



Victorian Electoral Commission

*Evaluation of services at the
24 November 2018 Victorian State election*

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1. Executive summary

The 2018 Victorian State election was held on Saturday, 24 November 2018 to elect the 59th Parliament of Victoria. Colmar Brunton was commissioned by the Victorian Electoral Commission (VEC) to conduct the evaluation of services at the 2018 State election. This report contains the evaluation of services related to voters at the election. A separate report contains the findings of the experiences of candidates and their parties.

Satisfaction with voter services overall

More than eight in ten voters were satisfied with their overall voting experience at the 2018 Victorian State election (84%). In terms of ratings of government services in general, this represents a very high level of satisfaction, of which the VEC can be justly proud.

In particular, Culturally and Linguistically Diverse (CALD) voters were most satisfied with the services they received (90% satisfied). Voters using the new e-mail voting service were least satisfied (68%).

The VEC is to be praised for the high level of service provided to both English-speaking and CALD voters, though it could review the current email voting arrangements for future elections.

Recall of VEC information

Over eight in ten (85%) voters recalled any information from the VEC in the lead-up to the election, a significant increase over the 2014 State election finding (79%). Again, this represents a very high rate of recall for a single channel of communication.

Telephone, postal and e-mail voters were least likely to recall information from the VEC (64%, 76% and 57% respectively). For some, this is likely due to being away from Victoria at the time of the election. However, it is possible that more targeting is required for telephone voters who were likely to have been present in Victoria at that time.

Voters most commonly recall traditional media channels such as TV and mail (35% and 32% respectively). 'New media' channels such as apps, social media and streaming sites were substantially less commonly recalled (all less than 10%).

This is not to say that newer forms of communication should be disregarded. Rather, that spend on these media should be monitored in the future as their use becomes increasingly common.

Seven in ten voters perceived the VEC's communications to be effective – an acceptable, though not an exceptional result (70%).

The key message take-outs from VEC communications were procedural – specifically, the date of the election and how to vote (68% and 52% respectively). More 'emotive' messaging around the importance of voting, and how voting shapes Victoria were less commonly recalled (37% and 38% respectively).

This is not necessarily a negative finding – knowledge of where, when and how to vote is vital to an informed voter base. However, the VEC may wish to consider stronger messaging around the importance of voting in future election communications.

The VEC Guide and website

Four in ten of all voters read the Election Guide (41%). Of those that had read the Guide, almost all thought that it contained useful information (93%). The Guide was particularly helpful for CALD voters (97%) – a finding that reinforces the high level of service that the VEC is providing to CALD voters, as seen for overall satisfaction.

Three quarters of all voters were aware of the VEC website (78%) and almost half of all voters had used it in the lead-up to the election (45%). Over eight in ten voters who used the website thought that the information it contained was useful (85%). Again, this is an excellent result given the number of different audiences that this resource has to cater for.

It may be of note that the lowest rating received for the website came from email voters (77%) – perhaps the voter group who would be in greatest need of online information as they were likely to have been out of the state at the time of the election.

Only three in ten voters were aware of the Election Hotline (36%) - substantially lower than both the Guide and the website. Of those that were aware of the Hotline, only 7% had called it, equating to a very small proportion of all voters. Those that used the Hotline were generally satisfied with wait times (87%) though less satisfied with the actual quality of the information (66%).

The relatively low awareness and usage of the Hotline is not necessarily a negative finding, even though the resource is a relatively costly one. The services provided by the Hotline are likely to be in great demand and need by voters who need additional support to vote and cannot use less costly avenues of support such as the website.

Voting services

In terms of specific modes of voting:

- The majority of both early and on-the-day voters were satisfied with the voting centre – though early voters were more satisfied at (87%) than on-the-day voters (78%);
- These levels of satisfaction were consistent with the high satisfaction ratings from the 2014 State election evaluation;
 - VEC staff at the centres were particularly praised (89% satisfaction) – another area of service where VEC clearly excels;
 - The most common suggestion for improvement was a reduction in waiting times;
 - Signage appeared to have been an issue in the 2018 State election, receiving the lowest satisfaction ratings of all measures (75%) - a substantial decrease in satisfaction compared with the 2014 State election (83%);
- Email voters were generally satisfied with the process of receiving their ballot papers (75%), though substantially less satisfied with the process of returning them (47%);
 - As noted previously, the email voting process used in 2018 should be reviewed for the next election (a fact already discussed with the VEC for this project);
- Almost all users of Telephone Assisted Voting (TAV) were satisfied with this mode of voting (93%);
 - Again, the greatest opportunity for improvement to TAV is waiting times;
- Most postal voters were satisfied with the information they received about postal voting and the ease of the postal voting process (both 87%);

- Continuing the trend of ‘timeliness suggestions’, the most common cited area for improvement related to the timing of sending information and postal ballots;
- Overall, provisional voters were less satisfied with their election experience (71%) compared with all voters (84%). Most provisional voters were not aware that they were not on the roll on election day (86%); half of provisional voters recalled that it took less than 20 minutes to be added to the roll (53%), while the remainder recalled the process to take more than 20 minutes.

Services for voters with additional support needs – voters with disability

Overall, 8% of all voters identified as having a disability. Of these, 23% indicated that they required assistance to vote.

Six in ten voters who got support for a disability were satisfied with the assistance they received (60%). Most commonly, causes for dissatisfaction were a perceived lack of resources and infrastructure to support their needs (magnifiers, comfortable seating, low tables etc.).

Investment in such resources could be a focus for future investment.

Services for voters with additional support needs – CALD voters

The findings from this survey suggest that in fact, very few voters require in-language assistance to cast their vote. Specifically:

- 12% of all voters identify as CALD (speak a language other than English as the primary language in the home);
- ... of these, 10% of CALD voters required language assistance to vote (i.e., 1% of all voters);
- ... of these 9% required support from a multi-lingual VEC staff member (i.e., one ninth of 1% of all voters) – the remainder only required the assistance of a family member or friend.

Relatively few CALD voters recalled seeing information in their language during the election period (11%). Those few CALD voters that did recall seeing in-language communications were generally satisfied with its quality (81%).

It is obviously very important to provide language support to the very small number of voters who require it. The quality of cultural and language support provided by the VEC has already been noted. CALD voters were among the most satisfied of all voter groups across almost all measures.

Findings from media tracking

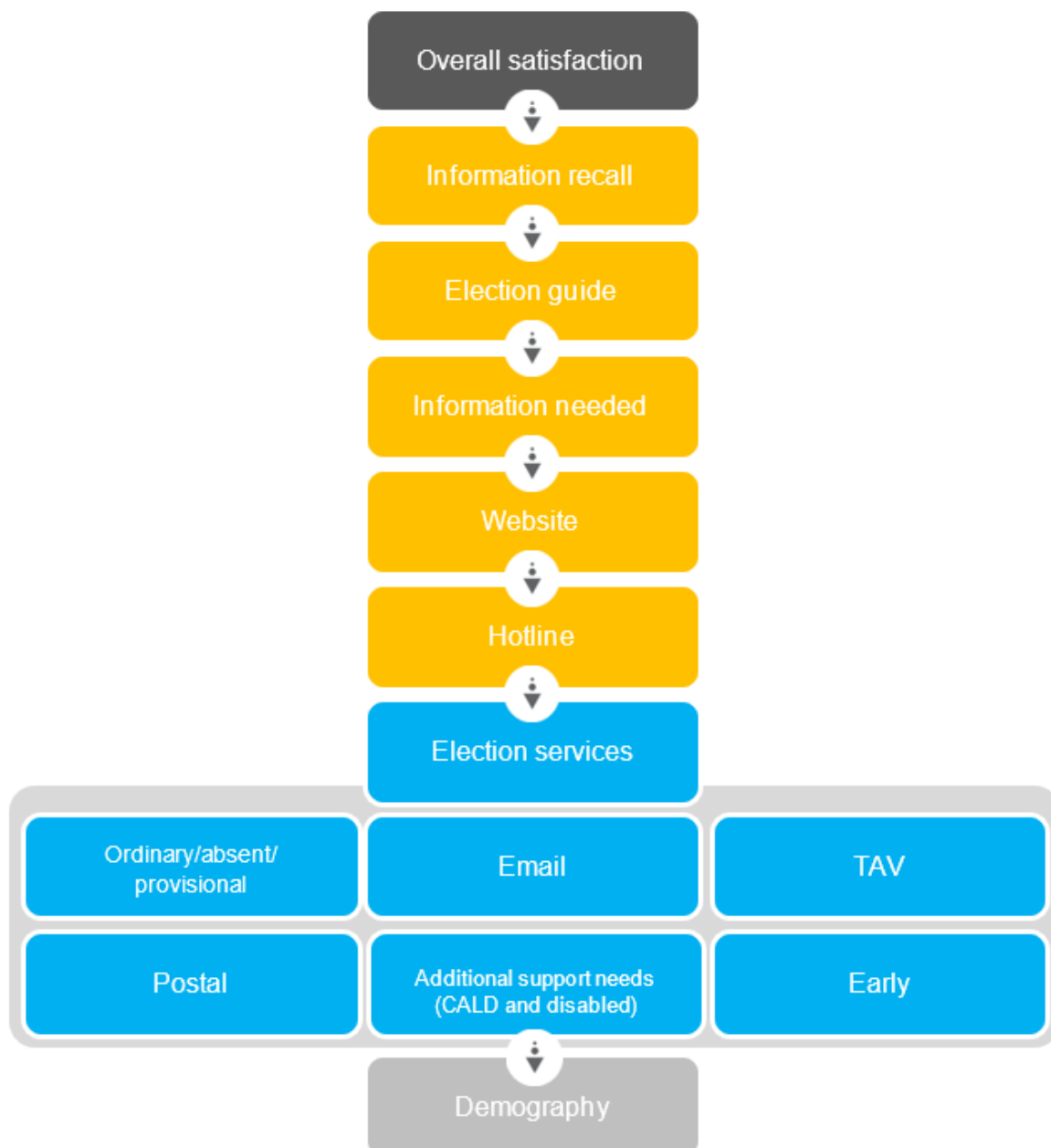
In addition to an evaluation of services at the election, Colmar Brunton also tracked advertising awareness of VEC communications in the four weeks leading up to the State election among younger voters (18-29 years). Each week n=250 responses were collected from younger voters. Key findings from this tracking study included:

This study showed that awareness of the VEC’s communications was very high (though it peaked approximately two weeks before the election) and that the communications were effective in informing younger voters about the election itself. However, it is less likely that the communications impacted on younger voters’ intention to vote, or their attitudes towards the importance of voting.

2. Methodology

2.1. Questionnaire design – All voters

In order to evaluate the services to voters at the 2018 Victorian State election a modular questionnaire was used. This questionnaire was tailored to the experience of individual voters depending on their experience leading up to and during the 2018 Victorian State election. The results of each component are presented together in this report.



2.2. Media tracking for younger voters

Additionally, Colmar Brunton conducted a separate survey of young voters to track their awareness of communications in the lead-up to the elections, and the impact that communications had on their attitudes towards voting. A summary of these findings is contained in Appendix 1.

2.3. Research sample

The findings in this report are based primarily on an online survey of Victorian voters. The VEC provided the sample list to Colmar Brunton, who sent email invitations to potential respondents. Users of telephone assisted voting were contacted by telephone to complete a CATI survey (computer assisted telephone interview). The fieldwork was conducted between 20 November and 7 December 2018. In total n=3,530 surveys were completed across the following voter types;

Voting method	n=	Mode
Ordinary and absent voters, who voted in-person on election day	(n=2,282)	Online
Email voters, who received their papers via email and returned by post	(n=272)	Online
Postal voters, who received and returned their papers via post	(n=357)	Online
Telephone Assisted Voters, who voted over the phone	(n=106)	CATI
Early voters, who voted in-person prior to election day	(n=263)	Online
Provisional voters, who enrolled and voted at a voting centre before or on election day	(n=50)	Online

2.4. Data weighting

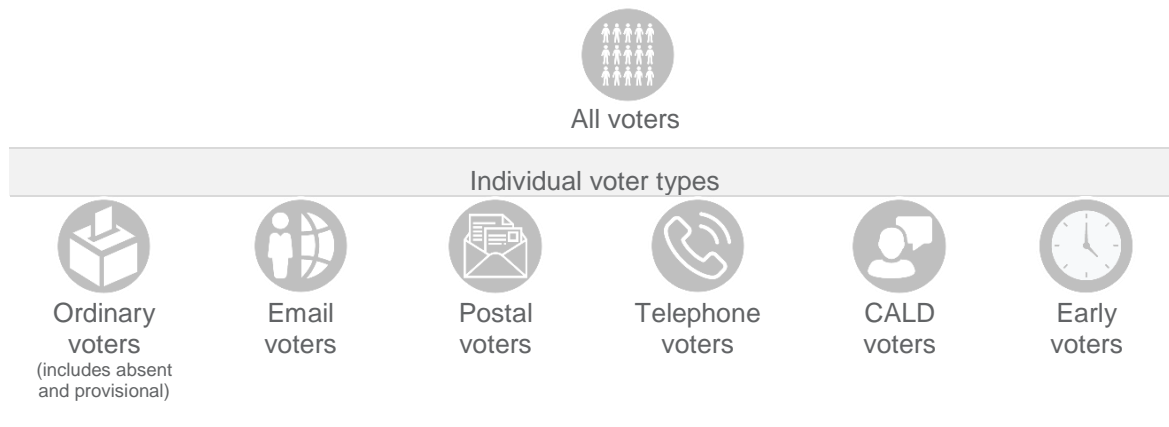
Total figures presented in this report have been weighted. Weighting was primarily based on voter type, to accommodate for the proportion of each voter type from the survey compared to the proportion of each voter type in the population. The weight factors used are listed in Appendix 3 of this report.

Minor weights were also applied to ensure age, gender and location were represented proportionally under the 2016 Australian Bureau of Statistics Census.

3. Reading this report

3.1. Interpreting quantitative findings

Throughout the report, types of respondents are consistently marked with icons in tables and charts for easy identification. Where applicable, the total sample of all voter types is also shown;



3.2. Single and multiple response questions

Respondents answering single response questions (SR) were only allowed to select one response option, therefore percentages in these charts will add to 100%. Respondents answering multiple response questions (MR) were allowed to select more than one response option if they desired, and as a result percentages in these charts may add to more than 100%.

3.3. Determining who answered a question

Information pertaining to who answered each question is presented below each chart or table, as indicated by the 'Base'.

3.4. Sorting of results

In all tables, rows are sorted from most frequent response to least, and columns are sorted by total responses. In all charts, statements are sorted from highest to lowest ratings.

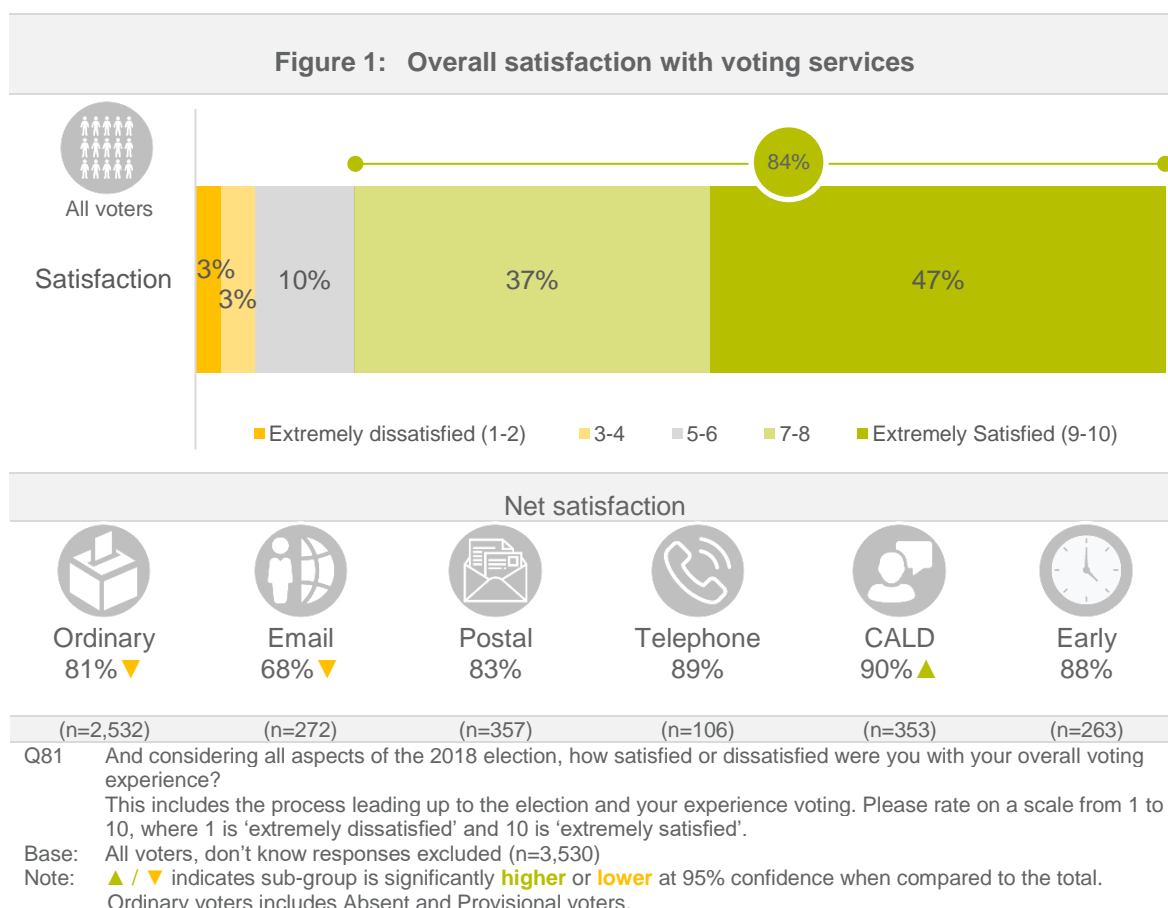
4. Overall satisfaction with voting services

All voters, regardless of their mode of voting, were asked to rate their satisfaction with their overall voting experience.

More than eight in ten voters were satisfied with their overall voting experience at the 2018 Victorian State election (84%), with only one in twenty expressed a level of dissatisfaction (6%).

Significantly more voters who are from CALD backgrounds were satisfied with their overall voting experience when compared with voters generally (90%).

Considering the different voter types, significantly fewer ordinary voters were satisfied (81%), as were those who received their ballot papers via email (68%).



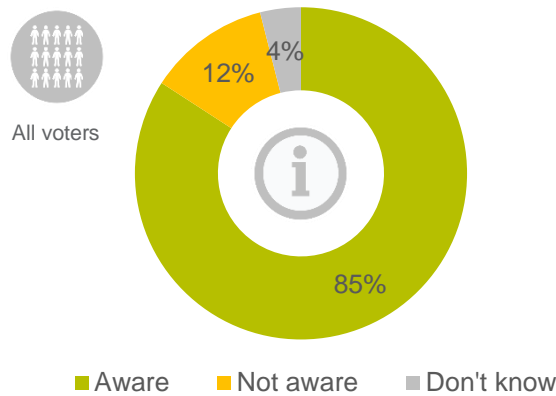
5. Information recall

All voters were asked about their recall and satisfaction with information about the election.

5.1. Overall information recall

The majority of voters recalled seeing communications from the VEC leading up to the election (85%). Significantly more ordinary voters recalled seeing communications (88%). Those who voted by post, telephone or via an email ballot were significantly less likely to have seen any communications from the VEC (76%, 64% and 57% respectively).

Figure 2: Awareness of VEC communications



Aware



Ordinary
88% ▲

(n=2,544)



Email
57% ▼

(n=273)



Postal
76% ▼

(n=361)



Telephone
64% ▼

(n=106)



CALD
82%

(n=356)



Early
83%

(n=265)

Q17 In the period leading into this election, did you see or hear any communications by the Victorian Electoral Commission?

Base: All voters (n=3,549)

Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

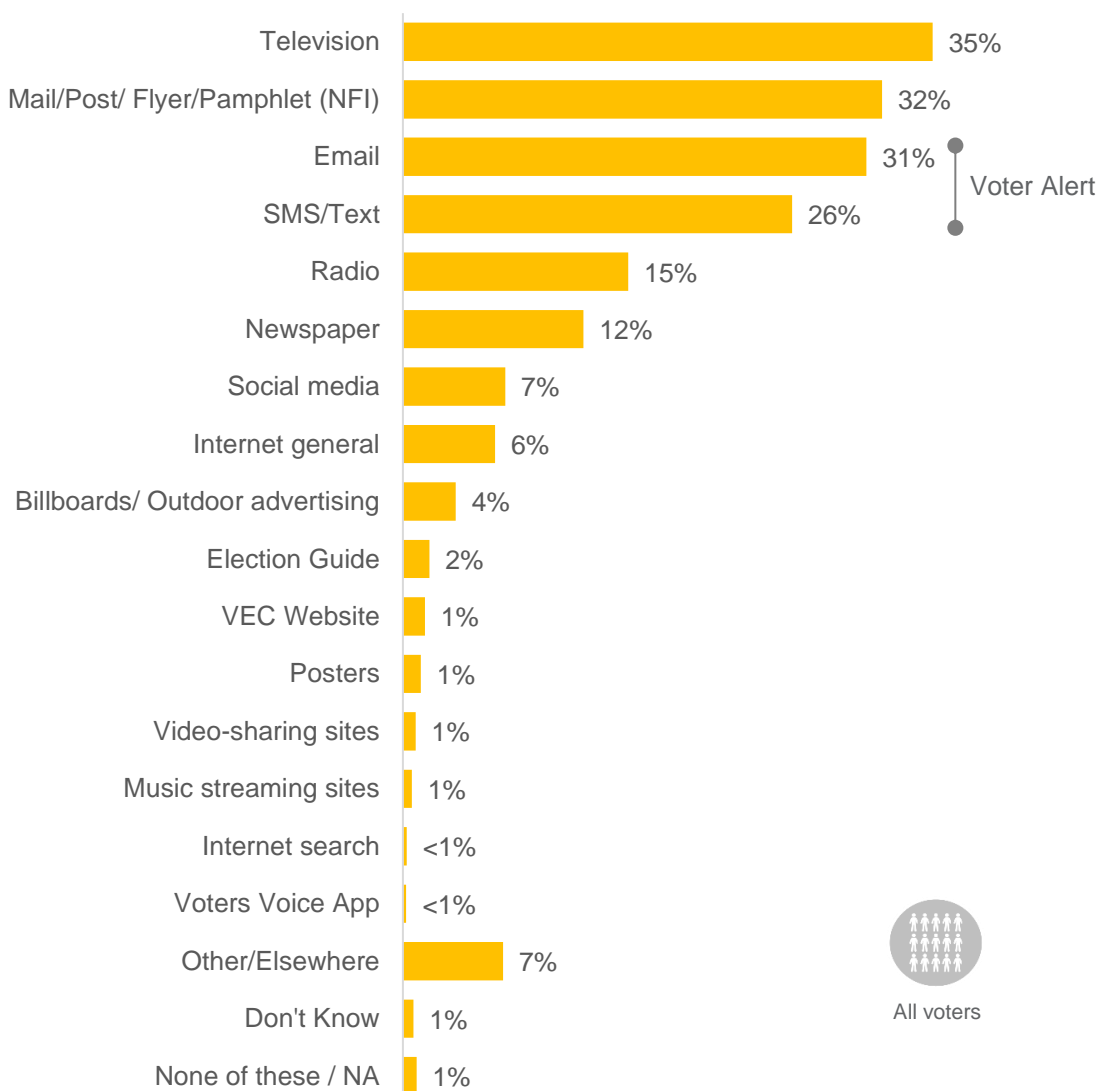
5.2. Channels recalled

The most commonly recalled channels for information from the VEC were from traditional media sources such as TV and post. 'Newer' forms of digital media such as video sharing sites were far less commonly recalled.

Of those who saw VEC communications, one third recalled seeing television advertising (35%) and the same proportion recalled information received via post (32%) a smaller proportion recalled received emails from VEC (31%) – these two media are likely related to Voter Alert from VEC.

One quarter also recalled receiving text messages from the VEC (26%), while just under one in six heard radio advertisements (15%). Very few recalled online channels such as the VEC website, video-sharing sites or music streaming sites (1% each)

Figure 3: Recall of election communication channels (prompted)



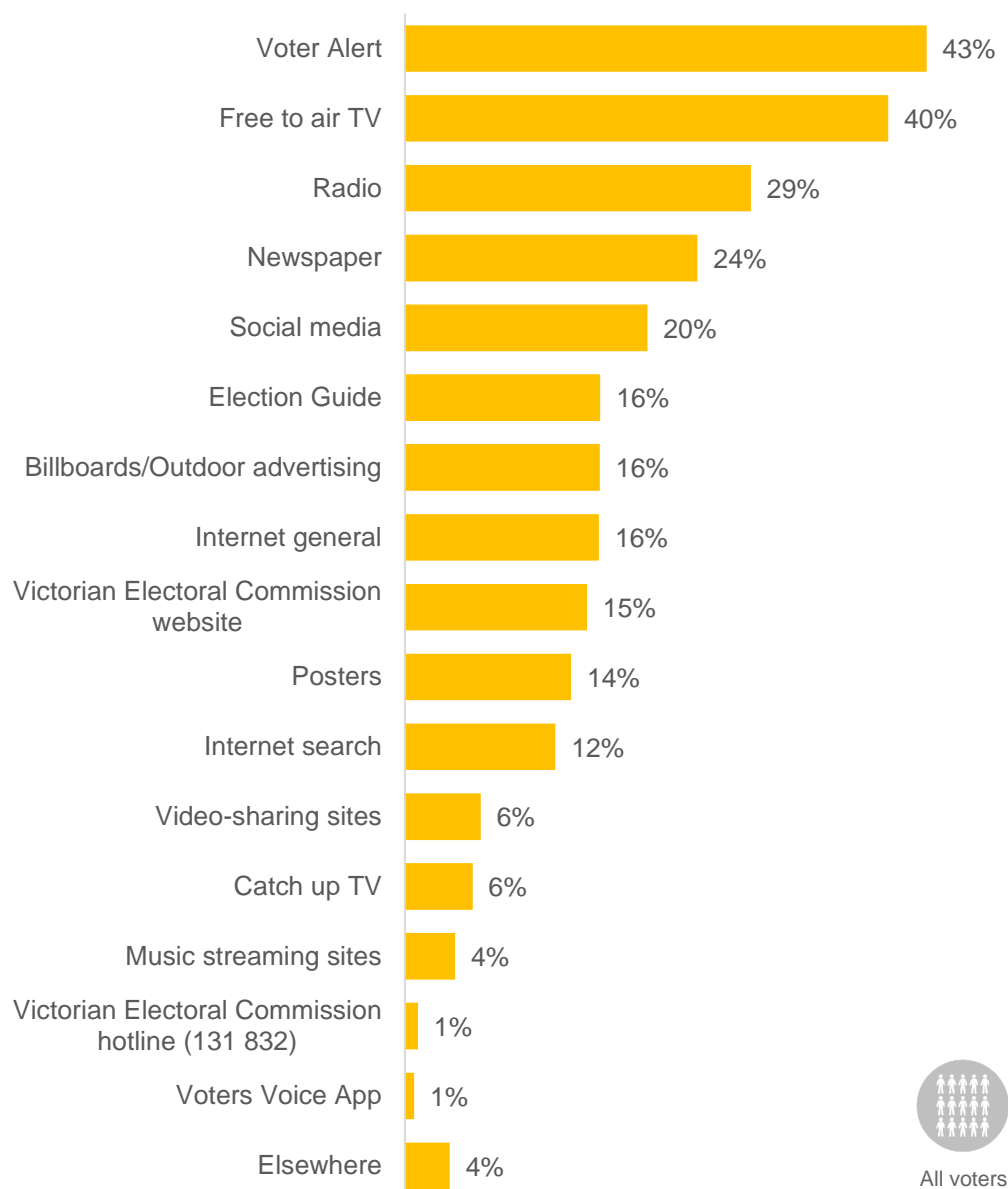
Q18 Where did you see or hear that communication from the Victorian Electoral Commission? Please write all the places you saw or heard communications.

Base: All voters, who saw communications from VEC (n=2,959)

Voters only recognised more modern communication channels such as SMS 'Voter Alert' after prompting. When prompted by name, two in five voters who saw communication from the VEC recognise having received VoterAlert messages, including those sent via email and SMS (43%). Slightly fewer also recognised having seen communications on free to air TV (40%).

Three in ten also recognised having heard radio ads (29%), and one quarter in newspaper ads (24%).

Figure 4: Recognition of election communication channels

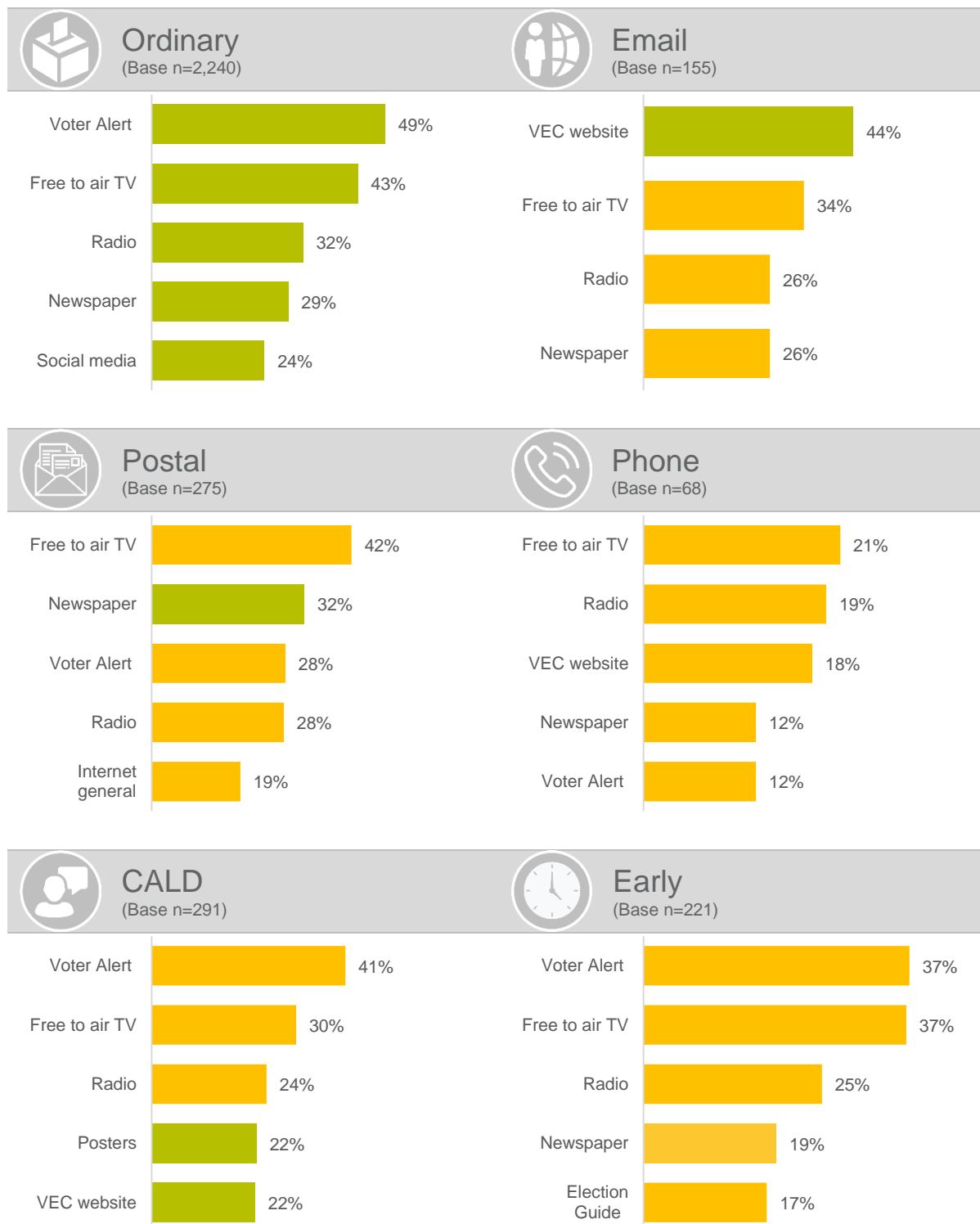


Q19 And did you hear or see any communication anywhere else? Please select all that apply, include any you may have mentioned earlier.

Base: All voters, who saw communications from VEC (n=2,959)

Ordinary voters were significantly more likely to recognise a number of VEC communications, most prominently VoterAlert messages (49%). The VEC website was more likely to be recalled by email and CALD voters (44% and 22% respectively).

