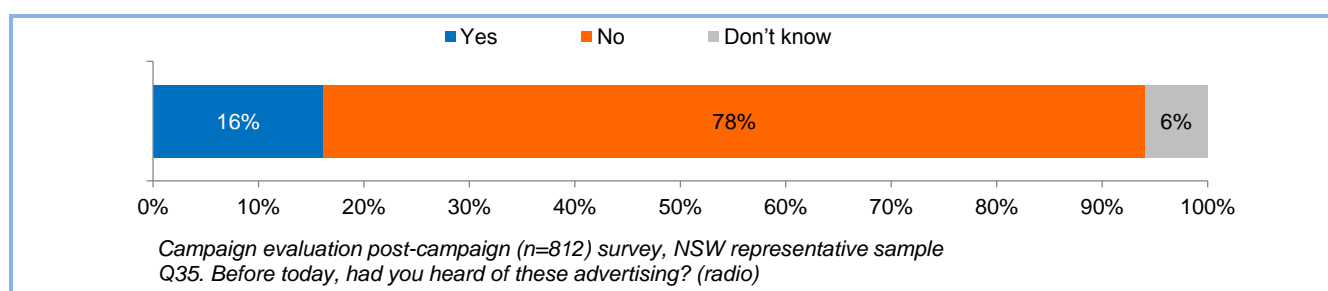
Men were more likely than women to have heard the radio advertising (19% compared with 13%).

Eight percent of respondents had seen at least one of the NSW Electoral Commission print advertisements (8%).

Figure 87: Campaign evaluation – Seen print advertising

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q37. Before today, had you seen any of this advertising? (print)
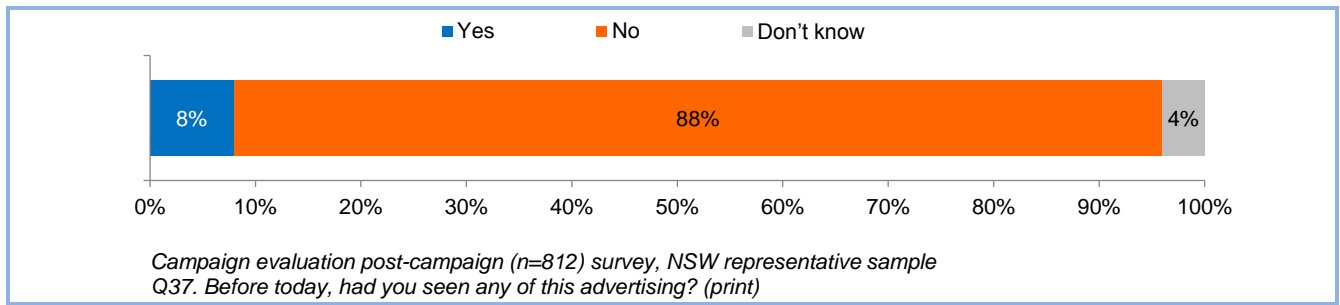
Men were more likely than women to have seen print advertising (10% compared with 6%).

Seven percent of respondents had seen NSW Electoral Commission advertising or other related posts on Facebook (7%).

Figure 88: Campaign evaluation – Seen Facebook advertising

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q39. In the past month, have you seen any of these posts, or any other posts from the NSW Elections Facebook page?
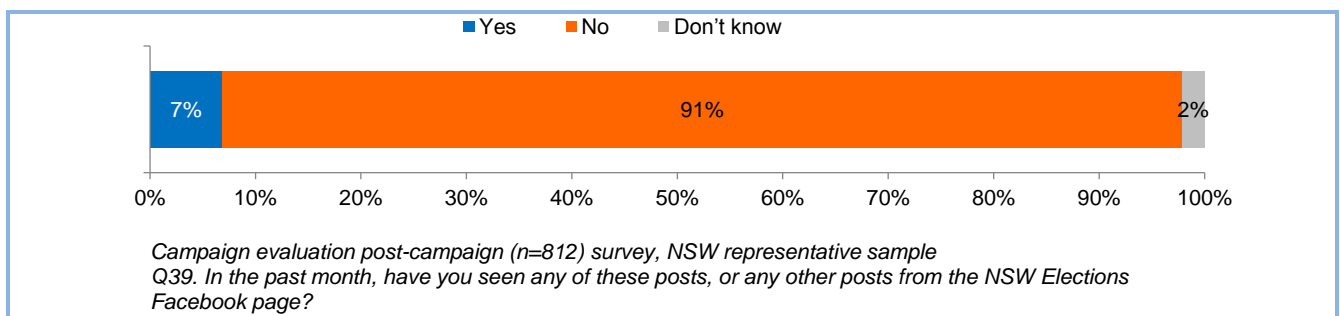
9.2.2 Perceptions of campaign advertising

The vast majority of respondents in the campaign evaluation survey agreed the advertising made it clear when they had to vote (69% strongly agreeing). Agreement was similarly strong that it made it clear what to do if they needed more information about the Election (67% strongly agreed); it told them about different ways they could vote (60%); and that it communicated the importance of voting (59%). Similarly, most respondents agreed that the advertising was easy to understand (54% strongly).

The advertising was perceived to be less clear in outlining who was eligible for iVote (half strongly agreed; 49%) and how to fill out a ballot paper (only one-third strongly agreed; 34%). Particularly low was agreement that the advertising motivated them to vote, with only 29% strongly agreeing.

Figure 89: Campaign evaluation – Perceptions of campaign message

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree □ Don't know

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
The advertising made it clear when I have to vote	69%	22%	6%		
The advertising made it clear what I should do if I need more information about the election	67%	22%	7%		
The advertising told me about different ways that I can vote	60%	27%	9%		
The advertising communicated to me that voting is important	59%	26%	11%		
The advertising is easy to understand	54%	34%	11%		
The advertising made it clear who is eligible for iVote	49%	27%	14%	7%	
The advertising made it clear how to fill out a ballot paper	34%	35%	20%	5%	5%
The advertising motivated me to vote	29%	26%	33%	7%	5%

Campaign evaluation post-campaign (n=230) survey, respondents who had seen or heard advertising
Q40. Please rate the extent to which you agree or disagree with the following statements about this advertising?

9.2.3 Actions prompted by advertising

A quarter of respondents in the campaign evaluation survey had looked up more information about the voting process as a result of seeing or hearing NSW Electoral Commission advertising (25%). One in eight (12%) had investigated employment opportunities at the NSW State Election.

Figure 90: Campaign evaluation – Actions taken from advertising

Action	Percentage
Visited a website (other than a New South Wales Electoral Commission website) to look up more information about the voting process	25%
Investigated opportunities for employment at the NSW State Election	12%
None of these	64%
Don't know	2%

Campaign evaluation post-campaign (n=230) survey, respondents who seen or heard advertising
Q42. And after seeing or hearing this advertising, have you done either of the following?

CALD respondents were more likely than non-CALD respondents to have investigated employment opportunities (28% compared with 8%), while non-CALD respondents were less likely to have taken either of these actions (68% compared with 44%).

9.3   NSW Electoral Commission Election enquiries line

9.3.1   Use of enquiries line

When surveyed in the campaign evaluation post-campaign online survey before the Election, only one in twenty respondents had either used, or intended to use, the Election enquiries line (5%).

Figure 91: Campaign evaluation – Use of enquiries line
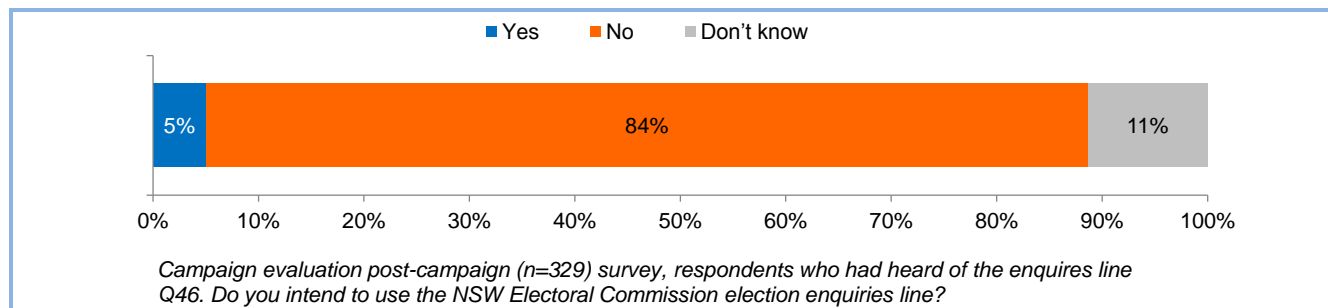
Campaign evaluation post-campaign (n=329) survey, respondents who had heard of the enquires line
Q46. Do you intend to use the NSW Electoral Commission election enquiries line?

Three percent of respondents in the core telephone survey interviewed after Election Day had actually called the enquiries line.

Table 69: Core survey – Electoral enquiries line

Core telephone survey	
Yes	3%
No	97%
Don't know	0%

Core telephone survey, total sample (n=1,200)
Q39. Have you called the NSW Electoral Commission Election enquiries line (1300 135 736) since the State Election was announced?

Older voters (aged over 65) made considerably greater use of the Election enquiries line (5%) than those aged 45-54 (1%).

Awareness of the Election enquiries line was higher than that of the votensw.info website, with almost half of respondents having heard of the enquiries line (48%; campaign evaluation survey), while two in five (39%) had heard of the website. Eight percent and 13% stated they had used these, respectively.

Figure 92: Campaign evaluation – Awareness and use of Election enquiries line

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q14B. Please indicate whether you have used or heard of each of the following. The NSW Electoral Commission election enquiries line (1300 135 736)
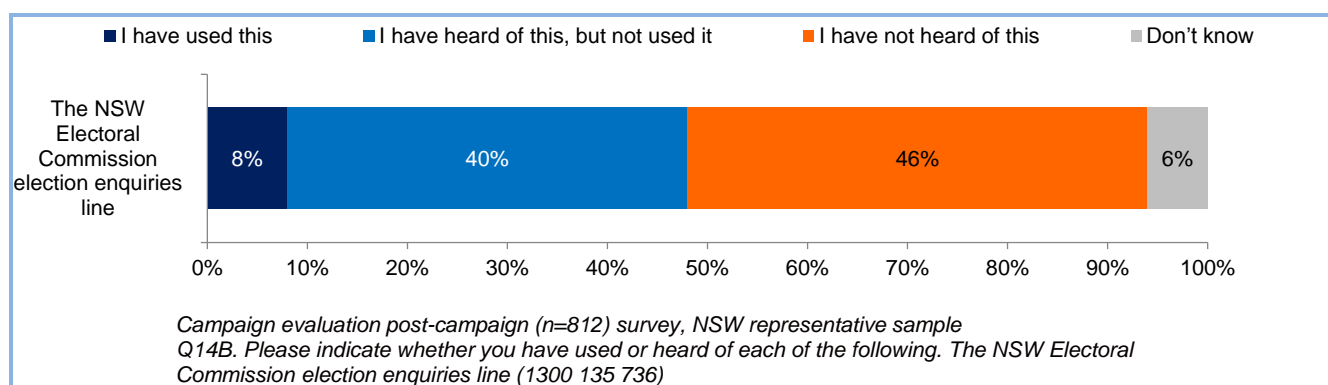
Men were more likely than women to have heard of both votensw.info and the enquiries line (42% compared with 34% and 54% compared with 43% respectively).

Seeing or hearing the NSW Electoral Commission advertising campaign appears to have increased both awareness of the enquiries lines (65% of those who had seen or heard compared with 41% of those who had not) and likelihood of calling it (11% compared with 7%).

Table 70: Campaign evaluation – Campaign impact on use of the enquiries line

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Heard of enquiries line	47%	49%	47%	41%	41%	65% ↑
Used enquiries line	7%	8%	7%	7%	7%	11% ↑

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
Q14B. Please indicate whether you have used or heard of each of the following. The NSW Electoral Commission Election enquiries line (1300 135 736)

Increased awareness among those who had seen or heard the campaign was observed across both men (70% compared with 46%) and women (60% compared with 36%), in both metropolitan (66% compared with 41%) and regional areas (64% compared with 40%), and for both younger (18-44 year olds: 63% compared with 36%) and older respondents (45+ year olds: 67% compared with 46%).

In terms of usage, however, significant differences were not observed among women, regional respondents or younger respondents, whereas they were for men (14% compared with 6%), metropolitan respondents (14% compared with 8%) and older respondents (9% compared with 4%).

Significant differences were observed irrespective of CALD status. Both CALD (heard of: 73% compared with 30%; used: 25% compared with 6% respectively) and non-CALD respondents (heard of: 63% compared with 42%; used: 22% compared with 7% respectively) were more likely to have heard of the line, and more likely to have used it, if they had seen or heard the campaign.

9.3.2 Information needed from enquiries line

Almost nine in ten call centre users in the core telephone survey were satisfied with the service they received. Two-thirds were very satisfied (68%), and a further fifth were fairly satisfied (17%). On the other hand, 12% were dissatisfied, either very or fairly.

Table 71: Core survey – Satisfaction with enquiries line service

Core telephone survey	
Very satisfied	68%
Fairly satisfied	17%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	6%
Very dissatisfied	6%
Don't know	0%

Core telephone survey, respondents who had called the enquiries line (n=82)
Q43. Thinking about the service you received when you called the NSW Electoral Commission Election enquiries line most recently, how satisfied or dissatisfied were you with the service you received?

Of those who called the enquiries line, 20% rang to ask about iVote and 16% rang to check their enrolment details. Ten percent called to find out about enrolment details, working for the Election or following up on a postal vote.

Table 72: Core survey – Information from enquiries line

Core telephone survey	
Information on iVote (internet and phone voting)	20%
Finding out where your nearest polling place was	16%
Following up a postal vote	10%
Information about working for the Electoral Commission	10%
Checking your enrolment details	10%
Options for those who can't get to a polling place on Election Day	9%
Finding out how to apply for a postal vote	7%
Information on Electorate boundaries	5%
What to do if away from home on Election Day (e.g. interstate or overseas)	5%
Finding out how to enrol or update enrolment details	5%
Find out who the candidates in your Electorate were	2%
Finding out how to vote	2%
Finding out when the Election would be held	1%
Wanting to be excused from voting	1%
Information on assistance for people with disabilities and their carers	1%
Don't know	1%
Other	6%

Core telephone survey, respondents who had called the enquiries line (n=82)
Q40. What type of information were you looking for when you called the NSW Electoral Commission Election enquiries line?

Overall, 93% of respondents who called the enquiries line obtained the information they wanted. Of those who called the enquiries line to get information on iVote, 88% got the information they wanted.

All of the respondents calling to follow up on a postal vote, wanting information on Electoral boundaries, finding out how to enrol or change details or what to do if away from home got the information they wanted.

Table 73: Core survey – Response to enquiries line call

Core telephone survey	Yes (n)	No (n)
Information on iVote (internet and phone voting)	14	2
Finding out where your nearest polling place was	9	4
Following up a postal vote	8	0
Information about working for the Electoral Commission	7	1
Checking your enrolment details	7	1
Options for those who can't get to a polling place on Election Day	6	1
Finding out how to apply for a postal vote	5	1
Information on Electorate boundaries	4	0
What to do if away from home on Election Day (e.g. interstate or overseas)	4	0
Finding out how to enrol or update enrolment details	4	0
Find out who the candidates in your Electorate were	1	1
Finding out how to vote	1	1
Finding out when the Election would be held	1	0
Wanting to be excused from voting	1	0
Information on assistance for people with disabilities and their carers	0	1
Other	4	1

Core telephone survey, respondents who had called the enquiries line (n=82)
Q41. Did you receive the information or assistance you wanted in relation to…?

In the campaign evaluation survey, the most common reasons for using the enquiries line was to find out about alternative voting options (39%), or to check enrolment details (20%).

Figure 93: Campaign evaluation – Use of enquiries line

Campaign evaluation post-campaign (n=83) survey, respondents who had used the enquiries line
Q47. Prior to calling the NSW Electoral Commission election enquiries line (1300 135 736), what information were you looking for?
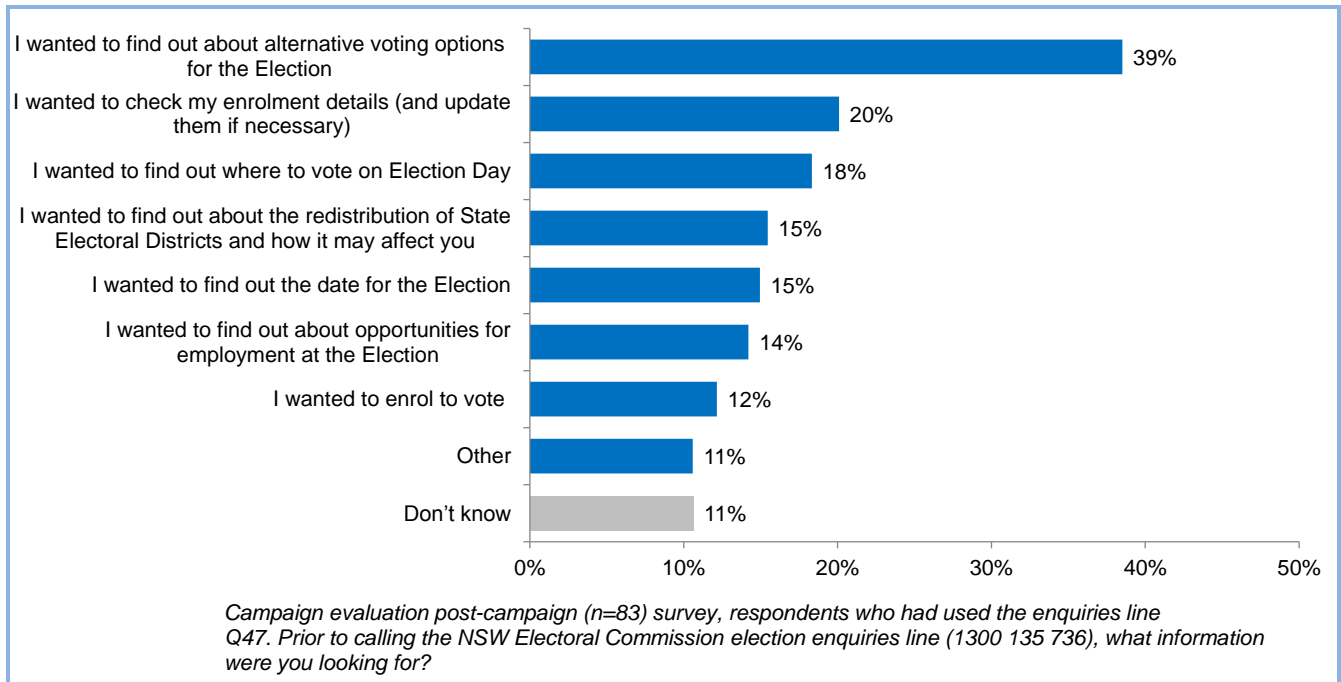
Around four-fifths of respondents who had used the enquiries line to find out information were able to find what they were looking for. Specifically, 80% of those who wanted to find out about alternative voting options were able to do so, as well as 92% of those who were checking their enrolment details. Three-quarters of respondents who had called to find out the redistribution were able to find out what they wanted (75%).

> *"I lived in Greystanes once and they suddenly changed me to Smithfield, Fairfield. I was like 'why?' I didn't know who the candidate is, so I just voted for someone I didn't know. No idea why they changed the rules or why they moved the borders. I'd like to understand that better."* **Arabic-speaking discussion group participant**

9.4 Website

9.4.1 Awareness and use of websites

In the six months prior to the Election, around one in twenty respondents in the campaign evaluation survey had visited a website about the voting process (6%).

Figure 94: Campaign evaluation – Searching for information about the voting process

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
*Q51. In the last six months, have you visited any website about the **voting process** for the NSW State Election (other than NSW Electoral Commission websites)?*
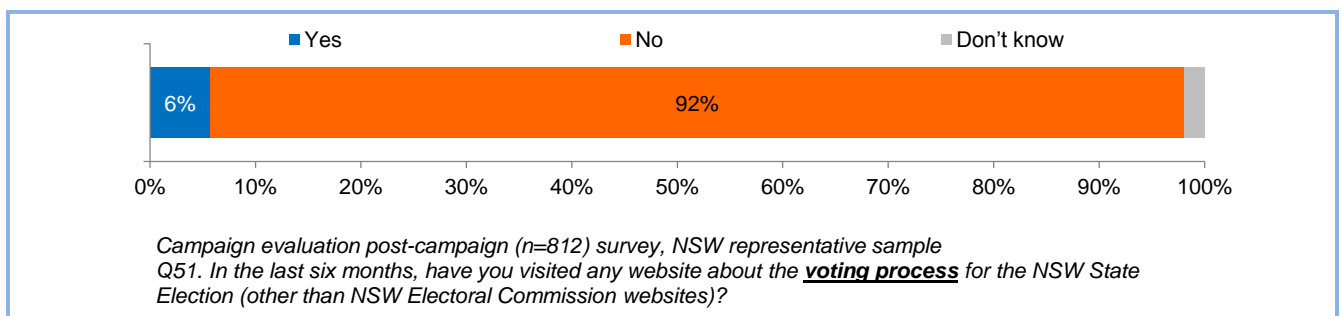
Men were more likely than women to have visited a website (13% compared with 8%), and CALD respondents were more likely than non-CALD respondents to have done so (20% compared with 9%).

Of these forty-seven respondents, fourteen mentioned using an AEC website, two a NSW Government website and another two a political party's website.

Two in five respondents had heard of votensw.info (39%). Thirteen percent stated they had used it.

Figure 95: Campaign evaluation – Awareness and use of the votensw.info website

Legend: ■ I have used this ■ I have heard of this, but not used it ■ I have not heard of this ■ Don't know

| 13% | 26% | 57% | 5% |

Campaign evaluation post-campaign (n=812) survey, NSW representative sample
Q14. Please indicate whether you have used or heard of each of the following. The votensw.info website.
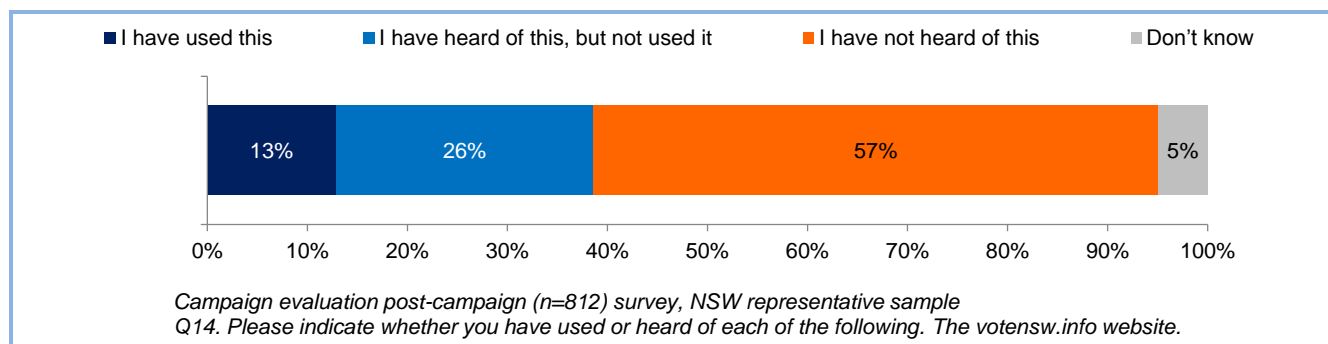
Seeing or hearing the campaign appears to have increased both awareness of votensw.info (58% of those who had seen or heard compared with 29% of those who had not) and likelihood of visiting it (21% compared with 9%).

