

# Awareness of and Attitudes Towards Voting in the 2016 Auckland Council Elections

June 2017

Technical Report 2017/013



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**2016**

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Te Kaunihera o Tāmaki Makaurau






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# Awareness of and attitudes towards voting in the 2016 Auckland Council elections

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## **Executive summary**

This report outlines the results of a two phase survey, undertaken to assess residents' awareness of and attitudes towards voting in the 2016 Auckland Council elections. The first wave of research benchmarked residents' awareness of the 2016 council elections and intention to vote prior to the commencement of the Voter Awareness communications campaign. Once the campaign and the elections had taken place, a second wave of research was undertaken to measure awareness, impact and effectiveness of the campaign. The survey also explored voting behaviour including motivations and barriers to voting. Preference for postal vs. online voting in future council elections was also investigated.

### **Method**

The research was conducted via an online survey of Auckland residents aged 18 years and over. The fieldwork was undertaken by Research Now utilising their proprietary panel 'Valued Opinions' which comprises over 130,000 active members across New Zealand. The first phase of fieldwork took place from Tuesday 23<sup>rd</sup> August to Saturday 3<sup>rd</sup> September 2016. The second phase of fieldwork occurred from Wednesday 12<sup>th</sup> October to Thursday 27<sup>th</sup> October 2016. The study was in large part, a replication of a similar study conducted in 2013, allowing changes in attitudes to be tracked over time.

### **Final sample**

Over 1200 Aucklanders responded to each wave of the research. Sample quotas were set and final data was post-weighted to ensure the sample was representative of the Auckland population in terms of gender, age, ethnicity and ward area using 2013 Census data.

### **Election awareness**

Overall election awareness was high in 2016, with 83 per cent of residents aware of the elections prior to the start of the communications campaign.

Post the campaign and elections, awareness of the elections increased significantly to 93 per cent of all Auckland residents who responded to the survey. This compares favourably with the 2013 elections when 88 per cent were aware of the elections after they had taken place.

### **Unprompted election advertising awareness**

Overall unprompted awareness of elections advertising was strong, particularly amongst those aware of the elections.

The most often recalled ads post-election were for candidates (72%) followed by council ads (58%) and Electoral Commission ads (47%). Overall awareness of the council campaign improved in 2016 from 53 per cent in 2013.

When asked what respondents recalled seeing and where they recalled seeing it, a large variety of different advertising material was mentioned across many different mediums. In particular billboards, hoardings, posters and banners were the most memorable.

In addition, pamphlets, voting pack information and newspapers ads were also recalled by over half of respondents.

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## **Prompted council advertising awareness**

The elections campaign included the following types of advertising:

- “Love Where You Live” or “Love Auckland” ads (dependent on local board area)
- Love Bus
- Radio ad
- Digital bus shelter ad
- Ballot box ad.

Overall prompted campaign awareness of one or more of these ads was 67 per cent. This represents a 6 per cent increase in awareness from 61 per cent in 2013.

Of the five types of advertising, the executions using the Heart motif (“Love Where You Live” and “Love Auckland” ads) were most often recalled (47%) followed by the radio advertisement (35%).

## **Elections campaign effectiveness**

The ads were strongly attributed to the 2016 council elections with 81 per cent of respondents agreeing with the statement, *‘I knew the ads were for the elections’*. In terms of content, respondents were reasonably likely to agree that the message in the ads made them think about their community (53% agreement), or remind them what they love about Auckland (44% agreement). Half of respondents found the ads appealing (49%).

With regard to one of the key objectives of the campaign, (i.e. encourage voter turnout), almost half (46%) agreed that the ads made them more likely to vote.

## **Website and social media usage**

A key feature of the communications campaign was the inclusion of digital and social media channels to maximise opportunities to reach a younger demographic (18-39 years). This is one resident group which typically demonstrates a lower incidence of voting.

Overall, 21 per cent of respondents claimed to have used a website or social media for information on the elections, the most popular being the Auckland Council website. Young people in particular demonstrated higher usage of websites and social media, confirming that these sites were an effective channel for reaching this hard-to-engage demographic.

Of the sites tested, the OurAuckland website was rated most positively in terms of usefulness and impact on likelihood to vote.

## **Voter intention and turnout**

A key objective of the communications campaign was to increase both intention to vote and voter turnout. Pre-election, 75 per cent of respondents intended to vote. Post-election, 63 per cent claimed to have voted. This compares to actual voter turnout of 38.5 per cent of the Auckland adult population. Relative to the 2013 Auckland Council elections, both claimed and actual turnout were higher in 2016.

Claimed voting was highest amongst those with a history of voting, males, older European residents, ratepayers and those who have lived in Auckland for a number of years. Claimed voting was also highest for residents of Rodney, North Shore and Orākei.

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Importantly, claimed voters were significantly more likely to be aware of council advertising and to agree that the council ads were likely to make them vote.

Compared with 2013, younger age groups (18-24 years), Indian and Chinese residents were significantly more likely to claim to have voted.

The most common reason given for voting was *'to have my say / each vote counts'*. Other popular reasons included *'wanting a better future for Auckland'*, *'making sure the right people are voted in'* and *'performing their civic duty / feeling lucky to have the opportunity'*.

The vast majority of respondents voted by posting in their voting form (92%). The majority of postal voters posted their forms soon after completing them. However a third did not. This time lag can be a cause for a proportion of non-voting, as residents can miss the deadline or completely forget to post in the form.

Ballot box users are a very small percentage of the population, however this method is helpful for encouraging participation from harder to reach segments of the population such as young people, first time voters and non-ratepayers.

### **Reasons for not voting**

Reasons for not voting can be divided into three main categories: effort, timing and apathy.

The first category relating to effort includes responses such as not knowing enough about the candidates or the policies, not knowing who to vote for, and needing too much effort required to select a candidate.

The second category of reasons for not voting relates to timing. Not knowing when voting finished or that they had missed the deadline were cited. Some stated they had completely forgotten to vote.

The third major category is general apathy. Responses such as *'I'm not interested in politics or politicians'*, *'I don't think my vote will make a difference'*, and *'I can't be bothered voting'* all fall into this category.

Over half of non-voters in the sample (56%) claimed to have intended to vote, with a proportion of these (13%) having gone as far as filling in their voting papers. The main cause for not voting after completing the papers was either not sending in the forms on time or forgetting completely. This suggests that changes to the voting system to enable residents to more easily return their voting papers, and do so within the deadline, should have a positive impact on voter turnout.

### **How to encourage voting**

For those who intended to vote but did not, when asked what Auckland Council could do to encourage them to vote, by far the most common response was to have an online or app-based voting system. This was mentioned by a quarter of respondents (25%).

There were a number of other suggestions to do with the voting system, all related to making the voting process easier to complete.

Non-voters also suggested improving awareness and information regarding candidates as well as making sure that candidates do a good job.

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## **Online voting**

Auckland Council's stated goals with regard to the 2016 elections included increasing voter turnout, providing an excellent experience for voters, delivering innovation and transparency, and ensuring a seamless democratic experience. With this in mind, all respondents, whether they had voted or not, were asked to choose their preferred method of voting in the future, either postal or online. The vast majority (i.e. three quarters of respondents), chose online voting as their preferred method. Not surprisingly, preference for online voting was significantly stronger amongst younger voters (18-24 years). Non-voters and non-ratepayers were also more likely to prefer this method.

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## 1.0 Background

Auckland Council elections were held in October 2016. In these elections Auckland voters were able to vote for:

- The Mayor
- 20 councillors from 13 wards
- 149 local board members from 21 boards.

For the 2016 elections, Auckland Council had a stated desire to:

- Increase voter turnout
- Provide an excellent experience for candidates and voters
- Deliver innovation and transparency
- Ensure a seamless democratic experience.

To achieve these goals the programme of work for the 2016 Auckland Council elections included a range of communications campaigns and research-based evaluation.

One component of this was an innovative Voter Awareness communications campaign. The campaign was designed to increase:

- Awareness and perceived relevance of the 2016 elections
- Motivation to participate
- Voter turnout.

It included both traditional communications channels as well as digital and social media channels to enable the campaign to more effectively reach a younger demographic (18-39) who typically demonstrate a lower incidence of voting.

To accompany this campaign, a two stage research project was conducted to measure its effectiveness as well as voter perceptions and attitudes towards the 2016 Auckland Council elections and future elections.

A similar study was also conducted for the 2013 elections. Where possible, consistency was maintained to enable comparability of results over time and to assist with the monitoring of change.

## 1.1 Research objectives

The specific objectives of the research project were to:

- Benchmark levels of awareness of the 2016 Auckland Council elections and intentions to vote prior to the commencement of the Voter Awareness communications campaign.
- Measure impact of the communications campaign, including:
  - Awareness of the campaign – unprompted and prompted
  - Sources of awareness
  - Effectiveness of the campaign including measures of appeal, attribution, impact on likelihood to vote, and persuasion.
- Measure voting behaviour, including:
  - Voter turnout
  - Demographic profile of voters
  - Method of voting
  - Timeframe for submitting vote.
- Measure incidence and importance of motivations and barriers to voting, including:
  - Reasons for voting
  - Reasons for not voting – including among those who intended to vote, and non-voters who completed voting papers but did not vote
  - Identify possible initiatives that could encourage voting in future elections.
- Determine preferences for postal voting and online voting in future Auckland Council elections.

The full questionnaire is included in the Appendix.

## 1.2 Purpose of this report

This report presents the results of both stages of the 2016 research. Significant differences between sub-groups (at a 95% confidence level) such as key demographics, ward area, voting behaviour, length of time lived in Auckland and ratepayer status have been highlighted. However the primary aim of this report is to provide an overview of results.

Where possible results have been compared to the 2013 study as well as noting differences between the 2016 pre-communications campaign and the post-communications campaign study.

Data in charts are reported as percentages.

The final sample has been post-weighted to ensure it reflects the Auckland population, and details of this process have been included in the following Methodology section.

There were several open-ended questions in the survey. The responses to these questions have been coded thematically in the report.

## 2.0 Methodology

### 2.1 Survey development

The 2016 questionnaire was based on the one administered in 2013 and can be viewed in Appendix 1. Where possible, consistency was maintained to enable comparability of results over time and to assist with the monitoring of change.

### 2.2 Data collection

Two research phases were undertaken, that coincided with the 2016 elections timetable and the communications campaign, as shown below.

Date	Elections timetable
16 - 21 September 2016	Postal delivery of voting documents
16 September – 8 October 2016	Voting period (includes Special Voting) Early processing period
8 October	Election day - voting closes 12 noon Preliminary results announced

Research phases:

- Pre campaign research (n=1260)  
Fieldwork occurred from Tuesday 23<sup>rd</sup> August to Saturday 3<sup>rd</sup> September 2016.
- Post campaign research (n=1259)  
Fieldwork occurred from Wednesday 12<sup>th</sup> October to Thursday 27<sup>th</sup> October 2016.

For each wave of research, an online survey was emailed to a randomly selected large number of Auckland residents aged 18 years and over, utilising Research Now's 'Valued Opinions' panel. Sample quotas were set and the final data was post-weighted to ensure the sample was representative of the Auckland population in terms of gender, age, ethnicity and ward area.

Respondents who took part in the pre-election survey were automatically excluded from the post-election survey.

Research Now is a research only panel, meaning respondents are not exposed to direct marketing or advertising either through emails or within surveys. The proprietary panel 'Valued Opinions' has over 130,000 active members across New Zealand.

Results were analysed and presented via cross-tabulations. Significance testing was calculated using z-tests on percentages and t-tests on means.

### 3.0 Sample Profile

A total of 1260 Auckland residents aged 18 years and over took part in the first wave of the survey. A further 1259 residents (18+ years) took part in the second wave of research.

Sample quotas were set and the final data was post-weighted to ensure the sample was representative of the Auckland population in terms of gender, age, ethnicity and ward area.

In terms of ward area, a target of 105 interviews was set for each ward, regardless of actual population numbers. This was done to ensure robust sample sizes were achieved in each area to enable ward level analysis of the data.

Table 1 below presents the profile of the unweighted final sample obtained both pre and post measure, by key demographic variable, and relative to 2013 Census data. Please note that the sample was then weighted to correct for any under or over representation by demographics relative to the 2013 Census.