Figure 5: Top five prompted sources of information for different voter cohorts

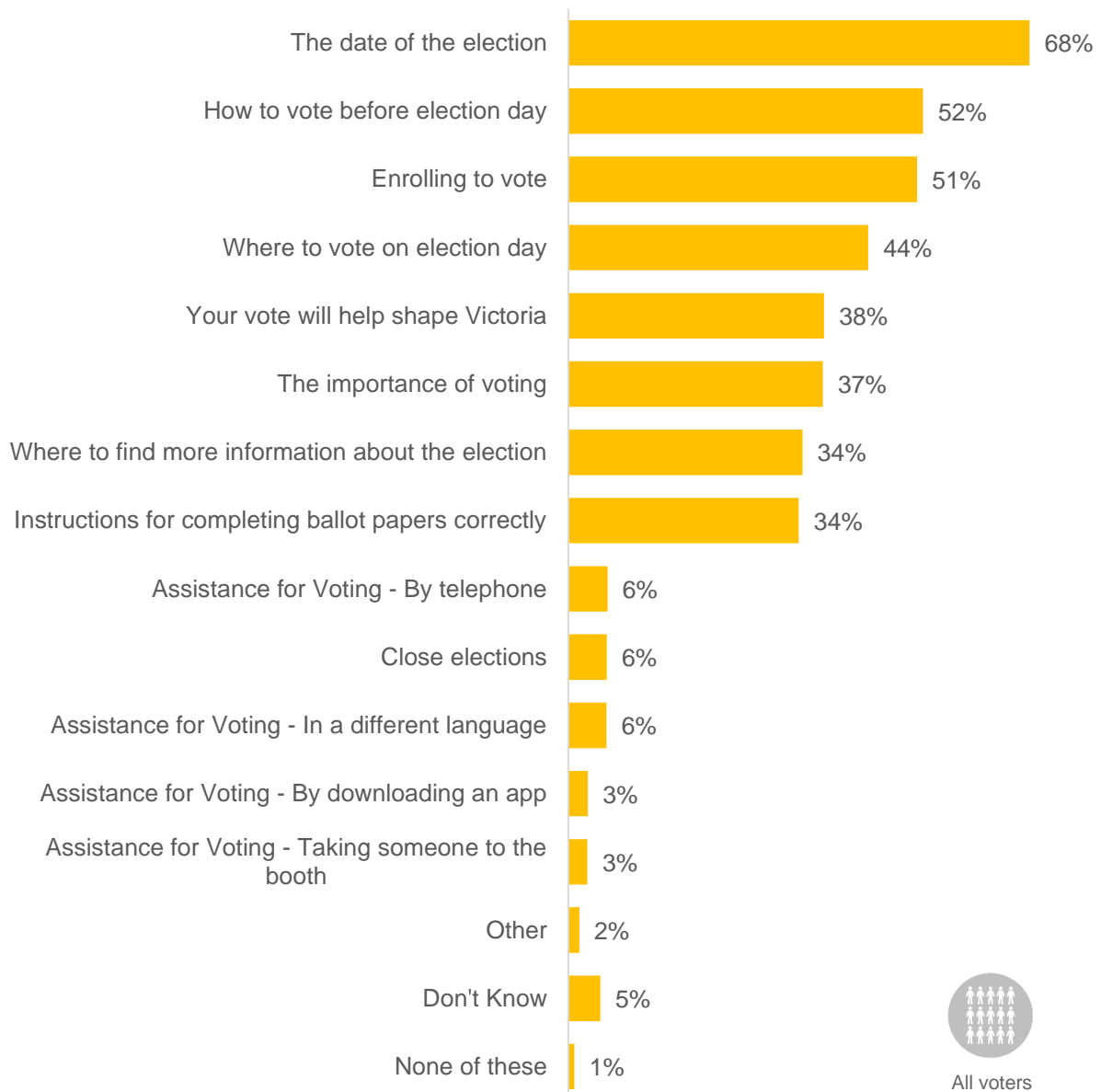


Q19 And did you hear or see any communication anywhere else? Please select all that apply, include any you may have mentioned earlier. Note: ■ indicates sub-group is significantly higher at 95% confidence when compared to the total.

5.3. Message takeout

The majority of voters who saw communications from the VEC recalled the message about the date of the election (68%), while approximately half recognise information about how to vote early and enrolling to vote (52% and 51% respectively). Two fifths also recalled information about where to vote on election day (44%). Few recalled messaging about specific sources of assistance such as voting in different language, downloading an app or taking someone to the booth (6%, 3% and 3% respectively).

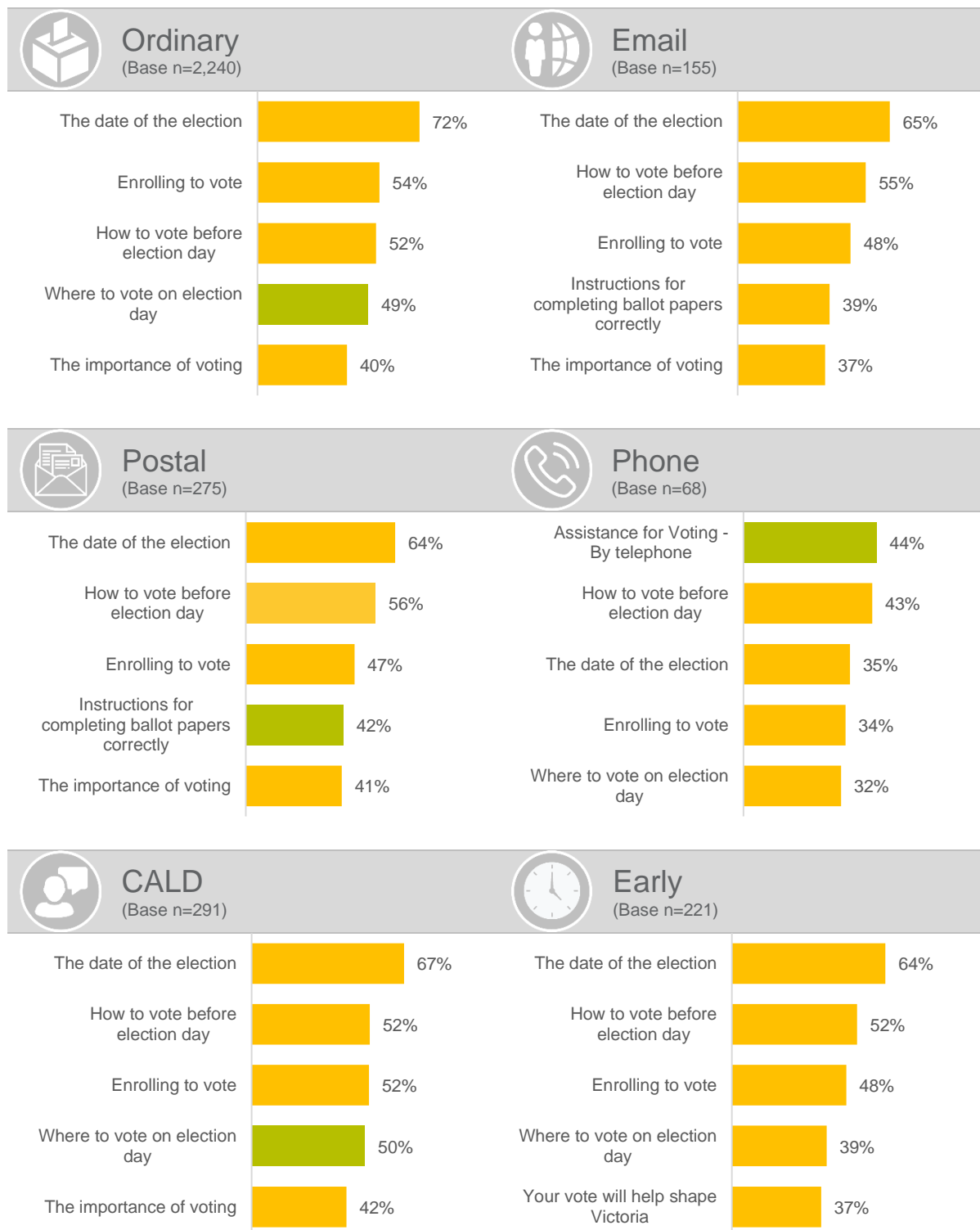
Figure 6: Message takeout



Q20 Thinking about the Victorian Electoral Commission communication you saw or heard, what information did it contain?
 Base: All voters, who saw communications from VEC (n=2,959)

The types of information recalled typically matched the mode of voting. Ordinary voters were significantly more likely to recognise messages about where to vote on election day (49%). More postal voters saw instructions for completing ballot papers correctly (42%).

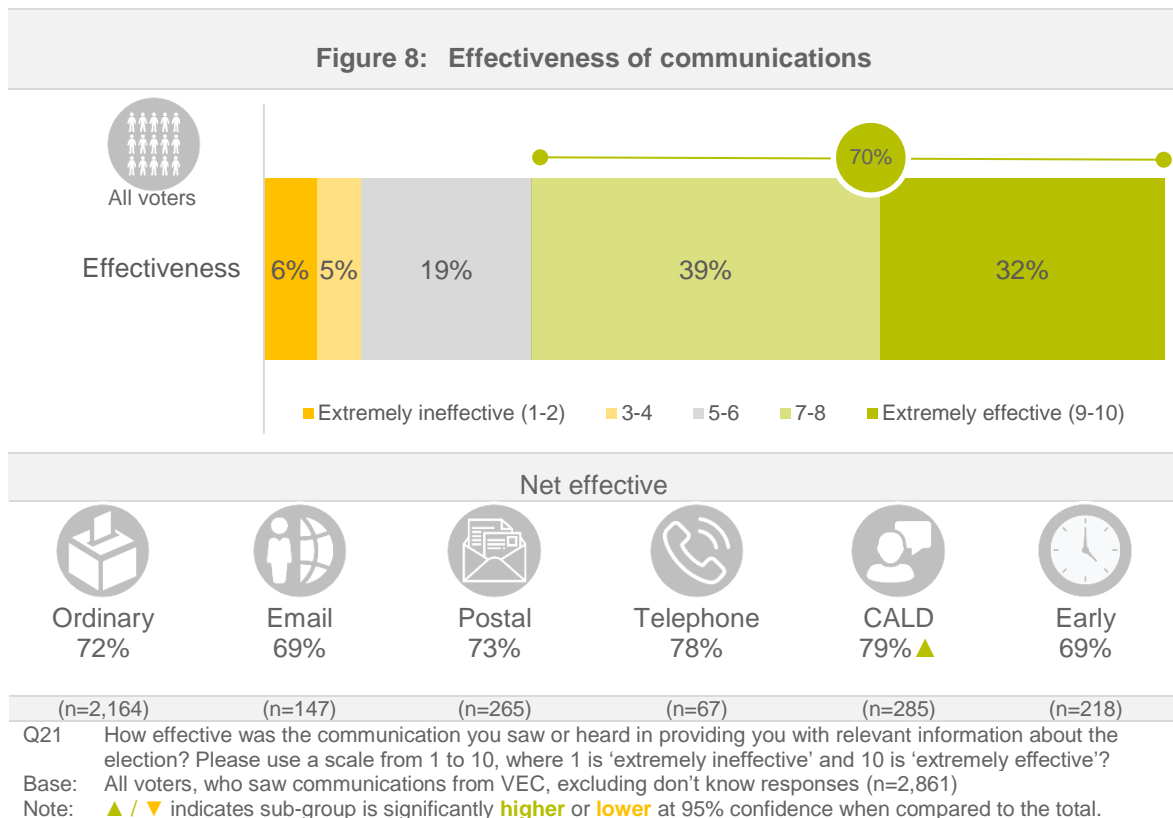
Figure 7: Top five message takeouts for different voter cohorts



Q20 Thinking about the Victorian Electoral Commission communication you saw or heard, what information did it contain?
 Note: ■ indicates sub-group is significantly higher at 95% confidence when compared to the total.

5.4. Effectiveness of communications

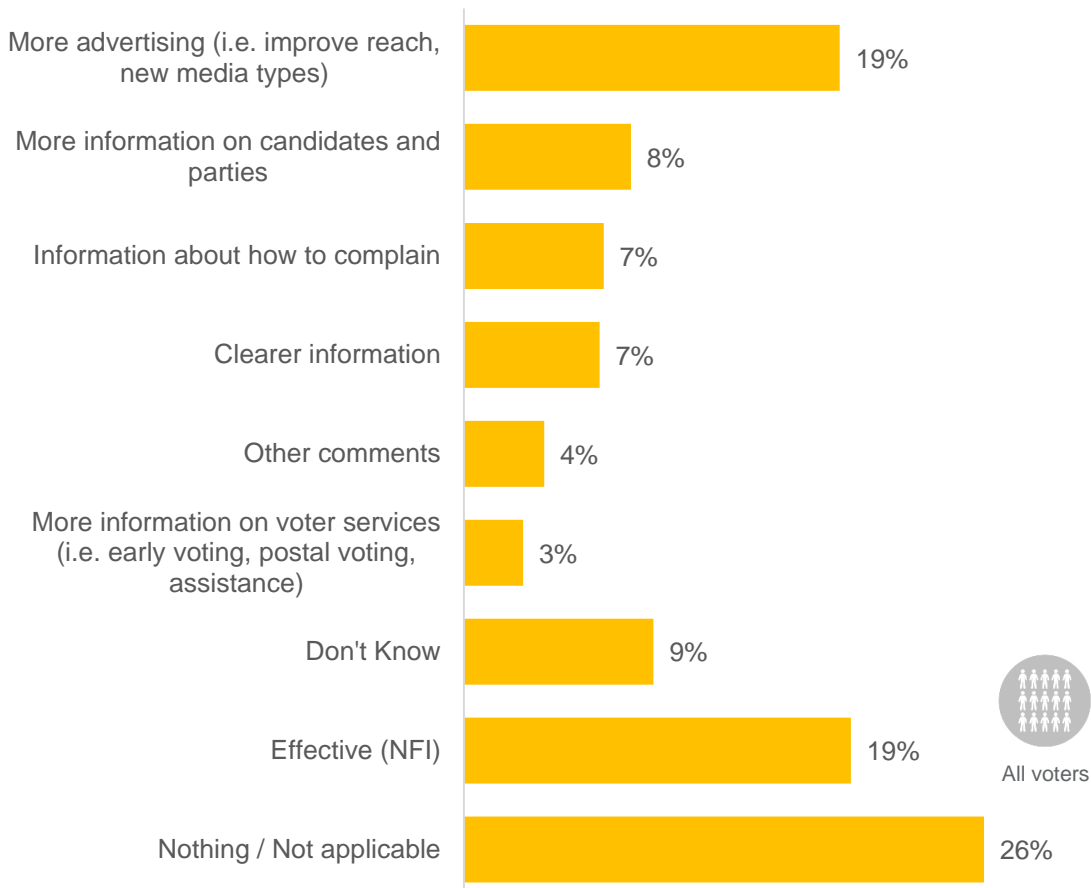
Seven in ten voters who received information from the VEC considered it to be effective at providing relevant information (70%). Only one in ten did not consider the communication to be effective (11%). Voters from CALD backgrounds were significantly more likely to find the VEC communications to be effective (79%).



5.5. Improvement to communications

Voters who perceived that the VEC’s communications could be improved were asked to make suggestions. One in five voters believe the VEC’s communications could be improved by having more or showing them in more places (19%). Just under one in ten felt they’d like more information on candidates and parties (8%).

Figure 9: Reasons for effectiveness or ineffectiveness



Q22 What do you think would improve the effectiveness of the communications?
 Base: All voters who thought VEC communications could be improved (rated 3 or lower) (n=212)

Below are examples of suggested improvements to VEC communications in the words of voters themselves.

- “ As I don't watch TV or read newspapers a direct text to my phone was helpful. So for me direct communication rather than a blanket approach worked.”
 – Voted on election day
- “ Explaining how to vote prior to the day, as instructions given by assistant was vague for a first-time voter.” – Voted on election day
- “ I really wanted to know who and what parties were running in my electorate. I could not find this info online or through your website. I didn't know who was running until I received my ballot paper.” – Postal voter

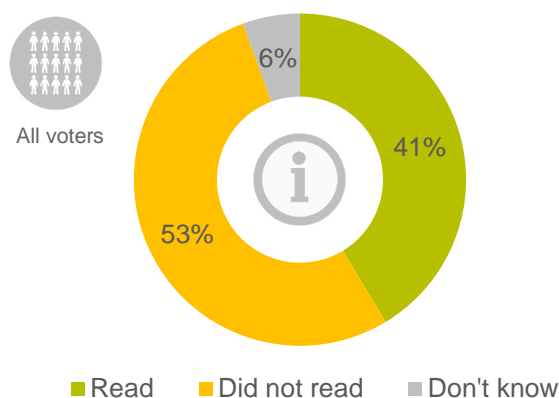
6. Election Guide

All voters were asked about their recall and satisfaction with the Election Guide that was distributed in advance of the election.

6.1. Readership of Election Guide

Two in five voters recalled reading the Election Guide prior to the election (41%). Both CALD and postal voters were significantly more likely to have read the Guide (48% and 52% respectively). Conversely ordinary voters, email voters and TAV voters were all significantly less likely to have read the Election Guide (38%, 25% and 30% respectively).

Figure 10: Read Election Guide



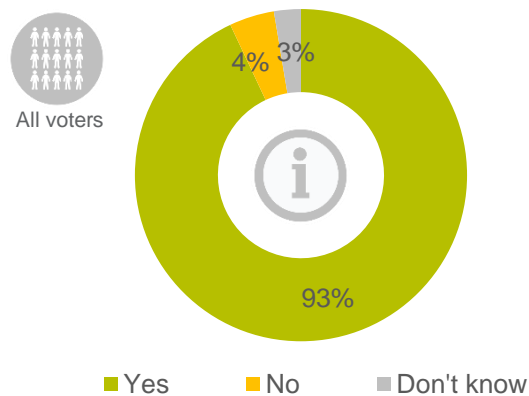
Aware					
Ordinary	Email	Postal	Telephone	CALD	Early
38% ▼	25% ▼	52% ▲	30% ▼	48% ▲	46%
(n=2,544)	(n=273)	(n=361)	(n=106)	(n=356)	(n=265)

Q82 Do you recall reading the Election Guide prior to the Victorian state election?
 Base: All voters (n=3,549)
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

6.2. Usefulness of Election Guide

Of those voters who read the Election Guide, the majority agreed it contained useful information about voting in the election (93%). A greater proportion of CALD voters agreed it was useful (97%). Conversely TAV voters (who were typically vision impaired) were significantly less likely to consider the Guide to contain useful information, the lowest of all voter cohorts (84%).

Figure 11: Usefulness of Election Guide



Helpful



(n=965)

(n=121)

(n=186)

(n=87)

(n=170)

(n=32)

Q23 Did the Election Guide provide you with useful information about voting in this election?

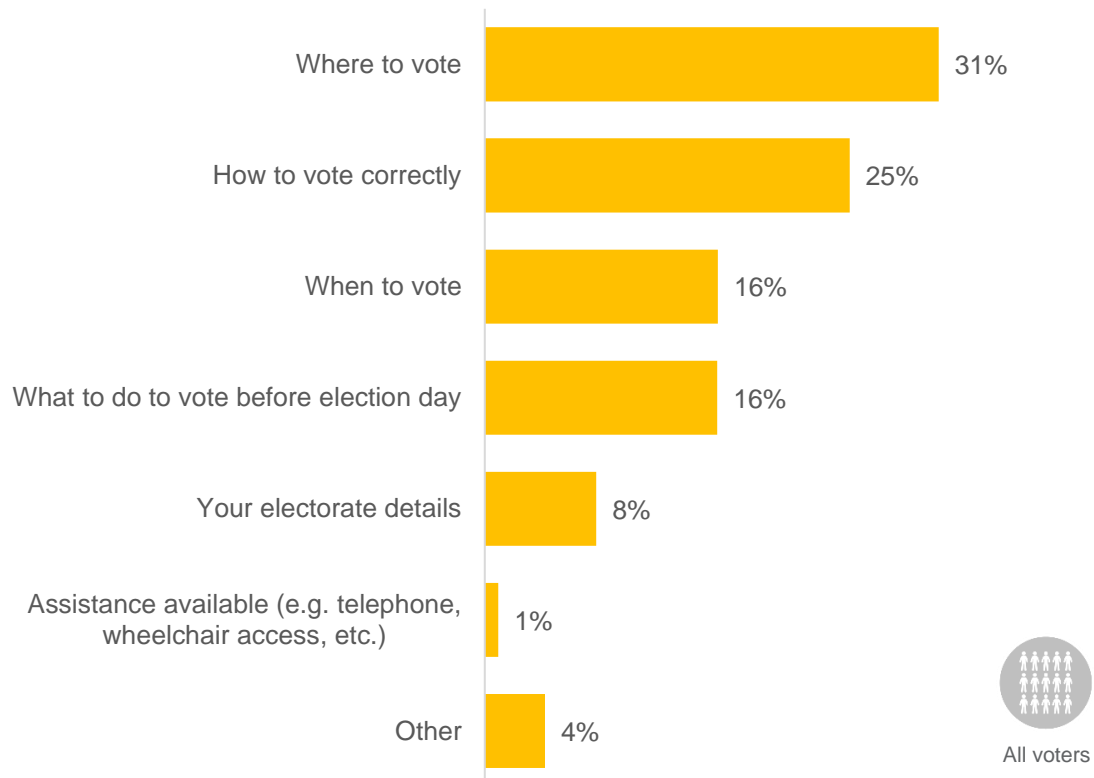
Base: All voters who recall reading the Election Guide (n=1,373)

Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

6.3. Most useful information in Election Guide

Voters who read the Election Guide were asked to identify what was the most important information for them. Three in ten identified information on where to vote as being most important (31%) and one quarter identified how to vote correctly (25%). One in six considered when to vote and what to do to vote before election day to be the most important information in the Guide (16% each).

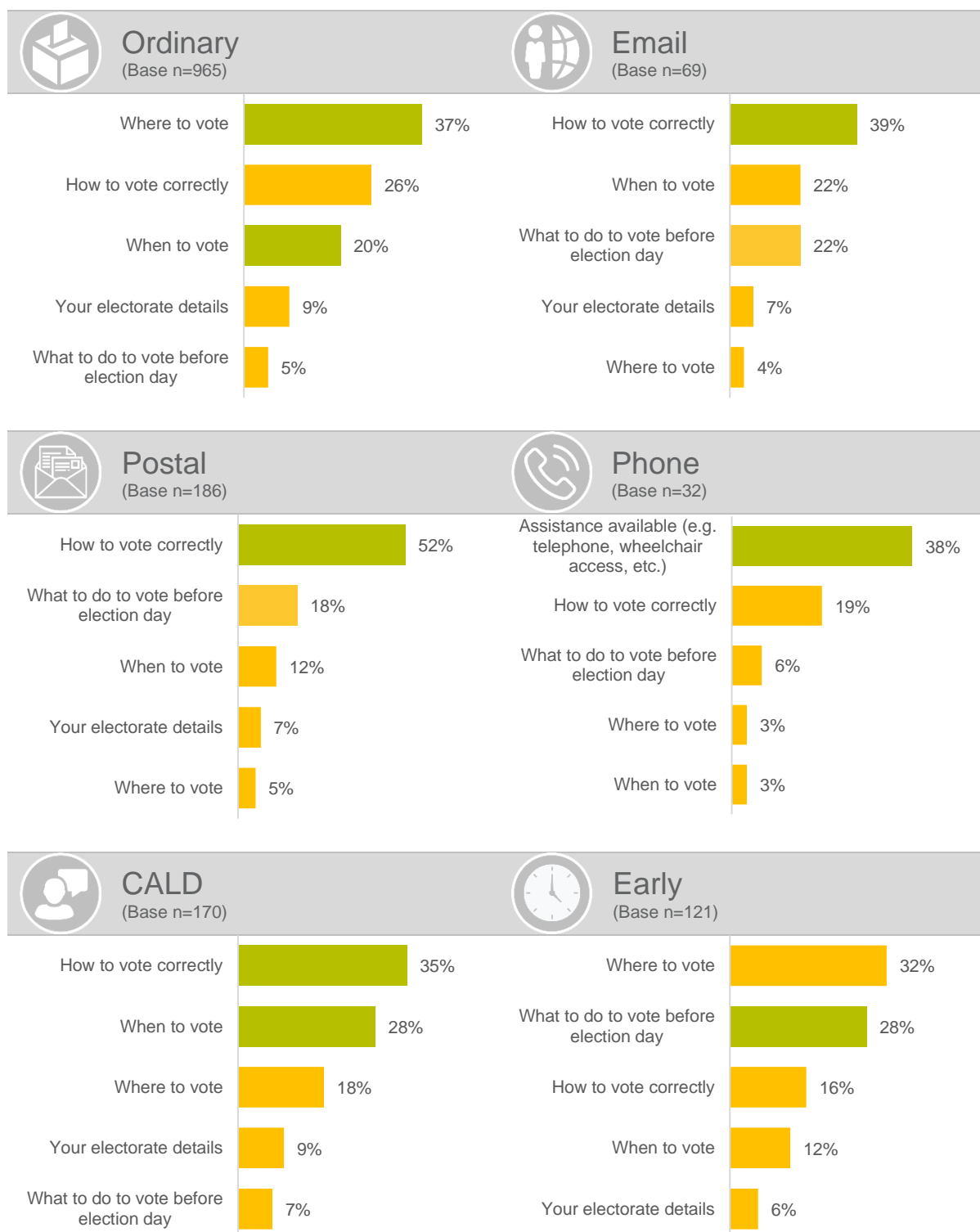
Figure 12: Most important information in Election Guide



Q24 What was the most important information for you in the Guide? (SR)
Base: All voters who recall reading the Election Guide (n=1,373)

Email, postal and CALD voters were more likely to consider information about how to vote correctly to be important (39%, 52% and 35% respectively). Whereas CALD voters were also significantly more likely to find information about when to vote to be important (28%).

Figure 13: Top five important Guide information for different voter cohorts

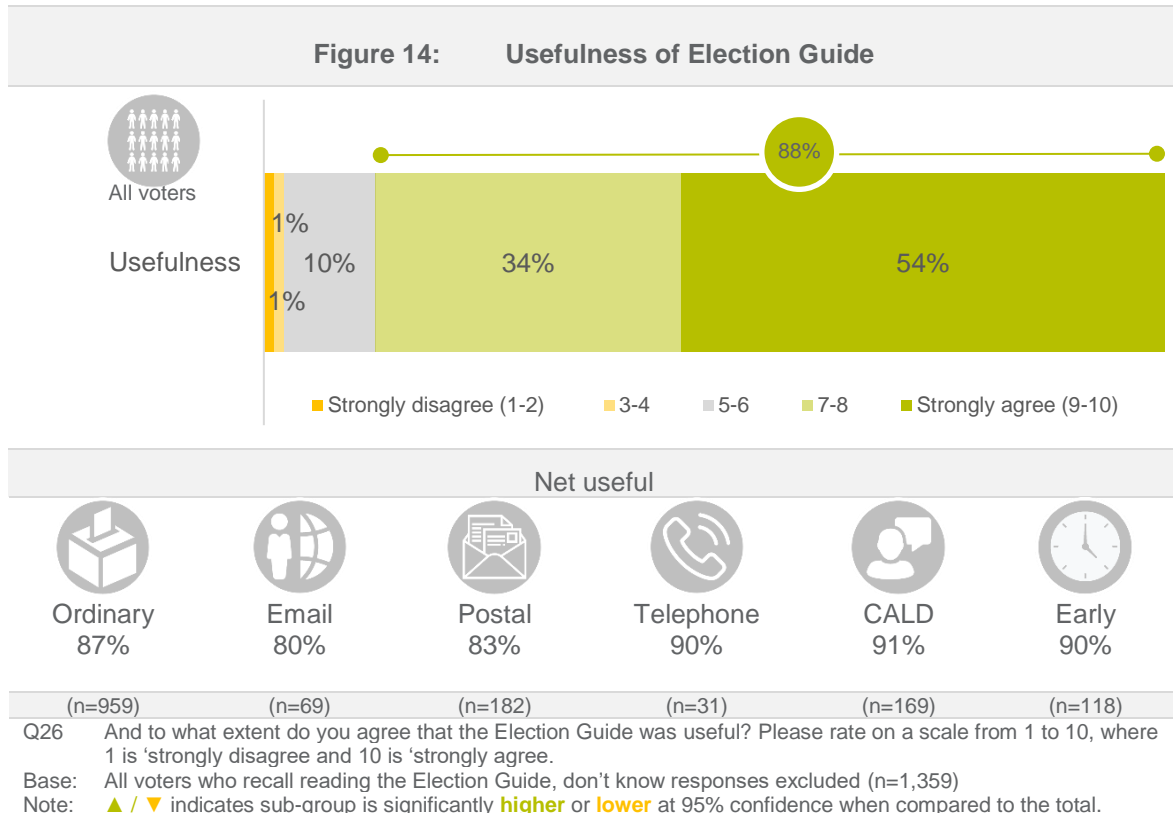


Q24 What was the most important information for you in the Guide?

Note: ■ indicates sub-group is significantly higher at 95% confidence when compared to the total.

6.4. Usefulness of Election Guide

The majority of voters agree that the Election Guide was useful (88%). Very few voters disagree it was useful (2%). Perceptions of the usefulness did not vary by voter type.

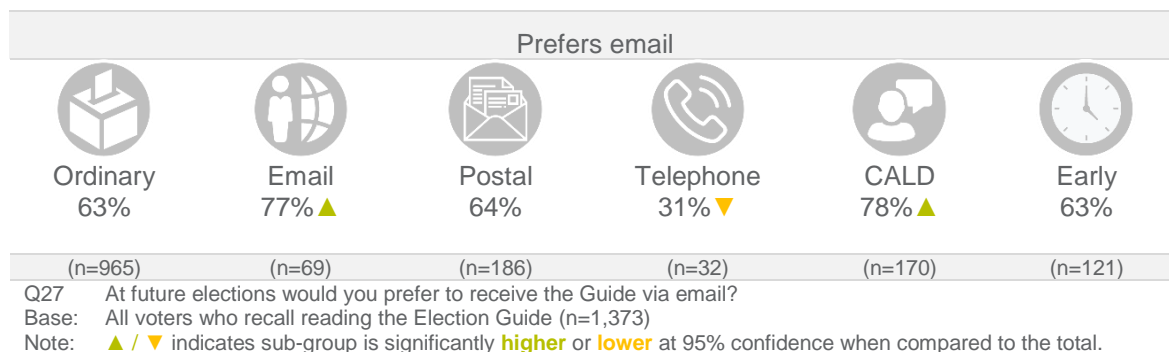
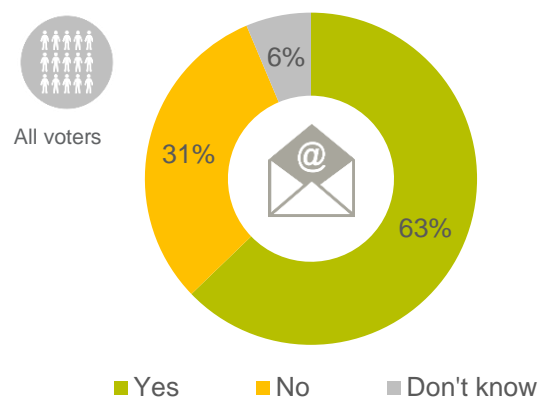


6.5. Preference for future email communications

Six in ten voters who used the Election Guide would prefer to receive it via email for future elections (63%). Three in ten however would still prefer to receive the Guide via post (31%).

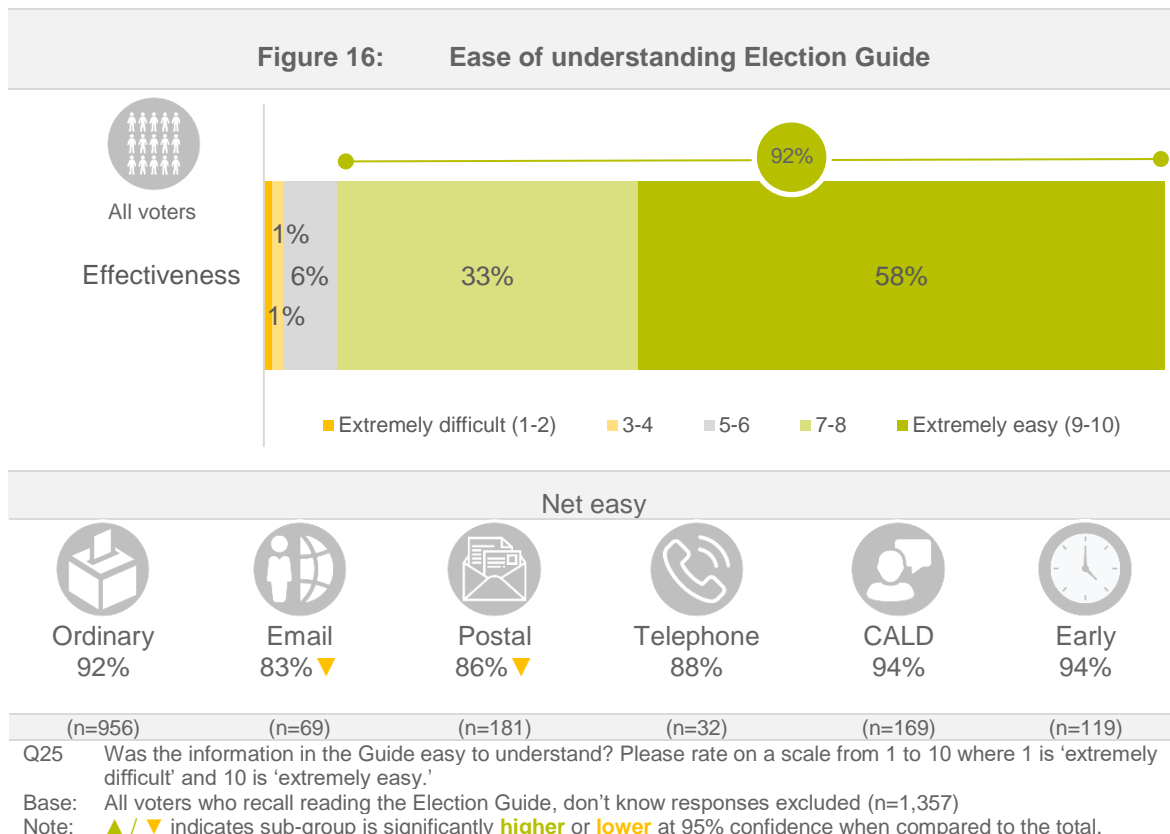
CALD voters, as well as those who received their papers via email were significantly more likely to prefer receiving the Guide via email (78% and 77% respectively). Whereas those who voted via TAV (who were typically vision impaired) were significantly less likely to wish to receive the Election Guide via email (31%).