Table 74: Campaign evaluation – Campaign impact on use of votensw.info website

	Benchmark	Post-campaign	Benchmark	Not seen/heard	Not seen/heard	Seen/heard
Heard of votensw.info	26%	38% ↑	26%	29%	29%	58% ↑
Used votensw.info	8%	13% ↑	8%	9%	9%	21% ↑

Campaign evaluation benchmark (n=400) and post-campaign (n=812) surveys, NSW representative sample
Q14A. Please indicate whether you have used or heard of each of the following. The votensw.info website

This campaign effect was observed across both men (heard of: 65% compared with 30%; used: 25% compared with 9% respectively) and women (heard of: 49% compared with 28%; used: 16% compared with 8% respectively), in both metropolitan (heard of: 59% compared with 31%; used: 21% compared with 11% respectively) and regional areas (heard of: 55% compared with 24%; used: 20% compared with 4% respectively), and among both younger (awareness among 18-44 year olds: 56% compared with 31%; used: 24% compared with 11%) and older respondents (awareness among 18-44 year olds: 59% compared with 26%; used: 19% compared with 7%).

Among CALD respondents, seeing or hearing the campaign appeared to increase awareness of the website (70% among those who had seen or heard it compared with 36% among those who had not) but not use, while both of these metrics were influenced among non-CALD respondents (heard of: 55% compared with 28%; used: 22% compared with 7% respectively).

A third (33%) of respondents who had heard of the website had done so from advertising, compared with around a quarter (23%) in the pre-wave. Twenty-nine percent had heard of it from a search engine, 19% from a friend, family member or acquaintance, and 9% from an enquiries line operator. One in eight (12%) could not recall how they had come across votensw.info. None of the differences between the benchmark and post-campaign surveys were statistically significant.

Although there were no significant differences between the different mediums (print, TV, radio and Facebook), the proportion of respondents who had heard of the votensw.info website was higher among those who had seen the print or Facebook campaigns (both 31% compared to 26% and 25% of those who had not seen the print or Facebook respectively).

Figure 96: Campaign evaluation – Source of awareness of the votensw.info website

Campaign evaluation post-campaign (n=309) survey, NSW representative sample, voters who had heard of the votensw.info website
Q15. Where did you hear about the votensw.info website?
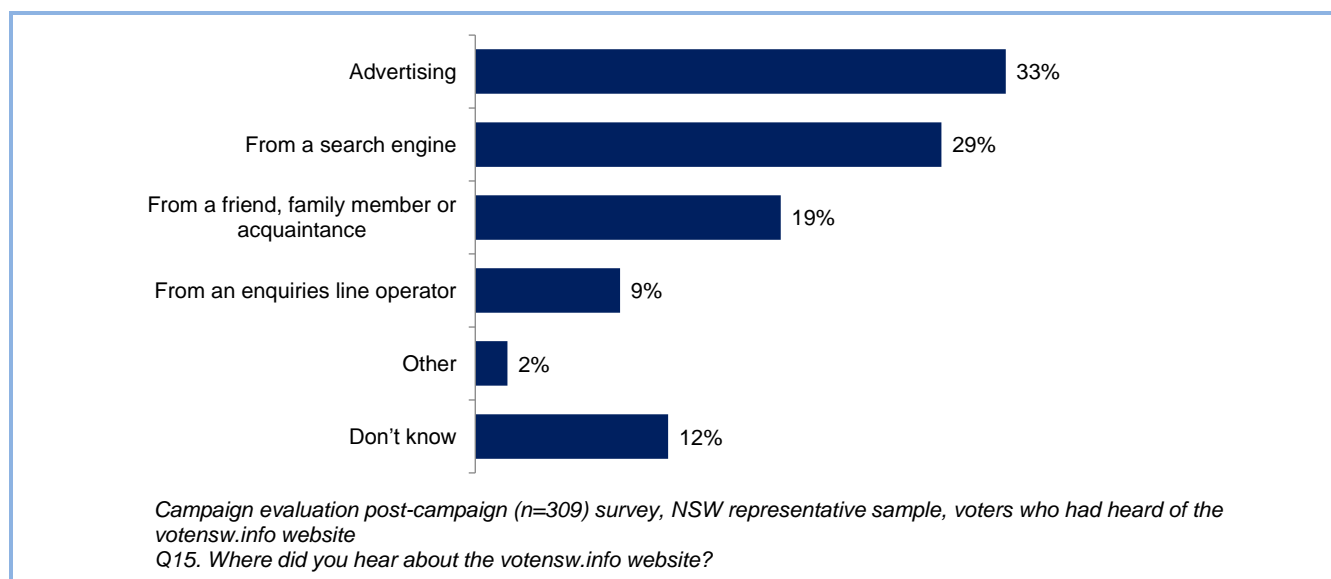
One-fifth of respondents in the core survey had visited a NSW Electoral Commission website (20%).

Table 75: Core survey – Visiting the Electoral Commission website

Core telephone survey	
Yes	20%
No	80%
Don't know	0%

Core telephone survey, total sample (n=1,200)
Q44. Have you visited a NSW Electoral Commission website, (for example www.Elections.nsw.gov.au or www.votensw.info) since the State Election was announced?

Respondents aged 25-34 were more likely to have visited the website (29%) compared to those aged over 65 (12%).

Those living in major cities were also more likely to have visited the website (22%) in contrast to those living in inner regional areas (15%).

Of those who did not use a NSW Electoral Commission website in the core survey, over half said they didn't do so because they did not require assistance or did not care about it (56%); eleven percent were not aware of these websites; nine percent said they did not feel comfortable using a computer; while six percent did not have internet access.

Table 76: Core survey – Reason for not using the website

Core telephone survey	
I did not require/need assistance/I was not interested	56%
I wasn't aware of any websites	11%
I don't feel comfortable using a computer	9%
I didn't have internet access at the time	6%
I couldn't be bothered searching the website/I thought calling would be quicker	4%
I found out information elsewhere	4%
I didn't think my query would be easily answered by a website	2%
I was too busy	2%
I preferred to speak to a person	1%
I looked on the website and couldn't find the information I needed	0%
Other	5%
Don't know	2%
Core telephone survey, respondents who had not used a website (n=958) *Q45. Why didn't you use these websites?*	

Older respondents were more likely to feel uncomfortable using a computer and not have internet access (both 15% compared to 6% and 5% respectively overall), while younger respondents were more likely to not be aware of the website (22% of 18-24 year olds, compared to 11 overall).

Among those respondents who did use a NSW Electoral Commission website, the vast majority did so before Election Day (43% in the week before Election Day and 38% earlier than this). One in six used a NSW Electoral Commission website following the Election (17%).

Table 77: Core survey – Time using the website

Core telephone survey	
Earlier than the week before Election Day	38%
In the week before Election Day	43%
On Election Day before 2pm	9%
On Election Day, between 2pm and 6pm	2%
After 6pm on Election Day	17%
Don't know	1%
Core telephone survey, respondents who had used the website (n=237) *Q46. When did you use this website/these websites?*	

Website users typically accessed a NSW Electoral Commission website by computer (73%). Eighteen percent and 17% used a tablet and smartphone, respectively.

Table 78: Core survey – Method of accessing website

Core telephone survey	
Computer (laptop/desktop)	73%
Tablet	18%
Smartphone (e.g. Apple iPhone/Android)	17%
Other	0%
Don't know	0%
Core telephone survey, respondents who had used the website (n=237) *Q47. How did you access this website/these websites?*	

9.4.2 Type of information searched for

Around a quarter of those in the core telephone survey who had used the website did so to find out where their nearest polling place was (24%). Thirteen percent were checking the Election results; 12% wanted information about iVote; 11% wanted information about the candidates in their Electorate; and 11% wanted to check their enrolment details.

Table 79: Core survey – Type of information searched for on the website

Core telephone survey	
Finding out where your nearest polling place was	24%
Checking the Election results	13%
Information on iVote (internet and phone voting)	12%
Finding out who the candidates in your Electorate were	12%
Checking your enrolment details	11%
Information on Electorate boundaries	7%
Options for those who can't get to a polling place on Election Day	6%
Finding out how to enrol or update enrolment details	6%
Finding out how to vote	5%
Finding out when the Election would be held	4%
Finding out how to apply for a postal vote	2%
What to do if away from home on Election Day e.g. interstate or overseas	2%
Don't know	1%
How the NSW voting system works	1%
Other	25%
Core telephone survey, respondents who had used the website (n=237)	
Q48. What type or types of information were you looking for when you visited this website?	

The vast majority of website users were able to find the information they wanted (91%). However, 8% were unable to.

Table 80: Core survey – Availability of information

Core telephone survey	
Yes	91%
No	8%
Don't know	1%
Core telephone survey, respondents who had used the website (n=235)	
Q49. Were you able to find the information you wanted?	

Respondents who could not find the information they wanted, indicated that this was because they couldn't find it on the website (n=12; 57%) or had IT issues (n=5; 24%), or had some other issue.

The most common reason for using the votensw.info website in the campaign evaluation survey was to find out about alternative voting options for the Election (49%). Three in ten used the website to find out polling place locations (30%), or to check enrolment details (27%).

Figure 97: Campaign evaluation – Use of votensw.info

To find out about alternative voting options for the election	49%
To find out where to vote on Election Day	30%
To check my enrolment details (and update them if necessary)	27%
To find out about the redistribution of State Electoral Districts and how it may affect you	19%
To find out about opportunities for employment at the Election	15%
To enrol to vote	13%
To find out the date for the Election	12%
Other	5%
Don't know	5%

Campaign evaluation post-campaign (n=156) survey, respondents who had used the votensw.info website
Q44. What were you looking for when you used the votensw.info website?

Those from culturally and linguistically diverse backgrounds were more likely to have used the votensw.info website to find out the date of the Election or to enrol to vote than non-CALD respondents (32% compared with 6% and 31% compared with 8% respectively).

Wanting to find out about employment opportunities was significantly more common among metropolitan respondents than regional (20% compared with 2%), and among CALD respondents than non-CALD (28% compared with 12%).

The advertising campaign did not appear to significantly impact the types of information respondents were using the website for.

The vast majority of respondents who had used the website to find out information were able to find what they were looking for. Specifically, all of those who wanted to find out the date of the Election (seventeen of seventeen), and more than nine in ten of those who wanted to find out about redistribution (thirteen of fourteen), to check their enrolment details (twenty-five of twenty-seven) or to find out about alternative voting options (91%; fifty-eight of sixty-three). Success was also relatively common among those who wanted to enrol to vote (twelve of fourteen), but less so among those who wanted to find out where to vote (nineteen of twenty-four), but less so among those who wanted to find out about employment opportunities (ten of fifteen).

9.4.3   Satisfaction with website

Four in five website users in the core telephone survey were satisfied with NSW Electoral Commission websites. Almost half were very satisfied with the website/s they used, and a further 38% were fairly satisfied. On the other hand, 12% were dissatisfied, either very or fairly (2% and 10% respectively).

Table 81: Core survey – Satisfaction with the website

Core telephone survey	
Very satisfied	45%
Fairly satisfied	38%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	10%
Very dissatisfied	2%
Don't know	1%

Core telephone survey, respondents who had used the website (n=235)
Q51. Thinking now about when you visited the website most recently, were you satisfied or dissatisfied with the website?

Respondents aged 25-34 were the most satisfied with the website (94% compared to 79% of those aged 45-54).

9.5   Information on Election Night

Almost three-quarters (72%) of respondents in the core survey felt informed about when the Election results are declared. One in five (20%) felt uninformed.

Table 82: Core survey – Knowledge of when the Election results are declared

Core telephone survey	
Very informed	47%
Fairly informed	25%
Neither informed nor uninformed	5%
Fairly uninformed	10%
Very uninformed	10%
Don't know	2%

Core telephone survey, total sample (n=1,200)
Q36. How informed or uninformed did you feel about... when the results of the Election are declared?

Reflecting their greater experience of previous Elections and the results process, older respondents aged 55-64 and over 65 were more likely to feel informed about when the Election results are declared (82% and 76% respectively) compared to those aged 18-24 (58%).

Respondents with a disability were more likely to feel uninformed (29%) compared to those without a disability (20%).

On balance, most respondents in the core survey followed the results of the Election on Election night (54%).

Table 83: Core survey – Following results on Election night

Following results on Election night	
Yes	54%
No	46%
Don't know	0%

Core telephone survey, total sample (n=1,200)
Q57. Did you follow the results of the NSW State Election on Election night?

Older respondents were more likely to have watched the results on Election night (73% aged over 65, compared to 36% of those aged 18-24).Among those who followed the results, the vast majority got their information from television (86%). Six percent listen to result information on the radio, five per cent followed the results on the NSW Electoral Commission website and 12% viewed another website.

Table 84: Channel for accessing results

Television	86%
Another website	12%
Radio	6%
The NSW Electoral Commission website	5%
Social media	4%
From friends / family	2%
Other	1%
Don't know	0%

Core telephone survey, respondents who followed the results on Election night (n=648)
Q58. Where did you get information about the Election results on Election night?

Older respondents tended to get information about Election results from television (93% of those aged over 55), while younger respondents tended to get information from other websites or social media (34% and 13% respectively of those aged 18-24).

Again, among those who followed the results in the core survey, almost all were satisfied with the speed at which these results were available; seventy-one percent were very satisfied and a quarter were fairly satisfied (25%).

Table 85: Satisfaction with the speed of results

Core telephone survey	
Very satisfied	71%
Fairly satisfied	25%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	0%

Core telephone survey, respondents who followed the results on Election night (n=648)
Q59. Overall, were you satisfied or dissatisfied with the speed with which Election results were available to you on Election night?

Most respondents in the core survey were very confident that the Election results are accurate (54%). However, more than one-third were only fairly confident (36%) and 6% were not confident, either not at all or not very (2% and 4% respectively).

Table 86: Confidence in the accuracy of results

Confidence in the accuracy of results	
Very confident	54%
Fairly confident	36%
Not very confident	4%
Not at all confident	2%
Don't know	3%

Core telephone survey, total sample (n=1,200)
Q60. Overall, how confident are you that the Election results are accurate?

Older respondents had greater confidence in the electoral process, being more likely to be confident that the Election results are accurate (95% of those aged over 65) compared to those 18-25 (84% confident).

There was also some variation in trust in the process by location, with those respondents living in major cities were more likely to be confident that the results are accurate, compared to those in inner regional areas (93% compared to 86%).

Those respondents from culturally and linguistically diverse backgrounds were more likely to be confident than non-CALD (92% compared to 86%).

Reflecting their more critical perceptions of the voting process, respondents with a disability were less likely to be confident (80%) of the accuracy of the results than those with without a disability (92%).

9.6   Electorate boundary changes

9.6.1   Knowledge of boundary changes

Around two-fifths of respondents in the core survey were aware there had been changes to State Electoral boundaries since the previous NSW State Election (39%). A further third thought there had not been any changes (35%), while around a quarter did not know (26%).

Table 87: Core survey – Awareness of changes to Electoral boundaries

Core telephone survey	
Yes, there were changes	39%
No, there were not any changes	35%
Don't know	26%
Core telephone survey, total sample (n=1,200)	
Q73. Do you know whether any State Electoral boundaries have changed since the previous NSW State Election in 2011?	

Older respondents were more likely to be aware if there were changes (with 15% those aged 65+ being unsure, compared to 40% of those aged under 25).

Of those who were aware of changes in the core survey, similar proportions thought their own Electorate had changed since the previous Election (46%) and had not (47%).

Table 88: Core survey – Awareness of changes to Electoral boundaries

Core telephone survey	
Yes	46%
No	47%
Don't know	7%
Core telephone survey, respondents who were aware of changes (n=470)	
Q74. As far as you are aware, did your State Electoral District change since the previous NSW State Election in 2011?	

In the campaign evaluation survey, only a third (32%) of Newtown voters were aware that their State Electoral District (SED) had changed since the 2011 NSW State Election; awareness was much higher in Murrumbidgee with almost half being aware of the boundary changes (46%).

Four in ten of those in Newtown stated their SED had *not* changed (40%), as did a quarter (25%) of those in Murrumbidgee. Around three in ten voters in each location did not know whether or not their SED had changed (28% in Newtown and 29% in Murrumbidgee).

Figure 98: Campaign evaluation – Awareness of redistribution
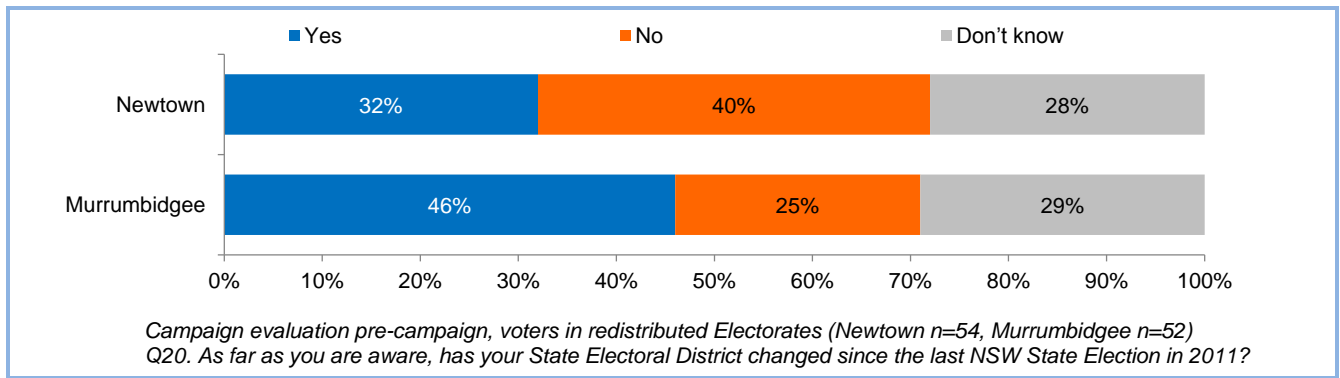
Campaign evaluation pre-campaign, voters in redistributed Electorates (Newtown n=54, Murrumbidgee n=52)
Q20. As far as you are aware, has your State Electoral District changed since the last NSW State Election in 2011?

Of those Murrumbidgee respondents who were aware of the redistribution, the vast majority correctly identified that they could vote at any polling place (92%). On the other hand, less than half of the respective Newtown respondents were aware of this, (47%) with around one-third believing they could only vote in their new State Electoral District (29%).

Figure 99: Campaign evaluation – Awareness of voting in the new district

Campaign evaluation pre-campaign, voters in redistributed Electorates (Newtown n=54, Murrumbidgee n=52)
Q21. As far as you are aware, which of the following statements (about which polling places you are able to vote at in the NSW State Election) is true?
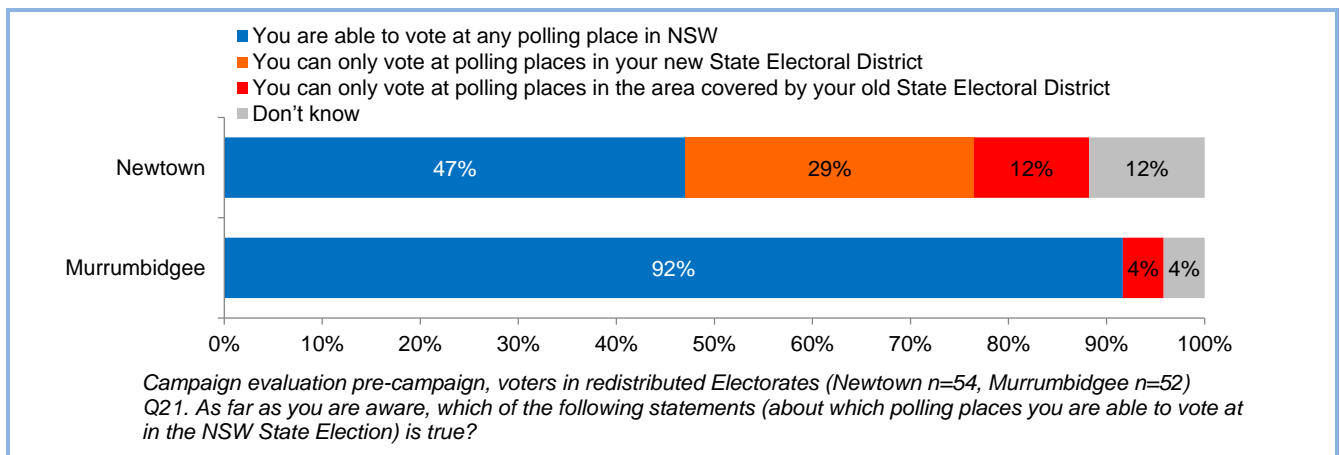
9.6.2 Information about boundary changes

In the campaign evaluation survey, Newtown voters looking for information about the redistribution of the SEDs were most likely to hunt for information using a NSW Electoral Commission website generally (38%). This was a much higher proportion than in the campaign evaluation benchmark pre-wave survey. They were next most likely to use a search engine (28%), the AEC website (21%), or the NSW Electoral Commission Election enquiries line (23%). Proportions for both the votensw.info website and he enquiries line were higher than in the benchmark.

Figure 100: Campaign evaluation – Sources intended to use to find out information about redistribution among respondents in the Newtown Electorate

Desired channels	Call the NSW Electoral Commission election enquiries line	23%
	Visit the votensw.info website	19%
Other channel	Visit a NSW Electoral Commission website	38%
	Use a search engine (e.g. Google)	28%
	Visit the Australian Electoral Commission (AEC) website	21%
	Call the Australian Electoral Commission	9%
	Visit an Australian Electoral Commission office	6%
	Visit the NSW Electoral Commission office	4%
	Visit a Local Council office	4%
	Visit a newsagent	4%
	Ask a friend, family member or acquaintance	4%
	Visit a Centrelink office	2%
	Visit a Service NSW Centre	0%
	Visit a post office	0%
	Don't know	13%
	This is not applicable to me	0%

Campaign evaluation post-campaign survey, voters in Newtown Electorate (n=54)
Q22. If you wanted to find out information about the redistribution of State Electoral Districts and how it may affect you, which of the following would you do?

While the picture was similar in Murrumbidgee – with the NSW Electoral Commission website (44%), search engines (21%) and the AEC website (23%) being mentioned by sizeable minorities – there was less interest in the NSW Electoral Commission Election enquiries line (21%) than among Newtown voters.

A quarter (25%) of those in Murrumbidgee said they would look to the votensw.info website to learn about the SED redistribution and its impact on them. Again this, as well as the enquiries line, was higher than in the pre-wave survey.

Figure 101: Campaign evaluation – Sources intended to use to find out information about redistribution among respondents in the Murrumbidgee Electorate

Desired channels	
Visit a NSW Electoral Commission website	44%
Call the NSW Electoral Commission election enquiries line	21%
Other channel	
Visit the votensw.info website	25%
Visit the Australian Electoral Commission (AEC) website	23%
Use a search engine (e.g. Google)	21%
Visit a Local Council office	19%
Visit the NSW Electoral Commission office	17%
Call the Australian Electoral Commission	12%
Visit an Australian Electoral Commission office	12%
Ask a friend, family member or acquaintance	8%
Visit a post office	6%
Visit a Service NSW Centre	6%
Visit a Centrelink office	2%
Visit a newsagent	2%
Don't know	10%
This is not applicable to me	2%

Campaign evaluation post-campaign survey, voters in Murrumbidgee Electorate (n=52)
Q22. If you wanted to find out information about the redistribution of State Electoral Districts and how it may affect you, which of the following would you do?

For Murrumbidgee respondents, the campaign appeared to impact likelihood to select a NSW Electoral Commission website generally. Three-fifths of those who had seen or heard the campaign selected this (61%), compared with one-fifth of those who had not (19%).

Prior to the Election, the majority of respondents in the Newtown and Murrumbidgee Electorates did not recall receiving the letter from the NSW Electoral Commission informing them about their changed State Electoral District (SED) (68% and 56% respectively). Nineteen percent of respondents in Newtown read the letter and an additional eight per cent received it but did not read it. In comparison, one-third of those in Murrumbidgee read it (33%) and an additional six per cent received it but did not read it.

