

Victorian Electoral Commission.

Evaluation of services at
the 29 November 2014
Victorian State election.

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Executive summary

1.1. Introduction

Colmar Brunton Research was approached by the Victorian Electoral Commission (VEC) to conduct research to evaluate the services at the 2014 Victorian State election.

The research aimed to measure the effectiveness of voting services for a number of specific populations:

- Voters who are casting their vote inside and outside of their electorate;
- People who needed to cast their vote in a language other than English;
- Voters who are blind or have low vision;
- Voters casting their vote from the United Kingdom;
- Voters who were not on the electoral roll on election day;
- Candidates who were standing for government; and
- Party representatives.

1.2. Conclusions

Voters were nearly unanimous in their praise for the services provided at the 2014 State election. Election officials were praised for their helpfulness, assistance and efficiency, and the layout and organisation of voting centres was also well perceived. These high ratings were given by voters using the range of different methods to vote, including on-the-day, postal and early voting.

Voters remained satisfied at an overall level, however extreme satisfaction has generally declined since the 2010 election and this was evident across a range of voter types.

Queues before and on Election Day were reported as an issue. Half of voters on the day had to wait to vote and the reported length of time people had to queue for has increased. Early voters also reported issues with queuing, thus this has impacted overall satisfaction with their voting experience.

Similarly to the 2010 election, one area that stood out as showing room for improvement on the day of the election was signage outside of voting centres, which generally received lower ratings than all other aspects of services and resources. Encouragingly, the VEC has made improvements to this over time and voters are more satisfied with signage in 2014 when compared to 2010.

Compared to previous years, a similar number of people recall seeing some form of communication from the VEC ahead of the 2014 election. However, the reach of specific campaign elements is lower this election for TV, EasyVote Guide, radio and newspaper. Despite lower reach, message take out was stronger than previous communications, suggesting it was more effective in providing information to voters among those who saw it.

Awareness of the VEC website remains stable since 2010, however usage has increased. Among those using the site, Voting Centre Look Up was a commonly used feature. Those that used the VEC website were satisfied with the ease of finding information.

1.2.1. Demographic variations between voter groups

Participants of the surveys within each of the different voter groups showed some unique demographic characteristics which could influence the way they experience voting:

- General and absentee voters: slightly less likely than other voter groups to live in a household with an income of \$30,000 or less (10%).
- CALD voters: slightly more likely to be female (61%), and fall within the 40 to 54 year age group (33%).
- Early voters: more likely to be female (69%), and more likely to fall within the highest household income bracket (44% \$70,000 or more).
- Postal voters: more likely to be female (63%), be 65 years of age or older (64%), be in a lower household income bracket (26% earning \$30,000 or less) and have a disability affecting mobility (22%).
- Not on the electoral roll: more likely to be 65 years of age or older (33%) and have a household income of \$30,000 or less (58%).
- Overseas voters: mostly younger, falling within the age group of 25 to 39 (67%).

1.2.2. General and absentee voters

- Communications in the lead up to the election reached nine in ten (89%) general and absentee voters.
- Television (59%), the EasyVote Guide (37%), newspaper (33%) and radio (32%) were the information sources reaching the greatest proportion of general and absentee voters. However, reach via these forms of media was significantly lower in 2014 than 2010.
- Those who recalled exposure to a communication most commonly remembered it to contain information on how to vote (59%), the date of the election (47%), where to vote (46%) and the importance of voting (45%).
- Seven in ten (68%) voters were satisfied with the quality of the information received, one in eight (15%) were dissatisfied; the remainder were neutral in their ratings. Satisfaction with the quality of information has been consistent over the three most recent State elections (2014, 2010 and 2006).
- One in ten (11%) general or absentee voters indicated they would have liked more information in the lead up to the election. Information on candidates was most commonly requested (39%).
- Less general and absentee voters recalled receiving the EasyVote Guide for the 2014 (37%) election compared to the 2010 election (60%). Of those who did recall receiving the Guide, nine in ten (91%) indicated that it contained useful information, highlighting the great value of this resource. Additionally, less than one in ten (9%) of these voters needed to seek out additional information.

- Satisfaction with voters' experience at the voting centre was high for nine in ten (92%) general and absentee voters. However, the proportion of voters extremely satisfied in 2014 was lower than in 2010 (66% and 72% respectively).
- Factors contributing to satisfaction greatly centred on the theme of getting in and out of the voting centre quickly. This included the experience being quick and easy (41%), not needing to queue (22%), well organised (10%), everything working perfectly (7%) and efficiency (6%).
- Services provided at the 2014 election were given very high ratings of extreme satisfaction, particularly for the role of staff (helpfulness: 82% and efficiency: 80%) and the ease of voting (completing the ballot paper: 77% and putting the paper in the ballot box: 74%). Although satisfaction with signs outside the voting centre improved from 2010 to 2014, this is still an area where improvements could be focussed (7% dissatisfied).
- Half (53%) of voters indicated that they had to queue before they received their ballot papers. Most voters who had to queue did not have to queue for long (48% queued less than 5 minutes), however, there was an increase in the number of voters who had to wait 20 minutes or longer (14% in 2014, 4% in 2010).
- In both 2014 and 2010, six in ten (63% and 60% respectively) voters were aware the VEC has a website. Of those who were aware, three in ten (31%) had used the website to gain information, which was an improvement from the 21% who accessed the website in 2010. Eight in ten (78%) of those who access with website were satisfied with the ease of finding information.
- Two in ten (22%) voters were aware the VEC has an election hotline for voters to gain more information about the election. Very few of these individuals used the hotline.

1.2.3. CALD voters

- Eight in ten (79%) CALD voters recalled seeing some form of communication in the lead up to the election.
- Television (51%), radio (33%) and newspaper (31%) were the sources of communications that reached the greatest proportion of CALD voters.
- Those who recalled a communication in the lead up to the election most commonly remembered it having information on how to vote if you are unable to do so on election day (55%), the importance of voting (55%), where to vote (52%) and enrolling to vote (49%).
- Seven in ten (67%) CALD voters perceived the information they received in the lead up to the election to be high quality. However, a greater proportion of CALD voters were dissatisfied with the quality of information in 2014 (23%) in comparison to 2010 (7%).
- Most CALD voters could not provide advice on methods to improve communications, however, the most common suggestion for improvement was to provide more clear information (13%). This could include the basic information, for example where to go to vote.
- The EasyVote Guide received less positive feedback from CALD voters in 2014 compared to 2010. Less CALD voters recalled seeing the EasyVote Guide prior to the election in 2014 (28%) compared to 2010 (50%). Less of the CALD voters who recalled receiving their EasyVote Guide took the card from it to the voting centre on Election Day in 2014 (15%) than 2010 (31%). And less CALD voters who recalled receiving the EasyVote Guide rated the information within it as useful in 2014 (18%) than 2010 (73%).

- The vast majority of CALD voters were satisfied with their experience at the voting centre (95%). Satisfaction was attributed to the voting process being quick (33%), short queue (23%) and friendly and helpful staff (18%).
- In both 2014 and 2010, six in ten CALD voters reported they had to queue to cast their vote (59% and 58% respectively). However, there was a greater proportion of longer wait times in 2014 compared to 2010. In 2014, 26% of CALD voters queued for longer than 20 minutes compared to only 5% in 2010.
- Services provided at the 2014 election were given very high ratings. This was particularly the case for the performance of the staff. Both their friendliness and efficiency were rated with a high level of satisfaction by 97% of CALD voters. There was dissatisfaction expressed with the signs outside the venue for 6% of CALD voters. This could be considered an opportunity for improvement.
- Six in ten (59%) CALD voters were aware of the website, however only one in five (18%) of these people had visited the website.
- One in five (21%) CALD voters were aware that the VEC had a hotline, but no one had actually used this service.
- One quarter of CALD voters recalled seeing information about the 2014 election in their first language, an increase from 2010 (19%). All six respondents who recalled seeing this information in 2014 were either extremely satisfied or satisfied with the quality of this information.
- In 2014, 13% of CALD voters were aware of the availability of the VEC hotline with operators that spoke languages other than English. This was lower than 2010, where 33% were aware. None of the CALD voters interviewed for the survey had called the hotline.

1.2.4. Voters who are blind or have low vision

- Six voters who are blind or have low vision were interviewed about their experience of voting on Election Day. With a small sample size, results for this section should be treated as indicative only.
- All voters who are blind or have low vision recalled receiving communications about the 2014 election, prior to Election Day.
- The communications received provided information on how to vote if unable to make it to the voting centre on Election Day, the date of the election, where to find more information, Electronically Assisted Voting (EAV), where to vote on Election Day, instructions to complete the ballot paper, enrolling to vote and the importance of voting.
- Over half (67%) of those who are blind or have low vision perceived the information they received in the lead up to the election as either extremely effective or effective.
- One person (17%) recognised the EasyVote Guide unprompted and one (17%) person recalled the VEC website unprompted.
- Amongst voters who are blind or have low vision, satisfaction in regards to their experience at the voting centre declined in comparison to the 2010 and 2006 election (50% in 2014, 95% in 2010 and 82% in 2006).
- The majority were extremely satisfied with the privacy when voting (5 out of six, 83%), and the helpfulness of staff (5 out of six, 83%), however fewer (50%) were satisfied with the efficiency of staff.

- Half of voters who are blind or have low vision (50%) indicated that they had to queue to cast their vote. Two people (33%) had to queue for 6-10 minutes and one person (17%) had to queue for 11-15 minutes.
- Four out of the six voters who are blind or have low vision indicated they voted using an Electronically Assisted Voting machine (EAV). The two voters who did not use an EAV did attempt to complete their vote using this system however found the system too difficult to use.
 - Among the four voters who used the EAV, three used the interactive audio with the gestures on the screen, whilst the remaining one person used the interactive audio with the telephone keypad.
 - Voters who are blind or have low vision completed an EAV because they wanted their vote to remain secret (n=2) or they wanted to vote independently (n=2).
 - Three out of the four voters who used the EAV found that it was easy (n=2 or 50%) or very easy (n=1, or 25%) to use in casting their vote, with one person finding it difficult to use.
 - Areas for improvement include:
 - EAV machines being placed in a quiet area, so that the instructions can be heard;
 - A separate numeric keypad for EAV;
 - Having EAV at all voting centres to allow for voting on Election Day;
 - Eliminating technical issues with equipment (e.g. ensure print function works);
 - Improved staff knowledge on how to use EAV; and
 - Clearer (more simplified) instructions on how to use EAV.
- Five out of the six voters who are blind or have low vision (83%) considered their experience of voting at the 2014 State election to either be a lot better (50%) or a little better (33%) compared to previous voting experiences.
- The one voter who indicated their experience was not as good in 2014 as previous voting experiences indicated they had difficulty using the EAV machine.

1.2.5. Early voters

- In 2014, the main motivations to vote at an early voting centre were the perceived higher level of convenience (39%) and needing to be at work on Election Day (24%).
- In line with 2010 results, six in ten (61%) 2014 early voters recalled seeing or hearing communication from the VEC which informed them on how to cast an early vote.
- In 2014, the EasyVote Guide reached a greater proportion of early voters (38%) than in 2010 (23%). Television also had a greater reach in 2014 (23%) compared to 2010 (16%).
- Six in ten (62%) early voters indicated they recalled seeing or hearing general communications about the election prior to Election Day. Again, the EasyVote Guide was the most effective source of general information in 2014, reaching four in ten (41%) early voters. In addition, television reached three in ten (30%).
- Early voters most commonly indicated that the communication included information about how to vote if unable to do so on Election Day (59% total recall) and where to vote on Election Day (54% total recall) and the date of the election (50% total recall).

- After a decline in 2010, 2014 early voters indicated the highest level of satisfaction for effectiveness of information received when comparing data from the three most recent State Elections (78% in 2014, 55% in 2010 and 73% in 2006).
- Not surprisingly, early voters indicated they would have liked to have received more information detailing early voting (41%). A desire was also expressed for information regarding where (17%) and when (10%) to vote.
- Results from the 2010 and 2014 surveys indicate that the EasyVote Guide is becoming more recognised and more positively regarded amongst early voters. In 2014, double the proportion of early voters recalled receiving the EasyVote Guide; 46% in 2014 up from 23% in 2010, and more than half (53%) took their guide to the use at the venue.
- In general, early voters were extremely satisfied or satisfied (92%) with their experience at the voting centre. However, those rating their experience as extremely satisfactory (providing a rating of 9 or 10 out of 10) substantially declined between the years of 2010 (90%) and 2014 (73%).
- Satisfaction was attributed to the process being quick and easy (63%), followed by friendly and helpful staff (31%) and not having to queue or wait for a long time (23%).
- As with previous years, satisfaction ratings for the staff at the voting centres were very high, including their helpfulness (99%) and efficiency (98%). So too was the satisfaction with privacy when voting (97%), ease of completing the ballot paper (96%), information available about how to vote (94%) and the layout of the centre (92%). However, across all but one measure, extreme satisfaction decreased in 2014, compared to 2010.
- The satisfaction of signage outside the voting centre has steadily increased over the previous three elections, however still provides a key opportunity for further improvements with 12% still indicating dissatisfaction in 2014.
- The reported incidence of queuing increased substantially from 2010 (10%) to 2014 (70%). Amount of time spent queuing was also longer in 2014 when compared to 2010. Queuing has been identified as the key contributor to declines in satisfaction (particularly extreme satisfaction).
- More early voters were aware of the VEC's website in 2014 (49%) compared to 2010 (34%). Seven in ten (73%) early voters who had used the website indicated they were either extremely satisfied or satisfied with the information available on the website.
- Awareness of the VEC hotline has declined since 2010. While 35% of early voters knew the VEC had an election information hotline in 2010, this has decreased to one in five (18%) in 2014.

1.2.6. Postal voters

- Although still the most common motivator in 2014, less were motivated by health reasons to use postal voting services (33% compared to 41%). Convenience appears to be an increasing trend, with more people indicating this as being their main motivator in 2014 (26%) compared to 2010 (9%).
- Less 2014 postal voters recalled communications in the lead up to the election (59%) than in 2010 (75%). Lower reach was seen across multiple forms of communication, including: television (38% and 61% respectively), newspaper (27% and 38% respectively), radio (14% and 28% respectively) and the EasyVote Guide (6% and 14% respectively).

- Two thirds (67%) of the postal voters who recalled a communication in the lead up to the election perceived the information to be either extremely effective or effective.
- One in ten postal voters indicated they would have liked to receive additional information relating to voting in the election in both 2010 (10%) and 2014 (8%). Although a small sample size, information desired by these people included: information about how to vote (50%) and when to vote (25%).
- More than nine in ten (2014: 94%, 2010: 93%) postal voters were either extremely satisfied or satisfied with the information they received about how to complete a postal vote.
- Fewer postal voters recall receiving the EasyVote Guide in 2014 (7%) compared to 2010 (22%). However, in 2014 all postal voters who recalled receiving the Guide rated it as being either extremely useful or useful.
- Over time the majority of postal voters have been consistently satisfied with the efficiency in which they received their ballot papers (2014: 91%, 2010: 91%, 2006: 83% either extremely satisfied or satisfied).
- In both 2014 and 2010, half (50% and 54% respectively) of postal voters were aware that the VEC has a website for voters to gain more information about the election. Although awareness of the website has not increased between the last two elections, the incidence of those using of the website has increased (17% in 2010, up to 32% in 2014).
- Four out of ten (41%) postal voters were aware the VEC has an election hotline; however, none of these voters could recall the hotline number. Furthermore no postal voters called the hotline in 2014.

1.2.7. Not on roll voters

- In 2014, 12 people were interviewed who arrived at a voting centre on Election Day and were not on the electoral roll.
- Two in ten (17%) not on the roll voters were aware they were not on the roll before they went to vote; eight in ten (83%) were not aware.
- Six out of ten (63%) voters who were not on the roll recalled seeing or hearing some form of communication in the lead up to the election, most commonly on television (42% total recall), newspapers (42%) and the VEC website (33%).
- Of the voters that were not on the roll and recalled some form of VEC communication, half (50%) perceived the information they received to be either extremely effective (10%) or effective (40%).
- The most common suggestions for improvements to communications were more information aimed at younger and older age group (10%), have more information sent to homes (10%) and more information in the local paper (10%).
- Those who were aware they could be added to the electoral roll on Election Day found this out via word of mouth (n=2), radio (n=2) and VEC or another website (n=2).
- There were varied responses on satisfaction with the experience at the voting centre from voters who were not on the electoral roll. Six in ten (59%) voters rated their experience as either extremely satisfactory or satisfactory. However, a quarter of voters (25%) rated their experience as extremely unsatisfactory or unsatisfactory.

- The most common factors contributing to satisfaction towards the voting experience was the process being easy, there being no problems and it being well organised (50%). Contributing to dissatisfaction was people having to re-enrol (17%), wait in a queue (8%), poor record keeping between state and federal (8%) and a lack of helpful information / staff not being well informed (8%).
- Not on roll voters were generally satisfied with the friendliness of the staff, with the time taken to add them to the roll and with the process of adding them to the roll (75% each).
- The total time taken to vote, from arriving until leaving the voting centre, varied among voters who were not on the electoral roll. However, due to more substantial processes, it is not surprising that wait times for these voters was longer than others:
 - Two in ten voters (17%) the process took less than ten minutes;
 - Half of voters (50%) the process took between 10-20 minutes; and
 - Three in ten voters (33%) the process took 21 minutes or more.
- Three quarters (75%) of voters who were not on the electoral roll were aware the VEC has a website. Two thirds (n=6, or 67%) of those aware of the website had used the website to get information.
- Two thirds (67%) of voters who were not on the electoral roll were aware the VEC has a hotline so voters can get information about the election, however, no one could recall the hotline number.

1.2.8. Overseas voters

- In both 2010 and 2014 all but one overseas voter (99%) used an Electronically Assisted Voting machine (EAV) to cast their vote. In 2014, the one voter who did not use EAV used a ballot paper because there was a queue for the machines.
- The perceived convenience of the voting centre location has remained at around eight in ten overseas voters over the two most recent elections (84% in 2010 and 77% in 2014).
- Overseas voters who used the EAV machines indicated a high level of trust with the system. Numerous measures highlighted this; however one particular measure was the high proportion of those indicating they either strongly agreed or agreed they were confident their vote was captured correctly (95%).
- Voters also mentioned that that they trusted the voting system (87%), that they would encourage others to use the system (82%) and they would prefer e-voting over paper voting (78%).
- The main suggestions that overseas voters made for improvements were being able to view the list of candidates on the screen without having to scroll, and dissatisfaction with the voting receipts including using too much paper and being too long and confusing.
- In 2010 and 2014, around two in ten (16% and 20% respectively) overseas voters indicated they would have liked to receive additional information, most commonly on where (36%), when (29%) and how (29%) to vote.
- The most common sources of information for where the voting centre in London was were the VEC website (45%) and word of mouth (23%). However, wait times were relatively short for overseas voters. Nearly half (47%) of those who waited were able to cast their vote in under five minutes. The remainder were able to cast their vote in six to ten minutes.

- Overall, overseas voters were very satisfied with their experience at the voting centre. In both 2014 and 2010 more than nine in ten (93% and 96% respectively) overseas voters felt their experience at the voting centre was extremely satisfactory or satisfactory.
- The staff at the overseas voting centre continue to receive remarkable feedback. 99% of overseas voters indicated they were either extremely satisfied or satisfied with the helpfulness of the staff, and 99% indicated they were either extremely satisfied or satisfied with the efficiency of the staff.
- The two measures receiving the lowest proportion of people satisfied in 2010 improved in 2014. These measures were signs indicating the voting centre (60% in 2010 up to 71% in 2014) and the information available about how to vote (79% in 2010 up to 87% in 2014). However, these measures still provide VEC with opportunities for further improvement.
- Although fewer voters indicated they were aware of the website in 2014 (80% vs. 90% in 2010), a greater proportion of those aware of the website accessed it for information (80%) compared to 2010 (68%). These results also highlight the heavy reliance that overseas voters have on the website for sourcing information.
- Satisfaction with the information available on the website remained stable from 2010 to 2014. Around eight in ten (81% and 84% respectively) indicated they were either satisfied or extremely satisfied.

1.2.9. Ordinary / Absentee (Online)

- The purpose of the online survey was to provide an understanding of the degree to which online responses vary from intercept responses. This information will be used to guide the VEC's decision to transfer methodologies in future studies.
- A very similar proportion of online and intercept voters recalled seeing or hearing communications prior to Election Day (86% and 89% respectively). However, voters across the two different methodologies recalled communication from individual sources at different rates. Those who completed the online survey were more likely to have received the EasyVote Guide (27% vs 14%), looked on the VEC website (12% vs 8%) or accessed the Election Question (7% vs 1%). Those who completed the intercept survey were more likely to recall communications via TV (59% vs 50%), radio (32% vs 24%), mail / post (26% vs 13%) or Facebook (15% vs 8%).
- Voters who took part in the online survey indicated a stronger level of message recall. This was evident for the date of the election (70% vs 47%), where to vote (57% vs 46%), your electorate (45% vs 21%), the slogan "Your vote will shape Victoria" (42% vs 32%), where to find more information about the election (37% vs 32%), and Electronically Assisted Voting (15% vs 7%).
- The quality of the information received was rated equally on satisfaction across both methodologies (68% intercept and 69% online), however dissatisfaction was more prevalent in the intercept survey participants (15%) compared to online participants (9%).
- A similar proportion of online and face to face survey participants recalled receiving the EasyVote Guide (40% and 37% respectively). However, online voters were more likely to rate the information within the Guide as useful (89%) compared to face to face respondents (72%). Additionally, more online participants reported cutting their card out of the Guide and taking it to the voting centre (57%) than face to face participants (34%).
- One in ten (13% online, 11% face to face) voters indicated they would have liked to receive additional information after reading the EasyVote Guide relating to voting in the election.

- Face to face voters indicated a higher level of satisfaction (92%) with their experience at the voting centre than online voters (72%). Ratings of extreme satisfaction for individual measures of the voting process were given by a far greater proportion of face to face survey participants than online participants.
- Over half (53%) of voters who answered the survey face to face indicated that they had to queue before they received their ballot papers compared to almost two thirds (64%) of voters who conducted the online survey.
- Six out of ten (63% face to face and 62% online) voters were aware the VEC has a website for voters to gain more information about the election. Of those aware, three out of ten (31% face to face and 32% online) had used the website to gain information.

1.2.10. Candidates

- Eight out of ten candidates (82%) were extremely satisfied or satisfied with the efforts of the VEC in managing the election. This is significantly lower than the nine in ten (93%) candidates who were satisfied with the efforts of the VEC in managing the 2010 election. Furthermore, one in ten (9%) were dissatisfied in 2014 compared to 1% in 2010.
- In line with 2010 results candidates were typically quite positive about election managers within their electorate:
 - Almost all candidates (97%) were either extremely satisfied (84%) or satisfied (13%) with how impartially the manager acted;
 - Almost all candidates (97%) were either extremely satisfied (80%) or satisfied (17%) with the managers in relation to arranging their nomination to stand within their electorate;
 - Almost all candidates (97%) were either extremely satisfied (76%) or satisfied (21%) with how the manager conducted the computerised draw for ballot paper positions;
 - Almost all candidates (95%) were either extremely satisfied (71%) or satisfied (24%) with the manager's response to their enquiries;
 - Likewise, nine out of ten (94%) were either extremely satisfied (56%) or satisfied (38%) that the information provided about election arrangements was accurate;
 - Nine out of ten (90%) were either extremely satisfied (69%) or satisfied (21%) in terms of receiving how to vote cards for registration;
 - Between eight to nine (85%) candidates were either extremely satisfied (46%) or satisfied (39%) with the arrangement of early votes;
 - Similarly, eight of ten candidates (82%) were either extremely satisfied (38%) or satisfied (44%) with the overall arrangements at voting centres on Election Day;
 - Seven in ten (72%) candidates were either extremely satisfied (32%) or satisfied (40%) with counting the votes and keeping you informed of the progressive results.
- Reasons for dissatisfaction most commonly *did not* relate to the performance of the election manager, but rather inadequate facilities (e.g. voting centres being too small), slow and inefficient processes (such as counting of votes) and lack of communication from the VEC.
- Eight out of ten (86%) candidates received a copy of the Candidate's Information Kit prepared by the VEC (vs. 64% in 2010). Of those candidates, almost nine out of ten (88%) indicated the kit was either extremely effective or effective. Only one candidate (2%) indicated the kit was ineffective.

- In line with 2010 results, nine out of ten (89%) candidates recalled seeing or hearing some form of communication from the VEC, most commonly in a newspaper (79% in 2014 vs. 81% in 2010), on the VEC website (74%) or on television (69% in 2014 vs. 52% in 2010).
- Of the candidates who recalled any communication, seven in ten (71%) perceived the information they received to be either extremely effective or effective, a directional drop of 7% from 2010 (78%).
- Suggestions for improvements to communications typically focussed on where to vote on Election Day (10%), more information on candidates/ policies, more advertising on Facebook and Twitter and receiving information earlier (8% each).
- Four out of ten (39%) candidates saw the EasyVote Guide that was sent to Victorians prior to the State election, which is significantly less than in 2010 (65%). Three out of four (75%) of those who saw the Guide believed it gave effective information to answer questions that voters may have had about voting (vs. 80% in 2010).
- Almost nine out of ten (88%) candidates were either extremely satisfied or satisfied with the operation of the voting centres. A very small proportion (5%) was dissatisfied.
- Seven out of ten (72%) candidates were extremely satisfied or satisfied with the counting processes once the polls had closed and over one in ten (16%) were dissatisfied.
- Seven in ten (69%) candidates were extremely satisfied or satisfied with the efficiency of processing early votes. This is down from 78% in 2010, although the decrease is not significant. One in ten (11%) was dissatisfied.
- Six out of ten (59%) candidates were extremely satisfied or satisfied with the mobile voting service in their electorate. A higher proportion (25%) were extremely dissatisfied or dissatisfied than they were in 2010 (8%).
- Over half (54%) of candidates did not see a need to improve services to voters with a disability, a significant increase from 2010 results (23%).
- Over half of candidates (56%) did not see a need to improve services for voters who are from a non-English speaking background in 2014, a significant increase from 2010 figures (34%).
- Approximately eight out of ten candidates felt that the voting centre location (77%), accessibility (79%) and the amount of staff at the voting centres (77%) was extremely suitable or suitable.
- Half (56%) of candidates were aware that EAV would be available at the election.
- Satisfaction with the website remained constant with eight out of ten (79% in 2014 and 70% in 2010) candidates either extremely satisfied or satisfied with the usefulness of the website, especially the clarity of the content (81%).
- Three quarters of candidates (76%) were extremely satisfied or satisfied with the usefulness of the hotline (vs. 67% in 2010), with all candidates satisfied with the politeness of the operator.

1.2.11. Political Party Representatives

Political party representatives were unanimously positive about the VEC's overall performance in the 2014 election.

Some of the processes required by the VEC, particularly in relation to enrolment and "How to vote" cards, were described as time consuming and/or complex. However, there was a widespread understanding that such requirements are necessary to ensure that relevant legislation is complied

with and to ensure a fair and well run election. In addition, help was readily available from knowledgeable VEC staff if and when needed.

Relatively few negatives were identified. The most commonly suggested areas of improvement for future elections are:

- Shortening of early voting period;
- Faster counting of early votes;
- Discontinuing the practice of using joint voting centres covering two electorates;
- Requirement for all postal votes to be returned directly to the VEC (rather than to political parties);
- More attention to voting centre logistics (e.g. provision of shade, toilets);
- Improved training of voting centre staff to ensure that they operate appropriately within their areas of responsibility; and
- A separate section of the VEC website for political party representatives to log into.

1.3. Recommendations

Based on the findings generated within this report, there are a number of key recommendations VEC should consider ahead of the next State election in 2018. These recommendations for improvement have been summarised below.

On and Before Election Day (Ordinary/ Absentee / Early /CALD Voters)

- Being able to vote quickly is key to a highly satisfactory voting experience. Strategies to improve the voting experience should focus on reducing queues at early voting centres and at centres on Election Day. Communicating to voters the anticipated quieter times (e.g. typically afternoon) to vote could encourage more even distribution of the flow of voters arriving to centres throughout the day.
- Promote the existence of the VEC website as a source of information on Victorian State elections. Those who use the website indicated high levels of satisfaction and found the information they were looking for easily. As many voters are still not aware that the website is available, encouraging people to access it could be an efficient method to ensure the wider population has access to the information they require in the lead up to the next election.
- Recognition of traditional communication channels (television, radio and newspaper) was lower in 2014. This suggests that the advertising is not cutting through as strongly in the lead up to the election period. It will be important to monitor campaign spend and the proportion of spend allocated towards different channels in the future.
- The EasyVote Guide is rated a valuable tool for those who recall it. Additionally, much of the information the public felt to be lacking is available within the Guide (e.g. when, where and how to vote). Given that many people did not recall receiving it, public education prior to mail out could encourage people to look out for the Guide, prompting greater reach of this resource.
- There is a definite growing trend towards early voting as it is increasingly considered to be more a more convenient option. 2014 early voters indicated they would have liked more information prior to voting (e.g. the process of early voting and where to vote). Further development of earlier communications to target these messages could improve satisfaction amongst these voters.
- Continue to improve the signage at voting centres to ensure clear direction for voters on where to go and what to do when voting.

Postal

- Fewer postal voters recalled seeing any VEC communication than other types of voters. This indicates that these voters were less informed on details about the election. Focus could be placed on strategies to improve communication with voters who want to cast their vote via the post.

Voters who are blind or have low vision

- It is recommended that wherever possible, EAV machines be located in a quiet area of the voting centre so that instructions can be clearly heard and understood.
- Having a separate numeric keypad for EAV would make the process easier for voters.
- Ensure staff members are thoroughly trained on how to instruct others to use the EAV machine to ensure voters are consistently assisted efficiently.

Not on the Roll

- Encourage the public to check their enrolment status and keep their details up to date. Being added to the roll on Election Day takes additional time, which is highly likely to have a negative impact on the voting experience. Educate the public on easy ways to check enrolment details online, to avoid issues on the day.
- Some voters who were not on the roll expressed dissatisfaction with the inconsistency of records between state and federal government. It could be beneficial to research any issues in this area, with the aim of ensuring that if someone enrolls at a Federal election, their details are available and retained for State election purposes.

Overseas (UK) Voters

- Voters at the centre cited a preference towards e-voting and had high levels of trust in the system. Continuation of e-voting is recommended.
- Review of the voting receipt is recommended. Many expressed it was too long, confusing and used an excessive amount of paper. It may be beneficial to make these electronically available and/or optional.
- Overseas voters rely heavily on the VEC website for information on voting. Ensure information, such as where and how to vote, is easily accessible within the website. Further research could determine additional channels to reach these voters.
- Continue to improve signage at the voting centre and the information about how to vote at the overseas centre.

Candidates

- Build awareness of EAV's among candidates. Only half of candidates are aware these facilities would be available at early voting centres.

Political Representatives

- Shortening of early voting period.
- Faster counting of early votes.
- Discontinuing the practice of using joint voting centres covering two electorates.
- Requirement for all postal votes to be returned directly to the VEC (rather than to political parties).
- More attention to voting centre logistics (e.g. provision of shade, toilets).
- Improved training of voting centre staff to ensure that they operate appropriately within their areas of responsibility.
- A separate section of the VEC website for political party representatives to log into.

Online Sample of Ordinary / Absentee Voters

- Results differed between data collected via the online and face to face methodologies. This was particularly the case for questions regarding satisfaction which generally received lower proportions of responses in the top box level for online responses (i.e. extreme satisfaction – rating of 9 or 10 out of 10). Therefore, a weight will need to be constructed to allow for comparison between data collected via the different methodologies. However, with construction of a weight, an online methodology can be considered for conducting this research in the future.
- An online methodology would be considered a cost effective way for VEC to conduct this research in the future due to reduced cost of fieldwork. However, harder to reach groups may

also be difficult to survey within an online environment and this needs to be taken into consideration when deciding on a methodology.

- Recalibration of satisfaction scores may be necessary to directly compare satisfaction results back to the previous waves of the research.

Introduction

Colmar Brunton Research was approached by The Victorian Electoral Commission (VEC) to conduct research to evaluate the services at the 2014 Victorian State election.

This report outlines the research findings, including perceived differences between services at the 2006, 2010 and 2014 State election.

1.4. Background

The Victorian State election was held on 29th November 2014, with the formal election period running from 4th November.

The 2014 election provided services in the form of electronically assisted voting facilities which were situated at locations across Victoria and in London, United Kingdom.

1.5. Research objectives

The research aimed to measure the effectiveness of voting services for a number of specific populations:

- Voters who are casting their vote inside and outside of their electorate
- People who needed to cast their vote in a language other than English
- Voters who are blind or have low vision
- Voters casting their vote from the United Kingdom
- Voters who were not on the electoral roll on election day
- Candidates who were standing for government

The quality of services on the day such as the helpfulness of staff and effectiveness of signage was assessed, as well as assessment of services leading up to Election Day such as information campaigns including the EasyVote Guide, the VEC hotline and the VEC website.

Methodology in Brief

The project encompassed nine different surveys of ten different target populations:

- **General/absentee survey (Intercept)**

An intercept survey of 507 voters on Election Day, voting centres were selected to provide a representative sample of voters across the state with a mix of metropolitan and regional locations.
- **Culturally and Linguistically Diverse (CALD) voters survey**

An intercept survey of 39 CALD voters voting before and on Election Day, the survey was designed as an add-on component of the general/absentee voters and early voters survey
- **Voters who are blind or have low vision survey**

An intercept survey of one voter who was blind or had low vision and five telephone surveys with voters who are blind or have low vision who were given the opportunity to vote using EAV in the two weeks prior to the Election Day. Contact details were collected by VEC staff and interviewers contacted participants via telephone to conduct the survey after Election Day.
- **Early voters survey**

An intercept survey of 289 voters who voted early – in the week leading up to Election Day.
- **Postal voters survey**

A Computer Assisted Telephone Interview (CATI) survey of 100 voters who cast their vote by post – telephone numbers of postal voters were supplied for the VEC from the electoral roll to facilitate the survey
- **Not on roll voters survey**

A CATI survey of 12 voters who were not on the electoral roll on election day and had to be added to the roll (an additional process required before the voter could vote). Contact details and telephone numbers of not on roll voters were unable to be supplied by the VEC for privacy issues and a follow up letter was mailed to not on roll voters the last week of December to request permission to contact and participate in a follow up telephone survey.
- **Overseas voters survey**

An online survey of 67 voters voting from the United Kingdom (London), these voters were invited to provide their e-mail addresses so they could participate in the survey, these e-mail addresses were passed to Colmar Brunton who administered the survey. A total of 154 valid email addresses were provided meaning that there was a 43% response to the survey.
- **Candidates survey**

A CATI survey of 70 candidates (n=30 successful and n=40 unsuccessful) who stood at the 2014 election, telephone numbers of candidates were supplied for the VEC from the electoral roll to facilitate the survey
- **General/absentee survey (Online)**

An online survey of 509 members of the public who voted on Election Day were selected to provide a representative sample of voters across the state with a mix of metropolitan and regional locations.

- Political Representatives

Eight telephone in depth interviews were conducted with a range of different representatives from different political parties.

Some of these surveys were repeats of surveys conducted at the 2010 and 2006 election, and provide a time-series comparison of quality of services between 2006, 2010 and 2014.

A summary of each survey, the achieved number of interviews (n) the method of survey administration and whether the survey was a repeat of a survey conducted in 2010 is provided below (Table 1).

Table 1: Summary of surveys

Target Pop	Target n=	Achieved n=	Method	Repeat 2010
Voters:				
1 General/absentee	450	507	Intercept	Repeat
2 CALD (general/early)	120	39	Intercept	Repeat
3 Blind or low vision (early)	50	6	Intercept/Tele phone	Repeat
4 Early	100	289	Intercept	Repeat
5 Postal	100	100	CATI	Repeat
6 Not on roll	100	12	CATI	Repeat
7 Overseas	100	67	Online	Repeat
8 General/absentee (online)	500	509	Online	New
Other:				
9 Candidates	70	70	CATI	Repeat
10 Political Representative (Qual interviews)	8	8	Telephone	Repeat
Total:	1,798	1,607	-	-

1.6. Interpreting This Report

1.6.1. Definitions

The following terms or abbreviations have been utilised throughout this report.

Table 2: Definitions

Term of abbreviation	Definition
VEC	Victorian Electoral Commission
CBSR	Colmar Brunton Social Research
EAV	Electronically Assisted Voting
CALD	Culturally and Linguistically Diverse

1.6.2. Percentages and averages

Respondents who completed a survey but did not answer a particular question are excluded from the tabulation of results and calculation of statistics for that question.

Percentages are generally rounded to whole numbers. Some percentages may not add to 100 percent due to rounding.

Some survey questions asked respondents to give a rating from 0 to 10. The classification used with **satisfaction** ratings was as follows:

- a rating of 0 or 1 is classified as extremely dissatisfied;
- a rating of 2 or 3 is classified as dissatisfied;
- a rating of 4, 5 or 6 is classified as neither satisfied nor dissatisfied;
- a rating of 7 or 8 is classified as satisfied; and
- a rating of 9 or 10 is classified as extremely satisfied.

The classification used with **agreement** ratings is as follows:

- a rating of 0 or 1 is classified as strongly disagree;
- a rating of 2 or 3 is classified as disagree;
- a rating of 4, 5 or 6 is classified as neither agree nor disagree;
- a rating of 7 or 8 is classified as agree; and
- a rating of 9 or 10 is classified as strongly agree.

Average ratings are rounded to one decimal place.

Note that average ratings **cannot** be translated into percentages. For example, an average rating of 7.3 out of 10 cannot be interpreted as meaning 73% of people.

Prompted and unprompted responses

Some questions in the survey collected both a prompted and an unprompted response. For example, respondents were asked:

Where did you see or hear communication about the election?

This question was first asked in an open fashion without providing the respondent response categories to choose from. The resultant answer is the 'unprompted' response. Unprompted responses capture what is top-of-mind for the respondent and hence probably most influential in terms of their beliefs or decision-making.

The interviewer then went on to probe about specific options that were not mentioned by the respondent on a top-of-mind basis. For example, the interviewer will ask

Did you see or hear that communication about the election ...?

On television
In the newspaper
On radio
Phone enquiry service (131VEC)
Website
Billboards

The resultant answer is the 'prompted' response.

Sorting of results

In all tables, rows are sorted from most frequent response to least.

Tests of Statistical Significance

Tests for statistical significance have been conducted on particular subgroups of interest in this survey, including:

- 2014 compared to 2010 survey data. Where data is available from 2006 longitudinal analysis is also provided.

An exception reporting approach has been undertaken in that if no statistical significance is mentioned, there are none associated with these groups.

Tests have been undertaken at a 95% confidence level. If there is a statistically significant difference between the result for a particular group and the result for the wider population, we can be confident that this difference has not occurred by chance, rather that it reflects a genuine difference among that group compared to the wider population.

In tables and graphs, the figures with an upwards arrow (i.e. ▲) represent a proportion that is significantly higher than the comparison group(s). Conversely, the figures with a downwards arrow (i.e. ▼) represent a proportion that is significantly lower than the comparison group(s).

Ordinary & Absentee Voters

Ordinary and absentee voters were intercepted at the voting centre on Election Day to provide feedback on their experience of voting. The ordinary and absentee voters who took part in the survey were slightly less likely than other voter groups to live in a household with an income of \$30,000 or less (10%). Besides income, this group of voters showed no other demographic characteristics which stood them apart from other voter groups.

1.7. Location of vote

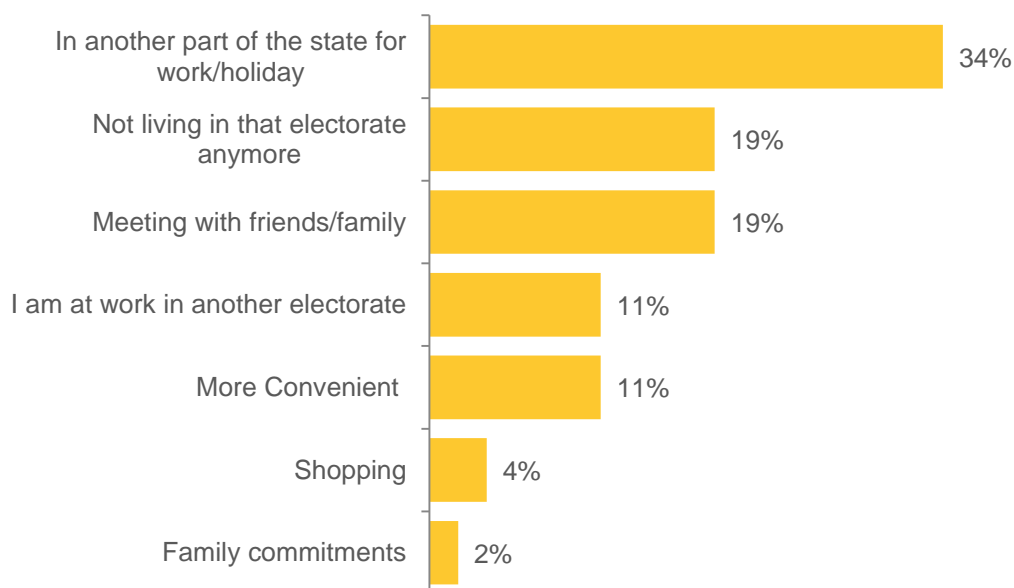
Nine out of ten (90%) people who attended a voting centre on Election Day voted at a centre in their own electorate (ordinary voters), and one in ten (10%) voted at a centre outside their electorate (absentee voters).

There were a range of reasons why absentee voters attended a voting centre outside their own electorate, the main reasons included:

- They were in another part of the state for work/holiday (34%)
- They were no longer living in the electorate they were enrolled in (19%); and
- They were meeting with friends or family (19%).

Other less frequently mentioned reasons included that they work in another electorate (11%), it was more convenient to vote in a different electorate (11%), and they were shopping (4%).

Figure 1: Voting in or out of electorate



SQ2. What was the main reason you voted outside your electorate? Single response. (Unprompted).
Base: Absentee voters 2014 (n=53)

1.8. Information

Eight in ten (78%) ordinary or absentee voters from the 2014 election recalled seeing or hearing communications prior to Election Day. Once prompted by interviewers who named media sources of communications they may have seen or heard information through, this rose to nine in ten voters (89%). This figure was in line with 2010 results, where nine in ten voters (92%) had also seen or heard communications prior to the election, as indicated with an unprompted or prompted response.

Information recalled

Despite a similar proportion of voters indicating they had seen or heard communications in 2010 and 2014, less 2014 voters indicated they had been exposed to communications via most media sources. Of those who voted on Election Day:

- Six in ten (59%) had seen communications on television in 2014, compared to 70% in 2010;
- Four in ten (37%) recalled the EasyVote Guide in 2014, compared to 60% in 2010;
- One third (33%) saw information in newspapers in 2014, compared to half (51%) in 2010; and
- One third (32%) heard information on the radio in 2014, compared to four in ten (42%) in 2010.

The decrease in TV recognition could be attributed to the lower spend for the 2014 campaign when directly compared to the 2010 campaign (down by roughly \$230,200). Interestingly, newspaper spend increased between 2014 and 2010, however recognition levels did not reflect this.

Additionally, decreases in recall across traditional media channels could partially be due to new media channels which were not available in 2010, however utilised by some in 2014. These channels include: Facebook (15%), twitter (3%) and the mobile vote Victoria app (2%). Online channels of communication received a higher proportion of marketing spend in 2014, which is also likely to have contributed to the recall of these channels.

In regards to recall of the EasyVote Guide, it should be noted that in 2014 a quarter of voters indicated they received information via mail or post. The only direct mail that VEC provide the public is the EasyVote guide. It is therefore likely that some of these respondents are referring to this communication. However, it is not possible to reliably quantify this assumption.

Further analysis was conducted to identify groups of people who were more or less likely to indicate they recalled communications via the available channels. Through this analysis it was found that females were more likely to recall receiving communications via mail or post than males (33% vs 17%). Although not statistically significant, females were also more likely to indicate they recalled the EasyVote Guide than males (41% vs 30%). As the EasyVote Guide is the only form of communication sent by VEC, it is likely that these figures indicate this resource is not capturing the attention of male voters as well as it could be.

Comparisons between CALD respondents and English only speaking respondents showed a similar outcome. Although the CALD sample size was too small (n=28) to produce statistically significant differences, some notable differences did exist. Recall of the EasyVote Guide was lower for this group (25%) compared to those who only speak English (37%). Additionally, recall for communications via mail or post was lower for CALD respondents than only English speaking respondents (14% vs 27%). These figures indicate that the EasyVote Guide is also not capturing the attention of CALD voters as

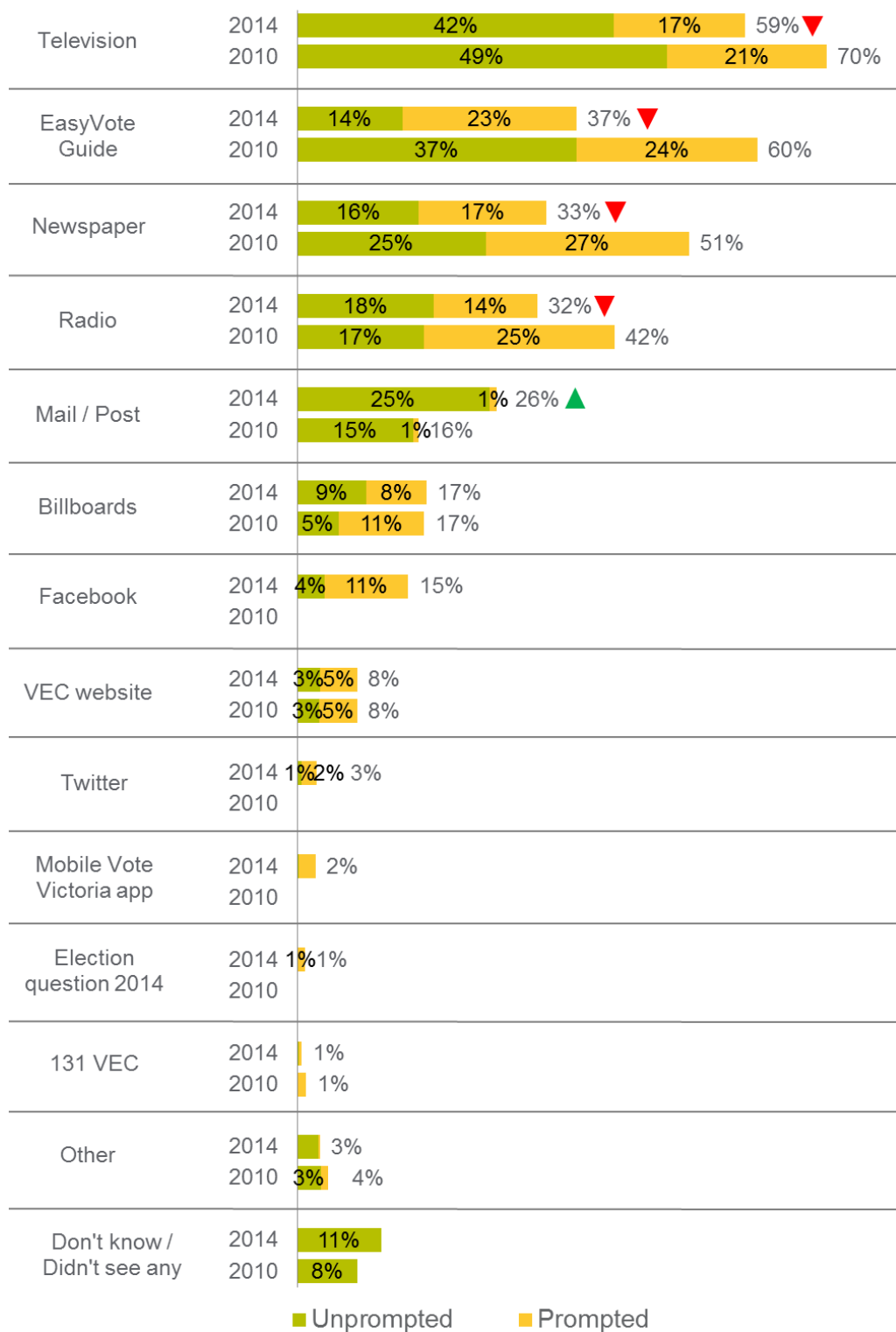
well as it could be. Future branding of this resource could be modified to take these results into consideration.

Younger audiences were far more likely to recall communications via Facebook (42% of 18 to 24 year olds vs 15% of total) indicating this is a very valuable tool for communications directed at this age group. Billboards were also recalled by a larger proportion of those in the 18 to 24 year age group (28%) compared to the total (17%). For the oldest age group, communications delivered by newspaper were commonly recalled (53% of 65 year and older vs 33% of total).

Those living in a regional city were more likely to recall the EasyVote Guide (49% vs 37% of total), and billboards (25% vs 17% of total). Billboards were less likely to be recalled by those living in Melbourne (11% vs 17% of total).

Household income had little effect on recall of the various communication channels. The only variation between income groups was that those with a higher income were less likely to recall seeing communications via billboards (Over \$70,001: 13%, under \$50,000: 27%).

Figure 2: Information about Election Day



Q1b Where did you see or hear that communication? Multiple response. (Unprompted)
 Q1c Did you see or hear that communication...? Multiple response. (Prompted)
 Q2a Do you recall seeing or hearing any information about the election on...? Multiple response. (Prompted)
 Base: All respondents (2014: n=507, 2010: n=420)

Table 3: Information about Election Day by key demographics

	Total	Male	Female	18 to 24	25 to 39	40 to 54	55 to 64	65 plus	Melbourne	Regional city	Smaller town	English only	CALD
	n=507	n=217	n=290	n=81	n=159	n=153	n=63	n=49	n=276	n=136	n=95	n=479	n=28
Television	59%	55%	61%	56%	55%	59%	65%	65%	55%	65%	61%	59%	57%
EasyVote Guide	37%	30%	41%	36%	36%	33%	41%	45%	33%	49% ↑	31%	37%	25%
Newspaper	33%	32%	33%	28%	25%	31%	44%	53% ↑	29%	38%	37%	32%	39%
Radio	32%	29%	33%	32%	35%	31%	24%	27%	26%	38%	37%	31%	39%
Mail/post	26%	17% ↓	33% ↑	19%	26%	29%	25%	31%	22%	35%	27%	27%	14%
Billboards	17%	15%	19%	28% ↑	20%	15%	5% ↓	10%	11% ↓	25% ↑	22%	17%	14%
Facebook	15%	12%	16%	42% ↑	16%	6% ↓	8%	0%	14%	13%	19%	14%	18%
VEC website	8%	7%	8%	7%	7%	7%	16%	4%	8%	7%	8%	8%	7%
Twitter	3%	3%	2%	5%	3%	1%	3%	0%	3%	1%	3%	3%	4%
Mobile Vote Victoria app	2%	3%	2%	4%	3%	1%	3%	0%	2%	1%	4%	3%	0%
Phone call/Automated phone call	2%	1%	2%	0%	3%	2%	2%	2%	0%	5%	2%	2%	0%
Election Question 2014	1%	1%	1%	1%	1%	1%	2%	0%	1%	0%	2%	1%	0%
Phone enquiry service (131VEC)	1%	1%	0%	1%	0%	1%	2%	0%	1%	1%	0%	1%	0%

Q1b Where did you see or hear that communication? Multiple response. (Unprompted)

Q1c Did you see or hear that communication...? Multiple response. (Prompted)

Q2a Do you recall seeing or hearing any information about the election on...? Multiple response. (Prompted)

Base: All respondents (2014: n=507)

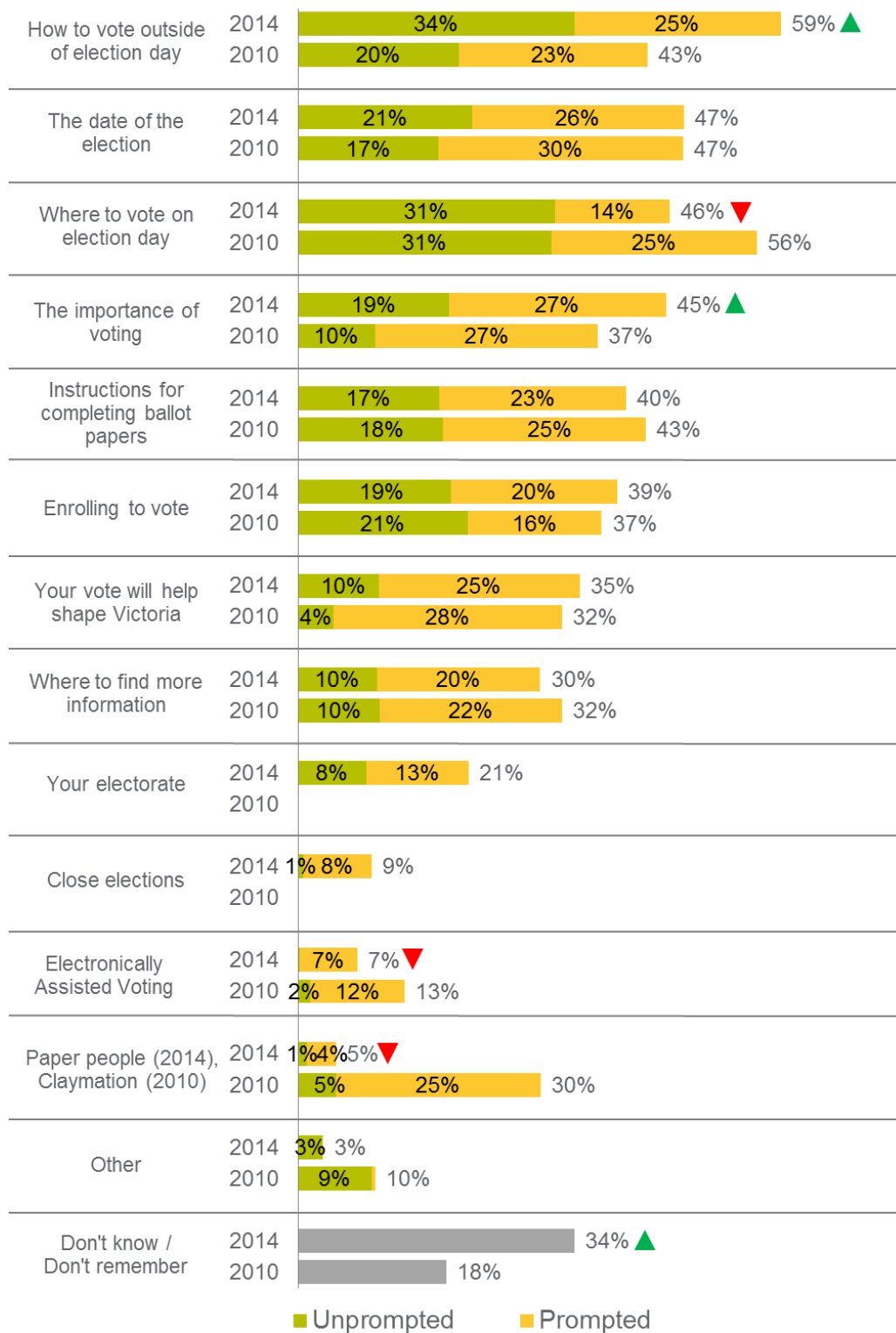
Voters who recalled seeing or hearing a form of communication were asked what information it conveyed. Most commonly, voters indicated that the communication informed them how to vote if they could not vote on Election Day (59% total recall, 34% unprompted, 25% prompted). This was an increase in the proportion of people who recalled receiving information about alternative ways to vote in 2010 (43% total recall, 20% unprompted, 23% prompted). Other common communications that were recalled included:

- The date of the election (47% total recall, 21% unprompted, 26% prompted);
- Where to vote on Election Day (46% total recall, 31% unprompted, 14% prompted);
- The importance of voting (45% total recall, 19% unprompted, 27% prompted);
- Instructions for completing the ballot paper (40% total recall, 17% unprompted, 23% prompted);
- Enrolling to vote (39% total recall, 19% unprompted, 20% prompted);
- The slogan “Your vote will shape Victoria” (35% total recall, 10% unprompted, 25% prompted).

Other less commonly reported types of information recalled included: where to find more information about the election (30%), your electorate (21%), close elections (9%) and Electronically Assisted Voting (7%).

VEC’s advertising with the Paper People was recalled by fewer people in 2014 (5%) than the 2010 equivalent, the Claymation advertising (30%).

Figure 3: Information content



Q3 Thinking about the Electoral Commission communication, what information did it contain? What other information? Multiple response. (Unprompted)

Q4 Do you remember if it contained information about...? Multiple response. (Prompted)

Base: Recalled any information (2014: n=474, 2010: n=389)

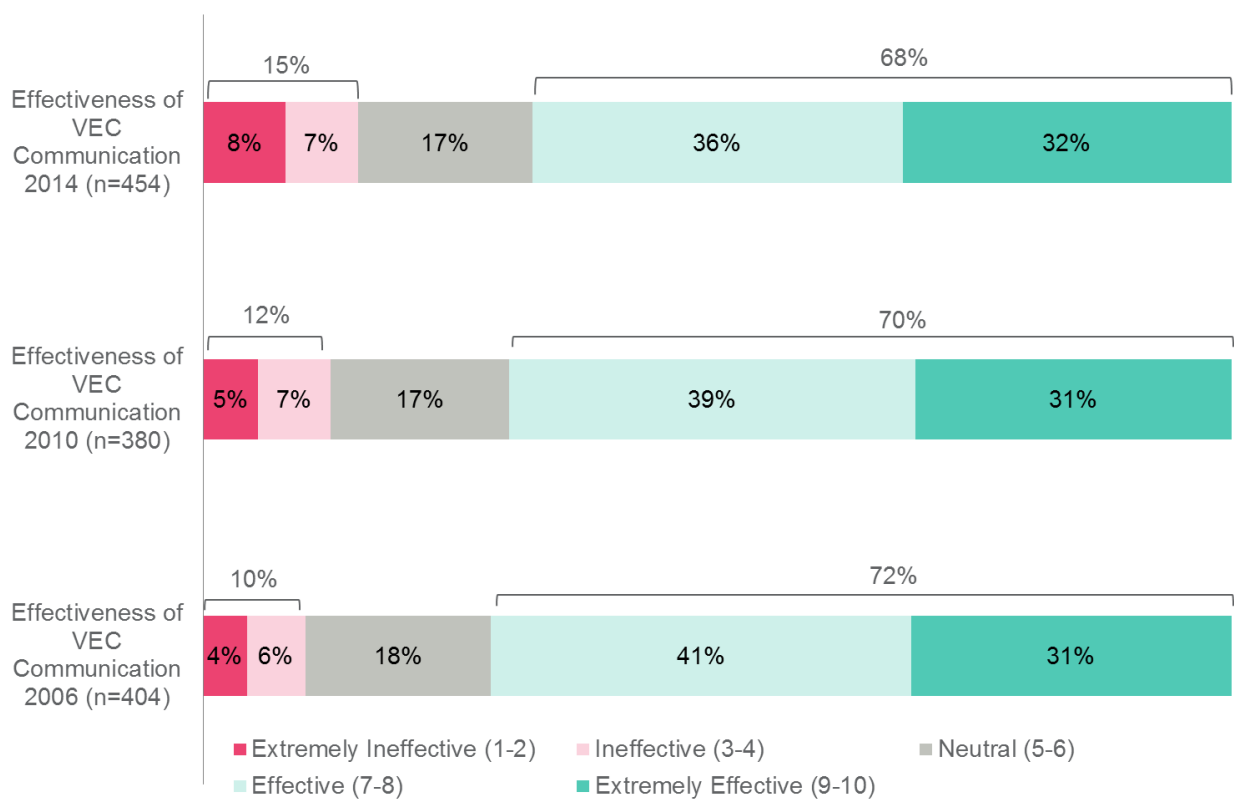
Quality of information

Of the voters who recalled some form of VEC communication, seven out of ten (68%) perceived that information to be either extremely effective (32%) or effective (36%).

One in eight (15%) perceived the information to be either extremely ineffective (8%) or ineffective (7%). This is a slight increase since 2010, however not statistically significant. The remaining two in ten (17%) were neutral in their views of the effectiveness of the information they received.

These results were very similar to those recorded after the 2010 State election.

Figure 4: Information quality



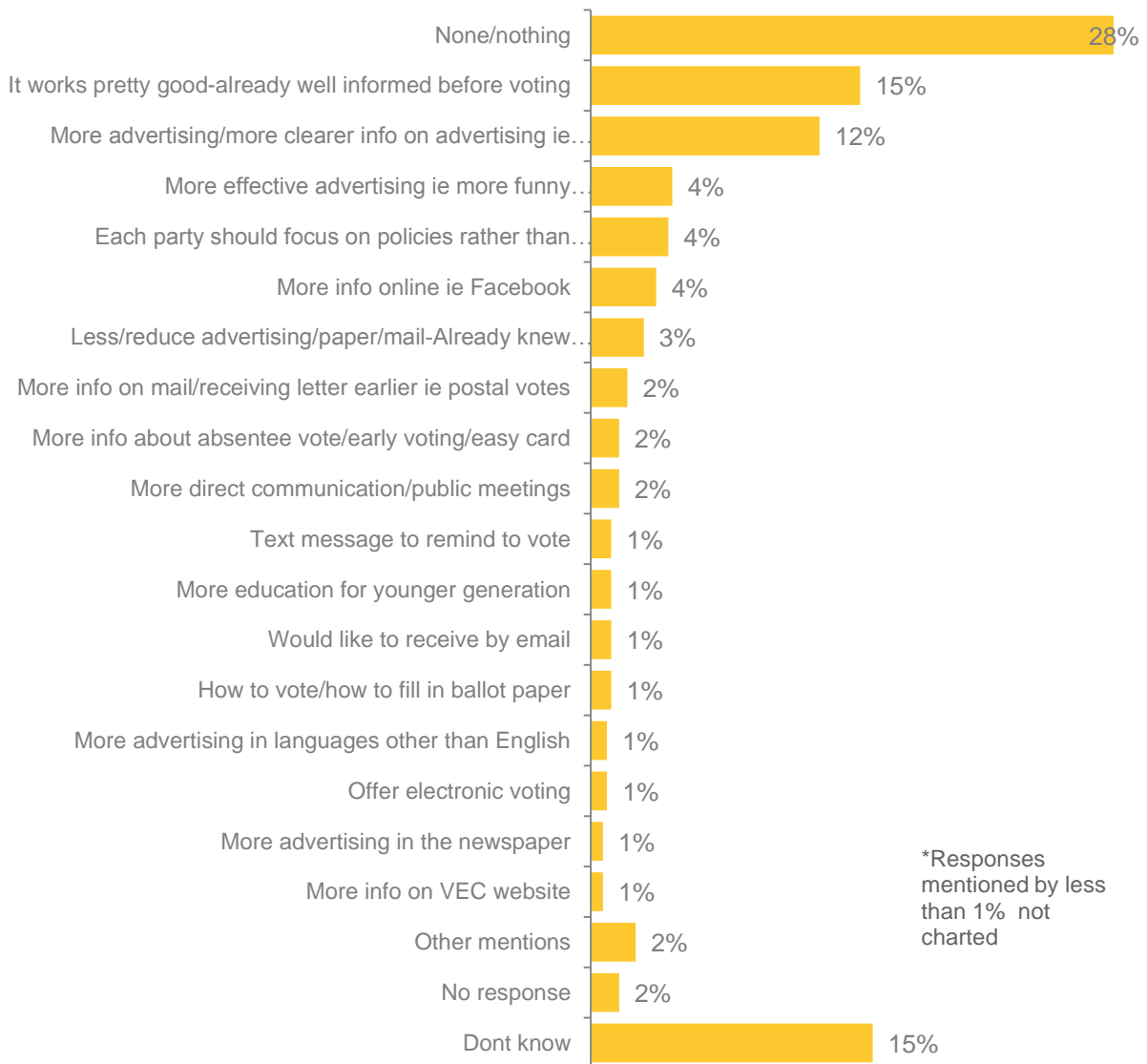
Q5 Was the information effective or ineffective in providing you with the information about the election you needed?
 Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'.

Base: Recalled any information, excluding 'Don't know' (n=454)

When prompted about what type of improvements VEC could make on future communication, three in ten were unable to provide any suggestions. A further 15% cited that it looks good or that they felt well informed before voting.

In general, suggestions for improvement to communications in the lead up to the election focussed on providing clearer information on the advertising (12%). A small proportion of respondents gave other suggestions which are listed in the chart below (ranging from 2%-5% of voters).

Figure 5: Suggestions for improvement to information



Q6 What would increase the effectiveness of the communications?
 Base: Recalled any information (n=454)

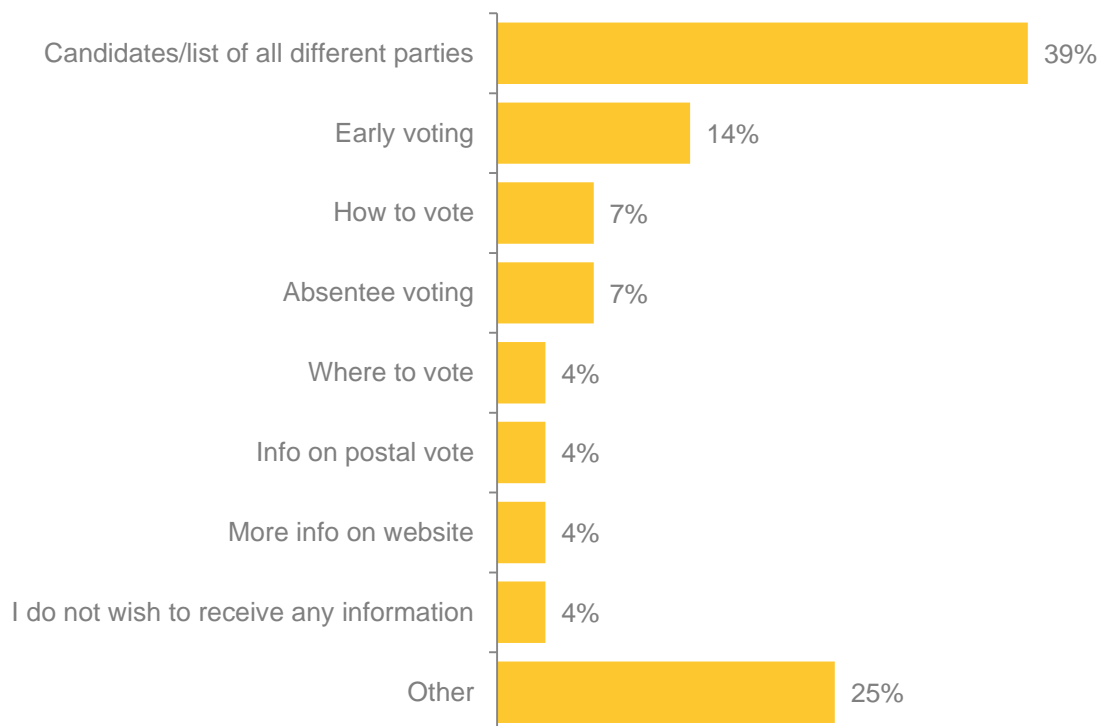
Information required

One in ten (11%) voters indicated they would have liked to receive additional information relating to voting in the election. This has declined since 2010 election by 4% from 15%, suggesting that fewer voters were in need of more information for this year's election. Of these who indicated they would have liked to receive additional information:

- Four in ten (39%) indicated they would like to receive information on candidates and different parties. However, VEC have very limited opportunity to provide the public with details on candidates;
- One in eight (14%) indicated they would like to receive information on early voting;
- Fewer than one in ten indicated they would like to receive information on how to vote (7%) and absentee voting (7%).

Other required information related to information on where to vote (4%), postal votes (4%) and more information on the website (4%). A quarter (25%) mentioned other reasons such as age to vote, easy vote card, information on the app and voting electronically.

Figure 6: Information required



Q10a Was there any additional information related to voting in the election that you would have liked to receive?

Q10b Would you like to receive Information on... Multiple response. (Prompted).

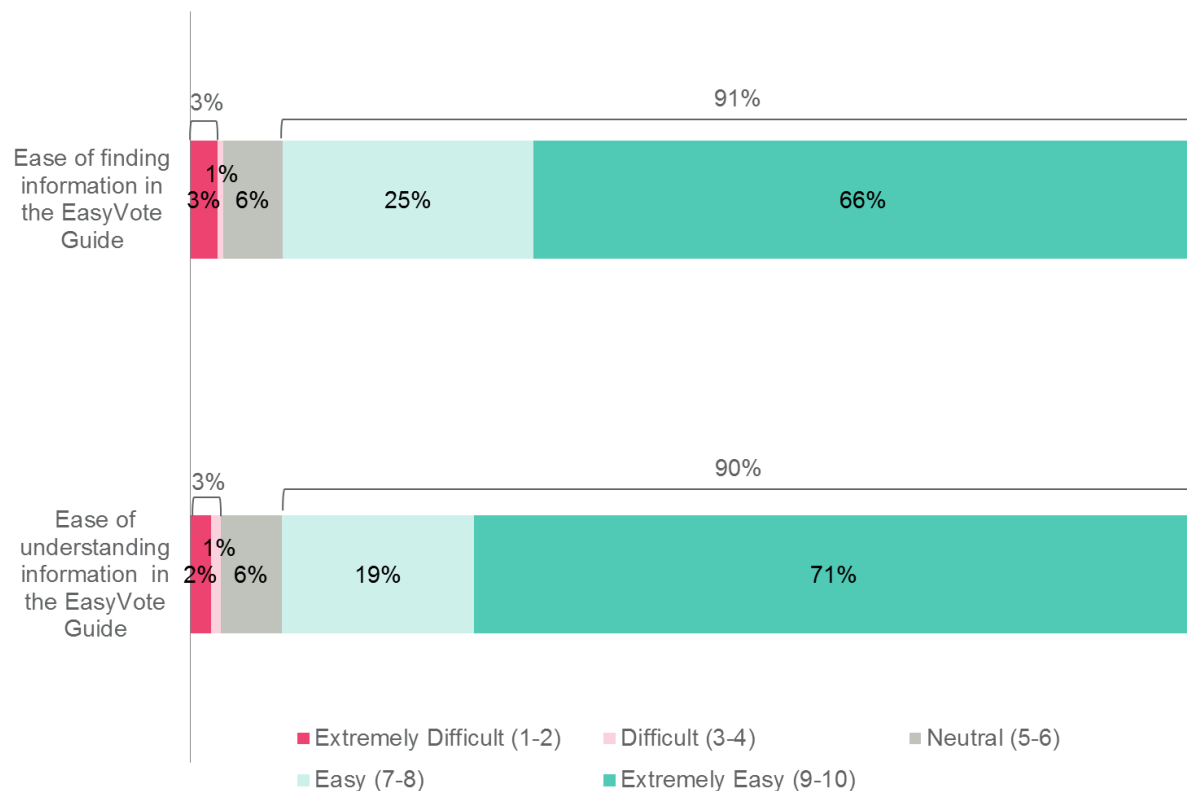
Base: Required additional information (n=28)

EasyVote

In 2014, four in ten (37%) voters recalled receiving an EasyVote Guide. This was substantially fewer voters than in 2010, where six in ten (60%) indicated they remembered receiving an EasyVote Guide. However, of those who recalled receiving a guide in both 2010 and 2014, a similar proportion (35% and 34% respectively) cut out the card to take to use at their voting centre.

Of those that recalled receiving the EasyVote Guide, almost three quarters (72%) indicated that the Guide contained useful information, and less than one in ten (9%) needed to seek out additional advice after reading the Guide. Of those that needed to seek out additional advice, the type of advice required included information about the location where they should vote (25%) and information about how the votes are counted (6%).

Figure 7: Ease of finding and understanding information in the EasyVote Guide



Q7c Was the information you were interested in easy to find? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'?

Q7d Was the information in the Guide easy to understand? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'?

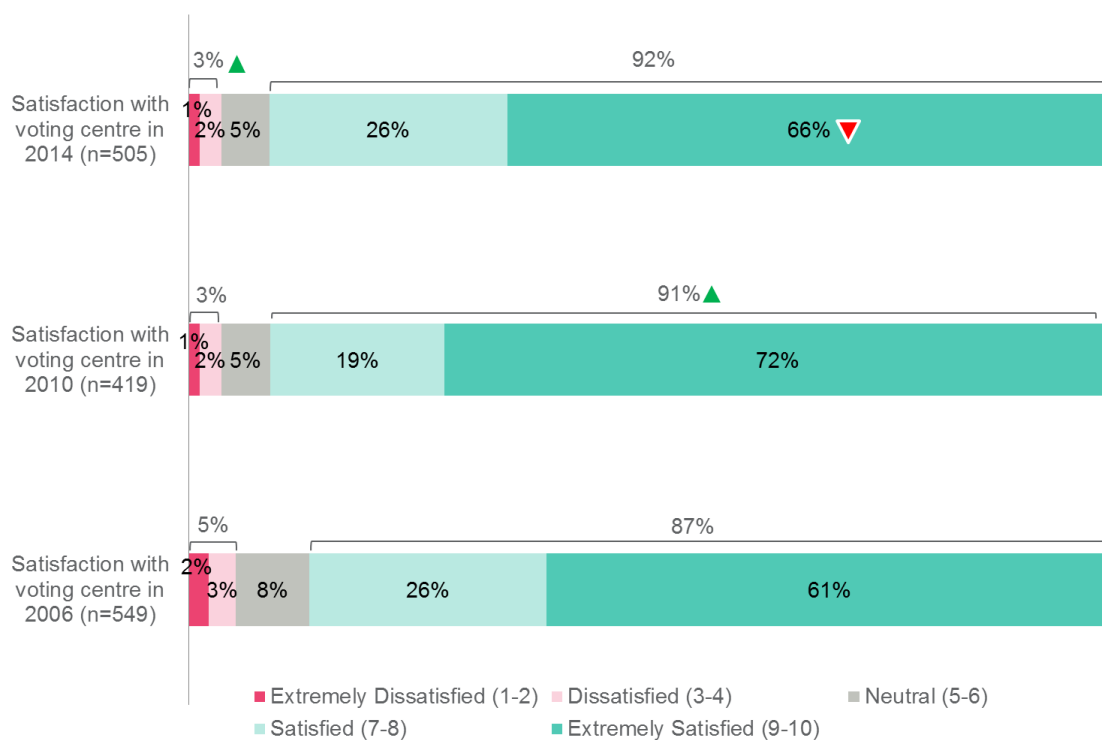
Base: Recalled seeing the EasyVote Guide, excluding 'Don't know' (n=186)

1.9. Ratings of voting process and centre

In general, voters were very satisfied with their experience of the voting centre on Election Day. More than nine out of ten (92%) were either satisfied (26%) or extremely satisfied (66%) with the voting centre where they cast their vote. Only 3% of all voters expressed dissatisfaction.

Overall levels of satisfaction (satisfied and extremely satisfied) have remained stable since the 2010 election (92% vs 91%); however the number of people who were extremely satisfied has significantly declined from 72% in 2010 to 66% in 2014. This means more voters are merely satisfied with the experience rather than being extremely satisfied.

Figure 8: Overall satisfaction



Q11 Was your experience at the voting centre satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'. Single response.

Base: All respondents excluding 'Don't know' (n=505)

Voters were asked why they expressed satisfaction or dissatisfaction with their experience at the voting centre on Election Day. Minimising the time spent on voting had a significant impact on satisfaction, highlighting the critical importance of this factor. This was highlighted by the most common reason for satisfaction being that voting was quick and easy (41%), followed by there being no queue and therefore not needing to wait (22%).

Also related to minimising the amount of time one has to spend voting, the level of organisation at the venue had a positive impact on voters' levels of satisfaction. Specifically, this related to:

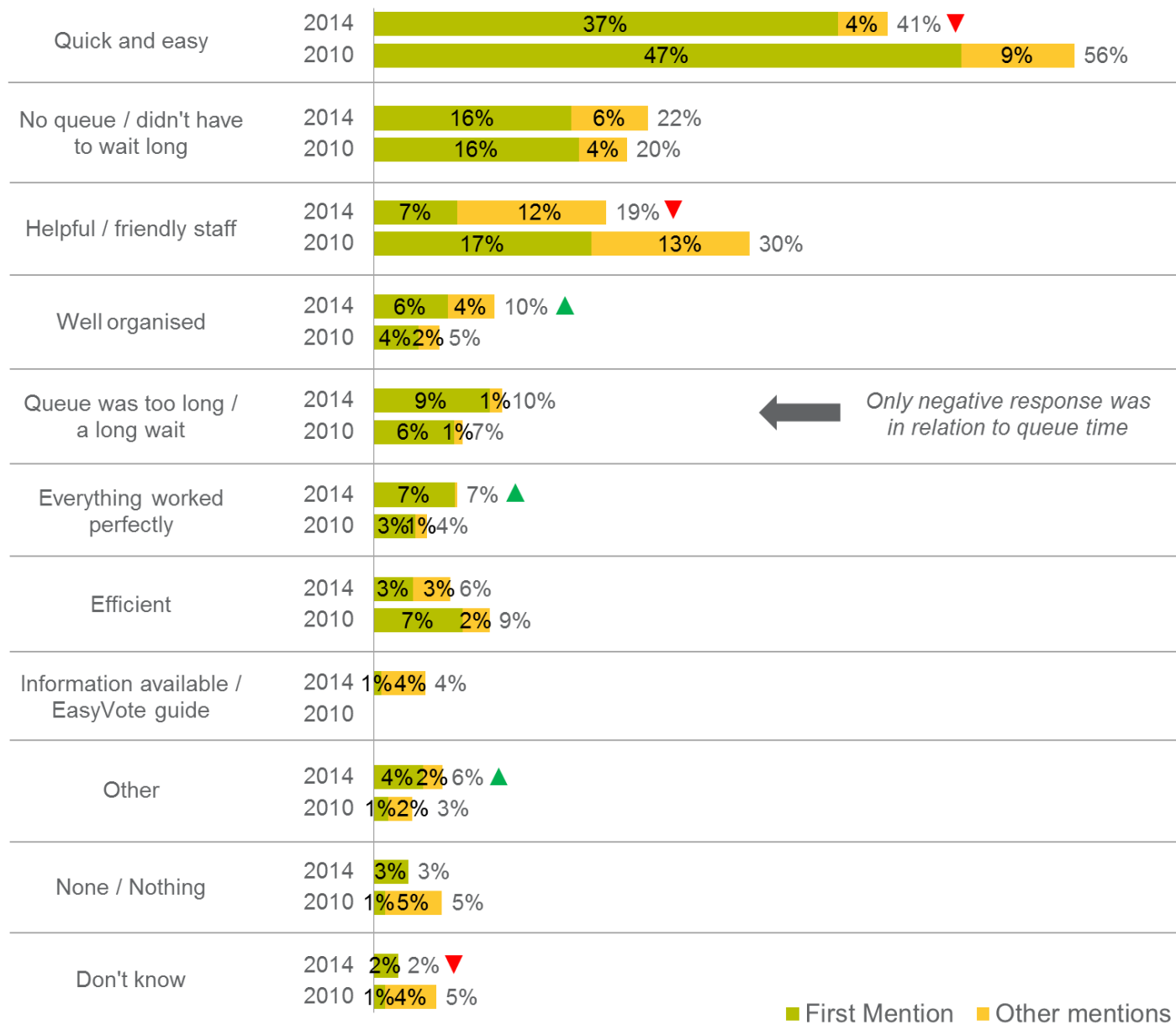
- The venue being well organised (mentioned by 10% of voters);
- Everything working perfectly (mentioned by 7% of voters); and
- The efficiency of the process (mentioned by 6% of voters).

Additionally, the only negative response affecting above 2% of respondents was having to queue or wait for too long (10%).

As wait times has such a significant impact on satisfaction it should be noted that the proportion of respondents indicating that the voting process was quick and easy was significantly lower in 2014 (41%) compared to 2010 (56%).

Another reason for satisfaction with voting included the helpful and friendly staff at the venue (19%). However, this factor was mentioned by was a smaller proportion of voters than in 2010 (30%). The information available, including specific mentions of the EasyVote Guide was also mentioned to have made a positive impact on the satisfaction levels of 4% of 2014 voters.

Figure 9: Reasons for satisfaction



← Only negative response was in relation to queue time

Q12 For what reasons do you say that? What else? Probe fully. Open ended. (Unprompted).
 Base: All respondents (2014: n=507, 2010: n=420)
 Note: Responses mentioned by less than 2% are not charted

In general, ordinary and absentee voters gave high ratings to the voting centre where they cast their ballot. High ratings were given for:

- The helpfulness of the staff (82% extremely satisfied);
- The efficiency of the staff (80% extremely satisfied);
- The ease with which a ballot could be cast (78% extremely satisfied);
- The ease of putting the paper in the ballot box (78% extremely satisfied);
- Privacy of the voter when casting a ballot (74% extremely satisfied);
- The layout and organisation of the centre (74% extremely satisfied); and
- The information available about how to vote (69% extremely satisfied).

Some differences exist when comparing the 2014 and 2010 elections, including:

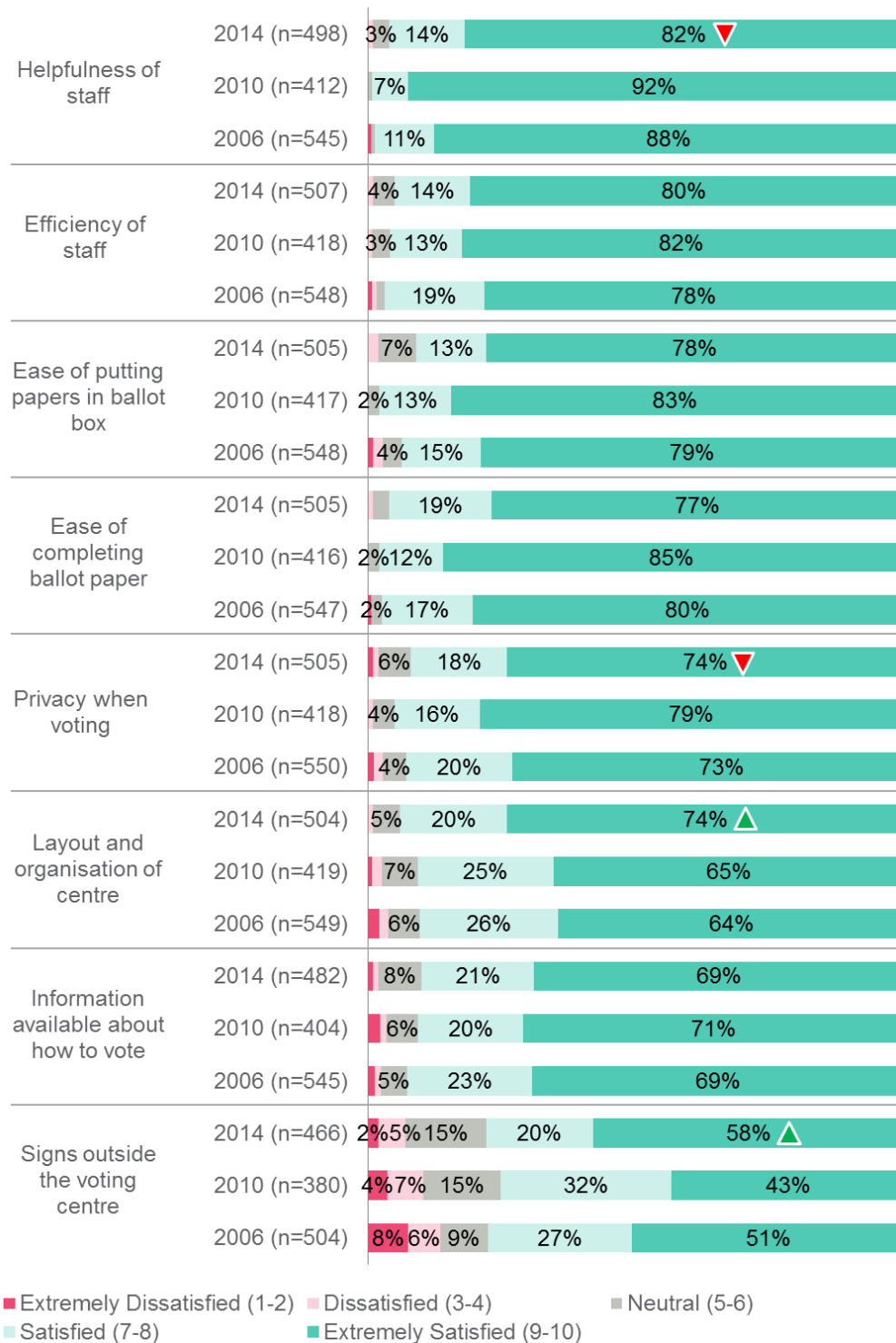
- Fewer voters in 2014 are extremely satisfied with the helpfulness of staff (82% vs 92%); and
- Fewer voters in 2014 are extremely satisfied with the privacy when voting (74% vs 79%);

This indicates that satisfaction has declined with these elements of the voting centres and experience on the day, suggesting future improvements for these in the future.

Some improvements have occurred since the previous election, including:

- More voters in 2014 are extremely satisfied with the layout and organisation of centres (74% vs 65%); and
- More voters in 2014 are extremely satisfied with the signage outside centres (58% vs 65%).

Figure 10: Rating of voting process



Q15: I am going to read out a number of aspects relating to the process of enrolling to vote on Election Day. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with... the helpfulness of the staff when they added you to the electoral roll so you could vote, the friendliness of the staff who added you to the electoral roll so you could vote, the time it took from first finding out you were not on the roll, to being added to the electoral roll, the ease with which you could complete the process of being added to the electoral roll.