**Table 1: Respondent profile before weighting**

Local Board	Population %	Population Split / N=1300	Pre-Election		Post-Election	
			Delivered 1260	Vs. Population	Delivered 1259	Vs. Population
<b>TOTAL</b>						
Rodney	4%	50	58	8	57	7
North Shore	10%	127	105	-22	117	-10
Howick	9%	117	105	-12	105	-12
Orakei	6%	73	105	32	93	20
Maungakiekie-Tamaki	5%	64	79	15	82	18
Albany	10%	132	105	-27	111	-21
Manurewa-Papakura	9%	117	105	-12	103	-14
Manukau	10%	135	105	-30	94	-41
Waitakere	11%	143	105	-38	114	-29
Franklin	5%	60	105	45	79	19
Waitemata and Gulf	6%	79	105	26	105	26
Whau	5%	67	99	32	85	18
Albert-Eden-Roskill	10%	136	105	-31	109	-27
<b>Gender</b>						
<b>TOTAL</b>						
Male	48%	624	467	-157	436	-188
Female	52%	676	790	114	820	144
Gender Diverse	N/A	N/A	3	N/A	0	N/A

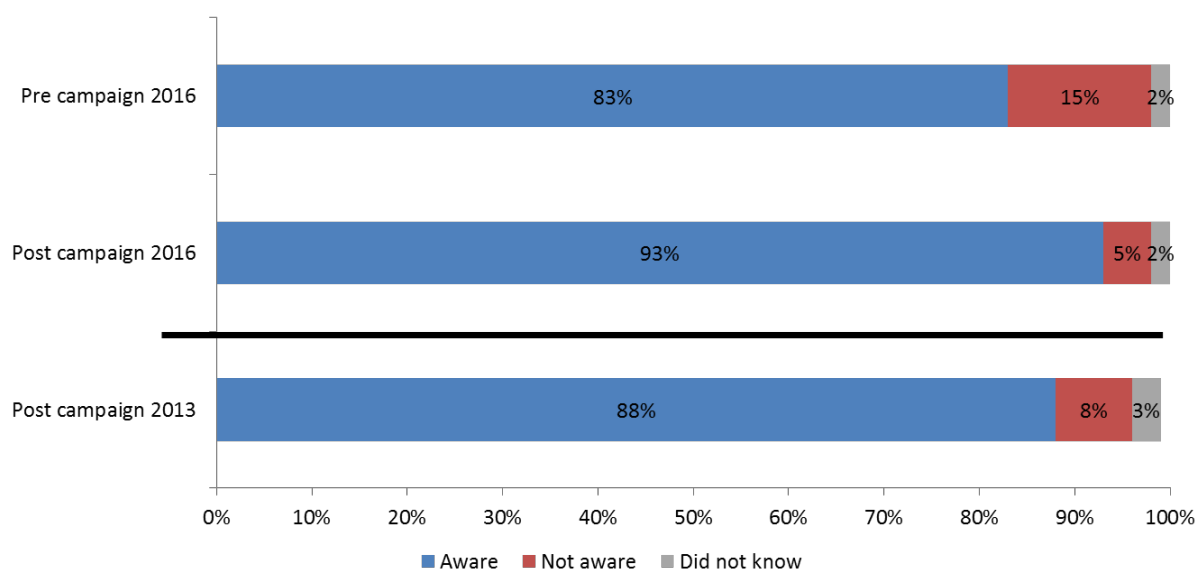
			Pre-Election		Post-Election	
Age	Population %	Population Split	Delivered	Vs. Population	Delivered	Vs. Population
TOTAL			1260		1259	
18-24	14%	182	199	17	165	-17
25-34	9%	117	273	156	284	167
35-44	19%	247	289	42	268	21
45-54	20%	260	182	-78	173	-87
55-64	16%	208	155	-53	151	-57
65+	22%	286	162	-124	168	-118
Ethnicity	Population %	Population Split	Delivered	Vs. Population	Delivered	Vs. Population
TOTAL			1260		1259	
New Zealand European	46.10%	599	673	74	708	109
Other European	7.20%	94	107	13	95	1
Māori	9.40%	122	99	-23	90	-32
Samoan	6.30%	82	47	-35	36	-46
Cook Islands Māori	2.40%	31	21	-10	21	-10
Tongan	3.10%	40	12	-28	18	-22
Niuean	1.20%	16	7	-9	14	-2
Tokelauan	0.10%	1	1	0	2	1
Fijian	0.60%	8	9	1	11	3
Other Pacific People	0.40%	5	4	-1	5	0
Southeast Asian	2.70%	35	29	-6	27	-8
Chinese	7.80%	101	84	-17	72	-29
Indian	7.00%	91	78	-13	69	-22
Other Asian	2.80%	36	44	8	40	4
Middle Eastern	0.90%	12	7	-5	9	-3
Latin American	0.40%	5	9	4	7	2
African	0.40%	5	7	2	9	4
Some other ethnic group	1.00%	13	22	9	24	11

## 4.0 Results

### 4.1 Awareness of elections

To gauge levels of awareness regarding the elections, respondents were firstly asked to indicate whether they were aware that the Auckland Council elections would be held soon (pre measure) or had recently been held (post measure). Results are shown in Figure 1 below.

**Figure 1: Awareness of 2016 elections, pre and post campaign, vs. 2013 post campaign**



*Base: Total sample, pre 2016 campaign (n= 1260), post 2016 campaign (n=1259), post 2013 campaign (n=1031)*

*Q1 pre 2016 campaign: Before today, did you know that the Auckland Council Elections will be held soon?*

*Q1 post 2016 campaign: Before today, did you know that the Auckland Council Elections were held recently?*

*Q1 post 2013 campaign: Before today were you aware that the 2013 Auckland Council Elections were held between 20th September – 12th October?*

Overall election awareness was high in 2016, with 83 per cent of residents aware of the elections prior to it taking place and before the communications campaign had started.

After the campaign and elections, awareness increased significantly to 93 per cent of all respondents. This compares favourably with the 2013 elections, when 88 per cent were aware of the elections after they had taken place.



### 4.1.1 Election awareness by demographics

Election awareness differed by demographic sub-group. Table 2 below shows the proportion of each sub-group who were aware of the elections, both before and after they occurred. Sub-groups with significantly higher awareness after the campaign are shown in green, while groups with significantly lower awareness are identified in red. The circles in the far right column denote significant change in awareness, pre vs post campaign.

**Table 2: Election awareness by demographic sub-group**

	Pre 2016 campaign 83% Overall	Post 2016 campaign 93% Overall	Pre 2016 vs. Post 2016 differential
<i>Location (ward)</i>			
Rodney	84%	98%	14%
Orakei	94%	98%	4%
Albany	86%	97%	11%
Waitakere	85%	96%	11%
Albert-Eden-Roskill	87%	96%	9%
Waitemata and Gulf	79%	94%	15%
North Shore	87%	94%	7%
Franklin	82%	90%	8%
Maungakiekie – Tamaki	71%	89%	18%
Howick	90%	89%	-1%
Manukau	78%	88%	10%
Manurewa-Papakura	77%	87%	10%
Whau	76%	86%	10%
<i>Age</i>			
18-24	65%	83%	18%
25-34	75%	86%	11%
35-44	82%	92%	10%
45-54	86%	97%	11%
55-64	96%	100%	4%
65+	99%	99%	0%
<i>Ethnicity</i>			
Other European	84%	96%	12%
New Zealand European	89%	95%	6%
Chinese	82%	95%	13%
Indian	89%	92%	3%
Other Pacific People	67%	79%	28%
Maori	73%	87%	14%

Base: Total sample, pre 2016 campaign (n= 1260), post 2016 campaign (n= 1259)

Q1 pre 2016 campaign: Before today, did you know that the Auckland Council Elections will be held soon?

Q1 post 2016 campaign: Before today, did you know that the Auckland Council Elections were held recently?

Post-election awareness was highest amongst the following sub-groups of respondents:

- Older age groups, 55+ years
- NZ European, European and Chinese ethnicities
- Residents of the following ward areas: Rodney, Orākei, Albany, Waitākere and Albert-Eden-Roskill.

In addition to these key demographic groups, awareness was also significantly higher amongst the following sub-groups:

- Males (95% vs. 90% females)
- Households with no children residing in the home (96% vs. 91% families)
- Residents who have been in Auckland for 5 years or more (95% vs. 88% less than 5 years)
- Ratepayers (98% vs. 90%).

Awareness pre-election vs. post-election increased for some demographic groups of respondents more than others:

- Residents of Rodney, Waitemātā and Gulf, Maungakiekie-Tāmaki
- Younger age groups (18-24 years)
- Chinese, Māori and Pacific.

Compared with 2013 results post campaign, there were noticeable changes in levels of awareness amongst certain demographic groups:

- Rodney, Orākei, Waitākere, Waitemātā and Gulf, Franklin and Manukau residents
- Younger age groups (18-34 years) and also older age groups, 45 to 64 years
- Chinese residents.

This data is shown in more detail in Table 3. Groups with significantly higher awareness after the 2016 campaign are shown in green, while groups with significantly lower awareness are identified in red.

**Table 3: Election awareness by demographic segment, 2013 vs. 2016 elections**

	Post 2013 campaign 88% Overall	Post 2016 campaign 93% Overall
<i>Location (ward)</i>		
Rodney	87%	↑ 98%
Orakei	85%	↑ 98%
Albany	95%	↑ 97%
Waitakere	92%	↑ 96%
Albert-Eden-Roskill	93%	↑ 96%
Waitemata and Gulf	84%	↑ 94%
North Shore	92%	↑ 94%
Franklin	80%	↑ 90%
Maungakiekie – Tamaki	88%	↑ 89%
Howick	87%	↑ 89%
Manukau	84%	↑ 88%
Manurewa-Papakura	86%	87%
Whau	87%	86%
<i>Age</i>		
18-24	79%	↑ 83%
25-34	81%	↑ 86%
35-44	89%	↑ 92%
45-54	92%	↑ 97%
55-64	95%	↑ 100%
65+	97%	↑ 99%
<i>Ethnicity</i>		
Other European	93%	↑ 96%
New Zealand European	91%	↑ 95%
Chinese	80%	↑ 95%
Indian	82%	↑ 92%
Other Pacific People	91%	79%
Maori	83%	87%

↑ Indicates significant increase since 2013

Base: Total sample, post 2013 campaign (n= 1031), post 2016 campaign (n= 1259)

Q1 post 2013 campaign: Before today, were you aware that the 2013 Auckland Council Elections were held between 20<sup>th</sup> September – 12<sup>th</sup> October?

Q1 post 2016 campaign: Before today, did you know that the Auckland Council Elections were held recently?

## 4.2 Unprompted awareness of election advertising

Respondents who were aware of the Auckland Council elections were asked to state whether they had seen or heard any advertising or information about voting in the 2016 elections.

### 4.2.1 Types of election advertising seen or heard

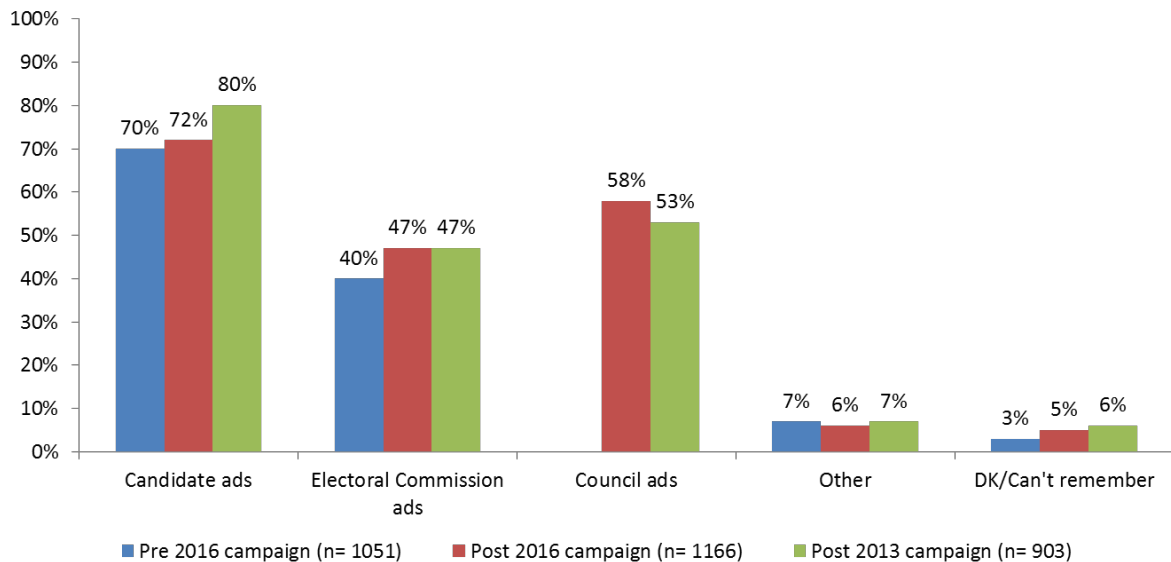
As Figure 2 illustrates, the most often recalled ads were candidate-related ads at 70 per cent awareness. Recall of Electoral Commission ads was much lower at 40 per cent awareness.

