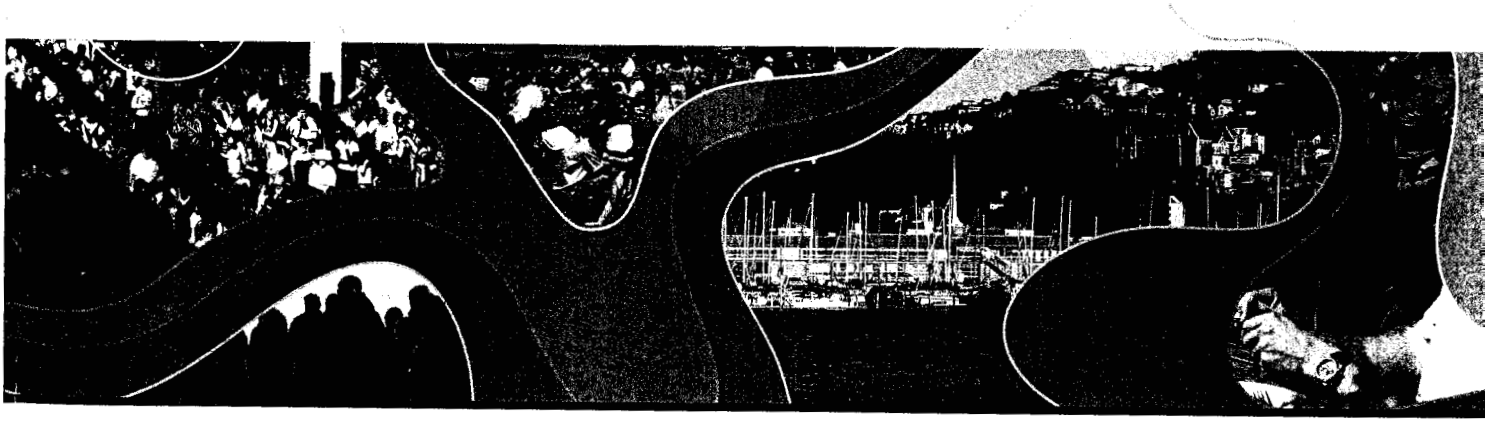
The Local Government New Zealand 2004 Post-election Survey

A survey of voters and non-voters in selected councils following the 2004 local outhority elections



Local Government *New Zealand*
te putahi *matakokiri*

2004 Local Council Post-Election Survey
Summary of findings

November 2004

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Preface

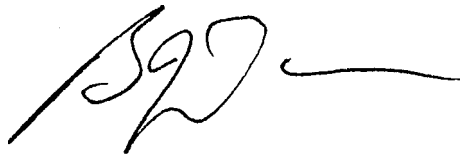
Local government is only as strong as the mandate it receives from its citizens. Whatever we do, whether it's implementing new Government policy or deciding on a major expenditure item, our credibility rests on the degree to which we can show that we are accountable to our communities. Voting is one of the ways we acquire a mandate to govern.

This report provides an insight into voting patterns in the 2004 local government elections and explores why people did or didn't vote, it also looks at awareness levels and voter behaviour. It is the result of surveys of eligible voters from seven councils undertaken by BRC Research on behalf of Local Government New Zealand immediately after the 2004 elections.

In order to compare voter behaviour and get an accurate idea of voting patterns across New Zealand, the councils surveyed included a range of metropolitan, provincial and rural councils from both the South and North Islands.

Local Government New Zealand has published this report to ensure future discussion about local democracy is informed and accurate.

I would like to acknowledge and thank the councils that took part in the survey, Far North District Council, Auckland City Council, Manukau City Council, Wellington City Council, Marlborough District Council, Waimate District Council and Christchurch City Council.



Basil Morrison
President
Local Government New Zealand

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1. Introduction, background and objectives

This report is based on the **2004** Local Council post-Election Survey, conducted by BRC Marketing & Social Research on behalf of Local Government New Zealand. Interviewing was conducted by telephone between 11 October and 10 November **2004,** from BRC's computer-assisted telephone interviewing **(CATI)** enabled call centre. A copy of the questionnaire is included in Appendix B.

The specific objectives of the survey were to measure:

- Awareness and knowledge of information and advertising about voting in the local body elections held on Saturday **9** October 2004.
- Reasons electors did or did not vote.
- Attitudes and opinions regarding the content of information received with voting papers (and related, whether or not voting papers were in fact received).
- Attitudes and opinions regarding the new single transferable voting ***(STV)*** system, and preference compared to first past the post (FPP) voting.

In the next section (Method) we summarise aspects relating to survey design, development, operations and estimation, followed by a detailed summary of findings in terms of the four key information areas summarised above.

2. Method

2.1 Approach

The 2004 Local Council Post-Election Survey was conducted by telephone from **BRC's** CATI-enabled call centre. Electors were randomly selected from local council electoral rolls in the seven councils that participated in the survey (see also Section 2.2).

Interviewing took place between 11 October and 10 November 2004, with an average interview duration of 8.5 minutes, and a final response rate of 25%. Despite best efforts to encourage participation among non-voters (further explained in Section 2.3 - Questionnaire design), it is certain that the response rate was adversely affected by a disproportionately higher non-participation rate among non-voters.

The total sample of n=2,814 electors was distributed across seven participating local and district councils, as follows:[1]

- Far North District Council: n=402 (n=231 voters and n=171 non-voters).
- Auckland City Council: n=402 (n=254 voters and n=148 non-voters).
- Manukau City Council: n=401 (n=208 voters and n=193 non-voters).
- Wellinaton City Council: n=403 (n=199 voters and n=204 non-voters).
- Marlborough District Council: n=401 (n=239 voters and n=162 non-voters).
- Christchurch City Council: n=402 (n=176 voters and n=226 non-voters).
- Waimate District Council: n=403 (n=292 voters and n=111 non-voters).

2.2 Sample design

Respondents were sampled as follows:

- Full electoral rolls for the seven participating councils were purchased from the Electoral Enrolment Centre.
- A sufficient sub-sample of electors from each council roll was sent to Telecom for telematching.
- Successfully telematched electors were returned to BRC, and name and telephone contact information loaded to our CAT1 system.
- At least five attempts were made to interview the selected person before they were substituted.

[1] Note that n=45 electors reported that they were not even aware of the local body elections. For analysis purposes they have been classified as non-voters, however because they were only asked demographic questions they are for all intents and purposes excluded from analysis.

2.3 Questionnaire design

A copy of the questionnaire is included in Appendix B. In light of the questionnaire having been previously administered in a similar form, it was agreed not to conduct a formal pilot test. However, the first evening's interviews were carefully examined for process, conceptual, and other issues. This resulted in only minor wording changes to the questionnaire.

Importantly, after the first n=720 interviews it was observed that despite the interview pre-amble clearly explaining that we were as interested in interviewing non-voters as we were voters, a disproportionately high number of interviews were being conducted with voters at the expense of non-voter interviews (that is, non-voters were exhibiting a higher non-participation rate). Accordingly, it was agreed to impose quotas *to* ensure a higher proportion of non-voters were interviewed. This had the effect of reducing the proportion of non-voters (on an unweighted basis), from 78% after the first n=720 interviews, to 57% on completion of the total n=2,814 interviews.'

This approach also results in a quota, not a random sample, and so this report provides insights into the responses of the voters and non-voters who were surveyed, but these people may not be representative of all voters/non-voters in the seven councils.

2.4 Weighting

At the processing stage, the sample was weighted on the basis of final voter turnout statistics as of 12 October 2004, to ensure the findings were representative of the total population of electors across the seven participating councils.

Reflecting the requirement that equal sub-samples of n=400 from each of the seven councils be interviewed, and also to correct for the voter/non-voter imbalance, 14 unique weights were assigned for each of the seven councils, and within each council respondents' voter status (voter or non-voter). Population benchmarks used for weighting were based on the 12 October 2004 turnout statistics, as follows:

- Far North District Council: 13,634 voters and 20,206 non-voters.
- Auckland City Council: 130,098 voters and 139,343 non-voters.
- Manukau City Council: 78,299 voters and 120,596 non-voters.
- Wellington City Council: 51,241 voters and 75,557 non-voters.
- Marlborough District Council: 18,434 voters and 12,298 non-voters.
- Christchurch City Council: 90,843 voters and 144,859 non-voters.
- Waimate District Council: 3,604 voters and 1,736 non-voters.