Figure 15: Preference for future email communications



6.6. Ease of understanding Election Guide

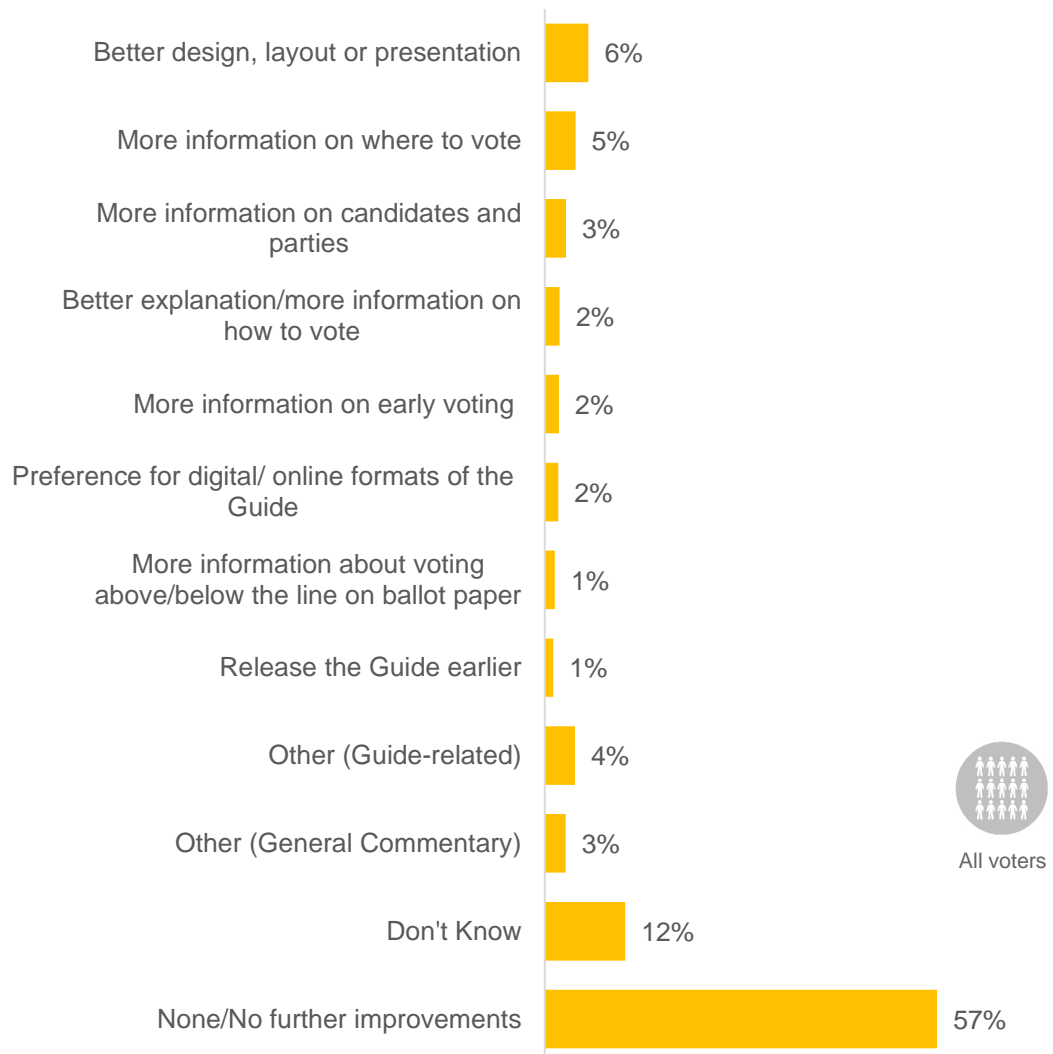
Almost all voters who read the Election Guide found it easy to understand (92%). This finding is consistent across all voter types. Very few considered the Guide to be difficult to understand (2%).



6.7. Improvement to Election Guide

Most voters had no specific improvements for the Election Guide (57%). One in twenty did think the design or presentation of the Guide could be improved (6%), while a similar proportion would have liked more information on where to vote (5%).

Figure 17: Improvement to Election Guide



Q28 And what improvements could be made to the Guide?
 Base: All voters who recall reading the Election Guide (n=1,373)

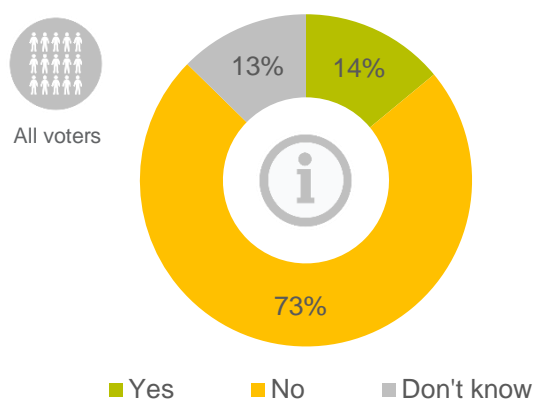
7. Information needed

All voters were asked if they required additional information in the lead up to the election.

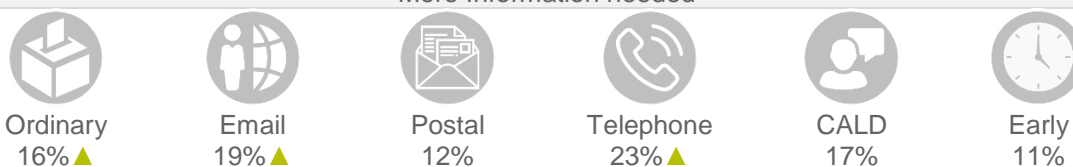
7.1. Overall perception of information needed

Voters generally have all the information that they need. The majority of voters did not require additional information in the lead up to the election (73%). Only one in seven required more information (14%). Some voters were more likely to require more information than others, including ordinary voters (16%), email (19%) and those who voted with TAV (23%).

Figure 18: Overall perception of information needed



More Information needed



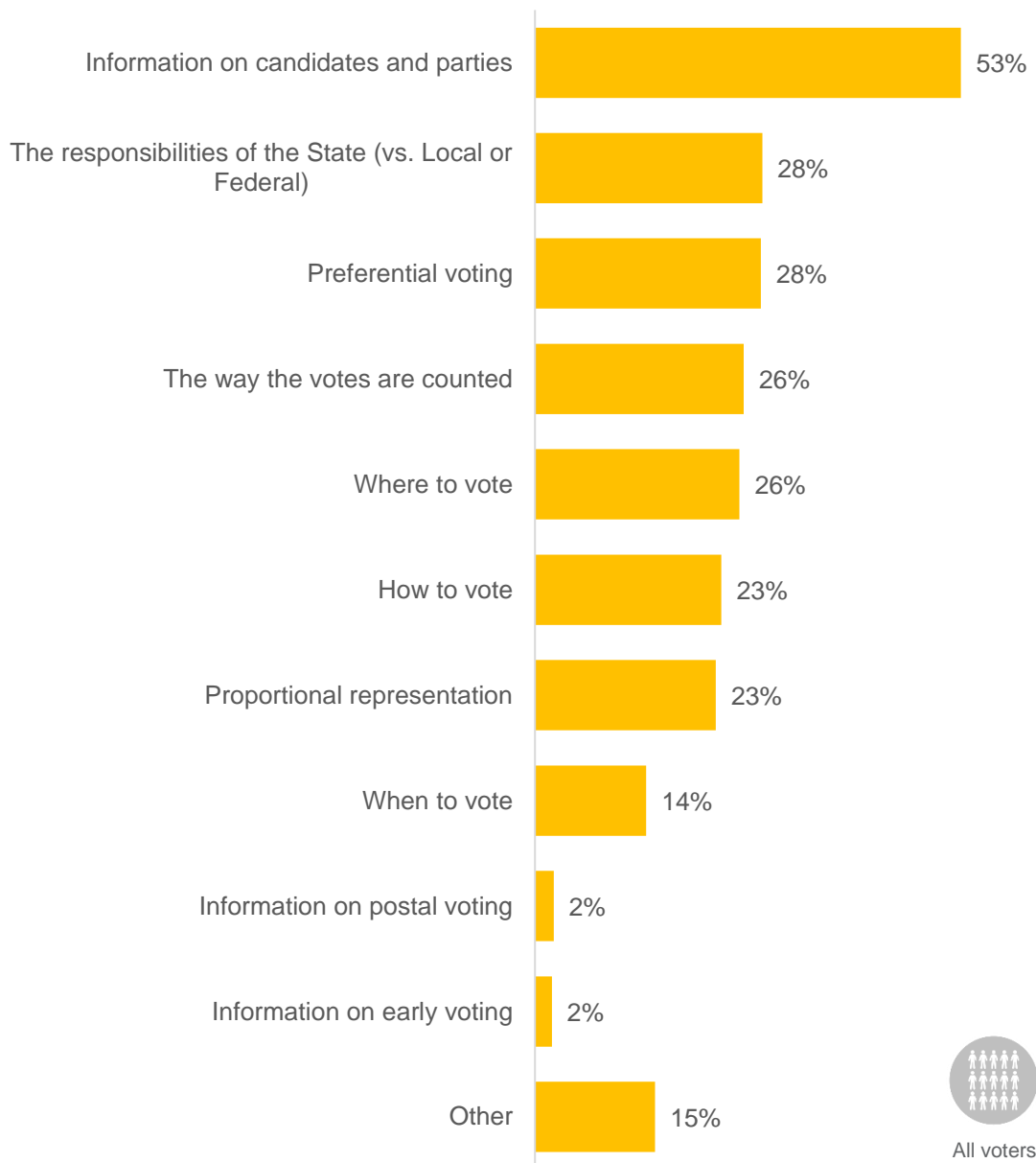
(n=2,544)	(n=273)	(n=361)	(n=106)	(n=356)	(n=265)
Q29 Was there any additional information related to voting in the election that you would have liked to receive?					
Base: All voters (n=3,549)					
Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.					

7.2. Types of information needed

Voters who needed more information were asked what types of information they would have liked more information on. Half would like to receive more information on candidates and parties (53%). Just over a quarter would also like information on the responsibilities of the state government (28%), preferential voting (28%), vote counting (26%) and where to vote (26%).

Few required information on when to vote (14%) or postal and early voting (2% each).

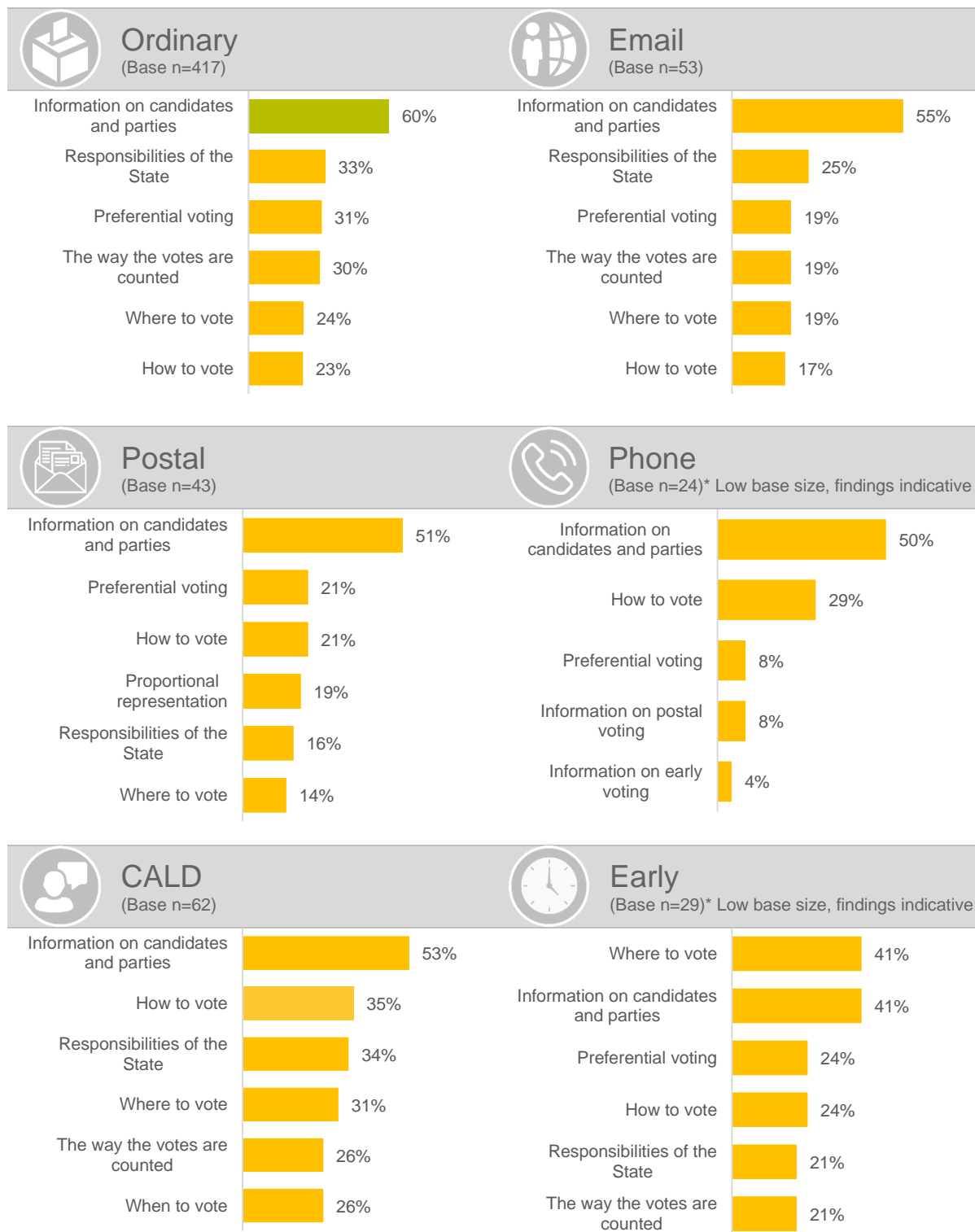
Figure 19: Types of information needed



Q30 What else would you have liked to receive information on?
 Base: All voters that would like to receive additional information (n=566)

When considering the information needs of different voter types, more ordinary voters would like to receive information on candidates and parties when compared to voters generally (60% vs. 53%). No other significant differences are seen between voter types for information requirements.

Figure 20: Top five types of information needed for different voter cohorts



Q30 What else would you have liked to receive information on? Please select all that apply.
 Note: ■ indicates sub-group is significantly higher at 95% confidence when compared to the total.

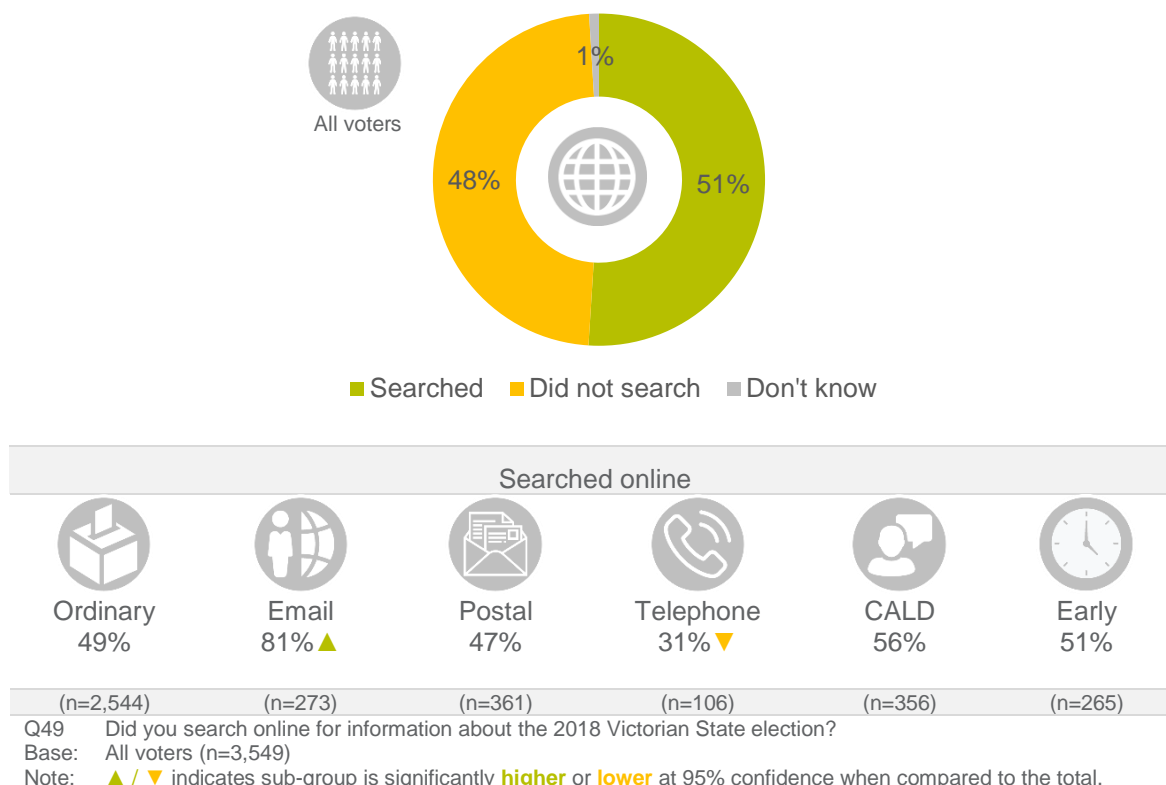
8. The VEC website

All voters were asked if they searched online for information about the State election, or if they visited the VEC's website. A series of questions were then also asked about the experience with the VEC's website.

8.1. Any searching online during election

Half of the voters searched online for information about the 2018 State election (51%). Searching for information online tended to match the mode of voting. A high proportion of email voters searched online (81%), while significantly fewer TAV voters did so (31%).

Figure 21: Any searching online during election

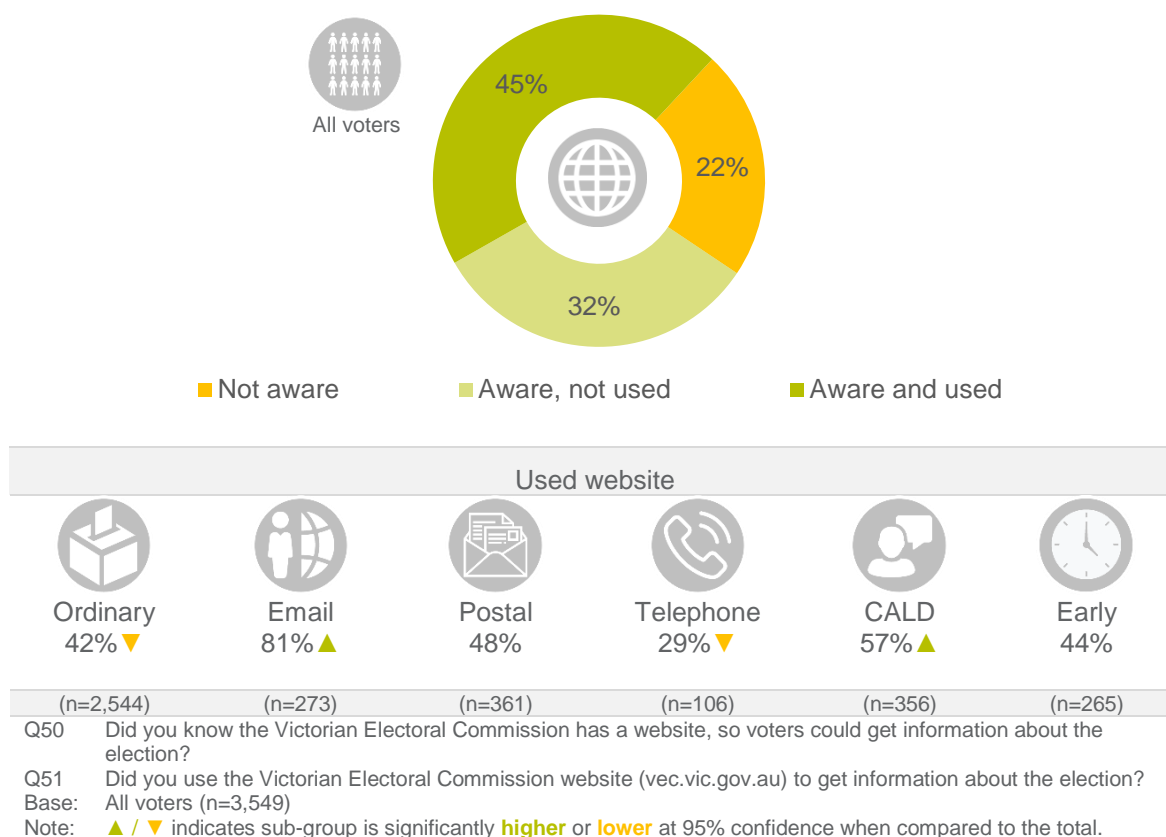


8.2. Awareness and usage

Voters were then asked specifically about the VEC website. Nearly half of voters were aware of and had used the VEC website to get information about the election (45%). However, a third were aware of the website, but did not use it (32%).

Significantly fewer ordinary voters made use of the website (42%) and comparatively very few TAV voters used the website (29%). Those who received their papers via email were significantly more likely to use the VEC's website (81%), as were those from CALD backgrounds (57%).

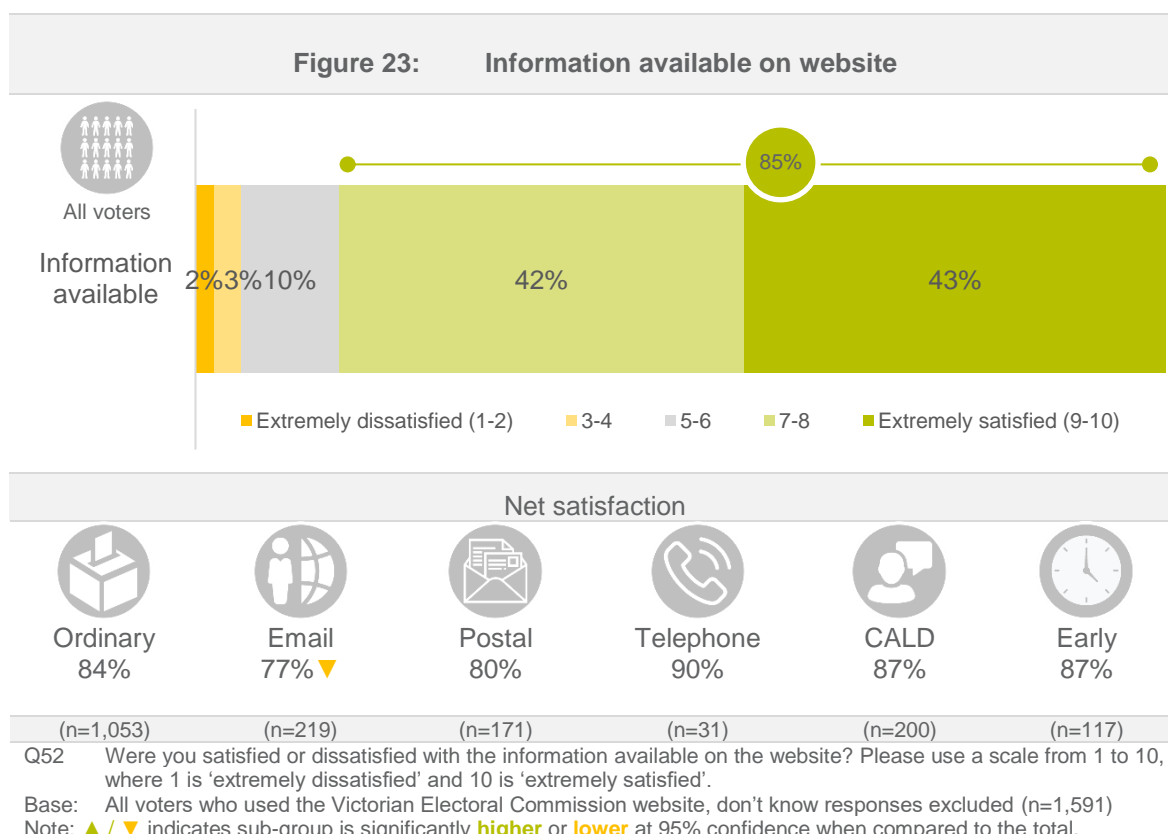
Figure 22: Awareness and usage of the VEC website



8.3. Information available on website

Of those who used the VEC website, six-sevenths were satisfied with the information it contained (85%) - only one in twenty was dissatisfied (5%).

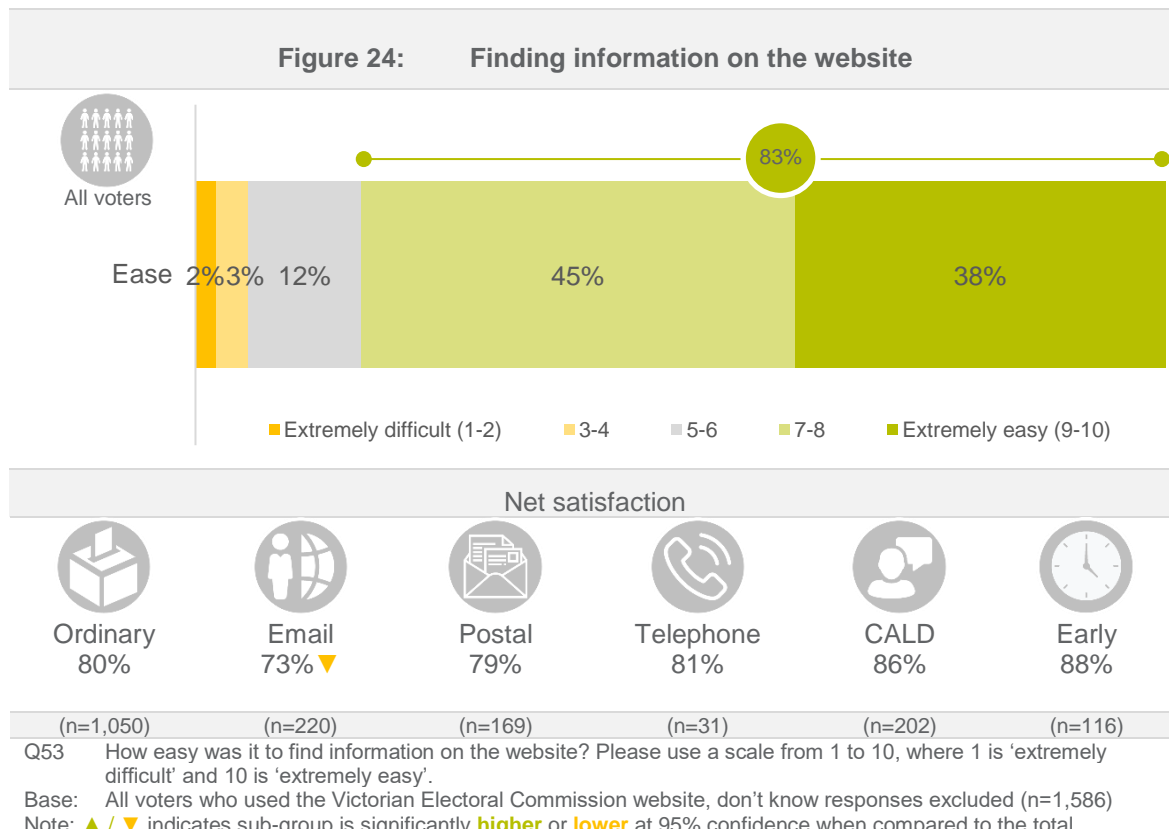
Voters who received their ballot papers via email were significantly less likely to be satisfied with the information on the website (77%). It should be noted that these users were also some of the heaviest users of the VEC website and were likely to be most reliant on the website being away from other forms of communication such as local advertising.



8.4. Finding information on the website

Similar to satisfaction with the VEC website, four-fifths of voters found it easy to find information (83%). Only one in twenty considered it to be difficult to find information (5%).

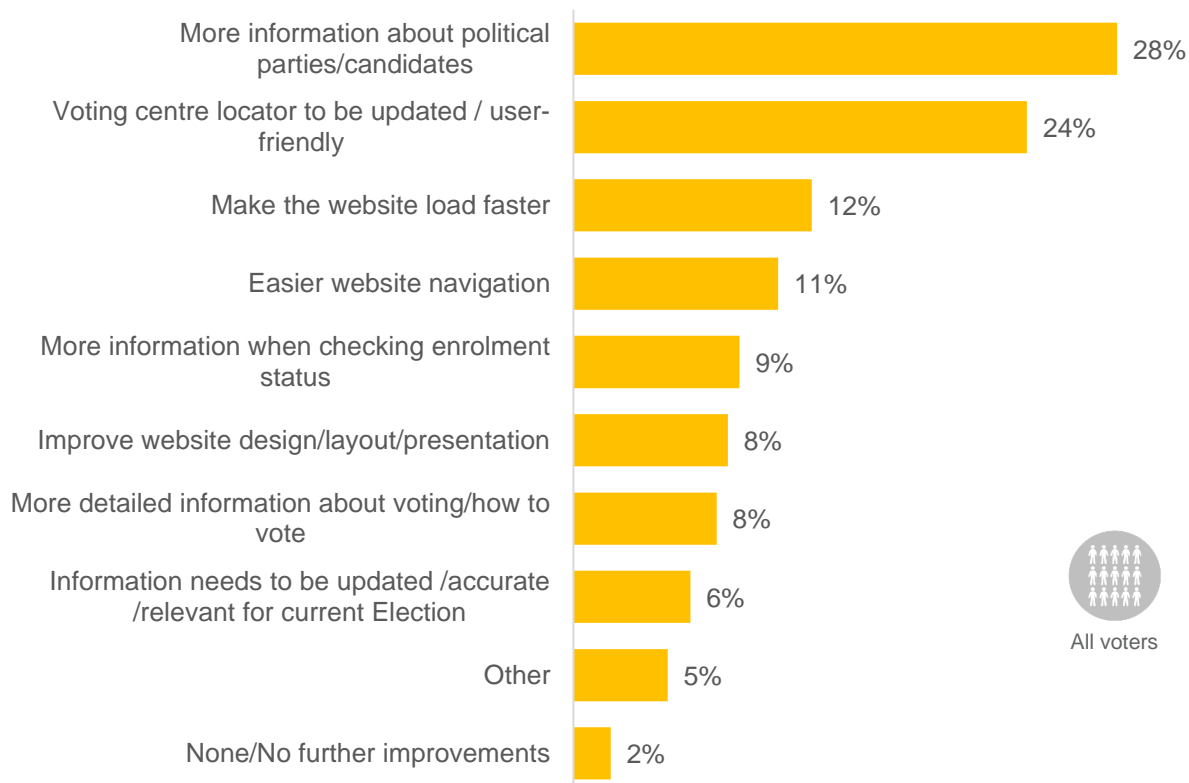
Voters who received their ballot papers via email were significantly less likely to find it easy to locate information on the VEC website (73%). As per the comment on the previous page, it is likely that this voter group was most reliant on the website for information.



8.5. Improvements to the website

Those who were dissatisfied with the VEC’s website were asked to provide feedback on possible improvement. Three in ten would like the VEC website to contain more information about political parties and candidates (28%). One quarter would specifically like improvements to the voting centre locator (24%). One in eight would also like to have a faster browsing experience (12%) and improvements to navigation (11%). Fewer voters made suggestions in relation to information about voting in 2018, suggesting this information was sufficiently covered.

Figure 25: Improvements to the website



Q54 And how could the Victorian Electoral Commission website be improved?

Base: All voters who thought the Victorian Electoral Commission website could be improved (rated 3 or lower) (n=55)

Below are specific examples of how to improve the VEC website in the words of voters themselves.

- “ I would have liked to check my enrolment status regarding postal voting. I am a general postal voter, but was unsure if this applied to State Elections as well as Federal. In future I think it would be helpful if my enrolment details show that I am a general postal voter.” – Voted on election day
- “ Information seems to be scattered around in various locations. Every time I go to the site I have to search around to find what I am after.” – Voted on election day
- “ I found it extremely difficult to find information about how to vote when Email. only after I called VEC did I understand what I need to do when Email. The website did not make this clear at all.” – Voted via email ballot

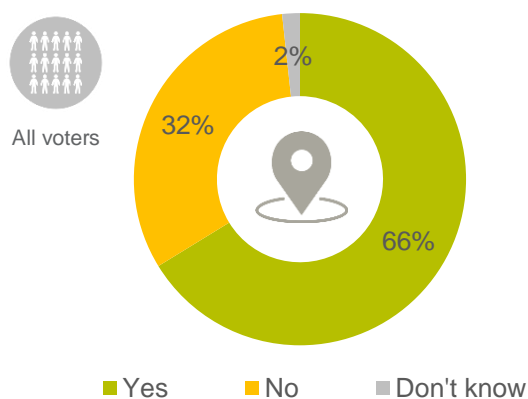
8.6. Voting Centre Locator

The Voting Centre Locator was a tool provided on the website so voters could search for voting centres across the state. Voters who had used the VEC's website were asked about the locator.