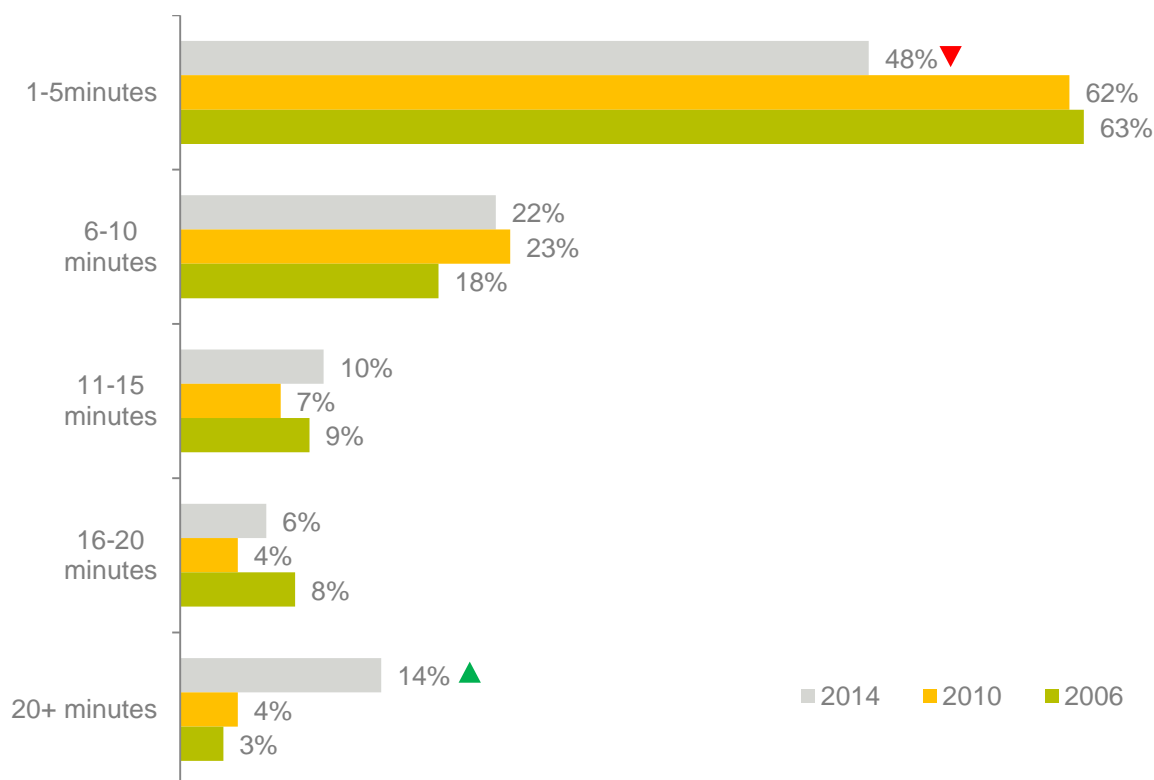
Base: All respondents excluding 'Don't know' (2014: n=466-507), 2010: n=380-419, 2006: n=504-550)

In both 2010 and 2014 just over half (54% and 53% respectively) of voters indicated that they had to queue before they received their ballot papers.

Of those that had to queue, most did not have to queue for very long. However, longer wait times of 20 minutes plus were more common in 2014 than 2010 (14% and 4% respectively). Queue times were as follow:

- Approximately half (48%) of those who had to queue for five minute or less;
- Two in ten (22%) had to queue for 6-10 minutes;
- One in ten (10%) had to queue for 11-15 minutes;
- A small proportion (6%) had to queue for 16-20 minutes; and
- One in eight (14%) had to queue for longer than 20 minutes.

Figure 11: Time taken to vote



Q13 Did you have to queue before you received your ballot papers? Single response.

Q14 How long did you have to queue for? Single response. (Unprompted)

Base: Had to queue (2014: n=271, 2010: n=226, 2006: n= 360)

Voters most commonly knew where to vote because:

- It was the same location as previous occasions (58%);
- Family or friends passed on the information (15%);
- The information was in an EasyVote Guide (10%); and

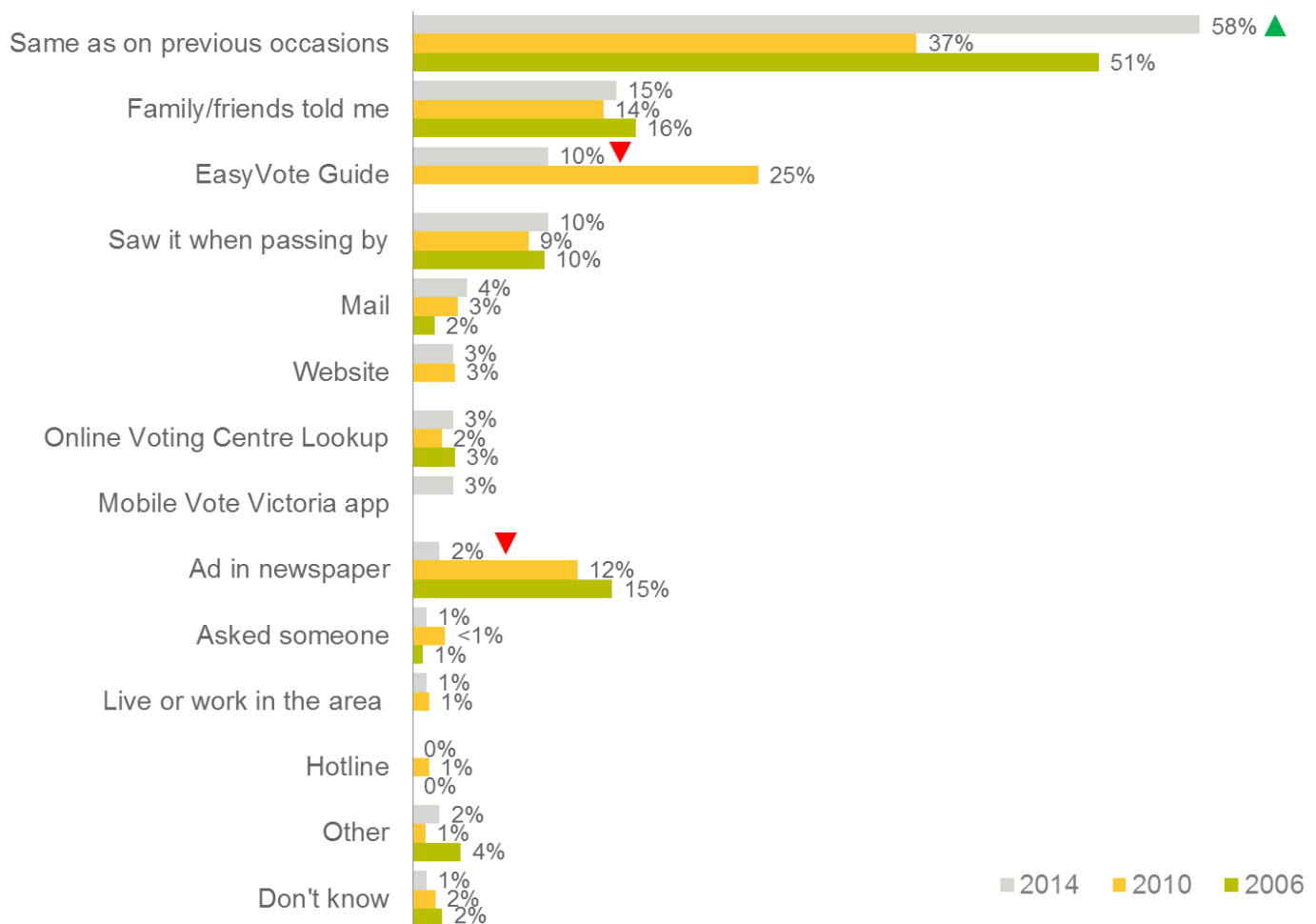
- They had seen the location as they were passing by (10%).

Other less commonly cited methods for finding out where to vote are indicated on the chart below (nominated by 4% of voters or less).

The sources for knowing where to vote indicated by voters in the 2014 election were compared to those from the 2010 election:

- Although it was still the most commonly nominated, voters knowing where to vote because it was the same location as previous years was significantly more common for 2014 voters compared to 2010. This returned to levels seen previously in 2006;
- The EasyVote Guide was less relied on as a source of knowing where to vote, however when mail / post is included this increases to 14% (vs. 25%). Newspaper advertising is also less relied on in 2014.

Figure 12: Knowing where to vote



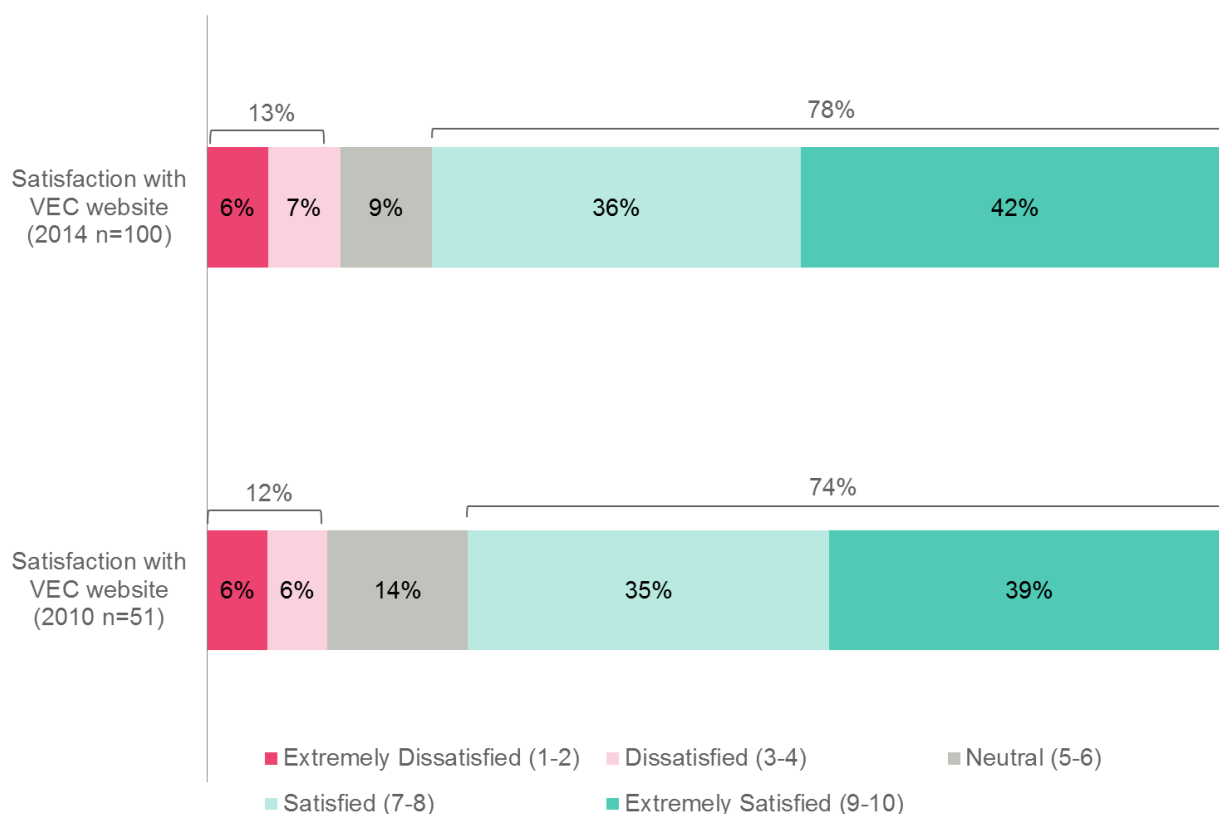
Q16 How did you know which voting centre you should come to? Multiple response. (Unprompted)
 Base: All respondents (2014: n=507, 2010: n=420, 2006: n=551)

1.10. Website

Six out of ten (63%) voters were aware the VEC has a website for voters to gain more information about the election; this is a marginal improvement from 2010 (60%). Of those who were aware, two out of ten (31%) had used the website to gain information. Significantly more voters in 2014 used the website compared to the 2010 election (31% vs. 21%).

Of those who had used the VEC website, eight in ten (78%) were extremely satisfied (42%) or satisfied (36%) with the information available on the website; one in ten were extremely dissatisfied (6%) or dissatisfied (7%).

Figure 13: Satisfaction with VEC website

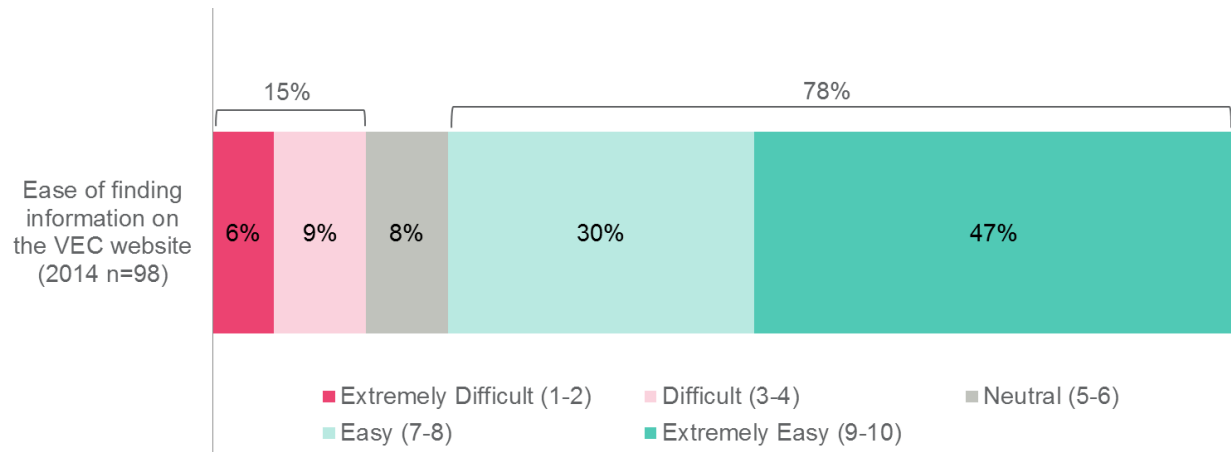


Q19A Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.

Base: Used website excluding 'Don't know' (2014 n=100, 2010 n=52)

Of those that had used the VEC website, eight out of ten (78%) agreed that the information was extremely easy (47%) or easy (30%) to find; one in eight found the information extremely difficult (6%) or difficult (9%).

Figure 14: Ease of finding information on the VEC website

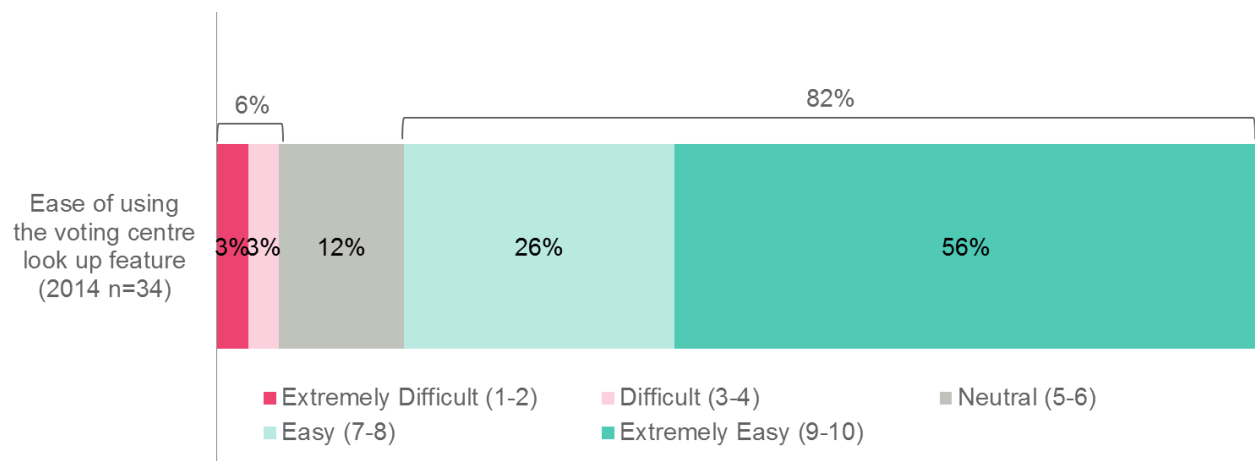


Q19B How easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.

Base: Used website excluding 'Don't know' (2014 n=98)

A third (33%) of voters who used the website used the voting centre look up feature. Of those that had used the VEC website, eight out of ten (82%) agreed that using the voting centre look up was extremely easy (56%) or easy (26%); fewer than one in ten (6%) found the information extremely difficult (3%) or difficult (3%).

Figure 15: Ease of using the voting centre look up feature



Q19D How easy was it to use the voting centre look up feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.

Base: Used website excluding 'Don't know' (2014 n=34)

1.11. Hotline

Two in ten (22%) voters were aware the VEC has an election hotline for voters to gain more information about the election. Of those who were aware, only a small number (4%) recalled the hotline number, and a quarter (25%) of these people had called the hotline.

Those who had called the VEC hotline was extremely satisfied with the information provided to them by the hotline. They were also extremely satisfied with the courtesy and helpfulness of the staff member they spoke to.

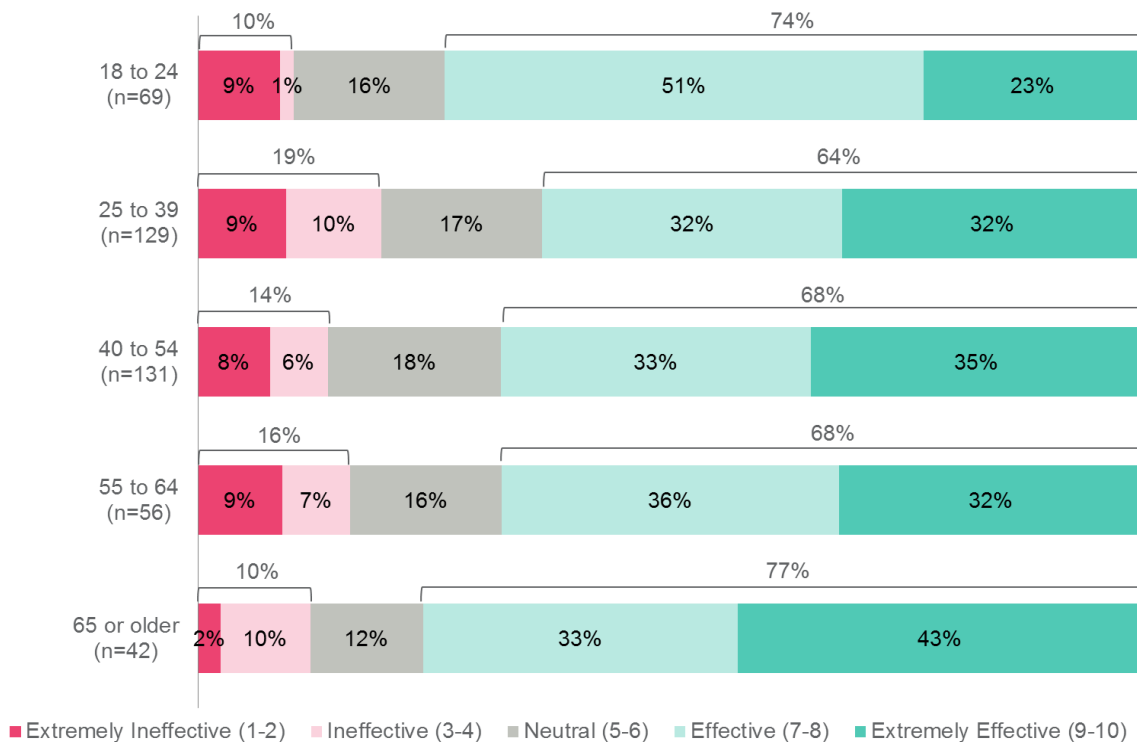
1.12. Previous voting

Nine out of ten (89%) voters indicated they had previously voted in a State election, which remains in line with levels seen previously at the 2010 election.

1.13. Differences in satisfaction by age

When examining differences in the perceived effectiveness of the information provided, younger voters (18-24 years) and 65+ year olds are significantly more likely to indicate the information was extremely effective or effective compared to voters aged 25-34 years.

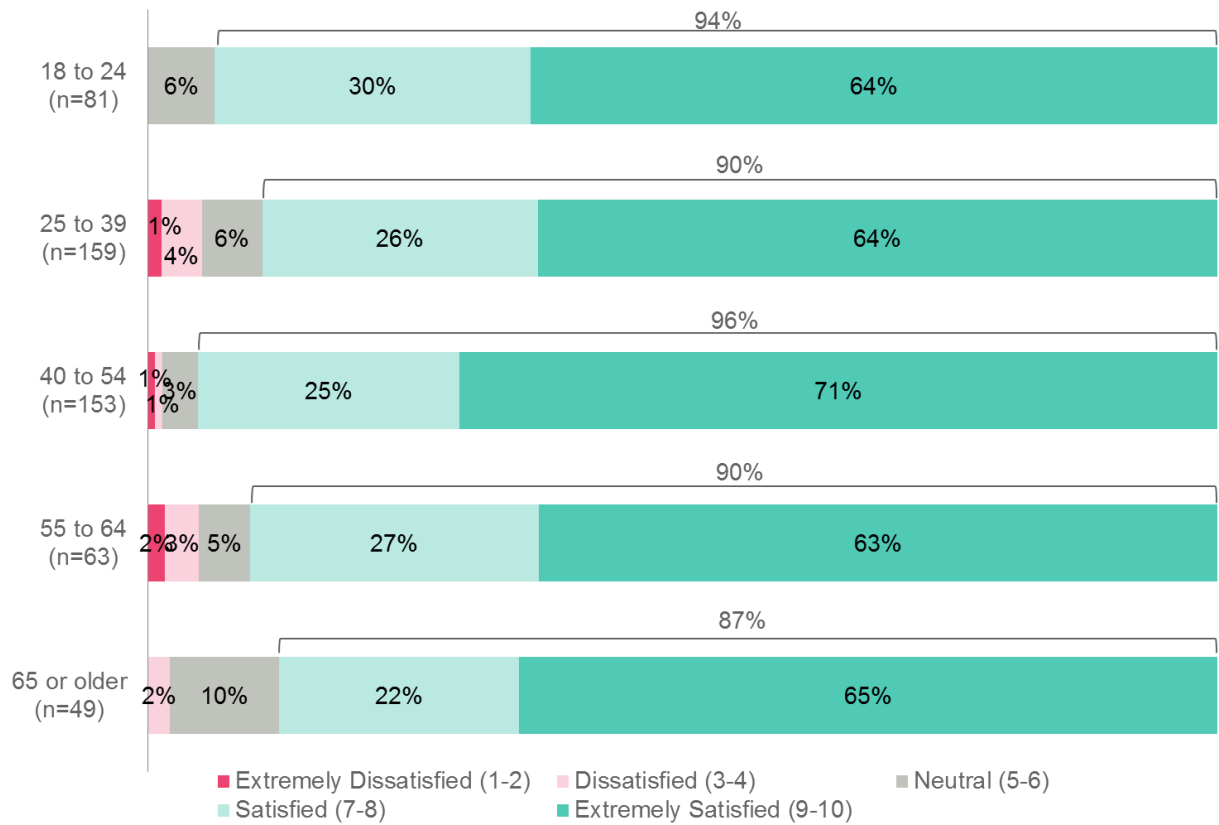
Figure 16: Information quality broken out by ages



Q5 Was the information effective or ineffective in providing you with the information about the election you needed? Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'.
Base: Recalled any information excluding 'Don't know' (n=380)

When examining voters' satisfaction with their experiences at the voting centres, no significant differences across ages were apparent.

Figure 17: Overall satisfaction in 2014 broken out by age



Q11 Was your experience at the voting centre satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'. Single response.

Base: All respondents excluding 'Don't know' (n=419)

CALD voters

Voters who are culturally and linguistically diverse (CALD) were intercepted on Election Day to answer a survey on their voting experience. The CALD voters who took part in the research were slightly more likely to be female (61%) than male (39%), and most likely to fall within the 40 to 54 year age group (33%).

1.14. Location of vote

Nearly all CALD voters (89%) voted within their own electorate. Only three CALD voters voted outside their electorate (11%) and they did so because they were meeting family/friends, shopping or had family commitments.

1.15. Information

Information recalled

Eight in ten (79%) CALD voters recalled seeing some form of communication in the lead up to the 2014 election. The proportion of people recognising the VEC communication remains similar to the 2010 results (79% vs 86%). CALD voters saw or heard communications via the following sources:

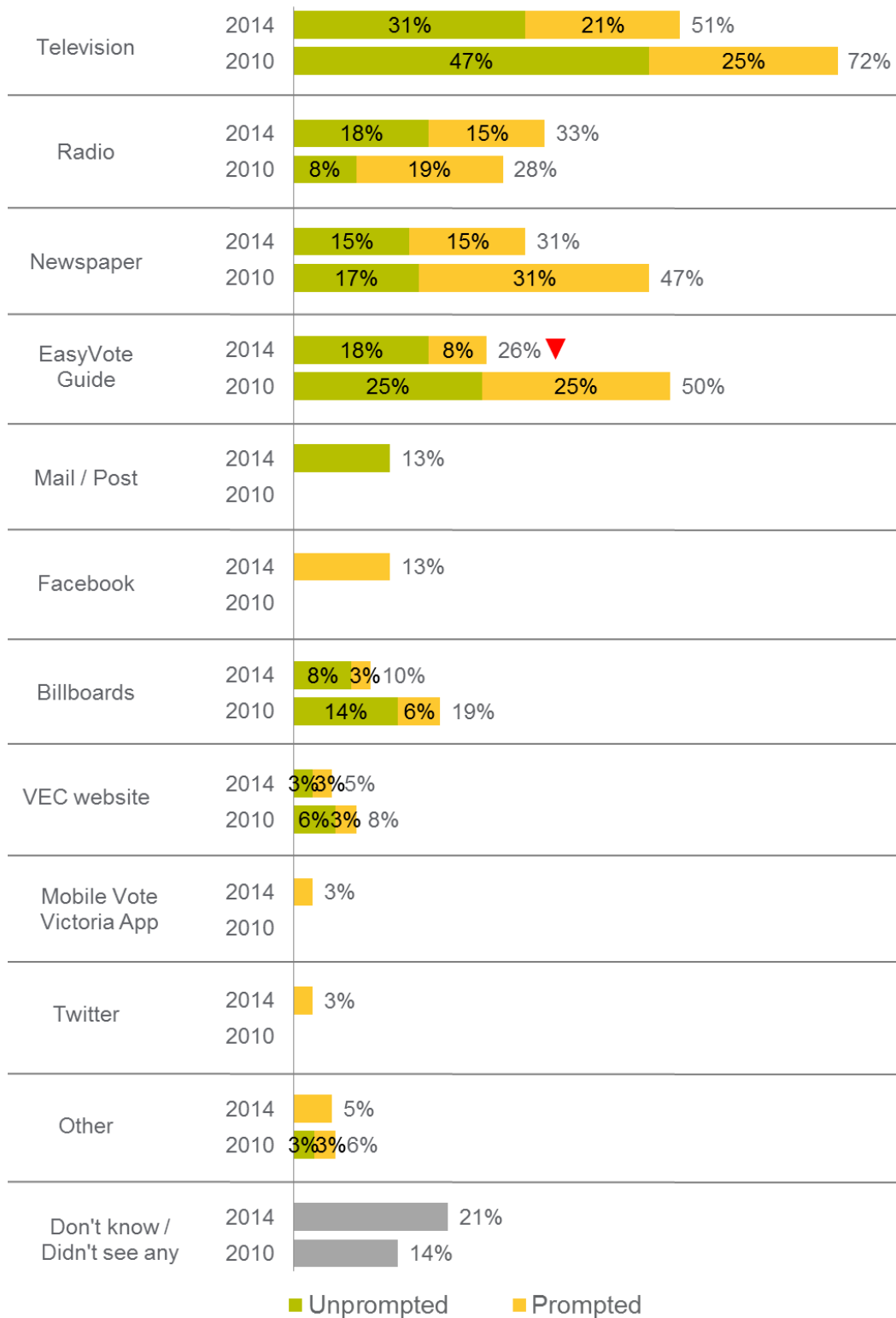
- Television (51% total recall; 31% unprompted recall and 21% prompted);
- On the radio (33% total recall; 18% unprompted recall and 15% prompted);
- The newspaper (31% total recall; 15% unprompted, 15% prompted); and
- The EasyVote Guide (26% total recall; 18% unprompted, 8% prompted).

Other, less frequently mentioned sources of information recalled by CALD voters included mail/post (13%), Facebook (13%), billboards and VEC website (5%).

The sources of information indicated by CALD voters in the 2014 election were compared to those from the 2010 election:

- Although the most common across both elections, television was a significantly more common source of information nominated by voters from the 2010 election compared to the 2014 election;
- Voters in 2014 are less likely to mention the EasyVote Guide directly compared to previous years. However when merged with mail / post the levels of recognition are in line with the previous election in 2010 (39% in 2014 vs. 50% in 2010);
- No other significant differences exist between the reach of VEC's communication from 2010 to 2014.

Figure 18: Information about Election Day



Q1b Where did you see or hear that communication? Multiple response (Unprompted)

Q1c Did you see or hear that communication...? Multiple response. (Prompted)

Q2a Do you recall seeing or hearing any information about the election on... Multiple response (Prompted).

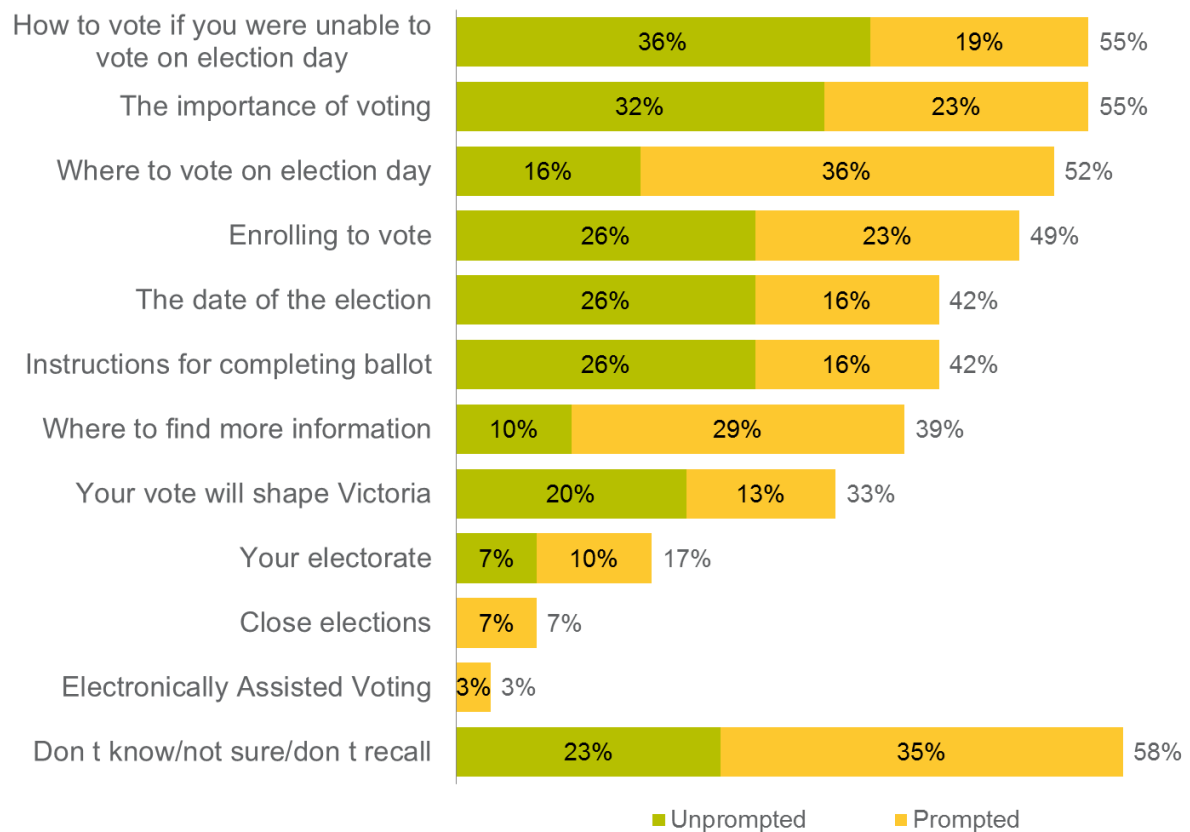
Base: All CALD respondents (2014: n=39, 2010: n=36)

CALD voters who recalled any form of communication in the lead up to Election Day most commonly indicated that the communication included information about:

- How to vote on election day (55% total recall; 36% unprompted recall and 19% prompted);
- The importance of voting (55% total recall; 32% unprompted, 23% prompted); and
- Where to vote (52% total recall; 16% unprompted, 36% prompted).

Less commonly reported types of information included enrolling to vote (49% total recall), the date of the election (42%), instructions for completing ballot papers (42%), where to find more information (39%), the slogan ‘Your vote will shape Victoria’ (33%), your electorate (17%), close elections (7%) and Electronically Assisted Voting (3%). No one recalled any information about Paper People either prompted or unprompted.

Figure 19: Information content



Q3 Thinking about the Electoral Commission communication, what information did it contain? What other information? Multiple response (Unprompted)

Q4 Do you remember if it contained information about...? Multiple response (Prompted)

Base: Recalled any information (n=31)

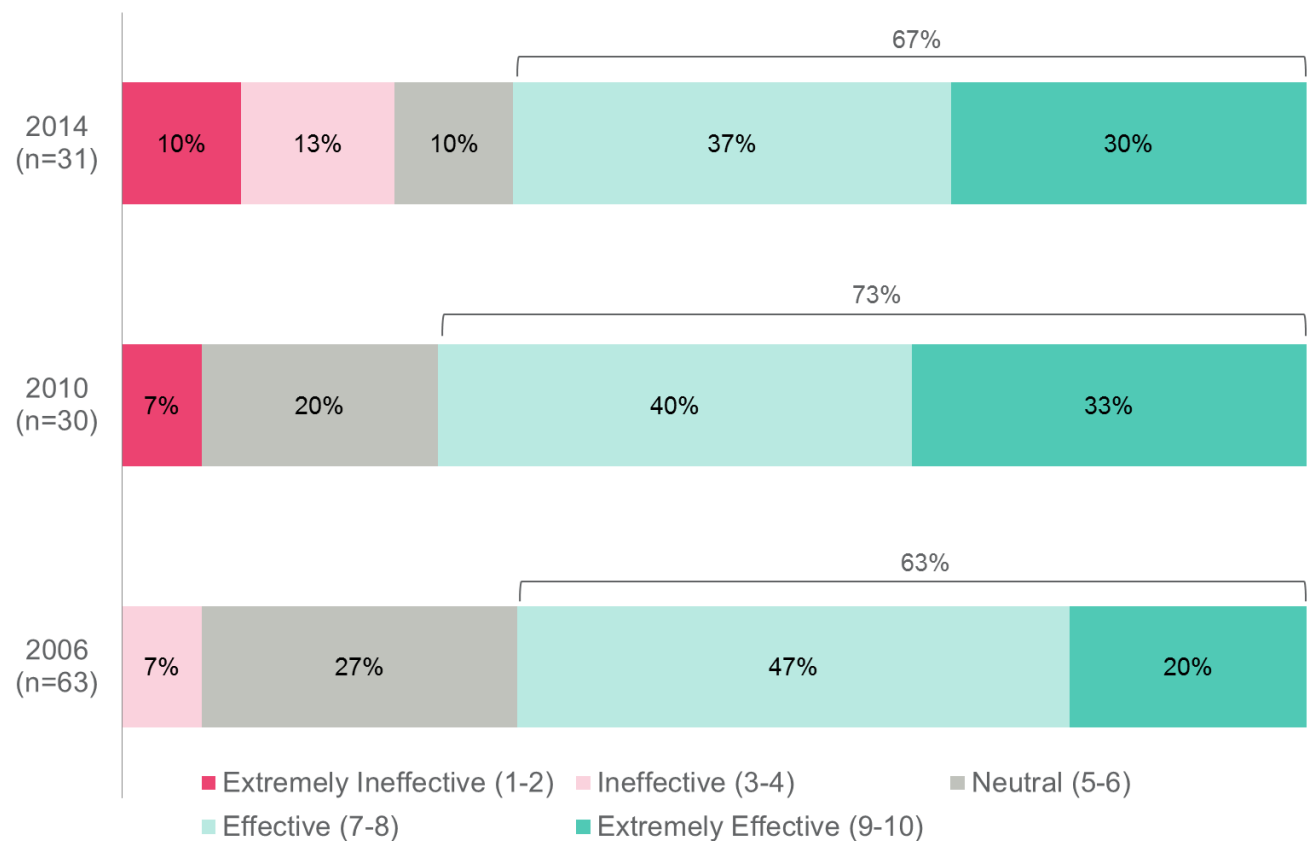
Quality of information

Almost seven in ten (67%) CALD voters perceived the information they received in the lead up to the election to be either extremely effective (30%) or effective (37%).

Two in ten (23%) perceived the information they received in the lead up to the election to be either extremely ineffective (10%) or ineffective (13%). The remaining one in ten (10%) remained neutral in their views of the effectiveness of the information they received.

The proportion of CALD voters indicating dissatisfaction with the quality of information increased in 2014 (23%) from 2010 (7%). Due to low sample sizes this increase was not statistically significant, however still worthy of noting. It is a potential area to focus improvement on.

Figure 20: Information quality

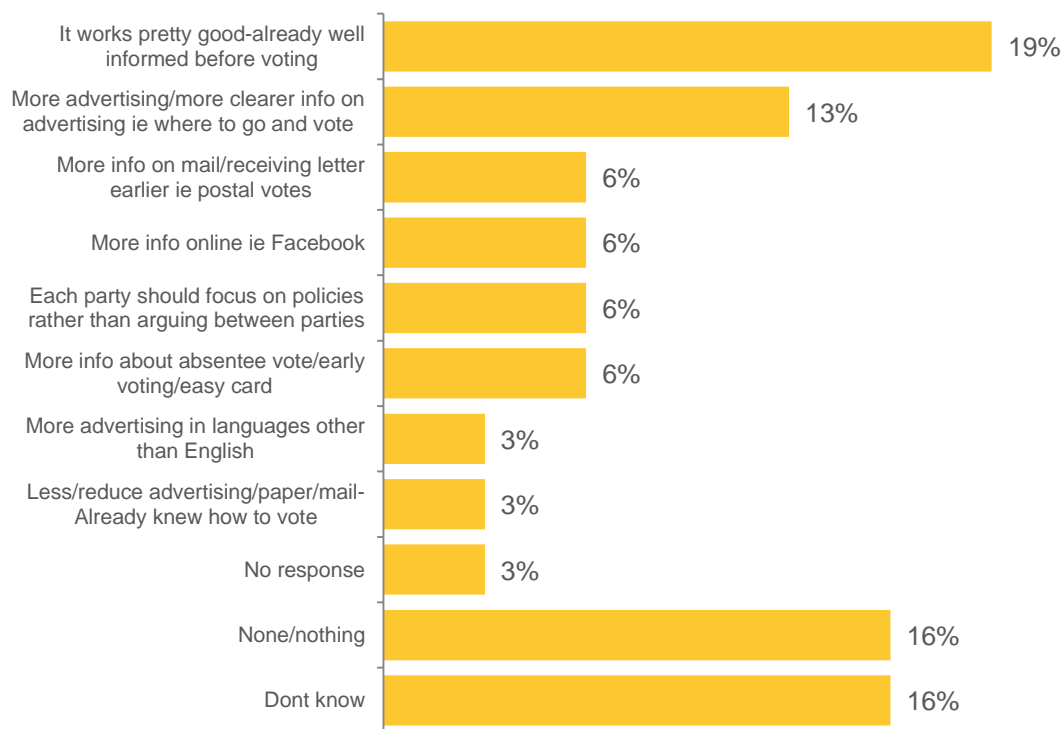


Q5 Was the information effective or ineffective in providing you with the information about the election you needed? Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'. Single response.
 Base: Recalled any information excluding 'Don't know' (2014: n=31, 2010: n=30, 2006: n=63)

Approximately half (54%) of CALD voters who saw some form of communication could not provide any suggestions for improvements to any of the VEC communication. This suggests that for most CALD voters they were happy with the information they were provided from the VEC.

One in ten suggested more advertising / clearer information on where to vote. There were some mentions for more information about postal voting/ letter from VEC (6%), more information online (6%), more policy information from parties (6%) and more information about absentee/ early voting (6%). Only 3% of CALD voters indicated that they wanted to see more information in other languages.

Figure 21: Suggestions for improvement to information



Q6 What would increase the effectiveness of the communications? Open ended (Unprompted).
 Base: Recalled any information (n=31)

Information required

Two out of ten (21%) CALD voters indicated that there was additional information that they would have liked to receive in the lead up to the election. Of these eight respondents:

- A third (33%) would have liked to receive additional information on candidates / list of all different parties;
- A third (33%) would have liked to receive additional information on early voting; and
- A third (33%) would have liked to receive additional information about the age of legal voting.

No other further information was cited by CALD voters.

EasyVote

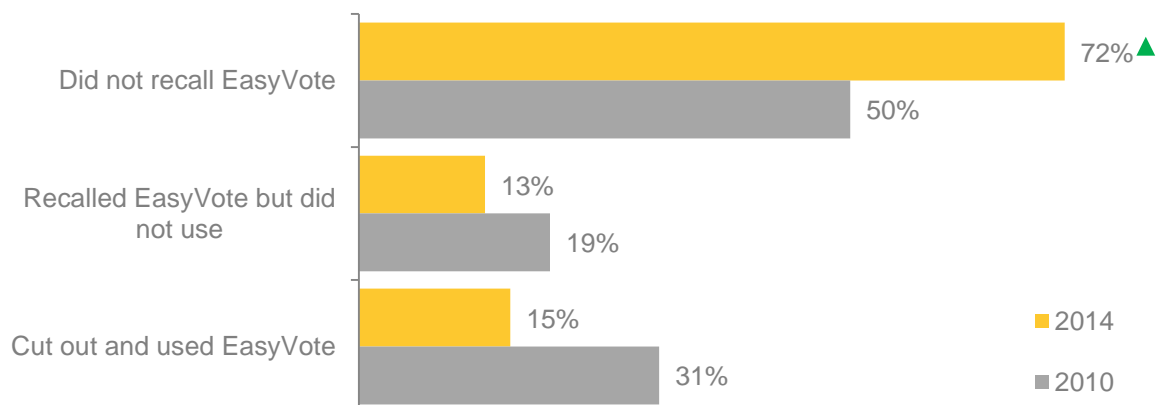
Three in ten (28%) CALD respondents recalled receiving an EasyVote Guide in 2014. However, fewer CALD voters recalled seeing the EasyVote Guide this year compared to the 2010 Election where half of CALD voters (50%) saw the Guide.

In 2014, one in seven (15%) saw the Guide and cut it out and used on Election Day. This has fallen from 2010 where three in ten (31%) of CALD voters used the Guide.

Of those CALD voters that recalled the EasyVote Guide, eight in ten (83%) indicated that the Guide contained useful information. However four in ten (39%) indicated that they needed to seek out additional advice after receiving the Guide. Of these respondents:

- Four in ten (43%) sought more information about how to vote;
- Over one in ten (14%) sought information about where to vote; and
- The same proportion (14%) sought information about candidates.

Figure 22: EasyVote Guide Awareness and Usage



Q 1a In the period leading into this election, did you see or hear any communications by the Victorian Electoral Commission? We are not interested in advertising conducted by the political parties. Single response.

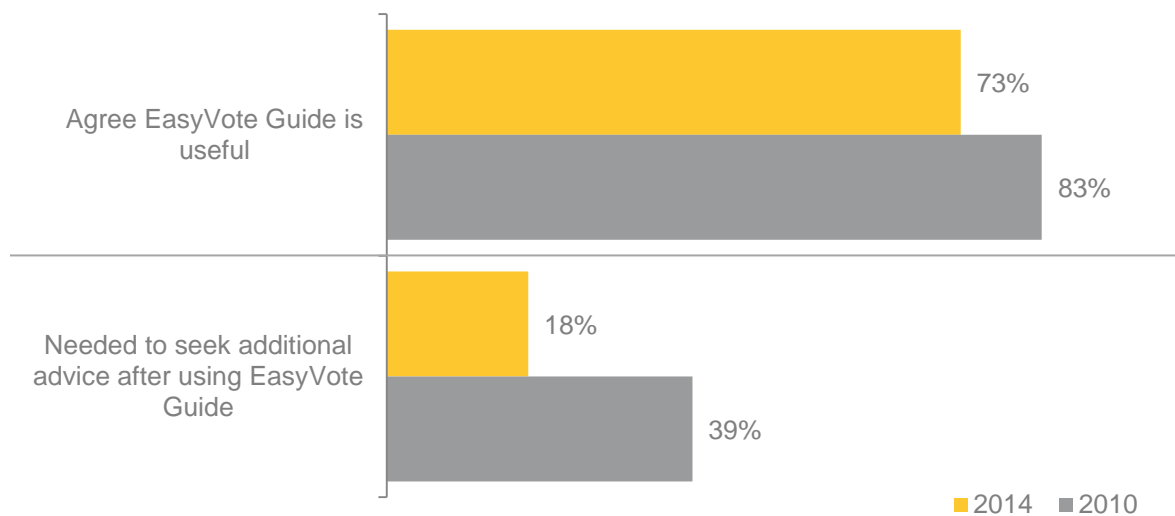
Q 9b Did you cut out the EasyVote card to use at this election? Single response.

Base: CALD Voters (2014: n=39), 2010: n=36)

Seven in ten people (73%) who recalled seeing the EasyVote Guide found the information useful. Perceptions that the Guide is useful have fallen slightly from 2010 (83%).

However, the need to seek out additional information declined in 2014 (18%) compared to 2010 (39%). Therefore, it could be possible that the information from the Guide is perceived as less useful as CALD voters are more familiar and confident with the voting process and therefore, the information within the guide is not as highly valued. Although, it must be noted that sample sizes for these questions is very small and therefore, interpretations from the data are only speculative.

Figure 23: EasyVote Usefulness and Additional Information Requirements

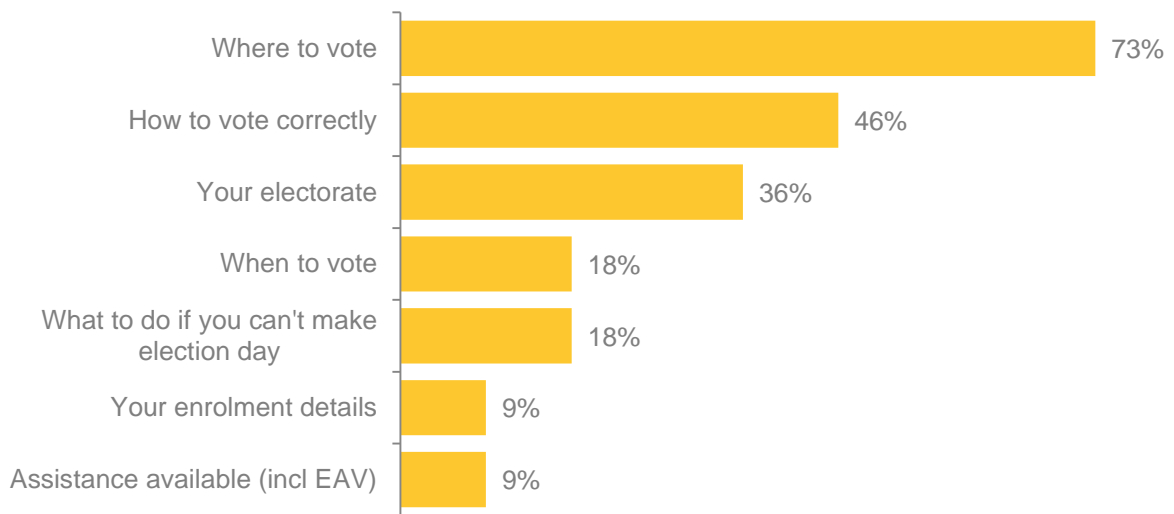


Q 7 Did the EasyVote guide provide you with useful information about voting in this election? Single response.
 Q 8 Did you need to seek out additional advice after reading the EasyVote guide? Single response.
 Base: Recalled EasyVote (2014: n=11) 2014: (n=18)

The most important information in the EasyVote Guide for CALD voters included:

- Seven in ten (73%) found the information on where to vote most important;
 - Five in ten (46%) found the information on how to vote correctly most important; and
 - Just over a third (36%) found the information on their electorate most important.
- There were fewer mentions for when to vote (18%), what to do if you can't make Election Day (18%), your enrolment details (9%) and assistance available (9%).

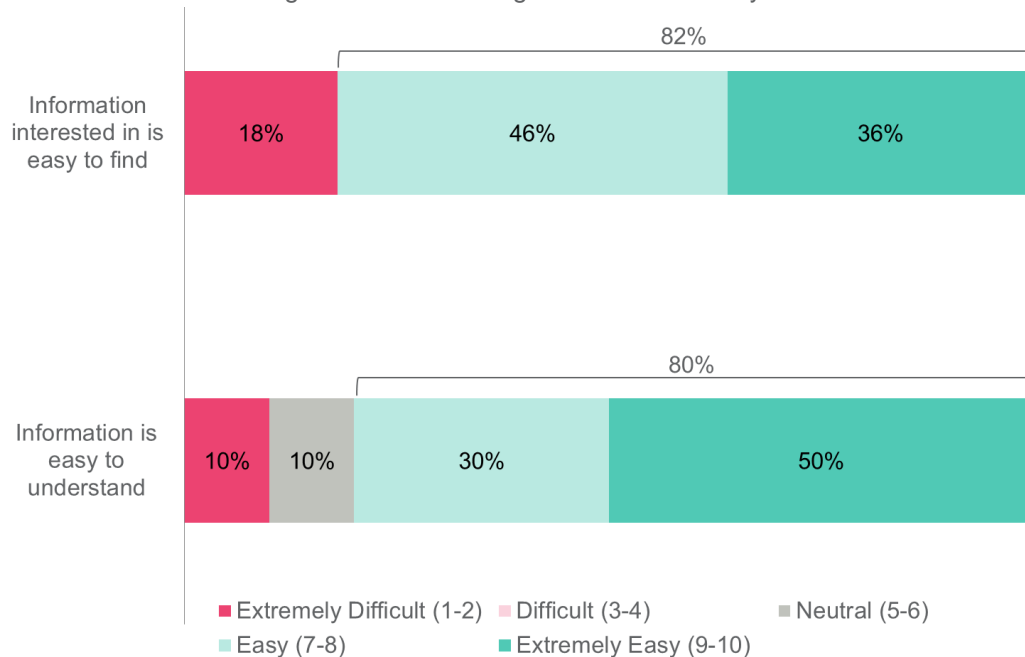
Figure 24: Most important information in the EasyVote Guide



Q6B What was the most important information for you in the Guide? (MR)
 Base: Used EasyVote Guide (n=11)

Among those CALD voters who did use the EasyVote Guide, eight in ten believed that the information they were interested in was easy/extremely easy to find (82%) and that the information was easy/extremely easy to understand (80%).

Figure 25: Ease of finding and understanding information in EasyVote Guide



Q6C Was the information you were interested in easy to find? (SR)
 Q6D Was the information in the Guide easy to understand? (SR)
 Base: Used EasyVote Guide (n=11)

1.16. Ratings of voting process and centre

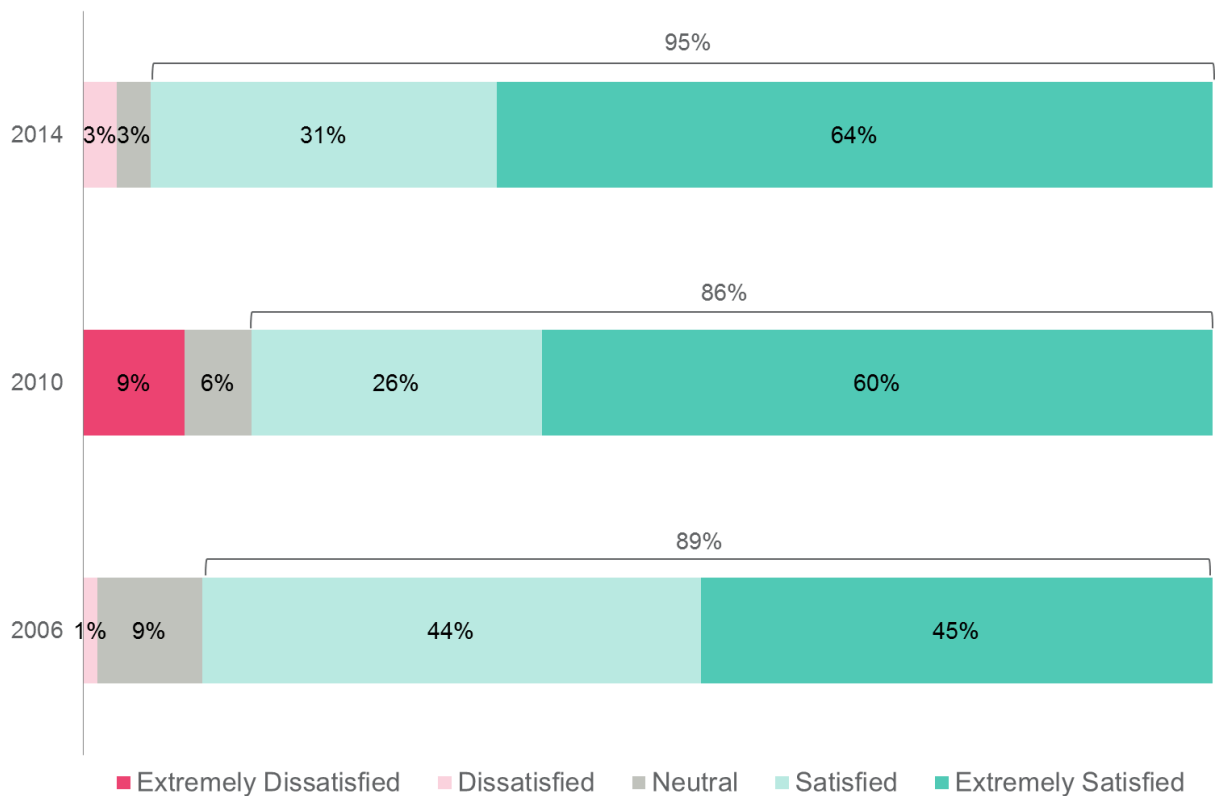
In general, CALD voters were very satisfied with their experience of the voting centre on or before Election Day.

Over nine in ten (95%) were either extremely satisfied (64%) or satisfied (31%) with the voting centre where they cast their vote. Very few people (3%) were dissatisfied with the experience.

These findings indicate that satisfaction among CALD Voters has remained stable over time.

Overall satisfaction

Figure 26: Overall satisfaction



Q11 Was your experience at the voting centre satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'. Single response.
 Base: All respondents excluding 'Don't know' (2014: n=39, 2010: n=36, 2006: n=19)

CALD voters were asked why they expressed satisfaction or dissatisfaction with their experience with the voting centre on Election Day; the response was generally very positive.

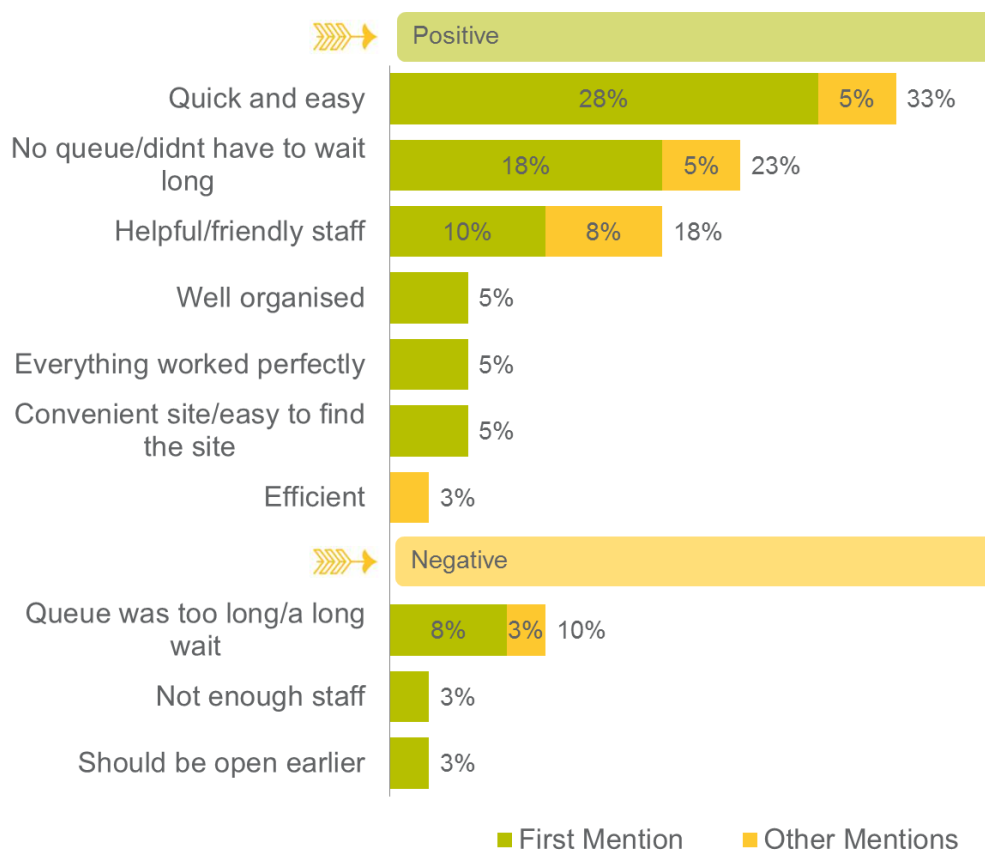
The most common reasons for satisfaction or dissatisfaction with the voting centre were:

- That the voting process was quick and easy (33% of all reasons, 28% main reason and 5% other reasons)
- Short queues, or that CALD voters did not have to wait for long (23% total reasons, 18% main reason, 5% other reasons)
- The staff were helpful and friendly (18% total reasons, 10% main reason, 8% other reasons).

Other reasons include the voting centre being well organised (5%), everything working perfectly (5%) convenient location (5%) and efficient (3%).

Other less commonly mentioned reasons for dissatisfaction included that the queue was too long (10%), that there were not enough staff (3%) or that the voting centre should be opened longer (3%).

Figure 27: Reasons for satisfaction or dissatisfaction



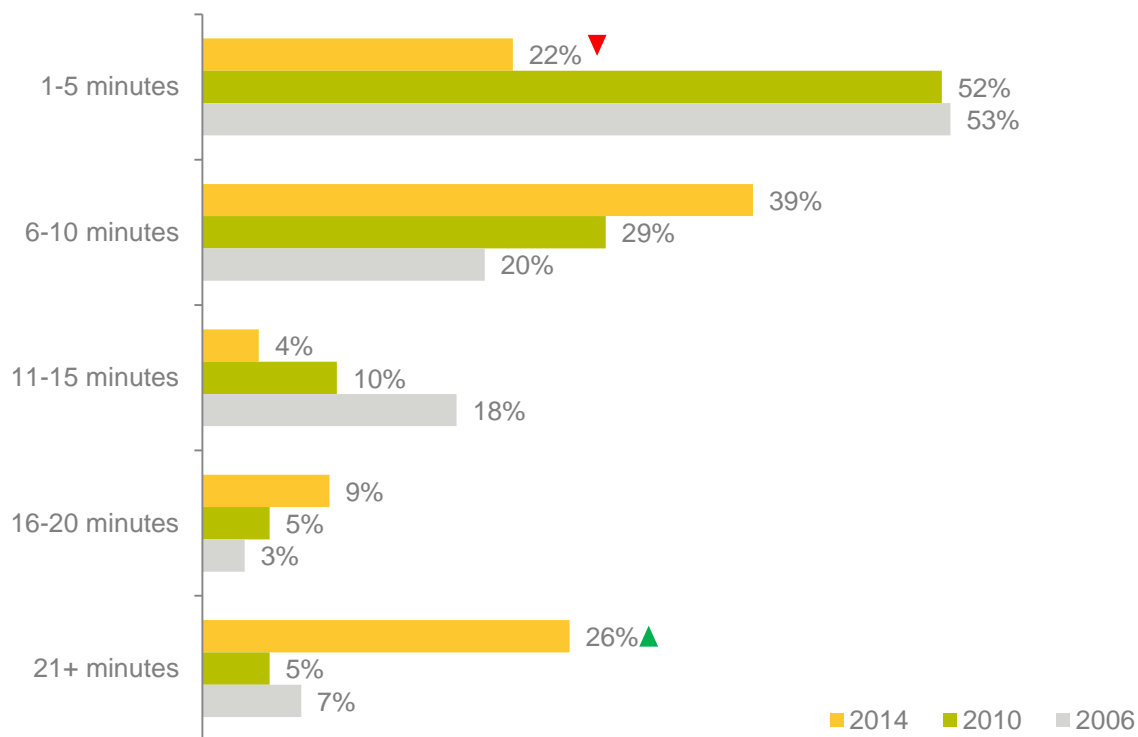
Q12 For what reasons do you say that? What else? Probe fully. Open ended (Unprompted).
 Base: All respondents (n=39)

Rating of voting centre process

Six in ten (59%) CALD voters indicated they had to queue to cast their ballot in 2014. This was consistent with the proportion of people during the 2010 Election indicating they queued (58%). However, during 2014 most CALD voters did have to queue longer than in previous years:

- Two in ten (22%) of those that had to queue queued for 1-5 minutes, compared to half in 2010 and 2006 (52% and 53% respectively). This represents a significant difference from the previous election;
- Four in ten (39%) had to queue for 6-10 minutes;
- One in ten (13%) had to queue between 11-20 minutes; and
- The remaining three in ten queued for 21 minutes or more (26%); this is significantly higher than previous years where only 5% queued for over 21 minutes in 2010.

Figure 28: Time taken to vote



Q13 Did you have to queue before you received your ballot papers? Single response.

Q14 How long did you have to queue for? Single response.

Base: Had to queue (2014: n=23, 2010: n=21, 2006: n=61)

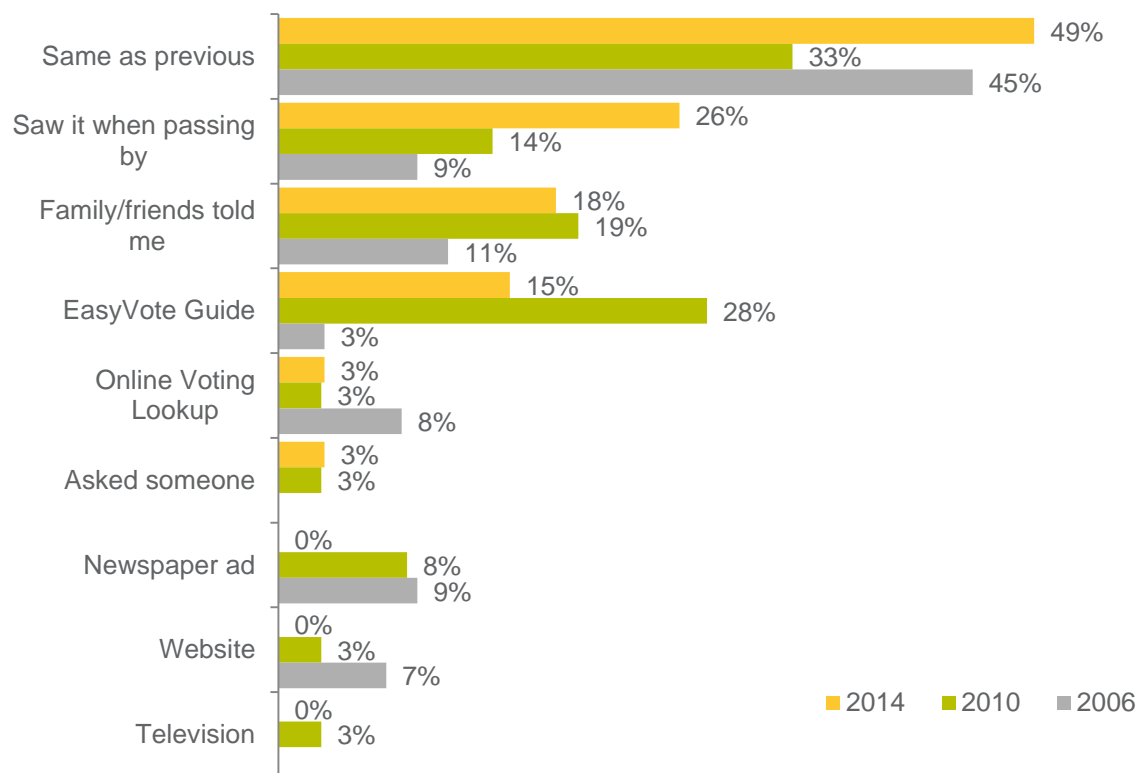
CALD voters learnt about where they needed to vote via numerous sources, including:

- Past experience, i.e. it was the same voting centre that they went to at the last election (49%);
- Seeing signage at the voting centre as they passed by (26%);
- Word of mouth, i.e. information provided by family / friends (18%); and
- The EasyVote guide posted to them by the VEC (15%).

Other less commonly cited methods for finding out where to vote included the Online Voting Lookup resource (3%) and asking someone (each 3%).

The sources of information for knowing where to vote for the 2014 election were slightly different compared to those used for the 2010 election. The EasyVote Guide was less commonly indicated as a source (15% in 2014 vs. 28% in 2010), whilst being the same location as previous years (49% in 2014 vs. 33% in 2010) and seeing the centre when passing (26% in 2014 vs. 14% in 2010) were more commonly indicated sources. However, due to low base sizes these differences were not statistically significant.

Figure 29: Knowing where to vote



Q16 How did you know which voting centre you should come to? Multiple response (Unprompted).

Base: All respondents (2014: n=39, 2010: n=36, 2006: n=87)

Rating of the voting centre

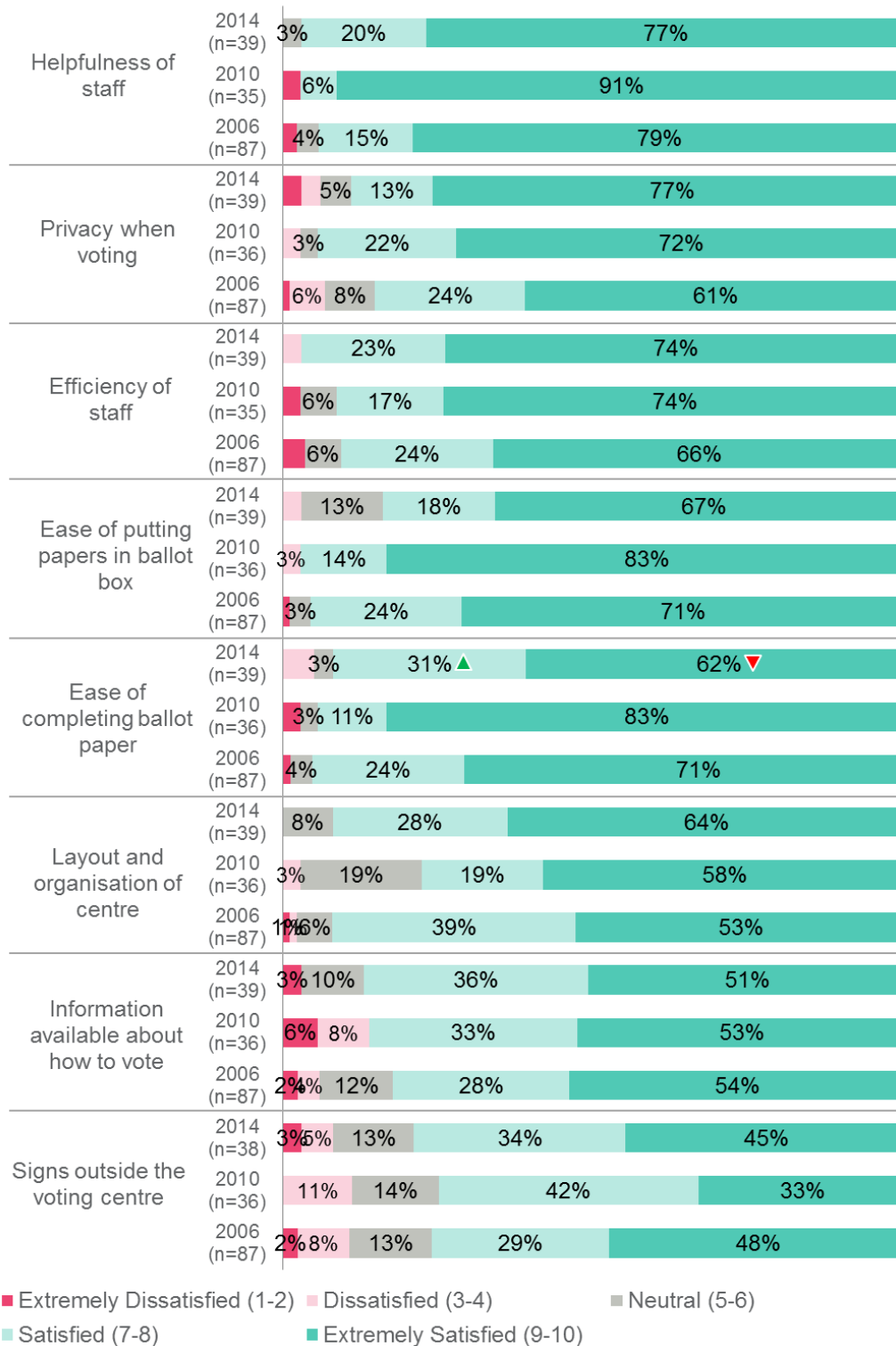
The majority of CALD voters gave high ratings of satisfaction for all measures relating to the voting centre in which they cast their ballot. Measures relating to the staff at the voting centre received the highest ratings of satisfaction, including both:

- The helpfulness of the staff (97% extremely satisfied or satisfied); and
- The efficiency of the staff (97% extremely satisfied or satisfied).

Opportunities for improvement exist for the signage outside the voting centre (8% expressing dissatisfaction) and for privacy when voting (6% expressing dissatisfaction).

The results were relatively consistent with those from the 2010 State election, with one exception. Extreme satisfaction with ease of completing the ballot paper has declined from 83% in 2010 to 62% in 2014. This means fewer CALD voters were extremely satisfied with the ease of completing their ballot papers in 2014.

Figure 30: Rating of voting centre



Q15 I am going to read out a number of aspects relating to the voting centre where you voted. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with them? First... Single response.

Base: All respondents excluding 'Don't know' (2014: n=39, 2010: n=36, 2006: n=87)

1.17. Website

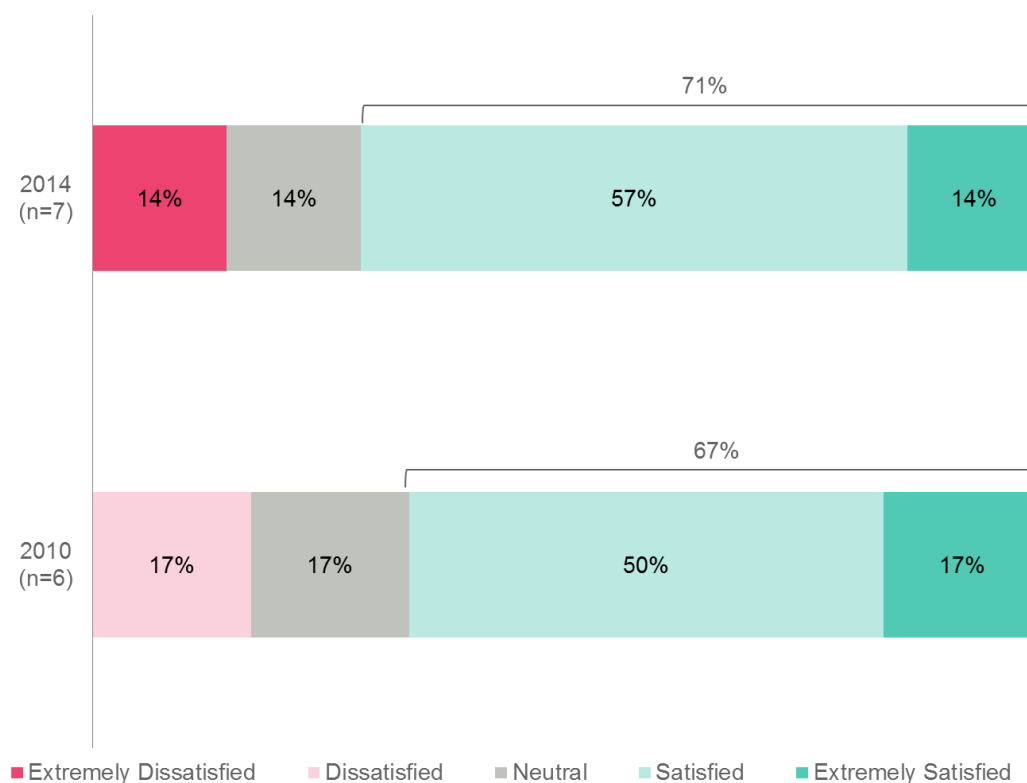
Six in ten (59%) CALD voters are aware of the VEC website.

One in five (18%) CALD voters visited the VEC website in the lead-up to the election to search for information. Of those voters:

- Seven in ten (71%) were satisfied with the information available on the website;
- Almost one in seven (14%) expressed dissatisfaction; and
- The remaining one in seven (14%) remained neutral.

Please note that the findings for this question are based on the ratings of only seven respondents, and therefore should be interpreted with caution.

Figure 31: Satisfaction with VEC website



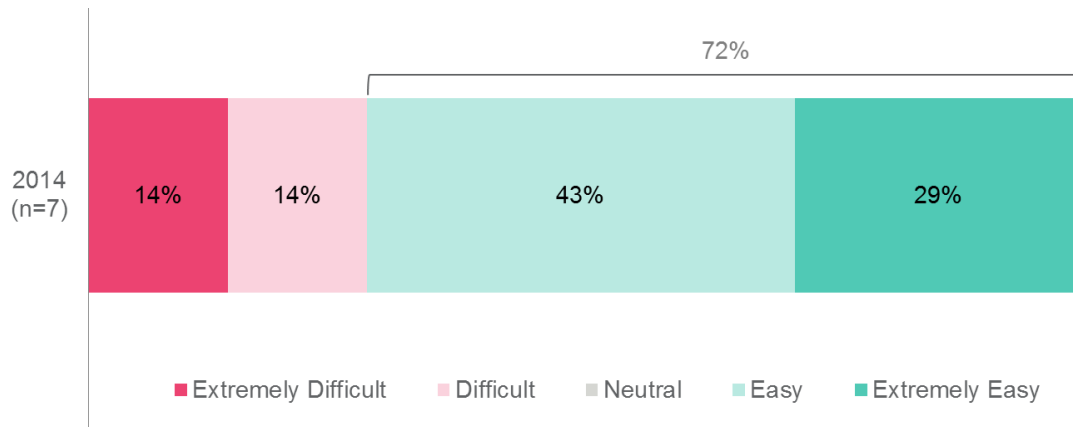
Q19A Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.

Base: Visited website (2014: n=7, 2010: n=6) LOW BASE SIZE, INTERPRET WITH CARE

Of those who used the VEC website, seven in ten (72%) indicated that finding the information they were looking for was either easy or extremely easy. The remaining three in ten (28%) found the information they were looking for either extremely difficult or difficult.

Please note that the findings for this question are based on the ratings of only seven respondents, and therefore should be interpreted with caution.

Figure 32: Ease of finding information of the VEC website



Q19B How easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.

Base: Visited website (2014: n=7) ** LOW BASE SIZE

Of the seven CALD voters who accessed the VEC website, only two people had used the voting centre look up feature. Both CALD voters reported that they found the feature easy or extremely easy to use.

1.18. Hotline

One in five (21%) CALD voters were aware that the VEC has a hotline. Awareness of the VEC hotline fell between 2010 and 2014, from 33% to 21%.

Of the 2014 CALD voters who were aware of the VEC hotline, 13% could accurately recall the 131 VEC number.

No CALD voters used the VEC hotline in the lead-up to the election and therefore no additional feedback on the VEC hotline can be provided from the perception of CALD voters.

1.19. Previous voting

The majority (95%) of 2014 CALD voters indicated they had voted in a previous election. The remainder were voting for the first time (5%). This was an increase from the 2010 research results, where three quarters (75%) of CALD voter research participants indicated they had previously voted. This suggests that more CALD voters for the current Election research have previous experience on voting that they can draw upon, and therefore may be more familiar with the voting process and have previously set expectations on the VEC's services.

1.20. Effectiveness of CALD communications and assistance

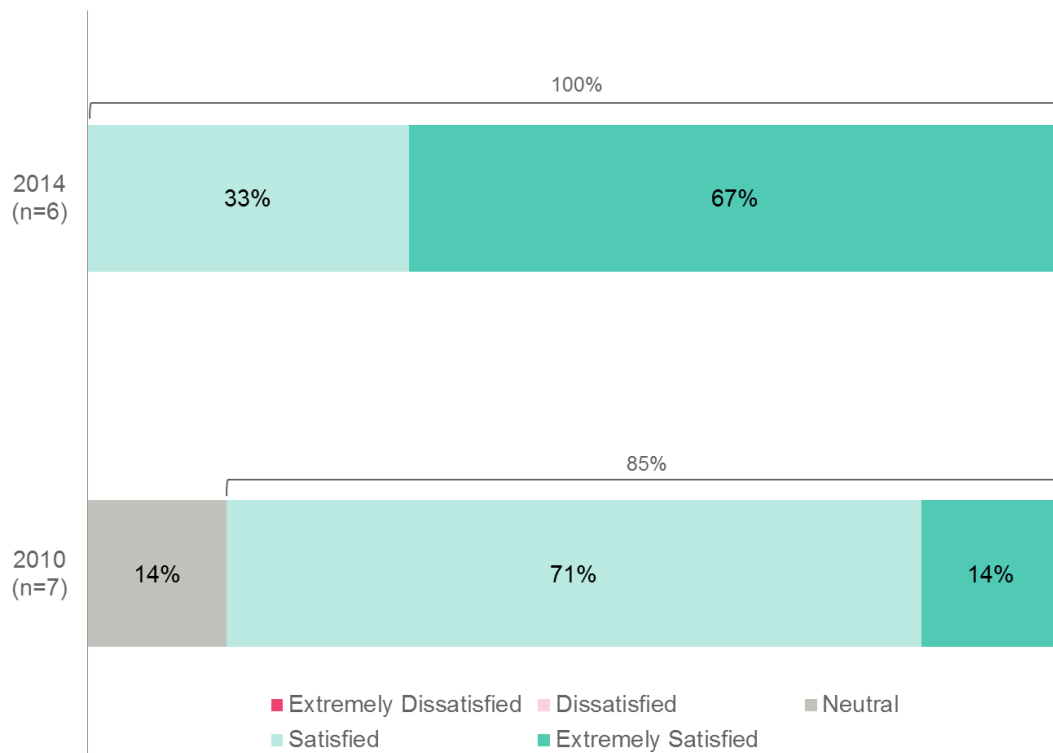
All findings in this section of the report are based on very small numbers of respondents and should be interpreted with caution.

CALD information

A quarter (26%) of CALD voters recalled seeing information about the 2014 election in their first language (a language other than English). Of these people, one in five (21%) recalled hearing that information on the radio, whilst one in six (18%) recalled seeing this information in the newspaper.

Of those who saw or heard information in their first language (n=6), all were extremely satisfied (67%) or satisfied (33%) with its quality. Satisfaction with the quality of information is stronger than in previous years (85% in 2010 vs 100% in 2014).

Figure 33: Perceived effectiveness of CALD communications



CQ3. Was that information effective or ineffective? Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'. Single response.

Base: Recalled information from CALD media (2014: n=6, 2010: n=7)

Assistance with voting on the day of the election

One in ten (10%) CALD voters required assistance to vote on the day of the election (equating to 4 voters). Three of these voters obtained assistance from an election official in English, whilst the other one CALD voter received assistance from a family member.

CALD hotline

One in ten (13%) CALD voters were aware of the availability of the VEC hotline with operators that speak languages other than English. Awareness amongst this group was lower than in 2010 where a third (33%) of CALD voters were aware of the VEC hotline.

None of the CALD voters interviewed for the survey had used the hotline.

CALD website

Only one CALD voter (3% of all CALD voters) had been to the VEC website to read translated information or listen to translated audio files. However, this person was unsure if they were satisfied or dissatisfied with the information they were provided and cited 'don't know' as their response.

Voters who are blind or have low vision

In 2014, six people who are blind or have low vision were interviewed regarding their voting experience. Therefore, due to low sample sizes, their feedback has been incorporated into this report in a more qualitative nature, drawing more heavily on verbatim responses rather than statistical outcomes. Additionally, comparisons to previous years have been highlighted for key questions only, however when interpreting the findings from these results, caution must be taken.

The six voters who participated in the research indicated their vision fell within the following categories:

- Legally blind with no vision (n=3);
- Legally blind with low vision (n=2); and
- Not legally blind, but with low vision (n=1).

More of the voters we spoke to were female (n=4) than male (n=2), and half (n=3) were within a high income bracket (over \$70,000 per year).

1.21. Information

Information recalled

All six voters who are blind or have low vision recalled receiving a form of communication in the lead up to the election. Most commonly, they recalled information through radio (four out of six – three unprompted and one prompted) and television (four out of six – two unprompted and two prompted). Other information sources included information via word of mouth, a CD and braille material from Blind Citizens Australia and Vision Australia. One person recognised the EasyVote Guide unprompted and one person recalled the VEC website unprompted.

Those who recalled any form of communication in the lead up to Election Day indicated it included information about:

- How to vote if unable to do so on election day (six recalled in total – three unprompted & three prompted);
- The date of the election (five in total - four unprompted and one prompted);
- Where to find more information about the election (five recalled in total – one unprompted and four prompted);
- Electronically Assisted voting (four recalled in total – two unprompted and two prompted);
- Where to vote on election day (four recalled in total – one unprompted and three prompted);
- Instructions for completing ballot papers correctly (four recalled in total – one unprompted and three prompted);
- Enrolling to vote (four recalled in total – four prompted); and
- The importance of voting (four recalled in total – four prompted).

Quality of information

Of the voters who are blind or have low vision who recalled some form of VEC communication, two thirds perceived the information to be either extremely effective (n=1, or 17%) or effective (n=3, or 50%).

Of those who were not satisfied, one person (n=1, or 17%) indicated the communication was ineffective. The remaining voter perceived the effectiveness of the communication as neutral.

Those who provided suggestions for improvements to communications in the lead up to the election said they would have appreciated:

- More clarification on the introduction of EAV and the impact on existing postal voting registration;
- Information on where EAV was available;
- More information to blindness agencies; and
- Synthetic speech and VEC website – found the experience confusing and not enough information.

Information required

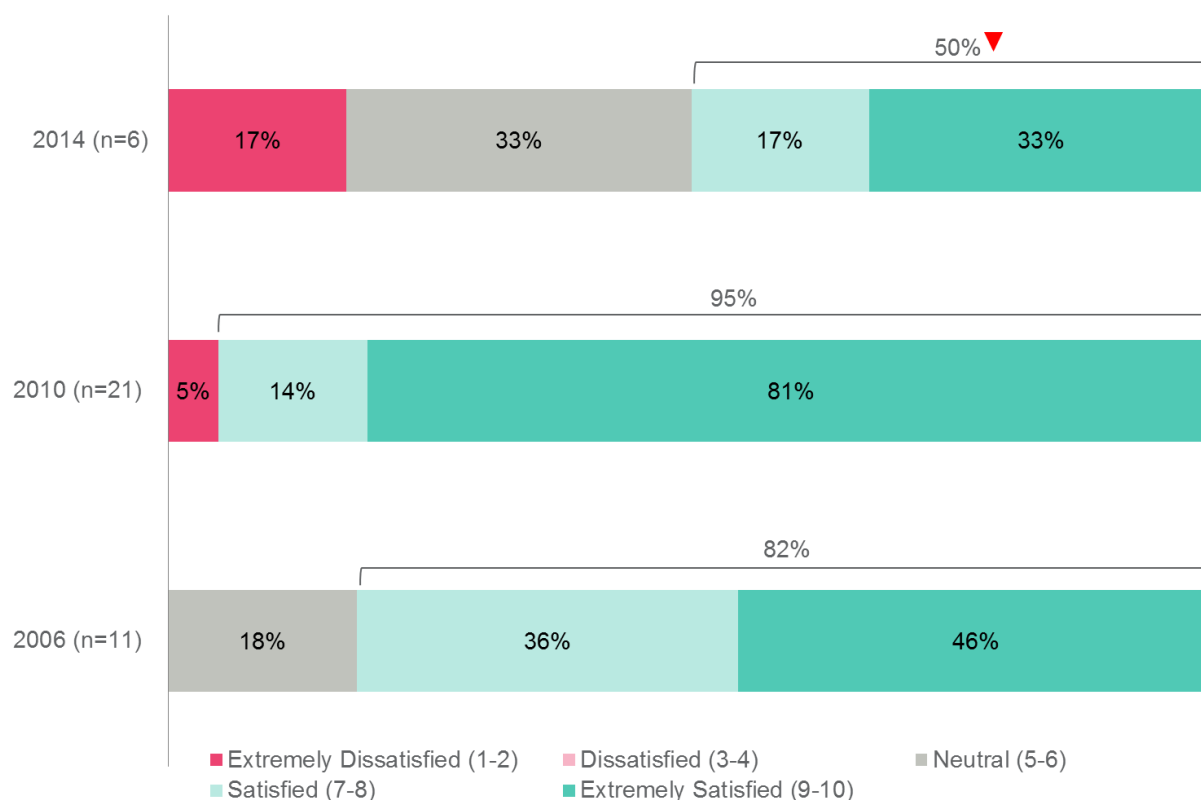
One out of the six voters interviewed indicated they would have liked to receive additional information about voting in the election. This person would have liked information detailing policies.

1.22. Rating of voting process and centre

In general, there was a mixed level of satisfaction amongst voters who are blind or have low vision in regards to their experience at the voting centre. Three voters were either extremely satisfied (n=2, or 33%) or satisfied (n=1, or 17%) with their experience. Two voters (n=2, or 33%) remained neutral in their level of satisfaction. One of the six voters (n=1, or 17%) expressed extreme dissatisfaction, providing a rating of one out of ten.