[2] However, the true voter turnout rate was **45%,** so even after the imposition of quotas the final sample was still slightly over-represented by voters. This imbalance has been corrected by weighting (see Section **2.4).**

2.5 Analysis and reporting

Analysis was undertaken with the objective of summarising findings relating to two key sub-groups, as follows:

- To explore similarities or differences between local councils.
- To explore similarities or differences in terms of voter status (where applicable, given non-voters were deliberately excluded from some questions).

Throughout this report, only notable differences have been reported.

As agreed when the project was commissioned, in order to contain the overall research budget, this report presents a high-level descriptive summary of key findings, supported by detailed cross-tabulations in terms **of** voter status and local council (Appendix C).

3. Awareness, behaviour and preference

3.1 Awareness and behaviour

Provided below is a summary of key findings relating to ~~awareness of the councils elections~~ and voter behaviour:

- Table 6: Overall, 97% of electors were aware of the recent elections. Election awareness was higher in the following two councils:
    - Marlborough District - 100%.
    - Wellington City - 99%.
- Table 7: Two-fifths (43%) of electors in the seven participating councils voted (compared to a **45%** voter turnout nationally), with higher proportions from the following councils3
    - Waimate District - 67%.
    - Marlborough District - 60%.
    - Auckland City - 48%.

  This compares to a voter turnout of 45% in Far North District, 39% in Manukau City, **40%** in Wellington City, and 39% in Christchurch City.
- Table 16: Among voters, almost all (97%) reported having voted in the ~~mayoral~~ elections, with no notable differences observed across local councils.
- Table 17: Almost all (96%) voters reported having voted in the ~~councillor~~ elections. Again, no notable differences were observed across different local councils.
- Table 18: Eighty-seven percent (87%) of voters reported having voted in the ~~District~~ Health Board (DHB) elections.

  DHB election voter turnout was higher in the following councils:
    - Waimate District - 94%.
    - Christchurch City - 93%.
    - Wellington City - 92%.
    - Marlborough District - 92%.

  Conversely, DHB election voter turnout was lower in Auckland City (79%).

[3] Because voter/non-voter status within each of the seven councils formed the basis for weighting, by definition these proportions align with final turnout counts **as** of 12 October 2004.

- Table 19: Three-quarters (73%) of voters reported having voted in the Community Board elections.

  Community Board election voter turnout was higher in the following councils:[4]

  - Manukau City - 88%.
  - Christchurch City - 87%.
  - Far North District - 81%.
  - Auckland City - 78%.

  Conversely, Community Board election voter turnout was lower in the following councils:

  - Marlborough District - 22% (which most likely represents "false positive" responses given no Community Board elections were held in Marlborough).
  - Wellington City - 31% (most likely a reflection of Community Board elections being held in only some Wellington City Wards).
  - Waimate District - 35% (again, most likely represents "false positive" responses given no Community Board elections were held in Waimate).

- Table 20: Just one-fifth (18%) of voters reported having voted in the Licensing Trust elections.

  Licensing Trust election voter turnout was higher in the following councils.[5]

  - Manukau City - 25%.
  - Auckland City - 24%.

  Conversely, Licensing Trust election voter turnout was lower in the following councils:

  - Marlborough District - 4%.
  - Waimate District - 8%.
  - Far North District - 9%.
  - Christchurch City - 10%.
  - Wellington City - 11% (probably reflecting the fact that Licensing Trust elections were held only in the Onslow Ward).

[4] These findings should be considered in the context of Community Board elections being held in Far North District, Auckland, Manukau, Wellington and Christchurch City councils, but not in Marlborough or Waimate District councils.

[5] These findings should be considered in the context of Licensing Trust elections being held in Auckland, Manukau and Wellington City councils, but not in Far North, Marlborough or Waimate District Councils, nor Christchurch City Council.

- Table 21: With regard to reasons for voting, the following were most frequently reported by voters:
  - *Duty/democratic duty/responsibility to vote/belief in democracy - 28%.*
    - Higher among Wellington City voters - 42%.
  - *To elect the people I wanted/people who share my views - 27%.*
  - *To get the right people for the job/people who will do a good job* - 22%.
    - Higher among Waimate District voters - 31%.
  - *To have my say* - 22%.
    - Higher among Christchurch City voters - 30%.
  - *Can't complain if you haven't voted* - 19%.
    - Higher among Christchurch City voters - 30%.
  - *Important to vote/everybody should vote* - **16%.**
  - *Right to vote/democratic right* - **16%.**
- Table 22: With regard to reasons for voting in some elections but not others, the following were most frequently reported by this particular sub-sample of voters:
  - *Only knew the candidates in some of the elections* - 18%.
  - *Did vote in all the relevant elections* - 16%.
  - *No Licensing Trust election* - 10%.

  Note also that 15% of voters reported *"don't know"* (although this was lower among Far North and Waimate Districts - 3% and **5%** respectively).

  Furthermore, 12% reported *"none/no particular reason(s)."*
- Table 23: With regard to reasons for not voting in any elections, the following were most frequently reported by non-voters:
  - *Didn't know enough about the candidates/not enough information* - 29%.
  - *Didn't get around to it/left it too late/didn't know the deadline* - **25%.**
    - Lower among Marlborough District non-voters - **14%.**
  - *Not interested/don't vote/couldn't be bothered* - 18%.
  - *Too busy* - 12%.
  - *No candidates I wanted to vote for/candidates didn't appeal* - 11%.
  - *Forgot to vote/send the ballot papers back* - **10%.**

3.2 Preference

In light of the move from first past the post (FPP) to single-transferablevoting ***(STV)*** in some councils and for specific elections, key findings relating to voter preference are summarised below:

- Table 28: With regard to preference for ***STV*** or FPP, among those who had the opportunity to vote using STV[6] preference for FPP is higher than *STV* preference (53% cf. 36%). The following differences were observed:
    - Wellington voters were more likely, and Waimate voters less likely, to prefer ***STV*** (56% and 24%, respectively, compared to 36% overall).
    - Conversely, Wellington voters were less likely, and Waimate voters more likely, to prefer FPP (31% and 64%, respectively, compared to 53% overall).
- Table 29: Among the 36% of voters who prefer *STV*, the most frequently mentioned reasons were as follows:[7]
    - *Fairer/more democratic/more representative* - **46%.**
        - Lower among Far North District (26%), Manukau City (29%), and Waimate District voters (25%).
    - *Greater choice/options* - 28%.
    - *Can rank all candidates* - 24%.
- Table 30: Conversely, among the 53% of voters who prefer FPP, the most frequently mentioned reasons were as follows:[8]
    - *Simple/easy to vote using FPP* - 38%.
    - ***o*** *Don't have to rank all candidates /just pick one candidate* ***you*** *prefer / like* - 26%.
        - Higher among Wellington City voters (41%).
    - *Fairer/more democratic than* ***STV*** - 14%.

[6] ***STV*** elections were held in the Wellington and Marlborough mayoral and councillor elections, and all DHB elections.

[7] Although findings presented in Table 29 are based only on those who reported a preference for ***STV,*** a small proportion of respondents also provided reasons for simultaneously preferring FPP.

[8] Similar to Footnote 7, although findings presented in Table 30 are based only on those who reported a preference for FPP, a small proportion of respondents also provided reasons for simultaneously preferring ***STV.***

4. Advertising and information awareness

4.1 Advertising awareness and recall

Provided below is a summary of key findings relating to council election advertising awareness and recall:

4.1.1 Unprompted awareness and recall

- Table 8: Overall, of those aware of the local council elections, 83% had seen, heard or read any advertising about voting in the elections.
- Table 9: In terms of unprompted advertising recall, the following were most frequently reported:
  - *Billboards/hoardings/posters -who to vote for- 33%.*
    - Lower among voters (29%); conversely, higher among non-voters **(36%).**
    - Lower among voters from Far North District (22%), Marlborough District (21%), and Waimate District (9%).
  - *Newspaper (excludhg how and who to vote for information)* - 17%.
    - Higher among voters (20%); conversely, lower among non-voters (15%).
  - *Brochures / pamphlets / flyers (excluding how and who to vote for information)* - 13%.
    - Lower among Waimate District voters (8%).
  - *Other information about candidates (not further defined)* - 13%.
    - Higher among Far North (21%), Marlborough (19%), and Waimate District voters (23%).
    - Lower among Wellington City voters **(7%).**
  - *Brochures/pamphlets/flyers -how to vote* - 11%.
    - Lower among Far North, Marlborough and Waimate District voters (all 7%).
  - *Brochures/pamphlets/flyers -who to vote for* - 11%.
    - Higher among voters (13%); conversely, lower among non-voters **(8%).**

- Table 10: Provided below are the most frequently reported sources of (unprompted) awareness of advertising about the local council elections:
    - ***Newspaper*** **- 67%.**
        - Higher among voters **(75%);** conversely, lower among non-voters **(61%).**
        - Higher among Far North **(77%),** Marlborough **(88%),** and Waimate District voters **(89%).**
    - ***TV*** **- 39%.**
        - Lower among Far North **(24%),** Marlborough **(30%),** and Waimate District voters **(29%);** conversely, higher among Auckland City voters **(47%).**
    - *Billboards/hoardings/posters* **- 29%.**
        - Lower among voters (23%); conversely, higher among non-voters **(34%).**
        - Lower among Far North (21%) and Waimate District voters **(8%).**
    - ***Radio*** **- 27%.**
        - Higher among Auckland City **(35%)** and Marlborough District voters (33%); conversely, lower among Manukau City voters (18%).