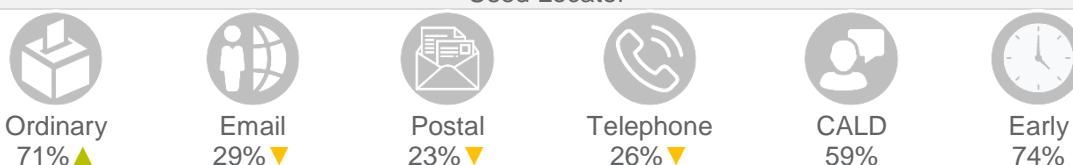
Usage of Voting Centre Locator

Two thirds of voters who visited the VEC website used the Voting Centre Locator (66%). Ordinary voters were significantly more likely to have used the locator (71%). Fewer email, postal and TAV voters used the locator (29%, 23% and 26% respectively), because they did not vote at a voting centre.

Figure 26: Usage of Voting Centre Locator



Used Locator



(n=1,068)	(n=221)	(n=173)	(n=31)	(n=202)	(n=117)
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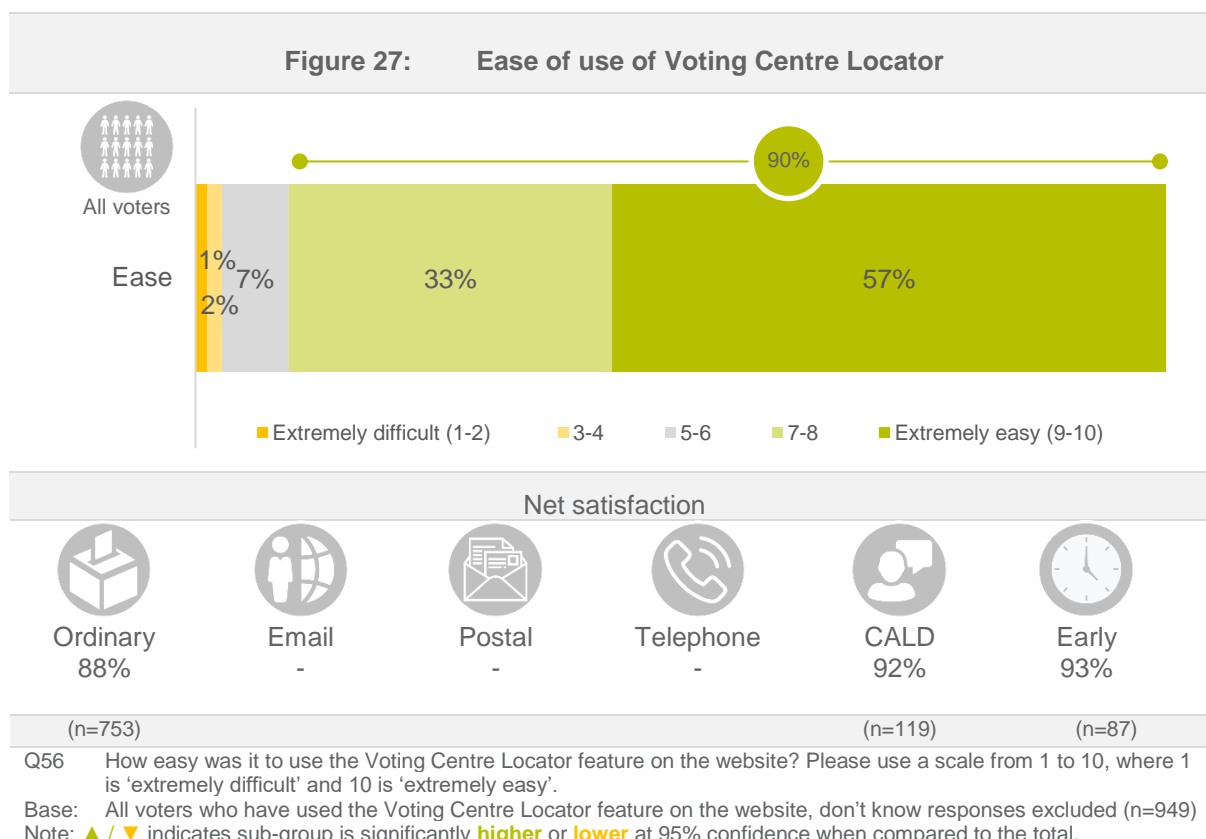
Q55 Did you use the Voting Centre Locator on the website?

Base: All voters who used the Victorian Electoral Commission website (n=1,610)

Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

Ease of use of Voting Centre Locator

Nine in ten voters who used the Voting Centre Locator found it easy to use (90%). Very few found the locator difficult to use (3%).



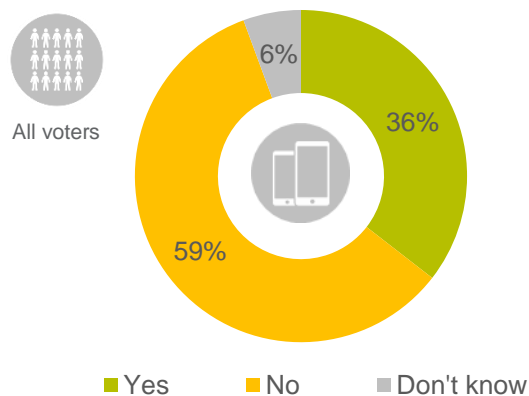
9. Hotline

All voters were asked if they used they were aware of the VEC’s Hotline and if they had used it. A series of questions were then also asked about voter’s experience of the Hotline, had they used it.

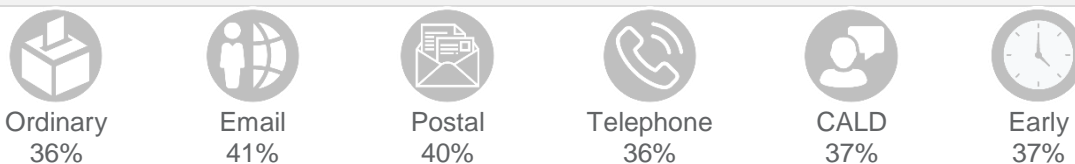
9.1. Awareness of Election Hotline

The majority of voters were unaware of the Election Hotline (59%), with only three in ten aware (36%). Awareness of the Hotline is not seen to vary between any of the voter types.

Figure 28: Awareness of Election Hotline



Aware



(n=2,544) (n=273) (n=361) (n=106) (n=356) (n=265)

Q57 Did you know the Victorian Electoral Commission has an election Hotline, so voters can get information about the election?

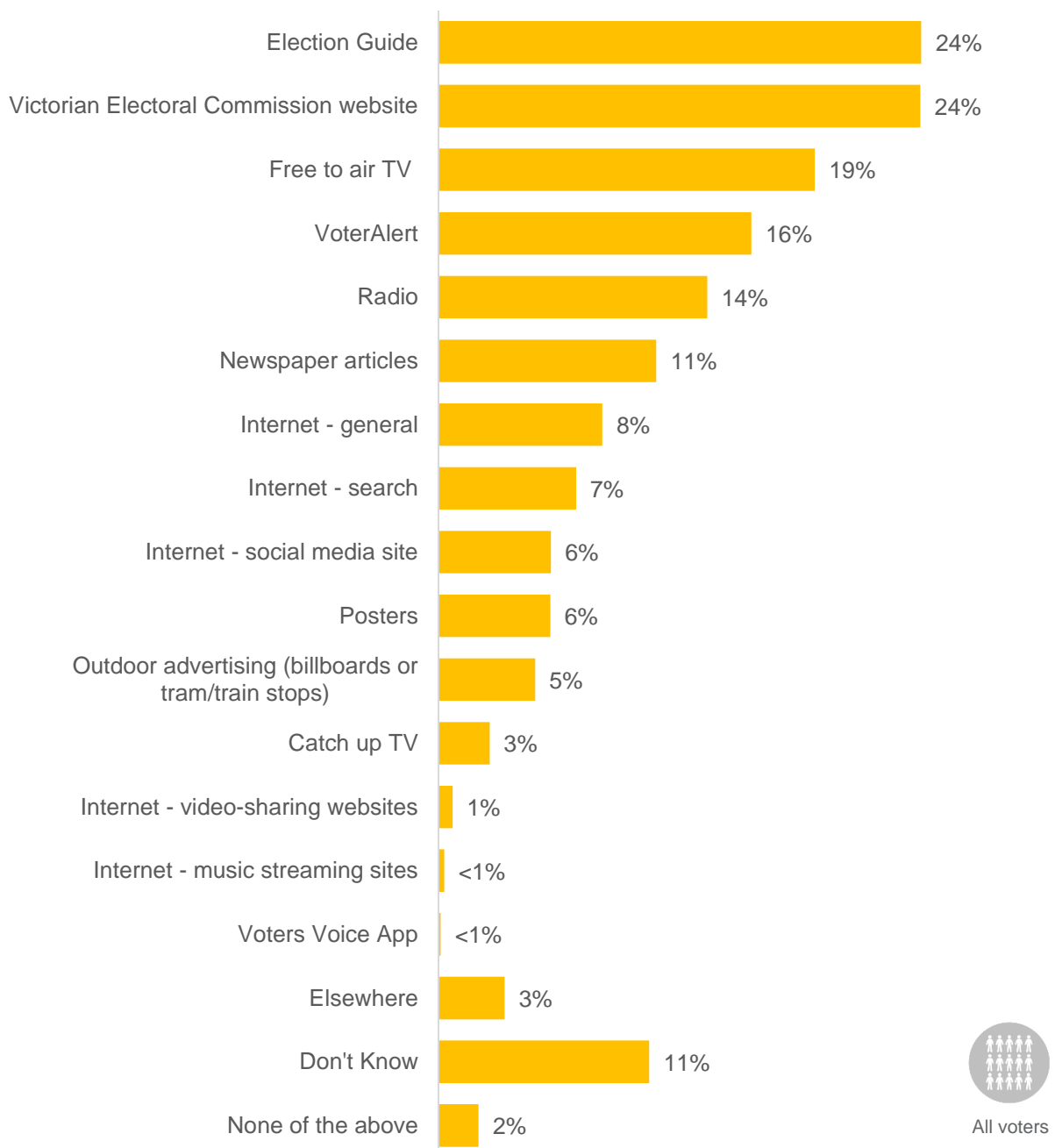
Base: All voters (n=3,549)

Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

9.2. How voters found out about the Hotline

Voters who were aware on the Election Hotline most commonly found out through the Election Guide or website (24% each). A further fifth saw free to air TV ads (19%), and one in six recall receiving a VoterAlert referring to the Hotline (16%). Very small proportions of voters found out about the VEC Hotline through newer online channels such as video sharing websites (1%) and music streaming sites (<1%).

Figure 29: How voters found out about the Hotline

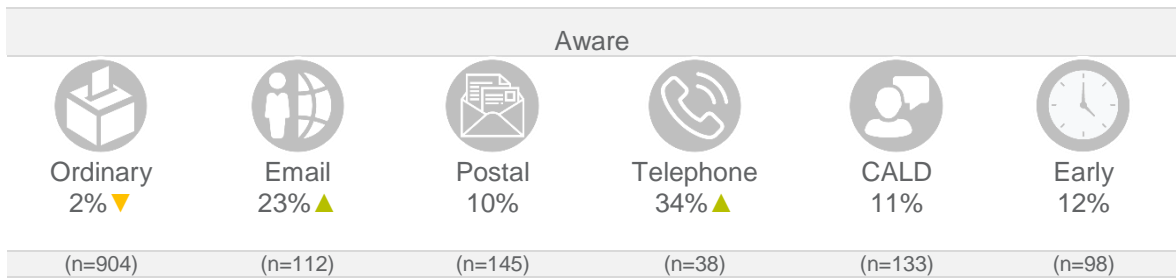
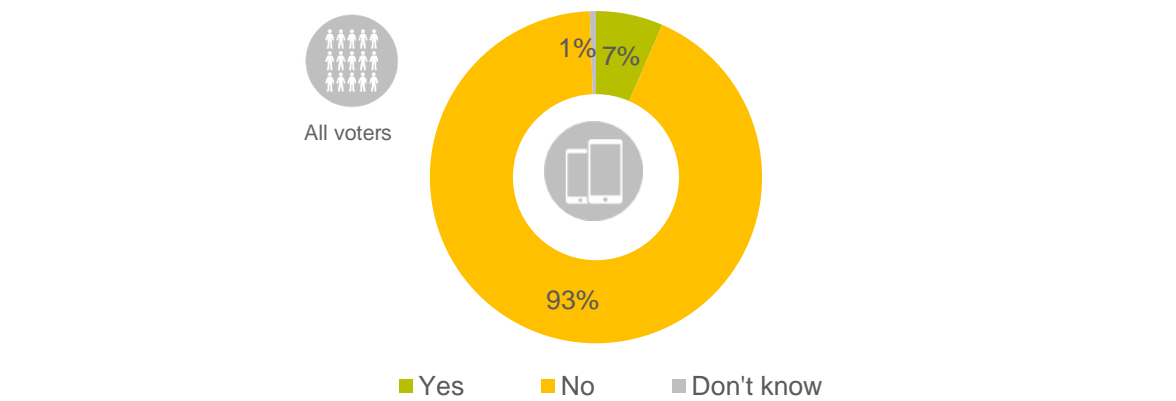


Q58 How did you find out about the Victorian Electoral Commission Hotline? Please select all that apply.
 Base: All voters who are aware of the Election Hotline (n=1,297)

9.3. Usage of Election Hotline

Voters who did not vote in person were in greater need of the Hotline. Of those voters aware of the Election Hotline, one in twelve called the Hotline (7%). Voters who received their papers via email or voting using TAV were significantly more likely to have called the Election Hotline (23% and 34% respectively). Conversely, ordinary voters were significantly less likely to have called the Hotline (2%).

Figure 30: Usage of Election Hotline



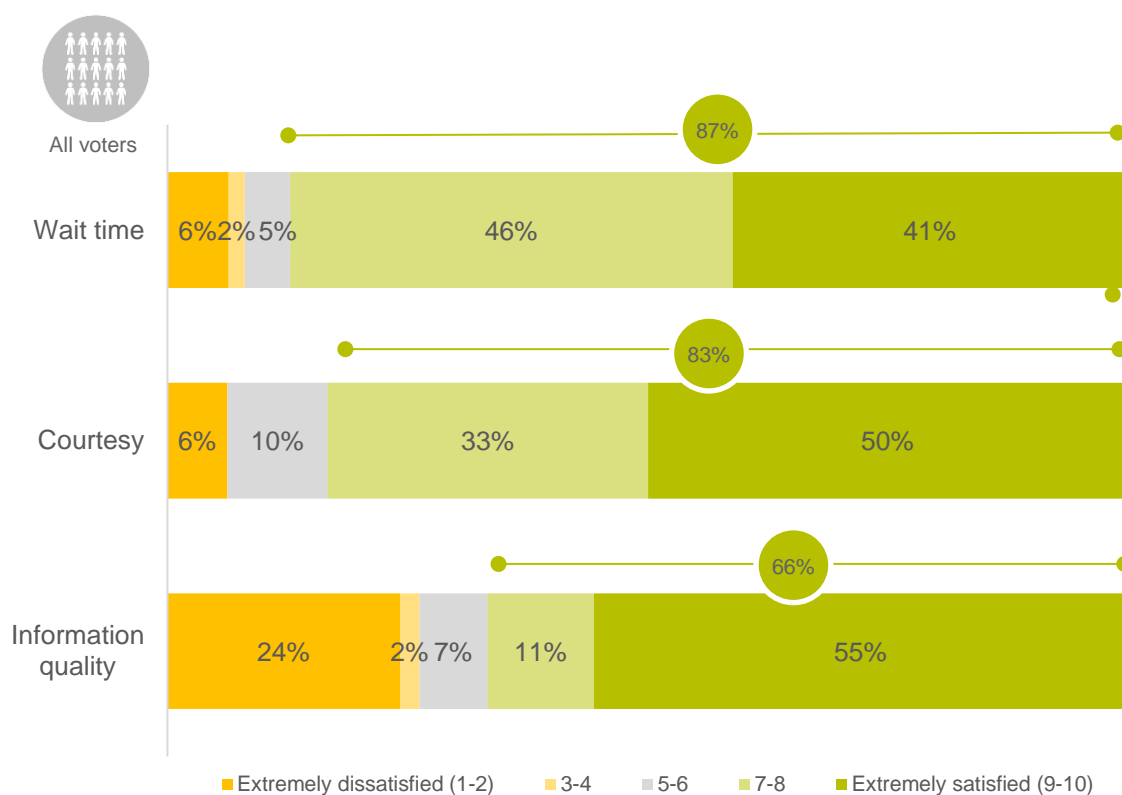
Q59 Did you call that Hotline during the election?
 Base: All voters who are aware of the Election Hotline (n=1,297)
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

9.4. Ratings of the Election Hotline

The small number of voters who used the Hotline were asked to review the service they received. Overall the Election Hotline was reviewed favourably by the majority who used. Almost nine in ten were satisfied with the wait time (87%) and a slightly smaller proportion were satisfied with the courtesy of the staff (83%).

While process measures for the Hotline were highly rated, the actual quality of the information provided received lower ratings (66% satisfied).

Figure 31: Aspects of the Election Hotline



Q60 Here are several aspects relating to your experience of the Hotline. Please rate each of these on a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.

Base: All voters who called the Election Hotline, don't know responses excluded (n=80-83).

Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

10. Election services

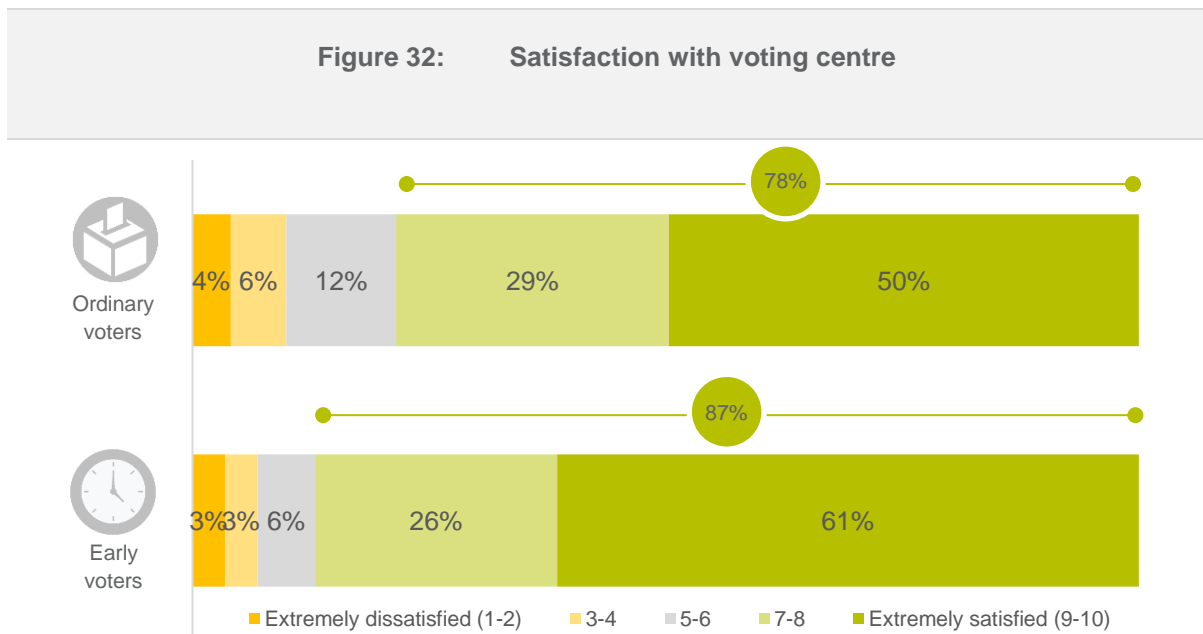
The following sections review the actual process of voting, as such findings are grouped by voter type.

10.1. Voting centres

Voting centres were used by both ordinary and early voters and therefore these findings are presented together due to their similar experiences.

Satisfaction with voting centres

Three in four ordinary voters were satisfied with their experience at the voting centre on election day (78%), while one in ten were dissatisfied (10%). Compared with ordinary voters, significantly more early voters were satisfied with their voting centre experience (87% vs. 78%).

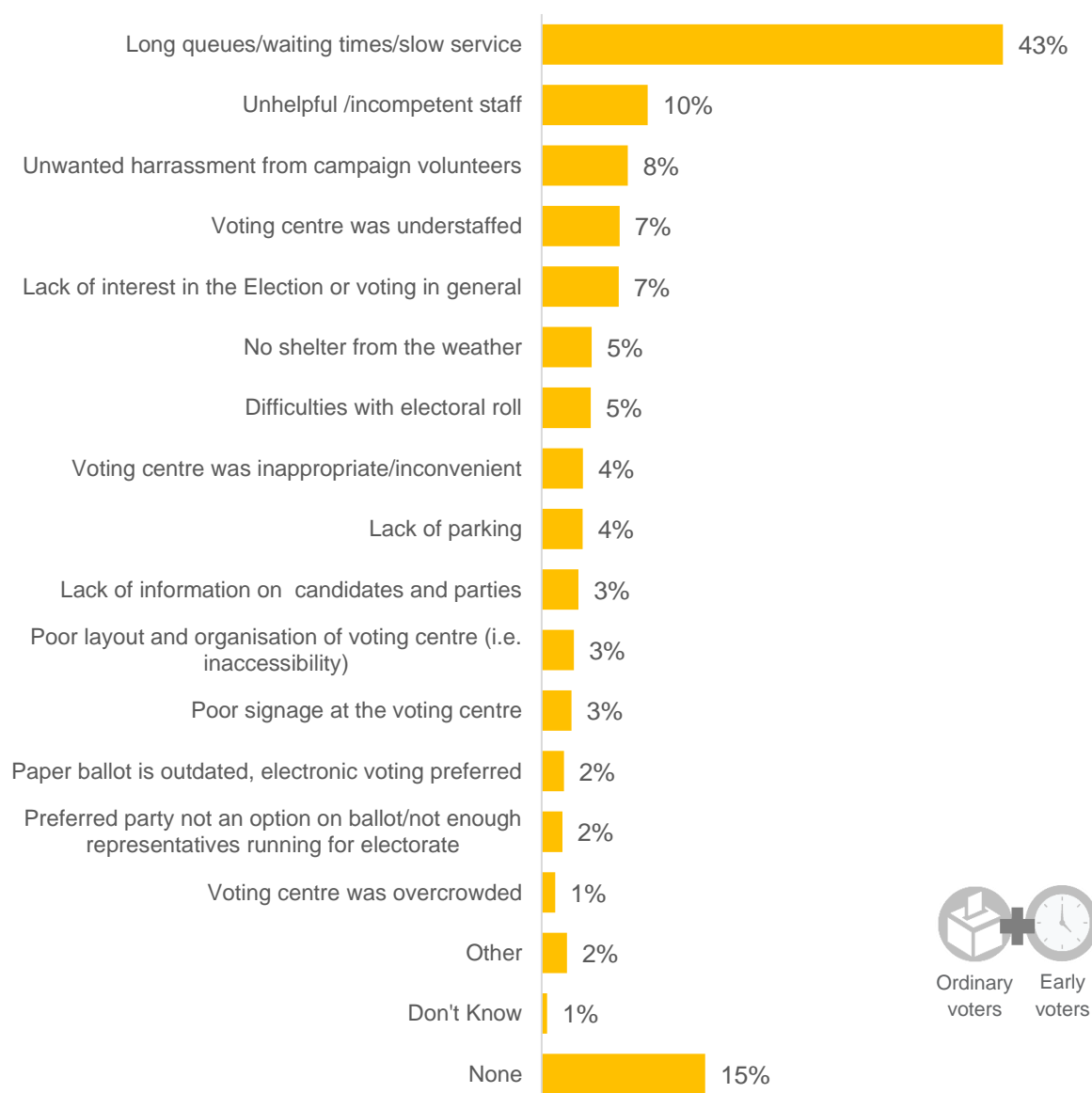


Q31 Was your experience at the voting centre this election satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'.
 Base: All ordinary voters, (n=2,526). All early voters, (n=262). Don't know responses excluded.

Improvements to the voting centre

Voters who were dissatisfied with their experience at the voting centre were asked to give suggestions for improvements. Wait times were the most common cause for dissatisfaction (43%). One in ten also felt the staff in the centres were unhelpful (10%), while a similar proportion felt harassed by campaign volunteers (8%). Very few voters were dissatisfied with the organisation and signage at voting centres (3% each).

Figure 33: Improvements to the voting centre



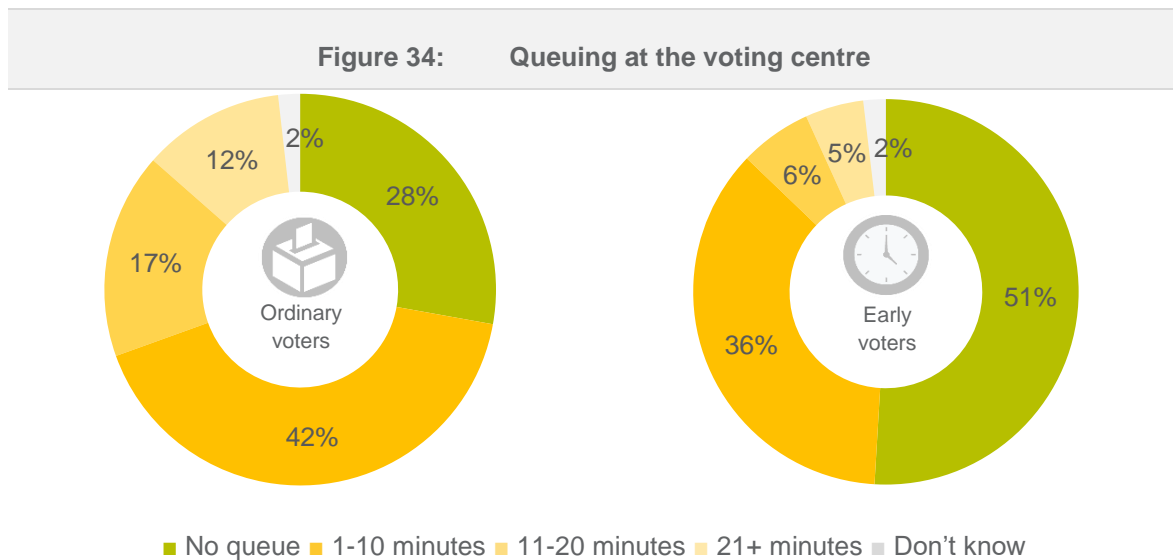
Q32 And why was your experience at the voting centre unsatisfactory?
 Base: All ordinary voters who thought the experience at the voting centre was unsatisfactory (rated 3 or lower) (n=192)

Queuing at voting centres

Half of early voters did not have to queue to cast their vote (51%), compared with only one quarter of ordinary voters (28%).

Two in five ordinary voters queued between 1-10 minutes (42%) and one in six queued for 11-20 minutes (17%). A smaller proportion believed they queued for more than 21 minutes (12%).

One in three early voters just queued 1-10 minutes (36%), while only one in ten needed to queue for 11+ minutes (11%).



Q33 Did you have to queue before you received your ballot papers?
 Q34 And approximately how many minutes did you have to queue for?
 Base: All ordinary voters (n=2,544), all early voters (n=295)

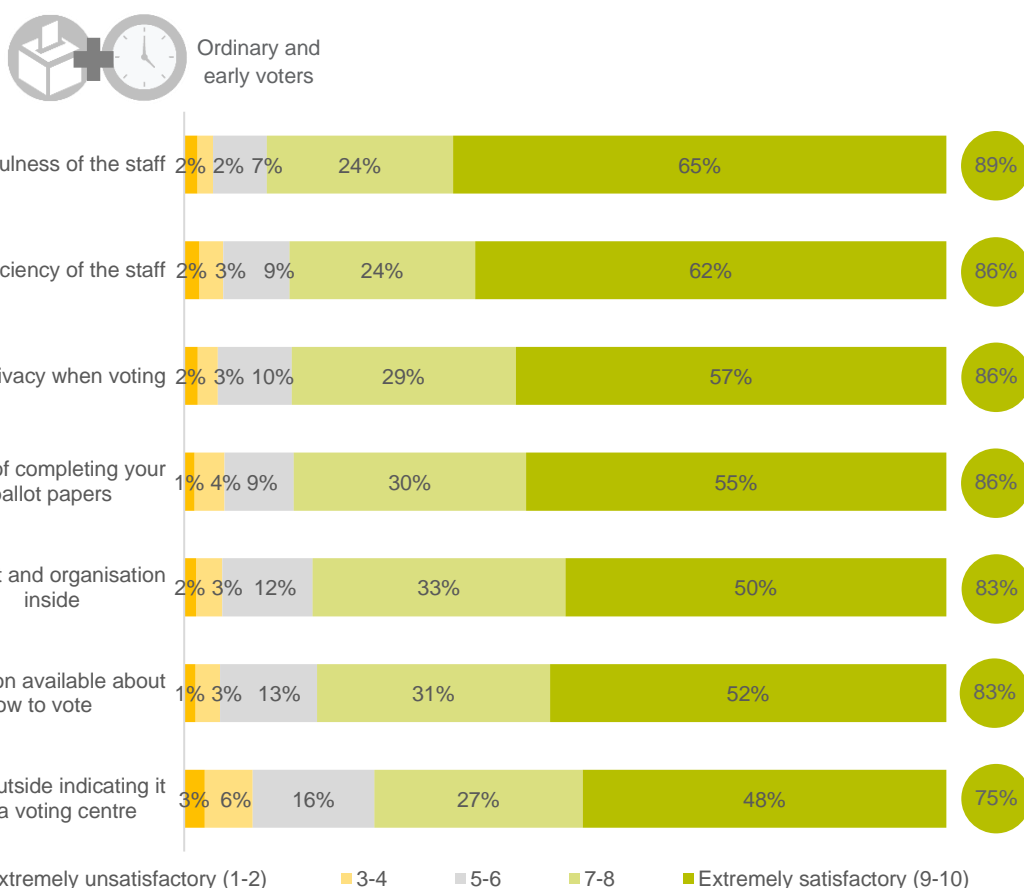
Quality of the voting centre

The majority of ordinary and early voters were satisfied with the quality of the voting centre:

- The helpfulness and efficiency of staff were particularly well received (89% and 86% respectively);
- As was having privacy when voting (86%) and the ease of which ballot papers could be completed (83%); and
- The lowest levels of satisfaction was reported for voting centre signage, with three in four satisfied and up to one in ten dissatisfied with this aspect of the voting centre (9%).

Significantly more early voters than ordinary voters were satisfied with a number of aspects of the centre including the helpfulness of staff (92% vs. 88%), ease of completing ballot papers (90% vs. 83%), information available about how to vote (87% vs. 81%) and layout and organisation inside the voting centre (88% vs. 80%). Note: these individual figures are not charted.

Figure 35: Quality of the voting centre



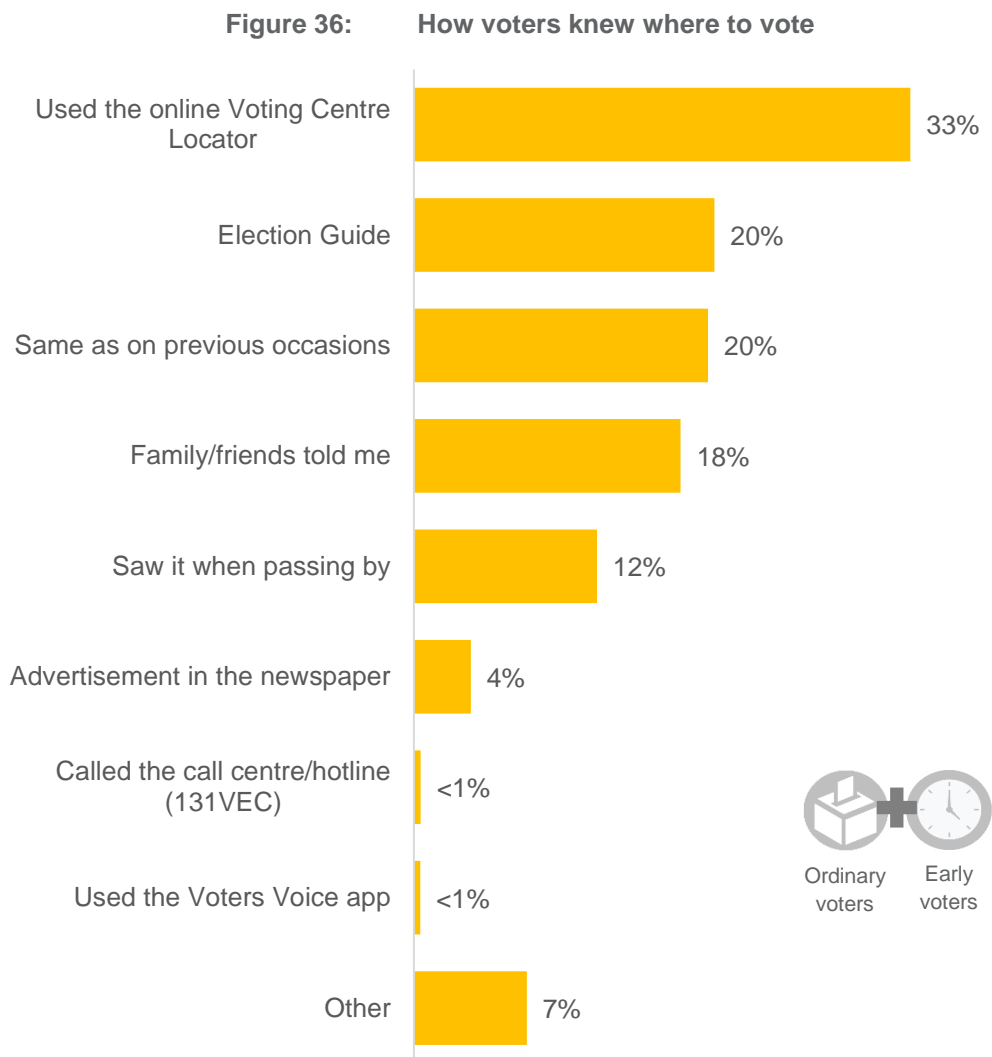
Q35 Here are several aspects relating to your experience at the voting centre. Please rate each of these on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'.