Satisfaction declined in comparison to the 2010 and 2006 election findings; however with such low base sizes this result is only indicative.

Figure 34: Overall satisfaction



Q5 Was your experience at the voting centre satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'. Single response

Base: All respondents (2014: n=6, 2010: n=21, 2006: n=11)

Voters who are blind or have low vision were asked why they expressed satisfaction or dissatisfaction with their experience at the voting centre on Election Day. Responses to this question varied from person to person.

Reasons for satisfaction with the voting centre were:

- The staff were helpful, friendly and patient;
- Short waiting times;
- EAV system; and
- Opening hours of voting centre.

Some voters provided feedback which could provide focus for improvement. These were:

- Having to wait for assistance and having to queue;
- Equipment issues / connection issues;
- Staff training was poor – some staff unable to use EAV system efficiently; and
- The noise within the voting centre made it difficult to hear the instructions of the EAV.

When rating levels of satisfaction of different aspects of the voting process, all voters who are blind or have low vision indicated they were either satisfied or extremely satisfied with privacy when voting and the helpfulness of staff. Fewer were satisfied with the efficiency of staff. A breakdown of the number of people extremely satisfied has been listed below, including:

- Five out of six (83%) were extremely satisfied with the privacy when voting;
- Four out of the six (67%) voters were extremely satisfied with the helpfulness of the staff; and
- Half (50%) were extremely satisfied with efficiency of staff.

Half of voters who are blind or have low vision (50%) indicated that they had to queue to cast their vote. Queue times were as follows:

- Two people (33%) had to queue for 6-10 minutes; and
- One person (17%) had to queue for 11-15 minutes.

Knowing where to vote

Two out of the six (33%) voters who are blind or have low vision indicated they were informed on where to vote by friends and family. Two (33%) voters found this information on the VEC website. One out of the six voters received information on where to vote from Vision Australia via an audio cassette or CD. The other one voter who is blind or has low vision received this information via the radio.

Four out of the six voters who are blind or have low vision chose to vote in their own electorate, whilst the remaining two voted outside their electorate.

Half of voters who are blind or have low vision (50%) came to the voting centre by themselves, and the other half (50%) came with another person.

The main reason voters who are blind or have low vision chose to vote at an Early Voting Centre was to use the Electronically Assisted Voting machines (n=3, or 50%). However there were a number of other reasons, including:

- Not able to make it to my usual voting centre on Election Day (n=1, or 17%);
- The Early Voting centre is convenient / close to home (n=1, or 17%); and
- Did not want to be rushed (n=1, or 17%).

1.23. E-voting

Four out of the six voters who are blind or have low vision indicated they voted using an Electronically Assisted Voting machine (EAV). The two voters who did not use an EAV did attempt to complete their vote using this system however found the system too difficult to use.

Reasons for completing an EAV

The main reasons why voters who are blind or have low vision completed their vote using an EAV were:

- I wanted my vote to remain secret (n=2, or 33%); and
- I wanted to vote independently (n=2, or 33%).

Method

Among the four voters who used the EAV, three used the interactive audio with the gestures on the screen, whilst the remaining one person used the interactive audio with the telephone keypad.

Ease of use

Three out of the four voters who used the EAV found that it was easy (n=2 or 50%) or very easy (n=1, or 25%) to use for casting their vote, with one person finding it difficult to use.

The following feedback was provided from the four voters who used EAV to cast their vote:

- All agreed or strongly agreed that:
 - the instructions were easy to understand,
 - they would prefer e-voting to paper voting in the future,
 - they would tell others to use this system,
 - they are confident that the system captured their vote correctly,
 - they understood the printed receipt and how it allows verification of their vote, and
 - they trusted the voting system;
- Two out of four agreed that:
 - the printed lists were easy to use, and
 - they would prefer to vote on the Internet from home;
- Three out of four disagreed that they are concerned about e-voting security; and
- All disagreed with the statement 'anyone who sees my receipt can know my vote'.

These results indicate that voters taking part in the survey who are blind or have low vision and used EAV were pleased with their experience, and very open to using it again in the future. They indicated a high level of trust in the security of the system, and were satisfied with the level of privacy it offered them.

Voters who used the EAV made suggestions for ways in which their experience could be further improved. These suggestions included:

- EAV machines to be placed in a quiet area, so that the instructions can be heard;
- A separate numeric keypad for EAV;
- Having EAV at all voting centres to allow for voting on Election Day;
- Eliminate technical issues with equipment (e.g. ensure print function works);
- Improved staff knowledge on how to use EAV; and
- Clearer (more simplified) instructions on how to use EAV.

The time taken to vote was comparatively quite long for those who used EAV:

- Two people took between 16-20 minutes for the whole voting process; and
- Two people took more than 30 minutes for the whole voting process.

However with high levels of satisfaction; this longer time required to vote is not necessarily an issue. The benefits of using the EAV system appear to outweighing the burden of the extra time taken to vote.

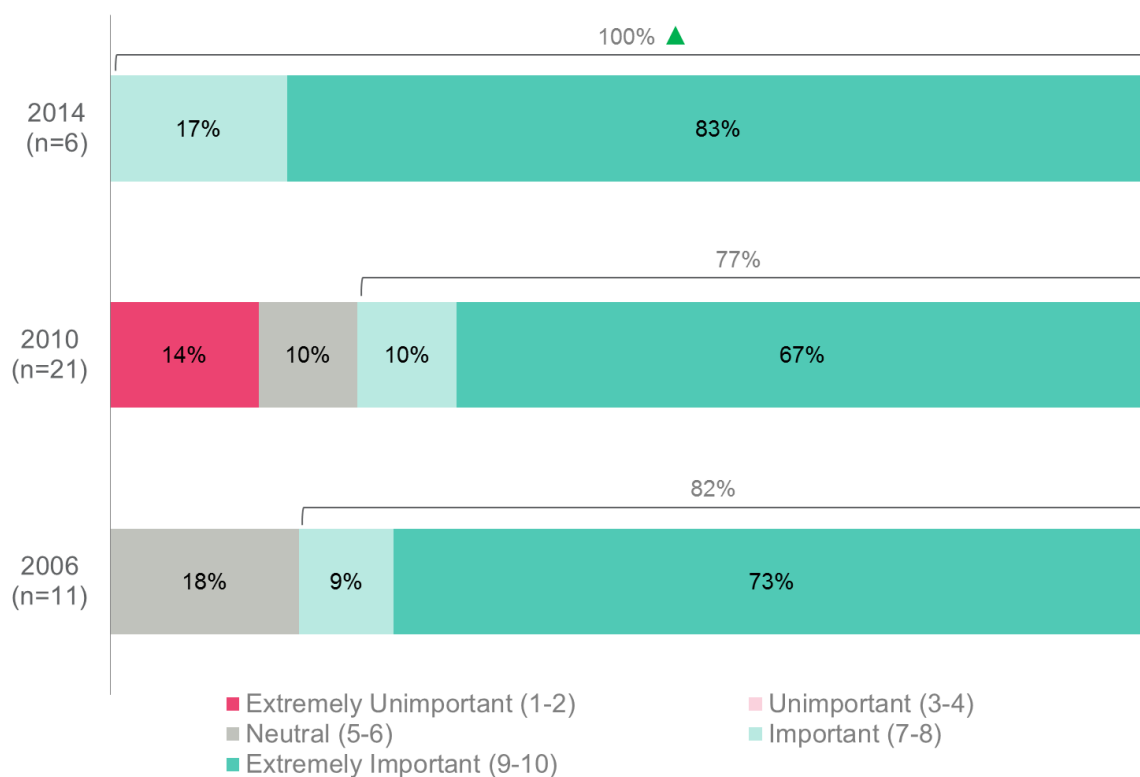
Use of the receipt

A quarter (one out of four) of voters who are blind or have low vision compared the candidate list to the preference receipt at the voting centre. A quarter of voters who are blind or have low vision (one out of four) took their receipt home and checked it online via the VEC website.

Importance of voting in secret

All voters who are blind or have low vision indicated that it was either very important (83%) or important (17%) to them that they can vote in secret. The level of importance of voting in secret has increased over time.

Figure 35: Importance of voting in secret



Q21 How important to you is it that you can vote in secret? Please use a scale from 1 to 10, where 1 is 'extremely unimportant' and 10 is 'extremely important'. Single response.

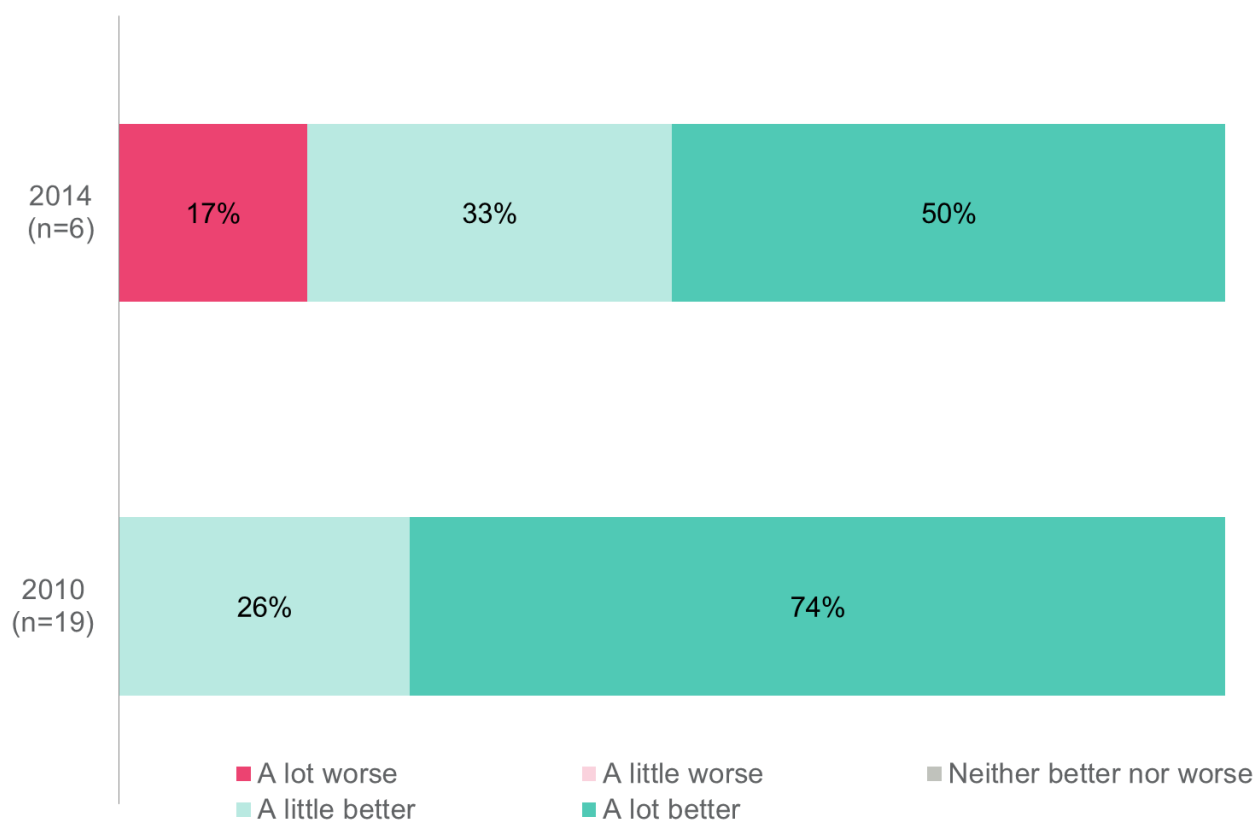
Base: All respondents excluding 'Don't know' (2014: n=6, 2010: n=21, 2006: n=11)

1.24. Previous vote

All six voters who are blind or have low vision indicated they had previously voted in a State election. Four out of the six people interviewed had previously used EAV, whilst one person had used a paper vote with assistance and one person had used paper vote independently.

Five out of the six voters who are blind or have low vision (83%) considered their experience of voting at the 2014 State election to either be a lot better (50%) or a little better (33%) compared to previous voting experiences.

Figure 36: Quality of voting centre, comparison to previous years



Q29 Compared to previous occasions would you say that voting today has been a better experience than voting on previous occasions? Single response.

Base: Voted previously excluding 'Don't know' (2014: n=6, 2010: n=19)

Voters who are blind or have low vision nominated a range of reasons why their voting experience was better in the 2014 State election compared to previous voting experiences; these reasons included:

- They could vote independently (17%);
- The staff were available to offer assistance (17%);
- There were no queues (17%);
- Could vote locally rather than in the city (17%);
- It was quicker (17%); and
- It was easier to access (17%).

The one voter who indicated their experience was not as good in 2014 as previous voting experiences indicated they had difficulty using the EAV machine.

Early voters

Voters who used an early voting centre to cast their vote were intercepted and asked to provide feedback on their voting experience. Those who took part in the research were more likely to be female (69%) than male (31%) and more likely to fall within the highest household income bracket (44% \$70,000 or more).

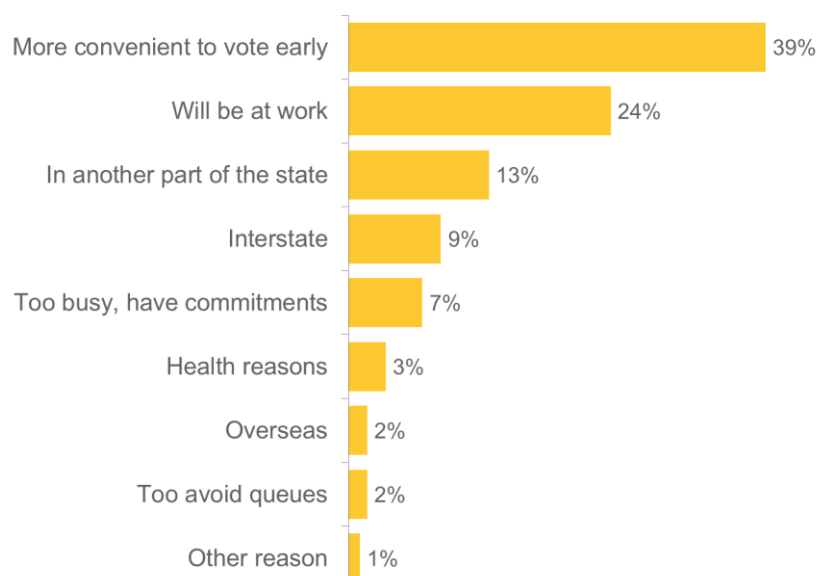
1.25. Voting process

In 2014, the main motivation to vote at an early voting centre was the perceived higher level of convenience (39%). Convenience was most commonly nominated as the reason for voting early by those in the 65 year or older age bracket (55%), potentially due to being more likely to have days free during the week (e.g. retired or reduced working hours). Needing to be at work on Election Day (24%) was also a common reason to use an early voting centre. This was a more common response in the younger age groups and got less common as age increased (18 to 24: 32%, 25 to 39: 29%, 40 to 54: 23%, 55 to 64: 17%, 65 and older: 14%). Other less commonly nominated reasons included:

- Being in another part of the state on Election Day (13%);
- Being interstate on Election Day (9%);
- Being too busy and having other commitments or appointments on Election Day (7%);
- Health reasons (3%); and
- Being overseas on Election Day (2%).

With such a high proportion of people claiming convenience as their main reason for early voting, this could mean that four in ten early voters may not have a valid reason as to why they voted before Election Day.

Figure 37: Reasons for voting early



SQ1. What was the main reason you voted at an early voting centre? (Unprompted, SR)

Base: Early voters 2010 (n=111) 2014 (n=290)

Six percent of early voters indicated they would not have voted if they could not have done so at an early voting centre. A further 1% indicated they were not sure whether they would have or not.

1.26. Communications

Early Voting Communication

Six in ten (61%) of the 2014 early voters recalled seeing or hearing communication from the VEC about how to cast an early vote. This was in line with 2010 results where six in ten (63%) also recalled seeing or hearing communications about casting an early vote.

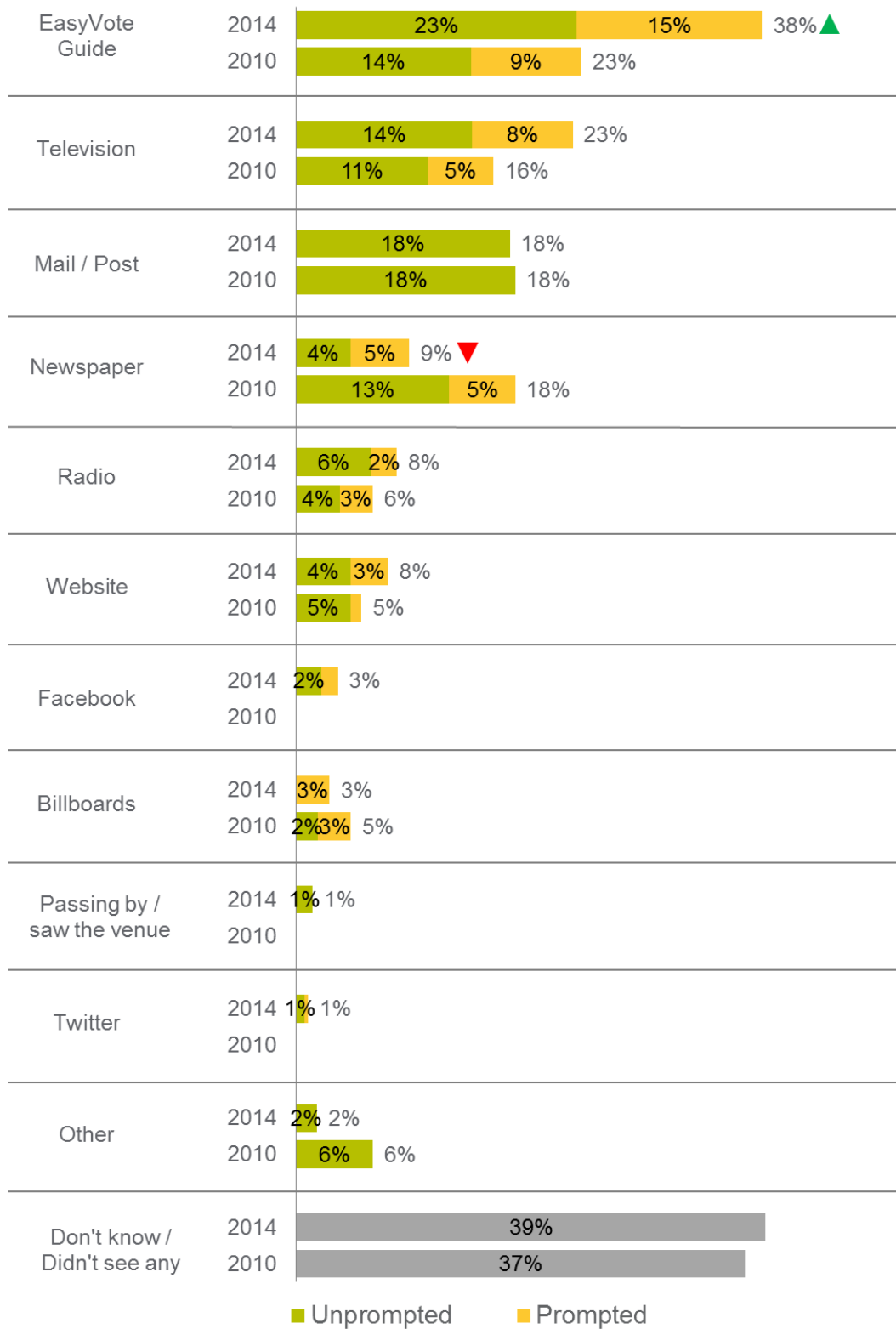
In 2014, the EasyVote Guide reached a greater proportion of early voters (38%) than in 2010 (23%). Although not statistically significant, it was indicated that television also had a greater reach in 2014 (23%) compared to 2010 (16%). This means that in 2014 both the EasyVote Guide and TV cut through stronger when compared to the previous election.

An equal proportion of early voters indicated they had received communication about the election via the mail or post in both 2014 and 2010 (18%). Individuals indicating they received communications about the election via mail or post could be referring to the EasyVote Guide, however figures for this cannot be substantiated.

Less frequently mentioned sources of information about voting before Election Day included newspaper (9%), radio (8%), website (8%), Facebook (3%) billboards (3%), passing or seeing the venue (1%) and twitter (1%).

Compared to the 2010 results, fewer early voters recalled seeing any information in the newspaper about how to vote early (9% vs. 18%). This means that in 2010 the newspaper ads reached more people.

Figure 38: Information about voting early



SQ3a Where did you see or hear that communication? Multiple response. (Unprompted)
 SQ3b Did you see or hear that communication...? Multiple response. (Prompted)
 Base: All respondents (2014: n=290, 2010: n=111)

General VEC Communication (not specific to early voting)

Six in ten (62%) early voters indicated they recalled seeing or hearing general communications about the election prior to the 2014 election. This increased to seven in ten (71%) when early voters were prompted with a list of communications that the VEC had provided. Though considered high campaign reach, three in ten early voters were not exposed to or did not recall seeing any form of communication from the VEC before the election. Compared to 2010, overall reach of communications in the previous election was greater, with eight in ten (86%) indicating they had seen or heard communications. This indicates that fewer early voters recalled seeing or hearing more generic communications from the VEC.

In line with communication recall about how to vote early the EasyVote Guide was the most effective source of information in 2014, reaching four in ten (41%) early voters. This is a significant improvement from 2010 where one-quarter (23%) of early voters recalled receiving the EasyVote Guide. Around one in ten early voters indicated they received information via mail or post (8% in 2014 and 13% in 2010). It is possible that some of these people may have been referring to the EasyVote Guide; however figures for this cannot be substantiated.

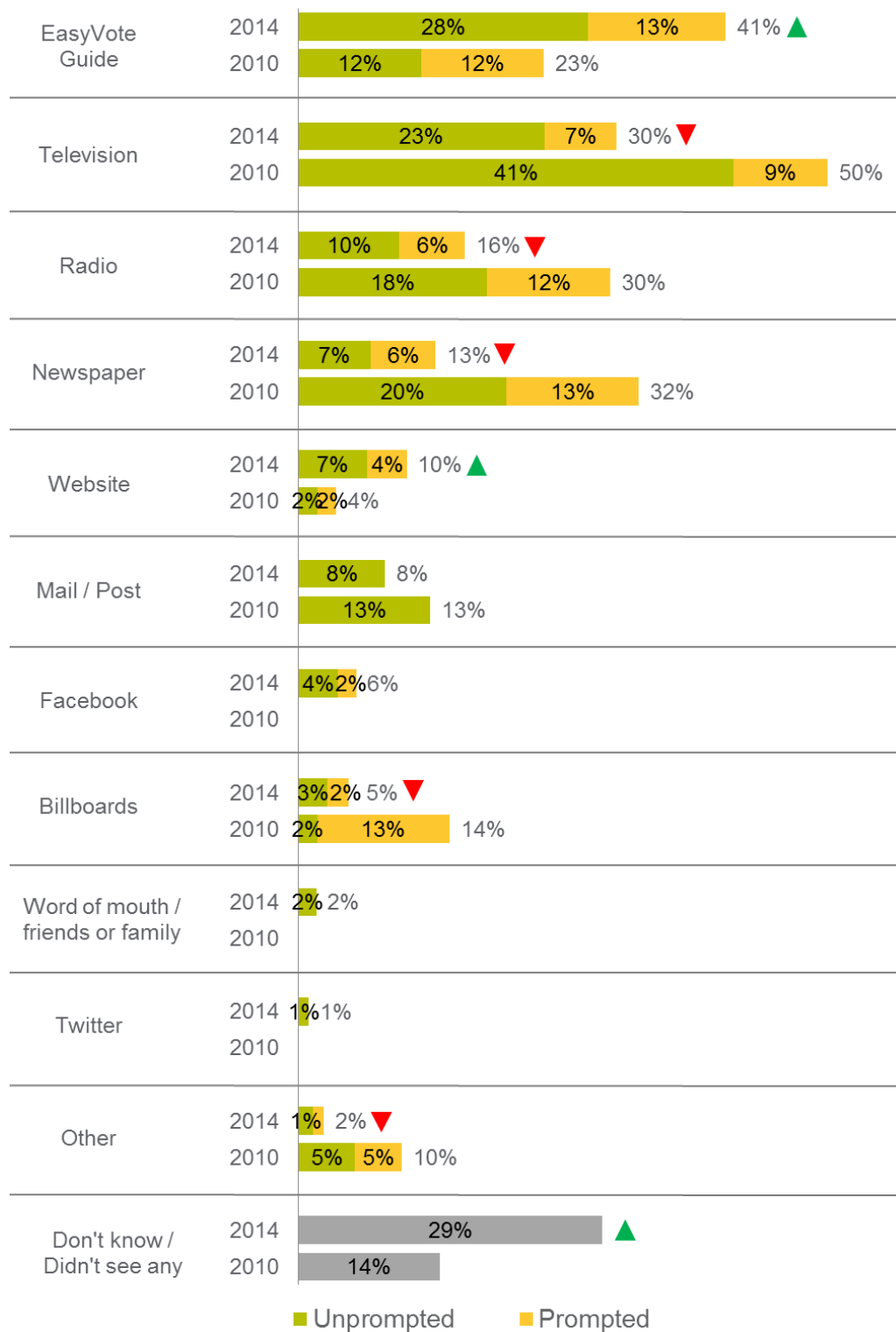
The reach of VEC communications via most other sources was lower in 2014 compared to 2010. This includes:

- Television (30% in 2014 compared to 50% in 2010);
- Radio (16% in 2014 compared to 30% in 2010);
- Newspaper (13% in 2014 compared to 32% in 2010);
- Mail or post (8% in 2014 compared to 13% in 2010); and
- Billboards (5% in 2014 compared to 14% in 2010).

This means that fewer early voters recall seeing these specific VEC communications in 2014, this suggests that less information is cutting through among this audience.

The proportion of early voters who saw communications via the VEC website increased from 4% in 2010 to 10% in 2014. This indicates that more significantly more people are relying on the VEC website as a form of communication to educate themselves or find information on the 2014 election.

Figure 39: Information about voting in general



Q1b Where did you see or hear that communication? (Unprompted)
 Q1c Did you see or hear that communication...? Multiple response. (Prompted)
 Q2a Are you sure you did not see or hear any information? Multiple response (Prompted)
 Base: All respondents (2014: n=290, 2010: n=111)

Although there was a lower proportion of early voters who recalled communications leading up to the 2014 election (71%) than the 2010 election (86%), those who did recall seeing or hearing communications were more able to recall the detail of the information the communication contained. This indicates that even though fewer early voters were being reached with VEC's communication, among those who did see something it was more effective in communicating information and message take out was stronger. As the EasyVote Guide succinctly outlines much of the information early voters recalled, and the EasyVote Guide was more commonly recalled in 2014, it is possible that this is a contributing factor to the higher incidence of information recall in 2014.

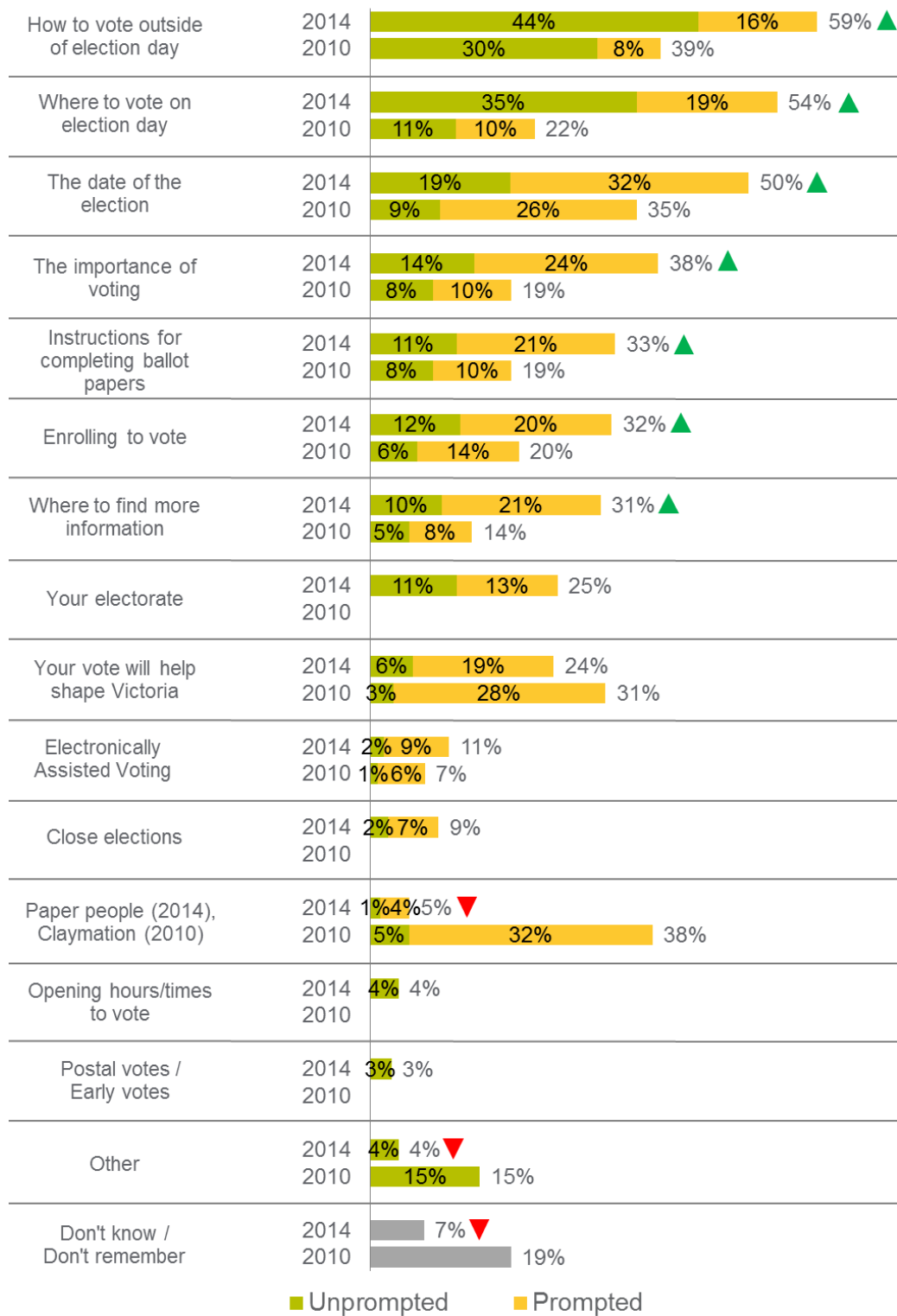
Early voters who recalled any form of communication in the lead up to Election Day most commonly indicated that the communication included information about:

- How to vote if unable to do so on Election Day (59% total recall; 44% unprompted, 16% prompted);
- Where to vote on Election Day (54% total recall; 35% unprompted, 19% prompted);
- The date of the election (50% total recall; 19% unprompted, 32% prompted);
- The importance of voting (38% total recall; 14% unprompted, 24% prompted);
- Instructions for completing the ballot paper (38% total recall; 11% unprompted, 21% prompted);
- Information for enrolling to vote (32% total recall; 12% unprompted, 20% prompted); and
- Where to find more information (31% total recall; 10% unprompted, 21% prompted).

Other less commonly reported types of information included your electorate (25%), the slogan 'your vote will help shape Victoria' (24%), Electronically Assisted Voting (11%), close elections (9%), opening hours or times to vote (4%) and postal votes or early votes (3%).

It should be noted that the proportion of early voters recalling the Claymation communication in 2010 was four in ten (38%). This was substantially lower in 2014, with only 5% recalling the 2014 equivalent, the Paper People communication.

Figure 40: Information content



Q3a Thinking about the Electoral Commission communication, what information did it contain? What other information? Multiple response. (Unprompted)

Q3b Do you remember if it contained information about...? Multiple response. (Prompted)

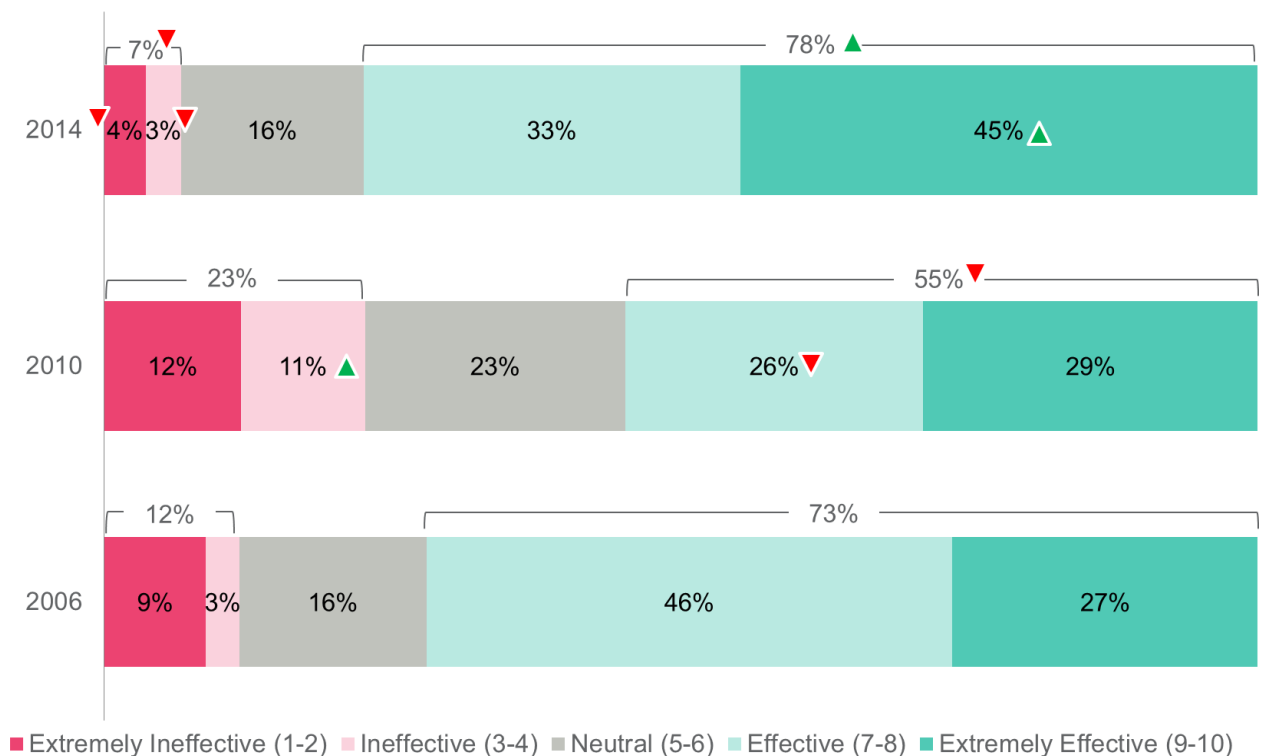
Base: Recalled any information (2014: n=209, 2010: n=96)

Quality of information

Of the early voters who recalled some form of VEC communication, over three quarters (78%) felt the information they received to be either extremely effective (45%) or effective (33%).

After a decline in 2010, 2014 early voters indicated the highest level of satisfaction for effectiveness of information received when comparing data from the three most recent State Elections (73% in 2006, 55% in 2010 and 78% in 2014). In addition, the proportion of people believing that the communication is extremely effective has also increased substantially since 2006. This indicates that the information early voters were exposed to was significantly more effective in providing them with the information they needed about the election than previous years' communication.

Figure 41: Information effectiveness

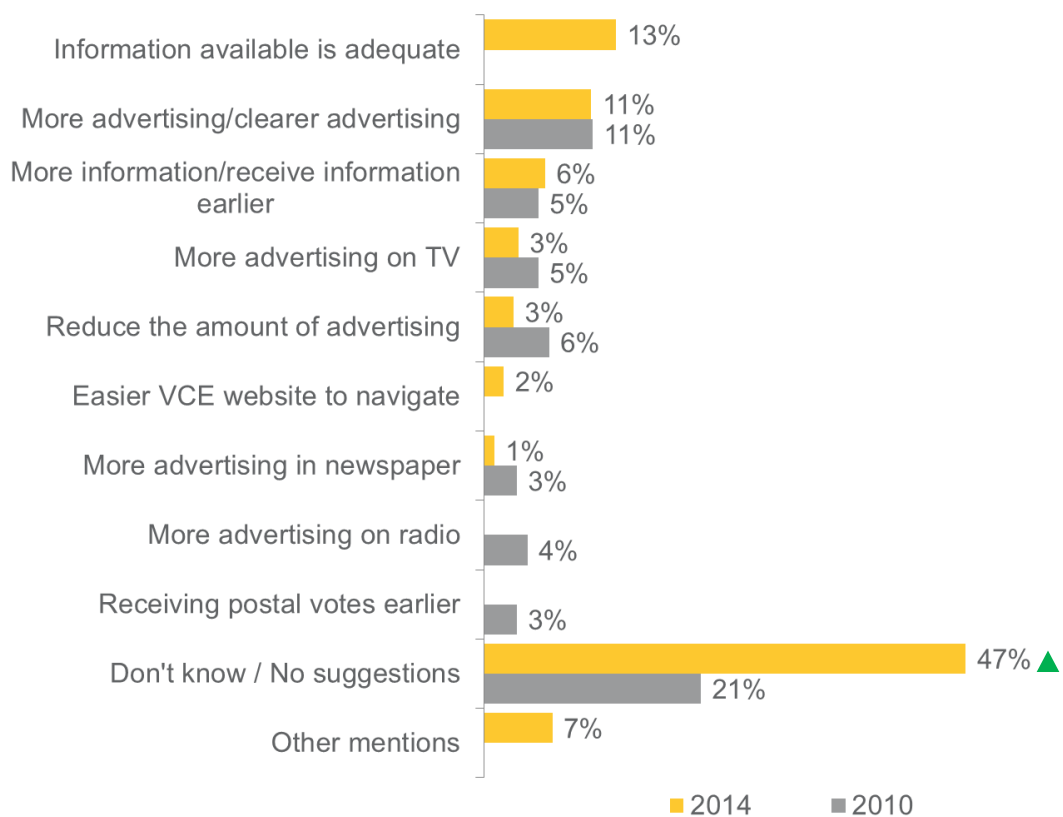


Q4 Was the information effective or ineffective in providing you with the information about the election you needed?
Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'. Single response.
Base: Recalled any information excluding 'Don't know' (2014: n=196, 2010: n=93, 2006: n=72)

In 2014, one in seven early voters (13%) indicated they believed the information available leading up to the election was adequate. A further four in ten (47%) could not provide any suggestions for improvements. This indicates that many early voters were happy with the information they were provided and unable to cite any further improvements for future campaigns.

Suggestions for improvements that were provided in 2014 were similar to those provided in 2010. They included: more and clearer advertising (11% and 11% respectively), more information that can be received earlier (6% and 5% respectively), more advertising on TV (3% and 5% respectively), to receive more information and receive it earlier (3% and 5% respectively) and to reduce the amount of advertising (3% and 6% respectively).

Figure 42: Suggestions for improvement to information



Q5 What would increase the effectiveness of the communications? Open ended.
 Base: Recalled any information (2014: n=209, 2010: n=94)

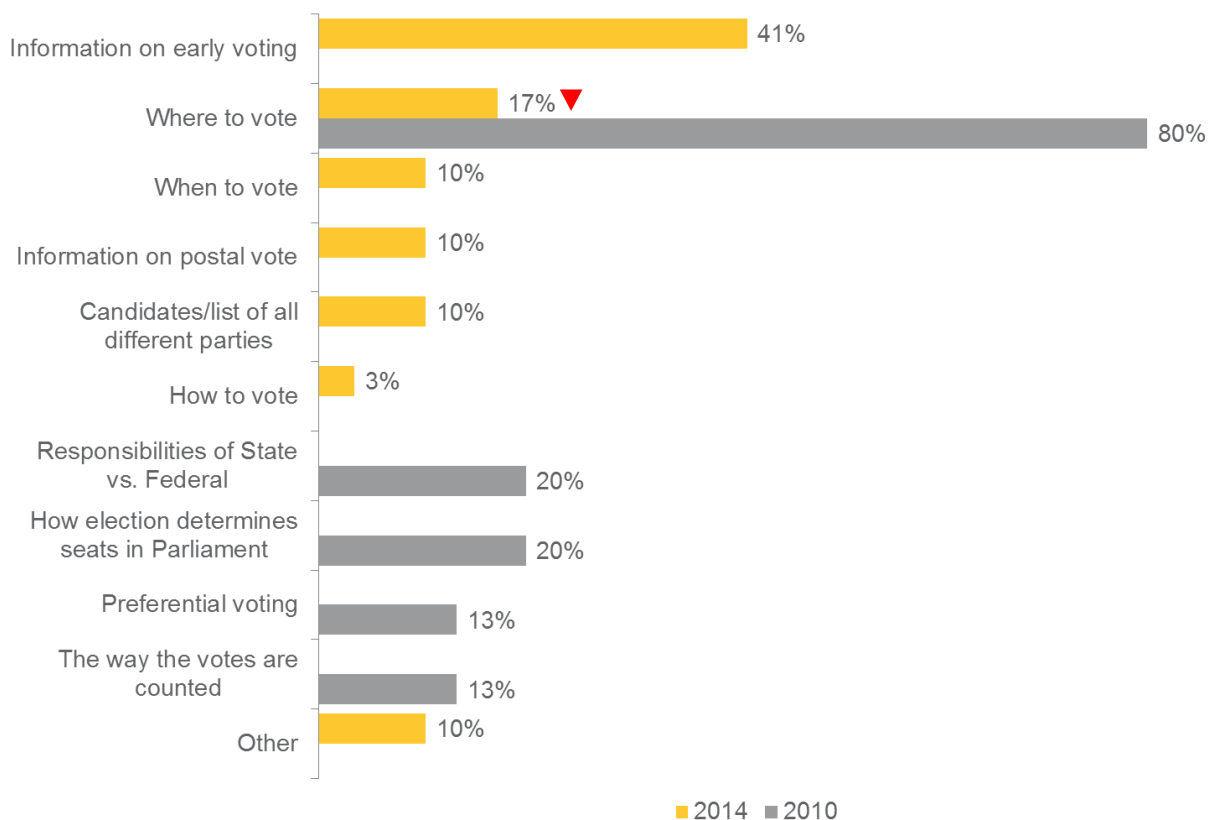
Corresponding with previous findings which highlight that many people in 2014 were satisfied with the information available leading up to the State Election, a smaller proportion of early voters indicated they would have liked to receive additional information in 2014 (13%) when compared to 2010 (20%).

In 2014, additional information desired from early voters was different to 2010. Not surprisingly, early voters indicated they would have liked to have received information detailing early voting (41%). A desire was also expressed for information regarding where (17%) and when (10%) to vote. This is likely due to information on early voting not being publicised as much as ordinary voting information.

Fewer early voters felt a need for additional information on where to vote in 2014 (17%) compared to 2010 (80%).

It should however be noted that findings outlined above are based on a small base size and therefore should be interpreted with care.

Figure 43: Information required



Q9a Was there any additional information related to voting in the election that you would have liked to receive?

Q9b Would you like to receive Information on... Multiple response. (Prompted)

Base: Required additional information (NOTE SMALL BASE SIZES - 2014: n=29, 2010: n=22)

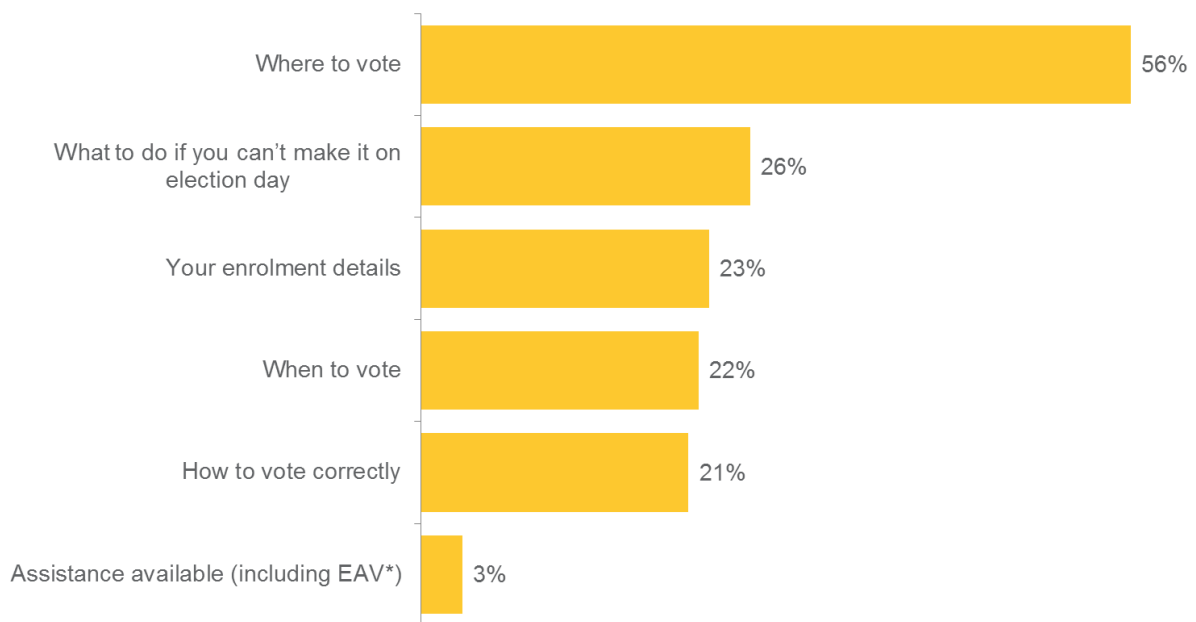
EasyVote Guide

Results from the 2010 and 2014 surveys indicate that the EasyVote Guide is becoming more recognised and more positively regarded. In 2014, double the proportion of early voters recalled receiving the EasyVote Guide; 46% in 2014 up from 23% in 2010.

Furthermore, of the 2014 early voters who recalled receiving an EasyVote Guide, more than half (53%) took their card to the use at the venue. This was an increase from 2010, when 27% bought their card to the venue. This indicates the use of the card within the guide has increased.

Additionally, nine in ten (87%) of those who recalled receiving the Guide in 2014 indicated that it contained useful information, up from 77% in 2010. Over half (56%) of early voters indicated that information from the EasyVote Guide relating to where to go to vote was most useful. This was followed by what to do if you can't make it on Election Day (26%); enrolment details (23%), when to vote (22%) and how to vote correctly (21%).

Figure 44: Important information available in the EasyVote Guide



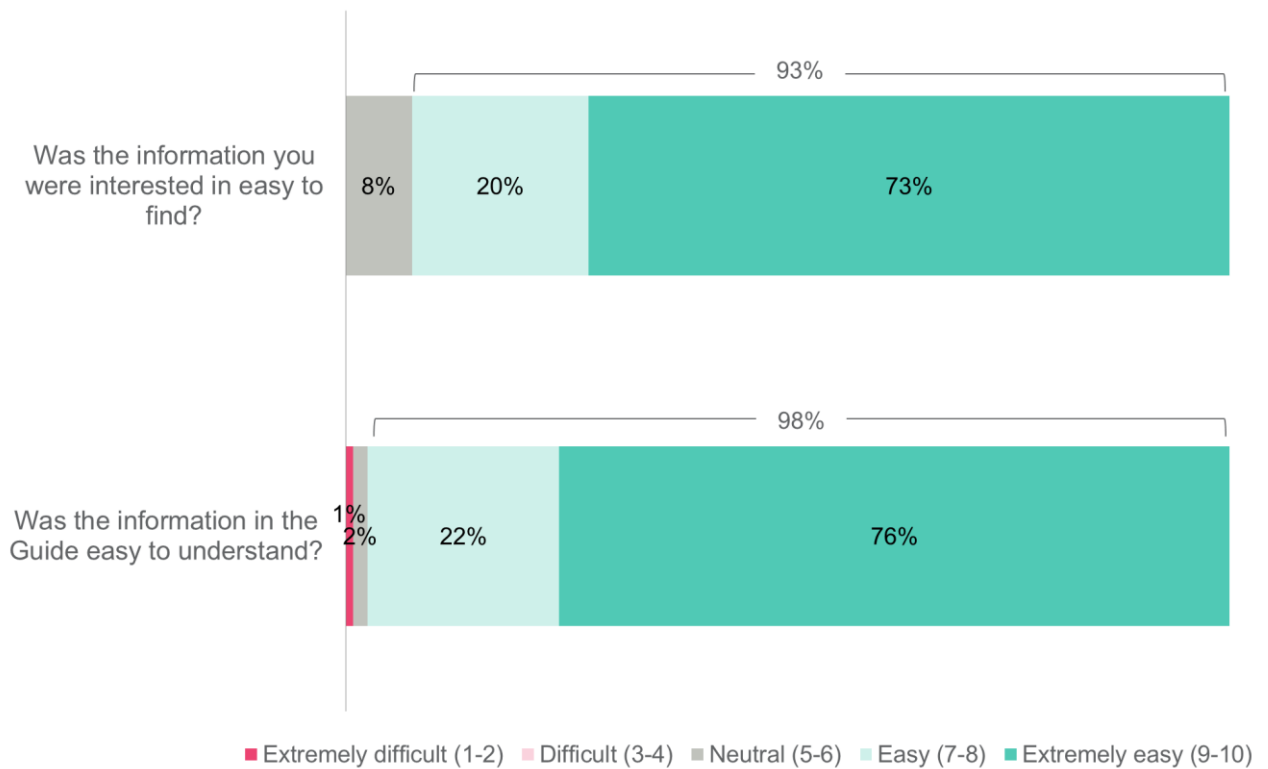
Q6b What was the most important information for you in the EasyVote Guide ... Multiple response. (Unprompted)

Base: Recalled EasyVote Guide (2014: n=123)

* Electronically Assisted Voting

In regards to the information within the EasyVote Guide, in 2014, early voters were very satisfied with the ease of finding the information that interested them (93% indicating it was extremely easy or easy) and understanding its contents (98% indicating it was extremely easy or easy).

Figure 45: Ease of finding and understanding information in the EasyVote Guide



Q6c Was the information you were interested in easy to find? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Single response.

Q6d Was the information easy to understand? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Single response.

Base: Recalled EasyVote Guide, excluding 'Don't know' (2014: n=120)

One in five (18%) early voters indicated they needed to seek out additional advice after receiving the Guide. The majority (63%) of these people were seeking information on the location of the early voting centre. Less common responses included:

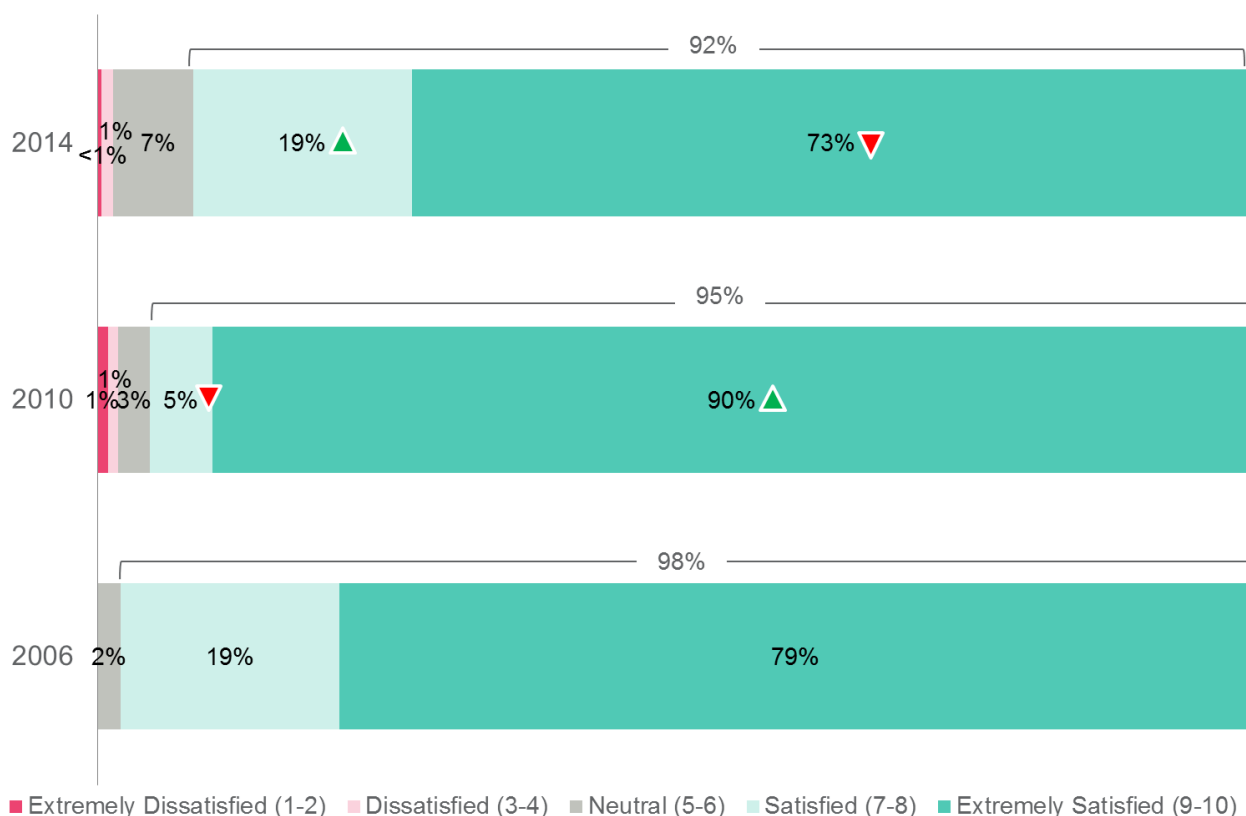
- Open hours of the early voting centre;
- Further information about voting under the line;
- Whether how to vote cards would be available at the early voting centre; and
- Details on candidates running in their area.

1.27. Ratings of voting process and centre

Overall satisfaction

In general, early voters were very satisfied with their experience at the voting centre. More than nine out of ten (92%) rated themselves as either extremely satisfied (73%) or satisfied (19%) with their experience. The proportion of people satisfied or extremely satisfied remains comparable to previous years, however is showing slight downward trend over time (92% in 2014, 95% in 2010 and 98% in 2006). In addition, the proportion of people who were extremely satisfied (provided a rating of 9 or 10) significantly declined from 2014, indicating that while the voting centre experience was very satisfactory for the majority, it was perceived as exceptional by fewer.

Figure 46: Overall satisfaction



Q10 Was your experience at the voting centre satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'. Single response.

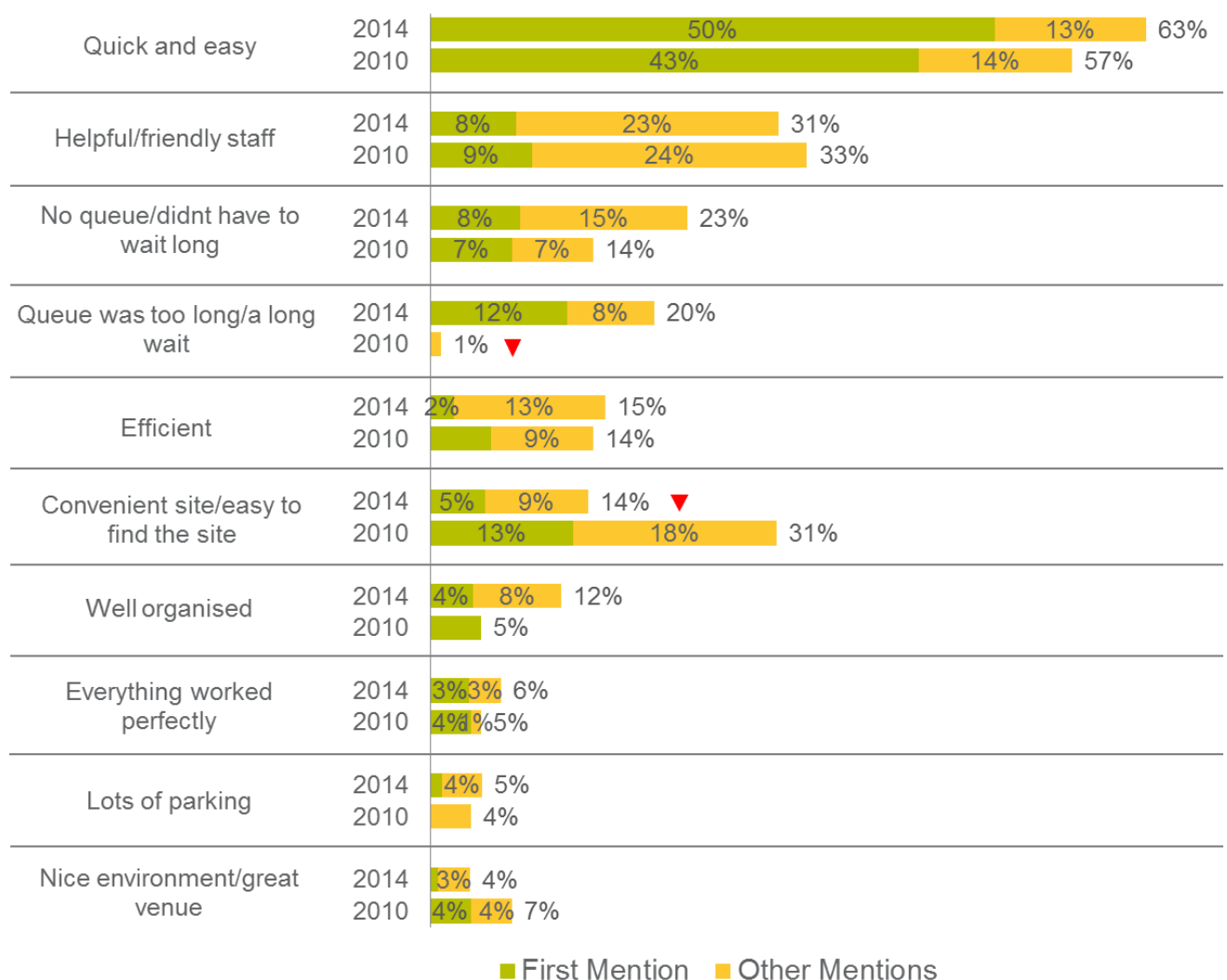
Base: All respondents excluding 'Don't know' (2014: n=290, 2010: n=111, 2006: n=100)

Early voters were asked why they expressed satisfaction (or dissatisfaction) with their experience at the voting centre. In both 2014 and 2010, the process being quick and easy was most commonly mentioned reason (63% and 57% respectively), followed by friendly and helpful staff (31% and 33% respectively) and not having to queue or wait for a long time (23% and 14% respectively).

Less commonly cited reasons included the efficiency of the process (15%), the convenience or ease of locating the site (14%) and the well organised process (12%).

Reasons for dissatisfaction were less commonly cited, however one in five (20%) early voters mentioned they felt they had to queue or wait for too long. This was significantly higher in 2014 (20%) than 2010 (1%), which could be due to the option of early voting becoming more popular. Longer waiting times having a direct impact on the level of satisfaction.

Figure 47: Reasons for satisfaction or dissatisfaction



Q11 For what reasons do you say that? What else? Probe fully. Open ended. (Unprompted)
 Base: All respondents (2014: n=142, 2010: n=111)

Rating of voting centre process

Early voters found out where to go to vote via numerous sources. Again, the data suggests that the EasyVote Guide is gaining popularity with three in ten (30%) early voters indicating this is where they received information on where to vote. This proportion was up from 12% in 2010.

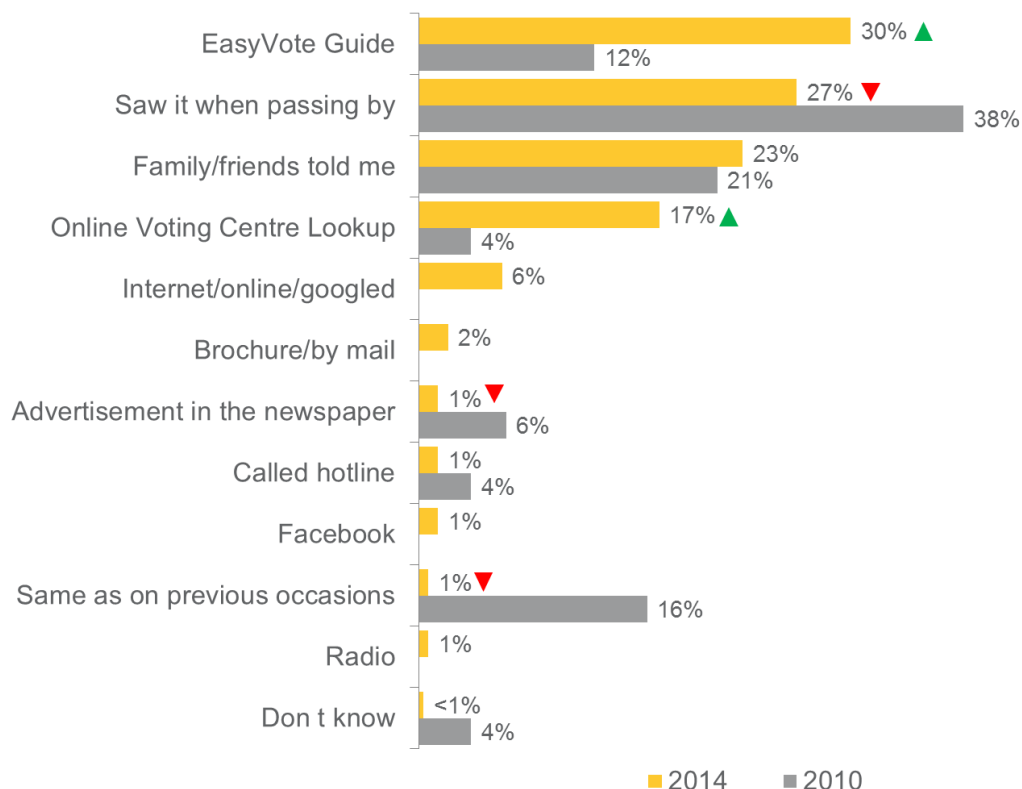
Other sources of this information included:

- They saw the voting centre when passing by (27%);
- Family or friends told them where to vote (23%); and
- Online Voting Centre Lookup (17%).

Other less commonly cited methods for finding out which voting centre to go to were general internet searches (6%) and a brochure or mail (2%).

The data suggests that a higher proportion of early voters actively searched for information about voting sites in 2014 than 2010. This is shown in the smaller proportion of early voters indicating they learned about the voting site by seeing it in passing (27% in 2014 compared to 38% in 2010) and that it was the same as previous occasions (1% in 2014 compared to 16% in 2010), as well as the greater proportion of voters indicating they found this information in the EasyVote Guide (30% in 2014 compared to 12% in 2010) and that they used the Online Voting Centre Lookup (17% compared to 4% in 2010). Using these more proactive methods to find the correct voting centre reduces risk of not being in the right place on the day, and is therefore a positive result.

Figure 48: Knowing where to vote



Q14a How did you know which voting centre you should come to? Multiple response (Unprompted).
 Base: All respondents (2014: n=290, 2010: n=111)

Rating of the voting centre

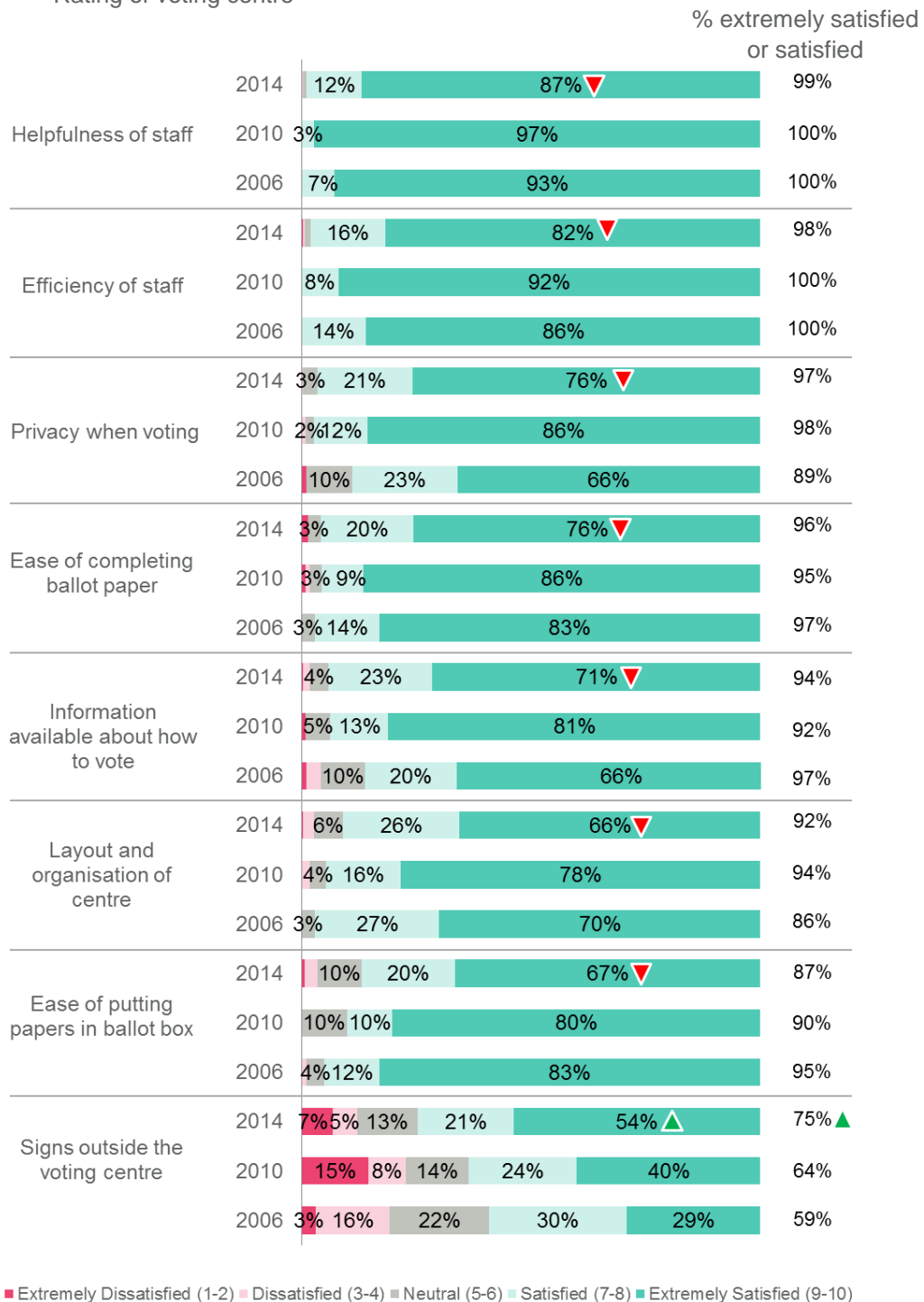
In general, early voters gave very high ratings to the voting centre where they cast their ballot. High ratings were given for:

- The helpfulness of the staff (99% extremely satisfied/satisfied);
- The efficiency of the staff (98% extremely satisfied /satisfied);
- Privacy of the voter when casting a ballot (97% extremely satisfied /satisfied);
- The ease with which a ballot could be cast (96% extremely satisfied /satisfied);
- The information available about how to vote (94% extremely satisfied /satisfied);
- The layout and organisation of the centre (92% extremely satisfied /satisfied); and
- The ease of putting the paper in the ballot box (87% extremely satisfied /satisfied).

The one stand-out opportunity for continued improvement relates to the signage outside the voting centres. In 2014, three quarters (75%) of early voters were satisfied and one in five (19%) were dissatisfied with this measure. It should be noted that results regarding signage to the voting centre are improving over time (59% satisfied in 2006 and 64% satisfied in 2010); however, there is still room for ongoing improvement.

However, in line with the decline in the proportion of early voters indicating they were extremely satisfied with their voting experience, all service elements of the voting centre also experience a similar decline in extreme satisfaction, with the exception of signs outside the voting centre. This indicates that while early voters are still satisfied with their experience, fewer had an exceptional experience at the voting centre compared to the previous elections.

Figure 49: Rating of voting centre



Q14 I am going to read out a number of aspects relating to the voting centre where you voted. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with them? First...

Signs outside indicating the voting centre	Privacy when voting
Layout and organisation inside	Ease of completing your ballot papers
Efficiency of the staff	Ease of putting your completed ballot papers in the ballot box
Information available about how to vote	Helpfulness of the staff

Base: All respondents excluding 'Don't know' responses (2014: n=281-290, 2010: n=110-111, 2006: n=100)

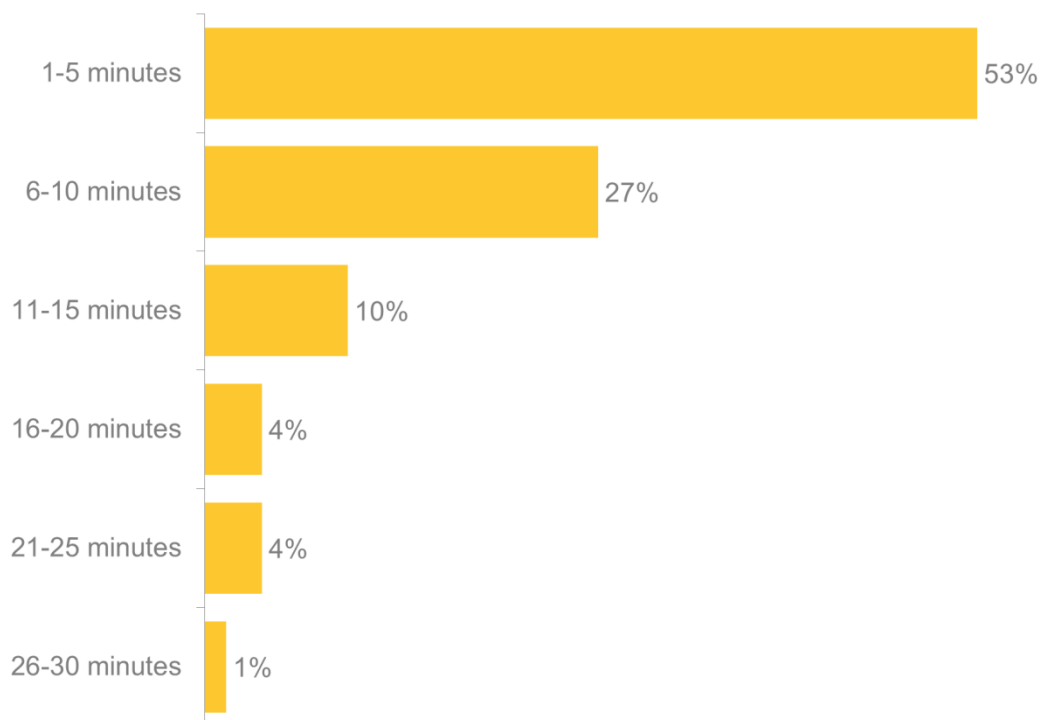
The reported incidence of queuing to receive ballot papers at early voting centres is increasing. In 2010, only one in ten (10%) early voters indicated they needed to queue. In 2014 this rose dramatically, to seven in ten (70%).

Additionally, in 2010 all early voters interviewed, except one, indicated they were waiting for less than 5 minutes. In 2014, half (53%) of early voters reported a similar wait time, while the remainder queued for longer than five minutes:

- 27% queued for six to ten minutes;
- 10% queued for eleven to fifteen minutes; and
- 9% queued for longer than fifteen minutes.

This means significantly longer queues in 2014 when compared to 2010.

Figure 50: Queue time to receive ballot papers



Q13 How long did you have to queue for? Single response (Unprompted).
Base: Needed to queue (2014: n=202)

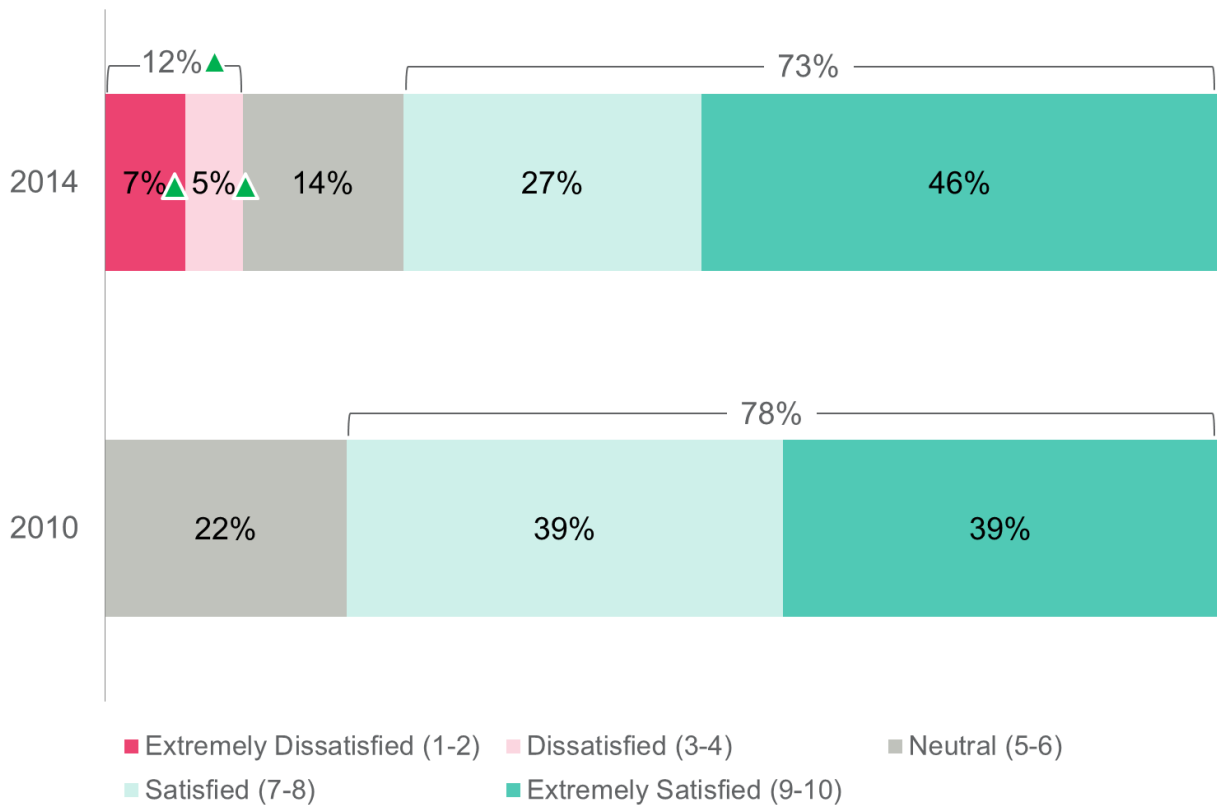
Previous results have clearly indicated that voting being quick and easy is a major contributor to satisfaction. It has also been highlighted that satisfaction (particularly extreme satisfaction) at early voting centres has decreased in 2014. It is therefore highly likely that this substantial increase in the proportion of early voters needing to queue has contributed to declines in satisfaction. This provides VEC with a clear focus for improving satisfaction, being that queue times should be minimised as a first priority.

1.28. Website

In 2014, seven in ten (69%) early voters were aware of a VEC website for voters to access information about the election. This figure was similar to the 2010 result of 64%. Although awareness of the website has not changed dramatically over the past four years, more early voters who are aware of the website used it to access information in 2014 (49%) in comparison to 2010 (34%). This represents a significant uplift over time.

Satisfaction with the information available on the VEC website remains at around seven in ten early voters being either extremely satisfied or satisfied (73% in 2014 and 78% in 2010). However in 2014, 12% of early voters indicated they were either extremely dissatisfied or dissatisfied compared to none in 2010. It should however be noted that the base size of website users in 2010 was low (n=23) and therefore results for this wave of research should be interpreted with care.

Figure 51: Satisfaction with VEC website

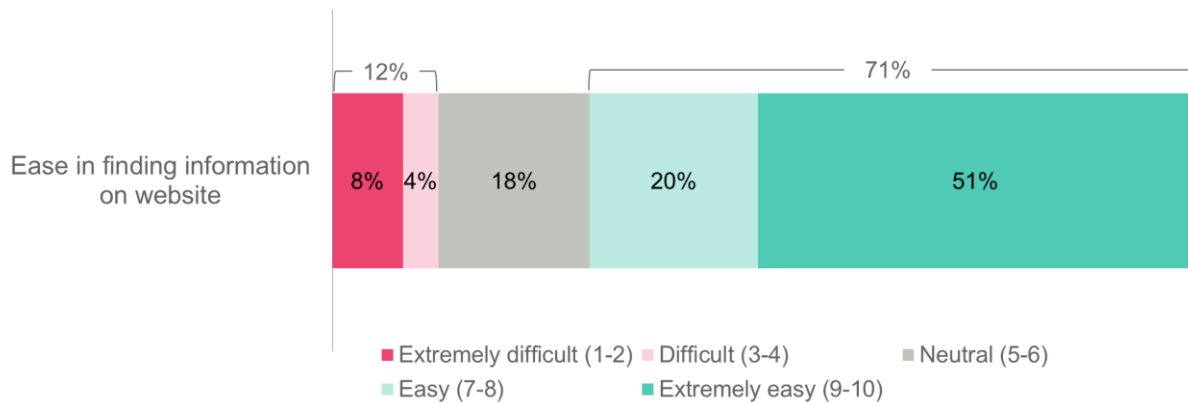


Q17A Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Single response.

Base: Visited website (2014: n=97, 2010: n=23)

Seven in ten (71%) of the early voters who had used the website indicated they found the information they were looking for easily. One in ten (12%) indicated that finding the information they were looking for was either extremely difficult or difficult. These findings provide VEC with a potential area to focus improvement on.

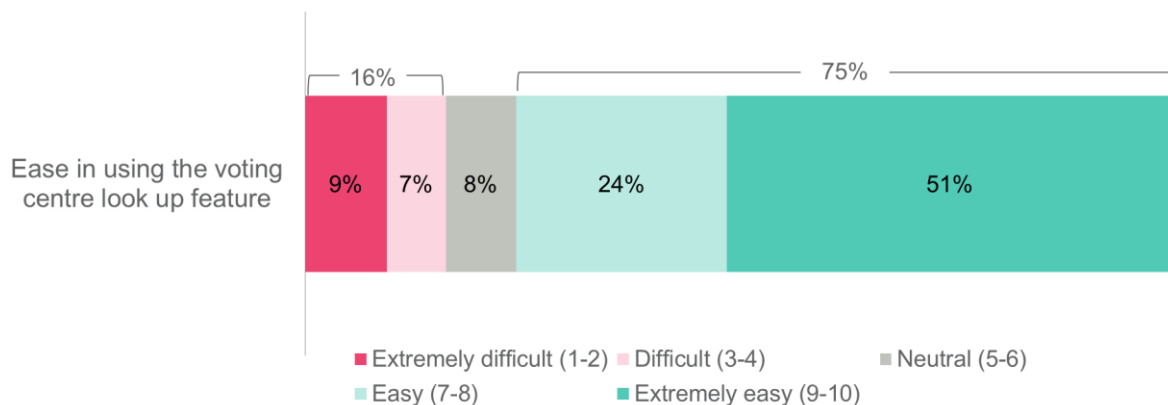
Figure 52: Satisfaction with ease of finding information on VEC website



Q17B How easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Single response.

Base: Visited website (2014: n=97)

Three quarters (76%) of the early voters who visited the website used the Voting Centre Lookup feature. Of these people, three quarters (75%) felt this function was easy to use, however, 16% indicated that it was difficult to use. Again, this is a potential area for improvement.



Q17D How easy was it to use the voting centre look up feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.

Base: Used website excluding 'Don't know' (2014 n=73)

1.29. Hotline

Awareness of the VEC hotline amongst early voters has declined since 2010. While 35% of early voters knew the VEC had an election information hotline in 2010, this has decreased to one in five (18%) in 2014. Of those that knew about the VEC hotline in 2014, only a very small proportion (2%) could recall the number, equating to just one survey respondent.

1.30. Previous vote

Nine out of ten (92%) of early voters indicated they had previously voted in a State election.

Postal voters

Those who used the postal voting service were contact via phone and asked to complete a survey over the phone. Postal voters who took part in the survey were more likely to be female (63%) than male (37%). They were also more likely to be 65 years of age or older (64%), be in a lower household income bracket (26% earning \$30,000 or less) and have a disability affecting mobility (22%).

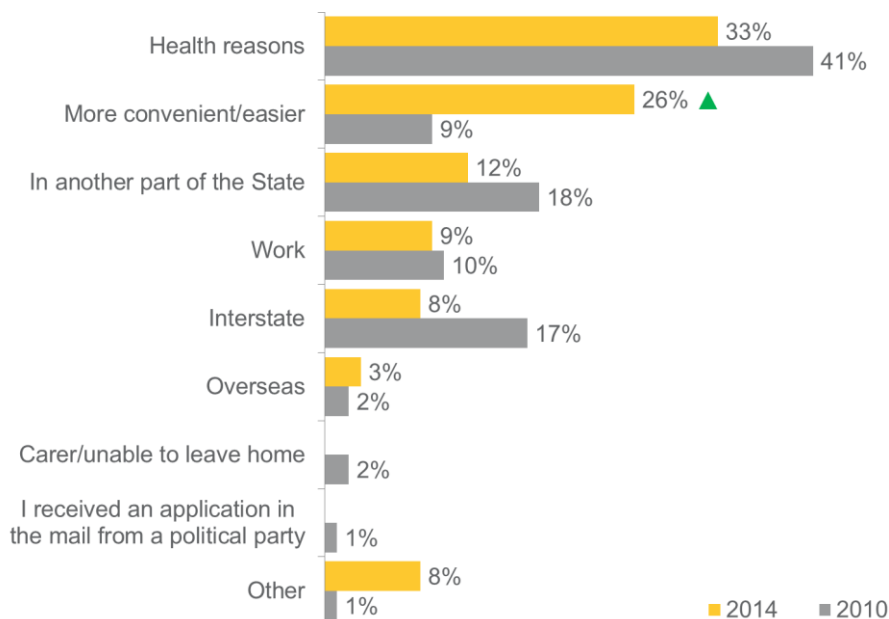
1.31. Voting process

In 2010 and 2014, health reasons were the most common motivators for conducting a postal vote rather than voting in person. This is in line with the greater proportion of voters within this group with mobility issues. However, this motivator did become less common in 2014 when compared to 2010 (33% compared to 41%). Conversely, postal voting being perceived as more convenient and easier than voting in person was nominated as the main motivator by more people in 2014 than in 2010 (26% compared to 9%). Finding ways to vote more conveniently appears to be a developing trend that was also evident among those who participated in early voting.

Other reasons for conducting a postal vote largely related to not being able to easily access the voting centre on Election Day. These reasons included:

- Being in a different part of the state on Election Day (12%);
- Needing to work on Election Day (9%);
- Being interstate on Election Day (8%); and
- Being overseas on Election Day (3%).

Figure 53: Reasons for postal vote



SQ2. What was the main reason you voted by postal vote? Do not read out. Single response.

Base All respondents (2014: n=100, 2010: n=100)

One in five postal voters (18%) indicated that they would not have voted if they were not able to conduct a postal vote. A further 1% indicated they did not know if they would have voted or not.

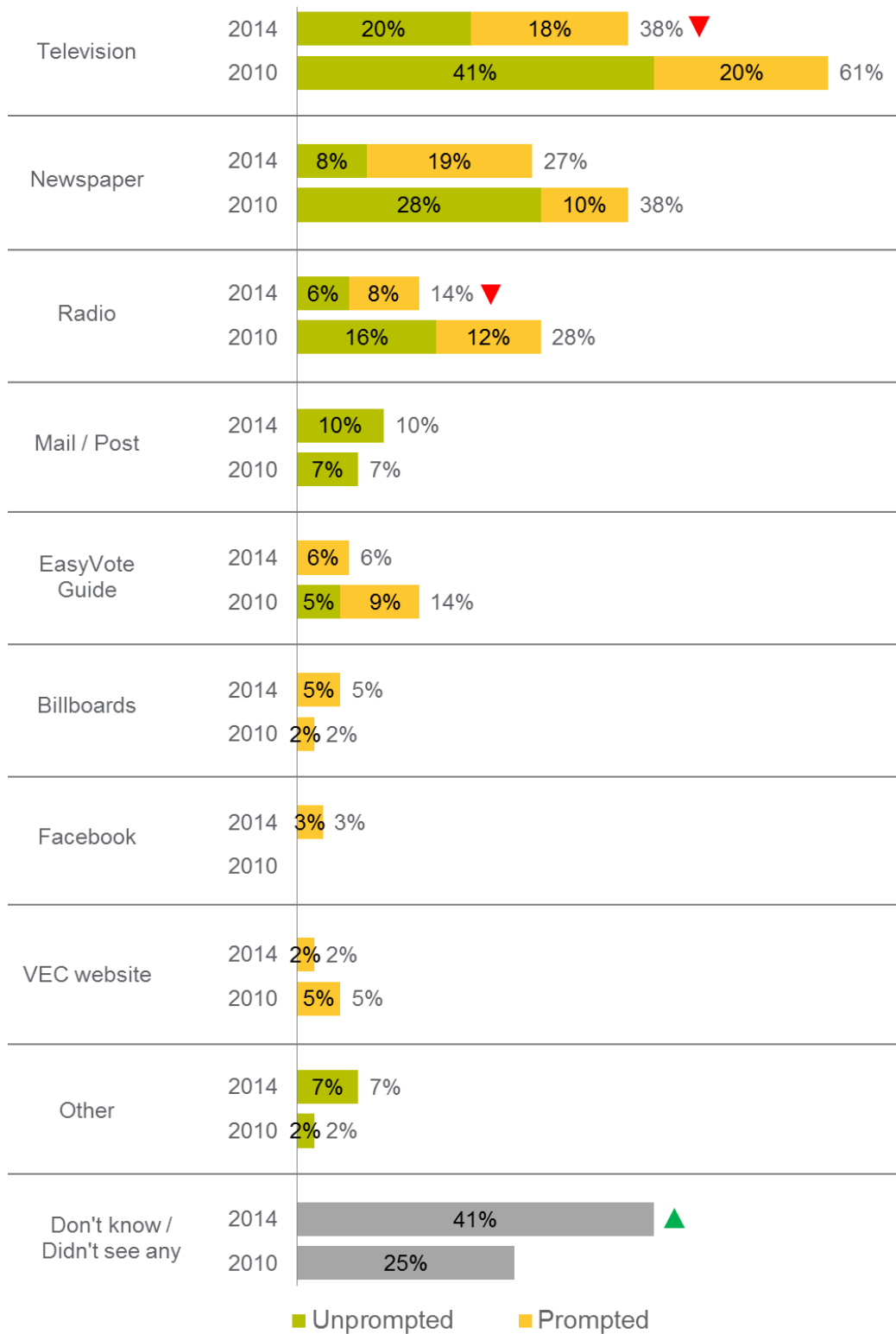
1.32. Communications

Information recalled

Four in ten (39%) of the 2014 postal voters recalled seeing or hearing some form of communication in the lead up to the election. Once prompted, recall of communications increased to six in ten (59%) 2014 postal voters. This was a much lower proportion of postal voters than 2010 where three quarters (75%) indicated they recalled seeing or hearing at least one form of communication prior to the election.