4.1.2 Prompted **awareness** and recall

- Table 11: After prompting respondents with a description of the two television advertisements (two women in a traffic jam and/or two men at a rugby stadium), among those aware of the local council elections, one-third **(34%)** recalled this *TV* advertising.
    - Higher among Wellington City **(41%)** and Marlborough District electors **(44%).**
- Table 12: Among those aware of the local council elections, one-quarter **(27%)** recalled radio advertising after prompting.
    - Higher among Marlborough District **(37%)** and Waimate District electors **(32%).**
- Table 13: Among those aware of the local council elections, slightly more than one-third **(37%)** recalled newspaper advertising after prompting.
    - Higher among voters **(46%);** conversely, lower among non-voters (30%).
    - Higher among Marlborough (55%) and Waimate District electors (50%).

- Table 14: With regard to net awareness of TV, radio and/or newspaper advertising, two-thirds **(66%)** of electors recalled one or more of these media channels9
    - Higher among voters (72%); conversely, lower among non-voters (60%).
    - Higher among Marlborough (79%) and Waimate District electors (73%).
- Table 15: Among those aware **of** TV, radio or newspaper advertising **(on** a prompted basis), the following messages were most frequently recalled:
    - *Encouraging people to vote* - 28%.
        - Lower among Wellington City (20%) and Marlborough District electors (17%).
    - ***STV** allows you to vote for as many or as few Candidates as you want to* - 15%.
        - Higher among voters (20%); conversely, lower among non-voters (10%).
        - Higher among Wellington City (28%) and Marlborough District electors (22%); conversely, lower among Manukau City electors **(9%).**
    - ***How to** vote (using **STV**)* - 13%.
        - Higher among Marlborough District electors (23%); conversely, lower among **Far** North District electors (7%).
    - *It is easy to vote using single transferable voting* - 11%.
        - Higher among Marlborough District electors (18%); conversely, lower among Far North District electors **(6%).**
    - *Who to vote for/advertising/information about candidates* - 8%.
        - Higher among Far North (14%) and Waimate District electors (12%); conversely, lower among Wellington City electors (5%).
    - ***o*** Furthermore, 13% reported that they did not know what message or messages the advertising was trying to get across.
        - Not surprisingly, lower among voters (9%); conversely, higher among non-voters (17%).

[9] **"Net" awareness is a derived measure** that **combines (prompted) awareness** of **one or more** of TV, **radio, and/or newspaper.**

4.2 Voting papers

Provided below is a summary of key findings relating to the receipt and perceived value of voting papers:

- Table 24: Among those aware of the local council," 96% reported that they had received their voting papers in the mail.
    - *o* By definition, higher among voters (100%); conversely, lower among non-voters (94%).
- Table 25: Among the 96% who reported having received their voting papers in the mail, 71% reported that they had read or looked through the booklet about the candidates.
    - *o* Not surprisingly, higher among voters (92%); conversely, lower among non-voters (53%).
    - o Higher among Marlborough and Waimate District electors (both 80%).
- Table 26: Among electors who reported that they **had** read or locked through the candidate booklet, 37% strongly agreed that it was a useful guide to help decide who to vote for. A further 42% agreed, such that overall agreement was 79%.
    - *o* Agreement was higher among voters ***(88%;*** 49% strongly agreed); conversely, there was less agreement among non-voters (66%; just 19% strongly agreed).

  Conversely, 4% strongly disagreed that the candidate booklet was a useful guide to help decide who to vote for. A further 11% disagreed, such that overall disagreement was 15%.
    - *o* Disagreement was higher among non-voters (25%; ***8%*** strongly disagreed); conversely, there was lower disagreement among voters ***(8%;*** just 2% strongly disagreed).

[10] And had not previously reported having not received their voting papers as a reason for not voting (i.e. the 2% reported in Table 23 – see Section **3.1).**

4.3 Attitudes towards ***STV***

Table 27: Provided below is a summary of key findings relating to attitudes regarding the ***STV*** voting process Specifically, among electors who voted in ***STV*** elections:

- Fourth-fifths (79%) agreed that it was easy to understand how to vote using ***STV*** (36% strongly agreed).

  Conversely, 17% disagreed (7% strongly disagreed).

  - Disagreement was lower among Far North District (13%) and Wellington City voters (12%).

- Two-thirds (68%) agreed that voting with ***STV*** was simple (28% strongly agreed).

  - Agreement was higher among Wellington City voters (76%).

  Conversely, 27% disagreed (10% strongly disagreed).

  - Disagreement was lower among Wellington City (20%) and Marlborough District voters (22%).

- Three-quarters (73%) agreed that it was easy to fill in the form and rank the candidates (31% strongly agreed).

  - Agreement was higher among Marlborough District ***(84%)*** and Waimate District voters (80%).

  Conversely, 21% disagreed **(9%** strongly disagreed).

  - Disagreement was lower among Wellington City (13%) and Marlborough District voters (13%).

- Two-thirds **(66%)** agreed that ***STV*** is a fairer system, as you can vote for as many or as few candidates as you like (23% strongly agreed).

  Conversely, 22% disagreed (10% strongly disagreed).

  - Disagreement was higher among Waimate District voters (31%); conversely, lower among Wellington City voters (15%).

Appendix A: Sample profile

Provided in this appendix are sample profile tables in terms of the seven local councils covered by the survey. Please note that these tables are reported on an unweighted sample count basis (as distinct from weighted percentages reported elsewhere in this report).

Table 1: Voting status

	Council							
	Far North District	Auckland City	Manukau City	Wellington City	Marlborough District	Christchurch City	Waimate District	Total
Voter	231	254	208	199	239	176	292	1599
Non-Voter	165	137	183	201	160	219	105	1170
Unaware of elections*	6	11	10	3	2	7	6	45
Total	402	402	401	403	401	402	403	2814

* For analysis and reporting purposes elsewhere in this report, electors unaware of the 2004 Local Authority elections have been reclassified as non-voters.

Table 2: Age

	Council							
	Far North District	Auckland City	Manukau City	Wellington City	Marlborough District	Christchurch City	Waimate District	Total
18 to 24 years	22	61	51	41	37	39	16	267
25 to 34 years	44	68	65	68	51	53	41	390
35 to 44 years	65	90	91	116	85	79	75	601
45 to 54 years	85	82	87	94	86	88	86	608
55 to 64 years	85	49	54	48	71	67	77	451
65 years and over	99	50	53	35	70	76	108	491
Refused	2	2	0	1	1	0	0	6
Total	402	402	401	403	401	402	403	2814

Table 3: Rural/town/city status

	Council							
	Far North District	Auckland City	Manukau City	Wellington City	Marlborough District	Christchurch City	Waimate District	Total
Rural area (under 1,000 population)	164	3	10	5	50	5	127	364
A small town (1,000 to 9,999 population)	212	3	10	3	76	4	267	575
A medium-sized town (10,000 to 29,999 population)	18	5	46	10	225	9	6	319
A large town or city (30,000 or more population)	3	387	330	385	41	383	1	1530
Don't know	5	4	5	0	9	1	2	26
Total	402	402	401	403	401	402	403	2814

Table 4: Gender

	Council							
	Far North District	Auckland City	Manukau City	Wellington City	Marlborough District	Christchurch City	Waimate District	Total Total
Male	190	207	184	183	196	195	183	1338
Female	212	195	217	220	205	207	220	1476
Total	402	402	401	403	401	402	403	2814

