

# NSW Electoral Commission

## Evaluation of NSW Electoral Commission services at the 2023 NSW State election Report

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# Executive Summary

## Background

The NSW Electoral Commission is legislated to conduct elections and by-elections for the Parliament of New South Wales and elections and by-elections for local councils (if engaged to do so). Its purpose is to deliver trusted and independent systems, processes, oversight and engagement that support democracy in New South Wales.

The New South Wales State election was conducted on Saturday, 25 March 2023. There are 93 electoral districts across New South Wales with one member from each district being elected to represent in the Legislative Assembly. Further to this, 21 members of the 42-member Legislative Council had their term expire and voting for their membership occurred in this election.

## Objectives

Fiftyfive5 was engaged to undertake research on behalf of the NSW Electoral Commission to evaluate their services for the 2023 NSW State election. This study aimed to:

- Evaluate the election services provided by the NSW Electoral Commission.
- Identify opportunities for service improvement.
- Understand the information needs and election experience for a range of election stakeholders (eligible voters and political participants).
- Develop actionable insights for future election communications, services and experiences.

## Methodology

A mixed methodology was utilised, with tailored approaches for all participant cohorts included in the research. The final methodology included:

- Core survey: A CATI survey conducted with n=1,200 NSW eligible voters.
- Voting centres in-person survey: A series of intercept interviews at selected early voting centres and voting centres with n=878 NSW voters who either self-completed on electronic devices or were aided to complete by interviewers.
- Postal voting survey: An online survey conducted with n=273 NSW voters who applied (via the online postal vote application system) to use the postal voting mechanism.
- In-language culturally and linguistically diverse (CALD) survey: A CATI survey conducted in-language with three key language groups – Arabic (n=50), Mandarin (n=50) and Cantonese (n=50).
- Political participant survey: A series of surveys conducted with a total of n=219 political participants including an online survey where data was collected by Fiftyfive5 and shorter feedback surveys collected by the NSW Electoral Commission with participants involved in registration, nomination and webinar processes.
- Qualitative research using semi-structured telephone interviews with n=20 voters who used telephone voting, n=20 voters who used postal voting and n=20 voters who live with disability.

A supplementary survey was also conducted to specifically evaluate the trial use of in-language “Vote here” banners to support culturally and linguistically diverse voters at selected voting centres. The “Vote here” banner trial was provided in five community languages (Arabic, Cantonese, Mandarin, Greek and Vietnamese) and English. A total of n=244 CALD voters were surveyed.

## Key findings

The key findings across all cohorts have been summarised below, with comprehensive findings outlined in the sections of the report that describe individual survey results.

## Key metrics

Four key metrics were measured across most surveys, with some variations in inclusion between the individual surveys. The four key metrics were: 1) the election was conducted fairly and impartially, 2) trust in the voting process, 3) satisfaction with overall process and 4) confidence in the accuracy of the election results. This was the first NSW State election that a metric about trust was included in the surveys (this question was first asked at the 2021 Local Government elections). In general, most key metrics performed highly among the Core, in person and in-language surveys, with lower performance seen for political participants, those in the Core survey living with disability and postal voter surveys.

### *Core survey*

Among Core survey participants, confidence in election results was the highest performing metric with nine in ten (90%) participants being very or fairly confident that the results were accurate. This level of confidence increased significantly in contrast to reported levels of confidence reported for the 2019 NSW State election (84%). Overall satisfaction with the voting experience among survey participants was high, with nine in ten (90%) being satisfied. As with confidence in election results, reported overall satisfaction increased significantly against overall satisfaction with the 2019 NSW State election (84%).

Over four in five (85%) survey participants were very satisfied that the 2023 NSW State election was conducted fairly and impartially and this was statistically higher than reported in 2019 (82%). A similar proportion (81%) trusted the voting process for the 2023 NSW State election.

### *In-person*

The highest performing key metric among in person survey participants was overall satisfaction, with the majority (95%) of participants being satisfied overall including over four in five (82%) who were very satisfied. Over nine in ten (92%) of in person survey participants reported they were satisfied that the election was conducted fairly and impartially. A similar proportion trusted (90%) the voting process.

### *Postal survey*

Confidence in election results was the metric with the highest performance (87%) for Postal survey participants, with over half (52%) of Postal survey participants reporting that they were very confident in the accuracy of election results in 2023. Around four in five (79%) Postal survey participants were satisfied with the overall voting experience. Levels of satisfaction that the election was conducted fairly and impartially and trust in the voting process were slightly lower among postal voter participants, with seven in ten (70% and 70% respectively) reporting that they were satisfied and that they trusted the process.

### *In language survey*

There was variation in performance of key metrics between the language groups in the In language survey. All four key metrics performed highest among Mandarin-speaking participants, with trust in voting process (94%) and confidence in election results (94%) being significantly higher than Arabic-speaking and Cantonese-speaking participants.

Significantly fewer Arabic-speaking participants trusted the voting process (20%) and had confidence in election results (38%) in contrast to both Mandarin-speaking and Cantonese-speaking participants. While Cantonese-speaking participants reported slightly lower levels of satisfaction in the fairness and impartiality of the election (76%) and overall satisfaction with the voting experience (79%) than Mandarin-speaking (96%) and Arabic-speaking participants (86%).

### ***Political participant surveys***

Of the three key metrics measured in the Political participant survey, the highest key metric was satisfaction that the election was conducted fairly and impartially (78%). Levels of trust in the voting process was reported at a similar level (75%), while overall satisfaction with participants' overall experience was reported at a lower level (67%).

In contrast to 2019 NSW State election political participant results, satisfaction with fairness and impartiality was significantly higher in 2023 (78% 2023 v. 63% 2019). However, overall satisfaction with the experience was significantly lower in 2023 (67% 2023 v. 79% 2019).

### ***Qualitative research with people living with disability, telephone voters and postal voters***

Among those participants who took part in the qualitative research, perceptions of fairness and impartiality, trust and satisfaction were interrelated to participants' knowledge and familiarity with the voting process and were reported as being positive overall.

Participants' perceptions of fairness and impartiality were closely linked to both overall trust in the democratic system, and in familiarity of the voting methods. Similarly, perceptions of trust in the voting process were interlinked with participants' familiarity of the process, confidence in the democratic system and results being in line with voter expectations.

Among participants, satisfaction related to participants' familiarity with and perceived simplicity and ease of the voting process as well as with the voting process supporting independence of voters (especially for those living with disability).

## **Voting behaviours**

### ***Core survey***

Among Core survey participants, voting methods have varied over time. Among participants, reported rates of early voting were significantly higher for the 2023 NSW State election (35% 2023 v. 24% 2019) and slightly higher for postal voting (9% 2023 v. 5% 2019). Around half (54%) of participants reported voting at a voting centre on election day.

Early voting was more prevalent among participants who were 55 years of age or older and regional participants (39% and 40%, respectively).

### ***In-person survey***

Among early voters, almost two thirds (62%) had previously voted early in other elections, with the relative incidence of prior early voting having increased significantly between 2019 and 2023 (62% 2023, 49% 2019). Approximately one quarter (26%) decided the day of voting that they would cast an early vote. While one third (32%) decided within the same week prior to the election and around four in ten (38%) decided to vote early over a week prior to election day.

Around one in ten (9%) survey participants who voted on election day voted as an absent vote compared to significantly more early voter participants casting an absent vote (17%).

### *Postal survey*

The majority (91%) of participants completed their postal vote ballot papers and certificate prior to election day and 5% completed their postal vote ballot papers and certificate on election day. Two thirds (67%) of postal vote survey participants completed the entire postal vote application process on the NSW Electoral Commission website, and around one in ten (9%) received a form initially from a political party. Fewer survey participants downloaded the form off the website (4%), scanned the QR code (4%) or had a family member or carer provide them with an application form (2%).

### *Culturally and linguistically diverse survey*

Voting on election day was the most common method among Arabic-speaking participants (88%). While both Mandarin-speaking and Cantonese-speaking participants reported a similar level of voting on election day (48% and 40% respectively).

The remainder of Arabic-speaking participants voted early (12%). Among Mandarin-speaking participants, around one in four voted early (44%) and around one in ten (8%) reported voting via postal voting. Cantonese-speaking participants reported significantly higher rates of voting via postal vote (19%) and one third voted early at an early voting centre (34%).

### *Political participant surveys*

Among political participants who personally registered, three out of five (61%) were satisfied with the process of registration. For political participants who personally nominated, half (52%) were satisfied with the process.

### *Qualitative research with people living with disability, telephone voters and postal voters*

Participants who voted in person either on election day or early, did so due to their familiarity with the process, trust in the process and a desire to engage with community. Enabling factors to vote in person included staff assistance, close proximity of voting centres, and accessibility aspects of the voting centre.

Those participants who cast a postal vote chose to do so in order to vote in their own home, in their own time and in a relaxed manner. Often these participants had used postal voting previously and were familiar with the process. Enabling factors to ease of the postal voting process included having another person in the household, the information available across multiple sources on how to cast a postal vote, and clarity of information and instructions.

Participants who voted over the phone did so due to vision impairment and choose to vote independently without the assistance or support of another person. Enabling factors to phone voting included voting assistance and the support/recommendation of vision organisations as a key information source.

## **Communication**

### *Core survey*

Around one third (37%) of participants would have liked to receive additional information including more candidate information (14%), information on early voting (6%), information on where to vote on election day (5%) and information on filling out ballot papers correctly (4%). However, mostly voters felt informed with more than four in five (88%) participants reporting feeling informed on how to fill in a ballot paper, around four in five (79%) reporting feeling informed about where they could vote on election day and seven in ten (70%) participants reporting they felt informed about early and alternative voting options.

The NSW Electoral Commission website was accessed by over two in five (44%) participants with this level of access was significantly higher than noted for the 2019 NSW State election (22%). Among participants who had accessed the website, around four in five (79%) were satisfied with the website. Their key information sources used to find out about the NSW State election included candidate or party posters/advertisements and content, TV news and current affairs and word of mouth from friends, family and neighbours.

### *In person survey*

Among in person survey participants, two out of five (45%) voters used the NSW Electoral Commission website to look for information. However, this was significantly higher among early voters (52%) in contrast to those who voted on election day (33%). Approximately one in ten (11%) participants reported receiving a reminder email or SMS from the NSW Electoral Commission to vote in the election.

### *Postal survey*

Postal survey participants reported feeling informed on how to fill in a ballot paper (81%), the time it would take between applying and receiving the ballot (71%) and how to update their enrolment details (71%).

Key sources of information on the election for postal voter survey participants included TV news and current affairs (61%), brochures and flyers (32%) and outdoor ads/posters (22%). Two thirds of Postal survey participants used the NSW Electoral Commission website to look for information (67%) and around three quarters (74%) were satisfied with the website.

### *In language survey*

Across all three language cohorts, information in languages other than English and information about candidates or parties was the most common information type participants would like to receive. Seven in ten (70%) Arabic-speaking participants would like to receive more in-language information, compared with fewer from Cantonese-speaking (24%) and Mandarin-speaking (2%) participant. There was variation in the additional information culturally and linguistically diverse participants wanted to receive according to language cohorts. The majority of Arabic-speaking participants (78%) would have liked to have received further information, including information on candidates or parties (52%), filling in ballot papers correctly (48%) and early voting (44%). Cantonese-speaking participants also wanted more information (70%), but at a lower level than Arabic speaking participants. Further information was least required by Mandarin-speaking participants (44%) with 56% of participants stating that no further information was desired.

Around half (48%) of In language survey participants found out about the election through a friend, family member or neighbour, this being a much more common source for In language participants compared to all Core survey participants (23%). The news and current affairs content on television (25%), newspaper content (11%) and social media (11%) were other common sources.

Mandarin-speaking participants were more likely to report feeling informed across all of the prompted information areas. Cantonese-speaking participants were quite well informed on finding out where to vote (84%), how to fill in a ballot paper (68%) and early and alternative voting methods (60%). However, they were more likely to feel uninformed about the candidates (38%).

Overall, Arabic-speaking participants were less likely to feel informed across the range of prompted information areas. Approximately three-quarters (74%) felt informed and able to find out where to vote on election day. However, less than half felt informed across the range of other information areas including how to fill in a ballot paper (42%) and their early and alternative voting options (48%).

### *Political participant survey*



Over four in five (86%) political participant survey respondent reported that they received sufficient information from NSW Electoral Commission to explain their rights and obligations. Participants recalled accessing a range of NSW Electoral Commission information and resources, with satisfaction highest for Election Bulletins (85%). This was followed by the helpdesk phone line (76%), the Candidate handbook (76%) and the helpdesk email (72%). Around one in two (50%) participants accessed a webinar run by NSW Electoral Commission, with around three in five (62%) reporting it to be positive.

### ***Qualitative research with people living with disability, telephone voters and postal voters***

In the qualitative research, participants reported mostly receiving information on the election via television, and direct mail with a focus on content provided from political parties or candidates.

Participants felt that important information they would like to receive would be details on voting centres with respect to aspects of parking, accessibility, walking distances, seating availability, presence of stairs; details on processes related to alternative voting methods; details on voting options available; greater notice on election timing and more information on local candidates. Feedback from participants highlighted that more communication and more details on the processes involved would benefit in them confidently, safety and independently being able to vote.

## **Encouraging future participation**

### ***Core survey***

In the Core survey, participants indicated that they would've been interested in a range of prompted ideas, in particular a reminder text message (70%), more information on voting methods available (62%) and more information on the website regarding voting centre accessibility (55%). Participants who did not vote had significantly higher information needs with around six in ten (63%) stating they had additional information needs (vs 37% voted). They reported feeling less informed than voters on how to fill in a ballot paper (66% v. 88% voters), early and alternative voting options (36% v. 70% voters), and the candidates (33% v. 62% voters). Around one in five (23% v. 2% voters) non-voting participants wanted more information on postal voting and around one in six (15% v. 5% voters) wanted information on early voting options.

Among Core survey participants, around two in five would prefer to use online voting in the future (44%), approximately one quarter (26%) would prefer to vote on election day and around one fifth (22%) would prefer to vote early. These preferences highlight that voters place importance on having a range of voting methods available to them. Nearly three quarters (73%) of non-voting survey participants reported they would have voted if they were able to vote online prior to election day.

### ***In-person survey***

Around three quarters of survey participants reported they would be interested in online voting (71%) and two thirds (65%) of participants were interested in improved or increased information about where voting centres are located. Aspects of voting in person that were reported to be quite important to participants included assistance received from staff (if requested) (93%) and spending a short time in the voting centre to cast a vote (88%).

Among early voters who participated in the survey, around one in six (16%) reported that they would like an expansion of opening hours to the early voting centres.

### ***Postal survey***

Four in five (80%) Postal survey participants reported being interested in online voting and around two thirds (65%) would like more information on ways to vote.

Almost all postal vote survey participants (96%) reported that they considered an easy postal vote application process important to delivering a satisfactory voting service along with clear instructions (92%) and receiving the postal pack in a timely manner (92%). Other aspects reported as being important to postal voting was being able to pack the envelope easily (85%) and the NSW Electoral Commission website (75%).

### *In-language survey*

Across all in-language cohorts, the greatest importance was placed on ensuring a short time was spent in voting centres (92%), followed by factors including information from an identified language support person (81%), information in language online (79%), COVID safety measures (77%) and an interpreter service to translate (77%).

Arabic-speaking participants placed significantly more importance on having an interpreter service (90%), information available in their language online (92%) and information from someone with a badge showing that they spoke their language (92%). Mandarin-speaking participants placed the most emphasis on ensuring a short time spent at voting centres (96%), followed by ensuring COVID safety measures (72%). Compared to Arabic-speaking and Cantonese-speaking participants, Mandarin-speaking participants placed less overall emphasis on in-language supports.

### *Political participant survey*

Around nine in ten (88%) political participant survey respondent reported that it was important to see progress of the count. A similar proportion stated that it was important have information about the registration process for electoral funding/expenditure purposes (85%), information about the registration process for electoral material (85%), information on how votes are counted (85%) and information about the nomination process (84%).

When asked to consider the importance of various factors to delivering online services, more than nine in ten (95%) political participant survey respondent reported that it was important to see what was required and when. Around nine in ten (89%) also stated that was important to have a single integrated system with a single log on and four in five (84%) the ability to sign all forms electronically.

### *Qualitative research with people living with disability, telephone voters and postal voters*

In the qualitative research, participants felt that it was important voters continue to have access to a variety of voting methods as well as being guided to clear information about each method in advance of voting. Hence allowing voters to make informed decisions about which voting method will be best for their circumstances at the time and assist them to set expectations around the process for their chosen method. This was also why there was a strong desire expressed by participants for online voting to be made available for future elections.

## **Implications and conclusions**

The key metrics of conducting a fair and equitable election, trust in the process, confidence in results and overall satisfaction were rated highly by participants across the surveys. Survey participants reported that their experience improved compared to the 2019 NSW State election, with statistically significant improvements for confidence in election results being accurate and overall satisfaction with the voting experience. The reported level of non-voting was low, consistent with the 2019 NSW State election.

Although varying across the key metrics, in general, cohorts of participants including political participant survey respondents, postal voter survey participants, participants living with disability and In language survey participants were more likely to provide lower key metric ratings than other types of participants and as reflected in the Core survey. This broad finding highlights that while there have been improvements in 2023, there exists opportunities to continue to improve the experience for voters and political participants. Political participants were least satisfied with the process of nominations compared with other aspects of the election. Further to this they placed a high level of importance on being informed about the progress of the count.

Voting methods continue to change in preference among voters. For the 2023 NSW State election there was an evident shift towards use of early voting centres and other alternative methods and away from voting in person on election day. Additionally, although online voting was not offered at the 2023 NSW State election, there were multiple data points to support the appeal and preference of having online voting mechanisms in the future available for voters. This may assist in catering to all voters in the way they wish to engage in the democratic process, but more specifically could provide an additional mechanism for voters who require greater support due to living with disability, low English proficiency, or who face other barriers to voting. Non-voters also reported that an online voting method would hold appeal in enabling them to vote in the future.

Information needs broadly focused upon alternative voting methods, specifics around accessibility and language supports at voting centres and additional candidate and political party information. While many participants had their information needs fulfilled, communicating information on voting centres and reminders via text message could reduce barriers to voting along with in-language support.








Website usage by survey participants increased from the 2019 NSW State election and satisfaction remains positive. Continued enhancements to the detailed information provided on the website such as voting centre information on accessibility, physical attributes and language supports at voting centres, further translated content and information would support those choosing alternative voting methods.






## List of Abbreviations

COMPONENT	DESCRIPTION
ADIA	Australian Data and Insights Association
ABS	Australian Bureau of Statistics
CALD	Culturally and linguistically diverse
NSW	New South Wales
NSW Electoral Commission	New South Wales Electoral Commission

## List of Icon Definitions

This report utilises icons in tables outlining key sub-group differences. Due to the number of sub-groups of interest, these have been displayed in icon format to visually aid the reader.

ICON	DESCRIPTION
	18-34 years old
	35-54 years old
	55+ years old
	Male
	Female
	Metro
	Regional

ICON	DESCRIPTION
	Culturally and linguistically diverse
	Living with Disability
	Early voting
	Voting centre
	Postal



# 1. Introduction

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# 1. Introduction

This report presents the findings of the research undertaken by Fiftyfive5 on behalf of the NSW Electoral Commission to evaluate the services of the NSW Electoral Commission for the 2023 NSW State election held on Saturday, 25 March 2023.

## 1.1 Background

Among many other activities, the NSW Electoral Commission is legislated to conduct, regulate, and report on elections and by-elections for the Parliament of New South Wales (NSW). Its purpose is to deliver trusted and independent systems, processes, oversight and engagement that support democracy in New South Wales.

One of the NSW Electoral Commission's highest priority goals is to maintain trust and confidence in the electoral and democratic systems and processes. The NSW Electoral Commission seeks to ensure that voters and political participants understand what they need to do to play their part in the democratic process and can simply and seamlessly navigate NSW Electoral Commission services to meet their obligations. Particular attention is given to ensuring inclusion and accessibility to all via different voting mechanisms and with audiences such as people who may experience additional barriers to participation in democracy.

The work of the NSW Electoral Commission includes (but is not limited to):

- Running independent, fair and accessible elections.
- Providing transparent processes and guidance to assist political participants (including candidates, parties, elected members, donors, third-party campaigners and lobbyists) to comply with their legal obligations.
- Publishing political donation and expenditure disclosures and registers of political parties, candidates' agents, third-party campaigners and political lobbyists.
- Engaging with the public to make it easier for people to understand and participate in the democratic process.
- Investigating possible offences and enforcing breaches of electoral, funding and disclosure, and lobbying laws.

The Electoral Commission provided options for voters at 2023 NSW State election to vote using multiple available channels including:

- In person on election day.
- Early, in person at early voting centres Saturday, March 18 to Friday, March 24 (excluding Sunday), before election day.
- Via postal voting. Applications for postal voting are made via the NSW Electoral Commission (website and call centre) or a registered political party. Ballot papers were then posted to voters to complete and return. The cut-off date for the return of postal votes was 6th April 2023 at 6pm.
- Telephone assisted voting was available to voter who are blind or have low vision.
- Voting at declared facilities was also available, although is not in scope for this program of research.

## 1.2 Objectives

The primary objective for the research was:

To conduct robust research with NSW voters and candidates to evaluate the NSW Electoral Commission's services at the 2023 NSW State election and to deliver actionable insights to increase understanding, trust and future participation in democracy.

Fiftyfive5 designed and delivered a study that aimed to specifically:

- Evaluate the NSW Electoral Commission’s conduct of the 2023 NSW State election and the services provided including communication, understanding, confidence and levels of trust in democratic processes, the fairness and impartiality of the election, overall experience, and voter experience of each voting channel.
- Identify opportunities for service improvement.
- Understand information needs, voting experience and enhancements required for eligible voters who may face additional barriers to participation in elections; particularly Aboriginal and Torres Strait Islander people, culturally and linguistically diverse (CALD) communities, youth and people living with disability.
- Develop actionable insights for future election communications, services and experiences in order to increase confidence and trust in democracy, optimise communication effectiveness and encourage future voter participation.

### 1.3 Important Context for Interpretation of Findings

#### Contextual factors for all surveys

The research methodology reflects coverage of voting channels utilised for the 2023 NSW State election.

Comparisons are made of the research results for the NSW Electoral Commission’s delivery of the 2023 NSW State election against the 2019 State election. However, there are important contextual notes that the reader needs to understand in interpreting the data and any shifts between the timeseries data points:

- The 2023 NSW State election did not provide iVote as a voting channel however certain questions within the surveys retained questions relating to online voting mechanisms especially when obtaining future preferences.
- While some voters were eligible to vote using a telephone voting system, this system was reported to be a lengthy process especially when the voter chose to number all preferences, or up to 15 preferences. The telephone assisted voting process included the option for the voter to jump directly to preferences if they knew which candidate(s) they wanted to vote for or having the voting operator read out all candidate names to voters.
- The uptake of early voting was higher in contrast to early voting in both the 2019 NSW State election and the 2021 NSW Local Government elections. This shift in the numbers and potentially types of voters selecting to vote early may influence the direct comparability of voters sampled in the Core survey and Pre and Election Day surveys.
- The results of the surveys could possibly have been influenced by the environment and the post-COVID shifts in preferences of ways to vote.

#### Contextual factors for Postal survey

The mechanisms for postal voting were changed for the 2023 NSW State election to reflect the processes adopted for the 2022 Federal Government election overseen by the Australian Electoral Commission (AEC). This predominantly influenced the nature in which the envelopes for postal voting were filled prior to issuing.

#### Contextual factors for supplementary CALD banner survey

At some of the selected early voting centres where the in-language “Vote here” banner interviews were conducted, there was a low volume of eligible voters across the days of interviewing. This limited the numbers of surveys that were completed. To maximise the number of interviews completed, interviewers spoke the primary language to eligible voters at the voting centre and QR codes were displayed that linked through to the survey.

A number of the voting centres selected to display the CALD in-language “Vote here” banners did not display the

banners until part way through the day. The visibility and location of the banners when displayed varied significantly across the voting centres selected for inclusion in the survey.

Of the n=498 voters who commenced the survey, n=201 completed the full survey, n=107 only partially completed the survey and n=190 did not speak one of the target languages. To maximise the sample, reporting has occurred on both the completes and partial completes where possible.

## 1.4 Methodology Overview

As part of the research project initiation process, Fiftyfive5 met with Electoral Commission staff and executives to ensure that the research covered key topics.

The final methodology utilised to address these research objectives included both qualitative and quantitative data collection. The final methodology included the following six components plus CALD in-language “Vote here” banner evaluation detailed in section 1.8 below:

Figure 1 – Overview of methodology

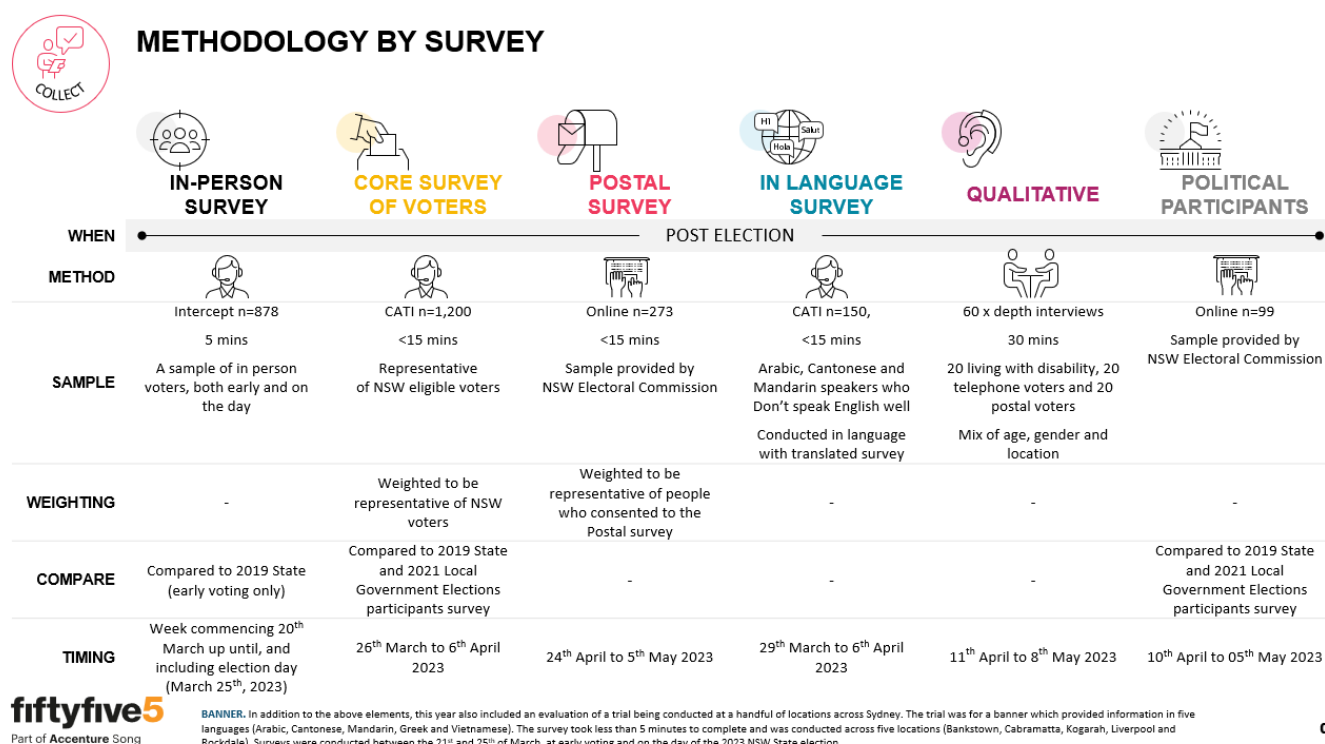


Figure 1 above provides a visual representation of the overview of methodology.

## 1.5 Core Survey of Voters

The Core survey was conducted amongst a random sample of NSW residents eligible to vote in the 2023 NSW State election. A 13-minute (on average) computer assisted telephone interview (CATI) was conducted with n=1,200 NSW eligible voters aged 18+ years across 93 electoral districts of New South Wales. Interviews were conducted over the period 26<sup>th</sup> March to 6<sup>th</sup> April 2023.

A thorough CATI interviewer briefing was conducted in advance of the pilot of the survey in field. This interviewer briefing was conducted by Fiftyfive5 and the fieldwork supervisor. The briefing included a thorough background to the study, and a full review of all survey instruments commencing with the Core survey. All interviewers were given six elector personas as examples to roll play an interview experience as training and familiarisation of the various routing paths within the surveys.



The sample was sourced by research provider Fiftyfive5 and excluded persons on the Do Not Call Register. It comprised both landline and mobile samples generated from a mix of publicly available databases and random digit dialling. Quotas were set based upon region, interlocking age and gender.

**Table 1 – Quotas achieved for Core Survey of Voters**

NSW	MAJOR CITIES	INNER REGIONAL	REGIONAL/REMOTE	TOTAL
TARGET	877	240	83	1,200
ACHIEVED	870	246	84	1,200

TARGET	MALE	FEMALE	TOTAL	ACHIEVED	MALE	FEMALE	TOTAL
18-34	171	171	<b>342</b>	18-34	162	168	<b>330</b>
35-54	202	209	<b>411</b>	35-54	199	231	<b>430</b>
55+	211	236	<b>447</b>	55+	211	224	<b>435</b>

Survey: Core survey

Base: All participants. Please note that there were n=5 participants who self-identified as non-binary, gender fluid or preferred not to say.

S1 What is your postcode? S5 What is your age? S6 How do you describe your gender?

## 1.6 In-person Survey

The In-person survey was conducted with a random selection of voters attending the nominated voting centres on the designated days. Interviewers attended four early voting centres for two days and four voting centres on election day. This survey yielded a final sample of n=878 NSW voters (refer to

Table 2). The dates surveying occurred included 20<sup>th</sup> March to 25<sup>th</sup> March 2023.

Participants were approached upon exit of the voting centre after having cast their vote. Interviewers randomly selected participants. No quotas were set for targeting of voters. Voters who participated were able to self-complete a 5-minute survey on an electronic device (including QR code access on their own device, via iPad or emailed link). Voters were also able to have the interviewer assist with the administration of the survey.

A thorough interviewer briefing was conducted in advance of the survey in field. This interviewer briefing was conducted by Fiftyfive5 and the fieldwork supervisor. The briefing covered all survey instruments in detail and provided a complete overview of the study's background. All interviewers were given six elector personas as examples to roll play an interview experience as training and familiarisation of the various routing paths within the surveys.

**Table 2 – Responses achieved for In-person Survey**

ACHIEVED	MALE	FEMALE	OTHER	TOTAL
18-24	32	36	4	<b>72</b>
25-34	75	110	7	<b>192</b>
35-44	60	114	8	<b>182</b>
45-54	65	79	1	<b>145</b>
55-64	59	77	1	<b>137</b>
65+	59	88	3	<b>150</b>

Survey: In person survey

Base: All participants

S5 What is your age? S6 How do you describe your gender?

ACHIEVED	
EARLY VOTING CENTRE	<b>552</b>
VOTING CENTRE ON ELECTION DAY	<b>326</b>

## 1.7 In Language Survey

The in-language survey was conducted amongst a sample of NSW residents eligible to vote in the 2023 NSW State election who self-identified as having a low English proficiency: who spoke English either ‘not well’ or ‘not at all’. Three languages were included in the survey: Arabic, Mandarin and Cantonese. All interviews were conducted in-language by trained fieldwork interviewers who were fluent in these languages and each interview approach commenced in-language prior to any screening protocols.

A 16-minute CATI was conducted with n=150 NSW voters with low to no English proficiency. Interviews were conducted over the period of 29<sup>th</sup> March to 6<sup>th</sup> April 2023. The following quotas were achieved:

**Table 3 – Quotas achieved for In Language Survey**

LANGUAGE SPOKEN	TARGET	ACHIEVED
Arabic	50	50
Mandarin	50	50
Cantonese	50	50

Survey: In-language survey

Base: All participants

Classification of language used to complete survey

Sample was sourced by research provider Fiftyfive5 and excluded persons on the Do Not Call Register. Interviews were conducted in-language.

## 1.8 CALD Banner Evaluation

A supplementary piece of research was undertaken at the time of the 2023 NSW State election to evaluate the in-language ‘Vote here’ banner trial used to promote voting at a selection of voting centres. "Vote here" banners were provided in five community languages (Arabic, Cantonese, Mandarin, Greek and Vietnamese) and English.

Interviews were conducted with eligible voters who spoke Arabic, Cantonese, Mandarin, Greek or Vietnamese at select voting centres located in Bankstown, Cabramatta, Kogarah, Liverpool and Rockdale.

Surveys were conducted both during early voting and on election day. Participants who were eligible to complete the survey were approached between 21<sup>st</sup> and 25<sup>th</sup> of March 2023.



Survey participants were approached at the exit of the voting centre after having cast their vote. Interviewers randomly selected participants. No quotas were set or targeting of voters. Voters who participated were able to self-complete a 5 minute survey on an electronic device (including QR code access on their own device, via iPad or emailed link). Voters were also able to have the interviewer assist with the administration of the survey.

Of the n=498 voters eligible to participate in the survey, n=201 completed the full survey, n=107 only partially completed the survey and n=190 did not speak one of the target languages. To maximise the sample, reporting has occurred on both the completes and partial completes where possible. No weighting of the data was applied.

**Table 4 – Quotas achieved for CALD Banner Evaluation**

LANGUAGE SPOKEN	ACHIEVED FULL OR PARTIAL COMPLETES
Arabic	82
Mandarin	103
Cantonese	71
Vietnamese	40
Greek	12

Survey: CALD banner evaluation survey

Base: All participants

Classification of language used to complete survey

## 1.9 Postal voting

The postal voting survey was conducted with voters who utilised the postal voting service. A 14-minute online survey was issued to a sample of voters who applied for a postal vote via the NSW Electoral Commission’s postal vote online application interface. The survey was open between 24<sup>th</sup> April to 5<sup>th</sup> May 2023.

The NSW Electoral Commission was responsible for sending (by email) the survey invitation from their database. Personal information was not provided to Fiftyfive5 for this purpose. Fiftyfive5 provided the survey platform, secure data storage and collation services.

No quotas were set based upon region, interlocking age and gender and a post-weighting applied to adjust for geographic representation (i.e. metropolitan, regional and remote areas) in line with the distribution geography of postal vote applications. A total of n=273 interviews were achieved (refer to Table 5).

**Table 5 – Quotas achieved for Postal Voting**

ACHIEVED	MALE	FEMALE	OTHER	TOTAL	ACHIEVED	
18-24	1	1	1	3	MAJOR CITY	159
25-34	2	5	0	7	REGIONAL	114
35-44	1	12	1	14		
45-54	15	29	1	45		
55-64	30	39	0	69		
65-74	31	47	0	78		
75+	25	32	0	57		

Survey: Postal survey

Base: All participants

S5 What is your age? S6 How do you describe your gender?

## 1.10 Political participants (Candidates, registered officers, official agents and third party campaigners)

For the 2023 State election, 728 Candidates, 21 Registered Officers, 84 third party campaigners and 27 other political participants of state government political parties were invited to provide feedback via this online survey.

Feedback was received from 88 Candidates and 11 political participants (for a total of n=99 responses). The online survey had a median of 13 minutes. Surveys were collated over the period of 10 April to 5 May 2023. The NSW Electoral Commission was responsible for sending (by email) the survey invitation from their database. Personal information was not provided to Fiftyfive5 for this purpose. Fiftyfive5 provided the survey platform, secure data storage and collation services. No quotas were set on the sample for this survey.

To supplement this survey, additional shorter feedback surveys were administered directly by the NSW Electoral Commission including a Webinar survey (n=17 participants), Nominations survey (n=81) and a Registration survey (n=21).

## 1.11 Qualitative

A qualitative methodology obtained feedback from voters living with disability, voters who used telephone voting and voters who used postal voting. The study was conducted between 11<sup>th</sup> April to 8<sup>th</sup> May 2023.

A total of 60 semi-structured telephone and video interviews of 30 minutes duration were conducted with 20 voters representing each cohort of interest.

Voters living with disability were sourced by Fiftyfive5 and self-identified against visual, cognitive, hearing or mobility difficulties. Participants for the telephone and postal voting interviews were sourced from randomly selected lists of voters who used telephone voting and voters who applied for a postal vote.

## 1.12 Interpreting the Data

### *Quantitative data*

Most of the data collected is displayed quantitatively in charts and tabular format. The qualitative data collected for voters living with disability, telephone voters and postal voters is non-numeric and contained in interpretative format in Section 8.

Quantitative survey data is presented in the form of:

- Descriptive commentary detailing the key results.
- Additional commentary detailing statistically significant differences between the total results and the result for a sub-group within the sample frame.
- A graph or table of results.
- Key sub-group results displaying any statistically significant differences for sub-groups for the 2023 findings. (Where relevant for the nature of the findings and if appropriate for the sample size).

For ease of reading and appropriate assignment of findings to each of the various target audiences each survey has been given its own section within this report. The only sections which include multiple audiences and results across all surveys is Section 2: Key Metrics and Section 10: Conclusions and Implications (Across all Surveys).

All quantitative survey findings include references to the sample and survey that the findings are based upon, the sample size (n=) and the question wording. All instruments can be found in full in the Appendix of this document.

Please note that demographic data on gender included in this report may not total 100%. For example, in the Core survey participants were asked to self-identify their gender, n=5 identified as non-binary, other or prefer not to say.

Due to the small base of those who identified as non-binary, other or prefer not to say, graphs and tables included in the report only include male and female identifying participants. If tables include a small base of less than 30 participants, their data will be denoted by “\*” to show caution should be used in interpreting the results.

Throughout this report, all significance testing is done at 95% confidence level. Data was analysed to identify any significant differences by sub-groups, including by age, gender, location. When results are analysed by “top 2 box” (or “T2B”) this is a way of summarising scale data from a survey question. It combines the highest 2 responses in the scale to a single number. The sub-group of people living with disability in the quantitative surveys, self-classified including:

- Blindness or low vision.
- Reading difficulties.
- Hearing impairment.
- Mobility restrictions.
- The use of a wheelchair.

The following terms are used interchangeably in the following report:

- Voters/electors.
- Polling place/voting centre.
- Pre-poll/pre-polling place/pre-polling centre/early voting centre.
- Local Government elections/council elections.

#### *Quantitative data – Driver analysis*

The Core survey has an advanced analysis component in Figure 12.

Driver analysis was conducted to identify the importance of voting factors on overall satisfaction. Driver analysis seeks to establish the relative importance among a set of measures (the drivers) on determining an outcome measure (the thing being driven). It is a revealed, rather than stated, measure, it uncovers what is important without relying on participants telling us.

Fiftyfive5’s preferred method of assessing drivers is Relative Importance Analysis. It calculates each driver’s importance via contribution to the multiple regression R-squared statistic across all combinations of the predictors. The main advantage of this approach is that it is a computationally efficient means of dealing with predictors (drivers) that are correlated.

There are two inputs to driver analysis—the outcome measure (also referred to as the dependent variable) and the driver(s) (also known as independent variables or predictors). Common outcomes include measures such as satisfaction, advocacy, brand preference or purchase intent. The drivers are often product or service attributes or brand perceptions. Inputs, both outcomes and drivers, can be collected in various ways, but typically are scale (5, 7, 10-point, etc) or binary (yes/no). Driver analysis will rank the drivers in the order of importance and indicate the relative strength of relationships as referenced as ‘Importance’.

Figure 11 presents the Importance of drivers against reported satisfaction of each factor in a performance – importance map. This map identifies quadrants of action ranging from high importance–high performance through to low importance–low satisfaction allowing the identification of areas that may be important to focus upon when providing a voting service to drive satisfaction.

### *Qualitative data*

The qualitative findings from the 60 semi-structured interviews were identified using a combination of narrative and thematic analysis. Both analytical approaches are rigorous techniques that have been employed by Fiftyfive5's experienced qualitative research team.

Narrative analysis considers the mindset of eligible voters living with disability and those eligible voters who chose to vote via postal or telephone voting channels. This includes their experience of the voting environment and the language they use to describe their experiences. By studying this language, we better understand their experience of voting, and can provide understanding of the aspects of the experiences that have the greatest impact on their trust and confidence in democracy.

Thematic analysis identifies the patterns that appear repeatedly in terms of the knowledge, experiences, and behaviours. Themes are supported by direct quotations using the language of participants to provide further evidence for specific points.

With this combination of techniques, the purpose of the qualitative findings is to bring understanding to the range of reasons why specific services are used in specific ways and are successful or challenge the trust and confidence of eligible voters who choose to use these channels. The qualitative findings should not be used to attribute the size of an issue, it tells us more about the impact that issues have on individuals.



## 2. Key Metrics

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## 2. Key Metrics (Across all Surveys)

### 2.1 Overview

This section provides an overview of the key metrics across all four eligible voter surveys that were conducted as part of the evaluation of NSW Electoral Commission services at the 2023 NSW State election. Given the voice of people living with disability was captured through a qualitative approach, this section also has included the findings from the participants who identified as living with disability in the Core survey as a point of reference.

As part of the research, four key metrics were measured across all surveys (where relevant to the audience and timing of the survey):

- Elections are conducted fairly and impartially.
- Trust in voting process.
- Satisfaction with overall voting process.
- Confidence in accuracy of election results.

These key metrics were consistent with previous surveys, aside from the metric 'trust in voting process' which was not previously captured in the 2019 NSW State government election. Please refer to Section 1 for the separate methodology and sample for each survey.

#### Key findings

The key metrics all scored highly across most surveys, with some variation between the surveys. Performance on each key metrics across the four surveys have been outlined below.

### 2.2 Confidence in election results

Confidence in the accuracy of election results scored highly across all four surveys this metric was included within. Participants who completed the Core survey reported the highest level of confidence (90% net confidence consisting of very confident + fairly confident ratings) in the accuracy of election results, with a similar proportion (87%) of participants from the Postal survey that reported they were confident. Around four in five (79%) participants living with disability reported that they were confident with the accuracy of the election results. Around seven in ten (72%) participants from a culturally and linguistically diverse background reported they were confident with the accuracy of election results.

Table 6 – Confidence in election results: by survey type

COLUMN %	CORE	CORE - LIVING WITH DISABILITY	POSTAL	IN LANGUAGE (CALD)
Very confident	55%	44%	52%	33%
Fairly confident	35%	35%	35%	39%
Not very confident	4%	7%	2%	5%
Not at all confident	3%	6%	3%	1%
Don't know	3%	7%	8%	22%
Net Confident	90%	79%	87%	72%
Net Not confident	7%	14%	5%	6%
Base number n	1200	108	273	150

Survey: Core, In Person, Postal and In language Surveys

Base: All eligible voters

D13 Overall, how confident are you that the election results are accurate?

## 2.3 Elections are conducted fairly and impartially

Participants who completed the In person survey at early voting centres and voting centres on election day reported the highest level of satisfaction (92%) that the elections were conducted fairly and impartially. This was followed by the majority of Core survey participants (85%) and In language survey participants (84%) reported levels of satisfaction.

Just over three quarters (78%) of political participant survey respondents reported satisfaction with the fairness and impartiality of how the 2023 NSW State election was conducted by the NSW Electoral Commission. A similar proportion (77%) of Core survey participants living with disability reported they were satisfied the election was conducted fairly and impartially.

Satisfaction with the fairness and impartiality was reported at a slightly lower level for Postal survey participants with around seven in ten (70%) being very or fairly satisfied.

*Table 7 – Overall satisfaction in fairness and impartiality of election: by survey type*

COLUMN %	CORE	CORE - LIVING WITH DISABILITY	POSTAL	IN PERSON	IN LANGUAGE (CALD)	POLITICAL PARTICIPANT
Very satisfied	54%	44%	57%	78%	24%	48%
Fairly satisfied	31%	32%	13%	14%	60%	29%
Neither satisfied nor dissatisfied	9%	13%	12%	3%	14%	6%
Fairly dissatisfied	2%	6%	0%	1%	2%	8%
Very dissatisfied	2%	5%	8%	3%	0%	7%
Don't know/can't comment/not applicable	2%	0%	10%	1%	0%	1%
Net Satisfied	85%	77%	70%	92%	84%	78%
Net Dissatisfied	3%	10%	21%	4%	2%	15%
Base number n	1200	108	273	878	150	99

*Survey: Core, Postal, In-Person, In language and Political Participant Surveys*

*Base: All eligible voters/political participants*

*A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially?*

## 2.4 Trust in voting process

Participants who completed the In person survey at an early voting centre or voting centre on election day (at 90%) reported the highest level of trust in the voting process. Around four in five Core survey participants (81%) reported they trusted the voting process. Three quarters (75%) of political participant survey respondents reported trust in the voting process.

A lower level of trust in the voting process was observed among Core survey participants living with disability (71%), Postal survey participants (70%) and in language survey participants (61%).

**Table 8 – Trust in voting process: by survey type**

COLUMN %	CORE	CORE - LIVING WITH DISABILITY	POSTAL	IN PERSON	IN LANGUAGE (CALD)	POLITICAL PARTICIPANT
Trust it a great deal	63%	55%	59%	77%	34%	59%
Trust it a little	17%	16%	11%	13%	27%	16%
Neither trust nor distrust it	11%	15%	17%	6%	11%	9%
Distrust it a little	4%	7%	4%	2%	3%	11%
Distrust it a great deal	3%	7%	2%	2%	1%	4%
Don't know	1%	1%	7%	1%	24%	1%
Net Trust	81%	71%	70%	90%	61%	75%
Net Don't Trust	7%	14%	6%	3%	4%	14%
Base number n	1200	108	273	878	150	85

Survey: Core, Postal, In Person, In language and Political Participant Survey

Base: All eligible voters/political participants

A4. To what extent do you trust or distrust the voting process?

## 2.5 Satisfaction

Overall satisfaction with the voting experience scored highly across most surveys. This result was lower among respondents who completed the Political participant survey, however it was noted the metric was asked with respect to their role rather than overall voting experience.

The majority of the In person survey participants (95%) and the Core survey participants (90%) reported they were very or fairly satisfied with the overall voting experience. Slightly fewer (87%) in language survey participants reported being satisfied. While around four in five Core survey participants living with disability (81%) and Postal survey participants (79%) reported being satisfied.

Among political participant survey respondents, around two thirds (67%) reported being satisfied with their overall experience in their role/position for the 2023 NSW State election.

**Table 9 – Overall satisfaction of election process: by survey type**

COLUMN %	CORE	CORE - LIVING WITH DISABILITY	POSTAL	IN PERSON	IN LANGUAGE (CALD)	POLITICAL PARTICIPANT
Very satisfied	62%	52%	57%	82%	23%	28%
Fairly satisfied	28%	29%	22%	12%	64%	38%
Neither/nor	4%	7%	10%	2%	10%	11%
Fairly dissatisfied	4%	8%	2%	1%	2%	9%
Very dissatisfied	2%	5%	4%	2%	1%	8%
Don't know/can't comment/not applicable	0%	0%	5%	0%	1%	5%
Net Satisfied	90%	81%	79%	95%	87%	67%
Net Dissatisfied	6%	12%	6%	3%	3%	17%
Base number n	1170	105	273	878	147	99

Survey: Core, Postal, In Person, In language and Political Participant Surveys

Base: All eligible voters/Political Participant

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience? A2. Taking everything into account, how satisfied or dissatisfied were you with your overall experience as [POSITION] in the 2023 NSW State election?

## Reasons for satisfaction

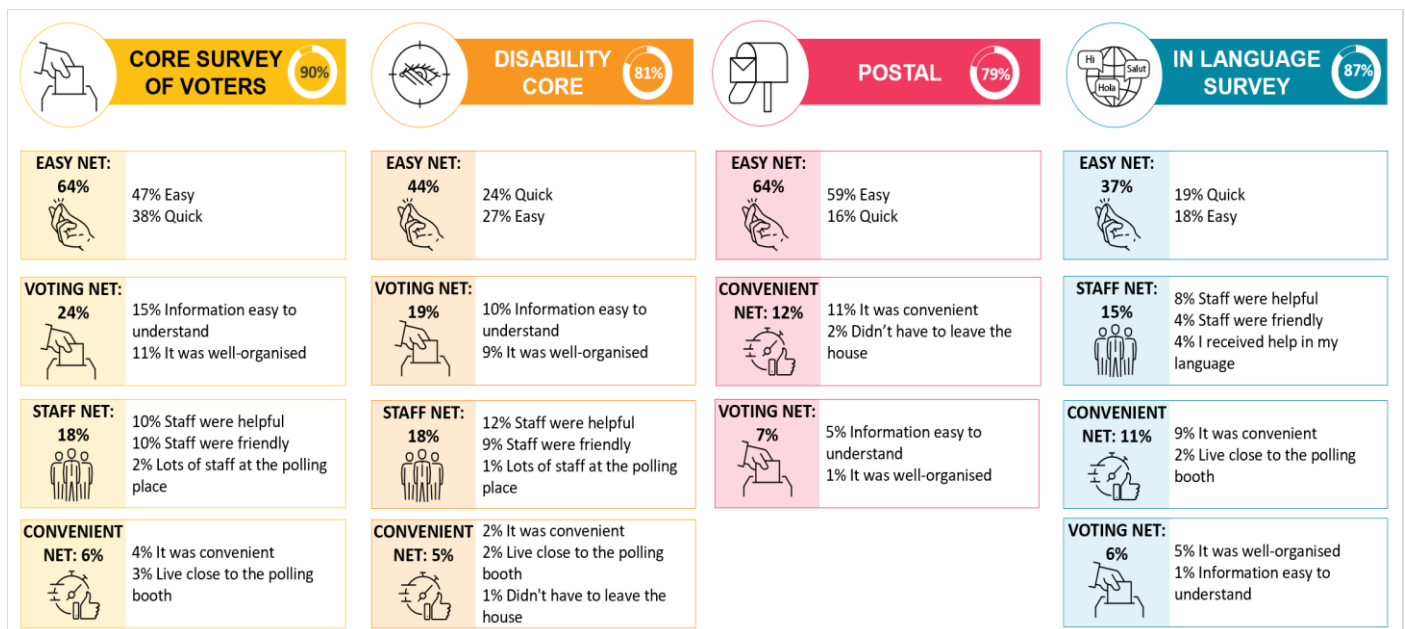
As shown in Figure 2, the reasons for satisfaction varied between the surveys. Among all surveys, the level of ease was a key reason for satisfaction. Just under a third of Core survey participants (64%) and Postal survey participants (64%) commented that ease was a key contributing factor to their overall level of satisfaction. In language survey participants were less likely to indicate that their satisfaction was driven by the ease of the process in contrast to other surveys (37%); however, it remained the most commonly reported reason for satisfaction.

The voting process was another reason for satisfaction identified by participants from the Core survey (24%), and those living with disability (19%). More specifically having information that was easy to understand, being well organised and having helpful and friendly staff all contributed to satisfaction with the voting experience.

Convenience was a reason for satisfaction identified by participants from Postal survey and In language surveys (12% and 11% respectively).

Staff was another reason for satisfaction identified by participants from the Core survey and in language survey (18% and 15% respectively). Around one in five Core survey participants living with disability also mentioned staff as a reason for satisfaction (18%).

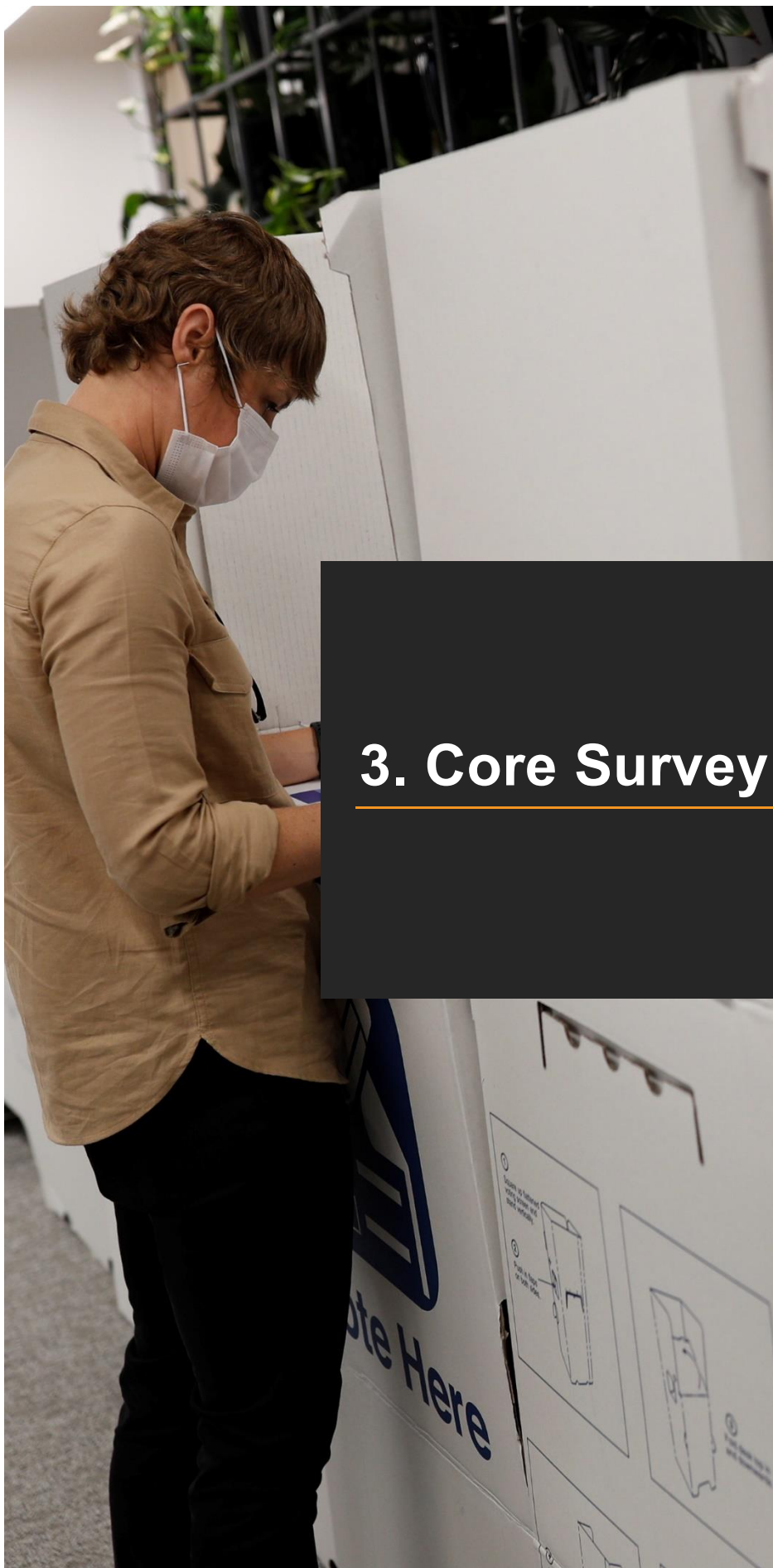
Figure 2 – Comparison of reasons for satisfaction, across surveys



Survey: Core, Postal, In Person, In language surveys

Base: Those satisfied including voters and non-voters; Core n=1,053; Core disability n=85; Postal n=224; In language n=128

A3. And why were you [satisfied/ very satisfied]?



### 3. Core Survey Findings

### 3. Core Survey Findings

#### 3.1 Overview

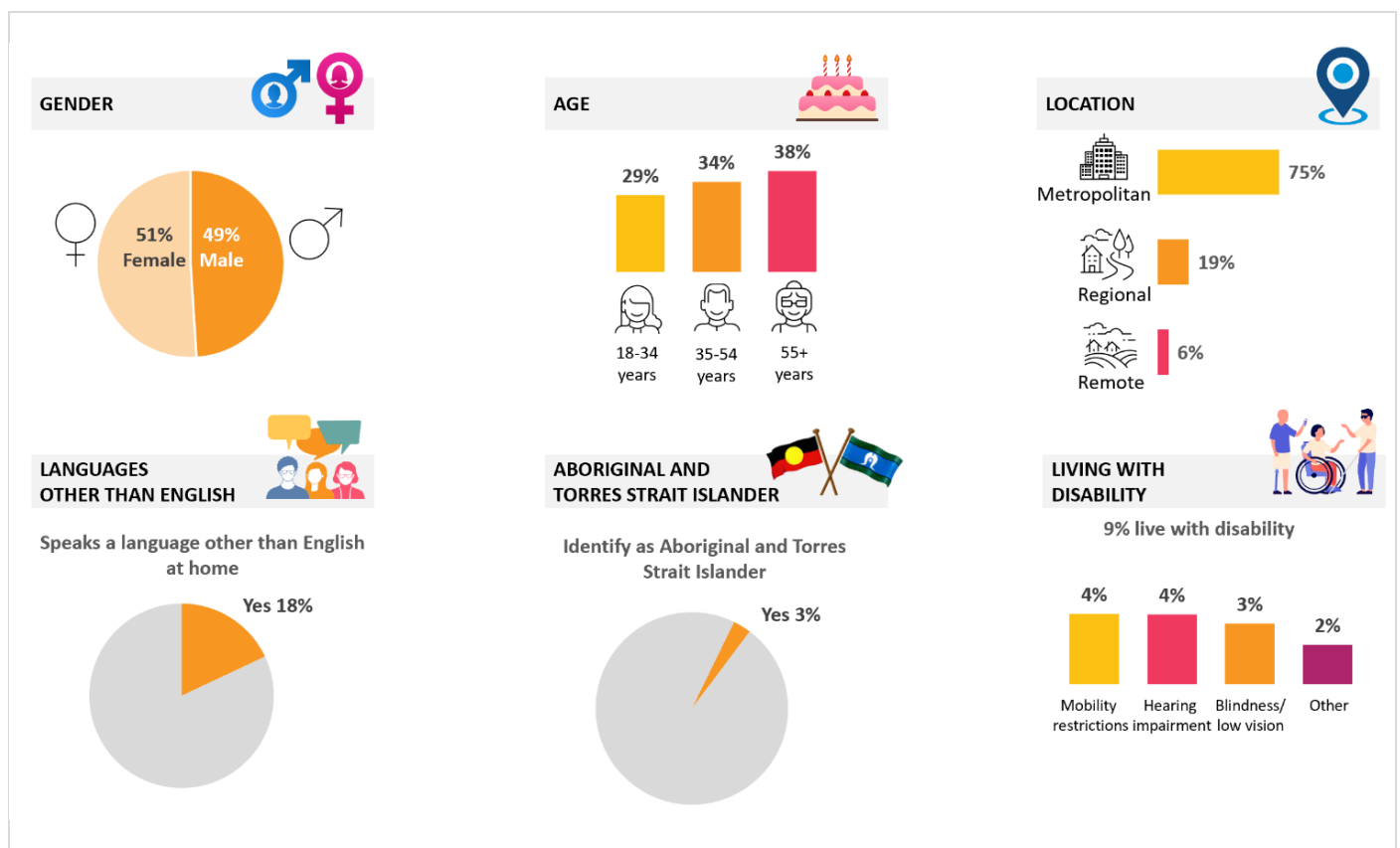
As part of the Core Survey, 1,200 NSW eligible voters took part in a 13 minute (on average) quantitative survey conducted via CATI phone interviews between the 26<sup>th</sup> March 2023 to 6<sup>th</sup> April 2023.

This component of the research aimed to gain a representative view of the opinions of voters and non-voters to evaluate the NSW Electoral Commission’s services at the 2023 NSW State election and to deliver actionable insights to increase understanding, trust and future participation in democracy.

#### Methodology

Participants included in the survey were representative of NSW eligible voters and data has been weighted by age, gender and location in line with ABS statistics. Figure 3 provides an overview of demographic data of participants.

Figure 3 – Overview of demographic data



Survey: Core Survey

Base: Total including voters and non-voters 2023 (n=1,200)

S3. How do you describe your gender? S5b. What is your age? State District Allocation. S5. And do you speak another language other than English at home? S6. Do you experience / have any of the following?

**Table 10 – Overview of demographic data**

<b>GENDER</b>	Male	49%
	Female	51%
<b>AGE</b>	18-34	29%
	35-54	34%
	55+	38%
<b>LOCATION</b>	Metro	75%
	Regional	19%
	Remote	6%
<b>CALD</b>	Yes	18%
	No	82%
<b>ABORIGINAL AND TORRES STRAIT ISLANDER</b>	Yes	3%
	No	96%
	Prefer not to say	1%
<b>LIVING WITH DISABILITY</b>	Mobility restrictions	4%
	Blindness or low vision	3%
	Hearing impairment	4%
	Other	2%
	Net Living with disability	9%
<i>Total Sample</i>		<i>1,200</i>

### Key findings

There were four key metrics measured for the 2023 NSW State election in the Core survey. There was a high level (90%) of satisfaction with overall voting experience and this has increased significantly since the 2019 NSW State election (84%), driven by an increased level of very satisfied participants (62% from 51% in 2019).

Confidence in the accuracy of election results was equally as high (90%), with over half (55%) of participants being very confident and 35% being fairly confident. The level of confidence in election results had increased significantly compared to 2019 (84%). Over four in five (85%) participants were satisfied that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially, with this result being significantly higher compared to 2019 (82%). Around four in five (81%) participants trusted the voting process, with just under two thirds (63%) having a great deal of trust. Trust was not captured in the 2019 Core survey.

For the 2023 NSW State election, the method that participants reportedly used to vote had varied since the 2019 NSW State election. There were significantly fewer participants who reported voting on election day at a voting centre (54% 2023, 68% 2019), with significantly more participants who voted early at an early voting centre (35% 2023, 24% 2019). Around one in ten (9%) participants cast a postal vote. Although there was no option to vote online for the 2023 NSW State election, 44% of participants indicated they would prefer to vote online for future elections including 76% of non-voting survey participants who reported preferring to vote online for future elections.

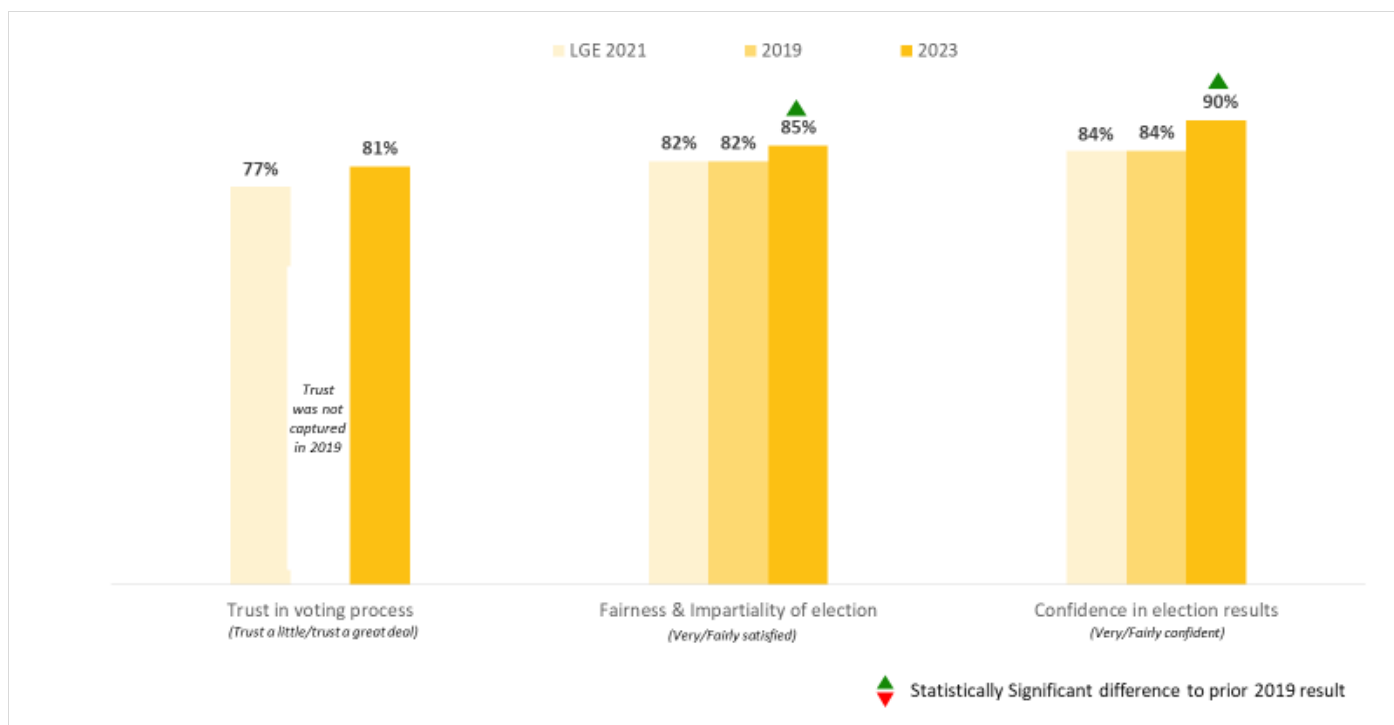
Satisfaction overall with the voting experience was high (90%), with around two thirds (64%) of participants reporting that they felt this way due to the ease of the voting experience. When subsequently prompted on whether participants found it easy or difficult to vote in the 2023 NSW State election, the majority (92%) reported they found it easy, with over two thirds (68%) finding it very easy. Only 4% of participants reported that it was difficult to vote in the election. Ease of voting was significantly lower for participants living with disability (83%). The majority (93%) of participants were satisfied with the time spent at the voting centre, with satisfaction having increased significantly since 2019 (89%). Around two in five (43%) participants received assistance at the voting centre or early voting centre, with almost all of these (97%) being satisfied with the assistance received.

There was evidence to show a few information gaps have decreased, with significantly more participants in 2023 reported knowing how to fill in a ballot paper (88% 2023, 83% 2019) and knowing about early and alternative voting options (70% 2023, 64% 2019). Almost two thirds (63%) of participants stated that they had no additional information needs. However, among those who wanted more information, key information requirements related to information about candidates and parties (14%), information about voting early (6%) and information on where to vote on election day (5%).

Participants reported relatively high levels of interest in a range of prompted ideas, notably reminder text messages (70%) and more information on methods to vote (62%).

### 3.2 Key Metrics Summary

Figure 4 – Overall key metrics (Top 2 boxes)



Survey: Core Survey

Base: Total including voters and non-voters (LGE 2021 n=1,200, 2019 n=1,200, 2023 n=1,200)

A4. To what extent do you trust or distrust the voting process? A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially? D5. Overall, how confident are you that the election results are accurate?

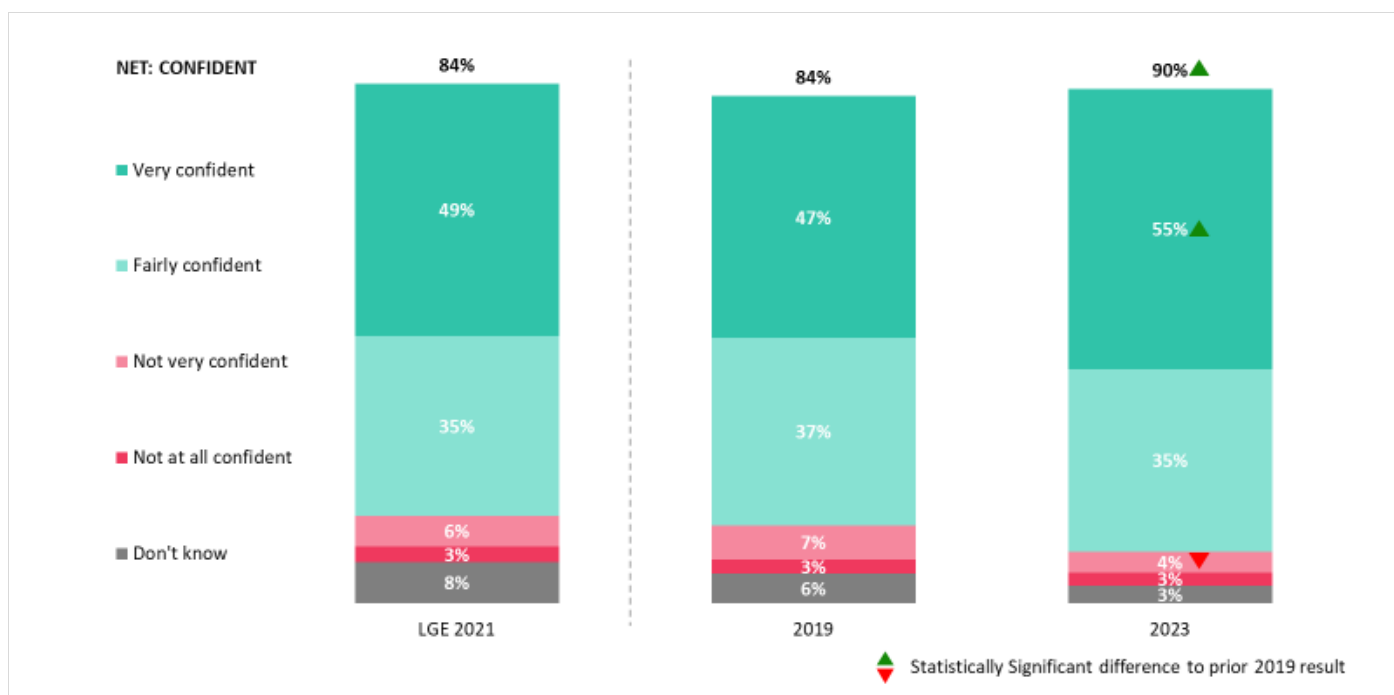
#### Confidence in election results

Of all key metrics, confidence in election results was the metric with the highest performance (90%), with over half (55%) of participants reporting they were very confident in 2023.