Post-election and campaign, council-related ads were recalled by over half of respondents aware of the elections (58%). This is fewer than those who recalled candidate-related ads

(72%), but a higher proportion than those who recalled Electoral Commission ads (47%). Note there is no bar for pre 2016 awareness of council ads, as the advertising wasn't underway at that point.

Compared with 2013, awareness of post campaign council ads increased from 53 per cent to 58 per cent.

**Figure 2: Types of election advertising seen or heard**



*Base: Those aware of Council Elections, pre 2016 campaign (n= 1051), post 2016 campaign (n= 1166) post 2013 campaign (n=903),*

*Q2 pre and post 2016 campaign: Before today have you seen or heard any advertising or information about voting for the 2016 Auckland Council Elections?*

*Q2 post 2013 campaign: Did you see or hear any advertising or information about voting for the 2013 Auckland Council Elections?*

#### 4.2.2 Unprompted election advertising awareness by demographics

Unprompted recall of election advertising differed by demographic sub-group. Those respondents most likely to recall council advertising included:

- Older age groups (55+ years)
- Those who had voted in past elections
- Residents who had lived in Auckland for 10 years or more
- Ratepayers.

This profile is one of a more established older resident.

### 4.2.3 Council advertising content recalled

If respondents had recalled any council-related advertising or information, they were asked what they remembered seeing or hearing. Overall, a wide variety of advertisements were mentioned. By far the most often recalled advertising was from billboards, hoardings and posters. Not all of the responses mentioned were council-related ads or information. A number of other types of advertising were mentioned as well, as shown in Table 4.

**Table 4: Advertising seen or recalled (unprompted)**

Advertising recalled	%
Billboards / hoardings / posters	32
Mail sent to me / in the letterbox	17
Pamphlets / fliers	15
Candidates' names / details	14
Newspaper	14
On TV	12
Vote / remember to vote	10
Radio	8
Signs / sign boards	6
Voting papers / receiving a voting pack	5
On social media	4
Online / website	4
Vote for a particular person	4
Auckland Mayor	3
Have Your Say / Make Your Vote Count	3
Newsletter / council magazine	3
Asking everyone to enrol / register to vote	2
At the library	2
Back of bus / bus shelter / on public transport	2
Councillors	2
On the news	2
People in the streets / people knocking on my door	2
Postal voting	2
Show Your Love campaign	2
Vote for a particular party	2

*Base: Those who had seen or heard advertising by Auckland Council, post 2016 campaign (n= 678)*

*Q2b: You said that you saw Auckland Council advertising / information for the 2016 Auckland Council elections, please note what you remember seeing or hearing.*

#### 4.2.4 Where council advertising was seen

Those who recalled seeing council-related advertising were asked where they had seen or heard this information or advertising. Once again, the responses include mentions of all types of advertising, not just council-related ads, as residents don't always distinguish accurately between various information sources.

As can be seen in the table below, residents were impacted by a wide range of advertising and information material across many different platforms. Billboards, posters and banners were the most often recalled (71%) followed by pamphlets or flyers (63%).

**Table 5: Locations where respondents saw council advertising**

Advertising location	%
Billboards / posters / banners	71
Pamphlets or fliers	63
In the voting pack	53
Newspapers	50
Television	41
Radio	31
Social media eg Facebook, Instagram	21
News media	19
OurAuckland	18
Other letters through the mail	17
From family/friends	15
Auckland Council website	13
Council run facilities such as Libraries, Council Service Centres, Galleries, Leisure centres	12
Bus shelters	11
Signs on buses	11
Work colleagues	8
Showyourlove.co.nz website	6
Celebrities talking about it ...	5
Council's Kombi van 'Love Bus'	2

*Base: Those who had seen or heard advertising by Auckland Council, post 2016 campaign (n= 678)*

*Qu 3B: Thinking of the Auckland Council election advertising overall, where have you seen or heard this information or advertising?*

### 4.3 Prompted awareness of council advertising

The election campaign included the following four types of advertising, as well as a radio ad -

Heart Ad



Ballot box



Love Bus



Digital bus shelter



Respondents were each shown three images which were randomly selected from the following list:

- *Love Where You Live* ad or *Love Auckland* ad (dependent on which local board area they lived in), also referred to as the Heart ad
- Love Bus ad
- Radio ad (this was a 10 second snippet from the end of the radio ad – presented via a play button embedded in the survey)
- Digital bus shelter ad
- Ballot box ad.

For each one, respondents were asked if they recalled seeing or hearing this type of advertisement.

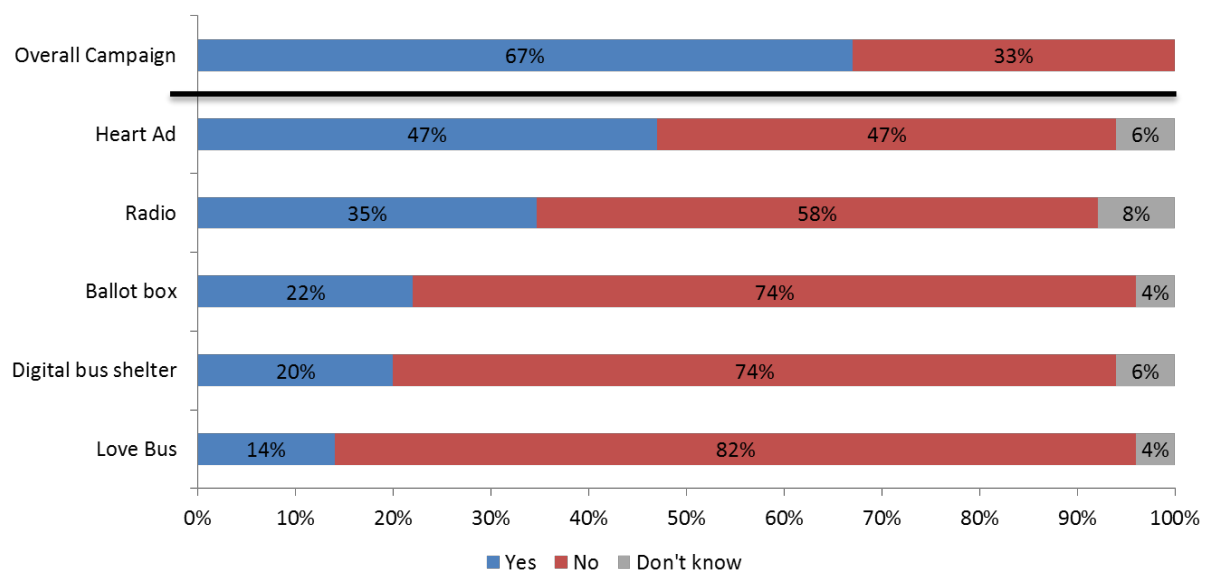
Net prompted campaign awareness of any of these ads was 67 per cent. This represents a 6 per cent increase in awareness from 61 per cent in 2013.

Note that in 2013, the campaign comprised the following ads:

- 2 press images, each one gender specific (ie male and female version)
- 1 billboard ad.

Of the five types of advertising shown to respondents, the Heart ad was most often recalled with almost half remembering this ad (47%). Following that was the radio ad, recalled by just over a third (35%). Please refer to Figure 3 below showing the proportion of respondents who recalled each ad type.

**Figure 3: Type of advertising recalled**



*Base: Total sample, post 2016 campaign (n= 1259)*

*Q3 post 2016 campaign: Do you recall seeing this type of advertisement?*

*Q3 post 2016 campaign: Have you heard this type of ad on the radio?*



### 4.3.1 Prompted awareness of council advertising by demographics

Table 6 below shows the demographic breakdown recall of specific ads. Overall recall was highest amongst:

- Residents of Waitematā and Gulf, and Whau
- Younger age groups (18-24 years), and those in the 35-44 year age bracket
- Indian and Māori residents.

Overall awareness of advertising was higher among those who were aware of the elections, and those who voted in the elections.

**Table 6: Prompted awareness of council advertising by demographics (%)**

	Any prompted Ad	Heart ad	Love Bus	Digital bus shelter ad	Ballot Box	Radio ad
<i>Location (ward)</i>						
Albany (n=127)	67	47	14	17	16	33
Albert-Eden-Roskill (n= 131)	71	50	15	27	22	30
Franklin (n= 58)	66	44	5	19	19	38
Howick (n= 115)	67	40	11	17	14	38
Manukau (n= 130)	63	42	15	20	24	39
Manurewa-Papakura (n= 115)	71	48	15	19	24	45
Maungakiekie – Tamaki (n= 62)	69	45	20	14	21	30
North Shore (n= 122)	65	45	9	15	17	27
Orakei (n=71)	62	44	6	23	19	35
Rodney (n= 49)	56	29	10	18	14	31
Waitākere (n= 140)	61	48	16	15	29	35
Waitematā and Gulf (n= 77)	76	57	23	29	41	35
Whau (n= 64)	76	71	19	28	25	32
<i>Age</i>						
18-24 (n= 176)	74	59	17	24	30	40
25-34 (n= 239)	66	49	14	19	21	39
35-44 (n= 239)	72	48	12	16	22	38
45-54 (n= 239)	61	43	15	17	20	32
55-64 (n= 176)	69	44	11	23	18	39
65+ (n= 189)	61	40	14	20	21	20
<i>Ethnicity</i>						
Indian (n= 71)	78	58	29	36	38	46
Māori (n= 137)	77	49	18	22	25	50
New Zealand European (n= 749)	68	49	12	18	19	35
Other Pacific People (n= 100)	69	45	21	23	28	48
Chinese (n= 89)	57	34	12	25	18	29
Other European (n= 111)	56	44	8	14	15	23

Base: Total sample, post 2016 campaign (n= 1259)

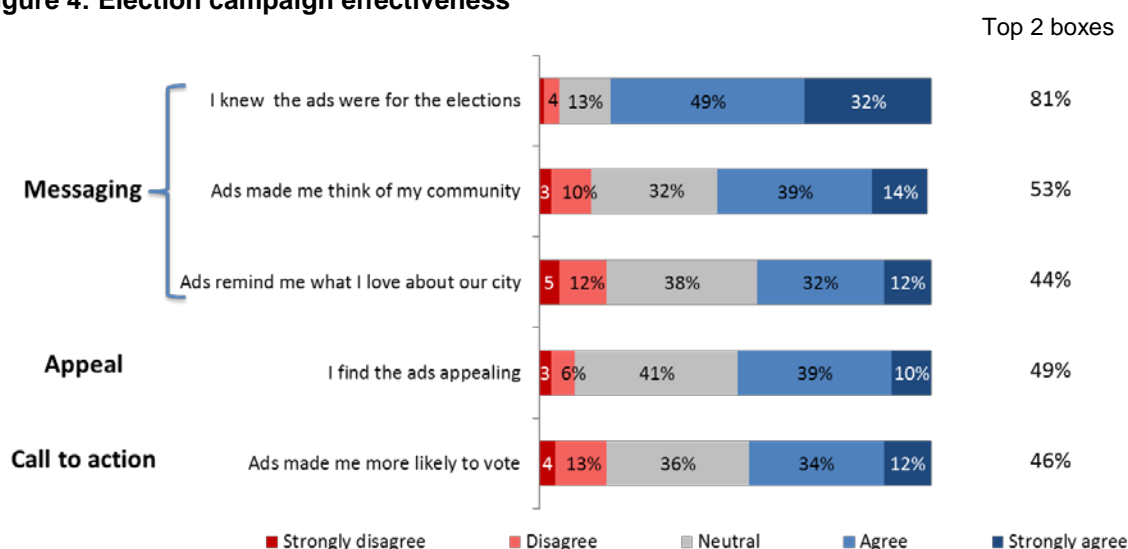
Q3 post 2016 campaign: Do you recall seeing this type of advertisement?

Q3 post 2016 campaign: Have you heard this type of ad on the radio?

## 4.4 Election campaign effectiveness

To understand the campaign's effectiveness, respondents who were aware of at least one of the prompted ads were asked to what extent they agreed with a range of statements about the council campaign. Results are shown in Figure 4 below.

**Figure 4: Election campaign effectiveness**



*Base: Those aware of at least one of the prompted ads, post 2016 campaign (n= 699).*

*Q3C: Thinking of the Auckland Council Elections advertising overall, to what extent do you agree with the following statements?*

As Figure 4 indicates, levels of agreement vary across each statement. Respondents' understanding that the ads were for the elections was very high (81% agreement top 2 box). Agreement with the remaining statements was lower, ranging from 53 per cent to 44 per cent agreement (top 2 box).