Table 5: Ethnicity

	Council							
	Far North District	Auckland City	Manukau City	Wellington City	Marlborough District	Christchurch City	Waimate District	Total
Maori	116	18	50	18	31	17	18	268
Pacific Island	2	17	17	8	1	3	0	48
Other Ethnic groups	284	367	334	337	369	382	385	2498
Total	402	402	401	403	401	402	403	2814

Appendix B: Questionnaire

LOCATION :	
1	Far North District ..... n=400
2	Auckland City ..... n=400
3	Manukau City ..... n=400
4	Wellington City ..... n=400
5	Marlborough District ..... n=400
6	Christchurch City ..... n=400
7	Waimate District ..... n=400

2004 LOCAL COUNCIL POST-ELECTION SURVEY

BRC Marketing & Social Research, PN3068

October **2004**

Good morning/afternoon/evening, could **I** please talk to **"2?**

IF PERSON NOT AVAILABLE, ASK:
When would be a good time for me to call back to speak to him/her?
MAKE APPOINTMENT

REINTRODUCE AS NECESSARY
Good **morning/afternoon/evening,** my name is "**I** from BRC Research, and we have been asked to conduct a survey for Local Government New Zealand about the recent local Council elections. The survey is about awareness and knowledge of information and advertising about voting, and reasons why people did or did not vote. Please note that we are just as interested in talking to non-voters as we are voters, and that the survey is not about delays in vote counting or any other post-election issues. I'm calling to arrange a time to do a 5 to 10 minute interview. When would suit, or is now a good time?

IF NO: When would be a more convenient time?
MAKE APPOINTMENT

BACKGROUND INFORMATION ONLY IF NEEDED:
- This is genuine market research. I'm not selling anything.
- Information provided is confidential. We report summary results about groups; we do not identify which individuals have said what.
- It doesn't matter if you didn't vote in the Council elections - we want to talk to a good cross-section of people who did or did not vote.

READ
As part of our quality improvement process, my Supervisor may listen to this call.

---

5. First of all, before today were you aware of the recent elections in your area for the Mayor, the Council and the District Health Board?

1 ..... Yes
2 ..... No

5.1 **IF 2 IN 5 GO 24**
Did you actually vote in the recent local elections?

1 ..... Yes
2 ..... No

CHECK VOTER (5.1=1) AND NON-VOTER (5.1-2) QUOTAS.
IF QUOTA FULL TERMINATE AND SAY: We have already interviewed enough people who voted in the election **so** those are all the questions I have. Thanks for your time.

6. And have you recently seen, heard or read any advertising about voting in the local election?

1 ..... Yes
2 ..... No

7. IF 2 IN 6 GO 9
Can you describe in detail what you saw, heard or read about? **PROBE FULLY, ENSURING A CLEAR DISTINCTION BETWEEN GENERAL MESSAGES ABOUT THE ELECTIONS OR HOW TO VOTE, AND MESSAGES ABOUT WHO TO VOTE FOR.**

1 ..... Answer **[SPECIFY]**
97 ..... None / nothing
98 ..... Don't know

8. Where did you see, hear or read this advertising? Was it..? **READ. MR.**

1 ..... TV
2, ... Radio
3, ... Newspaper
96, ... Other **[SPECIFY]**
98 ..... Don't know **;E**

9. I now want to describe some specific local election ads to you. Have you recently seen a TV ad with two women in a traffic jam ranking the top three "hunks", or two men at a rugby stadium ranking the top three All Blacks of all time?

1 ..... Yes
2 ..... No

10. And have you heard any ads on the radio about how to vote in the local election?

1 ..... Yes
2 ..... No

11. Have you read any ads in newspapers about how to vote in the local election?

1 ..... Yes
2 ..... No

12. IfNOT 1 IN 9 AND NOT 1 IN I 0 AND **NOT 1 IN I 1 GO 14**
To the best of your knowledge, what message, or messages, were these ads trying to get across? **PROBE FULLY. MR.**

1, ... It is easy to vote using single transferable voting ***(STV)***
2, ... STV is used for District Health Board (DHB) elections and some council elections
3, ... STV allows you to vote for as many or as few candidates as you want to
96, . Other **[SPECIFY]**
97 .. None / nothing **;E**
98 .. Don't know ;E

13. THERE IS NO 13.

14. IF 2 IN 5.1 GO 17
When you voted, did you vote for...? **READ. RND.**

	Yes	No	Not applicable	Don't know
a. The Mayor?	1	2	///	98
b. Councillors?	1	2	///	98
c. **Candidates** for the District Health Board (DHB)?	1	2	///	98
d. **Candidates** for the Community Board?	1	2	97	98
e. **Candidates** for the Licensing Trust?	1	2	97	98

15. For what particular reasons did you vote? **PROMPT:** Anything else? **PROBE FULLY. MR.**

1, ... Can't complain if you haven't voted
2, ... Duty / democratic duty / responsibility to vote / belief in democracy
3, ... Easy to vote / voting papers were sent to me
4, ... Important to vote / everybody should vote
5, ... Interested in local **politics/affairs/issues**
6, ... Right to vote / democratic right
7, ... To elect the people I wanted / people who share my views
8, ... To get the right people **for** the **job** / people who will do a good job
9, ... To have my say
10, Wanted a change dissatisfied with current
Other
None no particular reason(s) **;E**
Don't know ;E

16. IF 1 IN 14A *AND* 1 IN 14B AND 1 IN 14C AND [1 IN 14D OR 97 IN 1401 AND [1 IN 14E OR 97 IN 14E] GO 18

For what particular reasons did you vote in some of the recent elections, but not others?
PROMPT: Anything else? **PROBE FULLY. MR.**

1, ... Didn't know how to use ***STV*** to vote
2, ... Only interested in some of the elections
3, ... Only knew the candidates in some of the elections
4, ...Too many candidates to rank in ***STV*** election
5, ...Wasn't anybody I wanted to vote for
96, . Other **[SPECIFY]**
97 .. None / no particular reason(s) **;E**
98 .. Don't know **;E**

17. IF 1 IN 5.1 GO 18

For what particular reasons did you not vote? **PROBE FULLY. MR.**

1, ... Didn't get around to it / left it too late / didn't know the deadline
2, ... Didn't know enough about the candidates / not enough information
3, ... Didn't receive the voting papers
4, ... Forgot to vote / send the papers back
5, ... No candidates I wanted to vote for / candidates didn't appeal
6, ... Not interested / don't vote / couldn't be bothered
7, ... Not on the electoral roll / not registered to vote
8, ... Not worth it / don't do a good job / don't keep promises
9, ... Too busy
10, . Too many candidates to choose from/vote for / too much to read
96, . Other **[SPECIFY]**
97 .. None / no particular reason(s) **;E**
98 .. Don't know **;E**

18. IF 3 IN 17 GO 24

Did you receive your voting papers in the mail?

1 ..... Yes
2 ..... No
98 ..... Don't know

19. IF [1 IN 5.1 *AND* (2 OR 98 IN *18)]* GO 21
IF [2 IN 5.1 *AND* (2 OR 98 IN 18)] GO 24

Did you read or look through the booklet about the candidates that was posted with your voting papers?

1 ..... Yes
2 ..... No
98 ..... Don't know

20. IF [1 IN 5.1 *AND* (2 OR 98 IN 19)] GO 21
IF [2 IN 5.1 *AND* (2 OR 98 IN *19)]* GO 24

Do you agree or disagree that the booklet about the candidates was a useful guide to help you decide who to vote for? **PROMPT: Is** that strongly agree/disagree or *just* agree/disagree?

1 ..... Strongly disagree
2 ..... Disagree
3 ..... Neither agree nor disagree
4 ..... Agree
5 ..... Strongly agree
98 ..... Don't know

21. IF [(2 IN 5.1) OR (NOT LOC=4 AND NOT LOC=5 AND NOT 1 IN 14C)] GO 24
The elections for District Health Boards (DHBs) and some councils use a new system of voting called "single transferable vote", or ***STV.*** I'm now going to read out some statements about ***STV,*** and would like you to tell me if you agree or disagree with each.
PROMPT: Is that *strongly* agree/disagree or just agree/disagree? READ. RND.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Don't Know
a. It was easy to understand how to vote using *STV*	1	2	3	4	5	98
b. Voting with ***STV*** was simple	1	2	3	4	5	98
c. It was easy to fill in the form and rank the candidates	1	2	3	4	5	98
d. STV is a fairer system, as you can vote for as many or as few candidates as you like			3	4	5	98

22. Now thinking about the other system of voting, that is "first past the post" or FPP, where you put one tick next to the name of the candidate you most prefer. Which do you prefer - single transferable vote, or first past the post?