- The level of confidence has significantly increased in 2023 (90%) compared to the 2019 NSW State election (84%). This was due to both increased ratings of very confident and decreased ratings of not very confident.
- Participants living with disability had significantly lower confidence in the election results, with around eight in ten (79%) who reported they were very or fairly confident in the election results (compared to 90% of total participants).
- Aside from people living with disability, there were no other significant differences in the results between subgroups.



Figure 5 – Confidence in accuracy of election results



Survey: Core Survey

Base: Total including voters and non-voters (LGE 2021 n=1,200, 2019 n=1,200, 2023 n=1,200)

D5. Overall, how confident are you that the election results are accurate?

Table 11 – Confidence in accuracy of election results: by subgroups

COLUMN %	AGE			GENDER		CALD	LIVING WITH DISABILITY	
	TOTAL	18-34	35-54	55+	MALE			FEMALE
Very confident	55%	55%	47%	62%	60%	50%	48%	44%
Fairly confident	35%	35%	41%	30%	30%	39%	40%	35%
Not very confident	4%	5%	5%	3%	3%	5%	6%	7%
Not at all confident	3%	3%	3%	3%	3%	2%	2%	6%
Don't know	3%	2%	5%	3%	3%	4%	4%	7%
Net Confident	90%	90%	88%	92%	91%	90%	89%	79%
Net Not confident	7%	7%	7%	6%	6%	7%	8%	14%
Base number n	1200	333	431	436	572	623	209	108

Survey: Core Survey

Base: Total including voters and non-voters (2023)

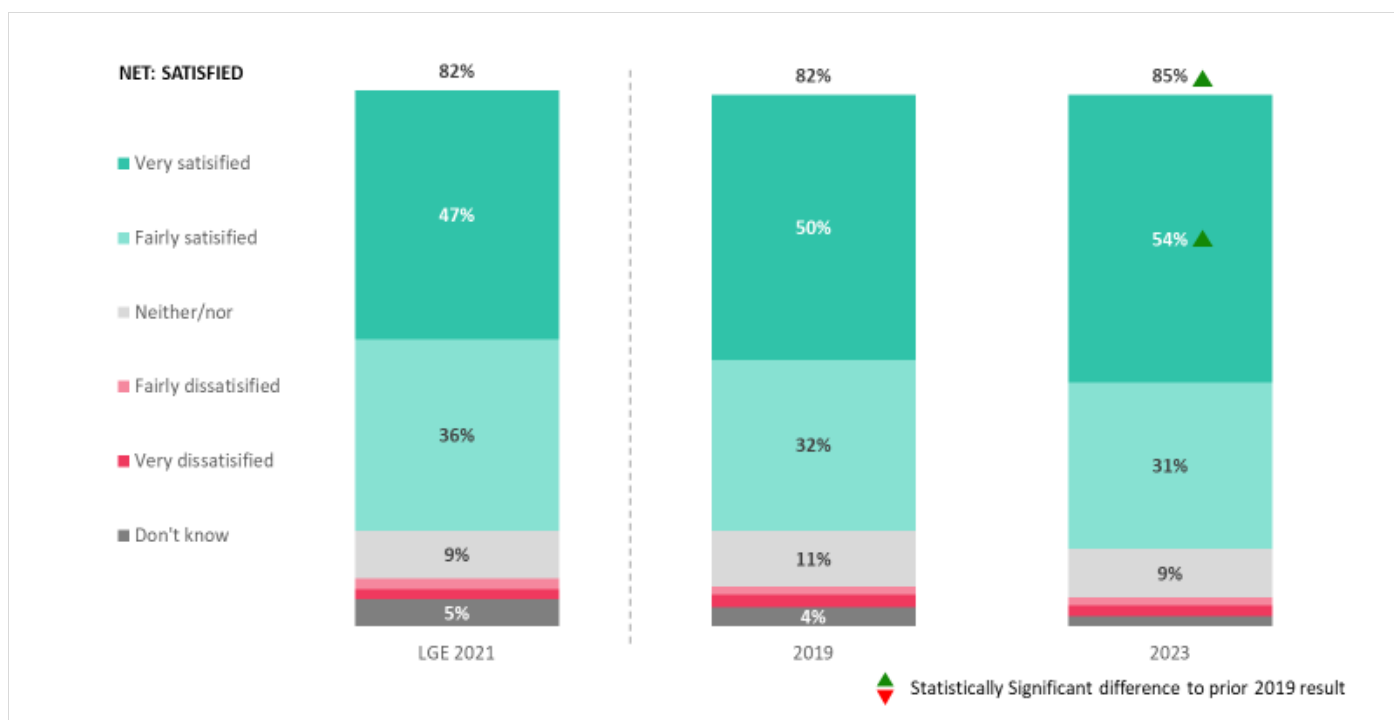
D5. Overall, how confident are you that the election results are accurate?

### Elections are conducted fairly and impartially

In 2023, perceptions of the conduct of the election as fair and impartial among participants (85%) was significantly higher compared to 2019 (82%). With over half (54%) of participants being very satisfied that the 2023 NSW State election was conducted fairly and impartially and a further 31% who were fairly satisfied. Only 3% were dissatisfied in their perception of fairness and impartially.

- Participants living with disability had significantly lower satisfaction that the 2023 NSW State election was conducted fairly and impartially (77%).

Figure 6 – Satisfaction with elections being conducted fairly and impartially



Survey: Core Survey

Base: Total including voters and non-voters (LGE 2021 n=1,200, 2019 n=1,200, 2023 n=1,200)

A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially?

Table 12 – Satisfaction with elections being conducted fairly and impartially: by subgroup

COLUMN %	AGE				GENDER		CALD	LIVING WITH DISABILITY
	TOTAL	18-34	35-54	55+	MALE	FEMALE	YES	YES
Very satisfied	54%	47%	50%	63%	54%	55%	53%	44%
Fairly satisfied	31%	37%	34%	24%	32%	30%	33%	32%
Neither/nor	9%	12%	9%	7%	7%	11%	8%	13%
Fairly dissatisfied	2%	1%	2%	2%	2%	1%	2%	6%
Very dissatisfied	2%	1%	2%	3%	2%	1%	2%	5%
Don't know/ can't comment/ not applicable	2%	2%	3%	1%	3%	1%	2%	0%
Net Satisfied	85%	84%	85%	87%	86%	85%	86%	77%
Net Dissatisfied	3%	2%	4%	4%	4%	3%	4%	10%
Base number n	1200	333	431	436	572	623	209	108

A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the NSW State election fairly and impartially?

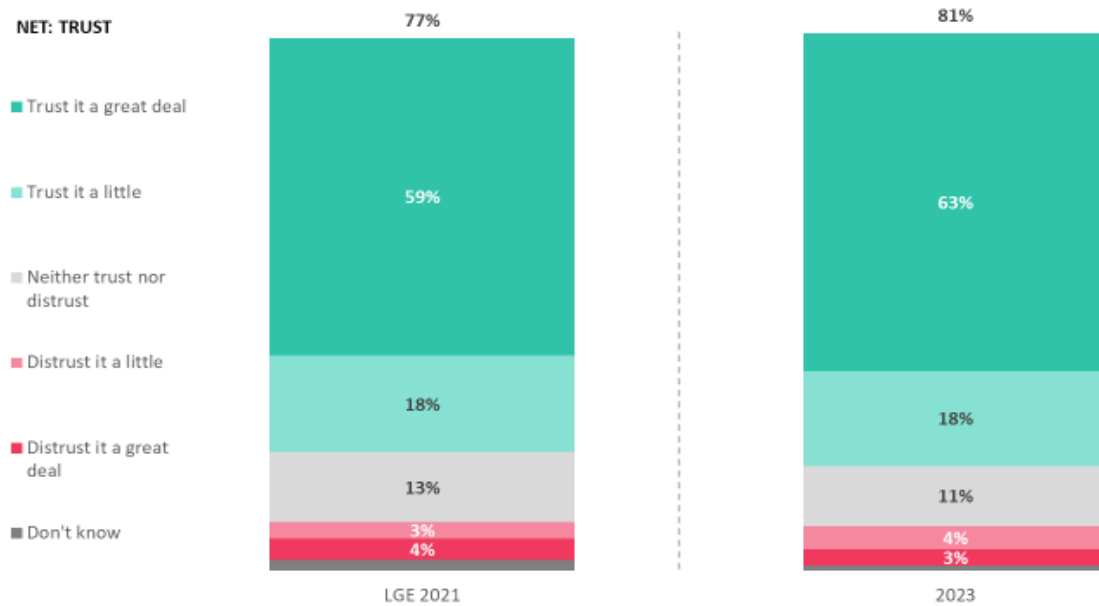
### Trust in voting process

Approximately four in five (81%) participants reported that they trusted the voting process, with just under two thirds (63%) reporting that they had a great deal of trust in the voting process. This result was comparable to the level of trust noted for the 2021 Local Government elections.

- Participants living with disability had significantly lower level of trust in the voting process for the 2023 NSW State election (71%) compared to participants living without disability.

- Older participants aged 55 years or more reported significantly higher levels of trust (85%) in the voting process compared to younger participants.

Figure 7 – Level of trust in voting process



Survey: Core Survey

Base: Total including voters and non-voters (LGE 2021 n=1,118, 2023 n=1,200)

A4. To what extent do you trust or distrust the voting process?

Table 13 – Level of trust in voting process: by subgroup

COLUMN %	AGE				GENDER		CALD	LIVING WITH DISABILITY
	TOTAL	18-34	35-54	55+	MALE	FEMALE	YES	YES
Trust it a great deal	63%	55%	61%	72%	68%	59%	68%	55%
Trust it a little	17%	25%	16%	13%	15%	19%	16%	16%
Neither trust nor distrust it	11%	13%	14%	7%	8%	14%	9%	15%
Distrust it a little	4%	4%	4%	4%	4%	5%	3%	7%
Distrust it a great deal	3%	3%	4%	3%	4%	2%	2%	7%
Don't know	1%	0%	1%	1%	1%	1%	1%	1%
Net Trust	81%	79%	77%	85%	84%	78%	84%	71%
Net Don't Trust	7%	7%	8%	7%	7%	7%	5%	14%
Base number n	1200	333	431	436	572	623	209	108

A4. To what extent do you trust or distrust the voting process?

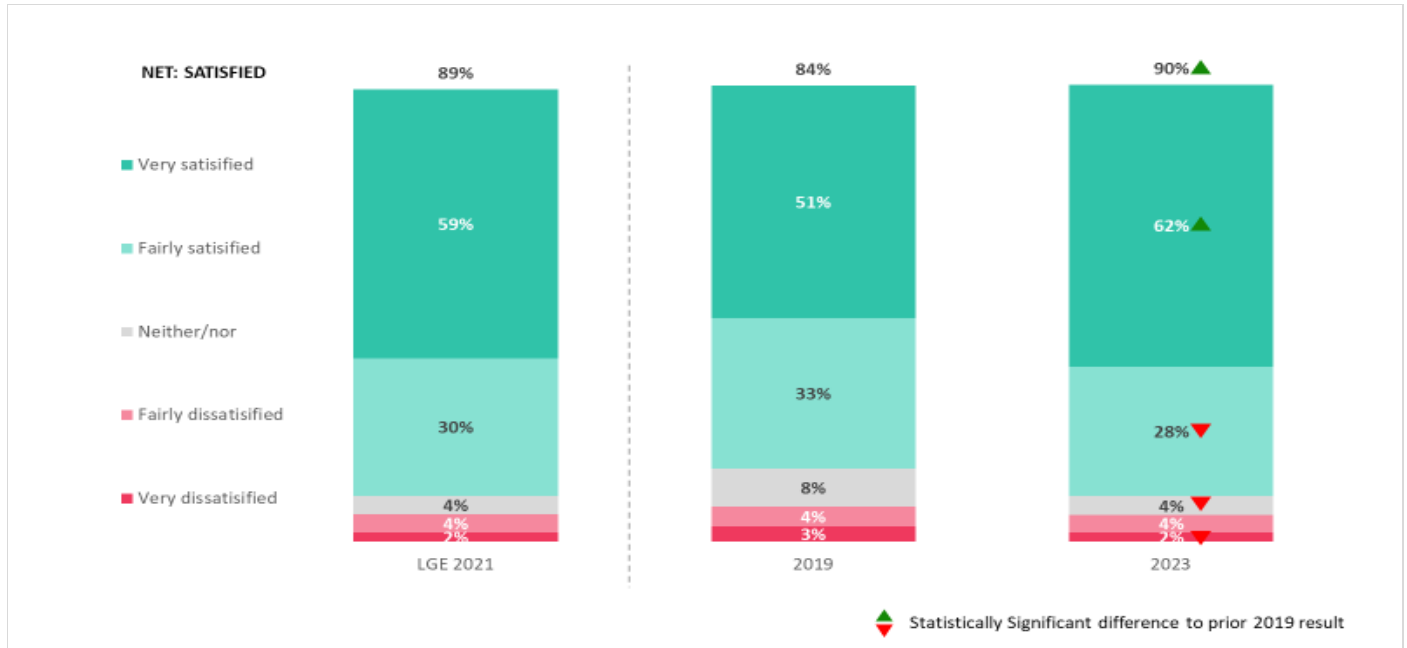
### Satisfaction with overall voting experience

In 2023, nine in ten (90%) participants were satisfied with their voting experience, with just under two thirds (62%) very satisfied. Only 6% were dissatisfied with the overall voting experience.

- The level of satisfaction was significantly higher for the 2023 NSW State election (90%) than in 2019 (84%). Primarily driven by an increased level of very satisfied participants (62% from 51% in 2019).
- Participants living with disability had significantly lower satisfaction with their overall voting experience (81%) compared to participants living without disability.

- Postal voter participants were significantly less satisfied (88%) in contrast to early voting participants (93%) and participants who used postal voting (93%).
- Male participants had significantly lower overall satisfaction (87%) compared to female participants (93%).

Figure 8 – Overall satisfaction with voting experience



Survey: Core Survey

Base: All those who voted (LGE 2021 n=1,118, 2019 n=1,161, 2023 n=1,170)

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

Table 14 – Overall satisfaction with voting experience: by subgroup

COLUMN %	AGE				GENDER		CALD	LIVING WITH DISABILITY
	TOTAL	18-34	35-54	55+	MALE	FEMALE	YES	YES
Very satisfied	62%	58%	57%	69%	59%	65%	62%	52%
Fairly satisfied	28%	32%	31%	23%	29%	27%	26%	29%
Neither satisfied nor dissatisfied	4%	6%	4%	3%	5%	3%	5%	7%
Fairly dissatisfied	4%	4%	4%	3%	4%	3%	4%	8%
Very dissatisfied	2%	2%	3%	1%	3%	1%	3%	5%
Don't know/can't comment/not applicable	0%	0%	0%	0%	0%	0%	1%	0%
Net Satisfied	90%	89%	88%	92%	87%	93%	88%	81%
Net Dissatisfied	6%	5%	7%	5%	7%	5%	7%	12%
Base number n	1170	320	421	429	562	603	202	105

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

Figure 9 – Overall satisfaction with voting experience: by subgroup



Survey: Core Survey

Base: All participants who voted (2023 n=1,170); Demo splits (min n=106 to n=852)

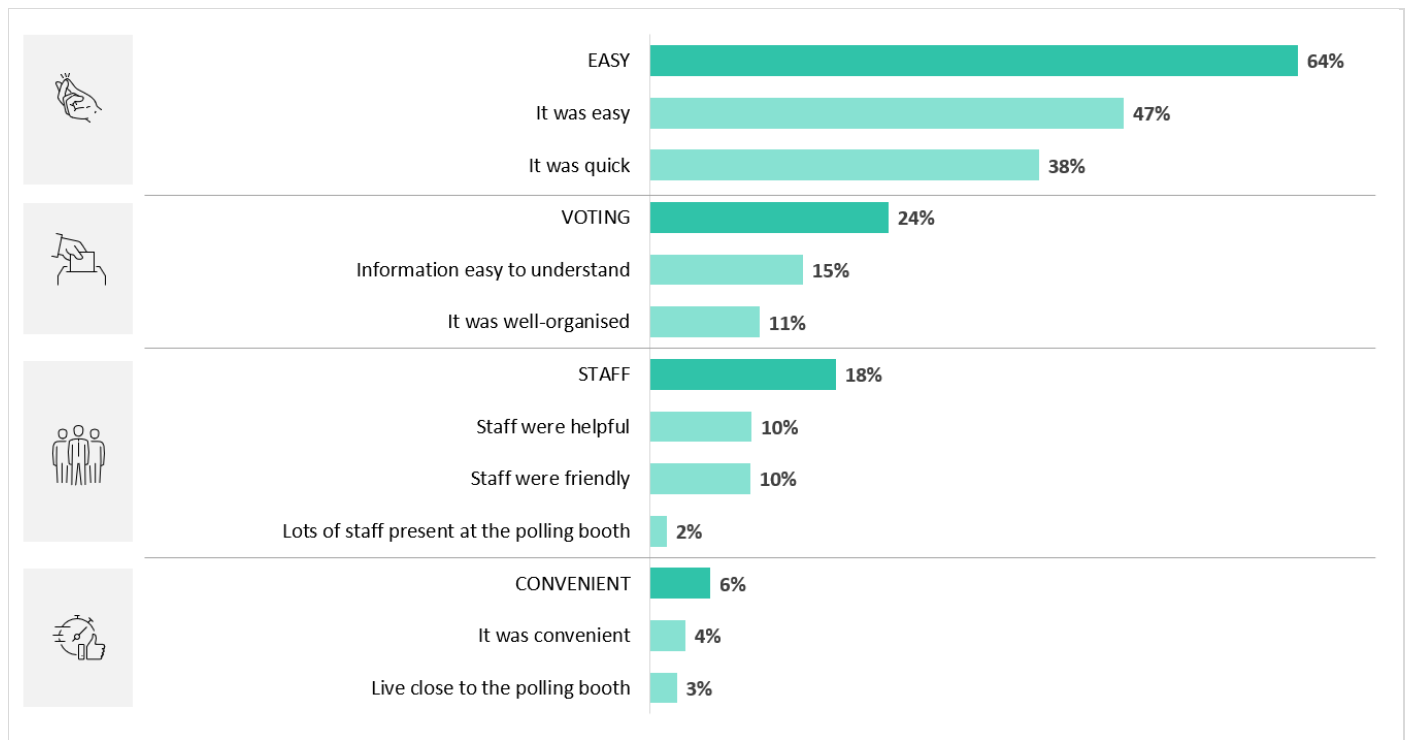
A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

### Reasons for satisfaction or dissatisfaction

Among satisfied participants, a range of reasons for satisfaction were identified:

- Nearly half (47%) reported it was easy.
- Around two in five (38%) reported it was quick.
- Around one in five (18%) participants identified staff as a reason for satisfaction, with one in ten reporting they were helpful (10%) and friendly (10%).
- Fifteen percent (15%) reported that information was easy to understand.

Figure 10 – Reasons for satisfaction



Survey: Core Survey

Base: Satisfied voters (n=1053)

A3. And why were you [satisfied, neither, dissatisfied]? OPEN ENDED RESPONSES POST-CODED

Table 15 – Reasons for satisfaction: by subgroup

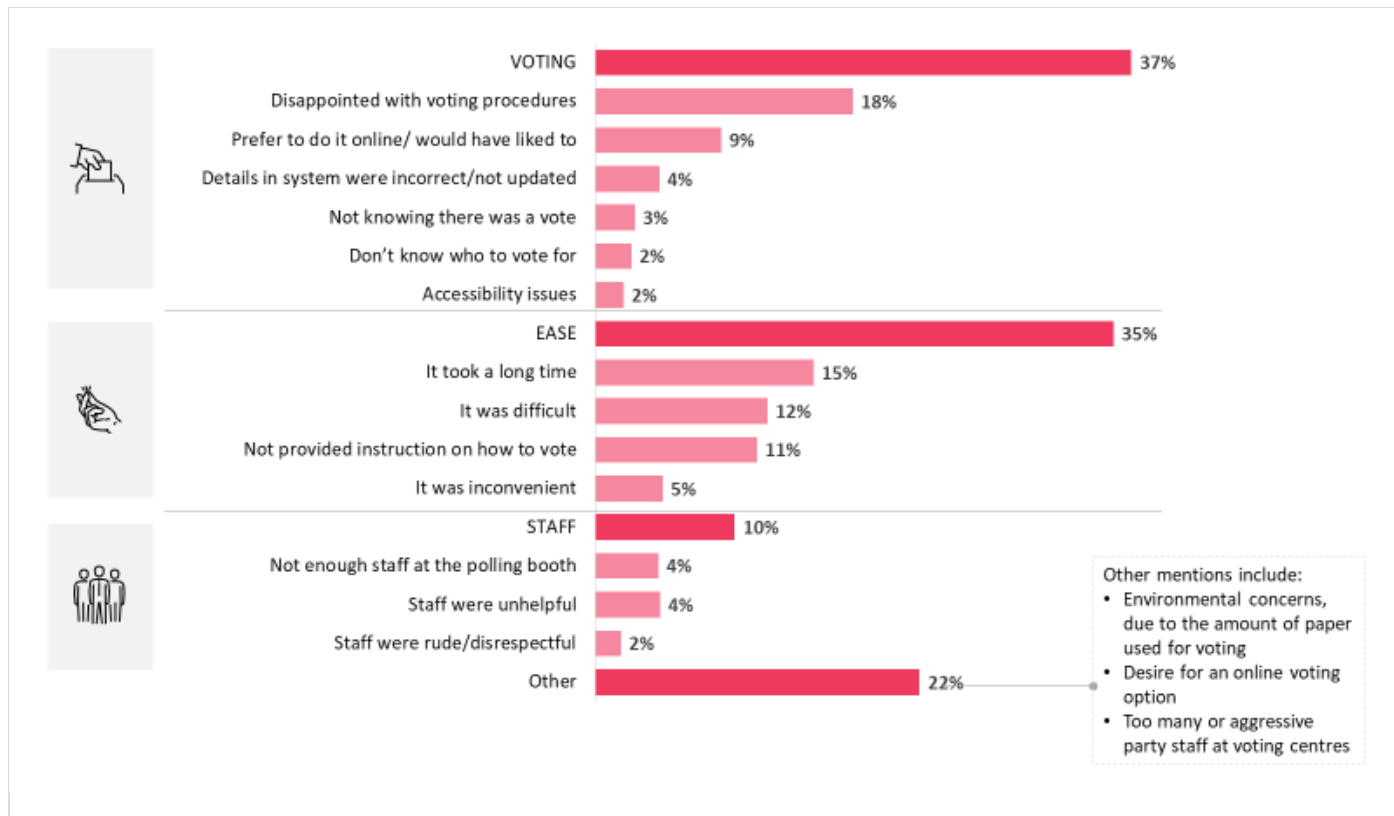
COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY	
		18-34	35-54	55+	MALE	FEMALE	YES	YES	
EASY	NET: EASY	64%	73%	63%	59%	63%	65%	64%	44%
	It was easy	47%	54%	48%	41%	45%	49%	41%	27%
	It was quick	38%	47%	39%	32%	37%	40%	39%	24%
VOTING	NET: VOTING	24%	25%	20%	25%	24%	23%	29%	19%
	Information received/ instructions were easy to understand	15%	19%	12%	15%	15%	15%	20%	10%
	It was well-organised	11%	9%	11%	12%	13%	9%	15%	9%
	COVID guidelines followed (social distancing/masks/QR codes)	0%	0%	0%	0%	0%	0%	0%	1%
	Others at booth were pleasant/well-behaved	0%	0%	0%	0%	0%	0%	0%	1%
STAFF	NET: STAFF	18%	15%	17%	22%	16%	20%	18%	18%
	Staff were helpful	10%	8%	9%	12%	10%	11%	12%	12%
	Staff were friendly	10%	7%	8%	14%	8%	11%	8%	9%
	Lots of staff present at the polling booth	2%	3%	1%	1%	2%	1%	2%	1%
CONVENIENT	NET: CONVENIENT	6%	6%	6%	5%	5%	6%	3%	5%
	It was convenient	4%	2%	4%	4%	3%	4%	2%	2%
	Live close to polling booth	3%	3%	3%	2%	2%	3%	2%	2%
	Didn't have to leave home	0%	0%	1%	0%	1%	0%	0%	1%
Base number n	1053	285	372	396	491	558	177	85	

A3. And why were you [satisfied, neither, dissatisfied]? OPEN ENDED RESPONSES POST-CODED

In comparison, participants who indicated that they were dissatisfied, mentioned the following reasons:

- Around one in five (18%) were disappointed with voting procedures.
- Fifteen percent (15%) reported that it took a long time to vote.
- Around one in ten specifically mentioned they considered it difficult to vote (12%), they were not provided instructions on how to vote (11%) and they would have preferred to have voted online (9%).

Figure 11 – Reasons for dissatisfaction or neutrality



Survey: Core Survey

Base: Dissatisfied or neutral voters (n=116)

A3. And why were you [satisfied, neither, dissatisfied]? OPEN ENDED RESPONSES POST-CODED

Table 16 – Reasons for dissatisfaction or neutrality: by subgroup

COLUMN %		AGE			GENDER		CALD	LIVING WITH DISABILITY	
		TOTAL	18-34	35-54	55+	MALE	FEMALE	YES	YES
VOTING NEGATIVE	NET: VOTING	37%	40%	35%	35%	36%	38%	46%	52%
	Disappointed with voting procedures	18%	17%	17%	19%	22%	11%	12%	32%
	Prefer to do it online/would have liked to	9%	11%	10%	3%	7%	11%	17%	5%
	Details in system were incorrect/not updated	4%	6%	4%	3%	3%	7%	8%	6%
	Not knowing there was a vote	3%	3%	0%	6%	1%	5%	4%	5%
	Don't know who to vote for	2%	0%	4%	3%	3%	2%	0%	5%
	Accessibility issues	2%	3%	0%	3%	2%	3%	4%	5%
EASE NEGATIVE	NET: EASE	35%	44%	33%	30%	33%	40%	47%	19%
	It took a long time	15%	14%	19%	9%	15%	16%	21%	0%
	It was difficult	12%	17%	9%	9%	10%	15%	17%	14%
	Not provided instruction on how to vote	11%	9%	8%	17%	13%	9%	17%	9%
	It was inconvenient	5%	9%	2%	3%	5%	5%	13%	0%
STAFF NEGATIVE	NET: STAFF	10%	14%	6%	9%	7%	14%	17%	10%
	Not enough staff at the polling booth	4%	6%	4%	3%	3%	7%	4%	0%
	Staff were unhelpful	4%	6%	2%	7%	3%	7%	8%	10%
	Staff were rude/disrespectful	2%	6%	0%	0%	1%	2%	4%	0%
Other	22%	14%	28%	23%	24%	20%	12%	15%	
Don't know	2%	3%	4%	0%	3%	2%	0%	5%	
Base number n	116	35	49	32	70	45	24*	20*	

A3. And why were you [satisfied, neither, dissatisfied]? OPEN ENDED RESPONSES POST-CODED

### Driving overall satisfaction with voting experience

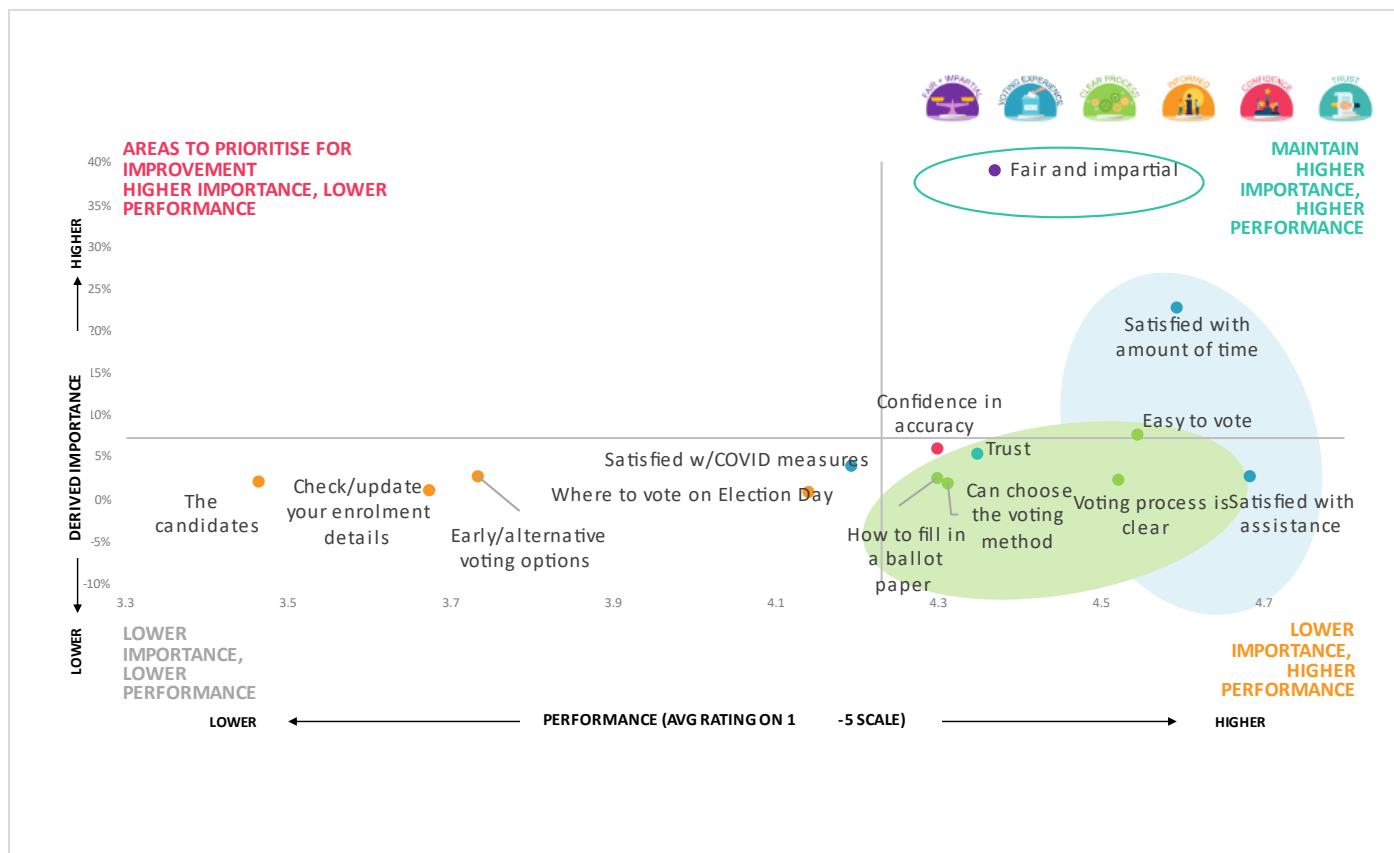
According to participants, a range of voting elements were important to be satisfied overall with the 2023 NSW State election experience. Figure 12 depicts participants derived importance of voting elements on overall satisfaction related to their experience (on Y axis) and reported level of satisfaction in 2023 (along X axis). This allows us to identify key areas to prioritise for the future and areas to focus on maintaining performance. See analysis notations in Section 1.12 Interpreting the Data for full technical and interpretation detail.

The primary driver of overall satisfaction was the perception of whether the election was conducted fairly and impartially by the NSW Electoral Commission. Satisfaction that the election was conducted fairly and impartially was high, with the majority (85%) of participants satisfied.



Secondary drivers of overall satisfaction related to the voting experience, especially satisfaction with the amount of time at the voting centre. Satisfaction with the amount of time to vote was high (93%) and this element fell into the maintain quadrant in order to achieve high overall satisfaction levels.

Figure 12 – Importance (derived) in driving overall satisfaction x satisfaction



Survey: Core Survey

Base: Total those who voted (2023 n=1,170)

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

### 3.3 Voting Behaviours

#### Overall voting behaviour

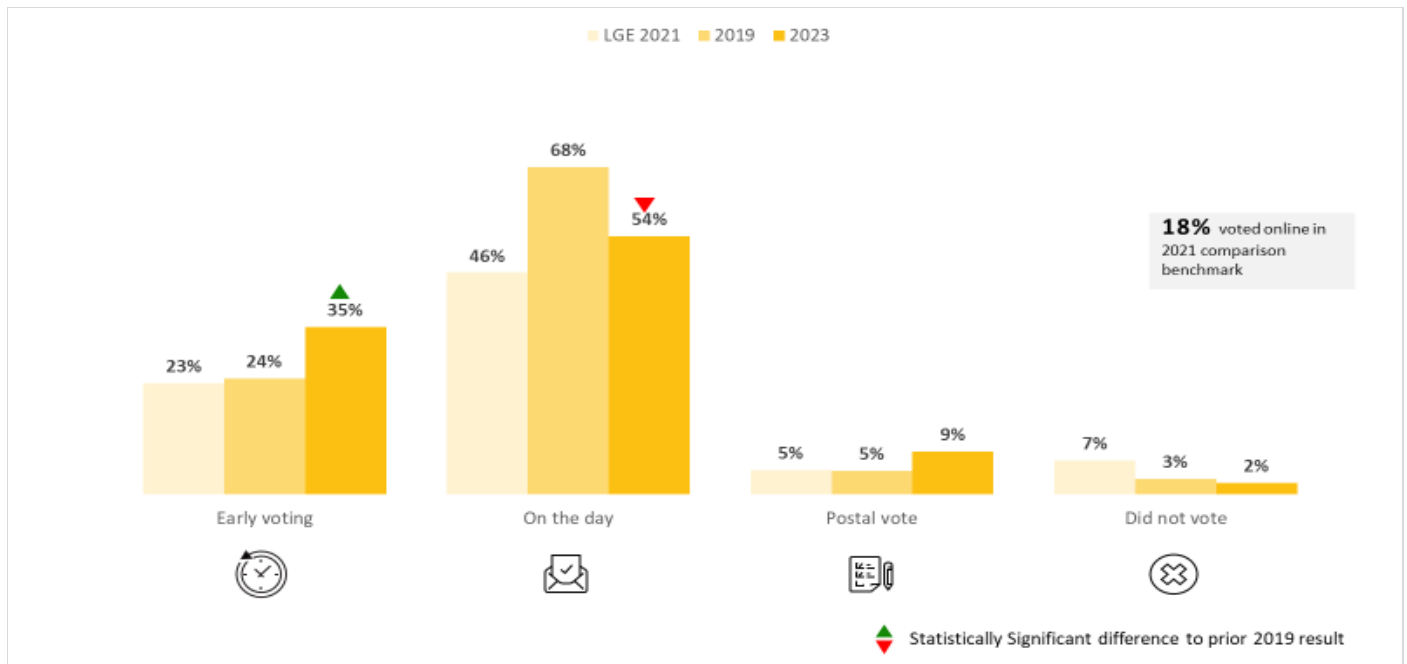
As shown in Figure 13, participants reported using a range of methods of voting in the 2023 NSW State election. There was a significant increase in incidence of early voting (35%) as reported by survey participants in 2023 in contrast to the prior 2019 NSW State election (24%). In contrast there is a significant decrease for in person voting on the day (54% 2023, 65% 2019). There was also a slight increase in reported levels of postal voting (9% 2023, 5% 2019).

The differences by subgroup are referenced in Table 17:

- Participants aged 55 years or more were significantly more likely to participate in early voting (39%) and postal voting (13%) and less likely to vote in person on election day (46%).
- Participants who were aged 35-54 years were significantly more likely to vote in person on election day (62%) and were the least likely age group to vote early (29%).
- Regionally based participants were significantly more likely to participate in early voting (40%) in contrast to metropolitan voters (33%).

- Participants living with disability were significantly more likely to cast a postal vote (17%) compared to participants living without disability.

Figure 13 – Method of voting



Survey: Core Survey

Base: Total including voters and non-voters (LGE 2021 n=1,200, 2019 n=1,200, 2023 n=1,200)

S10. And thinking now of the NSW State election held on the 25th of March 2023, did you vote – either on election day or earlier? S11. Which of the following best describes how you voted? Did you vote...?

Table 17 – Method of voting: by subgroup

COLUMN %	AGE			GENDER		CALD	LIVING WITH DISABILITY	LOCATION		
	TOTAL	18-34	35-54	55+	MALE			FEMALE	YES	METRO
Pre-poll	35%	36%	29%	39%	34%	35%	38%	34%	33%	40%
Election day	54%	53%	62%	46%	56%	52%	52%	45%	55%	50%
Postal	9%	7%	7%	13%	8%	10%	7%	17%	10%	6%
Other method	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Did not vote	2%	4%	2%	2%	2%	3%	3%	3%	2%	4%
Base number n	1200	333	431	436	572	623	209	108	870	330

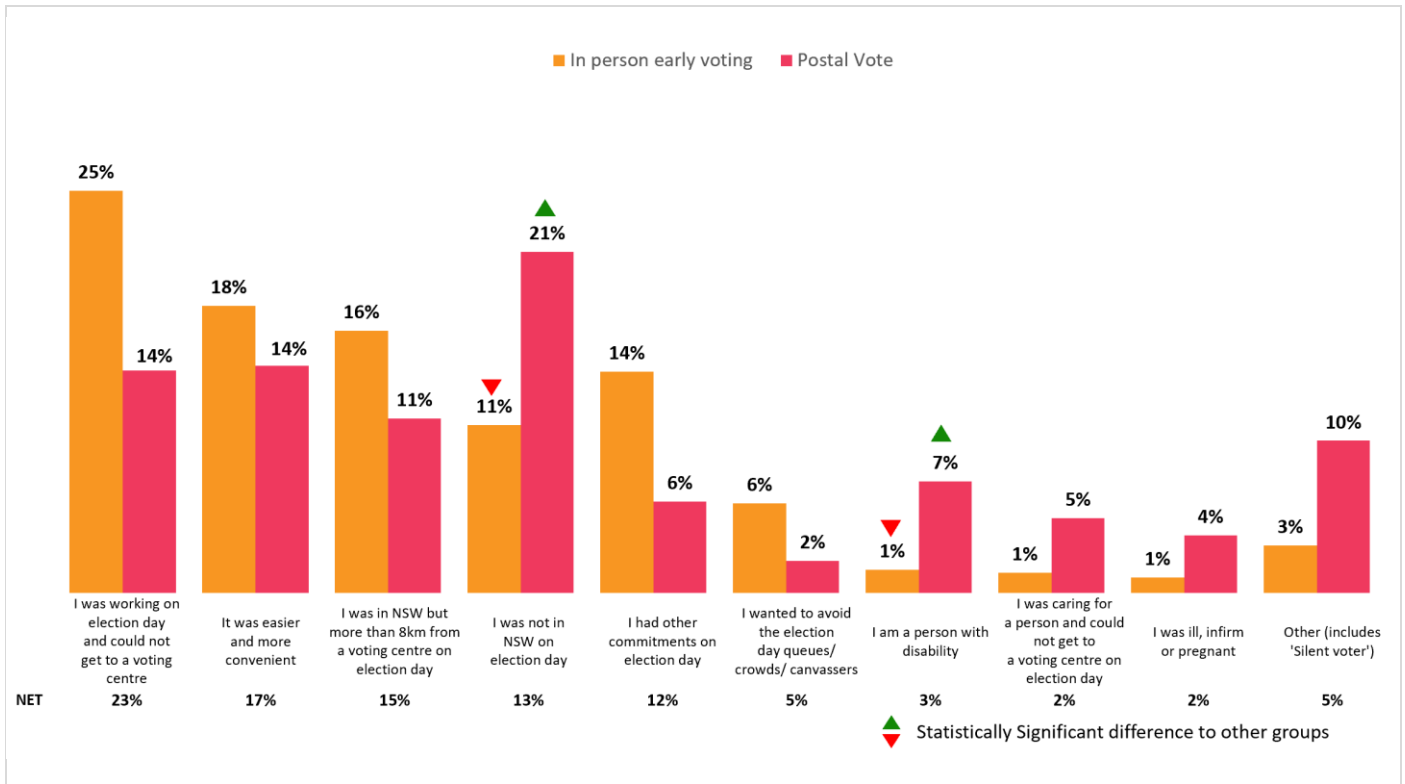
S10. Thinking now of the NSW State election held on the 25th of March 2023, did you vote – either on election day or earlier? S11. Which of the following best describes how you voted? Did you vote...?

Among participants who chose to vote early, Figure 14 shows the main reason reported for doing so was they were working on election day (25%), followed by less than one in five (18%) who found it easier and convenient and those who were more than 8km from a voting centre on the day (16%).

Participants who voted via postal vote were most likely to report that they did so as they were not in NSW on election day leading to a postal vote. Approximately one in five (21%) postal vote participants reported they were out of state on election day.

- Among postal voter participants, living with disability was a significantly more pronounced reason for undertaking a postal vote (7%) compared to those who voted early (1%).

Figure 14 – Reason for not voting in person on election day: by voting method



Survey: Core Survey

Base: Voted prior and did not vote in person (2023 n=525)

S13. What is the main reason you voted this way rather than in person on election day?

Table 18 – Reason for not voting in person on election day: by voting method

COLUMN %	TOTAL	IN PERSON EARLY VOTING	POSTAL
I was working on election day and could not get to a voting centre	23%	25%	14%
It was easier and more convenient	17%	18%	14%
I was in NSW but more than 8km from a voting centre on election day	15%	16%	11%
I was not in NSW on election day	13%	11%	21%
I had other commitments on election day	12%	14%	6%
I wanted to avoid the election day queues/crowds/canvassers (not necessarily because of COVID)	5%	6%	2%
I am a person with disability	3%	1%	7%
I was caring for a person and could not get to a voting centre on election day	2%	1%	5%
I was ill, infirm or pregnant	2%	1%	4%
I didn't care about the election and just wanted to get it over and done with	1%	1%	0%
I was passing and decided to vote then	1%	1%	0%
I was hospitalised	1%	0%	4%
I am a silent elector	1%	0%	5%
I was helping a relative/friend who could not vote on election day	0%	0%	1%
I was concerned about COVID-19 risk of attending in person	0%	0%	1%
I had made up my mind and was ready to vote	0%	0%	0%
I am blind or have low vision	0%	0%	1%
I have religious beliefs which prevent me from voting at a voting centre on election day	0%	0%	0%
Other	3%	3%	5%
Don't know	0%	0%	0%
Base number n	525	416	106

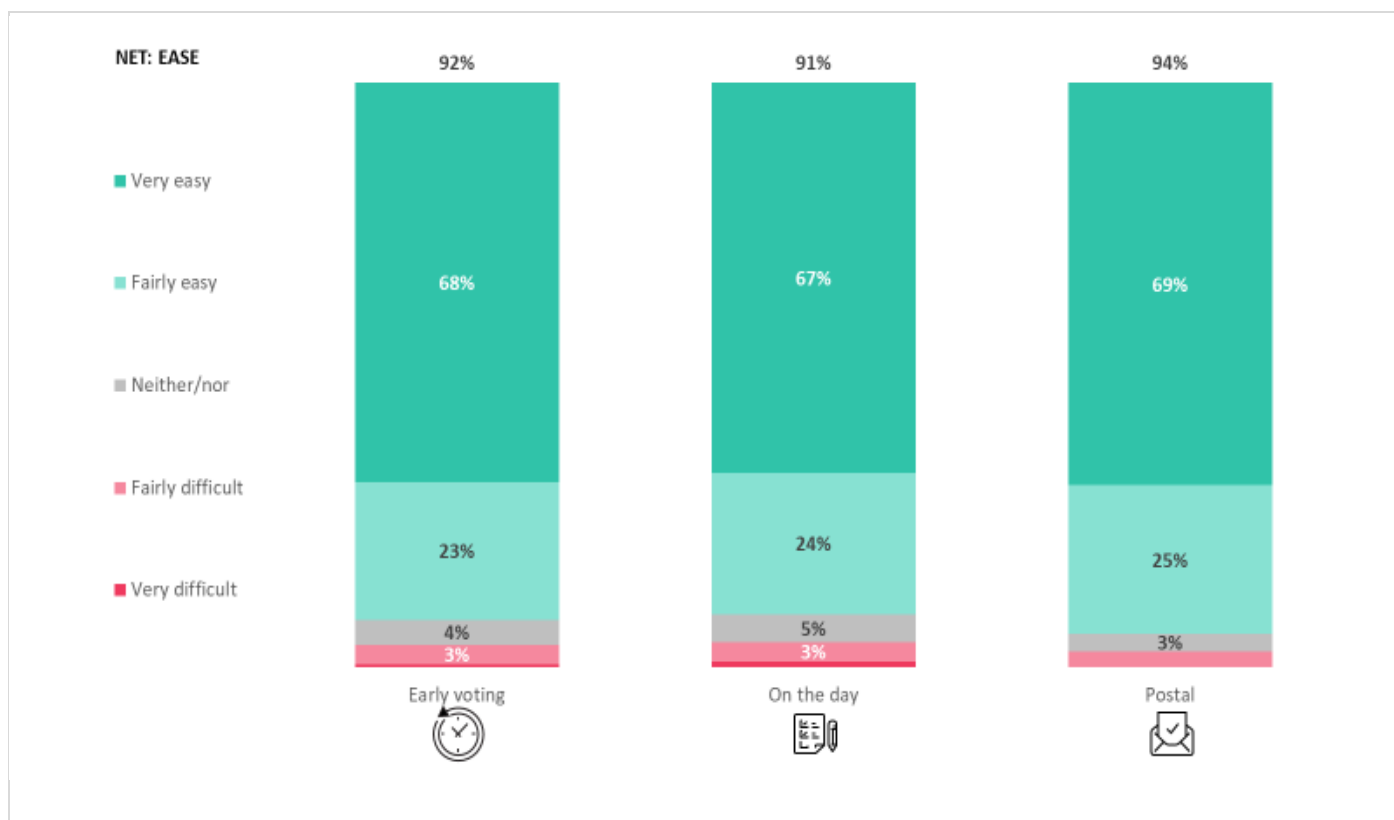
S13. What is the main reason you voted this way rather than in person on election day?

### Ease to vote

There were high levels of ease reported by participants across all voting methods. There were no significant differences in reported ease between the methods that the participant used to vote (refer to Figure 15).

- Participants aged 18-34 years were significantly more likely to report that it was easy to vote (95%) in the 2023 NSW State election in contrast to older participants.
- Participants living with disability were the least likely to report it was easy to vote compared to participants living without disability, with over four in five (83%) participants living with disability found it easy overall and around one in ten (10%) did not.

Figure 15 – Ease of voting: by voting method



Survey: Core Survey

Base: Early voting (n=416), On the day (n=645), Postal Vote (n=106)

A5. Overall, did you find it easy or difficult to vote in this election?

Table 19 – Ease of voting overall: by subgroup

COLUMN %	AGE				GENDER		CALD	LIVING WITH DISABILITY
	TOTAL	18-34	35-54	55+	MALE	FEMALE	YES	YES
Very easy	68%	69%	66%	67%	67%	68%	67%	55%
Fairly easy	24%	26%	23%	24%	24%	24%	24%	28%
Neither easy nor difficult	4%	4%	5%	4%	4%	5%	4%	7%
Fairly difficult	3%	2%	5%	3%	3%	3%	3%	8%
Very difficult	1%	0%	0%	2%	1%	1%	1%	3%
Don't know/can't comment/not applicable	0%	0%	0%	0%	0%	0%	0%	0%
Net Easy	92%	95%	90%	91%	92%	91%	92%	83%
Net Difficult	4%	2%	5%	5%	4%	4%	4%	10%
Base number n	1170	320	421	429	562	603	202	105

A5. Overall, did you find it easy or difficult to vote in this election?

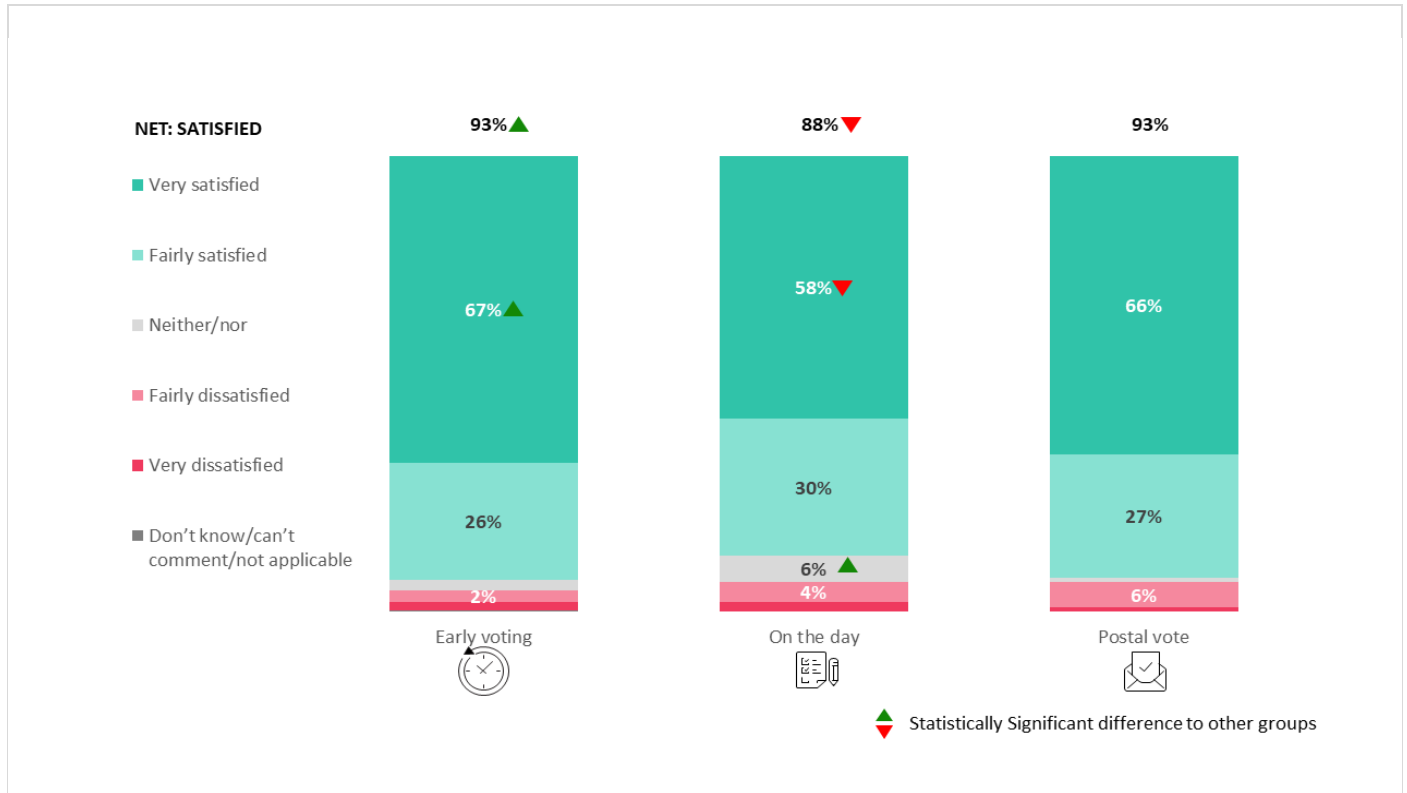
### Voting experience

For the 2023 NSW State election, just over half of survey participants reported voting in person on election day (54%) and over one third (35%) voted at an early voting centre in person (refer to Figure 13).

- As shown in Figure 16, participants who voted early were significantly more satisfied with their overall voting experience (93%) compared to participants who did not vote early.

- Participants who voted on the day were significantly less satisfied with the experience (88%), with significantly less very satisfied ratings (58%) compared to participants that did not vote on the day.
- The majority of participants who voted in person either on the day or early, agreed that the voting process was private (refer to Figure 17). Participants who voted early were the most likely to agree that the voting process was private (98%) followed by those voting on the day (96%), followed closely by postal voting (92%).

Figure 16 – Overall satisfaction with voting experience: by voting method



Survey: Core Survey

Base: Early voting (n=416), Election day (n=645), Postal Vote (n=106)

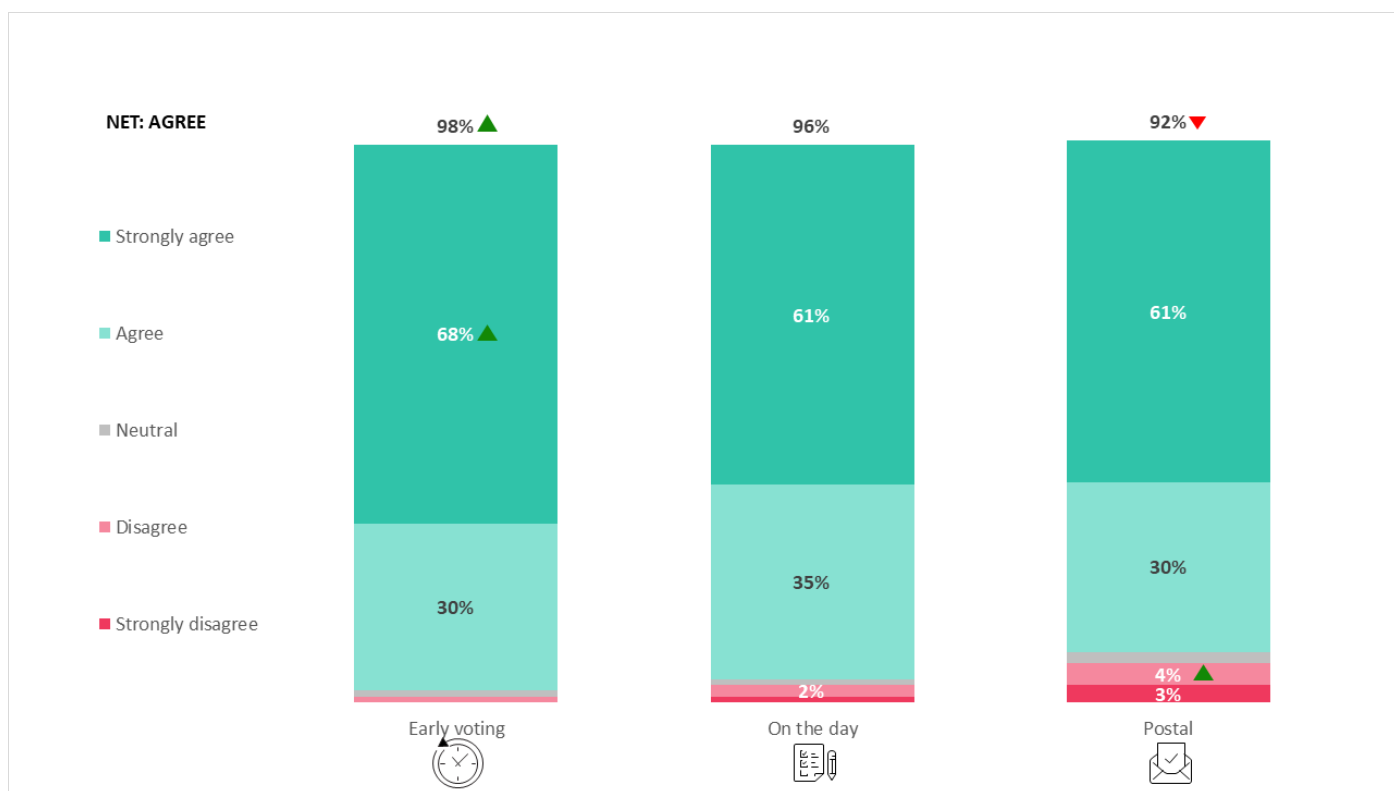
A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

Table 20 – Overall satisfaction with voting experience: by voting method

COLUMN %	TOTAL	VOTING METHOD		
		PRE-POLL	ELECTION DAY	POSTAL
Very satisfied	62%	67%	58%	66%
Fairly satisfied	28%	26%	30%	27%
Neither satisfied nor dissatisfied	4%	2%	6%	1%
Fairly dissatisfied	4%	2%	4%	6%
Very dissatisfied	2%	2%	2%	1%
Don't know/can't comment/not applicable	0%	0%	0%	0%
Net Satisfied	90%	93%	88%	93%
Net Dissatisfied	6%	4%	7%	6%
Base number n	1170	416	645	106

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

Figure 17 – Degree of privacy to voting process: by voting method



Survey: Core Survey

Base: Early voting (n=416), Election day (n=645), Postal Vote (n=106)

A6. Do you agree or disagree your voting process was private? Note: For this question “private” refers to your vote not being seen by anyone other than yourself

Table 21 – Degree of privacy to voting process: by voting method

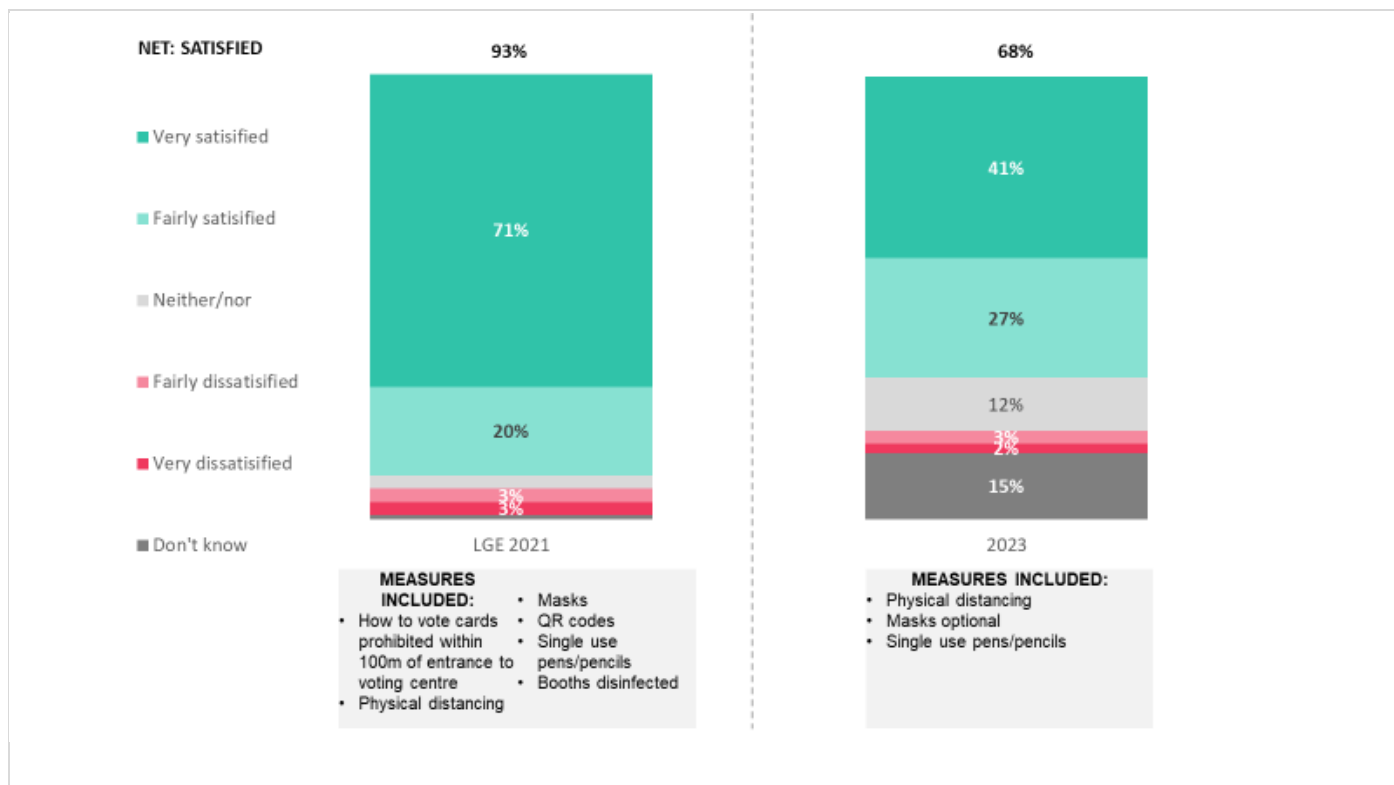
COLUMN %	TOTAL	VOTING METHOD		
		PRE-POLL	ELECTION DAY	POSTAL
Strongly agree	63%	68%	61%	61%
Agree	33%	30%	35%	30%
Neutral	1%	1%	1%	2%
Disagree	1%	1%	2%	4%
Strongly disagree	1%	0%	1%	3%
Don't know	0%	0%	0%	0%
Net Agree	96%	98%	96%	92%
Net Disagree	2%	1%	3%	7%
Base number n	1170	416	645	106

A6. Do you agree or disagree your voting process was private? Note: For this question “private” refers to your vote not being seen by anyone other than yourself

As shown in Figure 18, over two thirds (68%) of participants were satisfied with the COVID safety measures at the voting centre or early voting centre they attended for the 2023 NSW State election, with around two in five being very satisfied (41%). Overall, 5% of participants were dissatisfied with the COVID safety measures in place. Approximately one quarter (27%) of participants were neither satisfied nor dissatisfied or did not know what COVID safety measures were in place at the voting centre they attended.

The results shown in Figure 18 were contrasted with results for the 2021 Local Government elections where additional measures were implemented because of a recent outbreak of COVID-19 in NSW prior to the 2021 election date.

**Figure 18 – Satisfaction with COVID safety measures**



Survey: Core Survey

Base: Total who voted in person (LGE 2021 n=849, 2023 n=1,061)

B4 How satisfied or dissatisfied were you with the COVID safety measures in place at your voting centre?

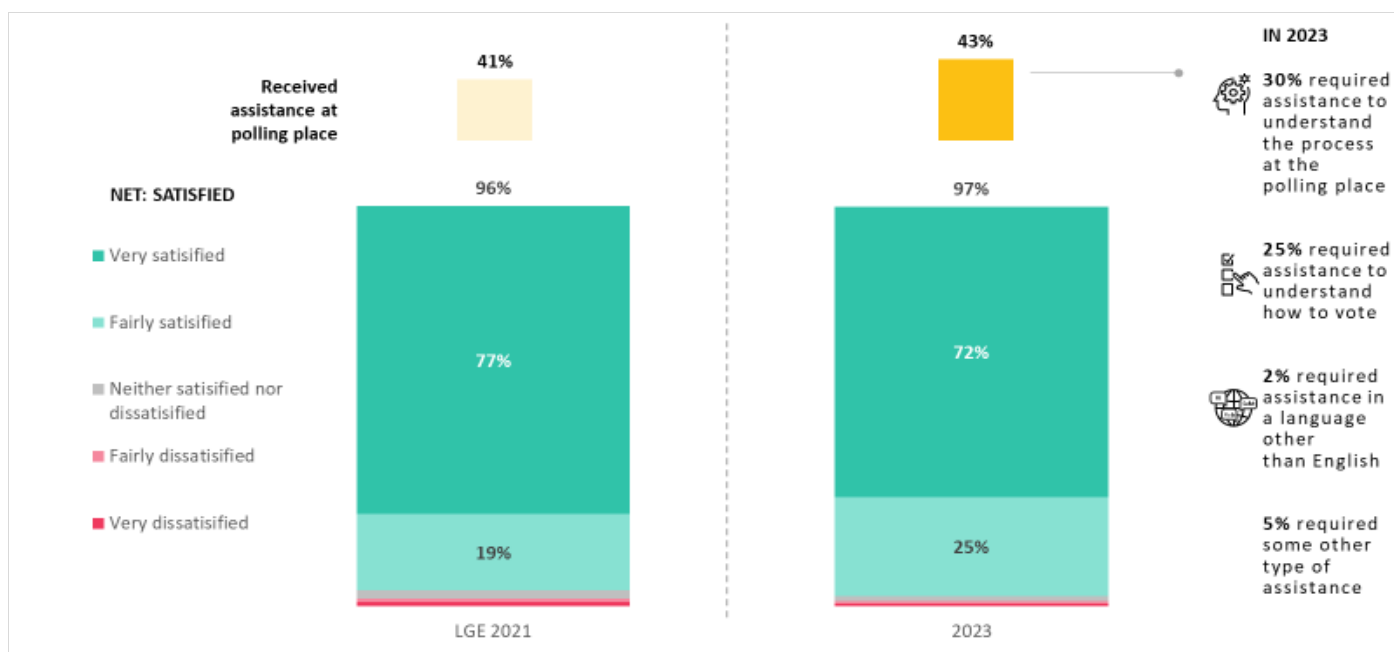
Around two in five participants (43%) received assistance at an early voting centre or voting centre on election day (refer to Figure 19). The majority (97%) of those who received assistance from staff while at the voting centre reported that they were satisfied overall with the assistance received in 2023, including around seven in ten (72%) that were very satisfied.

- This was similar to levels of assistance given, and satisfaction with this assistance, as noted for the 2019 Local Government elections.
- Participants aged 55 years, or more were the most satisfied with assistance received (99%) in contrast to younger participants aged 18-34 years (95%).

Participants identified two main reasons that assistance was required: a need to understand the process at the voting centre (30%) and to understand how to vote (25%). A small proportion (2%) required assistance in a language other than English.



Figure 19 – Received assistance at voting centre



Survey: Core Survey

Base: Electors who voted in person and received some assistance (2021 n=346, 2023 n=499)

B5. Did you receive any of the following assistance from election staff at the voting centre? B8. Overall, were you satisfied or dissatisfied with this assistance?