Figure 102: Campaign evaluation – Recall of letter about changed State Electoral District

Legend: ■ Yes, and I have read it ■ Yes, but I have not read it ■ No ■ Don't know

	Yes, and I have read it	Yes, but I have not read it	No	Don't know
Newtown	19%	8%	68%	
Murrumbidgee	33%	6%	56%	4%

Campaign evaluation post-campaign (n=48) survey, NSW representative sample, voters who had seen or heard advertising specifically about voting in the 2015 NSW State Election
Q28. Do you recall receiving this letter?
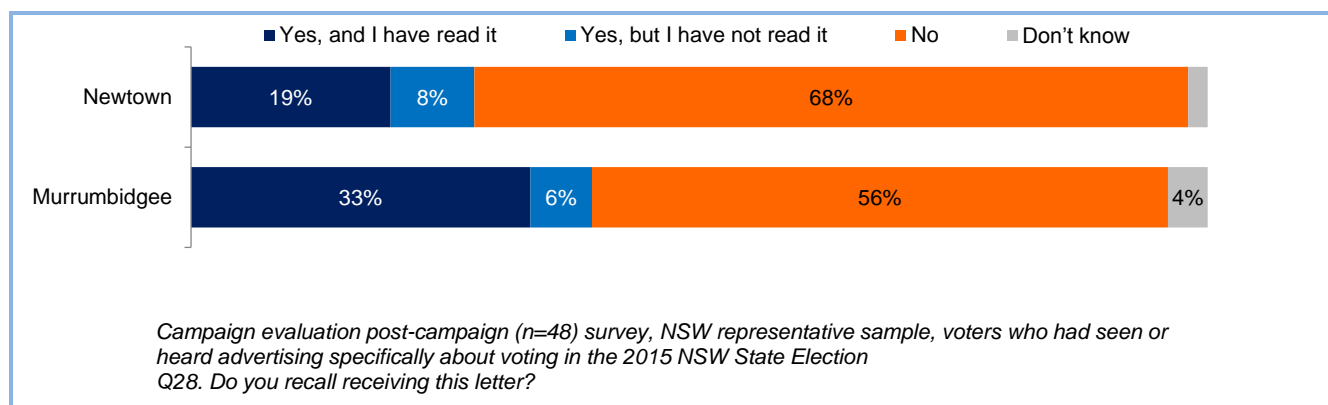
Among respondents in redistributed areas overall, women were more likely than men to recall receiving the letter (40% compared with 21%).

Most respondents in the core telephone survey were satisfied with the communication of these changes, either very or fairly (22% and 35% respectively). A quarter were dissatisfied (10% very and 14% fairly). In addition, three per cent stated they had not received any communications.

Table 89: Core survey – Satisfaction with the communication of Electoral changes

Core telephone survey	
Very satisfied	22%
Fairly satisfied	35%
Neither satisfied nor dissatisfied	11%
Fairly dissatisfied	14%
Very dissatisfied	10%
I did not receive any communications	3%
Don't know	6%
Core telephone survey, respondents who were aware of changes (n=470) *Q75. Were you satisfied or dissatisfied with the communication of these changes?*	

9.6.3 Voting difficulties due to boundary changes

Among those who thought their Electorate had changed in the core survey, only 4% reported that they had experienced difficulties as a result.

Table 90: Core survey – Difficulties voting due to Electoral changes

Core telephone survey	
Yes	4%
No	95%
Don't know	1%
Core telephone survey, Respondents who thought their Electorate had changed (n=215) *Q76. Did you experience any difficulties voting due to this Electorate change?*	

Difficulties were due to not knowing where to vote (which polling place, or going to the wrong one, n=4) and not knowing the candidates (n=3).

10. Appendices

Appendix A: Demographic tables

Core survey demographics

Core telephone survey	
Female	51%
Male	49%
I'd rather not say	0%
Core telephone survey, total sample (n=1,200) *S1a. What is your gender?*	

Core telephone survey	
18-20	5%
21-24	6%
25-34	15%
35-44	19%
45-54	19%
55-64	16%
65-74	12%
75-84	6%
85-94	2%
95+	0%
I'd rather not say	0%
Core telephone survey, total sample (n=1,200) *S1b. And what is your age?*	

Core telephone survey	%	n
Newtown	58%	33
Murrumbidgee	42%	24
Core telephone survey, respondents in redistributed areas (n=57) *S2. What is the postcode where you live?*		

Core telephone survey	
Yes	15%
No	85%
Core telephone survey, respondents in redistributed areas (n=57) *S4. Is any language other than English spoken in your household?*	

Core telephone survey	
Mandarin	12%
Arabic	8%
Cantonese	8%
Spanish	8%
Greek	6%
Italian	6%
Hindi	5%
Vietnamese	4%
Tamil	4%
French	4%
German	3%
Urdu	3%
Nepalese	3%
Turkish	3%
Russian	2%
Croatian	2%
Macedonian	2%
Thai	2%
Assyrian	2%
Bengali	2%
Dutch	2%
Indonesian	1%
Persian	1%
Japanese	1%
Polish	1%
Hungarian	1%
Burmese	1%
Dari	1%
Dinka	1%
Maltese	1%
Farsi	1%
Tagalog	1%
Korean	1%
Serbian	1%
Other	16%

Core telephone survey, CALD respondents n = 185
S5. What other languages are spoken in your household?

Core telephone survey			
	Yes	No	Don't know
I have a disability	10%	90%	0%
I am blind or have low vision	4%	96%	0%
I have a reading difficulty	3%	97%	0%

I live more than 20km from my nearest polling place	5%	94%	1%

Core telephone survey, total sample (n=1,200)
S6. Which of the following, if any, describe you?

Face-to-face pre-poll survey

Pre-poll survey		
	%	n
Sydney Town Hall	31%	147
Newcastle	22%	101
Fairfield	20%	93
Tamworth	27%	127

Pre-poll survey, total sample (n=468)
H1. Location

Pre-poll survey					
	Total	Sydney Town Hall	Newcastle	Fairfield	Tamworth
Male	46%	50%	41%	45%	44%
Female	54%	50%	59%	55%	56%

Pre-poll survey, total sample (n=468)
Gender by Location

Pre-poll survey					
	Total	Sydney Town Hall	Newcastle	Fairfield	Tamworth
18-20	6%	6%	6%	12%	2%
21-24	11%	10%	15%	18%	3%
25-34	19%	27%	19%	14%	14%
35-44	13%	15%	16%	13%	9%
45-54	18%	22%	8%	14%	22%
55-64	18%	10%	29%	11%	23%
65-74	11%	6%	5%	14%	20%
75-84	4%	3%	2%	3%	6%
85-94	1%	0%	1%	1%	1%
95+	0%	0%	0%	0%	0%
I'd prefer not to say	0%	1%	0%	0%	0%

Pre-poll survey, total sample; (n=468)
Q12. What is your age group? by H2. Location

Pre-poll survey					
	Total	Sydney Town Hall	Newcastle	Fairfield	Tamworth

Yes	22%	24%	9%	65%	0%
No	78%	76%	91%	35%	100%

Pre-poll survey, total sample; (n=468)

Q14. Do you speak any language other than English in your home? by H2. Location

Pre-poll survey				
	Total	Sydney Town Hall	Newcastle	Fairfield
Vietnamese	15%	11%	11%	18%
Arabic	13%	0%	0%	23%
Assyrian	11%	0%	0%	20%
Cantonese	11%	31%	0%	2%
Spanish	7%	8%	0%	7%
Italian	6%	3%	44%	2%
Tagalog	5%	3%	0%	7%
Hindi	5%	3%	0%	7%
French	4%	8%	11%	0%
Teochew	3%	3%	0%	5%
Greek	3%	0%	11%	3%
Polish	2%	3%	11%	0%
Hungarian	2%	3%	0%	2%
German	2%	6%	0%	0%
Serbian	2%	0%	0%	3%
Korean	2%	6%	0%	0%
Khmer	2%	0%	0%	3%
Mandarin	1%	0%	0%	2%
Maltese	1%	0%	0%	2%
Persian	1%	0%	0%	2%
Indonesian	1%	3%	0%	0%
Portuguese	1%	3%	0%	0%
Croatian	1%	0%	0%	2%
Bosnian	1%	0%	0%	2%
Turkish	1%	0%	0%	2%
Armenian	1%	3%	0%	0%
Other	12%	22%	22%	40%

Pre-poll, respondents who speak a language other than English (n=105)

Q15. What other languages are spoken? by H2. Location

Online campaign evaluation surveys

Benchmark survey

Category	Characteristic	NSW representative sample	Newtown	Murrumbidgee
Gender	Male	n=192 (48%)	n=30 (56%)	n=18 (35%)
	Female	n=208 (52%)	n=24 (44%)	n=34 (65%)
Age	18-24	n=40 (10%)	n=1 (2%)	n=1 (2%)
	25-34	n=69 (17%)	n=8 (15%)	n=4 (8%)
	35-44	n=72 (18%)	n=16 (30%)	n=7 (13%)
	45-54	n=73 (18%)	n=15 (28%)	n=11 (21%)
	55-64	n=64 (16%)	n=9 (17%)	n=15 (29%)
	65+	n=82 (21%)	n=5 (9%)	n=14 (27%)
Location	Metropolitan	n=261 (65%)	n=54 (100%)	n=0 (0%)
	Regional	n=139 (35%)	n=0 (0%)	n=52 (100%)
TOTAL		**n=400 (100%)**	**n=54 (100%)**	**n=52 (100%)**
Campaign evaluation, pre-campaign survey, total sample (n=506) *S1A. What is your gender?*				

Post-campaign survey

Category	Characteristic	NSW representative sample	Newtown	Murrumbidgee
Gender	Male	n=396 (49%)	n=24 (45%)	n=18 (35%)
	Female	n=416 (51%)	n=29 (55%)	n=34 (65%)
Age	18-24	n=95 (12%)	n=1 (2%)	n=2 (4%)
	25-34	n=144 (18%)	n=14 (26%)	n=9 (17%)
	35-44	n=148 (18%)	n=16 (30%)	n=5 (10%)
	45-54	n=144 (18%)	n=10 (19%)	n=14 (27%)
	55-64	n=124 (15%)	n=7 (13%)	n=11 (21%)
	65+	n=124 (19%)	n=5 (9%)	n=11 (21%)
Location	Metropolitan	n=522 (64%)	n=54 (100%)	n=0 (0%)
	Regional	n=290 (36%)	n=0 (0%)	n=52 (100%)
TOTAL		**n=400 (100%)**	**n=53 (100%)**	**n=52 (100%)**
Campaign evaluation, post-campaign survey, total sample (n=505) *S1A. What is your gender?*				

iVote surveys

	Demographic	iVote representative telephone survey	iVote consultative online survey
Gender	Male	48%	51%
	Female	52%	49%
Age	18-24	11%	4%
	25-34	24%	16%
	35-44	16%	17%
	45-54	16%	20%
	55-64	16%	25%
	65+	18%	19%
iVote telephone survey, total sample (n=1,000) *iVote online consultative survey, total sample (n=30,970)*			

Appendix B: Core Telephone Survey Questionnaire

Evaluation of Electoral Services CATI
Topline Results
Ipsos Social Research Institute: 14-036279-01-04

Technical details:
- For the main sample, a total of n=1,200 eligible voters were surveyed by CATI.
- Surveying took place between the Sunday following the Election (29th March) and the following Thursday (2nd April).
- Data is weighted according to age, gender and location to match the NSW population using Australian Bureau of Statistics data.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

Key:
[SR] = Single response question
[MR] = Multiple response allowed
[DNRO] = Interviewers did not read out code frame
[READ OUT] = Interviewers read out code frame

Screener Questions

S6 Which of the following, if any, describe you?

Note: a 'polling place' is a physical location where people vote in a NSW State Election. **[SR PER ROW] [READ OUT]**

		Yes	No	Don't know
A	I have a disability	10%	90%	0%
B	I am blind or have low vision	4%	96%	0%
C	I have a reading difficulty	3%	97%	0%
D	I live more than 20km from my nearest polling place	5%	95%	1%

Voting experience

Q1. Thinking now about the New South Wales State Election that was held on Saturday 28 March…did you vote in this election, either by voting on Election Day or earlier? **[SR] [READ OUT]**

Yes, on election day	75%
Yes, before election day	23%
No	2%

Q2.**[IF VOTED]** Were you satisfied or dissatisfied with your overall voting experience? **[SR] [DNRO]**

Very satisfied	53%
Fairly satisfied	35%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	5%
Very dissatisfied	4%
Don't know	0%

Q3. **[IF KNOWS HOW SATISFIED OVERALL (Q2=1-5)]** And why were you **[INSERT ANSWER FROM Q2]**? **[RECORD VERBATIM]**

Reasons for satisfaction:	
Convenience and ease of voting	35%
Lack of crowds and queues	33%
Professionalism of staff (helpful/polite/friendly)	11%
Amount of signage	6%
Closeness to home	4%
Reasons for dissatisfaction:	
Crowded polling places/long queues/lengthy waiting time	7%
Confused by the ballot paper instructions/long list of candidates	6%
General dislike of politics and a disdain/detachment from the political process	4%

Q4. Overall, are you satisfied or dissatisfied that the NSW Electoral Commission conducted the State Election fairly and impartially? **[SR] [DNRO]**

Very satisfied	53%
Fairly satisfied	36%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	5%

Q5. **[IF DID NOT VOTE]** What was the main reason you didn't vote in this election? **[SR] [DNRO]**

I was not in NSW on Election Day	
I was more than 8km from a polling place on Election Day (but in NSW)	
I have religious beliefs which prevented me from voting	n=1
I was caring for a person	
I was helping a relative/friend who could not vote	
I was working	
I have a disability	
I believe that attending a polling place would have placed my personal safety, or that of my family members, at risk	
I was ill, infirm or pregnant	n=2
I was hospitalised	
I am blind or have low vision	
I have a reading difficulty	
It was easier and more convenient not to vote	
I had other commitments	n=2
I wanted to avoid the queues/crowds/canvassers	
I don't really care about the Election	
I don't believe in the voting/political system	n=3
I forgot	n=5
I am not enrolled/moved from Electoral Area/District	n=4
I arrived at the polling place too late/ the polling place had closed	
I did not know how to vote	
Other **[SPECIFY]**	n=8

Don't know	
I'd rather not say	

Q6. **[IF VOTED ON ELECTION DAY]** Which of the following best describes how you voted? Did you vote...? **[SR] [READ OUT]**

In person at a polling place in your own electorate	91%
In person at a polling place in another electorate	7%
On the internet (iVote)	2%
By telephone (iVote)	0%
Other **[RECORD VERBATIM]**	1%
Don't know **[DNRO]**	0%

Q7. **[IF VOTED BEFORE ELECTION DAY]** Which of the following best describes how you voted? Did you vote...? **[SR] [READ OUT]**

On the internet (iVote)	22%
By telephone (iVote)	0%
By postal voting	20%
By pre-polling (voting in person before election day) in your own electorate	49%
By pre-polling (voting in person before election day) in another electorate	8%
Other **[RECORD VERBATIM]**	1%
Don't know **[DNRO]**	0%

Q8. **[IF IVOTED BY TELEPHONE]** How did you vote...? **[SR] [READ OUT]**

Using automated voice recognition	n=6
By talking to an operator	n=1
Other **[RECORD VERBATIM]**	
Don't know **[DNRO]**	

Q9. **[IF VOTED ONLINE]** After casting your vote online, did you call the NSW Electoral Commission telephone Verification Service to verify your vote? **[SR] [DNRO]**

Yes	5%
No	93%
Don't know	1%

Q10.   **[IF VOTED IN PERSON]** How did you find out where you could vote? **[MR] [DNRO]**

Called the NSW Electoral Commission election enquiries line (1300 135 736)	1%
Asked a friend, family member, or neighbour	12%
Visited a NSW Electoral Commission website (for example www.elections.nsw.gov.au or www.votensw.info)	5%
Went to the same place you voted last time	54%
Went out looking for a polling place until you found one	6%
Information provided by a candidate or political party member	2%
Saw the crowds/signs	10%
Used a search engine (e.g. Google)	6%
Other **[RECORD VERBATIM]**	1%
Don't know	0%

Q11.   **[IF VOTED BY IVOTE, POSTAL VOTED OR PRE-POLLED]** What is the main reason you voted by **[INSERT ANSWER FROM Q6/Q7 (DEPENDING ON WHICH WAS COMPLETED)]** rather than in person on election day? **[SR] [DNRO]**

I was not in NSW on Election Day	25%
I was more than 8km from a polling place on Election Day (but in NSW)	11%
I have religious beliefs which prevented me from voting at a polling place on Election Day	0%
I was caring for a person and could not get to a polling place on Election Day	4%
I was helping a relative/friend who could not vote on Election Day	2%
I was working on Election Day and could not get to a polling place	16%
I have a disability	7%
I believe that attending a polling place on Election Day would have placed my personal safety, or that of my family members, at risk	0%
I was ill, infirm or pregnant	3%
I was hospitalised	1%
I am blind or have low vision	0%
It was easier and more convenient	13%
I had other commitments on Election Day	2%
I wanted to avoid the Election Day queues/crowds/canvassers	2%
I had made up my mind and was ready to vote	0%
Other **[SPECIFY]**	2%
Don't know	1%
I'd rather not say	4%

Satisfaction with Election Day services and experience

Q12.   **[IF VOTED IN PERSON]** To the best of your knowledge, how long did you have to queue before you voted? **[RECORD ANSWER IN MINUTES]**

I didn't have to wait	40%
Less than 5 minutes	26%
5-9 minutes	17%
10-14 minutes	8%
15-20 minutes	6%

Over 20 minutes	3%
Don't know	0%

Q13. **[IF VOTED IN PERSON]** Were you satisfied or dissatisfied with the amount of time it took to cast a vote at your polling place? **[SR] [DNRO]**

Very satisfied	72%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	4%
Very dissatisfied	2%
Don't know	0%

Q14. **[IF VOTED IN PERSON]** If you asked for assistance from electoral staff in understanding how to vote properly, were you satisfied or dissatisfied with this assistance? **[SR] [DNRO]**

Very satisfied	31%
Fairly satisfied	7%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	1%
Very dissatisfied	1%
I did not receive assistance	60%
Don't know	0%

Q15. **[IF VOTED IN PERSON AND CALD]** Which of the following assistance, if any, did you receive from polling place staff? **[MR] [READ OUT]**

Verbal assistance in a language other than English	2%
A guide on how to vote in a language other than English	2%
None of these	96%

Q16. **[IF RECEIVED CALD ASSISTANCE]** Were you satisfied or dissatisfied with this/these? **[SR] [DNRO]**

Very satisfied	66%
Fairly satisfied	34%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	0%
Don't know	0%

Q17.   **[IF VOTED IN PERSON]** Were you satisfied or dissatisfied with your privacy when you were filling out your ballot paper? **[SR] [DNRO]**

Very satisfied	70%
Fairly satisfied	25%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%

Q18.   **[IF VOTED IN PERSON]** Did you use a pen or pencil to complete your ballot paper? **[SR] [DNRO]**

I used a pen	63%
I used a pencil	23%
Neither of these	0%
Don't know	14%

Q19.   **[IF KNOWS USED PEN]** Did using a pen to complete your ballot paper, rather than a pencil, make you more or less confident about the security of your vote? **[SR] [DNRO]**

A lot more confident	40%
A little more confident	16%
No difference	40%
A little less confident	1%
A lot less confident	0%
Don't know **[DNRO]**	3%

Q20. **[IF VOTED IN PERSON]** Overall, were you satisfied or dissatisfied with the facilities of the polling place where you voted? **[SR] [DNRO]**

Very satisfied	72%
Fairly satisfied	24%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%

iVote

Q21. **[DID NOT USE IVOTE]** iVote is an initiative designed to allow those with vision impairment, or other disabilities, reading difficulties, those living in remote NSW, or those who are interstate or overseas to cast their vote anonymously via the internet or over the telephone.

Before today, had you heard of iVote? **[SR] [DNRO]**

Yes	38%
No	61%
Don't know	0%

Q22. **[IF DID NOT USE IVOTE BUT HAS HEARD OF]** Did you register to use iVote for the NSW State Election on March 28? **[SR] [READ OUT]**

Yes, I registered online	3%
Yes, I registered by phone	1%
No	97%
Don't know **[DNRO]**	0%

Q23. **[IF DID NOT REGISTER TO USE IVOTE BUT HAS HEARD OF AND IS ELIGIBLE/WAS OUTSIDE NSW ON ELECTION DAY]** Why not? **[MR] [DNRO]**

Didn't know I was eligible	19%
Didn't know how	3%
Didn't understand the registration process	1%
Registration process was too complicated/long/inconvenient	2%
Don't have access to a computer	3%
Don't trust the internet	3%
Don't trust technology assisted voting	3%
Couldn't be bothered	5%
Prefer to vote in a way I'm familiar with	23%
I was only made aware of iVote on the day of the election	3%
Other **[RECORD VERBATIM]**	45%
Don't know	1%

Q24. **[IF USED IVOTE OR REGISTERED TO USE IVOTE]** What could the NSW Electoral Commission do to improve the iVote registration process? **[RECORD VERBATIM]**

Nothing to improve	52%
Fix IT issues/improve IT	23%
Allow everyone to use iVote	17%
Improve security	7%

Q25. **[IF DID NOT USE IVOTE OR REGISTER TO USE IVOTE OR HEARD OF IVOTE]** In the future, if the iVote service were available to you, so that you could vote via the internet or telephone, how likely or unlikely would you be to use it? **[SR] [DNRO]**

Very likely	53%
Fairly likely	17%
Neither likely nor unlikely	3%
Fairly unlikely	10%
Very unlikely	14%
Don't know	2%

Q26. **[IF DID NOT USE IVOTE OR REGISTER TO USE IVOTE OR HEARD OF IVOTE]** To what extent do you trust or distrust the iVote voting process? Would you say that you… **[SR] [READ OUT]**

Trust it a great deal	30%
Trust it a little	19%
Neither trust nor distrust it	27%
Distrust it a little	8%
Distrust it a great deal	8%
Don't know	9%

Q27. **[IF IVOTED]** Were you satisfied or dissatisfied with the security of the iVote voting process? **[SR] [DNRO]**

Very satisfied	60%
Fairly satisfied	30%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	3%

Q28.   **[IF CALLED VERIFICATION SERVICE]** You mentioned that, after casting your vote online, you called the NSW Electoral Commission telephone Verification Service to verify your vote. Were you satisfied or dissatisfied with this process? **[SR] [DNRO]**

Very satisfied	51%
Fairly satisfied	26%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	23%
Don't know	0%

Q29.   **[IF CALLED VERIFICATION SERVICE AND KNOWS HOW SATISFIED]** Why were you **[INSERT RESPONSE FROM Q28]**? **[RECORD VERBATIM]**

Reasons for satisfaction	
Easy to use	n=1
Reasons for dissatisfaction	
Unable to cancel vote/concerned about hacking	n=1

Q30.   **[IF IVOTED (Q6=3-4 OR Q7=1-2)]** Taking everything into account, were you satisfied or dissatisfied with the iVote service? **[SR] [DNRO]**

Very satisfied	73%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	2%
Don't know	0%

Q31.   **[IF IVOTED AND KNOWS HOW SATISFIED]** Why were you **[INSERT RESPONSE FROM Q30]**? **[RECORD VERBATIM]**

Reasons for satisfaction	
It was easy to use	54%
Convenient	24%
It was quick	17%
It was secure	8%
Reasons for dissatisfaction	
IT issues	13%

Postal voting

Q32.   **[IF POSTAL VOTED]** You mentioned you cast a postal vote. Where did you get your postal vote application form? **[SR] [DNRO]**

Called the NSW Electoral Commission	5%
Completed online application process	7%
Downloaded application form on NSW Electoral Commission website	6%
Political party letter/flyer/representative etc	9%
Friend/Family member/Neighbour	4%
Forms sent automatically	45%
Other **[RECORD VERBATIM]**	20%

Don't know	4%

Q33. **[IF COMPLETED ONLINE POSTAL VOTE APPLICATION PROCESS]** Were you satisfied or dissatisfied with this online application process? **[SR] [DNRO]**

Very satisfied	100%
Fairly satisfied	0%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	0%
Don't know	0%

Q34. **[IF POSTAL VOTED (Q7=3)]** Taking everything into account, were you satisfied or dissatisfied with the postal voting service? **[SR] [DNRO]**

Very satisfied	73%
Fairly satisfied	22%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	2%
Very dissatisfied	4%
Don't know	0%

Willingness to recommend methods

Q35. For each of the following methods of voting, imagine that a friend or family member was considering using that method to vote in a NSW State Election.