This lower proportion of postal voters having recalled seeing or hearing communications in 2014 compared to 2010 was evident across multiple forms of communication, including television (38% and 61% respectively), newspaper (27% and 38% respectively), radio (14% and 28% respectively) and the EasyVote Guide (6% and 14% respectively). This suggests that among postal voters, communications did not cut through as strongly as in previous elections.

Figure 54: Information about Election Day



Q1b Where did you see or hear that communication? Multiple response. (Unprompted)

Q1c Did you see or hear that communication...? Multiple response. (Prompted)

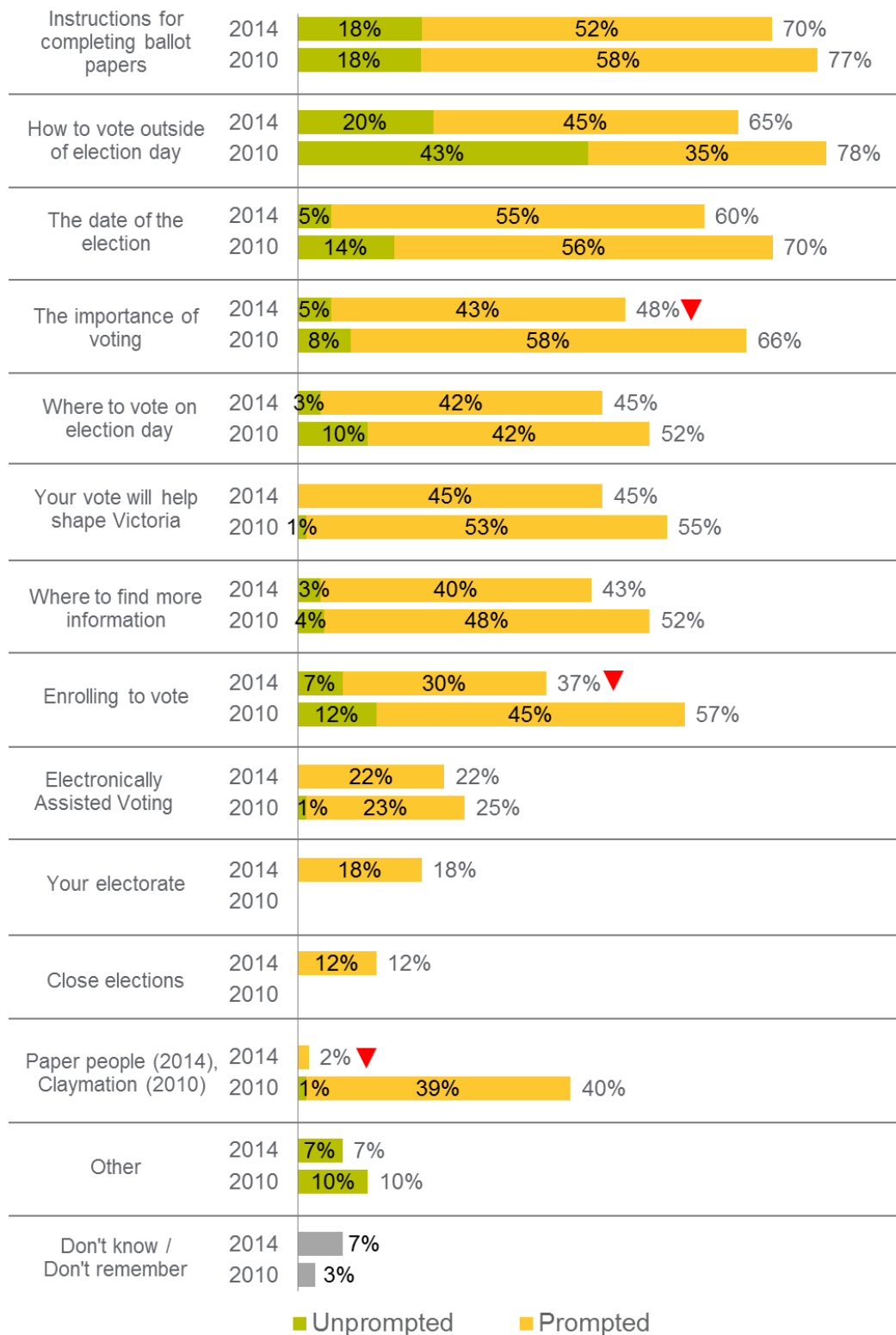
Q2a Did you recall seeing any information...? Multiple response. (Prompted)

Base: All respondents (2010: n=100, 2014: n=100)

Fewer 2014 postal voters who recalled seeing or hearing a communication prior to the election indicated they remembered receiving information on numerous topic points when compared to 2010 postal voters. Of note was the importance of voting (48% in 2014 compared to 66% in 2010) and enrolling to vote (37% in 2014 compared to 57% in 2010).

Those who recalled a communication leading up the election remembered it to contain instructions for completing the ballot paper (70%), how to vote if you were unable to vote on Election Day (65%) and the date of the election (60%) reached the highest proportion of postal voters in 2014. This indicates that these messages stood out most strongly to this audience and were a key take out of the communication.

Figure 55: Information content



Q3a Thinking about the Electoral Commission communication, what information did it contain? What other information? Multiple response. (Unprompted)

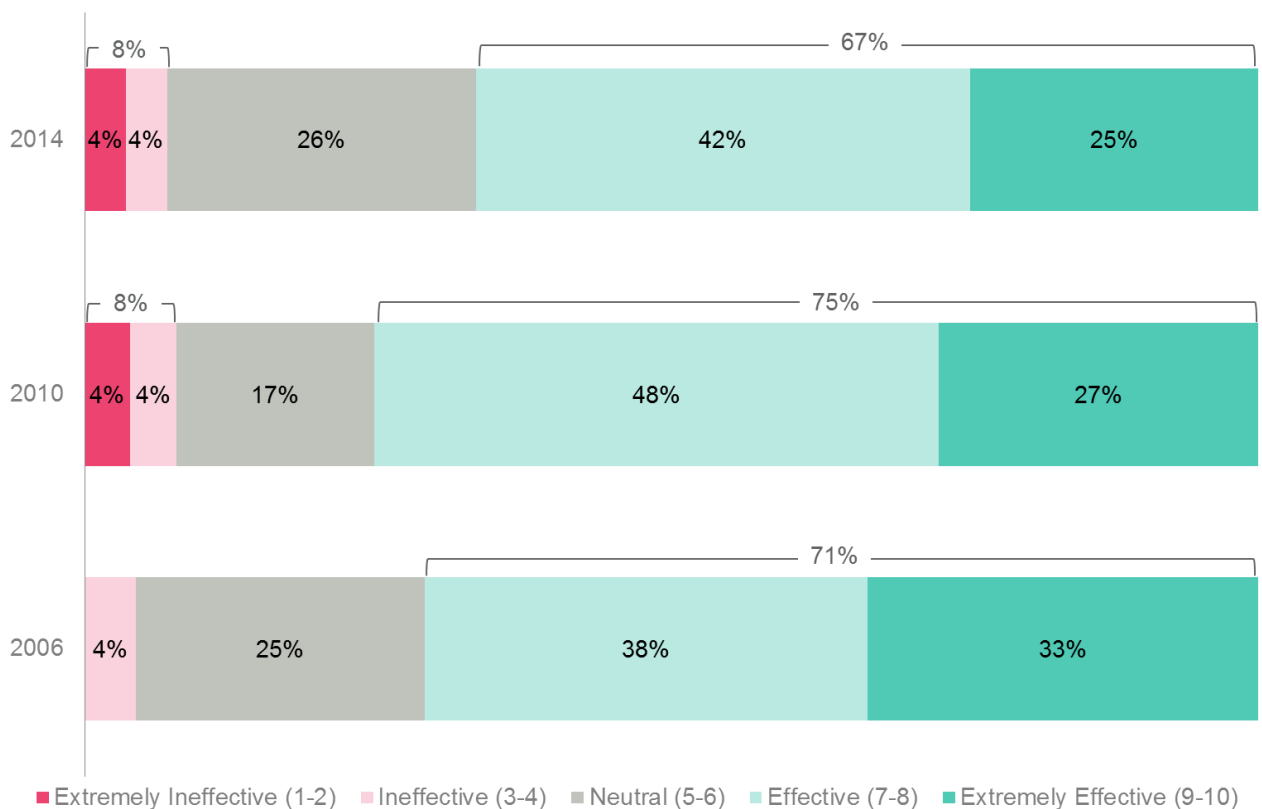
Q3b Do you remember if it contained information about...? Multiple response. (Prompted)

Base: Respondents who had seen or heard communications (2014: n=60, 2010: n=77)

Quality of information

Of the postal voters who recalled a form of VEC communication, two thirds (67%) perceived the information provided as either extremely effective (25%) or effective (42%). This was a slight decrease from 2010 in which three quarters (75%) perceived the information they received to be either extremely effective or effective, however this decline is not significant.

Figure 56: Information quality



Q4 Was the information effective or ineffective in providing you with the information about the election you needed? Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'. Single response.

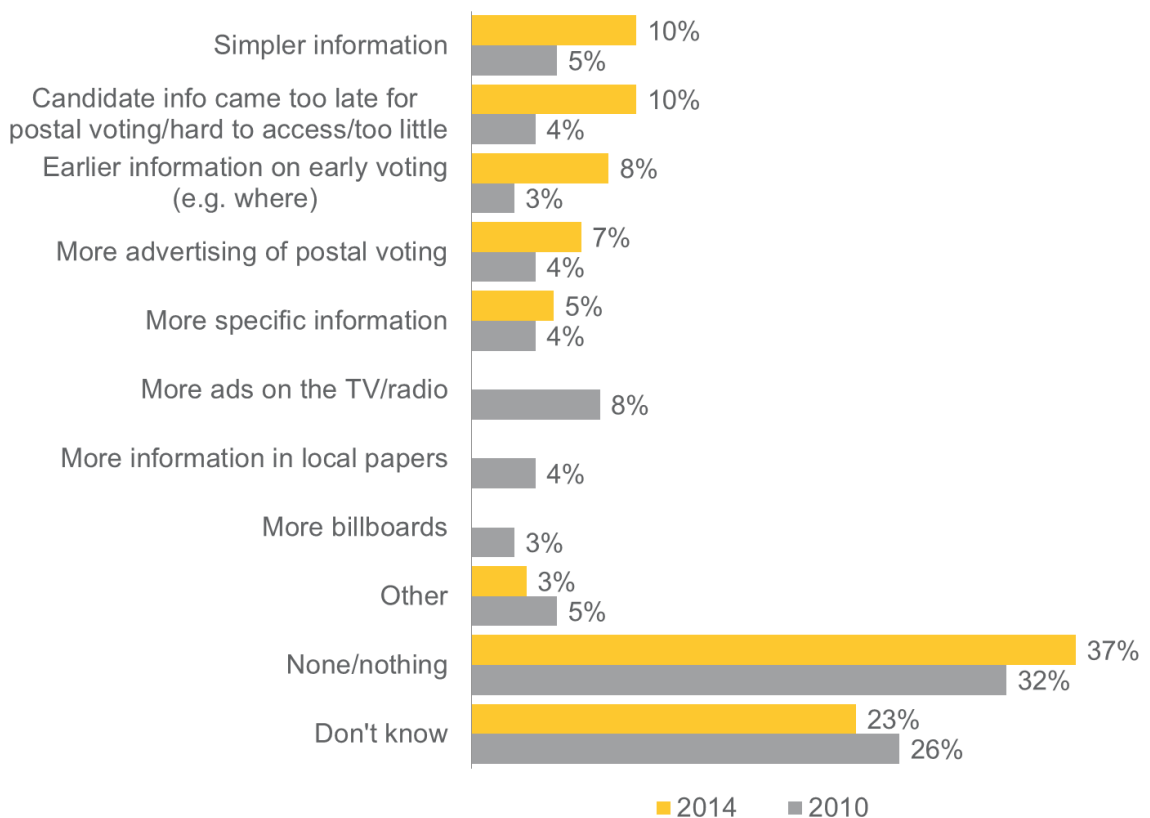
Base: Recalled any information excluding 'Don't know' (2014: n=60, 2010: n=77, 2006: n=73)

Most of the postal voters who recalled information indicated they had no suggestions for improvements (2014: 37%, 2010: 32%) or they did not know what changes could be made (2014: 23%, 2010: 26%) to improve the effectiveness of VEC communications. This indicates that for many, the VEC communications are adequate as they stand.

However, for those in 2014 who did provide suggestions for improvement to communications, it was mentioned that they would like:

- Simpler information (10%);
- More easily accessible candidate information (10%);
- Information about voting available sooner (8%);
- More advertising about postal voting generally (7%); and
- Information to be more specific (5%).

Figure 57: Suggestions for improvement to information



Q5 What would increase the effectiveness of the communications? Open ended. (Unprompted)
 Base: Recalled any information (2014: n=60, 2010: n=77)

Information required

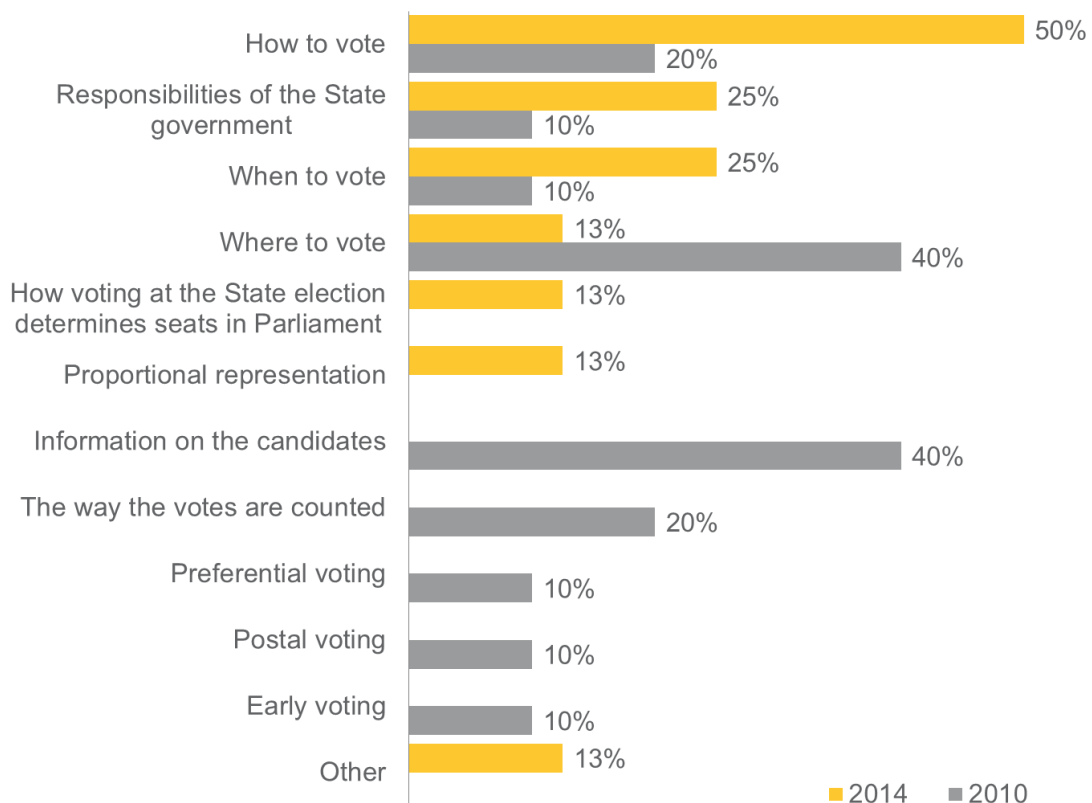
One in ten postal voters indicated they would have liked to receive additional information relating to voting in the election in both 2010 (10%) and 2014 (8%).

In 2014, of those who indicated they would have liked additional information, most indicated they would have liked more information about how to vote (50%) and when to vote (25%). More information was desired by fewer postal voters on details about the election, including:

- Responsibilities of the State Government in comparison to Federal Government (25%);
- Where to vote (13%);
- How the seats in parliament are allocated based on votes (13%); and
- More information on proportional representation (13%).

It should however be noted that base sizes for those indicating they would have liked to receive additional information are very small and therefore results should be interpreted with care.

Figure 58: Information required



Q9a Was there any additional information related to voting in the election that you would have liked to receive?

Q9b Would you like to receive Information on...? Multiple response (Prompted).

Base: Required additional information (2014: n=8, 2010: n=10)

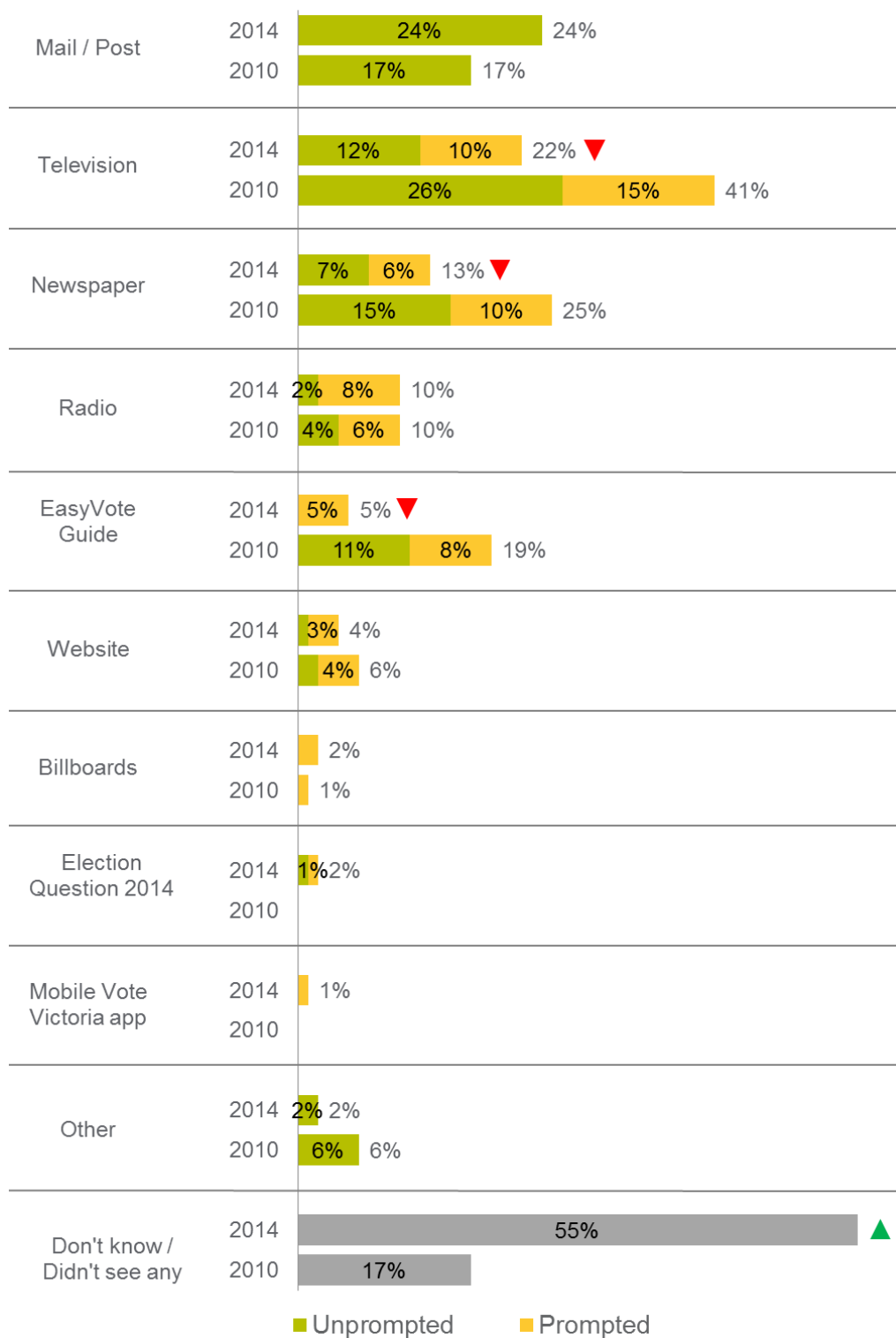
Information about voting by post before Election Day

Half (45%) of the 2014 postal voters recalled seeing or hearing some form of communication from the VEC about voting by post before Election Day. This has significantly declined since 2010, where two thirds (64%) of postal voters indicated they had seen communications.

In 2014 fewer postal voters recalled seeing communication on television (22% and 41% respectively), newspaper (13% and 25% respectively) and the EasyVote Guide (5% and 19% respectively). This means that these channels of communication are reaching fewer postal voters.

In 2014 more postal voters indicated they received information regarding voting by post before Election Day as mail via the post (24% compared to 17% in 2010). This figure could contribute to the proportion of people receiving the EasyVote Guide, however not recalling the name of the pack. It could also refer to the voting pack.

Figure 59: Information about voting by post before Election Day



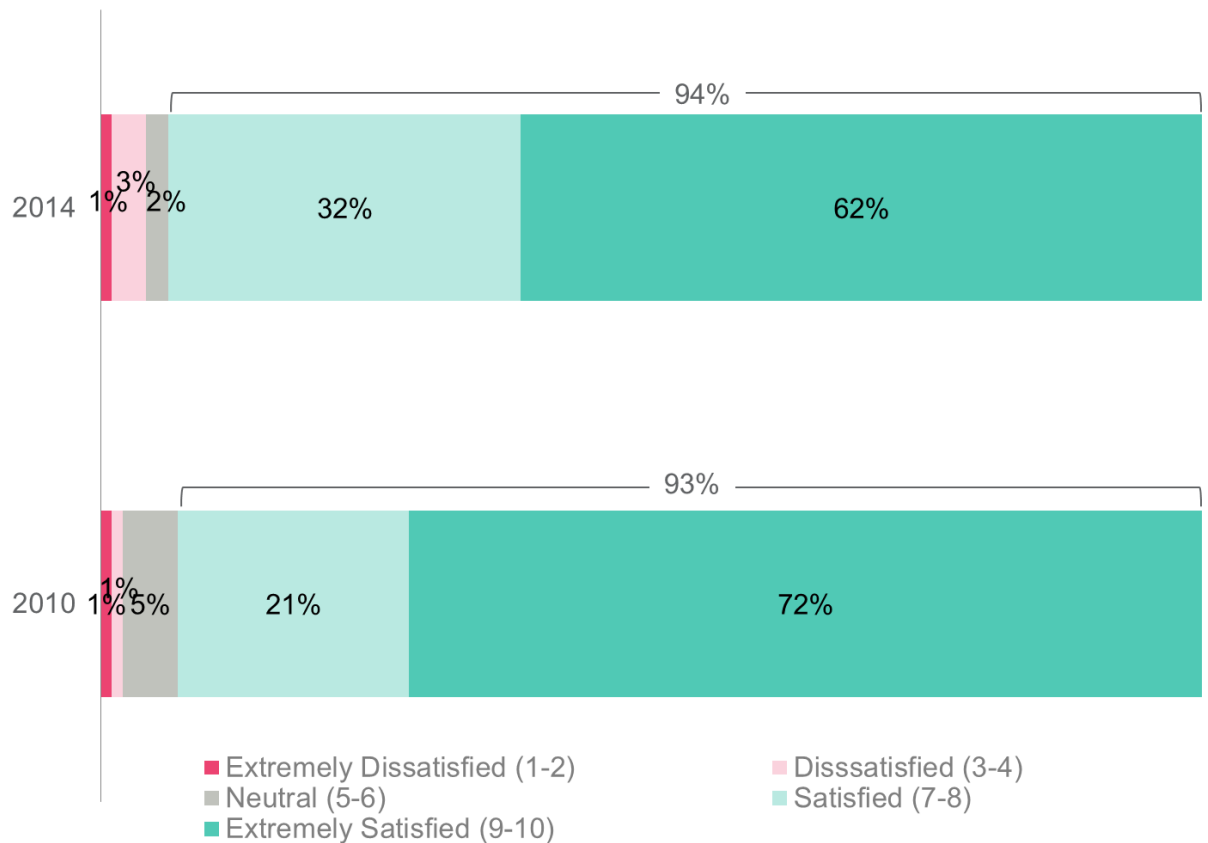
SQ4a Where did you see or hear that communication? Multiple response. (Unprompted)

SQ4b Did you see or hear that communication...? Multiple response. (Prompted)

Base: Required additional information (2014: n=100, 2010: n=100)

Satisfaction with information providing guidance on how to complete a postal vote was very high in both 2010 and 2014. More than nine in ten (2014: 94%, 2010: 93%) postal voters were either extremely satisfied or satisfied with the information they received about how to complete a postal vote. No change over time exists suggesting level of satisfaction with information about how to complete postal vote remains stable since 2010.

Figure 60: Information about how to complete the postal vote



Q11a Were you satisfied or dissatisfied with the information you received about how to complete your postal vote? Please use the same scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. Single response.
 Base: All respondents excluding 'Don't know' (2014: n=100, 2010: n=100)

Among the four postal voters (4%) who were not satisfied with the information they received on how to complete a postal vote indicated this was because:

- The legislative assembly was too big;
- Organising a witness to sign the ballot paper was difficult; and
- Information outlining who could be used as a witness was not clear.

EasyVote Guide

Fewer postal voters recalled receiving their EasyVote Guide in 2014 (7%), compared to 2010 (22%). However, of those 2014 postal voters that recalled the EasyVote Guide, all indicated it contained useful information, an improvement from 2010 where only half (50%) indicated that information within the Guide was useful. This suggests that any recent improvements that may have been made have been effective for early voters.

Among the seven people who recalled receiving the EasyVote Guide in 2014, the most informative details were reported as:

- Details on how to vote correctly;
- Enrolment details; and
- Where to vote.

Although rated as a useful resource by all of those who recalled seeing it, feedback from these seven voters indicates that information was not seen to be very easy to find or understand:

- Two postal voters rated the information they were looking for as difficult to find (rating of four out of ten) and four respondents gave a neutral rating (rating of five out of ten). One indicated they did not know.
- Two postal voters rated the information within the Guide as difficult to understand (four out of ten) and four respondents gave a neutral rating (five out of ten). One indicated they did not know.

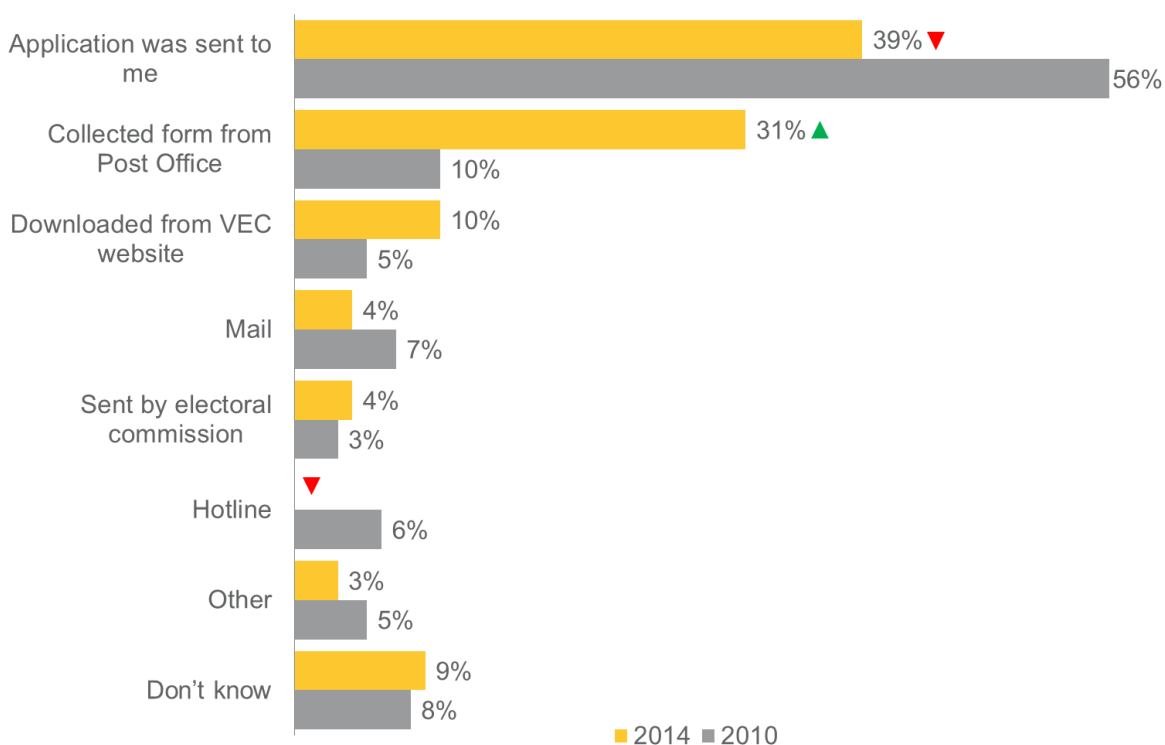
Of the seven people who recalled receiving the EasyVote Guide, two sourced further information elsewhere. These two people were looking for information on:

- The location of the early voting centre; and
- Postal Vote forms that had not yet arrived.

1.33. Postal vote rating

In 2014 and 2010, postal voters most commonly applied for a postal vote in response to an application that was sent to them by a political party. However, this was less common in 2014 (39%) than 2010 (56%). In 2014 more postal voters indicated they applied for a postal vote via a form collected from the Post Office (31%) compared to 2010 (10%). Other less common methods of applying for a postal vote included downloading it from the VEC website (10%), through another type of mail (4%) or sent by the electoral commission (4%).

Figure 61: Method of applying for postal vote



Q10a How did you apply for a postal vote? Multiple response. (Unprompted)
 Base: All respondents (2014: n=100, 2010: n=100)

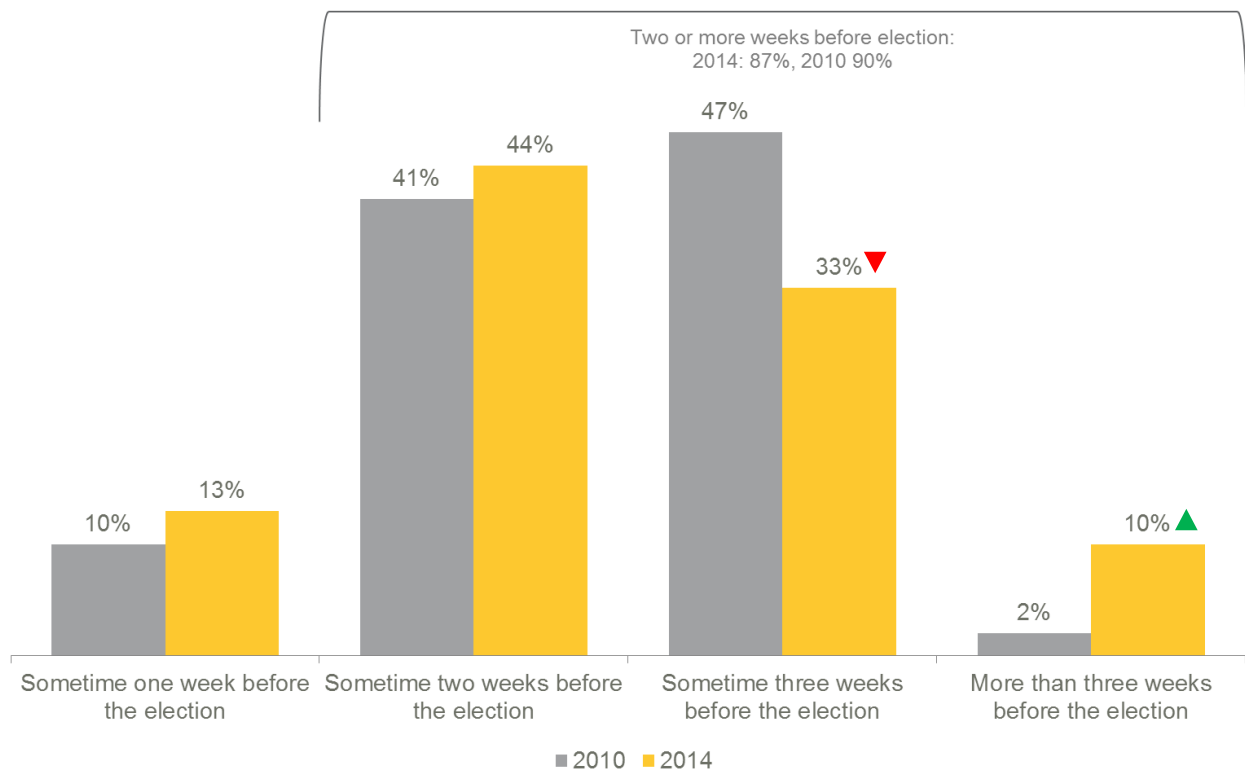
Postal voters typically submitted their application for a postal vote early. In 2014 more postal voters submitted an application more than three weeks before the election (10%) than in 2010 (2%). In 2014, nine in ten (87%) postal voters had submitted their application at least two weeks before the election.

More specifically:

- Nearly half (44%) of postal voters submitted their application sometime two weeks before the election;
- One third (33%) of postal voters submitted sometime three weeks before the election; and
- One in ten (10%) submitted some time more than three weeks before the election.

Thirteen percent submitted their application for a postal vote quite late; one week or less before the election.

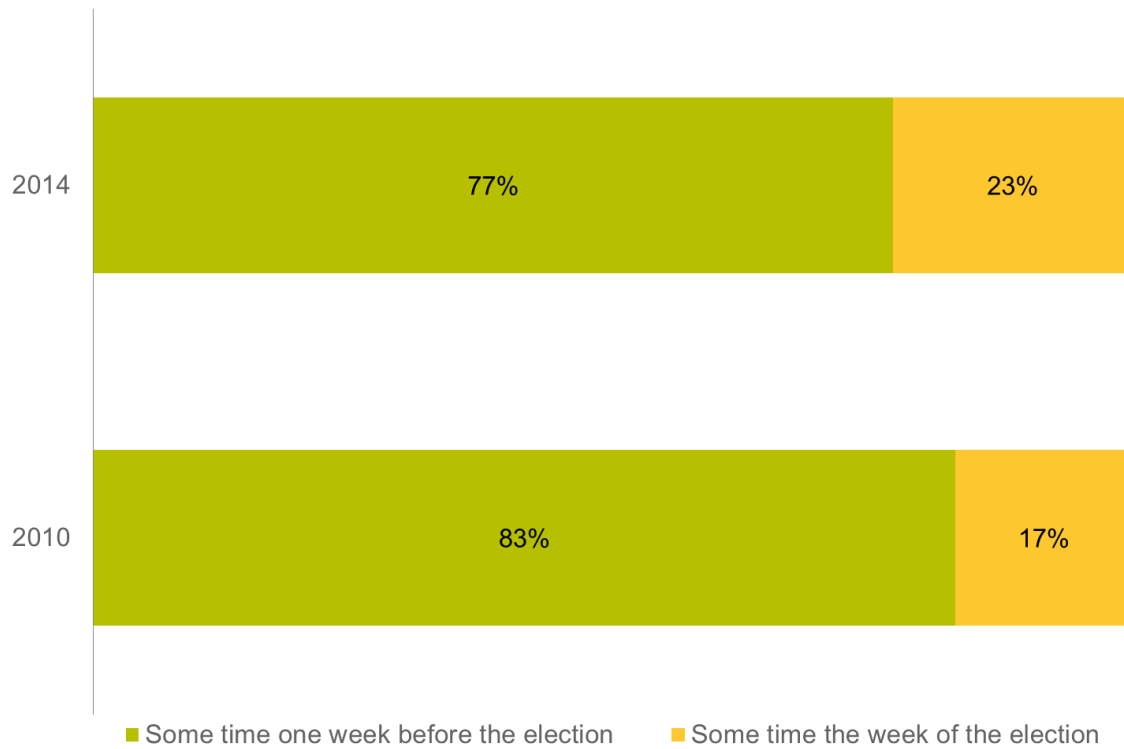
Figure 62: Timeframe for applying for a postal vote



Q11c When did you submit your application for a postal vote ... an estimate is fine if you cannot remember specifically.
 Base: All respondents (2014: n=100, 2010: n=100)

Most postal voters received their ballot papers before the week of the election. Although less indicated this was the case in 2014 (77%) compared to 2010 (83%), there was no significant differences in results across the 2014 and 2010 election.

Figure 63: Timeframe for receiving a postal vote

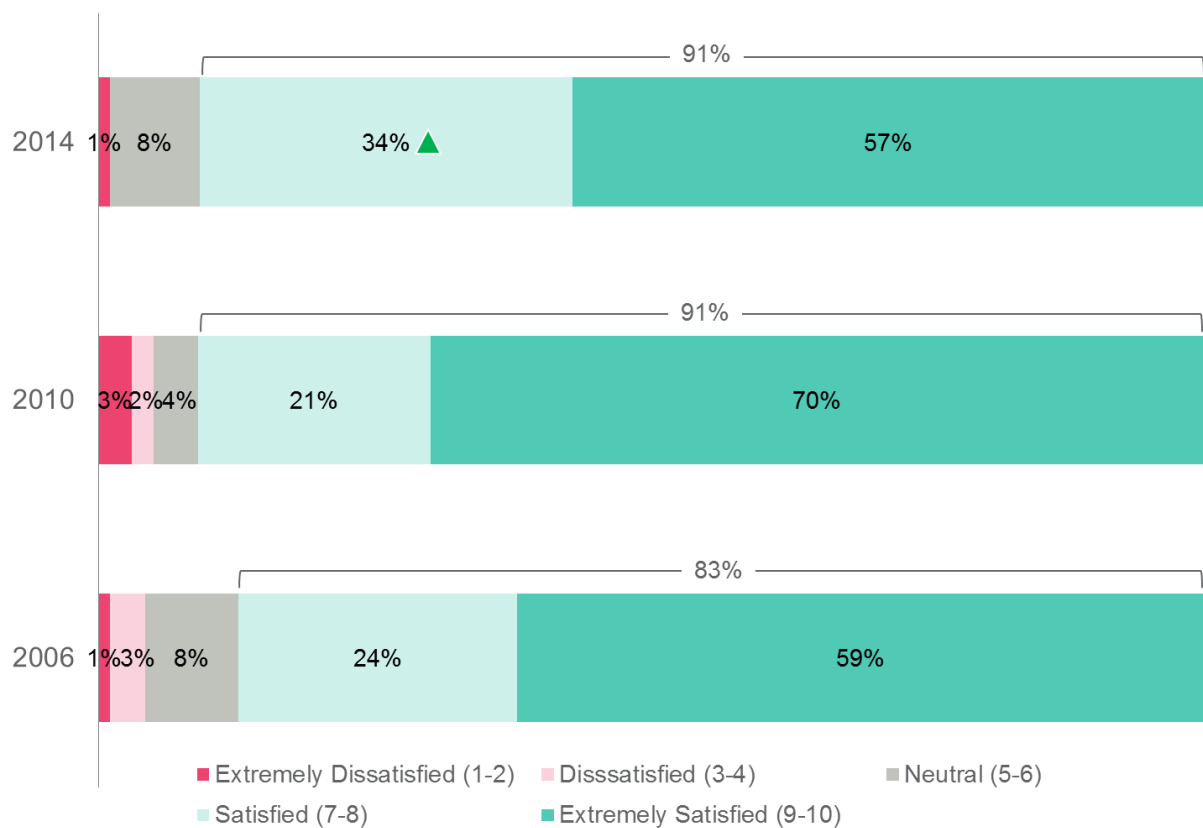


Q11d ... and when did you receive your postal ballot papers?
Base: All respondents (2014: n=100, 2010: n=100)

Over time the majority of postal voters have been consistently satisfied with the efficiency in which they received their ballot papers (2014: 91%, 2010: 91%, 2006 83% either extremely satisfied or satisfied). In 2014, more postal voters are likely to be satisfied with the efficiency they received ballot papers than in previous years.

In 2014 there was a very low proportion of postal voters (1%) indicating they were dissatisfied with the efficiency of receiving their ballot papers. This person indicated that they did not receive their postal vote forms until the very last minute.

Figure 64: Satisfaction with postal vote



Q10b Were you satisfied with how efficiently you were provided with the appropriate ballot papers? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.

Base: All respondents excluding 'Don't know' (2014: n=100, 2010: n=100, 2006: n=100)

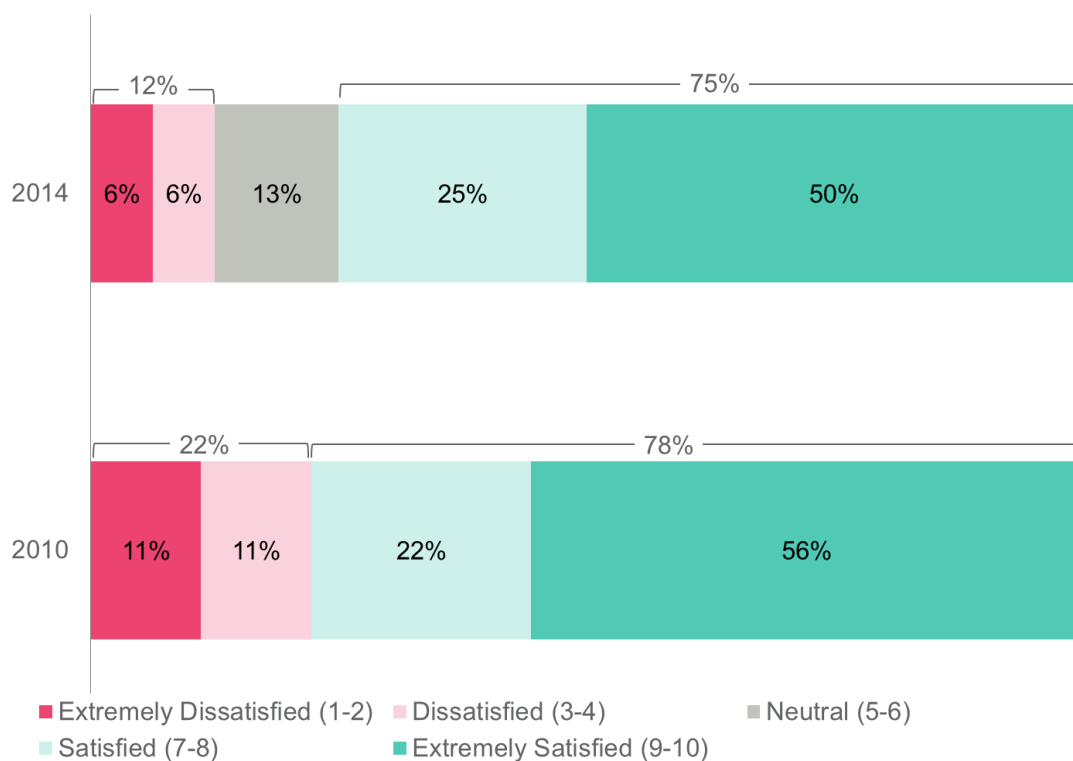
1.34. Website

In both 2014 and 2010, half (50% and 54% respectively) of postal voters were aware that the VEC has a website for voters to gain more information about the election. Although awareness of the website has not increased between the last two elections, the incidence of those using of the website has; in 2010 one in six (17%) of those who were aware of the website had used it, this increased to one third (32%) in 2014. This represents a significant increase in the number of postal voters using the website over time, in line with other types of voters.

Satisfaction with the VEC website remains relatively high. Of those who had used the VEC website in 2014, three quarters (75%) were extremely satisfied (50%) or satisfied (25%) with the information available. These results were comparable with 2010. Fewer postal voters were dissatisfied in 2014 (12%) compared to 2010 (22%).

However, it should be noted that the results on satisfaction with the VEC website are derived from a small sample size and should therefore be interpreted with care.

Figure 65: Satisfaction with VEC website



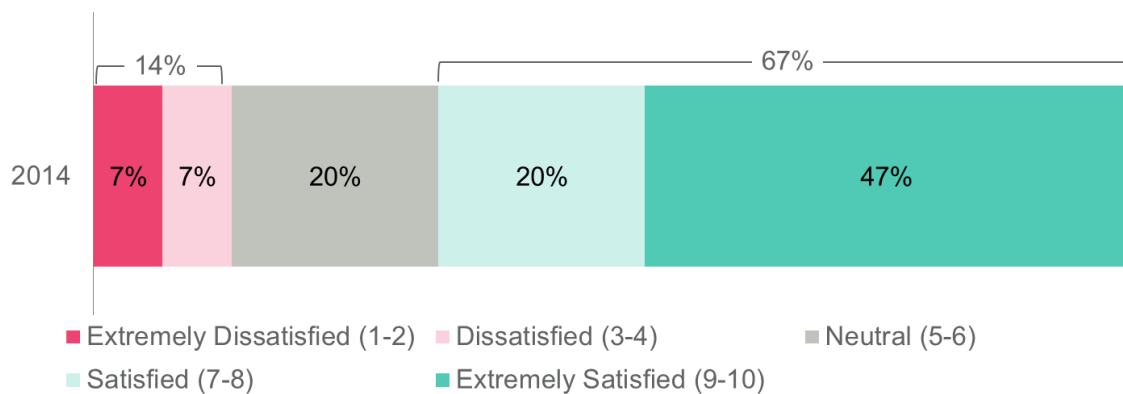
Q14 Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.

Base: Visited website excluding 'Don't know' (2014: n=16, 2010: n=9)

Two thirds (67%) of those who used the website in 2014 indicated that information was either extremely easy or easy to find. Fourteen per cent indicated that the information they were looking for was either extremely difficult or difficult to find.

However, these results are also based on a small sample size and therefore should also be interpreted with care.

Figure 66: Satisfaction with finding information on the VEC website



Q15b And using the same scale, how easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.

Base: Visited website excluding 'Don't know' (2014: n=15)

1.35. Hotline

Awareness of the VEC hotline is quite low amongst postal voters, and appears to be decreasing over time. In 2010, four in ten (41%) postal voters were aware that the VEC has an election hotline for voters to gain more information about the election, and one in ten (12%) of these voters used the hotline. This decreased to one quarter (25%) of postal voters being aware of the hotline in 2014 with no one indicating they had used it.

Additionally, in both 2010 and 2014, no postal voters could recall the phone number for the VEC hotline.

1.36. Previous vote

Of the 2014 postal voters surveyed almost all (95%) indicated they had previously voted in a state election. Three people (3%) indicated it was their first time voting in a state election and one person (2%) was not sure.

Voters who were not on the electoral roll

Voters who enrolled to vote on the day of the Election were intercepted at the voting centre and asked to provide feedback on their experience of enrolling and voting. Those who took part in the research were more likely to be 65 years of age or older (33%) and have a household income of \$30,000 or less (58%)

1.37. Enrolment process

In 2014, 12 people were interviewed who arrived at a voting centre on Election Day and were not on the electoral roll. With a small sample size, results from this section of findings must be treated as indicative only.

Of these 12 voters, two in ten (17%) were aware they were not on the roll before arriving to vote, and eight in ten (83%) were not aware.

A third (33%) of voters who were not on the electoral roll were aware before they arrived to the voting centre that they could be added to the roll on Election Day; the remaining two thirds (67%) were not aware. These results are consistent with the 2010 election results.

1.38. Information

Information recalled

Six in ten (63%) voters who were not on the roll recalled seeing or hearing some form of communication in the lead up to the election. This increased to eight in ten (83%) once prompted by interviewers conducting the survey.

Information regarding the election reached not on the roll voters via:

- Television (42% total recall; 17% unprompted, 25% prompted);
- Newspaper (42% total recall; 8% unprompted, 34% prompted);
- VEC website (33% total recall: 8% unprompted, 25% prompted);

Other, less frequently mentioned sources of information included a letter from VEC (17%), on radio (17%) and elsewhere (17%).

Voters who were not on the roll and recalled a form of communication (n=10) in the lead up to Election Day most commonly indicated that the communication included information about:

- The date of the election (80% total recall; 30% unprompted, 50% prompted);
- Where to vote on Election Day (60% total recall; 30% unprompted, 30% prompted).
- Your Electorate (60% total recall; 20% unprompted, 40% prompted).

- Enrolling to vote (50% total recall; 10% unprompted, 40% prompted);
- How to vote if they were unable to do so on election day (50% total recall; 10% unprompted, 40% prompted);

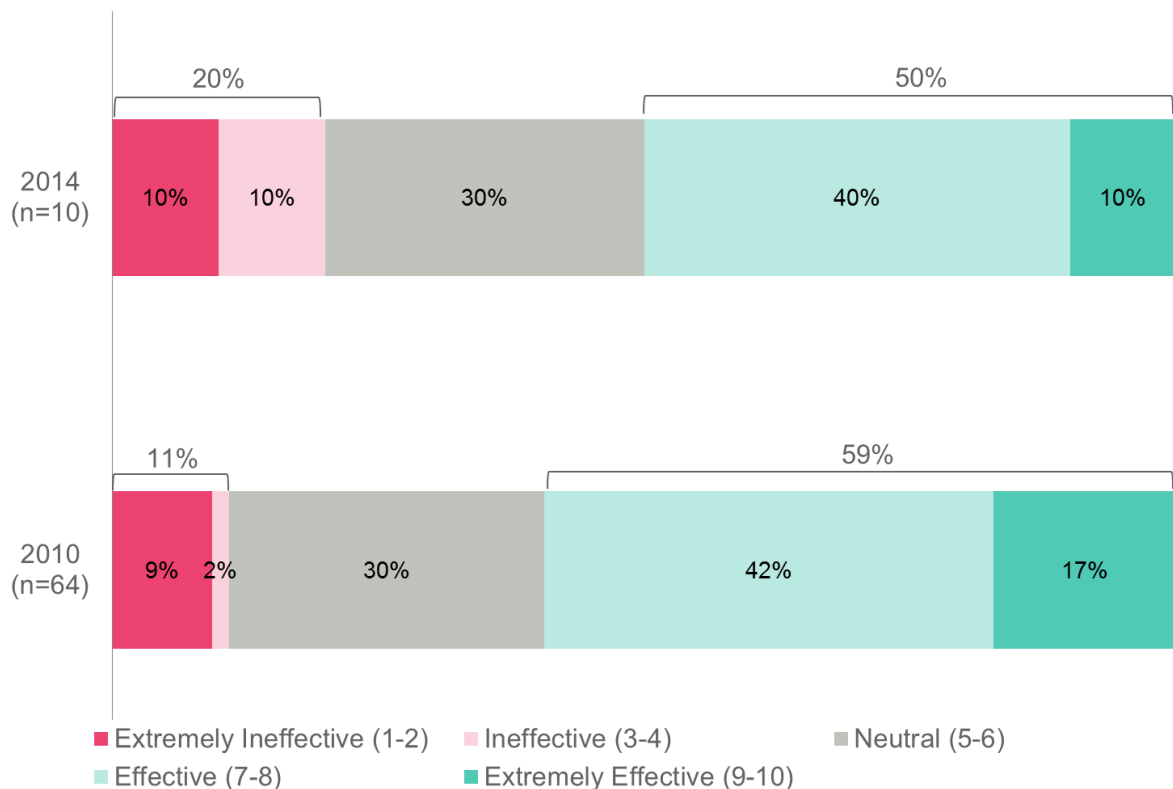
Information recalled by a smaller proportion of voters not on the roll included: instructions for completing ballot papers correctly (40%), where to find information about the election (40%), the importance of voting (30%) and that your vote will help shape Victoria (30%).

Quality of information

Of the voters that were not on the roll and recalled some form of VEC communication, half (50%) perceived the information they received to be either extremely effective (10%) or effective (40%).

One in five (20%) indicated the communication was either extremely ineffective (10%) or ineffective (10%). Three in ten (30%) rated the quality of the information neutrally.

Figure 67: Information quality



Q15 Was the information effective or ineffective in providing you with the information about the election you needed? Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'. Single response.
 Base: Recalled any information excluding 'Don't know' (2014: n=10, 2010: n=64)

The most common suggestions made by voters not on the electoral roll for improvements to communications in the lead up to the election were:

- More information aimed at younger and older age group (10%);
- More information sent to homes (10%); and
- More information in the local paper (10%).

Three in ten voters could not suggest any improvements to increase the effectiveness of communications from the VEC.

Information required

A quarter (n=3, or 25%) of voters who were not on the electoral roll indicated they would have liked to receive additional information relating to voting in the election. Specifically, they would have liked:

- More information on candidates. Providing such information is not the responsibility of VEC, however given that people have requested this information from VEC may highlight a gap in knowledge as to what the role of VEC is.
- Information regarding their enrolment status. This is difficult to provide as VEC does not have contact details of those who are not on the roll. However more education could be required as to how people can source this information themselves.

Information on enrolling to vote

Those who were aware they could be added to the roll on Election Day (n=4) indicated that found this information via:

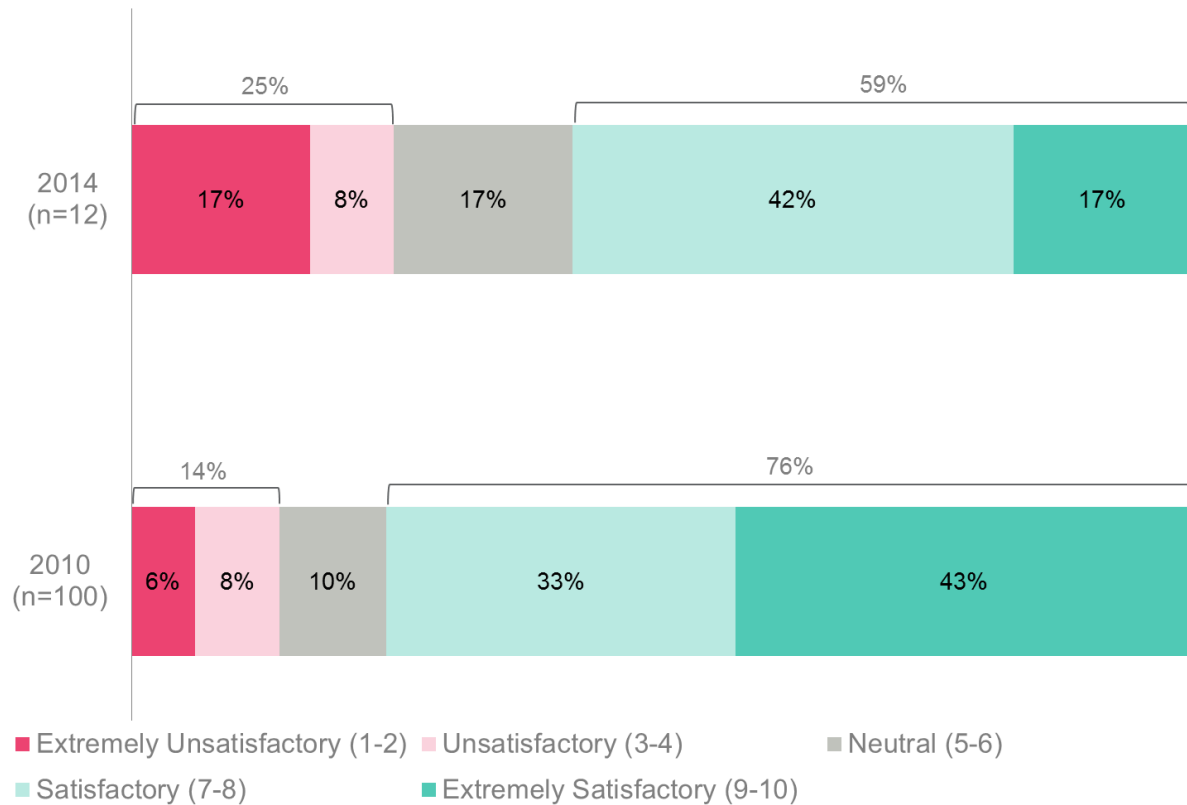
- Word of mouth (n=2);
- Via the radio (n=2);
- VEC or another website (n=2);

1.39. Ratings of voting process and centre

There were varied responses on satisfaction with the experience at the voting centre from voters who were not on the electoral roll. Six in ten (59%) voters rated their experience as either extremely satisfactory (17%) or satisfactory (42%). However, a quarter of voters (25%) rated their experience as extremely unsatisfactory (17%) or unsatisfactory (8%). Almost two in ten (17%) were neutral in their rating of satisfaction with their experience at the voting centre. Though results cannot be directly compared back to 2010 election given low base sizes, however it can be inferred that satisfaction is weaker in 2014.

Overall satisfaction

Figure 68: Overall satisfaction



Q19 Please rate your level of satisfaction with your voting centre? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'. Single response.

Base: All respondents (2014: n=12, 2010: n=100)

Voters not on the electoral roll were asked why they expressed satisfaction or dissatisfaction with their experience with the voting centre on Election Day. Responses to this question varied from person to person.

Reasons contributing to satisfaction were:

- The process was easy, there were no problems and it was well organised (50%);
- Good information available, pamphlets helpful (8%);
- Staff well informed / helpful (8%);

Reasons contributing to dissatisfaction were:

- Had to re-enrol (17%);
- Waiting in queue (8%);
- Poor record keeping between state and federal (8%); and
- Lack of helpful information / staff not well informed (8%).

Rating of voting centre process of enrolling on the day

Voters who were not on the electoral roll rated their satisfaction on various elements of their experience at the voting centre. For the most part, results were positive:

- Three quarters (75%) of voters were extremely satisfied (58%) or satisfied (17%) with the friendliness of staff who added them to the electoral roll;
- Three quarters (75%) of voters were extremely satisfied (25%) or satisfied (50%) with the time taken to add them to the roll;
- Three quarters (75%) of voters were extremely satisfied (33%) or satisfied (42%) with the ease of the process of being added to the electoral roll; and
- Six in ten (60%) of voters were extremely satisfied (42%) or satisfied (17%) with the friendliness of staff who added you to the electoral roll so they could vote.

The total time taken to vote, from arriving until leaving the voting centre, varied among voters who were not on the electoral roll, however for the most part, were longer than experienced by those voting via other methods, this is not surprising considering the additional steps these voters need to go through:

- For two in ten voters (17%) the process took less than ten minutes;
- For half of voters (50%) the process took between 10-20 minutes; and
- For three in ten voters (33%) the process took 21 minutes or more.

In general, suggestions for improvements to the voting process focussed around making the system more reliable and ensuring the staff are well informed and trained (17%).

Four in ten (40%) voters who were not on the roll indicated they did not believe any improvements were necessary as they found the current process satisfactory.

Knowing where to vote

Voters who were not on the electoral roll most commonly knew where to vote because:

- Family or friends had informed them (33%);
- They used the online voting Centre lookup (17%);
- They had visited the same location to vote on a previous occasion (8%);
- They saw the voting centre when passing by (8%); and
- Called the VEC hotline (8%).

Rating of the voting centre

Voters who were not on the electoral roll rated their satisfaction with various elements of their voting process. The results were as follows:

- Three quarters (75%) of voters were extremely satisfied (67%) or satisfied (8%) with ease of putting completed ballot papers into the ballot box;
- Three quarters (75%) of voters were extremely satisfied (50%) or satisfied (25%) with the privacy when voting;
- Three quarters (75%) of voters were extremely satisfied (42%) or satisfied (33%) with the ease of completing ballot papers;
- Three quarters (75%) of voters were extremely satisfied (42%) or satisfied (33%) with helpfulness of staff;
- Two thirds of voters (67%) were extremely satisfied (42%) or satisfied (25%) with the layout and organisation inside; and
- Six out of ten (60%) were extremely satisfied (30%) or satisfied (30%) with the information available about how to vote.

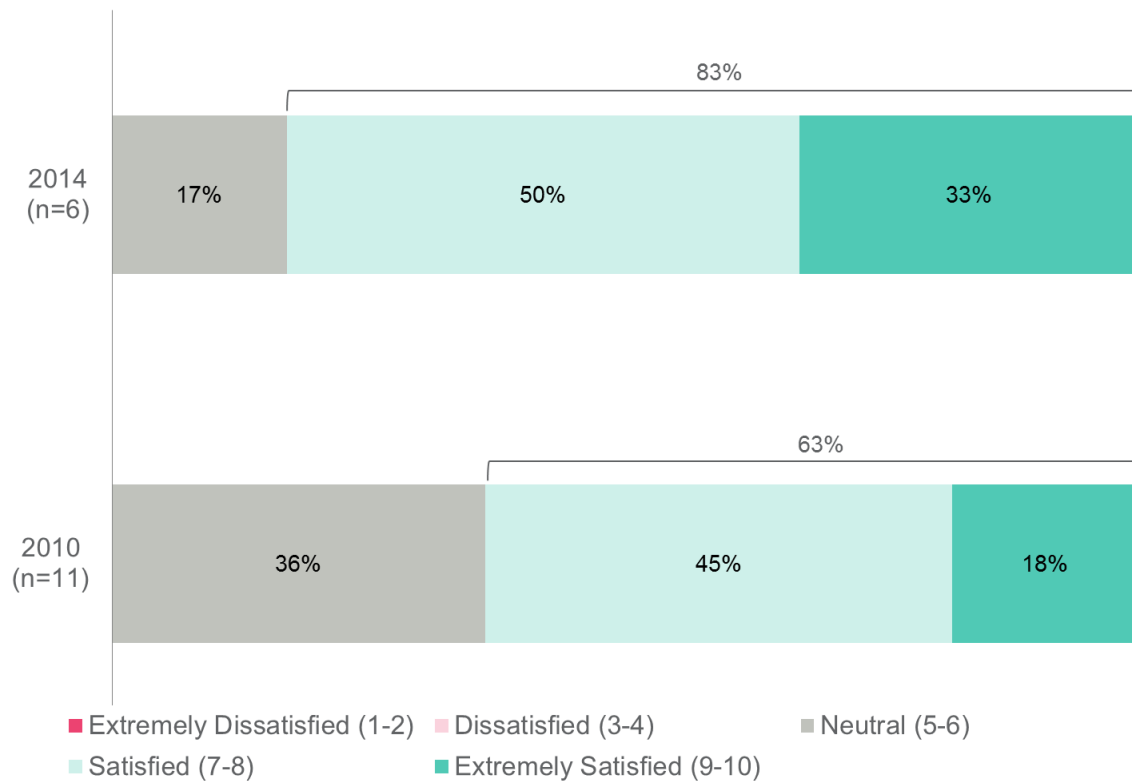
However when compared to other types of voters, generally not on the roll having lower levels of satisfaction with the voting centre processes.

1.40. Website

Three quarters (75%) of voters who were not on the electoral roll were aware the VEC has a website for voters to source information about the election. Two thirds (n=6, or 67%) of those aware of the website had used it prior to find information about the 2014 State Election.

Of those who accessed the site, five out of six indicated they were extremely satisfied (33%) or satisfied (50%) with the information available on the website. Two in ten (17%) were neutral in their satisfaction of the information on the website; no voters were dissatisfied. These results are in line with satisfaction recorded in 2010.

Figure 69: Satisfaction with VEC website



Q25 Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. Single response.
 Base: Visited website (2014: n=6, 2010: n=11)

Eight in ten (83%) voters who were not on the electoral roll and had used the website agreed that information was easy or extremely easy to find.

Two thirds of visitors to the website used the voting centre look up feature. Half of the website users (two out of four) found the tool to be easy to use, whilst the remaining two people gave a neutral rating.

1.41. Hotline

Two thirds (67%) of voters who were not on the electoral roll were aware the VEC has a hotline so voters can get information about the election, however, no one could recall the hotline number.

1.42. Previous voting

Nine in ten (92%) of voters who were not on the electoral roll indicated they had previously voted in a state election; one in ten (8%) indicated they had not voted in a state election previously.

Overseas voters

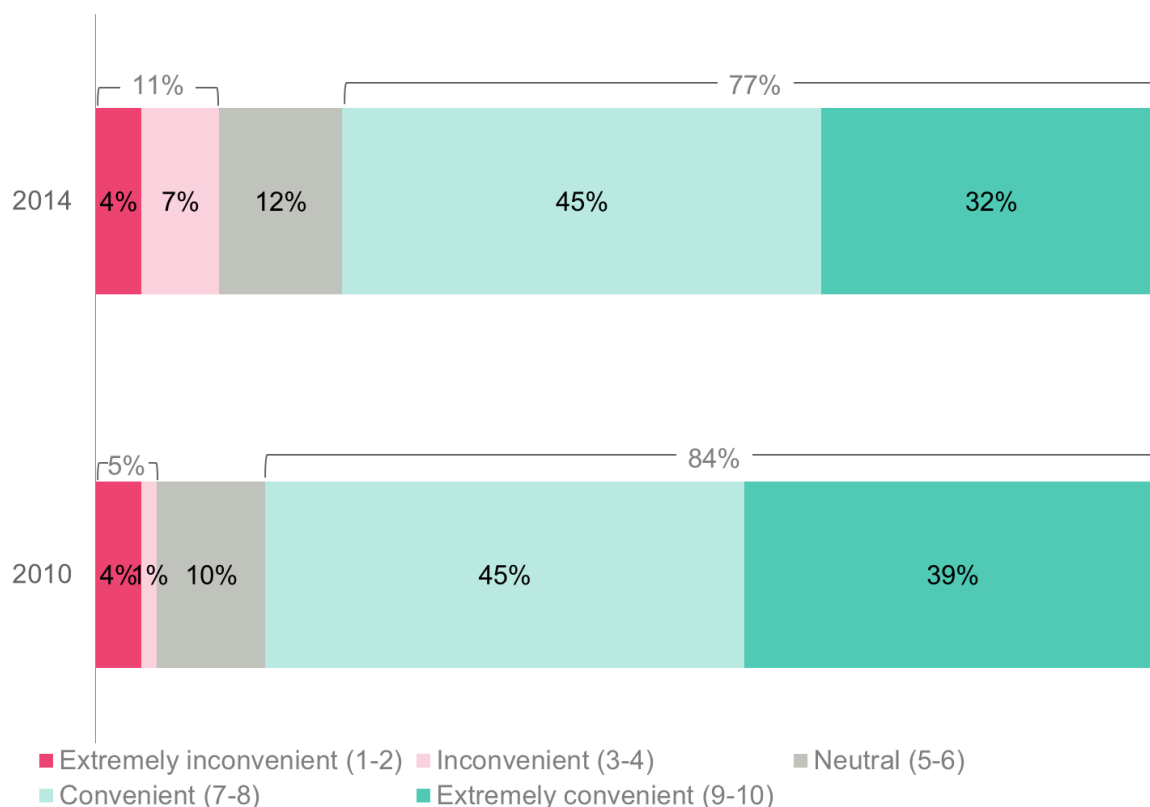
Those casting their vote at the voting centre in London, United Kingdom, were asked to complete an online survey to gain feedback on their voting experience. Overseas voters were mostly younger, falling within the age group of 25 to 39 (67%).

1.43. Voting process

In both 2010 and 2014 all but one overseas voter (99%) used an Electronically Assisted Voting machine (EAV) to cast their vote. The one voter who did not use EAV used a ballot paper. All overseas voters surveyed cast their vote at the London voting centre.

The perceived convenience of the voting centre location has remained at around eight in ten overseas voters (84% in 2010 and 77% in 2014).

Figure 70: Convenience of London Voting Centre



Q4 Was this location convenient for you? Please use a scale from 1 to 10, where 1 in 'extremely inconvenient' and 10 is extremely convenient'. Single response.

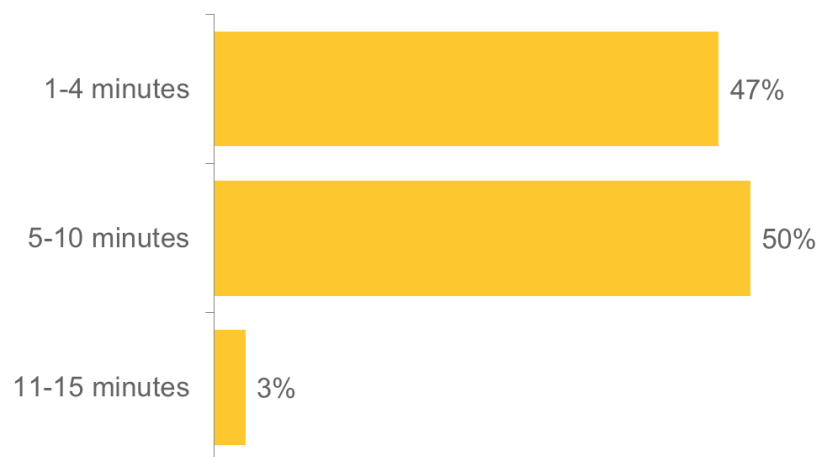
Base: All respondents (2014: n=69, 2010: n=69)

1.44. E-Voting

Nearly half (47%) of those who used EAV indicated they were able to cast their vote in under 5 minutes. The vast majority (97%) were able to cast their vote in 10 minutes or less.

Only a very small proportion (3%) of those who used EAV indicated it took them longer than 10 minutes to cast their vote.

Figure 71: Ease of use of EAV machines



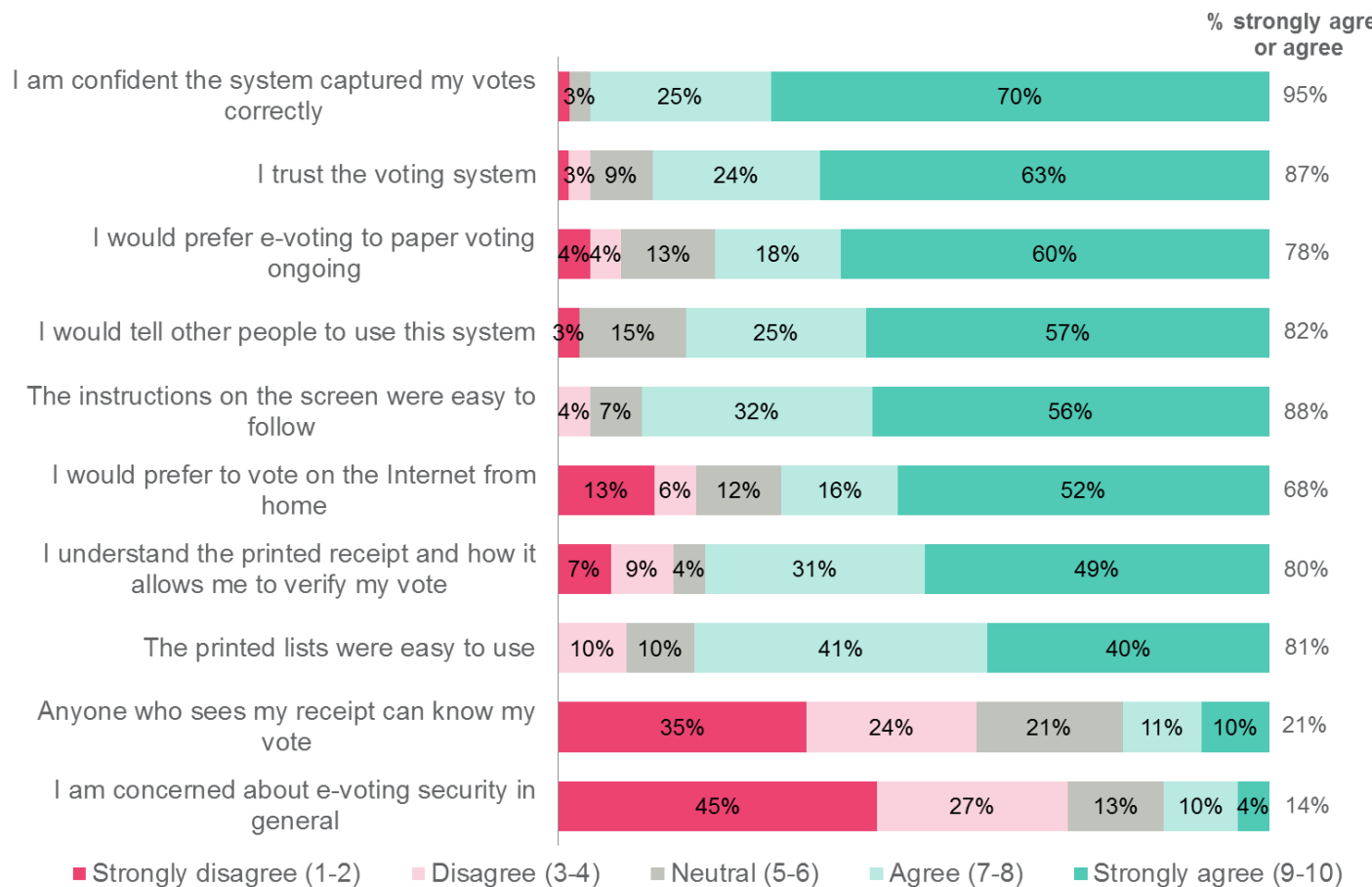
Q7 How many minutes did it take you to vote on the electronic voting system? Single response
Base: 2014 overseas voters who used an EAV machine (n=68)

Overseas voters who used the EAV machines indicated a high level of trust with the system. The proportion of those indicating they either strongly agreed or agreed they were confident their vote was captured correctly (95%), that they trusted the voting system (87%), that they would encourage others to use the system (82%) and that they would prefer e-voting over paper voting (78%) were all very high. Additionally, those indicating they strongly agreed or agreed that they were concerned about e-voting security (14%) and that anyone who sees their receipt can know who they voted for (21%) were relatively few.

Measures determining usability of the EAV system indicate that most found the system quite straightforward. Nine in ten (88%) either strongly agreed or agreed that the instructions on the screen were easy to follow (88%), and eight in ten either agreed or strongly agreed that the printed lists were easy to use (81%) and that they understood the printed receipt and how it allowed them to verify their vote (80%).

Two thirds (68%) of overseas voters indicated they strongly agreed or agreed they would rather be able to vote from the internet at home. Only one in five (19%) strongly disagreed or disagreed with being able to vote over the internet from home.

Figure 72: Rating of the EAV experience



Q8 Below are some specific questions about the touch screens. Using a scale from 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree that...? Single response.

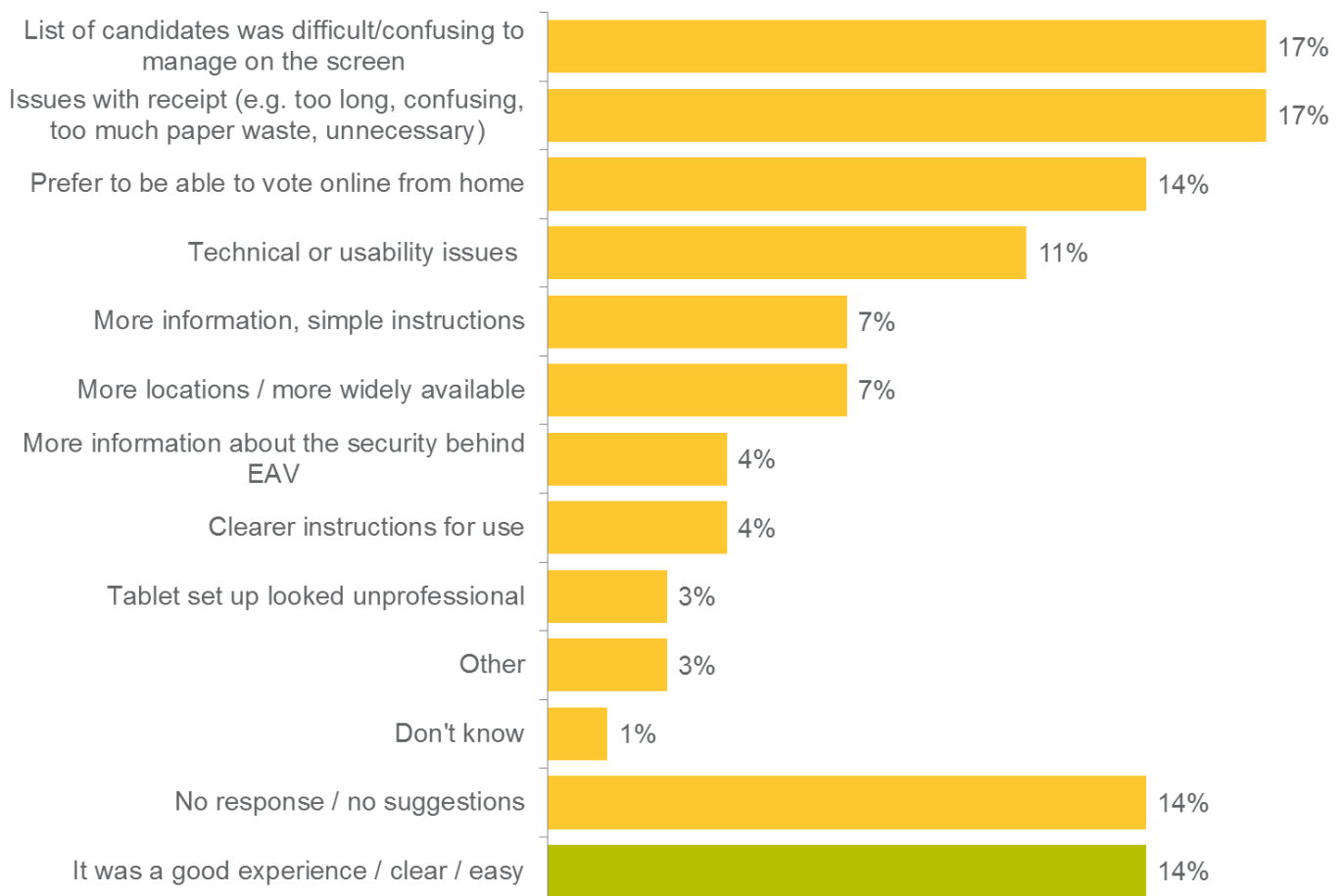
Base: Used EAV machine (n=68)

In 2014, reported issues with using the EAV machines included:

- Viewing the list of candidates on the screen: one in five (17%) overseas voters indicated it was difficult to organise their voting order when they needed to scroll backwards and forwards to view candidates.
- Issues with the voting receipt: one in five (17%) overseas voters indicated dissatisfaction with the receipt, believing it to be too long, confusing to understand, creating too much paper waste or being unnecessary.
- Preference to vote online, from home or from a mobile phone: 14% of overseas voters expressed that this would be more convenient as well as time and cost efficient.
- Technical or usability issues: one in ten (11%) overseas voters indicated various software issues including an inability to number preferences in reverse order, a back button not taking a respondent to previously available information, barcode reader taking numerous attempts to work, a need to reboot the system causing delays, etc.

Other less frequently suggested improvements are indicated in the chart below.

Figure 73: Suggestions for improvement to touch screens



Q9 What would improve the touch screen facility? Open ended (Unprompted).
 Base: 2014 overseas voters who used an EAV machine (n=69)

1.45. Paper Ballot Voting

Only one overseas voter used a ballot paper to cast their vote. Their reason for doing so was because there was a queue to use the Electronically Assisted Voting machines when they arrived at the voting centre.

1.46. Information needs

In 2010 and 2014, around two in ten (16% and 20% respectively) overseas voters indicated they would have liked to receive additional information relating to voting in the election.

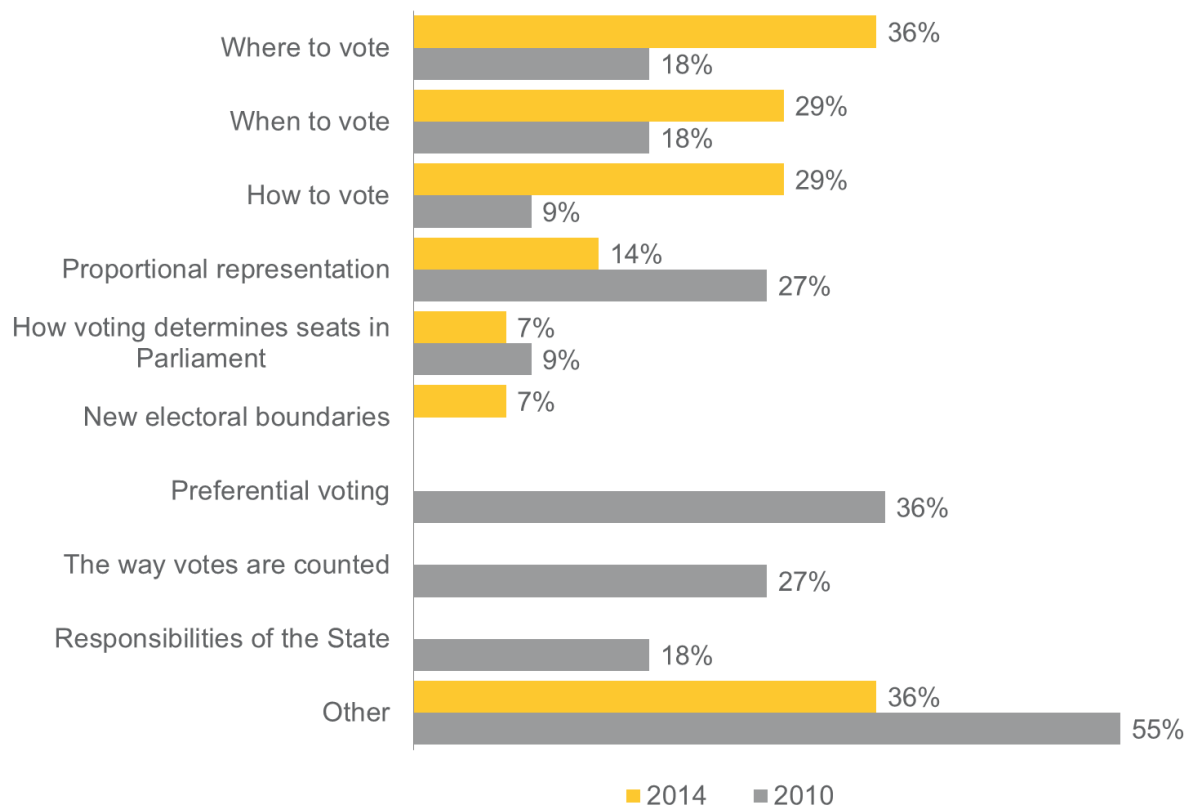
Of those 2014 voters who indicated they would have liked additional information:

- Four in ten (36%) indicated they would like to receive information on where to vote. This was a greater proportion than 2010 (18%);
- Three in ten (29%) indicated they would like to receive information on when to vote. This was a greater proportion than 2010 (18%); and
- Three in ten (29%) indicated they would like to receive information on how to vote. This was a greater proportion than 2010 (19%).

Other, less commonly required information related to information on proportional representation (14%), how voting determines seats in parliament (7%) and new electoral boundaries (7%).

However, it should be noted that results on additional information requirements are based on low base sizes and therefore should be interpreted with care.

Figure 74: Information required



Q14 Was there any additional information related to voting in the election that you would have liked to receive?
 Q15 Would you like to receive Information on... Multiple response (Prompted).
 Base: Required additional information (2010: n=11, 2014: n=14)

1.47. Ratings of voting process and centre

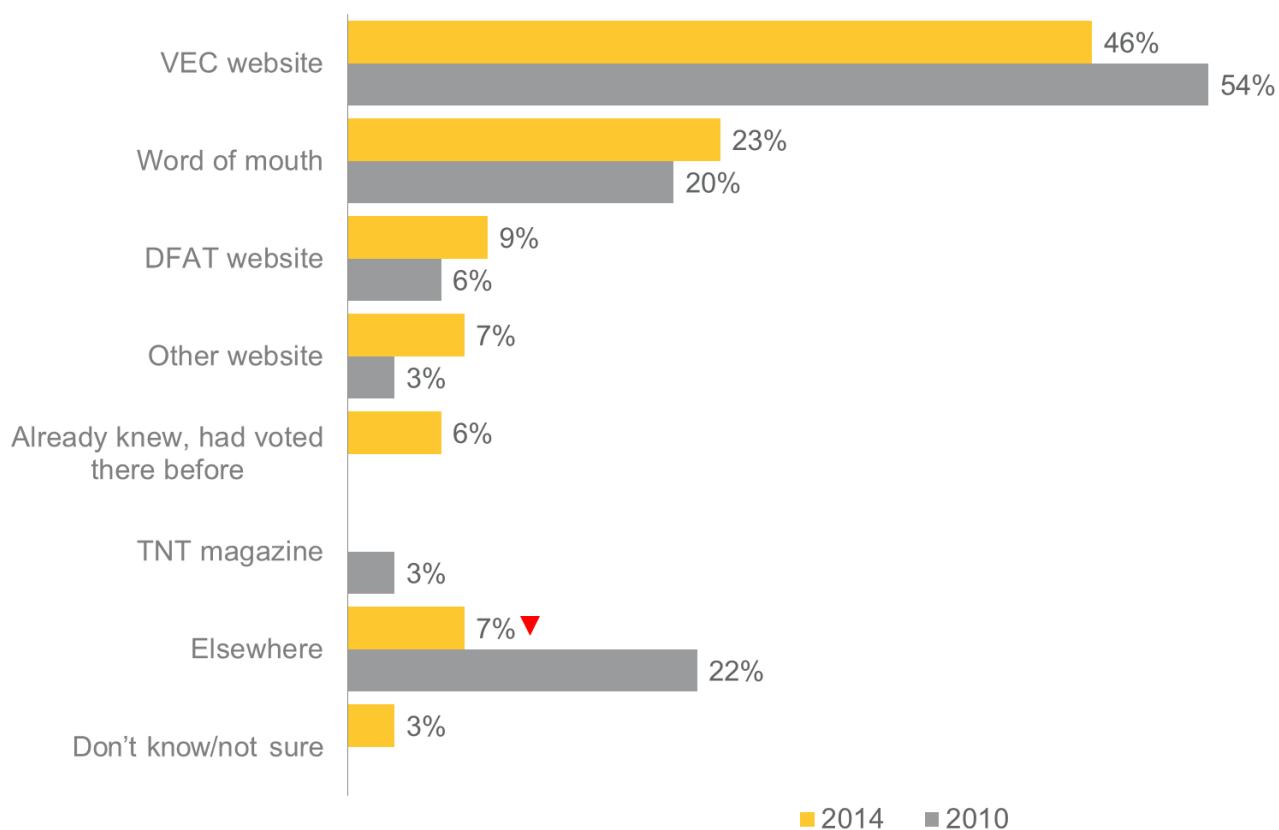
Voting centre process

Methods that overseas voters used to search for where the London voting site was were very similar in 2014 and 2010:

- Half (45% in 2014 and 54% in 2010) found out from the VEC website; and
- Two in ten (23% in 2014 and 20% in 2010) found out via word of mouth.