Table 22 – Satisfaction with assistance received: by subgroup

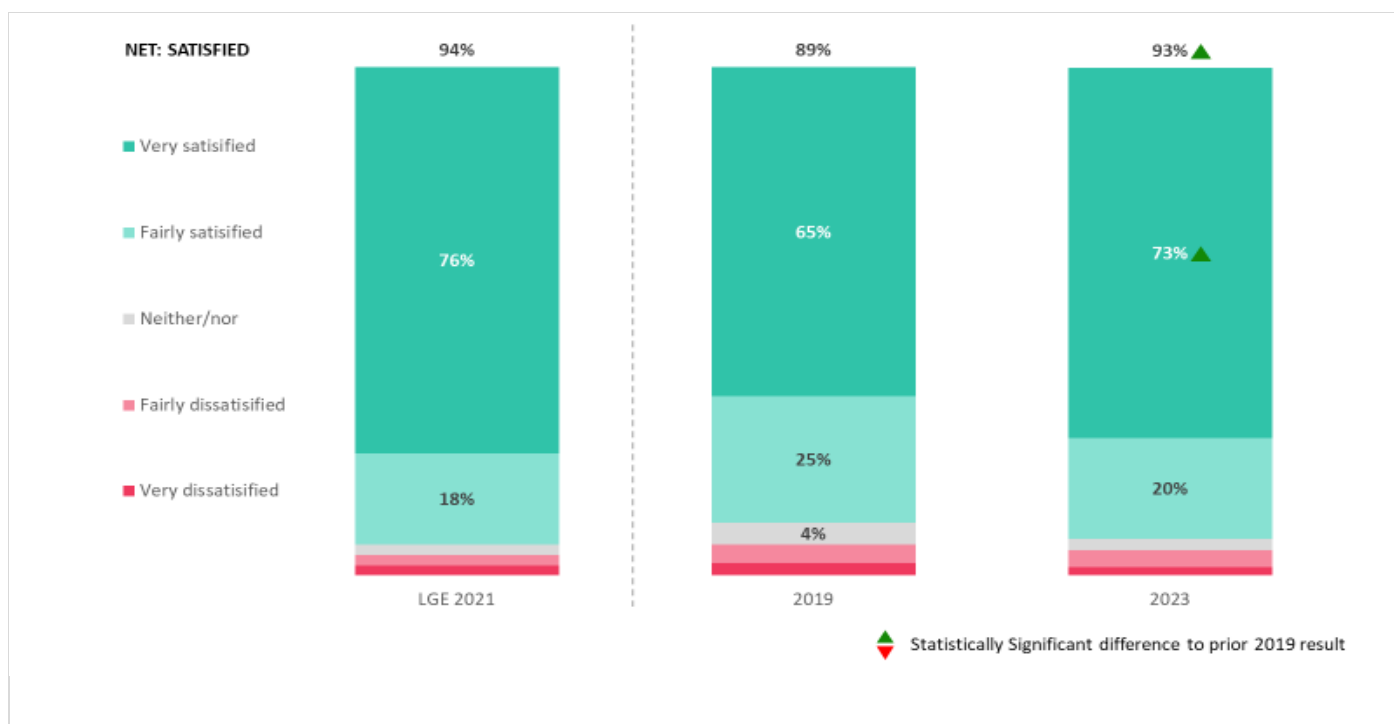
COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Very satisfied	73%	72%	70%	77%	73%	73%	74%	75%
Fairly satisfied	25%	23%	28%	23%	25%	24%	22%	25%
Neither/nor	1%	1%	2%	0%	1%	1%	3%	0%
Fairly dissatisfied	1%	1%	0%	1%	0%	1%	0%	0%
Very dissatisfied	1%	2%	0%	0%	1%	0%	0%	0%
Don't know/can't comment/ not applicable	0%	1%	0%	0%	0%	0%	1%	0%
Net Satisfied	97%	95%	98%	99%	98%	97%	96%	100%
Net Dissatisfied	1%	3%	0%	1%	1%	1%	0%	0%
Base number n	449	138	170	141	219	230	80	40

B6. Overall, were you satisfied or dissatisfied with this assistance?

Overall, the majority (93%) of participants who voted at a voting centre were satisfied with the time taken to vote, with around three in four (73%) very satisfied (refer to Figure 20).

- This level of satisfaction was significantly higher for the 2023 NSW State election than noted for the 2019 NSW State election (89% with 65% very satisfied in 2019).
- Satisfaction with time taken to vote was highest for participants aged 55 years or more (95%), especially compared to participants aged 35-54 years (92%).
- Satisfaction with time taken to vote was highest among participants who attended an early voting centre (95%) compared to those who voted on election day (91%).

Figure 20 – Satisfaction with amount of time spent at voting centre



Survey: Core Survey

Base: Participants who voted in person (LGE 2021 n=849, 2019 n=1,098, 2023 n=1,061)

B1. How satisfied or dissatisfied were you with the amount of time you spent at the voting centre?

Table 23 – Satisfaction with amount of time spent at voting centre: by subgroup

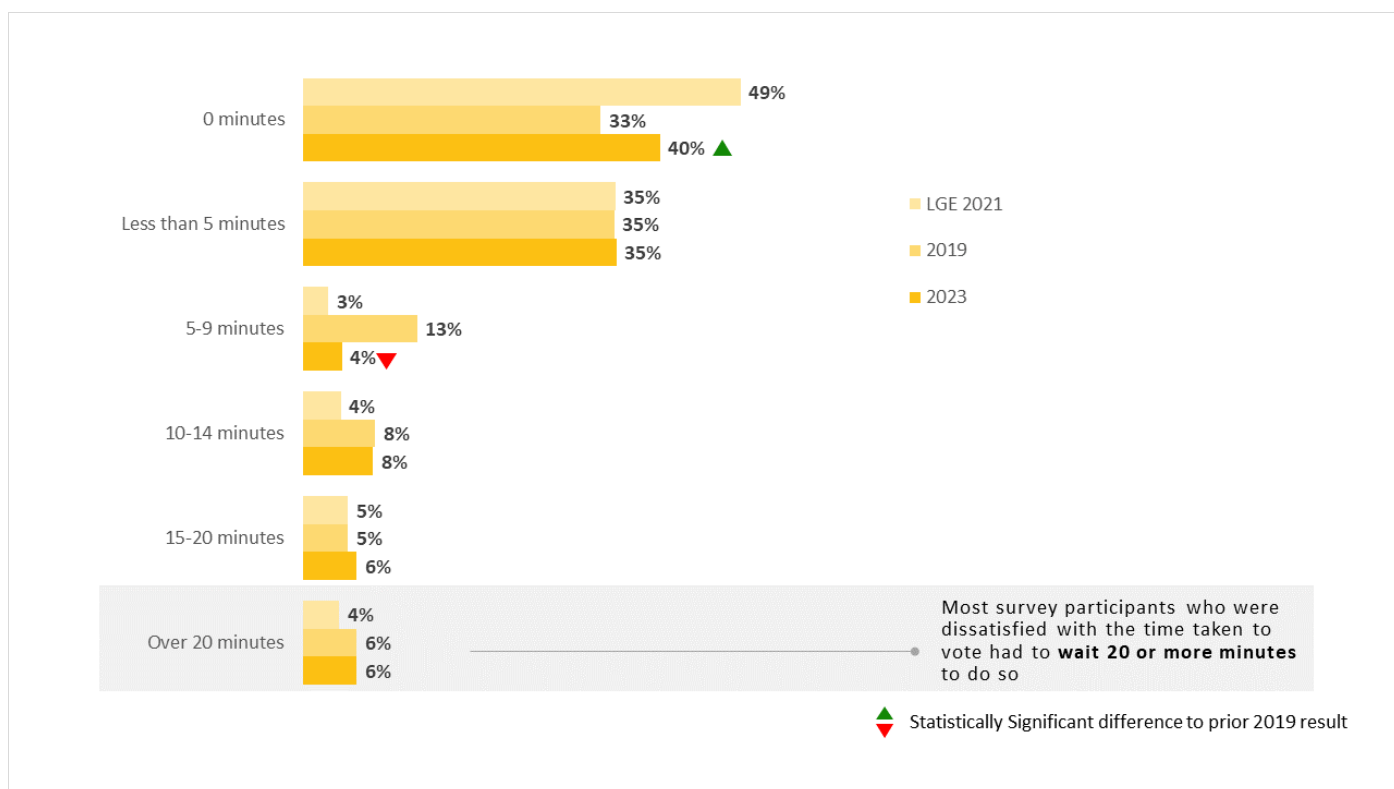
COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Very satisfied	73%	70%	71%	77%	71%	75%	71%	65%
Fairly satisfied	20%	22%	20%	18%	22%	18%	20%	28%
Neither/nor	2%	3%	3%	1%	2%	2%	1%	1%
Fairly dissatisfied	3%	3%	4%	3%	4%	3%	5%	2%
Very dissatisfied	2%	1%	3%	1%	2%	2%	3%	3%
Don't know/can't comment/ not applicable	0%	0%	0%	0%	0%	0%	0%	0%
Net Satisfied	93%	92%	91%	95%	92%	94%	91%	93%
Net Dissatisfied	5%	5%	6%	4%	6%	4%	8%	6%
Base number n	1061	297	391	373	515	543	187	86

B1. How satisfied or dissatisfied were you with the amount of time you spent at the voting centre?

The majority (76%) of participants reported having to queue for less than 5 minutes before they voted. However, over one in ten (12%) reported having to wait 15 minutes or more before voting. Most survey participants who were dissatisfied with the time taken to vote had to wait 20 or more minutes to do so.

- Compared to 2019, there was a significant increase in the proportion of participants who did not have to wait at all (40% v. 33% 2019). With significantly fewer reporting having to wait 5-9 minutes (4% v. 13% 2019).

Figure 21 – Length of queue time



Survey: Core Survey

Base: Those who voted in person (LGE 2021 n=849, 2019 n=1,098, 2023 n=1,061)

B2. To the best of your knowledge, how long did you have to queue before you voted?

Table 24 – Length of queue time

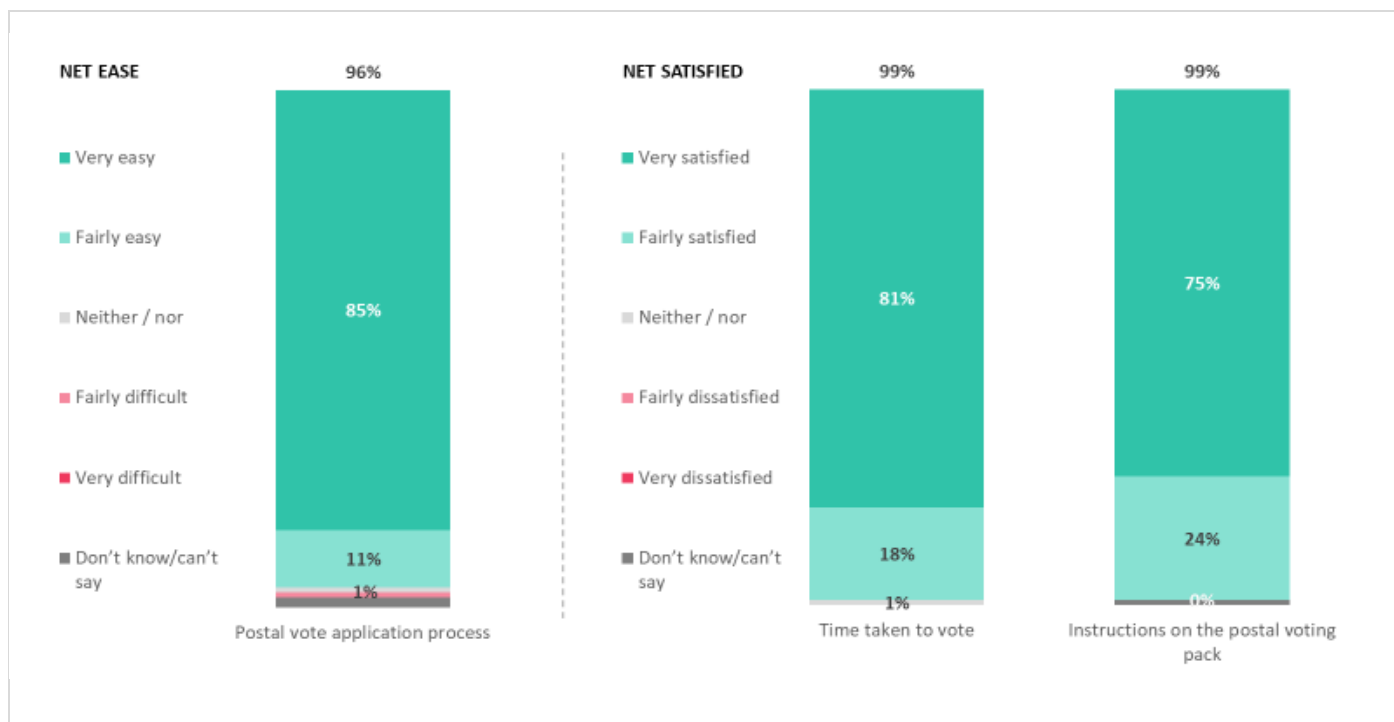
COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
I didn't have to wait	40%	38%	39%	44%	39%	43%	30%	35%
1-2 minutes	15%	16%	14%	15%	15%	15%	14%	20%
3-5 minutes	21%	20%	20%	21%	20%	21%	21%	20%
6-9 minutes	4%	4%	5%	3%	5%	3%	5%	4%
10-14 minutes	8%	8%	8%	8%	8%	8%	11%	11%
15-20 minutes	6%	7%	7%	4%	7%	4%	10%	4%
Over 20 minutes	6%	7%	7%	5%	7%	6%	9%	7%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
Base number n	1061	297	391	373	515	543	187	86

B2. To the best of your knowledge, how long did you have to queue before you voted?

### Postal votes experience

For the 2023 NSW State election, around one in ten survey participants (9%) reported using postal voting (refer to Figure 13). Among postal voters shown in Figure 22, participants were very satisfied with all components including the time taken to vote (99%), the application process (96%) and instructions on the postal voting pack (99%). There was minimal to no levels of dissatisfaction expressed with these elements.

Figure 22 – Satisfaction with postal voting



Survey: Core Survey

Base: Those who made a postal vote (2023 n=106)

C6. You said you voted via postal voting. Overall, did you find it easy or difficult complete your postal vote application? C8. How satisfied or dissatisfied were you with the instructions on the postal voting pack? C9. How satisfied or dissatisfied were you with the amount of time you spent casting a postal vote?

Table 25 – Ease of postal vote application process

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Very easy	85%	100%	69%	87%	87%	86%	87%	66%
Fairly easy	11%	0%	25%	9%	9%	11%	0%	28%
Neither easy nor difficult	1%	0%	3%	0%	0%	2%	6%	0%
Fairly difficult	1%	0%	0%	2%	2%	0%	7%	6%
Very difficult	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	0%	3%	2%	2%	2%	0%	0%
Net Easy	96%	100%	93%	96%	95%	97%	87%	94%
Net Not Easy	1%	0%	0%	2%	2%	0%	7%	6%
Base number n	106	22*	29*	55	45	59	15*	18*

C6. You said you voted via postal voting. Overall, did you find it easy or difficult complete your postal vote application?

**Table 26 – Satisfaction with instructions on postal voting pack**

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Very satisfied	75%	86%	75%	71%	73%	78%	79%	60%
Fairly satisfied	24%	14%	25%	27%	27%	20%	21%	34%
Neither satisfied nor dissatisfied	0%	0%	0%	0%	0%	0%	0%	0%
Fairly dissatisfied	0%	0%	0%	0%	0%	0%	0%	0%
Very dissatisfied	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	0%	2%	0%	2%	0%	6%
Net Satisfied	99%	100%	100%	98%	100%	98%	100%	94%
Net Not satisfied	0%	0%	0%	0%	0%	0%	0%	0%
Base number n	106	22*	29*	55	45	59	15*	18*

C8. How satisfied or dissatisfied were you with the instructions on the postal voting pack?

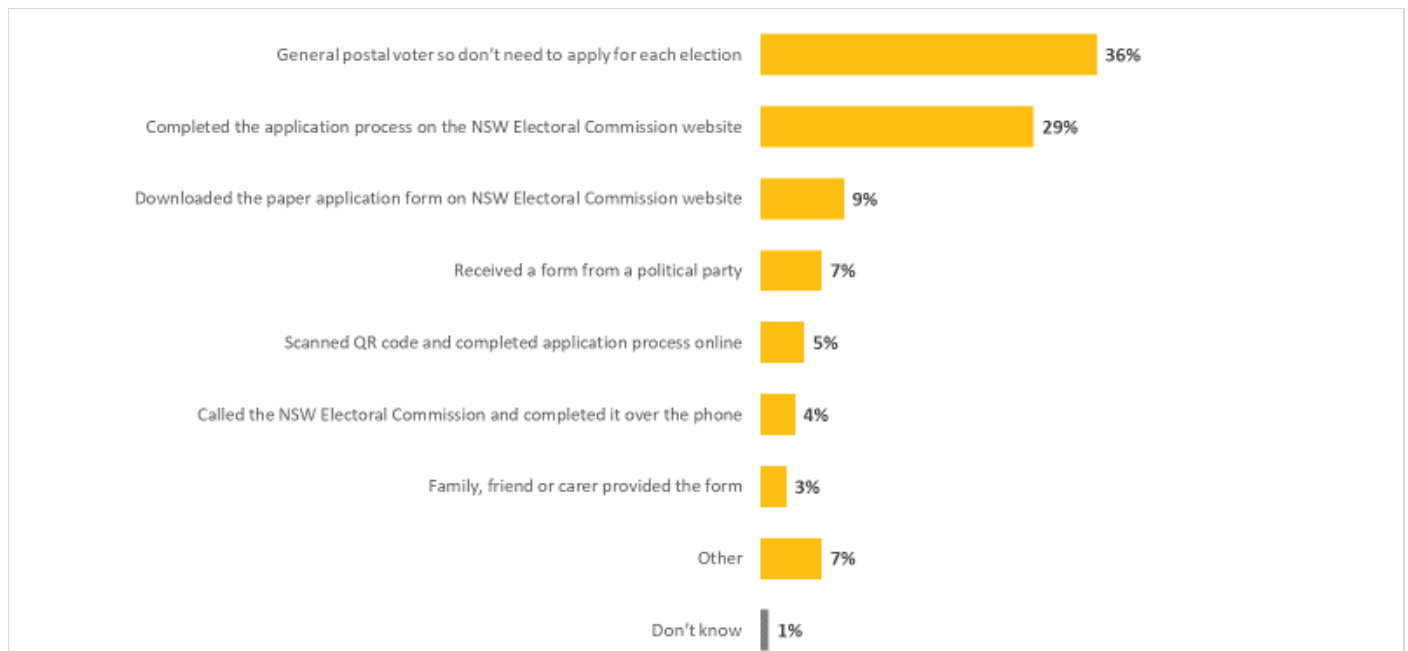
**Table 27 – Satisfaction with time to cast postal vote**

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Very satisfied	81%	86%	80%	80%	82%	80%	65%	71%
Fairly satisfied	18%	9%	20%	20%	16%	20%	35%	29%
Neither satisfied nor dissatisfied	1%	5%	0%	0%	2%	0%	0%	0%
Fairly dissatisfied	0%	0%	0%	0%	0%	0%	0%	0%
Very dissatisfied	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
Net Satisfied	99%	95%	100%	100%	98%	100%	100%	100%
Net Not satisfied	0%	0%	0%	0%	0%	0%	0%	0%
Base number n	106	22*	29*	55	45	59	15*	18*

C9. How satisfied or dissatisfied were you with the amount of time you spent casting a postal vote?

Postal voter participants reported different mechanisms for applying for a postal vote for the 2023 NSW State election. Over one third (36%) were previously registered as a general postal voter and did not need to apply for the 2023 NSW State election. Around three in ten (29%) participants completed the application process on the NSW Electoral Commission website and around one in ten (9%) downloaded a paper application form off the NSW Electoral Commission website.

Figure 23 – Postal vote form source



Survey: Core Survey

Base: Those who made a postal vote (2023 n=106)

C7. Through which of the following channels did you complete your postal vote application?

Table 28 – Channels used to complete postal vote application

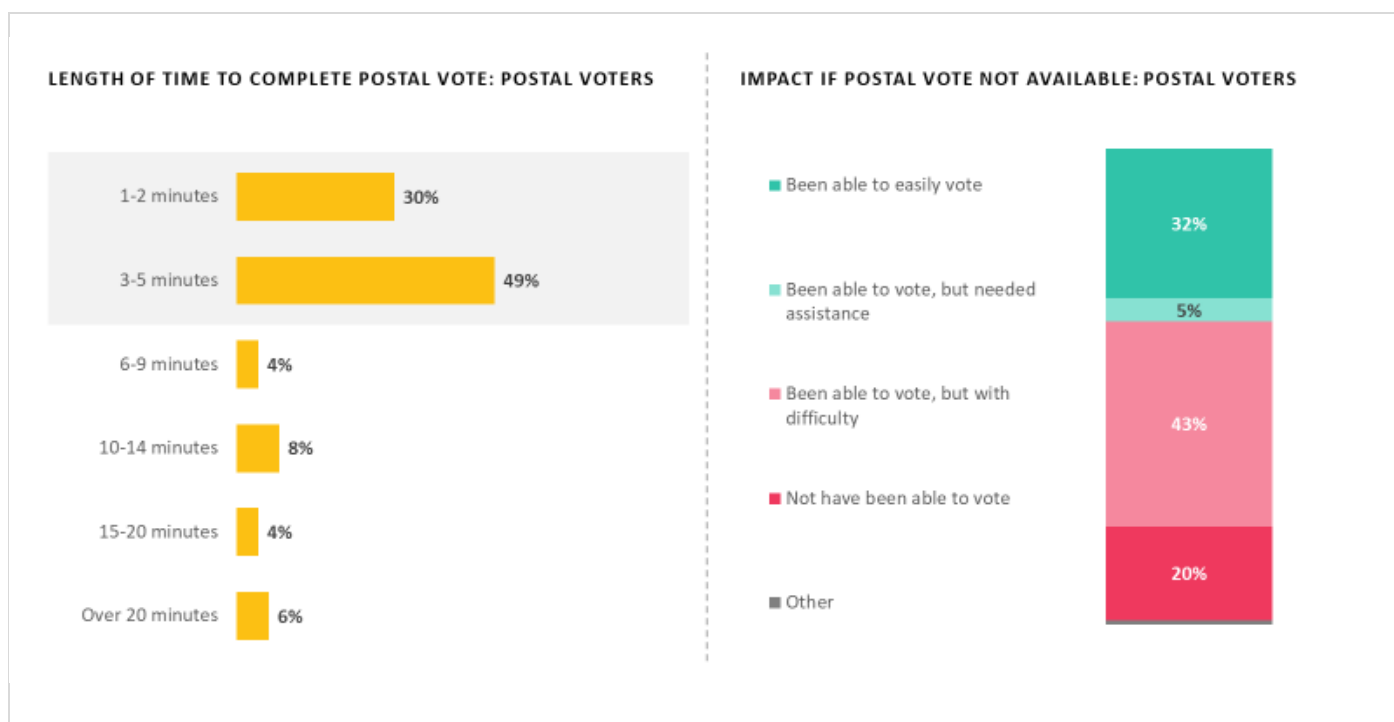
COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
I'm a general postal voter so don't need to apply for each election	36%	23%	49%	35%	39%	33%	19%	48%
Completed the application process on the NSW Electoral Commission website	29%	50%	28%	22%	29%	29%	34%	17%
Downloaded the paper application form on NSW Electoral Commission website	9%	13%	3%	9%	7%	10%	19%	6%
Received a form from a political party	7%	0%	3%	11%	5%	9%	14%	6%
Scanned QR code and completed application process online	5%	13%	3%	2%	4%	5%	0%	0%
Called the NSW Electoral Commission and completed it over the phone	4%	0%	3%	5%	5%	3%	6%	6%
Family, friend or carer provided the form	3%	0%	0%	6%	2%	4%	0%	6%
Other (specify)	7%	0%	7%	9%	9%	5%	7%	12%
Don't know	1%	0%	3%	0%	0%	1%	0%	0%
Base number n	106	22*	29*	55	45	59	15*	18*

C7. Through which of the following channels did you complete your postal vote application?

The majority of participants who used postal voting took 5 minutes or less to complete their vote (79%), with around one in five (17%) taking 10 or more minutes to cast their postal vote. As referenced in Figure 17, 7% of participants disagreed that the voting process was private to others.

Among participants who used postal voting, just over one third (36%) would have been able to vote in an alternative manner however one in five (20%) would not have been able to vote at all and around two in five (43%) would have only been able to vote with difficulty.

Figure 24 – Postal vote impacts



Survey: Core Survey

Base: Those who made a postal vote (2023 n=106)

C10. How long did it take for you to complete your postal vote? C11. If postal voting was not available, would you...

Table 29 – Time taken to complete postal vote

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
1-2 minutes	30%	36%	44%	21%	29%	31%	20%	5%
3-5 minutes	49%	45%	37%	55%	40%	57%	40%	73%
6-9 minutes	4%	5%	7%	2%	7%	2%	0%	0%
10-14 minutes	8%	5%	4%	11%	14%	4%	14%	0%
15-20 minutes	4%	5%	0%	5%	5%	3%	6%	5%
Over 20 minutes	6%	5%	7%	5%	7%	3%	20%	16%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
Net Under 5 minutes	79%	81%	82%	76%	68%	88%	60%	79%
Net Over 5 minutes	21%	19%	18%	24%	32%	12%	40%	21%
Base number n	106	22*	29*	55	45	59	15*	18*

C10. How long did it take for you to complete your postal vote?

**Table 30 – Impact if postal vote not available**

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Not have been able to vote	20%	9%	28%	20%	27%	15%	19%	34%
Been able to vote, but with difficulty	43%	59%	33%	42%	38%	47%	53%	44%
Been able to vote, but needed assistance	5%	0%	4%	7%	4%	4%	0%	11%
Been able to easily vote	32%	32%	32%	31%	29%	34%	28%	10%
Other	1%	0%	4%	0%	2%	0%	0%	0%
<i>Base number n</i>	106	22*	29*	55	45	59	15*	18*

*C11. If postal voting was not available, would you...*

### 3.4 Communication

#### Awareness of election

As shown in Figure 25, TV news and current affairs (39%), friends/family/neighbours (23%) and political party ads on TV (19%) were the top three channels through which participants reported they had found out about the 2023 NSW State election. Other subsequently noted channels included candidate posters (11%), political party ads on radio (11%), NSW Electoral Commission advertising on TV (11%), newspaper news and current affairs content (9%) and exposure to a political party letter/flyer/representative (9%).

Two thirds (66%) of participants found out about the election through earned exposure (earned media was content others create about you, like social media posts- see Figure 25 for the full list from this survey). This was followed by information from the party and/or candidate (45%). Fewer participants reported that they found out about the election through paid exposure (29%, this was media NSW Electoral Commission paid to be placed), owned exposure (8%, media owned by the NSW Electoral Commission).

#### Total earned exposure

Two thirds (66%) of participants claimed they found out about the 2023 NSW State election via earned exposure. Earned media is content others create about you, like social media posts - see Figure 25 for the full list from this survey. The main component of this was TV news and current affairs content (39%) and mentions from friends/family members/neighbours (23%). Older participants above the age of 55 were more likely to have found out about the NSW State election through more traditional channels such as TV, newspaper and radio while younger participants between the ages of 18-34 were more likely to have heard through friends and family members.

- Participants aged 55 years or more were significantly more likely to recall TV news and current affairs content (56%) and newspaper news and current affairs content (16%) in contrast to younger participants.
- Participants aged 18-34 years were significantly more likely to recall become aware via friends, family or neighbours (42%) in contrast to older participants.

#### Total party/candidate exposure

Over two in five (45%) participants claimed they found out about the 2023 NSW State election via political party or candidate exposure. The most common being political party ads on TV (19%), followed by candidate poster displays (11%) and political party ads on radio (11%).



- Participants aged 55 years or more were significantly more likely to have become aware via political party ads on TV (26%), on radio (16%) or in the newspaper (7%) in contrast to younger participants.

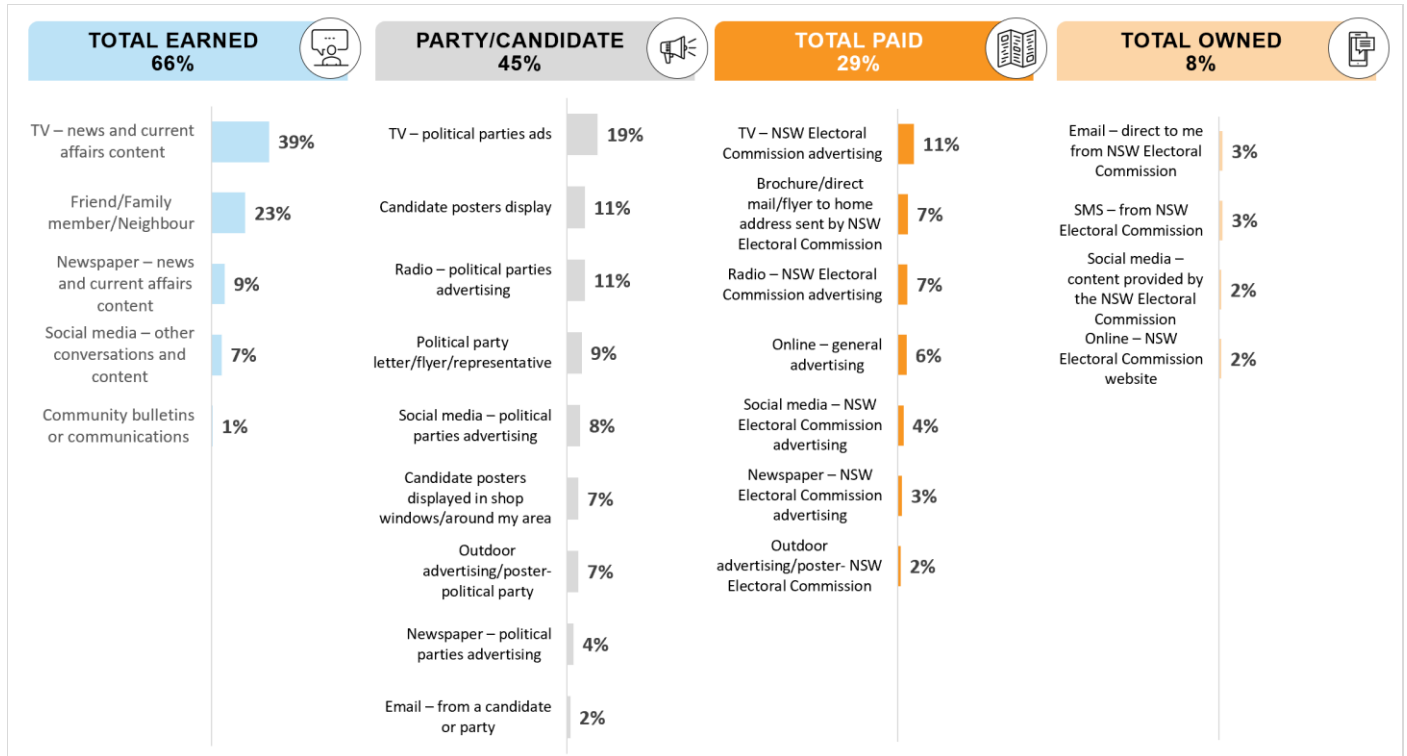
**Total paid exposure**

Nearly three in ten (29%) participants reported that they found out about the 2023 NSW State elections via NSW Electoral Commission paid exposure. Paid exposure is media NSW Electoral Commission paid to be placed, see Figure 25 for a full list. Paid TV advertising (11%) was the more common source noted.

**Total owned exposure**

NSW Electoral Commission sources were used less commonly for initial awareness among participants (8%).

**Figure 25 – Source of finding out about 2023 NSW State election**



Survey: Core Survey

Base: Total participants (2023 n=1,200)

A8 How did you find out about the NSW State election?

Table 31 – Source of finding out about 2023 NSW State election: by subgroup

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
<i>NET: EARNED</i>	66%	64%	63%	71%	69%	64%	67%	73%
TV – news and current affairs content	39%	18%	39%	56%	43%	36%	36%	51%
Friend/Family member/Neighbour	23%	42%	21%	12%	22%	24%	29%	20%
Newspaper – news and current affairs content	9%	3%	8%	16%	12%	7%	7%	9%
Social media – other conversations and content	7%	9%	7%	5%	6%	8%	7%	4%
Community bulletins or communications	1%	1%	2%	1%	1%	2%	3%	0%
<i>NET: PARTY/CANDIDATE</i>	45%	40%	47%	49%	45%	46%	47%	47%
TV – political parties ads	19%	9%	20%	26%	18%	20%	15%	25%
Candidate posters display	11%	11%	13%	9%	11%	11%	13%	10%
Radio – political parties advertising	11%	6%	11%	16%	12%	10%	9%	13%
Political party letter/flyer/representative	9%	7%	9%	11%	9%	10%	10%	8%
Social media – political parties advertising	8%	10%	11%	4%	9%	8%	9%	3%
Outdoor advertising/poster- political party	7%	9%	8%	5%	8%	7%	9%	9%
Newspaper – political parties advertising	4%	1%	5%	7%	5%	4%	2%	3%
Candidate posters displayed in shop windows/around my area	7%	8%	8%	5%	7%	8%	9%	7%
Email – from a candidate or party	2%	0%	2%	2%	2%	1%	1%	1%
<i>NET: PAID</i>	29%	25%	30%	32%	30%	28%	32%	36%
TV – NSW Electoral Commission advertising	11%	6%	12%	13%	11%	11%	9%	14%
Brochure/direct mail/flyer to home address sent by NSW Electoral Commission	7%	3%	9%	8%	6%	8%	9%	10%
Radio – NSW Electoral Commission advertising	7%	4%	6%	9%	7%	6%	5%	6%
Newspaper – NSW Electoral Commission advertising	3%	0%	4%	5%	4%	2%	1%	3%
Online – general advertising	6%	6%	7%	4%	7%	4%	8%	8%
Social media – NSW Electoral Commission advertising	4%	6%	4%	2%	3%	4%	4%	3%
Outdoor advertising/poster- NSW Electoral Commission	2%	3%	3%	1%	2%	2%	4%	2%
<i>NET: OWNED</i>	8%	6%	12%	6%	8%	8%	9%	8%
Email – direct to me from NSW Electoral Commission	3%	2%	4%	3%	3%	3%	5%	3%
SMS – from NSW Electoral Commission	3%	3%	4%	2%	3%	3%	2%	3%
Online – NSW Electoral Commission website	2%	1%	3%	2%	2%	2%	3%	2%
Social media – content provided by the NSW Electoral Commission	2%	2%	4%	1%	2%	2%	2%	1%
Other	8%	7%	9%	7%	9%	7%	6%	3%
Don't know	2%	2%	2%	1%	1%	3%	2%	1%
<i>Base number n</i>	1200	333	431	436	572	623	209	108

A8. How did you find out about the NSW State election?

## Sources of information on where to vote

Around one in three (29%) participants reported that they went to the same place as they voted in the last election.

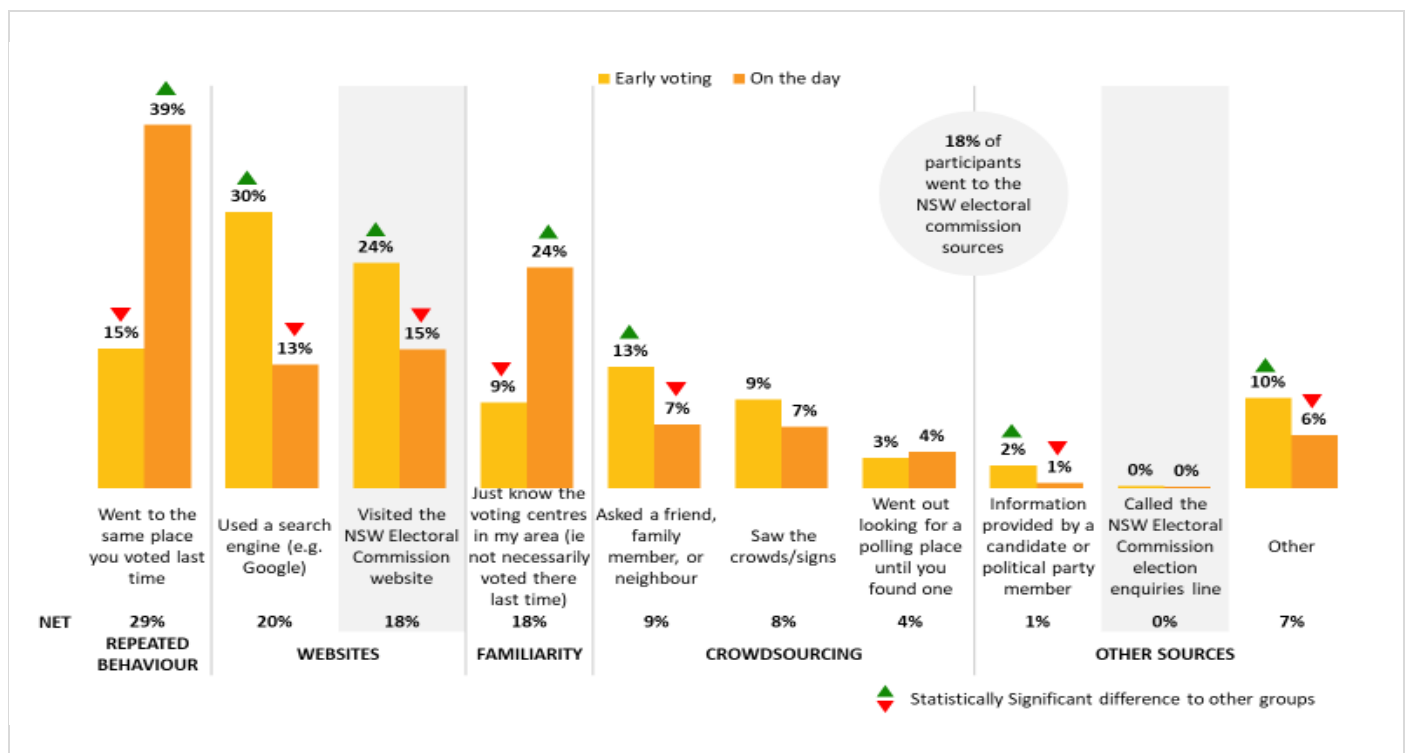
- This was significantly higher among participants who voted on the day (39%), whereas this repeat choice of venue was significantly lower among participants (15%) who voted early.
- Participants aged 18-34 years were significantly less likely to go to the same place they voted last time (21%) compared to older participants.

Following repeated behaviour, websites were the second most commonly reported source of finding out where to vote among participants. Around one in five participants used a search engine (20%) to find out where to vote or visited the NSW Electoral Commission website (18%). Less than 1% reported using the NSW Electoral Commission election enquiries line.

- Early voters were significantly more likely to have used the NSW Electoral Commission website in order to understand where they could go to vote early (24%) in contrast to those who voted on the day (15%).
- Early voters were significantly more likely to have used a search engine to look for where they could go to vote early (30%) in contrast to those who voted on the day (13%).

The remainder of participants were familiar with local voting centres (18%), sought this information from others (9%) or physically looked around the local area to identify the voting centre they visited.

Figure 26 – Source of finding out where to vote



Survey: Core Survey

Base: Total who voted in person (2023 n=1,061, early voting n=416, on the day n=645)

A9. How did you find out where you could vote?

**Table 32 – Source of knowledge regarding where to vote: by subgroup**

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Went to the same place you voted last time	29%	21%	32%	34%	31%	27%	29%	34%
Used a search engine (e.g. Google)	20%	25%	17%	18%	18%	21%	24%	11%
Visited the NSW Electoral Commission website (www.elections.nsw.gov.au)	18%	22%	17%	17%	20%	17%	21%	20%
Just know the voting centres in my area (i.e. not necessarily voted there last time)	18%	14%	22%	17%	16%	20%	13%	19%
Asked a friend, family member, or neighbour	9%	13%	6%	9%	8%	10%	8%	12%
Saw the crowds/signs	8%	9%	8%	6%	8%	7%	8%	8%
Went out looking for a voting centre until you found one	4%	3%	4%	4%	4%	3%	5%	6%
Information provided by a candidate or political party member	1%	1%	1%	2%	1%	2%	1%	3%
Called the NSW Electoral Commission election enquiries line (1300 135 736)	0%	0%	0%	0%	0%	0%	0%	0%
Net Contacted NSW Electoral commission	19%	23%	17%	17%	20%	17%	21%	20%
Other	7%	5%	8%	8%	7%	8%	7%	7%
<i>Base number n</i>	<i>1061</i>	<i>297</i>	<i>391</i>	<i>373</i>	<i>515</i>	<i>543</i>	<i>187</i>	<i>86</i>

Survey: Core Survey

Base: Total who voted in person

A9 How did you find out where you could vote?

### Extent felt informed

As shown in Figure 27, the extent to which participants felt informed about the 2023 NSW State election varied according to the information need. More than four in five (87%) participants reported that they were informed on how to fill in a ballot paper and around four in five (79%) felt informed about where they could vote on election day.

- Participants were significantly more likely in 2023 to feel informed about how to fill in a ballot paper (87%) compared to the 2019 NSW State election (83%).
- Participants living with disability were significantly less likely to feel informed on how to fill in a ballot paper (78%) in contrast to participants living without disability.

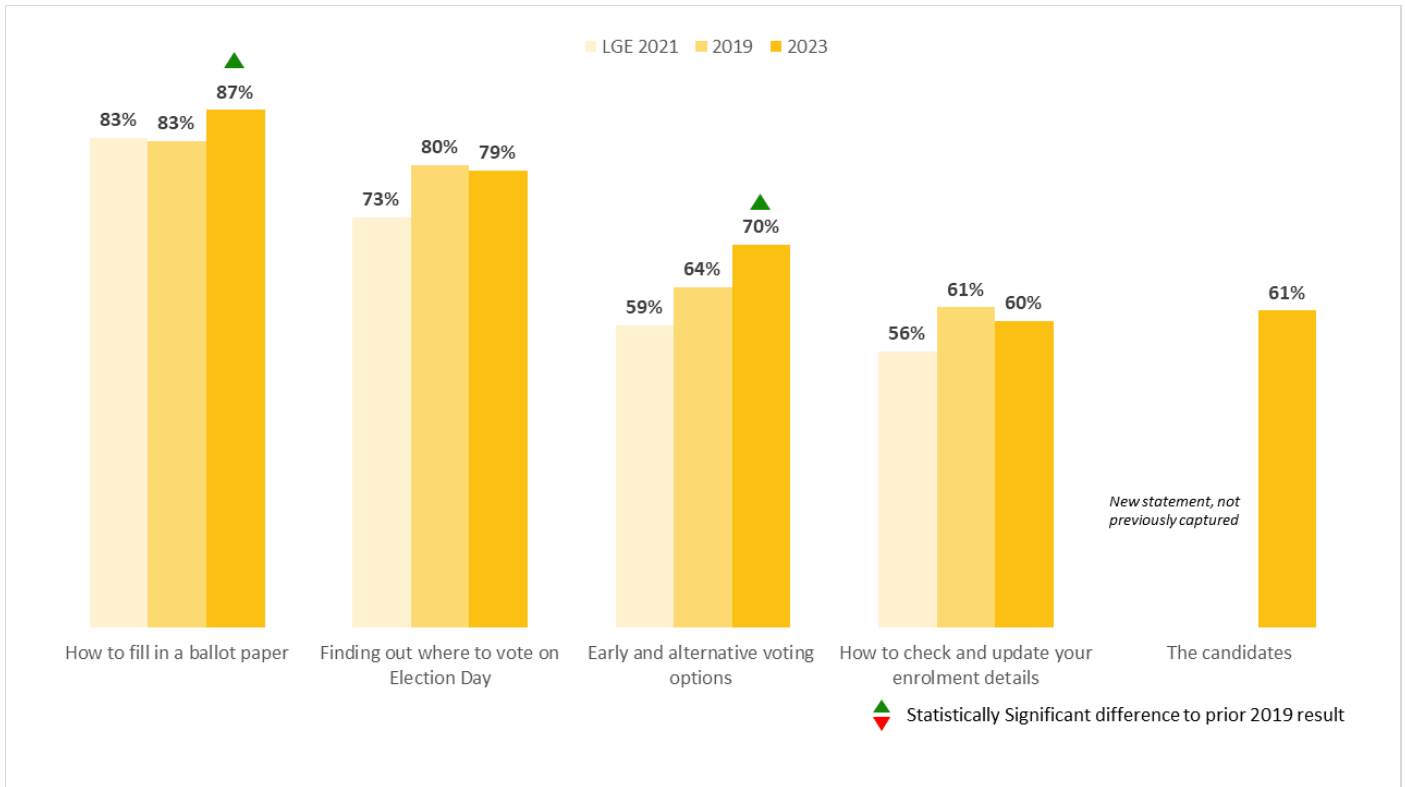
Seven in ten (70%) participants reported that they felt informed about early and alternative voting options.

- Participants were significantly more likely in 2023 to feel informed about early and alternative voting options (70%) compared to for the 2019 NSW State election (64%) or for the 2021 Local Government elections (59%).
- Older participants aged 55 or more were significantly more likely to feel informed about early and alternative voting options (78%) compared to younger participants.

As shown in Figure 27, fewer participants reported that they were informed about how to check and update enrolment details (60%) and about the candidates (61%).

- Older participants aged 55 or more were significantly more likely to feel informed about the candidates (72%), especially in contrast to younger participants aged 18-34 (52%).

Figure 27 – Net feeling informed amongst those who voted



Survey: Core Survey

Base: Those who voted (LGE 2021 n=1,118; 2019 n=1,098; 2023 n=1,170), note base size for “finding out where to vote on election day” is only for those who voted in person (LGE 2021=849, 2019=1,098, 2023=1,061)

D1. How informed or uninformed did you feel about each of the following before going to vote in the NSW State election?

**Table 33 – Extent to which voters felt informed (Top Two Boxes): by subgroup**

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
How to fill in a ballot paper	87%	86%	86%	89%	88%	87%	83%	78%
Early and alternative voting options (that is, other than voting in person at a polling place on election day)	70%	65%	64%	77%	69%	70%	64%	65%
The candidates	61%	51%	58%	72%	62%	61%	55%	59%
How to check and update your enrolment details	60%	61%	57%	61%	60%	60%	58%	50%
<i>Base number n</i>	1200	333	431	436	572	623	209	108
Finding out where to vote on Election Day	79%	80%	77%	81%	81%	77%	78%	74%
<i>Base number n</i>	1061	297	391	373	515	543	187	86

D1. How informed or uninformed did you feel about each of the following before going to vote in the NSW State election?

### NSW Electoral Commission website

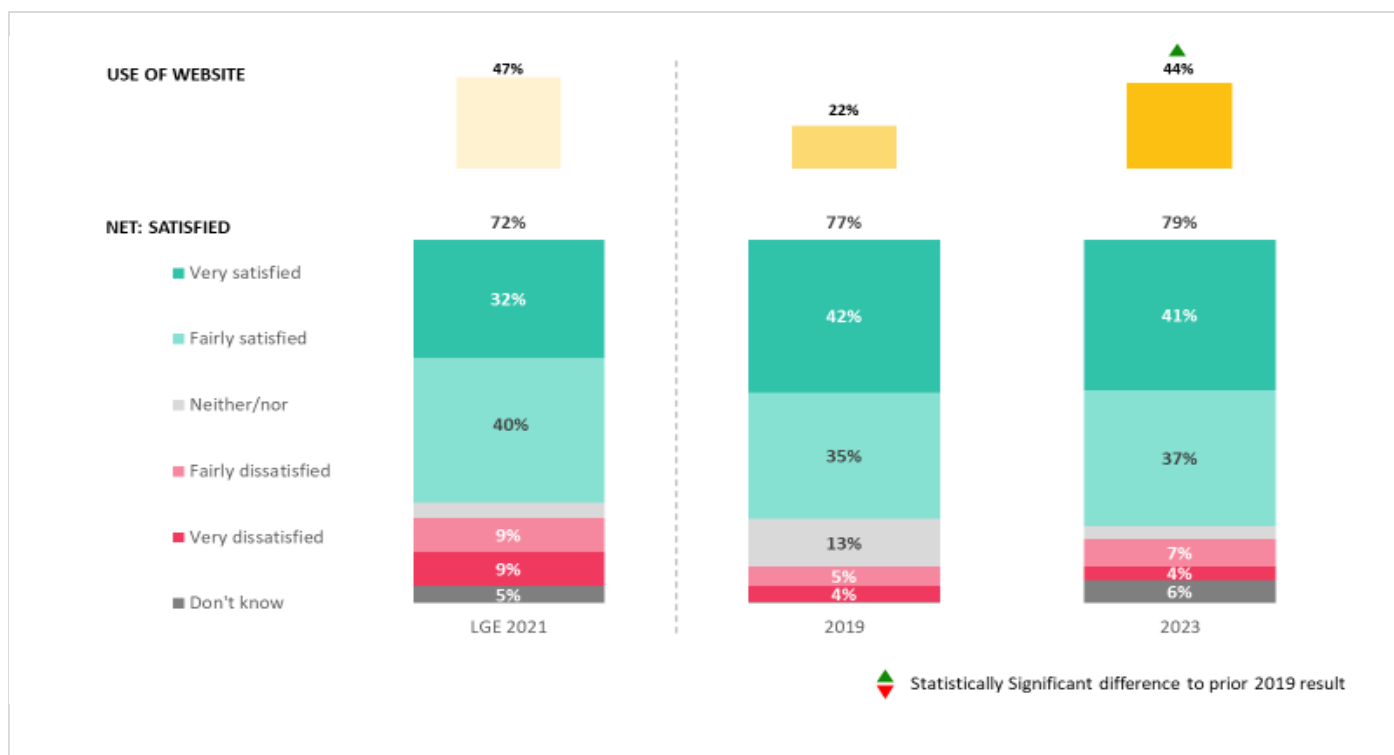
The use of the NSW Electoral Commission website increased significantly since the 2019 NSW State election, with over two in five accessing it (44% v. 22% 2019). This level of use was similar to that seen for the 2021 NSW Local Government elections (47%).

- Participants aged 18-34 years were the most likely to have accessed the website (51%) in contrast to older audiences (42% 35-54yrs and 41% 55+yrs).
- Participants who chose to vote early or used postal voting (50% and 61% respectively) both had higher levels of website access than participants who voted on election day (38%).
- Participants with a culturally and linguistically diverse background had high usage of the website (51%).

Satisfaction was high (79%) among those who accessed the NSW Electoral Commission website, with around two in five (41%) being very satisfied. Around one in ten (11%) reported being dissatisfied with the experience.

- This level of satisfaction was slightly higher than noted for the 2021 Local Government elections.

Figure 28 – Overall usage and Satisfaction with NSW Electoral Commission Website



Survey: Core Survey

Base: All participants (LGE 2021 n=1,200, 2019 n=1,200, 2023 n=1,200). Those who used website (LGE 2021 n=555, 2019 n=268, 2023 n=528)

D3. If you visited the NSW Electoral Commission website to get information about the recent elections, were you satisfied or dissatisfied with the website?

Table 34 – Overall usage of NSW Electoral Commission Website: by subgroup

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Visited the website	44%	51%	42%	41%	44%	45%	51%	37%
Did not visit the website	56%	49%	58%	59%	56%	55%	49%	63%
Base number n	1200	333	431	436	572	623	209	108

D3. If you visited the NSW Electoral Commission website to get information about the recent elections, were you satisfied or dissatisfied with the website?

Table 35 – Satisfaction (Top 2 box) with NSW Electoral Commission Website: by subgroup

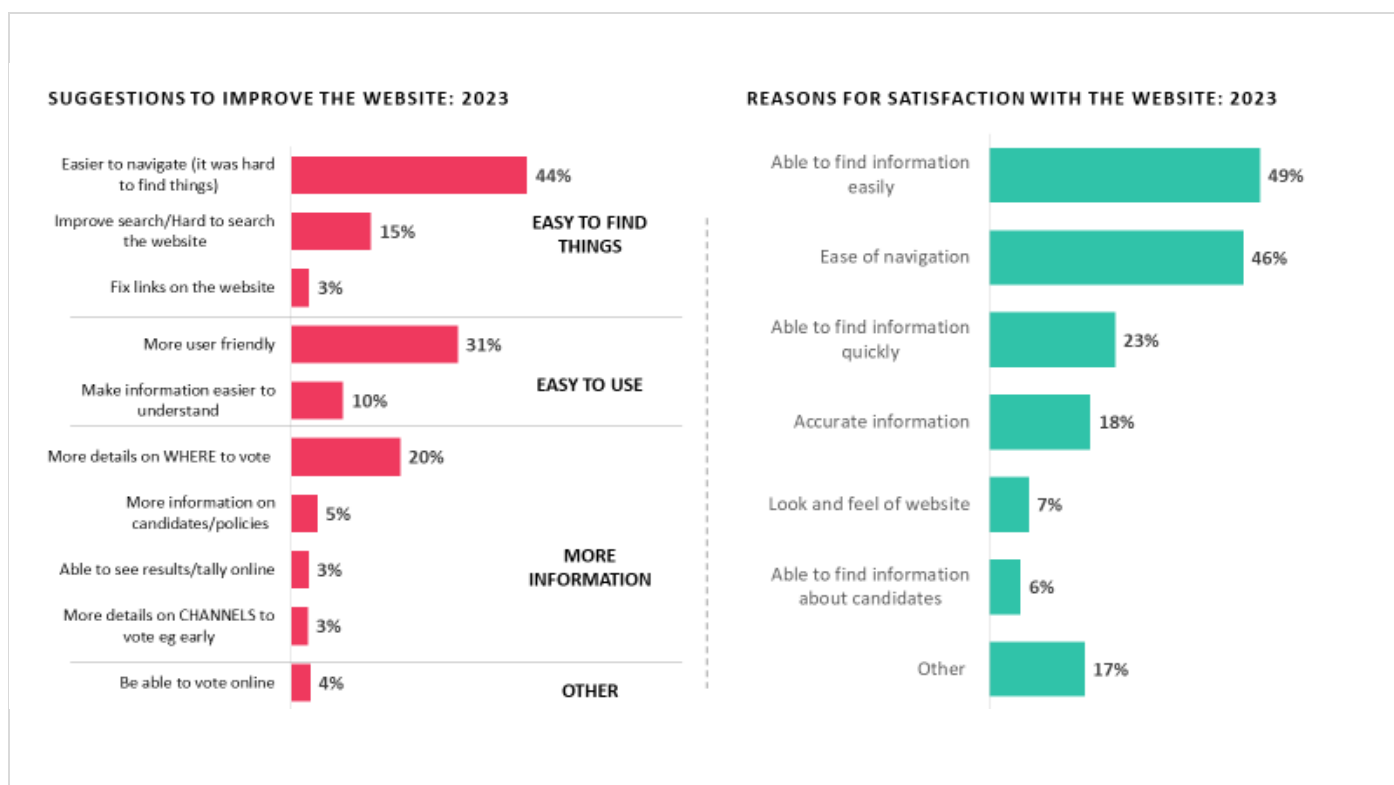
COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Very satisfied	41%	34%	40%	50%	41%	42%	39%	46%
Fairly satisfied	37%	49%	35%	29%	40%	35%	43%	26%
Neither/nor	4%	4%	4%	3%	4%	3%	3%	3%
Fairly dissatisfied	7%	4%	12%	6%	6%	8%	8%	5%
Very dissatisfied	4%	4%	3%	4%	4%	4%	3%	8%
Don't know/can't comment/not applicable	6%	5%	6%	8%	5%	8%	4%	13%
Net Satisfied	79%	83%	75%	79%	80%	77%	82%	72%
Net Dissatisfied	11%	8%	16%	10%	10%	12%	11%	13%
Base number n	528	170	180	178	247	278	106	40

D3. If you visited the NSW Electoral Commission website to get information about the recent elections, were you satisfied or dissatisfied with the website?

Just under half of participants who were satisfied with the NSW Electoral Commission website reported they were able to find information easily (49%) and a similar proportion found it easy to navigate (46%). Other reasons contributing to satisfaction included being able to find information quickly (23%) and accuracy of information (18%).

Whereas participants who were dissatisfied with the website reported that the website needed to be easier to navigate (44%) or be more user friendly (31%). Additionally, one in five reported that the website needed more details on where to vote (20%).

Figure 29 – Reasons for satisfaction and suggested improvement for NSW Electoral Commission website



Survey: Core Survey

Base: Those who used website and were dissatisfied (n=60) D4. You said you were dissatisfied, with the website, what could be done to improve the website? Base: Those who used website and were satisfied (n=416) D4b. You said you were satisfied with the website, why do you say that?

Table 36 – Those dissatisfied with NSW Electoral Commission Website: how to improve it

COLUMN %	TOTAL
Easier to navigate (it was hard to find things)	44%
More user friendly	31%
More details on WHERE to vote e.g. polling booths/voting centers	20%
Improve search/Hard to search the website	15%
Make information easier to understand- it's too formal/hard to understand	10%
More information on candidates/policies	5%
Be able to vote online	4%
Fix links on the website	3%
Able to see results/tally online	3%
More details on channels to vote e.g. early	3%
Provide more information on pre-poll voting	2%
Information about their enrollment	2%



COLUMN %	TOTAL
Results/tally on website quicker	2%
Base number n	416

D4. You said you were dissatisfied, with the website, what could be done to improve the website?

Table 37 – Reasons for satisfaction with NSW Electoral Commission Website: by sub-groups

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
Able to find information easily	49%	44%	56%	47%	46%	52%	46%	21%
Ease of navigation	46%	51%	50%	37%	40%	52%	44%	51%
Able to find information quickly	23%	15%	27%	27%	24%	22%	18%	10%
Accurate information	18%	16%	16%	23%	18%	19%	17%	11%
Look and feel of website	7%	12%	6%	3%	9%	6%	6%	7%
Able to find information about candidates	6%	4%	6%	7%	4%	7%	8%	10%
Other	17%	22%	14%	15%	18%	16%	20%	25%
Base number n	416	141	135	140	198	215	87	29*

D4b. You said you were satisfied with the website, why do you say that?

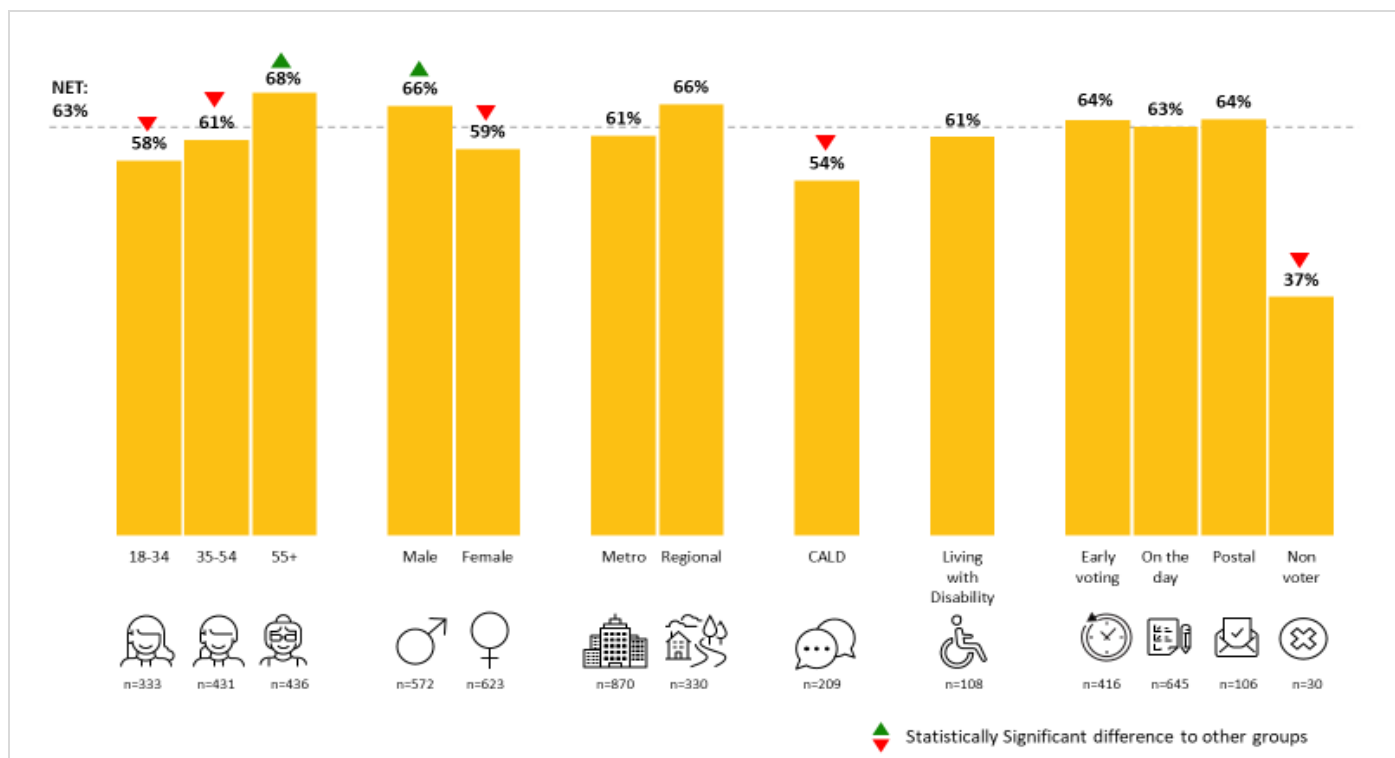
### Future information needs

As shown in Figure 30, almost two thirds (63%) of participants stated that they did not have any additional information needs.

- Survey participants who did not vote in the 2023 NSW State election were most likely to state they had additional information needs (63%).
- Culturally and linguistically diverse participants were significantly more likely to state they had additional information needs (46%)
- Male participants were significantly more likely to state they had no additional information needs (66%) compared to female participants (59%).
- Older participants aged 55 years or more were significantly more likely to state they had no additional information needs (68%) especially compared to younger participants aged 18-34 years (58%).

Around one third (37%) of participants would have liked to receive additional information including more candidate information, alternative voting options and voting centre information. Specifically, over one in ten (14%) wanted information about candidates or parties. Fewer wanted information about voting early (6%), information on where to vote on election day (5%) and information about filling out ballot papers correctly (4%).

Figure 30 – No additional information needed: by subgroup

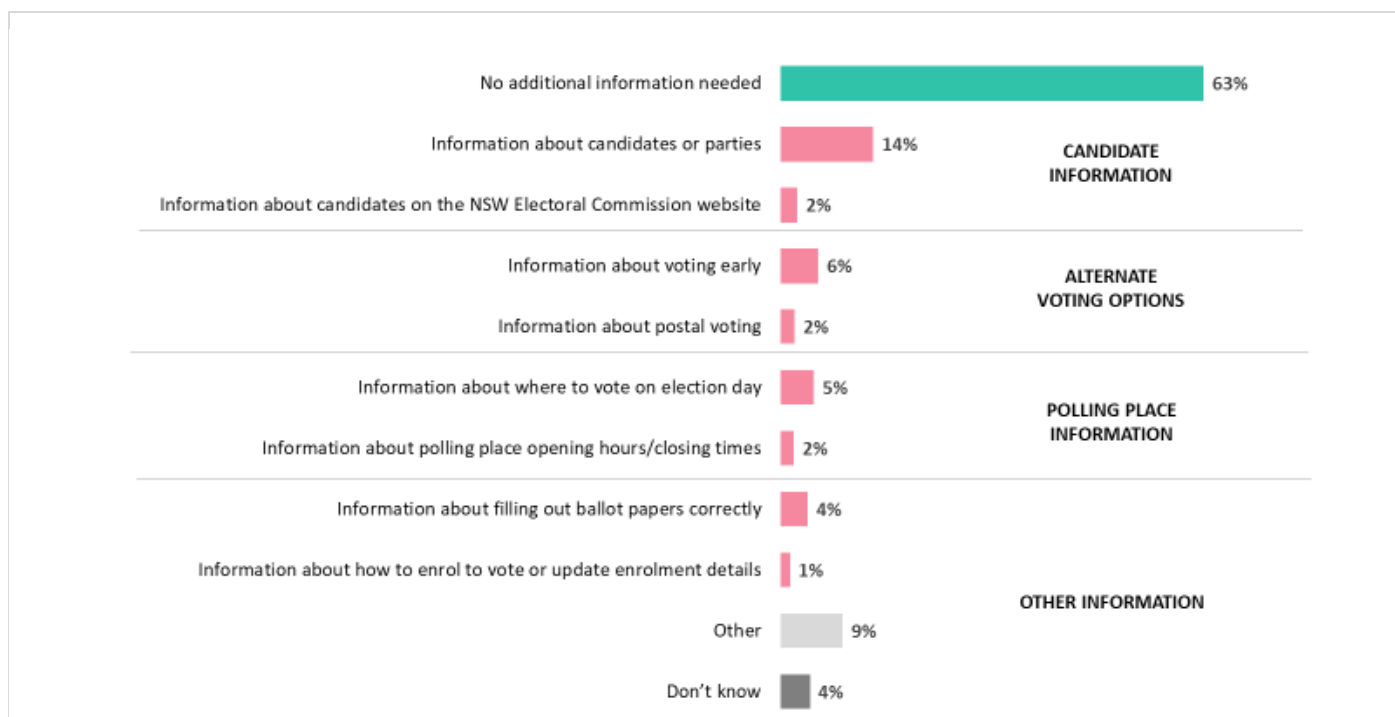


Survey: Core Survey

Base: Total voters and non-voters (n=1,200)

D2. What additional information, if any, would you have liked to receive?

Figure 31 – Information Required: Total Results



Survey: Core Survey

Base: Total voters and non-voters (n=1,200)

D2. What additional information, if any, would you have liked to receive?

Table 38 – Information required: by subgroup

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
No additional information needed	63%	58%	61%	68%	66%	59%	54%	61%
Information about where to vote on election day	5%	6%	4%	5%	3%	6%	4%	5%
Information about how to enrol to vote or update enrolment details	1%	2%	1%	1%	1%	2%	3%	2%
Information about postal voting	2%	2%	3%	1%	2%	3%	4%	4%
Information about voting early	6%	6%	5%	5%	5%	6%	6%	5%
Information about voting centre opening hours/closing times	2%	2%	3%	1%	2%	2%	3%	1%
Information about filling out ballot papers correctly	4%	5%	5%	2%	5%	3%	7%	3%
Information about candidates or parties	14%	15%	15%	12%	11%	17%	16%	13%
Information about candidates on the NSW Electoral Commission website	2%	4%	1%	2%	2%	3%	3%	2%
Information on assistance for people with disabilities and their carers	0%	1%	0%	0%	1%	0%	1%	1%
Information in languages other than English	0%	0%	0%	0%	0%	0%	0%	0%
Other	9%	12%	8%	8%	10%	9%	13%	12%
Don't know	4%	4%	6%	3%	4%	5%	4%	5%
Net Additional information	33%	38%	34%	29%	30%	36%	41%	34%
Base number n	1200	333	431	436	572	623	209	108

D2. What additional information, if any, would you have liked to receive?

### 3.5 Encouraging Future Participation

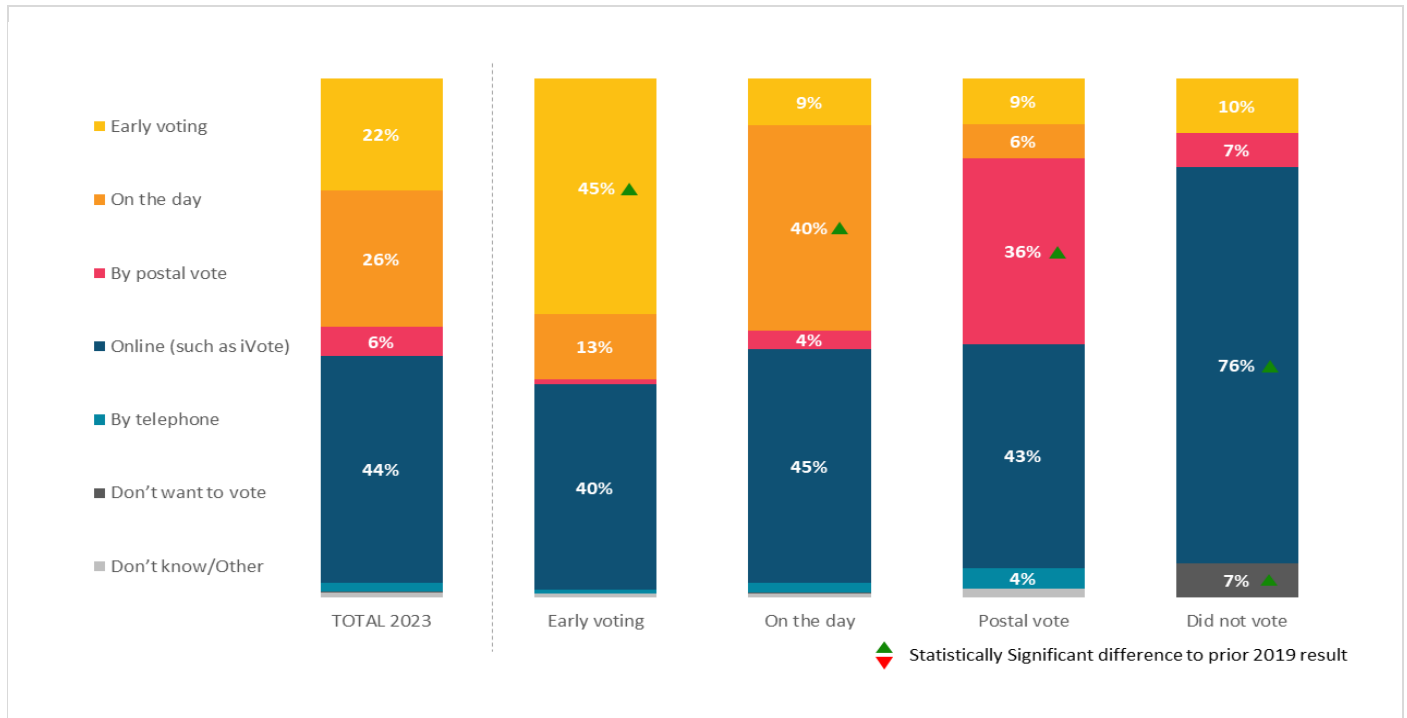
#### Future voting method preferences

Figure 32 identifies that among participants there was a preference for being able to vote online for future elections. Just over two in five (44%) participants reported preferring to use online voting in the future. This was followed by a preference of approximately one quarter (26%) for voting on election day in person and around one fifth (22%) preferring to vote early at an early voting centre. Postal voting was preferred by 6% of participants, especially those who already use postal voting (36%). Telephone voting was preferred by 2% of participants.