Base: Ordinary and early voters who attended the voting centre, (n=2,728-2,791). Don't know responses excluded.

How voters knew where to vote

One third of ordinary and early voters used the Voting Centre Locator in order to find where to vote (33%). One fifth used either the Election Guide (20%), or just went where they had voted in previous elections (20%). A similar proportion were told by friends and family (18%). Very few used the VEC's resources such as the call centre or the Voters Voice app in order to find out where to vote (<1%).

Ordinary voters were significantly more likely to vote at the same location (32% vs. 2%), whereas early voters were more likely to have seen the centre when passing by (18% vs. 8%).



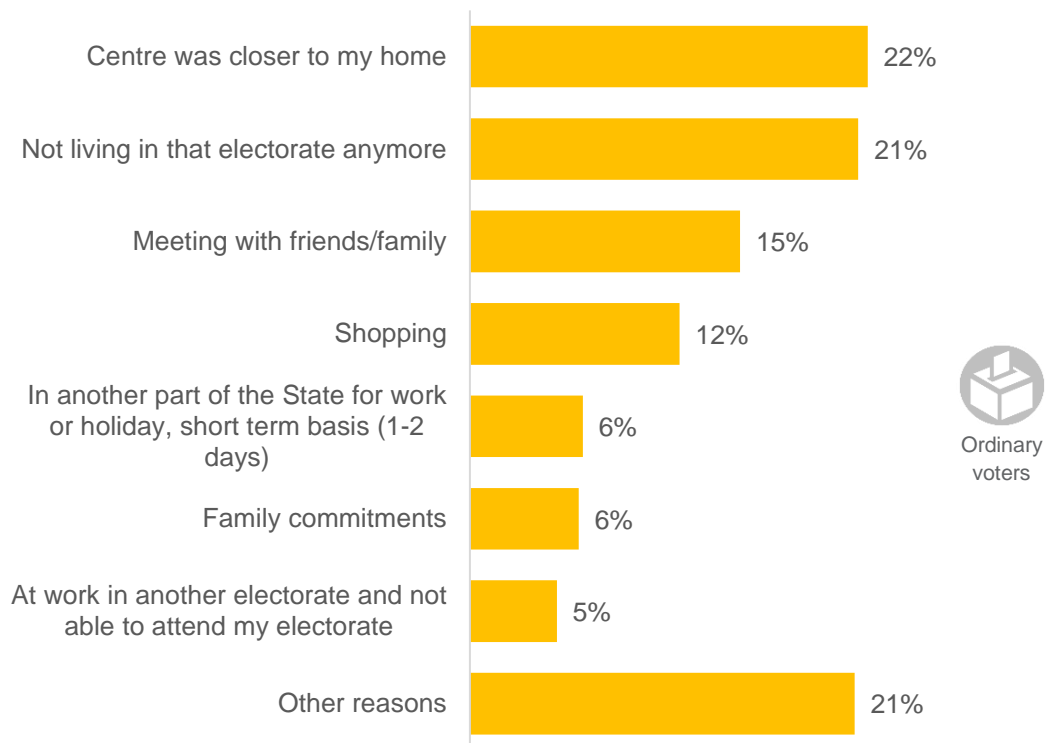
Q36 How did you know which voting centre you should go to? Please select all that apply.
Base: All ordinary and early voters (n=2,809)

Absentee voters

Absentee voters refers to voters who did not vote at a voting centre within their enrolled electorate. They are treated as a subset of ordinary voters.

Absentee voters were voting outside their electorate for a number of reasons: one fifth did so as the centre was closer to their home (22%), while others were no longer living in that electorate (21%). A smaller proportion were meeting with friends and family (15%).

Figure 37: Reasons for absentee voting

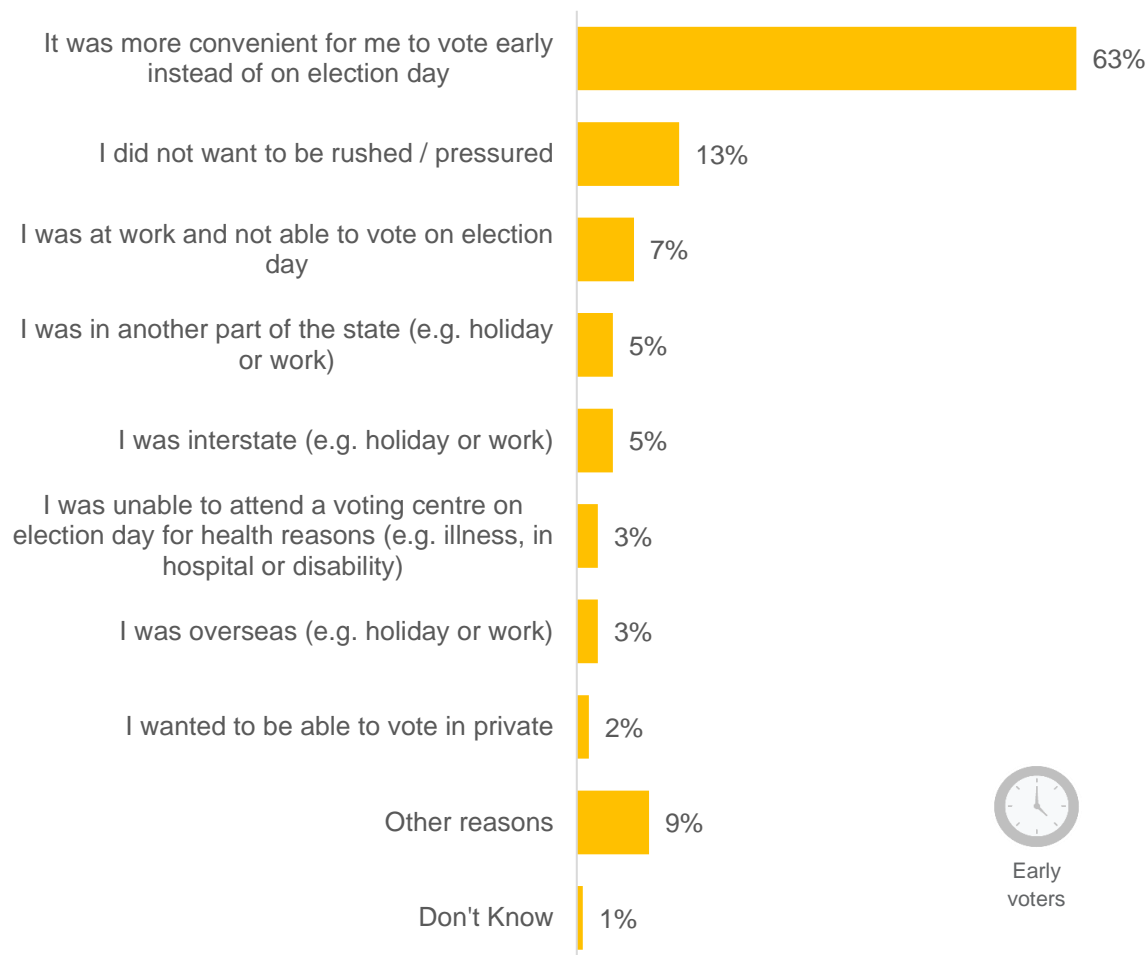


Q4 What were the main reasons you voted outside your electorate? Please select all that apply.
Base: All absentee voters (n=30)

Reasons for early voting

The majority of early voters did so because they perceived that voting before election day was more convenient (63%). Others voted early to avoid feeling rushed or pressured (13%), and a smaller proportion were intending to be at work on election day (8%).

Figure 38: Reasons for early voting



Q2 Why did you choose to vote at an Early Voting Centre? Please select all that apply.
 Base: All early voters (n=265)

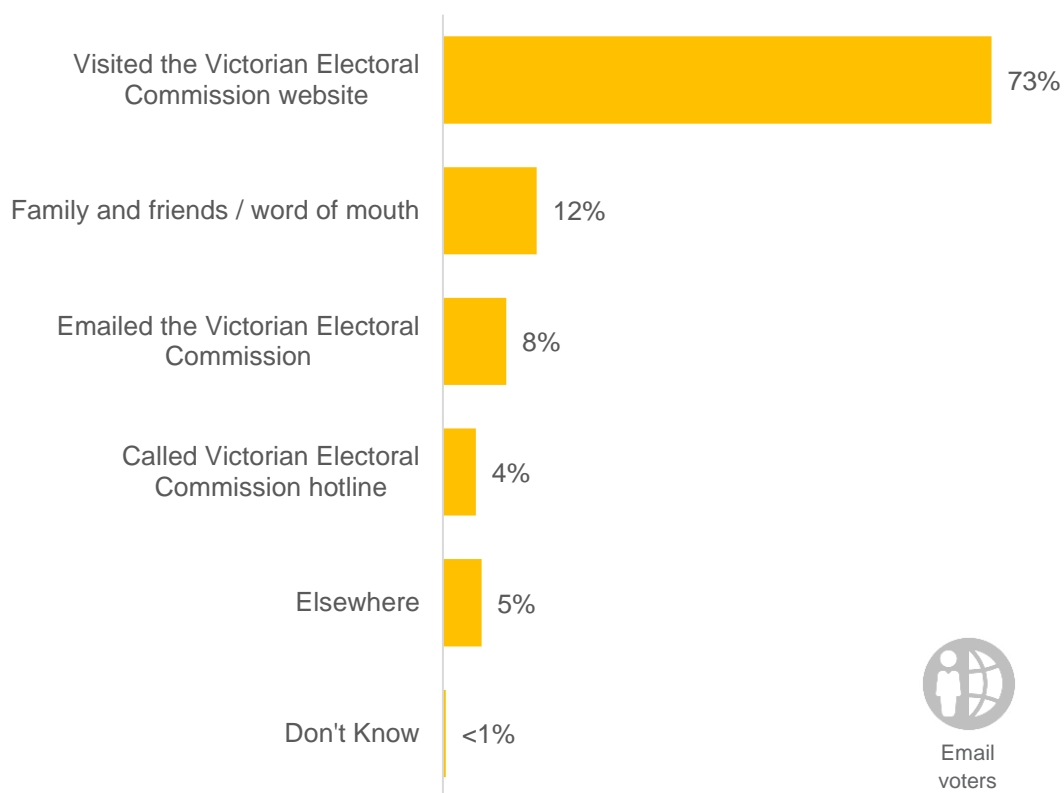
10.2. Email voters

At the 2018 Victorian State election, voters were able to register to receive their ballot papers via email. Voters were then required to print, complete and post back to the VEC. This method is primarily offered to voters who were either interstate or overseas during the election period.

How voters found out about email voting

Three in four email voters found out about the process from the VEC website (73%). Fewer found out through family and friends (12%) and a smaller proportion by emailing the VEC (8%).

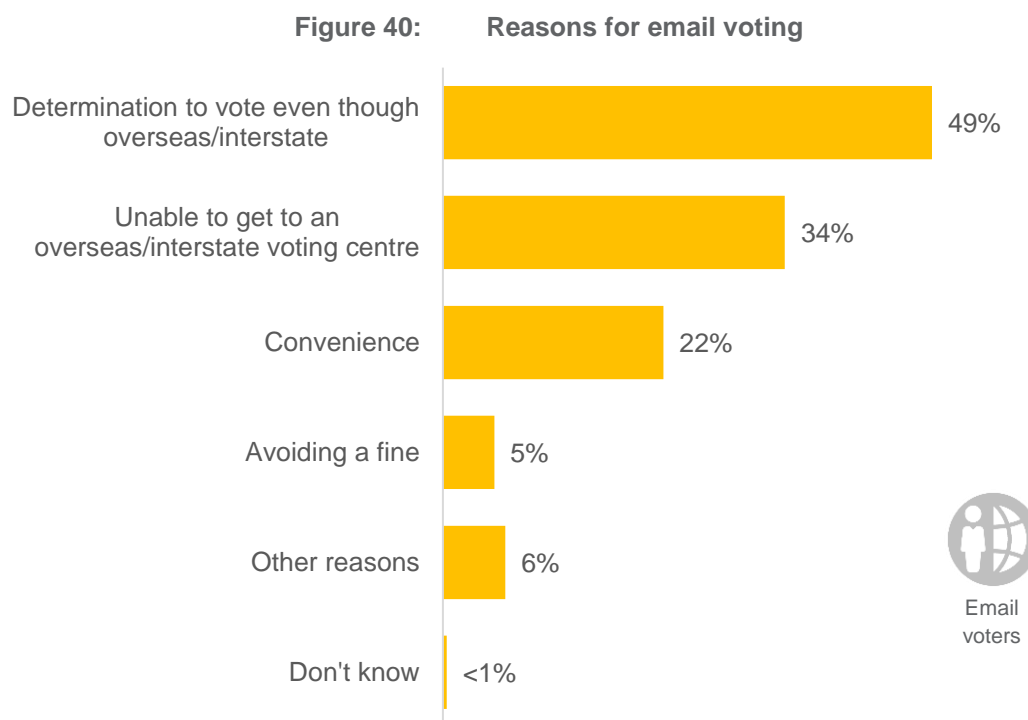
Figure 39: How voters found out about email voting



Q12 How did you find out about receiving your ballot papers by email? Please select all that apply
Base: All email voters (n=273)

Reasons for email voting

Half of email voters applied for email voting out of a determination to vote in the election (49%), while one third were unable to get to an overseas or interstate voting centre (34%). One in five also found it was more convenient to receive their papers via email (22%).

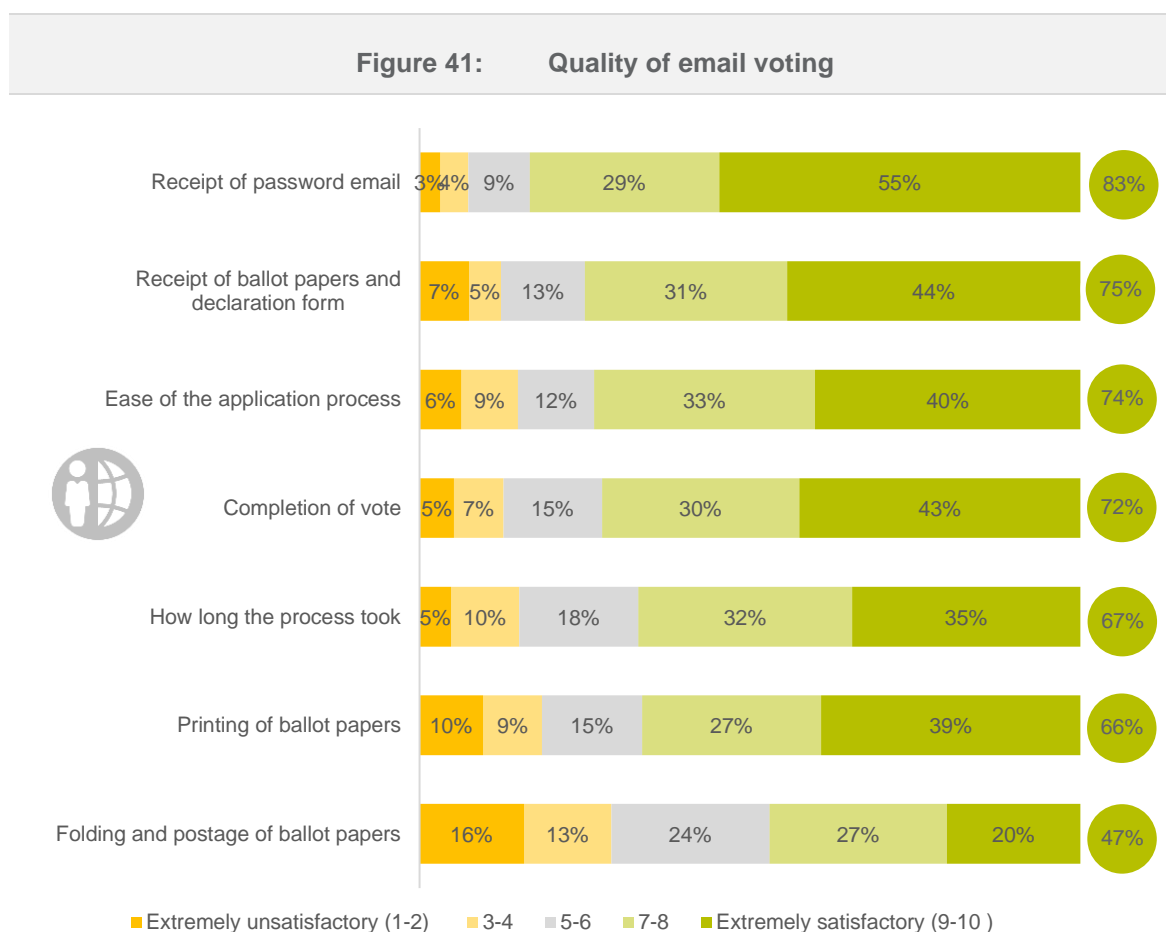


Q13 Why did you apply to receive your ballot papers by email? Please select all that apply
Base: All email voters (n=273)

Quality of email voting

Overall, email voters were satisfied with the process of registering and receiving their ballot papers and less so with the printing and returning of the papers. Specifically the majority of email voters were satisfied with their receipt of their password email and the ballot papers/declaration form (83% and 75% respectively). Over seven in ten were also satisfied with the ease of the application process and the completion of the vote (74% and 72% respectively).

Only two thirds were satisfied with the length of the process (67%) as well as the printing of the ballot papers (66%). Just under half however were satisfied with the folding and postage of ballot papers (47%), with three in ten dissatisfied at this process (29%).

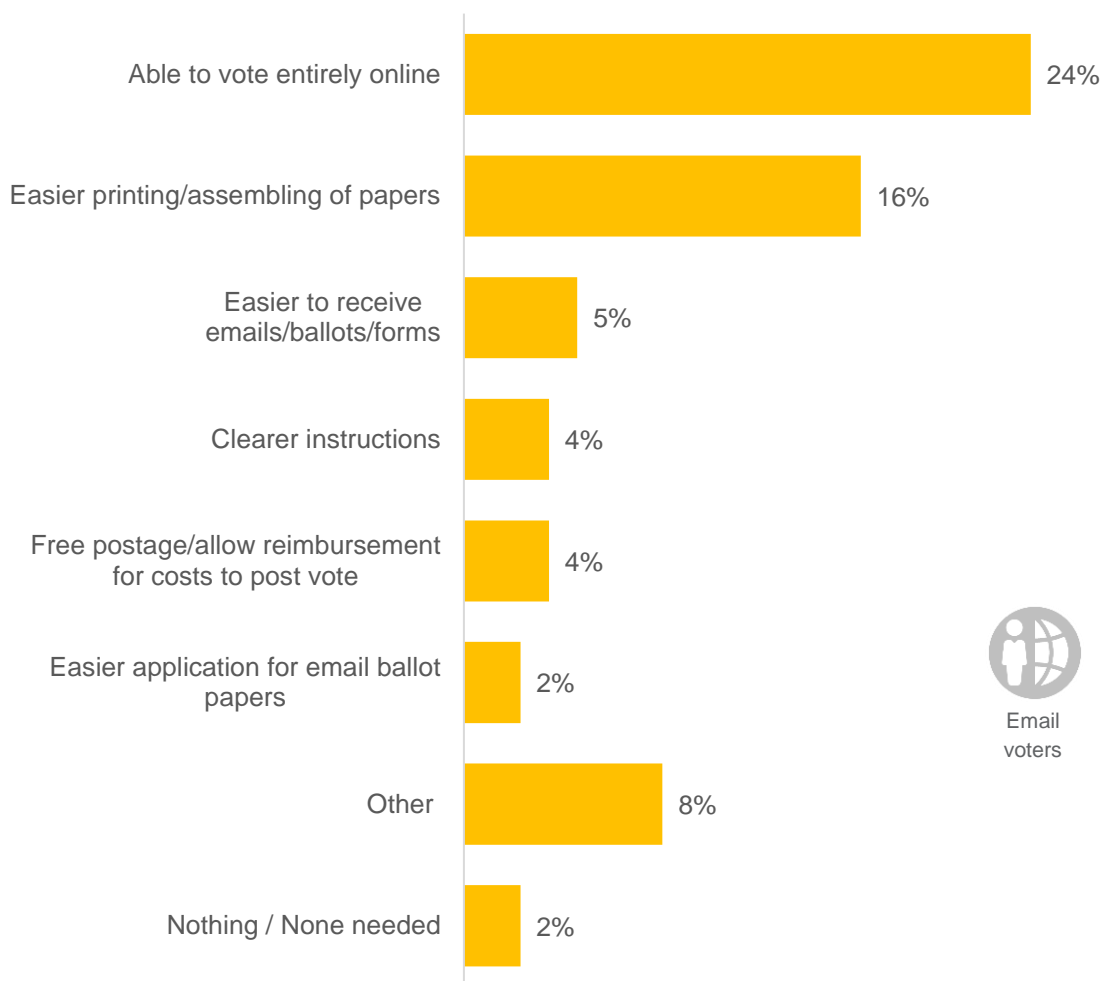


Q14 Here are several aspects relating to your experience voting with an email ballot paper. Please rate each of these on a scale from 1 to 10, where 1 is 'extremely unsatisfactory and 10 is 'extremely satisfactory'.
 Base: All email voters, don't know responses excluded (n's ranging between 258 and 272)

Improvements to email voting

Email voters who were dissatisfied with at least one aspect of the email ballot process were asked to provide suggestions for improvement. One quarter would prefer to be able to vote entirely online (24%) and bypass the need for printing, folding and posting. One in six would like ballot papers that are easier to print and assemble (16%).

Figure 42: Improvements to email voting



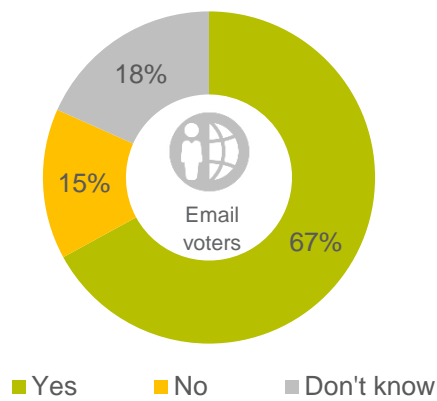
Q15 And what could be improved about the email ballot paper process?

Base: All voters who thought the email ballot paper process could be improved (rated lower than 3) (n=85)

Intention to vote by email again

Two thirds of voters who received their papers by email would do so again (67%). Only one in seven state they would not vote by email again (15%), and a slightly higher proportion are unsure (18%).

Figure 43: Intention to vote by email again



Q16 And would you choose to receive your ballot papers by email again?
Base: All email voters (n=273)

10.3. Telephone Assisted Voting

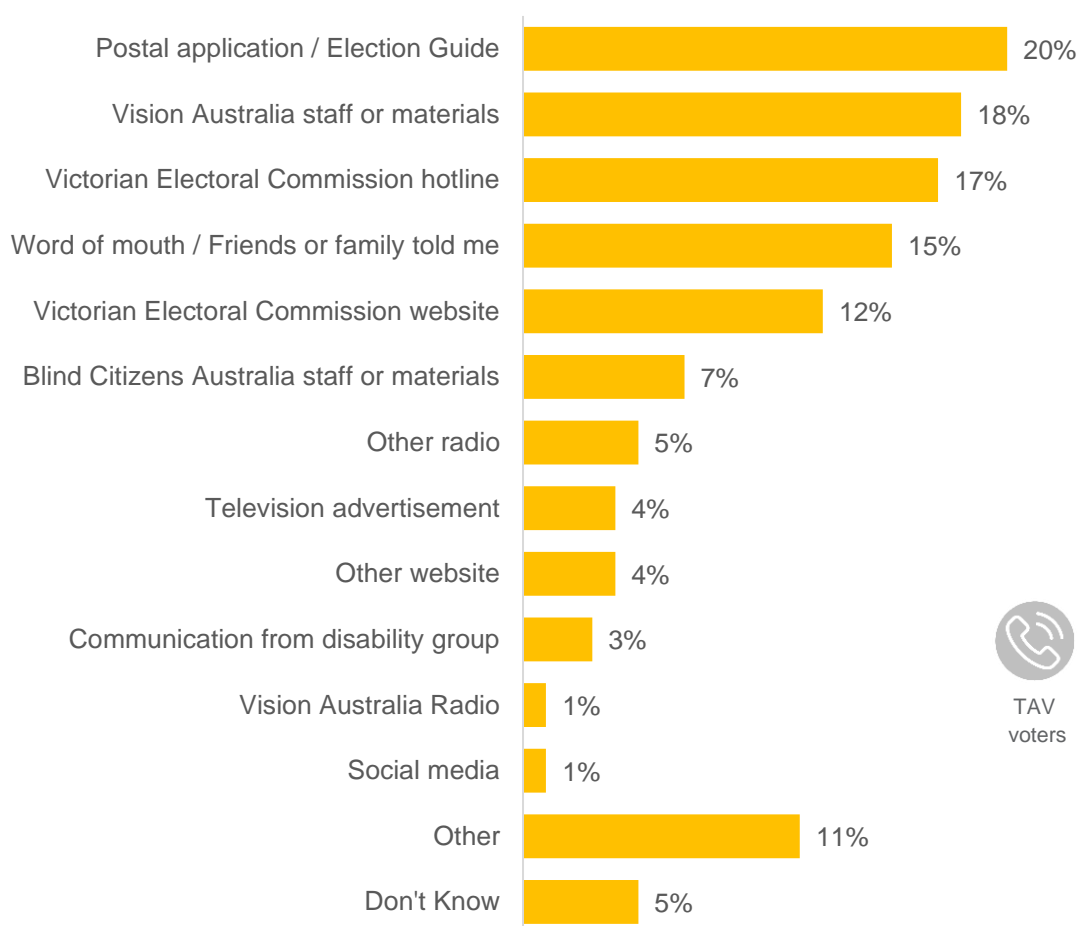
Telephone Assisted Voting is available at State elections for people who are unable to vote without assistance because they are blind, have low vision or have a motor impairment.

How voters found out about Telephone Assisted Voting

Nearly a fifth of voters who voted via TAV found out about the process through Vision Australia staff or materials (18%), while a similar proportion found out via the VEC's Hotline (17%).

One in seven found out via friends and family (15%), and a smaller proportion found out about TAV from the VEC website (12%).

Figure 44: How voters found out about Telephone Assisted Voting



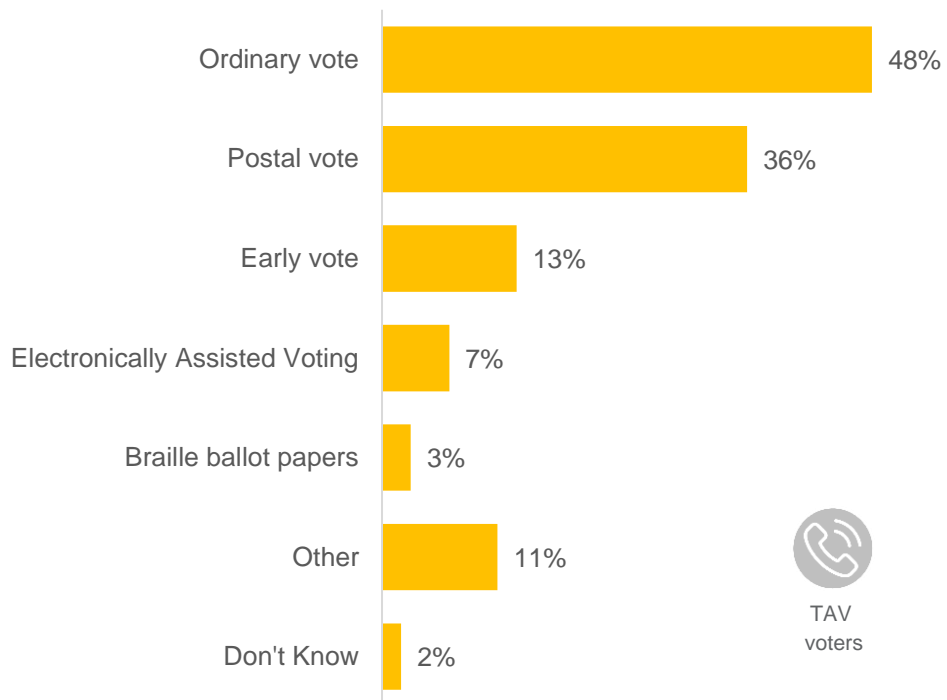
Q37 How did you find out about Telephone Assisted Voting? Please select all that apply.
Base: All TAV voters (n=106)

Previous voting before Telephone Assisted Voting available

TAV Voters who had voted in previous elections were asked by what means they have had previously voted. Half of TAV voters previously submitted ordinary votes (48%), while a third submitted postal votes at previous elections.

Electronically Assisted Voting and braille ballot papers were the least common means of voting for previous elections (7% and 3% respectively).

Figure 45: Previous voting before Telephone Assisted Voting available

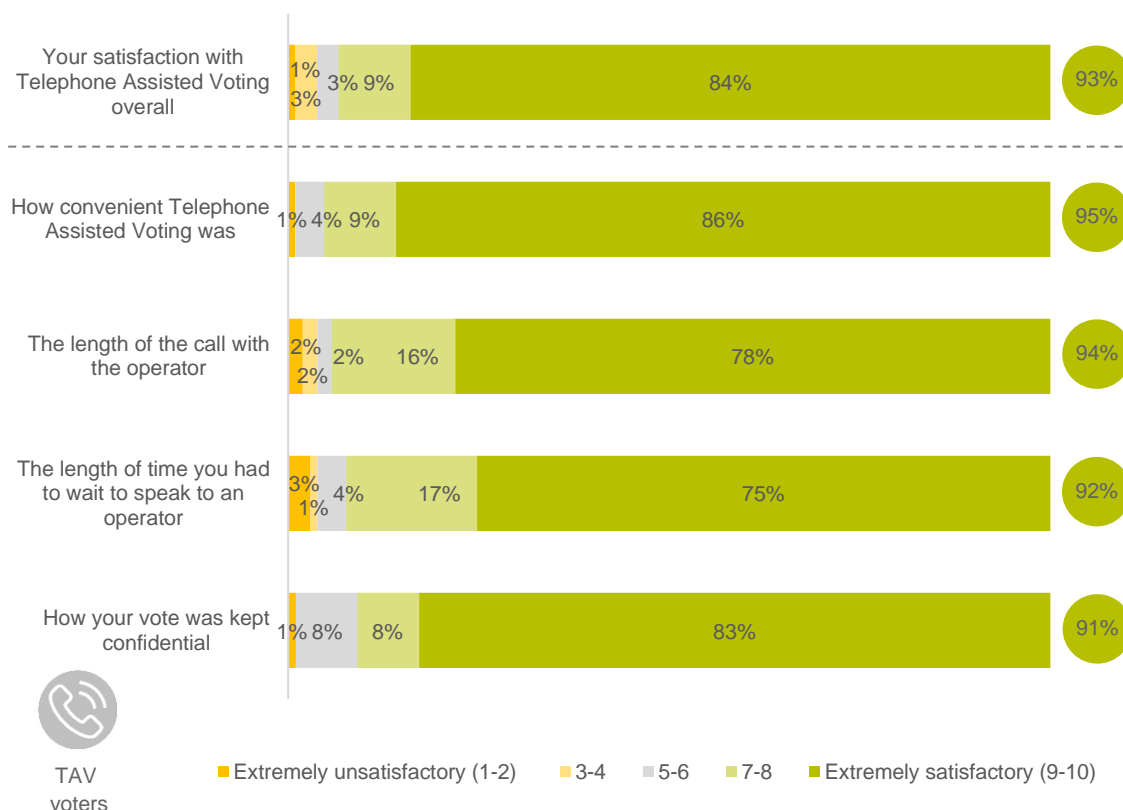


Q38 How would you have usually voted before Telephone Assisted Voting was available? Please select all that apply.
Base: All TAV voters (n=106)

Quality of Telephone Assisted Voting

The majority of TAV voters were satisfied with this form of voting overall (93%). No particular element of TAV was unsatisfactory for voters, with nine in ten satisfied with the convenience (95%), the call length (94%), wait time (92%) and the confidentiality (91%).

Figure 46: Quality of Telephone Assisted Voting



Q39 Here are several aspects relating to your experience with Telephone Assisted Voting. Please rate how satisfied you were about each of these on a scale from 1 to 10, where 1 is 'extremely unsatisfactory and 10 is 'extremely satisfactory'.

Base: All TAV voters, don't know responses excluded (n's ranging between 99–106).