How likely would you be to recommend each of the following methods? **[SR] [READ OUT]**

	Very likely	Fairly likely	Neither likely nor unlikely	Fairly unlikely	Very unlikely	Don't know
In person on election day	53%	27%	6%	6%	7%	2%
By pre-polling in person	44%	27%	6%	11%	8%	4%
[IF AWARE OF IVOTE OR IF VOTED WITH IVOTE] By iVote	46%	24%	7%	7%	11%	5%
By postal voting	29%	26%	8%	18%	16%	4%

Information

Q36.   **[IF VOTED]** How informed or uninformed did you feel about each of the following before going to vote in the New South Wales State Election? **[SR] [READ OUT]**

		Very informed	Fairly informed	Neither informed nor uninformed	Fairly uninformed	Very uninformed	Don't know
A	How to fill in a ballot paper	59%	29%	2%	5%	3%	1%
B	How to check and update your enrolment details	32%	27%	6%	16%	13%	6%
C	Early and alternative voting options (that is, other than voting in person at a polling place on Election Day)	32%	33%	4%	17%	13%	1%
D	**[IF VOTED IN PERSON]** Finding out where to vote on Election Day	55%	23%	4%	9%	8%	2%
E	When the results of the Election are declared	47%	25%	5%	10%	10%	2%

Q37.　**[IF WANTED ADDITIONAL INFORMATION]** What additional information, if any, would you have liked to receive? **[MR] [DNRO]**

Information about where to vote on election day	6%
Information about how to enrol to vote or update enrolment details	2%
Information about postal voting	1%
Information about voting early	3%
Information about polling place opening hours/closing times	1%
Information about filling out ballot papers correctly	4%
Information about candidates or parties	9%
Information on iVote (Technology assisted voting)	9%
Information on automatic enrolment / SmartRoll	0%
Information on assistance for people with disabilities and their carers	0%
Information in languages other than English	0%
None	63%
Other **[RECORD VERBATIM]**	1%
Don't know	3%

Q38.　**[IF WANTED ADDITIONAL INFORMATION]** How would you have liked to receive this information? **[MR] [DNRO]**

Mass media – TV advertising	24%
Mass media - Newspapers	15%
Mass media – Radio	9%
Mass media – online	17%
Brochure/direct mail/letter/leaflet sent to my home address by the NSW Electoral Commission	59%
NSW Electoral Commission website	7%
Emailed to me	29%
Social media	3%
Other **[RECORD VERBATIM]**	0%
Don't know	2%

Election enquiries line

Q39.　Have you called the NSW Electoral Commission election enquiries line (1300 135 736) since the State Election was announced? **[SR] [DNRO]**

Yes	3%
No	97%
Don't know	0%

Q40.   **[IF CALLED ENQUIRIES LINE]** What type of information were you looking for when you called the NSW Electoral Commission election enquiries line? **[MR] [DNRO]**

Checking your enrolment details	10%
Finding out where your nearest polling place was	16%
Information on electorate boundaries	5%
Options for those who can't get to a polling place on election day	9%
How the NSW voting system works	0%
Finding out when the election would be held	1%
Finding out how to vote	2%
Finding out how to enrol or update enrolment details	5%
Getting an enrolment form	0%
Finding out who the candidates in your electorate were	2%
Finding out how to apply for a postal vote	7%
What to do if away from home on election day e.g. interstate or overseas	5%
Enquiring about accessibility rating of a polling place (for those with mobility restrictions)	0%
Checking the election results	0%
Information on iVote (internet and phone voting)	20%
Information on SmartRoll automatic enrolment	0%
Wanting to be excused from voting	1%
Information on assistance for people with disabilities and their carers	1%
Information in languages other than English	0%
Following up a postal vote	10%
Information about working for the Electoral Commission	10%
Other **[RECORD VERBATIM]**	6%
Don't know	1%

Q41.   **[FOR EACH RESPONSE MARKED AT Q40]** Did you receive the information or assistance you wanted in relation to **[INSERT ANSWER FROM QUESTION Q40]**? **[SR] [DNRO]**

Yes	79%
No	21%
Don't know	0%

Q42.   **[IF DID NOT RECEIVE INFORMATION/ASSISTANCE WANTED ASK FOR EACH RELEVANT RESPONSE MARKED AT Q40]** Why didn't you receive the information or assistance you wanted in relation to **[INSERT ANSWER FROM QUESTION Q40]**? **[OPEN ENDED]**

[RECORD VERBATIM]	
Don't know	

Q43. **[IF CALLED ENQUIRIES LINE]** Thinking about the service you received when you called the NSW Electoral Commission election enquiries line most recently, how satisfied or dissatisfied were you with the service you received? **[SR] [READ OUT]**

Very satisfied	60%
Fairly satisfied	19%
Neither satisfied nor dissatisfied	6%
Fairly dissatisfied	7%
Very dissatisfied	9%
Don't know	0%

Website

Q44. Have you visited a NSW Electoral Commission website, (for example www.elections.nsw.gov.au or www.votensw.info) since the State election was announced? **[SR] [DNRO]**

Yes	20%
No	80%
Don't know	0%

Q45. **[IF DID NOT USE WEBSITE]** Why didn't you use these websites? **[MR] [DNRO]**

I wasn't aware of any websites	11%
I didn't think my query would be (easily) answered by a website	2%
I preferred to speak to a person	1%
I looked on the website and couldn't find the information I needed	0%
I couldn't be bothered searching the website/I thought calling would be quicker	4%
I didn't have internet access at the time	6%
I don't feel comfortable using a computer	9%
I did not require/need assistance/I was not interested	56%
I found out information elsewhere	4%
I was too busy	2%
Other **[RECORD VERBATIM]**	5%
Don't know	2%

Q46. **[IF VISITED WEBSITES]** When did you use this website/these websites? Please select any that apply. **[MR] [READ OUT]**

Earlier than the week before Election Day	38%
In the week before Election Day	43%
On Election Day before 2pm	9%
On Election Day, between 2pm and 6pm	2%
After 6pm on Election Day	17%
Don't know **[DNRO]**	1%

Q47. **[IF VISITED WEBSITES]** How did you access this website/these websites?
Please select any that apply.
Using a...**[MR] [READ OUT]**

Computer (laptop/desktop)	73%
Smartphone (e.g. Apple iPhone/Android)	17%
Tablet	18%
Other **[SPECIFY]**	0%
Don't know **[DNRO]**	0%

Q48. **[IF VISITED WEBSITES]** What type or types of information were you looking for when you visited this website? **[MR] [DNRO]**

Checking your enrolment details	11%
Finding out where your nearest polling place was	24%
Information on electorate boundaries	7%
Options for those who can't get to a polling place on election day	6%
How the NSW voting system works	1%
Finding out when the election would be held	4%
Finding out how to vote	5%
Finding out how to enrol or update enrolment details	6%
Getting an enrolment form	0%
Finding out who the candidates in your electorate were	12%
Finding out how to apply for a postal vote	2%
What to do if away from home on election day e.g. interstate or overseas	2%
Enquiring about accessibility rating of a polling place (for those with mobility restrictions)	0%
Checking the election results	13%
Information on iVote (internet and phone voting)	12%
Information on SmartRoll automatic enrolment	0%
Wanting to be excused from voting	0%
Information on assistance for people with disabilities and their carers	0%
Information in languages other than English	0%
Other **[RECORD VERBATIM]**	25%
Don't know	1%

Q48B. **[SHOW ONLY RESPONSES SELECTED AT Q48]** And what was the main type of information were you looking for when you visited this website **most recently**? **[SR] [DNRO]**

Checking your enrolment details	11%
Finding out where your nearest polling place was	24%
Information on electorate boundaries	7%
Options for those who can't get to a polling place on election day	6%
How the NSW voting system works	1%
Finding out when the election would be held	4%
Finding out how to vote	5%
Finding out how to enrol or update enrolment details	6%
Getting an enrolment form	0%
Finding out who the candidates in your electorate were	12%
Finding out how to apply for a postal vote	2%
What to do if away from home on election day e.g. interstate or overseas	2%

Enquiring about accessibility rating of a polling place (for those with mobility restrictions)	0%
Checking the election results	13%
Information on iVote (internet and phone voting)	12%
Information on SmartRoll automatic enrolment	0%
Wanting to be excused from voting	0%
Information on assistance for people with disabilities and their carers	0%
Information in languages other than English	0%
Other	25%

Q49. **[IF PROVIDED ANSWER TO Q48B OR PROVIDED ANSWER TO Q48 IF Q48B NOT ASKED)** Were you able to find the information you wanted in relation to **[INSERT ANSWER FROM Q48B OR Q48]**? **[SR] [DNRO]**

Yes	91%
No	8%
Don't know	1%

Q50. **[IF DID NOT RECEIVE INFORMATION/ASSISTANCE WANTED]** Why weren't you able to find the information or assistance you wanted in relation to **[INSERT ANSWER FROM Q48B OR Q48]**? **[OPEN ENDED]**

Problems with navigating/finding things on the website	71%
IT issues	19%
Other	20%

Q51. **[IF VISITED WEBSITE]** Thinking now about when you visited this website most recently, were you satisfied or dissatisfied with the website? **[SR] [DNRO]**

Very satisfied	45%
Fairly satisfied	38%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	10%
Very dissatisfied	2%
Don't know	1%

Q52. **[IF VOTED]** To the best of your knowledge, when you voted, were your details on the electoral roll correct? **[SR] [DNRO]**

Yes	95%
No	4%
Don't know	1%

Q53. **[IF VOTED OUTSIDE ELECTORATE]** Did you experience any difficulties due to voting outside of your electorate? **[SR] [DNRO]**

Yes	10%
No	90%
Don't know	0%

Q54. **[IF EXPERIENCED DIFFICULTIES]** What were these difficulties? **[OPEN ENDED] [RECORD VERBATIM]**

Waiting times and delays	n=5

Q55.   **[IF DETAILS WERE NOT CORRECT]** Did you enrol and vote on Election Day? **[SR] [DNRO]**

Yes	29%
No	70%
Don't know	2%

Q56.   **[IF ENROLED ON ELECTION DAY]** Overall, were you satisfied or dissatisfied with this service that allowed you to enrol and vote on the day? **[SR] [DNRO]**

Very satisfied	73%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	7%
Fairly dissatisfied	0%
Very dissatisfied	0%
Don't know	0%

Information on election night

Q57.   Did you follow the results of the NSW State Election on election night? **[SR] [DNRO]**

Yes	54%
No	46%
Don't know	0%

Q58.   **[IF FOLLOWED RESULTS]** Where did you get information about the election results on election night? **[MR] [DNRO]**

Television	86%
Radio	6%
The NSW Electoral Commission website	5%
Another website (SPECIFY)	12%
From friends / family	2%
Social media	4%
Other **[SPECIFY]**	1%
Don't know	0%

Q59.   **[IF FOLLOWED RESULTS]** Overall, were you satisfied or dissatisfied with the speed with which election results were available to you on election night? **[SR] [DNRO]**

Very satisfied	71%
Fairly satisfied	25%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	0%

Q60.   Overall, how confident are you that the election results are accurate? **[SR] [READ OUT]**

Very confident	54%
Fairly confident	37%
Not very confident	4%
Not at all confident	2%
Don't know **[DNRO]**	3%

Additional needs

Q61. **[IF VOTED IN PERSON]** Do you experience/have any of the following? Please select any that apply. **[MR] [READ OUT]**

Blindness or low vision	4%
Reading difficulties	4%
Hearing impairment, including deafness	4%
Mobility restrictions	4%
The use of a wheelchair	0%
None of these	89%
Don't know **[DNRO]**	0%

Q62. **[IF VOTED IN PERSON AND NO ADDITIONAL NEEDS]** Do you care for anyone who voted in the NSW State Election and experiences any of the following? **[MR] [READ OUT]**

Blindness or low vision	3%
Reading difficulties	2%
Hearing impairment, including deafness	2%
Mobility restrictions	4%
The use of a wheelchair	2%
None of these	93%
Don't know **[DNRO]**	0%

Q63. **[IF HAS ADDITIONAL NEEDS POTENTIALLY REQUIRING SPECIALISED INFORMATION OR CARES FOR SOMEONE WHO DOES]** Were you aware that information was available from the NSW Electoral Commission in any of the following formats: **[MR] [READ OUT]**

Audio files	14%
Large print	20%
Auslan	13%
None of these	78%

Q64. **[IF Q63=1-3 AND HAS ADDITIONAL NEEDS POTENTIALLY REQUIRING SPECIALISED INFORMATION OR CARES FOR SOMEONE WHO DOES]** Did you **[IF Q62=1-3 '**or the person you care for**']** use any of this information in **[INSERT FORMATS AWARE OF FROM Q63]** format? **[SR] [DNRO]**

Yes	14%
No	79%
Don't know	7%

Q65. **[IF HAS ADDITIONAL NEEDS OR CARES FOR SOMEONE WHO DOES]** Which of the following, if any, did you use to help you cast your vote? **[MR] [READ OUT]**

A maxi/jumbo pen **[IF QUERIED:** A large pen**]**	1%
A magnifying sheet	2%
None of these	98%

Q66. **[IF CARES FOR SOMEONE WHO HAS ADDITIONAL NEEDS]** Which of the following, if any, did the person you care for use to cast their vote? **[MR] [READ OUT]**

A maxi/jumbo pen **[IF QUERIED:** A large pen**]**	2%
A magnifying sheet	7%
None of these	92%

Q67. **[IF USED SPECIAL INFORMATION ASK FOR EACH RESPONSE MARKED AT Q63]** Were you satisfied or dissatisfied with the information available in **[insert format from Q63]** format'? **[SR] [DNRO]**

Very satisfied	100%
Fairly satisfied	0%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	0%
Very dissatisfied	0%
Don't know	0%

Q68. **[IF VOTED IN PERSON AND WITH A DISABILITY]** Overall, were you satisfied or dissatisfied with the accessibility of your polling place and your ability to move around inside the polling place? **[SR] [DNRO]**

Very satisfied	76%
Fairly satisfied	20%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	1%
Very dissatisfied	3%
Don't know	0%

Overall

Q69. **[IF NOT 'VERY SATISFIED' WITH VOTING EXPERIENCE]** What could the NSW Electoral Commission have done to improve your voting experience? **[OPEN ENDED] [RECORD VERBATIM]**

Nothing	34%
Allowing online voting	14%
Help on how to vote	6%
Reducing the queues	5%
More identity checks	4%
More polling booths/more room and privacy	4%
More staff members	3%

Redistribution

Q73. Do you know whether any State Electoral District boundaries have changed since the previous NSW State Election in 2011? **[SR] [DNRO]**

Yes, there were changes	39%
No, there were not any changes	35%
Don't know	26%

Q74. **[IF AWARE OF REDISTRIBUTED]** As far as you are aware, did your State Electoral District change since the previous NSW State Election in 2011? **[SR] [DNRO]**

Yes	46%
No	47%
Don't know	7%

Q75. **[IF AWARE OF REDISTRIBUTED]** Were you satisfied or dissatisfied with the communication of these changes? **[SR] [DNRO]**

Very satisfied	22%
Fairly satisfied	35%
Neither satisfied nor dissatisfied	11%
Fairly dissatisfied	14%
Very dissatisfied	10%
I did not receive any communications	3%
Don't know	6%

Q76.   **[IF Q74=1]** Did you experience any difficulties voting due to this electorate change? **[SR] [DNRO]**

Yes	4%
No	95%
Don't know	1%

Q77.   What were these difficulties? **[OPEN ENDED] [RECORD VERBATIM]**

| Not knowing where to vote which polling place, or going to the wrong one | n=4 |
| Not knowing the candidates | n=3 |

Appendix C: Face-to-face Pre-Poll Questionnaire

NSWEC Pre-poll questionnaire
Topline results
Ipsos Social Research Institute: 14-036279-01

Technical details:
- A total of n=468 pre-poll voters were surveyed took place using a computer-assistance personal interview approach at four locations.
- Surveying took place over two dates: Friday 20th and Friday 27th March 2015
- Data is unweighted.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

To be administered face-to-face.

Key:
[SR] = Single response
[MR] = Multiple response allowed

Decision to vote by pre-poll

Q1.   First of all, why did you decide to vote today rather than waiting until Election Day? Please select any that apply. **[MR] [DNRO]**

I will not be in NSW on Election Day	18%
I will be more than 8km from a polling place on Election Day (but in NSW)	27%
I have religious beliefs which prevent me from voting at a polling place on Election Day	2%
I am caring for a person and cannot get to a polling place on Election Day	2%
I am helping a relative/friend who cannot vote on Election Day	0%
I will be working on Election Day and cannot get to a polling place	32%
I am a silent elector	0%
I have a disability	4%
I believe that attending a polling place on Election Day will place my personal safety, or that of my family members, at risk	0%
It is easier and more convenient	13%
I have other commitments on Election Day	13%
I want to avoid the Election Day queues/crowds/canvassers	10%
I don't care about the Election and just want to get it over and done with	1%
I have made up my mind and I'm ready to vote now	3%
Other **[SPECIFY]**	1%
Don't know	0%
I'd rather not say	0%

Views of NSWEC

Q2.   Overall, how satisfied are you that the NSW Electoral Commission is conducting the State Election fairly and impartially? **[SR]**

Very satisfied	53%
Fairly satisfied	34%
Neither satisfied nor dissatisfied	8%
Fairly dissatisfied	3%
Very dissatisfied	1%
Don't know/can't comment/not applicable	2%

Q3.   Taking everything into account, how satisfied or dissatisfied were you with your pre-polling experience today? **[SR]**

Very satisfied	70%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	4%
Very dissatisfied	1%
Don't know/can't comment/not applicable	0%

Experience of pre-polling

Q4.   Is this the first election in which you have voted early? **[SR] [DNRO]**

Yes, this is the first election in which I have voted early	40%
No, I have voted early in previous election/s	59%
Don't know	0%

Q5.   In this Election, when did you decide to vote early rather than voting on Election Day? Was it… **[SR] [READ OUT]**

Today	25%
This week	42%
Last week	21%
Earlier **[SPECIFY]**	12%
Don't know	0%

Voting experience

Q6.

A.   Overall, how easy or difficult did you find voting at this polling place today? **[SR]**

Very easy	75%
Fairly easy	20%
Neither easy nor difficult	2%
Fairly difficult	2%
Very difficult	1%
Don't know	0%

B.   If you asked for assistance from electoral staff in understanding how to vote properly, how satisfied or dissatisfied were you with this assistance? **[SR]**

Very satisfied	28%
Fairly satisfied	8%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	0%
Very dissatisfied	0%
I did not receive assistance	63%
Don't know	0%

C.   If you received information from the NSW Electoral Commission today to help you to vote, how satisfied or dissatisfied were you with this information? **[SR]**

Very satisfied	28%
Fairly satisfied	15%
Neither satisfied nor dissatisfied	6%
Fairly dissatisfied	2%
Very dissatisfied	2%
I did not receive information	48%
Don't know	0%

D.   How satisfied or dissatisfied were you with the amount of time it took to cast a vote today? **[SR]**

Very satisfied	71%
Fairly satisfied	21%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	3%
Very dissatisfied	2%
Don't know	0%

Q7.   **[IF NOT VERY SATISFIED WITH TIME IT TOOK TO VOTE]** Which of the following, if any, did you think took too long? Just read out the letters that apply. **[READ OUT]**

A	Your name being marked off the electoral roll	22%
B	Receiving your ballot papers after your name was marked off the electoral roll	4%
C	A booth becoming available to cast your vote	5%
D	Being able to place your ballot papers in the boxes as you left	17%
E	Getting assistance to help you to vote	4%
	Other **[SPECIFY]**	5%
	None of these	52%
	Don't know	1%

Q8.   To the best of your knowledge, how long did you have to queue before you voted? **[SR] [DNRO]**

I didn't have to wait	46%
Less than 5 minutes	29%
Between 5-9 minutes	7%
Between 10-14 minutes	8%
Between 15-20 minutes	3%
Over 20 minutes	6%
Don't know	0%

Attitudes towards the Election and voting behaviours

Q9.   I am going to read you a series of statements, and ask you to what extent you agree or disagree with each. **[SR PER ROW]**

		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
A	I don't care who wins the Election	4%	6%	5%	17%	66%	0%
B	I paid close attention to the Election campaign	35%	28%	11%	15%	11%	1%
C	I always vote for the same party or candidate	27%	17%	10%	18%	28%	1%
D	I find election campaigns boring	22%	24%	15%	18%	21%	1%

Q10.   When did you decide which candidate or party you would vote for today? Was it… **[SR]**
[READ OUT]

A	Today	17%
B	This week	12%
C	Last week	14%
D	Earlier **[SPECIFY]**	14%
E	I have always known who I would vote for	42%
F	I did not cast a valid vote	0%
G	I'd rather not say	0%
H	Don't know	0%

Overall opportunities for improvement

Q11.   How, if at all, do you think pre-polling could be improved in the future?

Online electronic voting	9%
Bigger / larger room venue space, larger setup / too cramped squashed small	7%
More staff more assistance / so it`s quicker	5%
Better / more parking	5%
Advertise better awareness of pre polling addresses locations venue / I went to previous incorrect location	4%
More locations	4%
Better safer location / too close to main road / busy street / easier to find / closer to transport shops	3%
Door person to guide people / confusing complicated, more organised / better signage instructions	3%
Crowded cramped congested queues	3%
Other mentions	3%
More advertising / inform awareness of pre polling	3%
Don`t know	34%
Nothing	22%

Appendix D: Online Campaign Evaluation – Pre-wave (Benchmark) Questionnaire

NSWEC Campaign Evaluation – Benchmark questionnaire
Topline results
Ipsos Social Research Institute: 14-036279-01

Technical details:
- For the main sample, a total of n=400 eligible voters were surveyed online.
- Surveying took place between 21 January and 4 February 2015, prior to the commencement of NSW Electoral Commission campaigning ahead of the Election.
- Data is weighted according to age, gender and location to match the NSW population using Australian Bureau of Statistics data.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

To be administered online.

Key:
[SR] = Single response
[MR] = Multiple response allowed

Screener Questions

S1A What is your gender? **[SR]**

Male	47%
Female	53%
I'd rather not say	0%

S1B What is your age? **[SR]**

Under 18	8%
18-24	16%
25-34	19%
35-44	20%
45-54	20%
55-64	17%
65+	20%
I'd rather not say	0%

S2 What is the postcode where you live?