A small proportion of overseas voters found out they could vote at the London voting centre via the DFAT website (9% in 2014 and 6% in 2010), and another website (7% in 2014 and 3% in 2010).

Figure 75: How found out about location of voting centre

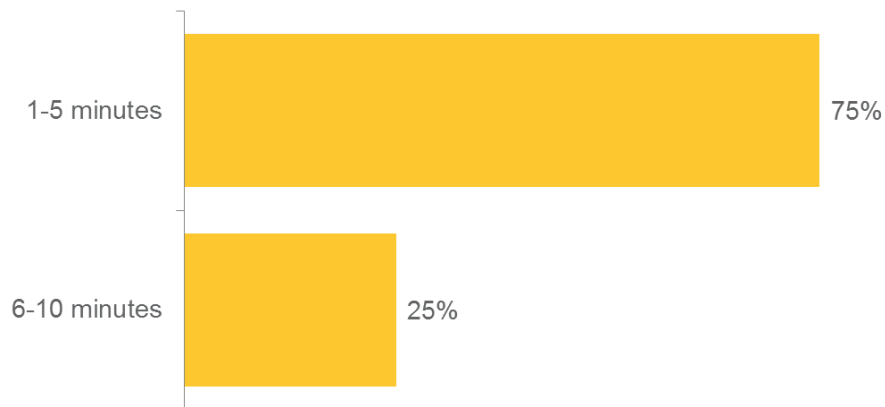


Q5 How did you find out that that you could vote at the London voting centre? Multiple response (Prompted).
Base: All respondents (2010: n=69, 2014: n=69)

In 2010, no overseas voters interviewed were aware they could cast their vote electronically until they arrived at the London voting centre. Knowledge that this is an option increased slightly in 2014 to 7%.

More overseas voters indicated they had to queue to access an EAV or receive their ballot papers in 2014 (29%) than in 2010 (12%). However, those needing to queue in 2014 indicated a relatively short wait time. Three quarters (75%) waited one to five minutes and no voters indicated a need to wait longer than ten minutes. This indicates a relatively quick voting process for overseas voters.

Figure 76: Queuing time to receive ballot papers

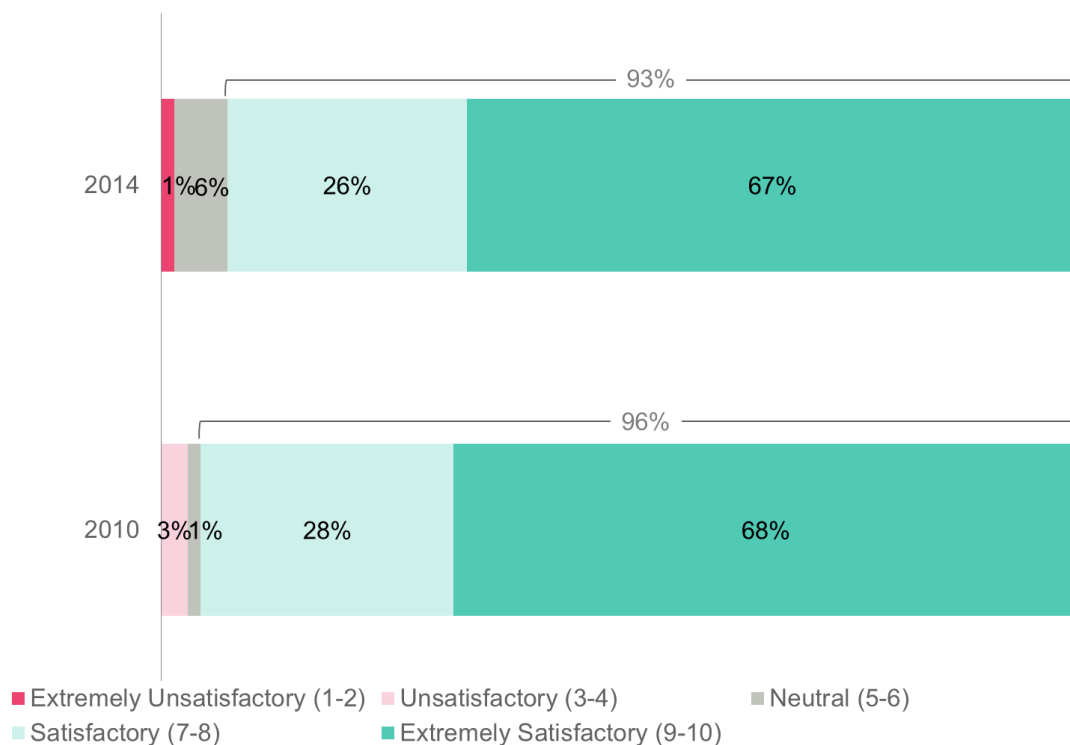


Q12B How long did you have to queue for? Single response
Base: Respondents who had to queue (2014: n=20)

Voting centre ratings

Overall, overseas voters were very satisfied with their experience at the voting centre. In both 2014 and 2010 more than nine in ten (93% and 96% respectively) overseas voters felt their experience was extremely satisfactory or satisfactory. In 2014, only one of the 69 overseas voters (1%) felt their experience was unsatisfactory.

Figure 77: Overall satisfaction with voting centre



Q16 Was your experience at the voting centre satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'. Single response.

Base: All respondents (2010: n=69, 2014: n=69)

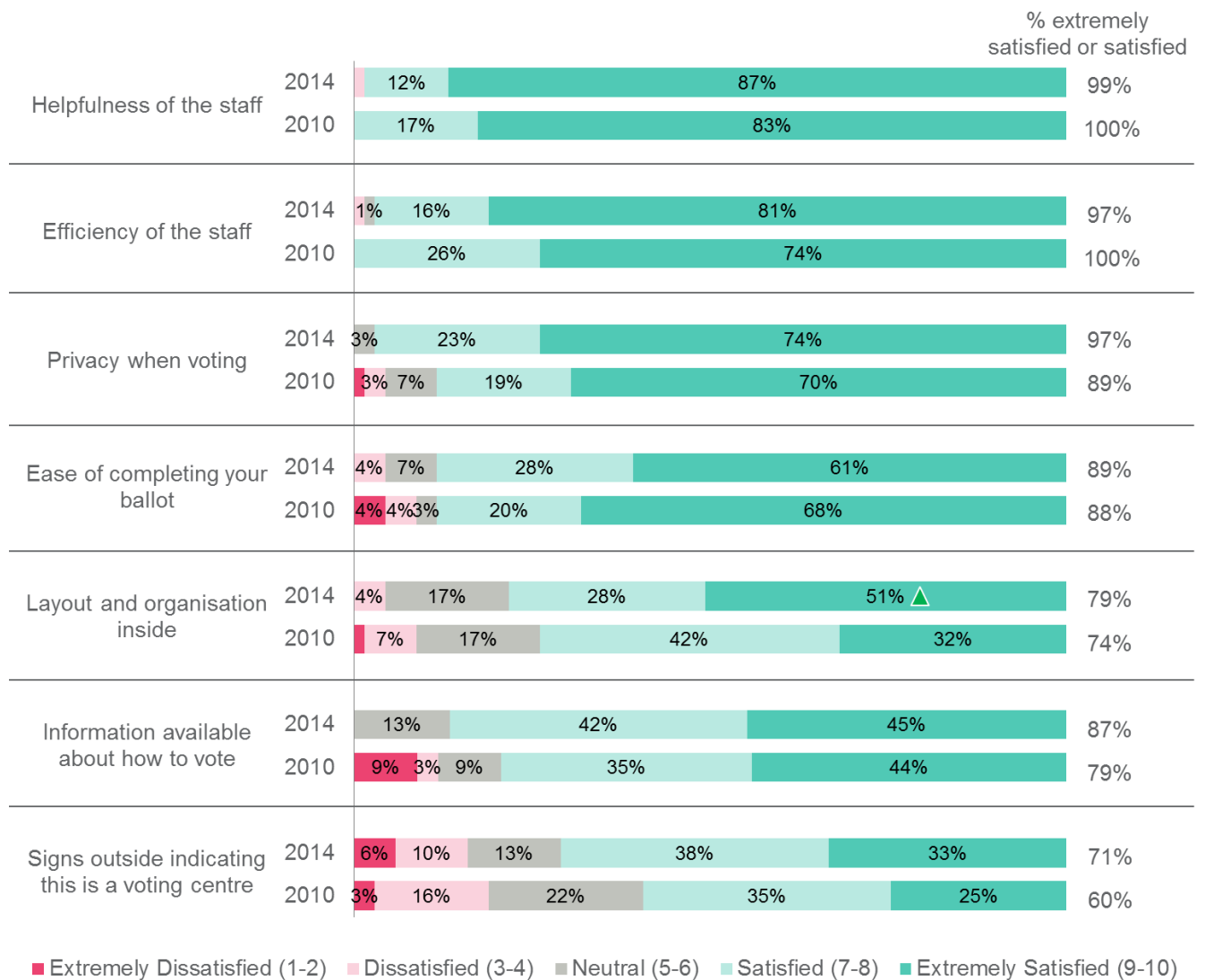
The staff at the overseas voting centre continue to receive remarkable feedback. In 2010 all (100%) overseas voters and in 2014 99% of overseas voters indicated they were either extremely satisfied or satisfied with the helpfulness of the staff. Similarly, all (100%) 2010 overseas voters and 97% of 2014 overseas voters indicated they were either extremely satisfied or satisfied with the efficiency of the staff.

While completing their vote, almost all (97%) 2014 overseas voters felt extremely satisfied or satisfied with their feelings of privacy while voting and nine in ten (89%) were extremely satisfied or satisfied with the ease of completing the ballot paper. Eight in ten (79%) overseas voters were either extremely satisfied or satisfied with the layout of the voting centre.

There has been an improvement in the layout and organisation inside where satisfaction has significantly increased from 32% extremely satisfied to 51% in 2014.

The two measures receiving the lowest proportion of people satisfied in 2010 improved in 2014. These measures were signs indicating the voting centre (60% in 2010 up to 71% in 2014) and the information available about how to vote (79% in 2010 up to 87% in 2014). Although improvements should be commended, they still provide VEC with opportunities for further improvement

Figure 78: Rating of voting centre



Q19 Below are a number of aspects relating to the voting centre where you voted. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with them?
Single response.

- Signs outside indicating this is a voting centre
- Layout and organisation inside
- Efficiency of the staff
- Information available about how to vote

- Privacy when voting
- Ease of completing your ballot
- Helpfulness of the staff

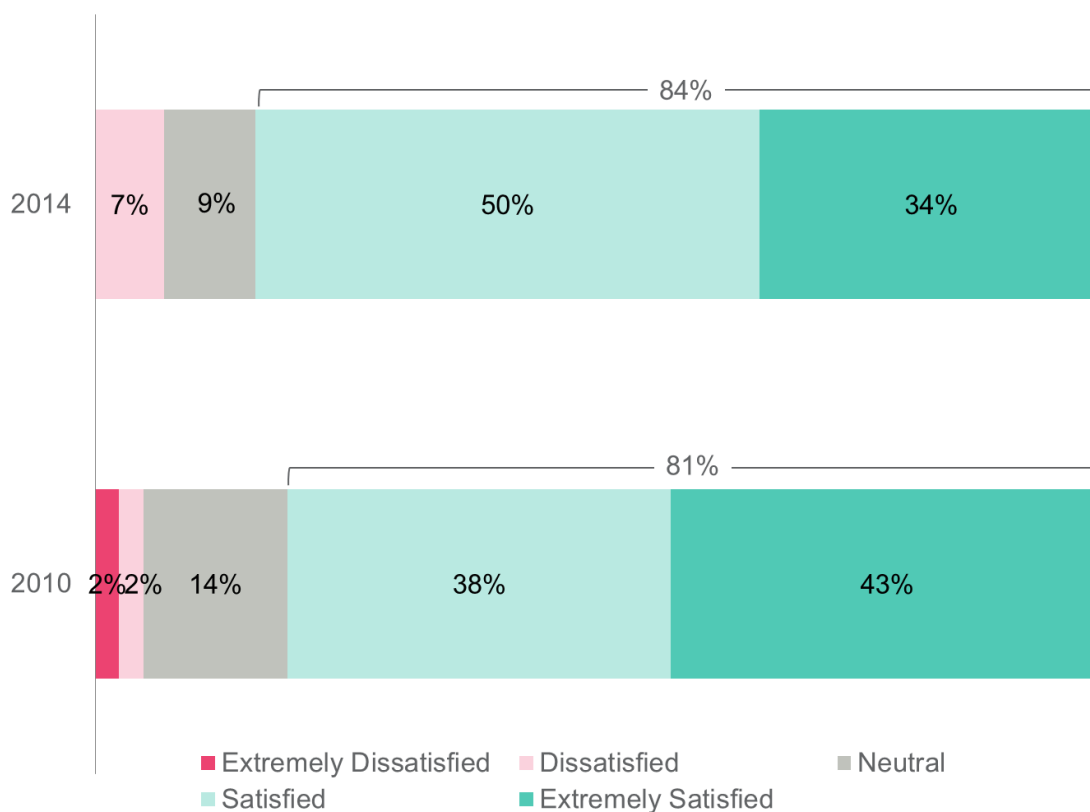
Base: All respondents excluding 'Don't know' (2014: n=69, 2010: n=69)

1.48. Website

In 2014, eight in ten (80%) overseas voters were aware of the VEC's website for voters to gain more information about the election. This was a slight decrease from 2010 where nine in ten (90%) were aware of the website. However, although fewer voters indicated they were aware of the website in 2014, a greater proportion aware of the website accessed it for information (80%) compared to 2010 (68%). These results also highlight the heavy reliance that overseas voters have on the website to source information about the election, with far higher access that any of the other voting methods.

Satisfaction with the information available on the website remained stable from 2010 to 2014. Around eight in ten (81% and 84% respectively) indicated they were either satisfied or extremely satisfied.

Figure 79: Satisfaction with VEC website

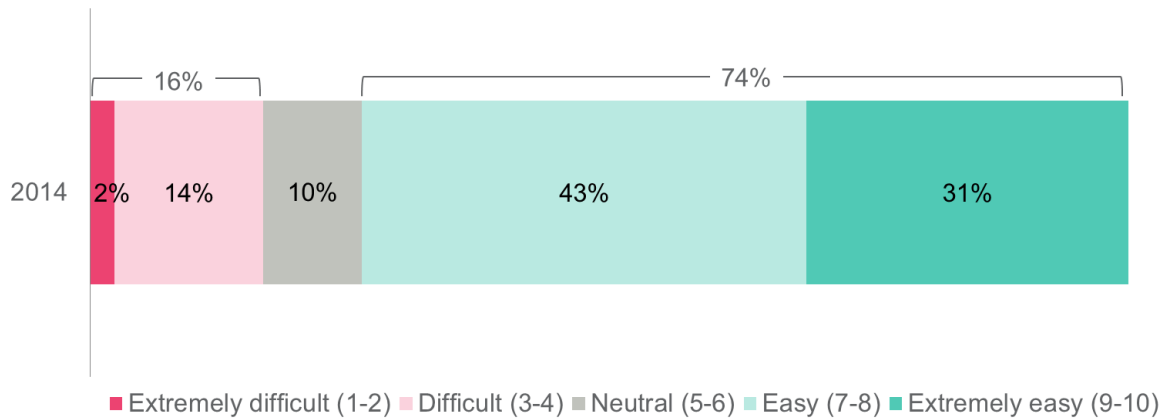


Q22 Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.

Base: Visited website (2014: n=44, 2010: n=42)

Of the 2014 overseas voters who accessed the VEC website, three quarters (74%) found the information they were looking for either extremely easily or easily. However, one in six (16%) indicated some difficulties in finding information. These results could provide an area for VEC to focus improvements on.

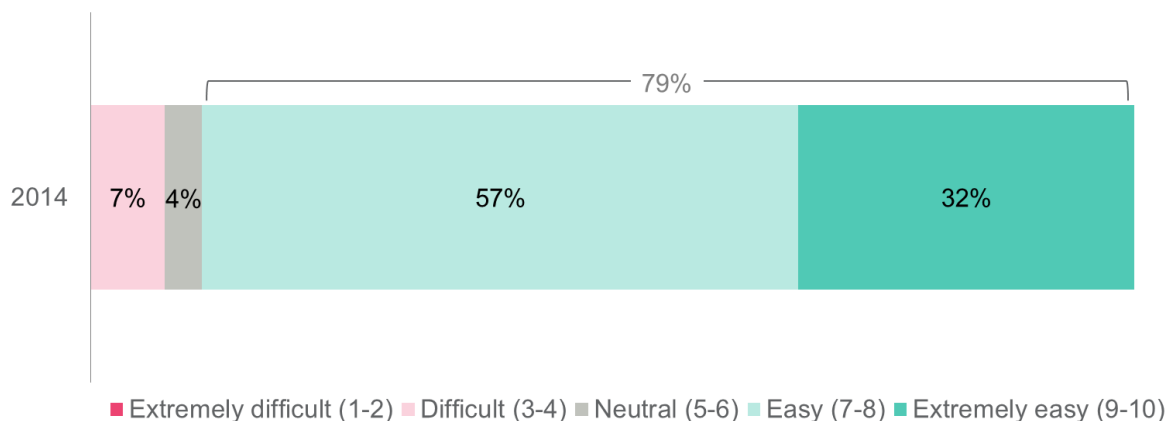
Figure 80: Ease of finding information on the VEC website



Q16 How easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.
 Base: Visited website (2014: n=44)

Of those who accessed the website, two thirds (66%) used the voting centre look up feature. Eight in ten (79%) of these people indicated that this feature was either extremely easy or easy to use. Only two of those interviewed indicated they had difficulties using this feature of the website.

Figure 81: Ease of using the voting centre look up feature



Q18B How easy was it to use the voting centre look up feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.
 Base: Visited website and used voting centre look up feature (2014: n=28)

1.49. Previous voting

Nearly all overseas voters surveyed (94%) indicated they had previously voted in a State election.

Ordinary & Absentee Voters (Online)

The online survey asked the same questions as the intercept survey conducted with other Election Day voters (ordinary and absentee). The purpose of conducting these same surveys via two separate methods was to help guide VEC's decision in shifting to an online methodology for future studies. Therefore, this section of the report focusses on highlighting the similarities and differences between the results gained from the two methodologies, rather than reporting specifically on the outcomes in relation to the election.

Interviewers of the face-to-face survey used a random selection process when approaching people to ask if they would like to take part in the survey. This method of recruitment gained a sample of respondents who were slightly more likely to be female (57%) than male (43%), whereas the online survey placed a quota on gender, ensuring the sample was 50% male and 50% female.

When comparing other aspects of sample demographics, the online survey gained a slightly older sample (10% 18 to 24 and 18% 65 years or older) than the face to face recruitment (16% 18 to 24 and 10% 65 years or older). The online survey also managed to gain a slightly greater proportion of voters with a disability (10%) compared to the face to face survey (4%).

1.50. Location of vote

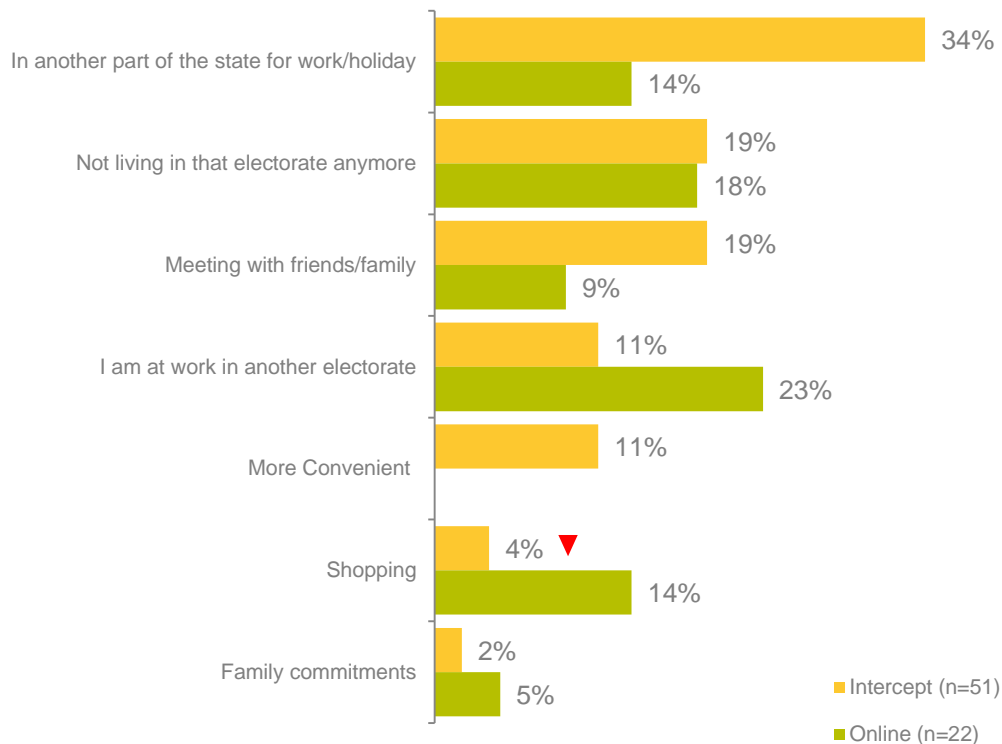
The vast majority (96%) of people who took part in the online survey attended a voting centre in their own electorate (ordinary voters). While most of those who completed the face to face interview also attended a voting centre in their own electorate (90%), it did equate to a statistically significant lower proportion that did.

There were a range of reasons why absentee voters attended a voting centre outside their own electorate, the main reasons included:

- They work in another electorate (23%);
- They were no longer living in the electorate they were enrolled in (18%); and
- In another part of the state for holiday/work (14%).

Comparing the findings between those who completed the intercept survey and those who completed the online survey, there are some minor differences between the reasons why people voted outside their electorate. The only significant difference is family commitments, where fewer online participants cited this as a reason. However, it should be noted that the small sample size answering this question does make significant differences more difficult to identify.

Figure 82: Voting in or out of electorate



SQ2. What was the main reason you voted outside your electorate? Single response. (Unprompted).
 Base: Absentee voters Intercept (n=51) Online (n=22)

1.51. Information

Eight in ten (78% intercept vs. 79% online) ordinary or absentee voters from the 2014 election recalled seeing or hearing communications prior to Election Day. Once prompted with the campaign imagery, this rose to nine in ten voters (89% intercept vs. 86% online). This means there is no difference in recall between samples at the overall campaign level as the VEC campaign reached an equal amount of voters regardless of methodology.

Information recalled

Among those who answered the survey online, the most common sources of information were:

- Television (50% total recall; 36% unprompted, 13% prompted)
- In an EasyVote Guide (41% total recall; 27% unprompted, 14% prompted)
- Newspaper (32% total recall; 22% unprompted, 10% prompted)
- Radio (24% total recall; 15% unprompted, 9% prompted)

This means that the TV ad reached half of Victorian voters from the online sample, whilst the EasyVote Guide was seen by four in ten voters. Other, less frequently mentioned sources of information recalled by voters included billboards (14%), mail/post (13%), VEC website (12%) and Facebook (8%).

There are some significant differences in the recognition and reach of the VEC's individual communications when comparing the online and intercept data.

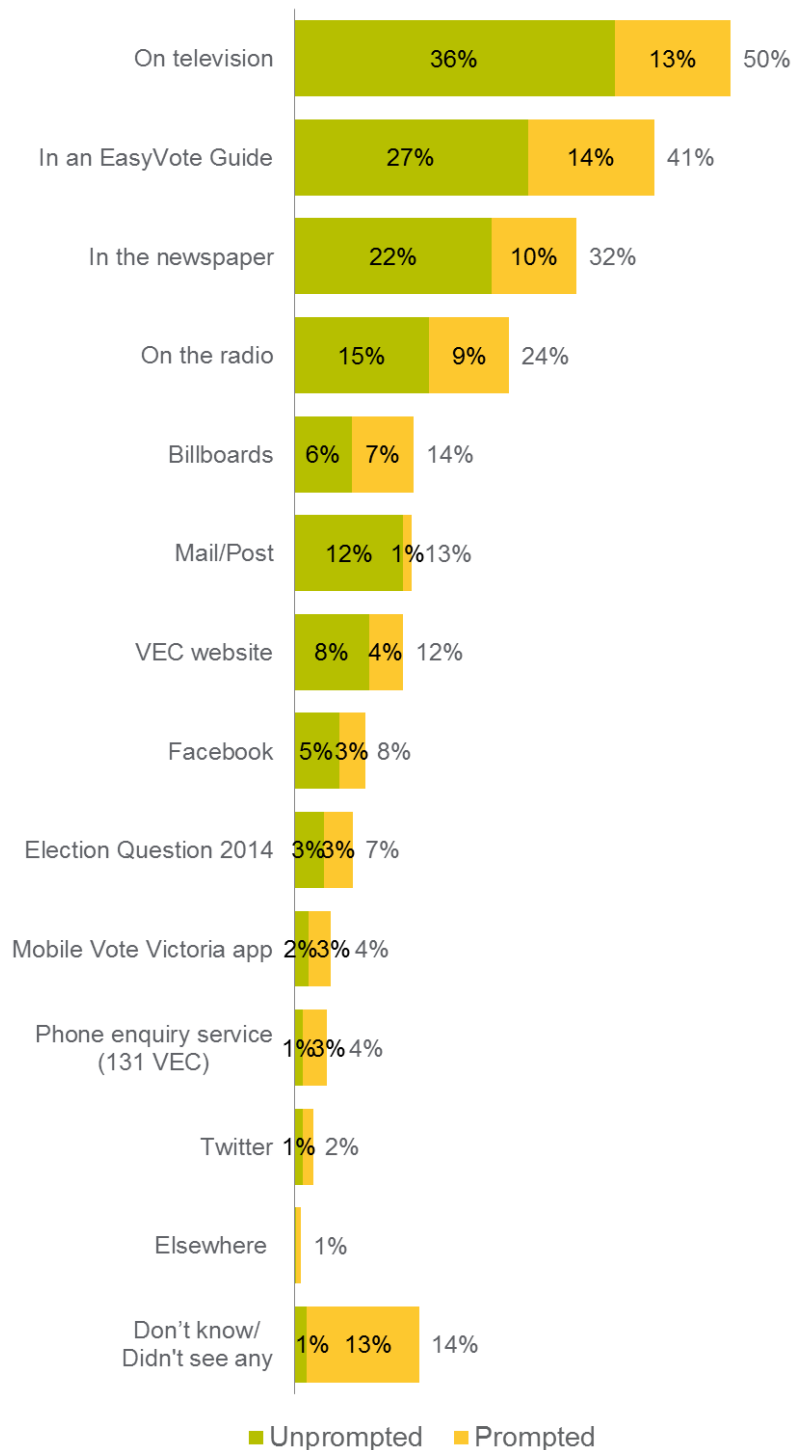
Voters who took part in the online survey more likely to recall seeing:

- EasyVote Guide unprompted (27% online vs. 14% intercept);
- VEC website (12% vs 8% total recall); and
- Election Question 2014 (7% vs 1% total recall).

Voters who took part in the intercept survey more likely to recall seeing:

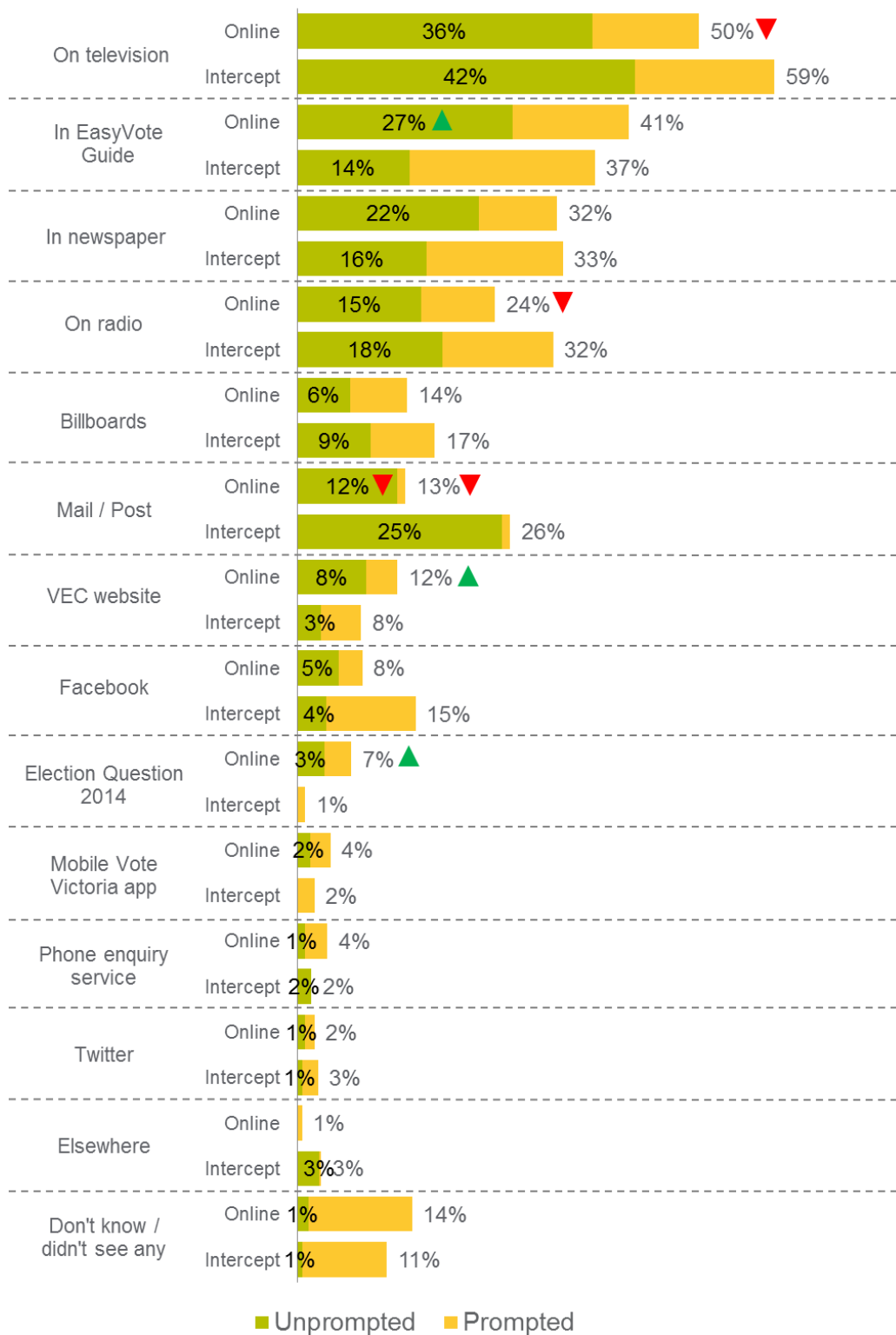
- TV advertising (50% online vs. 59% total recall for intercept);
- Radio advertising (24% vs 32% total recall); and
- Mail / post (13% vs. 26%); and
- Facebook (8% vs 15% total recall).

Figure 83: Information about Election Day - online



Q1a In the period leading into this election, did you see or hear any communications by the VEC? Single response.
 Q1b Where did you see or hear that communication? Multiple response. (Unprompted)
 Q1c Did you see or hear that communication...? Multiple response. (Prompted)
 Q2a Do you recall seeing or hearing any information about the election on...? Multiple response. (Prompted)
 Base: Recalled any information (Online n=509)

Figure 84: Information about Election Day – online vs intercept comparison



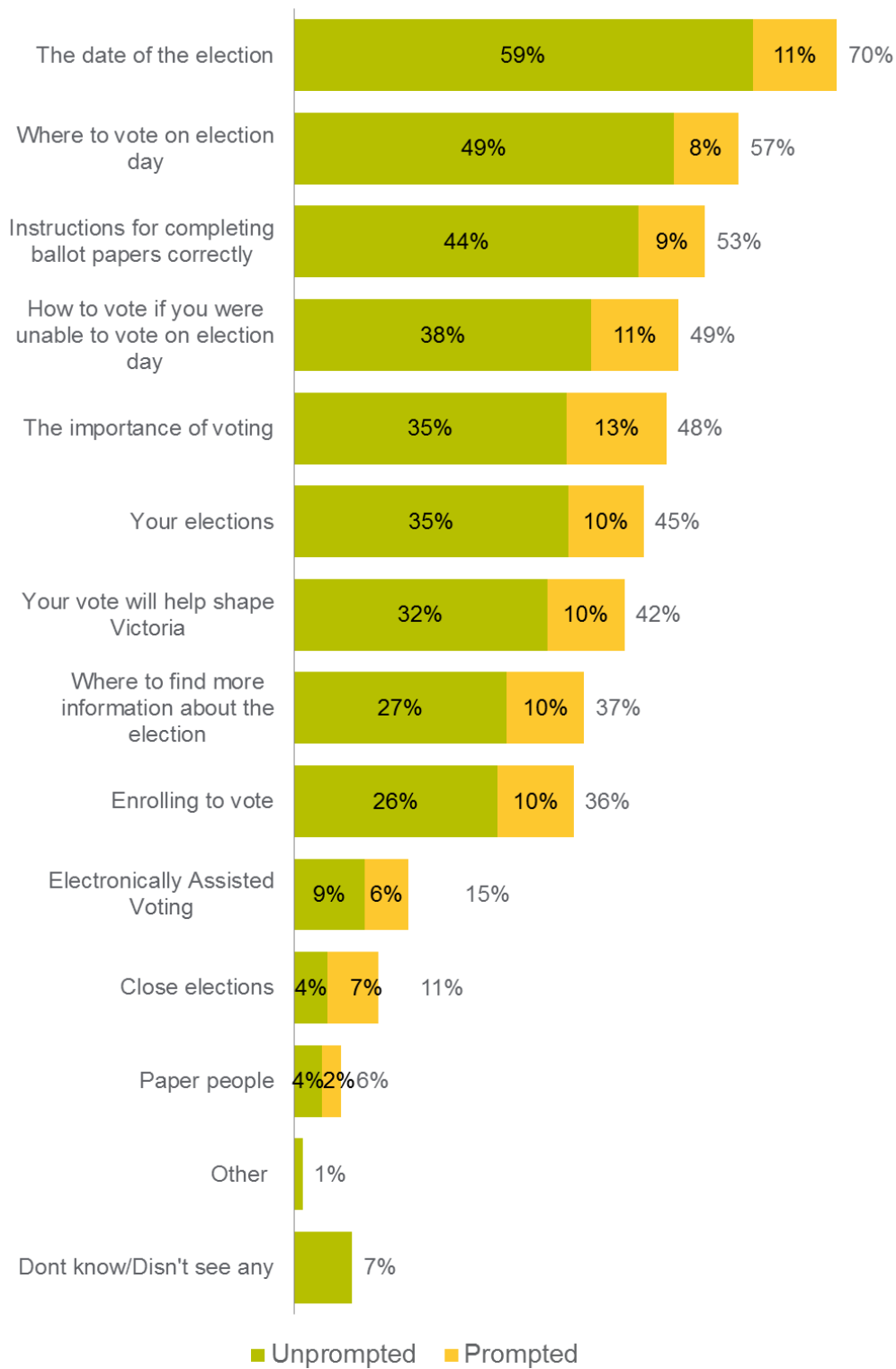
Q1b Where did you see or hear that communication? Multiple response. (Unprompted)
 Q1c Did you see or hear that communication...? Multiple response. (Prompted)
 Q2a Do you recall seeing or hearing any information about the election on...? Multiple response. (Prompted)
 Base: Recalled any information (Online n=509, Intercept n=507)

Voters who recalled any form of communication in the lead up to the election most commonly indicated that the communication included information about:

- The date of the election (70% total recall, 51% unprompted, 18% prompted);
- Where to vote (57% total recall, 42% unprompted, 15% prompted); and
- Instructions for completing ballot paper correctly (53% total recall, 39% unprompted, 27% prompted).
- How to vote if you were unable to vote on election day (49% total recall, 33% unprompted, 16% prompted).
- The importance of voting (48% total recall, 30% unprompted, 17% prompted).

Other less commonly reported types of information included paper people (6%), close elections (11%) electronically assisted voting (15%).

Figure 85: Information content - online



Q3 Thinking about the Electoral Commission communication, what information did it contain? What other information? Multiple response. (Unprompted)

Q4 Do you remember if it contained information about...? Multiple response. (Prompted)

Base: Recalled any information (Online: n=444)

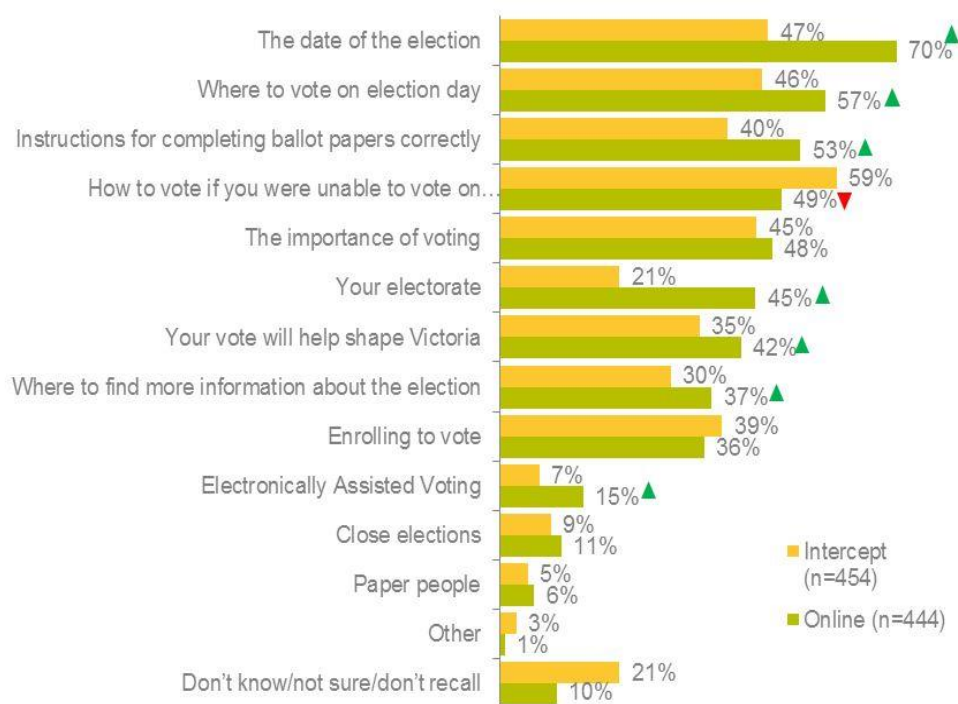
There are some significant differences between the information voters received between the online and the face to face study. Generally those who completed the online survey have stronger message take out than those who were interviewed face to face on Election Day.

Voters who took part in the online survey were more likely to recall information regarding:

- The date of the election (70% vs 47%);
- Where to vote on Election Day (57% vs 46%);
- Your electorate (45% vs 21%);
- The slogan “Your vote will shape Victoria” (42% vs 32%);
- Where to find more information about the election (37% vs 32%); and
- Electronically Assisted Voting (15% vs 7%)

Voters who took part in the online survey were less likely to recall information about how to vote if they were unable to vote on Election Day (49% vs 59% intercept).

Figure 86: Information content - comparisons



Q3 Thinking about the Electoral Commission communication, what information did it contain? What other information? Multiple response. (Unprompted)

Q4 Do you remember if it contained information about...? Multiple response. (Prompted)

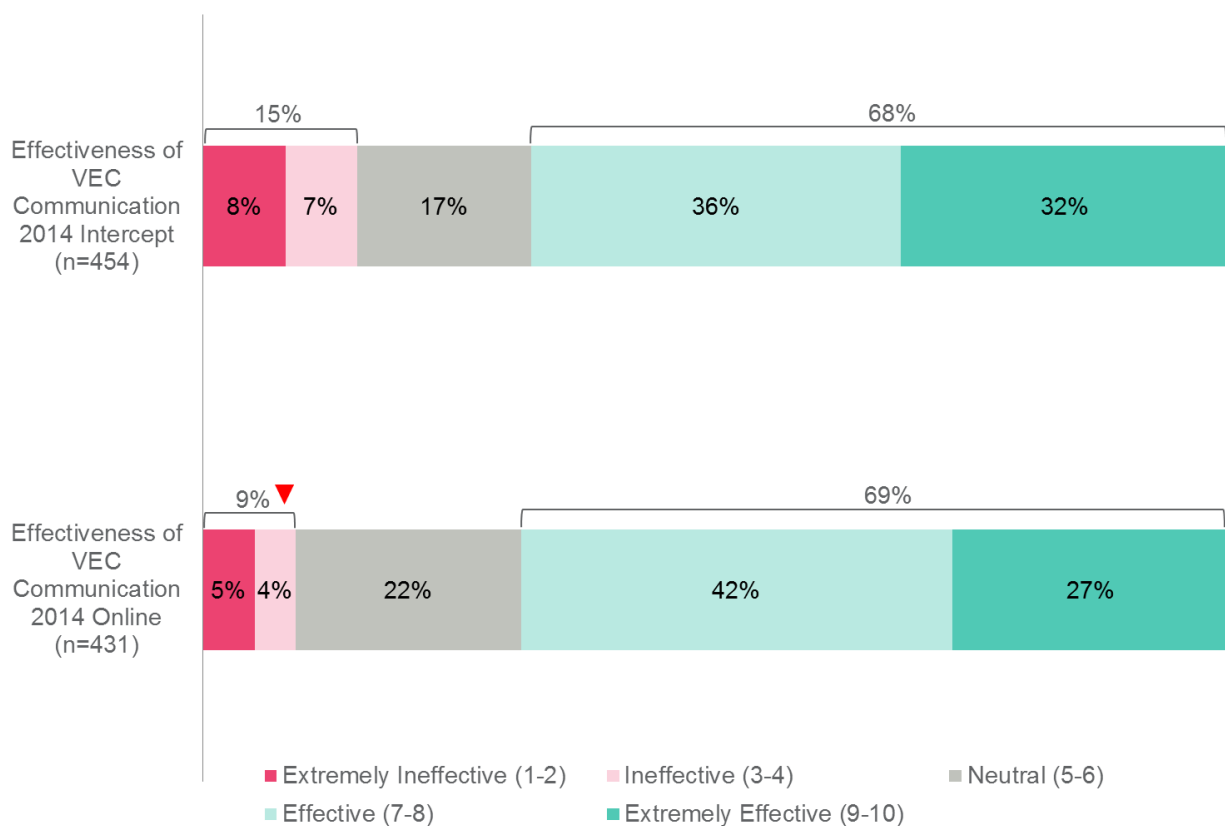
Base: Recalled any information (Online: n=444, Intercept n=454)

Quality of information

Of the voters who recalled some form of VEC communication, seven out of ten (68% intercept and 69% online) agreed that the information they received in the lead up to the election to be effective or extremely effective. No significant differences exist between perceptions of effectiveness (effective / extremely effective) between those who were interviewed online and face to face.

However, online survey participants are significantly less likely to rate the effectiveness of VEC's communication as ineffective (15% for Intercept vs 9% for Online). This means that online participants believe the communication to be more effective than their face to face counterparts.

Figure 87: Information quality



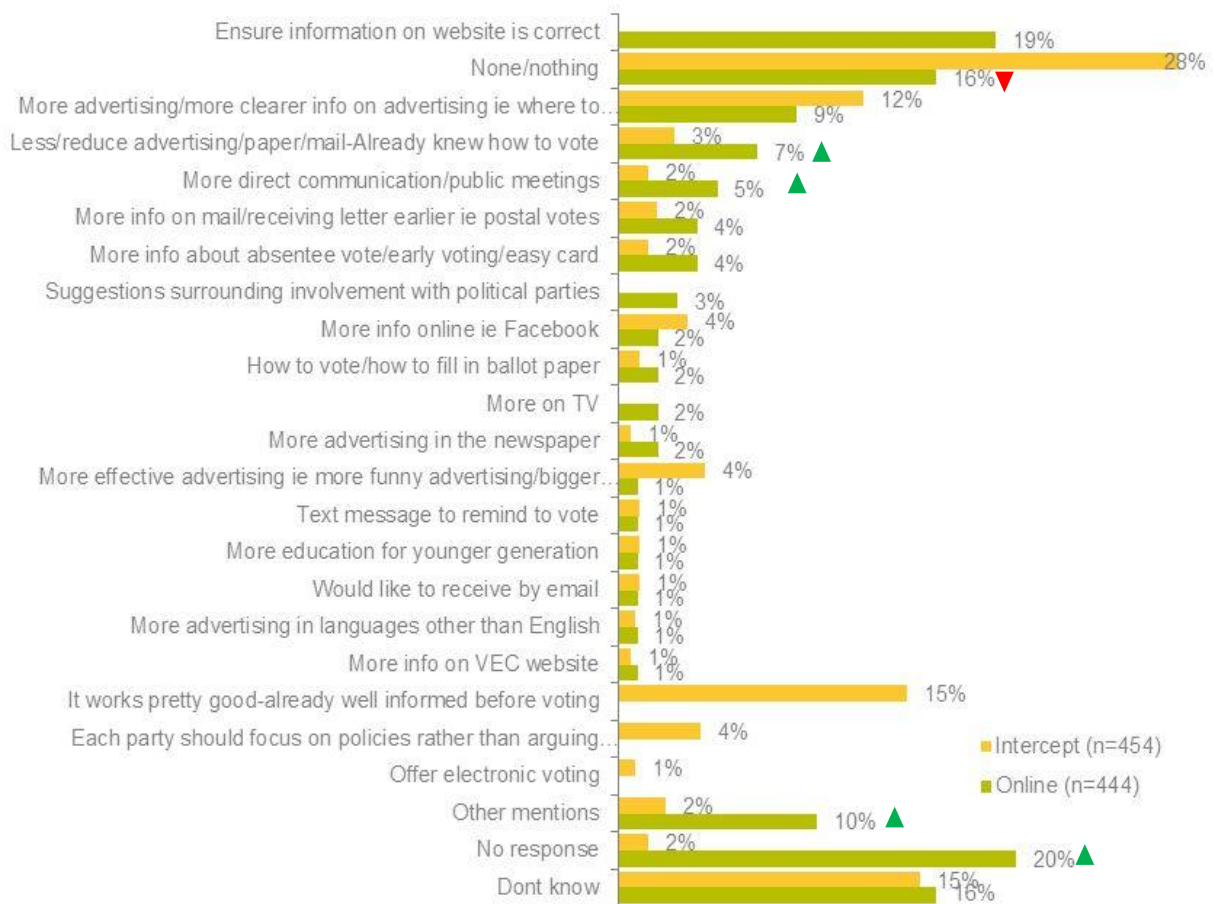
Q5 Was the information effective or ineffective in providing you with the information about the election you needed? Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'.

Base: Recalled any information, excluding 'Don't know' Intercept (n=454) Online (n=431)

Those voters who took part in the online survey are more likely to provide a recommendation to ensure that the information on the website is correct. This was not mentioned among those voters who were surveyed on the day.

Those voters who took part in the online survey were also more likely to cite no response than those who took part in the intercept survey.

Figure 88: Suggestions for improvement to information



Q6 What would increase the effectiveness of the communications?
 Base: Recalled any information (Intercept n=454 Online n=444)

EasyVote

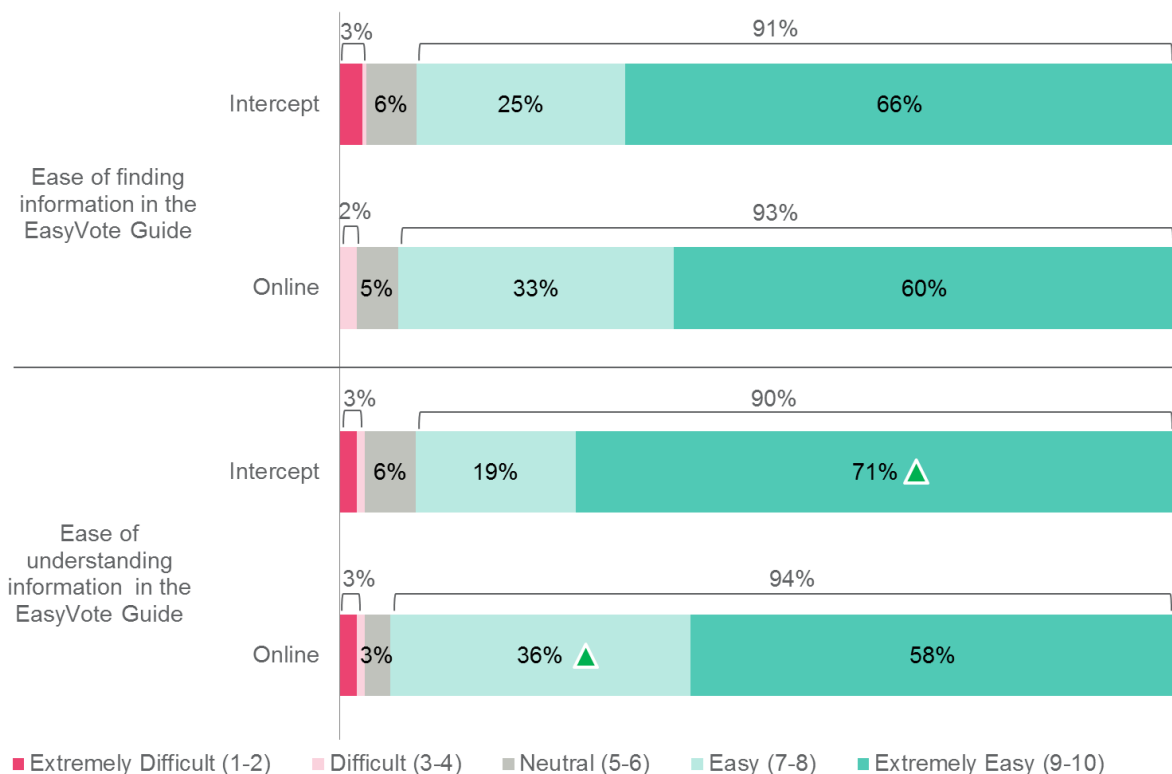
A similar proportion of online and face to face survey participants recalled receiving the EasyVote Guide (40% and 37% respectively). However a further one in ten (13%) online participants recalled receiving something in the post / mail, which could contribute to the proportion of voters receiving the Guide.

Of the online participants who recalled receiving the EasyVote Guide, almost nine in ten (89%) indicated the Guide contained useful information, compared to three quarters (72%) of those who took part in the face to face survey. This represents a significant difference in opinion between the two samples, where the online survey participants more likely to find the EasyVote Guide useful.

Almost six in ten (57%) online survey participants who recalled receiving an EasyVote Guide cut out the card and used it at the election compared to only one third (34%) of their face to face counterparts. This means the online sample are significantly more likely to be using the EasyVote card.

Those voters who took part in the intercept survey are significantly more likely to agree they found the EasyVote Guide extremely easy to use when compared to their online counterparts.

Figure 89: Ease of finding and understanding information in the EasyVote Guide



Q7c Was the information you were interested in easy to find? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'?

Q7d Was the information in the Guide easy to understand? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'?

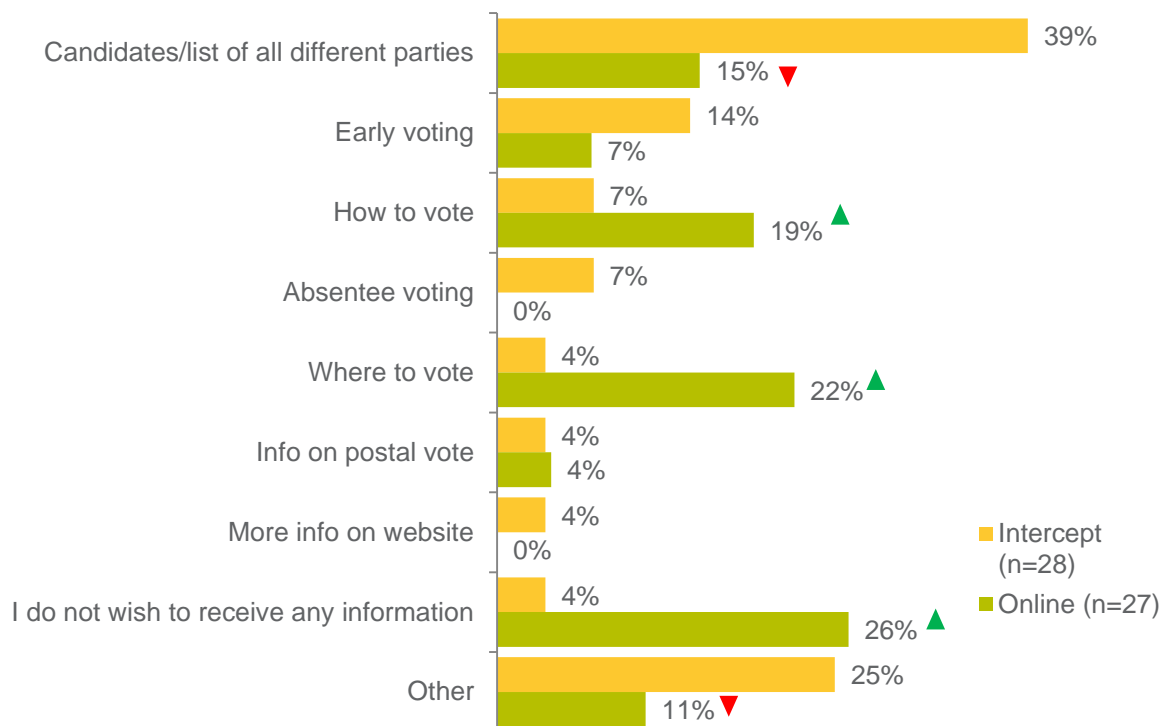
Base: Recalled seeing the EasyVote Guide, excluding 'Don't know' Intercept (n=186) Online (n=206)

Information required after reading EasyVote Guide

In both surveys one in ten (online 13%, face to face 11%) voters indicated they would have liked to receive additional information after reading the EasyVote Guide. However there were differences between the two surveys in the type of information voters would like, including:

- Fewer voters who took part in the online survey felt they wanted to receive information on candidates / different parties (39% vs. 15%);
- More voters who took part in the online survey felt they required more information on how to vote (19% vs. 7%) and where to vote (22% vs. 4%). They were also more likely to indicate that they did not wish to receive any information.

Figure 90: Information required



Q10a Was there any additional information related to voting in the election that you would have liked to receive?

Q10b Would you like to receive Information on... Multiple response. (Prompted).

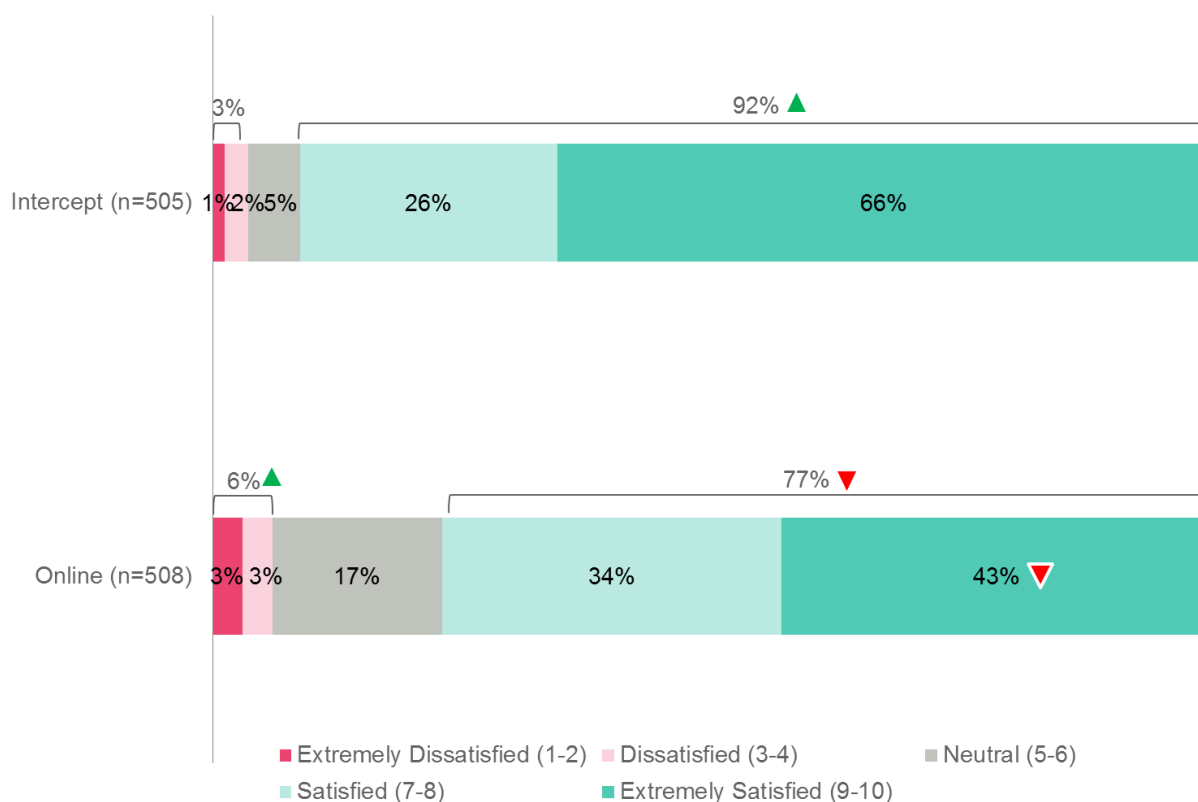
Base: Required additional information Intercept (n=28) Online (n=27)

1.52. Ratings of voting process and centre

In general, voters who completed the online survey were satisfied with their experience at the voting centre on Election Day. Three quarters (77%) of voters were either satisfied (34%) or extremely satisfied (43%) with the voting centre where they cast their vote. Only 6% of all voters expressed dissatisfaction.

At an overall level satisfaction ratings were significantly higher among those who completed the survey face to face compared to those who completed the survey online (92% vs. 77%). This is being driven by fewer people online who are extremely satisfied (66% vs 43%). In addition, voters who took part in the online survey also exhibit high levels of dissatisfaction (6% vs 3%). This means that those who completed the survey online are less satisfied with the services VEC has delivered when compared to their face to face counterparts.

Figure 91: Overall satisfaction



Q11 Was your experience at the voting centre satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'. Single response.

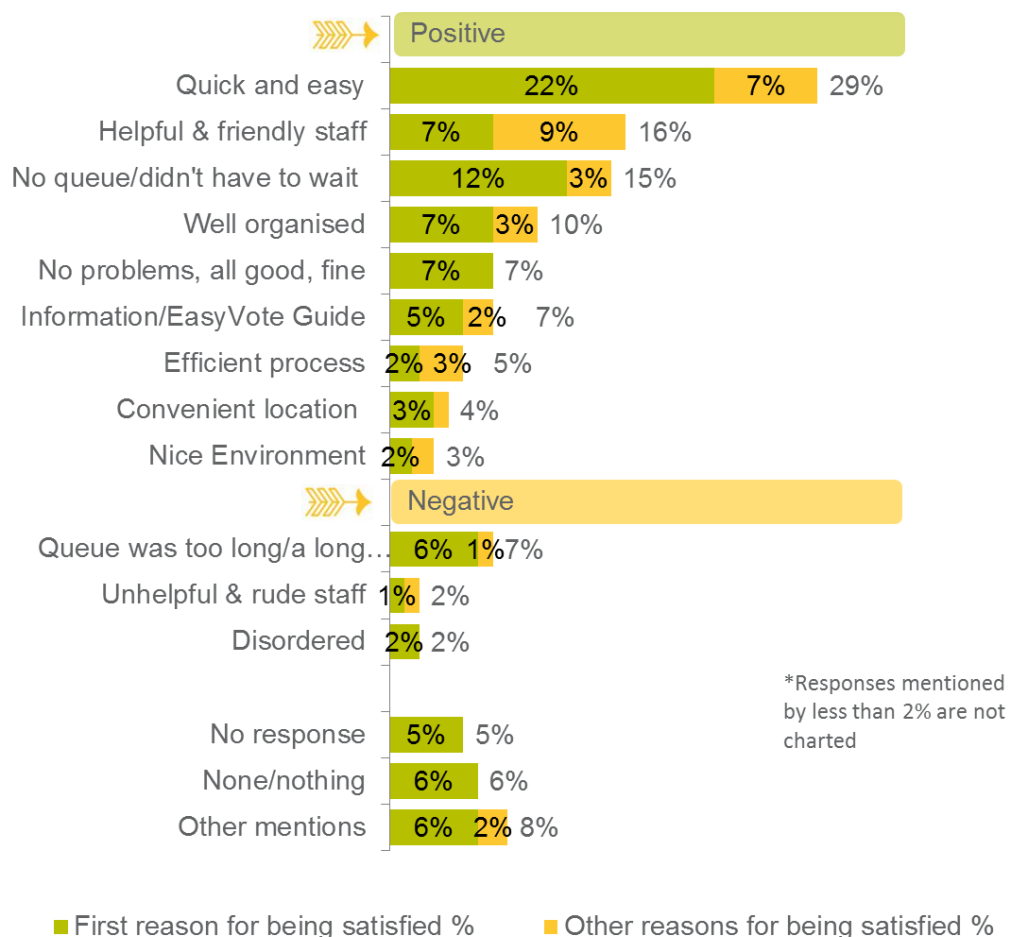
Base: All respondents excluding 'Don't know' Intercept (n=505) Online (n=508)

Voters who took part in the online survey were asked why they expressed satisfaction or dissatisfaction with their experience with the voting centre on Election Day; the responses were generally very positive:

- The voting was quick and easy (29% of all reasons for satisfaction; 22% main reason, 7% other reasons);
- The staff were friendly and helpful (16% of all reasons for satisfaction; 7% main reason, 9% other reasons);
- They didn't have to wait long (15% of all reasons for satisfaction; 12% main reason, 3% other reasons).

Conversely, the most common reason for feeling dissatisfaction was due to the of the long queues (7%).

Figure 92: Reasons for satisfaction



Q12 For what reasons do you say that? What else? Probe fully. Open ended. (Unprompted).
 Base: Respondents who were satisfied with voting centre (Online n=392)

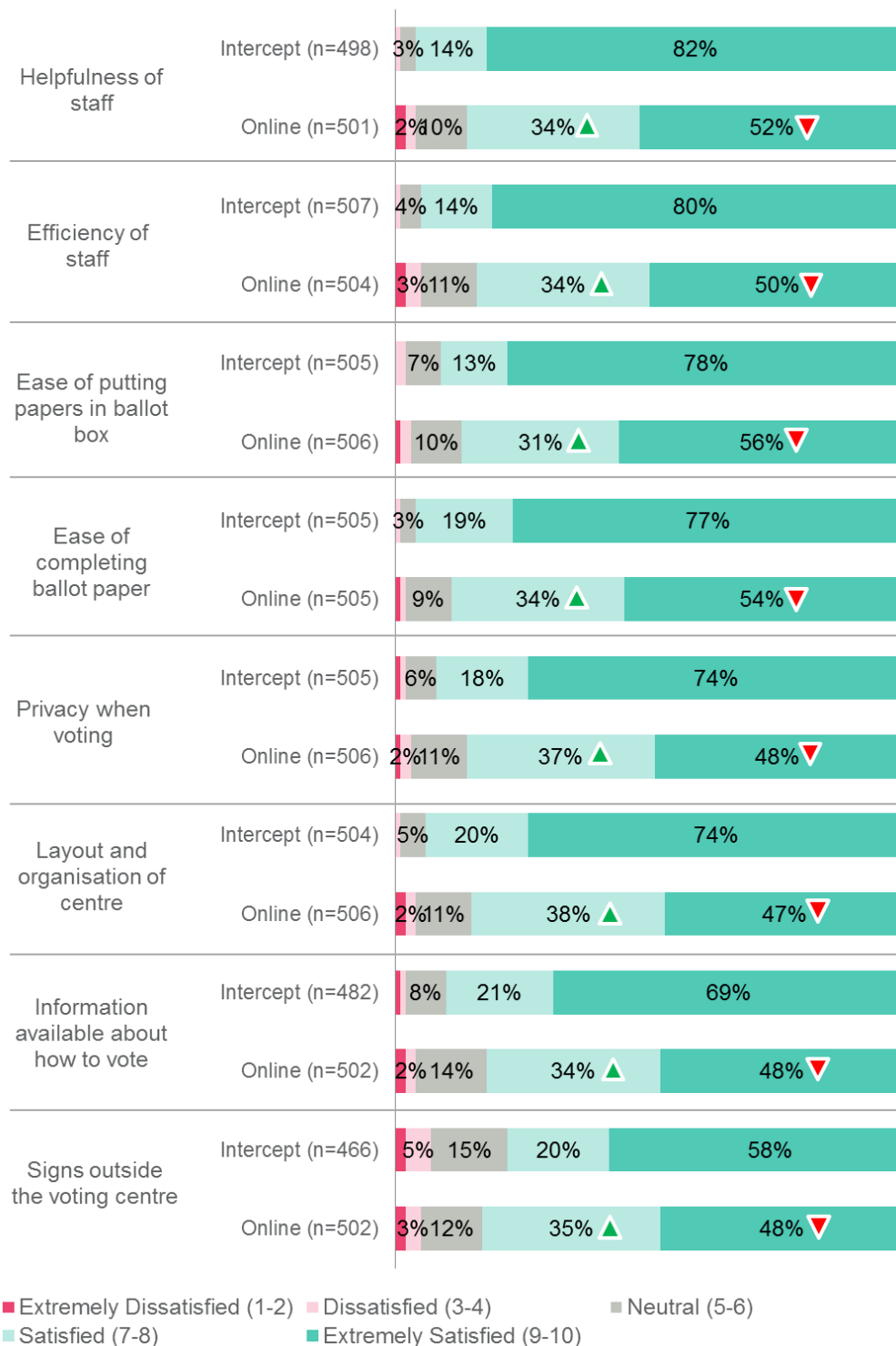
In general, ordinary and absentee voters gave very high ratings about the voting centre where they cast their vote when participating in the face to face survey. However, those who completed the online survey provided lower assessment of VEC's services, especially with fewer people providing ratings of being extremely satisfied and more likely to be satisfied with the services compared to their face to face counterparts.

- The helpfulness of the staff (82% extremely satisfied vs 52% among the online counterparts);
- The efficiency of the staff (80% extremely satisfied vs. 50%);
- The ease of putting the paper in the ballot box (78% extremely satisfied vs. 56%);
- The ease with which a ballot could be cast (77% extremely satisfied vs 54%);
- Privacy of the voter when casting a ballot (74% extremely satisfied vs 48%);
- The layout and organisation of the centre (74% extremely satisfied) vs 47%;
- The information available about how to vote (69% extremely satisfied vs 48%), and
- The signs outside the voting centre (58% extremely satisfied vs. 48%).

All differences represent a significant difference between those who completed their survey online compared to those who conducted the survey face to face with an interviewer. This means that the online survey collection has resulted in lower levels of satisfaction with the voting centres than the face to face methodology. Typically, from past experience in running parallel online and face to face methodologies, the online methodology delivers lower results at the top box level (e.g. extremely satisfied).

However when analysing the top two box agreement with the voting centre (extremely satisfied and satisfied (provided a rating of 7 or above) results remain fairly consistent. This is because in the online methodology those who were not extremely satisfied were more likely to provide a rating of being satisfied with the services.

Figure 93: Rating of voting process



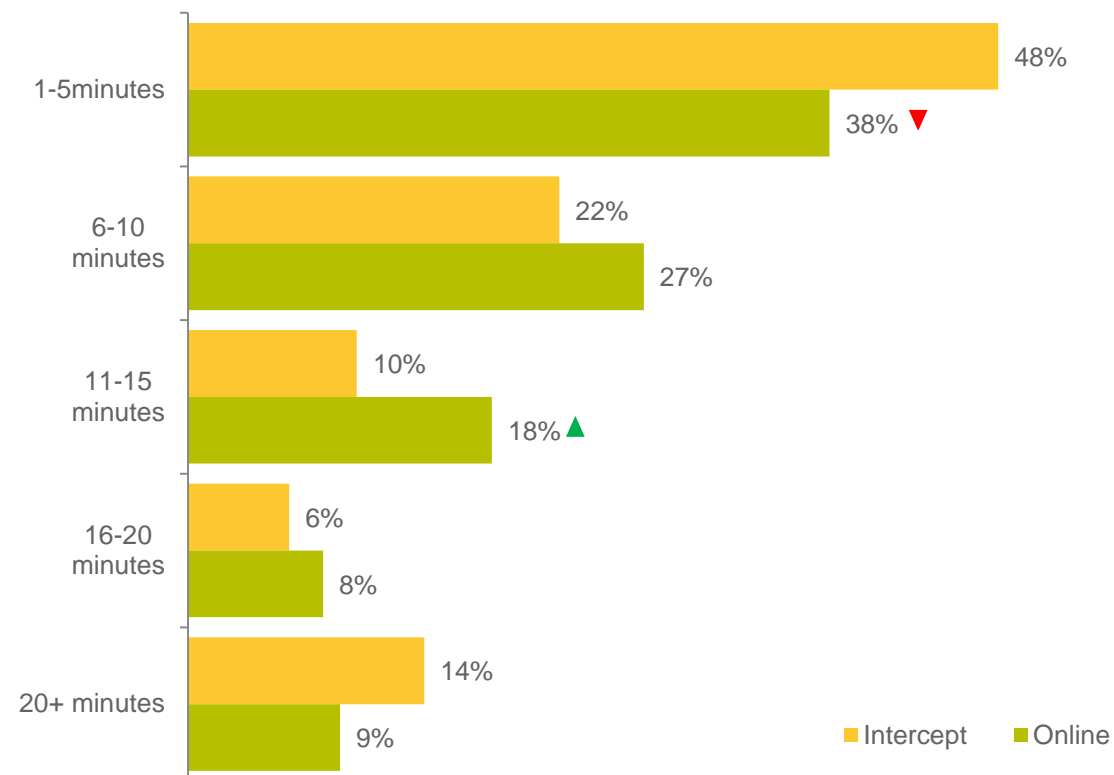
Q15: I am going to read out a number of aspects relating to the process of enrolling to vote on election day. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with... the helpfulness of the staff when they added you to the electoral roll so you could vote, the friendliness of the staff who added you to the electoral roll so you could vote, the time it took from first finding out you were not on the roll, to being added to the electoral roll, the ease with which you could complete the process of being added to the electoral roll.

Base: All respondents excluding 'Don't know' (Intercept: n=466-507 Online n=501-506),

Over half (53%) of voters who answered the survey face to face indicated that they had to queue before they received their ballot papers compared to almost two thirds (64%) of voters who conducted the online survey. This represents a significant difference in the volume of people having to queue and indicates that more people who took part in the online survey had to queue on Election Day. There are a few notable differences in the length of time voters waited for:

- Fewer participants who completed the survey online queued for less than five minutes (48% vs. 38%); and
- More participants who completed the survey online queued for 11-15 minutes (10% vs 18%).

Figure 94: Time taken to vote



Q13 Did you have to queue before you received your ballot papers? Single response.
 Q14 How long did you have to queue for? Single response. (Unprompted)
 Base: Had to queue Intercept: n=271 Online n=325

Voters most commonly knew where to vote because:

- It was the same location as previous occasions (58% intercept vs 51% online);
- Family or friends passed on the information (15% intercept vs 12% online);
- The information was in an EasyVote Guide (10% intercept vs 28% online); and
- They had seen the location as they were passing by (10 vs 6%).

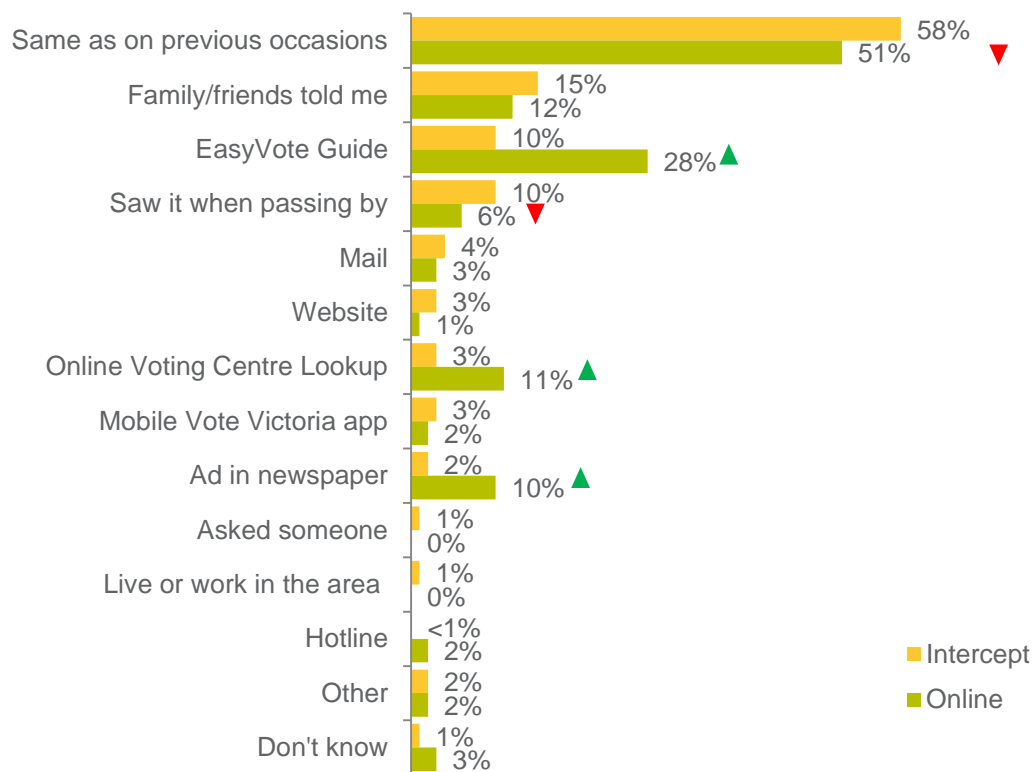
Those voters who took part in the online survey were significantly more likely to nominate the following ways they knew where to vote:

- Easy Vote Guide (28% vs. 10%)
- Online Voting Centre Look Up (11% vs. 3%)
- Advert in the newspaper (10% vs 2%).

Those voters who completed the online survey were significantly less likely to indicate:

- Same as the previous occasions (58% vs. 51%)
- Saw it when passing by (10% vs. 6%)

Figure 95: Knowing where to vote



Q16 How did you know which voting centre you should come to? Multiple response. (Unprompted)
 Base: All respondents (Intercept n=507 Online (n=509)

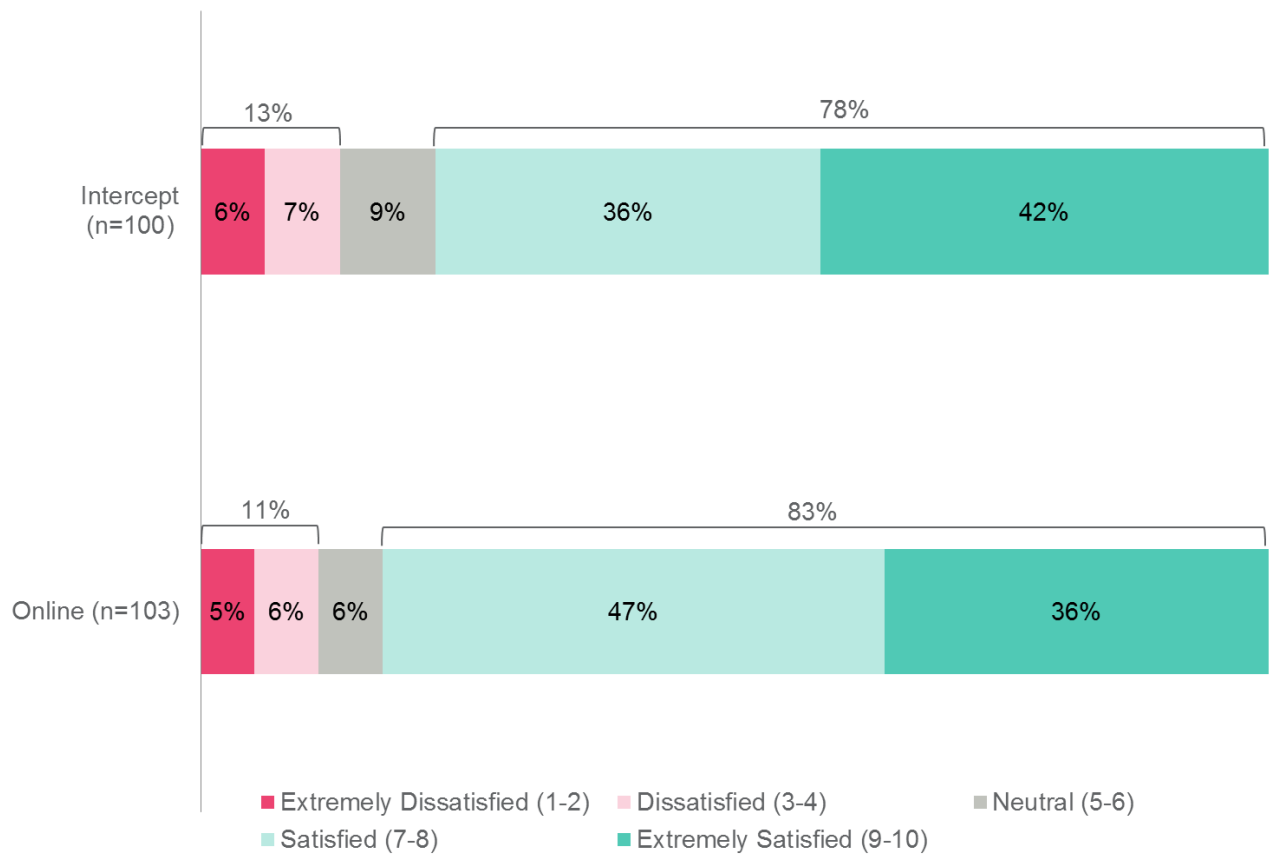
1.53. Website

Six out of ten (63% face to face and 62% online) voters were aware the VEC has a website for voters to gain more information about the election. This indicates that there is no difference in awareness of the VEC website across methodologies.

Of those who were aware, three out of ten (31% and 32% respectively for face to face and online) had used the website to gain information.

Across both samples of voters, of those that had used the VEC website, eight out of ten were extremely satisfied or satisfied with the information available on the website; one in ten were dissatisfied. No difference in opinion exists among those who took part in the survey face to face compared to online.

Figure 96: Satisfaction with VEC website

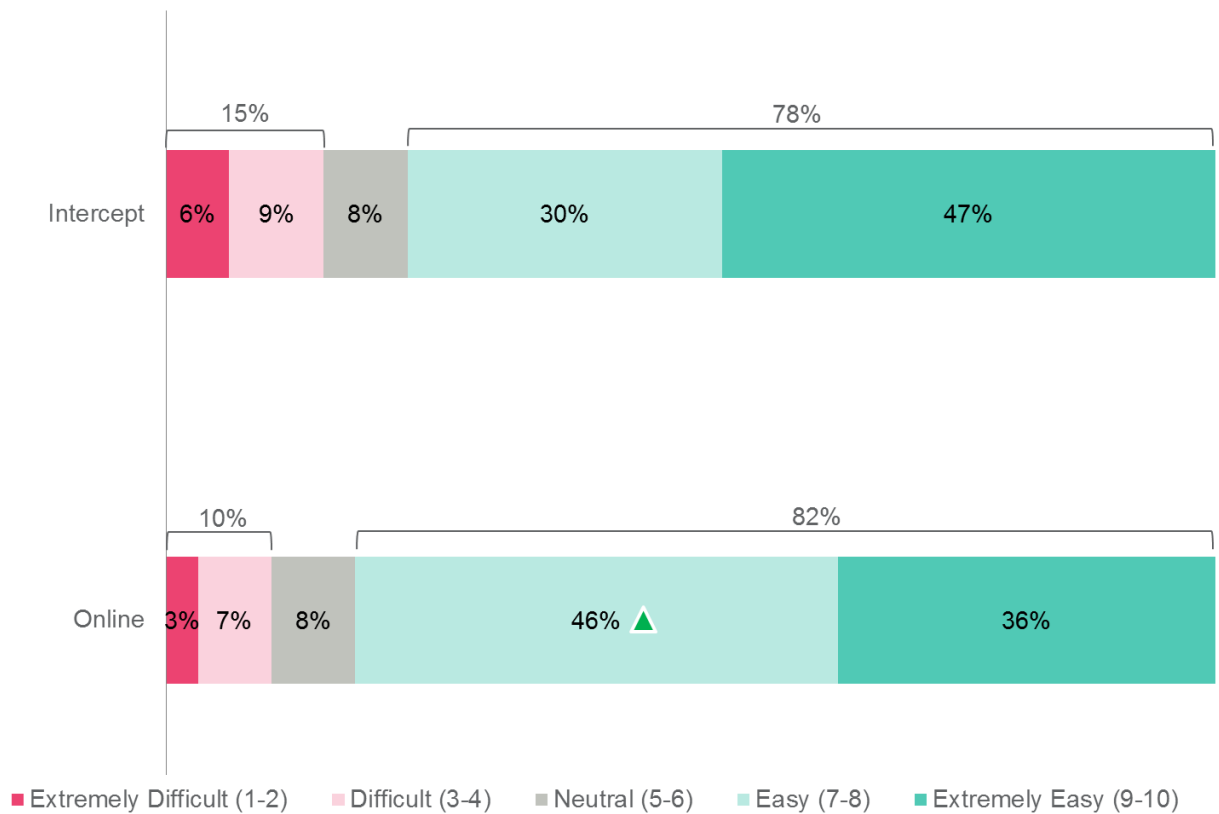


Q19A Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.

Base: Used website excluding 'Don't know' (Intercept n=100, Online n=103)

Of those that had used the VEC website, eight out of ten (78% and 82% respectively) agreed that the information was extremely easy or easy to find. Among those who took part in the survey online, significantly more of them provided a rating of the information being easy to find (30% vs. 46%). This remains the only difference in opinion between the two samples.

Figure 97: Ease of finding information on the VEC website



Q19B How easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.

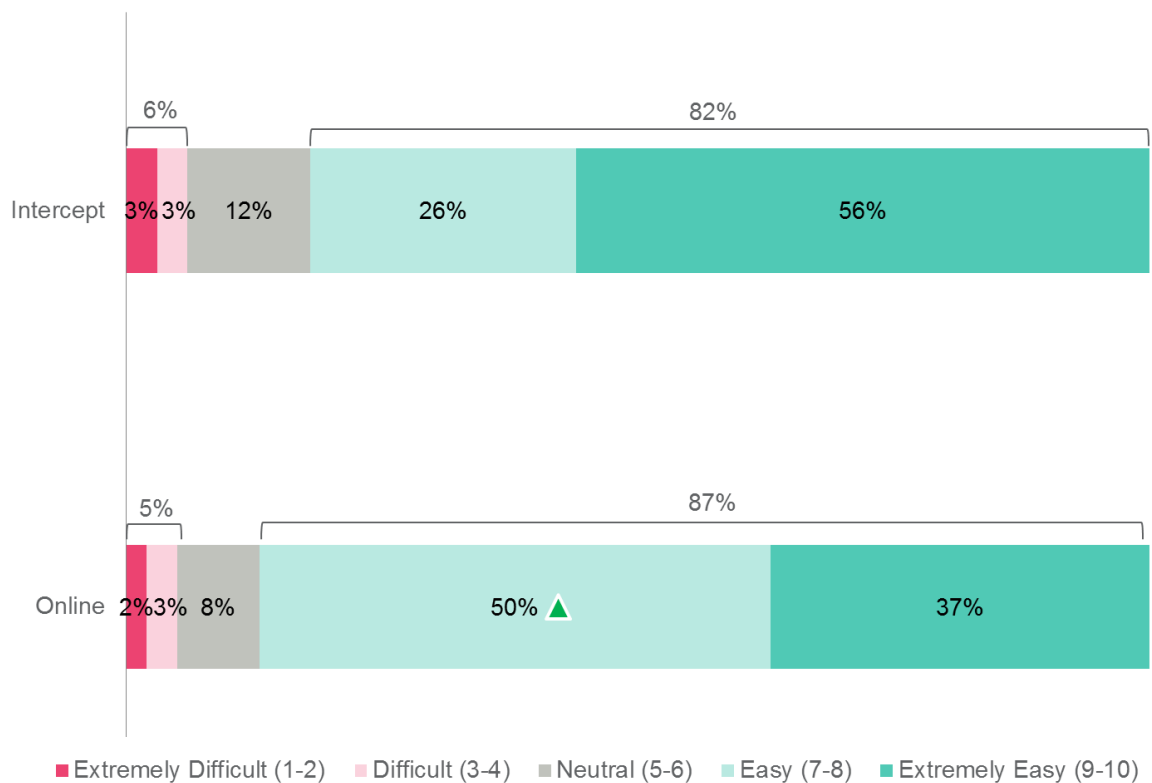
Base: Used website excluding 'Don't know' (Intercept n=98 Online n=102)

Voting Centre Look Up Feature

More voters who took part in the online survey and visited the website (59%) mentioned they used the Voting Centre look up feature on the website compared to only a third (33%) of their face to face counterparts.