Dissatisfaction with Telephone Assisted Voting

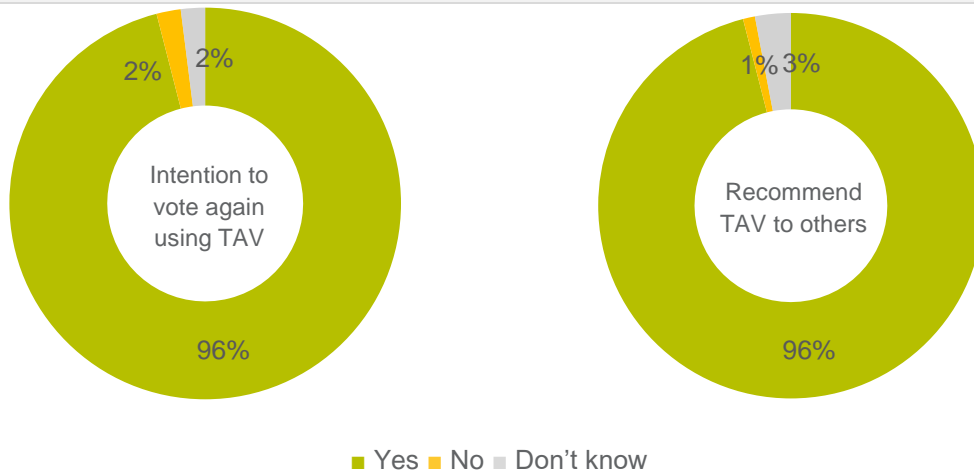
Very few TAV voters (n=5) were dissatisfied with at least one aspect of TAV voting, of those that were below are a selection of the suggestions for improvements.

- “ You had to wait a while to speak to operator, pressing numbers getting to the right person.” Voted using TAV
- “ I was given a number and was not able to get through on that number.” Voted using TAV
- “ It's not really private even though they don't know your name they know your number.” Voted using TAV

Intention to vote by Telephone Assisted Voting again

The vast majority of voters who used TAV would vote using TAV again (96%) and the same proportion would recommend the service to others (96%).

Figure 47: Future use and advocacy of Telephone Assisted Voting



Q41 Would you use Telephone Assisted Voting again?

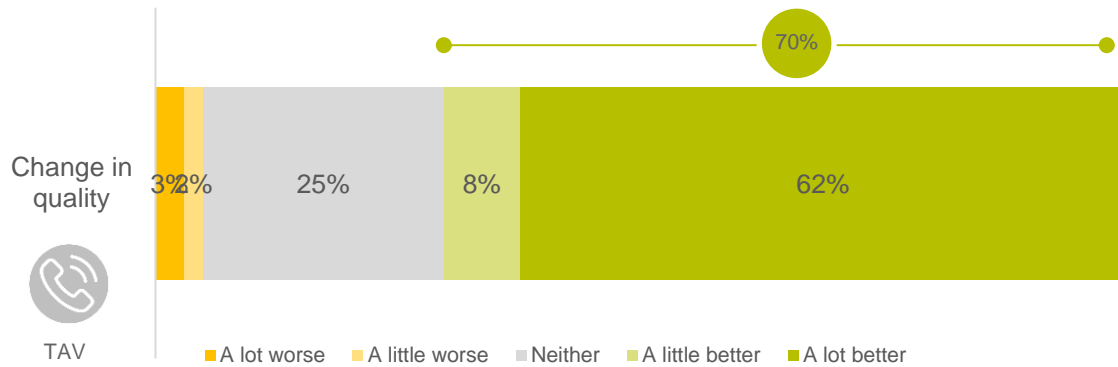
Q42 Would you recommend Telephone Assisted Voting to others who need it?

Base: All TAV voters (n=106)

Comparison of voting experience

Seven in ten TAV voters considered their experience voting via TAV to be better than how they voted in previous years (70%). One quarter believe the service has remained the same (25%). Only one in twenty perceived a decline in quality of their voting experience (5%).

Figure 48: Changes to Telephone Assisted Voting



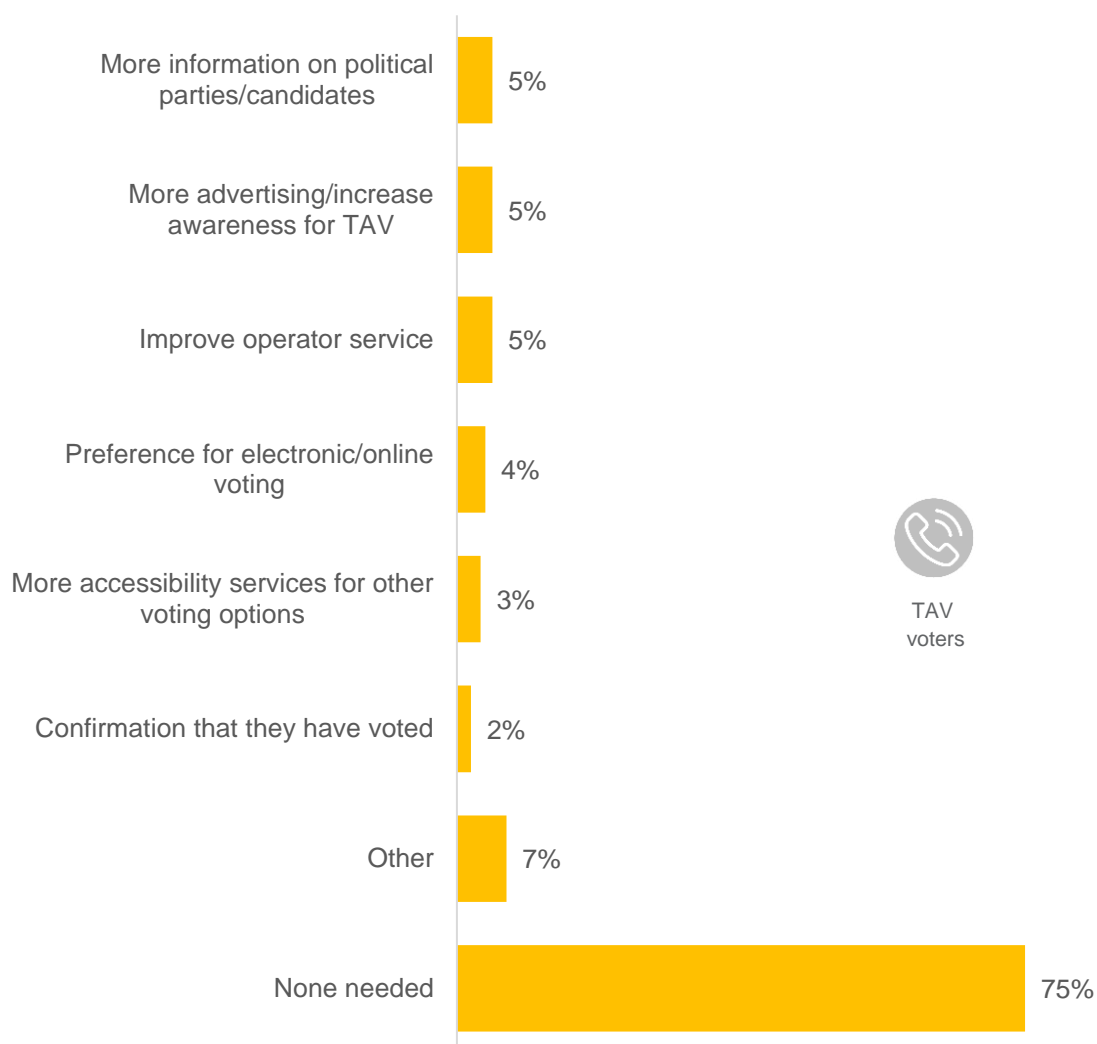
Q43 Compared to previous occasions would you say that voting in this election has been a better experience than voting on previous occasions?

Base: All TAV voters who had voted in previous State Election, don't knows excluded (n=101)

Suggestions for improvement

Three quarters of TAV voters did not have any specific suggestions for improvements (75%). One in twenty would like to receive more information on political parties and candidates via TAV, more advertising for the service, or improvements to the service provided by operators (5% each).

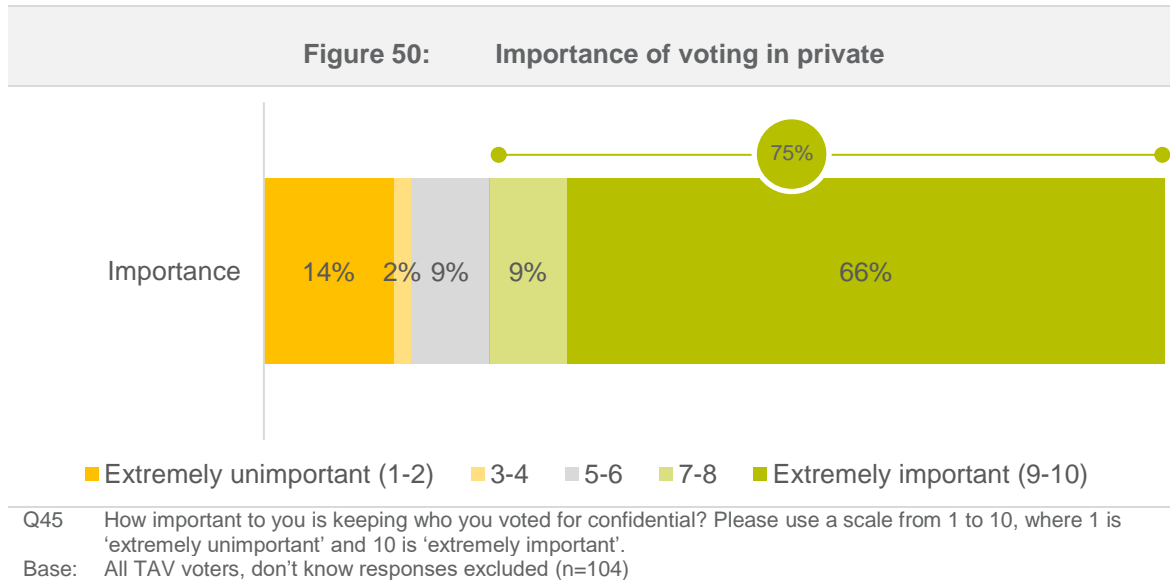
Figure 49: Telephone Assisted Voting improvement suggestions



Q44 Do you have any ideas on how to improve Telephone Assisted Voting or any other feedback you'd like to share?
Base: All TAV voters (n=106)

Importance of voting in private

Three quarters of TAV voters thought that it is important to be able to vote in private (75%). Only one in six do not consider keeping their vote confidential to be important (16%).



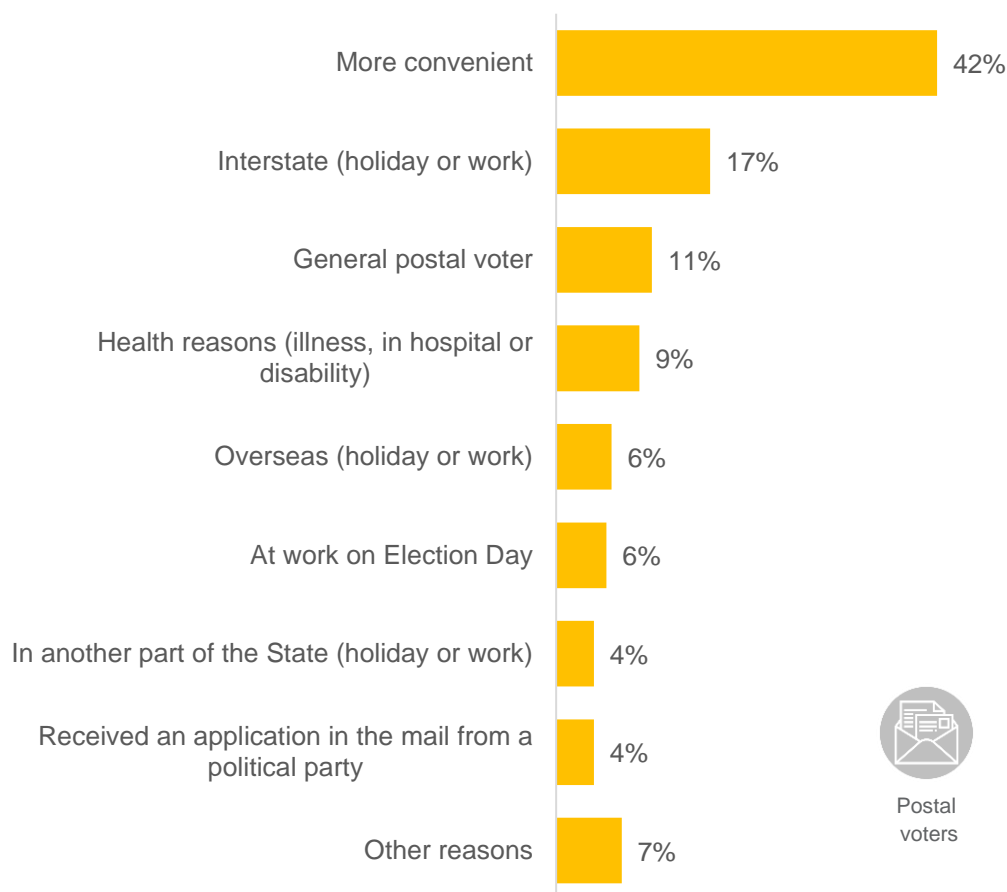
10.4. Postal voting

Postal voting is offered by the VEC for those who would prefer not to attend a voting centre either prior to, or on the day of election. Voters either must apply each election to receive their ballot papers via post, or be registered as a general postal voter.

Reasons for postal voting

Two in five postal voters did so because it was more convenient than voting in person (42%). One in six were interstate for either a holiday or work on Election Day (17%), and one in ten were registered as general postal voters or had health reasons for choosing to vote by post (11% and 9% respectively).

Figure 51: Reasons for postal voting

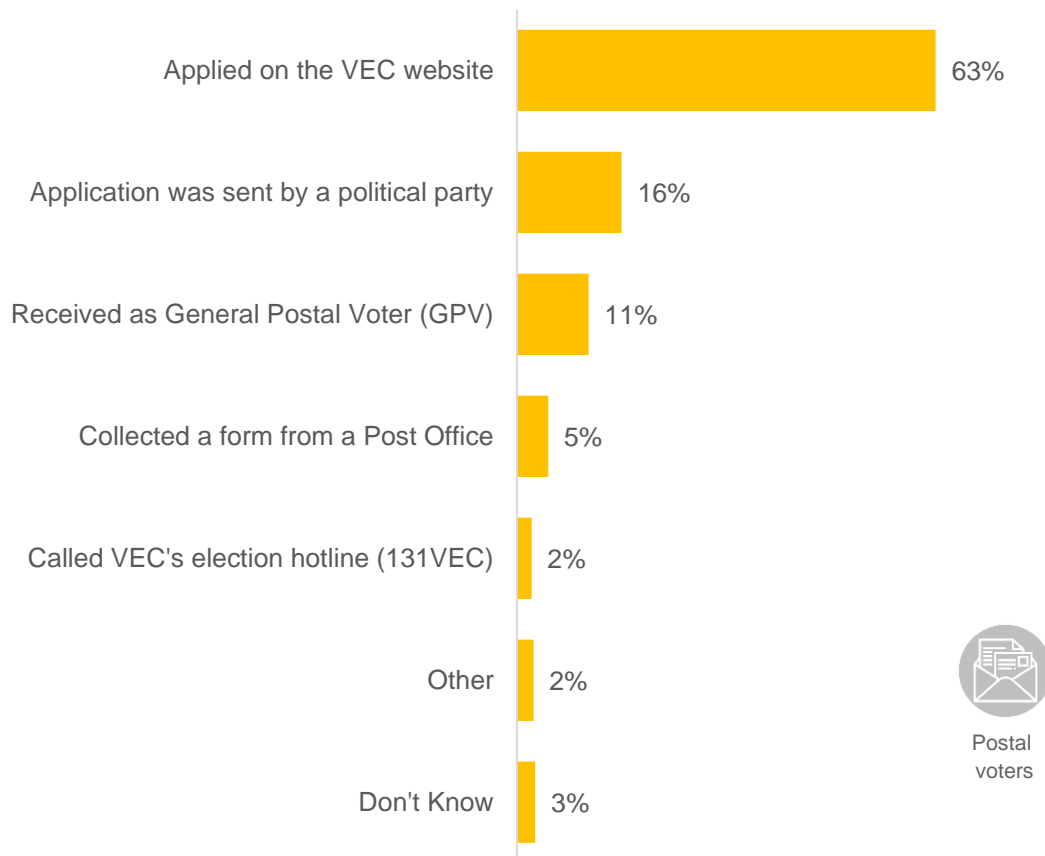


Q11 What were the main reasons you voted by post?
Base: All postal voters (n=361)

Applying for a postal vote

Three in five postal voters applied for a postal vote using the VEC website (63%). Far fewer received an application from political parties (16%) or were registered as General Postal Voters (11%). One in twenty also collected a form from a Post Office (5%).

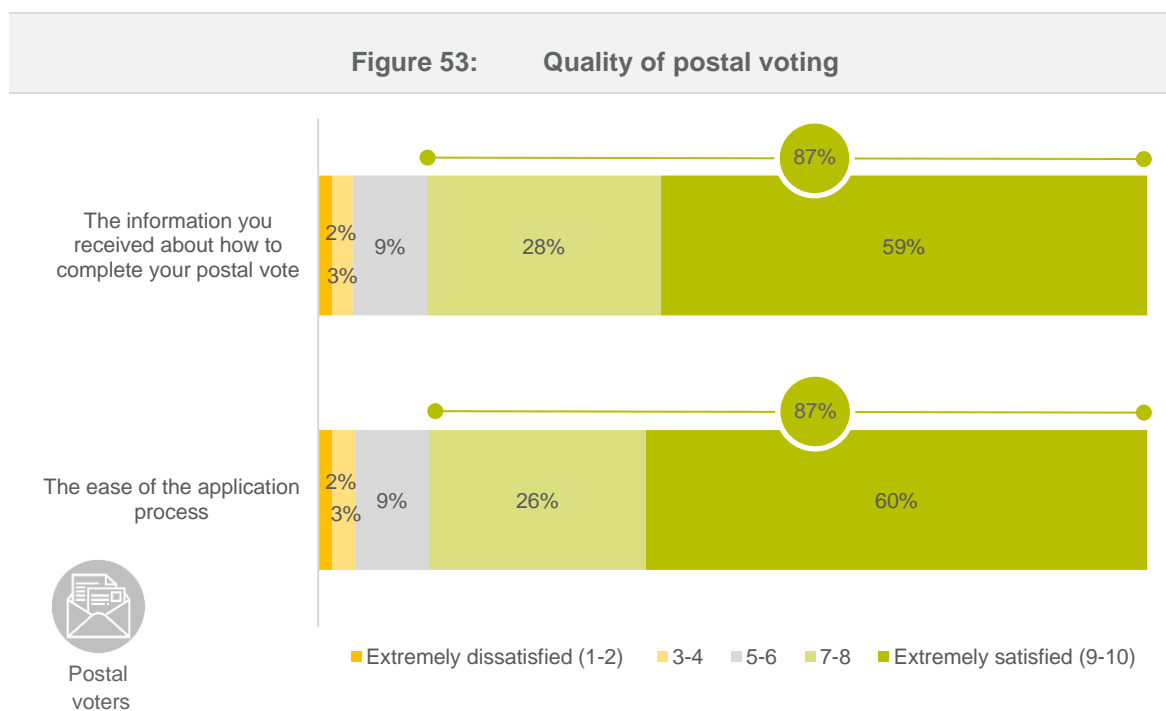
Figure 52: Applying for a postal vote



Q46 How did you apply for a postal vote? Please select all that apply.
Base: All postal voters (n=361)

Quality of postal voting

The majority of postal voters were satisfied with the quality of postal voting. Almost nine in ten were satisfied with the information they received about how to complete the postal vote as well as the ease of the application process (87% each). Very small proportions were dissatisfied with either of these elements of postal voting (5% each).



Q47 Here are several aspects relating to your experience with postal voting. Please rate each of these on a scale from 1 to 10, where 1 is 'extremely dissatisfied and 10 is 'extremely satisfied.

Base: All postal voters (n's ranging between 358 and 359)

Improvements to postal voting

For the small proportion who were dissatisfied with an aspect of their postal voting experience, suggestions for improvement primarily involve either receiving information or ballot papers earlier.

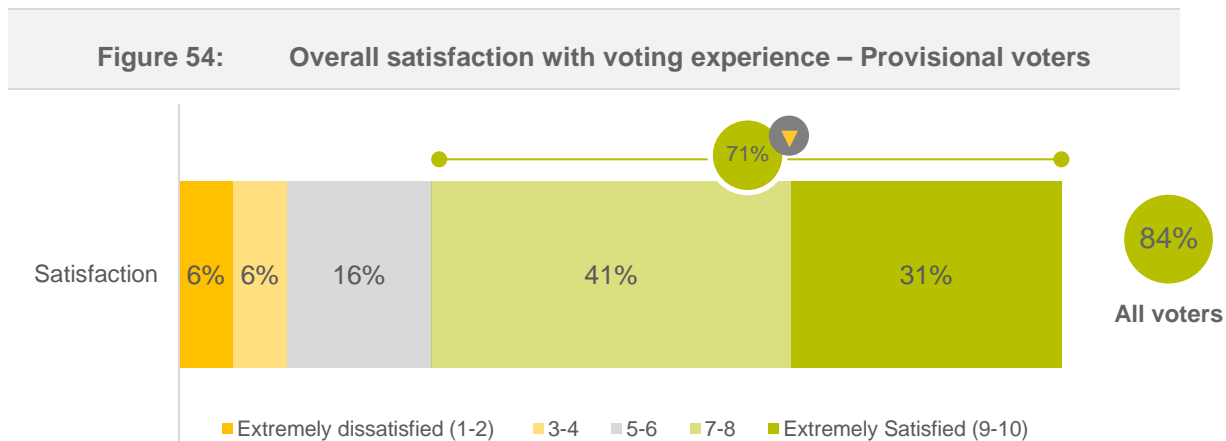
- “ We did not receive the correct envelope which results in our votes not being received and being returned to sender.” Postal voter
- “ Annoying to have to wait until a late date to register. Would have been good to be able to register a few weeks earlier to be more organised and not have to worry.” Postal voter
- “ Postal votes info should have been sent earlier.” Postal voter
- “ I didn't receive my postal vote until the day of the election.” Postal voter

10.5. Provisional voters

Provisional voters represent a subset of ordinary or early voters who are not on the electoral roll when arriving to vote. These voters are added to the electoral roll on the spot and vote as normal.

Overall satisfaction with voting process

Provisional voters were significantly less likely to be satisfied with their overall voting experience, when compared to voters generally (71% vs. 84%).



Q81 And considering all aspects of the 2018 election, how satisfied or dissatisfied were you with your overall voting experience?
 This includes the process leading up to the election and your experience voting. Please rate on a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.

Base: All provisional voters enrolled on election day, don't know responses excluded (n=49)

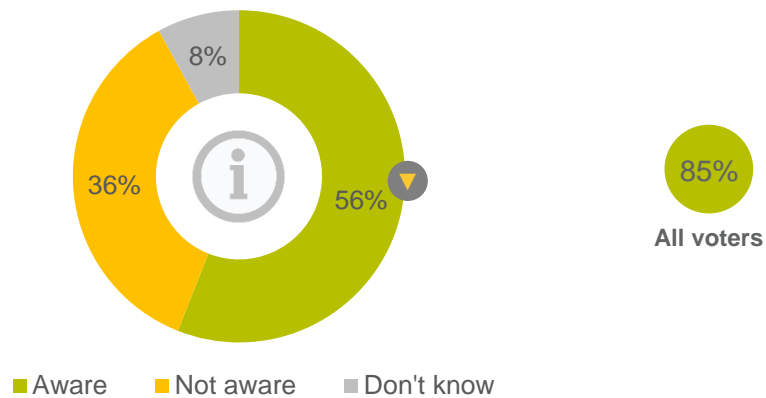
Note: ▲ / ▼ indicates provisional voters is significantly higher or lower at 95% confidence when compared to the all voters.

Awareness of VEC communications

Provisional voters were also significantly less likely to have seen or heard any communications from the VEC prior to the election. Just over half saw or heard communications (56%), compared with voters generally (85%).

However, provisional voters who recalled VEC communications perceived the same level of quality of the materials as other voter types.

Figure 55: Awareness of VEC communications – Provisional voters



Q17 In the period leading into this election, did you see or hear any communications by the Victorian Electoral Commission?

Base: All provisional voters (n=50)

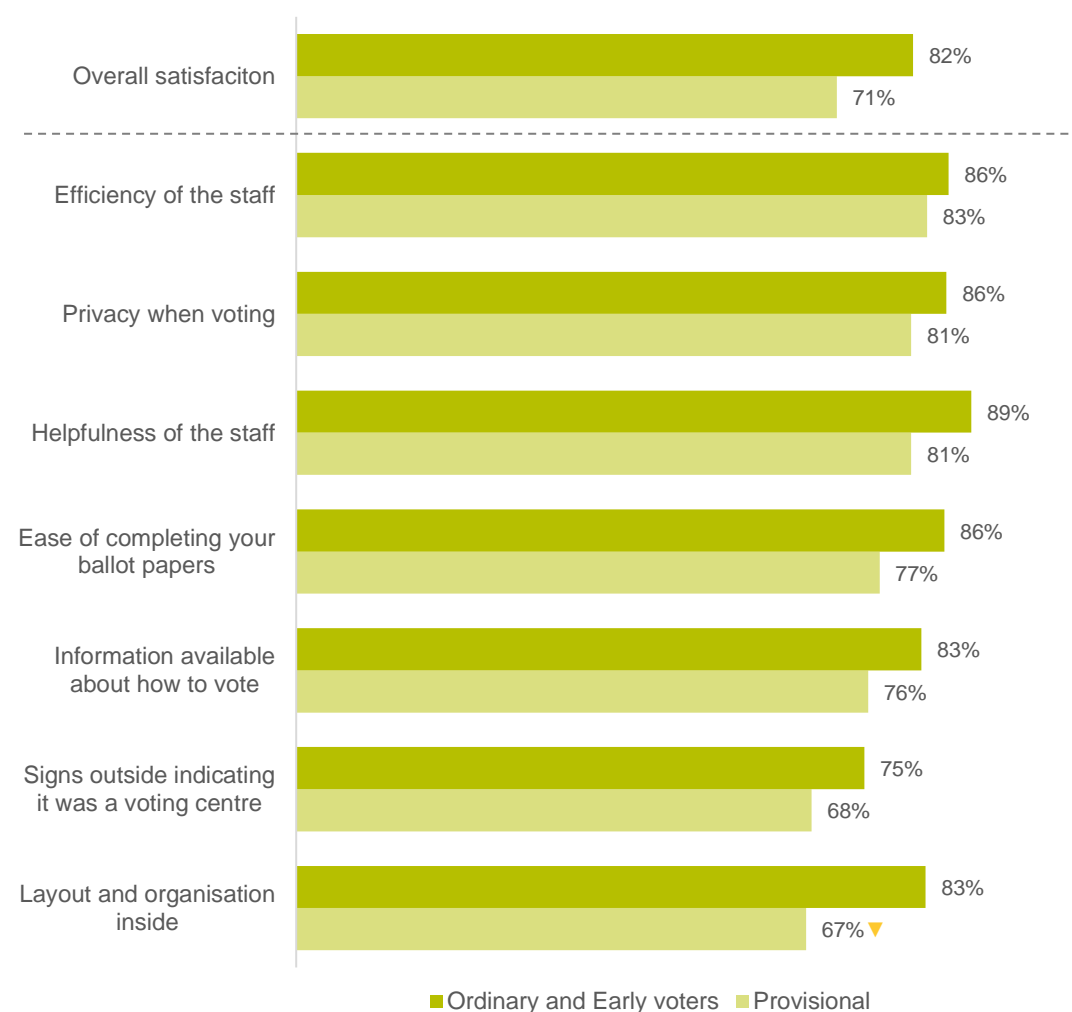
Note: ▲ / ▼ indicates provisional voters is significantly higher or lower at 95% confidence when compared to the all voters.

Satisfaction with voting centre

Provisional voters had similar experience at voting centres when compared to ordinary and early voters. Seven in ten provisional voters were satisfied with their experience at the voting centre (71%).

However, significantly fewer provisional voters were satisfied with the layout and organisation inside voting centres when compared to ordinary and early voters (67% vs. 83%).

Figure 56: Quality of the voting centre – Provisional voters



Q31 Was your experience at the voting centre this election satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory and 10 is 'extremely satisfactory'.

Q35 Here are several aspects relating to your experience at the voting centre. Please rate each of these on a scale from 1 to 10, where 1 is 'extremely unsatisfactory and 10 is 'extremely satisfactory'.

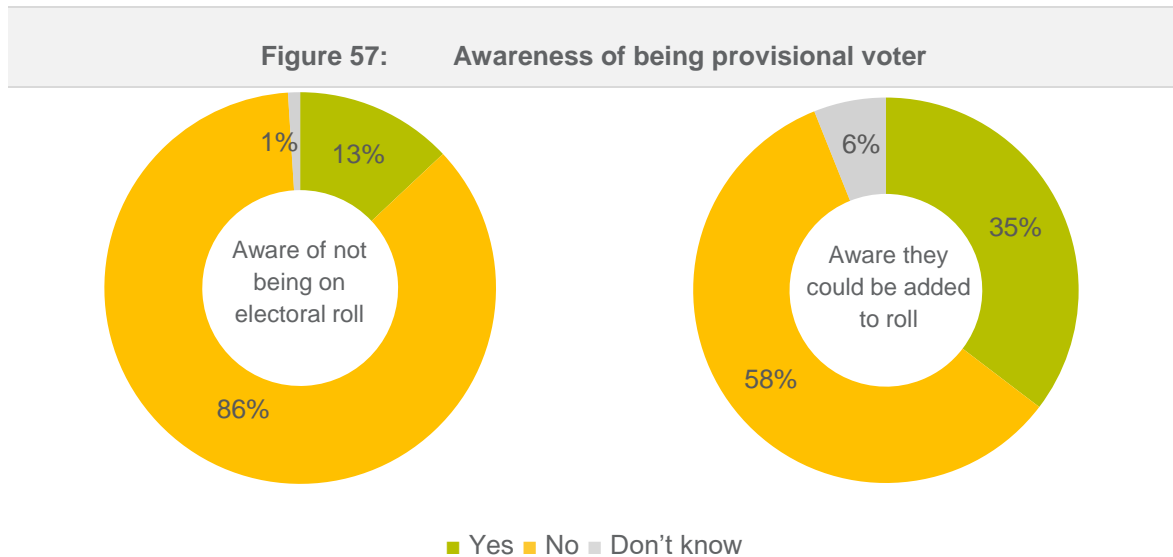
Base: Ordinary and early voters who attended the voting centre, (n=2,728-2,791). Provisional voters (n=47-50). Don't know responses excluded. Note: Only Satisfied (7-10) responses shown

Note: ▲ / ▼ indicates provisional voters is significantly higher or lower at 95% confidence when compared to the ordinary and early voters.

Awareness of not being on the roll

The majority of provisional voters were unaware that they were unenrolled before going into vote on election day (86%).

Just a third of provisional voters were aware that they could be added to the roll on election day (35%), with the majority unaware (58%).



Q7 Were you aware you were not on the electoral roll before you went in to vote?

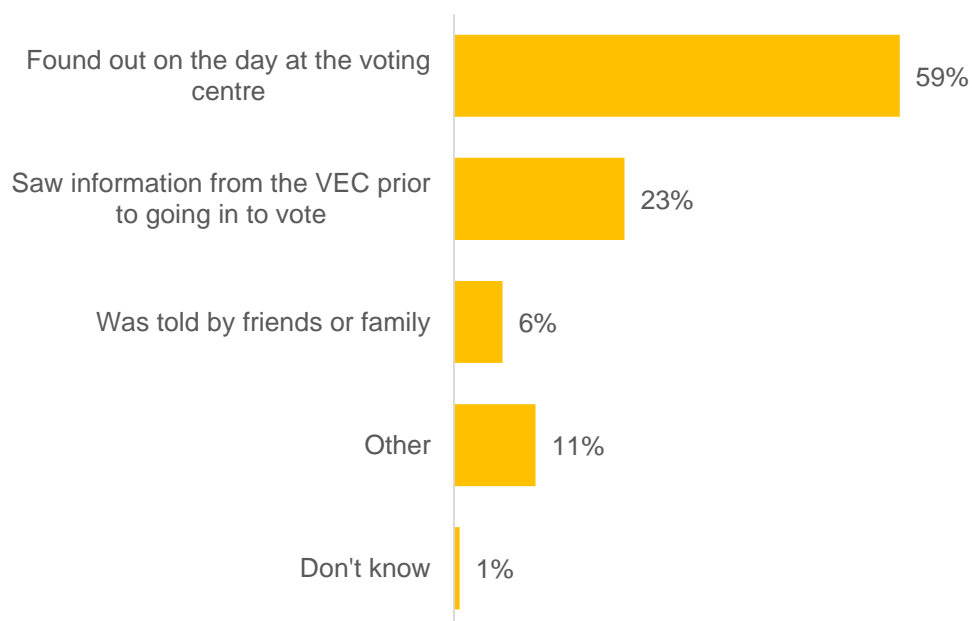
Q8 Were you aware that you could enrol and vote at a voting centre before you went in to vote?

Base: All provisional voters enrolled on voting day (n=50)

Source of awareness – being added to the roll

All provisional voters were asked how they found out they could be added to the electoral roll on election day. The majority found out on the day at the voting centre (59%), while one quarter saw information from the VEC prior to voting (23%). Only one in twenty were informed by friends and family (6%).