- The preference for online voting for future elections was consistent across the methods used to vote in the 2023 NSW State election and among non-voters (reference Figure 32). Among postal voter participants, around two in five (43%) reported preferring to vote online in the future. Around three quarters (76%) of non-voter participants also reported preferring to vote online.
- Preferences for online voting was significantly stronger among participants aged 54 years or younger (53% 18-34yrs, 50% 35-54yrs) compared to those aged 55 years or more (31%).
- Older participants aged 55 years or more were significantly more likely to prefer to vote in person at an early voting centre (29%), especially compared to participants aged 35-54 years (16%).
- Male participants were significantly more likely than female participants to prefer to vote in person on election day (31% v. 22%).
- Culturally and linguistically diverse participants were significantly more likely to prefer to vote online (52%).

- Participants living with disability were significantly more likely to prefer to vote in person at an early voting centre (33%) and were significantly less likely to prefer to vote online (30%).

Figure 32 – Preferred voting method: by chosen method this election



Survey: Core Survey

Base: Total participants (2023 n=1,200, Early voting n=416, On the day n=645, Postal Vote n=106, Did not vote n=30)

D6. Which method of voting would you prefer to use in future?

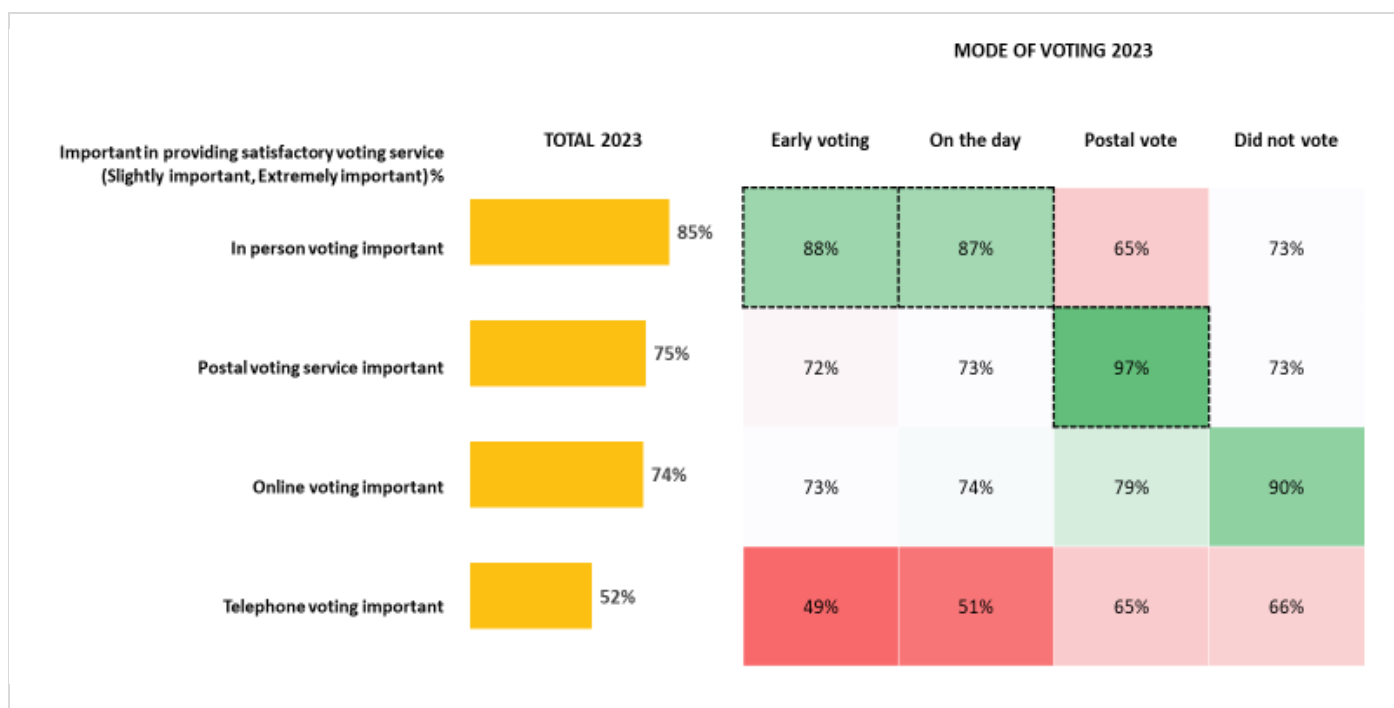
Table 39 – Preferred voting method: by subgroup

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
In person at a voting centre during the early voting period (pre-poll)	22%	18%	16%	29%	20%	23%	17%	33%
In person at a voting centre on election day	26%	19%	28%	30%	31%	22%	22%	20%
By postal vote	6%	6%	4%	7%	5%	6%	6%	9%
Online (such as iVote)	44%	53%	50%	31%	40%	47%	52%	30%
By telephone	2%	2%	1%	2%	2%	2%	2%	3%
Don't want to vote	0%	1%	0%	0%	0%	0%	0%	1%
Other	1%	1%	1%	0%	1%	0%	0%	3%
Don't know	0%	0%	0%	1%	1%	0%	0%	1%
Base number n	1200	333	431	436	572	623	209	108

D6. Which method of voting would you prefer to use in future?

Figure 33 shows strong importance that eligible voters place on having a range of voting options in order to deliver a satisfactory voting service. The majority (85%) of participants reported that it was important to be able to vote in person and around three quarters considered both postal voting and online voting important (75% and 74% respectively). Although not necessarily a preferred voting method for most participants, telephone voting was considered an important option to provide by around half (52%) of participants.

Figure 33 – Importance of voting method to delivering a satisfactory voting service



Survey: Core Survey

Base: Total participants (2023 n=1,200, Early voting n=416, On the day n=645, Postal Vote n=106, Did not vote n=30)

E1. How important are the following to deliver a satisfactory voting service?

Table 40 – Importance of voting method to delivering a satisfactory voting service (top two boxes): by subgroup

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY
		18-34	35-54	55+	MALE	FEMALE	YES	YES
In person voting	85%	83%	85%	86%	86%	84%	84%	82%
Postal voting service	75%	75%	72%	77%	73%	77%	68%	81%
Online voting	74%	85%	77%	64%	73%	76%	80%	65%
Telephone voting	52%	69%	54%	37%	48%	55%	57%	52%
Base number n	1200	333	431	436	572	623	209	108

E1. How important are the following to deliver a satisfactory voting service?

### Future participation among voters and non-voters

Participants indicated that they were interested in a number of prompted ideas that related to future elections, with a range of subgroup differences identified in Table 41.

Seven in ten participants reported that they would be interested in a text message to remind them to vote on election day (70%), with around two in five (44%) that were extremely interested.

- Younger participants, both those aged 18-34 years and those aged 35-54 years, were significantly more interested in having a reminder text sent (84% and 76% respectively) in contrast to participants aged 55 years or more (54%).
- Female participants were significantly more likely to be interested in text reminders (73%) compared to males (67%).
- Metropolitan participants were significantly more interested (73%) compared to regional participants (62%).

- Culturally and linguistically diverse participants were one of the most interested subgroups in having a reminder text message sent (81%).

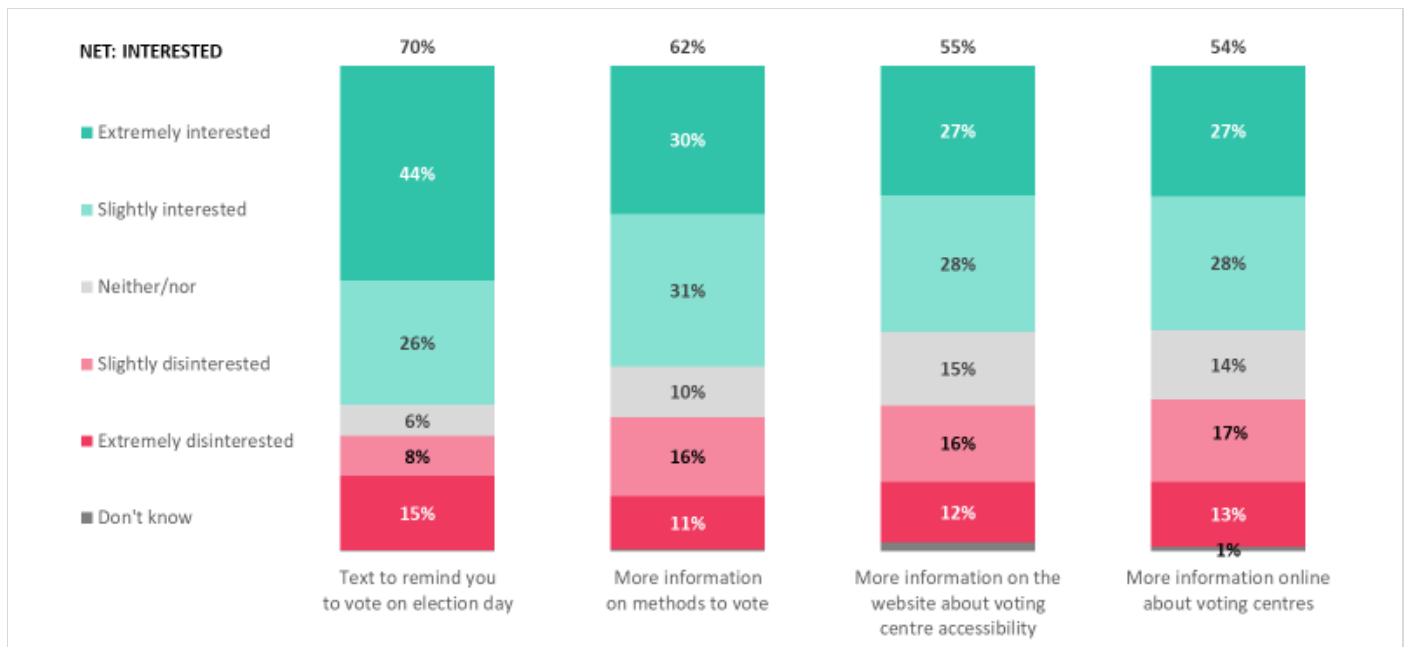
Around six in ten (62%) participants were interested in more information on methods to vote, with half of these (30%) being extremely interested in having more information of this type.

- Younger participants aged 18-34 years were significantly more interested in having more information on voting methods (71%) than older age groups, especially those aged 55 years or more (56%).
- Metropolitan participants were more interested in having information on voting methods (64%) in contrast to regional participants (56%).
- Culturally and linguistically diverse participants were significantly more interested in having information on voting methods (69%).
- Participants living with disability were significantly less likely to be interested in getting more information on methods to vote (50%). However, half still indicated an interest in receiving this information.

Other prompted ideas also related to increasing information on voting centres. Just over half of participants were interested in having more information on the website about voting centre accessibility (55%) and about having more information online about voting centres (54%).

- Culturally and linguistically diverse participants were significantly more likely to be interested in online information both about voting centres accessibility and aspects such as availability of help in language (66% and 68% respectively).
- Metropolitan participants were significantly more likely to be interested in having more information online about voting centres (57%) compared to regional participants (46%).
- Older participants aged 55 years or more were least interest in having this sort of information available.

Figure 34 – Interest in prompted ideas



Survey: Core Survey

Base: Total participants (2023 n=1,200)

E2. How interested or disinterested are you in the following ideas?

**Table 41 – Interest in prompted ideas (top two boxes): by subgroup**

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY	LOCATION	
		18-34	35-54	55+	MALE	FEMALE	YES	YES	METRO	REGIONAL
Text to remind you to vote on election day	70%	84%	76%	54%	67%	73%	81%	65%	73%	62%
More information on methods to vote	62%	71%	61%	56%	60%	63%	69%	50%	64%	56%
More information on the website about voting centre accessibility	55%	60%	56%	51%	53%	57%	66%	58%	56%	51%
More information online about voting centres e.g. availability of help in language	54%	59%	55%	50%	55%	54%	68%	51%	57%	46%
<i>Base number n</i>	1200	333	431	436	572	623	209	108	870	330

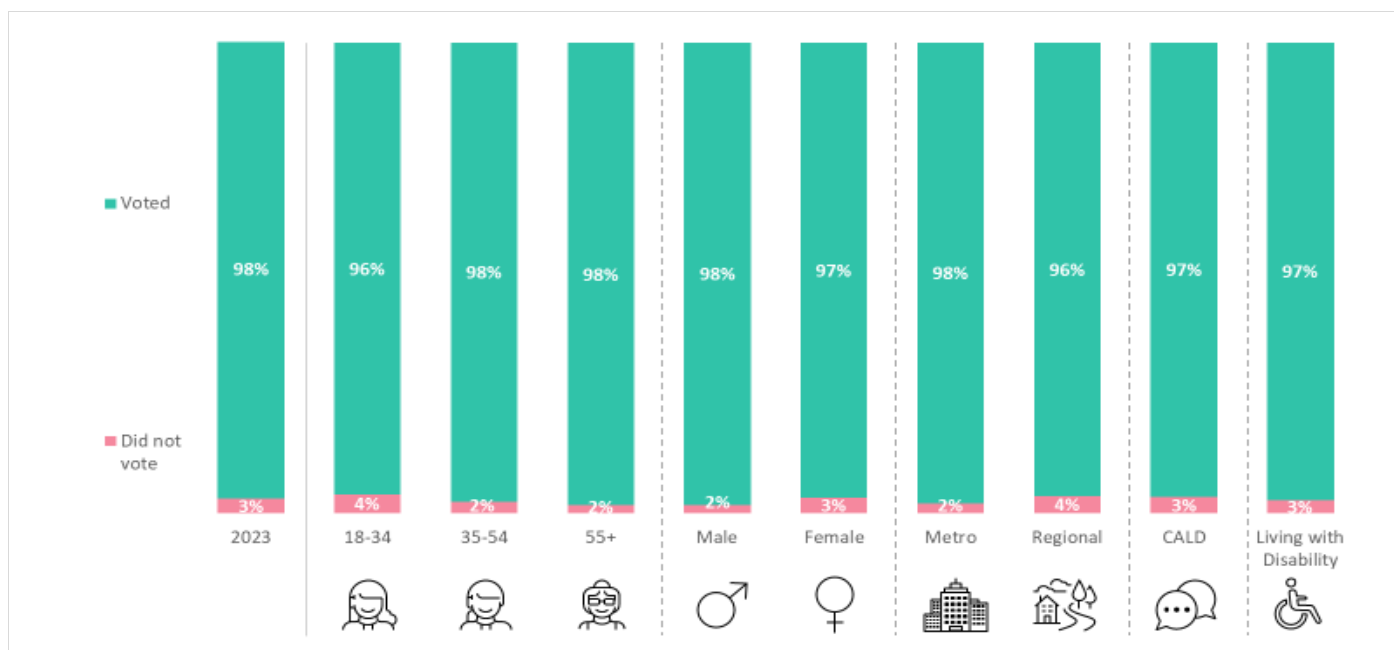
E2. How interested or disinterested are you in the following ideas?

**Non-voters**

Very few (3%) participants did not vote in the 2023 NSW State election.

- This was equivalent to the level of non-voter participants in the 2019 Core Survey (also 3%).
- There were no noted significant differences in voter and non-voter rates across the key demographics of participants. There were slightly elevated levels of non-voting among those aged 18 – 34 years (4%) and regional participants (4%).

**Figure 35 – Level of participation: Sub-group differences**



Survey: Core Survey

Base: Total eligible voters (2023 n=1,200); Demo splits (min n=108 to n=870)

S10. And thinking now of the NSW State election held on the 25th of March 2023, did you vote – either on election day or earlier?

**Table 42 – Level of participation: by subgroup**

COLUMN %	TOTAL	AGE			GENDER		CALD	LIVING WITH DISABILITY	LOCATION	
		18-34	35-54	55+	MALE	FEMALE	YES	YES	METRO	REGIONAL
Voted	98%	96%	98%	98%	98%	97%	97%	97%	98%	96%
Did not vote	2%	4%	2%	2%	2%	3%	3%	3%	2%	4%
Base number n	1200	333	431	436	572	623	209	108	870	330

S10. And thinking now of the NSW State election held on the 25th of March 2023, did you vote – either on election day or earlier?

**Removal of barriers for non-voters**

Among the n=30 survey participants who were non-voters, the main barrier (26%) for participants was that they were away on election day, closely followed by not knowing or not caring about the election (22%) or being sick or inhibited by disability and unable to attend to vote (20%).

When prompted with a list of ideas that were mostly currently offered by the NSW Electoral Commission, around one in ten (14%) non-voter participants reported that they still would not have voted even if they knew about the prompted ideas. This suggests that there is opportunity to overcome barriers for the majority of non-voter participants (86%).

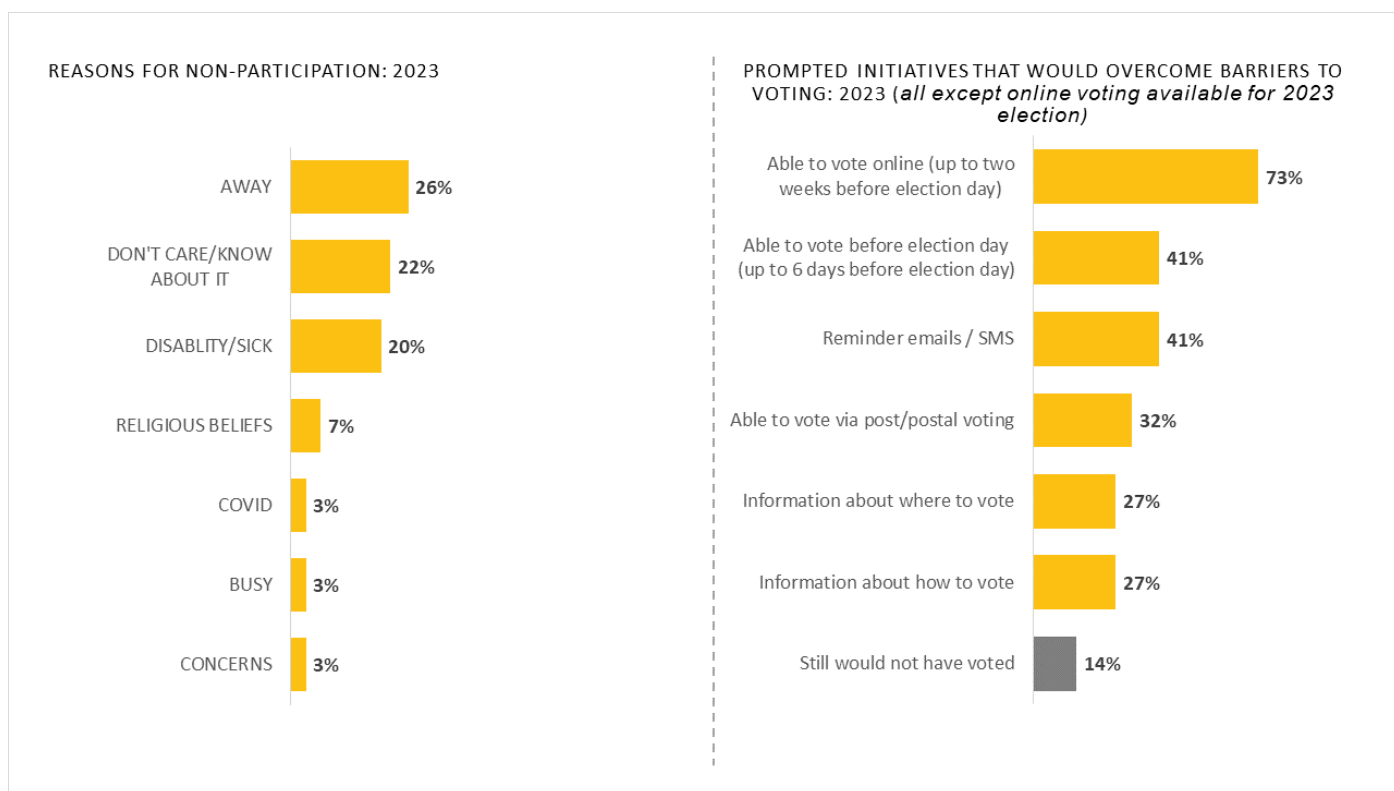
Nearly three quarters (73%) reported that they would have voted if they were able to vote online prior to election day. With around two in five (41%) also being likely to vote if they could have voted early. Fewer (32%) reported they would have voted if they were able to cast a postal vote. Many non-voter participants also lack an understanding of all voting methods available with around three in five (61%) agreeing that they can choose the method they use to vote and two in five (39%) disagreeing that they can choose their voting method. These results were significantly different to voter participants who were more likely to agree they can choose the method they used to vote (87%).

Around two in five (41%) non-voter participants reported that reminder emails or SMS would encourage them to vote.

More than one quarter (27%) of non-voter participants reported that they would have voted if they had information about where to vote, with a similar proportion (27%) who reported information about how to vote would encourage them to vote. Some non-voter participants require additional information on the voting process with around one quarter (24%) disagreeing that they know how to vote and three quarters (76%) agreeing that they know how to vote. These results were significantly different to voter participants who were more likely to agree they know how to vote (93%).



**Figure 36 – Barriers for non-voters**



Survey: Core Survey

Base: Total non-voters (n=30)

S14. What was the main reason you didn't vote in this election? S15. Would you have voted if you knew the following were available?

**Table 43 – Barriers for non-voters**

COLUMN %	TOTAL
Don't Know About It/Care	11%
Busy	3%
Away	26%
Disability/Sick	20%
COVID-19	3%
Concerned	3%
Other	17%
Base number n	30

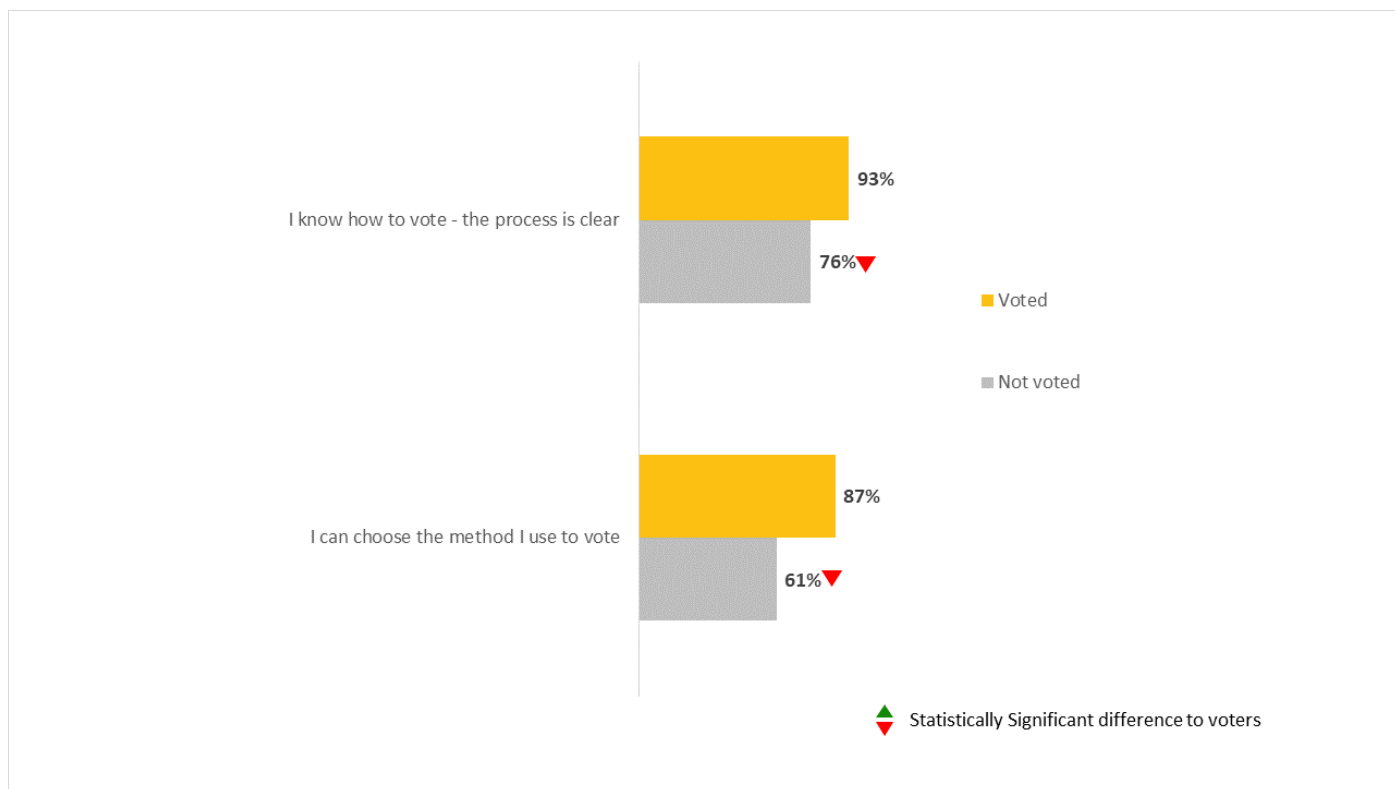
S14. What was the main reason you didn't vote in this election?

**Table 44 – Prompted initiatives to overcome barriers**

COLUMN %	TOTAL
Able to vote online	73%
Able to vote before election day (up to 6 days before election day)	41%
Reminder emails / SMS	41%
Able to vote via post/postal voting	32%
Information about where to vote	27%
Information about how to vote	27%
Still would not have voted	14%
Base number n	30

S15. Would you have voted if you knew the following were available?

Figure 37 – Agreement with potential barriers for non-voters (top two boxes): against voters



Survey: Core Survey

Base: Those who voted (n=1,170); Those who didn't vote (n=30)

A7. How much do you agree or disagree with the following statements?

Table 45 – Agreement with potential barriers for non-voters (top two boxes): against voters

COLUMN %	TOTAL	VOTED	DID NOT VOTE
I know how to vote - the process is clear	92%	93%	76%
I can choose the method I use to vote	87%	87%	61%
Base number n	1200	1170	30

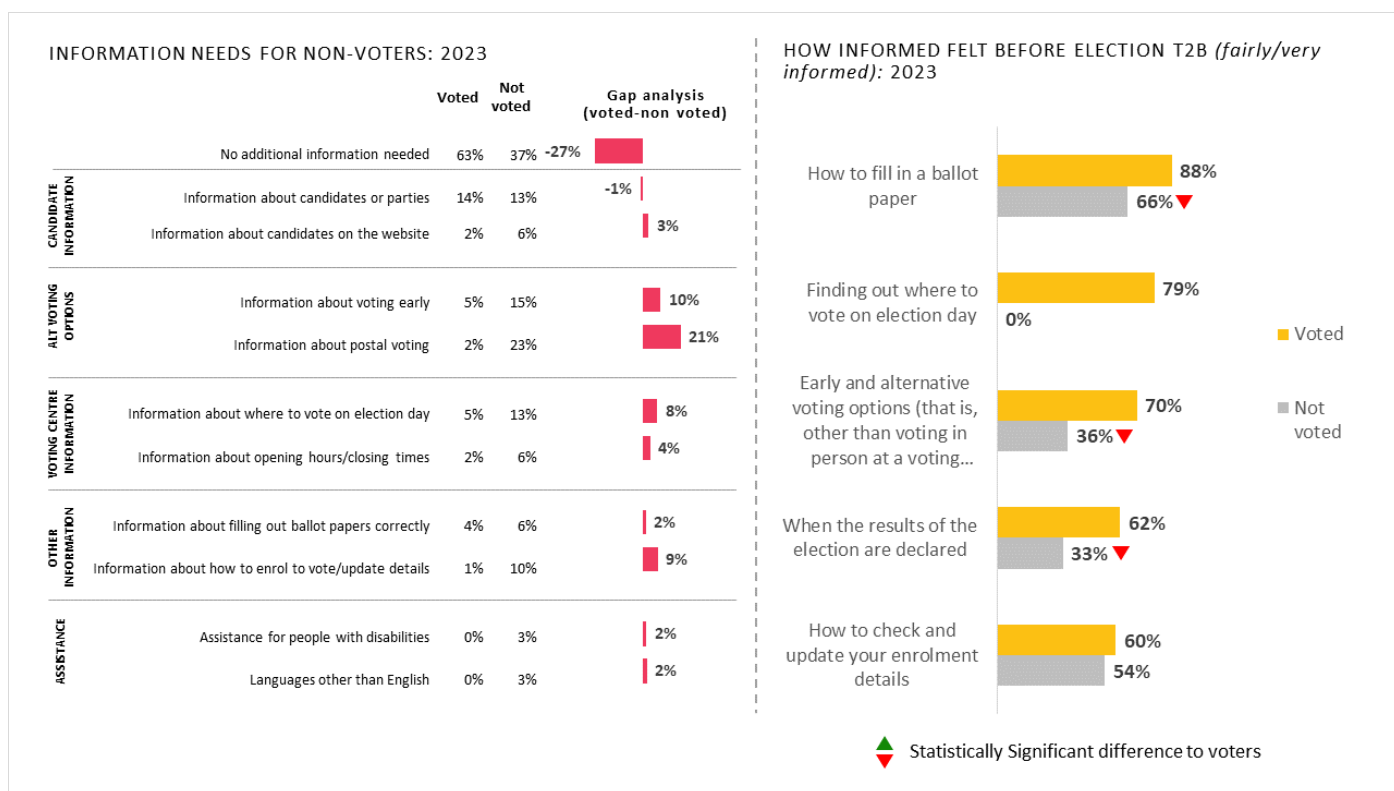
A7. How much do you agree or disagree with the following statements?

### Information needs for non-voters

Participants who did not vote had significantly higher additional information needs than participants who had voted, with around one in three (37%) non-voters stating they did not need additional information and 63% stating they had additional information needs. In comparison, around three in five (63%) voters did not need additional information. Non-voters were also less aware and felt less informed than voters on how to fill in a ballot paper (66% v. 88% voters), early and alternative voting options (36% v. 70% voters), and the candidates (33% v. 62% voters).

Information needs from participants who did not vote included understanding alternative voting options, specifically around one in five (23%) wanted more information on postal voting and just over one in ten (15%) wanted more information on early voting options. Other mentioned information needs included 13% wanting more information about candidates and parties, 13% who wanted information about where to vote on election day and 10% who wanted information on how to enrol to vote or update details.

Figure 38 – Information needs for non-voters vs voters



Survey: Core Survey

Base: Those who voted (n=1,169); Those who didn't vote (n=30)

D2. What additional information, if any, would you have liked to receive?

D1. How informed or uninformed did you feel about each of the following before going to vote in the NSW State election?

Table 46 – Additional information needs: against voters

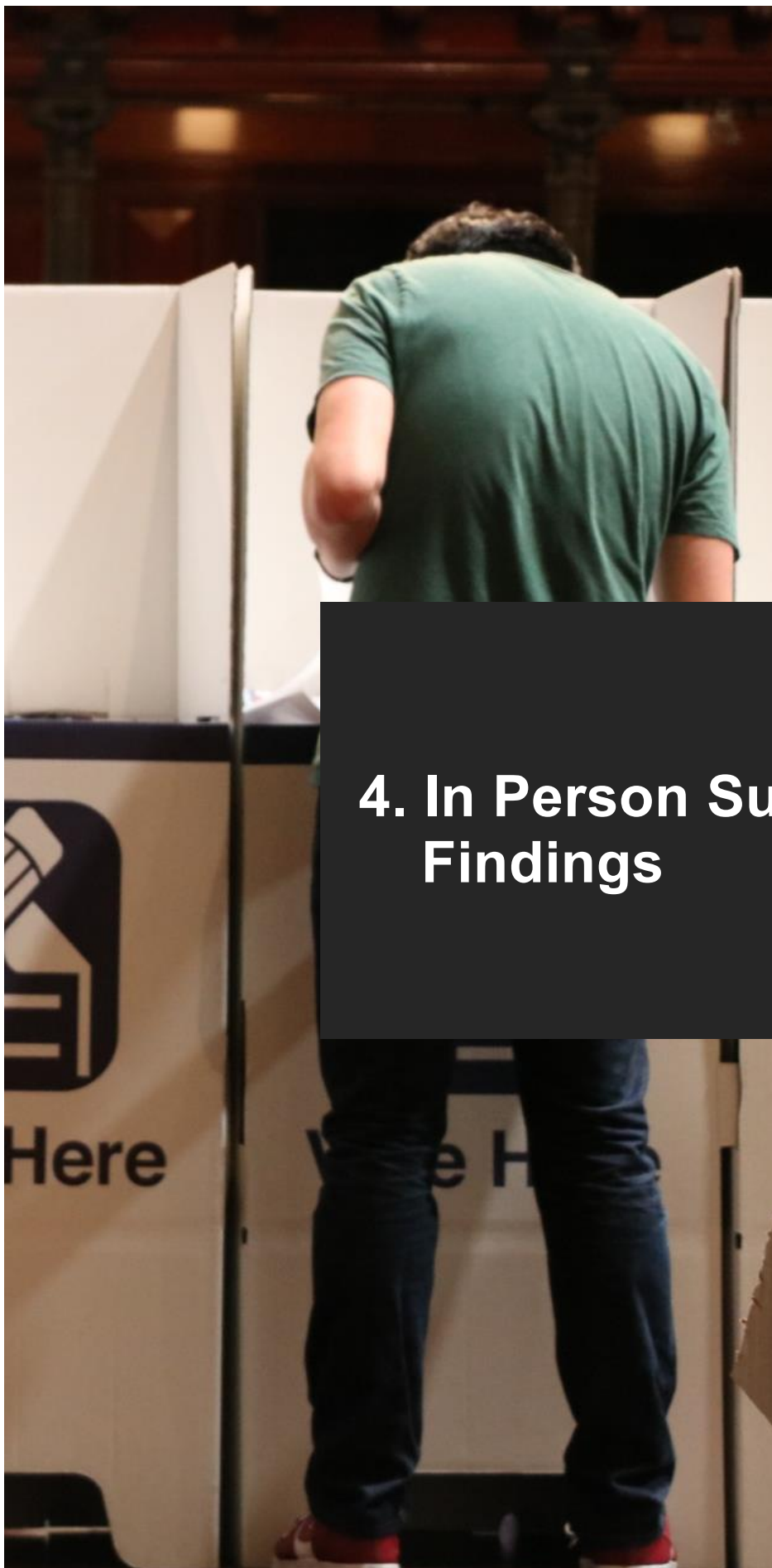
COLUMN %	TOTAL	VOTED	DID NOT VOTE
No additional information needed	63%	63%	37%
Information about where to vote on election day	5%	5%	13%
Information about how to enrol to vote or update enrolment details	1%	1%	10%
Information about postal voting	2%	2%	23%
Information about voting early	6%	5%	15%
Information about voting centre opening hours/closing times	2%	2%	6%
Information about filling out ballot papers correctly	4%	4%	6%
Information about candidates or parties	14%	14%	13%
Information about candidates on the NSW Electoral Commission website	2%	2%	6%
Information on assistance for people with disabilities and their carers	0%	0%	3%
Information in languages other than English	0%	0%	3%
Other	9%	9%	25%
Don't know	4%	4%	7%
Base number n	1200	1170	30

D2. What additional information, if any, would you have liked to receive?

**Table 47 – How informed felt before election (top two boxes): against voters**

<b>COLUMN %</b>	<b>TOTAL</b>	<b>VOTED</b>	<b>DID NOT VOTE</b>
Early and alternative voting options (that is, other than voting in person at a voting centre on election day)	70%	70%	36%
How to fill in a ballot paper	87%	88%	66%
How to check and update your enrolment details	60%	60%	54%
When the results of the election are declared	61%	62%	33%
Finding out where to vote on election day	79%	79%	
Base number n	1200	1170	30

*D1. How informed or uninformed did you feel about each of the following before going to vote in the NSW State election?*



## 4. In Person Survey Findings

## 4. In Person Survey Findings

### 4.1 Overview

Intercept interviewing was conducted at four (4) early voting centre sites for two days per site prior to election day. On election day 25 March 2023, views from voters at four (4) voting centres were captured. The results from these surveys serve to support the Core survey and provide more specific insight into the experience of selecting to vote at a voting centre immediately post-experience.

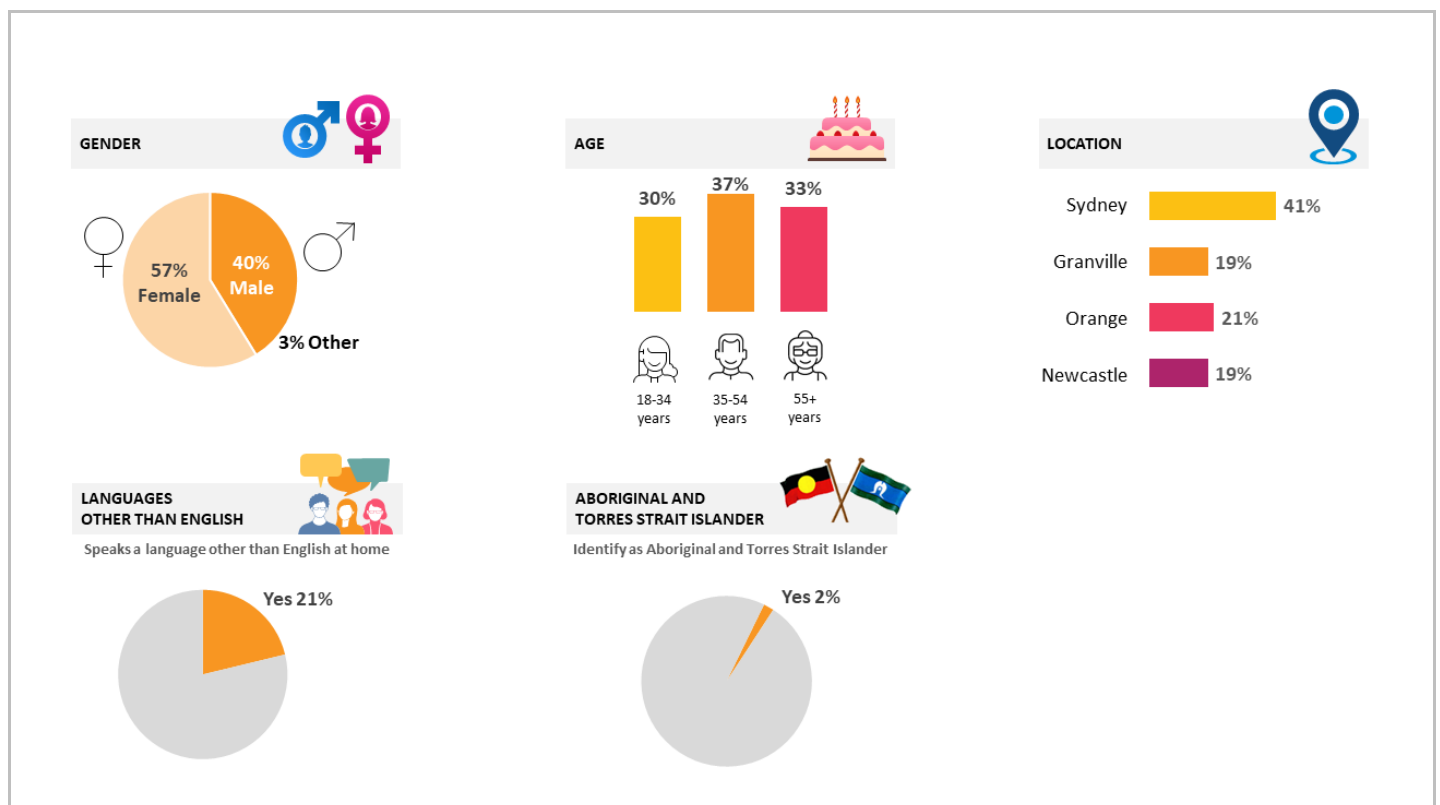
#### Methodology

Voters were approached by interviewers upon their exit of the voting centre, and after placing their vote. Voters were provided with the opportunity to self-complete the survey on either on their personal device, on a provided device or were able to have the interviewer assist with the completion question and response process. A total of n=552 voters were surveyed prior to 25 March 2023 at early voting centres (in the week commencing 20 March 2023) and n=326 voters were surveyed on election day, 25 March 2023. Figure 39 provides an overview of the demographic data of participants who answered the In person survey.

A total sample of n=878 voters responded to a survey of 5-minutes duration. Where possible findings are compared to the 2019 NSW State election early voting centre survey of n=364 early voters. In 2019, no election day voting centre interviews were conducted.

No weighting has been applied to the early voting and election day voting centre survey.

Figure 39 – In person participant demographics



Survey: In person survey

Base: Total in person voters (n=878)

Z1. How do you describe your gender? Z2. What is your age? Z3. Are you of Aboriginal or Torres Strait Islander origin? Z4. And do you speak a language other than English at home? A0. Location of interview

Table 48 – In person demographics

COLUMN %	TOTAL	TIMING OF SURVEY	
		EARLY VOTING	ELECTION DAY
<b>GENDER</b>			
Male	40%	38%	44%
Female	57%	60%	53%
Other, non-binary, prefer not to say	3%	3%	3%
<b>AGE</b>			
18 – 34	30%	26%	37%
35 – 54	37%	37%	38%
55+	33%	38%	25%
<b>ATSI</b>			
Yes	2%	2%	2%
<b>CALD</b>			
Yes	21%	22%	20%
<b>LOCATION</b>			
Sydney	41%	37%	48%
Granville	19%	22%	15%
Orange	21%	21%	19%
Newcastle	19%	20%	17%
Base number n	878	552	326

### Key findings

Overall satisfaction with the voting centre experience as reported by in person survey participants was the highest rated key metric, with 95% of voters surveyed at either an early voting centre or election day voting centre being satisfied. Satisfaction that the NSW Electoral Commission conducted the elections fairly and impartially was rated positively (92%) and trust in the voting centre process was also high (90%).

The survey included a mix of participants who had used either an early voting centre or a voting centre on election day. Reasons for using an early voting centre were predominantly due to ease, convenience, or due to other commitments such as work, personal commitments or being more than 8km away from a voting centre on election day. Among participants who had voted early, almost two thirds (62%) had previously voted early in other elections. Approximately one quarter (24%) of in person survey participants who voted on election day at a voting centre did so because they were not aware of other options or thought they would be ineligible for alternatives.

Participants who completed the survey post-voting at an early voting/voting centre reported that they found it easy overall to vote in the 2023 NSW State election (97%), with those using an early voting centre being significantly more likely to state it was very easy (84%) in contrast to participants interviewed on election day (77% stated very easy). The atmosphere at early voting and voting centres was considered organised (97%) regardless of whether they attended an early voting centre or voted on election day. Satisfaction with time spent waiting to vote (94%) and satisfaction with any assistance provided by staff (99%) were both scored highly among those in person survey participants; however, 45% of those who voted on election day reported having to wait 6 or more minutes in the queue. Two thirds (67%) of survey participants were satisfied with COVID safety measures in place at the voting centre they attended.

Around one in two participants (45%) reported having used the NSW Electoral Commission website for information purposes. Website usage was more pronounced among survey participants who attended an early voting centre

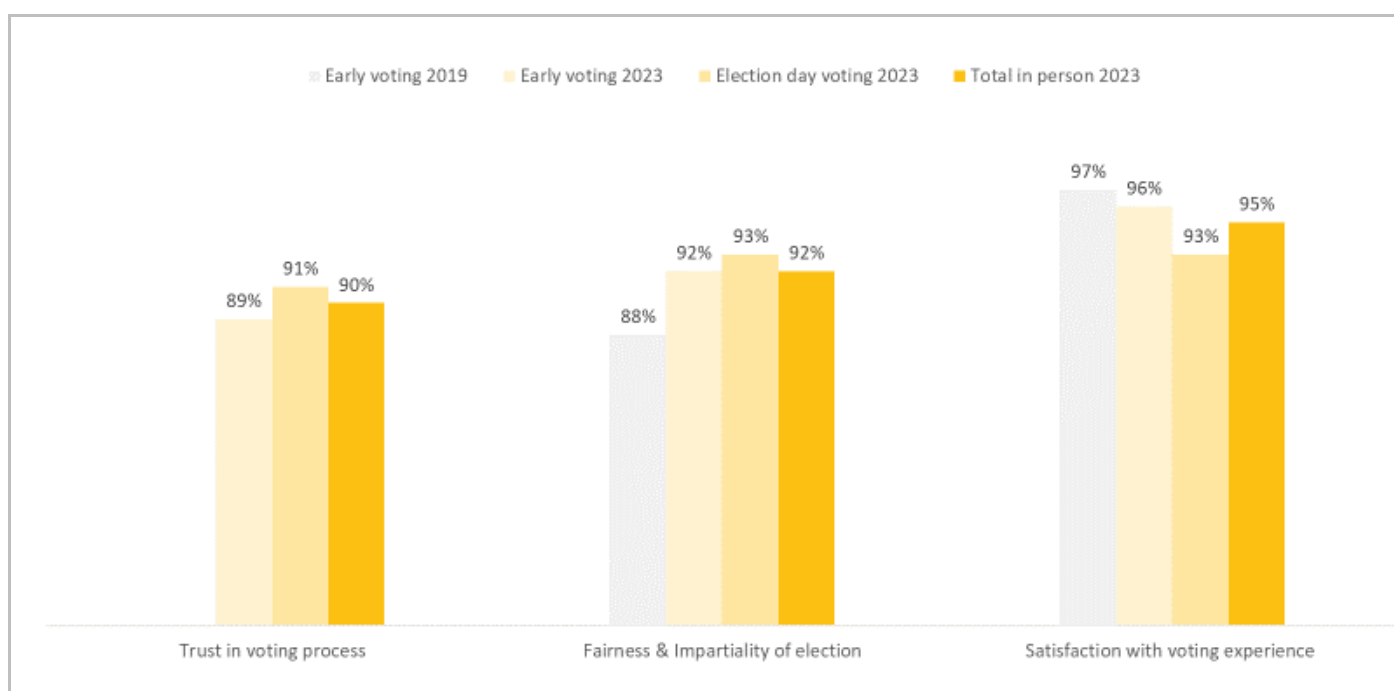
(52%) in contrast to usage among participants who voted on election day (33%). Overall, 72% of those who accessed the website were able to find the information they were seeking easily. Around one in ten (11%) weren't able to find all the information they were looking for. Recall of email or SMS reminders was reported by approximately one in ten (11%) in person survey participants.

Participants of the in person survey showed high interest in online voting (71%), improved or increased information about where voting centres are located (65%), having more voting centre locations (59%) and having extended hours for early voting centres (58%).

## 4.2 Key Metrics Summary

Three of the key metrics were included in the early voting centre and election day voting centre survey: trust in voting process, fairness and impartiality and satisfaction. The fourth key metric, confidence in election results, was not measured for participants responding to this survey as election results were not yet known.

Figure 40 – Overall key metrics (Top 2 boxes: trust a little/trust a great deal, very/fairly satisfied)



Survey: In person survey

Base: Total in person voters (TOTAL 23 n=878, Early voting 23 n=552, On the day 23 n=326, Early voting 19 n=364)

A11. To what extent do you trust or distrust the voting process? A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially? A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

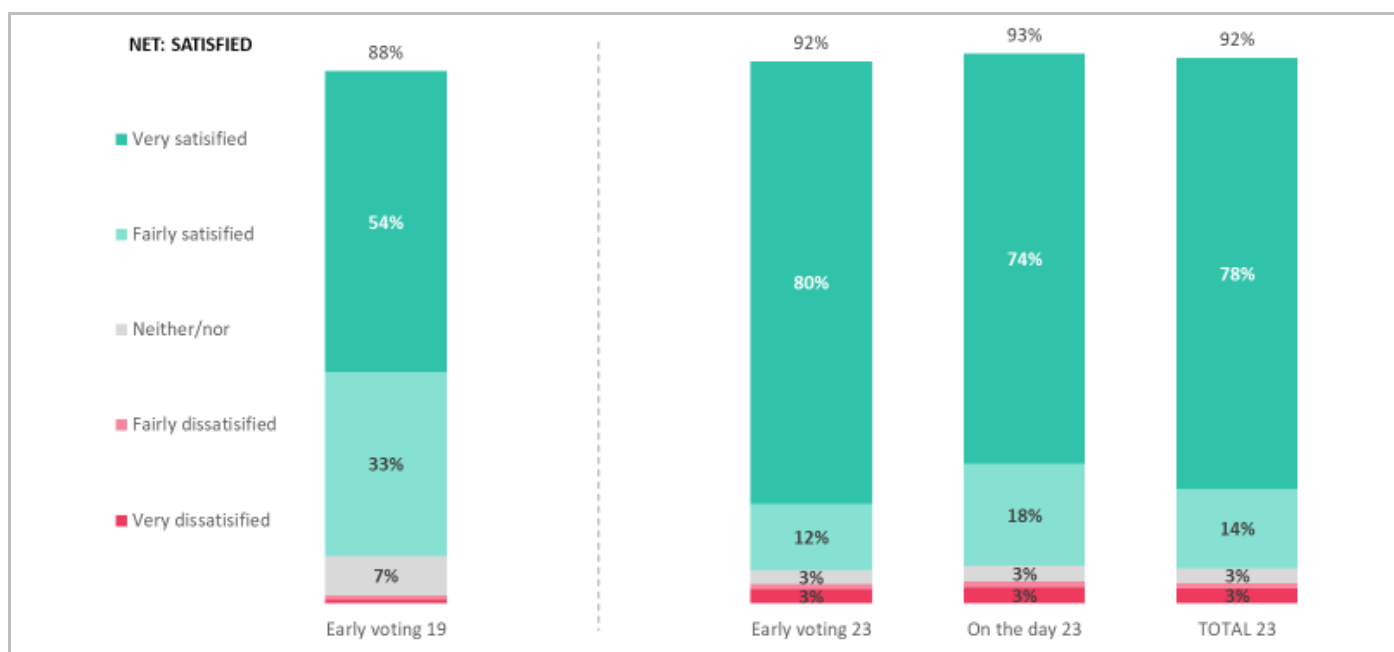
### Election was conducted fairly and impartially

Over three quarters (78%) of in person survey participants reported that they were very satisfied that the 2023 NSW State election was conducted fairly and impartially with a further 14% fairly satisfied.

In comparing early voters in 2019 and 2023, there was a large increase in ratings of very satisfied with respect to the election being conducted fairly and impartially increasing from 54% to 80%. This resulted in lower responses of fairly satisfied (33% 2019 v. 12% 2023) and a relatively stable level of overall satisfaction (88% in 2019 v. 92% in 2023).



Figure 41 – Satisfaction: conducted fair and impartial election



Survey: In person survey

Base: Total in person voters (TOTAL 23 n=878 Early voting 23 n=552, On the day 23 n=326, Early voting 19 n=364)

A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially?

Table 49 – Satisfaction: conducted fair and impartial election: by subgroup

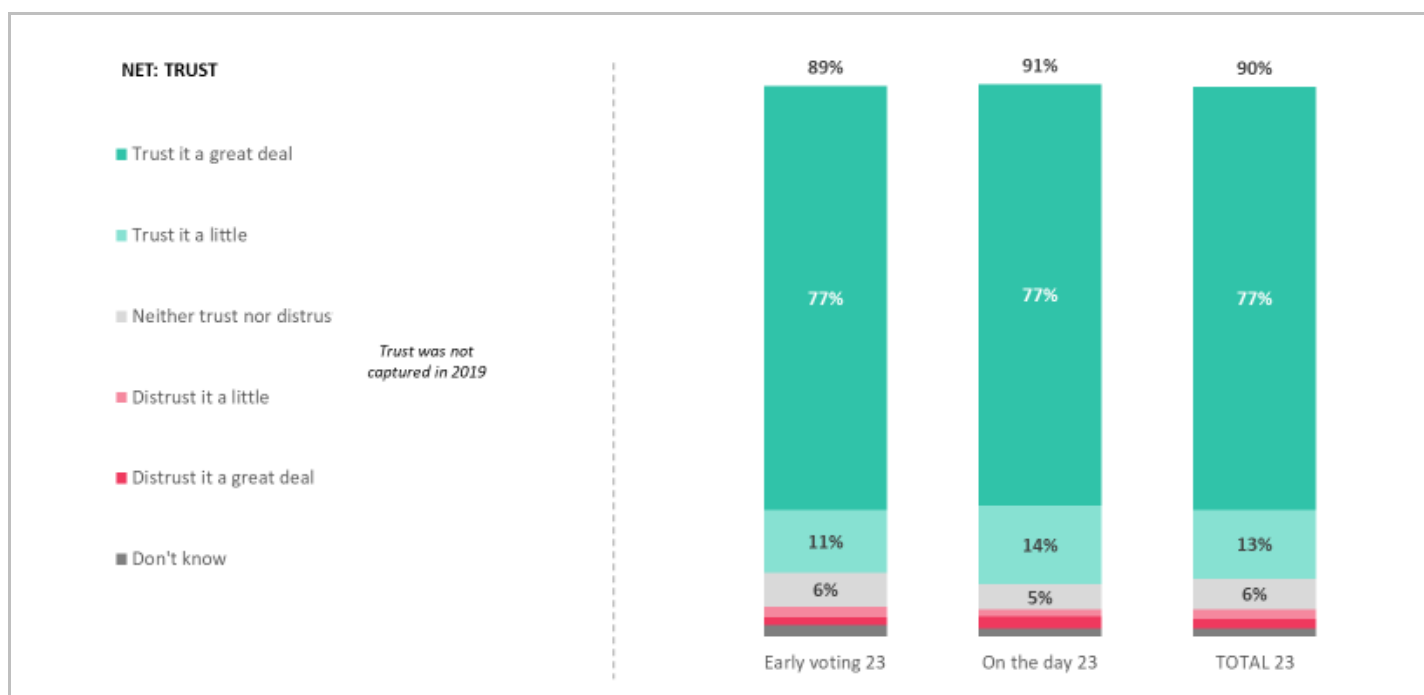
COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Very satisfied	78%	80%	74%
Fairly satisfied	14%	12%	18%
Neither satisfied nor dissatisfied	3%	3%	3%
Fairly dissatisfied	1%	1%	1%
Very dissatisfied	3%	3%	3%
Don't know/can't comment/not applicable	1%	2%	1%
Net Satisfied	92%	92%	93%
Net Dissatisfied	4%	3%	4%
Base number n	878	552	326

### Trust in voting process

Asked only in the 2023 voting centre survey, the majority of in person survey participants reported that they trust the voting process. Over three quarters (77%) of voters surveyed just after completing an in person vote stated they trusted the process a great deal and a further 13% trusted it a little. Three percent (3%) of in person survey participants reported some level of distrust in the voting process.

- Participants in regional locations were significantly more likely to indicate they trusted the process (94%) compared to participants in metropolitan locations (87%).

Figure 42 – Trust in the voting process



Survey: In person survey

Base: Total in person voters (TOTAL 23 n=878, Early voting 23 n=552, On the day 23 n=326)

A11. To what extent do you trust or distrust the voting process?

Table 50 – Trust in the voting process: by subgroup

COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Trust it a great deal	77%	77%	77%
Trust it a little	13%	11%	14%
Neither/nor	6%	6%	5%
Distrust it a little	2%	2%	1%
Distrust it a great deal	2%	1%	2%
Don't know/can't comment/not applicable	1%	2%	1%
Net Trust	90%	89%	91%
Net Don't trust	3%	3%	3%
Base number n	878	552	326

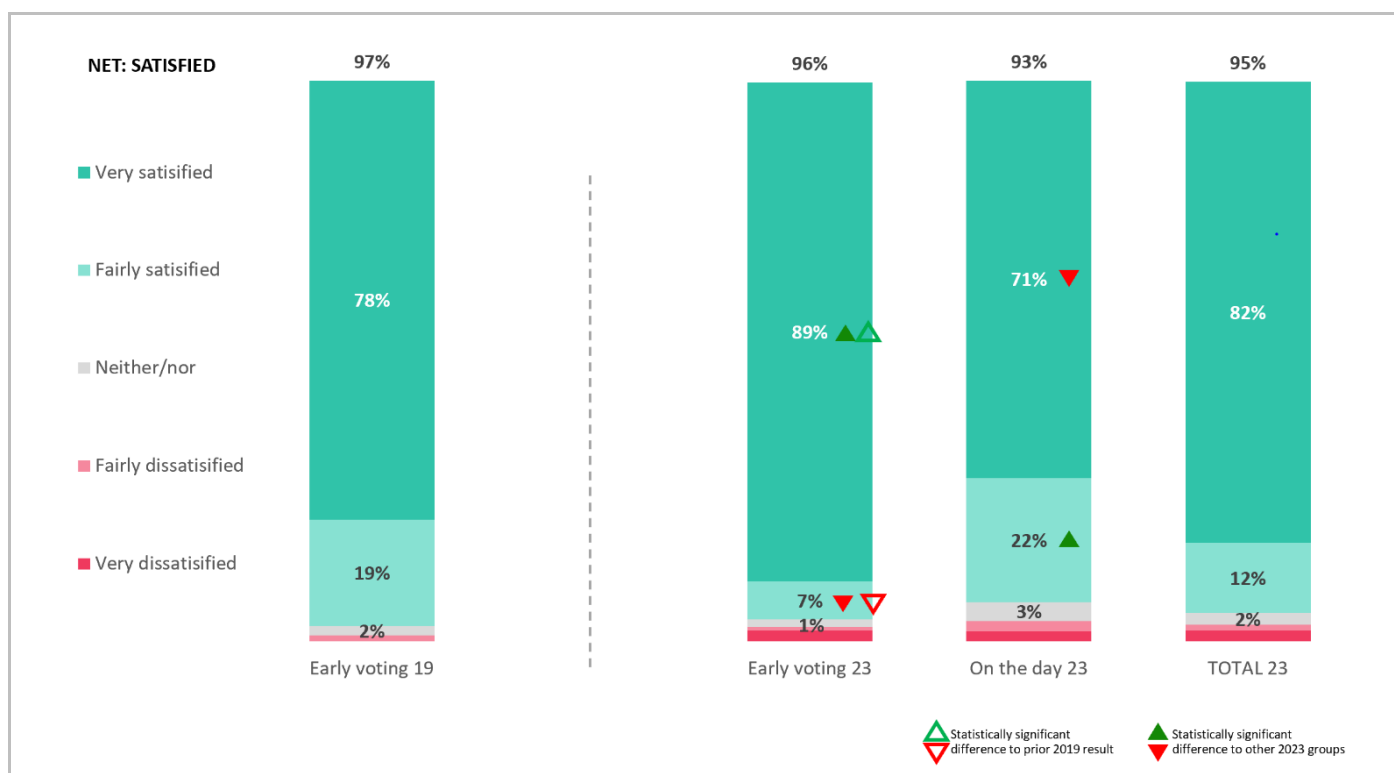
A11. To what extent do you trust or distrust the voting process?

### Satisfaction with overall voting experience

The majority (95%) of in person survey participants were satisfied with their overall voting experience of using a voting centre for the 2023 NSW State election. Over four in five (82%) in person survey participants were very satisfied and an additional 12% were fairly satisfied. Only 3% of in person participants were dissatisfied with their overall voting experience. Results for overall satisfaction were similar to those for the early voter survey in 2019.

- Early voters were significantly more satisfied, and to a higher degree of satisfaction, than those who used a voting centre on the day; however, in both instances, levels of dissatisfaction were low.
- Regional in person survey participants were significantly more likely to respond very satisfied (89%) in contrast to metropolitan survey participants (78%); however, in both instances, the overall net satisfaction level was high and there were minimal levels of dissatisfaction.

Figure 43 – Overall satisfaction with voting experience



Survey: In person survey

Base: Total in person voters (TOTAL 23 n=878, Early voting 23 n=552, On the day 23 n=326, Early voting 19 n=364)

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

Table 51 – Overall satisfaction with voting experience: by subgroup

COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Very satisfied	82%	89%	71%
Fairly satisfied	12%	7%	22%
Neither/nor	2%	1%	3%
Fairly dissatisfied	1%	1%	2%
Very dissatisfied	2%	2%	2%
Don't know/can't comment/not applicable	0%	0%	0%
Net Satisfied	95%	96%	93%
Net Dissatisfied	3%	3%	4%
Base number n	878	552	326

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

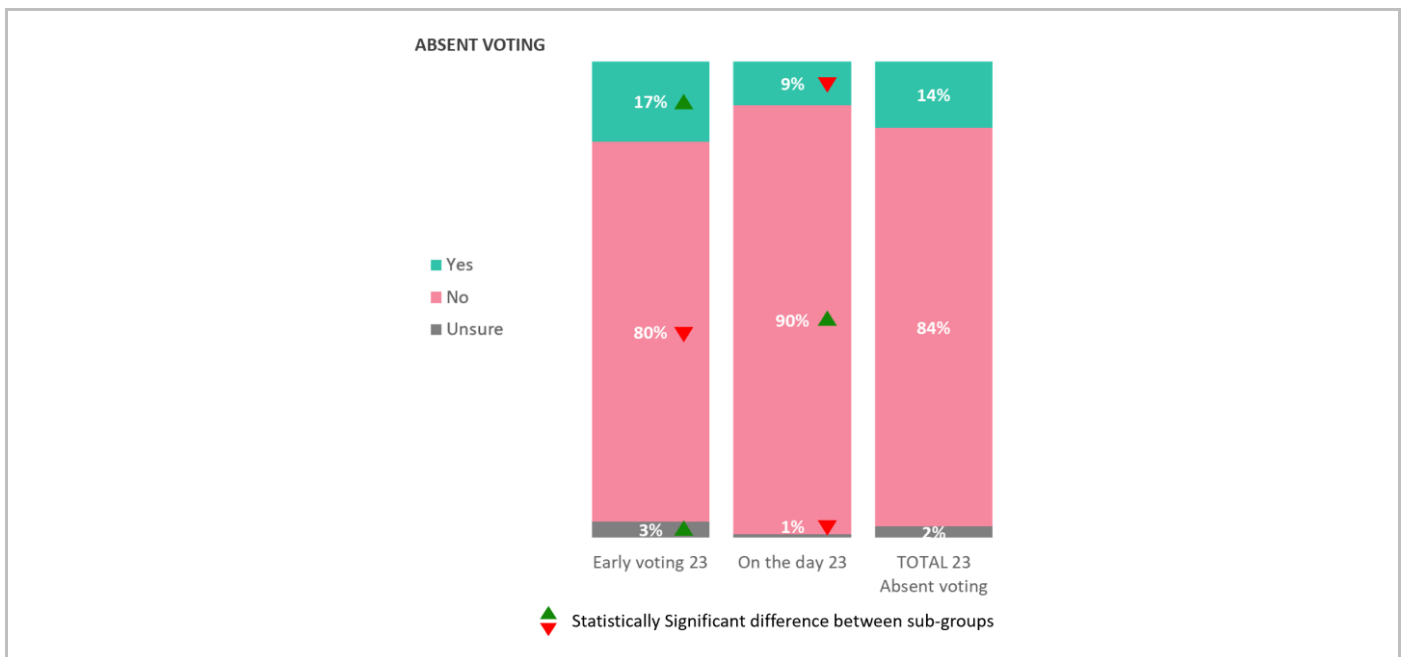
### 4.3 Voting Behaviours

#### Early voting v. voting on election day

Of the sample included in the In person survey, 63% were early voters and 37% voted on election day. This was not reflective of the overall voting distribution in real numbers rather was reflective of the ability to attend two days of early voting to interview voters.

Among voters who participated in the In person survey, 14% voted outside their electorate as an absent vote. Early voters were significantly more likely to have voted as an absent vote (17%) compared to survey participants who voted on election day (9%).

Figure 44 – Absent voting



Survey: In person survey

Base: Total voters (TOTAL n=878, Early voting n=552, On the day n=326)

A9. Did you vote outside of your electorate today i.e., absent voting?

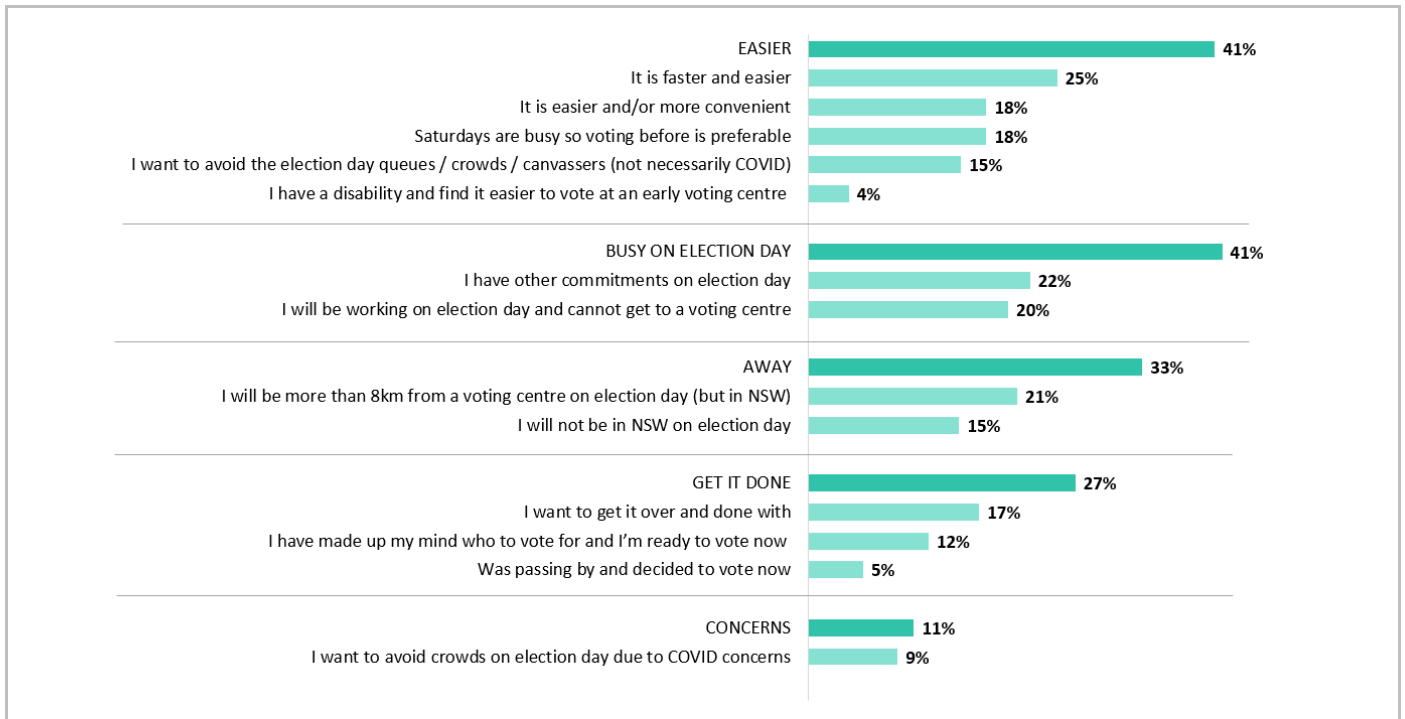
### Reasons for early voting v. election day voting

Ease and other commitments on election day were the key reasons for early voters choosing to vote prior to election day as highlighted in Figure 45. Perceived ease was a combination of the process being seen as faster and easier (25%), the busyness associated with election day voting (18%) and the perception of early voting being easier or more convenient (18%). Other commitments influencing the decision to vote early included work (20%), personal commitments (22%) and being more than 8km from a voting centre (21%). Among early voters who wanted to vote due to just getting it done - nearly one in five wanted to just get it done (17%) and one in ten had already made up their mind and were ready to vote (12%) rather than spontaneously when passing by an early voting centre (5%).