In relation to one of the key objectives of the campaign, which was to encourage voter turnout, almost half (46%) agreed that the ads made them more likely to vote.

Measuring campaign effectiveness can be divided into three key areas of messaging, appeal, and call to action. Each of these is discussed in more detail in the following sections.

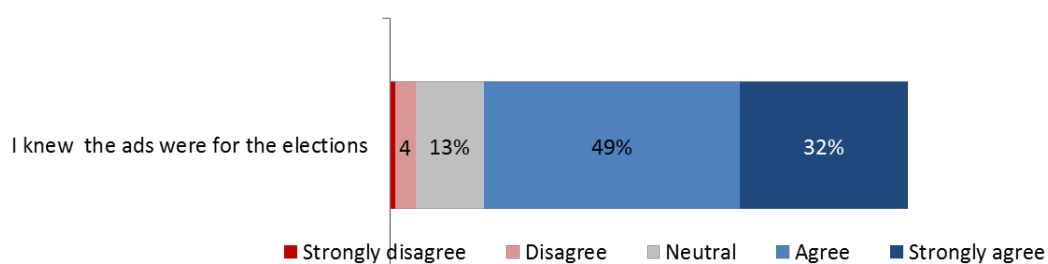
## 4.5 Campaign messaging

Three of the statements were designed to measure the effectiveness of campaign messaging:

- *I knew the ads were for the elections*
- *Ads made me think of my community*
- *Ads remind me what I love about our city.*

As mentioned previously, there was strong recognition amongst respondents that the ads were for the elections. Of the 81 per cent who agreed with this statement, 32 per cent strongly agreed.

**Figure 5: Proportion who agreed that ads were for the elections**



*Base: Those aware of at least one of the prompted ads, post 2016 campaign (n= 699).*

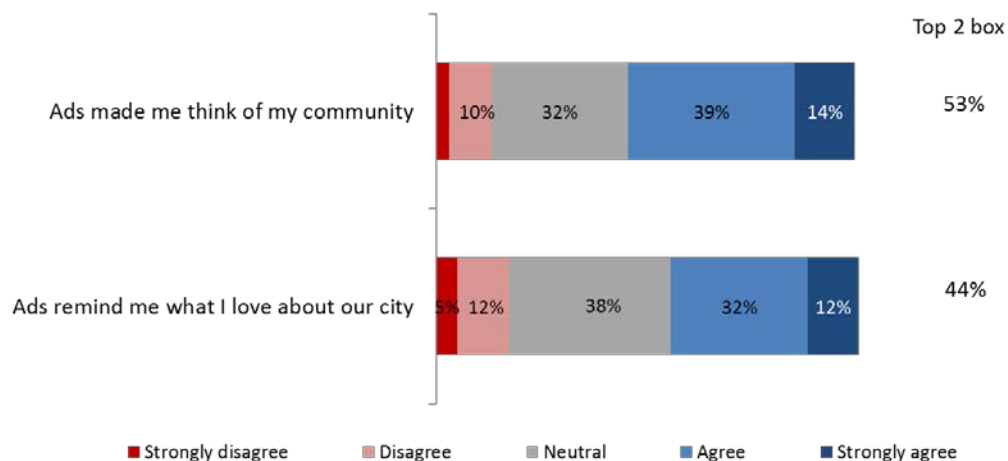
*Q3C: Thinking of the Auckland Council Elections advertising overall, to what extent do you agree with the following statement.*

Those most in agreement with this statement were more likely to be represented in the following sub-groups:

- Whau Local Board (90%)
- Older age groups (55 years and over 90% vs. 75% 18-34 years)
- Lived longer in Auckland 10+ years (84% vs. 70% less than 5 years)
- Single or couple with no children at home (86%).

In terms of the other two statements relating to campaign messaging, around half of respondents agreed that the ads *made them think about their community* (53% top 2 box) or that they *reminded them what they love about Auckland* (44% top 2 box).

**Figure 6: Proportion who agreed with campaign messaging statements**



*Base: Those aware of at least one of the prompted ads, post 2016 campaign (n= 699).*

*Q3C post 2016 campaign: Thinking of the Auckland Council Elections advertising overall, to what extent do you agree with the following statements.*

Those who said the ads made them think of their community were more likely to live in the following ward areas:

- Waitemata and Gulf (64%)
- Maungakiekie-Tāmaki Local Board (65%).

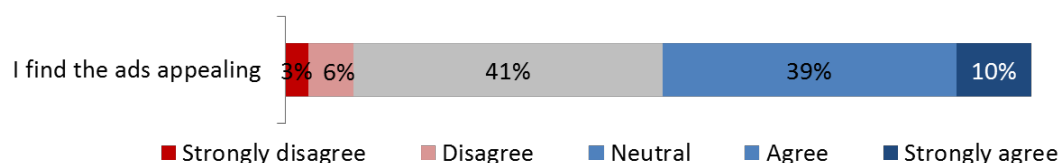
Those who stated that the ads reminded them of what they love about their city were more likely to:

- Live in Manurewa-Papakura ward (56%) or Whau (52%)
- Have lived in Auckland less than 10 years (55% vs. 41% more than 10 years).

### 4.5.1 Campaign appeal

Half (49%) of respondents found the ads appealing, with 10 per cent strongly agreeing.

**Figure 7: Proportion who agreed with advertising appeal**



*Base: Those aware of at least one of the prompted ads, post 2016 campaign (n= 699).*

*Q3C post 2016 campaign: Thinking of the Auckland Council Elections advertising overall, to what extent do you agree with the following statements.*

The resident groups most likely to find the ads appealing are listed below:

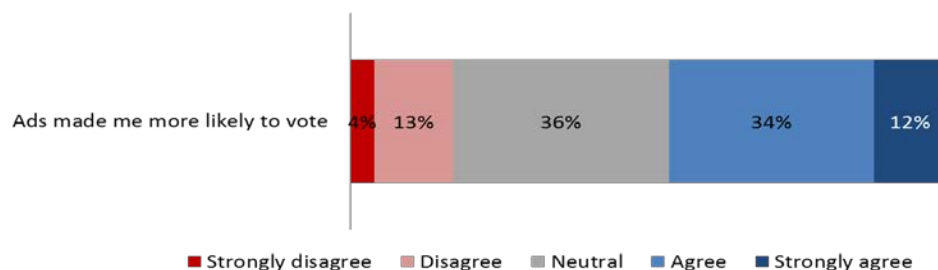
- Females (53% vs. 44% males)
- Those living in the ward areas of Manukau (67%), Albert-Eden-Roskill (60%) and Maungakiekie-Tāmaki (64%)
- Indian ethnicity (74%)
- Younger age groups, particularly 18-24 years (64%), followed by 25-34 years (59%), compared with only 36 per cent agreement amongst 55+ year olds
- Residents who have lived in Auckland less than 10 years (61%) vs. 10+ years (45%)
- Non-ratepayers (57% vs. 44% ratepayers)
- Those who had not voted before (69%).

Given this demographic analysis, it appears that the campaign was successful in reaching a younger demographic audience and those who had not previously voted.

### 4.5.2 Campaign call to action

A key objective of the campaign was to motivate residents to participate in the elections and to increase voter turnout. Just under half (46%) agreed that the ads made them more likely to vote.

**Figure 8: Proportion who agreed that ads increased likelihood to vote**



*Base: Those aware of at least one of the prompted ads, post 2016 campaign (n= 699).*

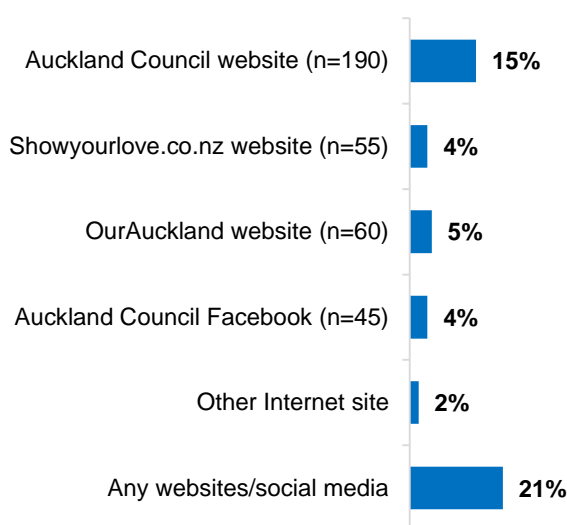
*Q3C post 2016 campaign: Thinking of the Auckland Council Elections advertising overall, to what extent do you agree with the following statements*

### 4.5.3 Website and social media usage

A key feature of the communications campaign was the inclusion of digital and social media channels to appeal to a younger demographic (18-39 years). This is one resident group who typically demonstrate a lower incidence of voting. To assess the effectiveness of these channels within the campaign, all respondents were asked if they had visited any websites for information on the Auckland Council elections.

Figure 9 presents the proportion of respondents who claimed to have visited each site. Overall 21 per cent claimed to have used at least one of the websites or social media sites listed. The most common site used was the Auckland Council website (15%).

**Figure 9: Websites visited**



*Base: Total sample, post 2016 campaign (n= 1259)*

*Qu 5C: Did you visit any of these websites for information on the Auckland Council elections?*

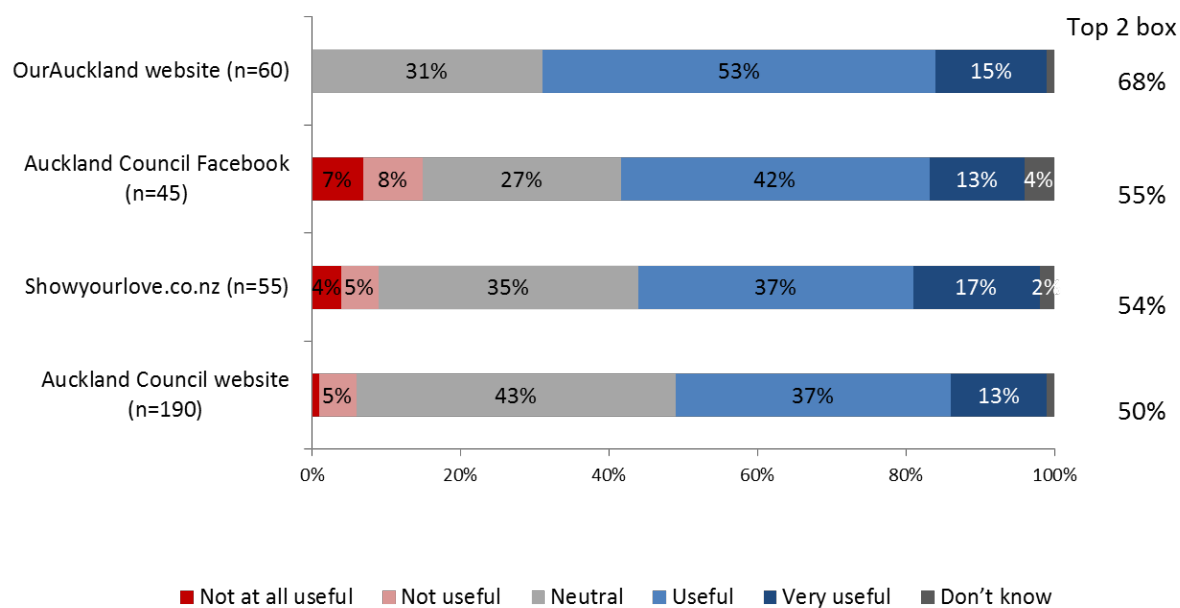
Younger audiences were more likely to use these websites and social media options, making them an effective means of reaching youth with voter information.

#### 4.5.4 Site usefulness

For each site used, respondents were asked to rate each one on a scale from one to five, where 1 meant 'not at all useful' and 5 meant 'very useful'.

The site rated most useful was the OurAuckland website, with 68 per cent rating it either useful or very useful. The other three sites were seen as useful by around half of respondents.