Figure 58: Sources of awareness – Being added to the roll

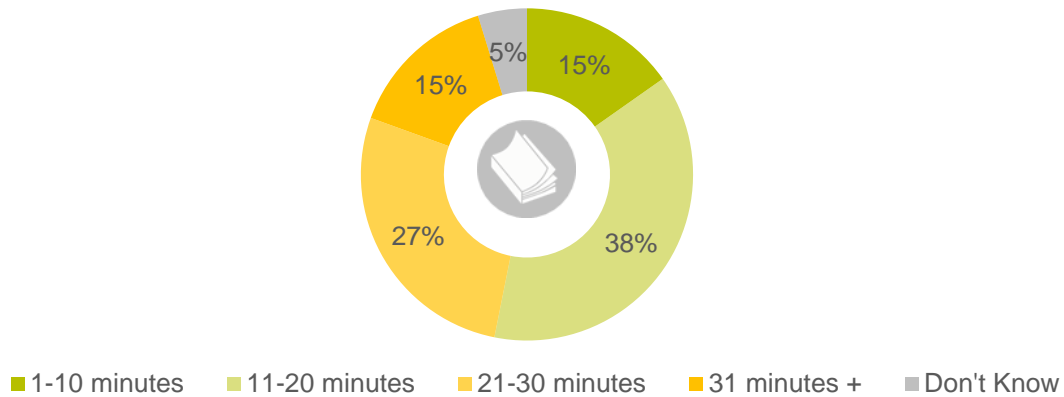


Q9 How did you find out that you could enrol and vote at a voting centre?
Base: All provisional voters enrolled on the day (n=50)

Time taken to be added to the roll

Half of provisional voters recalled being added to the electoral roll in twenty minutes or less (53%), while two fifths recall the process taking upwards of twenty minutes (42%). One in twenty were unsure how long the process took (5%).

Figure 59: Time taken to be added to the roll



Q10 Approximately how many minutes 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.
Base: All provisional voters enrolled on the day (n=50)

10.6. Services for voters with additional support needs

A series of questions were also dedicated to voters who may have required additional support when voting in the State election, including voters from Culturally and linguistically diverse (CALD) backgrounds or those with a disability.

CALD voters

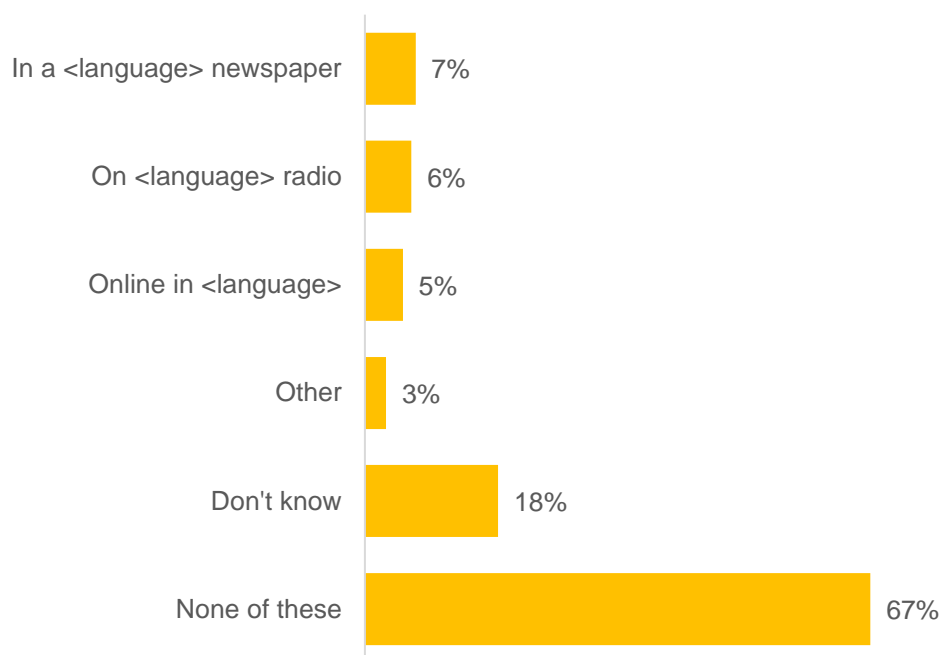
CALD voters are defined in this study as voters whose first language is not English.

Information from media in other languages

Two thirds of CALD voters had not seen any communications from the VEC in a language other than English prior to election day (67%), while a further fifth are unsure if they did (18%).

For those that did recall seeing VEC communications in other languages, non-English newspapers was the most common (7%), followed by radio (6%) or online (5%). It should be noted that VEC did not provide translated materials on the radio.

Figure 60: Information from media in other languages



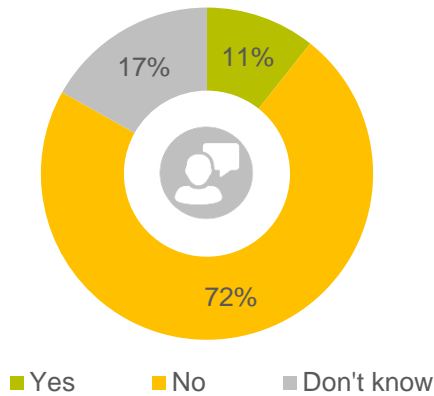
Q68 You mentioned that you speak <LANGUAGE> at home. Prior to election day, did you see or hear any of the following communications by the Victorian Electoral Commission? Please select all you saw or heard.

Base: All CALD voters (n=356)

Information in other languages at voting centre

The majority of CALD centres did not see information about the voting process at voting centres available in their first language (72%). Just one in ten CALD voters recalled seeing materials in their first language (11%).

Figure 61: Information in other languages at voting centre

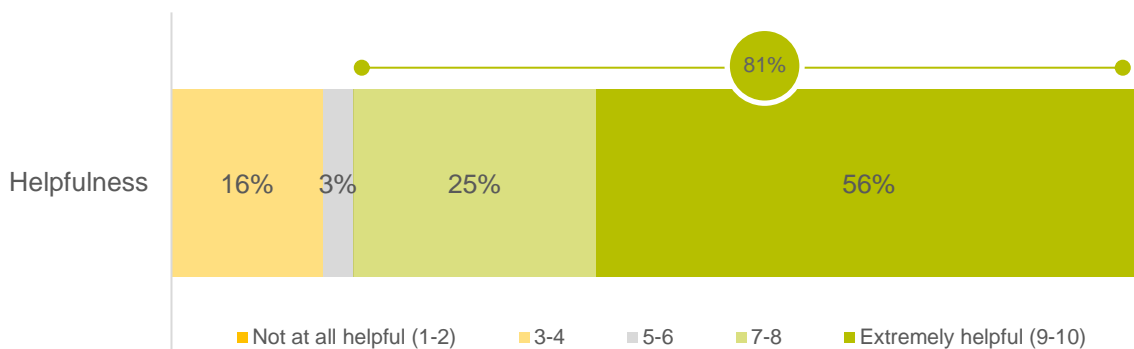


Q69 Did you see any information in the voting centre about the voting process in <LANGUAGE>?
 Base: All CALD voters (n=356)

Helpfulness of information in other languages

For the one in ten who saw information in their first language, the great majority found this information to be helpful (81%), while one in six CALD voters thought the information they saw was not helpful (16%).

Figure 62: Helpfulness of information in other languages

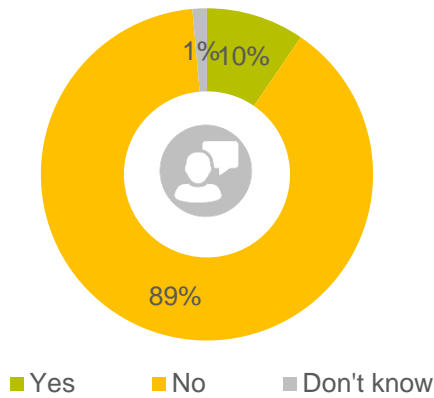


Q70 How helpful was the information you saw in <LANGUAGE> at the voting centre? Please use a scale from 1 to 10, where 1 is 'not at all helpful' and 10 is 'extremely helpful'.
 Base: All CALD voters who had seen information in the voting centre about the voting process in other languages, don't know responses excluded (n=32).

Required language assistance to vote

The majority of CALD voters did not require assistance when voting (89%). One in ten, however, did require additional assistance (10%).

Figure 63: Required language assistance to vote

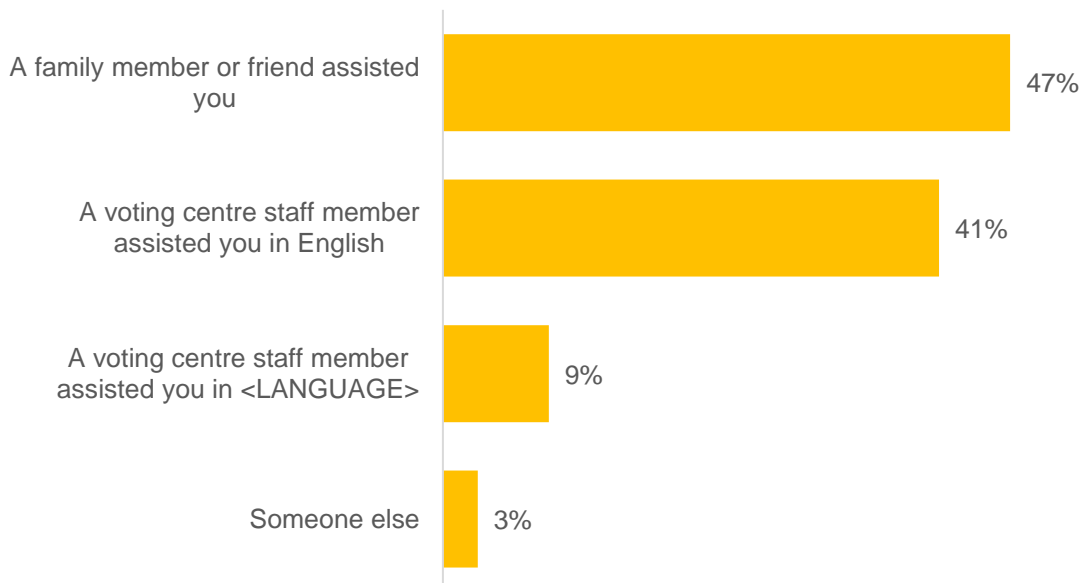


Q71 Did you require assistance from another person when you voted?
Base: All CALD voters (n=356)

Types of language assistance required

CALD voters that received assistance when voting were most commonly assisted by a family member or friend (47%). Being assisted by centre staff in English was the next most common form of assistance (41%). Only one in ten were helped by a staff member who spoke their first language (9%).

Figure 64: Types of language assistance required



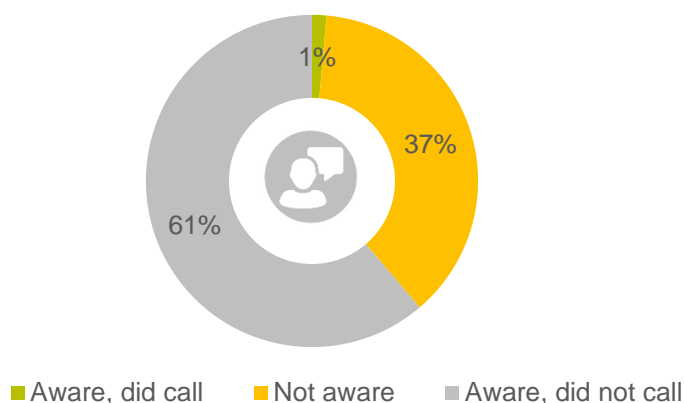
Q72 And what assistance did you require when you voted?
Base: All voters requiring voting assistance (n=34)

Awareness and usage of language lines

Just over three in five CALD voters were aware the VEC offers language lines to assist voters whose first language isn't English (62%). However, the majority of CALD voters have not used these language lines (61%). Usage of language lines was minimal (1%).

Over one third of CALD voters were not aware that language lines existed at all (37%).

Figure 65: Awareness of language lines

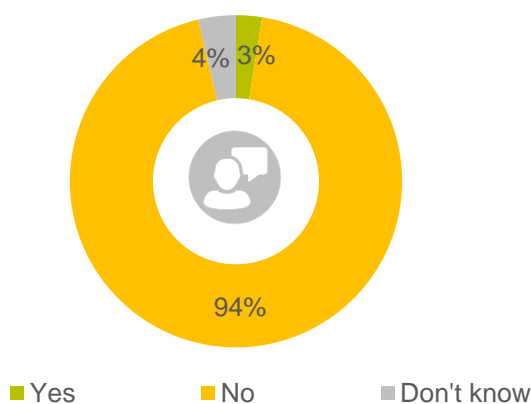


Q73 Did you know the Victorian Electoral Commission has election language lines, so voters can get information about the election in languages other than English?
Q74 Did you call the <LANGUAGE> language line during the election?
Base: All CALD voters (n=356)

Usage of translated materials on website

Similar to language lines, the majority of CALD voters did not use the VEC website to read materials translated into their first language (94%), with only a very small proportion doing so (3%).

Figure 66: Usage of translated materials on website



Q76 Did you visit the Victorian Electoral Commission website to read translated information in <LANGUAGE>?
Base: All CALD voters (n=356)

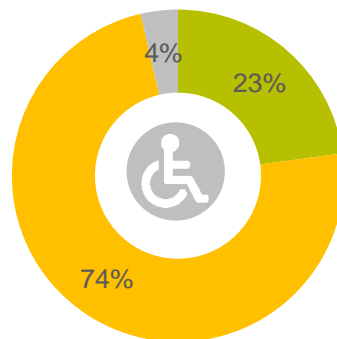
Voters with disability

Voters with a disability were self-defined in the survey as being either blind or low-vision, in a wheelchair, having arthritis or impaired motor function or some other mobility restriction. Overall, 8% of all voters identified as having a disability.

Needed assistance when voting

The majority of voters with a disability did not require assistance to vote during the State election (74%), leaving just over one in five who did require assistance (23%).

Figure 67: Needed assistance when voting



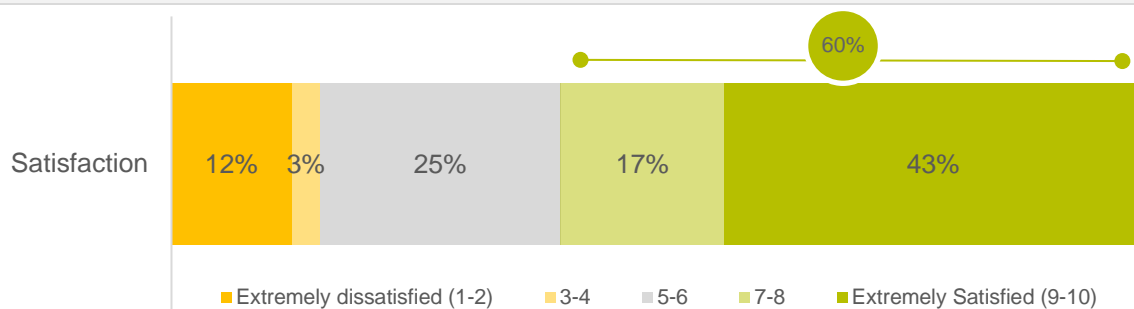
■ Yes ■ No ■ Don't know

Q78 Did you need any assistance when voting in this election due to your disability?
Base: All voters with disability (n=352)

Satisfaction with the assistance provided

For those voters who needed assistance due to their disability, the majority were satisfied with the help they received (60%), with up to two fifths extremely satisfied (43%). However, just over one in eight were dissatisfied with the assistance they received (15%).

Figure 68: Satisfaction with the assistance provided



Q79 Using a scale from 1 to 10 where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', were you satisfied or dissatisfied with the assistance you received?
Base: All voters with disability who needed any assistance from 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied', don't know responses excluded (=111)

Voters with a disability who were dissatisfied with the assistance they received were asked to explain their dissatisfaction. Voters provided feedback about specific centres that were not well enough equipped to cater for their condition - for example, not having adequate seating to wait on, or failing to provide magnifiers.

“ *With chronic arthritis, I need to sit, also very limited hand functions with misshapen thumbs and finger. At Osborne Primary, the chair provided at disabled voting booth was very low, so I could not reach up to fill in paper. Either an ordinary table surface should be available with privacy partition on top of that OR higher chairs provided. Although I love voting, I found this experience very hard, left in tears.*” Voted on election day

“ *There was no magnifier available even though the booth said it had one.*”
Voted on election day

“ *No facility or special line for elderly people – had to wait 45 min in line to get from school gate to hall.*” Voted on election day

“ *No help from staff or seats.*” Voted on election day




11. Demographics by key measures (all voters)

Key measures were selected from the survey for demographic comparison. Measures included overall satisfaction with services, recall of information and perceptions of quality for specific voting services such as voting centres. Responses to these questions were compared for voters of different genders, ages and locations.

11.1. Demographic comparison – Overall satisfaction

Satisfaction with overall voting experience is consistent across gender and age, with only regional Victorians more like to report they were dissatisfied with their overall experience (8% vs. 6%).

Table 1: Demographic comparison – Overall satisfaction

	 Gender			 Age			 Location	
	Total (n=3,530)	Male (n=1,605)	Female (n=1,885)	Younger (n=830)	Mid (n=1,141)	Older (n=1,164)	Metro (n=2,302)	Regional (n=1,162)
Net dissatisfied	6%	6%	6%	6%	5%	5%	5%	8%▲
Neutral	10%	10%	11%	9%	9%	10%	10%	10%
Net satisfied	84%	85%	83%	85%	86%	85%	85%	82%




Q81 And considering all aspects of the 2018 election, how satisfied or dissatisfied were you with your overall voting experience?
 This includes the process leading up to the election and your experience voting. Please rate on a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.
 Base: All voters, don't know responses excluded (n=3,530)
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

11.2. Demographic comparison – Information recall

Younger voters were significantly more likely to recall seeing VEC communications via VoterAlert (51%) and less likely to have seen them on free to air TV (33%). The reverse is true for older voters, who were more likely to have seen communication on free to air TV and less likely to see VoterAlert messages (36% and 32% respectively).

Regional voters were also significantly more likely to have seen VEC communications on free to air TV (45%) and radio (33%) than other Victorians.

Table 2: Demographic comparison – Information recall




	 Gender			 Age			 Location	
	Total (n=2,959)	Male (n=1,353)	Female (n=1,576)	Younger (n=680)	Mid (n=983)	Older (n=975)	Metro (n=1,947)	Regional (n=973)
VoterAlert	43%	43%	44%	51%▲	49%▲	32%▼	44%	42%
Free to air TV	40%	39%	42%	33%▼	40%	46%▲	39%	45%▲
Radio	29%	28%	29%	27%	32%▲	27%	28%	33%▲

Q19 And did you hear or see any communication anywhere else? Please select all that apply, include any you may have mentioned earlier.
 Base: All voters, who saw communications from VEC (n=2,959)
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

11.3. Demographic comparison – Information required

Younger voters were significantly more likely to require more information about voting in the election than older voters (17% vs. 11%). No other demographic differences are observed for information required.

Table 3: Demographic comparison – Information required

	 Gender			 Age			 Location	
	Total (n=3,549)	Male (n=1,613)	Female (n=1,895)	Younger (n=838)	Mid (n=1,142)	Older (n=1,266)	Metro (n=2,314)	Regional (n=1,166)
Yes	14%	13%	14%	17% ▲	13%	11% ▼	14%	13%
No	73%	75%	72%	69% ▼	73%	79% ▲	73%	74%
Don't know	13%	12%	13%	14%	14%	10% ▼	13%	12%




Q29 Was there any additional information related to voting in the election that you would have liked to receive?
 Base: All voters (n=3,549)
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

11.4. Demographic comparison – Use of the VEC website

Significantly higher proportions of males (51%), younger (53%) and metropolitan voters (48%) were likely to both be aware of, and to have used the VEC’s website to get information about the election.

Conversely, females (40%), aged over 55 years (36%) and living in regional Victoria (36%) were significantly less likely to be both aware of and have used the VEC website.

Table 4: Demographic comparison – Website usage




	 Gender			 Age			 Location	
	Total (n=3,549)	Male (n=1,613)	Female (n=1,895)	Younger (n=838)	Mid (n=1,142)	Older (n=1,266)	Metro (n=2,314)	Regional (n=1,166)
Aware and used	45%	51%▲	40%▼	53%▲	47%	36%▼	48%▲	36%▼
Aware not used	32%	31%	34%	25%▼	31%	40%▲	30%	40%▲
Not aware	22%	18%▼	26%▲	22%	22%	23%	22%	24%

Q50 Did you know the Victorian Electoral Commission has a website, so voters could get information about the election?
 Q51 Did you use the Victorian Electoral Commission website (vec.vic.gov.au) to get information about the election?
 Base: All voters (n=3,549)
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

11.5. Demographic comparison – Use of the VEC Election Guide

Reading the Election Guide varies by voter age, with older voters significantly more likely to have read the VEC Election Guide (51%) and significantly fewer younger voters having done so (33%).

Table 5: Demographic comparison – Election Guide




	 Gender			 Age			 Location	
	Total (n=3,549)	Male (n=1,613)	Female (n=1,895)	Younger (n=838)	Mid (n=1,142)	Older (n=1,266)	Metro (n=2,314)	Regional (n=1,166)
Yes	41%	41%	42%	33% ▼	42%	51% ▲	42%	39%
No	53%	54%	52%	60% ▲	54%	45% ▼	52%	56%
Don't know	6%	5%	6%	7% ▲	4%	4%	6%	5%

Q82 Do you recall reading the Election Guide prior to the Victorian state election?
 Base: All voters (n=3,549)
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

11.6. Demographic comparison – Satisfaction with voting centres

Satisfaction with voting centres on the day of the election does not vary by any demographic factors.

Table 6: Demographic comparison – Satisfaction with voting centres

	 Gender			 Age			 Location	
	Total (n=2,526)	Male (n=1,134)	Female (n=1,369)	Younger (n=632)	Mid (n=884)	Older (n=756)	Metro (n=1,639)	Regional (n=860)
Net dissatisfied	10%	10%	10%	9%	9%	11%	10%	9%
Neutral	12%	11%	12%	13%	11%	10%	12%	11%
Net satisfied	78%	79%	79%	78%	80%	79%	78%	80%

Q31 Was your experience at the voting centre this election satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory and 10 is 'extremely satisfactory'.




Base: All ordinary voters, (n=2,526). Don't know responses excluded

Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

11.7. Demographic comparison – Satisfaction with early voting centres

Similar to voting in-person on election day, satisfaction with early voting centres does not vary by any demographic factors for early voters.

Table 7: Demographic comparison – Satisfaction with early voting centres

	 Gender			 Age			 Location	
	Total (n=262)	Male (n=127)	Female (n=132)	Younger (n=59)	Mid (n=86)	Older (n=81)	Metro (n=180)	Regional (n=74)
Net dissatisfied	7%	6%	8%	5%	7%	6%	7%	7%
Neutral	6%	5%	7%	7%	9%	5%	7%	4%
Net satisfied	87%	89%	86%	88%	84%	89%	86%	89%

Q31 Was your experience at the voting centre this election satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory and 10 is 'extremely satisfactory'.




Base: All early voters, (n=262). Don't know responses excluded

Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

11.8. Demographic comparison – Satisfaction for postal voters

Satisfaction with the overall voting experience does not vary by demographic factors for postal voters.

Table 8: Demographic comparison – Satisfaction for postal voters




	 Gender			 Age			 Location	
	Total (n=357)	Male (n=170)	Female (n=181)	Younger (n=66)	Mid (n=87)	Older (n=151)	Metro (n=244)	Regional (n=105)
Net dissatisfied	4%	5%	3%	6%	5%	3%	4%	6%
Neutral	13%	14%	12%	14%	10%	10%	11%	14%
Net satisfied	83%	82%	85%	80%	85%	87%	85%	80%

Q81 And considering all aspects of the 2018 election, how satisfied or dissatisfied were you with your overall voting experience?
 This includes the process leading up to the election and your experience voting. Please rate on a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.
 Base: All postal voters, don't know responses excluded (n=357)
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

11.9. Demographic comparison – Likelihood to use email voting

The willingness to receive ballot papers by email does not vary by demographic factors for email voters.

Table 9: Demographic comparison – Likelihood to use email voting

	 Gender			 Age			 Location	
	Total (n=273)	Male (n=135)	Female (n=133)	Younger (n=71)	Mid (n=64)	Older (n=100)	Metro (n=160)	Regional (n=90)
Yes	67%	70%	64%	61%	73%	70%	65%	71%
No	15%	16%	14%	13%	13%	17%	17%	13%
Don't know	18%	14%	23%	27%	14%	13%	18%	16%

Q16 And would you choose to receive your ballot papers by email again?

Base: All email voters (n=273)

Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the total.

12. Appendix 1: Media tracking for young voters

In addition to an evaluation of services at the election, Colmar Brunton also tracked advertising awareness of VEC communications in the four weeks leading up to the State election among younger voters (18-29 years). Each week n=250 responses were collected from younger voters.

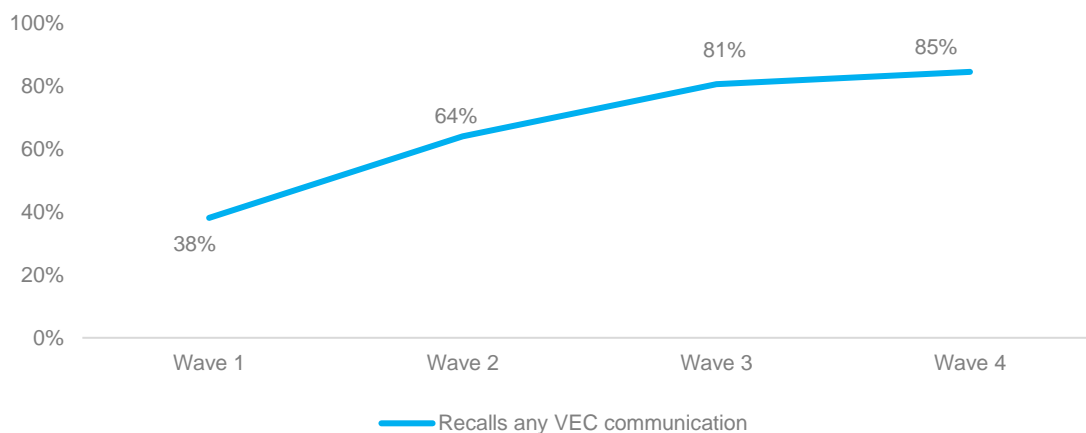
Results were provided to the VEC to coincide with the launch of key elements of the media strategy. The results of this tracker are provided below based on the results from the end of the four-wave survey.

12.1. Recall of any VEC communications

Without prompting, over eight in ten (85%) younger voters state that they recall seeing any recent advertising related to the State election. Regional voters are more likely to recall VEC communications compared with voters in metropolitan areas. Voters aged 18-24 years are more likely to recall VEC communications compared with voters aged 25-29.

Recall climbed rapidly in the first three survey waves, though plateaued in the third wave – approximately two weeks before the election.

Figure 69: Awareness of any VEC communications



12.2. Recall of specific elements

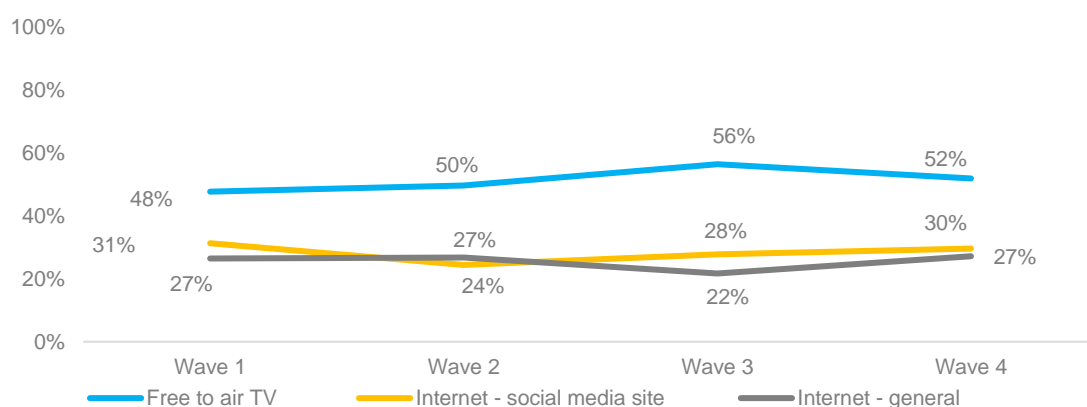
The survey prompted younger voters with images of a TVC, a digital execution, and an outdoor execution.

After this prompting, 43% of younger voters recall the TV advertising, 22% recall the outdoor execution, 43% recall the digital execution. Voters who speak a language other than English at home are more likely to recall digital media compared those who only speak English at home. Voters aged

18-24 years are more likely to recall outdoor posters and digital media compared to voters aged 25-29 years.

Free-to-air TV, advertising on social media, and general internet advertising are the most commonly recalled media (52%, 30% and 27% of those that recalled any communications respectively). Voters who only speak English at home are more likely to recall seeing or hearing the campaign via free-to-air TV when compared to voters who speak a language other than English at home.

Figure 70: Top performing media (of those that recall)



Younger voters who recalled communications about the election were asked if they had taken any action as a result of seeing the campaign. Two in three (66%) had taken some form of action - 33% stated that they took no action. Most typically, actions included updating enrolment information (34%) and/or enrolling to vote (25%). Metropolitan voters are more likely to make an active enquiry by phone or email when compared to regional voters.

All younger voters who had all been shown the communications were then asked about their perception of the effectiveness of the campaign. Younger voters most commonly perceive that the executions are effective in conveying the need to enrol or update your electoral roll information (45%), and the importance of voting (43%). Female voters were more likely to perceive the communications to be effective compared with male voters. Voters who only speak English at home are more likely to perceive that the executions are effective compared with voters who speak another language than English at home.

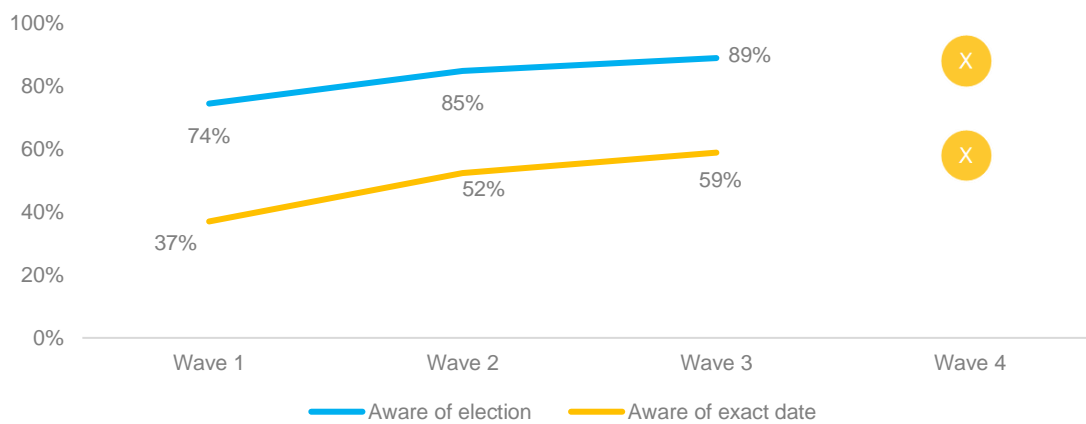
12.3. Awareness of election

Awareness of the election increased significantly in the lead up to the election. Four weeks prior to the election three in four young voters were aware of the election and this rose to nine in ten young voters in the week before the election (74% vs. 89%).

Awareness of the exact date also increased significantly among young voters. In the first wave just over a third of young voters were aware of the election date (37%). This rose to three in five young voters one week prior to the election (59%).

(This question was not asked in the last wave of the survey which commenced on the day of the election).

Figure 71: Awareness of the election



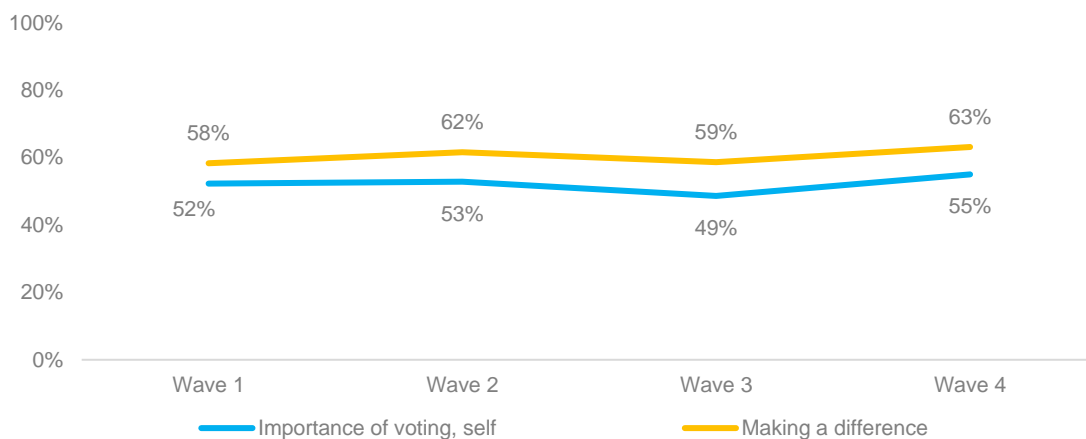
12.4. Impact on the importance of voting

For the final wave, over half of younger voters perceive that it is important for they themselves to vote in the election (net 55% important). When 'importance' ratings are considered in aggregate, sporadic demographic differences are observed with no clear pattern of response.