Metropolitan	62%
Regional	38%

H1

Murrumbidgee	10%
Newtown	11%
Non-redistributed	79%

S4 Which of the following, if any, describe you? Please select any that apply.
Note: a 'polling place' is a physical location where people vote in a NSW State Election. **[SR PER ROW]**

		Yes	No	Don't know
A	I am able to vote at a polling place without assistance	97%	3%	0%
B	I would have difficulty voting at a polling place because of a disability	3%	96%	1%
C	I live within 20km of the nearest polling place	94%	5%	1%

Attitudes

Q1.   How **important** do you think voting in a NSW State Election is? **[SR]**

Very important	66%
Somewhat important	23%
Not very important	6%
Not at all important	3%
Don't know	2 %

Q2.

A.   To what extent do you agree with the following statement? **[SR]**
'The NSW State Election is my chance to vote for what matters to me in NSW'

Strongly agree	49%
Somewhat agree	33%
Neither agree nor disagree	10%
Somewhat disagree	4%
Strongly disagree	3%
Don't know	1%

B.   How **important** do you think the decisions made by your state government are to you on a personal level? **[SR]**

Very important	46%
Somewhat important	40%
Not very important	10%
Not at all important	2%
Don't know	2%

C.   How **impactful** do you think the decisions made by your state government are on your day-to-day life? **[SR]**

Very impactful	43%
Somewhat impactful	40%
Not very impactful	12%
Not at all impactful	3%
Don't know	2%

Outcomes (awareness, enrolment status and intentions)

Q3.   To the best of your knowledge, when will the next NSW State Election be held?

Please include the year, month and day, if you are aware of any of them.

28 March (correct)	9%
March (generally)/other date in March	28%
April	1%
Other	14%
Don't know	48%

Q4.   Are you currently enrolled to vote in NSW State Elections, or do you intend to enrol? **[SR]**

Yes	95%
No, but I intend to enrol before the next NSW State Election	3%
No, and I do not intend to enrol before the next NSW State Election	1%
Don't know	2%

[IF Q4=1-2]

Q5.   How likely do you think it is that you will vote at the next NSW State Election? **[SR]**

No chance, almost no chance (1 in 100)	1%
Very slight possibility (1 chance in 10)	1%
Slight possibility (2 chances in 10)	0%
Some possibility (3 chances in 10)	0%
Fair possibility (4 chances in 10)	1%
Fairly good possibility (5 chances in 10)	0%
Good possibility (6 chances in 10)	1%
Probable (7 chances in 10)	3%
Very probably (8 chances in 10)	3%
Almost sure (9 chances in 10)	6%
Certain, practically certain (99 chances in 100)	85%
Don't know	1%

Q6.   Assuming you vote at the next NSW State Election, do you intend to cast a valid vote, deliberately fill in your ballot paper incorrectly, or not fill in your ballot paper at all? **[SR]**

I will cast a valid vote	93%
I will deliberately fill in the ballot paper incorrectly	2%
I will not fill in the ballot paper at all	2%
Don't know	4%

Q7.   Which of the following ways of voting in a NSW State Election are you aware of? Please select all that you are aware of. **[MR EXCEPT 99]**

Voting in person at a polling place	91%
Voting on the internet or by telephone (the iVote® system)	7%
Postal voting	74%
Pre-poll (voting in person before election day)	65%
Voting in person at an airport	9%
Voting in person at an overseas location	32%
Voting in person at an interstate Electoral Office	43%
None of these	2%

Q8.   And as far as you are aware, which of these will be in operation at the next NSW State Election? **[MR EXCEPT 99]**

Voting in person at a polling place	92%
Voting on the internet or by telephone (the iVote® system)	6%
Postal voting	68%
Pre-poll (voting in person before election day)	59%
Voting in person at an airport	7%
Voting in person at an overseas location	22%
Voting in person at an interstate Electoral Office	32%
None of these	1%

Q9.   **[IF S4A=2 OR S4B=1 OR S4C=2]** As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the next NSW State Election? **[IF S4A=1 OR 99 AND S4B=2 OR 99 AND S4C=1 OR 99]** As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the next NSW State Election if you know you will be outside NSW on election day? **[SR]**

Yes	35%
No	15%
Don't know	50%

[IF Q9=1 OR 99, Q5>0, Q7=2 AND Q8=2]

Q10. **[IF S4A=2 OR S4B=1 OR S4C=2]** Do you intend to register for the iVote system® for the next NSW State Election?

[IF S4A=1 OR 99 AND S4B=2 OR 99 AND S4C=1 OR 99] Do you intend to register for the iVote system® for the next NSW State Election if you know you will be outside NSW on election day?

[SR]

Yes	42%
No	33%
Don't know	25%

[IF Q4=1-2 AND Q7=2 AND Q8=2]

Q11. **[IF Q9=2 OR 99]** If you were eligible to do so, do you think you would vote using the iVote system® in the next NSW State Election?

[IF Q9=1] Do you think you will vote using the iVote system® in the next NSW State Election? **[SR]**

Yes, by voting on the internet	58%
Yes, by voting by telephone	3%
No	28%
Don't know	11%

[IF Q7=4 AND Q8=4]

Q12. As far as you are aware, for how long prior to election day for the next NSW State Election will you be able to pre-poll? **[SR]**

Less than 2 weeks	12%
2 weeks (correct)	21%
More than 2 weeks	9%
Other	3%
Don't know	55%

[IF Q4=1]

Q13.

A. As far as you are aware, are you currently enrolled to vote at the correct address?
[SR]

Yes	97%
No	1%
Don't know	2%

[IF Q13A=2 OR 99]

B.   **[IF Q13A=2]** Do you intend to update your details before the next NSW State Election?

[IF Q13A=99] Do you intend to check your details before the next NSW State Election and update them if necessary?

Yes	52%
No	14%
Don't know	34%

Information sources

Q14.   Please indicate whether you have used or heard of each of the following. **[SR PER ROW] [RANDOMISE ROWS]**

		I have used this	I have heard of this, but not used it	I have not heard of this	Don't know
A	The votensw.info website	8%	18%	69%	5%
B	The NSW Electoral Commission election enquiries line (1300 135 736)	6%	39%	50%	5%

[IF Q14A=1-2]

Q15.   Where did you hear about the votensw.info website? Please select any that apply. **[MR]**

Advertising	22%
From a NSW Electoral Commission election enquiries line (1300 135 736) operator	10%
From a search engine (e.g. Google)	35%
From a friend, family member or acquaintance	18%
Other **[SPECIFY]**	7%
Don't know	19%

[IF Q4=1]

Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary)**, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	13%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	27%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	31%
Visit the Australian Electoral Commission (AEC) website	28%
Call the Australian Electoral Commission	21%
Visit the NSW Electoral Commission office	14%
Visit an Australian Electoral Commission office	16%
Visit a Local Council office	5%
Visit a Service NSW Centre	4%
Visit a Centrelink office	2%
Visit a post office	11%
Visit a newsagent	1%
Use a search engine (e.g. Google)	16%
Ask a friend, family member or acquaintance	5%
Don't know	10%
This is not applicable to me	4%

Q17. If you **did not know the date for the next NSW State Election and wanted to find out**, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	15%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	19%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	29%
Visit the Australian Electoral Commission (AEC) website	19%
Call the Australian Electoral Commission	11%
Visit the NSW Electoral Commission office	10%
Visit an Australian Electoral Commission office	7%
Visit a Local Council office	5%
Visit a Service NSW Centre	3%
Visit a Centrelink office	1%
Visit a post office	5%
Visit a newsagent	2%
Use a search engine (e.g. Google)	39%
Ask a friend, family member or acquaintance	19%
Don't know	10%
This is not applicable to me	3%

Q18.   If you wanted to find out about **alternative voting options** for the next NSW State Election (other than voting in person at a polling place on election day), which of the following would you do? Please select any that apply. **[MR]**

Visit the votensw.info website	16%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	24%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	33%
Visit the Australian Electoral Commission (AEC) website	22%
Call the Australian Electoral Commission	12%
Visit the NSW Electoral Commission office	13%
Visit an Australian Electoral Commission office	11%
Visit a Local Council office	5%
Visit a Service NSW Centre	3%
Visit a Centrelink office	1%
Visit a post office	7%
Visit a newsagent	1%
Use a search engine (e.g. Google)	26%
Ask a friend, family member or acquaintance	12%
Visit the ivote.nsw.gov.au website	14%
Don't know	10%
This is not applicable to me	4%

Q19.   If you wanted to find out **where to vote on election day** for the next NSW State Election, or to find polling place opening times, which of the following would you do? Please select any that apply. **[MR]**

Visit the votensw.info website	19%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	21%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	33%
Visit the Australian Electoral Commission (AEC) website	21%
Call the Australian Electoral Commission	10%
Visit the NSW Electoral Commission office	12%
Visit an Australian Electoral Commission office	8%
Visit a Local Council office	8%
Visit a Service NSW Centre	3%
Visit a Centrelink office	2%
Visit a post office	6%
Visit a newsagent	3%
Use a search engine (e.g. Google)	27%
Ask a friend, family member or acquaintance	17%
Don't know	6%
This is not applicable to me	6%

Redistributed districts questions

[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']
Q20.   As far as you are aware, has your State Electoral District changed since the last NSW State Election in 2011? **[SR]**

Yes	26%
No	43%
Don't know	30%

[IF H1='MURRUMBIDGEE' OR 'NEWTOWN' AND Q20=1]
Q21.   As far as you are aware, which of the following statements (about which polling places you are able to vote at in the next NSW State Election) is true? **[SR]**

You can only vote at polling places in your new State Electoral District	14%
You can only vote at polling places in the area covered by your old State Electoral District	0%
You are able to vote at any polling place in NSW	86%
Don't know	0%

[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']
Q22.   If you wanted to find out **information about the redistribution of State Electoral Districts and how it may affect you**, which of the following would you do? **[MR]**

Visit the votensw.info website	13%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	16%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	30%
Visit the Australian Electoral Commission (AEC) website	31%
Call the Australian Electoral Commission	14%
Visit the NSW Electoral Commission office	14%
Visit an Australian Electoral Commission office	8%
Visit a Local Council office	8%
Visit a Service NSW Centre	4%
Visit a Centrelink office	2%
Visit a post office	7%
Visit a newsagent	3%
Use a search engine (e.g. Google)	36%
Ask a friend, family member or acquaintance	4%
Don't know	12%
This is not applicable to me	8%

[IF H1='MURRUMBIDGEE' OR 'NEWTOWN' AND Q20=1]

Q23.   Knowing that your State Electoral District has changed since the last NSW State Election in 2011, have you checked your enrolment details and updated them if necessary, or do you intend to? **[SR]**

Yes	25%
No, but I intend to so before the next NSW State Election	18%
No, and I do not intend to do so before the next NSW State Election	57%
Don't know	0%

Advertising

Q24.   Have you recently seen or heard any advertising that was specifically about voting in the next NSW State Election?

Please think about any and all types of advertising including television, newspapers, magazines, billboards, transit posters, movie theatres, internet and radio. **[SR]**

Yes	12%
No	83%
Don't know	5%

[IF Q24=1]

Q25.   Where did you see or hear this advertising? Please select any that apply. **[MR]**

Television	41%
Magazine	5%
Newspaper	20%
Radio	20%
Outdoor billboards or posters	14%
Social media (e.g. Facebook, Twitter, YouTube, etc.)	8%
Internet advertising (website, blog/message board, banner ad)	7%
Direct mail (e.g. a letter, leaflet or brochure)	27%
Other **[SPECIFY]**	0%
Don't know	3%

Q26.   What can you remember about this advertising? What did it say? What did it show?
Please be as specific as possible.

It was about the candidates/pre selection of candidates	13%
Labor candidate/vote for Labor	13%
Liberal/Coalition/vote for Liberal/Coalition	11%
Advertising source mentioned	9%
Date of the election/details of the upcoming election	8%
Make sure you have enrolled to vote	6%
Vote/reminder to vote	6%
The work they are doing/what they plan to fix	4%
Information on how to vote	4%
Information on how to postal vote	4%
New electoral area/change of electoral boundaries	2%
Other	4%
Don't know	40%

[IF Q24=1]
Q27.   And from which organisation/s was this advertising? Please select any that apply.
[MR]

New South Wales Electoral Commission (NSWEC)	14%
Australian Electoral Commission (AEC)	13%
A political party	45%
A trade union	8%
A business group	2%
A mining lobby group	2%
A Government Department	13%
Other **[SPECIFY]**	5%
Don't know	14%
Newspaper	3%

[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']
Q28.

Do you recall receiving this letter? **[SR]**

Yes, and I have read it	14%
Yes, but I have not read it	4%
No	79%
Don't know	3%

Demographics

Q29.   Is any language other than English spoken in your household? **[SR]**

Yes	12%
No	88%

Q30.   What other languages are spoken in your household? Please select any that apply.
[MR]

Aboriginal	0%
Arabic	5%

Assyrian	0%
Bosnian	0%
Burmese	0%
Cantonese	8%
Creole	0%
Croatian	2%
Dari	0%
Farsi	0%
Dinka	0%
Dutch	0%
German	5%
Greek	3%
Hindi	12%
Hungarian	3%
Indonesian	5%
Italian	7%
Japanese	2%
Korean	3%
Khmer	0%
Lao	0%
Macedonian	0%
Mandarin	14%
Maltese	0%
Persian	0%
Polish	2%
Portuguese	3%
Russian	2%
Serbian	2%
Spanish	3%
Sudanese	0%
Tagalog	0%
Tamil	0%
Thai	2%
Torres Strait Islander	0%
Turkish	0%
Vietnamese	0%
Other **[SPECIFY]**	15%
None	7%

Appendix E: Online Campaign Evaluation – Post-wave Questionnaire

NSWEC Campaign Evaluation – Post-wave questionnaire
Topline results
Ipsos Social Research Institute: 14-036279-01

Technical details:
- For the main sample, a total of n=812 eligible voters were surveyed online.
- Surveying took place between 16th and 27th March 2015, in the two weeks leading up to the 2015 NSW State Election.
- Data is weighted according to age, gender and location to match the NSW population using Australian Bureau of Statistics data.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

To be administered online.

Key:
[SR] = Single response
[MR] = Multiple response allowed

Screener Questions

S1A What is your gender? **[SR]**

Male	46%
Female	54%
I'd rather not say	0%

S1B What is your age? **[SR]**

Under 18	0%
18-24	8%
25-34	19%
35-44	19%
45-54	19%
55-64	16%
65+	19%
I'd rather not say	0%

S2 What is the postcode where you live?

Metropolitan	65%
Regional	35%

H1

Murrumbidgee	6%
Newtown	6%
Non-redistributed	89%

S3 Are you an Australian citizen? [SR]

Yes	100%
No	0%
Don't know	0%

S4 Which of the following, if any, describe you? Please select any that apply.

Note: a 'polling place' is a physical location where people vote in a NSW State Election. [SR PER ROW]

		Yes	No	Don't know
A	I am able to vote at a polling place without assistance	93%	6%	1%
B	I would have difficulty voting at a polling place because of a disability	7%	92%	1%
C	I live within 20km of the nearest polling place	91%	8%	1%

Attitudes

Q1.   How **important** do you think voting in a NSW State Election is? [SR]

Very important	66%
Somewhat important	24%
Not very important	5%
Not at all important	4%
Don't know	1%

Q2.

D. To what extent do you agree with the following statement? [SR]
'The NSW State Election is my chance to vote for what matters to me in NSW'

Strongly agree	49%
Somewhat agree	31%
Neither agree nor disagree	11%
Somewhat disagree	3%
Strongly disagree	4%
Don't know	1%

E. How **important** do you think the decisions made by your state government are to you on a personal level? [SR]

Very important	50%
Somewhat important	37%
Not very important	8%
Not at all important	3%
Don't know	2%

F. How **impactful** do you think the decisions made by your state government are on your day-to-day life? **[SR]**

Very impactful	46%
Somewhat impactful	41%
Not very impactful	8%
Not at all impactful	3%
Don't know	2%

Outcomes (awareness, enrolment status and intentions)

Q3.   To the best of your knowledge, when will the NSW State Election be held?

Please include the year, month and day, if you are aware of any of them.

28 March (correct)	72%
March (generally)/other date in March	9%
April	2%
Other	4%
Don't know	13%

Q4.   Are you currently enrolled to vote in NSW State Elections, or do you intend to enrol? **[SR]**

Yes	96%
No, but I intend to enrol before the NSW State Election	2%
No, and I do not intend to enrol before the NSW State Election	1%
Don't know	1%

[IF Q4=1-2]

Q5.   How likely do you think it is that you will vote at the NSW State Election? **[SR]**

No chance, almost no chance (1 in 100)	1%
Very slight possibility (1 chance in 10)	1%
Slight possibility (2 chances in 10)	1%
Some possibility (3 chances in 10)	0%
Fair possibility (4 chances in 10)	0%
Fairly good possibility (5 chances in 10)	1%
Good possibility (6 chances in 10)	1%
Probable (7 chances in 10)	1%
Very probably (8 chances in 10)	3%
Almost sure (9 chances in 10)	4%
Certain, practically certain (99 chances in 100)	87%
Don't know	1%

Q6.   Assuming you vote at the NSW State Election, do you intend to cast a valid vote, deliberately fill in your ballot paper incorrectly, or not fill in your ballot paper at all? **[SR]**

I will cast a valid vote	93%
I will deliberately fill in the ballot paper incorrectly	3%
I will not fill in the ballot paper at all	1%
Don't know	3%

Q7.   Which of the following ways of voting in a NSW State Election are you aware of? Please select all that you are aware of. **[MR EXCEPT 99]**

Voting in person at a polling place	88%
Voting on the internet or by telephone (the iVote® system)	27%
Postal voting	72%
Pre-poll (voting in person before election day)	64%
Voting in person at an airport	11%
Voting in person at an overseas location	29%
Voting in person at an interstate Electoral Office	7%
None of these	99%

Q8.   And as far as you are aware, which of these will be in operation at the NSW State Election? **[MR EXCEPT 99] [ONLY DISPLAY ROWS SELECTED IN Q7]**

Voting in person at a polling place	88%
Voting on the internet or by telephone (the iVote® system)	25%
Postal voting	65%
Pre-poll (voting in person before election day)	59%
Voting in person at an airport	7%
Voting in person at an overseas location	16%
Voting in person at an interstate Electoral Office	25%
None of these	1%

Q9.   **[IF S4A=2 OR S4B=1 OR S4C=2]** As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election?
[IF S4A=1 OR 99 AND S4B=2 OR 99 AND S4C=1 OR 99] As far as you are aware, will you be eligible to use the iVote system® (voting on the internet or by telephone) in the NSW State Election if you know you will be outside NSW on election day?
[SR]

Yes	50%
No	24%
Don't know	26%

[IF Q9=1 OR 99, Q5>0, Q7=2 AND Q8=2]

Q10a. Have you registered for the iVote system® (voting on the internet or by telephone) for the NSW State Election **[IF S4A=1 AND S4B=2 AND S4C=1 '** if you know you will be outside NSW on Election Day**']**? **[SR]**

Yes	20%
No, but I intend to register for it before the NSW State Election	22%
No, and I do not intend to register for it before the NSW State Election	54%
Don't know	4%

Q10b. [IF Q10a=1] Have you voted in this NSW State Election using the iVote system® yet? **[SR]**

Yes	69%
No, but I intend to do so	16%
No, and I do not intend to do so	14%
Don't know	0%

[IF Q4=1-2 AND Q7=2 AND Q8=2]

Q11.   **[IF Q9=2 OR 99]** If you were eligible to do so, do you think you would vote using the iVote system® in the NSW State Election?
[IF Q9=1] Do you think you will vote using the iVote system® in the NSW State Election?
[SR]

Yes, by voting on the internet	58%
Yes, by voting by telephone	0%
No	36%
Don't know	6%

[IF Q7=4 AND Q8=4]

Q12.   As far as you are aware, for how long prior to election day for the NSW State Election will you be able to pre-poll? **[SR]**

Less than 2 weeks	16%
2 weeks (correct)	29%
More than 2 weeks	5%
Other	3%
Don't know	47%

[IF Q4=1]
Q13.

C. As far as you are aware, are you currently enrolled to vote at the correct address? **[SR]**

Yes	97%
No	1%
Don't know	2%

[IF Q13A=2 OR 99]
B. **[IF Q13A=2]** Do you intend to update your details before the NSW State Election?
[IF Q13A=99] Do you intend to check your details before the NSW State Election and update them if necessary?

Yes	45%
No	36%
Don't know	20%

Information sources

Q14.   Please indicate whether you have used or heard of each of the following. **[SR PER ROW]**

		I have used this	I have heard of this, but not used it	I have not heard of this	Don't know
A	The votensw.info website	13%	27%	55%	5%
B	The NSW Electoral Commission election enquiries line (1300 135 736)	8%	41%	45%	6%

[IF Q14A=1-2]
Q15.   Where did you hear about the votensw.info website? Please select any that apply. **[MR EXCEPT 99]**

Advertising	34%
From a NSW Electoral Commission election enquiries line (1300 135 736) operator	9%
From a search engine (e.g. Google)	28%
From a friend, family member or acquaintance	20%
Other **[SPECIFY]**	2%
Don't know	13%
Mail / letter / brochure / pamphlet	2%
TV	2%
Radio	1%
Social media	1%

Q16. If you needed to **check your enrolment details, such as your address (and update them if necessary)**, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	18%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	26%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	34%
Visit the Australian Electoral Commission (AEC) website	32%
Call the Australian Electoral Commission	23%
Visit the NSW Electoral Commission office	17%
Visit an Australian Electoral Commission office	5%
Visit a Local Council office	6%
Visit a Service NSW Centre	4%
Visit a Centrelink office	2%
Visit a post office	11%
Visit a newsagent	1%
Use a search engine (e.g. Google)	18%
Ask a friend, family member or acquaintance	4%
Don't know	10%
This is not applicable to me	5%

Q17. If you **did not know the date for the NSW State Election and wanted to find out**, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	17%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	22%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	27%
Visit the Australian Electoral Commission (AEC) website	19%
Call the Australian Electoral Commission	12%
Visit the NSW Electoral Commission office	13%
Visit an Australian Electoral Commission office	9%
Visit a Local Council office	8%
Visit a Service NSW Centre	5%
Visit a Centrelink office	2%
Visit a post office	7%
Visit a newsagent	3%
Use a search engine (e.g. Google)	43%
Ask a friend, family member or acquaintance	26%
Don't know	5%
This is not applicable to me	6%

[IF Q5>0]

Q18. If you wanted to find out about **alternative voting options** for the NSW State Election (other than voting in person at a polling place on election day), which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	21%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	27%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	33%
Visit the Australian Electoral Commission (AEC) website	23%
Call the Australian Electoral Commission	14%
Visit the NSW Electoral Commission office	12%
Visit an Australian Electoral Commission office	9%
Visit a Local Council office	6%
Visit a Service NSW Centre	5%
Visit a Centrelink office	2%
Visit a post office	7%
Visit a newsagent	2%
Use a search engine (e.g. Google)	30%
Ask a friend, family member or acquaintance	14%
Visit the ivote.nsw.gov.au website	18%
Don't know	7%
This is not applicable to me	4%

[IF Q5>0]

Q19. If you wanted to find out **where to vote on election day** for the NSW State Election, or to find polling place opening times, which of the following would you do? Please select any that apply. **[MR EXCEPT 98-99]**

Visit the votensw.info website	23%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	22%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	33%
Visit the Australian Electoral Commission (AEC) website	22%
Call the Australian Electoral Commission	11%
Visit the NSW Electoral Commission office	11%
Visit an Australian Electoral Commission office	9%
Visit a Local Council office	10%
Visit a Service NSW Centre	5%
Visit a Centrelink office	2%
Visit a post office	5%
Visit a newsagent	3%
Use a search engine (e.g. Google)	34%
Ask a friend, family member or acquaintance	21%
Don't know	5%
This is not applicable to me	5%

Redistributed districts questions

[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']
Q20.   As far as you are aware, has your State Electoral District changed since the last NSW State Election in 2011? **[SR]**

Yes	39%
No	32%
Don't know	29%

[IF H1='MURRUMBIDGEE' OR 'NEWTOWN' AND Q20=1]
Q21.   As far as you are aware, which of the following statements (about which polling places you are able to vote at in the NSW State Election) is true? **[SR]**

You can only vote at polling places in your new State Electoral District	12%
You can only vote at polling places in the area covered by your old State Electoral District	7%
You are able to vote at any polling place in NSW	73%
Don't know	7%

[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']
Q22.   If you wanted to find out **information about the redistribution of State Electoral Districts and how it may affect you**, which of the following would you do? **[MR EXCEPT 98-99]**

Visit the votensw.info website	24%
Call the NSW Electoral Commission election enquiries line (1300 135 736)	20%
Visit a NSW Electoral Commission website (e.g. elections.nsw.gov.au)	41%
Visit the Australian Electoral Commission (AEC) website	22%
Call the Australian Electoral Commission	10%
Visit the NSW Electoral Commission office	10%
Visit an Australian Electoral Commission office	9%
Visit a Local Council office	11%
Visit a Service NSW Centre	3%
Visit a Centrelink office	1%
Visit a post office	3%
Visit a newsagent	3%
Use a search engine (e.g. Google)	25%
Ask a friend, family member or acquaintance	6%
Don't know	11%
This is not applicable to me	1%

[IF H1='MURRUMBIDGEE' OR 'NEWTOWN' AND Q21=1]
Q23.   Knowing that your State Electoral District has changed since the last NSW State Election in 2011, have you checked your enrolment details and updated them if necessary, or do you intend to? **[SR]**

Yes	46%
No, but I intend to so before the NSW State Election	7%
No, and I do not intend to do so before the NSW State Election	44%
Don't know	2%

Advertising

Q24. Have you recently seen or heard any advertising that was specifically about voting in the NSW State Election? **[SR]**

Please think about any and all types of advertising including television, newspapers, magazines, billboards, transit posters, movie theatres, internet and radio.