**Figure 10: Usefulness of each site**



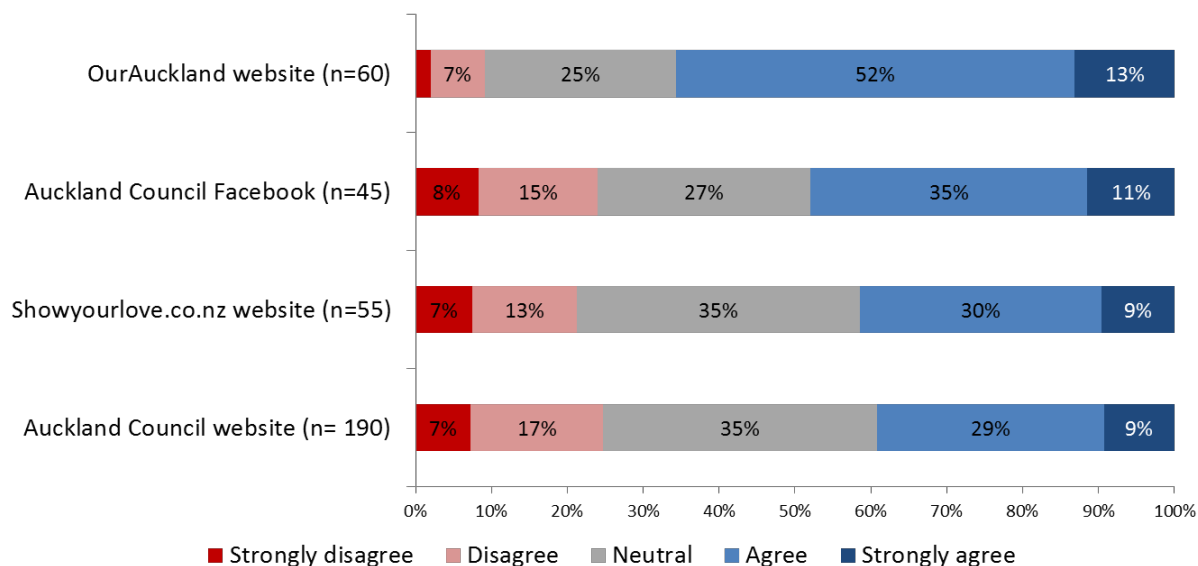
*Base: Those who had visited each site*

*Q5D post 2016 campaign: How useful was [website Q5C]?*

### 4.5.5 Impact of site on likelihood to vote

For each site used, respondents were then asked to rate each one on a scale from one to five, where 1 meant 'strongly disagree' and 5 meant 'strongly agree', in terms of the extent to which they agreed that the site made them more likely to vote in the Auckland Council elections.

**Figure 11: Impact of site on likelihood to vote**



*Base: Those who had visited each site*

*Q5E post 2016 campaign: To what extent do you agree that [website Q5C] made you more likely to vote in the Auckland Council Elections?*

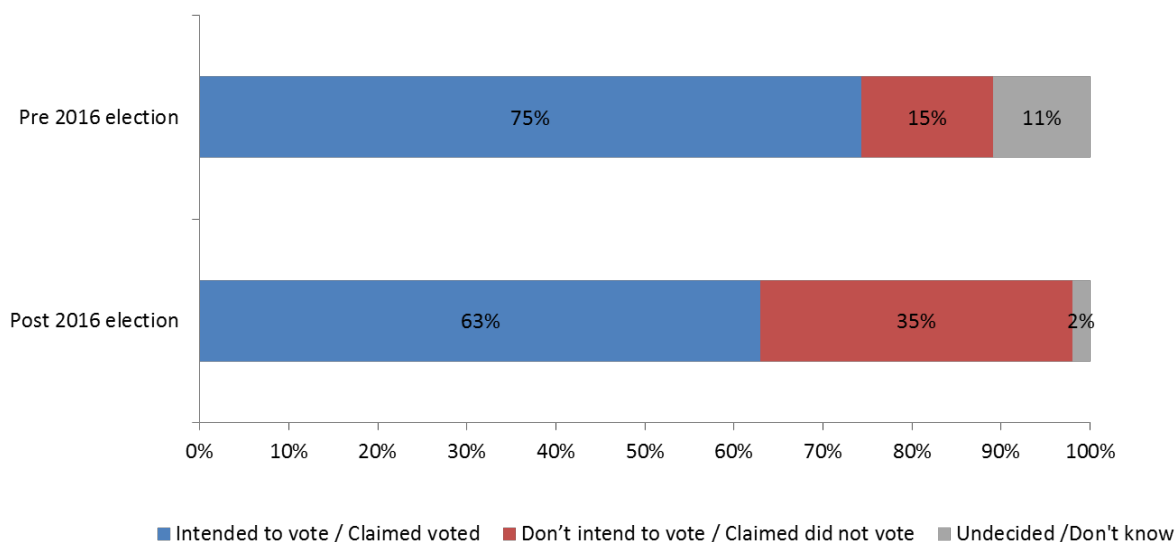
The OurAuckland website once again scored most positively amongst respondents, with 65 per cent agreeing or strongly agreeing that the site made them more likely to vote. The Auckland Council Facebook page followed in terms of impact on voter behaviour with 46 per cent agreement (top 2 box).



## 4.6 Voter intention and turnout

A key objective of the communications campaign was to increase voter intention and turnout. Respondents were asked if they intended to vote in the upcoming Auckland Council elections (pre-election measure), or if they did vote (post-election measure).

**Figure 12: Claimed voter turnout, pre- vs. post-election 2016**



*Base: Total sample, pre 2016 campaign (n= 1260), post 2016 campaign (n= 1259)*

*Q6 pre campaign: Do you intend to vote in the upcoming Auckland Council Elections?*

*Q6 post campaign: Did you vote in the Auckland Council Elections?*

Intention to vote pre-election was high at 75 per cent of adult respondents. Claimed voting post-election reduced to 63 per cent of residents. Actual voter turnout was lower than claimed voter turnout. In 2016, voter turnout was 38.5 per cent compared with 63 per cent claimed voting.

Survey literature has long shown that more respondents claim to have voted than actually cast a ballot. An excellent summary of this literature is contained in a 2013 paper titled *A new question sequence to measure voter turnout in telephone surveys* (Holbrook & Krosnick, 2013). The authors find that higher estimates of turnout from surveys may result from:

1. missing government records for respondents who voted
2. lower survey participation among non-voters than voters
3. increased turnout caused by interviewing respondents before an election and thereby boosting their interest in politics and/or their sense of civic duty
4. errors in methods used to calculate rates of actual turnout, such as using the voting age population as the denominator rather than the voting-eligible population
5. misreporting by respondents motivated to portray themselves favourably
6. accidentally misremembering having voted when one did not.

In the case of the 2016 Auckland Council elections we draw particular attention to cause 5 above – that over-statement of voting behaviour can be attributed to social desirability bias. In other words, respondents claim to have behaved in a manner that they believe shows them in the best possible light and also in a way that they feel they should behave. Social desirability bias is more common during research on sensitive topics or when social norms dictate that they should behave in a certain way. Claimed election voting is commonly impacted as respondents feel strong societal expectations to vote and thus survey results rarely match actual voter turnout.

However all the potential causes of over-stated voting as summarised by Holbrook and Krosnick cannot be applied to opinion based questions. Therefore responses to other questions in the survey cannot be affected in the same way. For instance they are not linked to individuals' need to conform or to be seen to be doing the right thing by societal standards. Consequently there is no reason to question the validity of other results in the survey on the basis of an over-statement of voting behaviour.

Relative to the 2013 Auckland Council elections, both claimed and actual turnout were higher in 2016. Actual voting in 2016 increased by three per cent from the previous 2013 elections. These comparisons are shown in the table below.

**Table 7: Claimed vs. actual voter turnout, 2013 vs. 2016**

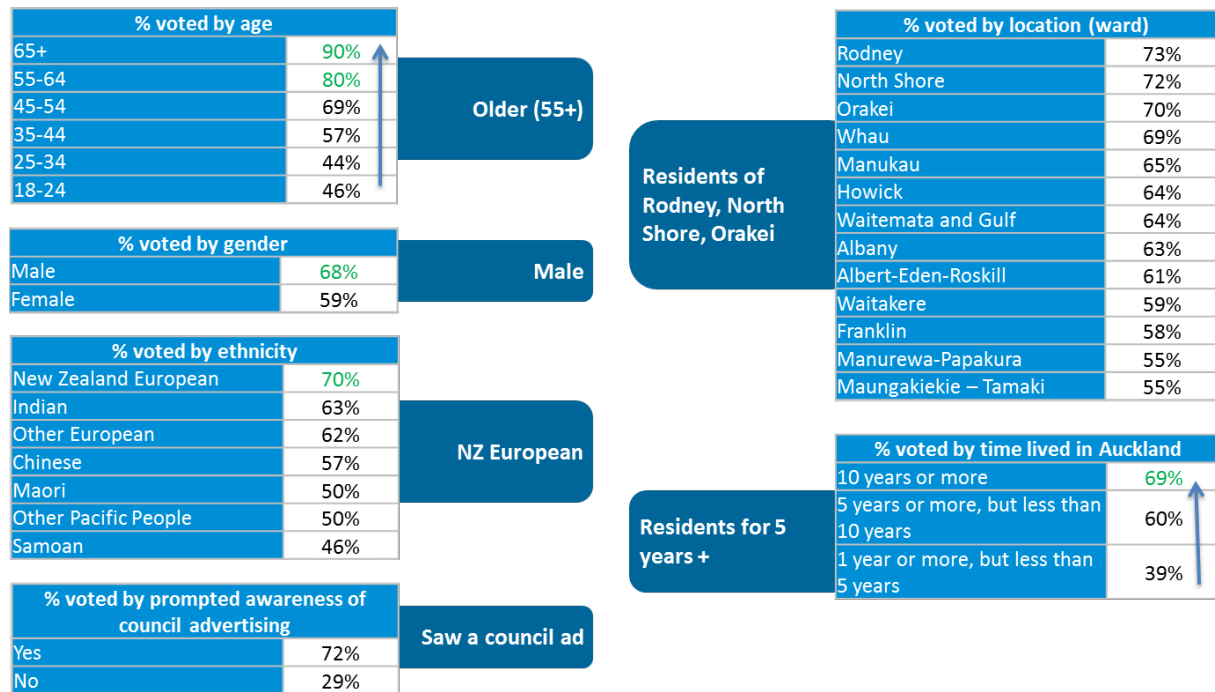
	Claimed vote	Actual vote
Post 2013 elections	57%	35.5%
Post 2016 elections	63%	38.5%

#### **4.6.1 Voter profile**

Those who claimed to have voted in the 2016 elections were more likely to be:

- Older (55+ years)
- Male
- European
- Residents of Rodney, North Shore or Orākei
- Lived in Auckland for five years or more
- Aware of council advertising.

**Figure 13: Voter turnout by demographics**



Base: Total sample, post 2016 campaign (n=1259)

Q6 post campaign: Did you vote in the Auckland Council Elections?

Other key variables associated with reported voter turnout include:

- Ratepayers (75% vs. 51%)
- Agree that ads made them more likely to vote (79% vs. 64%)
- Have a history of voting generally, including in the General Election (72%), New Zealand flag referendum (75%), and council elections (87%), compared to those who voted in none of these (19%).

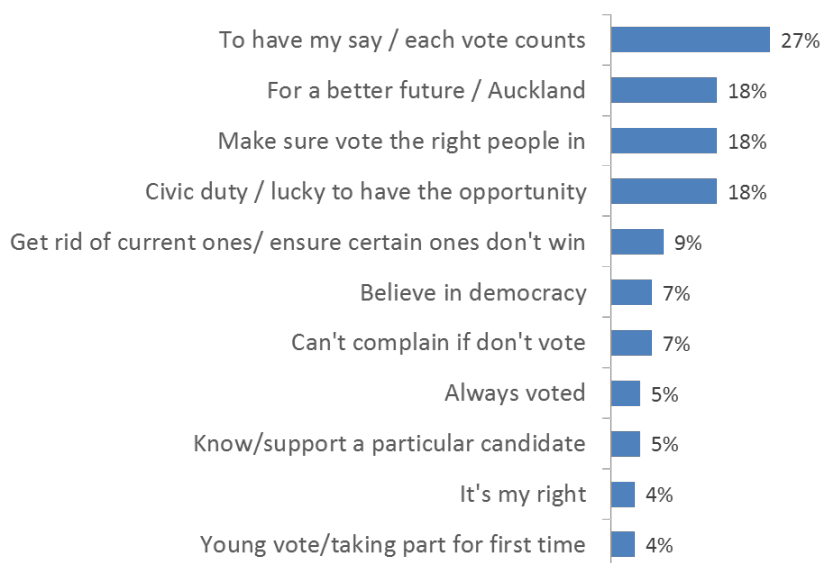
Compared with 2013, there have been noticeable changes in the profile of those who reported to have voted in 2016:

- Younger voters (18-24 years) increased in 2016 by 17 per cent to 46 per cent
- Indian and Chinese voters increased by 17 per cent to 63 per cent and 57 per cent respectively
- In contrast, Māori voters dropped by 7% in 2016
- Newer residents to the city (lived in Auckland for one year or more but less than five years) dropped from 52 per cent in 2013 to 39 per cent in 2016.