Nearly seven in ten younger voters perceive that it is important for younger people in general to vote in the election (net 68%). No notable demographics were observed.

Similarly, six in ten (net 63%) younger voters perceive that voting makes a difference. No demographic differences were observed.

Figure 72: Perceptions of voting



A second set of impact measures was asked for three of the four waves in the lead-up to the election – intention to vote and being enrolled to vote. No substantial change was seen for these measures suggesting a lack of communications impact. Between 75-78% of young voters stated they intended to vote, and were enrolled to vote across the three waves.

Overall, these findings suggest that awareness of the VEC’s communications was very high (though it peaked approximately two weeks before the election). Further, the communications were effective in informing younger voters about the election itself.

However, it is less likely that the communications impacted on younger voters’ intention to vote, or their attitudes towards the importance of voting.

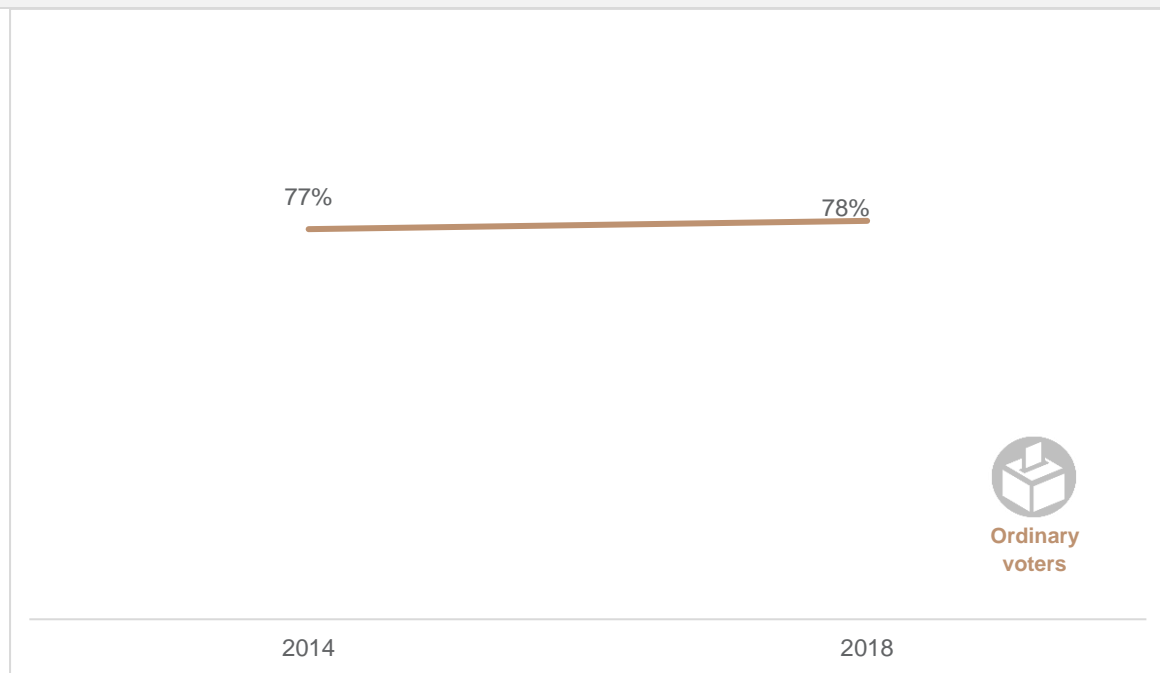
13. Appendix 2: Selected measures over time

Selected measures from the 2018 election were contrasted to findings from the 2014 State election. Changes in the methodology used in 2018 limited the number of comparisons that could be made. Comparative findings from the 2014 and 2018 online surveys of ordinary voters are presented below.

13.1. Ordinary voters

Satisfaction with voting centres is consistent with the 2014 election, with over three in four ordinary voters satisfied with their experience at the voting centre.

Figure 73: Satisfaction with voting centres over time



Q31 Was your experience at the voting centre this election satisfactory or unsatisfactory? Please rate on a scale from 1 to 10, where 1 is 'extremely unsatisfactory' and 10 is 'extremely satisfactory'.

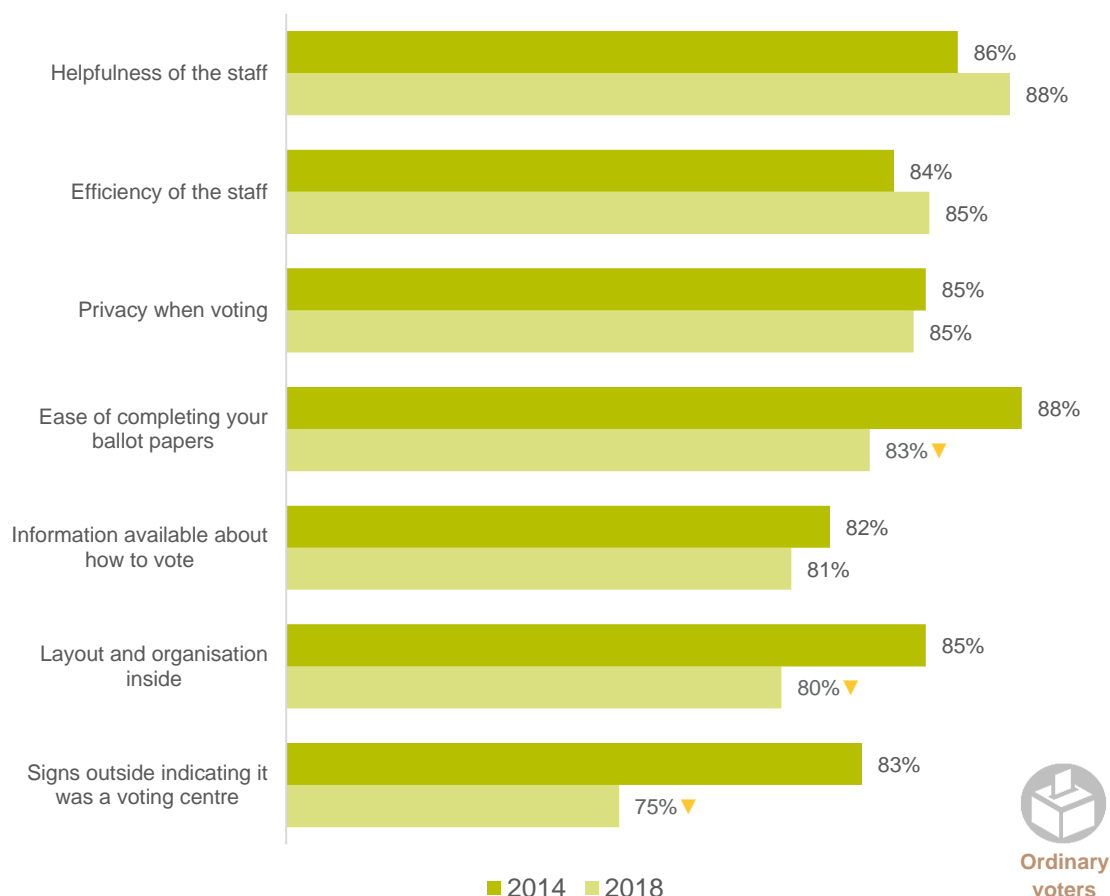
Base: All ordinary voters, 2018 (n=2,526), 2014 (n=508). Don't know responses excluded.

▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the previous election.

Satisfaction with voting centre staff has remained consistently high over time. Similarly, perceptions of the privacy afforded by voting centres has also been consistent since 2014.

However, compared to 2014 significantly fewer ordinary voters were satisfied with the ease of completing ballot papers (83%), the layout and organisation of voting centres (80%) and the signs outside voting centres (75%).

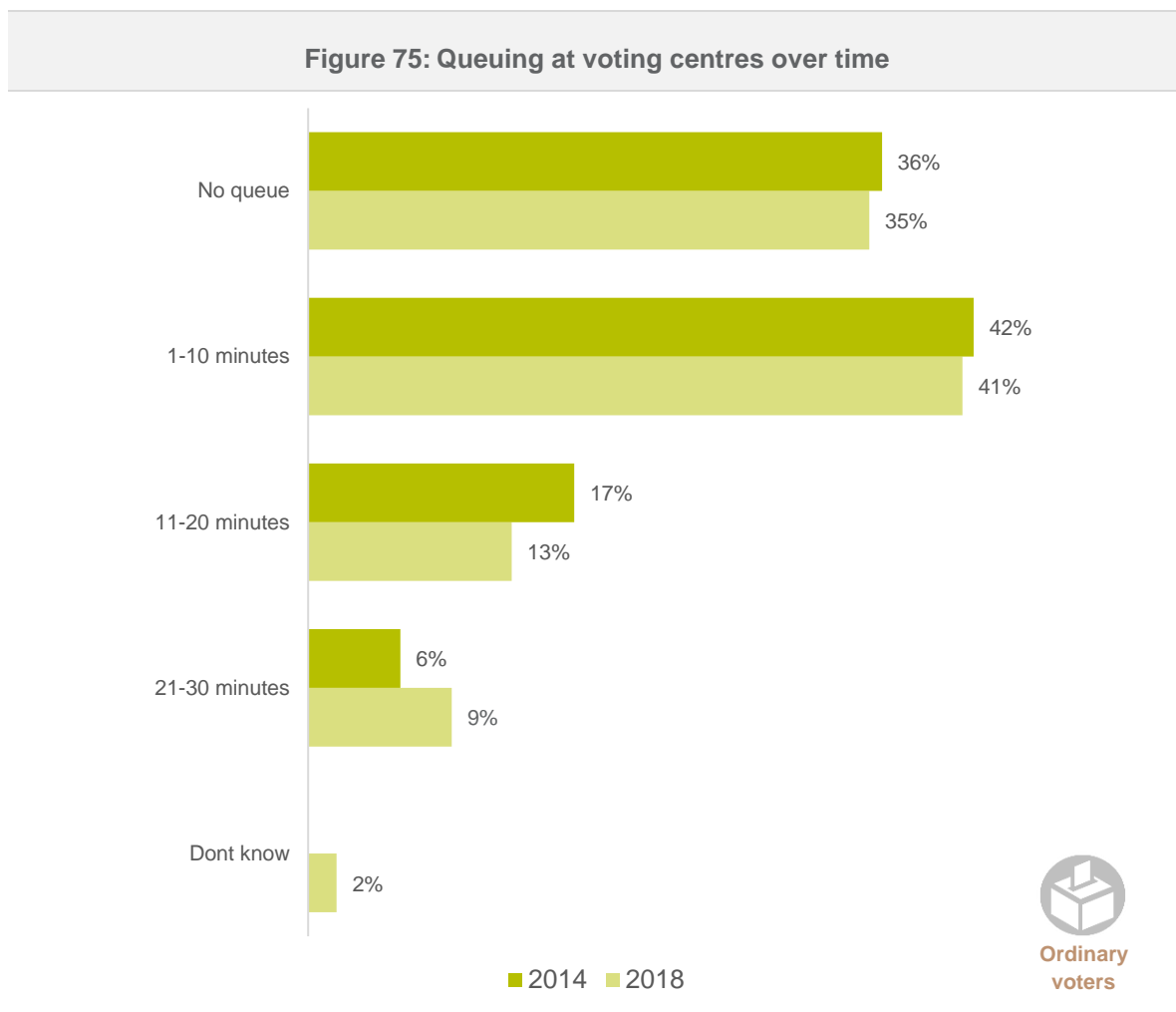
Figure 74: Satisfaction with aspects of voting centres over time



Q35 Here are several aspects relating to your experience at the voting centre. Please rate each of these on a scale from 1 to 10, where 1 is 'extremely unsatisfactory and 10 is 'extremely satisfactory'. Net figures (7-10 shown)
 Base: Ordinary and early voters who attended the voting centre, 2018: (n=2,728-2,791) 2014: (n=501-506). Don't know responses excluded.
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the previous election.

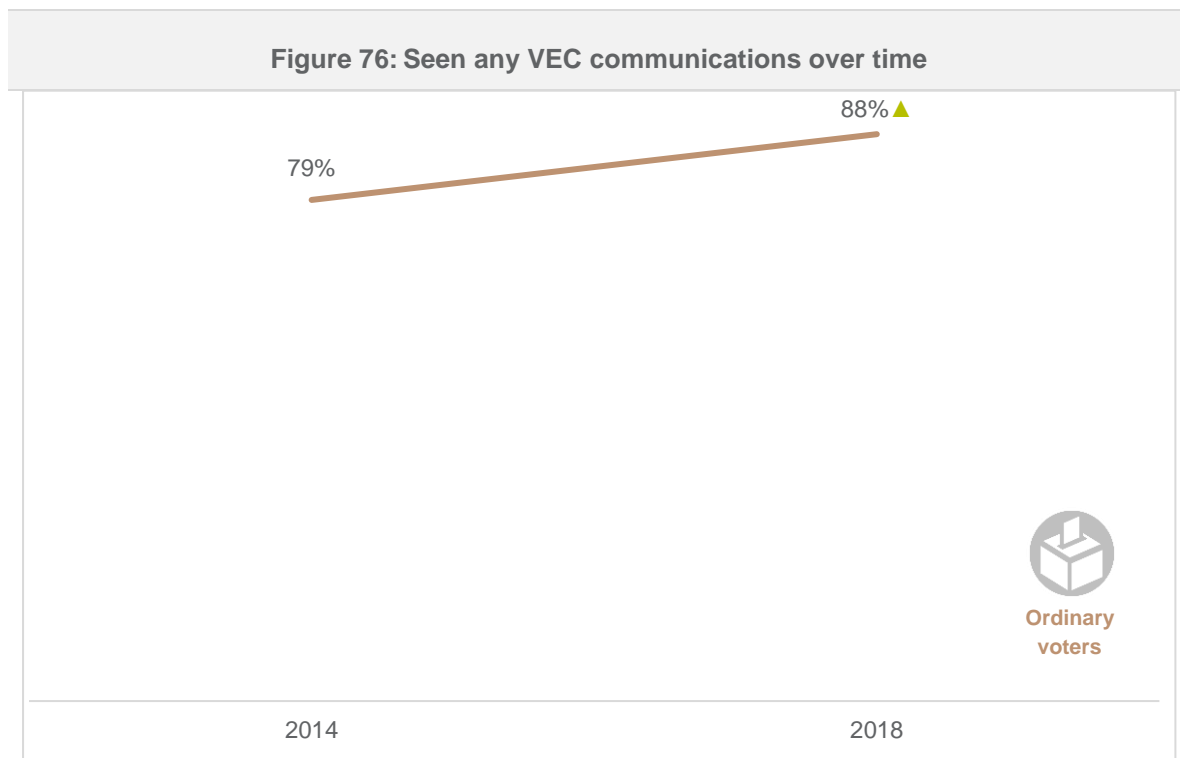
Queuing at voting centres is very stable over time, approximately one third did not have to queue when voting at either the 2014 or 2018 elections (36% and 35% respectively).

Two in five voters queued or 1-10 minutes (42% 2014, 41% 2018), with approximately one in five queueing for longer than 10 minutes at either election.



Q32 Did you have to queue before you received your ballot papers?
 Q33 And approximately how many minutes did you have to queue for?
 Base: Ordinary and early voters, 2018: (n=2,809) 2014: (n=325). Don't know responses excluded.
 Note: ▲ / ▼ indicates sub-group is significantly higher or lower at 95% confidence when compared to the previous election.

Awareness of any VEC communications has increased significantly compared to the State election in 2014, with nine in ten ordinary voters having seen communications from the VEC in 2018 (88%).

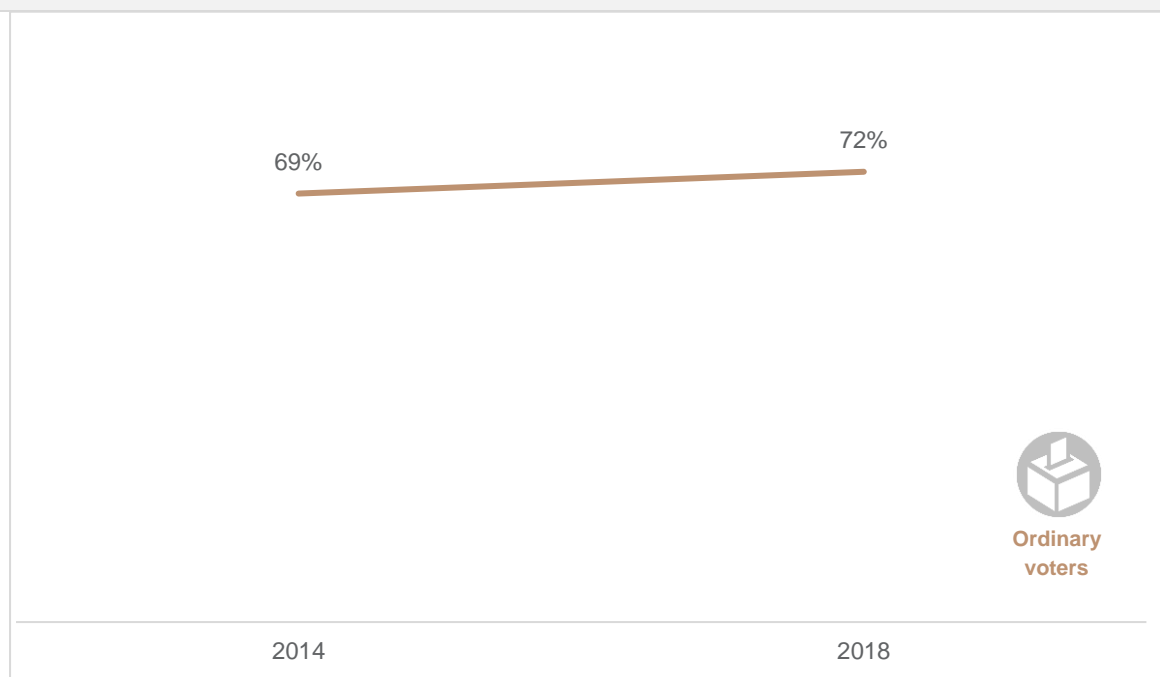


Q17 In the period leading into this election, did you see or hear any communications by the Victorian Electoral Commission?

Base: All ordinary voters, 2018 (n=2,544), 2014 (n=509)

Effectiveness of the VEC's communications are stable over time, with seven in ten voters considering the communications to be effective across all time periods.

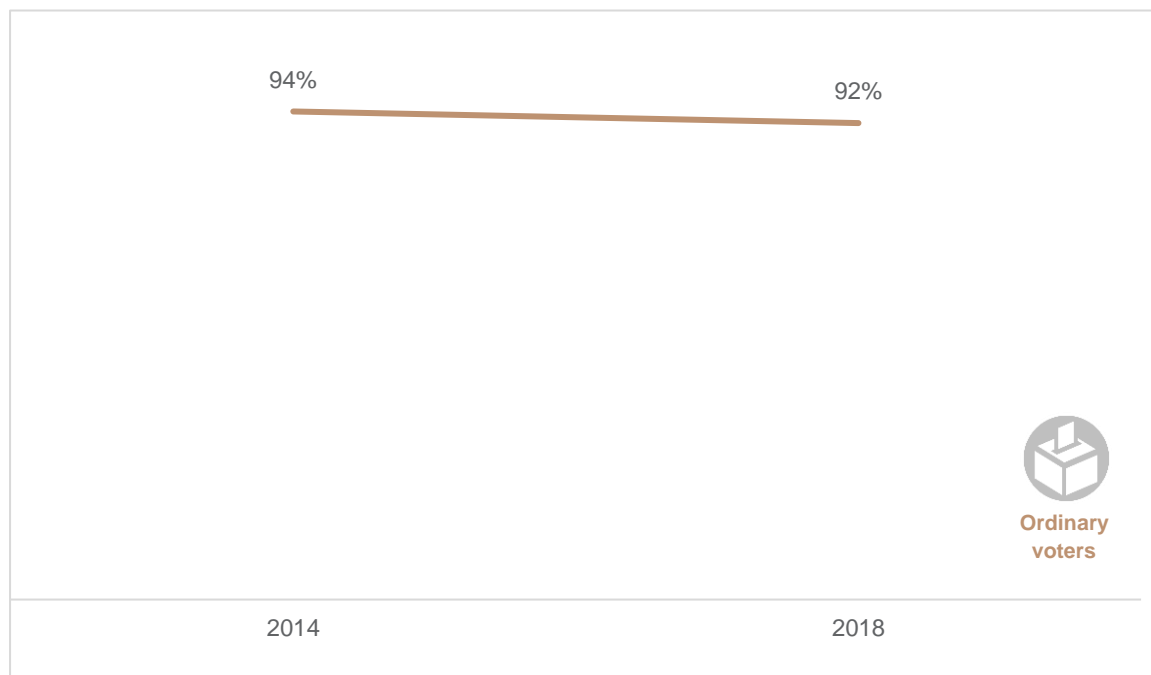
Figure 77: Effectiveness of VEC communications over time



Q21 How effective was the communication you saw or heard 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'?
Base: All ordinary voters, who saw communications from VEC, excluding don't know responses, 2018 (n=2,861), 2014 (n=431)

Effectiveness of the VEC's Election Guide are stable over time, with nine in ten finding the Election Guide easy to understand in both 2014 and 2018 (94% and 92% respectively).

Figure 78: Ease of understanding Election Guide

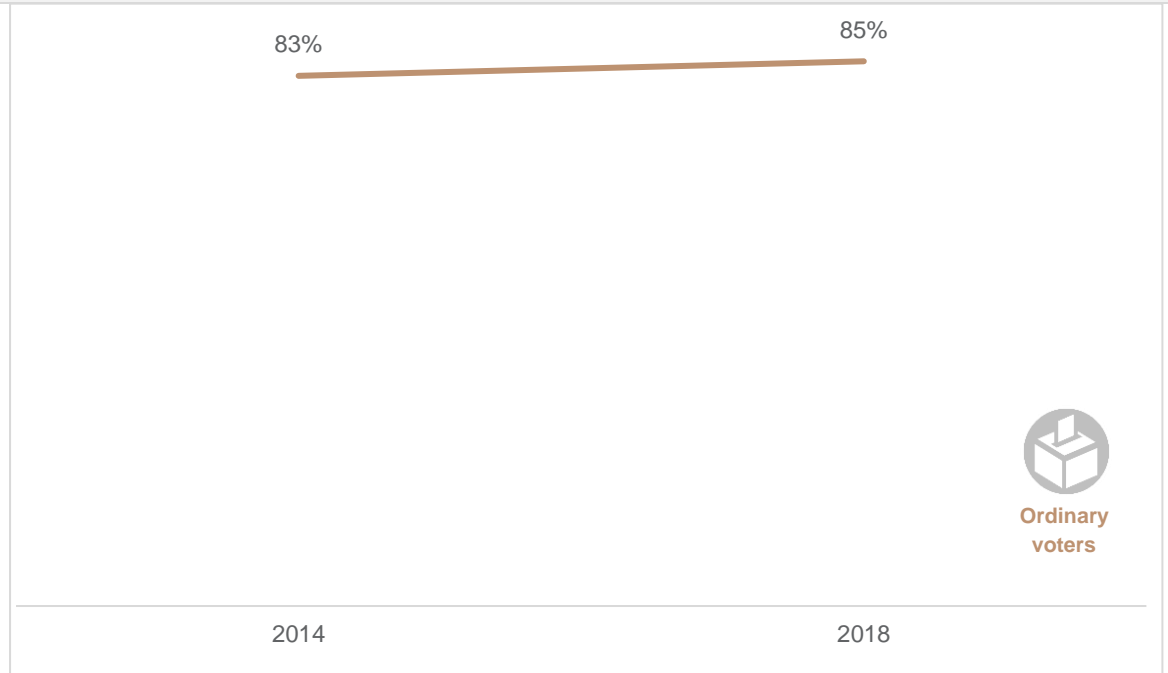


Q25 Was the information in the Guide easy to understand? Please rate on a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'

Base: All ordinary voters, who saw Election Guide, excluding don't know responses, 2018 (n=1,357), 2014 (n=206)

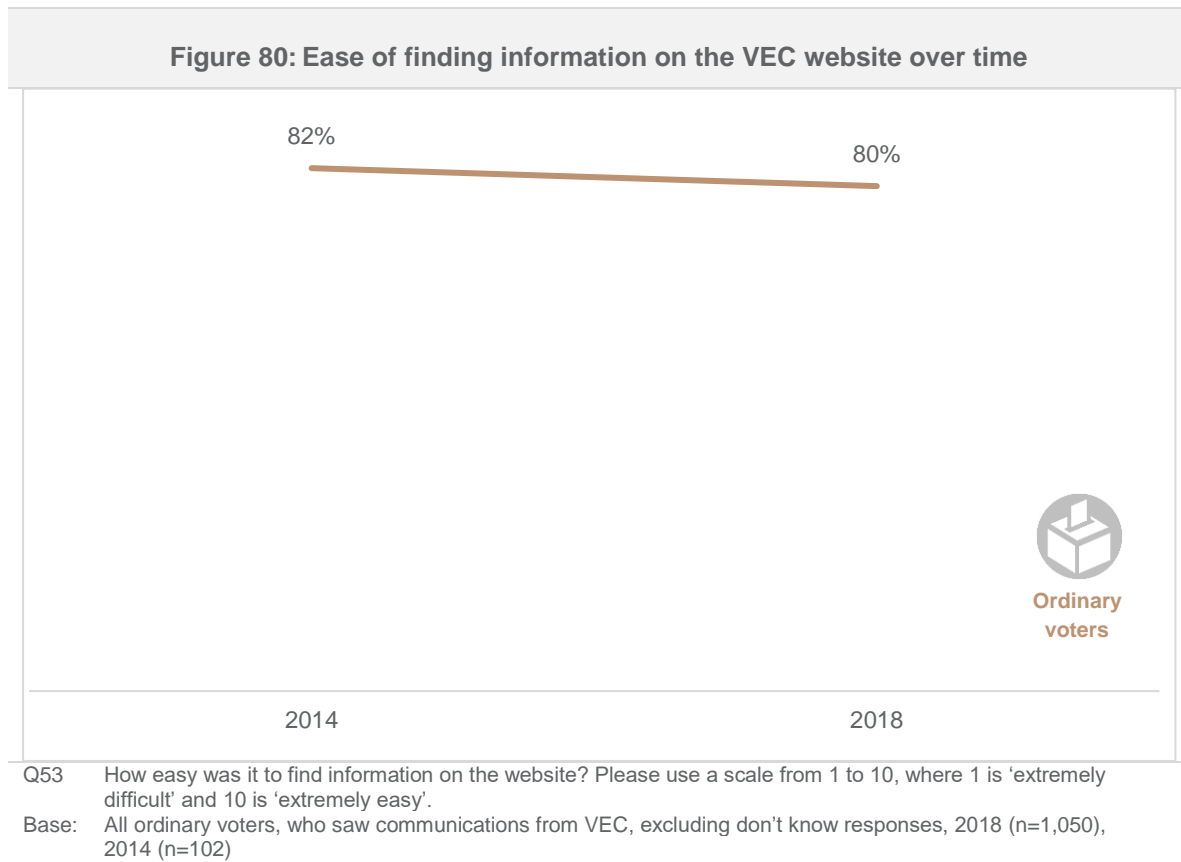
Satisfaction with the information available on the VEC's website is stable over time, with over four in five voters considering the communications to be effective across all time periods.

Figure 79: Satisfaction with the VEC website over time

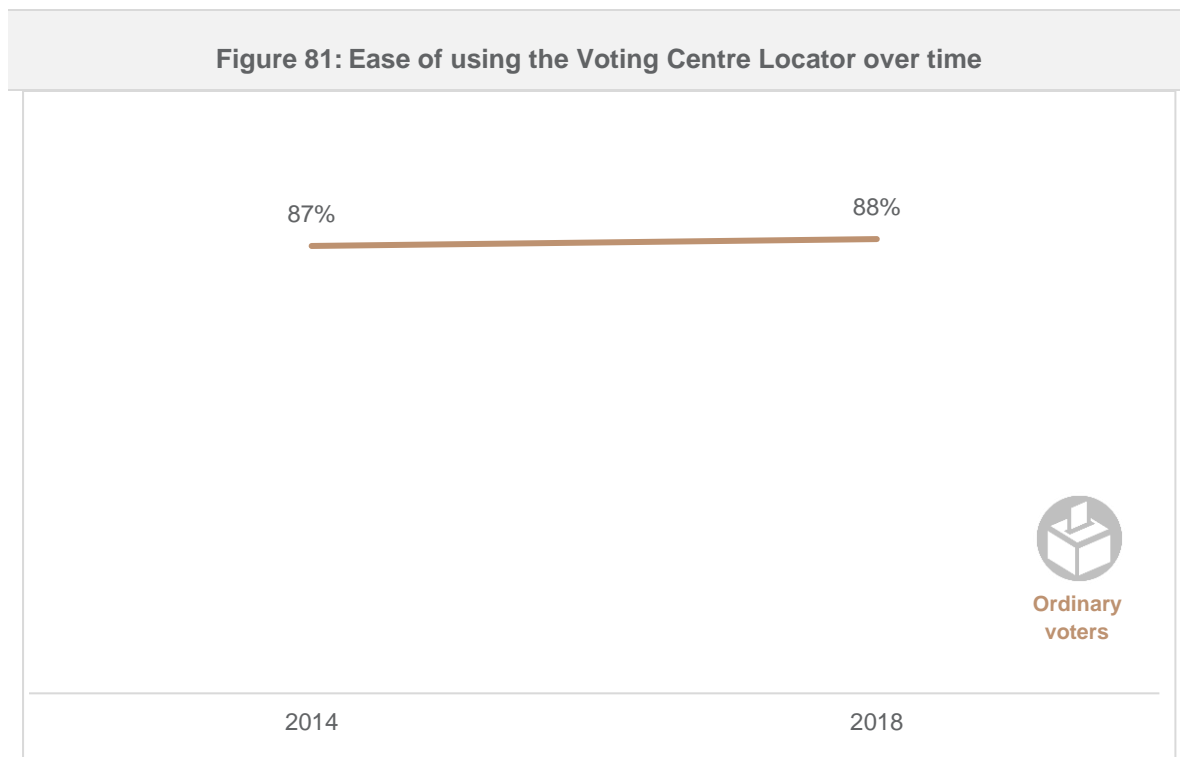


Q52 Were you satisfied or dissatisfied with the information available on the website? Please use a scale from 1 to 10, where 1 is 'extremely dissatisfied' and 10 is 'extremely satisfied'.
Base: All ordinary voters, who saw communications from VEC, excluding don't know responses, 2018 (n=1,591), 2014 (n=103)

Ease of finding information available on the VEC's website is stable over time, with four in five voters considering it easy at both the 2014 and 2018 elections (82% and 80% respectively).



Similar to satisfaction with the website generally, ease of using the Voting Centre Locator is stable over time, with over four in five voters considering it easy to use the Voting Centre Locator across all time periods.



Q56 How easy was it to use the Voting Centre Locator feature on the website? Please use a scale from 1 to 10, where 1 is 'extremely difficult' and 10 is 'extremely easy'.

Base: All ordinary voters, who used Voting Centre Locator, excluding don't know responses, 2018 (n=753), 2014 (n=60)

13.2. Other mode comparisons

VEC requested that additional time series measures were included in the final report. Specifically, the table presented below shows findings for selected measures for the last three elections.

However, the reader is strongly cautioned that these findings should not be taken at face value. The surveys conducted in 2018 were conducted online, whereas surveys in 2014 and 2010 used an intercept methodology¹. The change in methodology between the elections means that these numbers cannot be compared due to 'mode effects' – known differences in response patterns between a survey administered online vs. a survey administered in person. Tests of significance are therefore not reported.

Table 10: Key metrics between year and mode

		Ordinary / absentee voters	CALD voters	Early voters	Postal
Heard VEC communications prior to election	2018	88%	82%	83%	76%
	2014	78%	79%	61%	39%
	2010	92%	86%	63%	75%
Effectiveness of VEC communications	2018	72%	79%	69%	73%
	2014	68%	67%	78%	67%
	2010	70%	73%	55%	75%
Received Election Guide (previously EasyVote)	2018	38%	48%	46%	52%
	2014	37%	28%	46%	7%
	2010	60%	50%	23%	22%
Aware of VEC website	2018	77%	78%	78%	78%
	2014	63%	59%	69%	50%
	2010	60%	-	64%	54%
Satisfaction with information available on VEC website	2018	84%	87%	87%	80%
	2014	78%	-	83%	75%
	2010	74%	-	78%	78%
Satisfaction with voting centre	2018	78%	88%	87%	-
	2014	92%	95%	92%	-
	2010	91%	86%	95%	-
Voting method chosen for convenience	2018	-	-	63%	42%
	2014	-	-	39%	26%
	2010	-	-	-	9%

¹ Other time series analyses presented in this report were limited to online surveys conducted as part of the previous election.

14. Appendix 3: Weight factors

Voting method	Weight factor
Ordinary voters, who voted in-person on election day	0.73
Early Voters, who voted in-person prior to election day	5.31
Postal voters, who received and returned their papers via post	0.80
Email voters, who received their papers via email and returned by post	0.02
Telephone Assisted Voters, who voted over the phone	0.01