1 Prefer single transferable vote ***(STV)***
2 ..... Prefer first past the post (FPP)
3 ..... No preference
4 Haven't voted using first past the post (FPP)
97 ..... None / don't prefer either
98 ..... Don't know

23. IF 3 OR 4 OR 97 OR 98 IN 22 GO 24
For what particular reasons do you say that? PROBE **FULLY.**

1 ..... Answer **[SPECIFY]**
97 ..... None / no particular reason
98 ..... Don't know

24. I now want to ask a few questions to ensure we have spoken to a good cross-section of people. First of all, which of the following age groups do you fall into? READ.

1 ..... 18 to 24 years
2 ..... 25 to 34 years
3 ..... 35 to 44 years
4 ..... 45 to 54 years
5 ..... 55 to 64 years
6 ..... 65 years and over
99 .... Refused ***DO NOT READ***

25. And which of these ethnic groups do you fit into? You can be more than one. Are you...? **READ .MR.**

1, ...Maori
2, ... NZ European (or Pakeha)
3, ... Other European
4, ... Samoan
5,Cook Islander / Cook Island Maori
6, ... Tongan
7, ... Niuean
8, ... Chinese
9, ... Indian
96, ... Other **[SPECIFY]**
98Refused **;E** ***DO ***NOTREAD****

26. To the best of your knowledge, which of these best describes where you live? **READ WORDS** & **NUMBERS.**

1 .... Rural area (under 1,000 population)
2 .... A small town (1,000 - **9,999** population)
3 .... **A** medium-sized town (10,000 to **29,999** population)
4 .... A large town or city (30,000 **or** more population)
90 .. Don't know **;E** ***DONOTREAD***

27. CODE GENDER.

1 ..... Male
2 ..... Female

28. May **I** please have your first name in case my supervisor needs to check on the quality of this interview?

1 ..... Answer **[SPECIFY]**
99 ..... Refused

29. Thank you very much for your help. My name is **^3** from BRC Marketing ***81***Social Research. If you have enquiries about this survey, please ring the Project Manager, Shane Palmer, on our Toll Free number 0800 **500 168,499** 3088 if in Wellington.

30. **I** certify that this is a true and accurate record of the interview conducted by me in full accordance with the Market Research Code of Practice.

1. ..... Yes
2. ..... No

31. **IF 2 IN 30 GO END**
Why have you entered 'No' to the Interviewer Declaration?

1 ..... Answer **[SPECIFYj**

Appendix C: Detailed cross-tabulations

Table **6:** Awareness **of local** council elections

*Q1: Before today, were you aware of the recent elections in your area for the **Mayor,** the Council and the District Health Board?*

		Council						
	Total n=2814 %	Far North District n=402 %	Auckland City n=402 %	Manukau City n=401 %	Wellington City n=403 %	Marlborough District n=401 %	Christchurch City n=402 %	Waimate District n=403 %
Yes	97	98	96	97	99	100	98	98
No	3	2	4	3	1	0	2	2
Total	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.

Table **7:** Voting status

Q1a. Did you actually vote in the recent elections?

		Council						
	Total n=2814 %	Far North District n=402 %	Auckland City n=402 %	Manukau City n=401 %	Wellington City n=403 %	Marlborough District n=401 %	Christchurch City n=402 %	Waimate District n=403 %
Voter	43	40	48	39	40	60	39	67
Non-Voter	57	60	52	61	60	40	61	33
Total	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.

Table ***8:*** Unprornpted awareness **of local** council election advertising

***Q2.** And have you recently seen, heard or read any advertising about voting in the local election?*

	Voting status			Council						
	Total n=2769* %	Voter n=l599* %	Non-Voter n=l170* %	Far North District n=396* %	Auckland City n=391• %	Manukau City n=391• %	Wellington City n=400* %	Marlborough District n=399* %	Christchurch City n=395* %	Waimate District n=397* %
Yes	83	86	81	82	83	78	80	88	88	84
No	17	14	19	18	17	22	20	12	12	16
Total	100	100	100	100	100	100	**100**	**100**	100	100

Note: Total may not sum to 100% due to rounding.
Sub sample based on those that were aware of the local elections in their area.

Table **9:** Unpromptedadvertising recall

Q3. ***Can*** *you* ***describe in detail what you saw, head*** *or* ***read about?***

	Voting Status			Council						
	Total n=2325*	Voter n=l391*	Non-Voter n=934'	Far North District n=327* %	Auckland City n=325' %	Manukau City n=312' %	Wellington City n=324* %	Marlborough District n=350* %	Christchurch City n=350' %	Waimate District n=337* %
TV - how to vote - using STV	4	5	4	2	3	3	9	3	4	1
TV - how to vote - other/not further defined	1	2	1	1	2	1	1	2	1	1
TV - other	10	9	10	4	14	7	6	5	10	6
Radio - how to vote - using ***STV***	1	1	0	0	1	0	1	1	1	0
Radio - how to vote - other/not further defined	1	1	0	0	1	0	0	1	1	0
Radio - other	6	4	7	4	6	4	6	7	6	8
Newspaper - how to vote - using ***STV***	2	3	1	1	1	1	5	4	2	2
Newspaper - how to vote - other/not further defined	1	1	1	2	0	2	1	4	1	4
Newspaper - who to vote for	10	14	7	14	6	11	11	19	10	20
Newspaper - other	17	20	15	20	19	18	19	18	14	15
Brochures/pamphlets/flyers - how to vote	11	12	11	7	13	10	14	7	11	7
Brochures/pamphlets/flyers - who to vote for	11	13	8	12	9	8	12	11	13	12
Brochures/pamphlets/flyers - other	13	15	11	15	13	14	13	11	13	8
Billboards/hoardings/posters - who to vote for	33	29	36	22	34	37	28	21	35	9
Other information about candidates - not further defined	13	12	13	21	13	15	7	19	12	23
Other information about STV/voting process	8	9	7							
Comments about vote count **delays/issues/results**	5	5	5							

continued...

Table **9** ***(cont.)***

	Voting Status			Council						
	Total n=2307* %	Voter n=1380* %	Non-Voter n=927* %	Far North District n=325* %	Auckland City n=324' %	Manukau City n=307* %	Wellington City n=319* %	Marlborough District n=349* %	Christchurch City n=346* %	Waimate District n=337* %
Other	***8***	***8***	7	7	10	7	7	6	5	***8***
None/nothing	4	3	5	5	3	5	5	4	6	6
Don't know	7	5	***8***	4	7	6	7	4	7	7
Total	**	**	**	**	**	**	**	**	**	**

Note: Total may exceed 100% **because** of **multiple response.**
• **Sub-sample based on those who reported in Q2 that they have recently seen, heard or read advertising about voting in the local election.**

Table **10:** Source **of** awareness - unprompted advertising

Q4. *Where did* ***you*** *see, hear or read this advertising?*

	Voting Status			Council						
	Total n=2325* %	Voter n=l391• %	Non-Voter n=934* %	Far North District n=327* %	Auckland City n=325* %	Manukau City n=312* %	Wellington City n=324* %	Marlborough District n=350* %	Christchurch City n=350* %	Waimate District n=337* %
TV	39	42	37	24	47	33	39	30	39	29
Radio	27	29	25	23	35	18	23	33	26	32
Newspaper	67	75	61	77	65	68	66	***88***	65	89
Billboards/hoardings/posters	29	23	34	21	30	32	29	25	28	***8***
Mail - brochures/pamphlets/ flyers	14	15	13	17	11	13	17	12	16	15
Mail - voting papers/booklet	4	6	2	3	2	5	4	**5**	5	3
Brochures/pamphlets/flyers - not further defined	***8***	6	9	12	9	***8***	6	***8***	6	***8***
Other	4	5	4	3	3	7	5	3	5	6
Don't know	2	2	3	1	3	3	2	**1**	3	**2**
Total	**	**	**	**	**	**	**	**	**	**

Note: Total may exceed 100% **because** of **multiple response.**
• **Sub-sample based on those who reported in Q2 that they have recently seen, heard or read advertising about voting in the local election.**

Table 11: Prompted TV advertising awareness - women in a **traffic** jam / men at a rugby stadium

Q5. ***Have you recently seen a TV ad with two women in a traffic jam ranking the top three bunks; or two men at a rugby stadium ranking the top three All Blacks of all time?***

	Voting status			Council						
	Total n=2769* %	Voter n=1599* %	Non-Voter n=1170* %	Far North District n=396* %	Auckland City n=391• %	Manukau City n=391• %	Wellington City n=400* %	Marlborough District n=399* %	Christchurch City n=395* %	Waimate District n=397' %
Yes	34	36	33	32	31	33	41	44	35	34
No	66	64	67	68	69	67	59	56	65	66
Total	100	100	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.