#### 4.6.2 Reasons for voting

Respondents who claimed to have voted were asked to state their main reason for voting in the 2016 Auckland Council elections. The most common reason given for voting was *'to have my say / each vote counts'* (27%). Other popular reasons included wanting a better future for Auckland, making sure the right people are voted in, and performing their civic duty / feeling lucky to have the opportunity. Each of these reasons was stated by at least 18% of those who claimed to have voted. See Figure 14.

**Figure 14: Reasons for voting**



*Base: Voted in the 2016 Auckland Council Elections, post 2016 campaign (n= 799)*

*Q6B1 post 2016 campaign: What was your main reason for voting in the 2016 Auckland Council elections?*

Younger respondents aged 18-24 years were more likely to cite '*having their say / each vote counts*' as their main reason for voting (33% vs. 27% overall). Māori voters were more likely to say they voted *to ensure the right people were elected in* (29% vs. 18% overall).

Reasons for voting elicited a number of open-ended comments. Examples of these comments include:

*I always vote in elections as it is a duty to do so and also research the candidates to hope to make sure I select a suitable candidate.*

*I am a ratepayer and Auckland resident; therefore it makes sense to vote. Also it is a civic duty.*

*To try and elect leaders who I think will best serve the people of Auckland.*

#### **4.6.3 Voting method**

Of the 63 per cent who claimed to have voted in the 2016 elections, the majority (92%) did so by posting in their voting form. The remaining 8 per cent voted by placing their voting form in a ballot box (e.g. library, service centre, Love Heart sculpture or Love bus).

#### **4.6.4 Ballot box voters**

While ballot box voting was used by only a small proportion of respondents who voted (8%), having this option available encourages voting from traditionally harder to reach audiences.

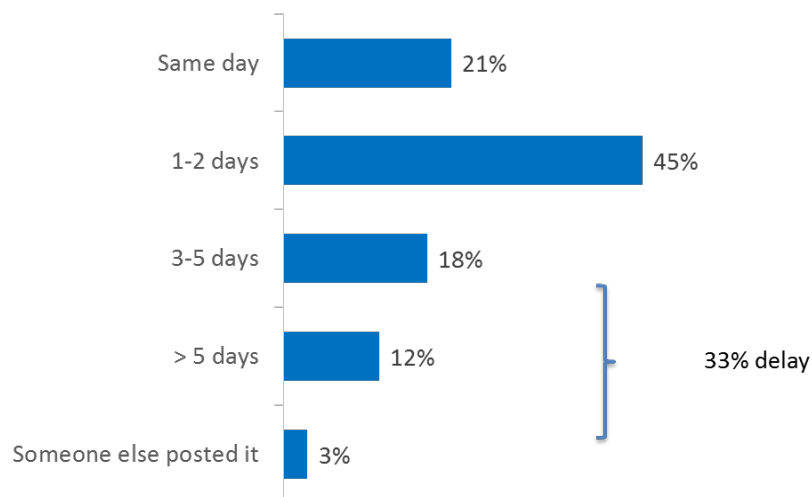
Those who claimed to use a ballot box included the following voter groups:

- Younger age groups, 18-24 years (23%)
- Non-ratepayers (13%)
- Other Pacific peoples (21%)
- Those who would prefer online voting (10% vs. 3% prefer postal voting)
- Whau ward residents (15%)
- Those who had never voted before (28%).

## Postal voting behaviour

For those who returned their forms by post, the majority sent their forms either on the same day as they filled them in (21%) or within 1-2 days of filling them in (45%). This is shown in Figure 15 below.

**Figure 15: Number of days taken to post in voting forms**



*Base: Respondents who posted their voting forms (n=733)*

*Q6b3 post 2016 campaign: After you filled in your voting form, approximately how many days did it take you to post your vote?*

One third of respondents who posted their voting form did not do so immediately after completing their forms. This time lag can potentially be a cause for non-voting as residents can miss the deadline or forget to post the form.

Consideration should be given to future voting strategies or methods which will help to reduce this delay from form completion to submission. Further information on this is available in the next sections of this report.

### 4.6.5 Non-voters

To understand why respondents did not vote, non-voters were asked for the main reasons why they did not vote, results are listed in Table 8 below. The majority of responses can be divided into three main categories: effort, timing and apathy.

The first category relating to effort includes responses such as not knowing enough about the candidates (25%) or the policies (22%), not knowing who to vote for (16%), and needing too much effort required to select a candidate (10%).

The second category of reasons relates to timing. Respondents mentioned not knowing when voting finished or that they had missed the deadline (18%). Some stated they had completely forgotten to vote (18%).

The third major category is general apathy. Responses such as '*I'm not interested in politics or politicians*' (14%), '*I don't think my vote will make a difference*' (11%) and '*I can't be bothered voting*' (11%) all fall into this category.

**Table 8: Reasons for not voting**

Effort	
I don't know anything about the candidates	25
I don't know enough about the policies	22
I can't work out who to vote for	16
Too much effort to select the candidate	10
Timing	
I did not know when voting finished, missed deadline	18
I forgot to vote	18
Apathy	
I'm not interested in politics or politicians	14
I don't think my vote will make a difference	11
I can't be bothered voting	11
Other reasons	
I do not like any of the candidates	9
I had other commitments during that time	10
I had work commitments during that time	9
I don't know where or how to vote	7
I was away from home over the voting period	7
Due to health reasons	5
Other reasons	12
Don't know	5

*Base: Post elections 2016, respondents who didn't vote (n=457)*

*Q7C What are your main reasons for not voting in the 2016 Auckland Council Elections?*

To gain greater insight into reasons behind non-voting, respondents who claimed not to have voted were asked to explain further why they did not vote.

Many comments were related to effort:

*The process is outdated and is not up with current trends*

*Too complicated*

*Hadn't looked into it*

*I don't know anything about the candidates. Also I don't understand the whole politics thing*

*I don't know much about candidates.*

Also about timing, for example:

*I did not choose not to vote I just missed the deadline. It is always interesting and important for me to vote as a resident's duty. Since I am a resident in NZ it is the first one I have missed just because I missed the deadline which I am upset about. My mistake was to not go immediately to the post office and to the mailbox to put my voting papers in.*

In summary, strategies which address these three key areas of effort, timing and apathy will help to improve voter turnout in future council elections.

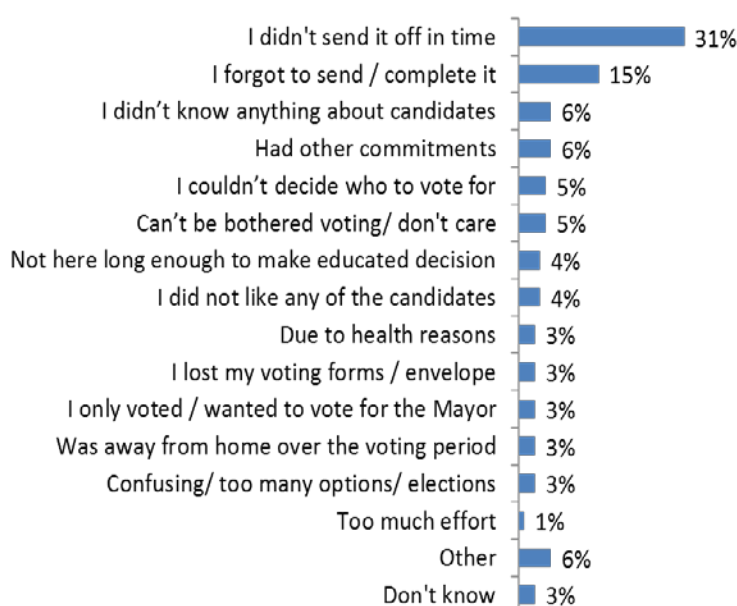


#### 4.6.6 Intention to vote

The 457 respondents who claimed not to have voted were asked if they had intended to vote in the elections. Over half (56%) said they had intended to vote, 35 per cent said no and 9 per cent did not know. .

Of these respondents who said they intended to vote but did not, some went as far as filling in their voting papers but not returning them. Reasons for not returning their ballot, despite having filled them in, are shown below in Figure 16.

**Figure 16: Main reason for not voting after having filled in voting papers**



*Base: Filled in voting papers but did not vote, post 2016 campaign (n= 103)*

*Q6C3 post 2016 campaign: You have told us that you filled in your voting papers but did not vote, why was that?*

The most common reason behind this scenario was not sending the papers in on time (31%), or forgetting to complete them or send them in (15%). This suggests that changes to the voting system to enable residents to more easily return their voting papers, and do so within the deadline, should have a positive impact on voter turnout.

Examples of comments made by respondents include:

*I forgot to post it on the Wednesday I had to post it by.*

*Lost my voting paper at home. Put it down mid completing it and then must have misplaced it.*

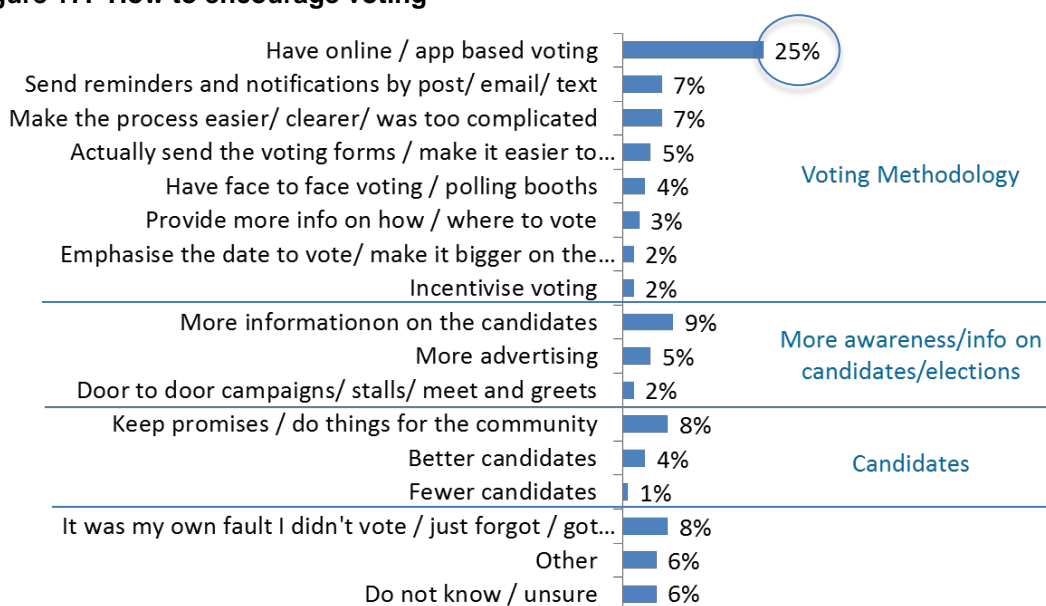
## 4.7 How to encourage voting

Those who intended to vote but did not were asked what Auckland Council could do to encourage them to vote. By far the most common response was to have an online or app-based voting system. This was mentioned by a quarter of respondents (25%).

There were a number of other suggestions to do with the voting system, all relating to making the voting process easier to complete. These can be seen in Figure 17 below in the section labelled 'Voting Methodology'.

Non-voters also suggested improving awareness and information regarding candidates as well as making sure that candidates do a good job.

**Figure 17: How to encourage voting**



*Base: Intended to vote but did not, post 2016 campaign (n= 244)*

*Q6D post 2016 campaign: What could Auckland Council do to encourage you to vote?*

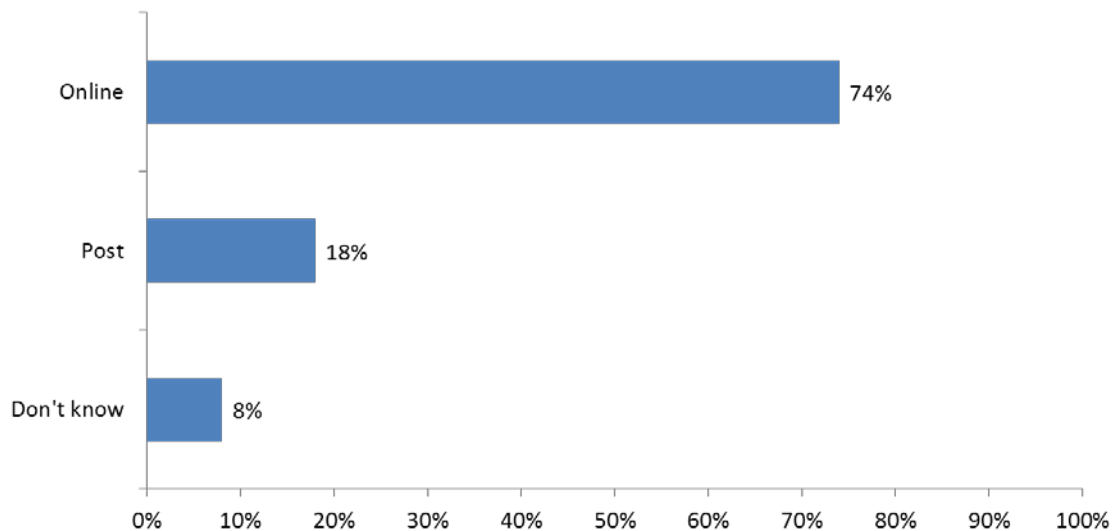
## 4.8 Future voting – residents’ call for online voting

Auckland Council’s stated goals with regard to the elections included:

- Increasing voter turnout
- Providing an excellent experience for voters (and candidates)
- Delivering innovation and transparency
- Ensuring a seamless democratic experience.