Yes	57%
No	37%
Don't know	6%

[IF Q24=1]
Q25. Where did you see or hear this advertising? Please select any that apply. **[MR EXCEPT 99]**

Television	76%
Magazine	2%
Newspaper	27%
Radio	28%
Outdoor billboards or posters	25%
Social media (e.g. Facebook, Twitter, YouTube, etc.)	9%
Internet advertising (website, blog/message board, banner ad)	8%
Direct mail (e.g. a letter, leaflet or brochure)	41%
Other **[SPECIFY]**	0%
Don't know	1%
Phone e.g. Call, message, app etc.	1%

[IF Q24=1]

Q26.   What can you remember about this advertising? What did it say? What did it show? Please be as specific as possible.

Labor candidate/Luke Foley/vote for Labor	6%
Vote/reminder to vote	4%
How to vote	3%
It was about the candidates/pre selection of candidates	10%
Date of the election/details of the upcoming election	10%
New electoral area/change of electoral boundaries	1%
Make sure you have enrolled to vote	3%
Liberal/Coalition/Mike Baird/Premier of NSW vote for Liberal/Coalition	9%
The work they are doing/what they plan to fix	3%
Advertising source mentioned e.g. TV, radio, newspaper, billboard, email, social media etc.	7%
How to postal vote	2%
Information on how to vote	4%
Selling of power assets/electricity/poles/wires/powerlines etc.	12%
Shooters & Fishers Party/vote for them	1%
Greens candidate/vote for the Greens	2%
Politicians/politicians campaigning/politicians advertising etc.	6%
Parties/policies of each party/discussion of policies/making promises/what they will do if elected	15%
iVote website/You can vote on the internet if you are away/unable to attend polling station	3%
Who to vote for/why you should vote for them	5%
Unions / advertising /misleading/telling lies	1%
Better roads/transport etc.	1%
Pre polling/pre polling has started/information about pre polling	2%
Negative comments e.g. Luke Foley/Labor/On P plates Premier/Mike Baird/Liberal (Coalition)	8%
Each party saying how bad the other is	6%
Coal seam gas/fracking opposition	1%
Hospitals / funding / privatisation issues	1%
Schools/education/funding issues	1%
None	1%
Other	2%
Don't know	25%

[IF Q24=1]

Q27.   And from which organisation/s was this advertising? Please select any that apply. **[MR EXCEPT 99]**

New South Wales Electoral Commission (NSWEC)	19%
Australian Electoral Commission (AEC)	6%
A political party	66%
A trade union	10%
A business group	3%
A mining lobby group	3%
A Government Department	8%
Other **[SPECIFY]**	1%
Don't know	13%
Newspaper	0%
People lobbying (no further information)	1%

Q31.   Now we would like to show you some advertisements.

KEY:

A	NSW State Election Brand REVISED WIP Mix 021214
B	Grade_PrePoll_v32
C	Grade_Remember_v32

[RANDOMISE A-C, ONLY SHOW SUBSEQUENT AD ONCE PARTICIPANTS CLICK 'NEXT']

[INSERT 'NSW State Election Brand REVISED WIP Mix 021214' screenshots in order from 1-7 in small size on the same page]

The script for this ad is as follows.

"We all know voting is important.

The decisions made by your State Government are vital to you on a personal level.

They impact your day-to-day life and affect what happens close to home.

That's why you need to be ready to vote for what matters to you on Saturday the 28th of March.

To check your enrolment details and find out what you need to know about the New South Wales State Election, visit votensw.info or call 1300 135 736."

[INSERT 'Grade_PrePoll_v32' screenshots in order from 1-6 in small size on the same page]

The script for this ad is as follows.

"The State Election is on Saturday the 28th of March.

It's your chance to vote for what matters to you in New South Wales.

Voting is compulsory. If you can't get to a polling place or you're out of the state on Election Day, you can still vote.

For early voting locations or to apply for an internet or postal vote, visit votensw.info or call 1300 135 736."

The script for this ad is as follows.

"The State Election is on this Saturday.

It's your chance to vote for what matters to you in New South Wales.

Remember, voting is compulsory.

Polling places are open from 8am to 6pm.

For the location of your nearest polling place and for all the information you need to know, visit votensw.info or call 1300 135 736."

Q32. Before today, had you seen any of this advertising? **[SR]**

Yes	15%
No	80%
Don't know	5%

Q33. **[IF Q32=1]** And where did you see this advertising? Please select any that apply. **[MR EXCEPT 99]**

Television	95%
YouTube	10%
Social media	8%
Another website	5%
Other **[SPECIFY]**	0%
Don't know	1%

Q34.

We are now going to play you four 30 second radio ads. They will only be played once each. Please make sure that your speakers are turned up so that you can hear the sound.

Please click on the radio icon to play the radio ads.

KEY:

A	NSW Electoral Commission Radio Enrolment Mix 210115
B	NSW Electoral Commission Radio Pre-Poll Mix 210115
C	**[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']** NSW Electoral Commission Radio Re-Distribution Mix 210115
D	NSW Electoral Commission Radio Remember to Vote Mix 210115

[RANDOMISE A-D, ONLY SHOW SUBSEQUENT AD ONCE PARTICIPANTS CLICK 'NEXT']

A. [INSERT PLAY BUTTON FOR 'NSW Electoral Commission Radio Enrolment Mix 210115']

[IF Q34A-I=2] Below is the script of the radio ad that was just played.

[1st Man's voice] The State Election is on Saturday the 28th March.
[1st Woman's voice] It's your chance to vote for what matters to you in New South Wales.
[2nd Man's voice] But you need to be correctly enrolled.
[2nd Woman's voice] So if you've changed address...
[1st Man's voice] ...become an Australian citizen...
[1st Woman's voice] ...or turned 18...
[2nd Woman's voice] ...you'll need to update your address.
[1st Man's voice] ...or enrol for the first time.
[1st Woman's voice] To check and update your details...
[2nd Man's voice] ...visit votensw.info...
[1st Man's voice] ...or call 1300 135 736.
[1st Woman's voice] It's your state...
[1st Man's voice] ...your life...
[2nd Woman's voice] ...your vote.

B. [INSERT PLAY BUTTON FOR 'NSW Electoral Commission Radio Pre-Poll Mix 210115']

[IF Q34B-I=2] Below is the script of the radio ad that was just played.

[1st Woman's voice] The State Election is on Saturday the 28th March.
[1st Man's voice] It's your chance to vote for what's important to you...
[2nd Woman's voice] ...in New South Wales.
[1st Woman's voice] Voting is compulsory.
[2nd Man's voice] So if you can't get to a polling place...
[1st Man's voice] ...or you'll be out of the state on Election Day...
[2nd Woman's voice] ...you can still vote.
[2nd Man's voice] For early voting locations...
[1st Woman's voice] ...or to apply for an internet or postal vote...
[2nd Woman's voice] ...visit votensw.info
[1st Man's voice] ...or call 1300 135 736.
[2nd Man's voice] It's your state...
[2nd Woman's voice] ...your life...
[1st Woman's voice] ...your vote.

C. [IF H1='MURRUMBIDGEE' OR 'NEWTOWN'] [INSERT PLAY BUTTON FOR 'NSW Electorial Commission Radio Re-Distribution Mix 210115']

[IF Q34C-I=2] Below is the script of the radio ad that was just played.

[1st Woman's voice] The New South Wales State Election is on Saturday the 28th March.
[1st Man's voice] Electoral boundaries have changed.
[2nd Woman's voice] So you may now be enrolled in a new Electoral District...
[2nd Man's voice] ...or its name may be different.
[2nd Woman's voice] But don't worry. On Election Day...
[1st Man's voice] ...just vote at your usual polling place.
[2nd Man's voice] We'll have extra staff on hand to help with any confusion.
[1st Woman's voice] To check your enrolment details...
[2nd Woman's voice] ...visit votensw.info...
[1st Man's voice] ...or call 1300 135 736
[2nd Man's voice] It's your state...
[1st Man's voice] ...your life...
[2nd Woman's voice] ...your vote.

D. [INSERT PLAY BUTTON FOR 'NSW Electorial Commission Radio Remember to Vote Mix 210115']

[IF Q34D-I=2] Below is the script of the radio ad that was just played.

[1st Woman's voice] The State Election is this Saturday.
[1st Man's voice] It's your chance to vote...
[2nd Woman's voice] ...for what matters to you in New South Wales.
[2nd Man's voice] Remember voting is compulsory.
[1st Woman's voice] Polling places will be open from 8am 'til 6pm.
[1st Man's voice] For the location of your nearest polling place...
[1st Woman's voice] ...and all you need to know about the Election...
[2nd Man's voice] ...visit votensw.info...
[1st Man's voice] ...or call 1300 135 736
[2nd Woman's voice] It's your state...

[1st Woman's voice] ...your life...
[2nd Man's voice] ...your vote.

Q35.   Before today, had you heard any of this advertising? **[SR]**

Yes	18%
No	77%
Don't know	6%

Q36.   We are now going to show you six print ads.

KEY:

A	NSWEC0003_Early_Voting_280x186
B	NSWEC0003_How_to_vote_190x260
C	NSWEC0003_iVote_Reg_140x146
D	NSWEC0003_Overseas_Interstate_280x186
E	**[IF H1='MURRUMBIDGEE' OR 'NEWTOWN']** NSWEC0003_Redist_186x260
F	NSWEC0003_Remember_to_Vote 280x186

[RANDOMISE ALL EXECUTIONS. SHOW ALL WITHOUT 'FILE INFORMATION' PANEL WITH A NEXT BUTTON TO NAVIGATE BETWEEN EACH ONE]

Q37.   Before today, had you seen any of this advertising? **[SR]**

Yes	8%
No	87%
Don't know	4%

Q38.   Below are examples of posts from the NSW Elections Facebook page.

KEY:

A	Facebook post 1
B	Facebook post 2
C	Facebook post 3
D	Facebook post 4
E	Facebook post 5
F	Facebook post 6
G	Facebook post 7

[RANDOMISE ALL EXECUTIONS]

Q39.   In the past month, have you seen any of these posts, or any other posts from the NSW Elections Facebook page? **[SR]**

Yes	7%
No	91%
Don't know	2%

Q40. **[IF Q32, Q35, Q37 OR Q39=1]** Please rate the extent to which you agree or disagree with the following statements about this advertising. **[SR PER ROW]**

		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
A	The advertising is easy to understand	56%	32%	10%	1%	0%	0%
B	The advertising made it clear when I have to vote	71%	21%	5%	2%	0%	1%
C	The advertising communicated to me that voting is important	60%	26%	10%	2%	1%	1%
D	The advertising motivated me to vote	27%	25%	35%	7%	5%	1%
E	The advertising told me about different ways that I can vote	61%	27%	8%	2%	1%	1%
F	The advertising made it clear what I should do if I need more information about the election	67%	23%	6%	2%	1%	1%
G	The advertising made it clear how to fill out a ballot paper	34%	35%	20%	5%	5%	1%
H	The advertising made it clear who is eligible for iVote	50%	27%	12%	6%	2%	2%

Q41. **[IF Q32, Q35, Q37 OR Q39=1]** Before today, have you talked about the **voting process** in the NSW State Election with friends, family or co-workers? For example the date of the Election, checking or updating enrolment details, the different methods of voting and where to go to vote on Election Day.

Please select any that apply.
[MR EXCEPT 3-98]

Yes, in person	56%
Yes, on social media	9%
No	38%
Don't know	0%

Q42. **[IF Q32, Q35, Q37 OR Q39=1]** And after seeing or hearing this advertising, have you done either of the following? **[MR EXCEPT 97-98]**

Visited a website (other than a New South Wales Electoral Commission website) to look up more information about the **voting process** for the NSW State Election	25%
Investigated opportunities for employment at the NSW State Election	11%
None of these	66%
Don't know	2%

Q28.

The NSW Electoral Commission recently sent letters to voters in areas where the boundaries of the State Electoral Districts have changed since the last NSW State Election.

The letters began with: 'Following a redistribution of electoral boundaries, your State Electoral District has changed for the 28 March 2015 NSW State Election.'

The letter then informed voters of:
• the name of the District in which they are now enrolled;
• why the electoral boundaries were redrawn; and
• that they can vote at any Polling Place in NSW.

The letter was enclosed in the envelope shown below.
[INSERT 'Final Envelope proof - Murrumbidgee & Newtown.png' (SHOWN BELOW)]

Important changes affecting where you vote in the March 2015 NSW State Election
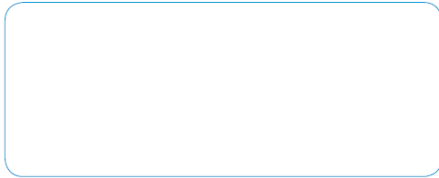
YOUR STATE.
YOUR LIFE.
YOUR VOTE.

FA_FXDMS_CS_ECNSW_DLXWFenv.indd 1   5/12/2014 3:28:42 PM

Pamphlets were also sent. These are shown below.
**[INSERT 'FXDMS_CS_ECNSW_MNSWEC6017 I.png',
'FXDMS_CS_ECNSW_MNSWEC6027 I.png' AND 'FXDMS_CS_ECNSW_MNSWEC6027 I-2.png' (SHOWN BELOW)]**

The new State Electoral Districts near you

See the new Electoral Districts and read more about redistribution at
mydistrict.redistribution.nsw.gov.au

**State District boundaries
for March 2015 State election**

electoral commission NSW

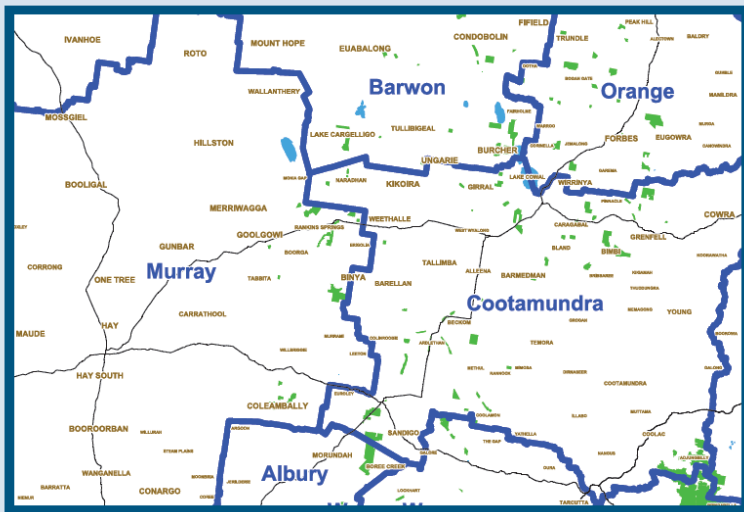**NSW State Election**
Saturday, 28 March 2015

**Changes to your
Electoral District**

YOUR STATE.
YOUR LIFE.
YOUR VOTE.

MNSWEC6017 I

The new State Electoral Districts near you

See the new Electoral Districts and read more about redistribution at
mydistrict.redistribution.nsw.gov.au

State District boundaries
for March 2015 State election

electoral commission NSW

NSW State Election
Saturday, 28 March 2015

Changes to your Electoral District

Y□UR STATE.
**Y□UR LIFE.**
Y□UR VOTE.

MNSWEC6027 I

State Electoral Districts Redistribution - Voting at the March 2015 NSW State General Election

At the next NSW State Election on 28 March 2015, you might be voting in a different Electoral District to the last election.

This is because of a redistribution that equalised the number of voters in each District.

To find out which Electoral District you are enrolled in now, visit mydistrict.redistribution.nsw.gov.au and enter the code 'NWTN'.

Electoral Districts and their Redistribution
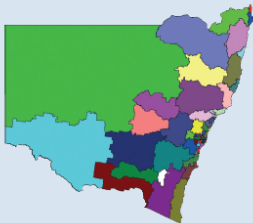
NSW is divided into 93 areas called Electoral Districts. At a State election, voters in each district elect one person to represent them in the Legislative Assembly (Lower House) of NSW Parliament.

Each of these elected representatives has one vote in the Parliament so it is important that each of them represents approximately the same number of voters.

A redistribution of electoral districts occurs before every second State Election, in order to recreate districts with equal voter numbers.

The latest redistribution took place in 2013, with the changes taking effect at the March 2015 State Election.

Which Electoral District am I enrolled in now?

The District of **Newtown** has been newly created to help spread growing elector numbers in metropolitan Sydney. The district comprises addresses from Petersham east to Surry Hills, with most voters transferring from Marrickville District, as well as some from the districts of Sydney and Heffron.

To find out which district you are enrolled in, scan the QR code, or visit mydistrict.redistribution.nsw.gov.au and enter the code 'NWTN'.

Does this affect the Legislative Council (Upper House)?

The redistribution has no impact on the Legislative Council (Upper House).

Have Federal and Local Government electorates also changed?

No – Federal and Local electorates are reviewed at different times, and under separate processes.

Moved address since the last election?

Update your enrolment details online at votensw.info/enrolment

You can also call us on 1300 135 736 and press 1 to speak to a team member.

Where can I go to vote?

A list of polling places will be available online soon at votensw.info, where you can also sign up for our Election Reminder Service.

It's Your Vote!

The list of candidates for your Electoral District will be finalised on Thursday, 12 March 2015. Use your vote to elect the candidate that best represents you.

Election Day is your chance to have your say about issues that affect you – like health, education, transport, and more.
Your State, Your Life, Your Vote!

Early voting options

If you are unable to make it to a polling place on Election Day, you may be eligible for early voting. Visit votensw.info to read about voting early in person, casting a postal vote, or registering to vote by telephone or on the internet (iVote system).

Join the conversation
facebook.com/NSWElections
@NSWelections

Do you recall receiving either this letter or this pamphlet? **[SR]**

Yes, and I have read them	26%

Yes, but I have not read them	7%
No	62%
Don't know	6%

Website and enquiries line usage and intentions

Q43.   **[IF Q14A=2]** Do you intend to use the votensw.info website?

Yes	25%
No	56%
Don't know	19%

Q44.   **[IF Q14A=1 OR (Q14A=2 AND Q43=1)] [IF Q14A=1 '**What were you looking for when you used the votensw.info website?**'][IF Q14A=2 '**Which of the following do you intend to use the votensw.info website for?**']** Please select any that apply. **[MR EXCEPT 97-99]**

To check my enrolment details (and update them if necessary)	27%
To find out the date for the Election	12%
To find out about voting options for the election such as pre-poll, postal voting and voting on the internet or by telephone (the iVote® system) (other than voting in person at a polling place on Election Day)	50%
To find out where to vote on Election Day	29%
To find out about the redistribution of State Electoral Districts and how it may affect you	19%
To enrol to vote	12%
To find out about opportunities for employment at the Election	14%
Other **[SPECIFY]**	4%
Don't know	6%

Q45.   **[IF Q14A=1 AND Q44=1-97] [ASK FOR EACH RESPONSE GIVEN AT Q44]** Were you able **[INSERT RESPONSE GIVEN AT Q44 (lower case 't')]** using the website? **[SR]**

Yes	93%
No	7%
Don't know	0%

Q46.   **[IF Q14B=2]** Do you intend to use the NSW Electoral Commission election enquiries line (1300 135 736)? **[SR]**

Yes	4%
No	85%
Don't know	11%

Q47.   **[IF Q14B=1 OR Q14B=2 AND Q46=1] [IF Q14B=1 '**Prior to calling the NSW Electoral Commission election enquiries line (1300 135 736), what information were you looking for?**'][IF Q14B=2 '**Which of the following do you intend to use the NSW Electoral Commission election enquiries line (1300 135 736) for?**']** Please select any that apply. **[MR EXCEPT 97-99]**

I wanted to check my enrolment details (and update them if necessary)	23%
I wanted to find out the date for the Election	15%
I wanted to find out about alternative voting options for the Election (other than voting in person at a polling place on Election Day)	37%
I wanted to find out where to vote on Election Day	19%
I wanted to find out about the redistribution of State Electoral Districts and how it may affect you	15%
I wanted to enrol to vote	12%
I wanted to find out about opportunities for employment at the Election	14%
Other **[SPECIFY]**	10%
Don't know	12%

Q48.   **[IF Q14B=1 AND Q47=1-97] [ASK FOR EACH RESPONSE GIVEN AT Q47]** Were you able **INSERT RESPONSE GIVEN AT Q47 WITHOUT 'I WANTED']** using the enquiries line? **[SR]**

Yes	94%
No	6%
Don't know	0%

Other touch points

Q49.   Have you seen or heard any reference to the **voting process** for the NSW State Election recently, in the daily news, on any news-program, on talk shows, in magazine or newspaper articles, or on the Internet? For example the date of the Election, checking or updating enrolment details, the different methods of voting and where to vote on Election Day. **[SR]**

Yes	28%
No	66%
Don't know	6%

Q50. Have you discussed the **voting process** for the NSW State Election with friends, family members, or work colleagues in the past month? Please select any that apply. **[MR]**

Yes, in person	31%
Yes, on social media	1%
No	68%
Don't know	1%

Q51. In the last six months, have you visited any website about the **voting process** for the NSW State Election (other than NSW Electoral Commission websites)? **[SR]**

Yes	10%
No	88%
Don't know	2%

Q52. **[IF Q51=1]** As far as you can recall, which website/s did you visit? **[SR]**

AEC website	n=14
NSW Government website	n=2
Political party's website	n=2

Demographics

Q29. Is any language other than English spoken in your household? **[SR]**

Yes	14%
No	86%

Q30. **[IF Q29=1]** What other languages are spoken in your household? Please select any that apply. **[MR]**

An Aboriginal dialect	2%
Arabic	7%
Assyrian	1%
Bosnian	2%
Burmese	0%
Cantonese	13%
Creole	1%
Croatian	1%
Dari	1%
Farsi	0%
Dinka	0%
Dutch	0%
German	0%
Greek	6%
Hindi	9%
Hungarian	2%
Indonesian	2%
Italian	5%
Japanese	1%
Korean	2%
Khmer	0%
Lao	0%
Macedonian	2%
Mandarin	10%
Maltese	2%
Persian	0%
Polish	1%
Portuguese	1%
Russian	4%
Serbian	2%
Spanish	2%
Sudanese	0%
Tagalog	5%
Tamil	2%
Thai	2%
A Torres Strait Islander dialect	0%
Turkish	0%
Vietnamese	7%
Other **[SPECIFY]**	20%

Appendix F: iVote CATI questionnaire

Evaluation of Electoral Services iVote Questionnaire
Topline results
Ipsos Social Research Institute: 14-036279-01-04

To be administered by CATI.