- Early voters aged 55 years or more were significantly more likely to have voted prior to election day due to being more than 8km away from a voting centre (but in NSW) on election day (30%) or to nominate they have disability and find it easier to vote at an early voting centre than at a voting centre on election day (8%) than younger early voters.

One in ten (9%) early voters who participated in the In person survey wanted to avoid crowds due to concerns about COVID-19.

Figure 45 – Reasons for early voting



Survey: In person survey

Base: Total in person early voters 2023 (n=552)

NOTE: Values 1% and under have been not shown in Figure 45.

A5. And why did you decide to vote today rather than waiting until election day?

Table 52 – Reasons for early voting: by subgroup

COLUMN %	TOTAL	EARLY VOTING
<b>NET: AWAY</b>	33%	33%
I will not be in NSW on election day	15%	15%
I will be more than 8km from a voting centre on election day (but in NSW)	21%	21%
<b>NET: BUSY ON ELECTION DAY</b>	41%	41%
I will be working on election day and cannot get to a voting centre	20%	20%
I have other commitments on election day	22%	22%
I am caring for a person and cannot get to a voting centre on election day	1%	1%
I am helping a relative/friend who cannot vote on election day	1%	1%
<b>NET: EASIER</b>	41%	41%
It is easier and/or more convenient	18%	18%
It is faster and easier	25%	25%
I want to avoid the election day queues/crowds/canvassers (not necessarily because of COVID)	15%	15%
Saturdays are busy so voting before is preferable	18%	18%
I have a disability and find it easier to vote at an early voting centre than at a voting centre on election day	4%	4%
<b>NET: CONCERNS</b>	11%	11%
I am a silent elector and find it better to vote at an early voting centre than at a voting centre on election day	1%	1%
I believe that attending a voting centre on election day will place my personal safety, or that of my family members, at risk	1%	1%
I want to avoid crowds on election day due to COVID concerns	9%	9%
<b>NET: GET IT DONE</b>	27%	27%

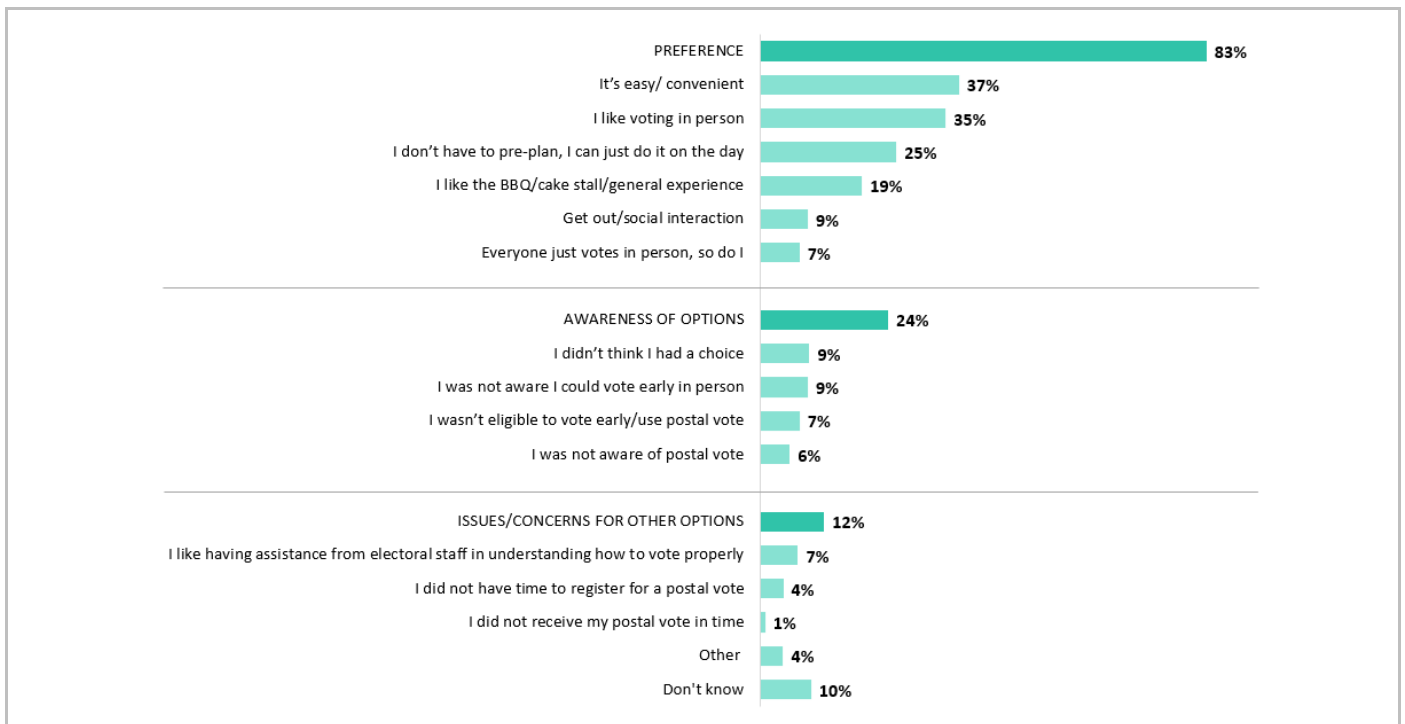
COLUMN %	TOTAL	EARLY VOTING
I want to get it over and done with	17%	17%
I have made up my mind who to vote for and I'm ready to vote now	12%	12%
Was passing by and decided to vote now	5%	5%
<b>NET: RELIGION</b>	<b>1%</b>	<b>1%</b>
I have religious beliefs that prevent me from voting at a voting centre on election day	1%	1%
<i>Base number n</i>	552	552

A5. And why did you decide to vote today rather than waiting until election day?

Personal preference to vote in person on election day (35%) and ease/convenience (37%) were the key reasons why participants chose to vote on election day rather than in another way (refer to Figure 46). Approximately one in five (19%) wanted to vote in person as they like the experience including BBQs and cake stalls.

Approximately one quarter (24%) of voters who participated in the In person survey on election day were not aware of other options to voting in person on election day or thought they would not be eligible for alternatives. Survey participants who voted on election day who speak a language at home other than English were significantly more likely to not be aware of alternative options (41%) compared to survey participants who spoke English only (20%).

Figure 46 – Reasons for voting on election day at a voting centre



Survey: In person survey

Base: Total on the day voters 2023 (n=326)

A7. Why did you vote in person on election day, rather than other ways?

Table 53 – Reasons for voting on election day at a voting centre: by subgroup

COLUMN %	TOTAL	EARLY VOTING
<b>NET: PREFERENCE</b>	<b>83%</b>	<b>83%</b>
I like voting in person	35%	35%
I don't have to pre-plan, I can just do it on the day	25%	25%
It's easy/convenient	37%	37%

Everyone just votes in person, so do I	7%	7%
Get out/social interaction	9%	9%
I like the BBQ/cake stall/general experience	19%	19%
<i>NET: AWARENESS OF OPTIONS</i>	24%	24%
I didn't think I had a choice	9%	9%
I was not aware of postal vote	6%	6%
I was not aware I could vote early in person	9%	9%
I wasn't eligible to vote early/use postal vote	7%	7%
<i>NET: ISSUES/CONCERNS WITH OTHER OPTIONS</i>	12%	12%
I like having assistance from electoral staff in understanding how to vote properly	7%	7%
I did not have time to register for a postal vote	4%	4%
I did not receive my postal vote in time	1%	1%
Other	4%	4%
Don't know	10%	10%
<i>Base number n</i>	326	326

A7. Why did you vote in person on election day, rather than other ways?

### Early voting behaviour

In 2023, a total of n=552 early voters were surveyed in person upon exit of an early voting centre and they contribute 63% of the total responses to the in person survey results. These results can be contrasted directly against the 2019 early voter survey consisting of n=364 participants. Table 54 shows the demographic subgroup voting occasion differences in the survey participant sample. It highlights that younger voters aged 18-34 years were more likely to be interviewed on election day at a voting centre while those aged 55 years or more were more likely to be interviewed at an early voting centre.

Table 54 – Method of voting: by subgroup

COLUMN %	TOTAL	TIMING OF SURVEY	
		EARLY VOTING	ELECTION DAY
<b>GENDER</b>			
Male	40%	38%	44%
Female	57%	60%	53%
Other, non-binary, prefer not to say	3%	3%	3%
<b>AGE</b>			
18 – 34	30%	26%	37%
35 – 54	37%	37%	38%
55+	33%	38%	25%
<b>CALD</b>			
Yes	21%	22%	20%
<b>LOCATION</b>			
Metro	60%	59%	64%
Regional	40%	41%	36%
<i>Base number n</i>	878	552	326

Survey: In person survey

Base: Total in person voters 2023 (TOTAL n=878, Early voting n=552, On the day n=326)

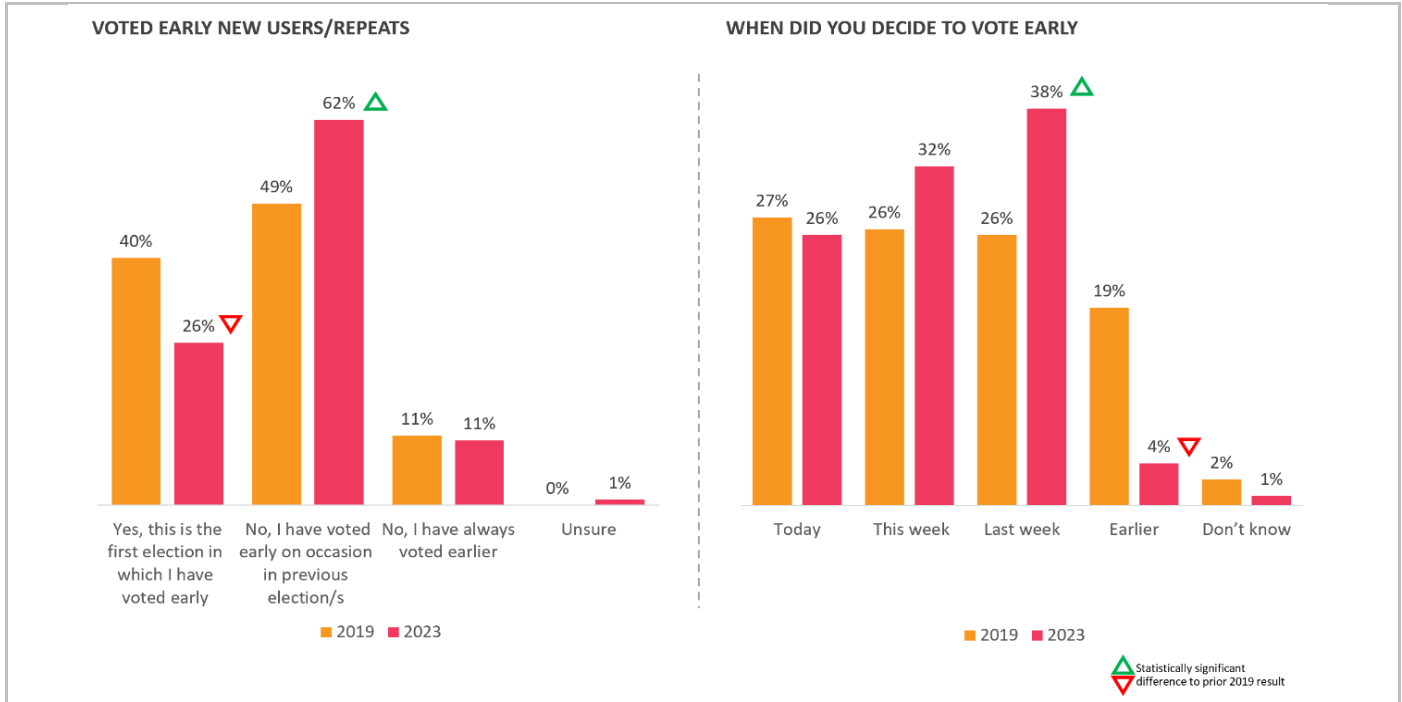
A0. Timing of survey

Among early voters participating in the In person survey, almost two thirds (62%) had previously voted early in other elections. With the relative incidence of prior early voting among in person survey participants having increased significantly between 2019 and 2023.

The time period in which early voters decided they would vote early in the 2023 NSW State election differed across a spectrum of a couple of weeks. Approximately one quarter (26%) decided that they would cast an early vote on the

day they attended an early voting centre (which was in the week immediately prior to the election date). With one third (32%) deciding within the same week just prior to the election and around four in ten (38%) deciding over a week prior to the election date.

Figure 47 – Early voting behaviours



Survey: In person survey

Base: Total in person early voters (2023 n=552, 2019 n=364)

A3. Is this the first NSW election in which you have voted early? A4. When did you decide to vote early in this election, rather than voting on election day?

Table 55 – Voted early in NSW elections previously

COLUMN %	TOTAL
Yes, this is the first election in which I have voted early	26%
No, I have voted early on occasion in previous election/s	62%
No, I have always voted earlier	11%
Unsure	1%
Base number n	552

A3. Is this the first NSW election in which you have voted early?

Table 56 – When decided to vote early

COLUMN %	TOTAL
Today	26%
This week	32%
Last week	38%
Earlier	4%
Don't know	1%
Base number n	552

A4. When did you decide to vote early in this election, rather than voting on election day?

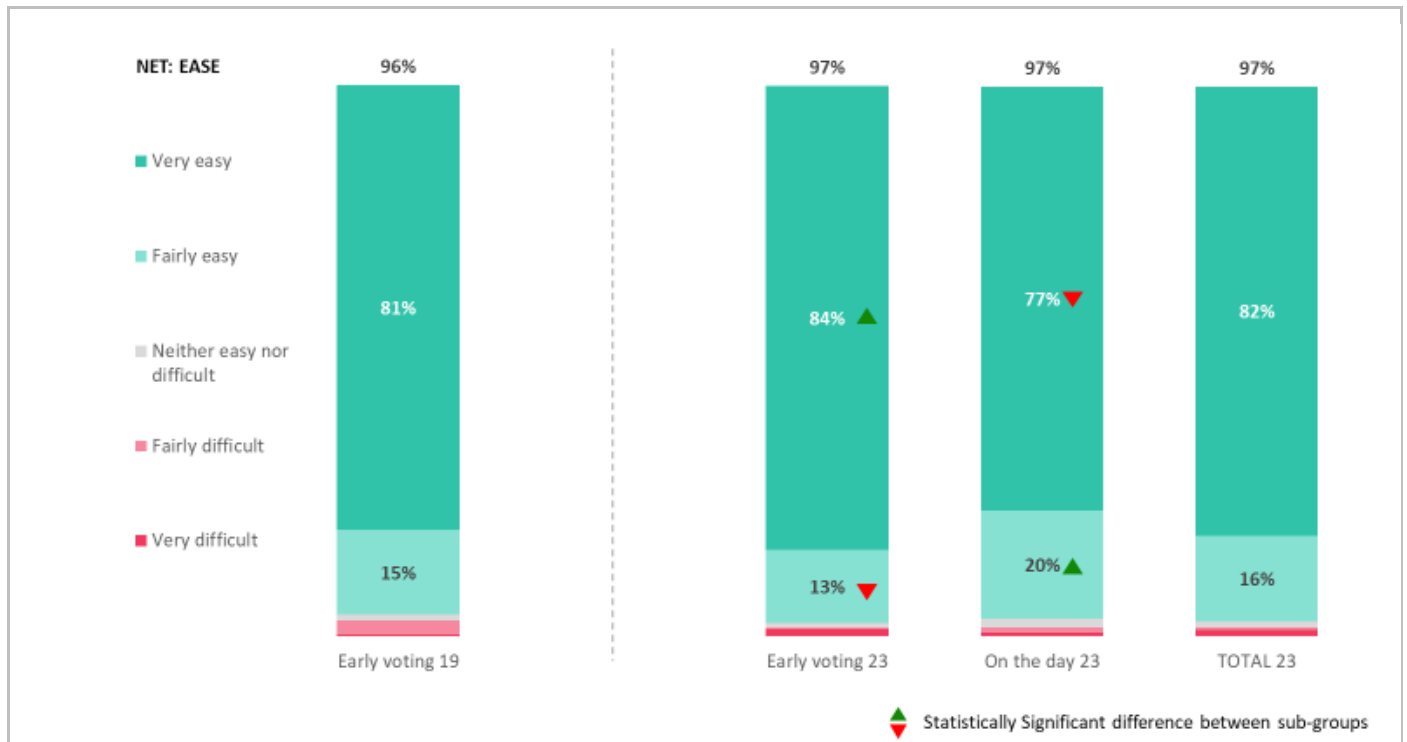


## Ease of voting

The majority (97%) of voters who participated in the In person survey at voting and early voting centres found it easy to vote in the 2023 NSW State election. Approximately four in five (82%) participants found it very easy, with 16% finding it fairly easy. Only 1% of in person survey participants found it difficult to vote in this election. Results were consistent to findings from the early voter survey conducted for the 2019 NSW State election.

- Early voters who participated in the In person survey were significantly more likely to consider it very easy (84%) to vote in the election compared to those who voted on election day (77%); however, levels of difficulty were minimal for both types of participants.

Figure 48 – Ease of voting in election



Survey: In person survey

Base: Total in person voters (TOTAL 23 n=878, Early voting 23 n=552, On the day 23 n=326, Early voting 19 n=364)

A10. Overall, did you find it easy or difficult to vote in this election?

Table 57 – Ease of voting in election: by subgroup

COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Very easy	82%	84%	77%
Fairly easy	16%	13%	20%
Neither/nor	1%	1%	2%
Fairly difficult	0%	0%	1%
Very difficult	1%	1%	1%
Don't know	0%	0%	0%
Net Easy	97%	97%	97%
Net Not easy	1%	1%	2%
Base number n	878	552	326

A10. Overall, did you find it easy or difficult to vote in this election?

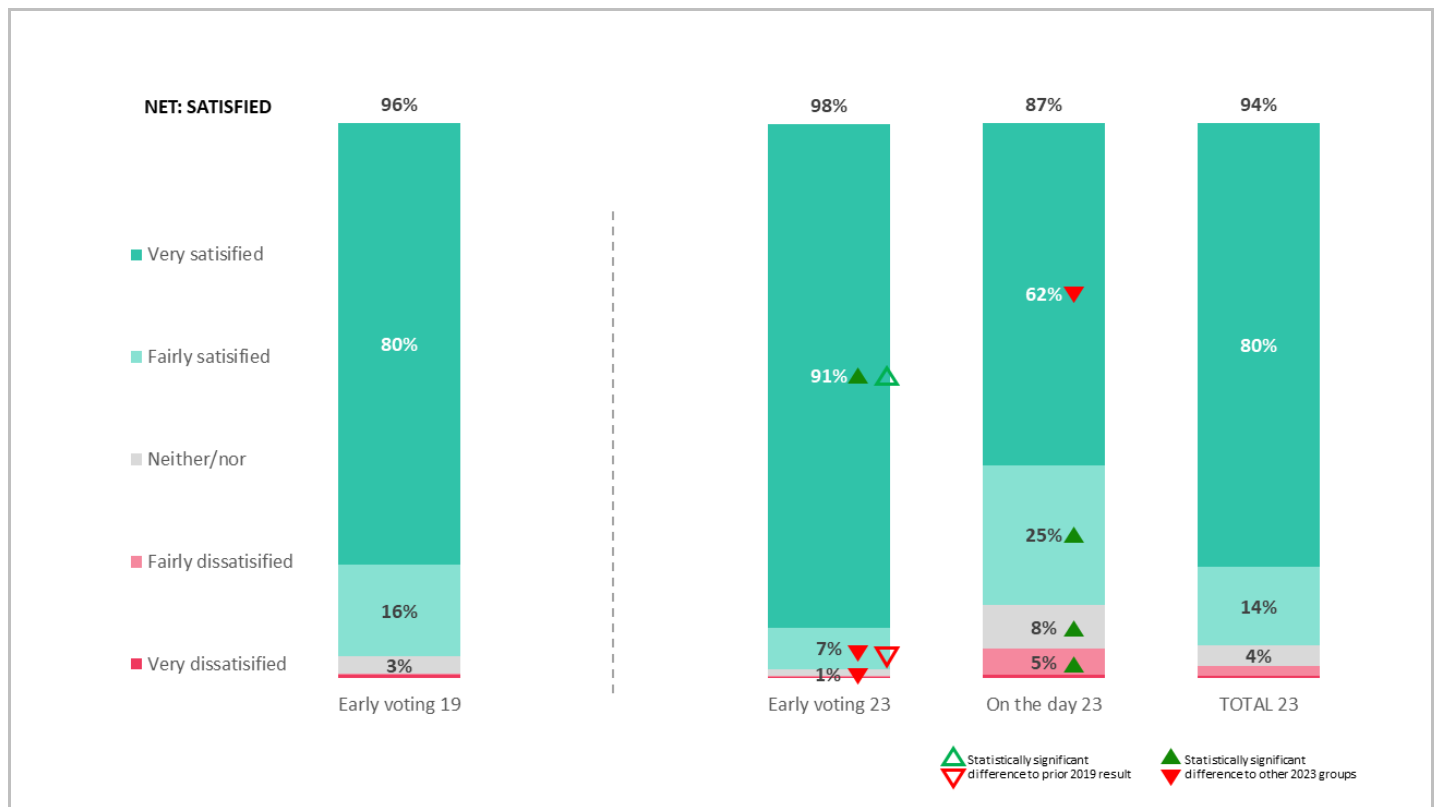
### Satisfaction with voting centre aspects

Most voters who participated in the In person survey felt that the voting centre atmosphere was organised (97%). This was regardless of whether they attended an early voting centre or a voting centre on election day.

The majority (94%) of voters who participated in the In person survey were satisfied with the amount of time they spent at the voting centre they attended. Four in five (80%) were very satisfied and a further 14% were satisfied. Only 2% of participants surveyed in person were dissatisfied with the time spent at the voting centre. When dissatisfaction existed, n=17 survey participants felt it took too long waiting in the queue before getting their names marked off and n=4 felt the actual marking of the names off the list took too long.

- Early voters who participated in the In person survey expressed significantly more satisfaction with time spent, with 91% stating they were very satisfied in contrast to 62% among survey participants who voted on election day. Levels of dissatisfaction were higher among voters on election day who were surveyed in person (6%).
- Older voters aged 55 years or more who participated in the In person survey reported significantly higher levels of satisfaction (99%) with time spent at the voting centre they attended, especially in contrast to voters aged 18-34 years (89%).
- Female voters who participated in the In person survey were significantly more likely to be very satisfied (83%) with time spent at the voting centre in contrast to males (76%).

Figure 49 – Satisfaction with time spent at voting centre



Survey: In person survey

Base: Total in person voters (TOTAL 23 n=878, Early voting 23 n=552, On the day 23 n=326, Early voting 19 n=364)

A12. How satisfied or dissatisfied were you with the amount of time you spent at the voting centre today?

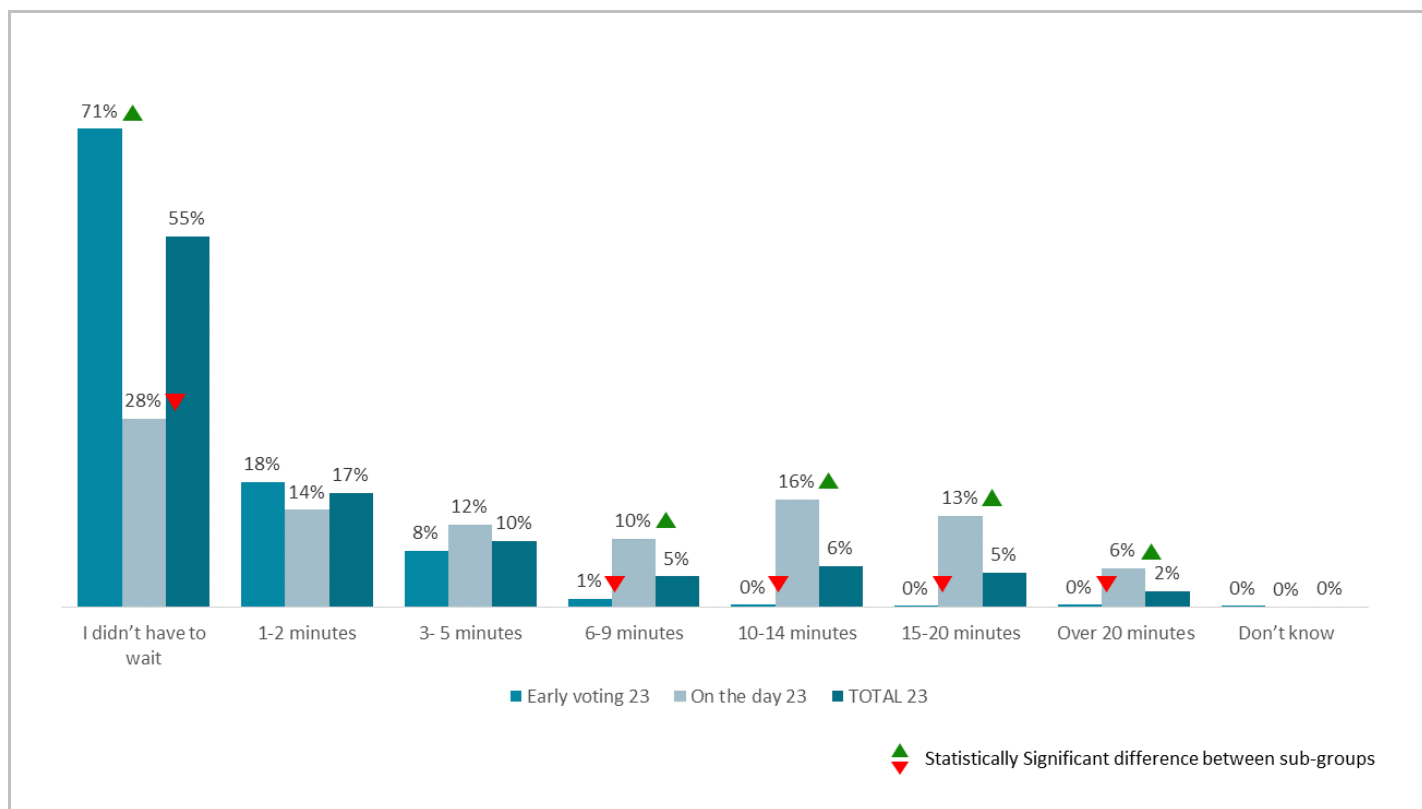
**Table 58 – Satisfaction with time spent at voting centre: by subgroup**

COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Very satisfied	80%	91%	62%
Fairly satisfied	14%	7%	25%
Neither/nor	4%	1%	8%
Fairly dissatisfied	2%	0%	5%
Very dissatisfied	0%	0%	1%
Don't know	0%	0%	0%
Net Satisfied	94%	98%	87%
Net Not satisfied	2%	0%	5%
Base number n	878	552	326

A12. How satisfied or dissatisfied were you with the amount of time you spent at the voting centre today?

Among early voters, 71% did not have to wait at all to vote and the average wait time was significantly lower than voters who voted on election day (28%). Whereas three quarters in person survey participants who voted on election day experienced a wait, with 45% reporting they had to queue 6 or more minutes on election day at the voting centres where surveying occurred.

**Figure 50 – Queue times**



Survey: In person survey

Base: Total in person voters 2023 (TOTAL 23 n=878, Early voting 23 n=552, On the day 23 n=326)

A14. To the best of your knowledge, how long did you have to queue before you voted?

Table 59 – Queue time at voting centre: by subgroup

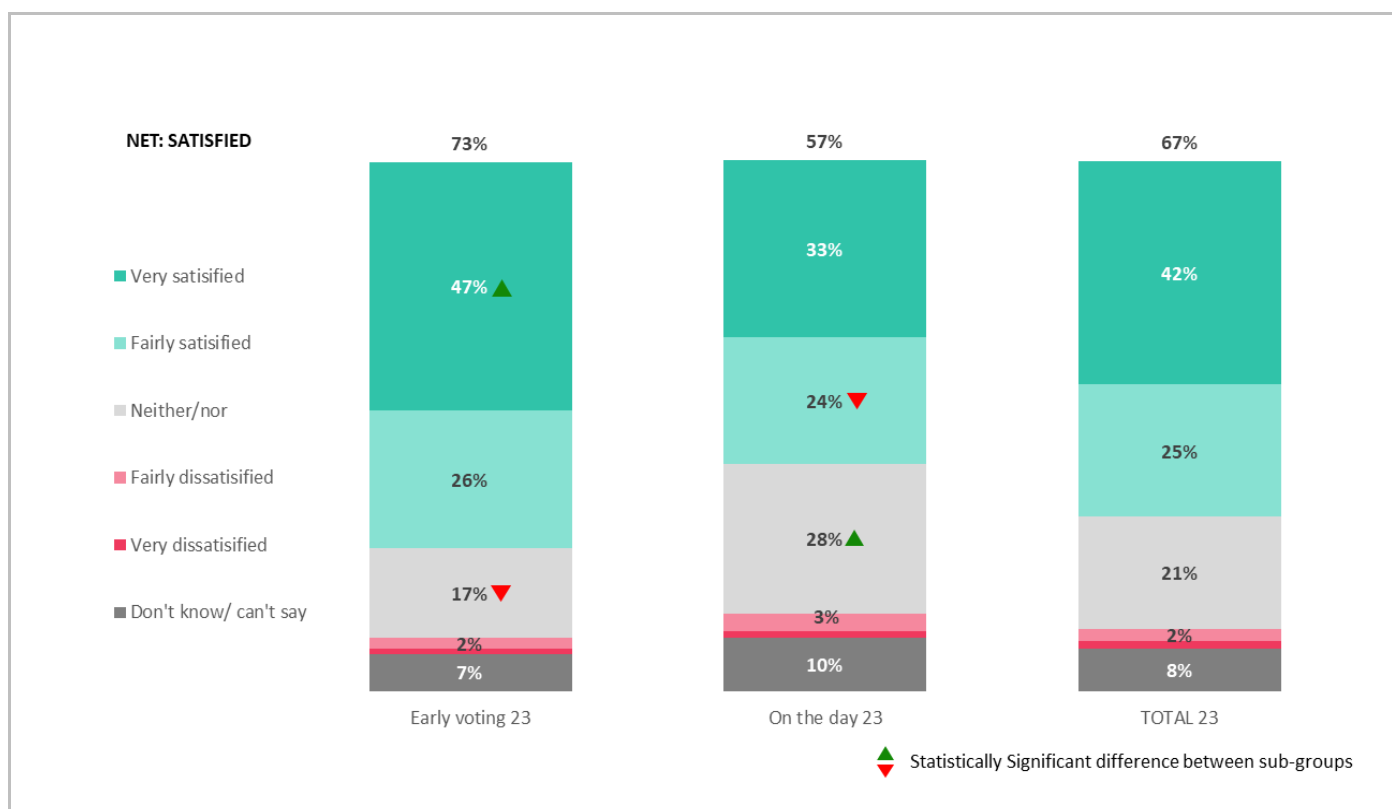
COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
I didn't have to wait	55%	71%	28%
1-2 minutes	17%	18%	14%
3-5 minutes	10%	8%	12%
6-9 minutes	5%	1%	10%
10-14 minutes	6%	0%	16%
15-20 minutes	5%	0%	13%
Over 20 minutes	2%	0%	6%
Don't know	0%	0%	0%
Base number n	878	552	326

A14. To the best of your knowledge, how long did you have to queue before you voted?

Two thirds (67%) of voters who participated in the In person survey were satisfied with the COVID safety measures in place at the voting centre they attended (refer to Figure 51). Approximately two in five (42%) were very satisfied with one quarter (25%) fairly satisfied. Only 3% were dissatisfied with COVID safety measures with 29% reporting they were neither satisfied nor dissatisfied or did not know.

- Early voters who participated in the In person survey rated they were “very satisfied” significantly more than participants that voted on the day (47% v. 33%) with the COVID safety measures in place.

Figure 51 – Satisfaction with COVID safety measures at voting centres



Survey: In person survey

Base: Total in person voters 2023 (TOTAL 23 n=878, Early voting 23 n=552, On the day 23 n=326)

A15. Overall, were you satisfied or dissatisfied with the COVID safety measures in place, e.g. physical distancing measures, bring own pen, provision of single-use pens, hand sanitiser?

Table 60 – Satisfaction with COVID safety measures: by subgroup

COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Very satisfied	42%	47%	33%
Fairly satisfied	25%	26%	24%
Neither satisfied nor dissatisfied	21%	17%	28%
Fairly dissatisfied	2%	2%	3%
Very dissatisfied	1%	1%	1%
Don't know	8%	7%	10%
Net Satisfied	67%	73%	57%
Net Not satisfied	4%	3%	5%
Base number n	878	552	326

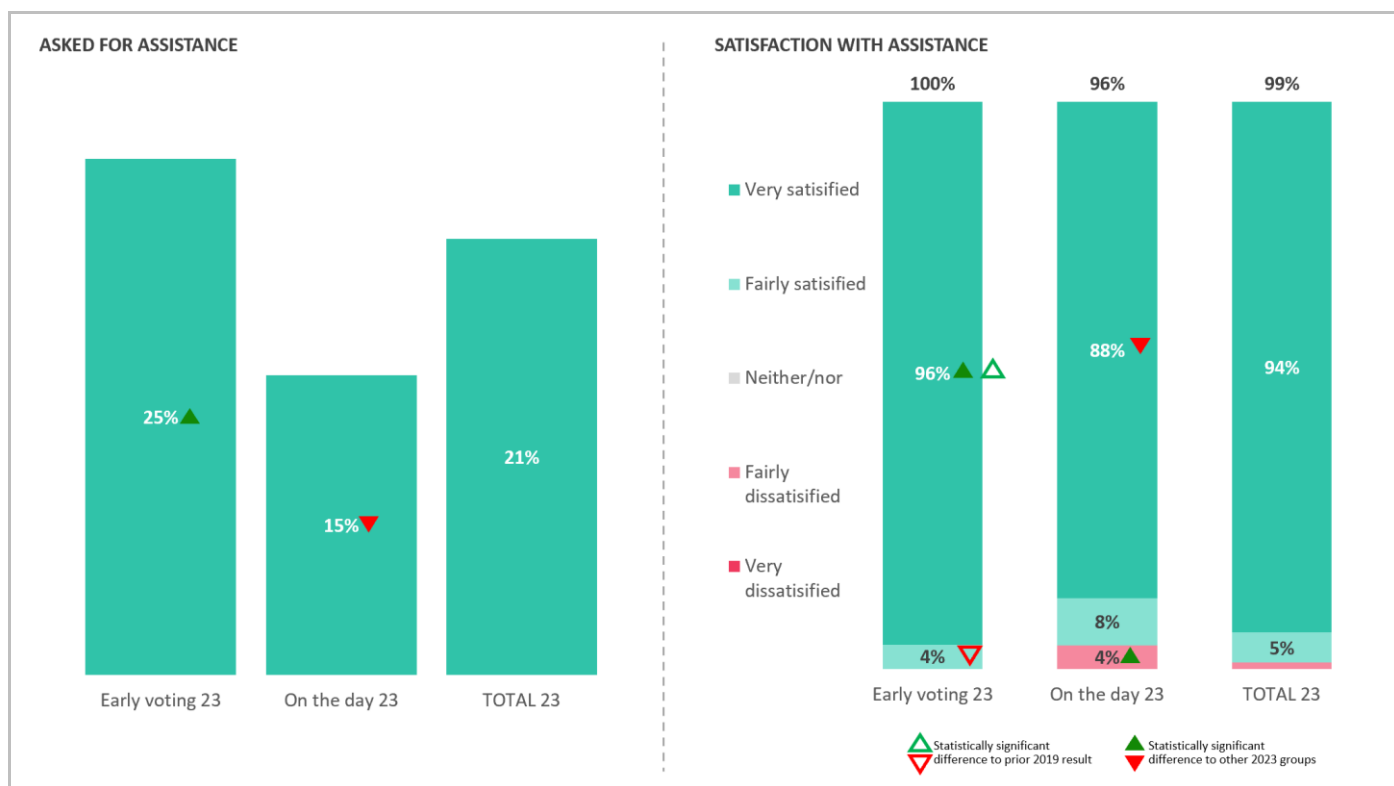
A15. Overall, were you satisfied or dissatisfied with the COVID safety measures in place, e.g. physical distancing measures, bring own pen, provision of single-use pens, hand sanitiser?

### Assistance sought

Approximately one in five (21%) voters who participated in the In person survey sought assistance from staff at the voting centre they attended (refer to Figure 52). Early voters were significantly more likely to ask for assistance (25%) than voters who voted on election day (15%).

Among those voters who sought assistance at a voting centre, satisfaction was very high with 94% very satisfied and a further 5% fairly satisfied. Only 1% were dissatisfied with the help they received with this being more pronounced among those who sought help on election day (4%).

Figure 52 – Assistance usage and satisfaction



Survey: In person survey

Base: Total in person voters 2023 (TOTAL 23 n=878, Early voting 23 n=552, On the day 23 n=326) A16. Did you ask for help from election staff today? Base: All in person voters who received assistance (TOTAL 23 n=188, Early voting 23 n=140, On the day 23 n=48) A17. How satisfied or dissatisfied were you with this help?

**Table 61 – Sought help from electoral staff: by subgroup**

COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Yes	21%	25%	15%
No	78%	74%	85%
Unsure	1%	1%	1%
Base number n	878	552	326

A16. Did you ask for help from election staff today?

**Table 62 – Satisfaction with assistance: by subgroup**

COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Very satisfied	94%	96%	88%
Fairly satisfied	5%	4%	8%
Neither satisfied nor dissatisfied	0%	0%	0%
Fairly dissatisfied	1%	0%	4%
Very dissatisfied	0%	0%	0%
Don't know	0%	0%	0%
Net Satisfied	99%	100%	96%
Net Not satisfied	1%	0%	4%
Base number n	188	140	48

A17. How satisfied or dissatisfied were you with this help?

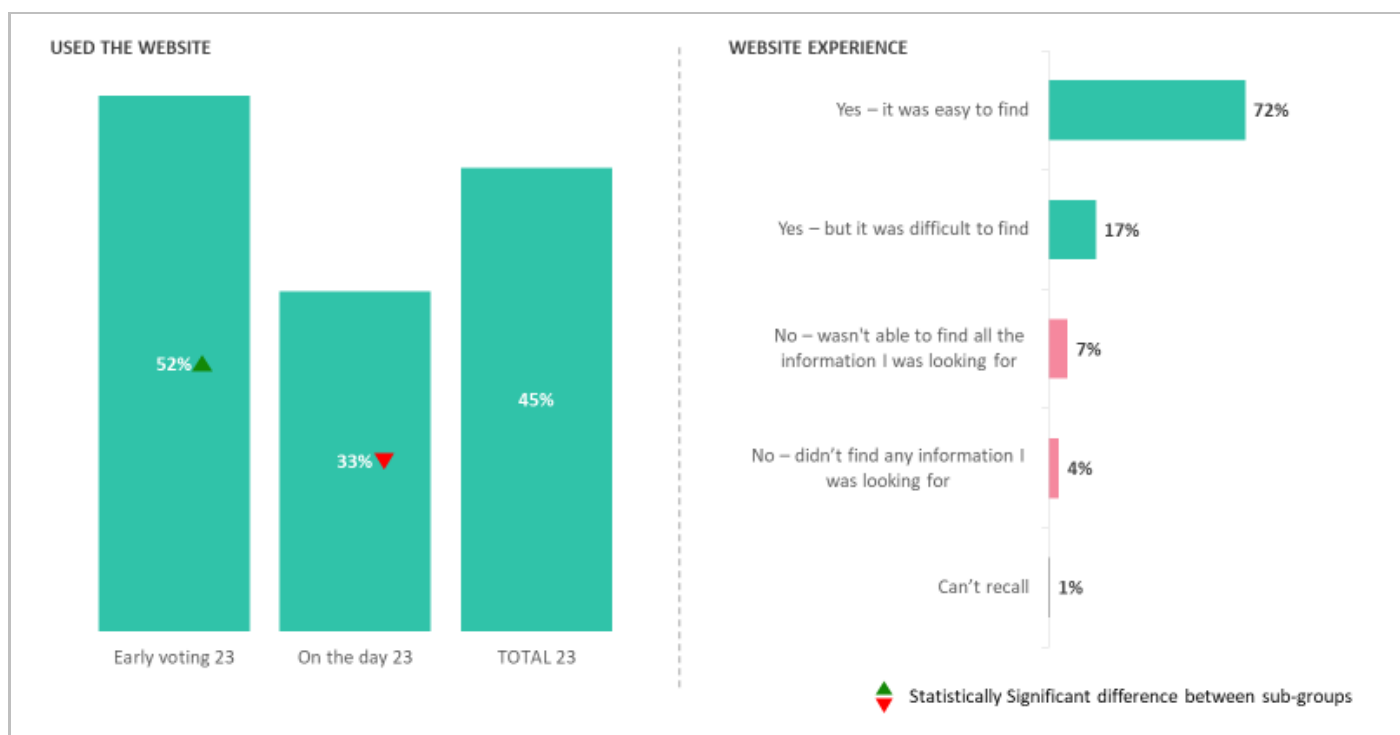
#### 4.4 Information and media

##### NSW Electoral Commission Website

Just less than half (45%) of voters who participated in the In person survey used the NSW Electoral Commission website to look for information, with this significantly more pronounced among early voters (52%) in contrast to those who voted on election day (33%). Of those voters who looked on the NSW Electoral Commission website, 72% found the information easily and 11% weren't able to find all the information they had been looking for.

- Younger voters aged 18-34 years who participated in the In person survey were significantly more likely to have used the website (56%), especially compared to voters aged 55 years or more (38%).
- Survey participants who spoke a language other than English at home were also more likely to have looked up information on the website (54%) compared to participants who only spoke English (42%).

Figure 53 – NSW Electoral Commission website usage and experience



Survey: In person survey

Base: Total in person voters 2023 (TOTAL 23 n=878, Early voting 23 n=552, On the day 23 n=326) A18. Did you use the NSW Electoral Commission website to look for any information, e.g. where to vote? Base: All in person voters who used website 2023 (TOTAL 23 n=394, Early voting 23 n=285, Election day 23 n=109) A19. Did you find the information you were looking for?

Table 63 – NSW Electoral Commission website usage and experience: by subgroup

COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Yes, used the website	45%	52%	33%
No, did not use the website	55%	48%	67%
Unsure	0%	1%	0%
Base number n	878	552	326
<b>FIND INFORMATION LOOKING FOR</b>			
Yes - it was easy to find	72%	70%	75%
Yes - but it was difficult to find	17%	19%	12%
No - wasn't able to find all the information I was looking for	7%	7%	7%
No - didn't find any information I was looking for	4%	4%	4%
Can't recall	1%	0%	2%
Net Yes	89%	89%	87%
Net No	11%	11%	11%
Base number n	394	285	109

A18. Did you use the NSW Electoral Commission website to look for any information, e.g. where to vote? A19. Did you find the information you were looking for?

### Email and SMS reminders

Approximately one in ten (11%) in person survey participants recalled receiving an email or SMS reminder from the NSW Electoral Commission to vote in the 2023 NSW State election.

- Participants aged 35-54 years were most likely to recall having received a reminder (16%), especially compared to voters aged 55 years or more (7%).
- Participants who speak a language other than English at home were also more likely to recall having received a reminder to vote (18%) from the NSW Electoral Commission, in contrast to 10% recall among participants who spoke English only.

Figure 54 – NSW Electoral Commission reminders recall



Survey: In person survey

Base: Total in person voters 2023 (TOTAL n=878, Early voting n=552, On the day n=326)

A8. Did you receive an email or SMS message from the NSW Electoral Commission that reminded you to vote prior to voting today?

Table 64 – NSW Electoral Commission reminders recall

COLUMN %	TOTAL	TIMING OF VOTE	
		EARLY VOTING	ELECTION DAY
Yes	11%	11%	12%
No	85%	85%	85%
Unsure	4%	5%	3%
Base number n	878	552	326

A8. Did you receive an email or SMS message from the NSW Electoral Commission that reminded you to vote prior to voting today?

## 4.5 Future improvements

### Importance of factors in delivering a satisfactory voting centre experience

For voters who participated in the In person survey, a small range of voting elements were asked regarding their importance to delivering a satisfactory voting service.

Over nine in ten participants (93%) reported that they consider assistance received from staff (should it be requested) important, with almost three quarters (73%) considering this to be extremely important. As shown in



Figure 52, reported satisfaction with delivery of this was high (99%). This high level of importance was reported across all subgroups of participants.

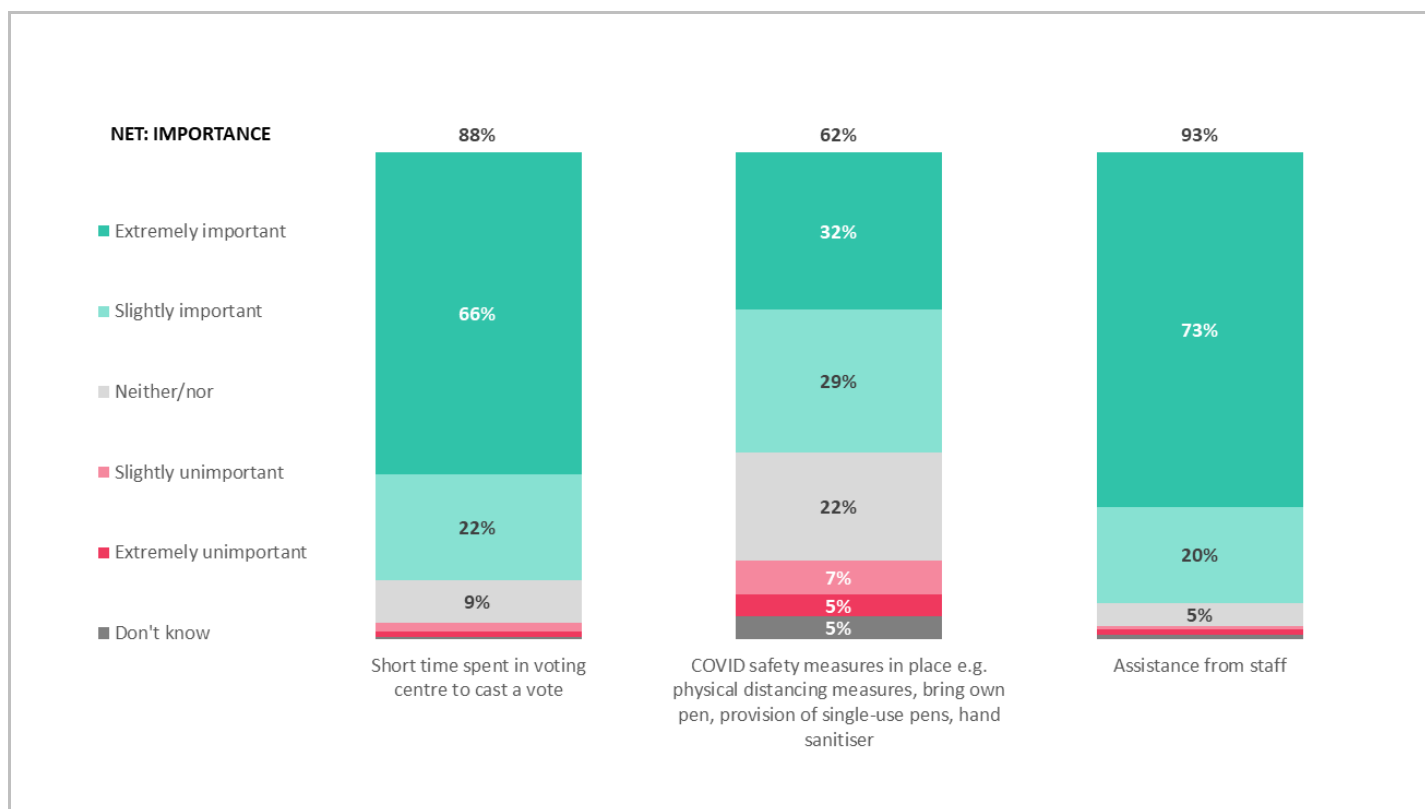
Just fewer than nine in ten participants (88%) considered that it was important that only a short time was spent in the voting centre to cast a vote, with two thirds (66%) considering this extremely important. Reported satisfaction with this aspect was high among survey participants (94% refer to Figure 49).

- Participants aged 35-54 years placed significantly more importance on spending only a short time at voting centres (94%), especially compared to those aged 55 years or more (81%).
- Metropolitan participants were significantly more likely to consider a short time important (94%) compared to regional participants (78%).
- Culturally and linguistically diverse participants also placed significantly higher importance on length of time at a voting centre (95%)

A lower level of importance was placed on COVID safety measures being in place, with around six in ten (62%) participants considering this important while 13% of participants considered this unimportant.

- Females were significantly more likely to place importance on COVID safety measures (66%) compared to males (55%).
- Regional participants were significantly more likely to consider this important (69%) compared to metropolitan participants (56%).

**Figure 55 – Importance in providing a satisfactory voting service**



Survey: In person survey

Base: Total in person voters (2023 n=878)

B1. How important are the following to deliver a satisfactory voting service?

Table 65 – T2B Importance in providing a satisfactory voting service: by subgroup

COLUMN %	TOTAL	TIMING OF VOTE		LOCATION	
		EARLY VOTING	ELECTION DAY	METRO	REGIONAL
Short time spent in voting centre to cast a vote	88%	90%	85%	94%	78%
COVID safety measures in place	62%	69%	49%	56%	69%
Assistance from staff	93%	93%	93%	92%	94%
Base number n	878	552	326	531	347

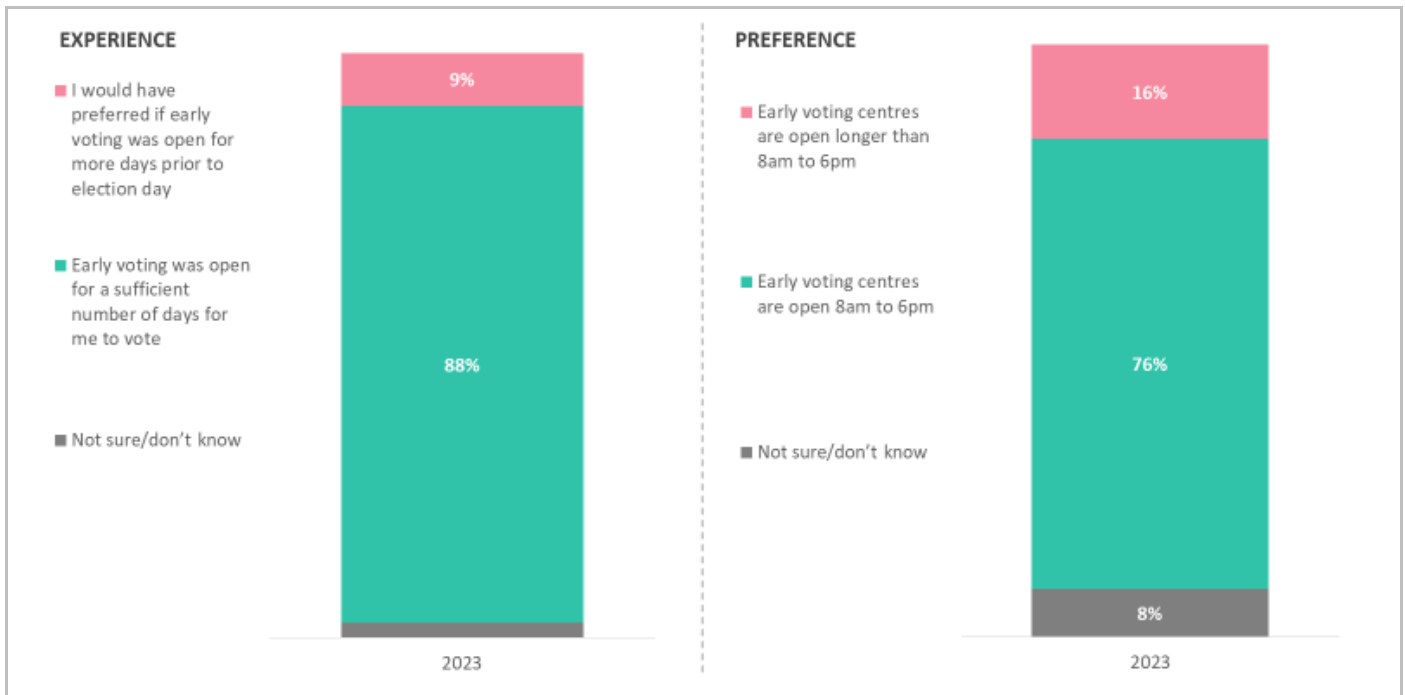
B1. How important are the following to deliver a satisfactory voting service?

### Early voting preferences

Among early voters who participated in the In person survey, the majority (88%) found the number of days early voting was available to be sufficient. Approximately one in ten stated that they would have preferred a longer period of early voting (9%).

There was slightly more preference instead to expand opening hours of early voting centres (16%). Although approximately three quarters of early voters found the hours of 8am-6pm preferable (76%).

Figure 56 – Early voting opening preferences



Survey: In person survey

Base: Total in person early voters 2023 (n=552)

A6. Which of the following best describes your experience? A6b. Which of the following would you prefer?

Table 66 – Experience of early voting

COLUMN %	TOTAL
Early voting was open for a sufficient number of days for me to vote	88%
I would have preferred if early voting was open for more days prior to election day	9%
Not sure/don't know	3%
Base number n	552

A6. Which of the following best describes your experience?

**Table 67 – Preference for early voting centre hours**

<b>COLUMN %</b>	<b>TOTAL</b>
Early voting centres are open 8am to 6pm	76%
Early voting centres are open longer than 8am to 6pm	16%
Not sure/don't know	8%
<i>Base number n</i>	552

A6b. Which of the following would you prefer?

### **Opportunities for improvement**

In person survey participants indicated that they were interested in a number of prompted ideas that related to future elections, with a range of subgroup differences identified.

Just under three quarters of in person survey participants reported that they would be interested in information on online voting (71%), with approximately one half (52%) extremely interested.

- Participants who were aged 18-34 years (83%) and 35-54 years (78%) were significantly more likely to report interest in information on online voting. In comparison, participants aged 55 years or more (51%) were significantly less interested.

Around two thirds (65%) of in person survey participants were interested in improved or increased information about where voting centres are located, with 43% being extremely interested in this improvement.

- Participants of the In person survey who attended an early voting centre were significantly more interested in improved or increased information around voting centres (74%) in contrast to those who voted on election day (50%).

Over half (59%) of survey participants attending voting centres were interested in the idea of having more voting centre locations, with 36% extremely interested.

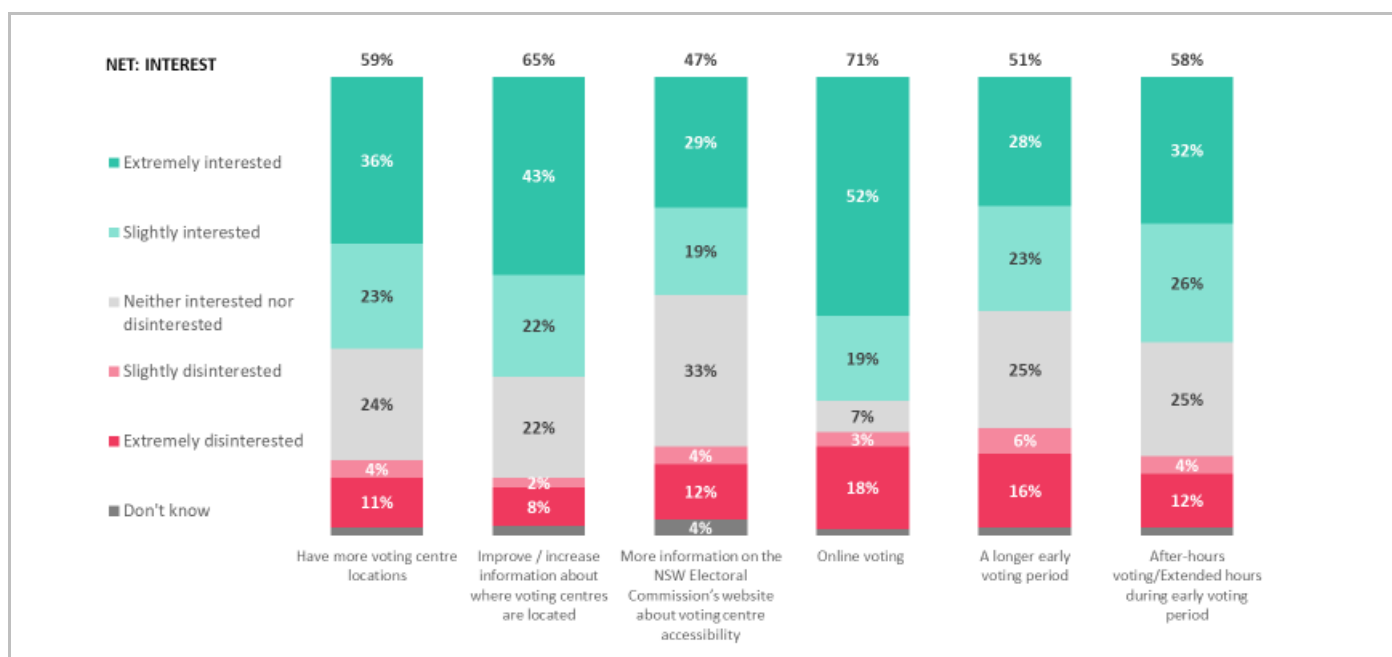
- Participants of the In person survey who attended an early voting centre were significantly more interested in increasing the number of voting centre locations (71%) in contrast to those who voted on election day (39%).

Among all in person survey participants, 58% were interested in after-hours voting or extended hours during the early voting period, with 32% being extremely interested in this idea.

- Participants aged 18-34 years were most interested in expansion to voting hours (69%), with least interest expressed by participants aged 55 years or more (43%).

Overall interest in longer early voting periods (51%) and more information on the NSW Electoral Commission website about voting centre accessibility (47%) were ideas which garnered less interest among all in person survey participants. However, like other ideas, they were more likely to be supported by participants attending metropolitan voting centres.

Figure 57 – Interest in prompted ideas



Survey: In person survey

Base: Total in person voters 2023 (n=878)

B2. How interested or disinterested are you in the following ideas?

Table 68 – Interest in prompted ideas: by subgroup

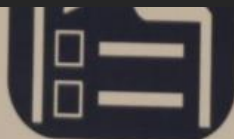
COLUMN %	TOTAL	TIMING OF VOTE		LOCATION	
		EARLY VOTING	ELECTION DAY	METRO	REGIONAL
Have more voting centre locations	59%	71%	39%	65%	51%
Improve / increase information about where voting centres are located	65%	74%	50%	71%	56%
More information on the NSW Electoral Commission's website about voting centre accessibility	47%	53%	39%	52%	40%
Online voting	71%	70%	72%	73%	66%
A longer early voting period	51%	54%	47%	58%	40%
After-hours voting/Extended hours during early voting period	58%	59%	56%	65%	47%
Base number n	878	552	326	531	347

B2. How interested or disinterested are you in the following ideas?

## 5. Postal Vote Survey Findings



Vote Here



Vote Here

## 5. Postal Vote Survey Findings

### 5.1 Overview

A specific survey was completed with voters who applied to undertake a postal vote in the 2023 NSW State election held on 25 March 2023. This survey was designed to provide a more detailed level of understanding of the experience of applying for and using the postal vote option for eligible voters. Findings should be used in combination with the Core Survey analysis of those who chose to utilise postal voting.

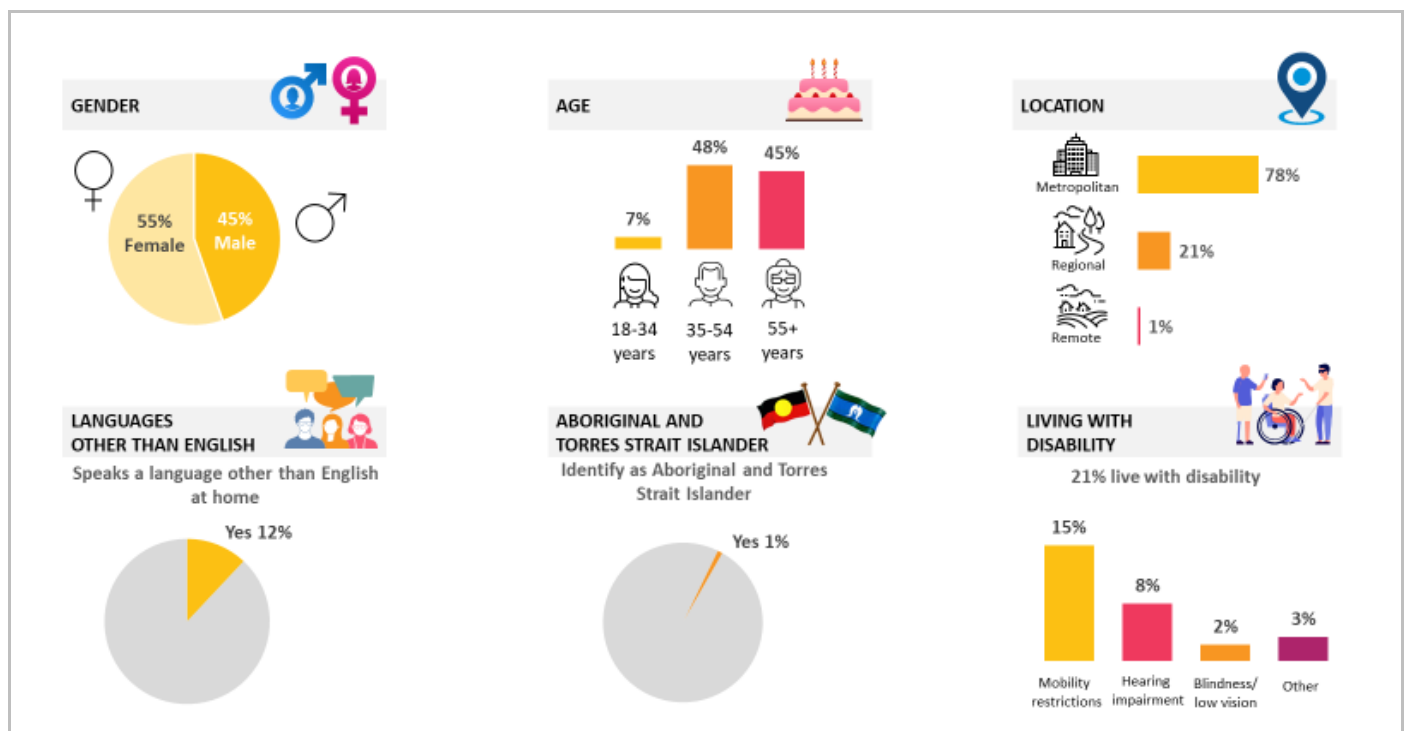
#### Methodology

The survey was conducted with eligible voters who applied online to undertake a postal vote. A 14-minute online survey was issued to a robust sample of voters who applied for a postal vote via an email invitation from the NSW Electoral Commission. The survey was open between 24th April to 5<sup>th</sup> May 2023.

The NSW Electoral Commission was responsible for the issuing of the survey invitation from their database utilising name and email addresses available. Personal information was not provided to Fiftyfive5 for this purpose. Fiftyfive5 provided the survey platform, secure data storage and collation services.

Figure 58 shows the demographic profile of survey participants. No quotas were set based upon region, interlocking age and gender and a post-weighting applied to adjust for age, gender and geographic representation in line with the distribution of postal vote applications. Due to permissions needed to invite voters, this study excludes general postal voters and may also include voters who applied for a postal vote but voted via another method.

Figure 58 – Postal vote survey demographics



Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273)

S1. What is your postcode? S5. What is your age? S6. What gender do you identify as? S7. Are you of Aboriginal or Torres Strait Islander origin S8. And do you speak another language other than English at home? S9. Do you experience / have any of the following?

**Table 69 – Demographics: Postal Vote survey**

<b>COLUMN %</b>	<b>TOTAL</b>
<b>GENDER</b>	
Male	45%
Female	55%
Other, non-binary, prefer not to say	0%
<b>AGE</b>	
18 – 34	7%
35 – 54	48%
55+	45%
<b>CALD</b>	
Yes	12%
No	88%
<b>LOCATION</b>	
Metro	78%
Regional	21%
Remote	1%
<b>ABORIGINAL AND TORRES STRAIT ISLANDER</b>	
Yes	1%
No	99%
<b>LIVING WITH A DISABILITY</b>	
Mobility restrictions	15%
Hearing impairment	8%
Blindness/Low vision	2%
Other	3%
<i>Base number n</i>	273

### **Key findings**

Confidence in the accuracy of election results as reported by Postal vote survey participants was the highest rated key metric, with 87% of participants being confident. Around four in five (79%) postal vote survey participants were satisfied with their overall voting experience, with more than half (57%) being very satisfied. Seven in ten (70%) participants considered that they trusted the voting process and were satisfied that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially.

Among postal vote survey participants, the majority (91%) cast their postal vote prior to election day. Overall, participants were satisfied with all aspects of the postal voting process. The highest level of satisfaction was reported for the postal vote application process (86%) and a similar level of satisfaction was reported for the process of physically packing the envelope (86%). Around four in five (83%) participants were satisfied with the time taken to vote with three quarters (75%) completing their vote in 1-9 minutes. Around four in five (81%) were also satisfied with instructions on the postal voting pack. Where minor dissatisfaction existed, this was largely due to not receiving the postal voting pack with enough time prior to the election, with around one in five (18%) reporting they had very little time prior and 1% receiving the voting pack after the election.

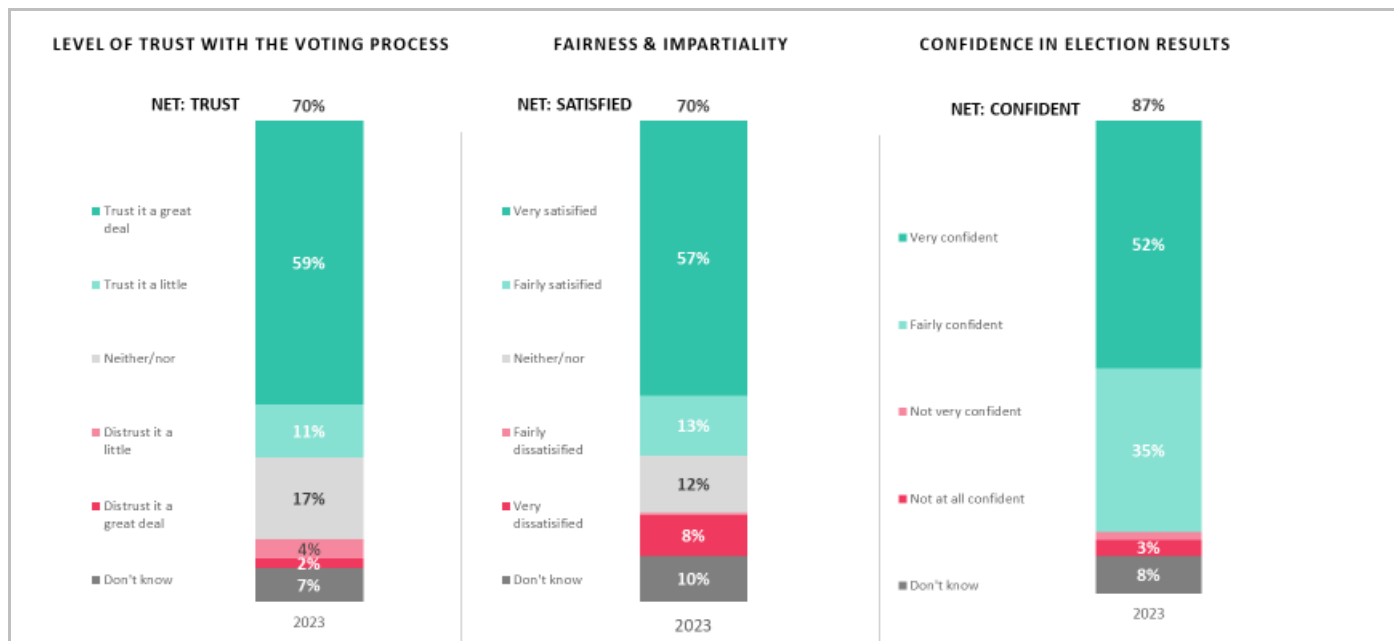
Over one third (35%) of postal vote survey participants would not have been able to vote if postal voting were not available. An additional 51% of participants would have been able to vote, but with difficulty or requiring assistance.