With this in mind all respondents, whether they had voted or not, were asked to choose their preferred method of voting in the future, from either postal or online. The vast majority (74%) chose online voting as their preferred method.

**Figure 18: Preference for online voting**

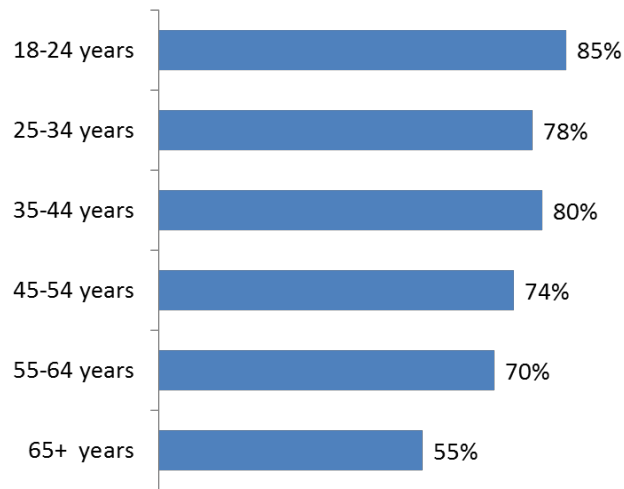


*Base: Total respondents, post 2016 campaign (n=1259)*

*Q7E post 2016 campaign: If you had the choice of online or postal voting in the future, which would you prefer?*

Perhaps not surprisingly, preference for online voting was significantly stronger amongst younger voters (18-24 years - 85%).

**Figure 19: Preference for online voting by age**



*Base: Total respondents, Post 2016 campaign (n=1259)*

*Q7E post 2016 campaign: If you had the choice of online or postal voting in the future, which would you prefer?*

In addition to younger people, other sub-groups with a higher preference for online voting included:

- Non-voters (82% vs. voters 70%)
- Non-ratepayers (81% vs. 71% ratepayers).

## 5.0 Conclusion

Over the last 20 years, there has been a worldwide decline in voter participation. Excluding the 2010 elections (in which there was a major lift up to 51% voter turnout due to the high media profile surrounding the establishment of the Auckland Supercity), the Auckland Council local elections have shown similar declines over time.

The 2016 Auckland Council local elections communications campaign aimed to contribute to increasing voter participation to 40 per cent from 35.5 per cent in 2013, as well as creating greater awareness of the elections and engagement with the council. A particular challenge was to motivate sub-groups who typically exhibit a lower likelihood to vote to participate in the 2016 elections. These groups include young adults, ethnic communities and new migrants. Due to the size of Auckland and its fast changing demographic profile, it was important the campaign reached all these communities.

A two phase research project was conducted to measure how effective the communications campaign was in meeting its stated objectives. This report details the findings of that research project.

Firstly, election awareness among respondents was very strong and increased from 88 per cent in 2013 to 93 per cent in 2016. Pre- vs. post-election awareness increased most noticeably among younger age groups, Chinese, Māori and Pacific residents.

Communications campaign awareness was also high with 67 per cent of those aware of the elections recalling some form of council advertising once prompted. This represents a 6 per cent increase in campaign awareness from 61 per cent in 2013. The campaign performed well against key measures:

- The ads were widely attributed to the elections (81%)
- Approximately half of those aware of the ads found them appealing (49%)
- 46 per cent agreed that they were more likely to vote as a result of seeing the ads.

Overall recall was highest amongst younger age groups and also Indian and Māori residents, suggesting the campaign successfully reached these key communities.

The inclusion of social media and websites was a key feature of the communications campaign and these were utilised by one in five residents, and particularly younger audiences. The use of these channels along with more traditional forms of advertising helped reach the key group of younger adults who have been difficult to motivate to vote in the past.

Overall the campaign was effective in reversing voter decline with a three percentage point increase in overall voter turnout in the 2016 elections. Those who claimed to vote in this research were typically more traditional voters (ie. have a voting history, male, older, established Aucklanders and European). Importantly, claimed voters were more likely to be aware of council advertising and to agree that the council ads were more likely to make them vote.

Compared with 2013, younger age groups (18-24 years), Indian and Chinese residents were significantly more likely to claim to have voted in 2016. This is a strong and positive outcome

for the campaign which aimed to mobilise young adults and ethnically-diverse communities. However claimed Māori voters declined as did newer residents in Auckland.

Looking ahead to future elections, continuing to focus on harder to reach audiences with focused messaging should help to improve voting levels.

To encourage future voting across all sectors of the population, results suggest different strategies for three key segments:

1. Voters – messaging should focus on what currently drives their voting behaviour (ie. civic duty, having their say, for a better future, making sure the right people are voted in).
2. Intenders (those who intended to vote, but did not because they forgot or ran out of time) – encourage voting by offering an online or app-based option as well as reminders.
3. Non-voters – need to address three key areas of concern:

Barrier	Reason	Potential Solution
Information / effort	Don't know enough about candidates	Increase awareness of website and information available
Timing	Busy, forgot, unaware of the deadline	Introduce online voting, reminders and possibly more ballot boxes
Apathy	Not interested in politics	No simple solution

The research has shown that changes to the current voting system could help to improve voter turnout. Strategies that enable residents to more easily return their voting papers within the deadline should increase the likelihood that votes are submitted.

Offering an app-based or online voting system is one such strategy. It is clearly the most preferred method by which most respondents would like to vote, with three quarters preferring this to postal voting. Note that the decision to introduce online voting requires legislative change at the national level. Younger voters are significantly more likely to prefer this method of voting as are current non-voters. Offering online voting could be a key method to encourage these important groups to engage and participate more in future elections.

In addition to attracting non-voting groups, online voting has the potential to achieve council's overall stated goals with regard to the elections:

- Increasing voter turnout
- Providing an excellent experience for voters (and candidates)
- Delivering innovation and transparency
- Ensuring a seamless democratic experience.

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## Appendix: Questionnaire

### FINAL QUOTAS

Quota Description	Question Number	Pre-code and Name	Percentage	Quota
<b>Ward</b>	<b>dWard</b>	Rodney	4%	100
		Albany	10%	100
		Manurewa-Papakura	9%	100
		Manukau	11%	100
		Waitakere	11%	100
		Franklin	4%	100
		Waitemata and Gulf	5%	100
		Whau	11%	100
		Albert-Eden-Roskill	5%	100
		North Shore	10%	100
		Howick	9%	100
		Orakei	6%	100
		Maungakiekie - Tamaki	5%	100
<b>Age</b>	<b>QD</b>	<b>18-24</b>	14%	182
		<b>25-34</b>	20%	260
		<b>35-44</b>	22%	286
		<b>45-54</b>	18%	234
		<b>55-64</b>	12.5%	163
		<b>65+</b>	13.5%	175
<b>Ethnicity</b>	<b>D1</b>	New Zealand European	50.7%	507
		Other European	7.4%	74
		Māori	9.8%	98
		Samoan	6.3%	63
		Cook Islands Māori	2.5%	25
		Tongan	2.9%	29
		Niuean	1.3%	13
		Tokelauan	0.1%	1
		Fijian	0.4%	4
		Other Pacific People	0.4%	4
		Southeast Asian	1.9%	19
		Chinese	6.6%	66
		Indian	5.2%	52
		Other Asian	3.1%	31
		Middle Eastern	0.7%	7
		Latin American	0.2%	2
		African	0.3%	3
		Some other ethnic group	0.3%	3

NOTE - The following abbreviations have been used on question instructions.

SC: *Please select one only*

MC: *Please select as many as apply*

SC GRID X ROW: *Please select one answer per row*

MC GRID X ROW: *You can select multiple answers per row but please ensure that each row has at least one answer*

OE – CHA: *Please type your answer into the box below*

OE – NUM: *Please type a number into the box(es) below*

SLIDER: *Please click and drag the marker to the appropriate point on the scale. The 'Next' button will not appear until all statements have an answer*

**SR: ask all**

**TERMINATE: If codes 2 to 6**

**QA.** Which part of New Zealand do you currently live in?

1	Auckland	CONTINUE
2	Wellington	THANK & CLOSE
3	Other part of North Island	
4	Christchurch	
5	Other part of South Island	
6	Outside of New Zealand	

**SR: ask all**

**Drop down box**

**TERMINATE: IF CODE 400 – Prefer not to say**

**PROGRAMMER:** Please see the suburb list saved here: Y:\Clients\Auckland Council\2013-14\649916946 -AC Elections OmniTaxi - DCS-Tracker\2 PM\1. Pre Election\Archived\Suburbs - Area Matrix 2013 (procodes).xls

**QUOTA SUBURB**

**QB.** Which suburb of Auckland do you currently live in?

SHOW FULL SUBURB LIST (IN ALPHABETICAL ORDER FOR CODES 1 TO 397 WITH CODE 400 SHOWING AT THE BOTTOM).

**HIDDEN VARIABLES: dLocalboard**

**SR: Capture for all from QB RECODE QB TO THESE GROUPS AS PER 'FINAL COMBINED LIST' COL B**

1. Rodney
2. Upper Harbour
3. Manurewa
4. Mangere-Otahuhu
5. Waitakere Ranges
6. Franklin
7. Waitemata
8. Hibiscus and Bays
9. Whau
10. Albert-Eden
11. Devonport-Takapuna
12. Kaipatiki

13. Waiheke
14. Howick
15. Great Barrier
16. Otara-Papatoetoe
17. Papakura
18. Orakei
19. Maungakiekie-Tamaki
20. Henderson-Massey
21. Puketapapa

**HIDDEN VARIABLES: dWard**

**SR: Capture for all from QB RECODE QB TO THESE GROUPS AS PER 'FINAL COMBINED LIST' COL C**

1. Rodney
2. Albany
3. Manurewa-Papakura
4. Manukau
5. Waitakere
6. Franklin
7. Waitematā and Gulf
8. Whau
9. Albert-Eden-Roskill
10. North Shore
11. Howick
12. Orākei
13. Maungakiekie – Tamaki

**SR: ASK ALL, TERMINATE IF QE = CODE 2 OR 3**

**QE.** Are you a New Zealand citizen or permanent resident?

1. Yes
2. No
3. Don't Know

**SR: ASK ALL**

**RML: M/F**

**QUOTA GENDER**

**QC.** What gender do you identify as....

1	Male
2	Female
3	Gender Diverse: Please specify_____
4	I prefer not to say

**SR: ASK ALL**

**TERMINATE: If Codes 1 OR 8**

**QUOTA AGE**

**QD.** How old are you?

Under 18 years	1
18 – 24 years	2

25 – 34 years	3
35 – 44 years	4
45 – 54 years	5
55 – 64 years	6
65 years and above	7
I'd rather not say	8

**MR: ASK ALL**

**Terminate: If Code 99**

**OE SPECIFY: CODE 18**

D1. Which ethnic group or groups do you belong to or mostly identify with?	New Zealand European	1
	Other European	2
	Māori	3
	Samoan	4
	Cook Islands Māori	5
	Tongan	6
	Niuean	7
	Tokelauan	8
	Fijian	9
	Other Pacific People	10
	Southeast Asian	11
	Chinese	12
	Indian	13
	Other Asian	14
	Middle Eastern	15
	Latin American	16
	African	17
	Some other ethnic group (please type in)	18
	I prefer not to say	99

#### QUALIFICATION FOR SECTION – dSECTION

SECTION	CODE	QUALIFICATION
Pre Election	1	Pass in entry link “ds=1”
Post Election	2	Pass in entry link “ds=2”