Those who completed the survey online are also more likely to indicate they found the voting centre lookup easy to use when compared to the face to face sample of voters.

Figure 98: Ease of using the voting centre look up feature



Q19D How easy was it to use the voting centre look up feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.

Base: Used website excluding 'Don't know' (Intercept n=34 Online n=60)

1.54. Hotline

Significantly more voters who took part in the online survey are aware of the VEC hotline when compared to those voters interviewed face to face. Two in ten (22%) voters were aware the VEC has an election hotline for voters to gain more information about the election compared to almost three in ten (28%) of voters who took part in the online survey.

In addition to there being a greater level of awareness among the voters from the online sample, they are also more likely to have recalled the hotline number (4% vs. 30%) and also slightly more likely to have used the hotline (25% vs. 29%).

Due to low bases sizes it is difficult to accurately compare levels of satisfaction with the service of the hotline.

1.55. Previous voting

Nine out of ten (89%) voters indicated they had previously voted in a State election. Fewer voters who participated in the online survey had voted in previous state elections (84%). This means the online sample had more first time voters who had less experience with VEC's services during past elections.

1.56. Future research using an online methodology

Colmar Brunton conducted the first round of this research in 2006. At this time, online panels were underdeveloped and so CATI was the most effective and efficient form of data collection. Over the past eight years, online panels have made significant progress and are now commonly used to conduct research which required a representative sample of respondents. They are now sophisticated enough to be considered by VEC as a cost effective method to reliably recruit a representative sample of respondents to inform future research. However, a critical component of this research is to be able to compare public perception to previous years in order to determine rises and falls in satisfaction overtime. It is these variations in data that provide guidance of where improvements have been noted by the public and where actions to promote improvement can be focussed.

As explained previously, in 2014 there were two methods of data collection for on the day voters: online and CATI. These two samples of respondents were asked the same questions with only very minor wording changes so that the online survey made sense in its format. Over 500 members of the Victorian public participated in each of the surveys (CATI n=507 and Online n=509). The purpose of conducting the same survey via two methodologies was to inform VEC on whether it would be feasible to compare results of an online study to previous studies in which data collection was achieved via CATI.

However, as evidenced throughout this section of the report, the way in which a respondent answers the same question differs between an online and face to face format. This can be seen with the numerous statistically significant differences in outcomes to the same question across the different formats of data collection. This confirms that the method of data collection does act as a confounding variable to the outcome of the research.

These results confirm the hypothesis that data from previous years collected via CATI would not be comparable to the data collected via the online survey in its raw form. However, the data collected via the online survey in 2014 is very valuable. It can be used to construct a weight that can be applied to data already obtained (2006, 2010 and 2014 face to face data) so that an understanding of comparison between 2018 online data and previous years can be made which accommodates for variations in responses considered to be caused by the format of data collection, rather than actual experiences.

Future research conducted via an online survey will result in a more cost effective methodology and so in this regard, is recommended for future studies. Additional benefits involved in an online methodology include:

- Greater sample sizes can be recruited at a lower cost via an online survey.
- Feedback can be gained from members of the public attending any voting centre in Victoria.
- Quotas can be set to achieve a sample that is more representative of the Victorian population based on ABS data in regards to demographics such as gender, age, living in a metro or regional area, etc.
- All candidates can be invited to participate in the survey, rather than contacting only a select proportion.
- In 2014, a greater proportion of voters with a disability participated in the online survey than the face to face survey.
- Online surveys help to limit the effects of any bias that arises from the nature of face to face interviews. The respondent having to give their responses to the interviewer verbally can influence how they respond (e.g. not wanting to offend).

However, there are a number of other considerations to bear in mind:

- The online survey gained a slightly higher proportion of participants speaking a language other than English than the face to face survey; however, this sample may not represent those who have limited English abilities. Members of the public with limited English skills are likely to be excluded from an online survey as participation will require the ability to read and type in English. It must however be noted that even with bilingual interviewers at voting centres it was difficult to recruit participants with limited English abilities in the face to face mode of data collection. This is a difficult group to reach via any mode of data collection.
- Feedback from the online survey is gathered after Election Day and therefore may not be as representative of the experience as face to face data which is gathered on the day of voting. If an online survey is used for future research it will be important to send invitations to the survey as soon as possible.
- Participants to an online survey must have access to a computer and the internet and be a member of an online panel to be invited to take part.

With these points in mind when developing an online methodology for the 2018 election research, these issues can be limited. It will also be very important to consider at an early stage how contact details can be obtained for all voter groups (for example: not on the roll voters, postal voters and voters with a visual impairment). However, it is believed that with careful consideration of these points, in conjunction with the construction of a weight for the 2006, 2010 and 2014 face to face data, an online methodology will be a positive move forward for the future of this research.

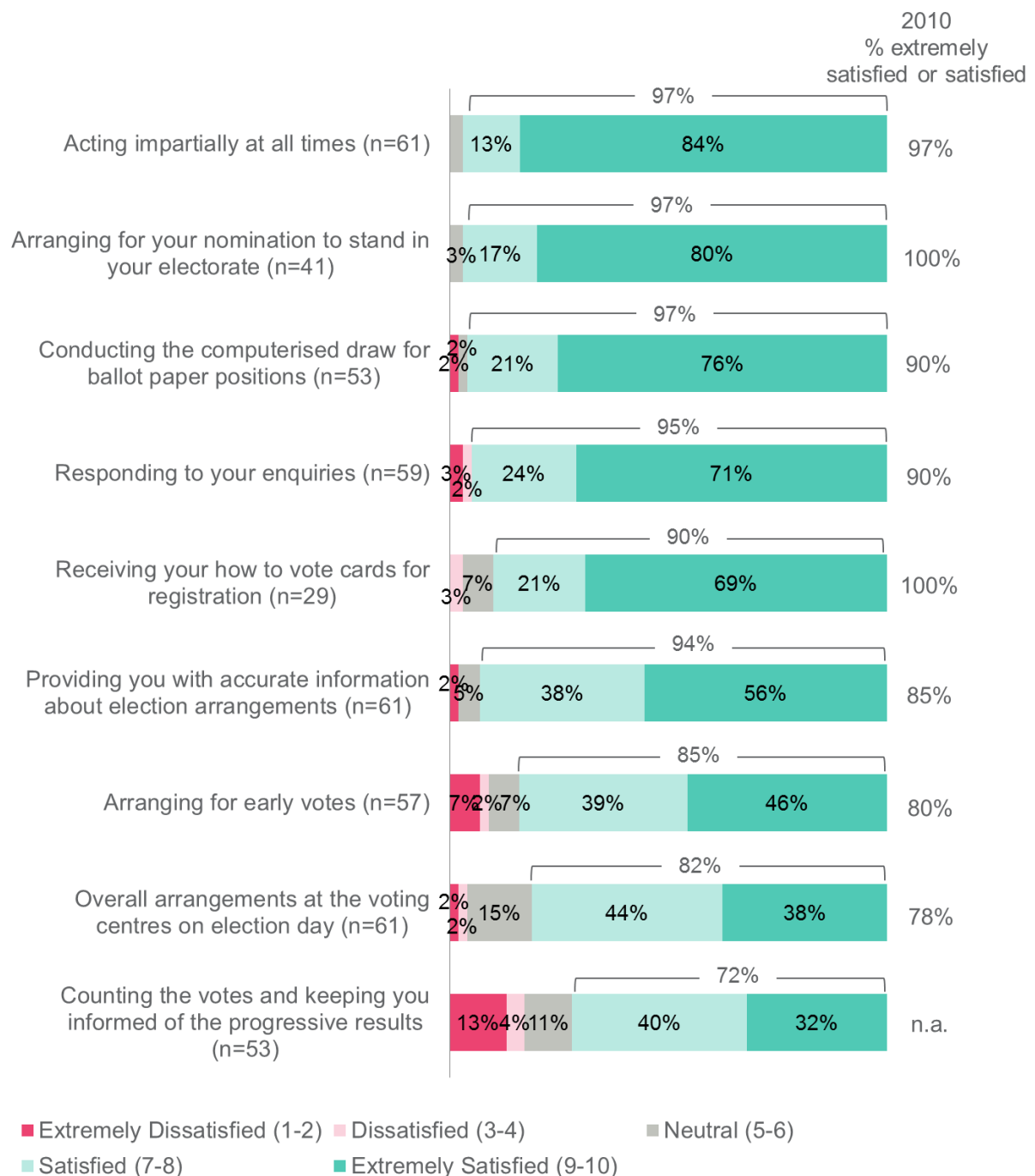
Candidates

1.57. Rating of the election manager

In line with 2010 results, candidates were typically quite positive about election managers within their electorate:

- Almost all candidates (97%) were either extremely satisfied (84%) or satisfied (13%) with how impartially the manager acted;
- Almost all candidates (97%) were either extremely satisfied (80%) or satisfied (17%) with the managers in relation to arranging their nomination to stand within their electorate;
- Almost all candidates (97%) were either extremely satisfied (76%) or satisfied (21%) with how the manager conducted the computerised draw for ballot paper positions;
- Almost all candidates (95%) were either extremely satisfied (71%) or satisfied (24%) with the manager's response to their enquiries;
- Likewise, nine out of ten (94%) were either extremely satisfied (56%) or satisfied (38%) that the information provided about election arrangements was accurate;
- Nine out of ten (90%) were either extremely satisfied (69%) or satisfied (21%) in terms of receiving how to vote cards for registration;
- Between eight to nine (85%) candidates were either extremely satisfied (46%) or satisfied (39%) with the arrangement of early votes;
- Similarly, eight of ten candidates (82%) were either extremely satisfied (38%) or satisfied (44%) with the overall arrangements at voting centres on Election Day;
- Seven in ten (72%) candidates were either extremely satisfied (32%) or satisfied (40%) with counting the votes and keeping you informed of the progressive results.

Figure 99: Rating of the election manager



Q1 The Election Manager for your electorate had a range of responsibilities during the election. To evaluate the role of an Election Manager from a candidate's perspective, I am going to mention some of these responsibilities and ask how satisfied you were with their performance. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', how satisfied or dissatisfied are you with the Election Manager in terms of... Single response.

- Conducting the computerised draw for ballot paper positions
- Arranging for early votes
- Overall arrangements at the voting centres on election day
- Responding to your enquiries
- Providing you with accurate information about election arrangements
- Base: All respondents excluding 'Don't know' (2014 n=42-61, 2010 n=52-68)
- Acting impartially at all times
- *IF INDEPENDENT CANDIDATE
- Arranging for your nomination to stand in your electorate
- Receiving your 'how to vote' cards for registration
- Counting the votes and keeping you informed of the progressive results

The reasons why candidates expressed dissatisfaction tended not to relate to issues associated with the actual performance of the election manager, rather issues related to centre facilities. Such reasons and relevant suggestions for improvements included:

Figure 100: Reasons for dissatisfaction with election manager and suggestions for improvement

Candidates dissatisfied	Election Manager responsibilities	Reason for dissatisfaction	Areas for improvement
n=9	Counting the votes and keeping you informed of the progressive results	Lack of communication from VEC/staff unhelpful/incompetent Slow and inefficient Issues with website e.g. not helpful Not managers fault/overall organisations fault	More contact/ communication Improve website/needs faster updates/greater accuracy Better staff/manager/more knowledgeable
n=5	Arranging for early votes	Too many people voting early without having to provide a reason Lack of information regarding voting centres/mobile booths going around Felt uncomfortable with people handing out how to vote cards Manager aren't knowledgeable/doesn't know the rules	More contact/ communication More scrutiny of early voters/need to supply a reason for early vote
n=3	Responding to your enquiries	Information was slow to obtain and not always provided with answer to questions Manager aren't knowledgeable/doesn't know the rules	More contact/ prompt communication to enquiries
n=2	Overall arrangements at voting centres on election day	Voting centre too small to accommodate for the amount of voters coming through	More suitable/larger locations to accommodate demand
n=1	Conducting computerised draw for ballot paper positions	Did not see the ballot positions being set up and was just told that it was done	More contact/ communication
n=1	Receiving your how to vote cards for registration	Was not given all the correct information upfront, overall organisations fault not managers	More contact/ communication
n=1	Providing accurate information about election arrangements	Lack of communication	More contact/ communication

Q2a Why were you dissatisfied with <ASPECT OF MANAGER'S PERFORMANCE>? Open ended (Unprompted)

Q2b. How can <ASPECT OF MANAGER'S PERFORMANCE> be improved in the future? Probe fully. Open ended (Unprompted)

Eight in ten (86%) of candidates received a copy of the Candidate's Information Kit prepared by the VEC, a significant increase from 2010 results (64%). Only one in twenty (4%) did not receive a copy of the kit (vs. 26% in 2010) indicating that more candidates received a copy of the Candidate's Information Kit in 2014 than in 2010. In line with 2010 results one out of ten (10%) could not remember.

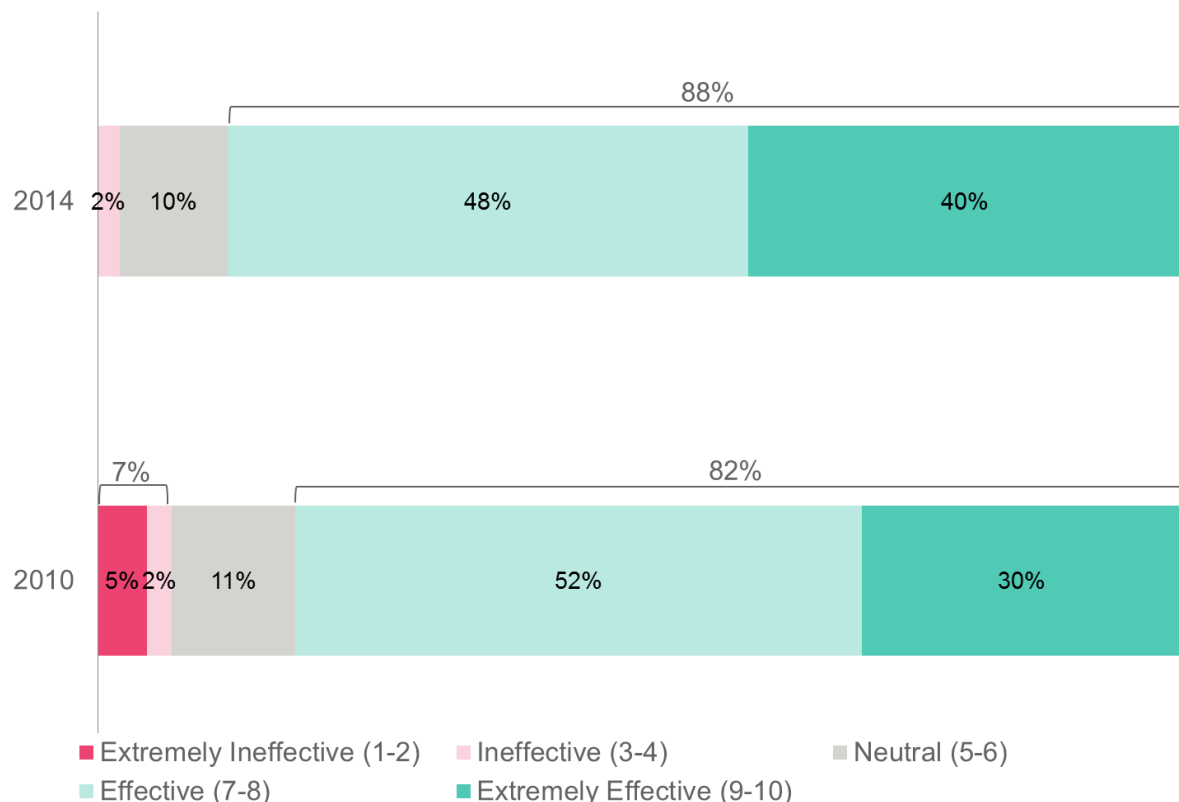
Similar to 2010 results, of those candidates that received a copy of the Candidate's Information Kit:

- Almost nine out of ten (88%) indicated the kit was either extremely effective (40%) or effective (48%); and
- One out of ten (10%) candidates were neutral in their rating of effectiveness of the kit.

Only one candidate (2%) indicated the kit was ineffective:

"I think it wasn't beneficial for independent candidates and I don't think it helped people get more information from it. I went to the information session in the city before nominations opened and people were still confused despite having that information kit in front of them. In fact I think it made everyone more confused. They would be reading it and it didn't clearly define what you needed to do for the Lower House or Upper House and we would ask questions and they didn't know the answers."

Figure 101: Quality of Candidates Information Kit



Q3b Using a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective', how effective or ineffective was the Candidates Information Kit in providing you with information about standing as a candidate? Single response.

Base: Received a Candidate's Information Kit excluding 'Don't know' (2014 n=58, 2010 n=44)

1.58. Information

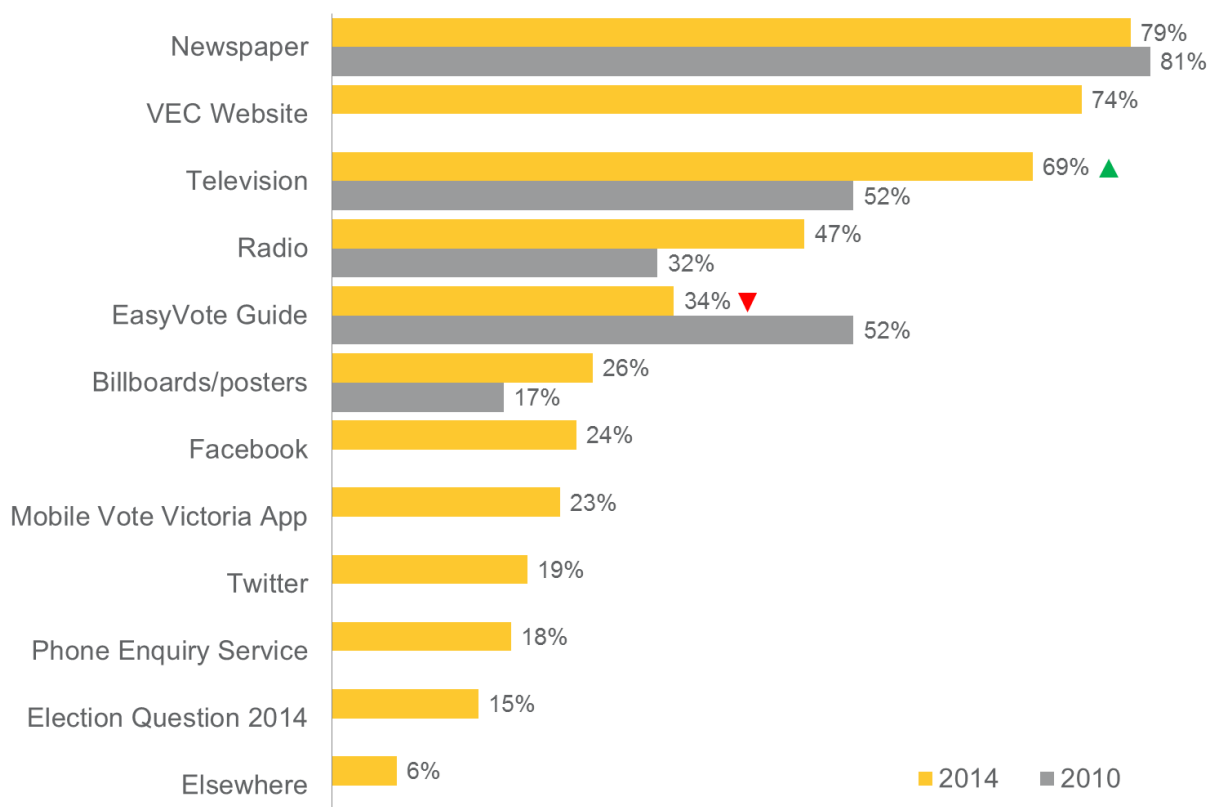
On par with 2010 results, nine out of ten (89%) candidates recalled seeing or hearing some form of communication from the VEC. Most commonly, candidates who recalled information saw or heard that information through:

- Newspapers (79%);
- VEC Website (74%);
- Television (69%); and
- Radio (47%).

More candidates recalled seeing information on television in 2014 (69%) than they did in 2010 (52%), whereas less candidates recall seeing information in the EasyVote Guide in 2014 (34%) than they did in 2010 (52%).

Other, less common forms of communication were through Facebook (24%), Mobile Vote Victoria App (23%), twitter (19%), Phone Enquiry Service (18%), and Election Question 2014 (15%).

Figure 102: Source of information



Q4 During the election did you see or hear any communications by the VEC about enrolling to vote, the importance of voting, the date of the election, where to vote, how to vote or what to do if voters were away from home on election day? Single response.

Q5 Did you see or hear that communication...? Multiple response (Prompted).

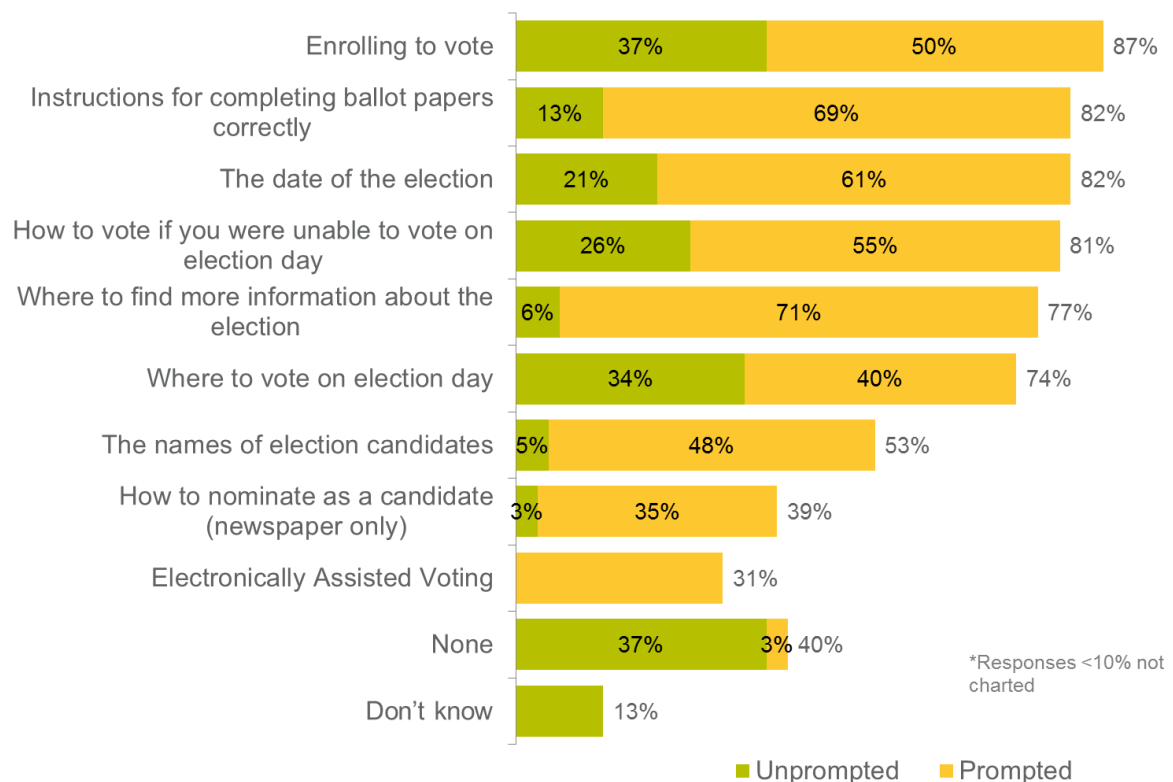
Base: Recalled information (2014 n=62, 2010 n=62)

Candidates who recalled any form of communication in the lead up to the election most commonly indicated that the communication included information about:

- Enrolling to vote (87% total recall; 37% unprompted, 50% prompted);
- Instructions for completing ballot papers correctly (82% total recall; 13% unprompted, 69% prompted);
- The date of the election (82% total recall; 21% unprompted, 61% prompted);
- How to vote if you were unable to on Election Day (81% total recall; 26% unprompted, 55% prompted).
- Where to find more information about the election (77% total recall; 6% unprompted, 71% prompted); and
- Where to vote on Election Day (74% total recall; 34% unprompted, 40% prompted).

Other, less commonly reported types of information included the names of election candidates (53%), how to nominate as a candidate (newspaper only) (39%) and Electronically Assisted Voting (31%).

Figure 103: Information content



Q6a Thinking about the Victorian Electoral Commission communications, what information did it contain? What other information? Multiple response. (Unprompted).

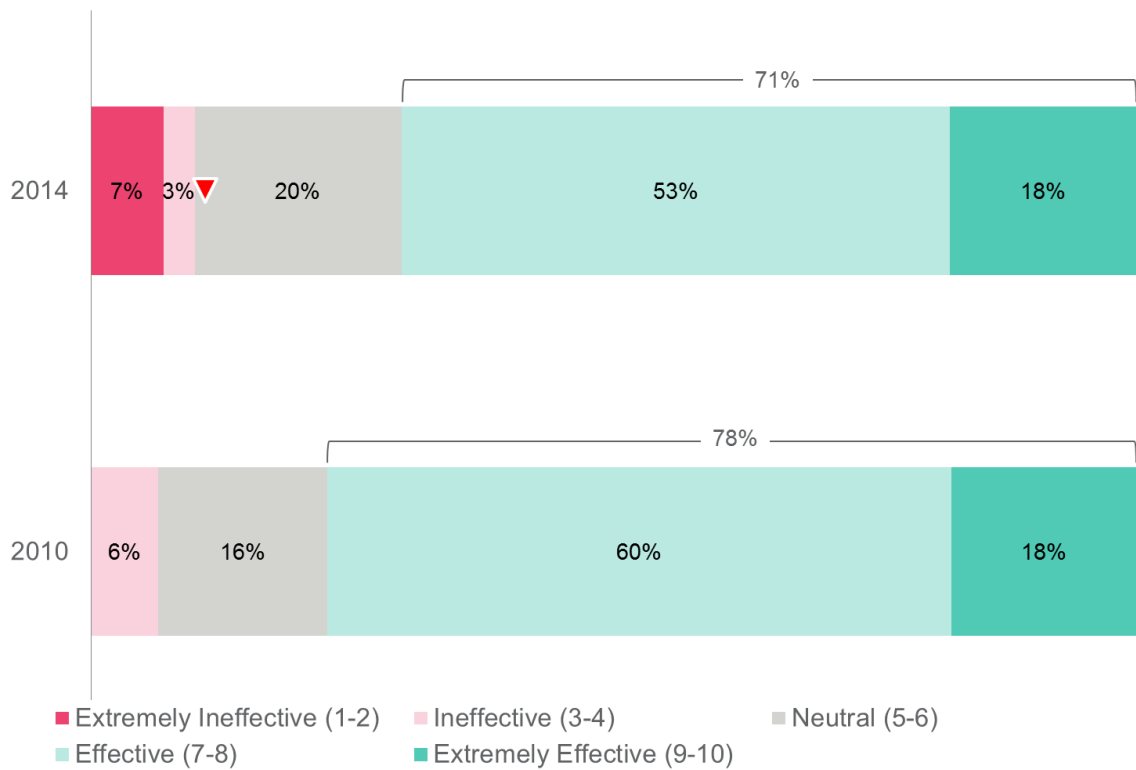
Q6b Do you remember if it contained information about...? Multiple response. (Prompted).

Base: Recalled information (2014 n=62, 2010 n=62)

Of the candidates who recalled some form of VEC communication, over two thirds (71% vs. 78% in 2010) perceived the information they received to be either extremely effective (18%) or effective (53%).

One out of ten (10%) candidates indicated the communication was either ineffective (3%) or extremely ineffective (7%). Since the 2010 election, significantly more candidates believed the information was extremely ineffective (7% vs. 0%)

Figure 104: Quality of information



Q7a Using a scale from 1 to 10 where 1 is 'extremely ineffective' and 10 is 'extremely effective', how effective or ineffective were those communications in providing voters with all the information they needed about the election?
 Single response.

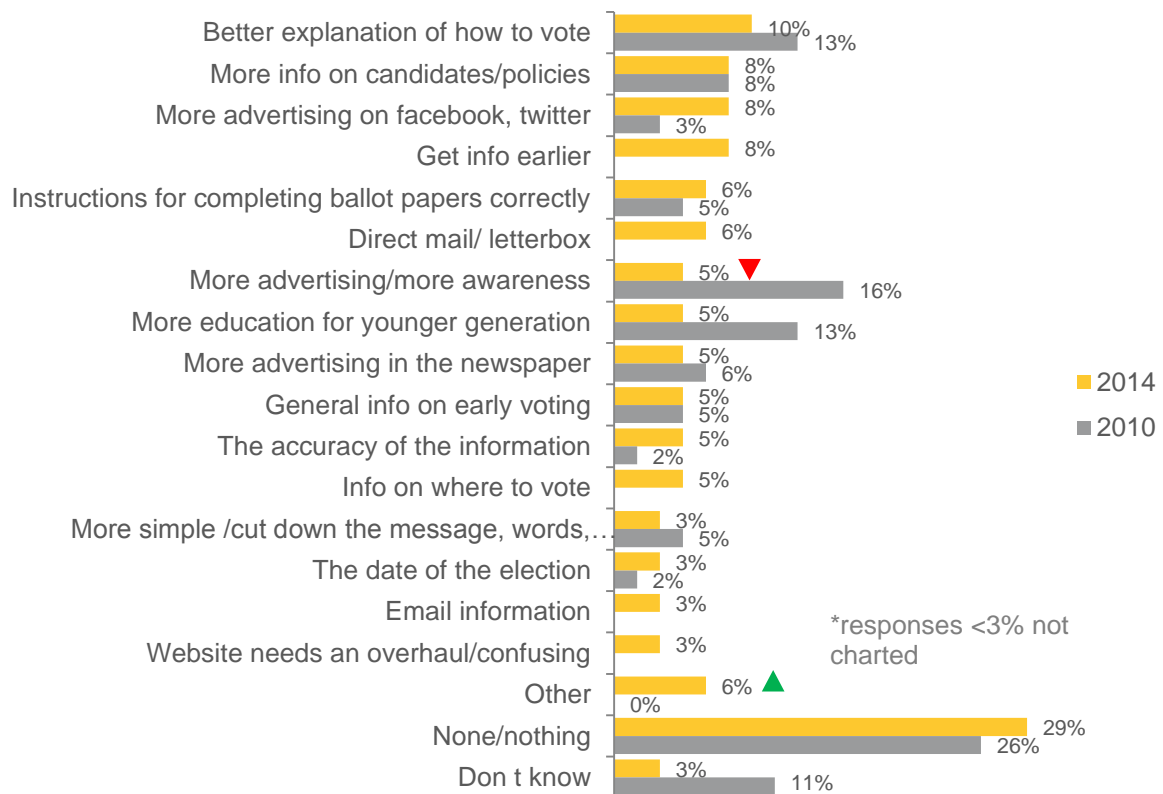
Base: Recalled information (2014 n=62, 2010 n=62)

In general, suggestions for improvements to communications in the lead up to the election focussed on information directly relating to voting in the election. The most commonly suggested improvement made by candidates included:

- Better explanation of how to vote (10%);
- More info on candidates/policies (8%);
- More advertising on Facebook, twitter (8%);
- Get info earlier (8%);
- Instructions for completing ballot papers correctly (6%); and
- Direct mail/ letterbox (6%).

Other suggestions for improvements to communications included more advertising/ more awareness (5% down from 16% in 2010), more education for younger generation (5%), more advertising in the newspaper (5%), general info on early voting (5%), the accuracy of the information (5%), info where to vote (5%), more simple/ cut down the message, words, numbers (3%), the date of the election (3%), email information (3%) and website needs an overhaul/ confusing (3%).

Figure 105: Suggestions to increase effectiveness of information



Q7b What would increase the effectiveness of the communications? Open ended (Unprompted).
 Base: Recalled information (2014 n=62, 2010 n=62)

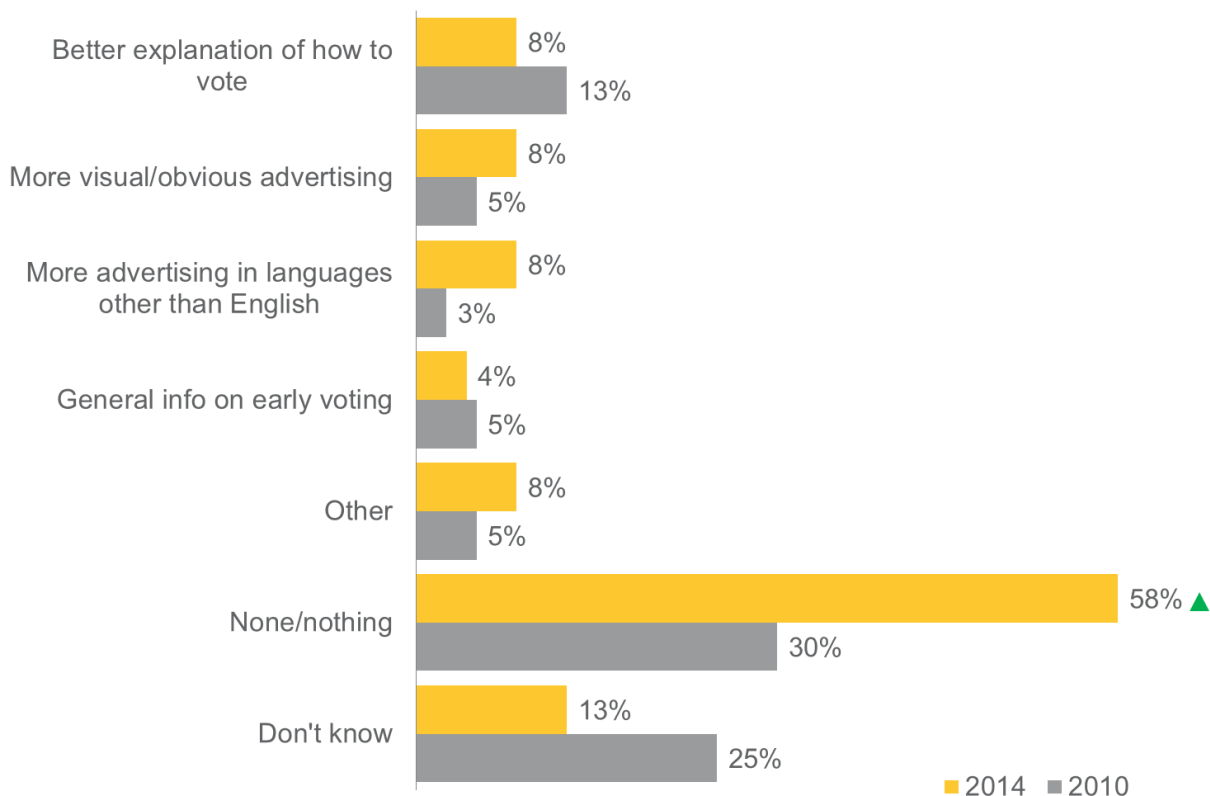
1.59. EasyVote

In total, four out of ten (39%) candidates saw the EasyVote Guide that was sent to Victorians prior to the state election, a significant drop from 2010 results (65%). Of those that saw the Guide, three quarters (75%) believed the guide gave effective information that answered questions that voters may have had about voting.

When asked what additional information could be included in the EasyVote Guide, candidates had a number of suggestions:

- Better explanation of how to vote (8%);
- More visual/obvious advertising (8%);
- More advertising in in languages other than English (8%); and
- General info on early voting (4%).

Figure 106: Additional information for the EasyVote Guide



Q7e What additional information do you believe the letter EasyVote Guide could have included? Open ended (Unprompted).

Base: Had seen EasyVote Guide (2014 n=24, 2010 n=46)

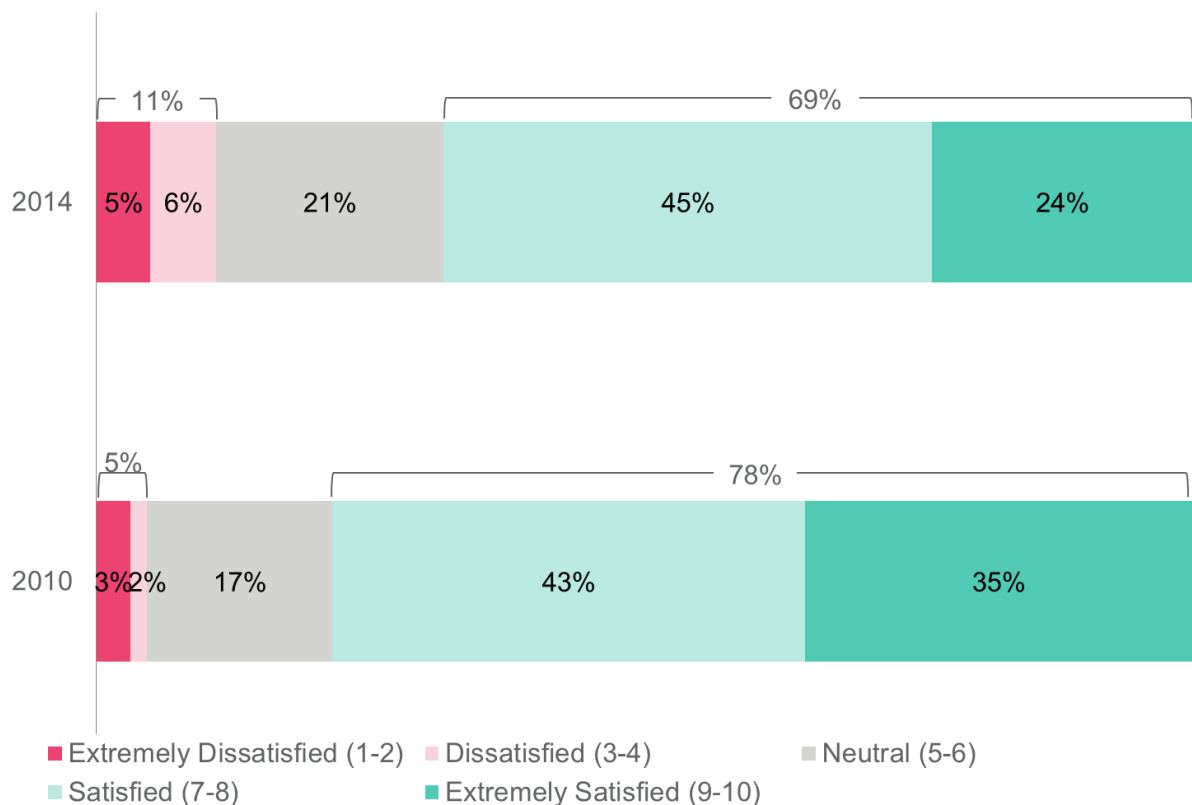
Early voting centres

Almost two thirds of candidates (69%) were either extremely satisfied (24%) or satisfied (45%) with the service to voters in terms of how efficiently and effectively the early voting centres were managed. This is down from 78% in 2010, although the decrease is not significant. A small proportion (11%) were extremely dissatisfied (5%) or dissatisfied (6%), and one in five (21%) were neutral.

Candidates that were dissatisfied with how early voting centres were managed mentioned that:

- The amount of early voters was underestimated;
- Voting centres were too small to comfortably manage those who came in to vote; and
- There were long queues/ wait times to vote.

Figure 107: Satisfaction with early voting centre



Q9a Prior to Election Day, many voters in your electorate would have voted by attending an early voting centre. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', how satisfied or dissatisfied are you with the service to voters in terms of how efficiently and effectively the early voting centres were managed?
Single response.

Base: All respondents excluding 'Don't know' (2014 n=67, 2010 n=65)

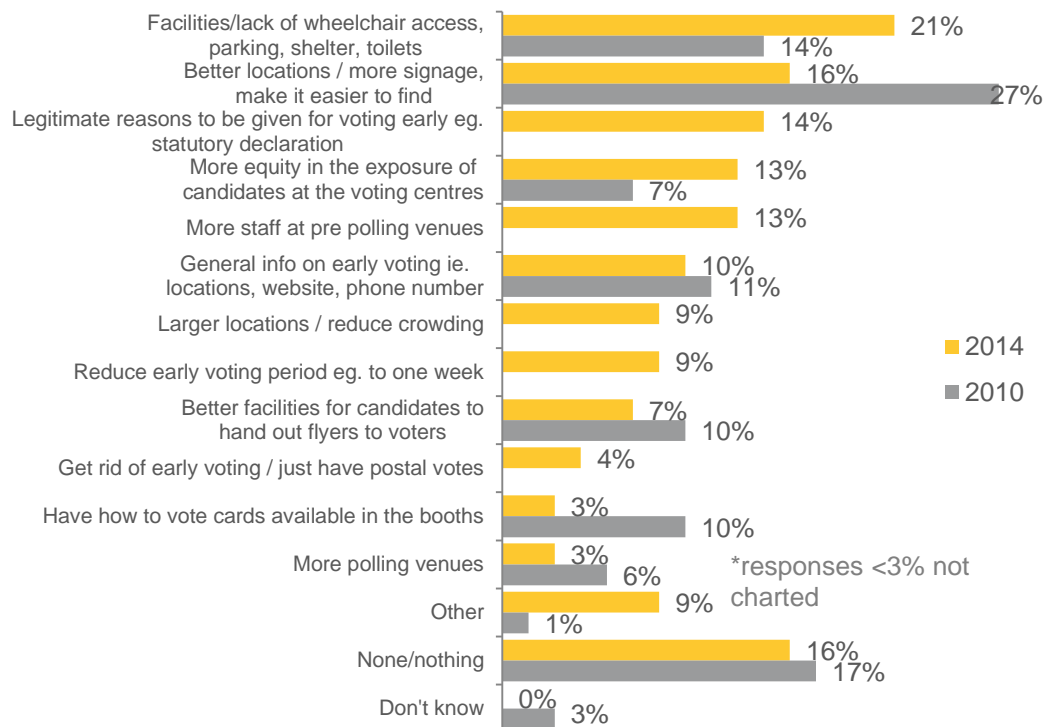
Suggested improvements for early voting services

The main suggestion made by candidates regarding early voting services related to an improvement in facilities/ wheelchair access, parking, shelter and toilets (21%).

Other suggestions included:

- Better locations / more signage, making the centre easier to find (16%);
- Legitimate reasons to be given for early voting (14%);
- Provide more equity in the exposure of candidates at the voting centres (13%);
- More staff at the pre polling venues (13%);
- Provide more general information on early voting i.e. locations, website, phone number (10%);
- Larger locations / reduce crowding (9%);
- Reduce early voting period i.e. to one week (9%); and
- Better facilities for candidates to hand out flyers to voters (7%).

Figure 108: Suggestions for improvement to the early voting services



Q10 Do you have any suggestions on how the service can be improved to people who need to vote before Election Day?
Open ended (Unprompted).

Base: All respondents (2014 n= 70, 2010 n=70)

1.60. Services for voters with a disability and CALD voters

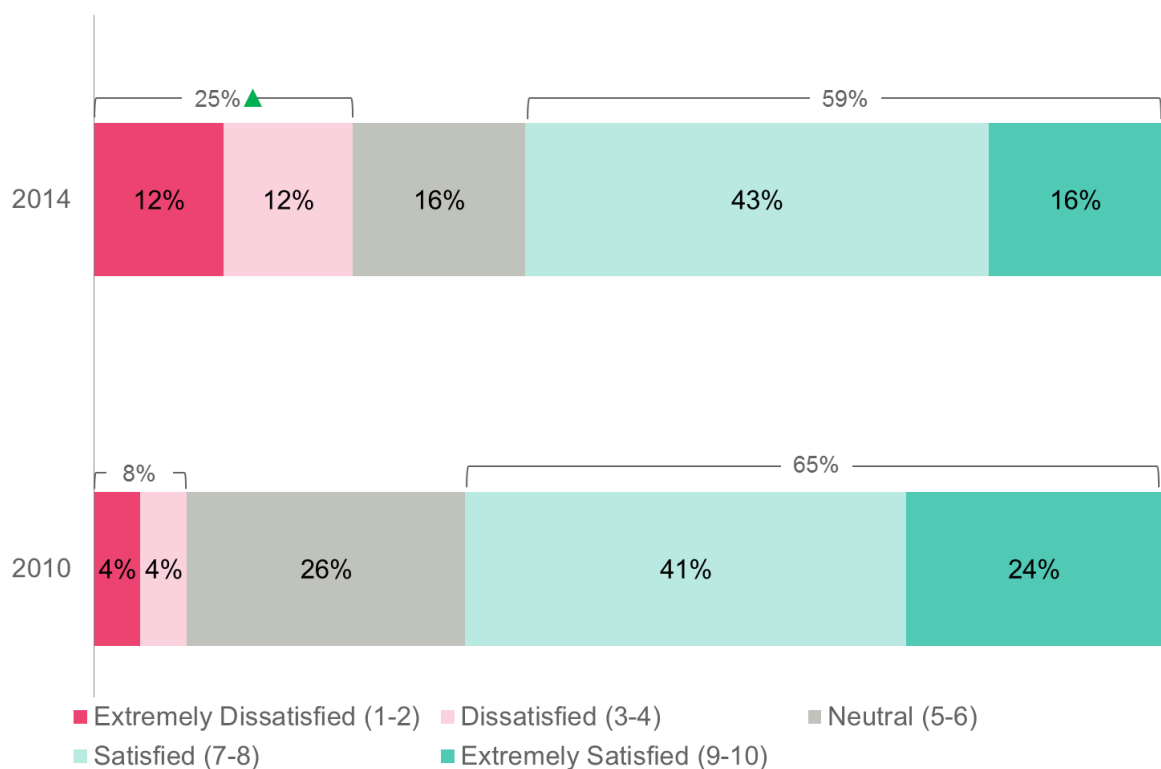
Mobile voting services

Six out of ten (59%) candidates were either extremely satisfied (16%) or satisfied (43%) with the mobile voting service in their electorate. A higher proportion (25%) were extremely dissatisfied (12%) or dissatisfied (12%) than they were in 2010 (8%) and over one in ten (16%) were neutral.

Candidates that were dissatisfied with how mobile voting services were managed mentioned that:

- Mobile voting services favour the major political parties and it is difficult for independent candidates to be represented at all the locations;
- They didn't get a chance to provide how to vote cards to voters at the mobile voting service; and
- They felt there was a lack of clear information on mobile voting services and providing how to vote material.

Figure 109: Mobile voting services



Q11a Before Election Day, electoral staff attended certain hospitals and aged care facilities to enable people to cast their vote. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', how satisfied or dissatisfied are you with the mobile voting service in your electorate? Single response.

Base: All respondents excluding 'Don't know' (2014 n=49, 2010 n=46)

Need for service improvement for voters with a disability and CALD voters

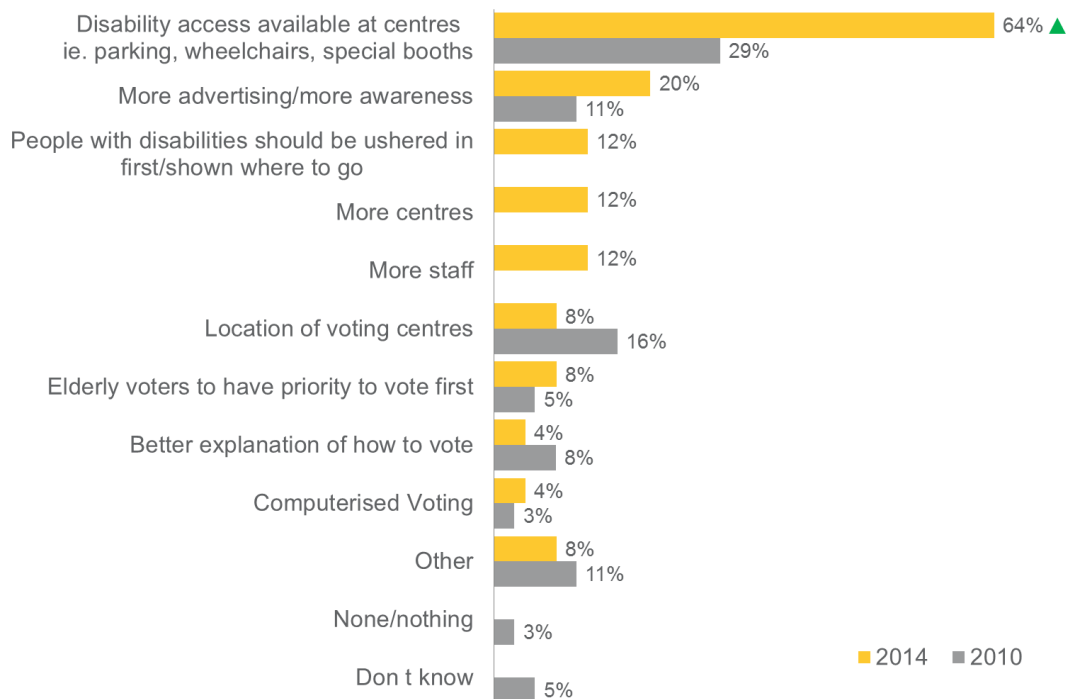
Over a third (36%) of the candidates surveyed believed there is a need to improve services to voters with a disability. However over half (54%) did not see there was a need, a significant increase from 2010 results (23%) and one in ten (10%) did not know if there was a need.

Candidates that believed there is a need to improve services to voters with a disability indicated a number of consistent suggestions for improvement:

- Disability access available at centres i.e. parking, wheelchairs, special booths (64%), which was significantly higher than in 2010 (29%);
- Provide more advertising and awareness (20%); and
- People with disabilities should be ushered in first/shown where to go, more centres, more staff (all 12%).

Other less frequently mentioned suggestions for improvement include location of voting centres (8%), give elderly voters priority to vote first (8%), provide a better explanation of how to vote (4%), and utilise computerised voting (4%).

Figure 110: Need for improvement for voters with a disability



Q12b How could the services be improved? Probe fully. Open ended (Unprompted).

Base: Perceived a need to improve services for voters with a disability (2014 n=25, 2010 n=38)

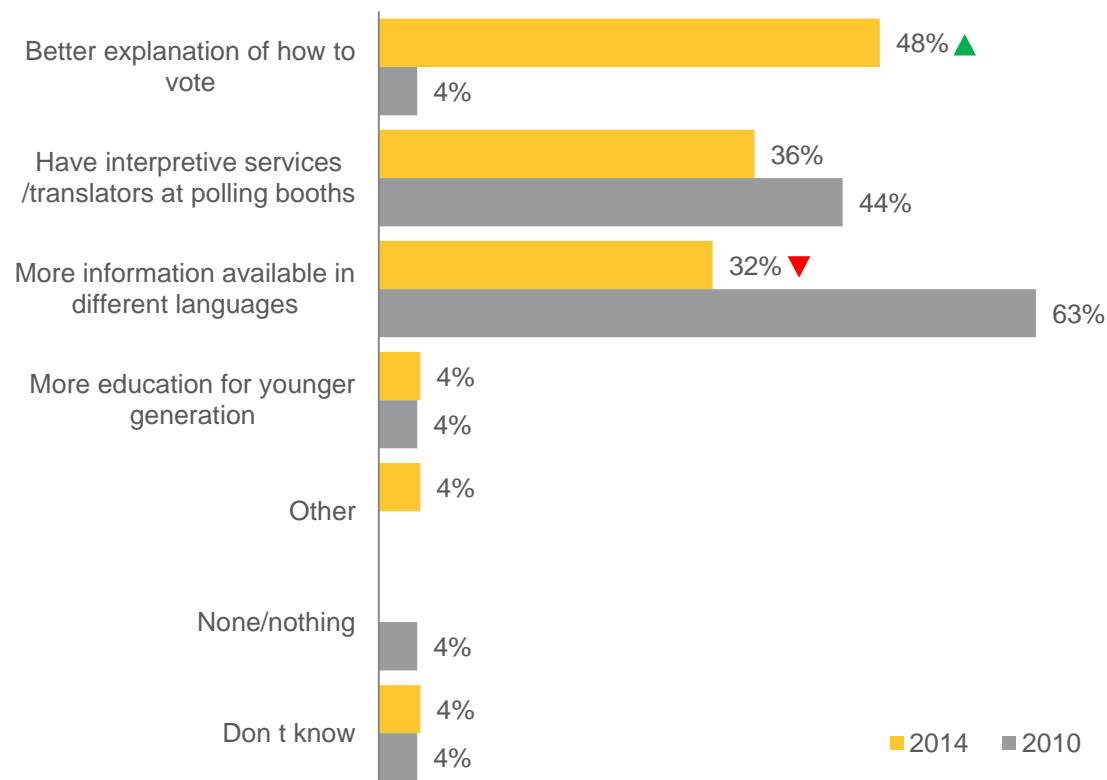
One in three (36%) candidates surveyed believed there is a need to improve services to voters who are from a non-English speaking background. Over half of candidates (56%) did not see there was a need to improve services in 2014, a significant increase from 2010 figures (34%) and only one in ten (9%) didn't know (vs. 27% in 2010).

Candidates that believed there is a need to improve services to voters who are from a non-English speaking background indicated a number of consistent suggestions for improvement:

- Provide a better explanation of how to vote (48%, significantly higher than 4% in 2010);
- Have interpretive services/translators at polling booths (36%); and
- Ensure more information is available in different languages (32%, significantly less than 63% in 2010).

A less frequently mentioned suggestion for improvement was to provide more education for younger generations (4%).

Figure 111: Need for improvement for CALD voters



Q13b How could the services be improved? Probe fully. Open ended (Unprompted).
 Base: Perceived a need to improve services for CALD voters (2014 n=25, 2010 n=27)

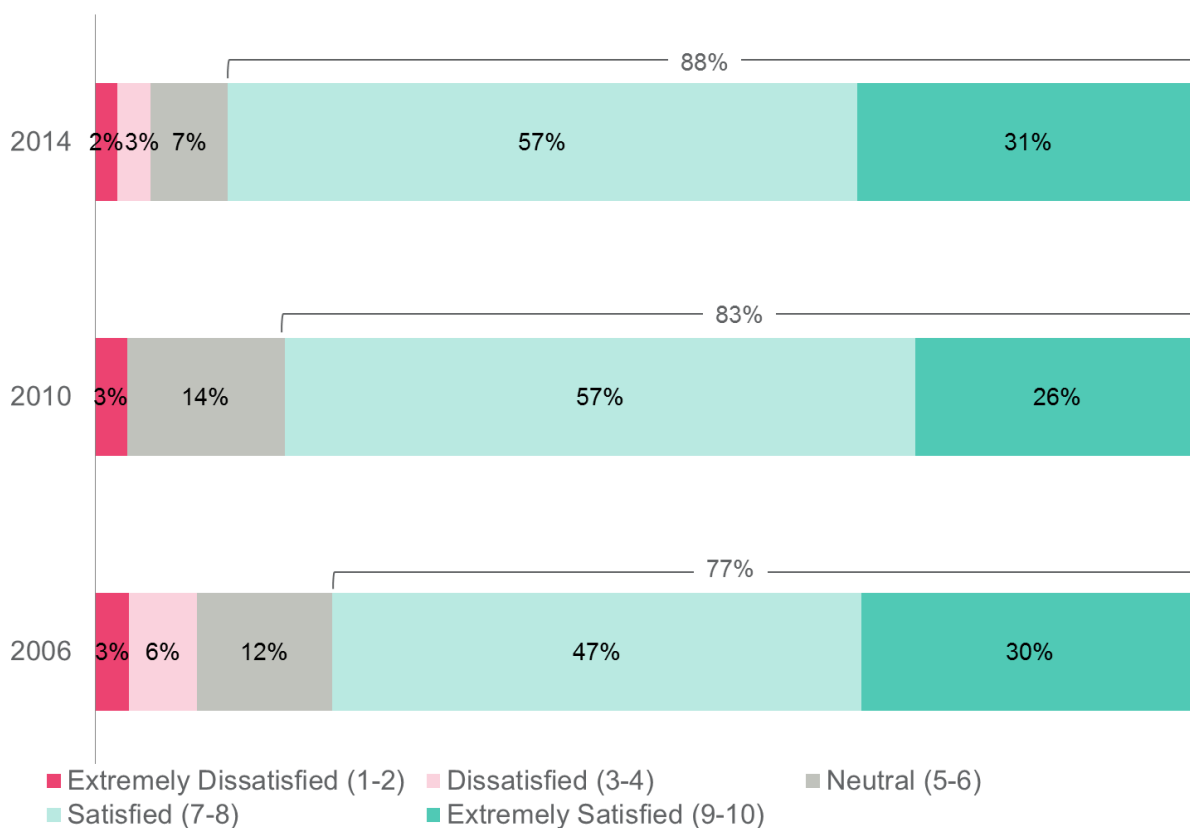
1.61. Electronically Assisted Voting

Before the election over half (56%) of candidates were aware that Electronically Assisted Voting would be available at the election.

1.62. Satisfaction with voting centres

Consistent with results for previous elections, almost nine out of ten (88%) candidates were either extremely satisfied (31%) or satisfied (57%) with the operation of the voting centres. A very small proportion (5%) of candidates were either extremely dissatisfied (2%) or dissatisfied (3%).

Figure 112: Satisfaction with voting centres



Q14 Thinking about experiences of voters in your electorate at all the voting centres, using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', overall were you satisfied or dissatisfied with the operation of the voting centres? Single response.

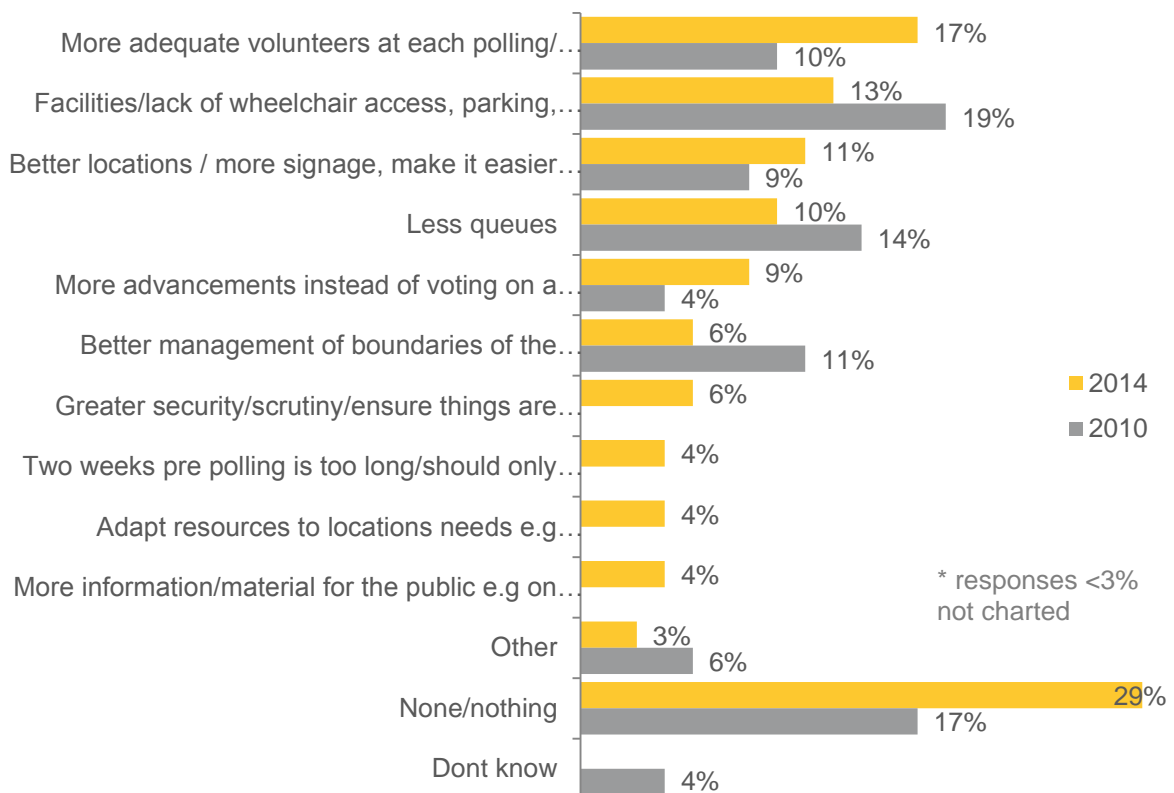
Base: All respondents excluding 'Don't know' (2014 n=68, 2010 n=70)

Candidates indicated a number of consistent suggestions for improvement to the operation of voting centres:

- More adequate volunteers at each polling/ more staff (17%);
- Improve facilities, lack of wheelchair access, parking, shelter, toilets (13%);
- Better locations, more signage, making it easier to find (11%);
- Less queues (10%); and
- More advancement, instead of voting on a piece of paper/electronic voting (9%).

Other less frequently mentioned suggestions for improvement include better management of boundaries of the voting centre (6%), greater security, scrutiny, ensure things are above board (6%), two weeks pre polling is too long /should only be two days before (4%), adapting resources to locations needs (4%) and more information and material for the public (4%).

Figure 113: Suggested improvements to EAV



Q15 What improvements could be made to the operation of the voting centres? Probe fully. Open ended (Unprompted).
 Base: All respondents (2014 n=70, 2010 n=70)

1.63. Voting centres

Approximately eight out of ten candidates (77%) felt that the voting centre locations were either extremely suitable (36%) or suitable (41%). Eight in ten (79%) also found the voting centre accessibility was either extremely suitable (37%) or suitable (43%). Similarly, eight in ten (77%) believed the amount of staff at the voting centres was either extremely suitable (25%) or suitable (52%). A small proportion of candidates felt that the voting centres location (6%), accessibility (3%) and staff numbers (6%) were either extremely unsuitable or unsuitable.

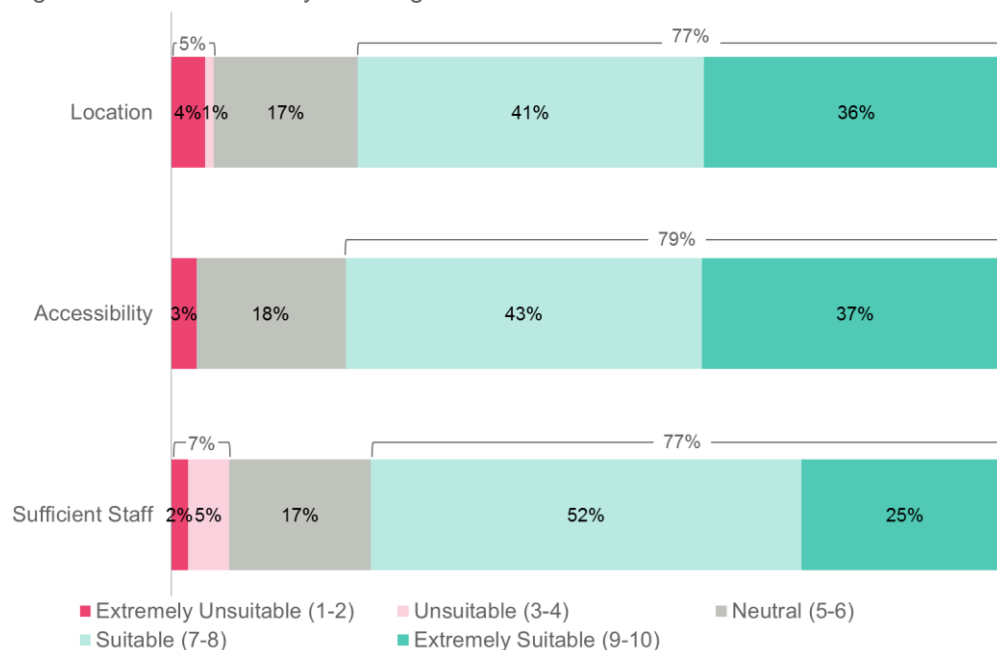
The candidates that felt one or more voting centres were unsuitable nominated the following centres:

- Warringa Scout Hall;
- Coburns Road in Melton;
- Rowville;
- Caulfield Plaza; and
- Mickleham Primary School.

The reasons why these centres were nominated were:

- Understaffed;
- Queues were too long;
- Lack of shelter/having to wait in the heat;
- Inconvenient location/not near anything else; and
- No public transport to voting centre or no parking nearby.

Figure 114: Suitability of voting centres



Q16 Using a scale from 1 to 10 where 1 is 'extremely unsuitable' and 10 is 'extremely suitable', were the venues at which voting centres were located in your electorate suitable or unsuitable for the purpose of voting? Single response.

Base: All respondents excluding 'Don't know' (n=69)

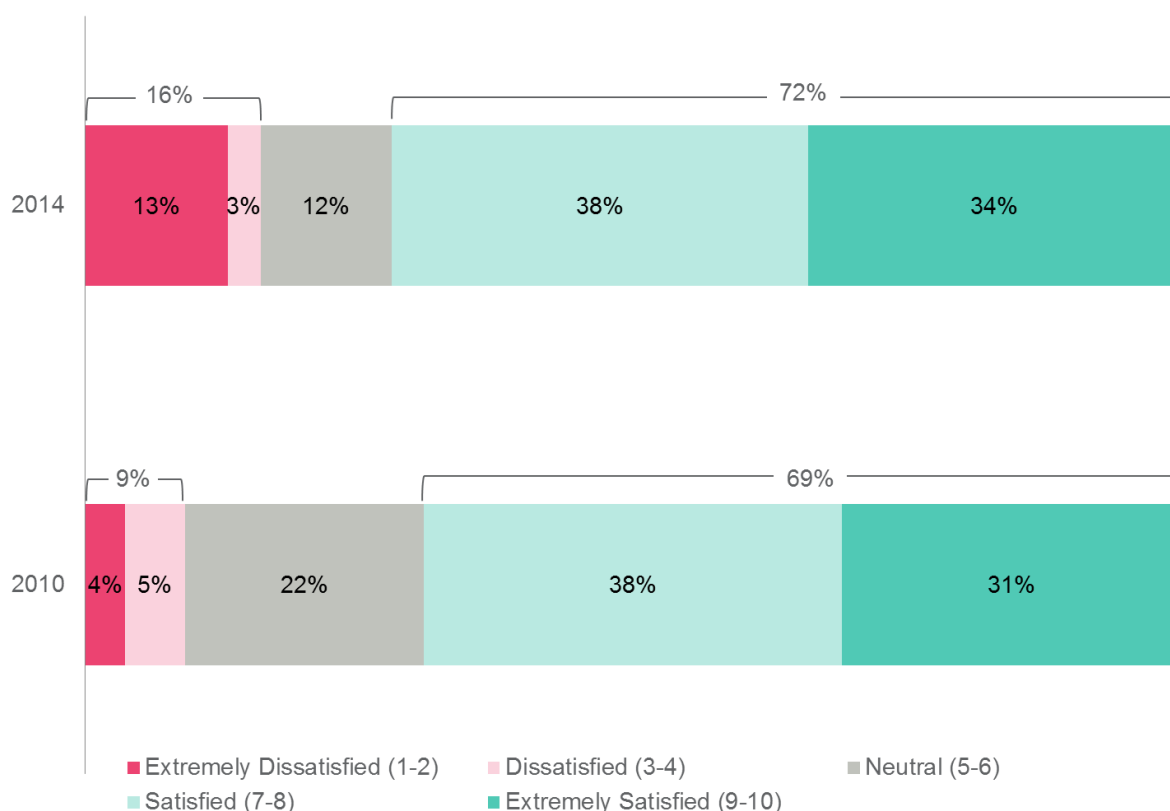
1.64. Counting process

Similar to 2010 results, in total, seven out of ten (72%) candidates were either extremely satisfied (34%) or satisfied (38%) with the processes involved in counting the votes once the polls had closed. One in six (16%) candidates were extremely dissatisfied (13%) or dissatisfied (3%). One of ten (12%) were neutral about the processes involved in counting the votes.

Half (50%) of the candidates who were dissatisfied were concerned about the voting counting process on election night and up to 70% of candidates felt disappointed with the vote counting process after election night. Candidates mentioned that they felt dissatisfied with the processes involved in counting votes as:

- The process of counting votes was slow and inefficient;
- Pre poll votes were not counted earlier; and
- Delay before final results are determined.

Figure 115: Satisfaction with counting process

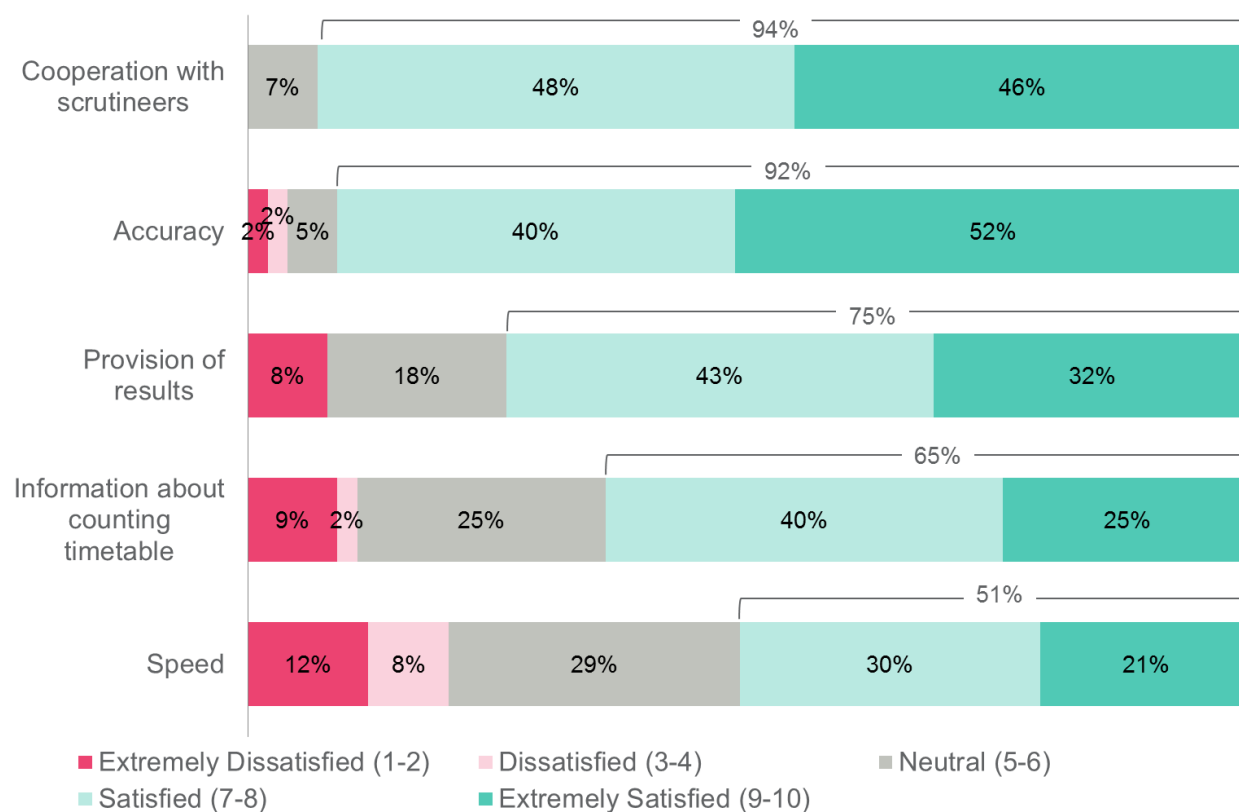


Q19a Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', once the polls had closed how satisfied or dissatisfied were you with the processes involved in counting the votes? Single response.

Base: All respondents excluding 'Don't know' (2014 n=61, 2010 n=55)

Almost all candidates (94%) were either extremely satisfied (46%) or satisfied (48%) with the cooperation with scrutineers in the counting process. Nine in ten (92%) were either extremely satisfied (52%) or satisfied (40%) with the accuracy of the counting process. Three quarters (75%) were either extremely satisfied (32%) or satisfied (43%) with the provision of results and almost two thirds (65%) were either extremely satisfied (25%) or satisfied (40%) with the information about counting timetable. However, only half of candidates (51%) were either extremely satisfied (21%) or satisfied (30%) with the speed of the counting process and one fifth were either extremely dissatisfied (12%) or dissatisfied (8%).

Figure 116: Satisfaction with aspects of the counting process



Q19d Thinking about the process involved in counting of the votes. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', please rate if you are dissatisfied or satisfied with each aspect of the process? Single response.

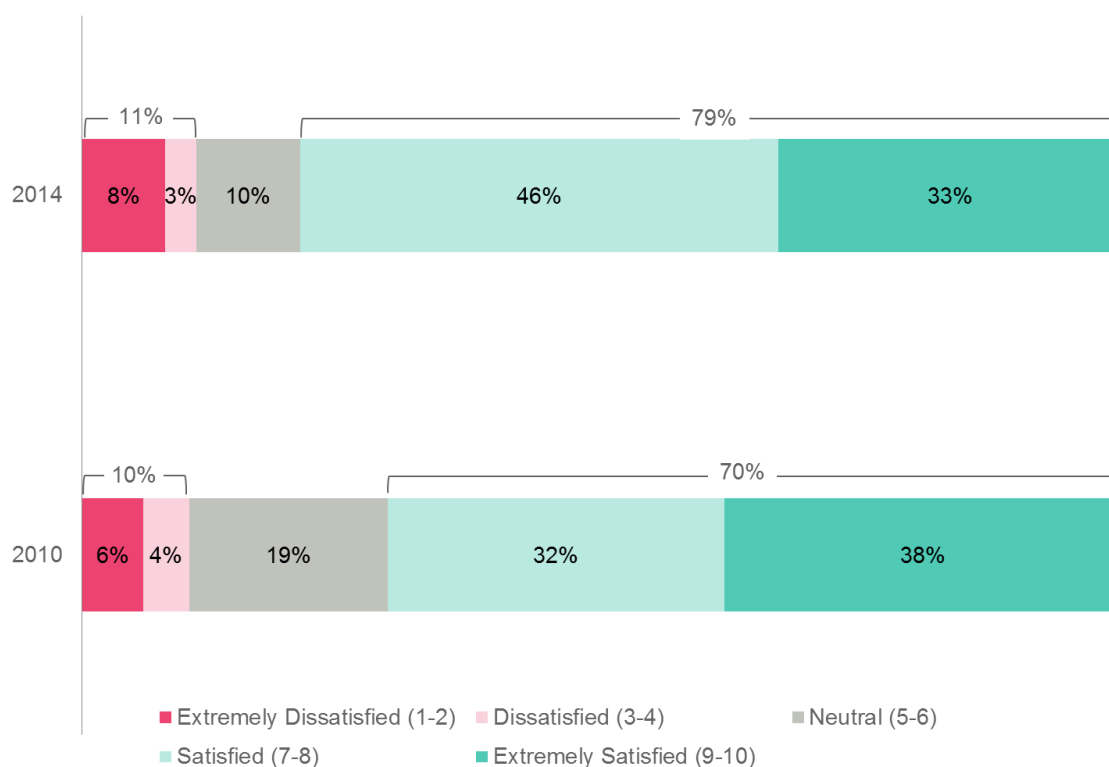
Base: All respondents excluding 'Don't know' (2014 n=44-66)

1.65. Website and hotline

Website

Satisfaction with the website remained constant with eight out of ten (79%) candidates either extremely satisfied (33%) or satisfied (46%) with the usefulness of the website. One out of ten (11%) candidates were either extremely dissatisfied (8%) or dissatisfied (3%) with the usefulness of the website.

Figure 117: Satisfaction with website

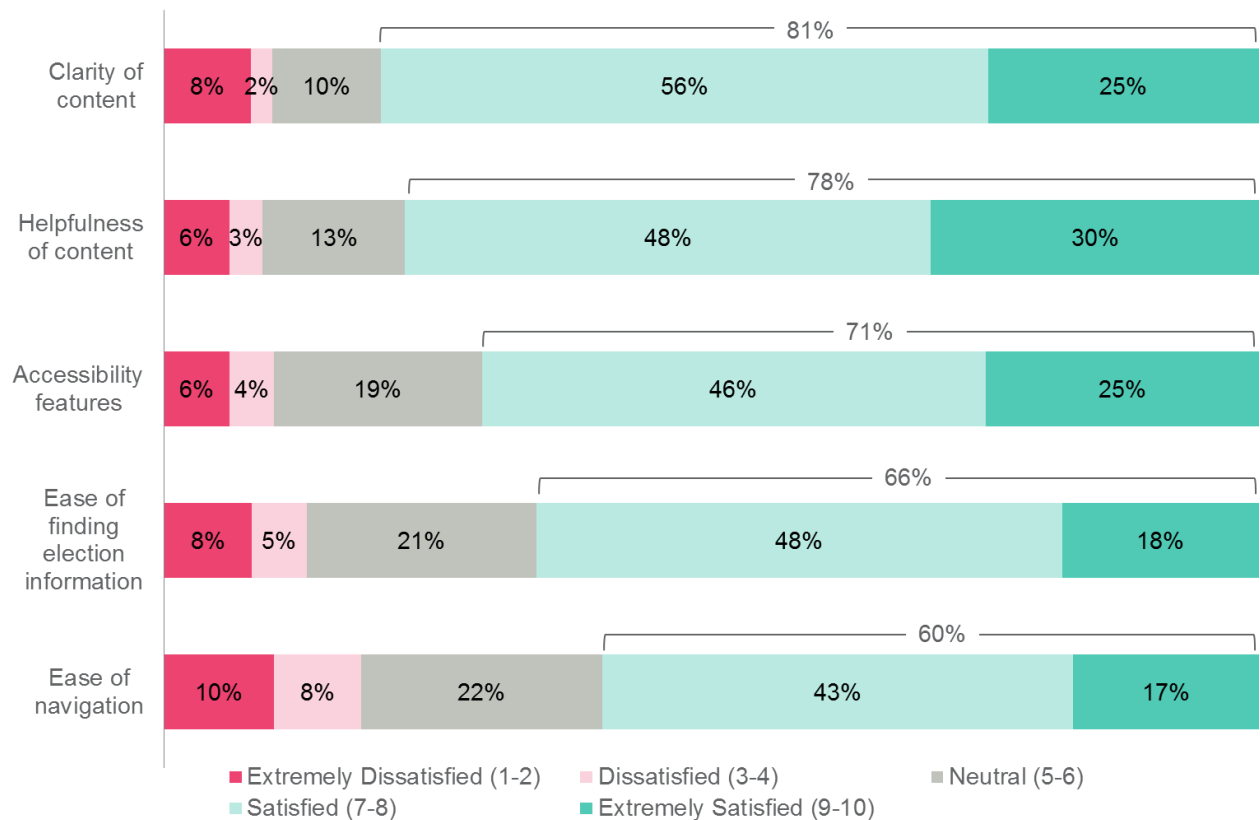


Q20a The VEC's website was available to voters during the election. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the usefulness of the website?
Single response.

Base: All respondents excluding 'Don't know' (2014 n=61, 2010 n=68)

Four out of five (81%) candidates were extremely satisfied (25%) or satisfied (56%) with the clarity of content on the website (total satisfied 81%) and extremely satisfied (30%) or satisfied (48%) the helpfulness of content (total satisfied 78%). Seven in ten candidates (71%) were either extremely satisfied (25%) or satisfied (46%) with the accessibility of features on the website. Candidates rated lower satisfaction with ease of finding election information (66% extremely satisfied or satisfied) and ease of navigation of the website (60% extremely satisfied or satisfied).

Figure 118: Satisfaction with aspects of the website



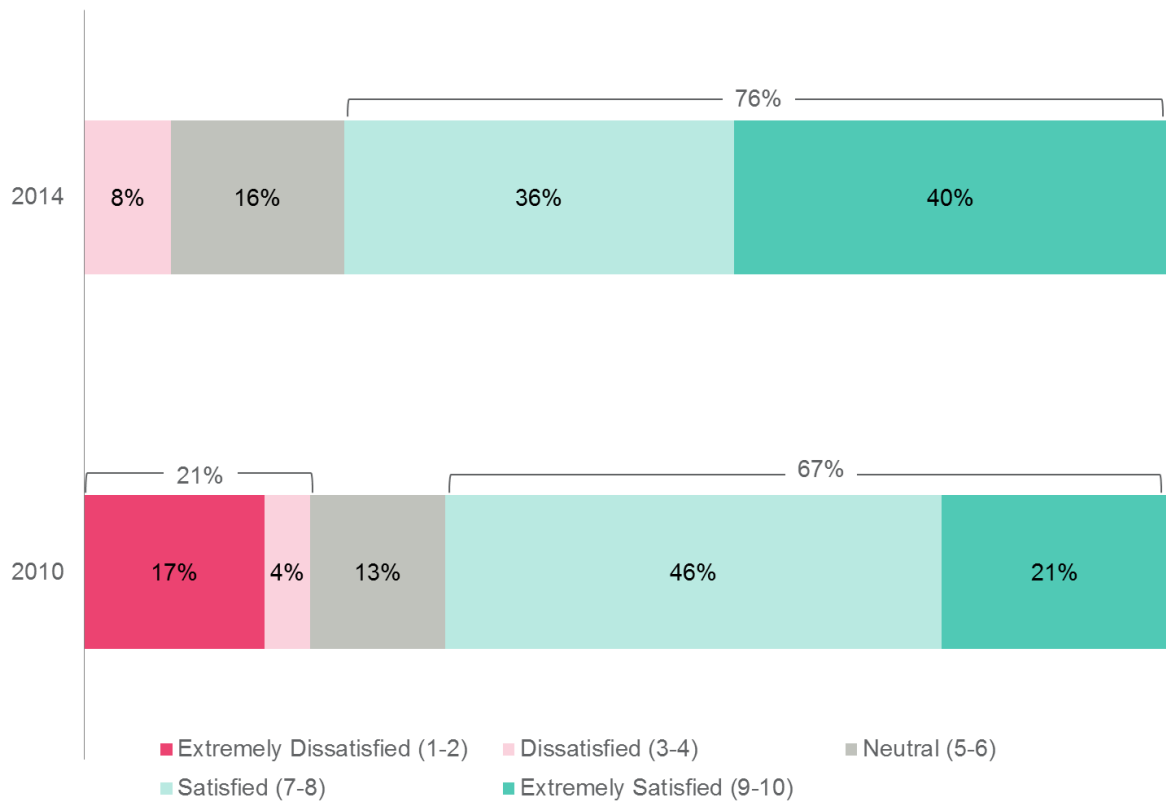
Q20b Thinking about each of the following aspects relating to the VEC website. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', please rate if you are dissatisfied or satisfied with them? Single response.

Base: All respondents excluding 'Don't know' and 'Not applicable' (2014 n=52-63)

Hotline

Three in four (76%) candidates were either extremely satisfied (40%) or satisfied (36%) with the usefulness of the hotline. One in ten (8%) candidates were dissatisfied with the usefulness of the hotline, with no candidates being extremely dissatisfied.

Figure 119: Satisfaction with hotline

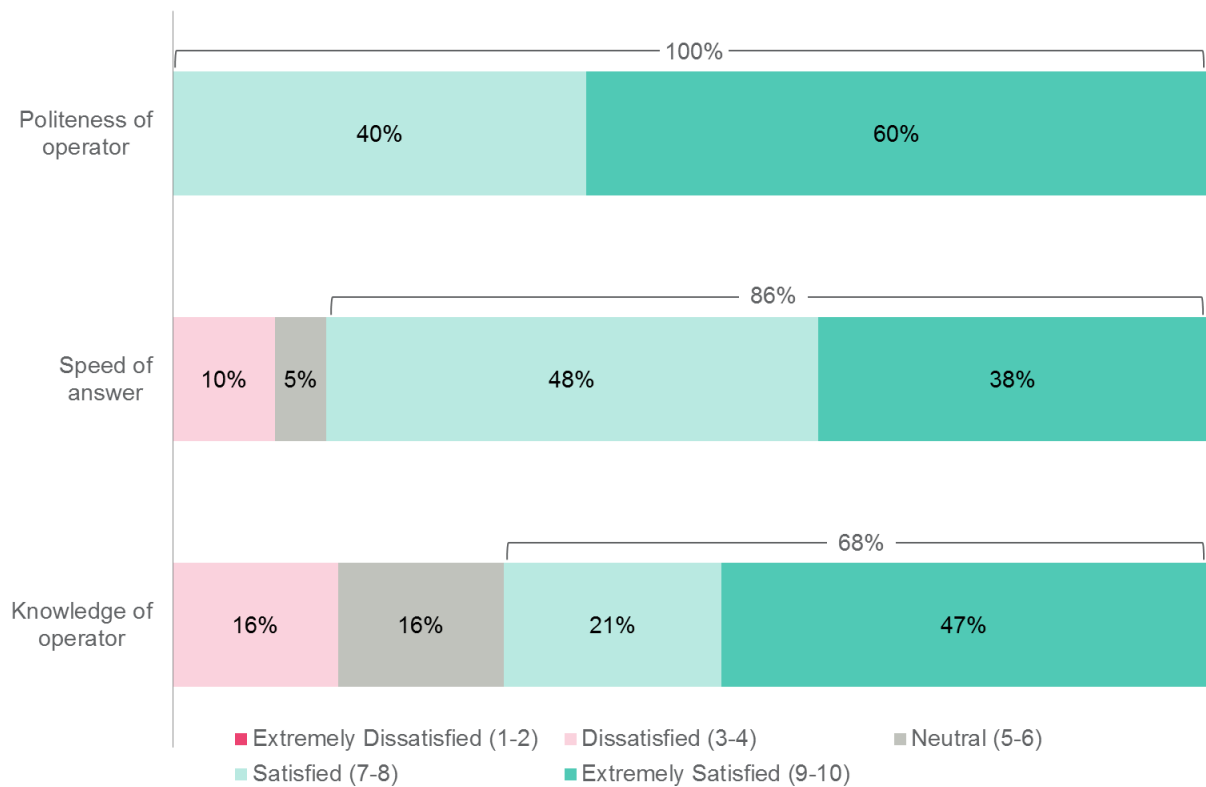


Q21a The Victorian Electoral Commission provided a phone enquiry line before the election. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the usefulness of the enquiry line? Single response.