• Sub sample based on those that were aware of the local elections in their area.

Table 12: Prompted radio advertising awareness

Q6. ***And have** you **heard any ads on the radio about how to vote in the** local **election?***

	Voting status			Council						
	Total n=2769* %	Voter N=1599* %	Non-Voter n=1170* %	Far North District n=396* %	Auckland City n=391* %	Manukau City n=391* %	Wellington City n=400* %	Marlborough District n=399* %	Christchurch City n=395* %	Waimate District n=397* %
Yes	27	29	26	26	28	26	25	37	28	32
No	73	71	74	74	72	74	75	63	72	68
Total	100	100	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.

• Sub sample based on those that were aware of the local elections in their area.

Table **13:** Prompted newspaper advertising awareness

*Q7. Have you **read** any **ads** in the newspapers about how to vote in the local election?*

	Voting status			Council						
	Total n=2769* %	Voter n=1599* %	Non-Voter n=1170* %	Far North District n=396* %	Auckland City n=391* %	Manukau City n=391* %	Wellington City n=400* %	Marlborough District n=399* %	Christchurch City n=395* %	Waimate District n=397* %
Yes	37	46	30	41	34	37	44	55	34	50
No	63	54	70	59	66	63	56	45	66	50
Total	100	100	100	100	100	100	100	100	100	100

Note: Total may not sum to **100%** due to rounding.
* Sub sample based on those that were aware **of** the local elections in their area.

Table **14: Net** awareness **of** TV, radio and/or newspaper advertising

	Voting status			Council						
	Total n=2769* %	Voter n=1599* %	Non-Voter n=1170* %	Far North District n=396* %	Auckland City n=391* %	Manukau City n=391* %	Wellington City n=400* %	Marlborough District n=399* %	Christchurch City n=395* %	Waimate District n=397* %
Aware	66	72	60	67	61	65	70	79	67	73
Unaware	34	28	40	33	39	35	30	21	33	27
Total	100	100	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due ***to*** rounding.
Sub sample based on those that were aware ***of*** the local elections in their area.
Net awareness is a measure **of** all eligible respondents who reported awareness of at least one **of** TV, radio, and/or newspaper advertisements.

Table 15: **Prompted** advertising recall

Q8. To the best of your knowledge, what message, or messages were ese ads trying to get across?

	Total n=1937* %	Voting Status: Voter n=1196* %	Voting Status: Non-Voter n=741* %	Council: Far North District n=273* %	Council: Auckland City n=246* %	Council: Manukau City n=261* %	Council: Wellington City n=281* %	Council: Marlborough District n=316* %	Council: Christchurch City n=269* %	Council: Waimate District n=291* %
It is easy to vote using single transferable voting **(STV)**	11	13	10	6	10	11	13	18	11	11
STV is used for District Health Board (DHB) elections and some council elections	4	**6**	2	1	5	5	2	2	5	7
STV allows you to vote for as many or **as** few candidates as you want to	15	20	10	14	13	9	28	22	14	13
Two different voting systems - STV & FPP	6	9	4	**9**	4	5	8	3	8	5
Encouraging people to vote	28	28	29	28	29	31	20	17	32	26
How to vote - using STV	13	14	13	7	12	**9**	17	23	14	14
How to vote - other	8	8	9	5	**9**	8	9	5	8	8
How to vote - not further defined	5	4	**6**	4	5	8	4	2	5	5
Who to vote for / advertising/information about candidates	8	8	8	14	10	10	5	9	7	12
Other	7	7	7	**9**	6	8	6	6	6	3
None / nothing	4	4	5	5	**7**	4	3	2	4	2
Don't know	13	9	17	17	12	13	11	11	14	12
TOTAL	**	**	**	**	**	**	**	**	**	**

Note: Total may exceed 100% because of **multiple response.**

*** Sub-sample based on those who reported in Q5. Q6 and/or Q7 that they have seen** TV **advertising, heard radio advertising and/or read newspaper advertising about how to vote in the local election.**

Table **16:** Voting behaviour - mayoral elections

*Q10a. **When you voted, did you vote for The Mayor?***

	Total	Council						
		Far North District	Auckland City	Manukau City	Wellington City	Marlborough District	Christchurch City	Waimate District
	n=1599	n=231	n=254	n=208	n=I99	n=239	n=I76	n=292
	%	%	%	%	%	%	%	%
Yes, Mayor	97	95	96	97	98	100	97	98
No	2	5	3	2	1	0	3	2
Don't know	1	0	1	1	1	0	1	0
Total	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.
• Sub sample based on those in Q1a who reported voting in the recent local elections.

Table **17:** Voting behaviour - councillor elections

*Q10b. **When** you **voted, did** you **vote for** Councillors?*

	Total	Council						
		Far North District	Auckland City	Manukau City	Wellington City	Marlborough District	Christchurch City	Waimate District
	n=1599'	n=231•	n=254*	n=208*	n=199*	n=239*	n=176*	n=292'
	%	%	%	%	%	%	%	%
Yes, Councillors	96	98	93	96	98	98	98	92
No	3	1	6	3	1	2	2	8
Don't know	1	1	1	0	1	0	0	0
Total	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% **due to rounding.**
• Sub sample based on those in Q1a who reported voting in the recent local elections.

Table **18:** Voting behaviour - **DHB** elections

*Q10c. Whenyou voted didyou vote for Candidates **for** the District Health Board (DHB)?*

		Council						
	Total n=1599* %	Far North District n=231• %	Auckland City n=254* %	Manukau City n=208* %	Wellington City n=199* %	Marlborough District n=239' %	Christchurch City n=176* %	Waimate District n=292* %
Yes, DHB	87	89	79	88	92	92	93	94
No	11	10	18	10	5	8	7	5
Don't know	2	▌	3	2	3	1	0	▌
Total	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.
• Sub sample based on those in Q1a who reported voting in the recent local elections.

Table **19:** Voting behaviour - Community **Board** elections

*Q10d. Whenyou **voted,** didyou **vote** for Candidates **for** the Community **Board?***

		Council						
	Total n=1599* %	Far North District n=231• %	Auckland City n=254* %	Manukau City n=208* %	Wellington City n=199* %	Marlborough District n=239* %	Christchurch City n=176* %	Waimate District n=292* %
Yes, Community Board	73	81	78	88	31	22	87	35
No	8	6	11	5	14	12	2	13
Not Applicable	14	10	6	4	47	61	7	46
Don't know	5	3	6	3	9	5	3	5
Total	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% **due to rounding.**
• Sub sample based on those in Q1a who reported voting in the recent local elections.

Table *20:* Voting behaviour - Licensing **Trust** elections

Q10e. When you voted, did you vote for the Licensing Trust?

		Council						
	Total n=1599* %	Far North District n=231• %	Auckland City n=254* %	Manukau City n=208* %	Wellington City n=199* %	Marlborough District n=239' %	Christchurch City n=176* %	Waimate District n=292* %
Yes, Licensing Trust	18	9	24	25	11	4	10	8
No	21	23	25	25	20.	18	14	19
Not Applicable	53	62	41	40	63	73	70	70
Don't know	8	6	11	10	**6**	5	6	4
Total	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.

• Sub sample based on those in Q1a who reported voting in the recent local elections.

Table 21: **Reasons** for voting

Q11 For what particular reasons did you vote?