Technical details:
- A total of n=1,000 iVote users were surveyed by CATI, with n=200 sampled from those who stated they had blindness or low vision when registering for iVote, and n=800 sampled from the rest of the iVote user population. Sampling was carried out so as to be as representative as possible according to a range of factors.
- Surveying took place between 23 and 30 April 2015
- Data is weighted so as to be representative of the iVote user population overall (those who gave permission to be recontacted for research), with those with blindness or low vision weighted down so as to be accurately represented.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

Key:
[SR] = Single response
[MR] = Multiple response allowed
[DNRO] = Do not read out code frame
[READ OUT] = Read out code frame

Voting behavior and experience

Q1. Did you vote using the iVote® system in the 2015 NSW State Election? **[SR] [DNRO]**
And did you vote online or by phone?

Yes, I voted online	94%
Yes, I voted by phone	3%
No	3%
Don't know	0%

Q4. Overall, are you satisfied or dissatisfied that the NSW Electoral Commission conducted the State Election fairly and impartially? **[SR] [READ OUT]**

Very satisfied	63%
Fairly satisfied	31%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know **[DNRO]**	2%

Q2. **[IF IVOTED]** When did you vote? Was it… **[SR] [READ OUT]**

On Election Day	15%
During the week before Election Day	72%
The weekend before the Election	4%
Two weeks before the Election	8%
Other **[RECORD VERBATIM]**	1%

Don't know **[DNRO]**	1%

Q3.**[IF IVOTED BY INTERNET]** Which of the following devices did you use to access iVote? **[READ OUT]**

Computer	61%
Smartphone	24%
Tablet	17%
Other **[RECORD VERBATIM]**	1%
Don't know/can't remember **[DNRO]**	0%

Q8.**[IF IVOTED BY TELEPHONE]** How did you vote? Was it… **[SR] [READ OUT]**

Using automated recognition	50%
By talking to an operator	34%
Other **[RECORD VERBATIM] [DNRO]**	8%
Don't know/can't remember **[DNRO]**	4%

iVote behaviour

Q11.   **[IF IVOTED]** What is the main reason you voted using the iVote® system rather than in-person on Election Day? **[SR] [DNRO]**

I was not in NSW on Election Day	59%
I was more than 20km from a polling place on Election Day (but in NSW)	13%
I have religious beliefs which prevented me from voting at a polling place on Election Day	0%
I was caring for a person and could not get to a polling place on Election Day	1%
I was helping a relative/friend who could not vote on Election Day	1%
I was working on Election Day and could not get to a polling place	3%
I have a disability	3%
I believe that attending a polling place on Election Day would have placed my personal safety, or that of my family members, at risk	0%
I was ill, infirm or pregnant	5%
I was hospitalised	1%
I am blind or have low vision	2%
I have a reading difficulty	
It was easier and more convenient	7%
I had other commitments on Election Day	2%
I wanted to avoid the Election Day queues/crowds/canvassers	1%
I don't really care about the Election and just wanted to get it over and done with	0%
I wanted to avoid Election Day queues/crowds/canvassers	1%
I was away/travelling	1%
Other **[SPECIFY]**	1%
Don't know	0%
I'd rather not say	0%

Q5. **[IF IVOTED]** If you had not voted using the iVote® system, which of the following do you think you would have been most likely to do? **[SR] [READ OUT]**

Voted in-person at a polling place on Election Day	32%
Voted in-person before Election Day	24%
Voted by postal vote	33%
Not voted	10%
Don't know **[DNRO]**	1%
I'd rather not say **[DNRO]**	0%

Q6. **[IF DID NOT IVOTE]** Why didn't you use the iVote® system in the recent State election? **[SR] [DNRO]**

I found using iVote too difficult	3%
iVote took too long to cast my vote	6%
I tried to vote by iVote but couldn't due to a problem using or accessing iVote	29%
I didn't feel comfortable using iVote to vote	0%
I did not trust the iVote voting process	0%
I was not satisfied with the security of the iVote voting process	0%
I forgot about iVote	6%
I never intended to use iVote to vote	3%
I was not eligible for iVote	0%
When I registered for iVote thought I would be outside of NSW on Election Day	26%
When I registered for iVote thought I would be more than 20km from my nearest polling place on Election Day	7%
Other **[SPECIFY]**	18%
Don't know	3%
I'd rather not say	0%

Prior use of iVote

Q7. Have you voted using the iVote® system in NSW State Elections or by-elections prior to 2015? **[SR] [DNRO]**

Yes	3%
No	97%
Don't know	0%

iVote verification

Q9. **[IF IVOTED]** How confident are you that your vote was recorded accurately in the final vote count? **[SR] [DNRO]**

Very confident	61%
Fairly confident	33%
Not very confident	2%
Not at all confident	0%
Don't know	4%

Q10. **[IF IVOTED]** Did you call the NSW Electoral Commission telephone Verification Service on 1300 138 739 to verify your vote? **[SR] [DNRO]**

Yes	7%
No	91%
Don't know	2%

Q12. **[IF DID NOT VERIFY]** Were you aware that you could verify your vote by calling this Service? **[SR] [DNRO]**

Yes	35%
No	62%
Don't know	3%

Q13. **[IF VERIFIED OR AWARE OF VERIFICATION SERVICE]** Did you find out about this service before or after you voted? **[SR] [DNRO]**

Before I voted	49%
After I voted	33%
While voting	14%
Don't know	4%

Q14. **[IF VERIFIED]** What is the main reason you called this Service? **[SR] [DNRO]**

I wanted to be confident that my vote was successful	86%
I don't trust the online voting system	0%
I heard that the iVote system was vulnerable to hacking	0%
I don't trust the NSW Electoral Commission	0%
I don't trust the NSW Government	0%
Other **[RECORD VERBATIM]**	11%
Don't know	3%

Q15. **[IF DID NOT VERIFY BUT AWARE OF VERIFICATION SERVICE]** What is the main reason you did not call this Service? **[SR] [DNRO]**

I trusted my vote was cast successfully so had no need to verify	67%
It was too expensive to call	0%
It was too inconvenient to call	5%
It took too long to call	1%
I chose not to verify because I could not do this on the internet	1%
I had no interest in verifying my vote	1%
I could not be bothered	9%
I do not trust the iVote system and verifying my vote would have made no difference to me	0%

I wanted to verify my vote but was unable to do this	1%
Other **[RECORD VERBATIM]**	10%
Don't know	4%

Q16. **[IF CALLED VERIFICATION SERVICE]** Were you satisfied or dissatisfied with this Service? **[SR] [READ OUT]**

Very satisfied	72%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	0%
Fairly dissatisfied	3%
Very dissatisfied	1%
Don't know **[DNRO]**	0%

Intention to use iVote in the future

Q25. In the future, if the iVote service were available to you, would you be likely or unlikely to use it? **[SR] [DNRO]**

Very likely	84%
Fairly likely	10%
Neither likely nor unlikely	2%
Fairly unlikely	2%
Very unlikely	2%
Don't know	0%

Individual satisfaction measures

Q26. To what extent do you trust or distrust the iVote voting process? Would you say that you… **[SR] [READ OUT]**

Trust it a great deal	76%
Trust it a little	14%
Neither trust nor distrust it	8%
Distrust it a little	1%
Distrust it a great deal	0%
Don't know **[DNRO]**	1%

Q27. Were you satisfied or dissatisfied with the security of the iVote process? **[SR] [READ OUT]**

Very satisfied	68%
Fairly satisfied	26%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	1%
Very dissatisfied	0%
Don't know **[DNRO]**	2%

Q30. Taking everything into account, were you satisfied or dissatisfied with the iVote service? **[SR] [READ OUT]**

Very satisfied	80%
Fairly satisfied	17%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	1%

Very dissatisfied	0%
Don't know **[DNRO]**	1%

Q31. **[IF PROVIDED RESPONSE TO Q30]** Why were you **[INSERT ANSWER FROM Q30]**? **[MR] [DNRO]**

It was easy/convenient/quick	83%
It was more convenient than other methods	14%
It meant I didn't have to go anywhere	10%
It meant I was able to vote/avoid a fine	3%
It's a better option for those voting outside of NSW	7%
I was able to vote on a phone/tablet	2%
It seemed secure	9%
I received good support from support staff	1%
I preferred to vote online	3%
My details were incorrect when registering/voting	0%
I did not receive my iVote number/I had trouble receiving it	0%
The process was difficult	1%
I did not trust the iVote system	0%
I had security concerns	0%
I was unable to verify my iVote number	0%
The system went down/I got an error	1%
It took too long/slow	1%
Other **[SPECIFY]**	2%
Don't know	0%

Q32. **[IF IVOTED]** Overall, did you find it easy or difficult to vote using iVote? **[SR] [DNRO]**

Very easy	72%
Fairly easy	23%
Neither easy nor difficult	3%
Fairly difficult	2%
Very difficult	0%
Don't know	0%

Q33. Were you satisfied or dissatisfied with the amount of time it took to **register** to use iVote? **[SR] [READ OUT]**

Very satisfied	66%
Fairly satisfied	27%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	4%
Very dissatisfied	1%
Don't know **[DNRO]**	1%

Q34. Approximately how long did it take for you to **register** to use iVote from start to finish?

0-2 minutes	10%
3-5 minutes	41%
6-10 minutes	24%
11-15 minutes	8%
16-30 minutes	7%

More than 30 minutes	3%
Don't know	7%

Q35.   Were you satisfied or dissatisfied with the amount of time it took for you to **receive your iVote number**? **[SR] [READ OUT]**

Very satisfied	74%
Fairly satisfied	17%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	3%
Very dissatisfied	2%
I don't remember receiving an iVote number	0%
Don't know **[DNRO]**	2%

Q36.   Approximately how long did it take for you to **receive your iVote number**? **[DNRO]**

0-2 minutes	38%
3-5 minutes	19%
6-10 minutes	5%
11-15 minutes	2%
16-30 minutes	4%
31 minutes – 3 hours	6%
3 hours – 3 days	6%
More than 3 days	3%
Don't know	15%
I don't remember receiving an iVote number	2%

Q37.   **[IF IVOTED]** Were you satisfied or dissatisfied with the amount of time it took to **cast a vote** using iVote? **[SR] [READ OUT]**

Very satisfied	79%
Fairly satisfied	17%
Neither satisfied nor dissatisfied	2%
Fairly dissatisfied	1%
Very dissatisfied	0%
Don't know **[DNRO]**	0%

Q38.   **[IF IVOTED]** Approximately how long did it take for you to **cast a vote** using iVote from start to finish?

0-2 minutes	22%
3-5 minutes	41%
6-10 minutes	20%
11-15 minutes	6%
16-30 minutes	5%
More than 30 minutes	1%
Don't know	4%

Difficulties and assistance using iVote

Q39.   Did you seek assistance at any stage when you were using iVote? **[SR] [DNRO]**

Yes	10%
No	90%
Don't know	0%

Q40.   **[IF SOUGHT ASSISTANCE]** What did you seek assistance with? **[MR] [DNRO]**

Registering to use iVote	52%
Receiving your iVote number **[IF NECESSARY:** This is the 8 digit number you would have received by email, mail, phone or sms**]**	30%
Casting your vote	31%
Verifying your vote	7%
The iVote website	25%
Wanted to check security	1%
Wanted to check that ballot paper had all options	6%
Other **[SPECIFY]**	9%
Don't know	2%

Q41.   **[IF SOUGHT ASSISTANCE]** How did you seek assistance? **[MR] [DNRO]**

Visited the FAQs page on the website	7%
Called the call centre	31%
Contacted NSW Electoral Commission through a survey on the website	2%
Contacted NSW Electoral Commission by email	2%
Contacted NSW Electoral Commission by social media	0%
Contacted NSW Electoral Commission by text message	0%
Spoke to a friend, family member, colleague, neighbour or acquaintance	55%
Other **[SPECIFY]**	4%
I did not seek assistance	0%
Don't know	0%

Q42.   **[IF SOUGHT ASSISTANCE]** Did you receive the assistance you were seeking? **[SR] [DNRO]**

Yes	93%
No	7%
Don't know	0%

Q43.   **[IF RECEIVED ASSISTANCE]** Were you satisfied or dissatisfied with the assistance you received? **[SR] [READ OUT]**

Very satisfied	84%

Fairly satisfied	14%
Neither satisfied nor dissatisfied	1%
Fairly dissatisfied	0%
Very dissatisfied	1%
I did not receive assistance	0%
Don't know **[DNRO]**	0%

Q44. **[IF USED ASSISTANCE AND KNOWS HOW SATISFIED]** Why were you **[INSERT RESPONSE FROM Q43]** with this assistance?

I got the help I needed	46%
It was easy and convenient	31%
It was clear and understandable	6%
It was not helpful	7%
Other	11%
Don't know	0%

Advocacy

Q45. Imagine that a friend or family member was considering using iVote in a NSW State Election. Would you be likely or unlikely to recommend it? **[SR] [DNRO]**

Very likely	1
Fairly likely	2
Neither likely nor unlikely	3
Fairly unlikely	4
Very unlikely	5
Don't know	99

Information

Q46. How did you hear about iVote? **[MR] [DNRO]**

Used a search engine (e.g. Google)	14%
Advertising	12%
Called the NSW Electoral Commission election enquiries line (1300 135 736)	2%
Visited a NSW Electoral Commission website (for example www.elections.nsw.gov.au or www.votensw.info)	11%
From a friend, family member, colleague, neighbour or acquaintance	50%
From a staff member at a polling place	0%
From a candidate or political party member	1%
From a trade union, business group or lobby group	0%
From a Local Council office, Service NSW Centre, Centrelink office, post office or newsagent	0%
From the Department of Foreign Affairs and Trade (DFAT) Smartraveller website	0%
From an interstate Electoral Commission office	1%
From an overseas Embassy or High Commission	0%
From the media	7%
From social media	1%
Flyer/brochure/leaflet/information in the mail	2%
A letter from the NSW Electoral Commission	1%

Other [SPECIFY]	1%
Don't know	4%

Q47.   **[IF SAW/HEARD AVERTISING ABOUT IVOTE]** Where did you see or hear advertising about voting using iVote? **[MR] [DNRO]**

Television	31%
Magazine	1%
Newspaper	14%
Radio	31%
Outdoor billboards or posters	1%
Social media	7%
Internet advertising	7%
Mobile advertising	0%
Direct mail	19%
At an airport	0%
At a seaport	0%
Other [SPECIFY]	2%
Don't know	2%

Q48.   **[IF PROVIDED ANSWER TO Q46]** What other information sources, if any, did you use to help you vote using iVote? **[MR] [DNRO]**

Used a search engine (e.g. Google)	9%
Advertising	2%
Called the NSW Electoral Commission election enquiries line (1300 135 736)	1%
Visited a NSW Electoral Commission website (for example www.elections.nsw.gov.au or www.votensw.info)	10%
From a friend, family member, colleague, neighbour or acquaintance	2%
From a staff member at a polling place	0%
From a candidate or political party member	1%
From a trade union, business group or lobby group	0%
From a Local Council office, Service NSW Centre, Centrelink office, post office or newsagent	0%
From the Department of Foreign Affairs and Trade (DFAT) Smartraveller website	0%
From an interstate Electoral Commission office	0%
From an overseas Embassy or High Commission	0%
From the media	2%
Other [SPECIFY]	0%
None of these	74%
Don't know	1%

Q49.   How confident did you feel about using iVote before registering? **[SR] [READ OUT]**

Very confident	47%
Fairly confident	41%
Not very confident	9%
Not at all confident	1%
Don't know [DNRO]	3%

Media exposure

Q50.   Have you seen or heard any news about iVote recently? **[SR] [DNRO]**

Yes	8%
No	91%
Don't know	0%

Q51.   **[IF SEEN OR HEARD NEWS]** Was this news positive about iVote, negative about iVote or neutral? Please answer for all news you recall hearing or seeing. **[SR] [DNRO]**

Very positive	20%
Fairly positive	8%
Neutral	19%
Fairly negative	39%
Very negative	13%
Don't know	0%

Q52.   **[IF SEEN OR HEARD NEWS]** Have you seen or heard any news about **potential security issues** with iVote recently? **[SR] [DNRO]**

Yes	30%
No	69%
Don't know	1%

Q53.   **[IF IVOTED]** How confident are you that your iVote ballot papers included all of the candidates you were able to vote for? **[SR] [READ OUT]**

Very confident	67%
Fairly confident	27%
Not very confident	2%
Not at all confident	1%
Don't know	3%

Q54. Have you seen or heard any news about parties being left off the iVote upper house ballot paper **[IF NECESSARY:** From 8am on Monday 16th March until 11am on Tuesday 17th March. These parties were the Animal Justice Party and the Outdoor Recreation Party**]? [SR] [DNRO]**

Yes	12%
No	87%
Don't know	1%

Q55. **[IF IVOTED]** What, if anything, do you think the New South Wales Electoral Commission could have done to improve the way the iVote ballot paper was displayed when voting?

Clearer/simpler/easier	8%
Improve scrolling	8%
Ability to see all candidates/parties and have information about them	7%
Replicate the paper ballot/vote	1%
Ability to see it all on one screen	3%
Optimise for mobile devices	3%
Too slow	1%
Improve display	2%
Improve sizing	4%
Issues with making a selection	2%
Positive comment (it's good/clear/no improvements)	29%
None/nothing	17%
Other	6%
Don't know	25%

Appendix G: iVote online questionnaire

Evaluation of Electoral Services iVote Questionnaire
Topline results
Ipsos Social Research Institute: 14-036279-01-04

Technical details:
- A total of n=30,762 iVote users were surveyed online. Apart from those contacted for the CATI version of this study, all iVote users who gave permission to be recontacted for research were given the opportunity to take part (bar those without a valid email address).
- Surveying took place between 29 April and 25 May 2015.
- Data is unweighted.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of 'don't know' categories.

To be administered ONLINE.

Key:
[SR] = Single response
[MR] = Multiple response allowed

Voting behavior and experience

Q1. Did you vote by iVote in the 2015 NSW State Election? **[SR]**

Yes, I voted online	95%
Yes, I voted by phone	2%
No	2%
Don't know	0%

Q4. How satisfied or dissatisfied are you that the NSW Electoral Commission conducted the State Election fairly and impartially? **[SR]**

Very satisfied	74%
Fairly satisfied	15%
Neither satisfied nor dissatisfied	6%
Fairly dissatisfied	1%
Very dissatisfied	2%
Don't know	2%

Q2. **[IF IVOTED]** When did you vote? **[SR]**

On Election Day (Saturday 28th March)	9%
During the week before Election Day (Monday 23rd-Friday 27th March)	59%
The weekend before the Election (Saturday 21st-Sunday 22nd March)	5%
Two weeks before the Election (Monday 16th-Friday 20th March)	20%
Other (please specify)	1%
Don't know/can't remember	7%

Q3.**[IF IVOTED BY INTERNET]** Which of the following devices did you use to access iVote? Please select any that apply. **[MR]**

Computer	69%
Smartphone	16%
Tablet	16%

Other (please specify)	1%
Don't know/can't remember	1%

Q8.**[IF IVOTED BY TELEPHONE]** How did you vote? **[SR]**

Using automated recognition	61%
By talking to an operator	12%
Other (please specify)	17%
Don't know/can't remember	9%

iVote behaviour

Q11. **[IF IVOTED]** What is the main reason you voted by iVote rather than in-person on Election Day? **[SR]**

I was not in NSW on Election Day	60%
I was more than 20km from a polling place on Election Day (but in NSW)	9%
I was caring for a person and could not get to a polling place on Election Day	1%
I was helping a relative/friend who could not vote on Election Day	0%
I was working on Election Day and could not get to a polling place	4%
I have a disability	5%
I was ill, infirm or pregnant	1%
I was hospitalised	0%
I am blind or have low vision	0%
I have a reading difficulty	0%
It was easier and more convenient	10%
I wanted to avoid the Election Day queues/crowds/canvassers	5%
Other (please specify)	4%
Don't know	0%
I'd rather not say	1%

Q5. **[IF IVOTED]** If you had not voted by iVote, which of the following do you think you would have been most likely to do? **[SR]**

Voted in-person at a polling place on Election Day	23%
Voted in-person before Election Day	22%
Voted by postal vote	36%
Not voted	10%
Don't know	8%
I'd rather not say	1%

Q6. [IF DID NOT IVOTE] What is the main reason you didn't use iVote in the recent State Election? **[SR]**

I didn't feel comfortable using iVote	1%
I found using iVote too difficult	5%
iVote took too long to cast my vote	2%
I tried to vote by iVote but couldn't due to a problem using or accessing iVote	50%
I did not trust the iVote voting process	0%
I was not satisfied with the security of the iVote voting process	1%
I forgot about iVote	1%
I never intended to use iVote to vote	1%
I was not eligible for iVote	1%
When I registered for iVote thought I would be outside of NSW on Election Day	9%
When I registered for iVote thought I would be more than 20km from my nearest polling place on Election Day	5%
Other (please specify)	23%
Don't know	1%
I'd rather not say	0%

Prior use of iVote

Q7. Have you used iVote to vote in NSW State Elections or by-elections prior to 2015? **[SR]**

Yes	6%
No	93%
Don't know	1%

iVote verification

Q9. **[IF IVOTED]** How confident are you that your vote was recorded accurately in the final vote count? **[SR]**

Very confident	59%
Fairly confident	33%
Not very confident	2%
Not at all confident	1%
Don't know	6%

Q10. **[IF IVOTED]** Did you call the NSW Electoral Commission telephone Verification Service on 1300 138 739 to verify your vote? **[SR]**

Yes	6%
No	92%
Don't know	2%

Q12. **[IF DID NOT VERIFY]** Were you aware that you could verify your vote by calling this Service? **[SR]**

Yes	34%
No	61%
Don't know	4%

Q13. **[IF VERIFIED OR AWARE OF VERIFICATION SERVICE]** Did you find out about this service before or after you voted? **[SR]**

Before I voted	77%
After I voted	19%
Don't know	5%

Q14. **[IF VERIFIED]** What is the main reason you called this Service? **[SR]**

I wanted to be confident that my vote was successful	80%
I don't trust the online voting system	1%
I heard that the iVote system was vulnerable to hacking	4%
I don't trust the NSW Electoral Commission	1%
I don't trust the NSW Government	1%
Other (please specify)	8%
Don't know	6%

Q15. **[IF DID NOT VERIFY BUT AWARE OF VERIFICATION SERVICE]** What is the main reason you did not call this Service? **[SR]**

I trusted my vote was cast successfully so had no need to verify	67%
It was too expensive to call	2%
It was too inconvenient to call	4%
It took too long to call	1%
I chose not to verify because I could not do this on the internet	6%
I had no interest in verifying my vote	6%
I could not be bothered	4%
I do not trust the iVote system and verifying my vote would have made no difference to me	0%
I wanted to verify my vote but was unable to do this	2%
Other (please specify)	7%
Don't know	1%

Q16. **[IF CALLED VERIFICATION SERVICE]** How satisfied or dissatisfied were you with this Service? **[SR]**

Very satisfied	70%
Fairly satisfied	21%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	2%

Intention to use iVote in the future

Q25.   In the future, if the iVote service were available to you, how likely or unlikely would you to be to use it? **[SR]**

Very likely	88%
Fairly likely	8%
Neither likely nor unlikely	2%
Fairly unlikely	1%
Very unlikely	1%
Don't know	1%

Individual satisfaction measures

Q26.   To what extent do you trust or distrust the iVote voting process? I… **[SR]**

Trust it a great deal	74%
Trust it a little	12%
Neither trust nor distrust it	11%
Distrust it a little	1%
Distrust it a great deal	1%
Don't know	2%

Q27.   How satisfied or dissatisfied were you with the security of the iVote voting process? **[SR]**

Very satisfied	66%
Fairly satisfied	23%
Neither satisfied nor dissatisfied	7%
Fairly dissatisfied	1%
Very dissatisfied	0%
Don't know	3%

Q30.   Taking everything into account, how satisfied or dissatisfied were you with the iVote service? **[SR]**

Very satisfied	76%
Fairly satisfied	18%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	1%

Q31. Why were you **[INSERT ANSWER FROM Q30]**? Please select any that apply. **[MR]**

It was easy, convenient and/or quick	58%
It was more convenient than other methods	50%
It meant I didn't have to go anywhere	32%
It meant I was able to vote or avoid a fine	34%
It's a better option for those voting outside of NSW	41%
It meant I was able to vote on a phone or tablet	21%
It seemed secure	29%
I received good support from support staff	3%
I preferred to vote online	41%
My details were incorrect when registering or voting	0%
I did not receive my iVote number or had trouble receiving it	1%
The process was difficult	1%
I did not trust the iVote system	0%
I had security concerns	1%
I was unable to verify my iVote number	0%
Other **[SPECIFY]**	5%
Don't know	0%

Q32. **[IF IVOTED]** Overall, how easy or difficult did you find using iVote? **[SR]**

Very easy	68%
Fairly easy	28%
Neither easy nor difficult	2%
Fairly difficult	1%
Very difficult	0%
Don't know	0%

Q33. How satisfied or dissatisfied were you with the amount of time it took to **register** to use iVote?
[SR]

Very satisfied	59%
Fairly satisfied	32%
Neither satisfied nor dissatisfied	5%
Fairly dissatisfied	2%
Very dissatisfied	1%
Don't know	0%

Q34. Approximately how long did it take for you to **register** to use iVote from start to finish?