Base: All respondents excluding 'Don't know' (2014 n=25, 2010 n=24)

All candidates (100%) were either extremely satisfied (60%) or satisfied (40%) with the politeness of the operator when using the telephone line enquiry. Over four in five candidates (86%) were extremely satisfied (38%) or satisfied (48%) with the speed of answering and seven out of ten (68%) were either extremely satisfied (47%) or satisfied (21%) with the knowledge of the operator.

Figure 120: Satisfaction with aspects of the hotline



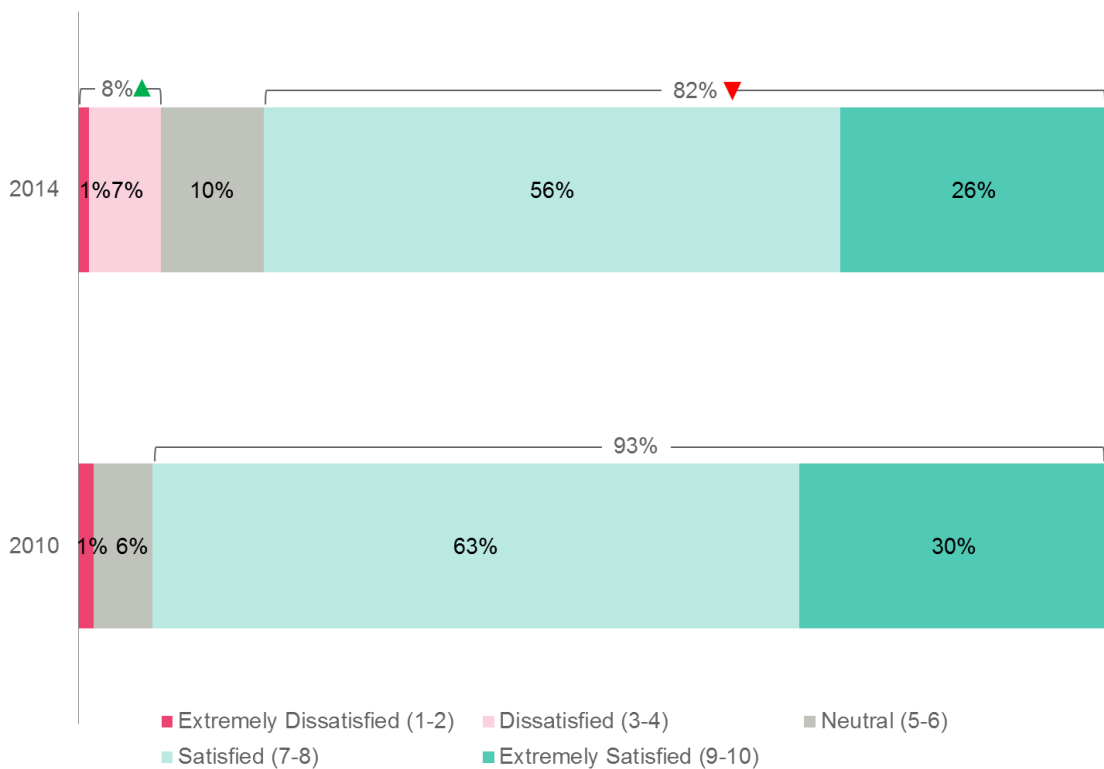
Q21b Thinking about each of the following aspects relating to the Victorian Electoral Commission's telephone enquiry line. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', please rate if you are dissatisfied or satisfied with them? Single response.

Base: All respondents excluding 'Don't know' and 'Not applicable' (2014 n=19-21)

1.66. Overall assessment of communications and services

In total, eight out of ten candidates (82%) were either extremely satisfied (26%) or satisfied (56%) with the efforts of the VEC in managing the election. This is significantly less than the nine in ten (93%) candidates who were either extremely satisfied or satisfied with the efforts of the VEC in managing the election in 2010. Furthermore, in 2014 one out of ten (9%) candidates were either extremely dissatisfied (1%) or dissatisfied (7%) with the efforts of the VEC in managing the election (total 8% dissatisfied), significantly higher than the 1% either extremely dissatisfied or dissatisfied in 2010.

Figure 121: Overall satisfaction with VEC communications



Q22a Please think about all the information provided and arrangements to assist voters on Election Day. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', how satisfied or dissatisfied were you with the efforts of the Victorian Electoral Commission in managing the election? Single response.

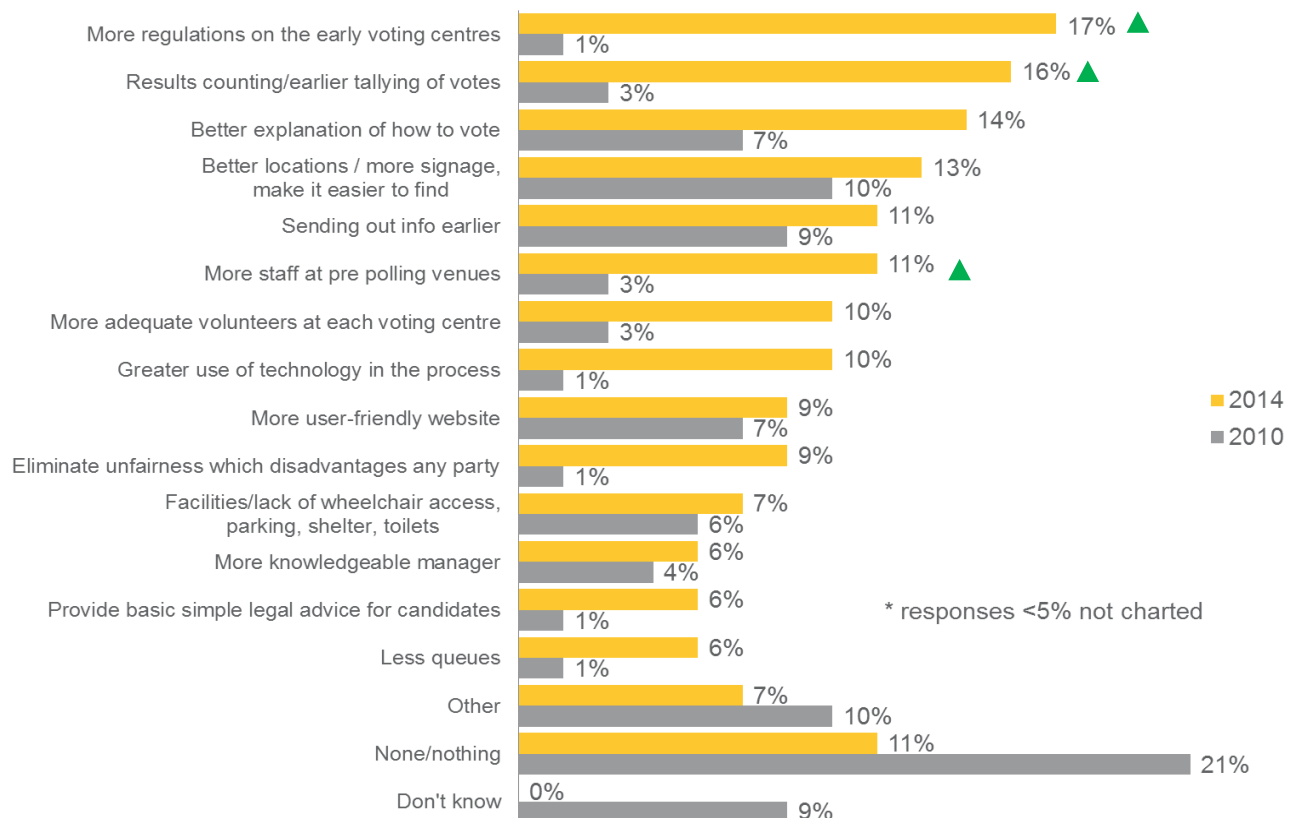
Base: All respondents (2014 n= 70, 2010 n=70)

Candidates suggested a number of possible improvements to the management of the election, common suggestions included:

- More regulations on the early voting centres (17%, significantly higher than 1% in 2010);
- Counting results/ earlier tallying of votes (16%, significantly higher than 3% in 2010);
- Better explanations of how to vote (14%);
- Having better locations, more signage, making centres easier to find (13%);
- Send out information earlier (11%);
- Having more staff at pre polling venues (11%);
- More adequate volunteers at each voting centre (10%); and
- Greater use of technology in the process (10%).

Other less commonly suggested improvements include making the website more user-friendly (9%), eliminate unfairness which disadvantages any party (9%), improving facilities (7%), providing more knowledgeable managers (6%), provide basic simple legal advice for candidates (6%) and less queues (6%).

Figure 122 Overall suggestions for improvement to election services



Q22b What would improve the management of the election? Probe fully. Open ended (Unprompted).
 Base: All respondents (2014 n=70, 2010 n=70)

Qualitative research with party representatives

Colmar Brunton conducted qualitative research to support the quantitative survey of candidates. Eight representatives from political parties ('representatives') were interviewed to assess their perceptions of the quality of VEC services both in the lead up to the election, and on Election Day. The sample included representatives from major and minor political parties and officers who were new to the election process as well as those with many years' experience. The topics discussed were:

- Overall satisfaction with VEC services
- Perceptions of the quality of VEC services in the lead up to the election including enrolment, early voting and mobile voting
- Perceptions of clarity, usefulness and availability of VEC communications in the lead up to the election, and on Election Day such as the VEC website, the EasyVote guide, e-mail bulletins and the television advertising campaign
- Perceptions of quality of VEC services on Election Day including the appropriateness of voting centres, the performance of officials and the responsiveness of VEC staff
- Perceptions of quality of VEC services after voting had closed including the provision of results.

The findings from these interviews are summarised below. Interviews were conducted in February 2015.

1.67. Overview

Political party representatives were unanimously positive about the VEC's overall performance in the 2014 election.

"We were very pleased with the level of service and support and would like to express our gratitude"

"The VEC staff excelled"

Some of the processes required by the VEC, particularly in relation to enrolment and "How to vote" cards, were described as time consuming and/or complex. However, there was a widespread understanding that such requirements are necessary to ensure that relevant legislation is complied with and to ensure a fair and well run election. In addition, help was readily available from knowledgeable VEC staff if and when needed.

Relatively few negatives were identified. The most commonly suggested areas of improvement for future elections are:

- Shortening of early voting period;

- Faster counting of early votes;
- Discontinuing the practice of using joint voting centres covering two electorates;
- Requirement for all postal votes to be returned directly to the VEC (rather than to political parties);
- More attention to voting centre logistics (e.g. provision of shade, toilets);
- Improved training of voting centre staff to ensure that they operate appropriately within their areas of responsibility; and
- A separate section of the VEC website for political party representatives to log into.

1.68. Overall satisfaction

The VEC's management of state elections was described as consistently improving and now on a par with the AEC in managing elections. Interactions with VEC staff, including the Electoral Commissioner, communications from VEC and provision of services to the voting public were all generally considered to be of a high standard, well run and professional

Interactions with VEC staff were generally reported to have been effective and timely. Staff were described as helpful, approachable and co-operative. Accessibility and responsiveness of senior staff was observed to have improved from previous elections. One representative reported that responses to emails sent to VEC had been delayed, but felt that this was understandable given the workload in the lead up to the election.

Overall, feedback on interactions with the Electoral Commissioner was very positive, particularly in relation to his professional attitude and prompt response to any concerns. However, one representative reported that it had been difficult to get in touch with the Electoral Commissioner. They had, however, liaised effectively with his deputy.

Briefing sessions were experienced as easy to arrange, well organised and informative. Staff were knowledgeable and able to address questions from the political parties. Briefing sessions outside the CBD would be useful for those parties who are not based in Melbourne.

1.69. Enrolment & nominations

Requirements for enrolment were described as "very particular", requiring adherence to a number of rules and the provision of very specific information. This was considered necessary, however, to facilitate the fair and efficient running of the election.

"It seems fussy but precautions need taking"

Parties which had used the USB key, manual enrolment and a combination of both methods were represented in the sample. Whichever method had been used, the process for nominating and enrolling candidates generally ran smoothly and some representatives had noted an improvement from previous years. USB key and software was reported to be working well. In some cases this method was used to enrol the majority of candidates with the manual system used for remainder.

No issues were identified with the “close of electoral roll” arrangements or the accuracy of the electoral roll itself.

Receipt of enrolment information from the VEC was timely and the information provided to political parties about the nominations process thorough and helpful. Briefing sessions had been helpful to both new and seasoned representatives and VEC staff were responsive and knowledgeable where questions arose. The VEC was described as offering a “*very professional service*”.

The following suggestions were made to further streamline the enrolment and nomination process:

- Availability of enrolment forms prior to serving the writ for the election to minimise the “*mad hurry*”, particularly for smaller parties relying on fewer staff.
- Facility for online enrolment. However, it was acknowledged that the logistics of meeting the legal and procedural requirements may be difficult in this format.

1.70. How-to-vote cards

The process of producing and registering how-to-vote cards was time consuming for some representatives and the stringent requirements can be considered complex. However, ample assistance was provided by the VEC and, in some cases, the design of how-to-vote cards had been a collaborative process between the VEC and the party. It was acknowledged that the stringent requirements in place were necessary to ensure fairness and consistency.

The VEC’s management of HTV cards was perceived to have improved over time. There were no issues raised with the presentation of how-to-vote cards on the VEC website. Representatives found it easy to locate this section of the website and to search the HTV cards.

The following issues were identified in relation to HTV cards:

- Some found the timeframe for producing how-to-vote cards, including getting the formatting and artwork completed and the cards printed, tight. Others, however, felt that they had had plenty of time to prepare.
- Recent legislative changes to the format of HTV cards had caused confusion for some. Clearer examples of the acceptable format to use as guidelines were requested.
- One representative questioned why the VEC requires HTV cards to be registered when the AEC does not.

1.71. Postal votes

Representatives were generally positive about the VEC’s processing of postal votes and had not received any negative feedback from party members or voters. Some concern was raised, however, about the practice of some postal votes being returned to political parties, rather than directly to the VEC. This is believed to be a weak point in an otherwise very well regulated process, with the potential for abuse: “*It’s asking for trouble*”.

Suggestions for improvement:

- Requirement for all postal votes to be returned directly to the VEC

- Facility for postal voting to be made available earlier (i.e. two months prior to the election).

1.72. Early voting centres

The marked increase in early votes since the 2010 election was universally attributed to two factors: Greater levels of awareness of this provision amongst voters and relaxation of the requirement to provide a valid reason for voting before Election Day.

On the whole, the VEC is considered to have coped with the increase in early voting efficiently and the number and location of early voting centres was generally believed to be appropriate.

However, there were some issues of concern in relation to early voting:

- The number of early voting centres and duration of early voting could put minor parties at a disadvantage in terms of finding sufficient volunteers to attend the centres and hand out HTV cards. Extended early voting may also impact results if voters' views change in the couple of weeks prior to the election. A shorter early voting period of between two days and a week was suggested by two representatives.
- The increased number of early voters led to queues at some voting centres. This was attributed to VEC not providing sufficient staff to deal with the high number of early voters.
- Feedback had been received about confusion as to when early voting booths had closed i.e. whether those queuing outside at 6pm would be permitted to vote.
- Some parties were concerned about the lack of time to produce HTV cards in time for early voting
- The cost-benefit of providing early voting was also questioned.
- One representative expressed the view that early voting should only be available to those who have a legitimate reason for not being able to vote on Election Day.
- Another had had difficulty locating his own nearest early voting centre and felt that the directions were not clear.

1.73. Mobile voting

Several of the research participants, particularly those from smaller parties, had no experience of mobile voting and could not provide any feedback. However, the absence of any complaints from staff or voters was regarded as a good sign and the overall conclusion was that mobile voting had run smoothly.

One representative had received mixed reports concerning fairness and transparency in the mobile process and commented that further steps should be taken to ensure that votes are cast free of interference. He was not able to identify any specific recommendations for change, however.

Representatives had no issues with making HTV cards available to voters using this service. However, some were unsure as to the process of providing these to voters at the time of voting. There was some concern that HTV cards may not be provided if the onus was on the voter to request them.

1.74. Electronically assisted voting

As in the case of mobile voting, representatives generally had little experience of electronically assisted voting but concluded that, in the absence of any negative feedback, this process must be working well. No changes or improvements were suggested to electronically assisted voting and there was no clear need expressed to extend this facility beyond the current target groups.

1.75. Voting centres

On the whole the provision and operation of voting centres received very positive feedback. The number and location of voting centres was considered appropriate and these were generally well run by knowledgeable, helpful and courteous election officials. Some had noted improvements from previous elections. Representatives were not generally aware of specific provisions for non-English speakers but one had observed that printed materials were available in other languages.

Despite the overall high level of satisfaction, a number of concerns were raised in relation to voting centres. The more major and consistently raised concerns centred around joint voting centres, training of voting centre staff, catering for absentee voters and other logistical issues as outlined below:

- Logistical issues posed by joint voting centres were mentioned by several representatives. The involvement of two different sets of candidates and associated volunteers as well as voters from two different electorates had led to a complex and crowded environment on Election Day. Those distributing how to vote cards could find it difficult to identify which voters to give them to and voters themselves could experience some confusion over where to head to cast their vote once inside the voting centre. The net effect was described by one representative as *“a nightmare”*. The overall conclusion was that voting centres should ideally cater to one electorate only.
- An apparent lack of training amongst some voting centre staff was cited as a cause of a few instances of where they had *“stepped over the line”* and taken action outside their sphere of authority. For example, in one case a scrutineer was denied access to the area where voting was taking place and directed to sit some distance away, thus compromising their ability to observe the process. In another case, a member of the voting centre staff was considered to be acting outside their area of authority by requiring party representatives to remove materials decorating a booth.
- A number of other logistical issues were also identified. For example, a lack of shade or toilet facilities for volunteers handing out how to vote cards or tripping hazards at the entrance to a voting centre.

A number of other voting centre related issues were raised as listed below. Each of these points was raised by one representative only and it is therefore difficult to draw conclusions as to whether they are idiosyncratic instances or common issues.

- Questioning of the number of voting centres and the suggestion that it might be more cost effective to have fewer of them.
- A concern to ensure that voting centres in regional areas did not require too much travel by voters, thus disadvantaging parties with a larger proportion of rural voters. However, this representative did not have any specific complaints about the number or location of voting centres in the 2014 election.
- The belief that votes should be recorded in pen, rather than pencil, to avoid risk of tampering.
- An objection to party supporters attending voting centres in uniform e.g. CFA. It was believed that this could be misconstrued as implying that the organisation as a whole supports a specific party which may in turn influence the decisions of other voters.
- Questioning of the screening methods used in the employment of voting centre staff. The concern here was that some staff may have taken the position to promote their own political views. These were acknowledged to be isolated incidents.
 - A suggestion that the VEC provide information on the number of entrances to each voting centre to help in planning for staffing requirements.
- The VEC's partnership with Our Say, aimed at increasing youth participation in voting was questioned by one representative. The objection here is that Our Say is not a politically neutral organisation and is supported by specific groups with their own agendas

1.76. Communication

1.76.1. General communications about the election

Party representatives were highly satisfied with the information provided by the VEC during the election period.

All had found the briefings for parties useful and reported that VEC staff were responsive and knowledgeable in dealing with any questions arising. One representative had observed senior staff mentoring junior staff at the briefings and felt that this reflected very positively on the VEC. On the whole briefings had been easy to arrange although in one instance there had been some difficulty in arranging a time for the briefing due to lack of availability of VEC staff.

The Election Plan had been referenced and found useful, particularly in relation to dates and deadlines. All representatives interviewed had received RPP circulars via email and had found these concise and informative. For one representative new to the process, the RPP circulars had been particularly beneficial in highlighting what needed to be done in preparation for the election.

There were a few suggestions for improving overall communication:

- Provision of a guide for those running the election for their party for the first time giving an overview of the process and key deadlines, including those for early voting. This could also incorporate FAQs as it could be difficult for new staff to know what questions to ask.
- Facility to add extra recipients to the mailing list for the RPP circulars.
- Ensuring that communication from the VEC is always with the registered officer for the party. In one case emails had been sent to other party members and the registered officer had missed out on important information.

1.76.2. Communication campaign

While most representatives were aware that an advertising campaign had been run for the 2014 election, they tended to be vague about the actual content and message. This made it difficult to comment on the message or efficacy of the campaign.

One representative who was aware of the radio component of the campaign commented that it reinforced the democratic process.

In general, the VEC is perceived to have carried out sufficient advertising over time and representatives felt that communication of key information to voters had been effective.

Discussion of this topic caused some representatives to question whether or not encouraging Victorians to vote is part of the VEC's role as this can be considered outside the realm of efficient running of the election itself.

1.76.3. EasyVote

Most of the representatives interviewed were aware of the EasyVote Guide. This was generally perceived to contain relevant and useful information. In particular, communicating the location of voting centres was believed to be effective in reducing the number of absent voters.

One representative disagreed with the promotion of early voting in the EasyVote Guide.

1.76.4. VEC Website

All interviewees had considerable experience of using the VEC website and had, on the whole, found it to contain relevant, timely information in an easily navigable format. Several commented that the website had improved over time. Although these improvements are positive, the changes could make navigation difficult for those who had become familiar with previous versions.

One representative who was new to the election process had had some difficulty in finding the how to vote cards on the website. However, this was attributed to a lack of computer literacy rather than any fault with the website itself. Another had difficulty finding out about electoral boundaries.

There were a couple of recommendations to provide separate sections of the website for the general public and for the registered political parties. A portal for parties to log in to would aid quick navigation to relevant information, for example key forms and HTV cards.

More education on the website about the difference between the upper and lower houses was requested. However, the representative who raised this issue also questioned whether this type of education was part of the VEC's role.

1.77. Provision of results

While there was generally a high level of satisfaction in relation to the VEC's counting and reporting of votes, some issues of concern were raised:

- The time taken to count early votes was considered excessive by some representatives. It was suggested that the VEC address this by "gearing up" to cope with the volume of early votes in advance.
- While the upper house count was acknowledged to take some time this was considered reasonable given the nature of the process. As the upper house vote does not determine which party forms government, the delay in counting is not regarded as a critical issue. However, some representatives would have liked to see results earlier.
- In one case, a representative commented that time was spent counting votes from the major two parties when it was clear, at least to those involved in the party, that another party was going to play a major role for that particular seat. This representative felt that the VEC could do a better job of predicting election outcomes and prioritise counting accordingly.

Representatives had no issues with the accuracy of counting or with access by scrutineers during this process.

Results were accessed from a range of sources including the VEC website, VEC phone app, direct email communication from VEC staff and television media channels. In general, party representatives were satisfied with the communication, timeliness and accuracy of election results. However, one made the comment that the VEC website lagged behind in reporting, with results available earlier on ABC TV.

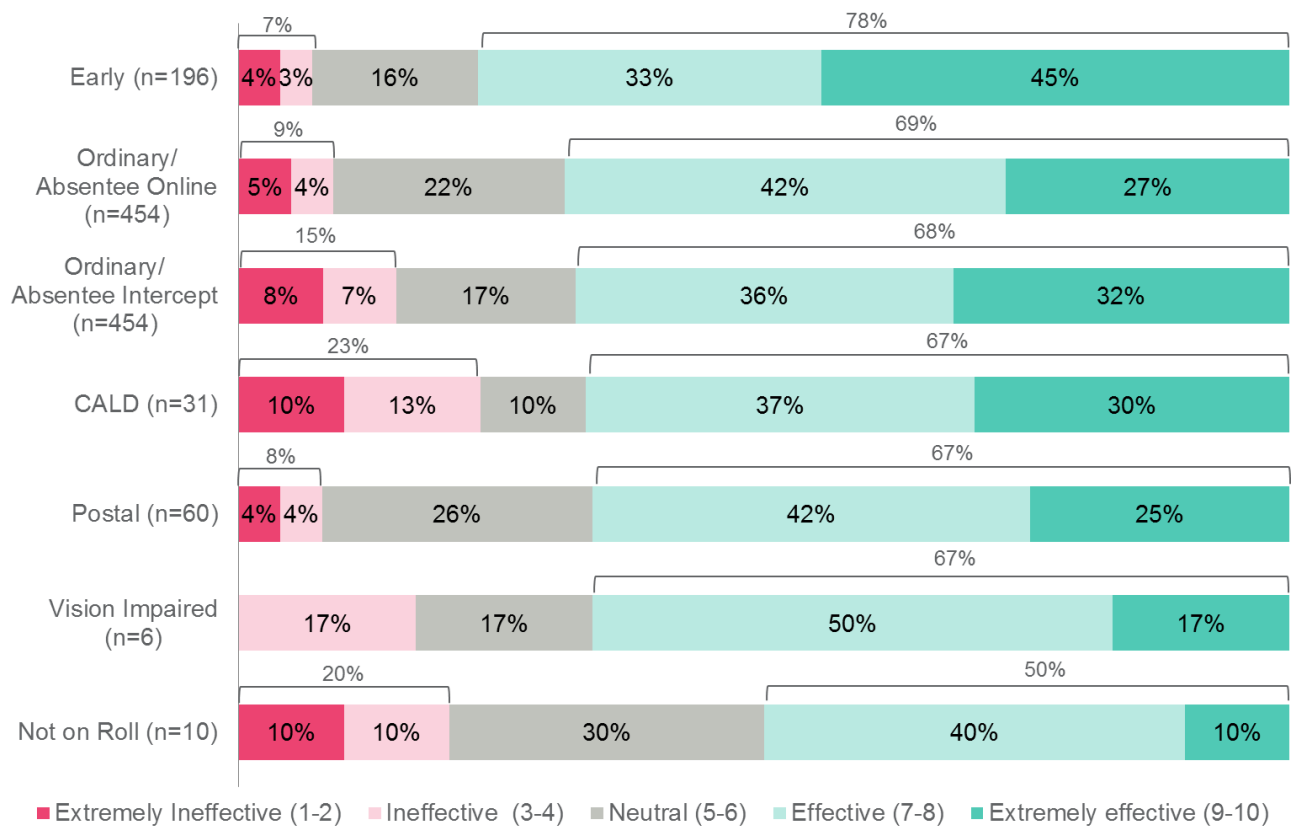
Comparative measures

1.78. Communications, comparative

When assessing differences in perceived effectiveness of communication across the different voter groups:

- Early voters were *most likely* to perceive the communication from the VEC as *effective*, particularly compared to voters not on the roll and voters who are blind or have low vision;
- CALD, voters who are blind or have low vision and not on the roll were *most likely* to perceive the communication from the VEC as *ineffective*, however this can be only inferred due to low sample sizes of these voters; and
- Early voters were also likely to perceive the communication from the VEC as being *extremely effective*, much more than other voters.

Figure 123: Effectiveness of communication - comparative

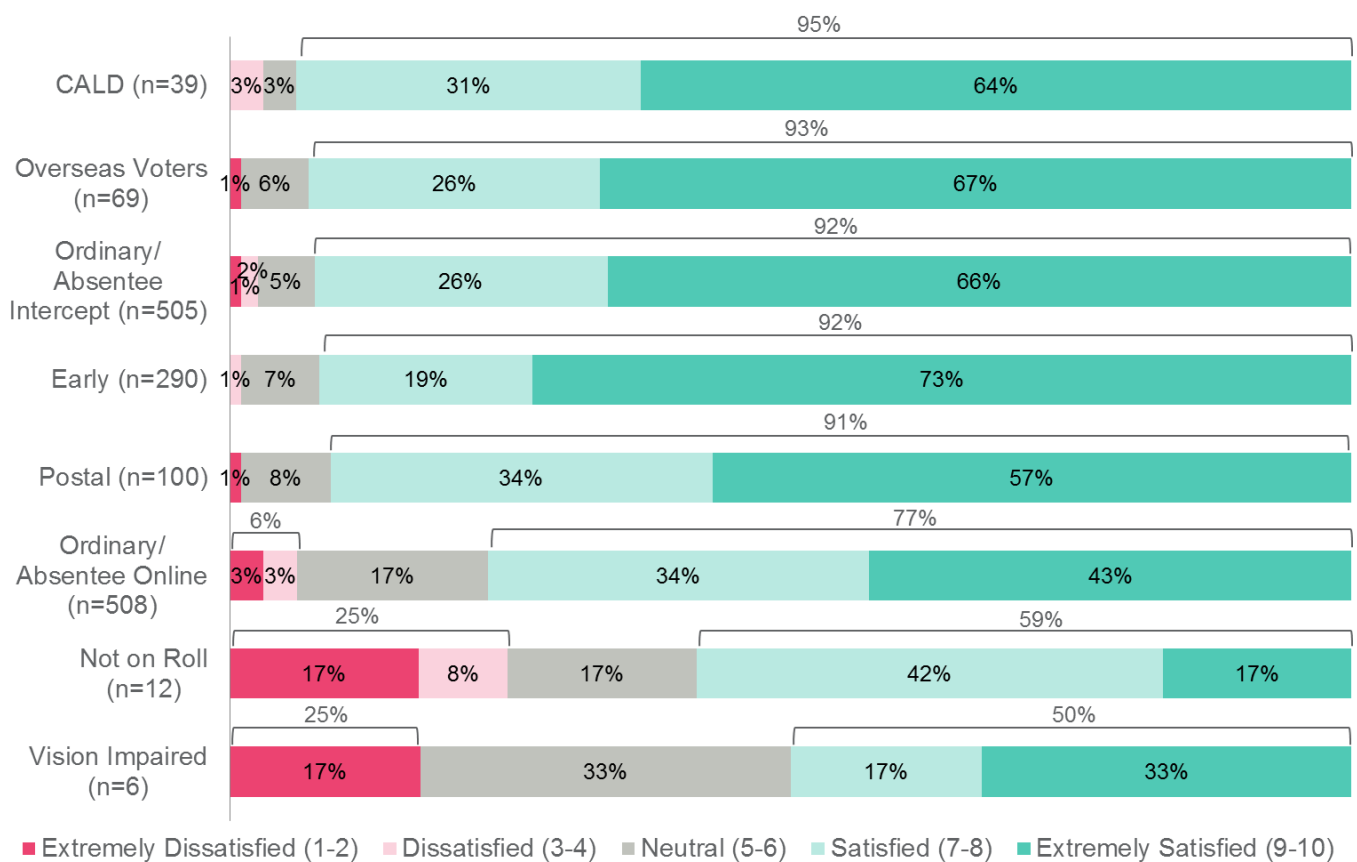


Q How effective was the communication in providing you with the information about the election you needed?
 Base: Recalled any information excluding 'Don't know'

When assessing differences in satisfaction with the voting experience across the different voter groups:

- CALD and overseas voters were *most likely* to be *satisfied* with the voting centre experience, particularly compared to voters not on the roll and those voters who are blind or have low vision;
- Voters not on the roll and those who are blind or have low vision were *most likely* to be *dissatisfied* with the voting centre experience, particularly compared to ordinary/absentee voters, early voters and CALD voters; and
- Early voters were also likely to be *extremely satisfied*, particularly compared to voters not on the electoral roll.

Figure 124: Satisfaction with voting experience, comparative



Q Was your experience at the voting centre today satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'.

Base: All respondents excluding 'Don't know'

Sample Profile

1.79. Voters

	O/A Int. (507) %	O/A Online (509) %	Early (289) %	NoR (12) %	VI (6) %	UK (69) %	Post (100) %	CALD (39) %
Gender								
Male	43%	50%	31%	42%	33%	43%	37%	39%
Female	57%	50%	69%	58%	67%	57%	63%	61%
Age								
18 to 24	16%	10%	15%	8%	0%	9%	5%	15%
25 to 39	31%	28%	33%	17%	33%	67%	5%	26%
40 to 54	30%	29%	25%	25%	33%	17%	16%	33%
55 to 64	12%	15%	17%	17%	17%	4%	9%	13%
65 or older	10%	18%	10%	33%	17%	3%	64%	13%
Refused	0%	0%	0%	0%	0%	0%	1%	0%
Income								
Under \$30K	10%	13%	12%	58%	17%	12%	26%	18%
\$30,001 to \$40K	6%	11%	6%	8%	17%	4%	7%	10%
\$40,001 to \$50K	5%	8%	6%	0%	0%	7%	7%	3%
\$50,001-\$60K	9%	8%	11%	0%	0%	10%	3%	3%
\$60,001 to \$70K	9%	11%	7%	0%	17%	7%	3%	3%
Over \$70K	37%	34%	44%	25%	50%	41%	18%	31%
Don't know	10%	2%	6%	8%	0%	7%	2%	10%
Refused	15%	12%	9%	0%	0%	12%	34%	23%
Language								

	O/A Int. (507) %	O/A Online (509) %	Early (289) %	NoR (12) %	VI (6) %	UK (69) %	Post (100) %	CALD (39) %
English	94%	90%	96%	100%	100%	100%	95%	0%
Arabic	0%	0%	0%	0%	0%	0%	0%	3%
Mandarin	0%	1%	0%	0%	0%	0%	0%	5%
Cantonese	0%	2%	0%	0%	0%	0%	0%	8%
Croatian	0%	0%	0%	0%	0%	0%	0%	3%
Greek	1%	0%	1%	0%	0%	0%	1%	15%
Macedonian	0%	0%	0%	0%	0%	0%	0%	0%
Italian	1%	0%	1%	0%	0%	0%	0%	23%
Serbian	0%	0%	0%	0%	0%	0%	0%	0%
Khmer	0%	0%	0%	0%	0%	0%	0%	0%
Turkish	1%	0%	0%	0%	0%	0%	0%	8%
Vietnamese	0%	0%	0%	0%	0%	0%	0%	8%
Other	2%	4%	1%	0%	0%	0%	4%	28%
Disabilities								
Blind /low vision	0%	2%	0%	0%	100%	N/A	0%	0%
In a wheelchair	0%	1%	0%	0%	0%	N/A	2%	0%
Other mobility	1%	2%	2%	8%	0%	N/A	22%	3%
Arthritis	0%	4%	1%	0%	0%	N/A	9%	0%
Other	2%	2%	0%	0%	0%	N/A	3%	0%
Net: disability	4%	10%	4%	8%	100%	N/A	44%	3%
No Disability	96%	90%	96%	92%	0%	N/A	66%	97%

Abbreviations:

OA: Ordinary/absent voters. **Early:** Early voters, **NoR:** Voters not on the roll on election day. **VI:** Voters who are blind or have low vision. **UK:** Voters casting their vote in the UK, **Post:** Voters casting their vote by post. **CALD:** voters from Culturally and Linguistically Diverse backgrounds.

Detailed methodology

A summary of the nine surveys conducted for the project is provided in the table below. A detailed specification for each of the surveys is provided thereafter.

Target Pop	Target n=	Achieved n=	Method	Repeat 2010
Voters:				
1 General/absentee	450	507	Intercept	Repeat
2 CALD (general/early)	120	39	Intercept	Repeat
3 Blind or low vision (early)	50	6	Intercept/Telephone	Repeat
4 Early	100	289	Intercept	Repeat
5 Postal	100	100	CATI	Repeat
6 Not on roll	100	12	CATI	Repeat
7 Overseas	100	67	Online	Repeat
8 General/absentee (online)	500	509	Online	New
Other:				
9 Candidates	70	70	CATI	Repeat
10 Political Representatives	8	8	Telephone	Repeat
Total:	1,798	1,607	-	-

1.80. General/absentee survey (Intercept)

The general/ absentee survey was an intercept survey of 507 voters on Election Day. Key survey characteristics:

- Method of fieldwork administration

The survey was administered as an intercept survey on the day of the election. Interviewers from AFS *Smart Askers*, approached voters on election day and invited them to take part in the survey. The questionnaire was administered face to face at voting centres across Victoria to provide a representative spread of inner metropolitan, outer metropolitan and regional locations. Colmar Brunton and the VEC selected the following locations at which to conduct these interviews;

- North Melbourne Primary School (Melbourne)
- St Ignatius Church Hall (Richmond)
- Templestowe Heights Primary School (Bulleen)
- Meadow Heights Primary School (Broadmeadows)
- Keysborough Primary School (Keysborough)
- Kew Primary School (Kew)
- Elisabeth Murdoch College (Hastings)
- Craigieburn Secondary College (Yuroke)
- Laurimar Primary School (Yan Yean)
- Hillsmeade Primary School (Narre Warren South)
- Iramoo Primary School (Werribee)
- Rye Civic Hall (Nepean)
- Healesville Memorial Hall (Eildon)
- Assumption College (Euroa)
- Buffalo Sports Stadium (Macedon)
- LINC Stadium Leopold Primary School (Bellarine)

- Fieldwork dates

29th November 2014.

- Sample size

Target number of interviews: 450, achieved interviews: 507.

- Reason for differences between target and achieved

Not applicable. Target sample reached.

1.81. Culturally and Linguistically Diverse voters survey

An intercept survey of 39 CALD voters voting on and before Election Day. Key survey characteristics:

- Method of fieldwork administration

The survey was administered as an intercept survey on the day of the election and before the election at Early Voting Centres. CALD voters were interviewed using the general/absentee/early voters questionnaires in the first instance. If the voter indicated that they spoke a language other than English at home, they were invited to participate in an additional CALD survey; a brief set of questions that appended the general/ absentee survey. Interviewers from AFS *Smart Askers* approached voters on or before election day and invited them to take part in the survey. The questionnaire was administered face to face. The locations for the CALD survey were the same as those used for the general/ absentee survey and the early voters survey.

- Fieldwork dates

14th November 2014 - 29th November 2014.

- Sample size

Target number of interviews: 120, achieved interviews: 39. A total of 28 of these were achieved on Election Day and 11 at the Early Voting Centres. For the purposes of reporting, responses have been combined where questions were the same.

- Reason for differences between target and achieved

As above: Colmar Brunton faced a number of challenges achieving the specified number of interviews on Election Day. CALD voters were difficult to obtain due to unwillingness to take part in the research on the day, despite having two CALD interviewers at different locations (Broadmeadows and Springvale)

1.82. Voters who are blind or have low vision survey

An intercept / telephone survey of 6 voters who are blind or have low vision and voted early. Key survey characteristics:

- Method of fieldwork administration
- The survey was administered as an intercept survey in the weeks leading up to the election (early voting). Voters were approached at early voting centres and invited to take part in the survey. Interviewers from AFS *Smart Askers*, approached voters for the survey; the questionnaire was administered face to face. The locations for the early voters survey were Pakenham (supercentre), Box Hill (supercentre), Brunswick, Essendon North (supercentre), Melbourne – Collins St, Ringwood (supercentre). One voter during this time was surveyed. VEC provide six additional names of people who had left their details with a member of staff to be re-contacted via a telephone survey. An additional n=5 interviews were completed.
- Fieldwork dates
14th November to 28th November, 2014 (intercept) & 17th – 26th January 2015 (telephone)
- Sample size
Target number of interviews: 50, achieved interviews: 6.
- Reason for differences between target and achieved
A far lower-than-expected number of voters who are blind or have low vision used EAV, thus diminishing Colmar Brunton's capacity to achieve the required number of interviews. Interviewers on the day did not observe anyone using the EAVs and thus with lack of people using the machines meant there was no one to interview during fieldwork.

1.83. Early voters survey

An intercept survey of 289 voters who voted early. Key survey characteristics:

- Method of fieldwork administration
The survey was administered as an intercept survey in the weeks leading up to the election (early voting). Voters were approached at early voting centres and invited to take part in the survey. Interviewers from AFS *Smart Askers*, approached voters for the survey; the questionnaire was administered face to face. The locations for the early voters survey were Pakenham (supercentre), Box Hill (supercentre), Brunswick, Essendon North (supercentre), Melbourne – Collins St, Ringwood (supercentre).
- Fieldwork dates
14th November 2014 to 28th November 2014.
- Sample size
Target number of interviews: 100, achieved interviews: 289.

- Reason for differences between target and achieved

Not applicable. Target sample reached.

1.84. Postal voters survey

A Computer Assisted Telephone Interview (CATI) survey of voters who cast their vote by post. Key survey characteristics:

- Method of fieldwork administration

The survey was conducted as a Computer Assisted Telephone (CATI) Survey by AMR (Touchpoint Research), Colmar Brunton's preferred fieldwork supplier. A sample of people who voted by post was drawn from the electoral roll by the VEC, and provided to Colmar Brunton/ Touchpoint Research. The sample was loaded into the CATI system, and voters were dialled at random until the required sample was reached. No quotas or stratification was set for the survey.

- Fieldwork dates

11th December 2014 to 15th December 2014.

- Sample size

Target number of interviews: 100, achieved interviews: 100.

- Reason for differences between target and achieved

Not applicable. Target sample reached.

1.85. Not on roll voters survey

A CATI survey was conducted with 12 voters who were not on the electoral roll on Election Day. Key survey characteristics:

- Method of fieldwork administration

Some voters were not on the roll on Election Day, primarily because they had moved out of their electorate, or had recently turned 18 (and were thus eligible to vote) and had not added themselves to the electoral roll. These voters could apply to be added to the electoral roll at the election centre so they could vote.

The survey was conducted as a Computer Assisted Telephone Interview (CATI) by our fieldwork supplier TouchPoint Research. A sample of people who were not on the roll on Election Day was unable to be drawn from the electoral roll by the VEC and provided to Colmar Brunton due to a change in privacy agreements since the 2010 election. Over the Christmas period a letter was sent out to 4,000 voters requesting interested people to leave their contact details if they were interested in taking part in the follow up research. Only n=13 people left their details.

Once collected, the sample was loaded into the Your Source CATI system, and voters were dialled at random until the required sample was reached. No quotas or stratification was set for the survey.

- Fieldwork dates

20th – 24th January 2015.

- Sample size

Target number of interviews: 100, achieved interviews, 12.

- Reason for differences between target and achieved

With VEC unable to pass on details for not on roll respondents (and Colmar Brunton matching these as done in previous years) after the election had already taken, this placed a restriction on the number of interviews that could be conducted due to a reliance on the number of people willing to leave their contact details on a pre-recorded voicemail. An online request page was not administered as this considered would skew towards only those voters who would be online. Future administration of this methodology will require VEC to collect the names and permission from not on the roll voters on the day of the election and potentially an incentive on offer to encourage participation in the research.

1.86. Overseas voters survey

An online survey of 69 voters voting from the United Kingdom. Key survey characteristics:

- Method of fieldwork administration

Voters who were in the UK were given the opportunity to vote in the Victorian State Election in voting centre in London (previous years had also included Edinburgh and Manchester as locations). This population of voters was in the United Kingdom either as a resident, or were travelling abroad.

- The survey was conducted as an online survey by Colmar Brunton's fieldwork partner OMR. Election officials at the voting centre invited voters to supply their e-mail addresses so that Colmar Brunton could make contact for the survey. The sample of e-mail addresses was loaded into the OMR online system. All voters on the list were sent an e-mail with a link to a website that contained the survey. No quotas or stratification was set for the survey. A total of five reminder emails were sent to encourage response rates.

The survey was conducted as an online survey from 10th December 2014 to 9th January 2015.

- Sample size

Target number of interviews: 100, achieved interviews: 69. A total of 154 valid email addresses were provided by Colmar Brunton, this represents a 43% response rate to the survey.

- Reason for differences between target and achieved

Colmar Brunton was constrained by the number of e-mail contacts obtained by the electoral officials. Every effort was made to achieve the required sample, however after almost four weeks of fieldwork, 69 responses were achieved.

1.87. Candidates survey

A CATI survey of 70 candidates who stood at the 2014 election, 40 who were not successful and 30 who were successful. Key survey characteristics:

- Method of fieldwork administration

The survey was conducted as a CATI survey by our fieldwork supplier *TouchPoint Research*. A sample of candidates was drawn from the VEC database of candidates provided to Colmar Brunton/ Your Source. The sample was loaded into the Your Source CATI system, and candidates were selected at random until the required sample was reached. No quotas or stratification was set for the survey.
- Fieldwork dates

28th January 2015 to 5th February 2015.
- Sample size

Target number of interviews: 70, achieved interviews: 70.
- Reason for differences between target and achieved

Not applicable. Target sample reached.

1.88. General/absentee survey (Online)

The general/ absentee survey was an online survey of 509 voters after Election Day. Key survey characteristics:

- Method of fieldwork administration

The survey was administered as an online survey after the Election. A survey invitation email was sent to Victorians Voters to take part in the survey who were registered on OMR's online panel to take part in research.
- Fieldwork dates

1st – 7th December 2014.
- Sample size

Target number of interviews: 500, achieved interviews: 509.
- Reason for differences between target and achieved

Not applicable. Target sample reached.

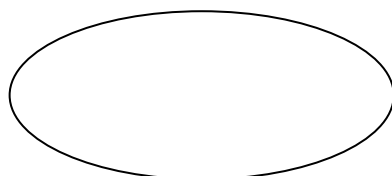
1.89. Qualitative interviews with political representatives

Colmar Brunton conducted qualitative research to support the quantitative survey of candidates. Eight representatives from political parties ('representatives') were interviewed to assess their perceptions of the quality of VEC services both in the lead up to the election, and on Election Day. The sample included representatives from major and minor political parties and officers who were new to the election process as well as those with many years' experience. The topics discussed were:

- Overall satisfaction with VEC services
 - Perceptions of the quality of VEC services in the lead up to the election including enrolment, early voting and mobile voting
 - Perceptions of clarity, usefulness and availability of VEC communications in the lead up to the election, and on Election Day such as the VEC website, the EasyVote guide, e-mail bulletins and the television advertising campaign
 - Perceptions of quality of VEC services on Election Day including the appropriateness of voting centres, the performance of officials and the responsiveness of VEC staff
 - Perceptions of quality of VEC services after voting had closed including the provision of results and proceedings at the tally room.
-
- Method of fieldwork administration
 - In depth telephone interviews (ranging from 30-60 minutes in length)
 - Fieldwork dates
 - 9th – 13th February 2015.
 - Sample size
 - Target number of interviews: 9, achieved interviews: 8.
 - Reason for differences between target and achieved
 - Not applicable. Target sample reached.

Appendix: Questionnaires

**Victorian Electoral Commission
Ordinary/Absent Voters Questionnaire
Conducted as an intercept survey**



Office Use Only

Respondent Init: _____

Project Name	VEC Evaluation of Services at the 2014 state Election
Project Number	002467
Respondent Name	
Respondent ID /Reference Number	
Start Time	
Finish Time	
Total Time (in mins)	
Other	

Good morning/afternoon. My name is (.) from AFS. We have been commissioned by Colmar Brunton to conduct a survey on behalf of the Victorian Electoral Commission. We want to find out how you were informed about how to vote and how you found the voting process. If you can participate in the survey it will take about six to seven minutes.

Location of voting centre:

Time of survey (e.g 11am):

Location of Vote

SQ1.	Is this voting centre where you just voted in your own electorate or have you just cast an absent vote?	(Go to Q1a)	Own electorate.	1
		(Ask SQ2)	Outside own electorate	2
		(Terminate)	Don't know	97

SQ2.	What was the main reason you voted outside your electorate? Do not read out. Single response.	In another part of the state for work or holiday, short term basis (1-2 days)	1
		In another part of the state for work or holiday, long term basis (3+ days)	2
		At work in another electorate and not able to attend my electorate.	3
		Not living in that electorate anymore.	5
		Shopping.	6
		Family commitments.	7
		Meeting with friends/family	8
		Other reasons (Specify).	96

Information

Q 1a	In the period leading into this election, did you see or hear any communications by the Victorian Electoral Commission?	(Continue)	Yes	1
		(Go to Q2A)	No.	2
		(Go to Q2A)	Don't know.	97
<p>For example: information about enrolling to vote, the importance of voting, the date of the election, where to vote, how to vote or what to do if you are away from home on election day?</p> <p>We are not interested in advertising conducted by the political parties.</p>				

IF ANY INFORMATION RECALLED AT Q1A ASK 1B AND C. OTHERWISE PROMPT WITH TYPES OF INFORMATION AT Q 193A

Q 192b	Where did you see or hear that communication from the Victorian Electoral Commission? Do not read out. Multiple response.		
Q 192c	FOR ALL CODES NOT MENTIONED IN Q 192b, ASK Q 192c Did you see or hear that communication...? Show IMAGES. Multiple response.		
		Q 192b	Q 192c
	On television	1	1
	In the newspaper	2	2
	On radio	3	3
	In an EasyVote Guide	4	4
	Phone enquiry service (131VEC)	5	5
	VEC website	6	6
	Billboards	7	7
	Twitter	8	8
	Facebook	9	9
	Election Question 2014	10	10
	Mobile Vote Victoria app	11	11
	Elsewhere (specify)	96	
	Don't know/not sure	97	
	None of the above		99

IF RESPONDENTS CLAIMS TO NOT RECALL INFORMATION AT Q1A, B OR C, PROMPT WITH THE Q2a, OTHERWISE GO TO Q 194

Q 2a	Do you recall seeing or hearing any information about the election on . (READ OUT)? Multiple response. SHOW IMAGES		
		Q 193a	
	On television	1	
	In the newspaper	2	
	On radio	3	
	In an EasyVote Guide	4	
	Phone enquiry service (131VEC)	5	
	VEC website	6	
	Billboards	7	
	Twitter	8	
	Facebook	9	
	Election Question 2014	10	
	Mobile Vote Victoria app	11	
	Elsewhere (specify)	96	
	Did not see or hear anything/Don't know/not sure	97	(Go to Q 10A)

IF NO INFORMATION RECALLED AT Q1A OR Q2A GO TO Q 201A.

Q 3 Thinking about the Electoral Commission communication, what information did it contain? What other information?
Probe fully. Multi response. Do not read out

Q 4 FOR ALL CODES NOT MENTIONED IN Q 194, ASK Q 195
Do you remember if it contained information about...?
Show card. Multiple response.

	Q 194	Q 195
Enrolling to vote	1	1
How to vote if you were unable to vote on election day	2	2
Instructions for completing ballot papers correctly	3	3
Where to find more information about the election	4	4
Where to vote on election day	5	5
The importance of voting.	6	6
Your vote will help shape Victoria	7	7
Paper people	8	8
The date of the election	9	9
Electronically Assisted Voting	10	10
Close elections	11	11
Your electorate	12	12
Other (specify)	96	
Don't know/not sure/don't recall	97	
None of the above		99

Q 5 How effective was the communication in providing you with relevant information about the election?

Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'
Show card. Single response.

Extremely ineffective										Extremely effective	Don't know
1	2	3	4	5	6	7	8	9	10	97	

Q 6 What would increase the effectiveness of the communications? Probe fully.

.....

.....

.....

.....

EasyVote

**IF RESPONDENT MENTIONED 'EASYVOTE guide' at
Q 192b Q1c OR Q 193a (CODE 4) ASK Q 198a-Q9b, OTHERWISE SKIP TO Q 201a.**

The following questions are specifically about the EasyVote Guide (READ OUT)

These questions are about the EasyVote Guide that you received in the mail. The EasyVote Guide contained information about where and how to vote, and had a little card that you could cut out to take with you on election day.

Please have a look at an image for the Easy Vote Guide. SHOW PARTICIPANT IMAGE

Q 7a	Did the EasyVote Guide provide you with useful information about voting in this election? (SR)	(Continue)	YES	1
		(Continue)	NO.	2
		(Continue)	Don't know.	97

Q 7b	What was the most important information for you in the Guide? Show card. Multiple response.	Your electorate	1
		Your enrolment details	2
		Where to vote	3
		How to vote correctly	4
		When to vote	5
		What to do if you can't make it on election day	6
		Assistance available (including Electronically Assisted Voting)	7
		Other (specify).	96

Q 7c	Was the information you were interested in easy to find? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy', Show card. Single response.	Extremely difficult		Extremely easy	Don't know					
		1	2	3	4	5	6	7	8	9

Q 7d	Was the information in the Guide easy to understand? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy', Show card. Single response.	Extremely difficult		Extremely easy	Don't know					
		1	2	3	4	5	6	7	8	9

Q 8	Did you need to seek out additional information after reading the EasyVote Guide? (SR)	(Continue)	YES	1
		(Go to Q 200b)	NO.	2
		(Go to Q 200b)	Don't know.	97

Q 9a	What was the issue that you required more information about? (OE)
	
	

Q 200b	Did you take the EasyVote Card to the voting centre as suggested? (SR)	(Continue)	YES	1
			NO.	2
			Don't know.	97

Information needed

ASK EVERYONE

Q 10a	Was there any additional information related to voting in the election that you would have liked to receive?	(Ask Q10b)	Yes.	1
		(Go to Q11)	No	2
		(Go to Q11)	Don't know	97
Q 201b	Would you like to receive Information on. Show card. Multiple response.	Preferential voting		1
		The responsibilities of the State (compared to local or Federal government).		2
		The way the votes are counted.		3
		Where to vote		4
		How to vote		5
		When to vote		6
		How voting at the State election determines seats in Parliament.		7
		Proportional representation		8
		New electoral boundaries		9
		Other (specify).		96

Voting process

ASK EVERYONE

Q 11	Was your experience at the voting centre today satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory', Show card. Single response.	Extremely satisfactory								Extremely satisfactory	Don't know
			1	2	3	4	5	6	7		

Q 12	For what reasons do you say that? What else? Probe fully. First mention:
	Other mentions:

Q 13	Did you have to queue before you received your ballot papers?	(Ask Q 205)	Yes.	1
		(Go to Q 206)	No	2
		(Go to Q 206)	Don't know	97

Q 14	Approximately how long did you have to queue for? (SR)	1-5 minutes	1
		6-10 minutes	2
		11-15 minutes	3
		16-20 minutes	4
		21-25 minutes	5
		26-30 minutes	6
		More than 30 minutes	7
		Don't know	97

Q 15 I am going to read out a number of aspects relating to this voting centre. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with them? First. Show card. RANDOMISE ROWS

		Extremely dissatisfied	1	2	3	4	5	6	7	8	9	10	Extremely satisfied	Don't know
1.	Signs outside indicating this is a voting centre	1	2	3	4	5	6	7	8	9	10	97		
2.	Layout and organisation inside	1	2	3	4	5	6	7	8	9	10	97		
3.	Efficiency of the staff	1	2	3	4	5	6	7	8	9	10	97		
4.	Information available about how to vote	1	2	3	4	5	6	7	8	9	10	97		
5.	Privacy when voting	1	2	3	4	5	6	7	8	9	10	97		
6.	Ease of completing your ballot papers	1	2	3	4	5	6	7	8	9	10	97		
7.	Ease of putting your completed ballot papers in the ballot box	1	2	3	4	5	6	7	8	9	10	97		
8.	Helpfulness of the staff	1	2	3	4	5	6	7	8	9	10	97		

Q 16	How did you know which voting centre you should come to? Do not read. Multiple response.	Same as on previous occasions	1
		Advertisement in the newspaper	2
		Family/friends told me	3
		Saw it when passing by	4
		Used the online Voting Centre Lookup.	5
		Called the call centre/hotline (131VEC).	6
		EasyVote Guide	7
		Used the mobile Vote Victoria app	8
		Other (specify)	96
Don't know.	97		

Website

Q 17	Did you know the Victorian Electoral Commission has a website so voters could get information about the election ?	(Continue)	Yes.	1
		(Go to Q)	No	2
		(Go to Q)	Don't know	97

Q 18	Did you use the website to get information about the election? (If necessary:vec.vic.gov.au)	(Continue)	Yes.	1
		(Go to Q)	No	2
		(Go to Q)	Don't know	97

Q 19A	Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. Show card. Single response.	Extremely dissatisfied	1	2	3	4	5	6	7	8	9	10	Extremely satisfied	97	Don't know
Q 20B	How easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Show card. Single response.	Extremely difficult	1	2	3	4	5	6	7	8	9	10	Extremely easy	97	Don't know

Q 21	Did you use the voting centre look up on the website?	(Continue)	Yes.	1
		(Go to Q)	No	2
		(Go to Q)	Don't know	97

Q 22D	How easy was it to use the voting centre look up feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Show card. Single response.	Extremely difficult	1	2	3	4	5	6	7	8	9	10	Extremely easy	97	Don't know
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Hotline

ASK EVERYONE

Q 23	Did you know the Victorian Electoral Commission has an election hotline so voters can get information about the election?	(Continue)	Yes.	1
		(Go to Q 211)	No	2
		(Go to Q 211)	Don't know	97

Q 24	Do you recall the hotline number? (DO NOT READ OUT)	(Continue)	131VEC.	1
		(Continue)	131 832 .	2
		(Continue)	Other (specify)	96
		(Go to Q24)	No, don't recall.	97
		(Go to Q24)	Don't know	99

Q 25	Did you call that hotline during the election?	(Continue)	Yes.	1
		(Go to Q 211)	No	2
		(Go to Q 211)	Don't know	97

Q 26A	Were you satisfied or dissatisfied with the information provided to you on the hotline? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. Show card. Single response.	Extremely dissatisfied	1	2	3	4	5	6	7	8	9	10	Extremely satisfied	97	Don't know
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Q 23B ASK IF CODES1-5 @ Q 23A
Why do you say that? (OE)

Q 27C Were you satisfied with the courtesy and helpfulness of staff? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. Show card. Single response.

Extremely dissatisfied	1	2	3	4	5	6	7	8	9	10	Extremely satisfied	97	Don't know
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Previous vote

ASK EVERYONE

Q 28	Have you voted in a State election before?	No - first time	1
		Yes –voted at previous State election	2
		Don't know	97

Demographics

ASK EVERYONE

Q 29	RECORD SEX Do not read.	Male.	1
		Female.	2

Q 30	What is your age? If unwilling to give age, read and record age range.	18 to 24	1
		25 to 39	2
		40 to 54	3
		55 to 64	4
		65 or older	5
		Refused	99

Q 31	Into which of these ranges does your combined pre-tax household income fall? Show card.	Under \$30,000.	1
		\$30,001 to \$40,000	2
		\$40,001 to \$50,000.	3
		\$50,001-\$60,000	4
		\$60,001 to \$70,000	5
		Over \$70,000	6
		Don't know.	97
		Refused	99

Q 32	What is the main language spoken in your home? Do not read out. Single response.	English	1
		Arabic	2
		Chinese - Mandarin	3
		Chinese - Cantonese	4
		Croatian	5
		Greek	6
		Macedonian	7
		Italian	8
		Serbian	9
		Khmer/Cambodian	10
		Turkish	11
		Vietnamese	12
Other (specify)	96		

******IF LANGUAGE OTHER THAN ENGLISH AT Q28, PREPARE TO ASK SUPPLEMENTARY QUESTIONS FOR CALD VOTERS** ENSURE SUPPLEMENTARY SURVEY IS ATTACHED TO ORIGINAL SURVEY*******

Q 33	Do you have any disabilities that impact on your ability to vote? (DNRO)	Blind or low vision	1
		In a wheelchair	2
		Other mobility	3
		Arthritis or other fine motor function	4
		Other	96
		No Disability	5

Q 34	Do you live in ...? Read. Single response.	Melbourne	1
		A regional city	2
		Another smaller town or rural area	3
		Refused	99

Q 35	What is your post code?	Record post code	
		Refused.	99

Outro

Thank you. That is the end of the interview. Once again my name is (.) from AFS. Should you need to contact us again please call us on 03 8789 4444.

This study has been conducted on behalf of The Victorian Electoral Commission.

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, validating the information we have collected.

As a market research company we comply with the requirements of the Privacy Act. The information you have provided will be used only for market research purposes.

Would you like me to give you any more details about how we comply?

IF YES, THEN SAY.

As I mentioned we may contact you to verify some of the information you gave us. Once we have completed our validation and processing of information, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you. However, for the period of time that your name and contact details remain with your survey responses, which will be approximately one month you can call the Market Research Society's Survey Line on 1300 364 830 (for the cost of a local call).

IF NO.

Thank and close.

Date of interview:	
Respondents name:	
Phone number:	
Address (if applicable):	
"I certify that this is a true, accurate and complete interview, conducted in accordance with the IQCA standards and the MRSA Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project."	
Signed:	Interviewer:

Victorian Electoral Commission

CALD Voters Questionnaire

IF VOTER SPEAKS A LANGUAGE OTHER THAN ENGLISH, SAY:

I would like to ask you a few questions about voter information in languages other than English:

Q1. Prior to election day, did you see or hear any communications by the Victorian Electoral Commission ...? Read out. Multiple response.	In a (main language) newspaper.....	1
	On (main language) radio.....	2
	Don't know.....	97

Q2. Did you see any information in the voting centre about the voting process in (main language) ?	(Continue)	Yes.....	1
	(Go to Q4)	No.....	2
	(Go to Q4)	Don't know.....	97

Q3. How helpful was the information? Please use a scale from 1 to 10, where 1 is 'not at all helpful' and 10 is 'extremely helpful'. Single response.	Not at all helpful										Extremely helpful	Don't know
	1	2	3	4	5	6	7	8	9	10	97	

Q4. Did you require assistance from another person when you voted?	(Continue)	Yes.....	1
	(Go to Q6)	No.....	2
	(Go to Q6)	Don't know.....	97

Q5. Were you assisted by...? Read. Multiple response.	A voting centre staff member assisted you in English.....	1
	A voting centre staff member assisted you in (main language)	2
	A family member or friend assisted you.....	3
	Someone else (specify).....	96

Q6. Did you know the Victorian Electoral Commission has election hotlines so voters can get information about the election in languages other than English?	(Continue)	Yes.....	1
	(Close)	No.....	2
	(Close)	Don't know.....	97

Q7. Did you call the (main language) enquiry line during the election?	(Continue)	Yes.....	1
	(Close)	No.....	2
	(Close)	Don't know.....	97

Q8A. Were you satisfied with the courtesy and helpfulness of staff? Please use a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. Single response.	Extremely dissatisfied										Extremely satisfied	Don't know
	1	2	3	4	5	6	7	8	9	10	97	

Q8B. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the information provided to you? Single response.	Extremely dissatisfied					Extremely satisfied					Don't know
	1	2	3	4	5	6	7	8	9	10	97

Q9. Did you visit the VEC website to read translated information or listen to translated audio files? Single response.	(Continue)	Yes.....	1
	(Go to Outro)	No.....	2
	(Go to Outro)	[DNR] Don't know.....	97

Q10. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the information provided to you from the website? Single response.	Extremely dissatisfied					Extremely satisfied					[DNR] Don't know
	1	2	3	4	5	6	7	8	9	10	97

Thank you. That is the end of the interview. Once again my name is (.....) from AFS. Should you need to contact us again please call us on 03 8789 4444.

This study has been conducted on behalf of the Victorian Electoral Commission.

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, validating the information we have collected.

As a market research company we comply with the requirements of the Privacy Act. The information you have provided will be used only for market research purposes.

Would you like me to give you any more details about how we comply?

IF YES, THEN SAY...

As I mentioned we may contact you to verify some of the information you gave us. Once we have completed our validation and processing of information, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you. However, for the period of time that your name and contact details remain with your survey responses, which will be approximately one month you can call the Market Research Society's Survey Line on 1300 364 830 (for the cost of a local call).

IF NO...

Thank and close.

Date of interview:	
Respondents name:	
Phone number:	
Address (if applicable):	
"I certify that this is a true, accurate and complete interview, conducted in accordance with the IQCA standards and the MRSA Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project."	
Signed:	Interviewer:

Victorian Electoral Commission

Vision Impaired Voters Questionnaire

Conducted as an Intercept SURVEY

Good morning/afternoon. My name is (.....) from AFS. We have been commissioned by Colmar Brunton to conduct a survey on behalf of the Victorian Electoral Commission.
 We are conducting this survey with people who have voted in the November State Election. I noticed that you cast an Electronically Assisted Vote. We want to find out how you were informed about what to do in order to vote and how you found the voting process. If you choose to participate in the survey it will take about six to seven minutes.
 Would you like to participate in the survey?

Information

Q 36	In the period leading into this election, were you aware of any communications by the Victorian Electoral Commission. For example: information about enrolling to vote, the importance of voting, the date of the election, where to vote, how to vote or what to do if you are away from home on election day? We are not interested in advertising conducted by the political parties.	(Continue)	Yes	1
		(Go to Q2c)	No.	2
		(Go to Q2c)	[DNR] Don't know	97

IF ANY INFORMATION RECALLED AT Q1 ASK Q 37a AND Q 37b. OTHERWISE PROMPT WITH TYPES OF INFORMATION AT Q 37c.

Q 37a	Where did you learn about that communication? Do not read out. Multiple response.		
Q 37b	FOR ALL CODES NOT MENTIONED IN Q 37a, ASK Q 37b Was that communication...? READ OUT, Multiple response.		
		Q 37a	Q 37b
	On television.	1	1
	In the newspaper .	2	2
	On radio .	3	3
	An EasyVote Guide	4	4
	Phone enquiry service (131VEC).	5	5
	VEC website.	6	6
	Twitter	8	8
	Facebook	9	9
	Election Question 2014	10	10
	Elsewhere (specify)	96	
	[DNR] Don't know/not sure	97	

GO TO Q2d

IF RESPONDENT CLAIMS TO NOT RECALL INFORMATION AT Q1 (CODE 2 OR 97), PROMPT WITH THE FOLLOWING.

Q 37c	Are you sure you did not learn any information . (READ OUT)? Multiple response.	
	On television.	Q 37c 1
	In the newspaper .	2
	On radio .	3
	In an EasyVote Guide	4
	Phone enquiry service (131VEC).	5
	VEC website.	6
	Twitter	8
	Facebook	9
	Election Question 2014	10
	Elsewhere (specify)	96
	[DNR] Did not see or hear anything/Don't know/not sure	97 (Go to Q2I)

IF NO COMMUNICATION RECALLED AT Q1A OR Q2C go to Q2I

Q 37d	Thinking about the Electoral Commission communication, what information did it contain? What other information? Probe fully. Multi response. Do not read out		
Q 37e	FOR ALL CODES NOT MENTIONED IN Q 37d, ASK Q 37e Do you remember if it contained information about...? READ OUT Multiple response. Randomise codes 1-12		
	Enrolling to vote.	Q 37d 1	Q 37e 1
	How to vote if you were unable to vote on election day.	2	2
	Instructions for completing ballot papers correctly	3	3
	Where to find more information about the election	4	4
	Where to vote on election day	5	5
	The importance of voting.	6	6
	Your vote will help shape Victoria.	7	7
	Paper people	8	8
	The date of the election	9	9
	Electronically Assisted Voting	10	10
	Close elections	11	11
	Your electorate	12	12
	Other (specify)	96	
	[DNR] Don't know/not sure/don't recall	97	

Q 37f	Was the information effective or ineffective in providing you with relevant information about the election? Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective' Single response.	Extremely ineffective										Extremely effective	[DNR] Don't know
		1	2	3	4	5	6	7	8	9	10	97	

Q 37g	What would increase the effectiveness of the communications? Probe fully. RECORD VERBATIM

Information Needs

ASK EVERYONE

Q 37l	Was there any additional information related to voting in the election that you would have liked to receive?	(Continue)	Yes.	1
		(Go to Q 38a)	No	2
		(Go to Q 38a)	Don't know	97
Q 37m	Would you like to receive Information on. READ OUT Multiple response.	Preferential voting		1
		The responsibilities of the State (compared to local or Federal government).		2
		The way the votes are counted.		3
		Where to vote		4
		How to vote		5
		When to vote		6
		How voting at the State election determines seats in Parliament.		7
		Proportional representation		8
		New electoral boundaries		9
Other (specify)		96		

Location of vote

ASK EVERYONE

Q 38a	How did you know you could come here to vote? DO NOT READ OUT, Multiple response	Vision Radio (previously Radio 3RPH)		1
		Other radio		2
		VEC telephone enquiry service.		3
		Vision Australia staff told me.		4
		Friends/family told me		5
		Vision Australia or Blind Citizens Australia websites.		6
		Vision Australia audio cassette or CD		7
		VEC website		8
		Communication from disability group		9
		Other (specify)		96
		[DNR] Don't know.		97
Q3b.	Why did you choose to vote at one of the Early Voting Centres? DO NOT READ OUT, Multiple response	I wanted to use the electronically assisted voting		1
		I was not able to make it to my usual voting centre on election day		2
		This voting centre is convenient/ close to my home		3
		I wanted to be able to vote in private		4
		I did not want to be rushed/ pressured		5
		Other, specify		96
[DNR] Don't know		97		
Q 39	Is the voting centre where you just voted in your own electorate or is it outside your own electorate?	Own electorate		1
		Outside own electorate.		2
		[DNR] Don't know.		97

Q 40 Was your experience at the voting centre today satisfactory or unsatisfactory?
Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory',
Single response.

Extremely unsatisfactory	1	2	3	4	5	6	7	8	9	10	Extremely satisfactory	[DNR] Don't know
-----------------------------	---	---	---	---	---	---	---	---	---	----	---------------------------	---------------------

Q 41 For what reasons do you say that? What else? Probe fully. RECORD VERBATIM
First mention:

Other mentions:

Q 42 How could your experience of voting at this voting centre today have been better? How else? Probe fully.
RECORD VERBATIM

.....

.....

.....

.....

Electronically Assisted Voting

Q 43 Did you complete an Electronically Assisted Vote? (IF NECESSARY): I mean using one of the tablets?	Yes	1
	No.	2

Q 44 Did you start an Electronically Assisted Vote by then decide to switch to a paper ballot? Single response.	(Go to Q 46)	Yes	1
	(Continue)	No.	2

IF NOT COMPLETED ELECTRONICALLY ASSISTED VOTE (Q 43= 2) OR (Q9 = 2) ASK Q 45. IF COMPLETED ELECTRONICALLY ASSISTED VOTE (Q 43= 1) GO TO Q 46.

Q 45 Why did you decide not to complete an Electronically Assisted Vote? Probe fully. . RECORD VERBATIM

.....

.....

.....

.....

IF COMPLETED ELECTRONICALLY ASSISTED VOTE (Q 43= 1) ASK Q 46. IF NOT COMPLETED ELECTRONICALLY ASSISTED VOTE (Q 43= 2) GOTO Q21

Q 46	Why did you select Electronically Assisted Voting as your preferred method of voting? Do not read out. Multiple response.	This method enabled my vote to remain secret.	1
		Because I am totally blind	2
		It is the only method I could use	3
		It is easy to use.	4
		It is more convenient	5
		Other (specify).	96
		[DNR] Don't know	97

Q 11	How long did the whole Electronically Assisted Voting process take? Record in minutes. PROBE FOR APPROXIMATE TIME BEFORE ACCEPTING DON'T KNOW (SR)	1-5 minutes	1
		6-10 minutes	2
		11-15 minutes	3
		16-20 minutes	4
		21-25 minutes	5
		26-30 minutes	6
		More than 30 minutes	7
		Don't know	97

Q 47	Which method did you use to complete your Electronically Assisted Vote? Did you use... Read out.	Visual using touch screen with limited audio prompts audio	1
		Interactive audio using telephone keypad	2
		Interactive audio using gestures on screen	3
		[DNR] Don't know.	9

Q 48a	How easy was it for you to use the electronic voting system to cast your vote today? Please use a scale from 1 to 10, where 1 is not at all easy to use and 10 is very easy to use. Single response.	Not at all easy											Very easy	[DNR] Don't know
			1	2	3	4	5	6	7	8	9	10		

Q 48b I'm now going to ask you some specific questions about the electronic voting system. Using a scale from 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree that...?

RANDOMISE

		Strongly disagree										Strongly agree	[DNR] Don't know
1.	The instructions were easy to understand	1	2	3	4	5	6	7	8	9	10	97	
2.	The printed lists were easy to use	1	2	3	4	5	6	7	8	9	10	97	
3.	I would tell other people to use this system	1	2	3	4	5	6	7	8	9	10	97	
4.	I would prefer e-voting to paper voting ongoing	1	2	3	4	5	6	7	8	9	10	97	
6	I am concerned about e-voting security in general	1	2	3	4	5	6	7	8	9	10	97	
7	I am confident the system captured my votes correctly	1	2	3	4	5	6	7	8	9	10	97	
8	I would prefer to vote on the Internet from home	1	2	3	4	5	6	7	8	9	10	97	
9	I understand the printed receipt and how it allows me to verify my vote	1	2	3	4	5	6	7	8	9	10	97	
10	I trust the voting system	1	2	3	4	5	6	7	8	9	10	97	
11	Anyone who sees my receipt can know my vote	1	2	3	4	5	6	7	8	9	10	97	

Q 15	Did you compare the candidate list to the preferences receipt at the voting centre? Single response.	Yes	1
		No.	2

Q 16	Did you take home your receipt and check it online on the VEC website? Single response.	Yes	1
		No.	2

Q 49	What would improve Electronically Assisted Voting? Probe fully. . RECORD VERBATIM
<p>.....</p> <p>.....</p> <p>.....</p>	

Early voting centre

Q 50 I am going to read out a number of aspects relating to this voting centre. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with them? First.

		Extremely dissatisfied										Extremely satisfied	[DNR] Don't know
		1	2	3	4	5	6	7	8	9	10		
1.	Helpfulness of the staff	1	2	3	4	5	6	7	8	9	10	97	
2.	Efficiency of the staff.	1	2	3	4	5	6	7	8	9	10	97	
3.	Privacy when voting	1	2	3	4	5	6	7	8	9	10	97	

Q 51A	Did you have to queue before you could vote?	(Continue)	Yes.	1
		(Go to Q 17)	No	2
		(Go to Q 17)	[DNR] Don't know	97

Q 22B	How long did you have to queue for? Record in minutes. PROBE FOR APPROXIMATE TIME BEFORE ACCEPTING DON'T KNOW (SR)	1-5 minutes	1
		6-10 minutes	2
		11-15 minutes	3
		16-20 minutes	4
		21-25 minutes	5
		26-30 minutes	6
		More than 30 minutes	7
		Don't know	97

Previous vote

Q 52	Have you previously voted in a State election?	(Continue)	Yes.	1
		(Go to Q23)	No	2
		(Go to Q23)	[DNR] Don't know	97

Q 53	Did you use Electronically Assisted Voting last time you voted? (IF NO) How did you vote at previous elections? Read out. Multiple response.	YES, last time cast an Early Assisted Vote	1
		Paper vote at home, with assistance (postal)	2
		Paper vote at a voting centre, with assistance	3
		Paper vote at a voting centre, independently	4
		Other (specify).	96
		[DNR] Don't know/can't remember.	97

Q 54	Compared to previous occasions would you say that voting today has been a better experience than voting on previous occasions? Do not read out. Single response.	A lot better	1
		A little better.	2
		Neither better nor worse (SKIP TO Q 56)	3
		A little worse.	4
		A lot worse	5
		Don't know (SKIP TO Q 56)	97

Q 55	Why is that? Do not read out. Multiple response.	(IF BETTER) Positive:	1
		Staff offered assistance/were available	
		Easier to get to	2
		Have total control/do it myself/ can vote	3
		Caters for disability	4
		Facilities set up well	5
		No queues.	6
		It is quicker.	7
		No pressure to complete ballot	8
		Easier access	9
		No crowds	10
		Other (specify)	96
		(IF WORSE) Negative	
		Staff did not provide assistance/were not available.	12
		Not convenient for me to get to the voting centre	13
		Was not in control/ able to do it myself	14
		Facilities did not cater for my disability.	15
		Facilities not set up well	16
		Queues too long.	17
		Took too long.	18
		Felt pressured to complete ballot	19
		Poor access to building	20
Too many crowds.	21		
Could not remember the names of the candidates	22		
Other (specify).	96		
Don't know	97		

Q 56	How important to you is it that you can vote in secret?	[DNR] Don't Know	Extremely unimportant	Extremely important						
			1	2	3	4	5	6	7	8
Please use a scale from 1 to 10, where 1 is 'extremely unimportant' and 10 is 'extremely important',										
Do not read. Single response.										

Q 57	Did you come to this voting centre by yourself, or with another person?	By self	1
		With other person.	2
		[DNR] Don't know	97

Demographics

Q 58	RECORD SEX Do not read.	Male.	1
		Female.	2
Q 59	What is your age?	18 to 24	1
		25 to 39	2
		40 to 54	3
		55 to 64	4
		65 or older	5
		[DNR] Refused	99
Q 60	Into which of these ranges does your combined pre-tax household income fall?	Under \$30,000.	1
		\$30,001 to \$40,000	2
		\$40,001 to \$50,000.	3
		\$50,001-\$60,000	4
		\$60,001 to \$70,000	5
		Over \$70,000	6
		[DNR] Don't know.	97
[DNR] Refused	99		
Q 61	What is the main language spoken in your home? Do not read out. Single response.	English.	1
		Arabic.	2
		Chinese - Mandarin.	3
		Chinese - Cantonese	4
		Croatian	5
		Greek.	6
		Macedonian	7
		Italian.	8
		Serbian	9
		Khmer/Cambodian	10
		Turkish.	11
		Vietnamese	12
Other (specify)	96		
Q 62	Do you use a computer at home to (READ OUT MULTIPLE RESPONSE)	Browse the internet	1
		Send and receive e-mail	2
		Use social networking sites like facebook or twitter	3
		For writing documents	4
		[DNR] None of the above	97
Q 63	IF VISION IMPAIRED Are you .	Legally blind with no vision	1
		Legally blind with low vision.	2
		Not legally blind, but with low vision.	3
		Other	96
Q 64	Do you have any physical or mobility disabilities that impact on your ability to vote (DNRO)	In a wheelchair	1
		Other mobility .	2
		Arthritis or other fine motor function	3
		Other	96

Q 65	Do you live in ...? Read. Single response.	Melbourne.	1
		A regional city	2
		Another smaller town or rural area	3
		[DNR] Refused	99
Q 66	What is your post code?	Record post code	
		[DNR] Refused.	99

Outro

Thank you. That is the end of the interview. Once again my name is (...) from AFS. Should you need to contact us again please call us on 03 8789 4444.

This study has been conducted on behalf of The Victorian Electoral Commission.

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, validating the information we have collected.

As a market research company we comply with the requirements of the Privacy Act. The information you have provided will be used only for market research purposes.

Would you like me to give you any more details about how we comply?

IF YES, THEN SAY.

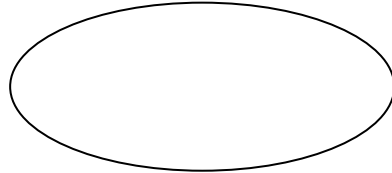
As I mentioned we may contact you to verify some of the information you gave us. Once we have completed our validation and processing of information, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you. However, for the period of time that your name and contact details remain with your survey responses, which will be approximately one month you can call the Market Research Society's Survey Line on 1300 364 830 (for the cost of a local call).

IF NO.

Thank and close.

Date of interview:	
Respondents name:	
Phone number:	
Address (if applicable):	
"I certify that this is a true, accurate and complete interview, conducted in accordance with the IQCA standards and the MRSA Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project."	
Signed:	Interviewer:

Victorian Electoral Commission
Early Voters Questionnaire
Conducted as a Intercept Survey



Office Use Only

Respondent Init: _____

Project Name	VEC Evaluation of Services at the 2014 state Election
Project Number	002467
Respondent Name	
Respondent ID /Reference Number	
Start Time	
Finish Time	
Total Time (in mins)	
Other	

Good morning/afternoon. My name is (.....)from AFS. We have been commissioned by Colmar Brunton to conduct a survey on behalf of the Victorian Electoral Commission. We want to find out how you were informed about how to vote and how you found the voting process. If you can participate in the survey it will take about six to seven minutes.

Voting process

SQ1a. What was the main reason you voted at an early voting centre? Do not read out. Single response.	Will be overseas (holiday or work)	1
	Will be interstate (holiday or work)	2
	Will be in another part of the State (holiday or work)	3
	Will be at work and not able to vote on election day	4
	Unable to attend a voting centre on election day for health reasons (illness, in hospital or disability)	5
		6
	It was more convenient for me to vote early instead of on election day	
	Voted early for other reasons	96
Please specify		
SQ1b. Would you have voted on election day if you hadn't voted early? Do not read out. Single response.	Yes..	1
	No.	2
	Don't know.	97

Communications

SQ2. Have you seen or heard any communications by the Victorian Electoral Commission about how to cast an early vote? Do not read out. Single response.	CONTINUE	Yes..	1
	GO TO Q 67a	No.	2
	GO TO Q 67a	Don't know.	97
SQ3a	Where did you see or hear that communication about how to cast an early vote? Do not read out. Multiple response.		
SQ3b	FOR ALL CODES NOT MENTIONED IN SQ3a, ASK SQ3b Did you see or hear that communication...? Show IMAGES. Multiple response.		
		SQ3a	SQ3b
	On television.	1	1
	In the newspaper .	2	2
	On radio .	3	3
	In an EasyVote Guide	4	4
	Phone enquiry service (131VEC).	5	5
	VEC website.	6	6
	Billboards	7	7
	Twitter	8	8
	Facebook	9	9
	Election Question 2014	10	10
	Mobile Vote Victoria app	11	11

Elsewhere (specify)	96
Don't know/not sure	97

ASK EVERYONE

Q 67a	In the period leading into this election, did you see or hear any communications by the Victorian Electoral Commission?	Yes	1
		No.	2
		Don't know	97
For example: information about enrolling to vote, the importance of voting, the date of the election, where to vote, how to vote or what to do if you are away from home on election day?			
We are not interested in advertising conducted by the political parties.			

IF ANY INFORMATION RECALLED AT Q 67a ASK Q 67b AND Q 67c. IF NO INFORMATION RECALLED AT Q1a, PROMPT WITH Q 68A

Q 67b	Where did you see or hear that communication about the Victorian Electoral Commission?	
Q 67c	Do not read out. Multiple response. FOR ALL CODES NOT MENTIONED IN SQ3a, ASK SQ3b Did you see or hear that communication...? Show IMAGES. Multiple response.	
	Q 67b	Q 67c
	On television.	1
	In the newspaper .	2
	On radio .	3
	In an EasyVote Guide	4
	Phone enquiry service (131VEC).	5
	VEC website.	6
	Billboards	7
	Twitter	8
	Facebook	9
	Election Question 2014	10
	Mobile Vote Victoria app	11
	Elsewhere (specify)	96
	Don't know/not sure	97

ASK Q2A IF Q1A = 2 OR 97

Q 68a	Are you sure you did not see or hear any information . (READ OUT)?	
	SHOW IMAGES. Multiple response.	
	Q2a	
	On television.	1 (Continue)
	In the newspaper .	2 (Continue)
	On radio .	3 (Continue)
	In an EasyVote Guide	4 (Continue)
	Phone enquiry service (131VEC).	5 (Continue)
	VEC website.	6 (Continue)
	Billboards	7 (Continue)
	Twitter	8 (Continue)
	Facebook	9 (Continue)
	Election Question 2014	10 (Continue)
	Mobile Vote Victoria app	11 (Continue)
	Elsewhere (specify)	96 (Continue)
	Did not see or hear any information/ Don't Know/ Not sure	97 (go to Q9a)

IF NO INFORMATION RECALLED, (Q1a=code 2 or 97) AND (Q 68A=code 97) GO TO Q 75A.

Q 69a Thinking about the Electoral Commission communication, what information did it contain? What other information?

Probe fully. Multi response. Do not read out

Q 69b. **FOR ALL CODES NOT MENTIONED IN Q 69a, ASK Q 69b**

Do you remember if it contained information about...?

Read out. Multiple response.

	Q 69a	Q 69b
Enrolling to vote.	1	1
How to vote if you were unable to vote on election day.	2	2
Instructions for completing ballot papers correctly	3	3
Where to find more information about the election	4	4
Where to vote on election day	5	5
The importance of voting.	6	6
Your vote will help shape Victoria.	7	7
Paper people	8	8
The date of the election	9	9
Electronically Assisted Voting	10	10
Close elections	11	11
Your electorate	12	12
Other (specify)	96	
Don't know/not sure/don't recall	97	

Q 70 Was the information effective or ineffective in providing you with relevant information about the election?

Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'

Single response.

Extremely
ineffective

Extremely
effective

Don't
know

1 2 3 4 5 6 7 8 9 10 97

Q 71 What would increase the effectiveness of the communications?

Probe fully.

EasyVote

IF RESPONDENT MENTIONED 'EASYVOTE GUIDE (CODE 4) AT SQ3b, Q 67b, Q 67c OR Q 68a. ASK Q 72, OTHERWISE SKIP TO Q 75A.

These questions are about the EasyVote Guide that you received in the mail. The EasyVote Guide contained information about where and how to vote, and had a little card that you could cut out to take with you when you went to vote.

Please have a look at an image for the EasyVote Guide. SHOW PARTICIPANT IMAGE

CONFIRM RECALLS EASYVOTE, OR SKIP GOTO Q 75a

Q 72a	Did the EasyVote Guide provide you with useful information about voting in this election? (SR)	YES	1
		NO.	2
		Don't know.	97

Q 6b	What was the most important information for you in the Guide? Show card. Multiple response.	Your electorate	1
		Your enrolment details	2
		Where to vote	3
		How to vote correctly	4
		When to vote	5
		What to do if you can't make it on election day	6
		Assistance available (including Electronically Assisted Voting)	7
		Other (specify).	96

Q 6c	Was the information you were interested in easy to find? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy', Show card. Single response.	Extremely difficult											Extremely easy	Don't know
			1	2	3	4	5	6	7	8	9	10		

Q 6d	Was the information easy to understand? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy', Show card. Single response.	Extremely difficult											Extremely easy	Don't know
			1	2	3	4	5	6	7	8	9	10		

Q 73	Did you need to seek out additional information? (SR)	(Continue)	Yes	1
		(Go to Q 74b)	No.	2
		(Go to Q 74b)	Don't know.	97

Q 74a	What was the issue that you required more information about? (OE)
-------	---	---

Q 74b	Did you take the EasyVote card to the voting centre as suggested? (SR)	(Continue)	Yes	1
			No.	2
			Don't know.	97

Information needed

ASK EVERYONE

Q 75a	Was there any additional information related to voting in the election that you would have liked to receive?	(Continue) (Go to Q10) (Go to Q10)	Yes. No Don't know	1 2 97
-------	--	--	--------------------------	--------------

Q 75b	Would you like to receive Information on. Read out. Multiple response.	Preferential voting	1
		The responsibilities of the State (compared to local or Federal government).	2
		The way the votes are counted.	3
		Where to vote	4
		How to vote	5
		When to vote	6
		How voting at the State election determines seats in Parliament.	7
		Proportional representation	8
		New electoral boundaries	9
		Other (specify).	96

Voting centre rating

ASK EVERYONE

Q 76	Was your experience at the voting centre today satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'. Single response.	Extremely unsatisfactory	Extremely satisfactory	Don't know								
		1	2	3	4	5	6	7	8	9	10	97

Q 77	For what reasons do you say that? What else? Probe fully. First mention: Other mentions:
------	---

Q 78	Did you have to queue before you received your ballot papers?	(Continue)	Yes.	1
		(Go to Q 80)	No	2
		(Go to Q 80)	Don't know	97

Q 79	How long did you have to queue for? Record in minutes.	1-5 minutes	1
		6-10 minutes	2
		11-15 minutes	3
		16-20 minutes	4
		21-25 minutes	5
		26-30 minutes	6
		More than 30 minutes	7
		Don't know	97

Q 80 I am going to read out a number of aspects relating to the voting centre where you voted. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with them? First.