Two thirds of participants (67%) reported having used the NSW Electoral Commission website for information purposes. Of those participants who looked on the website, around three quarters (74%) were satisfied with the website. There was however, less viewing of the postal voting video on the website (16%).

Participants of the postal vote survey showed high interest in online voting (80%), improved or increased information on ways to vote (65%) and some degree of interest in a text reminder to vote on election day (51%).

## 5.2 Key Metrics Summary

Figure 59 – Overall key metrics (Top 2 boxes: trust a little/trust a great deal, very/fairly satisfied)



Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273)

A4. To what extent do you trust or distrust the voting process? A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially? D5. Overall, how confident are you that the election results are accurate?

### Confidence in election results

Referring to Figure 59, confidence in election results was the metric with the highest performance (87%), with over half (52%) of postal vote survey participants reporting they were very confident in 2023.

- Older participants aged 55 years or more were significantly more likely to be confident that the election results were accurate (93%) in contrast to participants aged 18- 54 years (82%).

Table 70 – Confidence in accuracy of election results: by subgroups

COLUMN %	AGE		GENDER		CALD	LIVING WITH DISABILITY	
	TOTAL	18-54	55+	MALE	FEMALE	YES	YES
Very confident	52%	43%	64%	54%	51%	29%	51%
Fairly confident	35%	39%	29%	30%	38%	48%	37%
Not very confident	2%	1%	3%	3%	1%	0%	2%
Not at all confident	3%	6%	0%	3%	4%	0%	7%
Don't know	8%	11%	4%	10%	7%	23%	2%
Net Confident	87%	82%	93%	84%	89%	77%	88%
Net Not confident	5%	7%	3%	6%	4%	0%	10%
Base number n	273	69	204	105	165	25*	79

D5. Overall, how confident are you that the election results are accurate?



## Elections are conducted fairly and impartially

Referring to Figure 59, seven in ten (70%) postal vote survey participants reported that they were satisfied that the 2023 NSW State election was conducted fairly and impartially with over half (57%) being very satisfied and around one in ten (13%) being fairly satisfied. Among participants, around one in ten (8%) were dissatisfied that the election was conducted fairly and impartially by the NSW Electoral Commission.

There were no statistically significant differences across the subgroups of participants.

**Table 71 – Satisfaction conducted fair and impartial election: by subgroups**

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Very satisfied	57%	53%	63%	56%	58%	40%	56%
Fairly satisfied	13%	12%	14%	15%	10%	15%	8%
Neither satisfied nor dissatisfied	12%	16%	7%	9%	15%	12%	11%
Fairly dissatisfied	0%	0%	1%	0%	1%	2%	1%
Very dissatisfied	8%	7%	11%	11%	6%	16%	9%
Don't know	10%	13%	5%	9%	10%	14%	15%
Net Satisfied	70%	64%	76%	72%	68%	56%	64%
Net Not satisfied	21%	22%	19%	20%	22%	30%	21%
Base number n	273	69	204	105	165	25*	79

A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially?

## Trust in voting process

Referring to Figure 59, seven in ten (70%) postal vote survey participants considered that they trusted the voting process. Around six in ten (59%) reported they trusted it a great deal and around one in ten (11%) trusted it a little. Six percent (6%) of postal vote survey participants reported some level of distrust in the voting process.

- Older participants aged 55 years or more were significantly more likely to indicate they trusted the process (79%) compared to participants aged 18-54 years (63%).

**Table 72 – Trust in voting process: by subgroup**

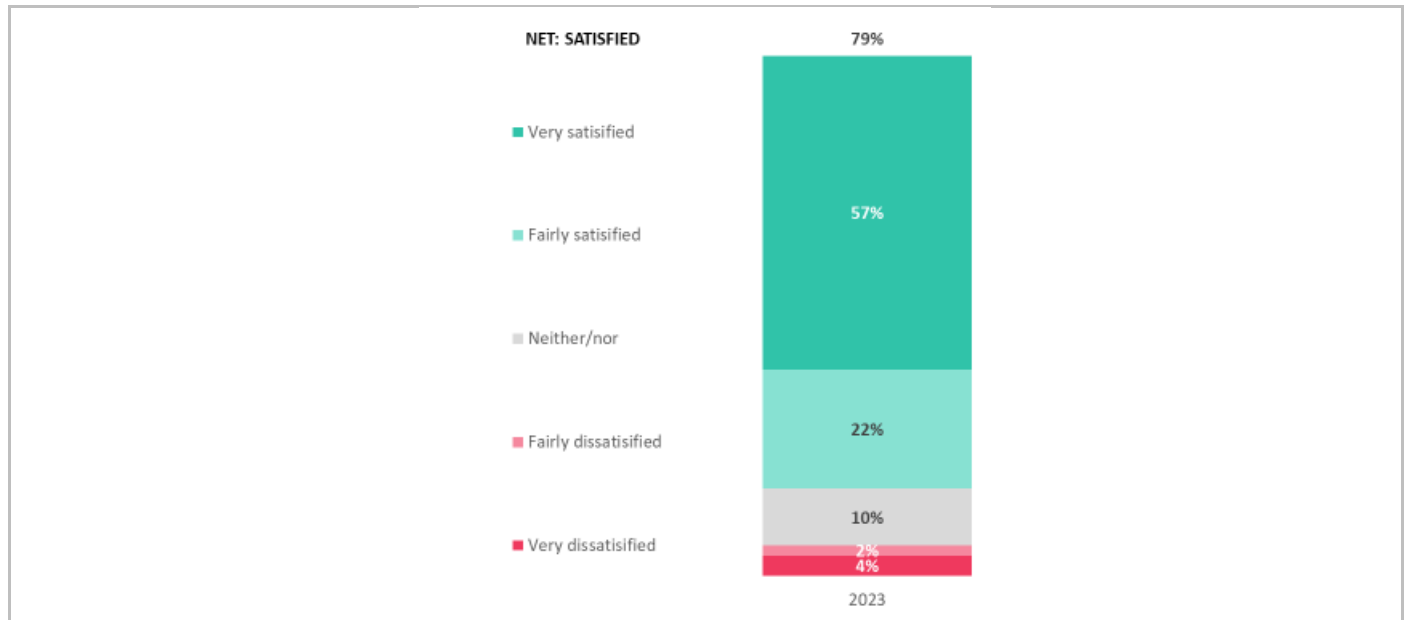
COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Trust it a great deal	59%	48%	71%	56%	61%	19%	61%
Trust it a little	11%	15%	8%	13%	10%	16%	12%
Neither trust nor distrust it	17%	21%	12%	16%	17%	43%	13%
Distrust it a little	4%	5%	4%	5%	4%	0%	6%
Distrust it a great deal	2%	2%	1%	2%	2%	3%	0%
Don't know	7%	9%	4%	8%	6%	19%	9%
Net Trust	70%	63%	79%	69%	71%	35%	73%
Net Don't trust	6%	7%	5%	7%	6%	3%	6%
Base number n	273	69	204	105	165	25*	79

A4. To what extent do you trust or distrust the voting process?

## Satisfaction with overall postal vote experience

Around four in five (79%) postal vote survey participants were satisfied with the overall voting experience for the 2023 NSW State election. Over half (57%) of survey participants were very satisfied and an additional one in five (22%) were fairly satisfied. Only 6% of postal vote survey participants were dissatisfied with their overall voting experience. Older participants aged 55+ were significantly more dissatisfied than younger participants (1% v. 11%).

Figure 60 – Overall satisfaction with voting experience



Survey: Postal Vote Survey

Base: Total postal voters (2023, n=273)

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

Table 73 – Overall satisfaction with voting experience: by subgroup

COLUMN %	AGE		GENDER		CALD	LIVING WITH DISABILITY	
	TOTAL	18-54	55+	MALE	FEMALE	YES	YES
Very satisfied	57%	47%	71%	53%	61%	46%	64%
Fairly satisfied	22%	29%	13%	24%	21%	24%	19%
Neither satisfied nor dissatisfied	10%	15%	5%	9%	11%	8%	3%
Fairly dissatisfied	2%	0%	4%	1%	2%	3%	1%
Very dissatisfied	4%	1%	6%	4%	3%	5%	7%
Don't know	5%	8%	1%	8%	2%	14%	7%
Net Satisfied	79%	76%	84%	77%	81%	70%	82%
Net Not satisfied	6%	1%	11%	5%	6%	8%	8%
Base number n	273	69	204	105	165	25*	79

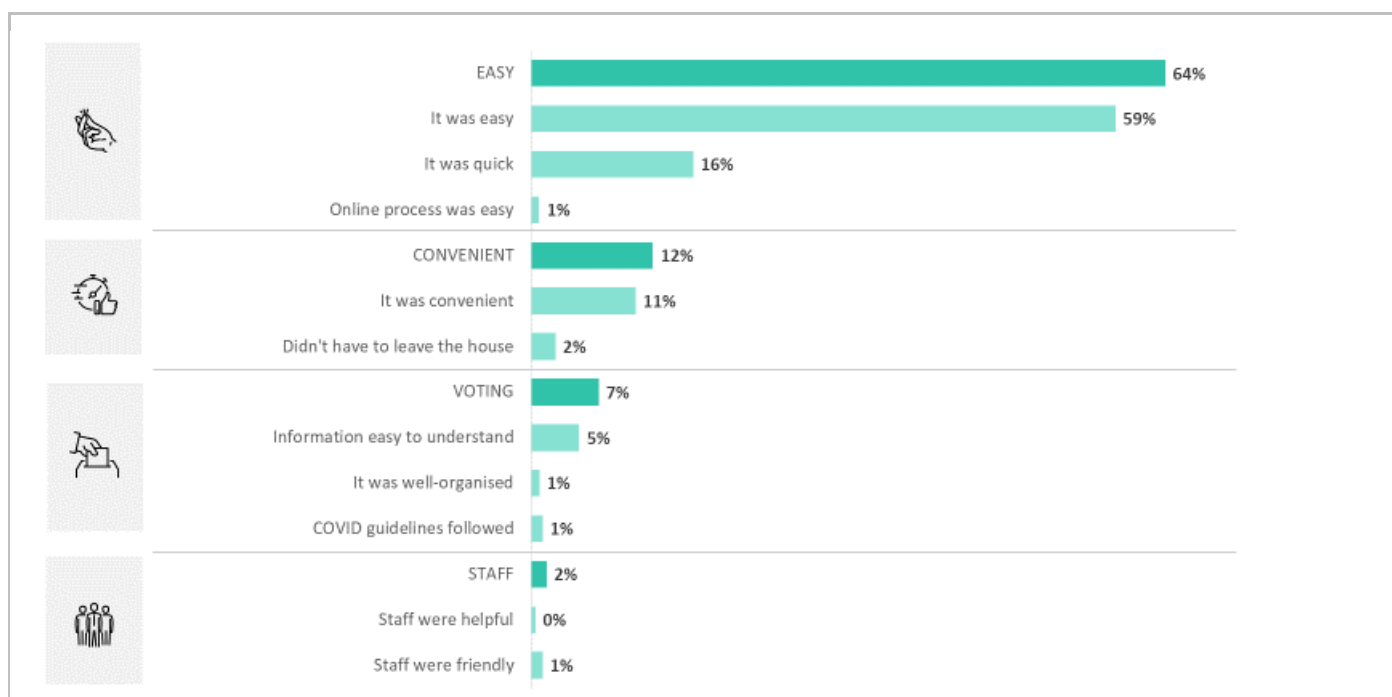
A2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

## Reasons for satisfaction or dissatisfaction

Among satisfied postal vote survey participants, a range of reasons for satisfaction were identified:

- Around six in ten (59%) reported it was easy.
- Over one in ten (16%) reported it was quick.
- Around one in ten (11%) reported it was convenient.

Figure 61 – Reasons for satisfaction



Survey: Postal Vote Survey

Base: Satisfied postal voters (n= 224)

A3 And why were you [satisfied, neither, dissatisfied] Open-ended responses post-coded

Table 74 – Reasons for satisfaction on overall voting experience: by subgroup

COLUMN %	AGE			GENDER		CALD	LIVING WITH DISABILITY
	TOTAL	18-54	55+	MALE	FEMALE	YES	YES
NET: EASY	64%	66%	62%	54%	73%	60%	64%
It was easy	59%	62%	56%	51%	65%	56%	58%
It was quick	16%	18%	15%	14%	19%	24%	11%
Online process was easy (easy to complete/easy to login etc.)	1%	1%	1%	0%	1%	0%	0%
NET: VOTING	7%	6%	7%	6%	8%	3%	9%
Information received/instructions were easy to understand	5%	4%	6%	6%	4%	3%	6%
It was well-organised	1%	0%	2%	0%	1%	0%	3%
COVID guidelines followed (social distancing/masks/QR codes)	1%	2%	0%	0%	2%	0%	0%
NET: STAFF	2%	1%	2%	3%	1%	4%	0%
Staff were helpful	0%	0%	1%	1%	0%	4%	0%
Staff were friendly	1%	1%	1%	2%	1%	0%	0%
NET: CONVENIENT	12%	10%	15%	5%	18%	9%	12%
It was convenient	11%	9%	12%	5%	15%	9%	6%
Didn't have to leave the house	2%	1%	4%	1%	4%	3%	6%
No issues/happy with overall voting experience	10%	10%	9%	11%	8%	16%	6%
NET: EASE	3%	3%	2%	6%	1%	0%	2%
It was inconvenient	2%	3%	1%	6%	0%	0%	1%
Not provided instructions on how to vote	1%	0%	1%	0%	1%	0%	1%

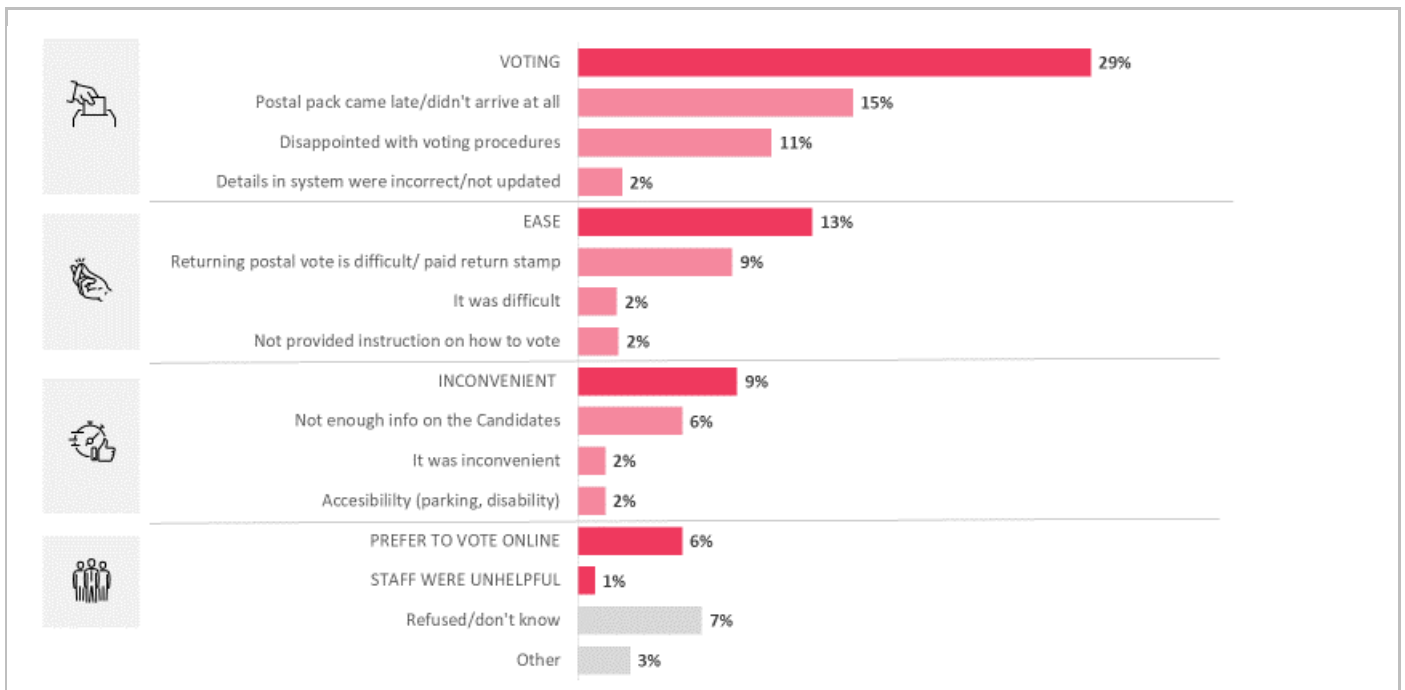
It was difficult	0%	0%	1%	1%	0%	0%	0%
Disappointed with voting procedures	1%	0%	1%	0%	1%	0%	1%
Staff were unhelpful	0%	0%	1%	0%	1%	0%	0%
Would prefer to do it online/ would have liked to	2%	3%	1%	5%	0%	0%	0%
It took a long time	1%	0%	2%	0%	1%	0%	0%
Don't know/Prefer not to say	2%	1%	3%	2%	2%	0%	4%
Other	13%	16%	10%	18%	9%	14%	17%
<i>Base number n</i>	<i>224</i>	<i>54</i>	<i>170</i>	<i>85</i>	<i>136</i>	<i>18*</i>	<i>68</i>

A3 And why were you [satisfied, neither, dissatisfied] Open-ended responses post-coded

Among dissatisfied and neutral postal vote survey participants, a range of reasons for satisfaction were identified, each with around one in ten mentions:

- Postal pack came late/didn't arrive at all (15%).
- Disappointed with voting procedures (11%).
- Returning postal vote is difficult/paid return stamp (9%).

Figure 62 – Reasons for dissatisfaction



Survey: Postal Vote Survey

Base: Dissatisfied/Neutral postal voters (n=43)

A3. And why were you [satisfied, neither, dissatisfied] Open-ended responses post-coded

Table 75 – Reasons for dissatisfaction or neutrality on overall voting experience

COLUMN %	TOTAL
NET: VOTING	29%
Postal pack came late/didn't arrive at all	15%
Disappointed with voting procedures (e.g. I didn't like that I had to vote for 5 people when there was only 3 people I wanted to vote for, compulsory voting, election results taking too long to process etc.)	11%
Details in system were incorrect/not updated (e.g. couldn't find my name on electoral roll, they still had my old address etc.)	2%
NET: EASE	13%
Returning postal vote is difficult/should have paid return stamp	9%

It was difficult	2%
Not provided instruction on how to vote	2%
<i>NET: INCONVENIENT</i>	9%
Not enough info on the Candidates	6%
It was inconvenient	2%
Accessibility good/bad (parking, disability)	2%
Staff were unhelpful	1%
Prefer to do it online/ would have liked to	6%
Refused/don't know	7%
<i>Base number n</i>	43

A3. And why were you [satisfied, neither, dissatisfied] Open-ended responses post-coded

### 5.3 Voting Behaviours

#### Overall voting behaviour

Among postal vote survey participants, around nine in ten (91%) cast their postal vote prior to election day and 5% cast their postal vote on election day. A small proportion of the participants responding to this survey voted in person either prior to (4%) or on election day (0.1%).

- Participants living with disability were significantly more likely to have completed their postal vote on election day (10%).
- Male participants were more likely than female participants to report having voted in person at an early voting centre despite having applied for a postal vote (6% v. 1%).

Reported reasons for voting in another way despite applying for a postal vote included not receiving their ballot in time or perceptions that postal voting was difficult.

*“As my postal voting forms had not arrive when I was due to leave so had to make other arrangements last minute”*

**Postal vote applicant**

*“I was in South Australia & it arrived too late to be forwarded on, but plans changed & arrived home in time to vote”*

**Postal vote applicant**

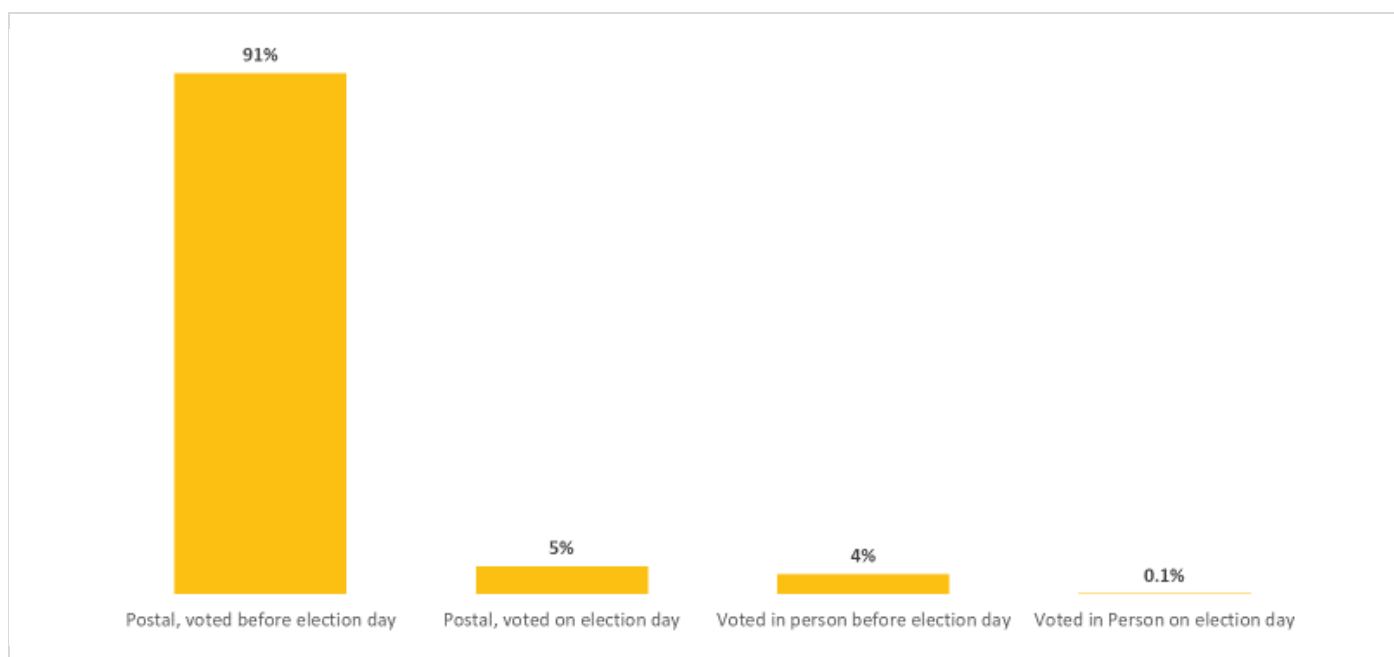
*“My postal vote never arrived, and I did check my application was accepted. I also asked for a re-issue of my postal vote, but it never arrived either”*

**Postal vote applicant**

*“It was easier to do early voting rather than fill out forms and send them back”*

**Postal vote applicant**

Figure 63 – Method of voting



Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273)

S10. And thinking now of the NSW State election held on the 25th of March 2023, did you vote – either on election day or earlier? S11. Which of the following best describes how you voted? Did you vote...?

Table 76 – Method of voting: by subgroup

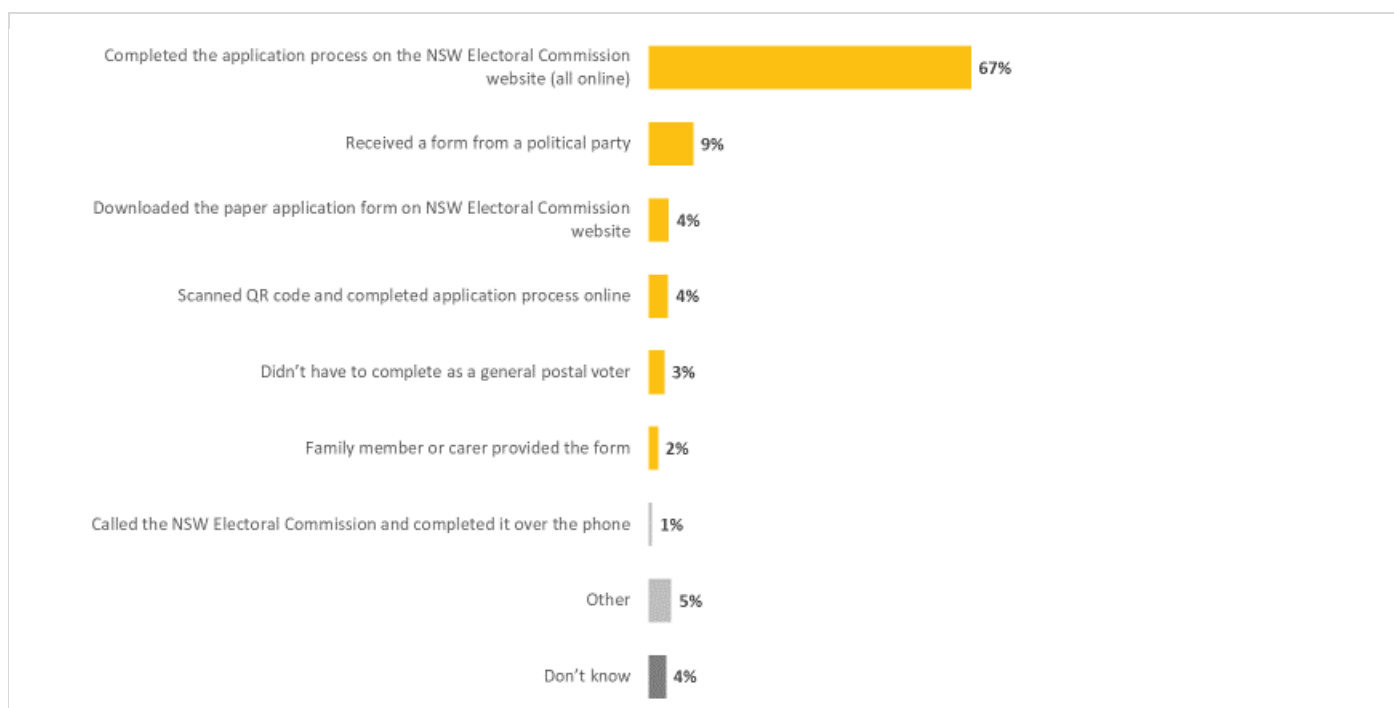
COLUMN %	AGE		GENDER		CALD	LIVING WITH DISABILITY	
	TOTAL	18-54	55+	MALE	FEMALE	YES	YES
Postal, before election day	91%	93%	89%	91%	92%	93%	88%
Postal, on election day	5%	4%	6%	3%	6%	7%	10%
In-person, before election day	4%	3%	4%	6%	1%	0%	2%
In-person, on election day	0%	0%	0%	0%	0%	0%	0%
Base number n	273	69	204	105	165	25*	79

S10. And thinking now of the NSW State election held on the 25th of March 2023, did you vote – either on election day or earlier? S11. Which of the following best describes how you voted? Did you vote...?

### Source of postal vote application

As shown in Figure 64, two thirds (67%) of postal vote survey participants completed the entire application process on the NSW Electoral Commission website; however, it should be noted that the sample source of these survey participants was those who applied online. Smaller numbers of participants reported other mechanisms were also involved including around one in ten (9%) who received a form initially from a political party, downloading a form off the NSW Electoral Commission website (4%), scanning the QR code (4%) or a form initially being provided by a family member or carer (2%).

Figure 64 – Postal vote form source



Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273)

B2. Through which of the following channels did you complete your postal vote application?

Table 77 – Channel used to complete postal voting application: by subgroup

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Completed the application process on the NSW Electoral Commission website (all online)	67%	72%	60%	67%	67%	68%	58%
Received a form from a political party	9%	10%	8%	10%	9%	10%	18%
Downloaded the paper application form on NSW Electoral Commission website	4%	1%	9%	6%	3%	3%	4%
Scanned QR code and completed application process online	4%	5%	4%	5%	4%	5%	3%
Didn't have to complete as a general postal voter	3%	4%	2%	2%	4%	0%	1%
Family member or carer provided the form	2%	2%	3%	2%	3%	6%	4%
Called the NSW Electoral Commission and completed it over the phone	1%	0%	2%	1%	1%	3%	1%
Other	5%	0%	11%	3%	6%	4%	9%
Don't know	4%	6%	1%	4%	4%	1%	1%
Base number n	273	69	204	105	165	25*	79

B2. Through which of the following channels did you complete your postal vote application?

### Satisfaction with postal voting process

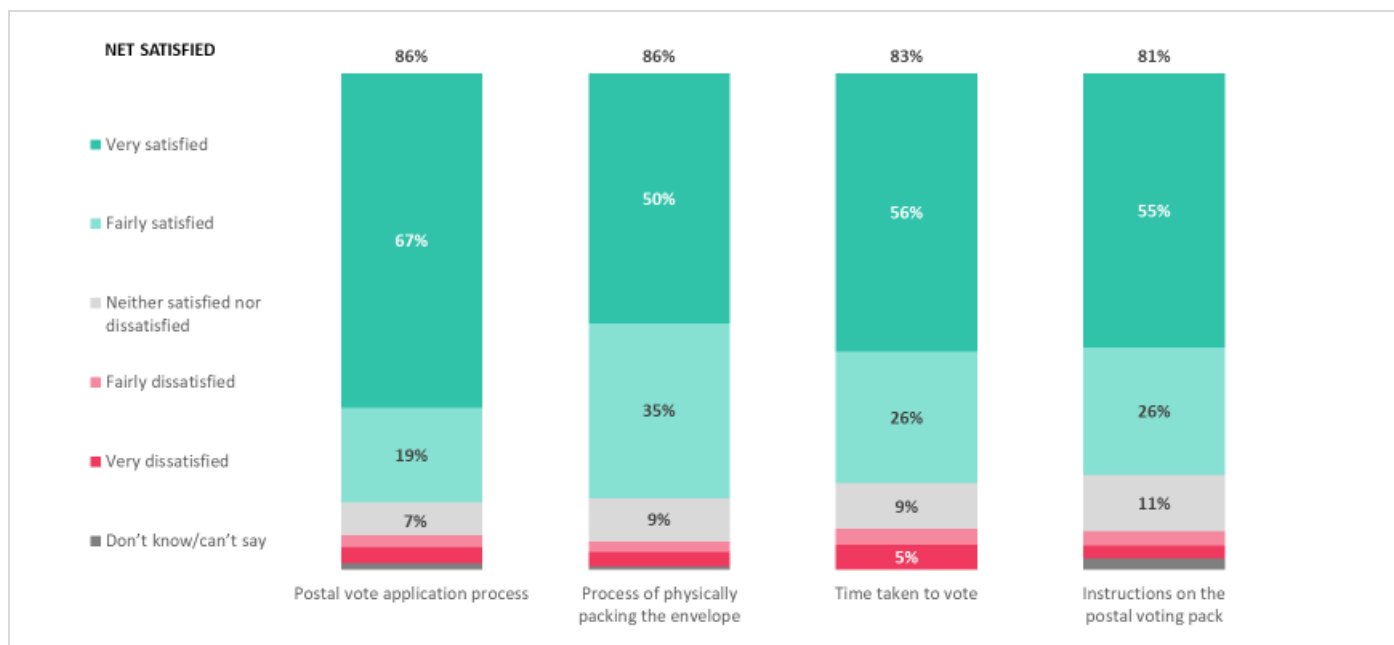
The majority of postal vote survey participants were satisfied with all aspects of the postal vote process (refer to Figure 65). The highest level of satisfaction was reported for the postal vote application process (86%), with two thirds (67%) being very satisfied with the application process. A similar level of satisfaction was reported for the process of physically packing the envelope (86%), with half of participants (50%) very satisfied.

Around four in five (83%) participants were satisfied with the time taken to vote, with over half (56%) very satisfied. However, around one in ten (8%) participants were dissatisfied with the time taken to vote. As referenced in Figure 66, three quarters of participants reported completing the postal vote in 1-9 minutes.

- Participants living with disability were significantly more satisfied with the time taken to vote (92%)

Four in five (81%) were also satisfied with instructions on the postal voting pack, with over half (55%) very satisfied.

Figure 65 – Satisfaction with postal vote elements



Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273) and those who made a postal vote (n=263)

B1. How satisfied or dissatisfied were you with the postal voting application process? B4b. How satisfied or dissatisfied were you with the amount of time you spent casting a postal vote? B5. How satisfied or dissatisfied were you with the instructions on the postal voting pack? B6. How satisfied or dissatisfied were you with the process of physically packing the envelope?

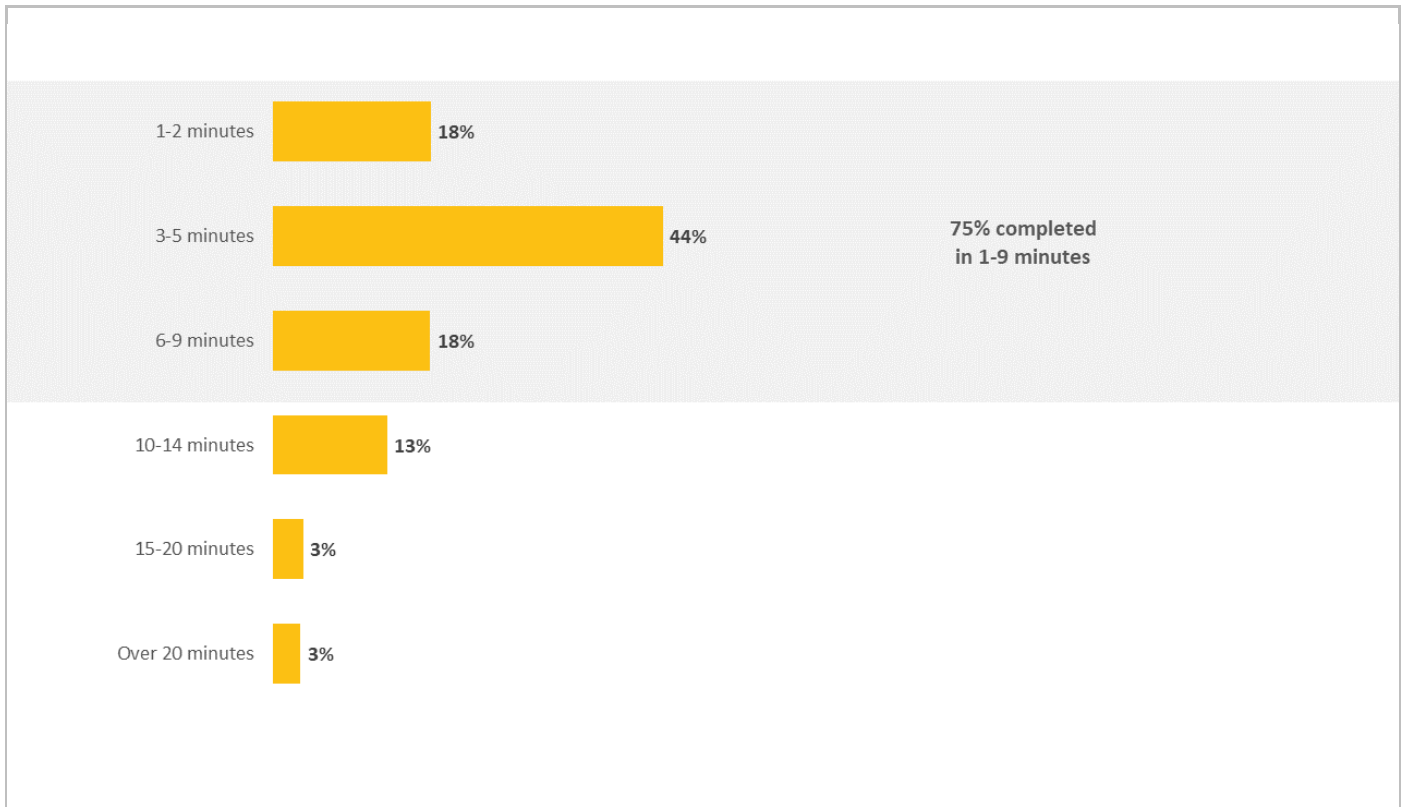
Table 78 – Satisfaction with postal vote elements: by subgroup

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Postal vote application process	86%	85%	88%	87%	86%	88%	91%
Instructions on the postal voting pack	81%	78%	83%	76%	85%	74%	85%
Base number n	273	69	204	105	165	25*	79
Time taken to vote	83%	80%	84%	81%	84%	80%	92%
Process of physically packing the envelope	86%	87%	84%	81%	89%	73%	84%
Base number n	263	67	196	99	161	25*	77

B1. How satisfied or dissatisfied were you with the postal voting application process? B4b. How satisfied or dissatisfied were you with the amount of time you spent casting a postal vote? B5. How satisfied or dissatisfied were you with the instructions on the postal voting pack? B6. How satisfied or dissatisfied were you with the process of physically packing the envelope?



Figure 66 – Time taken to complete postal vote



Survey: Postal Vote Survey

Base: Those who made a postal vote (2023 n=263)

B4. How long did it take for you to complete your postal vote?

Table 79 – Time taken to complete postal vote: by subgroup

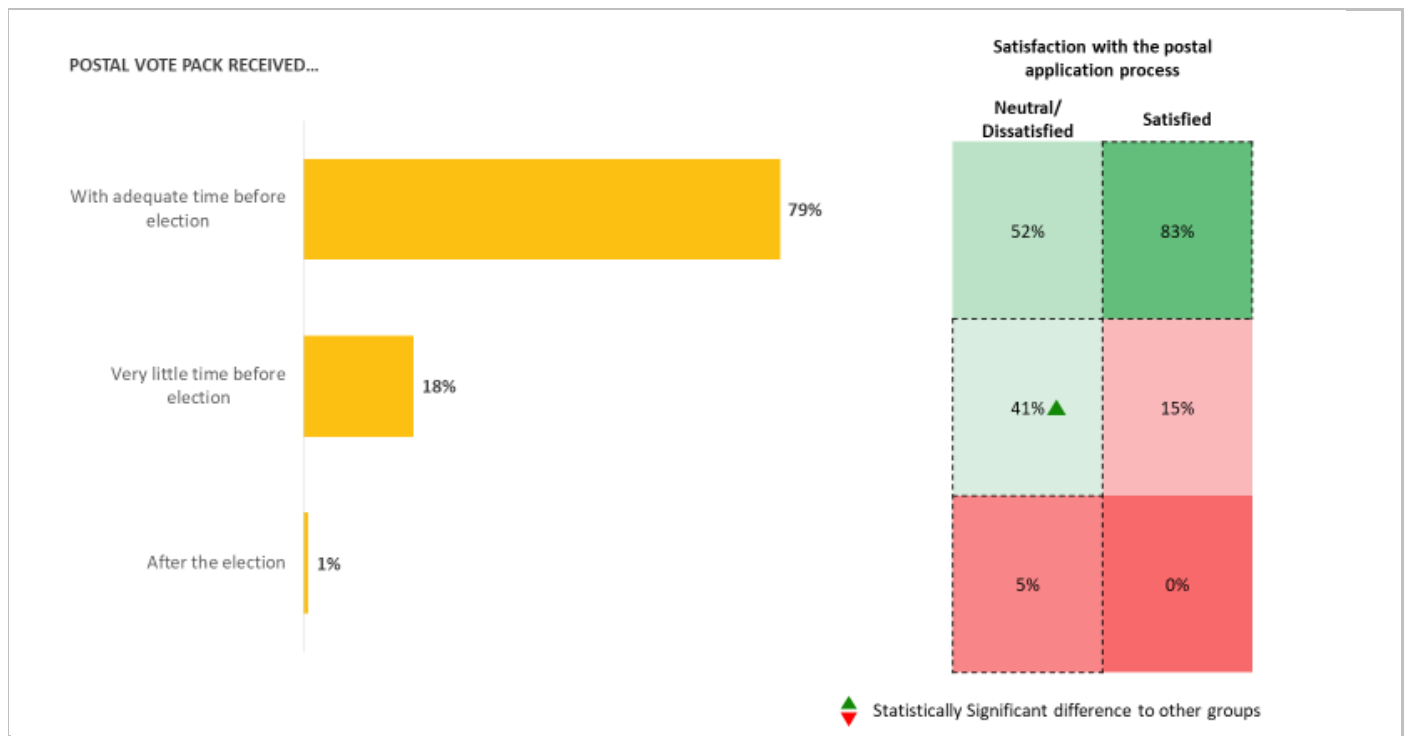
COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
1-2 minutes	18%	20%	15%	23%	14%	33%	12%
3-5 minutes	44%	43%	46%	38%	49%	32%	54%
6-9 minutes	18%	20%	16%	17%	18%	16%	12%
10-14 minutes	13%	12%	15%	17%	10%	7%	13%
15-20 minutes	3%	2%	6%	4%	3%	2%	6%
Over 20 minutes	3%	3%	3%	1%	5%	10%	3%
Don't know	0%	0%	0%	0%	0%	0%	0%
Base number n	263	67	196	99	161	25	77

B4. How long did it take for you to complete your postal vote?

Around four in five (79%) postal vote survey participants reported receiving their postal vote pack with adequate time before the election. Around one in five (18%) reported receiving it with very little time before the election and a small number of participants (1%) reported receiving their voting pack after the election.

The time in which the postal vote packs were received had a relationship with reported satisfaction with the postal application process. Among participants who were satisfied with the postal application process over four in five (83%) received the pack with adequate time prior to the election. However, among those participants who were neutral or dissatisfied they were significantly more likely to report that they received their pack with very little time before the election (41%).

Figure 67 – Time received postal vote pack



Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273), those neutral/dissatisfied with the postal application process (n=32), those satisfied with the postal application process (n=239)

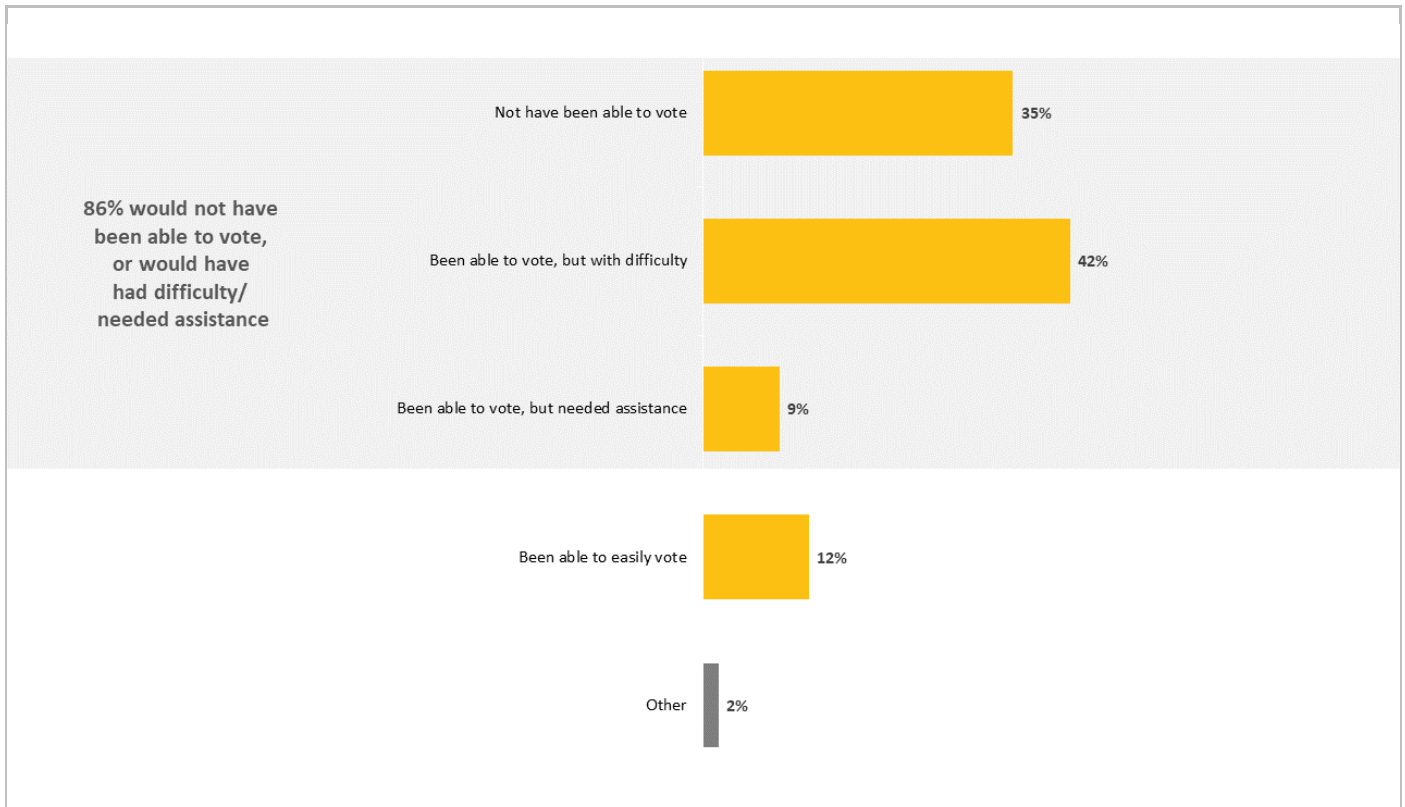
B1. How satisfied or dissatisfied were you with the postal voting application process? B3. Was your postal vote pack received...

### Postal vote impacts

More than four in five (86%) postal vote survey participants reported that they would have not been able to vote or would have had difficulties in doing so if postal voting were not available. Just over one third (35%) considered that they would not have been able to vote at all.

- Regional participants were significantly more likely to say they would have been able to vote but with difficulty (57%) compared to metro participants (38%).
- Participants living with disability were more likely to consider that they would have been able to vote but would have needed assistance (20%).

Figure 68 – Impact of not having postal voting



Survey: Postal Vote Survey

Base: Those who made a postal vote (2023 n=263)

B7. If postal voting was not available, would you...

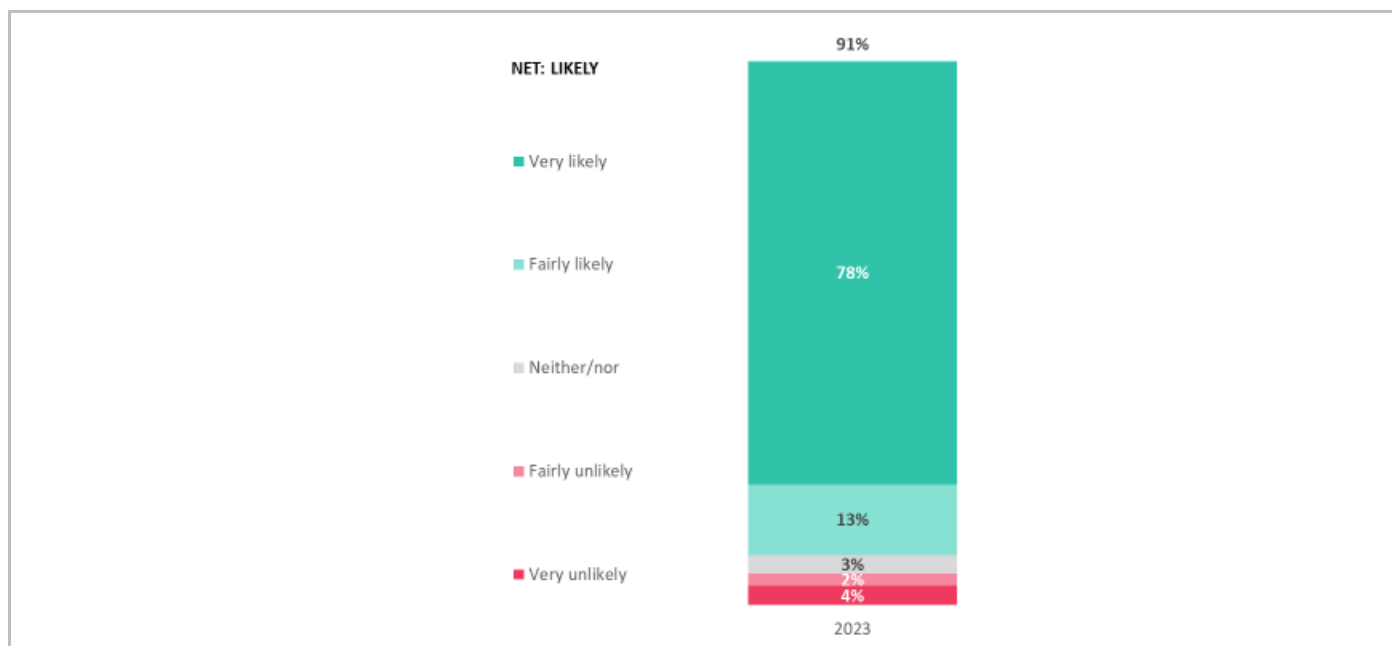
Table 80 – Impact of not having postal voting: by subgroup

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY	LOCATION	
		18-54	55+	MALE	FEMALE	YES	YES	METRO	REGIONAL
Not have been able to vote	35%	35%	36%	38%	34%	34%	24%	37%	30%
Been able to vote, but with difficulty	42%	38%	47%	39%	44%	38%	46%	38%	57%
Been able to vote, but needed assistance	9%	9%	9%	11%	7%	16%	20%	10%	3%
Been able to easily vote	12%	17%	5%	10%	14%	9%	7%	13%	8%
Other	2%	1%	3%	3%	1%	3%	4%	2%	2%
Base number n	263	67	196	99	161	25*	77	154	109

B7. If postal voting was not available, would you...

The majority (91%) of postal vote survey participants reported being likely to use postal voting services again, with over three quarters (78%) being very likely to use the service again if it were offered. A small proportion (6%) reported being unlikely to use postal voting services again if offered.

Figure 69 – Likelihood of using postal voting in future elections



Survey: Postal Vote Survey

Base: Those who made a postal vote (2023 n=263)

B8. In the future, if the Postal Voting service was available to you, how likely or unlikely would you be to use it?

Table 81 – Likelihood of using postal voting in future elections: by subgroup

COLUMN %	AGE		GENDER		CALD	LIVING WITH DISABILITY	
	TOTAL	18-54	55+	MALE	FEMALE	YES	YES
Very likely	78%	79%	76%	71%	83%	77%	87%
Fairly likely	13%	15%	10%	16%	10%	13%	4%
Neither/nor	3%	2%	6%	6%	1%	8%	4%
Fairly unlikely	2%	2%	3%	3%	2%	3%	0%
Very unlikely	4%	2%	5%	4%	3%	0%	6%
Don't know	0%	0%	1%	0%	0%	0%	0%
Net Likely	91%	94%	86%	88%	93%	89%	91%
Net Not likely	6%	4%	8%	6%	5%	3%	6%
Base number n	273	69	204	105	165	25*	79

B8. In the future, if the Postal Voting service was available to you, how likely or unlikely would you be to use it?

## 5.4 Information and media

### Awareness of election

As shown in Figure 70, TV news and current affairs (61%), brochures and flyers (32%) and outdoor ads/posters (22%) were the top three channels through which participants reported they had found out about the 2023 NSW State election. Other subsequently noted channels included word of mouth from friends/family/neighbours (17%), newspaper content and ads (16%), radio ads (16%) and social media (14%).

Around two thirds (64%) of participants found out about the election through earned exposure (earned media was content others create about you, like social media posts- see Figure 70 for the full list from this survey). This was followed by information from the party and/or candidate (45%). Fewer participants reported that they found out

about the election through paid exposure (40%, this was media NSW Electoral Commission paid to be placed), or owned exposure (21%, media owned by the NSW Electoral Commission).

### Total earned exposure

Around two thirds (64%) of participants claimed they found out about the 2023 NSW State election via earned exposure. Earned media was content others create about you, like social media posts- see Figure 70 for the full list from this survey. The main component of this was TV news and current affairs content (51%) and mentions from friends/family members/neighbours (17%).

### Total party/candidate exposure

Just under half (45%) of participants claimed they found out about the 2023 NSW State election via political party or candidate exposure. The most common being political party ads on TV (21%), followed by letters/flyers from representatives (19%), outdoor advertising/posters (13%) and candidate posters (13%).

### Total paid exposure

Four in ten (40%) participants reported that they found out about the 2023 NSW State elections via NSW Electoral Commission paid exposure. Paid exposure was media NSW Electoral Commission paid to be placed, see Figure 70 for a full list. Paid TV advertising (25%) was the more common source noted, followed by brochures/direct mail/flyers (17%) and radio ads (12%).

### Total owned exposure

NSW Electoral Commission sources were used less commonly for initial awareness among participants (21%) with emails being most noted (10%).

Figure 70 – Source of finding out about 2023 NSW State election

Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273)

A8 How did you find out about the NSW State election?

Table 82 – Source of finding out about 2023 NSW State election: by subgroup

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
EARNED	64%	59%	70%	67%	62%	50%	61%
POLITICAL PARTY/CANDIDATE	45%	44%	47%	48%	43%	20%	48%
PAID	40%	36%	44%	38%	41%	17%	39%
OWNED	21%	28%	12%	19%	23%	10%	12%
TV – NSW Electoral Commission advertising	25%	20%	31%	23%	26%	7%	22%
TV – political parties ads	21%	15%	28%	21%	21%	7%	29%
TV – news and current affairs content	51%	39%	65%	53%	49%	38%	59%
Newspaper – NSW Electoral Commission advertising	8%	5%	10%	10%	6%	0%	6%
Newspaper – political parties advertising	10%	8%	12%	13%	8%	11%	11%
Newspaper – news and current affairs content	10%	5%	17%	11%	9%	0%	11%
Radio – NSW Electoral Commission advertising	12%	13%	10%	16%	8%	2%	6%
Radio – political parties advertising	11%	13%	8%	16%	8%	2%	10%
Brochure/direct mail/flyer to home address sent by NSW Electoral Commission	17%	20%	13%	14%	19%	10%	15%
SMS – from NSW Electoral Commission	7%	10%	3%	5%	9%	4%	3%

Online – general advertising	10%	13%	6%	7%	12%	0%	6%
Online – NSW Electoral Commission website	7%	6%	8%	6%	7%	5%	8%
Email – direct to me from NSW Electoral Commission	10%	16%	3%	13%	8%	10%	2%
Email – from a candidate or party	9%	10%	7%	8%	9%	0%	8%
Social media – NSW Electoral Commission advertising	5%	5%	5%	9%	2%	0%	4%
Social media – political parties advertising	6%	8%	3%	4%	7%	0%	1%
Social media – content provided by the NSW Electoral Commission	4%	7%	2%	4%	5%	0%	1%
Social media – other conversations and content	8%	11%	3%	5%	9%	5%	1%
Outdoor advertising/poster- political party	13%	12%	15%	10%	16%	4%	12%
Outdoor advertising/poster- NSW Electoral Commission	4%	3%	5%	6%	2%	2%	3%
Friend/Family member/Neighbour	17%	24%	7%	23%	12%	8%	8%
Political party letter/flyer/representative	19%	15%	23%	18%	19%	2%	14%
Candidate posters display	13%	12%	15%	17%	10%	2%	14%
Candidate posters displayed in shop windows/around my area	11%	12%	10%	11%	11%	0%	5%
Community bulletins or communications	4%	2%	6%	3%	4%	0%	5%
Other	7%	7%	5%	4%	9%	15%	3%
Don't know	4%	6%	1%	0%	6%	0%	5%
Base number n	273	69	204	105	165	25*	79

A8. How did you find out about the NSW State election?

### NSW Electoral Commission Website

As noted in Figure 71, two thirds (67%) postal vote survey participants used the NSW Electoral Commission website to look for information, with this significantly more pronounced among culturally and linguistically diverse participants (90%). Of those voters who looked on the NSW Electoral Commission website, around three quarters (74%) were satisfied with the website.

- Older participants aged 55 years or more were significantly more satisfied with the NSW Electoral Commission website (84%) compared to younger participants (66%).

Satisfaction was reported due to the ability to find information easily (46%), ease of navigation (46%) and accuracy of information (39%). All reasons for satisfaction are referenced in Figure 72. Suggestions for improvement from participants not satisfied (5%) with the website related to enhancing information communication, improving usability and extended application dates.

*“Make it clear postal vote info will be sent out at least a month before election day”*

**Postal vote applicant**

*“The website did not list the venues for early voting or the dates and times they were available in my electorate until they were actually open”*

**Postal vote applicant**

*“I recall it took a considerable time to complete my details”*

**Postal vote applicant**

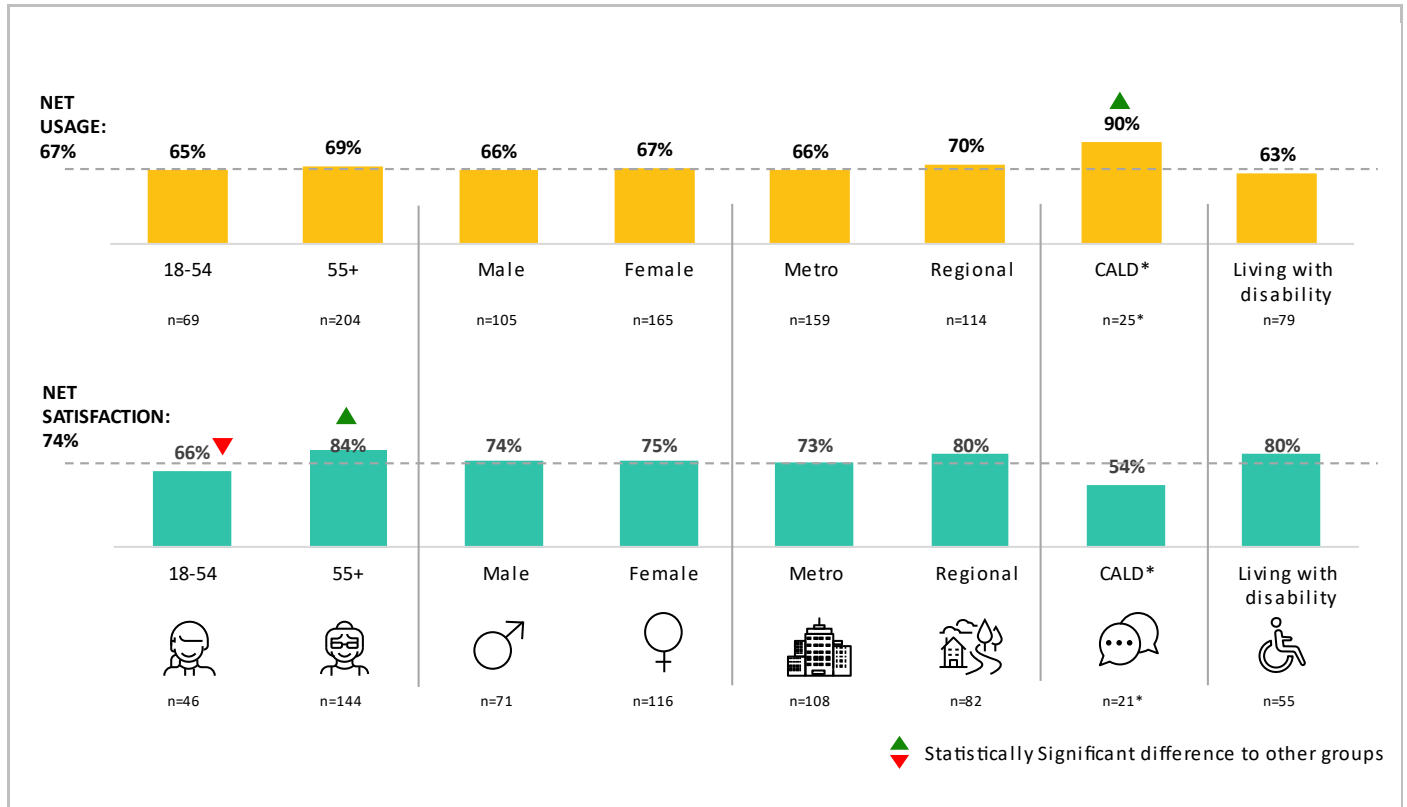
*“Divide the candidates for the house of representatives and for the senate into two separate lists. It would be extremely helpful if the Electoral Commission was able to obtain a statement from every candidate to put on the website”*

**Postal vote applicant**

“The date of applying and then closing was too narrow and dependent on AUS post-delivery”

Postal vote applicant

Figure 71 – NSW Electoral Commission website usage and experience: by subgroup



Survey: Postal Vote Survey

Base: Total usage (n=273). Total satisfied excluding d/k (n=190) \*NOTE: Small sample size, results to be viewed with caution

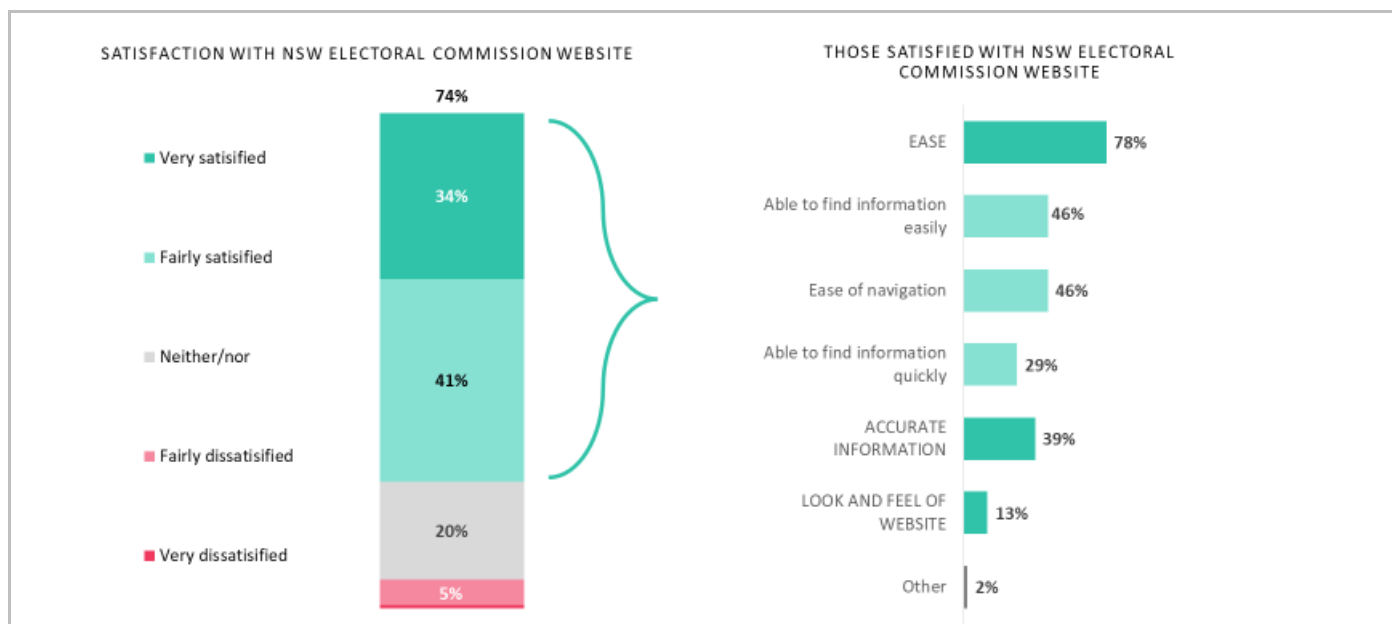
D2. If you visited the NSW Electoral Commission website to get information about the recent election, were you satisfied or dissatisfied with the website?

Table 83 – Usage of NSW Electoral Commission website: by subgroup

	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Visited website	67%	65%	69%	66%	67%	90%	63%
Did not visit website	15%	17%	14%	20%	12%	2%	23%
Don't know	18%	18%	17%	14%	21%	8%	14%
Base number n	273	69	204	105	165	25*	79

D2. If you visited the NSW Electoral Commission website to get information about the recent election, were you satisfied or dissatisfied with the website?

Figure 72 – NSW Electoral Commission website reasons for satisfaction



Survey: Postal Vote Survey

Base: Postal voters who used the website excluding don't know 2023 (n=190) and Those satisfied with the website (n=153)

D2. If you visited the NSW Electoral Commission website to get information about the recent election, were you satisfied or dissatisfied with the website? D3b. You said you were [satisfied] with the website, why do you say that?

Table 84 – Satisfaction with NSW Electoral Commission website: by subgroup

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Very satisfied	34%	26%	42%	35%	32%	23%	39%
Fairly satisfied	41%	40%	42%	39%	42%	31%	41%
Neither satisfied nor dissatisfied	20%	28%	10%	18%	21%	46%	18%
Fairly dissatisfied	5%	6%	4%	8%	3%	0%	3%
Very dissatisfied	1%	0%	1%	1%	1%	0%	0%
<b>Net Satisfied</b>	<b>74%</b>	<b>66%</b>	<b>84%</b>	<b>74%</b>	<b>75%</b>	<b>54%</b>	<b>80%</b>
<b>Net Not satisfied</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>	<b>8%</b>	<b>4%</b>	<b>0%</b>	<b>3%</b>
<i>Base number n</i>	<i>190</i>	<i>46</i>	<i>144</i>	<i>71</i>	<i>116</i>	<i>21*</i>	<i>55</i>

D2. If you visited the NSW Electoral Commission website to get information about the recent election, were you satisfied or dissatisfied with the website?

Table 85 – Reasons for satisfaction with NSW Electoral Commission website: by subgroup

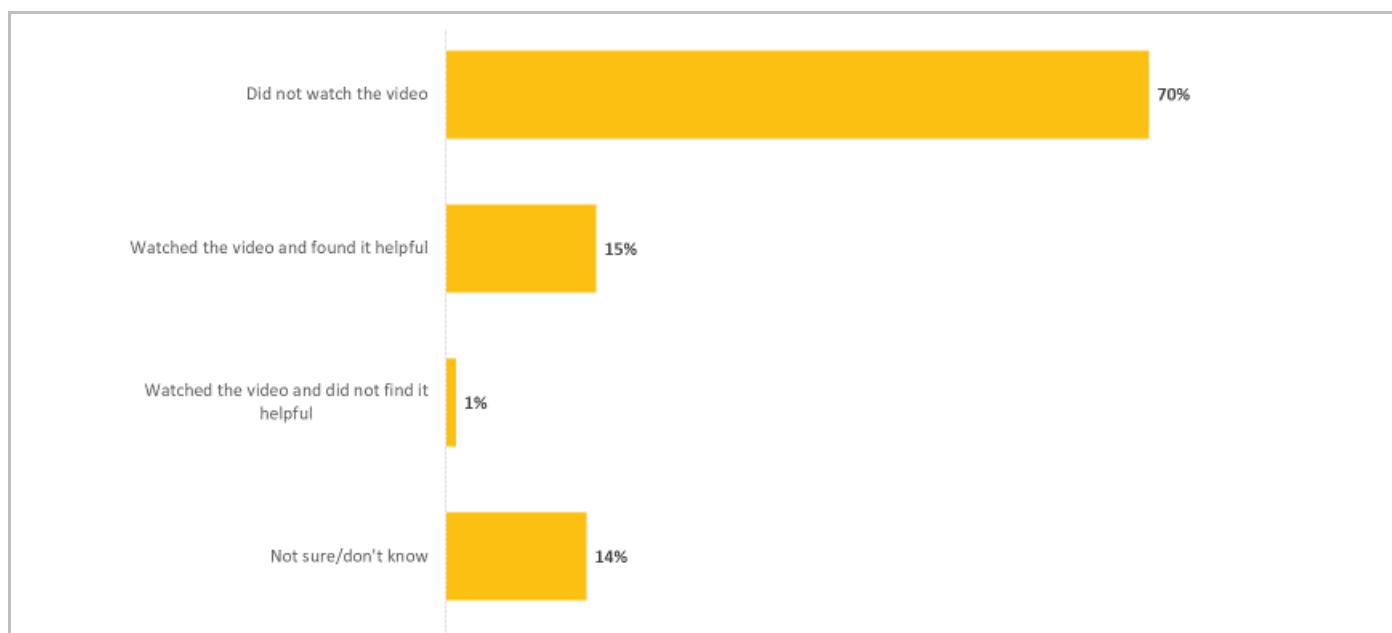
COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Able to find information easily	46%	44%	48%	40%	51%	34%	48%
Ease of navigation	46%	54%	38%	45%	47%	37%	48%
Accurate information	39%	50%	29%	35%	42%	16%	22%
Able to find information quickly	29%	32%	26%	22%	35%	22%	21%
Look and feel of website	13%	17%	9%	15%	11%	3%	5%
Other	2%	0%	4%	1%	3%	4%	4%
<i>Base number n</i>	<i>153</i>	<i>32</i>	<i>121</i>	<i>60</i>	<i>90</i>	<i>14*</i>	<i>47</i>

D3b. You said you were [satisfied] with the website, why do you say that?