**SR: ASK ALL**

**RML: Yes/ No**

1. **IF ds=1 SHOW QUESTION TEXT:** Before today, did you know that the Auckland Council Elections will be held soon?  
**IF ds=2 SHOW QUESTION TEXT:** Before today, did you know that the Auckland Council Elections were held recently?
  1. Yes
  2. No
  3. Don't know/can't remember

**MR: ASK IF Q1 = CODE 1**

**EXCL: CODES 5 OR 6**

**RANDOMISE: CODES 1 to 3**

**KEEP POSITION: CODES 4 to 6**

**OE SPECIFY: CODE 4**

2. Before today have you seen or heard any advertising or information about voting for the 2016 Auckland Council Elections?
  1. Yes – Advertising by Candidates standing for Auckland Council Elections
  2. Yes – Advertising by the Electoral Commission in the lead up to Local Government Elections encouraging you to enrol
  3. Yes – Auckland Council advertising/information for the 2016 Auckland Council Elections encouraging you to vote
  4. Yes – Other (please specify) \_\_\_\_\_
  5. No
  6. Don't know / Can't remember

**PRE ELECTION QUESTIONNAIRE SKIP REST OF ADVERTISING SECTION TO Q6 INTENTION TO VOTE**

**ASK IF ds=2 AND IF Q2 = CODE 3, OE CHA**

Q2b You said that you saw Auckland Council advertising / information for the 2016 Auckland Council elections, please note what you remember seeing or hearing. (open ended)

**ASK IF Q2 = CODE 3, MR EXCL: CODE 21**

**OE SPECIFY: CODE 20**

- 3B. Thinking of the Auckland Council election advertising overall, where have you seen or heard this information or advertising?
1. Television
  2. Newspapers
  3. Pamphlets or flyers
  4. Radio
  5. Billboards / Posters / Banners
  6. Auckland Council website
  7. Showyourlove.co.nz website
  8. Social media e.g. Facebook, Instagram
  9. Other Internet site
  10. OurAuckland
  22. In the voting pack
  11. Other letters through the mail
  12. From family/friends
  13. Work Colleagues
  14. Bus shelters
  15. Signs on buses
  16. News media
  17. Council's Kombi van "Love Bus"
  18. Council run facilities such as Libraries, Council Service Centres, Galleries, Leisure centres
  19. Celebrities talking about it....
  20. Somewhere else (please specify) \_\_\_\_\_
  21. Don't know / Can't remember

ASK IF ds=2. SR,

PROGRAMMER: PLEASE SHOW THREE IMAGES AFTER QTEXT SAVED IN MEDIA FOLDER

IF dlocalBoard = CODE 1, 6, 13 AND 15 SHOW IMAGE Y:\Clients\Auckland Council\2016\64263228- AC Election OmniTaxi 2016 - DCS\3 SP\Media\Post-Survey media\snip love where you live vertical.PNG

IF dlocalBoard = CODE 2-5, 7-12, 14, 16-21 SHOW IMAGE Y:\Clients\Auckland Council\2016\64263228- AC Election OmniTaxi 2016 - DCS\3 SP\Media\Post-Survey media\snip love auckland vertical.PNG

SHOW ONE CODE ON EACH PAGE, SHOW RADIO AD, CODE 3 LAST FOR Q3

### Prompted Recognition

Q3.

**FOR CODE 1, 2, 7, 8 SHOW THE FOLLOWING TEXT**

Do you recall seeing this type of advertisement?

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

**FOR CODE 3 SHOW THE FOLLOWING TEXT**

Have you heard this type of ad on the radio?

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

1. Heart ad



Love where you live

or



Love Auckland

2. Love Bus



3. Radio Ad

INSERT RADIO AD AND SHOW PLAY BUTTON BUT DO NOT FORCE RESPONDENT TO PLAY IT

7. Digital bus shelter ad

8. Ballot Box

**SHOW Q3A-Q5B IN LOOP FOR ONE CODE AT Q3 BEFORE MOVING TO THE NEXT ONE  
RANDOMISE ORDER OF Q3 CODES SHOWN**

**ASK IF ds=2 AND CODE 1 SELECTED FOR ANY OF THE Ads AT Q3, EXCEPT FOR RADIO AD  
GRID BY ROW**

3C. Thinking of the Auckland Council Elections advertising overall, to what extent do you agree with the following statements.

	1	2	3	4	5	9
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
1. I find the ads appealing						
2. I knew that the ads were for the elections						
3. The ads made me think of my community						
4. The ads reminded me of what I love about our city						
5. The ads made me more likely to vote						

**WEBSITE**

**ASK IF ds=2 AND CODE 1, 2, 6, 7 OR 8 SELECTED AT Q3, MR, EXC CODE 6**

Q5C Did you visit any of these websites for information on the Auckland Council elections? *Please select as many as apply*

1. Auckland Council website
2. Showyourlove.co.nz website
3. OurAuckland website
4. Auckland Council Facebook
5. Other Internet site: please specify \_\_\_\_\_
6. Have not visited any websites
9. Don't know

**ASK IF Q5c = CODE 1 – 5, SR**

**ASK FOR EACH CODE SELECTED AT Q5c**

Q5D How useful was [INSERT WEBSITE NAME FROM Q5C]?

1 Not at all useful 2 3 4 5 Very useful

99 Don't Know

**ASK IF Q5c = CODE 1 – 5, SR**

**ASK FOR EACH CODE SELECTED AT Q5c**

Q5E To what extent do you agree that [INSERT WEBSITE NAME FROM Q5C] made you more likely to vote in the Auckland Council Elections?

1 Strongly disagree 2 3 4 5 Strongly agree

99 Don't Know

## **Voting**

**ASK ALL, SR**

**RML: Yes/ No**

Q6A **IF ds=1 SHOW QUESTION TEXT:** Do you intend to vote in the upcoming Auckland Council Elections?

**IF ds=2 SHOW QUESTION TEXT:** Did you vote in the Auckland Council Elections?

1 Yes PRE ELECTION **GO TO DEMOS**

2 No PRE ELECTION **GO TO Q7**

3 Don't Know PRE ELECTION **GO TO DEMOS**



**POST ELECTION SURVEY ONLY**

**ASK IF ds=2 AND IF Q6A = CODE 1, OE CHA**

**Q6B1** What was your main reason for voting in the 2016 Auckland Council elections?

---

**ASK IF ds=2 AND IF Q6A = CODE 1, SR**

**Q6B2:** How did you vote?

- 1 Posted my voting forms
- 2 Put my voting forms in a ballot box e.g. library, Britomart, Love Heart sculpture, Love bus
- 3 Other please specify \_\_\_\_\_
- 4 Do not know

**ASK IF Q6B2 = CODE 1, SR**

**Q6b3:** After you filled in your voting form, approximately how many days did it take you to post your vote?

- 1 Posted on the same day
- 6 1-2 days
- 7 3-5 days
- 8 6-10 days
- 3 More than 10 days
- 4 Someone else posted it for me
- 5 Don't know

**ASK IF ds=2 AND IF Q6A = CODE 2, SR**

**Q6C1** Did you intend to vote in the election?

- 1 Yes
- 2 No
- 3 Do not know

**ASK IF ds=2 AND IF Q6A = CODE 2, SR**

**Q6c2** Did you fill in your voting papers?

- 1 Yes filled in all of the voting paper
- 3 Filled in some of the voting paper
- 2 No

**ASK IF Q6C2 = CODE 1 OR 3, OE CHA**

**Q6C3** You have told us that you filled in your voting papers but did not vote, why was that?

---

---

**ASK IF Q6A = CODE 2 AND IF Q6C1 = CODE 1, OE CHA**

**Q6D** What could Auckland Council do to encourage you to vote?

---

---

---

**ASK IF ds=1 AND Q6A = CODE 2, SR**

**RANDOMISE: CODES 1 to 12**

**KEEP POSITION: CODES 13 and 14**

**OE SPECIFY: CODE 13**

Q7A And what is your main reason for not voting in the 2016 Auckland Council Elections?

1. I have other commitments during that time
2. I have work commitments during that time
3. I can't be bothered voting
4. I can't work out who to vote for
5. I will be away from home over the voting period
6. I don't think my vote will make a difference
7. I'm not interested in politics or politicians
8. Due to health reasons
9. I don't know anything about the candidates
10. I don't know enough about the policies
11. I do not like any of the candidates
12. I don't know where or how to vote
13. Something else (Please specify) \_\_\_\_\_
14. Don't know

**ASK IF Q7A = CODES 6, 7, 9, 10, OR 11, OE CHA**

Q7B Why did you select "[INSERT CODE FROM Q7A]"?

---

**ASK IF ds=2 AND Q6A = CODE 2, MR**

**RANDOMISE CODES**

Q7C What are your main reasons for not voting in the 2016 Auckland Council Elections? *Please select as many as apply.*

1. I had other commitments during that time
2. I had work commitments during that time
3. I can't be bothered voting
4. I couldn't work out who to vote for
5. I was away from home over the voting period
6. I didn't think my vote would make a difference
7. I'm not interested in politics or politicians
8. Due to health reasons
9. I didn't know anything about the candidates
10. I didn't know enough about the policies
11. I did not like any of the candidates
12. I didn't know where or how to vote
13. I forgot to vote
14. I did not know when voting finished, missed the deadline
17. Too much effort to select the candidate
15. Something else (Please specify) \_\_\_\_\_
16. Don't know

**ASK IF ds=2 AND Q6A = CODE 2, SR**

**RANDOMISE CODES, ONLY SHOW CODES SELECTED AT Q7CNEW, AUTOPUNCH IF ONLY ONE CODE SELECTED AT Q7CNEW**

Q7C And what was your main reason for not voting in the 2016 Auckland Council Elections?

*Please select one answer only.*

1. I had other commitments during that time
2. I had work commitments during that time
3. I can't be bothered voting
4. I couldn't work out who to vote for
5. I was away from home over the voting period
6. I didn't think my vote would make a difference
7. I'm not interested in politics or politicians
8. Due to health reasons
9. I didn't know anything about the candidates
10. I didn't know enough about the policies
11. I did not like any of the candidates
12. I didn't know where or how to vote
13. I forgot to vote
14. I did not know when voting finished, missed the deadline
17. Too much effort to select the candidate
15. Something else (Please specify) \_\_\_\_\_
16. Don't know

**ASK IF ds=2 AND Q6A = CODE 2, OE CHA**

Q7D We are really keen to understand why people choose not to vote. Please give us as much detail as you can on the reasons why you chose not to vote in the Auckland Council election this year.

---

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**ASK IF ds=2, SR**

Q7E. If you had the choice of online or postal voting in the future, which would you prefer?

- 1 Vote by post
- 2 Vote online
- 3 Do not know

**ASK IF ds=2, MR, EXC CODE 4, 9**

Q8 Did you vote in any of the following?

*Please select as many as apply*

- 1 New Zealand General Election 2014
- 2 New Zealand Flag referendum 2015 OR 2016
- 3 Auckland Council Election 2013
- 4 None of these
- 9 Do not know

**SR: ASK ALL**

QD1 The electoral roll is a list of all New Zealanders 18+ years old who have enrolled to vote in general / nationwide or local elections.

Are you on the New Zealand electoral roll at an Auckland address?

- 1 Yes
- 2 No
- 3 Do not know

**ASK ALL, SR**

D2. How long have you lived in Auckland?	Less than 1 year	1
	1 year or more, but less than 5 years	2
	5 years or more, but less than 10 years	3
	10 years or more	4
	I prefer not to say	99

**Household composition****ASK ALL, SR**

D3 Which one of the following best describes your current living situation?

*Please select one only*

- 1 One person living alone
- 2 Couple only with no children at home
- 3 Two parent family with one or two children living at home
- 4 Two parent family with three or more children living at home
- 5 One parent family with one or two children living at home
- 6 One parent family with three or more children living at home
- 7 Extended family arrangement
- 8 Non family household e.g. flatting
- 9 Other (please specify)

**Ratepayer****ASK ALL, MR, EXC CODE 8, 9**

D4 Do you personally pay rates to Auckland Council (either solely or jointly with another household member or as a business)?

- 1 No, I don't pay rates directly to Auckland Council
- 2 Residential – urban ratepayer
- 3 Residential – rural ratepayer
- 4 Business – urban ratepayer
- 5 Business – rural ratepayer
- 6 Farm and lifestyle ratepayer
- 7 Other (please specify) \_\_\_\_\_
- 8 Don't know
- 9 I prefer not to say



**Find out more:** phone 09 301 0101, email  
[rimu@aucklandcouncil.govt.nz](mailto:rimu@aucklandcouncil.govt.nz) or visit  
[aucklandcouncil.govt.nz](http://aucklandcouncil.govt.nz) and [knowledgeauckland.org.nz](http://knowledgeauckland.org.nz)