0-2 minutes	3%
3-5 minutes	22%
6-10 minutes	22%
11-15 minutes	9%
16-30 minutes	8%
More than 30 minutes	2%
Don't know	35%

Q35.   How satisfied or dissatisfied were you with the amount of time it took for you to **receive your iVote number** (this is the 8 digit number you would have received by email, mail, phone or sms)? **[SR]**

Very satisfied	65%
Fairly satisfied	24%
Neither satisfied nor dissatisfied	5%
Fairly dissatisfied	2%
Very dissatisfied	1%
I don't remember receiving an iVote number	1%
Don't know	1%

Q36.   Approximately how long did it take for you to **receive your iVote number** (This is the 8 digit number you would have received by email, mail, phone or sms)?

0-2 minutes	12%
3-5 minutse	14%
6-10 minutes	7%
11-15 minutes	2%
16-30 minutes	4%
31 minutes – 3 hours	5%
3 hours – 3 days	7%
More than 3 days	4%
Don't know	41%
I don't remember receiving an iVote number	3%

Q37.   **[IF IVOTED]** How satisfied or dissatisfied were you with the amount of time it took to **cast a vote** using iVote? **[SR]**

Very satisfied	72%
Fairly satisfied	22%
Neither satisfied nor dissatisfied	3%
Fairly dissatisfied	1%
Very dissatisfied	1%
Don't know	1%

Q38.   **[IF IVOTED]** Approximately how long did it take for you to **cast a vote** using iVote from start to finish?

0-2 minutes	9%
3-5 minutes	31%
6-10 minutes	20%
11-15 minutes	7%
16-30 minutes	7%
More than 30 minutes	2%
Don't know	24%

Difficulties and assistance using iVote

Q39.   Did you seek assistance at any stage when you were using iVote? **[SR]**

Yes	7%
No	92%
Don't know	1%

Q40.   **[IF SOUGHT ASSISTANCE]** What did you seek assistance with? **[MR]**

Registering to use iVote	36%
Receiving your iVote number (the 8 digit number you would have received by email, mail, phone or sms)	30%
Casting your vote	24%
Verifying your vote	8%
The iVote website	14%
Wanted to check security	2%
Wanted to check that ballot paper had all options	4%
Other (please specify)	15%
Don't know	3%

Q41.   **[IF SOUGHT ASSISTANCE]** How did you seek assistance? **[MR]**

Visited the FAQs page on the website	16%
Called the call centre	45%
Contacted NSW Electoral Commission through a survey on the website	3%
Contacted NSW Electoral Commission by email	5%
Contacted NSW Electoral Commission by social media	1%
Contacted NSW Electoral Commission by text message	1%
Spoke to a friend, family member, colleague, neighbour or acquaintance	33%
Other (please specify)	8%
Don't know	2%

Q42.   **[IF SOUGHT ASSISTANCE]** Did you receive the assistance you were seeking? **[SR]**

Yes	88%
No	12%
Don't know	0%

Q43.   **[IF RECEIVED ASSISTANCE]** How satisfied or dissatisfied were you with the assistance you received? **[SR]**

Very satisfied	71%
Fairly satisfied	21%
Neither satisfied nor dissatisfied	4%
Fairly dissatisfied	1%
Very dissatisfied	1%
I did not receive assistance	0%
Don't know	1%

Advocacy

Q45. Imagine that a friend or family member was considering using iVote in a NSW State Election. How likely or unlikely would you be to recommend it? **[SR]**

Very likely	82%
Fairly likely	13%
Neither likely nor unlikely	2%
Fairly unlikely	1%
Very unlikely	1%
Don't know	0%

Information

Q46. How did you hear about iVote? Please select any that apply. **[MR]**

Used a search engine (e.g. Google)	10%
Advertising	14%
Called the NSW Electoral Commission election enquiries line (1300 135 736)	3%
Visited a NSW Electoral Commission website (for example www.elections.nsw.gov.au or www.votensw.info)	28%
From a friend, family member, colleague, neighbour or acquaintance	35%
From a staff member at a polling place	1%
From a candidate or political party member	3%
From a trade union, business group or lobby group	0%
From a Local Council office, Service NSW Centre, Centrelink office, post office or newsagent	2%
From the media (not advertising)	11%
Other (please specify)	5%
Don't know	2%

Q47. **[IF SAW/HEARD AVERTISING ABOUT IVOTE]** Where did you see or hear advertising about voting using iVote? Please select any that apply. **[MR]**

Television	35%
Magazine	1%
Newspaper	24%
Radio	22%
Outdoor billboards or posters	1%
Social media (Facebook, Twitter, YouTube, etc.)	7%
Internet advertising (a website, blog/message board, banner ad, etc.)	9%
Mobile advertising	0%
Direct mail (a letter, leaflet, brochure, etc.)	15%
At an airport	1%
Other (please specify)	1%
Don't know	7%

Q48. **[IF PROVIDED ANSWER TO Q46]** What other information sources, if any, did you use to help you vote using iVote? Please select any that apply. **[MR]**

Used a search engine (e.g. Google)	27%
Advertising	4%
Called the NSW Electoral Commission election enquiries line (1300 135 736)	3%
Visited a NSW Electoral Commission website (for example www.elections.nsw.gov.au or www.votensw.info)	24%
From a friend, family member, colleague, neighbour or acquaintance	11%
From a staff member at a polling place	0%
From a candidate or political party member	2%
From a trade union, business group or lobby group	0%
From a Local Council office, Service NSW Centre, Centrelink office, post office or newsagent	1%
From the media (not advertising)	3%
Other (please specify)	4%
None of these	23%
Don't know	10%

Q49. How confident did you feel about using iVote before registering? **[SR]**

Very confident	49%
Fairly confident	42%
Not very confident	6%
Not at all confident	1%
Don't know	2%

Media exposure

Q50.   Have you seen or heard any news about iVote recently? **[SR]**

Yes	11%
No	87%
Don't know	2%

Q51.   **[IF SEEN OR HEARD NEWS]** Was this news positive about iVote, negative about iVote or neutral? Please answer for all news you recall hearing or seeing. **[SR]**

Very positive	20%
Fairly positive	20%
Neutral	13%
Fairly negative	37%
Very negative	9%
Don't know	1%

Q52.   **[IF SEEN OR HEARD NEWS]** Have you seen or heard any news about **potential security issues** with iVote recently? **[SR]**

Yes	41%
No	56%
Don't know	3%

Q53.   **[IF IVOTED]** How confident are you that your iVote ballot papers included all of the candidates you were able to vote for? **[SR]**

Very confident	63%
Fairly confident	31%
Not very confident	2%
Not at all confident	1%
Don't know	4%

Q54.   Have you seen or heard any news about parties being left off the iVote upper house ballot paper?
From 8am on Monday 16th March until 11am on Tuesday 17th March. These parties were the Animal Justice Party and the Outdoor Recreation Party. **[SR]**

Yes	23%
No	77%
Don't know	0%

Appendix H: Arabic-speaking Group Discussion Guide

NSW Electoral Commission

Arabic voters

Discussion Guide

(FINAL Version: 27 April 2015)

Job #: 14-036279-01

INTRODUCTION (5-10 mins)

- *Thanks for taking the time to be part of this project.*

- *It'll be a pretty relaxed discussion and will take around 1½ hours*

- *My name is… I work for the Ipsos Social Research Institute, an independent research agency.*

- *The aim of today is to have a discussion around voting and some related issues. We'll start off by having a broad discussion and then move into some more specific areas a bit later.*

- *We're only interested in your experience voting in the recent NSW Election. So we are <u>not</u> interested in who you voted for or why.*

- *A few things to note before we start…*

- *No right or wrong answers*

- *Ipsos is an independent research company – although this project has been commissioned by part of government, we are not the government ourselves. Please tell us exactly what you think.*

- *Confidential - report won't include your names, all responses are combined, just a few quotes, which won't be attributed to you personally.*

- *[Client viewing] Other members of the research team are really interested in hearing first hand what you have to say. They are the other side of the mirror.*

- *Audio recording permission (so I don't have to write everything)*

- *Refreshments*

- *Toilets and exits*

- *Any questions?*

- *Moderator to introduce self*

- *Participants to introduce self*

GENERAL DISCUSSION ABOUT VOTING AND ELECTIONS (15 mins)

- What words, images or people spring to mind when you think about voting – PROBE FOR EXAMPLES

- What are the good things about voting? What are the bad things about voting? PROBE

- Does the word 'Election' make you feel positive or negative thoughts and feelings? Why is that? PROBE FOR CAUSE OF FEELING

- Is it important to vote?

- If it wasn't compulsory, would you vote? Why is that?

- Have you voted in an Election in Australia before, or was it the first time you voted?

- When was the last time you voted?

- IF FIRST TIME, did you have any expectations of what voting would be like?

- For those of us not born in Australia, how does the Election process differ from when we voted in the countries of our birth? PROBE AND CONTRAST EXPERIENCES

– In what ways is it better? PROBE

– And in what ways is it worse? PROBE

- As far as you know, who actually organises the Elections?

- Do you think the Elections are organised in a fair and impartial way – or do you have concerns? IF SO, why is that?

ENROLMENT (5-10 mins)

- Did you enrol before voting? PROBE FOR MOTIVATIONS

– IF YES: How did you enrol? Did you fill in the enrolment form, or were you automatically enrolled?

– IF FILLED IN THE FORM, How long did it take to enrol?

– Was it easy/difficult? PROBE, IF DIFFICULT, why was that?

– What could have made the experience easier?

- Or did you enrol on the day? PROBE FOR MOTIVATIONS

– How did you find that experience?

– Again, did it take long?

– Was it easy/difficult? PROBE, IF DIFFICULT, why was that?

– And what could have made it easier to enrol on the day?

BEFORE ELECTION DAY – INFORMATION (20 mins)

- Before voting at the State Election, did you find out anything about how to vote? LIST SPONTAEOUS MENTIONS - PROBE FOR SPECIFIC DETAILS

- IF YES: What types of information did you search out before going along to vote? LIST ALL ON FLIPCHART

– Where to vote?

– When to vote?

– Who to vote for?

– How to fill in the ballot paper? IF SO: What was it about the ballot paper what you wanted to know?

- And where did you go for each of those types of information? SPONTANEOUS LIST ALL ON FLIPCHART. IF UNMENTIONED, ALSO ASK ABOUT:

– Family/friends

– Leaflets

– TV/radio

– Social media

- Websites, IF SO:

– Which websites?

– How easy were they to navigate?

– Did you find what you needed?

– Were they easy/difficult to understand? PROBE

– Did they answer your question/s?

– How could the website/s have been improved

- And when you're looking at this information was it available in languages other than English? e.g. Arabic?

- And would it be helpful if was available in languages other than English? e.g. Arabic?

VOTING ON ELECTION DAY – PROCESS AND INFORMATION (30 mins)

Now I'd like to talk a bit about actually casting your vote.

- Overall did you find the voting process as a whole easy of difficult?

– IF EASY: in what ways was it easy? PROBE

– IF DIFFICULT**:** Which parts specifically? Why? PROBE

- When did you cast your vote?

– Was it on Election Day or earlier?

– IF EARLIER: Why? PROBE

- How did you actually cast your vote? FOR EACH VOTING MODE, PROBE FOR PROCESS DETAILS

- IF iVOTE NOT MENTIONED SAY, as well as voting in person, or by post, some people were able to vote using a system called 'iVote' – that is voting by internet or phone

- What do you think about the idea of voting over the phone or internet?

- Do you think that is a good/bad idea? PROBE FOR BENEFITS/DRAWBACKS AND UNDERLYING REASONS

- Now that you know about it, would you be interested in voting in this way in the future?

- When you voted how confident did you feel that you knew how to cast your vote? PROBE FOR DIFFERENT MODES OF VOTING AND DIFFERENT CONFIDENCE LEVELS

- IF CONFIDENT, what gave you that feeling of confidence? PROBE

- IF LACKING CONFIDENCE, why did you not feel so confident? PROBE. What would have made you feel more confident about voting?

- Does anyone have any doubts about whether they actually cast their vote properly? PROBE

- For those of you who voted in person at the polling place, were there any sources of information available to you to help you know how to fill in your ballot paper? LIST AND PROBE FOR DETAILS

- Which of these information sources at the polling place did you find most useful? PROBE Why was that?

- Was there any information, or material, available in Arabic/your language? PROBE

- Did any of you need to ask for assistance when you were at the polling place? IF SO, PROBE FOR REASONS What was it that you wanted help with?

- How comfortable did you feel about asking for assistance? IF NOT, why was that? What made you feel uncomfortable/less confident?

- Would anybody have liked some help at the polling place, but didn't ask for it because you didn't feel comfortable asking? PROBE Why was that?

- For those of you who did ask for assistance, were the staff helpful or not in resolving your query?

- As far as you know, was there anyone at the polling place who spoke Arabic?

- IF THERE WASN'T AN ARABIC-SPEAKING MEMBER OF STAFF:

- Would it have been helpful to have an Arabic-speaking member of staff at the polling place who you could talk to about any queries you might have?

- Do you think you would have had questions for this person?

WRAP-UP (5-10 mins)

- Imagine a family member or friend had just become an Australian citizen and there was an Election, what would you advise them to do so that they knew how to vote?

- And finally, thinking about everything we've discussed this evening, what, if any, changes would you like to make it easier for you to vote at the next Election?

- Do you have any final comments or suggestions?

- Thank you very much for your time

Hand out incentives

Appendix I: iVote users Interview Discussion Guide

Ipsos
Social Research Institute

NSWEC

iVote Users

Depths Discussion Guide

(FINAL)

Job #: 14-036279-01

INTRODUCTION

- *Thanks for taking the time to be part of this project.*

- *It'll be a pretty relaxed discussion and will take around 30 mins, depending on how much you have to say*

- *My name is… I work for the Ipsos Social Research Institute, an independent research agency.*

- *We're only interested in your experience voting in the recent NSW Election. So we are <u>not</u> interested in who you voted for or why.*

- *A few things to note before we start…*

  - *No right or wrong answers*

  - *Confidential - report won't include your names, all responses are combined, just a few quotes, which won't be attributed to you personally.*

  - *Audio recording permission (so I don't have to write everything)*

  - *Any questions?*

- *You recently completed a telephone interview for us, so I might refer to some of the answers you gave as part of that.*

Voting in the 2015 State Election

First of all, can you briefly talk me through the process you went through to cast your vote in the NSW State Election earlier this year?

- Were you already registered to vote?

- When did you cast your vote?

  - Election Day or earlier? Why?

- How did you cast your vote?

  - iVote

  - In person

  - Post

- What words would you use to describe the process of voting in the 2015 Election? Why?

- Did you find the voting process as a whole easy of difficult?

  - **If difficult:** Which parts specifically? Why?

Finding information about iVote

Next I would like to talk more specifically about iVote. Firstly, what words would you use to describe <u>iVote</u>?

What attracted you to iVote in the first place?

- Why did you decide to register?
- Was this the first Election where had you registered for iVote? **If first time:** What was the difference between this Election and previous ones?
  - Were you aware of iVote in previous Elections?
  - How did you hear about it?
  - Was there more information available in 2015 than in previous Elections? Why do you say that?

How did you first find out about iVote? And when?

- What did you hear or read about it? What information did you find out this way?
  - **Probe for how and why they heard about it:**
    - *If word of mouth, from whom?*
    - *If from an organisation, which one?*
    - *In the media/on social media: Where?*
    - *If through an internet search or other information search: Why were you looking for the information?*
- How useful was the information you got from that source? Were you able to go and register for iVote straight away?
  - **NOTE HOW MUCH INFORMATION THEY FOUND OUT THIS WAY**

And what did you do next to find more information?

- What information, specifically, were you looking for? **If not mentioned, probe for:**
  - Information on how the system works
  - Information on security or privacy
  - Information on eligibility
- Did you find the information you were looking for?
  - Did you have any difficulty accessing the information? Why was that?
- Did anyone help you find the information?
- **If website:** How did you find the website? Was it easy to find the right one?
  - Did you have to visit another website first before you found your way to the iVote site?

- – Was it easy to find the right information on the website?

- – What device did you use to search/access the site? Computer, mobile, tablet?

- **If phoned:**

  - – How did you find out the phone number? Was it easy to find?

- Did you use any third party or media websites to find information about iVote? Were these useful? Why/why not?

- Did you receive all the information you wanted

- Was there any information you wanted that you couldn't find?

  - – What information?

  - – Was there anywhere you looked for information that didn't have the information you were hoping to find?

- Did you register immediately when you found out how to? Why/why not?

  - – Did you register online or by phone?

  - – How easy or difficult did you find the registration process? Why is that?

  - – Is there anything you would change about the registration process?

Voting using iVote

I'd like to talk now about the actual process of voting using iVote.

Did you vote you using iVote, or some other way? **If some other way:** why?

- Did you iVote online or over the phone? And why was that?

- Did you vote at the same time as you registered? Why/why not?

  - – **Probe for:** Wanted to decide who to vote for later, wanted to vote on Election Day,

  - – How early before the Election did you iVote? What do see as being the advantages or drawbacks of doing this? Why?

IF USED THE WEBSITE

- What did you think about the website?

  - – Was all the information clearly displayed? Was there anything you thought was missing?

  - – Was the flow of the process clear and easy to follow?

  - – **Probe for views on:** Layout, tone, font size, ease of use

- Did you have any difficulties casting your vote? What were they? Were you able to overcome the problem?

  - – Do you think you were able to see the whole ballot paper on your screen at once, or did you have to scroll down or across? Was this an issue? Why/why not?

- Did you vote above the line or below the line? Was this different to how you would have voted in person?

  - Did you have to seek assistance? Where from? Did this help? Why/why not?

- Did you look for any other information while on the website?

IF USED THE PHONE SERVICE

- What did you think about voting over the phone?

  - Was all the information given to you clear and easy to understand? Was there anything you thought was missing?

  - Was the flow of the process clear and easy to follow?

  - **Probe for views on:** tone, ability to understand the voice, ease of use

- Did you have any difficulties casting your vote? What were they? Were you able to overcome the problem?

  - Was it easy to select the candidate you wanted to vote for? Was this an issue? Why/why not?

  - Did you vote above the line or below the line? Was this different to how you would have voted in person?

  - Did you have to seek assistance? Where from? Did this help? Why/why not?

Verification service

Are you aware of the verification service you could call to ensure that your vote was recorded correctly?

- **IF YES:** Where did you hear about it? Before or after you iVoted?

  - Did you call this service? Why/why not?

  - **Probe for:** trust in NSWEC, time, inconvenience, not interested in checking

- **IF NO:** Would you have been interested in being able to verify your vote if you had known about the service? Why/why not?

  - **Probe for:** trust in NSWEC, time, inconvenience, not interested in checking

- **If called the verification line:**

  - How easy or difficult was it to use the verification line? Why do you say that?

  - Was there anything that was frustrating about it? **Probe for:** length of time it took, finding the right number to call?

  - How important was it to you that this service was available? Why?

  - How would it have impacted you if the service hadn't been available? **Probe for:**

Privacy and security

How do you feel about the security of the iVote process?

- Did you have any concerns about voting online? Why/why not?

- Was there any information that made you worry and/or stopped you worrying about this?

  - Did you seek this information out?

- – Where did you find it?

- – How certain are you about this information?

- – What information sources do you trust on this issue? Do you trust the information the NSW Electoral Commission provides?

- Probe for concerns around:

  - – The vote not being recorded correctly/at all

  - – The vote being tampered with or changed

  - – Privacy of personal information provided to NSW Electoral Commission

  - – Hacking

- How well do you think the NSW Electoral Commission manages the security of iVote? Why do you say that?

  - – Do you trust the iVote process?

Do any of these concerns make you more or less likely to change your voting behaviour in the future?

Talking about iVote

Did you talk to anyone about your or their experience using iVote?

- Did you talk about iVote with anyone else? Friends, family or co-workers?

  - – What did you discuss? Did you recommend it? Why/why not?

- Did anyone else you know use iVote? Did you discuss their experiences with iVote?

  - – Were they positive or negative about it? In what way? Why do you think that is?

Disabilities

IF NOT COVERED EARLIER

Do you have any disabilities that make it difficult for you to vote in person?

- Did iVote make a difference to your voting experience in the 2015 State Election?

  - – Was your voting experience more positive as a result of iVote? Why/why not?

  - – Would you recommend it for other people in your situation? Why/why not?

Issues in the media

Did you see or hear about any issues to do with iVote in the media?

- What did you hear? Where did you hear this?

- Did this change how you felt about using iVote?

  - – Were you concerned about the impact of what you heard on the voting system? What were these concerns?

  - – Did you do anything differently because of what you heard? Why/why not?

- **If not mentioned unprompted:**

  - – Have you heard or read anything in the news media about the security of the iVote system against hacking attacks?

– Have you heard or read anything about candidates being missed off the iVote ballot paper?

Eligibility

NOTE: this section is aimed at understanding those who entered incorrect information at registration in order to gain access to iVote.

Do you think the eligibility criteria for iVote during the 2015 State Election were appropriate? Why/why not?

- Do you think other people should be allowed to use the iVote system in future Elections? Why?

- **For those who noted that they were out away from home on Election Day:** Would you use the system in the future if you were in your own electorate on Election Day? Even if you were ineligible?

- **If they admit to using iVote when ineligible:** What made you want to use iVote as opposed to voting in person or by post?

Thank and close

- Do you have any final comments or suggestions about iVote?

- Incentive ($40) – record address details to send out incentive card

  Thank you very much for your time