Among participants who used the NSW Electoral Commission website, seven in ten (70%) did not watch the instructional video on postal voting while just over one in ten (15%) did watch the video and found it helpful.

Figure 73 – Viewing of postal voting instructional video



Survey: Postal Vote Survey

Base: Postal voters who used the website (excluding D/K) 2023 n=190

D4. You said you visited the website, which of the following apply to you regarding the instructional video on postal voting?

Table 86 – Viewing of postal voting instructional video: by subgroup

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Did not watch the video	70%	78%	61%	65%	74%	55%	66%
Watched the video and found it helpful	15%	10%	22%	20%	12%	13%	15%
Watched the video and did not find it helpful	1%	0%	2%	2%	0%	0%	0%
Not sure/don't know	14%	12%	15%	13%	14%	32%	20%
Base number n	190	46	144	71	116	21*	55

D4. You said you visited the website, which of the following apply to you regarding the instructional video on postal voting?

### Extent felt informed

As shown in Figure 74, the extent to which participants felt informed about the 2023 NSW State election varied according to the information need. Around four in five (81%) participants reported that they were informed on how to fill in a ballot paper and around seven in ten (71%) felt informed about where they could vote on election day, the time it would take between applying and receiving the ballot and how to update their enrolment details.

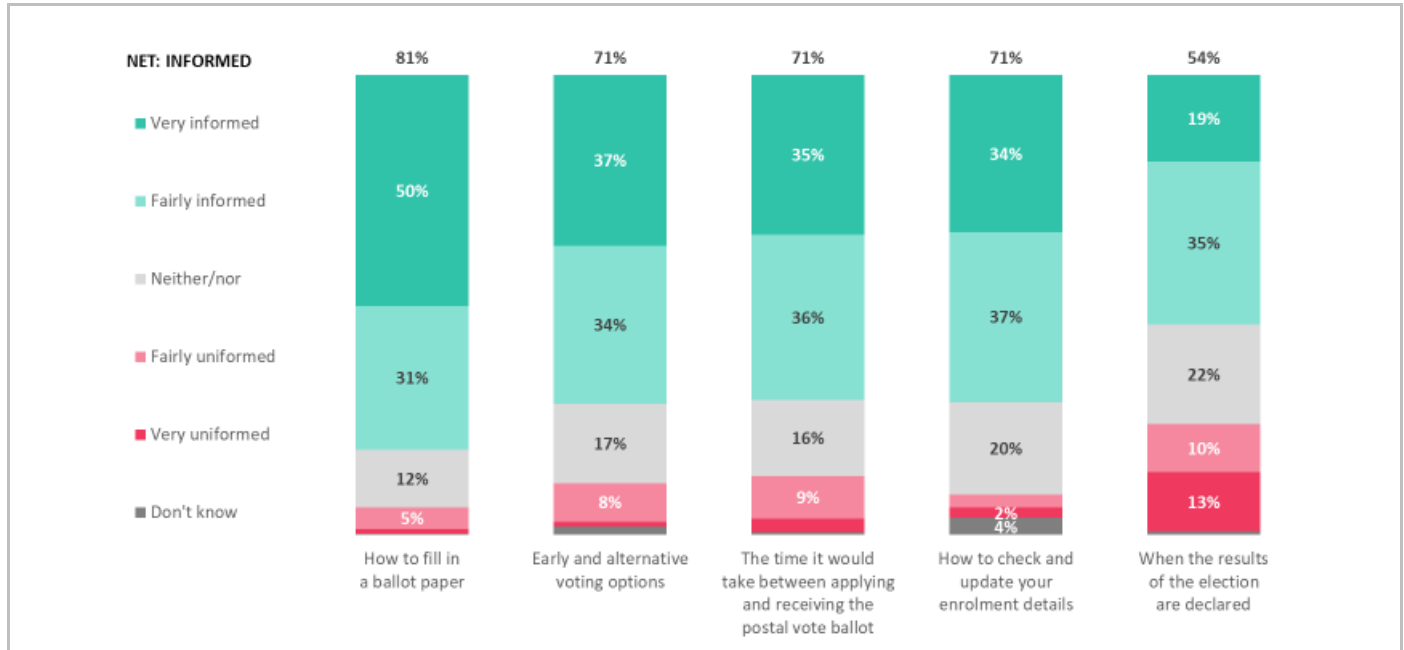
- Contrasted to the Core survey (refer Figure 27), postal vote survey participants felt less informed on how to fill in a ballot paper (81% v. 88% Core survey).
- However, were more informed on how to check and update their enrolment details (71% v. 60% Core survey).
- Older participants aged 55 years or more felt significantly more informed about their early and alternative voting options (80%) compared to younger participants aged 18-54 years (65%).

- Participants living with disability felt significantly more informed about their early and alternative voting options (84%).

Fewer participants (54%) felt informed in about the candidates with around one quarter (23%) feeling uninformed about this aspect.

- Contrasted to the Core Survey (refer Figure 27), postal vote survey participants felt less informed on the candidates (54% v. 61% Core survey).

Figure 74 – Extent to which voters felt informed



Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273)

D1a. How informed or uninformed did you feel about each of the following before voting in the / before the most recent NSW State election?

Table 87 – Extent to which voters felt informed (Top Two Boxes): by subgroup

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
How to fill in a ballot paper	81%	76%	88%	80%	82%	73%	94%
How to check and update your enrolment details	71%	68%	75%	72%	70%	66%	67%
Early and alternative voting options	71%	65%	80%	73%	70%	74%	84%
When the results of the election are declared	54%	42%	69%	56%	53%	38%	61%
The time it would take between applying and receiving the postal vote ballot	71%	66%	76%	80%	63%	71%	80%
Base number n	273	69	204	105	165	25*	79

D1a. How informed or uninformed did you feel about each of the following before voting in the / before the most recent NSW State election?

## 5.5 Future improvements

### Importance of factors in delivering a satisfactory voting experience

Almost all postal vote survey participants (96%) reported that they consider an easy postal vote application process important to delivering a satisfactory voting service, with four in five (80%) considering this extremely important.

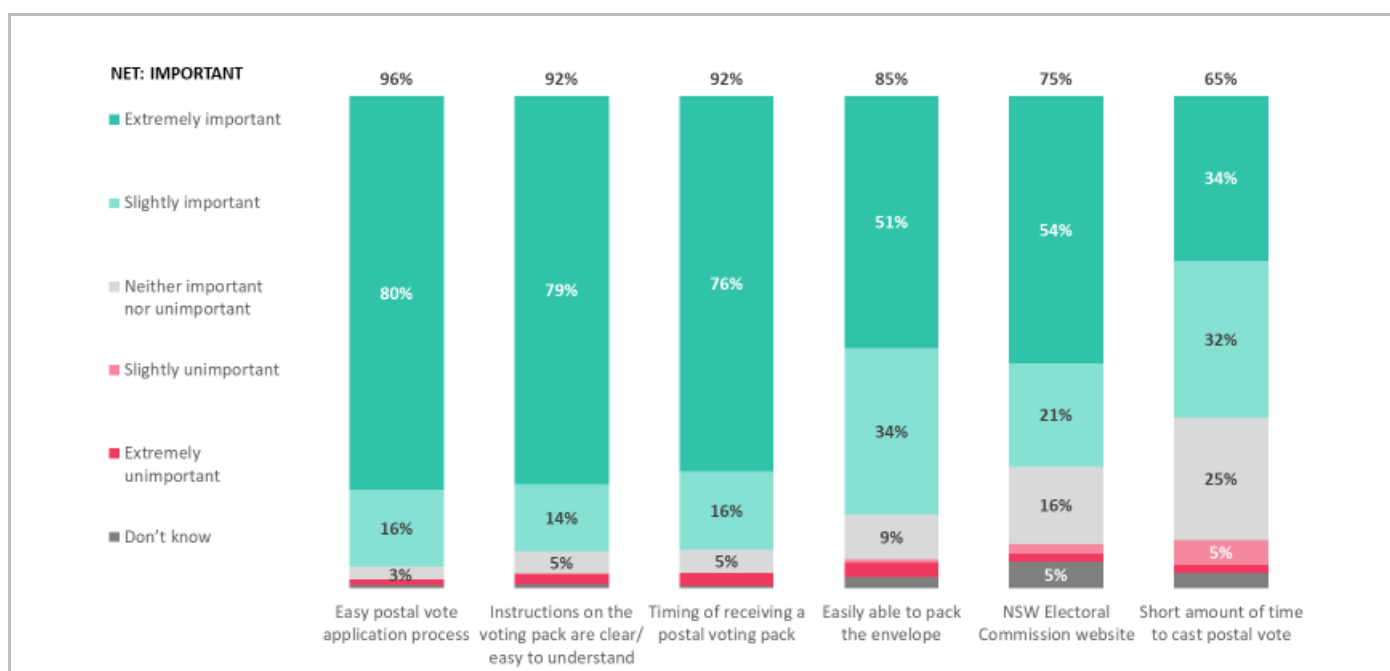
There was also a high level of importance placed upon ensuring instructions on the voting pack were clear/easy to understand (92%) and the timing of receiving a postal voting pack (92%). Females were significantly more likely to rate an easy postal vote application process (99% vs 91% males) and clear/easy to understand instructions (98% vs 85% males) on the voting pack important.

Over four in five participants (85%) indicated that easily being able to pack the envelope was important, with around half (51%) considering this extremely important.

Three quarters of participants (75%) considered the NSW Electoral Commission website to be important for delivery a satisfactory voting service, with over half (54%) considering this extremely important.

There was less importance placed on having a short amount of time to cast a postal vote (65%), with only one third (34%) considering this to be extremely important.

Figure 75 – Importance in providing a satisfactory voting service



Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273)

E1a. How important are the following to deliver a satisfactory voting service?

Table 88 – Importance in providing a satisfactory voting service (top two boxes): by subgroup

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Easy postal vote application process	96%	96%	94%	91%	99%	100%	95%
The instructions on the postal voting pack are clear and easy to understand	92%	92%	93%	85%	98%	100%	93%
The timing of receiving a postal voting pack	92%	92%	92%	91%	94%	92%	95%
Easily able to pack the envelope	85%	84%	86%	80%	89%	92%	94%
NSW Electoral Commission website	75%	72%	80%	71%	79%	76%	73%
Short amount of time to cast postal vote	65%	65%	66%	64%	67%	67%	72%
Base number n	273	69	204	105	165	25*	79

E1a. How important are the following to deliver a satisfactory voting service?

## Opportunities for improvement

Postal vote survey participants indicated that they were interested in a number of prompted ideas that related to future elections (refer to Figure 76). These ideas were consistently found to be of interest across the subgroups of participants with no statistical differences noted.

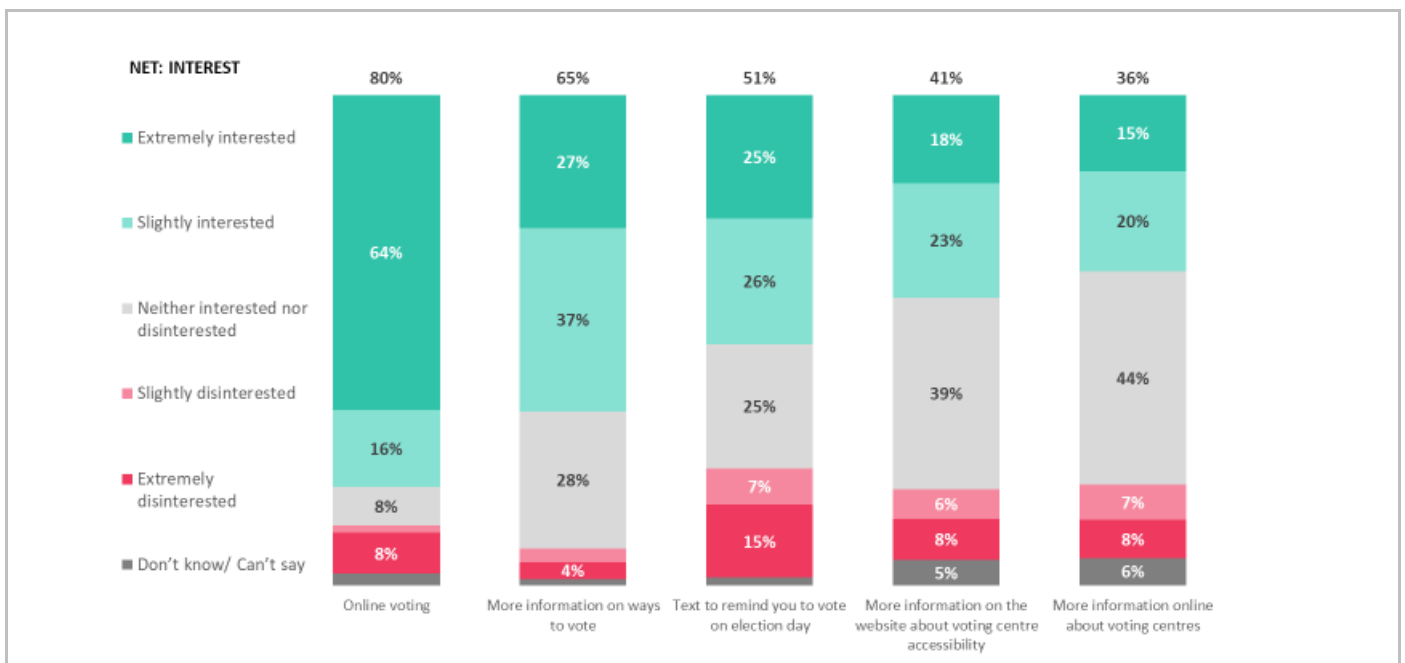
The most interest was held for online voting, with four in five (80%) postal vote survey participants interested in online voting including around two thirds (64%) being extremely interested. Only one in ten (10%) participants were disinterested in online voting.

Around two thirds (65%) of participants were interested in more information on ways to vote, with around one quarter (27%) being extremely interested.

Approximately half of participants (51%) were interested in a text message to remind them on election day to vote, with one quarter (25%) being extremely interested in this idea. However, a similar proportion (23%) were disinterested in this idea.

There was less interest overall in having more information on the website about voting centre accessibility (41%) or having more information online about voting centres (36%) amongst postal vote survey participants.

Figure 76 – Interest in prompted ideas



Survey: Postal Vote Survey

Base: Total postal voters (2023 n=273)

E2a. How interested or disinterested are you in the following ideas?

Table 89 – Importance in providing a satisfactory voting service (top two boxes): by subgroup

COLUMN %	TOTAL	AGE		GENDER		CALD	LIVING WITH DISABILITY
		18-54	55+	MALE	FEMALE	YES	YES
Online voting	80%	81%	79%	77%	82%	73%	74%
More information on ways to vote	65%	66%	63%	58%	70%	68%	64%
Text to remind you to vote on election day	51%	53%	48%	55%	48%	67%	57%
More information on the website about voting centre accessibility	41%	36%	48%	35%	46%	36%	45%
More information online about voting centres e.g. availability of help in language	36%	32%	40%	37%	35%	50%	47%
Base number n	273	69	204	105	165	25*	79

E2a. How interested or disinterested are you in the following ideas?

A woman in a light-colored business suit and white shirt is smiling as she inserts a white ballot into a dark ballot box. The image is partially obscured by a black text box.

## 6. In Language Survey Findings

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## 6. In-Language Survey Findings

### 6.1 Overview

As part of the In language survey, 150 NSW eligible voters who didn't speak English well took part in a 15-minute quantitative survey conducted by an in-language translator via CATI phone interviews. This included 50 NSW eligible voters per language spoken: Mandarin, Arabic and Cantonese. This took place between 29th March to 6<sup>th</sup> April 2023.

This component of the research aimed to gain a representative view of the opinions of culturally and linguistically diverse voters from Mandarin-speaking, Arabic-speaking and Cantonese-speaking backgrounds to evaluate NSW Electoral Commission services at the 2023 NSW State election. The In-language survey was conducted to maximise inclusiveness and accessibility, understanding the primary concerns and issues for culturally and linguistically diverse speakers in order to improve services in future elections.

### Methodology

Table 90 provides an overview of demographic data of participants from each In-language cohort:

*Table 90 – Demographic data for In language survey*

	COLUMN %	TOTAL	LANGUAGE SPOKEN		
			ARABIC	MANDARIN	CANTONESE
Age	18-44	44%	58%	36%	38%
	45-64	39%	34%	42%	42%
	65+	17%	8%	22%	20%
Gender	Male	41%	54%	38%	32%
	Female	59%	46%	62%	68%
Mode of voting	Election Day	59%	88%	48%	40%
	Pre poll	30%	12%	44%	34%
	Postal	9%	0%	8%	18%
	Telephone	1%	0%	0%	2%
	Non-voter	2%	0%	0%	6%
	Base number n	150	50	50	50

Survey: In Language Survey

Base: Total voters and non-voters (2023)

S5 To ensure we have a broad mix of participants in the survey... What is your age? S6 How do you describe your gender? A1 Thinking now of the NSW State election held on the 25th of March 2023, did you vote – either on election day or earlier? A2. Which of the following best describes how you voted? Did you vote...?

### Key findings

There was variation in performance of key metrics between the language spoken by participants in the In language survey. All four key metrics performed highest among Mandarin-speaking participants, with this significantly higher for confidence in the accuracy of election results (94%) and trust in the voting process (94%). In contrast, significantly fewer Arabic-speaking participants reported that were confident in the accuracy of election results (38%) and trusted the voting process (20%). Cantonese-speaking participants were less likely to be satisfied overall with their overall voting experience (79%) and less likely to regard the election process as being fair and impartial (76%).

Voting on election day was the most common method among Arabic-speaking participants (88%) with both Cantonese-speaking participants and Mandarin-speaking participants using a roughly even mix of early voting and voting on election day. Postal votes were highest among Cantonese-speaking participants (19%).

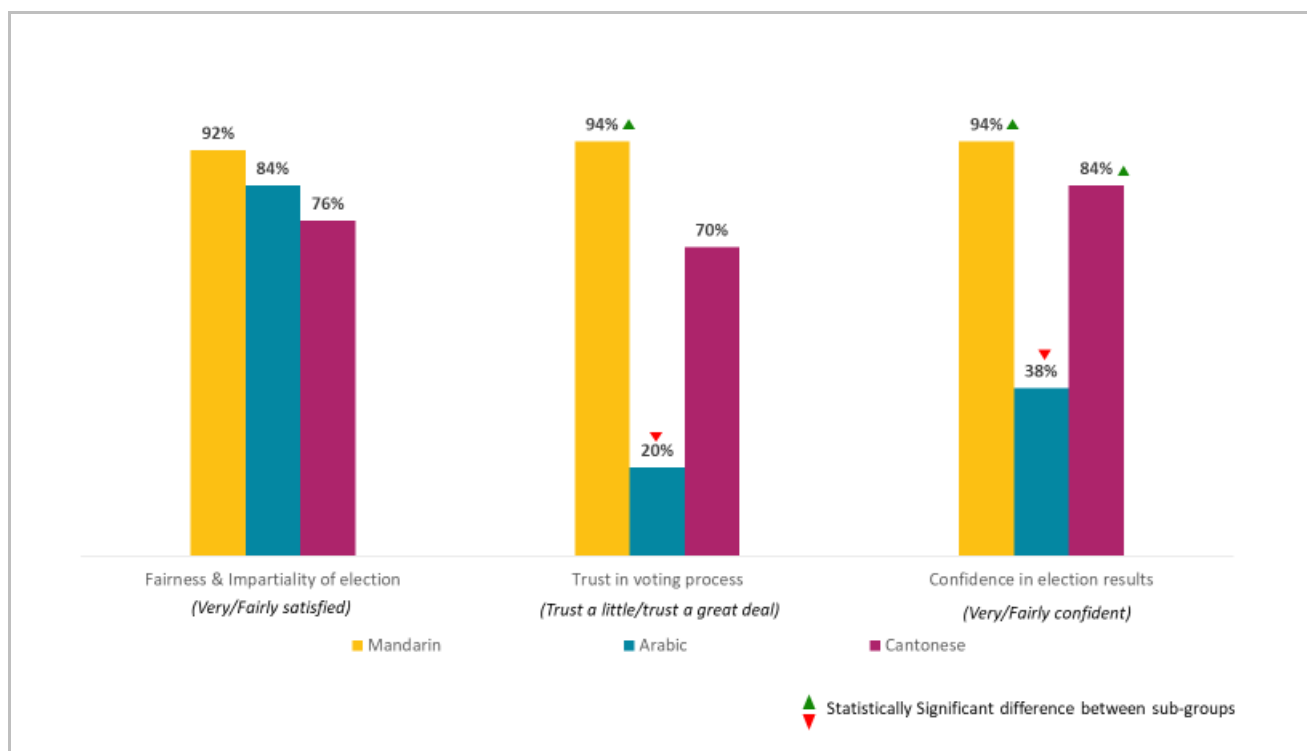
Across all culturally and linguistically diverse participants, approximately half (48%) became aware of the 2023 NSW State election via family, friends and neighbours at a greater rate than the Core survey (23%). They were also more likely to find out about the election from locally based candidate posters (21% v. 7% Core survey) and political party outdoor advertising/posters (18% v. 8% Core survey). Almost four in five (78%) Arabic-speaking participants and 70% of Cantonese-speaking participants had additional information needs with emphasis on having information provided in languages other than English, information about candidates or parties and information on early voting. Arabic-speaking participants were significantly more likely to state that they would like to receive all prompted information types compared to Mandarin-speaking and Cantonese-speaking participants.

Overall Arabic-speaking participants displayed the greatest need for additional in-language support and overall improved awareness of the processes involved. Almost all (98%) Arabic-speaking participants required assistance from election staff at the voting centre they attended including assistance in-language (96%) and assistance to understand how to vote (92%). Cantonese-speaking participants also were more likely to generally suggest additional in-language supports as being beneficial to the conduct of an election but to a slightly lesser degree.

## 6.2 Key Metrics Summary

Similar to the other stakeholder surveys conducted for the 2023 NSW State election, there were four key metrics measured. As shown in Figure 77, there was some variation in the key metrics between the language spoken by participants.

Figure 77 – Overall key performance indicators (Top 2 Boxes): by language



Survey: In Language Survey

Base: Total In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50)

B1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 State election fairly and impartially?

B4. To what extent do you trust or distrust the voting process? E7 Overall, how confident are you that the election results are accurate?

### Confidence in election results

Confidence that election results were accurate was a metric with relatively high performance among Mandarin-speaking and Cantonese-speaking participants. The majority of Mandarin-speaking participants (94%) reported they

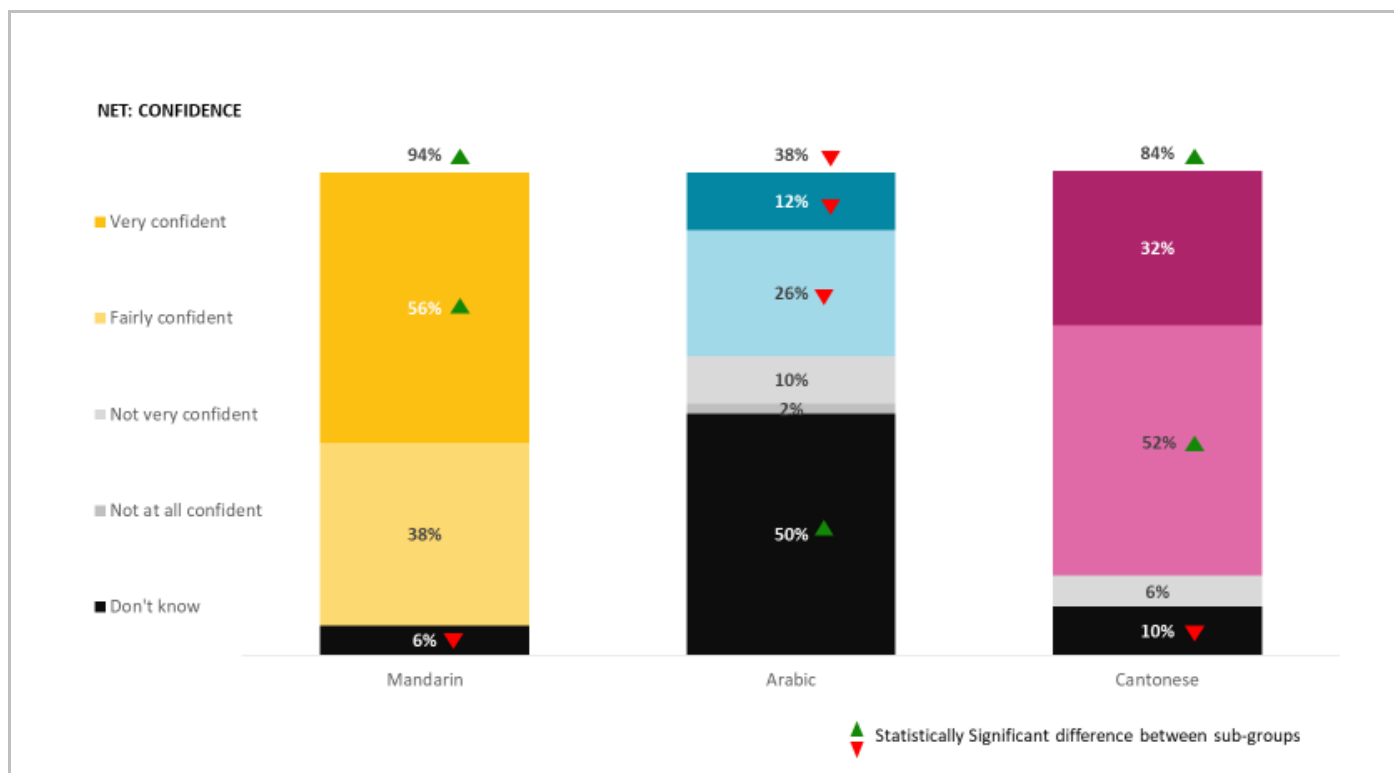


were confident election results were accurate, with over half (56%) who were very confident and just over two thirds (38%) fairly confident.

Over four in five (84%) Cantonese-speaking participants reported that they were confident in election results, with around one in three (32%) who were very confident. A significantly higher proportion of Cantonese-speaking participants were instead fairly confident (52%).

This metric had lower performance among Arabic-speaking participants (38%), with a large proportion of don't know responses (50%).

Figure 78 – Confidence in election results: by language



Survey: In Language Survey

Base: Total In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50)

E7. Overall, how confident are you that the election results are accurate?

Table 91 – Confidence in accuracy of election results: by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
Very confident	33%	12%	56%	32%
Fairly confident	39%	26%	38%	52%
Not very confident	5%	10%	0%	6%
Not at all confident	1%	2%	0%	0%
Don't know	22%	50%	6%	10%
Net Confident	72%	38%	94%	84%
Net Not Confident	6%	12%	0%	6%
Base number n	150	50	50	50

E7. Overall, how confident are you that the election results are accurate?

### Elections are conducted fairly and impartially

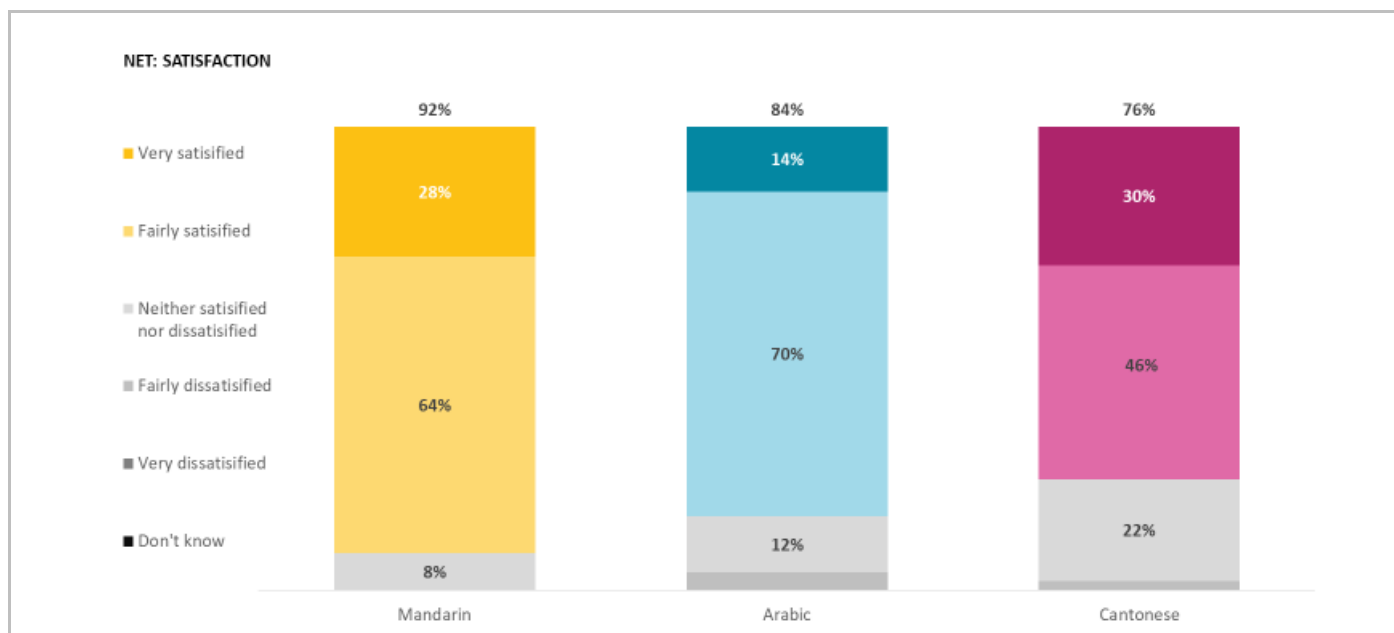
As shown in Figure 79, there was more consistency to this key metric across the cohorts. Satisfaction that the 2023 NSW State election was conducted fairly and impartially was highest among Mandarin-speaking participants, with

the majority (92%) being satisfied. Approximately one quarter (28%) of Mandarin-speaking participants reported they were very satisfied, with most fairly satisfied (64%).

The majority (84%) of Arabic-speaking participants stated that they were satisfied with this key metric. There were less than one in five (14%) Arabic-speaking participants who reported they were very satisfied and around two thirds (70%) who were fairly satisfied.

Fewer Cantonese-speaking participants reported that they were satisfied that the election was conducted fairly and impartially. Just under one third (30%) of Cantonese-speaking participants reported that they were very satisfied and approximately half (46%) reported they were fairly satisfied. The remainder of responses were participants who were neither satisfied nor dissatisfied rather than any strong degree of sentiment that participants were dissatisfied that the election was conducted fairly and impartially.

Figure 79 – Satisfaction conducted fair and impartial election: by language



Survey: In Language Survey

Base: Total In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50)

B1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially?

Table 92 – Satisfaction with fairness and impartiality of election: by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
Very satisfied	24%	14%	28%	30%
Fairly satisfied	60%	70%	64%	46%
Neither/nor	14%	12%	8%	22%
Fairly dissatisfied	2%	4%	0%	2%
Very dissatisfied	0%	0%	0%	0%
Don't know/can't comment/not applicable	0%	0%	0%	0%
Net Satisfied	84%	84%	92%	76%
Net Dissatisfied	2%	4%	0%	2%
Base number n	150	50	50	50

B1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State election fairly and impartially?

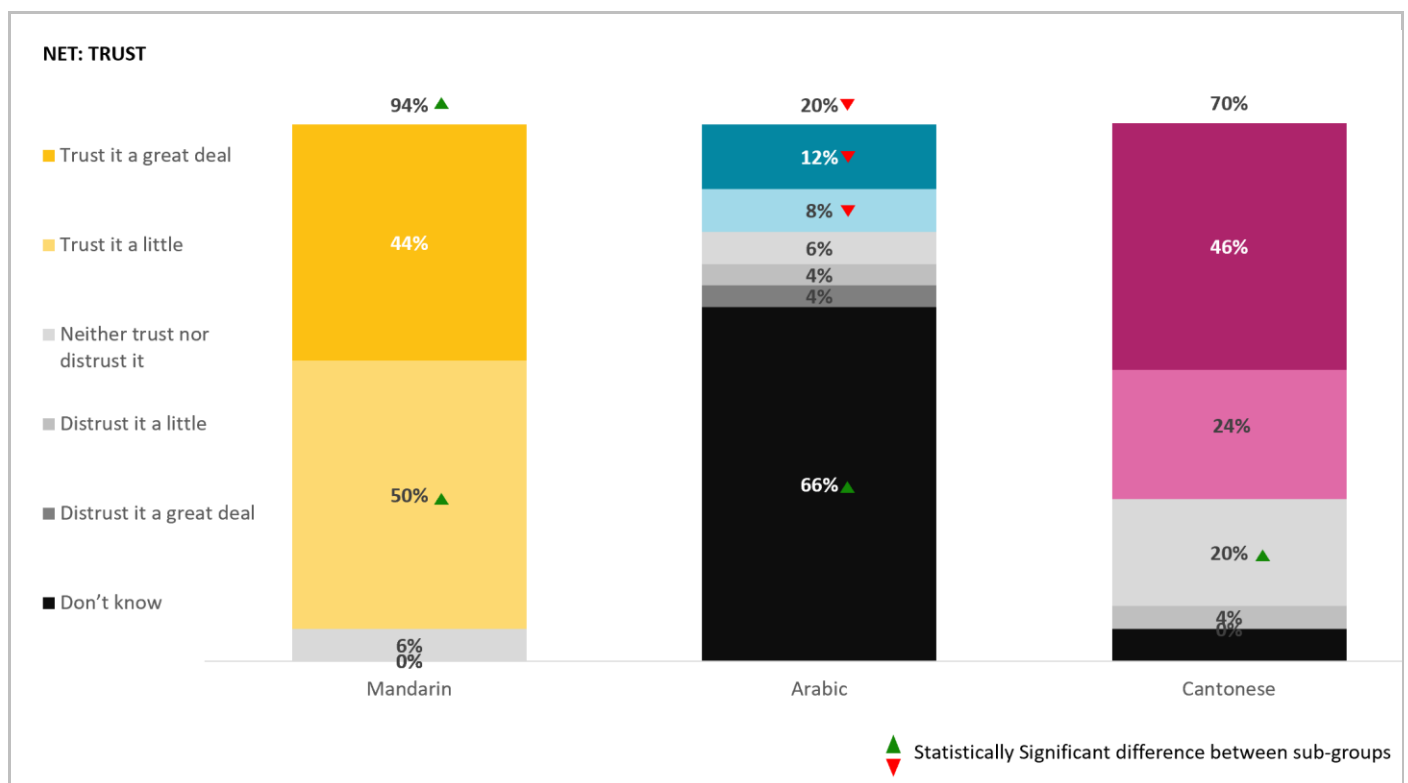
## Trust in voting process

Similar to the other key metrics discussed previously, this metric performed the highest with Mandarin-speaking participants. The majority (94%) of Mandarin-speaking participants reported that they trusted the voting process, with more than two in five (44%) who trusted this a great deal and half (50%) who trusted it a little.

Seven in ten (70%) Cantonese-speaking eligible voters reported that they trusted the voting process, with a proportion similar to Mandarin-speaking participants (46%) who trusted the process a great deal. There was a relatively higher proportion (20%) that reported they neither trusted nor distrusted the process when compared to Mandarin-speaking (6%) and Arabic-speaking (6%) participants.

As with confidence in election results, Arabic-speaking participants were least able to form an opinion on whether they trusted or distrusted the voting process. Two thirds (66%) of Arabic-speaking participants responded don't know to this key metric. As a result, only one in five (20%) Arabic-speaking participants indicated they trusted the voting process. Additionally, more Arabic-speaking participants distrusted the voting process (8%).

Figure 80 – Trust in the voting process: by language



Survey: In Language Survey

Base: Total In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50)

B4. To what extent do you trust or distrust the voting process? Would you say that you...

Table 93 – Trust in voting process: by subgroup

COLUMN %	LANGUAGE SPOKEN			
	TOTAL	ARABIC	MANDARIN	CANTONESE
Trust it a great deal	34%	12%	44%	46%
Trust it a little	27%	8%	50%	24%
Neither/nor	11%	6%	6%	20%
Distrust it a little	3%	4%	0%	4%
Distrust it a great deal	1%	4%	0%	0%
Don't know	24%	66%	0%	6%
Net Trust	61%	20%	94%	70%
Net Distrust	4%	8%	0%	4%
Base number n	150	50	50	50

B4. To what extent do you trust or distrust the voting process? Would you say that you...

### Satisfaction with overall voting experience

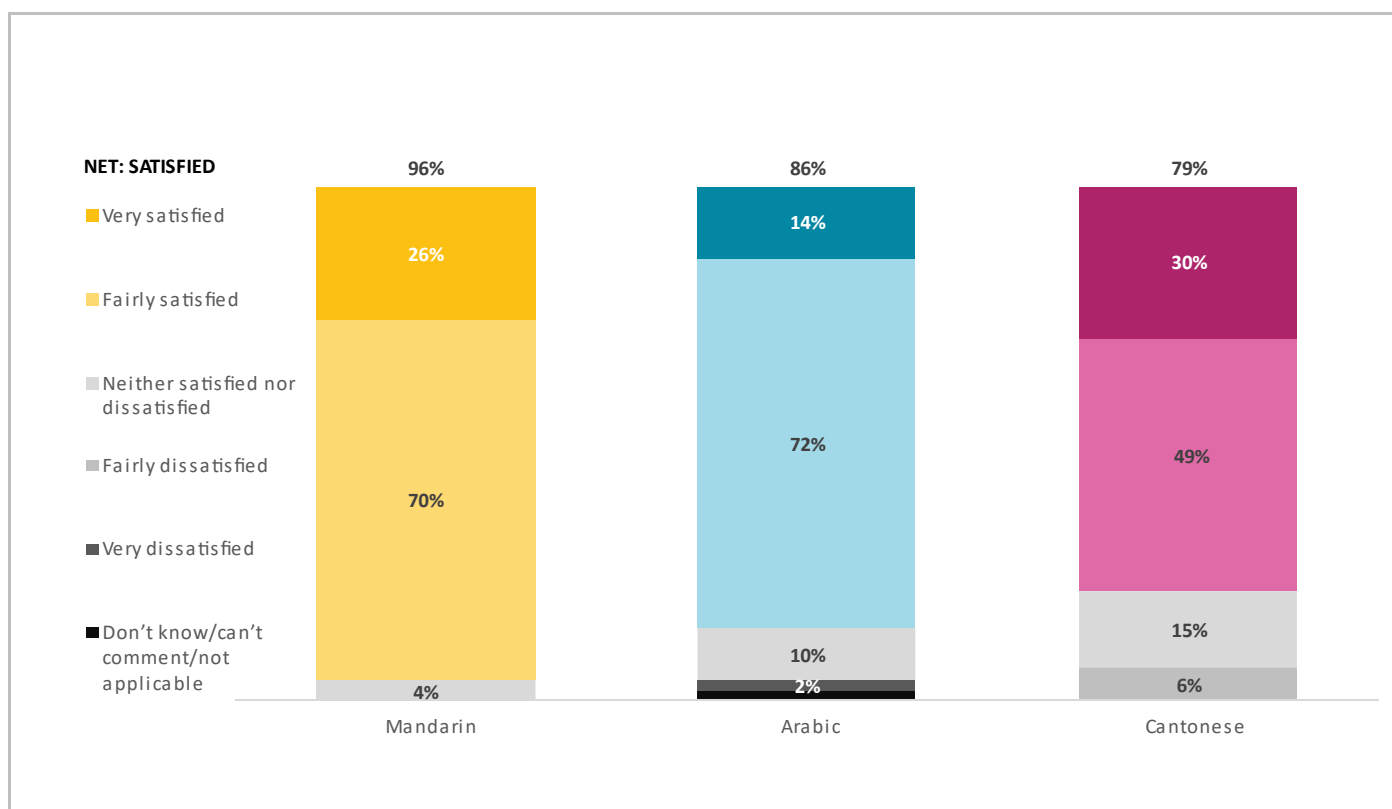
As shown in Figure 81, there were high levels of satisfaction with the overall voting experience for the 2023 NSW State election among Mandarin-speaking and Arabic-speaking participants, however satisfaction was lower among Cantonese-speaking participants (79%).

Almost all Mandarin-speaking participants (96%) reported that they were satisfied with the overall voting experience, with approximately one quarter (26%) who were very satisfied and seven in ten (70%) who were fairly satisfied.

Similarly, nearly nine in ten Arabic-speaking participants (86%) reported that they were satisfied with the overall voting experience. Fourteen percent (14%) were very satisfied with the greatest proportion (72%) being fairly satisfied.

Cantonese-speaking participants had lower levels of satisfaction (although not statistically significant), with 79% satisfied overall. Three in ten reported they were very satisfied and around half (49%) were fairly satisfied. A somewhat higher proportion of Cantonese-speaking participants (15%) reported that they were neither satisfied nor dissatisfied compared to Mandarin-speaking (4%) or Arabic-speaking participants (10%). In addition, 6% of Cantonese-speaking participants reported that they were dissatisfied.

Figure 81 – Overall satisfaction with voting experience: by language



Survey: In Language Survey

Base: Total In language voters (Mandarin n=50, Arabic n=50, Cantonese n=47)

B2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

Table 94 – Overall satisfaction with voting process: by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
Very satisfied	23%	14%	26%	30%
Fairly satisfied	64%	72%	70%	49%
Neither satisfied nor dissatisfied	10%	10%	4%	15%
Fairly dissatisfied	2%	0%	0%	6%
Very dissatisfied	1%	2%	0%	0%
Don't know/can't comment/not applicable	1%	2%	0%	0%
Net Satisfied	87%	86%	96%	79%
Net Dissatisfied	3%	2%	0%	6%
Base number n	147	50	50	47

B2. Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience?

### Reasons for satisfaction or dissatisfaction

Among satisfied participants, a range of reasons for satisfaction were identified related to ease, staff, convenience, and other reasons including a lack of issues present.

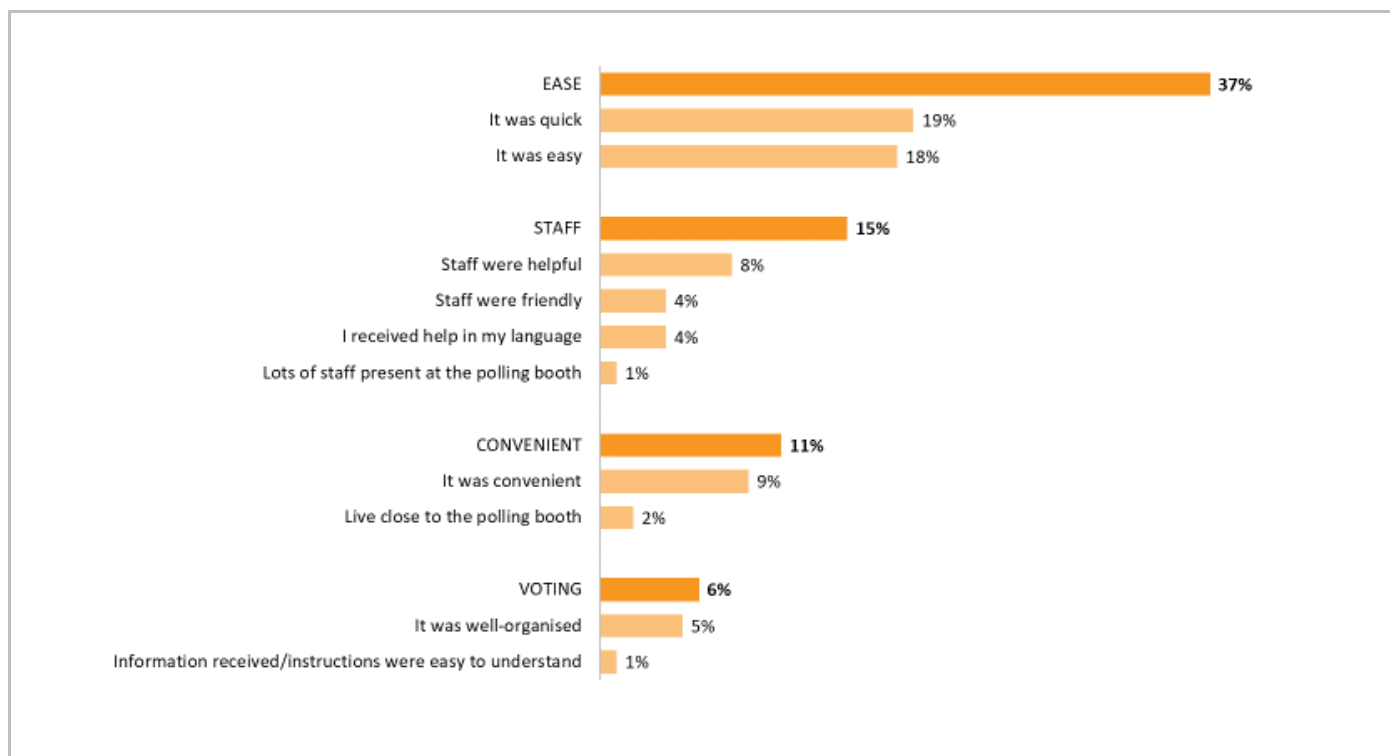
Approximately two in five (37%) satisfied participants indicated that they were satisfied due to the ease. This included a range of reasons including one in five (19%) reporting that it was quick, with a similar proportion reporting it was easy (18%).

Just over one-tenth (13%) of the reasons for customer satisfaction were related to the staff, including helpfulness (8%), friendliness (4%), and providing assistance in-language (4%). Eleven percent (11%) of satisfied participants

reported convenience as a reason for satisfaction. This included it was convenient (9%), and live close to the polling booth (2%).

Under one-tenth (6%) of satisfied participants reported the voting measure as a reason for satisfaction with five percent (5%) finding the experience well-organised.

Figure 82 – Reasons for satisfaction with voting experience



Survey: In Language Survey

Base: In language voters who were fairly or very satisfied (n=128)

B3. And why were you...

Table 95 – Reasons for satisfaction with voting experience: by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
<b>NET: EASY</b>	37%	19%	42%	51%
It was quick	19%	2%	29%	24%
It was easy	18%	16%	13%	27%
<b>NET: CONVENIENT</b>	11%	2%	4%	30%
It was convenient	9%	0%	4%	27%
Live close to the polling booth	2%	2%	0%	3%
<b>NET: STAFF</b>	15%	23%	10%	11%
Staff were helpful	8%	14%	2%	8%
Staff were friendly	4%	2%	8%	0%
I received help in my language	4%	12%	0%	0%
Lots of staff present at the polling booth	1%	0%	0%	3%
<b>NET: VOTING</b>	6%	0%	10%	8%
It was well-organised	5%	0%	10%	5%
Information received/instructions were easy to understand	1%	0%	0%	3%
<b>Base number n</b>	128	43	48	37

B3. And why were you...

Among all participants, approximately one in ten (13%) reported that they were neutral or dissatisfied with the overall voting experience. Participants provided a range of reasons for their dissatisfaction, which were predominantly related to the voting centre including wait times, language-related issues or lack of information.

Participants who mentioned dissatisfaction with voting centres more specifically commented upon long wait times.

*“The waiting period was long.”*

**Arabic-speaking participant**

*“The queue was too long for me, it is not reasonable to not be able to vote online.”*

**Mandarin-speaking participant**

Some participants noted there was a lack of clear information, with particular need for in-language information.

*“I think because there was no clear information tell me what to do, it was unclear, and the information was in English.”*

**Cantonese-speaking participant**

*“My English is not good and the leaflets do not have details of the candidates, I would prefer to have the details in my language.”*

**Cantonese-speaking participant**

*“The voting process is fine, but I was dissatisfied because I can’t read English so it’s not easy.”*

**Cantonese-speaking participant**

*“They were not helping us/not explaining well enough for it to be understood. Not having language help for elderly in their spoken language.”*

**Cantonese-speaking participant**

## 6.3 Voting Behaviours

### Method of voting

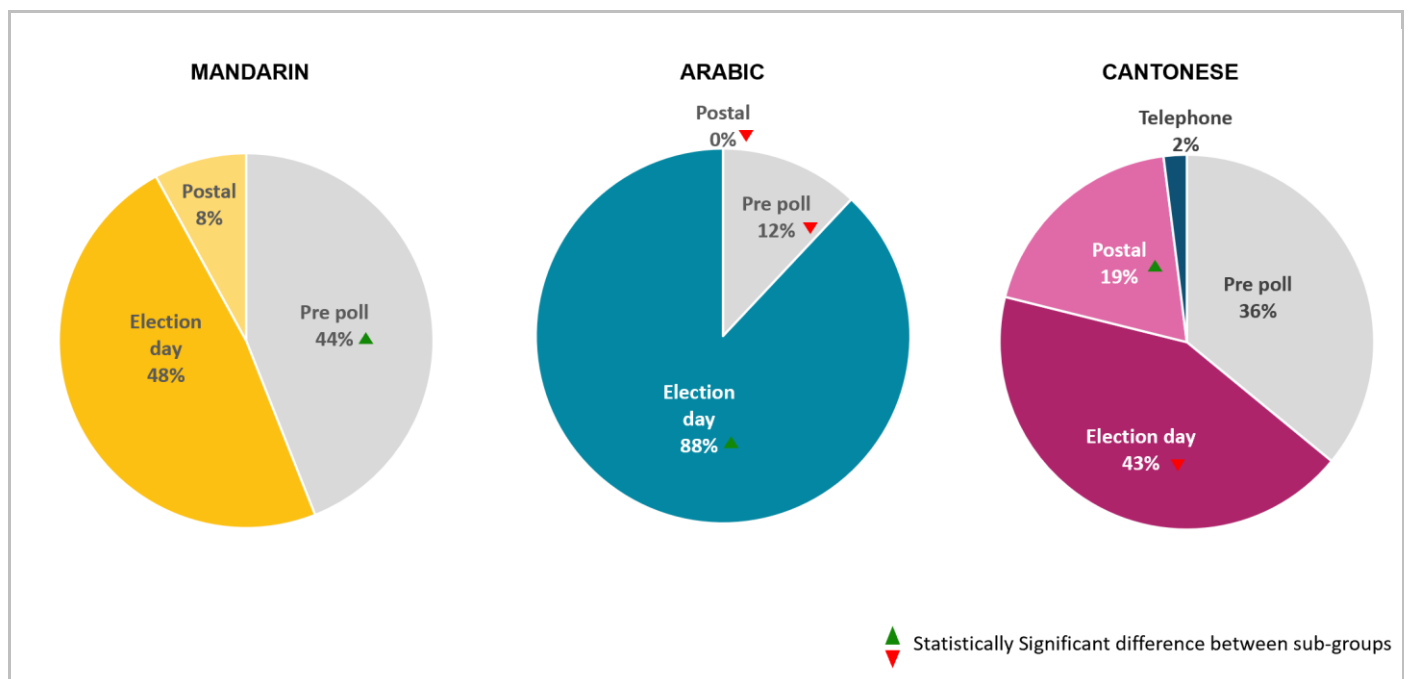
As shown in Figure 83, there was variation in the method of voting between the three language cohorts. Voting on election day was the most common method among Arabic-speaking participants (88%). Whereas there was a similar proportion of both Mandarin-speaking and Cantonese-speaking participants who voted on election day (48% and 43% respectively).

Among Arabic-speaking participants, the majority voted on election day (88%) and the remainder voted early. No Arabic-speaking participant reported using postal methods.

Nearly one half (48%) of Mandarin-speaking participants reported voting on election day. A similar level voted early at an early voting centre (44%) and 8% reported voting via postal methods.

Cantonese-speaking participants reported significantly higher rates of voting via postal methods (19%) and over one third voted early at an early voting centre (36%). The rate of election day voting was lowest among Cantonese-speaking participants (43%).

Figure 83 – Method of voting: by language



Survey: In Language Survey

Base: Total In language voters (Mandarin n=50, Arabic n=50, Cantonese n=47)

A1. Did you vote – either on election day or earlier? A2. Which of the following best describes how you voted? Did you vote...?

Table 96 – Method of voting: by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
In person on election day	60%	88%	48%	43%
In person, pre-poll	31%	12%	44%	36%
Postal	9%	0%	8%	19%
Telephone	1%	0%	0%	2%
Base number n	147	50	50	47

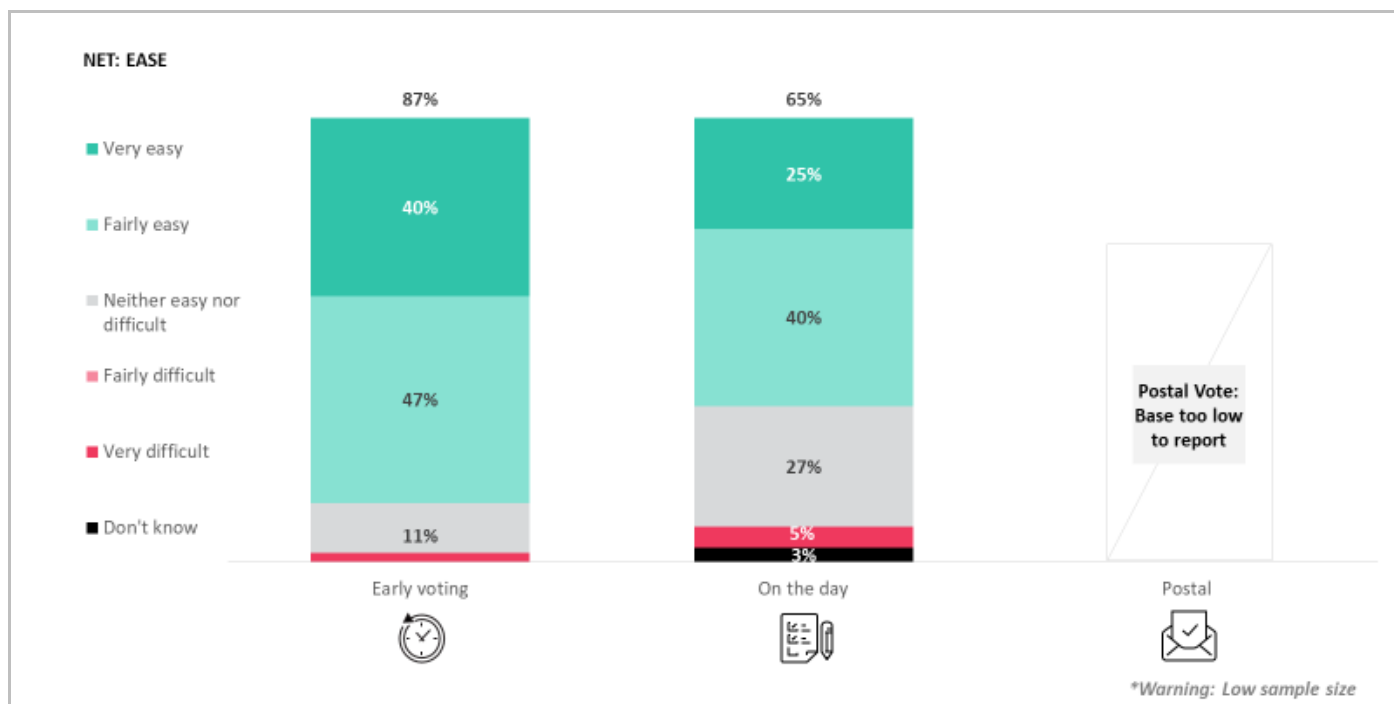
A2. Which of the following best describes how you voted?



Overall, the majority (87%) of participants who voted early reported that it was easy to vote (refer to Figure 84). Two in five (40%) reported it was very easy to vote with an additional 47% stating it was fairly easy. A small proportion (2%) reported that it was very difficult.

Approximately two thirds (65%) of participants who voted on election day at a voting centre reported that this was easy, with one quarter (25%) who stated this was very easy. As with early voting, only a relatively small proportion reported that it was difficult. [Section 7 provides additional feedback on the nature of difficulties experienced by In language voters].

**Figure 84 – Overall ease of voting: by mode**



Survey: In Language Survey

Base: In language voters who early voted (n=45), who voted on the day (n=88), who postal voted (n=13)

B5. Overall, did you find it easy or difficult to vote in this election?

**Table 97 – Overall ease of voting: by mode**

COLUMN %	TOTAL	VOTING METHOD		
		ON THE DAY	EARLY VOTING	POSTAL
Very easy	33%	25%	40%	62%
Fairly easy	40%	40%	47%	23%
Neither easy nor difficult	22%	27%	11%	15%
Fairly difficult	3%	5%	2%	0%
Very difficult	0%	0%	0%	0%
Don't know	2%	3%	0%	0%
Net Easy	73%	65%	87%	85%
Net Not easy	3%	5%	2%	0%
Base number n	147	88	45	13*

B5. Overall, did you find it easy or difficult to vote in this election?

Participants who voted using alternative methods provided a range of reasons for not voting in person on election day as referenced in Figure 85. These reasons predominantly related to commitments and ease/accessibility. It should be noted that these were not necessarily the eligibility criteria but the reasons provided by participants.

Over half of participants who did not vote in person on election day reported it was due to other commitments (59%), with specific reasons related to:

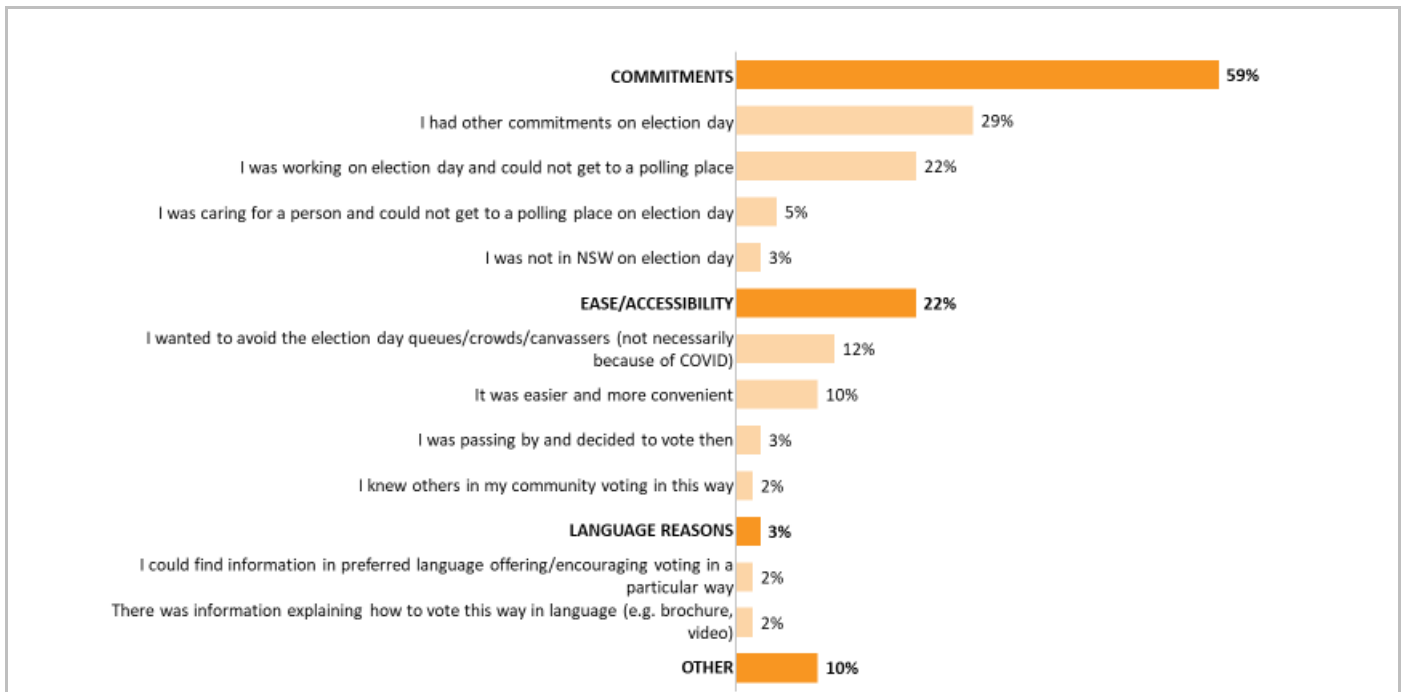
- Other commitments on election day (29%).
- Working on election day and could not get to a polling place (22%).
- Caring for another person and could not get to a polling place (5%).

For approximately one in four (22%) participants ease or accessibility was a reason to use an alternative method, with specific reasons related to:

- Avoiding the election day queues, crowds or canvassers (not necessarily due to COVID concerns) (12%).
- Easier and more convenient (10%).

A small proportion indicated that the availability of having their language spoken catered for via other voting methods was influential in the decision to use an alternative to attending on election day.

Figure 85 – Reasons for not voting in person on election day



Survey: In Language Survey

Base: In language voters who did not vote in person on election day (n=59)

A3. What is the main reason you voted this way rather than in person on election day?

Table 98 – Reasons for not voting in person on election day: by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
<b>NET: COMMITMENTS</b>	59%	17%	65%	63%
I had other commitments on election day	29%	0%	31%	33%
I was working on election day and could not get to a voting centre	22%	17%	31%	15%
I was caring for a person and could not get to a voting centre on election day	5%	0%	0%	11%
I was not in NSW on election day	3%	0%	4%	4%
I was helping a relative/friend who could not vote on election day	0%	0%	0%	0%
<b>NET: EASE/ACCESSIBILITY</b>	22%	0%	35%	15%

I wanted to avoid the election day queues/crowds/canvassers (not necessarily because of COVID)	12%	0%	23%	4%
It was easier and more convenient	10%	0%	12%	11%
I was passing and decided to vote then	3%	17%	0%	4%
I knew others in my community voting in this way	2%	17%	0%	0%
<i>NET: LANGUAGE REASONS</i>	3%	17%	0%	4%
I could find information in my language offering/encouraging me to vote in this way	2%	17%	0%	0%
There was information explaining how to vote this way in language (e.g. brochure, video)	2%	0%	0%	4%
I felt more comfortable voting in language in this way	0%	0%	0%	0%
This method was available in my language	0%	0%	0%	0%
OTHER	10%	33%	0%	15%
I was concerned about COVID-19 risk of attending in person	2%	17%	0%	0%
I didn't care about the election and just wanted to get it over and done with	2%	17%	0%	0%
Other	5%	0%	0%	11%
<i>Base number n</i>	59	6*	26*	27*

A3. What is the main reason you voted this way rather than in person on election day?

### Assistance received

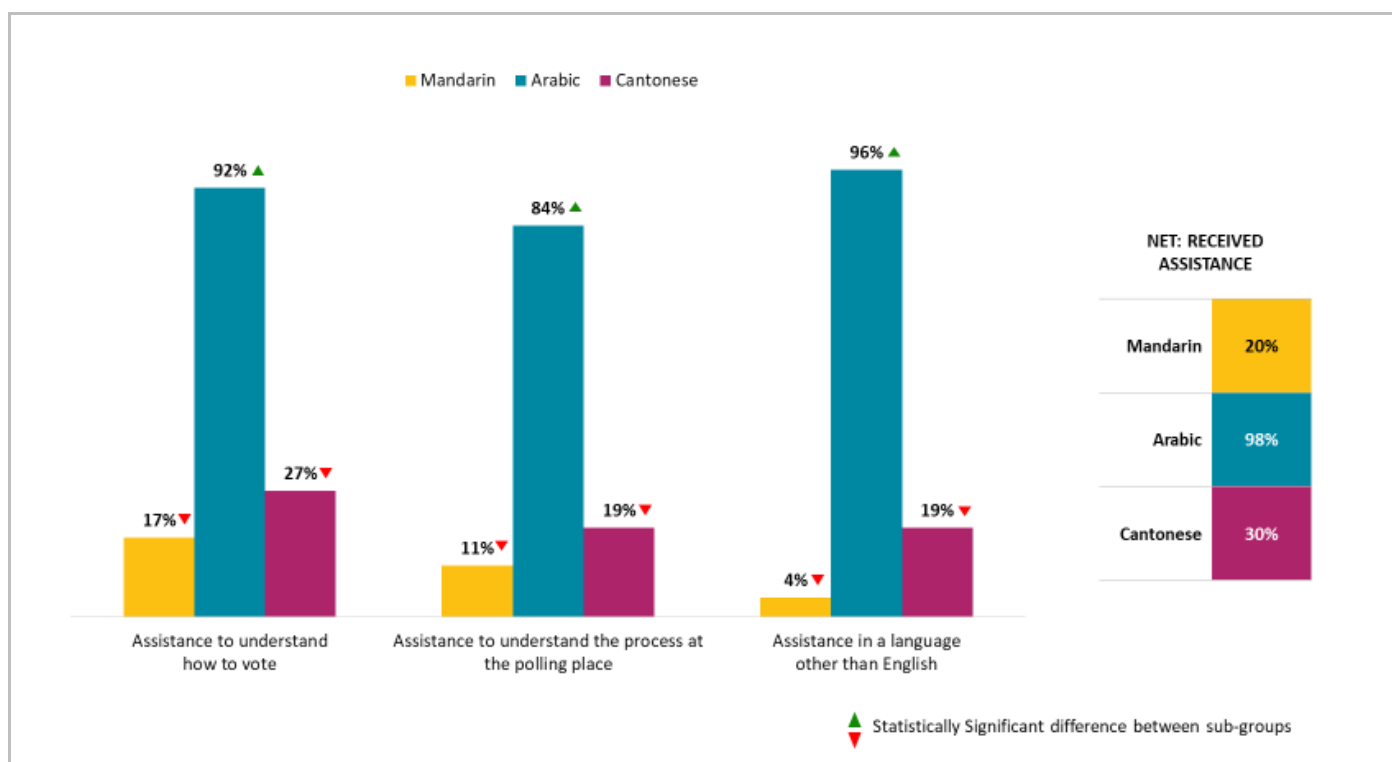
Participants required varying levels of assistance from election staff at the voting place as shown in Figure 86. The assistance required was highest among Arabic-speaking participants, with almost all reporting having some form of assistance (98%). Approximately one in five Mandarin-speaking (20%) and nearly one third of Cantonese-speaking (30%) participants reported that they received assistance.

There was also variation in the type of assistance received. Assistance to understand how to vote was the most commonly reported form of support required across all cohorts. This was highest among Arabic-speaking participants (92%) followed by Cantonese-speaking participants (27%) and then Mandarin-speaking participants (17%).

The majority of Arabic-speaking participants (84%) received assistance to understand the process at the polling place; but this was the area which required less assistance for Arabic-speaking participants. Around one in five (19%) Cantonese-speaking participants also reported receiving this form of assistance. Fewer (11%) Mandarin-speaking participants stated that they received assistance to understand the process at the polling place.

Almost all Arabic-speaking participants (96%) reported receiving in-language assistance from election staff at the early voting centre or voting centre they attended. Around one in five (19%) Cantonese-speaking participants also received in-language assistance. Very few (4%) Mandarin-speaking participants reported receiving in-language assistance.

Figure 86 – Assistance sought from election staff at polling place: by language



Survey: In Language Survey

Base: Total In language in person voters (Mandarin n=50, Arabic n=46, Cantonese n=37)

C3. Did you receive assistance from election staff at the voting centre?