	Total n=1599* %	Council: Far North District n=231* %	Auckland City n=254* %	Manukau City n=208* %	Wellington City n=l19* %	Marlborough District n=239* %	Christchurch City n=l16* %	Waimate District n=292* %
Cant complain if you haven't voted	19	17	16	**14**	17	23	30	20
Duty / democratic duty / responsibility to vote / belief in democracy	28	23	26	21	42	28	30	23
Easy to vote / voting papers were sent to **me**	1	1	2	0	0	3	2	2
Important to vote / everybody should vote	16	13	13	17	13	15	22	12
Interested in local politics/affairs/issues	12	13	13	7	16	13	**11**	10
Right to vote / democratic right	16	13	**14**	16	19	17	17	12
To elect the people I wanted / people who share my views	27	28	30	27	24	20	24	31
To get the right people for the job / people who will do a good job	22	23	22	20	22	23	23	31
To have my say	22	19	20	16	22	21	30	23
Wanted a change / dissatisfied with current Council/Board	13	11	16	20	a	13	**5**	11
I always vote	2	***0***	3	0	1	0	2	2
I'm part of the community/use/rely on council services	2	3	1	1	4	1	2	2
Encouraged/influenced by family, friends, etc	2	2	2	3	2	2	2	**4**
Other	4	4	5	6	3	2	3	3
None / no particular reason(s)	1	2	1	***0***	1	1	1	0
Don't know	***0***	1	***0***	0	1	1	0	1
Total	**	**	**	**	**	**	**	L.*

Note: Total may exceed 100% because of multiple response.

* **Sub-sample based on those in Q1a who reported voting in the recent local elections.**

Table 22: Reasons **for voting** in **some** elections, but not others

Q12. *For whatparticular* ***reasons did you*** *vote in some of the recent elections,* ***but*** *not others?*

	Total n=611* %	Council: Far North District n=90* %	Auckland City n=118* %	Manukau City n=88* %	Wellington City n=76* %	Marlborough District n=77* %	Christchurch City n=50* %	Waimate District n=l12* %
Didn't know how to use ***STV*** to vote	1	0	1	1	1	1	2	0
Only interested in some of the elections	7	8	8	7	7	5	6	9
Only knew the candidates in some of the elections	18	20	20	17	14	22	16	12
Too many candidates to rank in ***STV*** election	2	1	0	3	1	0	4	0
Wasn't anybody I wanted to vote for	4	9	3	3	4	3	8	2
I always vote	5	6	3	10	1	3	6	9
Did vote in all the relevant elections	16	14	17	12	17	18	16	26
Didn't know enough about the candidates	3	3	4	5	1	3	0	2
Didn't know about particular elections	4	7	3	2	8	4	4	0
No Licensing Trust election	10	17	8	14	13	8	6	15
No Community Board election	2	0	2	0	8	5	0	8
Other	13	16	17	18	5	8	4	14
None / no particular reason(s)	12	12	9	9	14	19	20	12
Don't know	15	3	16	18	11	10	16	5
Total	**	**	**	**	**	**	**	**

Note: Total may exceed 100% because of multiple response.

• Sub-sample based on those in Q10 who reported voting in some, but not all, applicable elections.

Table 23: Reasons for not voting

Q13. For what particular masons did you not vote?

	Total n=1170* %	Council: Far North District n=165* %	Auckland City n=137* %	Manukau City n=183* %	Wellington City n=201• %	Marlborough District n=160* %	Christchurch City n=219* %	Waimate District n=105* %
Didn't get around to it / left it too late / didn't know the deadline	25	28	23	28	29	14	23	20
Didn't know enough about the candidates / not enough information	29	25	27	28	31	36	31	39
Didn't receive the voting papers	2	2	2	2	3	2	2	1
Forgot to vote / send the ballot papers back	10	11	15	8	10	7	6	10
No candidates I wanted to vote for / candidates didn't appeal	11	9	9	7	11	12	14	10
Not interested / don't vote / couldn't be bothered	18	22	12	16	19	25	23	17
Not on the electoral roll / not registered to vote	1	0	1	1	0	1	0	2
Not worth it / don't do a good job / don't keep promises	6	11	2	7	5	8	**8**	10
Too busy	12	8	11	15	11	10	13	13
Too many candidates to choose from / vote for / too much to read	**7**	**2**	**8**	4	**5**	0	9	2
Out of the country/area	7	8	6	8	11	9	3	5
New to the area	2	3	2	2	1	4	1	9
Other	7	6	9	5	6	6	6	4
None / no particular reason(s)	1	1	1	3	0	3	1	2
Don't know	1	2	1	2	**1**	1	1	0
Total	**	**	**	**	**	**	**	**

Note: Total may exceed 100% because of multiple response.

• Sub-sample based on those in Q1a who reported not voting in the recent local elections.

Table **24:** Receipt **of** ballot papers

Q14. *Did you receive your voting papers in the mail?*

	Voting status			Council						
	Total n=2750* %	Voter n=1599* %	Non-Voter n=1151* %	Far North District n=395' %	Auckland City n=388* %	Manukau City n=387* %	Wellington City n=396* %	Marlborough District n=396* %	Christchurch City n=391' %	Waimate District n=397* %
Yes	96	100	94	95	97	95	97	98	97	98
No	2	0	4	4	1	4	1	1	2	2
Don't know	1	0	2	1	2	1	1	1	1	0
Total	100	100	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.

• Sub sample based on those in Q1 who were aware of **the recent elections, and had** not **reported in Q13 that they didn't receive their voting papers.**

Table **25:** Whether looked through candidate booklet received with voting papers

Q15. *Did you read or look through the booklet about the candidates that was posted with your voting papers?*

	Voting status			Council						
	Total n=2675' %	Voter n=1591• %	Non-Voter n=1084* %	Far North District n=379* %	Auckland City n=380' %	Manukau City n=370* %	Wellington City n=387' %	Marlborough District n=389' %	Christchurch City n=380* %	Waimate District n=390* %
Yes	71	92	53	75	75	67	67	80	69	80
No	29	8	47	25	25	32	31	20	30	20
Don't know	1	0	1	1	0	0	1	0	1	1
Total	100	100	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.

- Sub sample based on those at Q14 **who reported that they received their voting papers.**

Table **26:** Whether candidate booklet a useful guide - agreement rating

***Q** 16. **Do** you agree or disagree that the booklet about the candidates **was** a usefulguide to help **you** decide **who to** vote for?*

	Voting status			Council						
	Total n=2049* %	Voter n=1462* %	Non-Voter n=587* %	Far North District n=303* %	Auckland City n=302* %	Manukau City n=270* %	Wellington City n=276* %	Marlborough District n=310* %	Christchurch City n=270* %	Waimate District n=318* %
Strongly disagree	4	2	8	3	3	5	3	4	6	6
Disagree	11	6	18	17	11	12	9	a	11	7
Neither agree nor disagree	5	3	6	3	3	5	6	4	5	5
Agree	42	39	47	41	43	41	44	43	40	43
Strongly agree	37	49	19	34	39	36	34	39	37	38
Don't know	1	1	3	2	1	1	3	2	1	2
Total	100	100	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.
* Sub sample based **on** those at **Q15** who reported they had read or looked through the booklet about candidates.

Table 27: Agreement ratings for aspects of STV voting

Q17. *The elections for District Health Boards (DHBs) and some councils use a new system of voting called "single transferable vote", or* ***STV.*** *I'm now going to read out some statements about* ***STV,*** *and would like you to tell me if you agree or disagree with each.*

	Total	Council						
		Far North District	Auckland City	Manukau City	Wellington City	Marlborough District	Christchurch City	Waimate District
	n=1467*	n=206'	n=201•	n=184*	n=199*	n=239'	n=164*	n=274*
	%	%	%	%	%	%	%	%
It was easy to understand how to vote using STV								
Strongly Disagree	7	5	7	9	4	6	10	7
Disagree	10	a	12	**9**	a	13	a	11
Neither agree nor disagree	2	0	3	**2**	2	2	**2**	1
Agree	43	56	41	44	41	44	43	50
Strongly Agree	36	28	35	35	44	35	36	30
Don't know	2	2	2	1	2	0	2	0
Total	100	100	100	**100**	100	100	100	100
Voting with STV was simple								
Strongly Disagree	10	7	10	10	5	a	12	11
Disagree	18	**18**	22	16	15	14	16	13
Neither agree nor disagree	4	3	2	3	3	3	6	1
Agree	40	48	37	44	40	44	3a	45
Strongly Agree	28	23	27	26	36	30	26	29
Don't know	1	1	1	1	2	0	2	1
Total	**100**	100	100	100	**100**	100	100	100
It was easy to fill in the form and rank the candidates								
Strongly Disagree	9	7	a	13	5	4	10	6
Disagree	13	13	14	13	9	10	14	11
Neither agree nor disagree	**4**	0	4	2	4	2	6	2
Agree	42	54	41	42	41	49	40	49
Strongly Agree	31	24	31	30	39	35	**28**	32
Don't know	2	1	1	1	4	1	2	0
Total	**100**	100	100	100	**100**	100	100	**100**

continued..