	Extremely dissatisfied										Extremely satisfied	Don't know
	1	2	3	4	5	6	7	8	9	10		
1. Signs outside indicating this is a voting centre	1	2	3	4	5	6	7	8	9	10	97	
2. Layout and organisation inside.	1	2	3	4	5	6	7	8	9	10	97	
3. Efficiency of the staff.	1	2	3	4	5	6	7	8	9	10	97	
4. Information available about how to vote	1	2	3	4	5	6	7	8	9	10	97	
5. Privacy when voting	1	2	3	4	5	6	7	8	9	10	97	
6. Ease of completing your ballot papers	1	2	3	4	5	6	7	8	9	10	97	
7. Ease of putting your completed ballot papers in the ballot box	1	2	3	4	5	6	7	8	9	10	97	
8. Helpfulness of the staff.	1	2	3	4	5	6	7	8	9	10	97	

Q 80A	How did you know which voting centre you should come to? Do not read. Multiple response.	Same as on previous occasions	1
		Advertisement in the newspaper	2
		Family/friends told me	3
		Saw it when passing by	4
		Used the online Voting Centre Lookup.	5
		Called the call centre/hotline (131VEC).	6
		EasyVote Guide	7
		Used the mobile Vote Victoria app	8
		Other (specify)	96
		Don't know.	97

Website

ASK EVERYONE

Q 81	Did you know the Victorian Electoral Commission has a website so voters can get information about the election ?	(Continue)	Yes.....	1
		(Go to Q 86)	No.....	2
		(Go to Q 86)	Don't know.....	97

Q 82	Did you use the website to get information about the election? (If necessary: vec.vic.gov.au)	(Continue)	Yes.....	1
		(Go to Q 86)	No.....	2
		(Go to Q 86)	Don't know.....	97

Q 83A	Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. Single response.	Extremely dissatisfied								Extremely satisfied	Don't know
			1	2	3	4	5	6	7		

Q 84B	How easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Single response.	Extremely dissatisfied								Extremely satisfied	Don't know
			1	2	3	4	5	6	7		

Q 85	Did you use the voting centre look up on the website?	(Continue)	Yes.....	1
		(Go to Q)	No.....	2
		(Go to Q 18)	Don't know.....	97

Q 17D	How easy was it to use the voting centre look up feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Show card. Single response.	Extremely difficult								Extremely easy	Don't know
			1	2	3	4	5	6	7		

Hotline

ASK EVERYONE

Q 86	Did you know the Victorian Electoral Commission has an election hotline so voters can get information about the election?	(Continue)	Yes.	1		
		(Go to Q 90)	No	2		
		(Go to Q 90)	Don't know	97		
Q 87	Do you recall the hotline number?	(Continue)	131VEC.	1		
		(Continue)	131 832.	2		
		(Continue)	Other (specify)	96		
		(Continue)	No, don't recall	97		
		(Continue)	Don't know	99		
Q 88	Did you call that hotline during the election?	(Continue)	Yes.	1		
		(Go to Q 90)	No	2		
		(Go to Q 90)	Don't know	97		
Q 89A	Were you satisfied or dissatisfied with the information provided to you? Single response.	Extremely dissatisfied	1 2 3 4 5 6 7 8 9 10	Extremely satisfied	Don't know	97
Q 21B	Were you satisfied with the courtesy and helpfulness of staff? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. Show card. Single response.	Extremely dissatisfied	1 2 3 4 5 6 7 8 9 10	Extremely satisfied	Don't know	97

Previous vote

ASK EVERYONE

Q 90	Have you voted in a State election before?	No - First time.	1
		Yes - voted at previous State elections.	2
		Don't know	97

Demographics

ASK EVERYONE

Q 91	RECORD SEX Do not read.	Male.	1
		Female.	2
Q 92	What is your age? If unwilling to give age, read and record age range.	18 to 24	1
		25 to 39	2
		40 to 54	3
		55 to 64	4
		65 or older	5
		Refused	99
Q 93	Into which of these ranges does your combined pre-tax household income fall?	Under \$30,000.	1
		\$30,001 to \$40,000	2
		\$40,001 to \$50,000.	3
		\$60,001 to \$70,000	4
		Over \$70,000	5
		Don't know.	97
	Refused	99	
Q 94	What is the main language spoken in your home? Do not read out. Single response.	English.	1
		Arabic.	2
		Chinese - Mandarin.	3
		Chinese - Cantonese	4
		Croatian	5
		Greek.	6
		Macedonian	7
		Italian.	8
		Serbian	9
		Khmer/Cambodian	10
		Turkish.	11
		Vietnamese.	12
	Other (specify)	96	
****IF LANGUAGE OTHER THAN ENGLISH AT Q26, PREPARE TO ASK SUPPLEMENTARY QUESTIONS FOR CALD VOTERS** ENSURE SUPPLEMENTARY SURVEY IS ATTACHED TO ORIGINAL SURVEY****			
Q 95	Do you have any disabilities that impact on your ability to vote? (DNRO)	Blind or low vision	1
		In a wheelchair	2
		Other mobility	3
		Arthritis or other fine motor function	4
		Other (specify)	96
Q 96	Do you live in ...? Read out. Single response.	Melbourne	1
		A regional city	2
		Another smaller town or rural area	3
		Refused	99
Q 97	What is your post code?	Record post code	
		Refused.	99

Conclusion

Thank you. That is the end of the interview. Once again my name is (.) from AFS. Should you need to contact us again please call us on 03 8789 4444.

This study has been conducted on behalf of The Victorian Electoral Commission. The data you have provided will be shared with Colmar Brunton Research for analysis. All data shared will be de-identified.

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, validating the information we have collected.

As a market research company we comply with the requirements of the Privacy Act. The information you have provided will be used only for market research purposes.

Would you like me to give you any more details about how we comply?

IF YES, THEN SAY.

As I mentioned we may contact you to verify some of the information you gave us. Once we have completed our validation and processing of information, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you. However, for the period of time that your name and contact details remain with your survey responses, which will be approximately one month you can call the Market Research Society's Survey Line on 1300 364 830 (for the cost of a local call).

IF NO.

Thank and close.

Date of interview:	
Respondents name:	
Phone number:	
Address (if applicable):	
"I certify that this is a true, accurate and complete interview, conducted in accordance with the IQCA standards and the MRSA Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project."	
Signed:	Interviewer:

Victorian Electoral Commission

Postal Voters Questionnaire

Conducted as a CATI SURVEY

Good morning/afternoon. My name is (.....) from Touchpoint Research Australia. We have been commissioned by Colmar Brunton to conduct a survey on behalf of the Victorian Electoral Commission. May I please speak to ... ? We are conducting this survey with people who voted in the November State Election by postal vote. The Victorian Electoral Commission has recorded you as casting your vote by mail. We want to find out how you were informed about what to do in order to vote and how you found the process of actually voting. If you choose to participate in the survey it will take about six to seven minutes.
Would you like to participate in the survey?

Voting process

SQ1. Now could I just confirm that you... Read out. Single response.	(Continue)	Received and sent your ballot papers by mail...	1
	(Terminate)	Attended a voting centre or other	97

SQ2a. What was the main reason you voted by postal vote? Do not read out. Single response.	I was overseas (holiday or work)	1
	I was interstate (holiday or work)	2
	I was in another part of the State (holiday or work)	3
	I was at work and not able to vote on election day.....	4
	I was unable to attend a voting centre because of health reasons (illness, in hospital or disability)	5
	It was more convenient to vote by post instead of on election day	6
	I received an application in the mail from a political party	7
	I voted by post for other reasons	96
Specify		

SQ2b. Would you have voted at a voting centre if you hadn't voted by post? Do not read out. Single response.	Yes.....	1
	No.....	2
	Don't know	97

Communications

SQ3. Did you see or hear any communications by the Victorian Electoral Commission about voting by post before election day Do not read out. Single response.	(Continue)	Yes.....	1
	(Go to Q1a)	No.....	2
	(Go to Q1a)	[DNR] Don't know.....	97

S Q4a	Where did you see or hear that communication? Do not read out. Multiple response.		
S Q4b	FOR ALL CODES NOT MENTIONED IN SQ4a, ASK SQ4b Did you see or hear that communication...? Multiple response.		
		SQ4a	SQ4b
	On television.....	1	1
	In the newspaper.....	2	2
	On radio.....	3	3
	In an EasyVote Guide.....	4	4
	Phone enquiry service (131VEC).....	5	5
	VEC website.....	6	6
	Billboards.....	7	7
	Twitter.....	8	8
	Facebook.....	9	9
	Election Question 2014.....	10	10
	Mobile Vote Victoria app	11	11
	Elsewhere (specify)	96	
	[DNR] Don't know/not sure.....	97	
	[DNR] None of the above		99

General Information

Q 98a	In the period leading into this election, did you see or hear any other communications by the Victorian Electoral Commission?	Yes.....	1
		
	For example: information about enrolling to vote, the importance of voting, the date of the election, where to vote, how to vote or what to do if you are away from home on election day?	No.....	2
		[DNR] Don't know.....	97
	We are not interested in advertising conducted by the political parties.	.	
		Go to Q2a	
		Go to Q2a	

IF Q 98A=1 ASK Q 98B AND Q 98C. OTHERWISE PROMPT WITH Q 193A

Q 98b	Where did you see or hear that communication? Do not read out. Multiple response.		
Q 98c	FOR ALL CODES NOT MENTIONED IN Q 98b, ASK Q 98c Did you see or hear that communication...? Multiple response.		
		Q 98b	Q 98c
	On television.....	1	1
	In the newspaper.....	2	2
	On radio.....	3	3
	In an EasyVote Guide.....	4	4
	Phone enquiry service (131VEC).....	5	5
	VEC website.....	6	6
	Billboards.....	7	7
	Twitter.....	8	8
	Facebook.....	9	9
	Election Question 2014.....	10	10
	Mobile Vote Victoria App	11	11
	Elsewhere (specify)	96	
	[DNR] Don't know/not sure.....	97	
	[DNR] None of the above		99

IF NO INFORMATION RECALLED Q 98A (CODE 2 OR 97) ASK Q 193A. OTHERWISE SKIP TO Q 100A

Q 99a	Do you recall seeing any information ... (READ OUT)? Multiple response.	
		Q 193a
	On television.....	1
	In the newspaper.....	2
	On radio.....	3
	In an EasyVote Guide.....	4
	Phone enquiry service (131VEC).....	5
	VEC website.....	6
	Billboards.....	7
	Twitter.....	8
	Facebook.....	9
	Election Question 2014.....	10
	Mobile Vote Victoria app	11
	Elsewhere (specify)	96
	[DNR] Did not see or hear any information/ Don't know/not sure.....	97

IF NO INFORMATION RECALLED AT ALL (Q 98A=2 ANDQ 193A=97) GO TO Q 106.

Q 100a	Thinking about the Electoral Commission communication, what information did it contain? What other information? Probe fully. Multi response. Do not read out		
Q 100b	FOR ALL CODES NOT MENTIONED IN Q 100a, ASK Q 100b Do you remember if it contained information about...? Read out. Multiple response.		
		Q 100a	Q 100b
	Enrolling to vote.....	1	1
	How to vote if you were unable to vote on election day.....	2	2
	Instructions for completing ballot papers correctly.....	3	3
	Where to find more information about the election.....	4	4
	Where to vote on election day.....	5	5
	The importance of voting.....	6	6
	Your vote will help shape Victoria.....	7	7
	Paper people.....	8	8
	The date of the election.....	9	9
	Electronically Assisted Voting.....	10	10
	Close elections.....	11	11
	Your elections.....	12	12
	Other (specify).....	96	
		
	[DNR] Don't know/not sure/don't recall.....	97	

Q 101	Extremely ineffective											Extremely effective	[DNR]
													Don't know
	How effective was the communication in providing you with relevant information about the election?												
	Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'												
	Single response..												
	1	2	3	4	5	6	7	8	9	10		97	

Q 102 What would increase the effectiveness of the communications? **Probe fully. Record verbatim**

EasyVote

IF RESPONDENT MENTIONED AN 'EasyVote Guide' IN INFORMATION RECALL SECTION (CODE 4 AT SQ4A, SQ4B, Q 98B, Q 98C OR Q 193a) ASK Q 103 (following), OTHERWISE SKIP Q 106A.

These questions are about the EasyVote Guide that you received in the mail. The EasyVote Guide contained information about where and how to vote, and had a little card that you could cut out to take with you on election day.

The following questions are specifically about the EasyVote Guide (READ OUT)

Q 103a	Did the EasyVote Guide provide you with useful information about voting in this election? (SR)	(Continue)	YES.....	1
		(Continue)	NO.....	2
		(Continue)	[DNR] Don't	97

Q 6b	What was the most important information for you in the Guide? Show card. Multiple response.	Your electorate	1
		Your enrolment details	2
		Where to vote	3
		How to vote correctly	4
		When to vote	5
		What to do if you can't make it on election day	6
		Assistance available (including Electronically Assisted Voting)	7
		Other (specify).	96

Q 6c	Was the information you were interested in easy to find? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy', Show card. Single response.	Extremely difficult									Extremely easy	[DNR] Don't know
			1	2	3	4	5	6	7	8		

Q 6d	Using the same scale, was the information easy to understand? Single response. READ OUT IF NECESSARY	Extremely difficult										Extremely easy	[DNR] Don't know
		1	2	3	4	5	6	7	8	9	10	97	

Q 104	Did you need to seek out additional information? (SR)	(Continue)	YES.....	1
		(Go to Q 106A)	NO.....	2
		(Go to Q 106A)	[DNR] Don't	97

Q 105a	What was the issue that you required more information about? (OE)	
	Probe fully. Record verbatim	

Information required

ASK ALL

Q 106a	Was there any additional information related to voting in the election that you would have liked to receive?	(Ask Q 106b)	Yes.....	1
		(Go to Q 107a)	No.....	2
		(Go to Q 107a)	[DNR] Don't	97
			know.....	

Q 106b	Would you like to receive Information on... Multiple response. Randomise codes 1-9.	Preferential voting.....	1
		The responsibilities of the State (compared to local or Federal government).....	2
		The way the votes are counted.....	3
		Where to vote.....	4
		How to vote	5
		When to vote	6
		How voting at the State election determines seats in Parliament.....	7
		Proportional representation.....	8
		New electoral boundaries.....	9
		Other (specify).....	96

Postal vote rating

Q 107a	How did you apply for a postal vote? Do not read out. Multiple response.	Called VEC's election hotline (131VEC).....	1
		Downloaded application from VEC website.....	2
		Collected a form from a Post Office.....	3
		Application was sent to me by a political party.....	4
		Other (specify).....	96
		
	Don't know/can't remember	97	

Q 107b Were you satisfied with how efficiently you were provided with the appropriate ballot papers (considering that the VEC could not send you your ballot papers until 17 November, when the candidates for the election were finalised)? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied' Single response.	Extremely dissatisfied	Extremely satisfied	[DNR]								
			Don't know								
	1	2	3	4	5	6	7	8	9	10	97

IF DISSATISFIED (1-4) AT Q 107b (IE: DISSATISFIED) ASK Q 107c: OTHERWISE SKIP TO Q11A

Q 107c For what reasons do you say that? What else? Probe fully. Record verbatim

Q 108a Were you satisfied or dissatisfied with the information you received about how to complete your postal vote? Single response. READ OUT IF NECESSARY	Extremely dissatisfied	Extremely satisfied	[DNR]								
			Don't know								
	1	2	3	4	5	6	7	8	9	10	97

IF CODE DISSATISFIED (1-4) AT Q 108a (IE: DISSATISFIED) ASK Q 108b: OTHERWISE SKIP TO Q11C

Q 108b For what reasons do you say that? What else? Probe fully. Record verbatim

Q 108c	When did you submit your application for a postal vote ... an estimate is fine if you cannot remember specifically. (NARROW TO A WEEK AND THEN TRY TO ASCERTAIN A DAY)	Three weeks before the election	
		Wed 05	2
		Thu 06	3
		Fri 07	4
		Sat 08	5
		Sun 09	6
		Sometime three weeks before the election but cannot remember the specific day	25
		Two weeks before the election	
		Mon 10	7
		Tue 11	8
		Wed 12	9
		Thu 13	10
		Fri 14	11
		Sat 15	12
		Sun 16	13
		Sometime two weeks before the election but cannot remember the specific day	26
		One week before the election	
		Mon 17	14
		Tue 18	15
		Wed 19	16
		Thu 20	17
		Fri 21	18
		Sat 22	19
		Sun 23	20
		Sometime one week before the election but cannot remember the specific day	27
		The week of the election	
		Mon 24	21
		Tue 25	22
Wed 26	23		
Thu 27	24		
Sometime the week of the election but cannot remember the specific day	28		

Q 108d	... and when did you receive your postal ballot papers? (NARROW TO A WEEK AND THEN TRY TO ASCERTAIN A DAY)	One week before the election	
		Mon 17	1
		Tue 18	2
		Wed 19	3
		Thu 20	4
		Fri 21	5
		The week of the election	
		Mon 24	6
		Tue 25	7
		Wed 26	8
		Thu 27	9
Fri 28	10		

Q 116A	Using the same 1 to 10 scale, were you satisfied or dissatisfied with the information provided to you by the hotline?	Extremely dissatisfied	Extremely satisfied								[DNR]	
												Don't Know
	Single response. READ OUT IF NECESSARY	1	2	3	4	5	6	7	8	9	10	97

Q 117B	Were you satisfied or dissatisfied with the courtesy and helpfulness of staff?	Extremely dissatisfied	Extremely satisfied								Don't Know	
	Single response. READ OUT IF NECESSARY	1	2	3	4	5	6	7	8	9	10	97

Previous voting

ASK EVERYONE

Q 118	Have you voted in a State election before?	This is my first time.....	1
		I have voted at previous State elections.....	2
		[DNR] Don't know.....	97

Demographics

ASK EVERYONE

Q 119	RECORD SEX Do not read.	Male.....	1
		Female.....	2

Q 120	What is your age? If unwilling to give age, read and record age range.	18 to 24	1
		25 to 39	2
		40 to 54	3
		55 to 64	4
		65 or older	5
		[DNR] Refused	99

Q 121	Into which of these ranges does your combined pre-tax household income fall? READ OUT	Under \$30,000.....	1
		\$30,001 to \$40,000.....	2
		\$40,001 to \$50,000.....	3
		\$50,001-\$60,000	4
		\$60,001 to \$70,000.....	5
		Over \$70,000.....	6
		[DNR] Don't	97
		[DNR] Refused.....	99

Q 122 What is the main language spoken in your home? Do not read out. Single response.	English.....	1
	Arabic.....	2
	Chinese - Mandarin.....	3
	Chinese - Cantonese.....	4
	Croatian.....	5
	Greek.....	6
	Macedonian.....	7
	Italian.....	8
	Serbian.....	9
	Khmer (Cambodian)	10
	Turkish.....	11
	Vietnamese.....	12
Other (specify)	96	

Q 123 Do you have any disabilities that impact on your ability to vote? Do Not Read Out	Blind or low vision	1
	In a wheelchair	2
	Other mobility	3
	Arthritis or other fine motor function	4
	Other (Specify)	96
	No, do not have a disability	5

Q 124 Do you live in ...? Read. Single response.	Melbourne	1
	A regional city	2
	Another smaller town or rural area	3
	[DNR] Refused	99

Q 125 What is your post code?	Record post code.....	
	[DNR] Refused.....	99

Outro

COLLECTION STATEMENT:

Thank that's the end of the survey.

[Touchpoint Research Australia respects your privacy. We will only use the information you provide for research purposes. We may also disclose your information to a third party Market Research agency for these purposes. Our Privacy Policy, available at www.touchpointresearchaustralia.com.au contains further details regarding how you can access or correct information we hold about you, how you can make a privacy related complaint, how that complaint will be dealt with and the extent to which your information may be disclosed to overseas recipients.

Privacy Statement:

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, verifying some of the information we just collected. In case we do need to recontact you, can I please confirm your name is [name from sample]

Type name in here:.....

Once our validation period has finished, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you.

And I'll just confirm your telephone number.

Is it: [Insert phone number from sample]

INTERVIEW NOTE: IF NUMBER IS INCORRECT, TYPE IN CORRECT NUMBER BELOW, ELSE LEAVE IT BLANK

New phone number:

Thank & Close:

That's all I needed to ask you. Thank you very much for your time again, it is greatly appreciated.

Just to remind you my name is [Interviewer name], from Touchpoint Research Australia on behalf of Colmar Brunton and the Victorian Electoral Commission.

If you have any questions about this research you can contact our office on (02) 9024 6400

Victorian Electoral Commission

Not on Roll Questionnaire

Conducted as a CATI Survey

Good morning/afternoon. My name is (.....)from Touchpoint Research Australia. We have been commissioned by Colmar Brunton to conduct a survey on behalf of the Victorian Electoral Commission. May I please speak to ... ?

We are conducting this survey with people who voted in the November State Election. Specifically, we are interviewing people who were not on the electoral roll when they went to vote and had to fill in a form to allow them to vote.

This survey will last between 8-10 minutes.

Enrolment process

Q 126 Firstly, can I confirm that you had to be added to the electoral roll when you went to vote? (IF NECESSARY): I mean that you were not on the electoral roll when you went in to vote, and had to fill in an additional form to be added to the electoral roll before you could vote	CONTINUE	Yes.....	1
	TERMINATE	No.....	2
	TERMINATE	[DNR] Don't know.....	97
Q 127 Were you aware you were not on the electoral roll before you went in to vote?		Yes – was aware	1
		No – was not aware	2
		[DNR] Was not sure/ don't know	97
Q 128 Were you aware that you could be added to the electoral roll on election day before you went in to vote?	Continue	Yes	1
	Go to Q6	No	2
	Go to Q6	[DNR] Don't know	97

Enrolling to Vote

Q 129	How did you find out that you could be added to the electoral roll on election day? Do not read out. Multiple response.		
Q 130	FOR ALL CODES NOT MENTIONED IN Q 129, ASK Q 130 Did you also see or hear that information...? Multiple response.		
		Q 129	Q 130
	On television	1	1
	In the newspaper	2	2
	On radio	3	3
	Via Phone enquiry service (131VEC)	4	4
	On a website	5	5
	Via word of mouth/someone told me	6	6
	In a letter from the VEC	7	7
	VEC Website	8	8
	Twitter	9	9
	Facebook	10	10
	Mobile Vote Victoria app	11	11
	Elsewhere (specify)	96	96
	[DNR] Don't know/not sure	97	
	[DNR] None of the above		99

Q 6	In total, how long did it take from the time you turned up at the voting centre to the time that you cast your vote? Please include any extra time taken to fill out the form so you could vote	Less than 5 minutes	1
		6-10 minutes	2
		11-15 minutes	3
		16-20 minutes	4
		21-25 minutes	5
		26-30 minutes	6
		More than 30 minutes	7
		Don't know	97

Voting process

Q 131	I am going to read out a number of aspects relating to the process of enrolling to vote on election day. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with...											
	RANDOMISE	Extremely dissatisfied						Extremely satisfied	[DNR] Don't know			
1.	The helpfulness of the staff when they added you to the electoral roll so you could vote	1	2	3	4	5	6	7	8	9	10	97
2.	The friendliness of the staff who added you to the electoral roll so you could vote	1	2	3	4	5	6	7	8	9	10	97
3.	The time it took from first finding out you were not on the roll, to being added to the electoral roll	1	2	3	4	5	6	7	8	9	10	97
4.	The ease with which you could complete the process of being added to the electoral roll	1	2	3	4	5	6	7	8	9	10	97

Q 132 Can you think of any improvements that could be made to the process of enrolling voters who are not on the electoral roll on election day so they can vote?
Probe fully. Record verbatim

Information

These next questions are about the process of voting more generally.

Q 133 In the period leading into the November State election, did you see or hear any communications by the Victorian Electoral Commission? For example: information about enrolling to vote, the importance of voting, the date of the election, where to vote, how to vote or what to do if you are away from home on election day. We are not interested in advertising conducted by the political parties.	(continue)	Yes.....	1
	(Go To Q12)	No.....	2
	(Go To Q12)	[DNR] Don't know.....	97

IF ANY INFORMATION RECALLED AT Q 133 (CODE 1) ASK Q 134 and Q 135. OTHERWISE PROMPT WITH TYPES OF INFORMATION AT Q 136.

Q 134 Where did you see or hear that communication?
Do not read out. Multiple response.

Q 135 **FOR ALL CODES NOT MENTIONED IN Q 134, ASK Q 135**
 Did you see or hear that communication...?
Multiple response.

	Q 134	Q 135
On television.....	1	1
In the newspaper.....	2	2
On radio.....	3	3
Phone enquiry service (131VEC).....	4	4
VEC website.....	5	5
Billboards.....	6	6
In a letter from the VEC	7	7
Twitter.....	8	8
Facebook	9	9
Election Question 2014.....	10	10
Mobile Vote Victoria app	11	11
Elsewhere (specify)	96	
[DNR] Don't know/not sure.....	97	
[DNR] None of the above		99

**IF RESPONDENTS CLAIMS TO NOT RECALL INFORMATION AT Q 133 (2 OR 97) ASK Q 136.
OTHERWISE GO TO Q 137**

Q 136 Do you recall seeing any information ... (READ OUT)? Multiple response.	
	Q 136
On television.....	1
In the newspaper.....	2
On radio.....	3
Phone enquiry service (131VEC).....	4
VEC website.....	5
Billboards.....	6
In a letter from the VEC	7
Twitter.....	8
Facebook	9
Election Question 2014.....	10
Mobile Vote Victoria app	11
Elsewhere (specify)	96
[DNR] Don't know/not sure.....	97
[DNR] No information seen or heard (SR).....	98

IF NO INFORMATION RECALLED AT Q 133, or Q 136 GO TO Q 141.

Q 137 Thinking about the Electoral Commission communication, what information did it contain? What other information? Probe fully. Multi response. Do not read out		
Q 138 FOR ALL CODES NOT MENTIONED IN Q 137, ASK Q 138 Do you remember if it contained information about...? Read out. Multiple response.		
	Q 137	Q 138
Enrolling to vote.....	1	1
How to vote if you were unable to vote on election day.....	2	2
Instructions for completing ballot papers correctly.....	3	3
Where to find more information about the election.....	4	4
Where to vote on election day.....	5	5
The importance of voting.....	6	6
Your vote will help shape Victoria.....	7	7
Paper people.....	8	8
The date of the election.....	9	9
Electronically Assisted Voting.....	10	10
Close Elections.....	11	11
Your electorate.....	12	12
Other (specify).....	96	
.....		
[DNR] Don't know/not sure/don't recall.....	97	

Q 139	Extremely ineffective										Extremely effective										[DNR]
																					Don't know
Was the information effective or ineffective with regard to your requirements?																					
Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective'	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	97
Single response.																					

Q 140 What if anything would increase the effectiveness of the communications?
Probe fully. Record verbatim

Information required

ASK ALL

Q 141 Was there any other information related to voting in the election that you would have liked to receive?	(Continue)	Yes.....	1
	(Go to Q 143)	No.....	2
	(Continue)	[DNR] Don't know.....	97

Q 142 Would you like to receive Information on... Read out. Multiple response.	Preferential voting.....	1
	The responsibilities of the State (compared to local or Federal government).....	2
	The way the votes are counted.....	3
	Where to vote.....	4
	How to vote	5
	When to vote	6
	How voting at the State election determines seats in Parliament.....	7
	Proportional representation.....	8
	New electoral boundaries.....	9
	Other (specify).....	96

Voting process

ASK ALL

Q 143	Extremely unsatisfactory	Extremely satisfactory	[DNR]								
			Don't know								
Please rate your level of satisfaction with your voting experience on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory',	1	2	3	4	5	6	7	8	9	10	97

Q 144 For what reasons do you say that? What else? **Probe fully. Record verbatim**

First mention:

Other mentions:

Q 151 Did you use the voting centre look up on the website?	(Continue)	Yes.	1
	(Go to Q 29)	No	2
	(Go to Q 29)	[DNR] Don't know	97

Q 152 How easy was it to use the voting centre look up feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Show card. Single response.	Extremely difficult		Extremely easy	[DNR] Don't know						
	1	2	3	4	5	6	7	8	9	10

Hotline

ASK ALL

Q 153 Did you know the Victorian Electoral Commission has an election hotline so voters can get information about the election?	(Continue)	Yes.....	1
	(Go to Q 90)	No.....	2
	(Go to Q 90)	[DNR] Don't	97

Q 154 Do you recall the hotline number? (DO NOT READ OUT)	(Continue)	131VEC.....	1
	(Continue)	131 832.....	2
	(Continue)	Other (please	96
	(Go to Q33)	no, don't recall.....	97
	(Go to Q33)	Don't know	99

Q 155 Did you call that hotline during the election?	(Continue)	Yes.....	1
	(Go to Q 90)	No.....	2
	(Go to Q 90)	[DNR] Don't	97

Q 156 Were you satisfied or dissatisfied with the information available on the hotline? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. Single response.	Extremely dissatisfied	Extremely satisfied	[DNR]								
			Don't Know								
	1	2	3	4	5	6	7	8	9	10	97
Q 157 Were you satisfied or dissatisfied with the courtesy and helpfulness of staff? Read out if necessary, Single response.	Extremely dissatisfied	Extremely satisfied	[DNR]								
			Don't Know								
	1	2	3	4	5	6	7	8	9	10	97

Previous voting

ASK ALL

Q 158 Have you voted in a State election before?	No - first time.....	1
	Yes – Voted at previous State elections.....	2
	[DNR] Don't know.....	97

Demographics

ASK ALL

Q 159 RECORD SEX Do not read.	Male.....	1
	Female.....	2

Q 160 What is your age? If unwilling to give age, read and record age range.	18 to 24	1
	25 to 39	2
	40 to 54	3
	55 to 64	4
	65 or older	5
	[DNR] Refused	99

Q 161 Into which of these ranges does your combined pre-tax household income fall?	Under \$30,000.....	1
	\$30,001 to \$40,000.....	2
	\$40,001 to \$50,000.....	3
	\$50,001-\$60,000	4
	\$60,001 to \$70,000.....	5
	Over \$70,000.....	6
	[DNR] Don't	97
	[DNR] Refused.....	99

Q 162 What is the main language spoken in your home? Do not read out. Single response.	English.....	1
	Arabic.....	2
	Chinese - Mandarin.....	3
	Chinese - Cantonese.....	4
	Croatian.....	5
	Greek.....	6
	Macedonian.....	7
	Italian.....	8
	Serbian	9
	Khmer/Cambodian	10
	Turkish.....	11
	Vietnamese.....	12
Other (specify)	96	

Q 163 Do you have any disabilities that impact on your ability to vote? DNRO (MR)	Blind or low vision	1
	In a wheelchair	2
	Other mobility	3
	Arthritis or other fine motor function	4
	Other (Specify)	96
	No disabilities that affect voting (SR only)	98

Q 164 Do you live in ...? Read. Single response.	Melbourne	1
	A regional city	2
	Another smaller town or rural area	3
	[DNR] Refused	99

Q 165 What is your post code?	Record post code.....	
	[DNR] Refused.....	99

**IF RESPONDENT INDICATES SPEAKING A LANGUAGE OTHER THAN ENGLISH AT HOME (Codes 2- 96 at Q38)
ASK QC1-QC8B. OTHERWISE GO TO OUTRO**

QC1	You mentioned that you speak (INSERT CODE FROM Q38) at home. Prior to Election Day, did you see or hear any communications by the Victorian Electoral Commission ...? Multiple response	In a (INSERT CODE FROM Q38) newspaper.....	1
		On (INSERT CODE FROM Q38) radio.....	2
		[DNR] No / Don't know (SR)	97
QC2	Did you see any information in the voting centre about the voting process in (INSERT CODE FROM Q38) ?	(Continue) (Go to QC4) (Go to QC4)	Yes..... 1 No..... 2 [DNR] Don't know (SR) 97
QC3.	How helpful was the information? Please use a scale from 1 to 10, where 1 is 'not at all helpful' and 10 is 'extremely helpful'. Single response.	Not at all helpful 1 2 3 4 5 6 7 8 9 10	Extremely helpful [DNR] Don't know 97
QC4.	Did you require assistance from another person when you voted?	(Continue) (Go to QC6) (Go to QC6)	Yes..... 1 No..... 2 [DNR] Don't 97
QC5.	Were you assisted by...? Read. Multiple response.	A voting centre staff member assisted you in English..... A voting centre staff member assisted you in (INSERT CODE FROM Q38) A family member or friend assisted you..... Someone else (specify).....	1 2 3 96
QC6.	Did you know the Victorian Electoral Commission has election hotlines so voters can get information about the election in languages other than English?	(Continue) (Go to QC9) (Go to QC9)	Yes..... 1 No..... 2 [DNR] Don't know 97
QC7.	Did you call the (INSERT CODE FROM Q38) enquiry line during the election?	(Continue) (Go to QC9) (Go to QC9)	Yes..... 1 No..... 2 [DNR] Don't 97
CQ8A.	Were you satisfied with the courtesy and helpfulness of enquiry line staff? Please use a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. (SR)	Extremely dissatisfied 1 2 3 4 5 6 7 8 9 10	Extremely satisfied [DNR] Don't know 97

QC8B. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the information provided to you? Single response.	Extremely dissatisfied					Extremely satisfied					[DNR]
	1	2	3	4	5	6	7	8	9	10	97

QC9. Did you visit the VEC website to read translated information or listen to translated audio files? (SR)	(Continue)	Yes.....	1
	(Go to Outro)	No.....	2
	(Go to Outro)	[DNR] Don't	97

QC10. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the information provided to you from the website? Single response.	Extremely dissatisfied					Extremely satisfied					[DNR]
	1	2	3	4	5	6	7	8	9	10	97

Outro

COLLECTION STATEMENT:

Thank you - that's the end of the survey.

[Touchpoint Research Australia respects your privacy. We will only use the information you provide for research purposes. We may also disclose your information to a third party Market Research agency for these purposes. Our Privacy Policy, available at www.touchpointresearchaustralia.com.au contains further details regarding how you can access or correct information we hold about you, how you can make a privacy related complaint, how that complaint will be dealt with and the extent to which your information may be disclosed to overseas recipients.

Privacy Statement:

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, verifying some of the information we just collected. In case we do need to recontact you, can I please confirm your name is [name from sample]

Type name in here:.....

Once our validation period has finished, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you.

And I'll just confirm your telephone number.

Is it: [Insert phone number from sample]

INTERVIEW NOTE: IF NUMBER IS INCORRECT, TYPE IN CORRECT NUMBER BELOW, ELSE LEAVE IT BLANK

New phone number:

Thank & Close:

That's all I needed to ask you. Thank you very much for your time again, it is greatly appreciated.

Just to remind you my name is [Interviewer name], from Touchpoint Research Australia on behalf of Colmar Brunton and the Victorian Electoral Commission.

If you have any questions about this research you can contact our office on (02) 9024 6400

Victorian Electoral Commission

Overseas Voters (UK) Questionnaire

Conducted as an Online Survey

We are conducting this survey with people who voted in the November State election in Victoria, Australia. Specifically, we are interviewing people who voted while they were overseas.

The Victorian Electoral Commission has recorded you as casting your vote from overseas.

The survey will take between 6-8 minutes.

Voting process

Q 166	Firstly, can I confirm that you voted in London in the November Victorian State election? (SR)	CONTINUE	Yes.....	1
		TERMINATE	No.....	2
		TERMINATE	Don't know.....	97

Q 167	How did you cast your vote – did you ... (SR)	Used an electronically assisted voting machine (touch-screen tablet)	1
		Used a paper ballot	2
		Don't know	97

Q 168	Was this location convenient for you? Please use a scale from 1 to 10, where 1 is 'extremely inconvenient' and 10 is 'extremely convenient'.	Extremely inconvenient								Extremely convenient	Don't Know
		1	2	3	4	5	6	7	8	9	10

Q 169	How did you find out that you could vote at the London voting centre Multiple response. Randomise
	Q 169
Age website	1
Herald Sun website	2
Department of Foreign Affairs and Trade (DFAT) website	3
VEC website (vec.vic.gov.au)	4
Other website	5
Vote Victoria mobile app	6
Word of mouth/someone told me	7
Elsewhere (specify)	96
Don't know/not sure (SR only).....	97

Q 170	Did you know that you could cast your vote electronically before you came to the voting centre?	Yes	1
		No	2
		Don't know	96

E-Voting

IF USED ELECTRONICALLY ASSISTED VOTING AT Q 167 (CODE 1) ASK Q7 – Q9 ALL ELSE GO TO Q8 (INFO NEEDS)

These questions are specifically about electronically assisted voting using the touch-screen computer.

Q 7	How many minutes did it take you to vote on the electronic voting system? (SR)	1-4 minutes	1
		5-10 minutes	2
		11-15 minutes	3
		16-20 minutes	4
		21-25 minutes	5
		26-30 minutes	6
		More than 30 minutes	7
		Don't know	97
	I was interrupted	98	

Q 171	Below are some specific questions about the touchscreens. Using a scale from 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree that...?												
	RANDOMISE ROWS										Strongly disagree	Strongly agree	Don't know/Not applicable
1.	The instructions on the screen were easy to follow	1	2	3	4	5	6	7	8	9	10	97	
2.	The printed lists were easy to use	1	2	3	4	5	6	7	8	9	10	97	
3.	I would tell other people to use this system	1	2	3	4	5	6	7	8	9	10	97	
4.	I would prefer e-voting to paper voting ongoing	1	2	3	4	5	6	7	8	9	10	97	
5.	I am concerned about e-voting security in general	1	2	3	4	5	6	7	8	9	10	97	
6.	I am confident the system captured my votes correctly	1	2	3	4	5	6	7	8	9	10	97	
7.	I would prefer to vote on the Internet from home	1	2	3	4	5	6	7	8	9	10	97	
8.	I understand the printed receipt and how it allows me to verify my vote.	1	2	3	4	5	6	7	8	9	10	97	
9.	I trust the voting system.	1	2	3	4	5	6	7	8	9	10	97	
10.	Anyone who sees my receipt can know my vote	1	2	3	4	5	6	7	8	9	10	97	

Q 7	Did you compare the candidate list to the preferences receipt at the polling place (SR)	YES	1
		NO	2
		Don't know.	97

Q 8	Did you take home your receipt and check it online on the VEC website? (SR)	YES	1
		NO	2
		Don't know.	97

Q 9 How could the VEC improve electronic voting? (Open ended)

Paper Ballot Voting

IF CODE 2 AT Q 167 (BALLOT PAPER) ASK Q 172. OTHERWISE GO TO Q 173 (INFO NEEDS)

Q 172	You mentioned that you cast your vote using a paper ballot. Why did you cast a pen-and-paper ballot instead of using the electronic voting machines?	
	MULTIPLE RESPONSE. RANDOMISE.	
	Concerns about privacy of my vote after it was cast	1
	Did not understand the electronic voting system	2
	Concerns that the vote would not be properly counted	3
	The queues to use the electronic voting machine were too long	4
	The electronic voting machines were offline, or otherwise not functioning	5
	The staff at the voting centre did not offer the use of electronic voting machines	6
	Was not aware that I could cast my vote electronically	7
	Other(specify)	96
	Don't know/not sure.....	97

ASK ALL - Information Needs

Q 173	Was there any additional information related to voting in the election that you would have liked to receive?	(Continue) (Go to Q 175) (GO TO Q 10)	Yes..... No..... Don't know.....	1 2 97
Q 174	Would you like to receive Information on...MULTIPLE RESPONSE. RANDOMISE.		Preferential voting..... The responsibilities of the State (compared to local or Federal government)..... The way the votes are counted..... Where to vote..... How to vote..... When to vote..... How voting at the State election determines seats in Parliament..... Proportional representation..... New electoral boundaries..... Other (specify).....	1 2 3 4 5 6 7 8 9 96

ASK ALL - Voting centre

Q 175	Extremely unsatisfactory	Extremely satisfactory	Don't know
Was your experience at the voting centre satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'.	1 2 3 4 5 6 7 8 9 10		97

Q 176A	Did you have to queue before you received your ballot papers, or use the electronically assisted voting machine?	(Continue)	Yes.....	1
		(Go to Q 80)	No.....	2
		(Go to Q 80)	Don't know.....	97

Q 12B	How long did you have to queue for? (SR)	1-5 minutes	1
		6-10 minutes	2
		11-15 minutes	3
		16-20 minutes	4
		21-25 minutes	5
		26-30 minutes	6
		More than 30 minutes	7
	Don't know	97	

Q 177 Below are a number of aspects relating to the voting centre where you voted. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', could you tell me if you are dissatisfied or satisfied with them?												
RANDOMIS ROWS		Extremely dissatisfied					Extremely satisfied					Don't know
1.	Signs outside indicating this is a voting centre....	1	2	3	4	5	6	7	8	9	10	97
2.	Layout and organisation inside.....	1	2	3	4	5	6	7	8	9	10	97
3.	Efficiency of the staff.....	1	2	3	4	5	6	7	8	9	10	97
4.	Information available about how to vote.....	1	2	3	4	5	6	7	8	9	10	97
5.	Privacy when voting.....	1	2	3	4	5	6	7	8	9	10	97
6.	Ease of completing your ballot.....	1	2	3	4	5	6	7	8	9	10	97
8.	Helpfulness of the staff.....	1	2	3	4	5	6	7	8	9	10	97

ASK ALL - Website

Q 178	Did you know the Victorian Electoral Commission has a website so voters can get information about the election?	(Continue)	Yes.....	1
		(Go to Q 183)	No.....	2
		(Go to Q 183)	Don't know.....	97

Q 179	Did you use the website to get information about the election?	(Continue)	Yes.....	1
		(Go to Q 183)	No.....	2
		(Go to Q 183)	Don't know.....	97

Q 180	Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.	Extremely dissatisfied					Extremely satisfied					Don't Know
		1	2	3	4	5	6	7	8	9	10	97

Q 181	How easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Single response	Extremely difficult					Extremely easy					Don't Know
		1	2	3	4	5	6	7	8	9	10	97

Q 182A	Did you use the voting centre look up on the website?	(Continue)	Yes.	1
		(Go to Q 18)	No	2
		(Go to Q 18)	Don't know	97

Q 18B	How easy was it to use the voting centre look up feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. Show card. Single response.	Extremely difficult		Extremely easy	Don't know					
		1	2	3	4	5	6	7	8	9

ASK ALL - Previous voting

Q 183	Have you voted in a State election before?	No - First time.....	1
		Yes - voted at previous State elections	2
		Don't know.....	97

ASK ALL – Demographics

Q 184	Are you ...	Male.....	1
		Female.....	2

Q 185	What is your age?	18 to 24	1
		25 to 39	2
		40 to 54	3
		55 to 64	4
		65 or older	5
		I prefer not to answer	99

Q 186	Into which of these ranges does your combined pre-tax household income fall (\$AUD)? Single Reponse.	Under \$30,000.....	1
		\$30,001 to \$40,000.....	2
		\$40,001 to \$50,000.....	3
		\$50,001-\$60,000	4
		\$60,001 to \$70,000.....	5
		Over \$70,000.....	6
		Don't know.....	97
		I prefer not to answer	99

Q 187 What is the main language spoken in your home?	English.....	1
	Arabic.....	2
	Chinese - Mandarin.....	3
	Chinese - Cantonese.....	4
	Croatian.....	5
	Greek.....	6
	Macedonian.....	7
	Italian.....	8
	Serbian	9
	Khmer/Cambodian.....	10
	Turkish.....	11
	Vietnamese.....	12
Other (specify)	96	

Q 188 Are you ... Single Reponse.	Living in the UK on a permanent basis (long-term resident)	1
	Holidaying in the UK and intending to return to Australia in the near future (short term stay)	2
	In the UK for work/business and intending to return to Australia in the near future (short term stay)	3
	In the UK under another arrangement, specify	96
	_____	96

Q 189 Do you have any disabilities that impact on your ability to vote? MUTLIPLE RESPONSE	Blind or low vision	1
	In a wheelchair	2
	Other mobility restrictions	3
	Arthritis or other fine motor function	4
	Other (Specify)	96
	No, I do not have a disability that impacts my ability to vote.	98

Q 190 Regarding your usual Australian address, do you live in ...? Read. Single response.	Melbourne	1
	A regional city	2
	Another smaller town or rural area	3
	I prefer not to answer	99

Q 191 What is your post code of your usual Australian address?	Record post code.....	
	I prefer not to answer	99

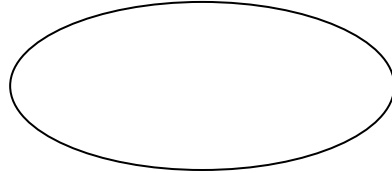
Outro

Thank you. That is the end of the survey. This survey was conducted by Colmar Brunton. Should you need to contact us please contact the project manager (chantelle.britt@colmarbrunton.com).

This study has been conducted on behalf of The Victorian Electoral Commission.

As a market research company we comply with the requirements of the Privacy Act. The information you have provided will be used only for market research purposes.

Victorian Electoral Commission
ONLINE - Ordinary/Absent Voters Questionnaire
Conducted as an online survey



Office Use Only

Respondent Init: _____

Project Name	VEC Evaluation of Services at the 2014 state Election
Project Number	002467
Respondent Name	
Respondent ID /Reference Number	
Start Time	
Finish Time	
Total Time (in mins)	
Other	

INTRODUCTION

We are conducting a NEW survey and you are invited to participate. If you choose to participate, please be assured that the information and opinions you provide will be used only for research purposes. In particular, no individual responses will be given to the organisation sponsoring this research; they will be combined with those from other participants of this research.

Colmar Brunton has been commissioned by the Victorian Electoral Commission to conduct a survey about the voting services provided for the 2014 State election. The Victorian Electoral Commission wants to find out how you obtained your voting information and how you found the voting process.

The survey will take approximately 8-10 minutes to complete.

SQ0A. Did you vote in the State election held on Saturday 29 th November 2014? <i>Please select only one. (SR)</i>	Yes – voted at a voting centre on Saturday 29 th November 2014	1
	Yes – voted early at an early voting centre	2
	Yes – made a postal vote	3
	No - I did not vote in this year's election	4

SCREEN OUT CODES 2 OR 3 OR 4 AT SQ0A.

SQ0B. Approximately what time did you vote? <i>Please select only one. (SR)</i>	8am-9am	1
	9am-10am	2
	10am-11am	3
	11am-12pm	5
	12pm-1pm	6
	1pm-2pm	7
	2pm-3pm	8
	3pm-4pm	9
	4pm-5pm	10
	5pm-6pm	11
	Don't know / can't remember	97

SQ1. Is this voting centre where you voted in your own electorate or did you cast an absent vote? (SR)	(Go to Q1a)	Own electorate	1
	(Ask SQ2)	Outside own electorate	2
	(Terminate)	Don't know	97

SQ2. What was the main reason you voted outside your electorate? <i>Please select only one. (SR, RANDOMISE BUT KEEP CODES 1 & 2 TOGETHER)</i>	In another part of the State for work or holiday, short term basis (1-2 days)	1
	In another part of the State for work or holiday, long term basis (3+ days)	2
	At work in another electorate and not able to attend my electorate	3
	Not living in that electorate any more	5
	Shopping.	6
	Family commitments.	7
	Meeting with friends/family	8
	Other reasons (please specify)	96

Information

Q 192a	In the period leading into this election, did you see or hear any communications by the Victorian Electoral Commission?	(Continue)	Yes	1
		(Go to Q2A)	No	2
		(Go to Q2A)	Don't know.	97
	For example: information about enrolling to vote, the importance of voting, the date of the election, where to vote, how to vote or what to do if you are away from home on election day?			
	We are not interested in advertising conducted by the political parties. (SR)			

IF ANY INFORMATION RECALLED AT Q1A ASK 1B AND C. OTHERWISE PROMPT WITH TYPES OF INFORMATION AT Q 193A

Q 192b	Where did you see or hear that communication from the Victorian Electoral Commission? <i>Please select all that apply. (MR, RANDOMISE CODES 1-10)</i>		
Q 192c	FOR ALL CODES NOT MENTIONED IN Q 192b, ASK Q 192c Did you see or hear that communication...? <i>Please select all that apply. (MR, RANDOMISE, SHOW IMAGES)</i>		
		Q 192b	Q 192c
	On television	1	1
	In the newspaper	2	2
	On radio	3	3
	In an EasyVote Guide	4	4
	Phone enquiry service (131 VEC)	5	5
	VEC website	6	6
	Billboards	7	7
	Twitter	8	8
	Facebook	9	9
	Election Question 2014	10	10
	Mobile Vote Victoria app	11	11
	Elsewhere (please specify)	96	
	Don't know/not sure	97	
	None of the above		99

IF RESPONDENT CLAIMS TO NOT RECALL INFORMATION AT Q1A, B OR C, PROMPT WITH THE Q2a, OTHERWISE GO TO Q 194

Q 193a	Do you recall seeing or hearing any information about the election on any of the following? <i>Please select all that apply. (MR, RANDOMISE CODES 1-10)</i>		
		Q 193a	
	On television.	1	
	In the newspaper .	2	
	On radio .	3	
	In an EasyVote Guide	4	
	Phone enquiry service (131VEC)	5	
	VEC website	6	
	Billboards	7	
	Twitter	8	
	Facebook	9	
	Election Question 2014	10	
	Mobile Vote Victoria app	11	
	Elsewhere (specify)	96	
	Did not see or hear anything/Don't know/not sure	97	(Go to Q 10A)

IF NO INFORMATION RECALLED AT Q1A OR Q2A GO TO Q 201A.

Q 194 Thinking about the Electoral Commission communication, what information did it contain? What other information? *Please select all that apply.* **(MR, RANDOMISE CODES 1-12)**

Q 195 FOR ALL CODES NOT MENTIONED IN Q 194, ASK Q 195
Do you remember if it contained information about...? *Please select all that apply.* **(MR,RANDOMISE)**

	Q 194	Q 195
Enrolling to vote.	1	1
How to vote if you were unable to vote on election day	2	2
Instructions for completing ballot papers correctly	3	3
Where to find more information about the election	4	4
Where to vote on election day	5	5
The importance of voting	6	6
Your vote will help shape Victoria	7	7
Paper people	8	8
The date of the election	9	9
Electronically Assisted Voting	10	10
Close elections	11	11
Your electorate	12	12
Other (specify)	96	
Don't know/not sure/don't recall	97	

Q 196	How effective was the communication in providing you with relevant information about the election?											
		Extremely ineffective								Extremely effective		Don't know
Please use a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective' (SR)		1	2	3	4	5	6	7	8	9	10	97

Q 197 What would increase the effectiveness of the communications? **(OE)**

.....

.....

.....

.....

EasyVote

IF RESPONDENT MENTIONED 'EASYVOTE Guide' at Q 192a Q 192b OR Q 193a (CODE 4) ASK Q 198, OTHERWISE SKIP TO Q 201a.

The following questions are specifically about the EasyVote Guide.

These questions are about the EasyVote Guide that you received in the mail. The EasyVote Guide contained information about where and how to vote, and had a little card that you could cut out to take with you on election day. Please have a look at an image for the Easy Vote Guide. **SHOW IMAGE**

Q 198a	Did the EasyVote Guide provide you with useful information about voting in this election? (SR)	(Continue)	YES	1
		(Continue)	NO	2
		(Continue)	Don't know.	97

Q 7b	What was the most important information for you in the Guide? <i>Please select all that apply.</i> (MR,RANDOMISE CODEA 1-7)	Your electorate	1
		Your enrolment details	2
		Where to vote	3
		How to vote correctly	4
		When to vote	5
		What to do if you can't make it on election day	6
		Assistance available (including Electronically Assisted Voting)	7
		Other (specify).	96

Q 7c	Was the information you were interested in easy to find? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy', (SR)	Extremely difficult											Extremely easy	Don't know
			1	2	3	4	5	6	7	8	9	10		

Q 7d	Was the information in the Guide easy to understand? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy', (SR)	Extremely difficult											Extremely easy	Don't know
			1	2	3	4	5	6	7	8	9	10		

Q 199	Did you need to seek out additional information after reading the EasyVote guide? (SR)	(Continue)	YES	1
		(Go to Q 200b)	NO	2
		(Go to Q 200b)	Don't know.	97

Q 200a	What was the issue that you required more information about? (OE)
	
	

Q 200b	Did you take the EasyVote Card to the voting centre as suggested? (SR)	(Continue)	YES	1
			NO	2
			Don't know.	97

Information needed

ASK EVERYONE

Q 201a	Was there any additional information related to voting in the election that you would have liked to receive? (SR)	(Ask Q10b)	Yes.	1
		(Go to Q11)	No	2
		(Go to Q11)	Don't know	97
Q 201b	Would you like to receive Information on? <i>Please select all that apply.</i> (MR, RANDOMISE CODES 1-9)	Preferential voting		1
		The responsibilities of the State (compared to local or Federal government)		2
		The way the votes are counted		3
		Where to vote		4
		How to vote		5
		When to vote		6
		How voting at the State election determines seats in Parliament		7
		Proportional representation		8
		New electoral boundaries		9
		Other (specify)		96

Voting process

ASK EVERYONE

Q 202	Was your experience at the voting centre satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory', (SR)	Extremely satisfactory											Extremely satisfactory	Don't know
			1	2	3	4	5	6	7	8	9	10		

Q 203	For what reasons do you say that? What else? (OE)											
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Q 204	Did you have to queue before you received your ballot papers? (SR)	(Ask Q 205) (Go to Q 206) (Go to Q 206)	Yes	1
			No	2
			Don't know	97

Q 205	Approximately how long did you have to queue for? (SR)	1-5 minutes	1
		6-10 minutes	2
		11-15 minutes	3
		16-20 minutes	4
		21-25 minutes	5
		26-30 minutes	6
		More than 30 minutes	7
		Don't know	97

Q 206 Thinking about each of the following aspects relating to this voting centre. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', please rate if you are dissatisfied or satisfied with them? **(SR, RANDOMISE ROWS)**

		Extremely dissatisfied									Extremely satisfied	Don't know
		1	2	3	4	5	6	7	8	9	10	97
1.	Signs outside indicating this is a voting centre	1	2	3	4	5	6	7	8	9	10	97
2.	Layout and organisation inside	1	2	3	4	5	6	7	8	9	10	97
3.	Efficiency of the staff	1	2	3	4	5	6	7	8	9	10	97
4.	Information available about how to vote	1	2	3	4	5	6	7	8	9	10	97
5.	Privacy when voting	1	2	3	4	5	6	7	8	9	10	97
6.	Ease of completing your ballot papers	1	2	3	4	5	6	7	8	9	10	97
7.	Ease of putting your completed ballot papers in the ballot box	1	2	3	4	5	6	7	8	9	10	97
8.	Helpfulness of the staff	1	2	3	4	5	6	7	8	9	10	97

Q 207	How did you know which voting centre you should come to? <i>Please select all that apply.</i> (MR, RANDOMISE CODES 1-8)	Same as on previous occasions	1
		Advertisement in the newspaper	2
		Family/friends told me	3
		Saw it when passing by	4
		Used the online Voting Centre Lookup.	5
		Called the call centre/hotline (131VEC)	6
		EasyVote Guide	7
		Used the mobile Vote Victoria app	8
		Other (specify)	96
Don't know.	97		

Website

Q 208	Did you know the Victorian Electoral Commission has a website so voters could get information about the election ?	(Continue)	Yes	1
		(Go to Q 20)	No	2
		(Go to Q 0)	Don't know	97

Q 209	Did you use the website (vec.vic.gov.au) to get information about the election? (SR)	(Continue)	Yes	1
		(Go to Q 0)	No	2
		(Go to Q 0)	Don't know	97

Q 210A	Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. (SR)	Extremely dissatisfied	1	2	3	4	5	6	7	8	9	10	Extremely satisfied	97	Don't know
Q 19B	How easy was it to find information on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. (SR)	Extremely difficult	1	2	3	4	5	6	7	8	9	10	Extremely easy	97	Don't know

Q 19C	Did you use the voting centre look up on the website? (SR)	(Continue)	Yes	1
		(Go to Q 20)	No	2
		(Go to Q 20)	Don't know	97

Q 19D	How easy was it to use the voting centre look up feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'. (SR)	Extremely difficult	1	2	3	4	5	6	7	8	9	10	Extremely easy	97	Don't know
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Hotline

ASK EVERYONE

Q 20	Did you know the Victorian Electoral Commission had an election hotline so voters could get information about the election? (SR)	(Continue)	Yes	1
		(Go to Q 24)	No	2
		(Go to Q 21124)	Don't know	97

Q 21	Do you recall the hotline number? (SR)	(Continue)	131VEC	1
		(Continue)	131 832	2
		(Continue)	Other (please specify)	96
		(GO TO Q24)	No, don't recall	97
		(GO TO Q24)	Don't know	99

Q 22	Did you call that hotline during the election? (SR)	(Continue)	Yes	1
		(Go to Q 21124)	No	2
		(Go to Q 21124)	Don't know	97

Q 23A	Were you satisfied or dissatisfied with the information provided to you on the hotline? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. (SR)	Extremely dissatisfied	1	2	3	4	5	6	7	8	9	10	Extremely satisfied	97	Don't know
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Q 23B ASK IF CODES1-5 @ Q 23A
Why do you say that? **(OE)**

Q 23C Were you satisfied with the courtesy and helpfulness of staff? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. **(SR)**.

Extremely dissatisfied	1	2	3	4	5	6	7	8	9	10	Extremely satisfied	97	Don't know
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Previous vote

ASK EVERYONE

Q 2114	Have you voted in a State election before? (SR)	No - first time	1
		Yes –voted at previous State election	2
		Don't know	97

Demographics

ASK EVERYONE

Q 25	Are you... (SR)	Male	1
		Female	2

Q 26212	What is your age? (SR)	18 to 24	1
		25 to 39	2
		40 to 54	3
		55 to 64	4
		65 or older	5
		Refused	99

Q 27	Into which of these ranges does your combined pre-tax household income fall? (SR)	Under \$30,000.	1
		\$30,001 to \$40,000	2
		\$40,001 to \$50,000	3
		\$50,001-\$60,000	4
		\$60,001 to \$70,000	5
		Over \$70,000	6
		Don't know.	97
		Refused	99

Q 28	What is the main language spoken in your home? (SR)	English.....	1
		Arabic.....	2
		Chinese - Mandarin.....	3
		Chinese - Cantonese.....	4
		Croatian.....	5
		Greek.....	6
		Macedonian.....	7
		Italian.....	8
		Serbian.....	9
		Khmer/Cambodian.....	10
		Turkish.....	11
		Vietnamese.....	12
Other (please specify).....	96		

Q 29	Do you have any disabilities that impact on your ability to vote? (SR, RANDOMISE CODES 1-4)	Blind or low vision.....	1
		In a wheelchair.....	2
		Other mobility.....	3
		Arthritis or other fine motor function.....	4
		Other.....	96
		No Disability.....	5

Q 2130	Do you live in ...? (SR)	Melbourne.....	1
		A regional city.....	2
		Another smaller town or rural area.....	3
		Refused.....	99

Q 31	What is your post code? (OE)	Record post code.....	
		Refused.....	99

ASK CALD ONLY

ASK CQ1-CQ8B IF NOT CODE 1 SELECTED AT Q28. ALL ELSE SKIP TO OUTRO.

I would like to ask you a few questions about voter information in languages other than English:

CQ1.	Prior to election day, did you see or hear any communications by the Victorian Electoral Commission ...? (MR)	In a (main language) newspaper.....	1
		On (main language) radio.....	2
		Don't know.....	97

CQ2.	Did you see any information in the voting centre about the voting process in (main language) ? (SR)	(Continue) Yes.....	1
		(Go to CQ4) No.....	2
		(Go to CQ4) Don't know.....	97

CQ3.	How helpful was the information? Please use a scale from 1 to 10, where 1 is 'not at all helpful' and 10 is 'extremely helpful'. (SR)	Not at all helpful	Extremely helpful	Don't know
		1 2 3 4 5 6 7 8 9 10		97

CQ4. Did you require assistance from another person when you voted? (SR)	(Continue)	Yes	1
	(Go to CQ6)	No	2
	(Go to CQ6)	Don't know	97

CQ5. Were you assisted by...? (MR)	A voting centre staff member assisted you in English		1
	A voting centre staff member assisted you in (main language)		2
	A family member or friend assisted you		3
	Someone else (please specify)		96

CQ6. Did you know the Victorian Electoral Commission has election hotlines so voters can get information about the election in languages other than English? (SR)	(Continue)	Yes	1
	(Close)	No	2
	(Close)	Don't know	97

CQ7. Did you call the (main language) enquiry line during the election? (SR)	(Continue)	Yes	1
	(Close)	No	2
	(Close)	Don't know	97

CQ8B. Were you satisfied with the courtesy and helpfulness of staff? Please use a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'. (SR)	Extremely dissatisfied										Extremely satisfied										Don't know
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	97

CQ8A. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the information provided to you? (SR)	Extremely dissatisfied										Extremely satisfied										Don't know
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	97

QC9. Did you visit the VEC website to read translated information or listen to translated audio files? (SR)	(Continue)	Yes.....	1
	(Go to Outro)	No.....	2
	(Go to Outro)	[DNR] Don't	97

QC10. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the information provided to you from the website? Single response.	Extremely dissatisfied										Extremely satisfied										[DNR]
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	97

Outro

That's it. Thank you for taking part in our survey today.

Should you need to contact us again please call us on **[insert email contact]**.

This study has been conducted on behalf of the Victorian Electoral Commission. The data you have provided will be shared with Colmar Brunton Research for analysis. All data shared will be de-identified.

Thank you.

Victorian Electoral Commission

Candidates Questionnaire Conducted as a CATI Survey

Good morning/afternoon. My name is (.....) from Touchpoint Research Australia. We have been commissioned by Colmar Brunton to conduct a survey on behalf of the Victorian Electoral Commission and would like to include your views.

Can I speak to (NAME OF CANDIDATE)?

IF CONTACT PERSON IS NOT THE CANDIDATE READ THE NEXT SECTION

The Victorian Electoral Commission is very interested in candidates' views on the effectiveness of arrangements made for both candidates and voters. I would like to make an appointment with (NAME OF CANDIDATE) to ask a few questions, the interview will take about ten minutes.

WHEN INTERVIEW IS OBTAINED READ OUT:

Your details have been provided by the Victorian Electoral Commission.

The Victorian Electoral Commission is very interested in candidates' views on the effectiveness of arrangements made for both candidates and voters.

If you choose to participate, the information and opinions you provide will be used only for research purposes.

If qualify ask:

Would you like to participate in the survey? (If not now arrange call back or thank and close).

My supervisor may monitor this interview for quality control purposes. If you do not wish this to occur please let me know.

SECTION 1: SATISFACTION WITH PROCESSES

Q 214	The Election Manager for your electorate had a range of responsibilities during the election. To evaluate the role of an Election Manager from a candidate's perspective, I am going to mention some of these responsibilities and ask how satisfied you were with their performance. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', how satisfied or dissatisfied are you with the Election Manager in terms of... Read out. Rotate order.															
		Extremely dissatisfied									Extremely satisfied					[DNR]]Don't know
a.	IF Independent candidate on data file Arranging for your nomination to stand in your electorate	1	2	3	4	5	6	7	8	9	10	97				
b.	ASK ALL Conducting the computerised draw for ballot paper positions	1	2	3	4	5	6	7	8	9	10	97				
c.	IF Independent candidate on data file Receiving your 'how to vote' cards for registration	1	2	3	4	5	6	7	8	9	10	97				
d.	ASK ALL Arranging for early votes	1	2	3	4	5	6	7	8	9	10	97				
e.	Overall arrangements at the voting centres on election day	1	2	3	4	5	6	7	8	9	10	97				
f.	Responding to your enquiries	1	2	3	4	5	6	7	8	9	10	97				
g.	Providing you with accurate information about election arrangements	1	2	3	4	5	6	7	8	9	10	97				
h.	Acting impartially at all times	1	2	3	4	5	6	7	8	9	10	97				
i.	Counting the votes and keeping you informed of the progressive results	1	2	3	4	5	6	7	8	9	10	97				

Q 215a If Q 214 a TO 1h = Codes 1 – 4 (Dissatisfied) ASK: STRAIGHT AFTER RATING
Why were you dissatisfied with (INSERT Q1 QUESTION)? **Probe fully.**

Q 215b. If Q 214a TO 1h = Codes 1 – 4 (Dissatisfied) ASK
How can (INSERT Q1 QUESTION) be improved in the future? **Probe fully.**

Q 216a	Did you receive a copy of the Candidate's Information Kit prepared by the VEC?	(Continue) (Go to) Q3da (Go to Q3da)	Yes..... No..... [DNR] Don't	1 2 97
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Q 216b		Extremely ineffective									Extremely effective					[DNR] Don't know
	Using a scale from 1 to 10, where 1 is 'extremely ineffective' and 10 is 'extremely effective', how effective or ineffective was the Candidates Information Kit in providing you with information about standing as a candidate? IF Q 216b = Codes 1 – 4 (Ineffective) Go to Q3c. ELSE Go to Q 216da	1	2	3	4	5	6	7	8	9	10	97				

Q 216c	IF Q 216b = Codes 1 – 4 (Ineffective) ASK: In what ways was the kit ineffective? Probe fully. Record verbatim
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If Party Field in Sample “Blank” ask Q3da else Skip to Q4

Q 3da	Did you? Read out. Single Response.	Stand as an independent	1
		Stand as a member for an unregistered party	2
		Other (specify).....	96
		[DNR] Don't know.....	97

Q 216d	Did you attend the information session for Independent candidates held on 2 nd November?	(Continue)	Yes.....	1
		(Go to Q4)	No.....	2
		(Go to Q4)	[DNR] Don't	97

Q 216e		Not at all helpful		Extremely helpful	[DNR]							
	Using a scale from 1 to 10, where 1 is 'not at all helpful' and 10 is 'extremely helpful'; how helpful was the information provided by the VEC at the session?				Don't know							
		1	2	3	4	5	6	7	8	9	10	97

SECTION 2: ADVERTISING AWARENESS

Q 217	During the election did you see or hear any communications by the Victorian Electoral Commission about enrolling to vote, the importance of voting, the date of the election, where to vote, how to vote or what to do if voters were away from home on election day? We are not interested in advertising conducted by the political parties.	(Continue)	Yes.....	1
		(Go to Error! Reference source not found.a)	No.....	2
		(Go to Error! Reference source not found.a)	[DNR] Don't know.....	97

Q 218	Did you see or hear that communication...? Read out. Rotate order. Multiple response.	On TV.....	1
		In newspapers.....	2
		On radio.....	3
		On billboards/posters.....	4
		EasyVote Guide	5
		Phone Enquiry Service	6
		VEC Website	7
		Twitter	8
		Facebook	9
		Election Question 2014	10
		Mobile Vote Victoria app	11
		Elsewhere (specify).....	96
		
		[DNR] Don't know.....	97

Q 219a	Thinking about the Victorian Electoral Commission communications, what information did it contain? What other information? Multiple response. Do not read out.		
Q 219b	FOR ALL CODES NOT MENTIONED IN Q 219a, ASK Q 219b Do you remember if it contained information about...? Rotate order. Read out. Multiple responses.		
		Q 219a	Q 219b
	Enrolling to vote.....	1	1
	How to vote if you were unable to vote on election day....	2	2
	Instructions for completing ballot papers correctly.....	3	3
	Where to find more information about the election.....	4	4
	Where to vote on election day.....	5	5
	The names of election candidates.....	6	6
	How to nominate as a candidate (newspaper only).....	7	7
	The date of the election.....	8	8
	Electronically Assisted Voting.....	9	9
	Other (specify)	96	
		
	[DNR] Don't know/not sure.....	97	
	[DNR] None of the above		99

Q 220a	Extremely ineffective	Extremely effective	[DNR]
			Don't know
Using a scale from 1 to 10 where 1 is 'extremely ineffective' and 10 is 'extremely effective', in your view how effective or ineffective were those communications in providing voters with all the information they needed about the election?	1	2	3
	4	5	6
	7	8	9
	10		97

Q 220b	What would increase the effectiveness of the communications? Probe fully. Record verbatim

The following questions are specifically about the EasyVote Guide (READ OUT)			
Q 220c	Did you see the EasyVote Guide sent to Victorians prior to the State election? (SR)	(Continue) (Go to Q9a) (Go to Q9Error!	YES..... 1 NO..... 2 [DNR] Don't 97

Q 220d	Do you believe the Easyvote Guide gave effective information and answered questions voters may have had about voting? (SR)	YES..... 1 NO..... 2 [DNR] Don't know..... 97
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Q 220e	What additional information do you believe the letter Easyvote Guide could have included? (OE) Probe fully, Record verbatim

SECTION 3: VOTING SERVICES

<p>Q 221a</p> <p>Prior to election day, many voters in your electorate would have voted by attending an early voting centre. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', how satisfied or dissatisfied are you with the service to voters in terms of how efficiently and effectively the early voting centres were managed?</p> <p>IF Q9a = Codes 1 – 4 (Dissatisfied) Go to Q 221b. ELSE Go to Q 222.</p>	Extremely dissatisfied	Extremely satisfied	[DNR]								
			Don't know								
	1	2	3	4	5	6	7	8	9	10	97

<p>Q 221b IF DISSATISFIED IN Q 221a ASK: For what reasons are you dissatisfied? Probe fully. Record verbatim</p>

<p>Q 222 Do you have any suggestions on how the service can be improved to people who need to vote before election day? Probe fully. Record verbatim</p>

<p>Q 223a</p> <p>Before election day, electoral staff attend certain hospitals and aged care facilities to enable people to cast their vote. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', how satisfied or dissatisfied are you with the mobile voting service in your electorate?</p> <p>IF Q 223a = Codes 1 – 4 (Dissatisfied) Go to Q11b. ELSE Go to Q 224a.</p>	Extremely dissatisfied	Extremely satisfied	[DNR]								
			Don't know								
	1	2	3	4	5	6	7	8	9	10	97

<p>Q 223b IF DISSATISFIED IN Q 223a ASK: What are all the reasons you are dissatisfied? Probe fully. Record verbatim ELSE Go to Q 224a.</p>

Q 224a This question is about services for voters with a disability. First, we would like to inform you of what the Victorian Electoral Commission does, which you may already know. The VEC has 6 supercentres across the State, that provide full wheelchair accessibility, Auslan interpreters and audio loops for voters who are deaf or hearing impaired, Electronically Assisted Voting for voters who are blind, have low vision or are motor impaired, and talking boards for voters who have communication difficulties. 18 other early voting centres have Electronically Assisted Voting. All voting centres have wheelchair-height voting screens, large pencils for voters with arthritis, and magnifying sheets. The VEC advertises the degree of wheelchair accessibility of each voting centre.	(Continue)	Yes.....	1
	(Go to Q 225a)	No.....	2
	(Go to Q 225a)	[DNR] Don't know.....	97

Q 224b IF Q 224a = 1 ASK:
 How could the services be improved? **Probe fully. Record verbatim**

Q 225a Do you see a need to improve services to voters who are from a non-English speaking background?	(Continue)	Yes.....	1
	(Go to Q Q 226 13c)	No.....	2
	(Go to Q 226 13c)	[DNR] Don't	97

Q 225b IF Q 225a = 1 ASK:
 How could the services be improved? **Probe fully. Record verbatim**

Q 225c Were you aware that Electronically Assisted Voting was available at selected early voting centres?	Yes.....	1
	No.....	2
	[DNR] Don't	97

Q 226 Thinking about experiences of voters in your electorate at all the voting centres, using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', overall were you satisfied or dissatisfied with the operation of the voting centres?	Extremely dissatisfied	Extremely satisfied	[DNR]								
			Don't know								
	1	2	3	4	5	6	7	8	9	10	97

Q 227 What improvements could be made to the operation of the voting centres? **Probe fully. Record verbatim**

Q 228	Extremely unsuitable									Extremely suitable	[DNR]	
											Don't know	
	Thinking about all the voting centres in your electorate, were any unsuitable on the following aspects? Using a scale from 1 to 10 where 1 is 'extremely unsuitable' and 10 is 'extremely suitable',											
	IF Q17 = 1-4 ASK Q18a. ELSE GO TO Q19a											
	Location	1	2	3	4	5	6	7	8	9	10	97
	Accessibility	1	2	3	4	5	6	7	8	9	10	97
	Sufficient staff to cope with demand	1	2	3	4	5	6	7	8	9	10	97

Q 229a	Which voting centres in your electorate were unsuitable? RECORD ALL.		1
			2
			3
			4
			5
			6
	[DNR] Don't know.....	97	

Q 229b FOR EACH RESPONSE TO Q 229a, ASK:
What are all the reasons the voting centre at (insert response from Q18a) was unsuitable for the purpose of voting? **Probe fully. Record verbatim**

Q 230a	Extremely dissatisfied									Extremely satisfied	[DNR]	
											Don't know	
	Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', once the voting had closed how satisfied or dissatisfied were you with the processes involved in counting the votes? IF Q19a = 1-4, ASK Q19b. ELSE GO TO Q19d.											
		1	2	3	4	5	6	7	8	9	10	97

Q 230b. IF Q 230a = 1 – 4 (Dissatisfied) ASK:
What part of the process were you concerned about? **Probe fully. Record verbatim**

Q 230c	IF Q 230a = 1 – 4 (Dissatisfied) ASK: Was that on...? Read out. Multiple response.	Election night.....	1
		After election night.....	2
		Other (specify).....	96
		

Q 19d		Thinking about the process involved in counting of the votes. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', please rate if you are dissatisfied or satisfied with each aspect of the process? (SR, RANDOMISE ROWS)												
		Extremely dissatisfied											Extremely satisfied	[DNR]Don't know
		1	2	3	4	5	6	7	8	9	10	97		
1.	Speed	1	2	3	4	5	6	7	8	9	10	97		
2.	Accuracy	1	2	3	4	5	6	7	8	9	10	97		
3.	Cooperation with scrutineers	1	2	3	4	5	6	7	8	9	10	97		
4.	Provision of results	1	2	3	4	5	6	7	8	9	10	97		
5.	Information about counting timetable	1	2	3	4	5	6	7	8	9	10	97		

Q 231A	Extremely dissatisfied											Extremely satisfied	[DNR] Don't know
	1	2	3	4	5	6	7	8	9	10	97		
The VEC's website was available to voters during the election. Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the usefulness of the website?													

Q 20B		Thinking about each of the following aspects relating to the VEC website. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', please rate if you are dissatisfied or satisfied with them? (SR, RANDOMISE ROWS)													
		Extremely dissatisfied											Extremely satisfied	[DNR]Don't know	[DNR] Not applicable
		1	2	3	4	5	6	7	8	9	10	97			
1.	Ease of navigation	1	2	3	4	5	6	7	8	9	10	97			99
2.	Ease of finding election information	1	2	3	4	5	6	7	8	9	10	97			99
3.	Accessibility features	1	2	3	4	5	6	7	8	9	10	97			99
4.	Clarity of content	1	2	3	4	5	6	7	8	9	10	97			99
5.	Helpfulness of content	1	2	3	4	5	6	7	8	9	10	97			99

Q 232A	Extremely dissatisfied											Extremely satisfied	[DNR] Don't know
	1	2	3	4	5	6	7	8	9	10	97		
The Victorian Electoral Commission provided a phone enquiry line before the election. Using the same scale, were you satisfied or dissatisfied with the usefulness of the enquiry line? Read out if necessary													

Q 21B		Thinking about each of the following aspects relating to the Victorian Electoral Commission's telephone enquiry line. Using a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', please rate if you are dissatisfied or satisfied with them? (SR, RANDOMISE ROWS)													
		Extremely dissatisfied											Extremely satisfied	[DNR] Don't know	[DNR] Not applicable
		1	2	3	4	5	6	7	8	9	10	97			
1.	Speed of answer	1	2	3	4	5	6	7	8	9	10	97			99
2.	Politeness of operator	1	2	3	4	5	6	7	8	9	10	97			99
3.	Knowledge of operator	1	2	3	4	5	6	7	8	9	10	97			99

Q 233a	Extremely dissatisfied	Extremely satisfied								[DNR]	
											Don't know
Please think about all the information provided and arrangements to assist voters on election day. Using a scale, how satisfied or dissatisfied were you with the efforts of the Victorian Electoral Commission in managing the election? Read out if necessary	1	2	3	4	5	6	7	8	9	10	97

Q 22b What would improve the management of the election? **Probe fully. Record verbatim**

Q 234	RECORD SEX	Male.....	1
	Do not read.	Female.....	2

COLLECTION STATEMENT:

Thank you - that's the end of the survey.
 Touchpoint Research Australia respects your privacy. We will only use the information you provide for research purposes. We may also disclose your information to a third party Market Research agency for these purposes. Our Privacy Policy, available at www.touchpointresearchaustralia.com.au contains further details regarding how you can access or correct information we hold about you, how you can make a privacy related complaint, how that complaint will be dealt with and the extent to which your information may be disclosed to overseas recipients.

Privacy Statement:

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, verifying some of the information we just collected. In case we do need to recontact you, can I please confirm your name is [name from sample]

Type name in here:.....

Once our validation period has finished, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you.

And I'll just confirm your telephone number.

Is it: [Insert phone number from sample]

INTERVIEW NOTE: IF NUMBER IS INCORRECT, TYPE IN CORRECT NUMBER BELOW, ELSE LEAVE IT BLANK

New phone number:

Thank & Close:

That's all I needed to ask you. Thank you very much for your time again, it is greatly appreciated.

Just to remind you my name is [INTERVIEWER NAME], from Touchpoint Research Australia on behalf of Colmar Brunton and the Victorian Electoral Commission.

If you have any questions about this research you can contact our office on (02) 9024 6400

Discussion Guide for interviews with party representatives

Introduction

Aim: Advise respondents of Privacy Act details

Relax and warm up

General insights into target audience characteristics

Hello, my name is Cathy from Colmar Brunton, an independent research company. We have been commissioned by the Victorian Electoral Commission to talk to representatives from political parties to understand how you feel about the running of the 2014 State election and services to parties.

The interview today will probably take about half an hour– I just need to check that that is OK for you?

This is a completely confidential process – you will not be identified as having taken part in the research and nothing that would identify you will be used when we report our findings. So please feel comfortable to be open and honest with us.

I do need to get your permission for one thing before we start. To make sure that we do justice to your comments, we would like to audiotape our interview today. Is that OK? The tape will only be used for research purposes, will not be provided to the VEC and will be destroyed at the end of the project.

Do you have any questions before we start?

Guide

- **Overall satisfaction**

Aim To obtain a 'top of mind' reaction to the VEC's management of the 2014 State Election

Overall, how does your party feel about the VEC's performance in running the 2014 State Election?

7 PROBE How about the performance of VEC staff and election managers?

7 PROBE What are all the areas of good performance?

7 PROBE What are areas where VEC could improve their performance?

How satisfied were you with your dealings with the Electoral Commissioner in the lead-up to and during the State Election?

7 PROBE Positive aspects

7 PROBE Negative aspects

- **Enrolment & Nominations**

Aim: To explore thoughts on enrolment, the provision of information and the nomination processes

Now I have a few questions about the enrolment process and the process of nominating candidates.

How do you feel about the enrolment process and how the "close of the Electoral Roll" worked?

7 PROBE Accuracy of the Electoral Roll used for the election

7 PROBE Timeliness of receipt of enrolment information from the VEC

In 2014, parties had to nominate candidates with the Electoral Commission by 13 November. Parties could enter their nominations on a USB key or complete them manually.

How did you feel about the lodgement of nominations?

How convenient was the nomination process?

How satisfied were you with the information and guidelines provided by the VEC about the nominations process?

How satisfied were you with your dealings with VEC staff during this process?

How could the process of nominating candidates be improved?

How effective were the VEC's briefing sessions and information materials in providing your party and candidates with information prior to the State election?

How responsive was the VEC to any issues or questions you raised?

- **How-to-vote cards**

Now I have some questions about the process of registering 'how-to-vote' cards. As you know, registered political parties had to register 'How to Vote' cards with the VEC by 21 November. Registered how-to-vote cards had to be displayed on the VEC's website.

How well did this process work?

Can you recommend any improvements to the process?

How helpful were the VEC staff in this process?

Do you have any comments on the display on how-to-vote cards on the VEC's website?

- **Voting services**

Aim: To gain insight into how political parties feel towards the voting systems and methods of voting

FOR ALP, LIBERALS AND GREENS

Now I have some questions about the different methods by which people could cast their vote. Firstly,

Postal vote applications made on application forms distributed by the parties, were returned to the parties before going on to the VEC. Other applications were returned directly to the VEC. The VEC processed more than 330,000 postal vote applications.

How effective did you find the processing of postal votes? (This covers three areas: the VEC's protocol on the design of party postal vote application forms; the delivery of party forms to the VEC; and feedback from voters about the VEC's supply of postal voting material following the close of nominations.)

If the process was considered to be ineffective, probe as to why?

- **Early voting centres**

Now I'd like your opinion on early voting centres. (There were 100 early voting centres in 2014.) The number of early votes increased from 543,763 in 2010 to more than 882,000 in 2014.

Why do you think the number of early votes increased?

How well did the VEC cope with the increase in early voting?

How satisfied were you with the number and location of early voting centres?

Do you have any comments on the location or operation of any particular early voting centres?

How satisfied were you with the VEC's performance in conducting early voting at this election?

PROBE If dissatisfied - How could the conduct of early voting be improved?

- **Mobile voting**

I have a few questions now about early Mobile Voting. (Mobile voting continued to service aged care facilities, hospitals, homelessness centres and prisons, and was extended to include Alpine resorts.)

How do you feel about the arrangements for mobile voting services?

How well do you feel mobile voting operated at this election?

Are there any additional changes that could be made to improve the service?

Also, how do you feel about the practice of the legal requirement of making "how to vote" cards available in a folder for voters using the early mobile voting service?

- **Electronically assisted voting**

The VEC used tablets in selected early voting centres to enable vision impaired and motor impaired voters, voters who were not proficient in English and voters in the United Kingdom to cast an electronically assisted vote. This was the third use of electronic voting at a Victorian State election.

How do you feel about the arrangements for these voters?

Are there any changes which could be made to improve the electronic voting service?

7 PROBE Should the service be changed? Should it be extended to other groups or to all voters, as in the ACT?

- **Voting Centres**

There were 1,784 election day voting centres at the 2014 State election – slightly less than the 2010 State election. 95 of these were joint voting centres – that is, centres catering for two or more electoral districts. (This was a substantial reduction from 2010.) Netbooks were used at 104 voting centres to mark voters off the roll. Voters who could not be found on the roll were able to cast a provisional vote, under which they would be enrolled and their vote would be counted provided they had sufficient proof of identity. Also, staffing formulas were adjusted to allow for more staff.

How do you feel about the number and location of voting centres?

How do you feel about the operation of voting centres and the services provided to voters?

7 PROBE How about arrangements for Non-English speaking voters?

How could services to voters be improved?

Overall, how well did the VEC's election officials perform?

- **Communication**

General communications about the Election

Aim: To explore and understand perceptions in relation to VEC communications

Thinking about the information provided to parties:

How satisfied were you with the information provided by the VEC during the election period?

7 PROBE How satisfied were you with the briefings for parties, the Election Plan and the RPP Circulars?

Communication campaign

To inform voters, the VEC ran a comprehensive advertising campaign on television, radio (including ethnic radio), billboards, on-line and in the metropolitan, local and ethnic press throughout the election period. The VEC introduced a new campaign look and theme at this election, emphasizing that every vote counts.

I have a few questions about the campaign produced by the VEC.

Was the campaign effective in providing voters with the information they needed about the election?

7 PROBE Why/why not?

7 PROBE Were there any messages which were not effectively communicated? Which ones?

How could the VEC have improved its campaign?

EasyVote

To inform voters, the VEC also provided each registered voter with an EasyVote Guide. The Guide provided information about their electorate, when, how and where to vote, plus information regarding electoral boundary changes.

Was the EasyVote Guide an effective strategy to inform voters about how and where to vote?

7 PROBE Why/why not?

7 PROBE Were there any messages which were not effectively expressed in the EasyVote Guide? Which ones?

How could the VEC improve EasyVote Guides in future elections?

Website

During the election the VEC website provided specific information about electorates, enrolment, candidates, group voting tickets, how-to-vote cards and voting, and election results were posted live on election night. The website also included the facility to download an enrolment form and a postal voting application.

Overall, how do you feel about the information provided on the VEC website?

7 PROBE: Was the right information available at the right time?

How accessible and useful did you find the information on the website?

How easy was it to navigate the website?

How could the VEC improve the information on the web site?

● Provision of results

Aim: To explore perceptions relating to access to election results for political parties

Now I have some questions about the process of counting votes and presenting the election results.

How satisfied are you with the VEC's performance in the counting of votes on election night and after election night?

- PROBE Speed of the count?
- PROBE The accuracy of the counting process?
- PROBE Access by scrutineers?

7 PROBE Upper House count at the Etihad Stadium?

7 PROBE communication regarding the count process/

The VEC provided election results on election night and during the weeks that followed on its website. The VEC offered XML feeds of results to parties, and there was also personal communication between VEC staff and the parties. How effective was this service in providing you with election results?

How do you feel about the provision of election results?

Closing

That's it for today. Thank you for taking part in this research.

Do you have any questions for me?

I just need to remind you that as this is market research, it is carried out in compliance with the Privacy Act therefore information provided will only be used for research purposes.

Just a reminder also that I am from Colmar Brunton Research

If you have any queries about the way that this research was undertaken, please call the Market Research Society's free Survey Line on 1300 364 830 or you can contact our office on 1800 004 446.

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