Table **27** ***(cont.)***

		Council						
	Total n=1467* %	Far North District n=206* %	Auckland City n=201• %	Manukau City n=184* %	Wellington City n=I99* %	Marlborough District n=239* %	Christchurch City n=164* %	Waimate District n=274* %
It **was easy to** understand **how to vote using *STV***								
Strongly Disagree	10	16	7	12	5	9	13	10
Disagree	13	9	15	12	11	15	12	21
Neither agree nor disagree	6	7	5	3	6	5	9	4
Agree	43	46	43	48	40	41	41	39
Strongly Agree	23	18	23	21	33	26	18	21
Don't know	6	5	5	4	**6**	**5**	7	5
Total	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due to rounding.
• Sub sample based on those who voted in the Wellington or Marlborough mayoral **or** Council elections, or in any **of** the **DHB** elections.

Table **28: *STV* or FPP preference**

Q.18 ***Which do you prefer - single transferable vote, or first past the post?***

		Council						
	Total n=1467* %	Far North District n=206* %	Auckland City n=201• %	Manukau City n=184* %	Wellington City n=199* %	Marlborough District n=239* %	Christchurch City n=I64* %	Waimate District n=274* %
Prefer single transferable vote ***(S W)***	36	32	34	32	56	41	27	24
Prefer first past the post **(FPP)**	53	59	53	58	31	49	63	64
No preference	6	5	6	6	5	7	7	8
Haven't voted using first past the post (FPP)	**0**	0	0	0	2	0	0	*0*
None **/** don't prefer either	2	2	1	2	3	1	1	1
Don't know	3	3	4	**3**	4	2	2	3
Total	100	100	100	100	100	100	100	100

Note: Total may not sum to 100% due **to** rounding.
• Sub sample based on those who voted in the Wellington or Marlborough mayoral or Council elections, **or** in any **of** the **DHB** elections.

Table **29:** Reasons for preferring ***STV***

Q19. For what particular reasons do you say that (prefer STV)?

	Total	Council						
		Far North District	Auckland City	Manukau City	Wellington City	Marlborough District	Christchurch City	Waimate District
	n=513*	n=65*	n=69*	n=59*	n=112*	n=98'	n=45*	n=65*
	%	%	%	%	%	%	%	%
S W - Fairer/more democratic/more representative	46	26	49	29	54	44	53	25
S W - Can rank all candidates	24	25	29	15	28	23	20	22
S W - Greater choice/options	28	29	23	24	29	23	38	26
S W - Simple/easy to vote	9	6	12	12	2	10	13	8
S W - Other	18	29	14	20	21	27	13	25
FPP - Simple/easy to vote using FPP	3	5	6	5	0	0	0	6
FPP - ***S W*** too complicated	0	0	1	0	0	0	0	2
FPP - Fairer/more democratic than ***S W***	1	2	3	2	0	0	0	2
FPP - ***STV*** disadvantages certain candidates (e.g. rural/ethnic minority)	1	2	1	0	0	1	0	2
FPP - Don't have to rank all candidates /just pick one candidate you prefer/like	1	2	1	2	0	1	0	8
FPP - Know where your vote goes *I* not complicated by transferable votes	1	0	0	3	0	1	0	0
FPP - **Its** the way I'm used to /the way its always been	1	0	0	2	0	4	0	0
FPP - Not enough information *I* understanding of ***STV***	0	0	1	0	0	0	0	2
FPP - Not enough information *I* understanding of candidates	1	0	0	0	0	2	2	2
FPP - Other	2	3	4	3	0	2	0	8
None	2	5	0	7	1	0	0	3
Don't know	2	2	3	0	2	1	2	2
Total	**	**	**	*	**	**	**	**

Note: Total may exceed 100% because of multiple response.

*** Sub-sample based on those who repotted in Q18 that they prefer FPP.**

Table 30: Reasons for preferring FPP

Q19. For what particular reasons do you say that prefer FPP)?

	Total n=792* %	Council: Far North District n=121* %	Auckland City n=107* %	Manukau City n=106* %	Wellington City n=61* %	Marlborough District n=118* %	Christchurch City n=103* %	Waimate District n=176* %
STV - Fairer/more democratic/more representative	4	0	7	5	0	3	2	2
STV - Can rank all candidates	2	0	2	2	0	3	2	2
STV - Greater choice/options	2	0	3	4	0	3	1	2
STV - Simple/easy to vote	1	0	2	0	0	0	0	1
STV - Other	1	0	2	1	0	0	0	1
FPP - Simple/easy to vote using FPP	38	38	42	34	38	42	36	35
FPP - ***SW*** too complicated	8	3	8	8	10	8	7	7
FPP - Fairer/more democratic than ***STV***	14	11	19	12	15	11	11	11
FPP - ***SW*** disadvantages certain candidates (e.g. rural/ethnic minority)	1	6	0	0	0	2	1	4
FPP - Don't have to rank all candidates / just pick one candidate you prefer like	26	27	24	22	41	31	24	28
FPP - Know where your vote goes / not complicated by transferable votes	8	13	6	4	8	19	11	10
FPP - Its the way I'm used to / the way its always been	7	11	6	5	3	10	10	5
FPP - Not enough information / understanding of ***STV***	4	5	2	6	7	7	2	6
FPP - Not enough information / understanding of candidates	4	4	6	3	7	2	3	2
FPP - Other	24	21	17	22	20	21	34	25
None	2	5	2	7	2	1	0	4
Don't know	1	1	0	3	0	0	0	5
Total	**	**	**	1*	**	**	**	**

Note: Total may exceed 100% because of multiple response.

* **Sub-sample based on those who reported in Q18 that they prefer *STV*.**

Table **31: Age**

Q20. *Which of the following age groups **do** you fall into?*

	Total n=2814 %	Voting status: Voter n=1599 %	Non-Voter n=1170 %	Unaware of elections n=45 %	Council: Far North District n=402 %	Auckland City n=402 %	Manukau City n=401 %	Wellington City n=403 %	Marlborough District n=401 %	Christchurch City n=402 %	Waimate District n=403 %
18 to 24 years	13	6	18	29	7	17	15	11	9	10	4
25 to 34 years	17	10	22	20	13	19	17	18	13	14	11
35 to 44 years	23	19	27	16	18	23	23	30	21	20	19
45 to 54 years	21	24	19	14	22	20	21	22	21	22	21
55 to ***64*** years	13	19	8	7	19	10	12	11	18	16	19
65 years and over	13	22	6	9	20	10	12	8	18	18	26
Refused	0	0	0	5	1	1	0	0	0	**0**	**0**
Total	100	100	100	100	100	100	100	100	100	**100**	100

Note: Total may not sum to 100% due to rounding.

Table **32: Rural/town/city status**

Q22 To the best of your knowledge, which of these best describes where you live?

	Total n=2814 %	Voting status: Voter n=1599 %	Non-Voter n=1170 %	Unaware of elections n=45 %	Council: Far North District n=402 %	Auckland City n=402 %	Manukau City n=401 %	Wellington City n=403 %	Marlborough District n=401 %	Christchurch City n=402 %	Waimate District n=403 %
Rural area (under 1,000 population)	3	4	3	2	40	1	2	1	12	1	32
A small town (1,000 to 9,999 population)	**4**	4	4	9	53	1	**3**	1	19	1	**65**
A medium-sized town (10,000 to 29,999 population)	6	***6***	6	9	5	1	12	3	56	2	**2**
A large town or city (30,000 or more population)	a5	a6	85	75	1	96	81	95	10	95	0
Don't know	**1**	**1**	**1**	**5**	1	**1**	1	0	2	0	**0**
Total	100	**100**	**100**	100	**100**	100	**100**	100	100	100	100

Note: Total may not sum to 100% due to rounding.

Table **33: Gender**

Q23. Gender

	Voting status				Council						
	Total n=2814 %	Voter n=1599 %	Non-Voter n=1170 %	Unaware of elections n=45 %	Far North District n=402 %	Auckland City n=402 %	Manukau City n=401 %	Wellington City n=403 %	Marlborough District n=401 %	Christchurch City n=402 %	Waimate District n=403 %
Male	49	48	49	49	46	52	46	46	49	49	46
Female	51	52	51	51	54	48	54	54	51	51	54
Total	100	100	100	100	100	100	100	100	100	100	100

Note: Total may not sum **to** 100% due **to** rounding.