Table 99 – Assistance sought from election staff at polling place: by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
Assistance to understand how to vote	48%	92%	17%	27%
Assistance to understand the process at the polling place	41%	84%	11%	19%
Assistance in a language other than English	43%	96%	4%	19%
Any other assistance? Other (specify)	1%	0%	0%	3%
I did not require any assistance	48%	2%	80%	70%
Net Assistance	52%	98%	20%	30%
Base number n	133	50	46	37

C3. Did you receive assistance from election staff at the voting centre?

## 6.4 Communication

### Information sources

Culturally and linguistically diverse participants reported finding out about the elections through a range of sources, with earned exposure (78%, earned media was content others create about you, like social media posts- see Figure 87 below for a full list) and party/candidate exposure (54%, that was party/candidate promotion) the most reported sources.

#### Total earned exposure

Just over three quarters (78%) reported they found out about the 2023 NSW State election via earned exposure sources. Almost half (48%) of participants found out about the election through a friend, family member or neighbour. This was a much more common source for culturally and linguistically diverse participants compared to

Core survey participants (23%). The news and current affairs content on television (25%), newspaper content (11%) and social media (11%) were other common sources.

### Total party/candidate exposure

Approximately half (54%) of culturally and linguistically diverse participants reported that they had found out about the elections through other exposure. Around one in five respectively reported seeing political party letter/flyer/representative, political party outdoor advertisement/poster or a candidate poster. Both candidate posters and political party outdoor advertising/posters were more likely to inform culturally and linguistically diverse participants to a greater degree compared to the Core survey (21% v. 7% candidate poster and 18% v 8% political party outdoor display).

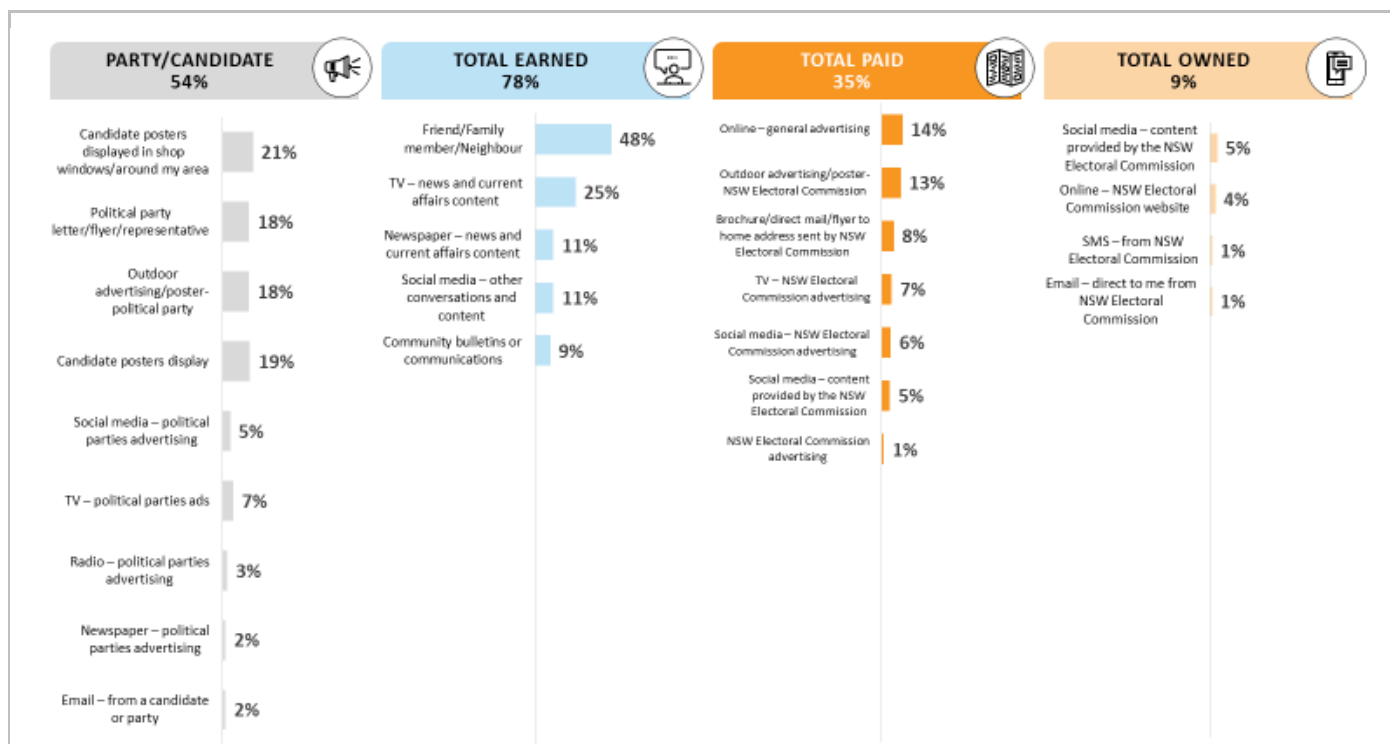
### Total paid exposure

Approximately one third (35%) of participants reported that they found out about the 2023 NSW State election via NSW Electoral Commission paid exposure (this was media NSW Electoral Commission paid to be placed). Online advertising (14%) and outdoor advertising/posters (13%) were the most common source of paid exposure followed by direct mail/brochures/flyers sent to home address (8%), TV advertising (7%), and both social medial advertising (6%) or paid social media content (5%).

### Total owned exposure

Fewer culturally and linguistically diverse participants (9%) reported that they had found out about the elections through NSW Electoral Commission owned sources, primarily social media (5%).

Figure 87 – Source of information on NSW State elections



Survey: In Language Survey

Base: Total In language participants (n=150)

B8. How did you find out about the NSW State elections?

Table 100 – Source of information on NSW State elections: by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
NET: EARNED	78%	98%	68%	68%
NET: POLITICAL PARTY/CANDIDATE	54%	68%	52%	42%
NET: PAID	35%	48%	30%	26%
NET: OWNED	9%	14%	2%	12%
TV – NSW Electoral Commission advertising	7%	4%	10%	6%
TV – political parties ads	7%	2%	10%	10%
TV – news and current affairs content	25%	10%	34%	32%
NSW Electoral Commission advertising	1%	0%	0%	4%
Newspaper – political parties advertising	2%	4%	0%	2%
Newspaper – news and current affairs content	11%	2%	10%	22%
Radio – NSW Electoral Commission advertising	3%	4%	2%	2%
Radio – political parties advertising	3%	4%	2%	4%
Brochure/direct mail/flyer to home address sent by NSW Electoral Commission	8%	6%	10%	8%
SMS – from NSW Electoral Commission	1%	0%	2%	2%
Online – general advertising	14%	26%	6%	10%
Online – NSW Electoral Commission website	4%	8%	0%	4%
Email – direct to me from NSW Electoral Commission	1%	0%	0%	4%
Email – from a candidate or party	2%	0%	0%	6%
Social media – NSW Electoral Commission advertising	6%	14%	0%	4%
Social media – political parties advertising	5%	14%	0%	2%
Social media – content provided by the NSW Electoral Commission	5%	12%	0%	4%
Social media – other conversations and content	11%	20%	12%	2%
Outdoor advertising/poster- political party	18%	30%	18%	6%
Outdoor advertising/poster- NSW Electoral Commission	13%	30%	6%	2%
Friend/Family member/Neighbour	48%	98%	20%	26%
Political party letter/flyer/representative	18%	16%	20%	18%
Candidate posters display	19%	40%	10%	6%
Candidate posters displayed in shop windows/around my area	21%	52%	2%	8%
Community bulletins or communications	9%	20%	4%	4%
Other (please specify)	9%	0%	4%	22%
Don't know	0%	0%	0%	0%
Base number n	150	50	50	50

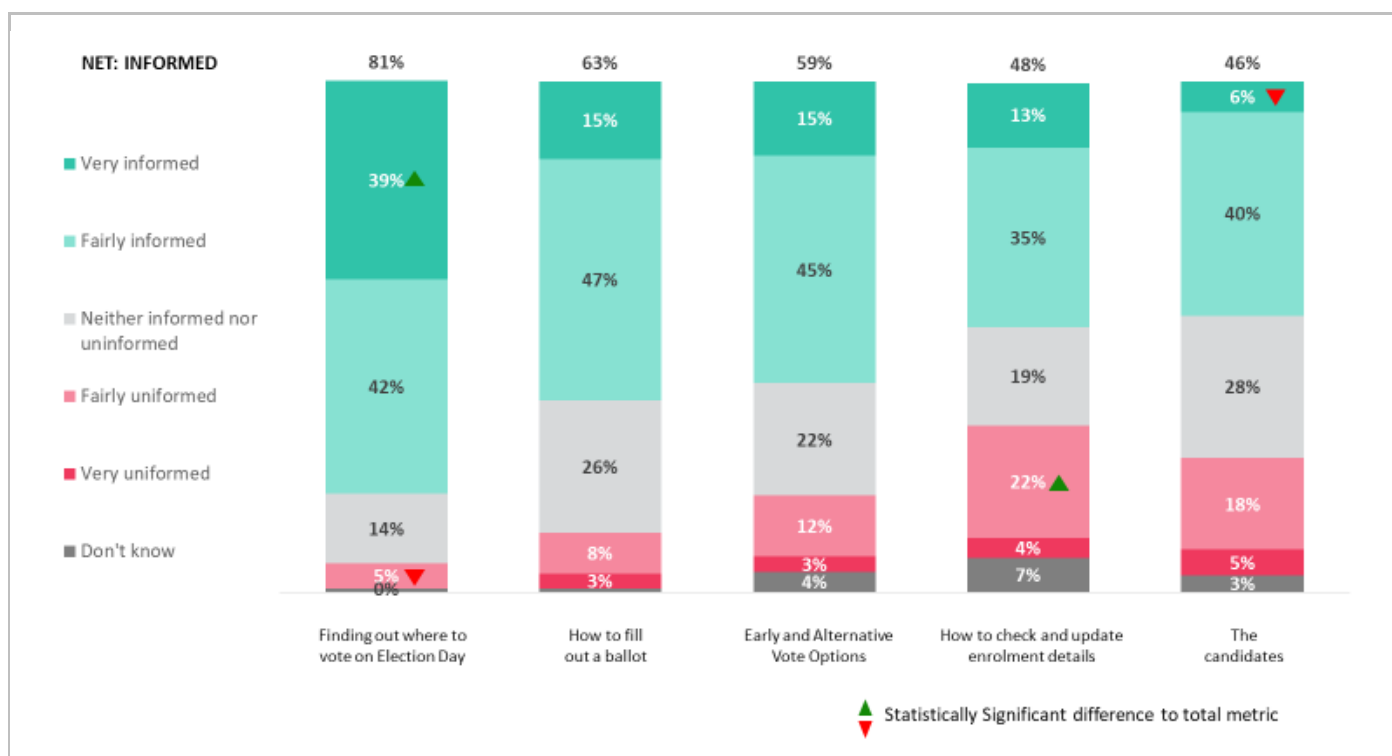
B8. How did you find out about the NSW State elections?

### Extent felt informed

As shown in Figure 88, the extent to which culturally and linguistically diverse participants felt informed about the recent election differed according to the information need.

In general, culturally and linguistically diverse participants reported that they felt most informed about finding out where to vote on election day (81%), with nearly two in five (39%) participants reporting they were very informed. Over six in ten (63%) reported that they were informed about how to fill out a ballot paper, with a similar proportion (59%) reporting they were informed about early and alternative vote options. Fewer culturally and linguistically diverse participants reported that they were informed about how to check and update enrolment details (48%) or about the candidates (46%).

Figure 88 – Feeling informed



Survey: In Language Survey

Base: Total In language participants (n=150)

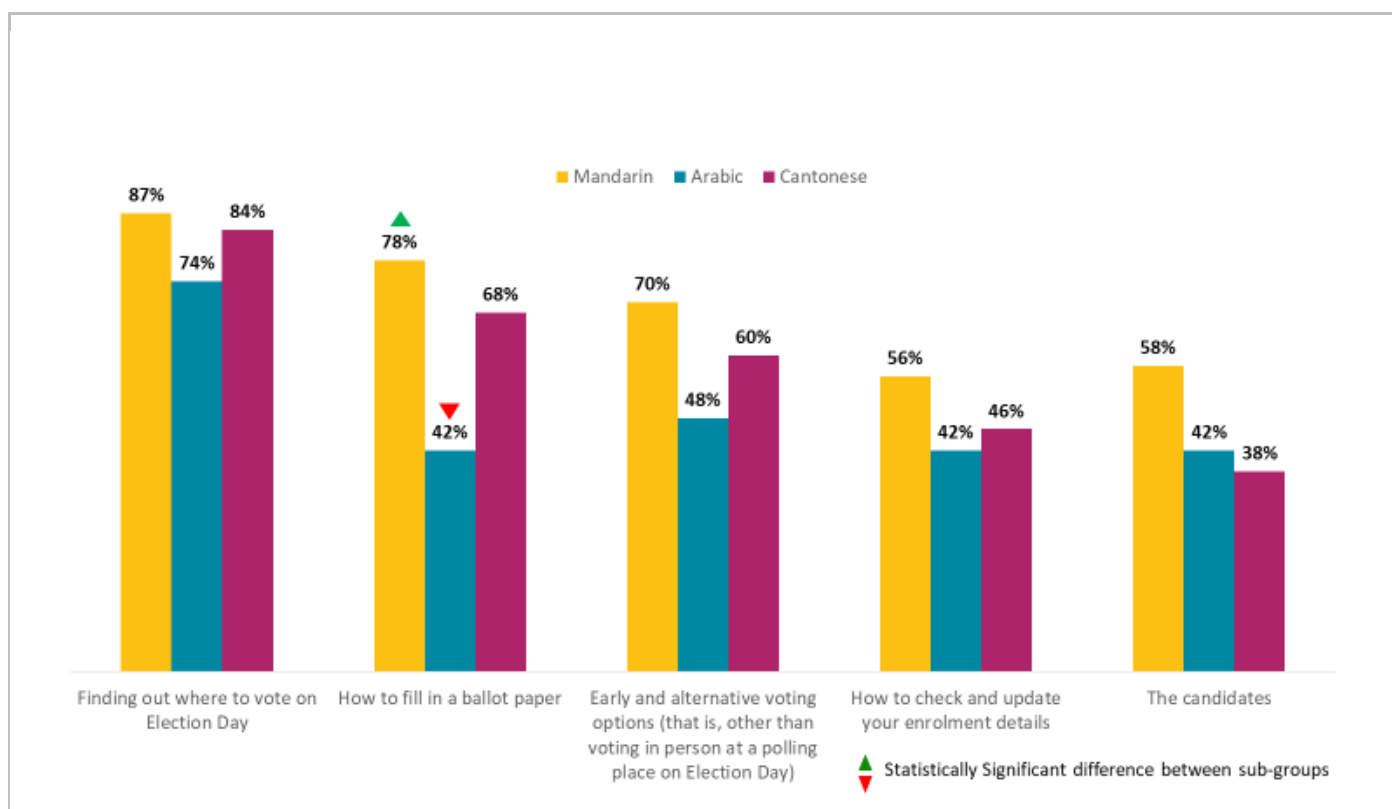
E1. How informed or uninformed did you feel about each of the following before going to vote in the NSW State election?

There was also variation in the extent participants felt informed between the in-language cohorts (refer to Figure 89). In particular, Mandarin-speaking participants were more likely to report feeling informed across all of the prompted information areas with the majority (87%) feeling informed about where to vote on election day and over half knowing how to check their enrolment details (56%) and the candidates (58%).

Cantonese-speaking participants were quite well informed on finding out where to vote (84%), how to fill in a ballot paper (68%) and early and alternative voting methods (60%). However, they were more likely to feel uninformed as to the candidates (38%).

Overall, Arabic-speaking participants were less likely to feel informed across the range of prompted information areas. Approximately three-quarters (74%) felt informed and able to find out where to vote on election day. However, less than half felt informed across the range of other information areas including how to fill in a ballot paper (42%) and their early and alternative voting options (48%).

Figure 89 – Feeling informed (very and fairly informed): by language



Survey: In Language Survey

Base: Total In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50)

E1. How informed or uninformed did you feel about each of the following before going to vote in the NSW State election?

Table 101 – Feeling informed (top 2 boxes): by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
Finding out where to vote on Election Day	81%	74%	87%	84%
How to fill in a ballot paper	63%	42%	78%	68%
Early and alternative voting options (that is, other than voting in person at a polling place on Election Day)	59%	48%	70%	60%
How to check and update your enrolment details	48%	42%	56%	46%
The candidates	46%	42%	58%	38%
Base number n	150	50	50	50

Survey: In Language Survey

Base: Total In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50) T2B

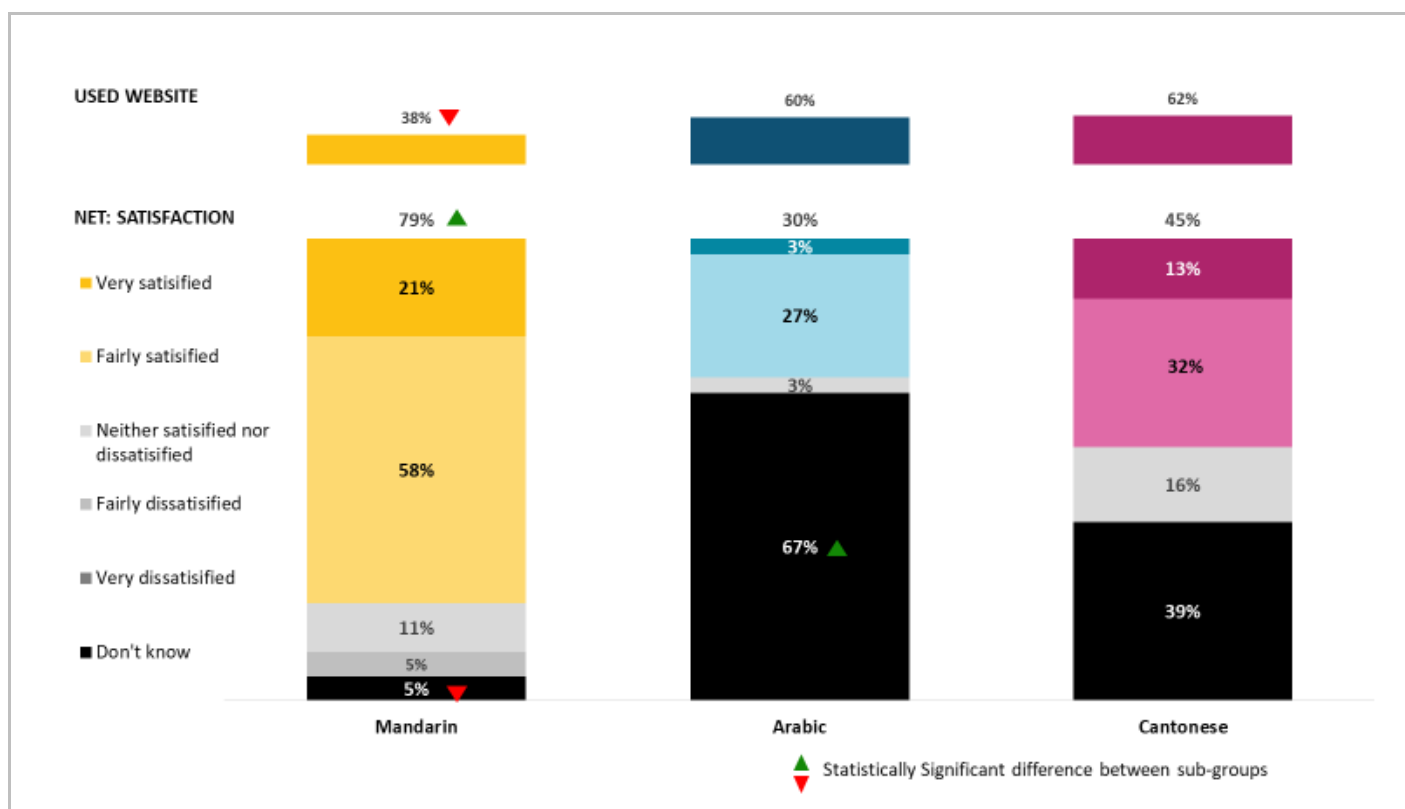
E1. How informed or uninformed did you feel about each of the following before going to vote in the NSW State election? / before the most recent NSW State election?

### NSW Electoral Commission website

As shown in Figure 90, Cantonese-speaking participants (62%) and Mandarin-speaking participants (60%) reported higher usage of the NSW Electoral Commission website compared to Arabic-speaking participants (38%). Among those who visited the website the most were satisfied was mandarin speaking participants (79%), with Cantonese speaking (45%) and Arabic speaking participants less satisfied (30%).



Figure 90 – Overall satisfaction with NSW Electoral Commission website: by language



Survey: In Language Survey

Base: In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50), in language participants who have visited the website (Mandarin n=19, Arabic n=30, Cantonese n=31)

E4. If you visited the NSW Electoral Commission website to get information about the recent elections, were you satisfied or dissatisfied with the website?

Table 102 – usage of NSW Electoral Commission website: by language

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
Accessed website	53%	60%	38%	62%
Didn't access the website	47%	40%	62%	38%
Base number n	150	50	50	50

E4. If you visited the NSW Electoral Commission website to get information about the recent elections, were you satisfied or dissatisfied with the website?

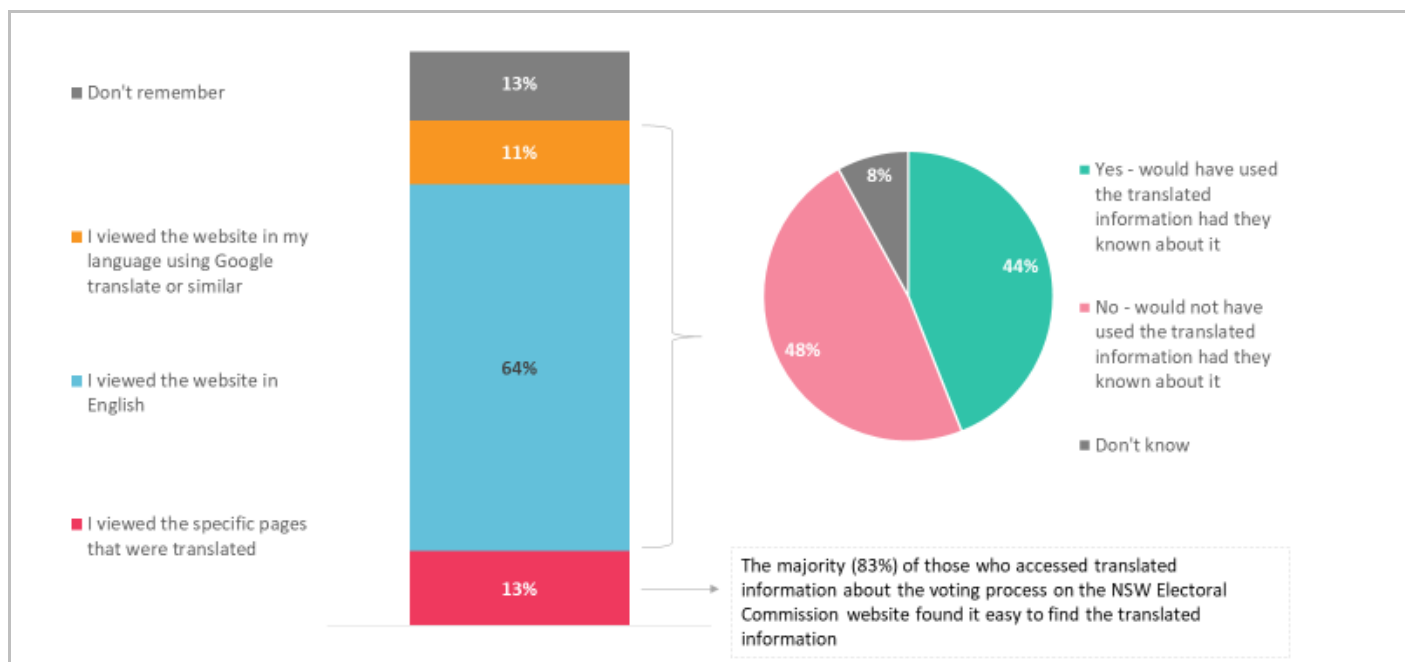
Table 103 – Overall satisfaction with NSW Electoral Commission website: by language

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
Very satisfied	11%	3%	21%	13%
Fairly satisfied	36%	27%	58%	32%
Neither satisfied nor dissatisfied	5%	3%	11%	16%
Fairly dissatisfied	1%	0%	5%	0%
Very dissatisfied	0%	0%	0%	0%
Don't know	41%	67%	5%	39%
Net Satisfied	48%	30%	79%	45%
Net Not satisfied	1%	0%	5%	0%
Base number n	80	30	19*	31

E4. If you visited the NSW Electoral Commission website to get information about the recent elections, were you satisfied or dissatisfied with the website?

Among culturally and linguistically diverse survey participants who visited the NSW Electoral Commission website, approximately two thirds (64%) viewed the website in English while 13% viewed specifically translated pages and 11% viewed using an online translator such as Google translate. In language survey participants who viewed the specifically translated pages found it easy to find this information (83%). Among In language survey participants who didn't view the specifically translated pages on the NSW Electoral Commission Website approximately two in five (44%) would have viewed them if they had been aware.

Figure 91 – Usage of translated content on NSW Electoral Commission website



Survey: In Language Survey

Base: In language participants who visited the website (n=47) E6. Which of the following best describes your experience of the NSW Electoral Commission website...

Base: In language participants who visited translated pages on the website (n=6) E6a. How easy or difficult was it find to information in [ARABIC / CANTONESE/ MANDARIN] on the NSW Electoral Commission website on the voting process?

Base: In language participants who visited the website but did not use translated pages (n=35) E6b. The NSW Electoral Commission website provides information in [ARABIC / CANTONESE/ MANDARIN] on the voting process? Knowing this, would you have used the translated information prior to the election...

Table 104 – Usage of translated content on NSW Electoral Commission website: by language

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
I viewed the specific pages that were translated into [LANGUAGE]	13%	40%	6%	5%
I viewed the website in English	64%	0%	89%	74%
I viewed the website in my language using Google translate or similar	11%	20%	0%	16%
Don't remember	13%	40%	6%	5%
Base number n	47	10*	18*	19*

E6. Which of the following best describes your experience of the NSW Electoral Commission website...

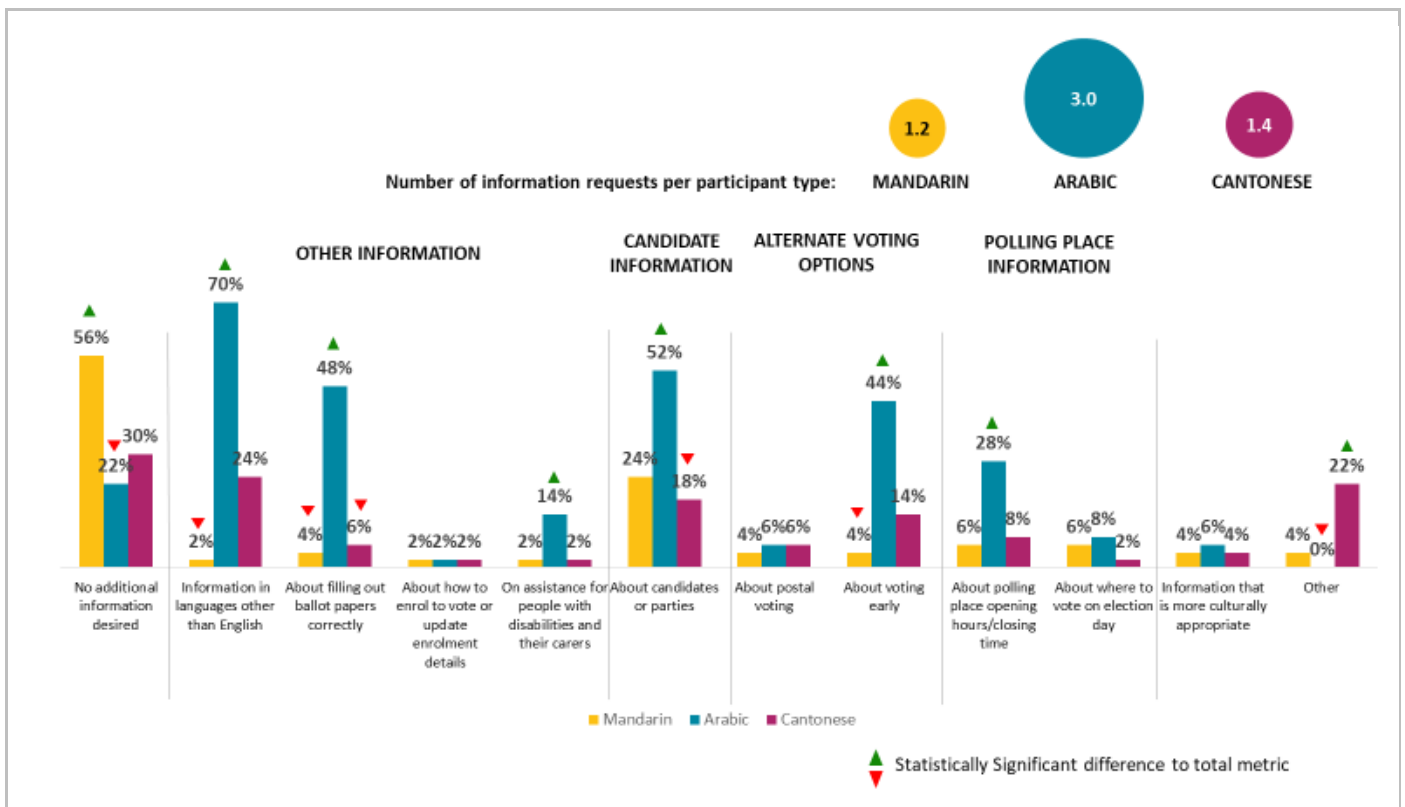
## Future information needs

There was variation in the additional information culturally and linguistically diverse participants wanted to receive according to in-language cohorts. The majority of Arabic-speaking participants (78%) would have liked to have received further information, similar to Cantonese-speaking participants (70%). Further information was least required by Mandarin-speaking participants (44%) with 56% of participants stating that no further information was desired.

Of those participants who indicated that they would've liked to have received more information, a range of information types were identified. As shown in Figure 92, Arabic-speaking participants were significantly more likely to state that they would like to receive all information types compared to Mandarin-speaking and Cantonese-speaking participants.

Across all in-language cohorts, information in languages other than English and information about candidates or parties were the most common information type participants would like to receive. Seven in ten (70%) Arabic-speaking participants would like to receive more in-language information, with fewer from Cantonese-speaking (24%) and Mandarin-speaking (2%) participants.

Figure 92 – Additional information wanted: by language



Survey: In Language Survey

Base: Total In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50)

E2. What additional information, if any, would you have liked to receive?

**Table 105 – Additional information wanted: by subgroup**

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
No additional information desired	36%	22%	56%	30%
Information in languages other than English	32%	70%	2%	24%
Information about filling out ballot papers correctly	19%	48%	4%	6%
Information about how to enrol to vote or update enrolment details	2%	2%	2%	2%
Information on assistance for people with disabilities and their carers	6%	14%	2%	2%
Information about candidates or parties	31%	52%	24%	18%
Information about postal voting	5%	6%	4%	6%
Information about voting early	21%	44%	4%	14%
Information about polling place opening hours/closing time	14%	28%	6%	8%
Information about where to vote on election day	5%	8%	6%	2%
Base number n	150	50	50	50

E2. What additional information, if any, would you have liked to receive?

## 6.5 Encouraging Future Participation

### Importance of voting elements

According to culturally and linguistically diverse participants, a range of voting elements were important to deliver a satisfactory voting service as displayed in Figure 93. Across all participants the greatest importance was placed on ensuring a short time was spent in voting centres (92%), followed by factors including information from an identified language support person (81%), information in translated language online (79%), COVID safety measures (77%) and an interpreter service to translate (77%).

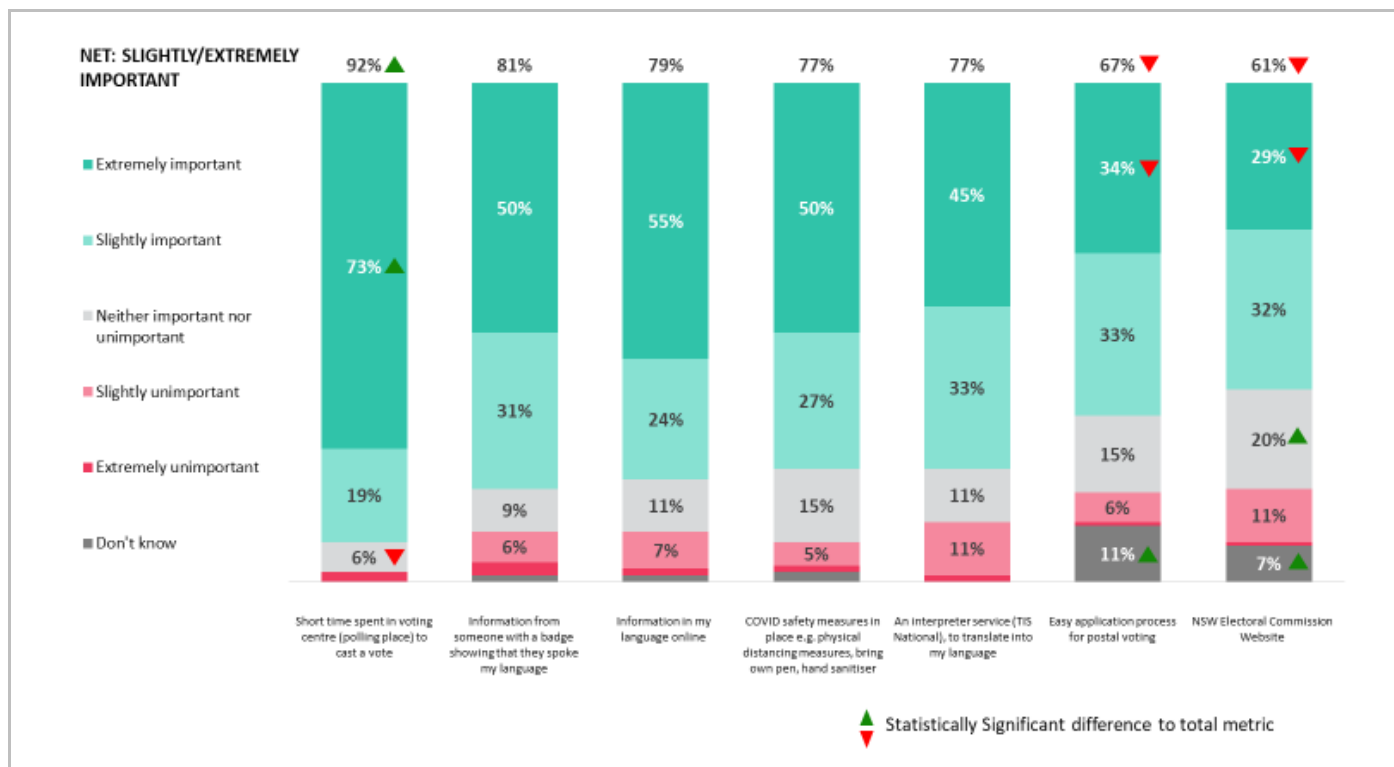
There was less emphasis placed on having an easy application process for postal voting (67%) and the NSW Electoral Commission website (61%) among culturally and linguistically diverse participants.

Arabic-speaking participants placed significantly more importance on having an interpreter service (90%), information available in their language online (92%) and information from someone with a badge showing that they spoke their language (92%). Relatively less importance was placed by Arabic-speaking participants on the NSW Electoral Commission website (58%).

Cantonese-speaking participants placed the most emphasis on having someone at the voting centre identifiable with a badge showing they spoke their language (88%), ensuring a short time spent at voting centres (86%) and having an interpreter service (86%). Of all participants, Cantonese-speaking participants placed greater importance on the NSW Electoral Website (68%) and having easy application processes for postal voting (70%).

Mandarin-speaking participants placed the most emphasis on ensuring a short time spent at voting centres (96%), followed by ensuring COVID safety measures (72%). Compared to both Arabic-speaking and Cantonese-speaking participants, Mandarin-speaking participants placed less overall emphasis on in-language supports.

Figure 93 – Importance of elements in election

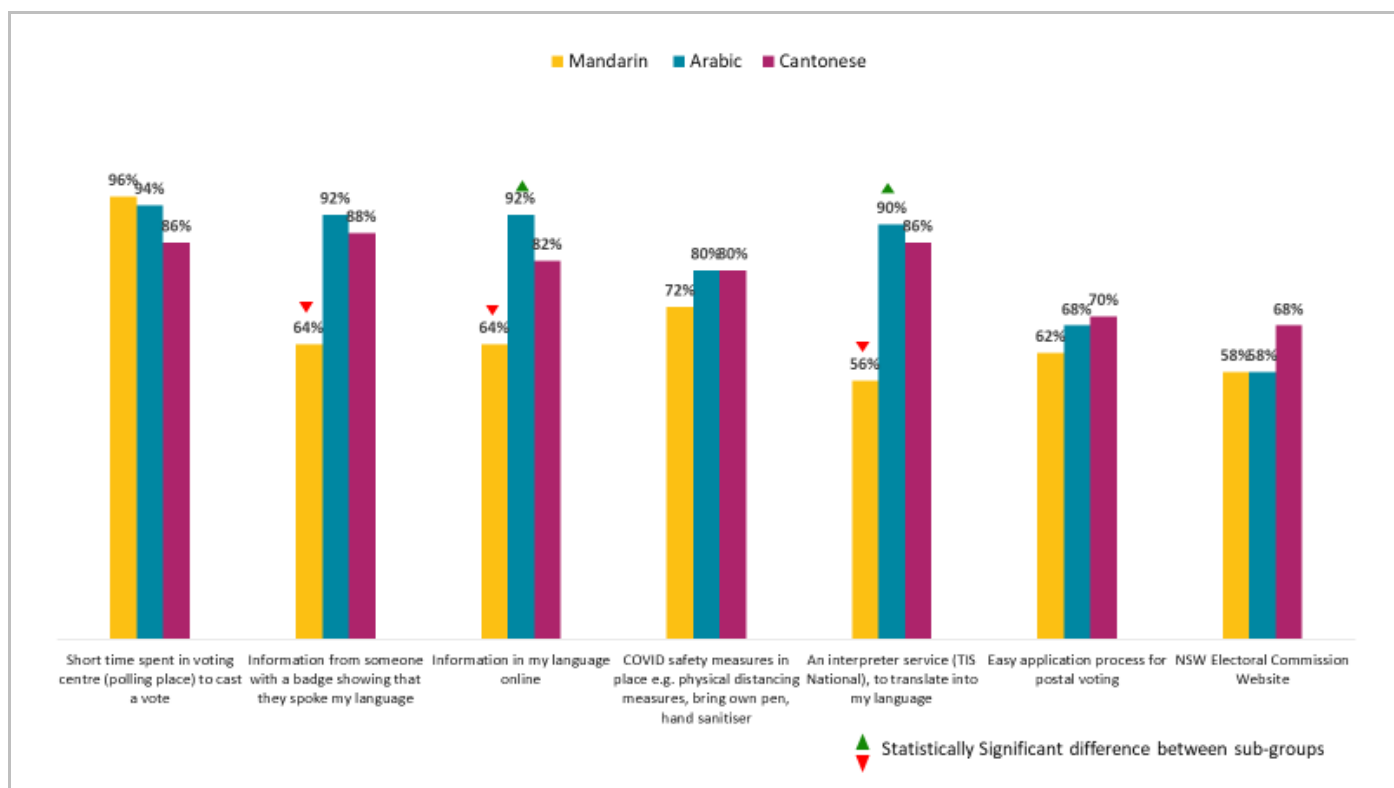


Survey: In Language Survey

Base: Total In language participants (n=150)

F1. How important are the following to deliver a satisfactory voting service?

Figure 94 – Importance of elements in election (extremely important/slightly important): by language



Survey: In Language Survey

Base: Total In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50)

F1. How important are the following to deliver a satisfactory voting service?

**Table 106 – Importance of election elements (extremely important/slightly important): by subgroup**

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
Short time spent in voting centre (polling place) to cast a vote	92%	94%	96%	86%
Information from someone with a badge showing that they spoke my language	81%	92%	64%	88%
Information in my language online	79%	92%	64%	82%
COVID safety measures in place e.g. physical distancing measures, bring own pen, hand sanitiser	77%	80%	72%	80%
An interpreter service (TIS National), to translate into my language	77%	90%	56%	86%
Easy application process for postal voting	67%	68%	62%	70%
NSW Electoral Commission Website	61%	58%	58%	68%
Base number n	150	50	50	50

Survey: In Language Survey

Base: Total In language participants (2023)

F1. How important are the following to deliver a satisfactory voting service?

### Opportunities for improvement

Across all in-language cohorts, around six in ten (61%) participants reported desire for voting improvements in-language. Figure 95 highlights that this suggestion was more often made by Arabic-speaking participants (78%) and Cantonese-speaking participants (62%). A specific focus of survey participants was on having access to staff or interpreters who speak their language (35%), online voting options or ability to vote online in their language (13%) and providing general information in-language (11%).

*“Of course, the voting experience will be better if there are translators in all languages to help all ethnic nationalities.”*

**Arabic-speaking participant**

*“Chinese information or poster on how to vote or process at the voting centre for Chinese speaking voters / if not having someone that who speak the language.”*

**Cantonese-speaking participant**

Increasing awareness in-language was also often suggested to improve the overall voting experience, especially by Cantonese-speaking participants (36%).

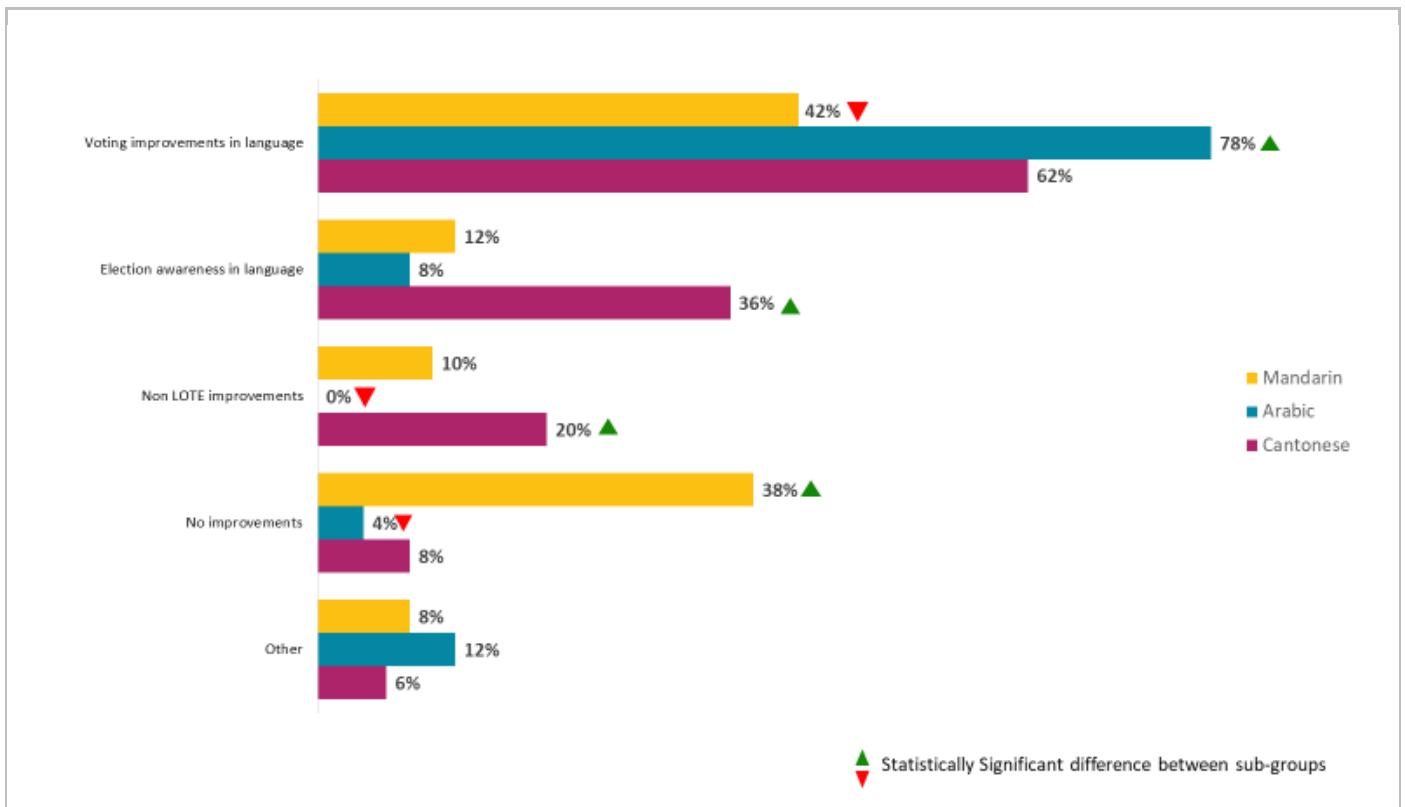
*“If they can have more Cantonese advertising/ more Chinese pamphlets by mails / information on candidates.”*

**Cantonese-speaking participant**

*“Information or details on voting to be mailed to voters/TV or radio advertising on voting.”*

**Cantonese-speaking participant**

Figure 95 – Suggested improvements in voting experience: by language



Survey: In Language Survey

Base: Total In language participants (Mandarin n=50, Arabic n=50, Cantonese n=50)

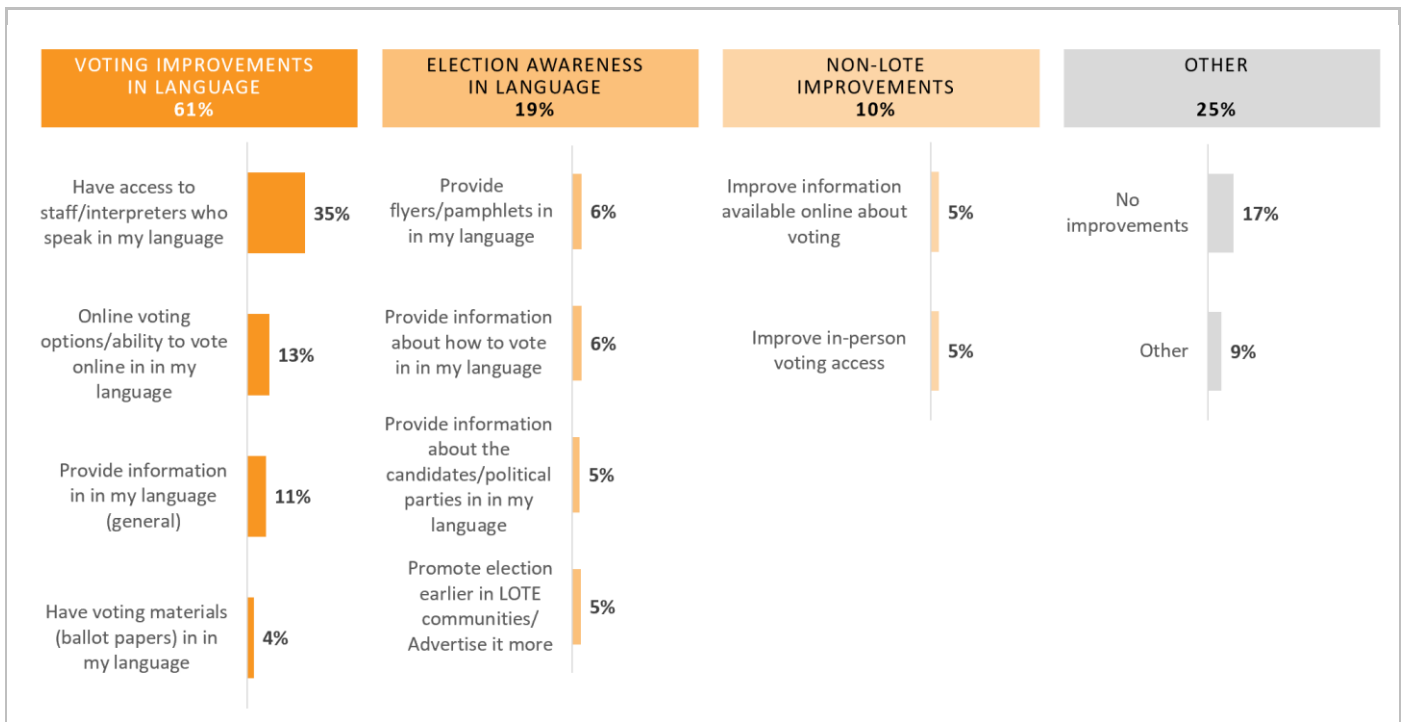
F2. In your own words, how could the voting experience be better for you, and others that speak in [ARABIC / CANTONESE/ MANDARIN]?

Table 107 – Suggested improvements in voting experience: by subgroup

COLUMN %	TOTAL	LANGUAGE SPOKEN		
		ARABIC	MANDARIN	CANTONESE
<b>NET: VOTING IMPROVEMENTS IN LANGUAGE</b>	61%	78%	42%	62%
Have access to staff/interpreters who speak in my language	35%	60%	8%	36%
Online voting options/ability to vote online in in my language	13%	0%	26%	14%
Provide information in in my language (general)	11%	18%	6%	10%
Have voting materials (ballot papers) in in my language	4%	0%	2%	10%
<b>NET: ELECTION AWARENESS IN LANGUAGE</b>	19%	8%	12%	36%
Provide information about how to vote in in my language	6%	6%	4%	8%
Provide flyers/pamphlets in in my language	6%	2%	0%	16%
Promote election earlier in CALD communities/Advertise it more	5%	0%	2%	14%
Provide information about the candidates/political parties in in my language	5%	0%	8%	6%
Advertise election in in my language	0%	0%	0%	0%
Provide information about the election in in my language	0%	0%	0%	0%
<b>NET: NON-CALD IMPROVEMENTS</b>	10%	0%	10%	20%
Improve in-person voting access	5%	0%	6%	8%
Improve information available online about voting	5%	0%	4%	12%
Other	9%	12%	8%	6%
No improvements	17%	4%	38%	8%
<b>Base number n</b>	150	50	50	50

F2. In your own words, how could the voting experience be better for you, and others that speak in [ARABIC / CANTONESE/ MANDARIN]?

Figure 96 – Suggested improvements in voting experience



Survey: In Language Survey

Base: Total In language participants (n=150)

F2. In your own words, how could the voting experience be better for you, and others that speak in [ARABIC / CANTONESE/ MANDARIN]?





# 7. CALD Banner Evaluation Findings

## 7. CALD Banner Evaluation Survey Findings

### 7.1 Overview

A supplementary piece of research was undertaken at the time of the 2023 NSW State election to evaluate the CALD 'Vote here' banner trial at a selection of voting centres. The trial provided banners in five community languages (Arabic, Cantonese, Mandarin, Greek and Vietnamese) and English.

Survey participants were approached at the exit of the voting centre after having cast their vote. Interviewers randomly selected participants according to the volume of voters. No quotas were set or targeting of voters. Voters who participated were able to self-complete a 5 minute survey on an electronic device (including QR code access on their own device, via iPads or emailed link). Voters were also able to have the interviewer assist with the administration of the survey including in-language assistance.

A number of contextual challenges impacted analysis ability including low voter numbers at nominated early voting centres and inconsistent display of the CALD banners (i.e. time put up at voting centre and location displayed).

### Methodology

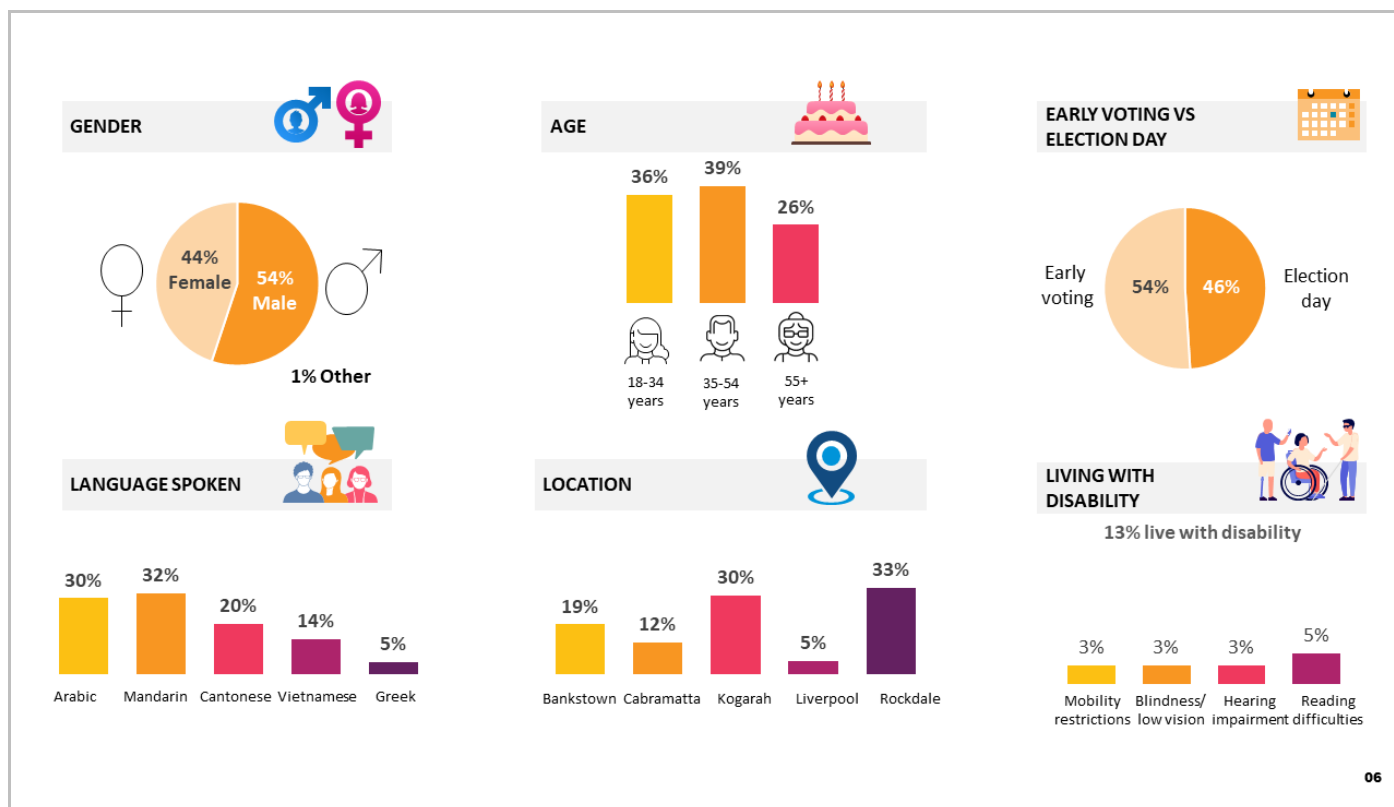
Interviews were conducted with eligible voters who spoke Arabic, Cantonese, Mandarin, Greek or Vietnamese at select voting centres located in Bankstown, Cabramatta, Kogarah, Liverpool and Rockdale. Surveys were conducted both during the early voting period and on election day. A total of n=498 individuals who were eligible to complete the survey were approached between 21<sup>st</sup> and 25<sup>th</sup> of March 2023.

Of the n=498 voters eligible to participate in the survey, n=201 completed the full survey, n=107 only partially completed the survey and n=190 did not speak one of the target languages. To maximise the sample, reporting has occurred on both the completes and partial completes where possible. No weighting of the data was applied.

Figure 97 provides an overview of demographic data of participants involved in the CALD banner survey.



Figure 97 – Demographic data for CALD banner survey



Survey: CALD Banner Evaluation Survey

Base: Total participants range (209-244)

S4. Which languages do you speak? Z1. What is your age? Z2. Which gender do you most identify with? Z3. Do you experience / have any of the following?

### Key findings

The CALD ‘Vote here’ banner was recalled by 31% of survey participants who speak a language other than English. Among survey participants who recalled the banner the majority agreed that the banner was easy to understand (96%), believable (95%), was informative (89%) and interesting (82%). It supported the message intent that language support would be available at the voting centre (96%). It further served to let voters know where they could attend to vote (93%) and increased their feelings of being welcomed into the voting centre (94%). While most of the survey participants indicated that they had been intending to vote regardless of the prompt from the banner; 6% of those who recalled seeing the banner decided to vote based upon seeing the banner when they hadn’t previously intended to do so. Overall, 71% of voters who saw the CALD ‘Vote here’ banner took some form of action after seeing it.

The CALD banner was attributed to either the NSW Electoral Commission (38%) or local council (29%).

The main suggestions for better supporting voters who spoke a language other than English focused on making of in-language information about where to vote, how to vote and the parties and their policies available before and at polling locations. Further to this, in-language onsite assistance either via staff or translated materials.

### 7.2 CALD Voting Experience

Qualitative feedback on voting experiences of the 2023 NSW State election was provided to interviewers from voters who speak a language other than English. The following feedback on the voting experience and challenges have been provided from the interviewing staff.

Interviewers observed that voters who speak a language other than English often required assistance from voting centre staff. It was helpful for voters to be able to speak to staff directly to help ensure that they understood the

voting process. While the feedback was that generally staff were very helpful towards voters who speak a language other than English; there were instances where voters reported to the interviewers that they felt that voting centre staff had been rude and unhelpful.

*“One lady said she didn’t know anything about it (voting), but the staff that work here speak Vietnamese and helped her to vote, she felt very comfortable even though she doesn’t speak English, because of the help provided by the staff. She was very appreciative of their help.”*

**Interviewer from Cabramatta/Fairfield PCYC**

*“Multiple participants have said that the Arabic speaker that works with the electoral staff was extremely helpful and also assisted the elderly to not stand in the long queue.”*

**Interviewer from Bankstown Senior Citizens Centre**

*“Overall, most people had a positive experience and found the staff members very helpful.”*

**Interviewer from Green Valley**

More broadly, other supports and contextual elements made the process of voting easier for eligible voters who speak a language other than English. Multiple interviewers reported feedback around ensuring that information was readily available in all applicable languages, to ensure that the voting process occurred seamlessly. The voting centre environment was also raised by voters who speak a language other than English; with participants reporting that some party officials close to the entrance of the voting centre made them feel pressured and uncomfortable if they didn’t prefer their party.

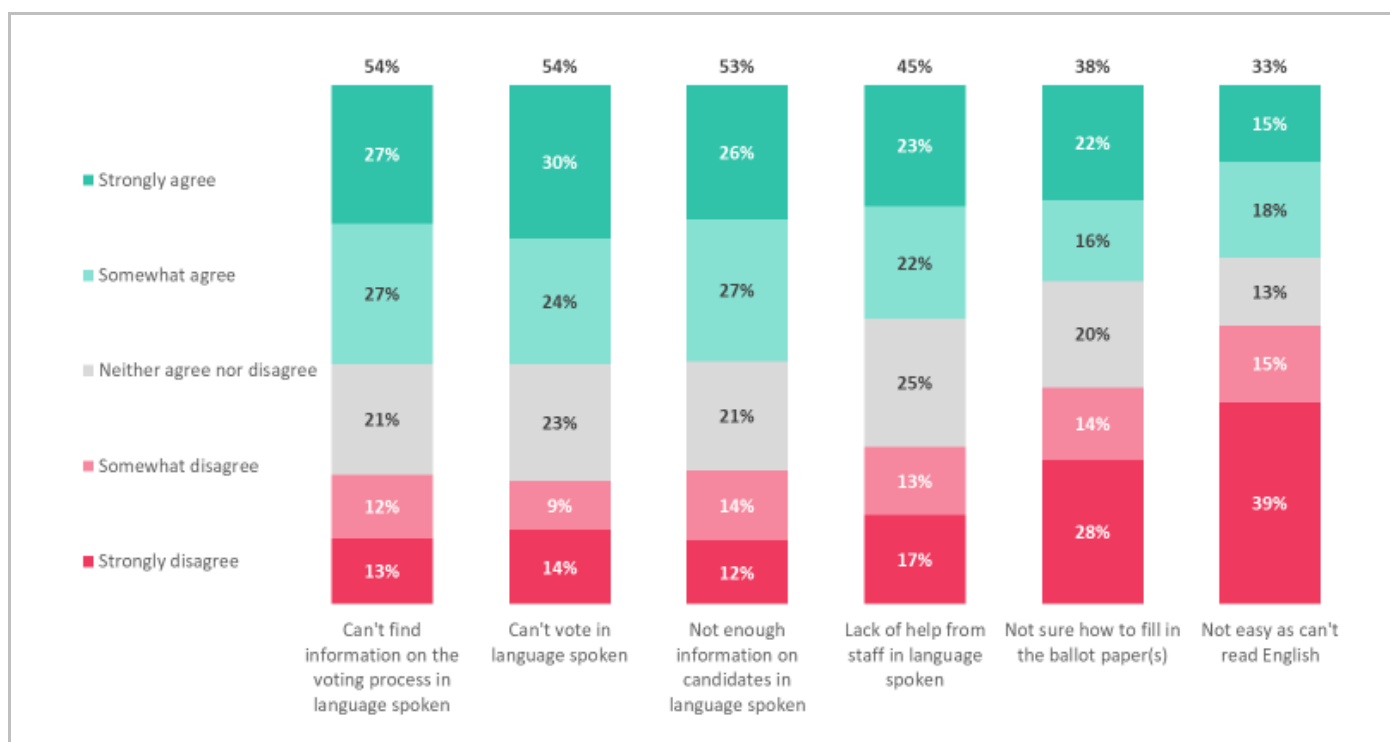
*“A specific conversation I had was with a 30-year-old female, where she was one of the few to say that it was hard as an Arabic speaker to look at early voting, through the phone, or online voting, as most websites were in English and she had to come today (Saturday) to vote, which was not the most convenient day for her.”*

**Interviewer from Bankstown Senior Citizens Centre**

### **Barriers to voting**

Over half of voters who speak a language other than English and participated in the CALD banner survey, considered that barriers to voting in person included not being able to find information on the voting process in their language spoken (54%), inability to vote in their language spoken (54%) and there was not enough information on candidates in their language spoken (53%). Additionally, 45% of survey participants agreed that a barrier was a lack of help from staff in language spoken.

Figure 98 – Barriers to voting in person



Survey: CALD Banner Evaluation Survey

Base: Total participants (n=244)

A1. Which of the following are barriers to voting in person?

Table 108 – Barriers to voting in person: by barrier

COLUMN %	CAN'T FIND INFORMATION ON THE VOTING PROCESS IN [LANGUAGE]	CAN'T VOTE IN [LANGUAGE]	NOT ENOUGH INFORMATION ON CANDIDATES IN [LANGUAGE]	LACK OF HELP FROM STAFF IN [LANGUAGE]	NOT SURE HOW TO FILL IN THE BALLOT PAPER(S)	NOT EASY AS CAN'T READ ENGLISH
Strongly agree	27%	30%	26%	23%	22%	15%
Somewhat agree	27%	24%	27%	22%	16%	18%
Neither/nor	21%	23%	21%	25%	20%	13%
Somewhat disagree	12%	9%	14%	13%	14%	15%
Strongly disagree	13%	14%	12%	17%	28%	39%
Net Agree	54%	54%	53%	45%	38%	33%
Net Don't agree	25%	24%	26%	30%	42%	54%
Base number n	244	244	244	244	244	244

A1. Which of the following are barriers to voting in person?

### CALD Banner Evaluation

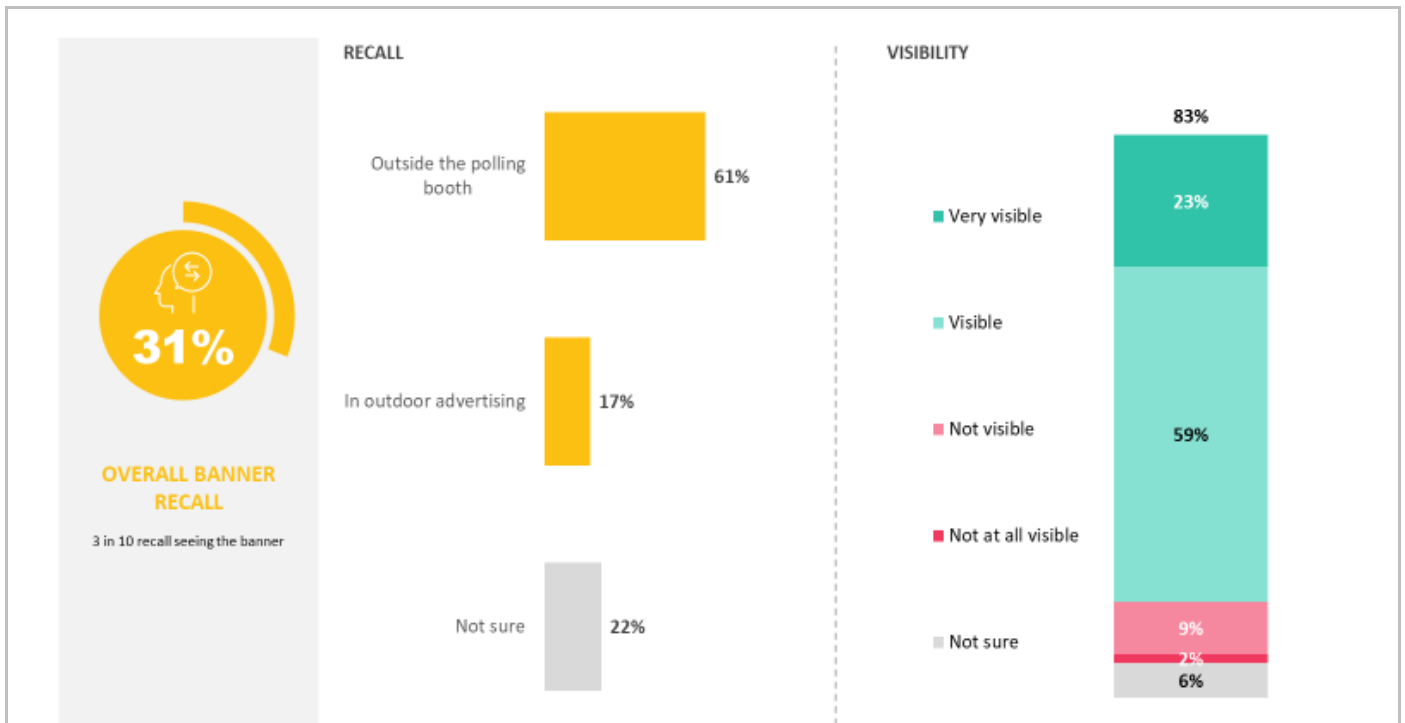
Just under one third of participants in the CALD banner survey recalled seeing the CALD 'Vote here' banner (31%). Among those who recalled seeing the banner, the banner conveyed a supportive, welcoming and clear message to voters speaking a language other than English. Thirty-eight percent (38%) correctly attributed the messaging to the NSW Electoral Commission and 71% reported taking an action as a result of seeing the CALD 'Vote here' banner.

### Recall

Just under one third (31%) of participants who speak a language other than English recalled having seen the banner. Of these participants, it was most predominantly recalled outside a voting centre and the majority (83%) felt it was visible.

- Vietnamese-speaking participants were more likely to have recalled the CALD banner (45%) with Arabic-speaking participants being least likely (22%).
- Younger participants aged 18-34 years were more likely to recall the CALD banner (37%) in contrast to older age groups.

Figure 99 – Recall of CALD banner



Survey: CALD Banner Evaluation Survey

Base: Total participants (n=244) and those who recalled seeing the banner (n=64)

A2. Have you seen this banner? A3. Where did you see the banner? A4. How, visible was the banner?

Table 109 – Recall of CALD banner

COLUMN %	TOTAL
Yes	31%
No	69%
<i>Base number n</i>	237

A2. Have you seen this banner?

Table 110 – Visibility of CALD banner

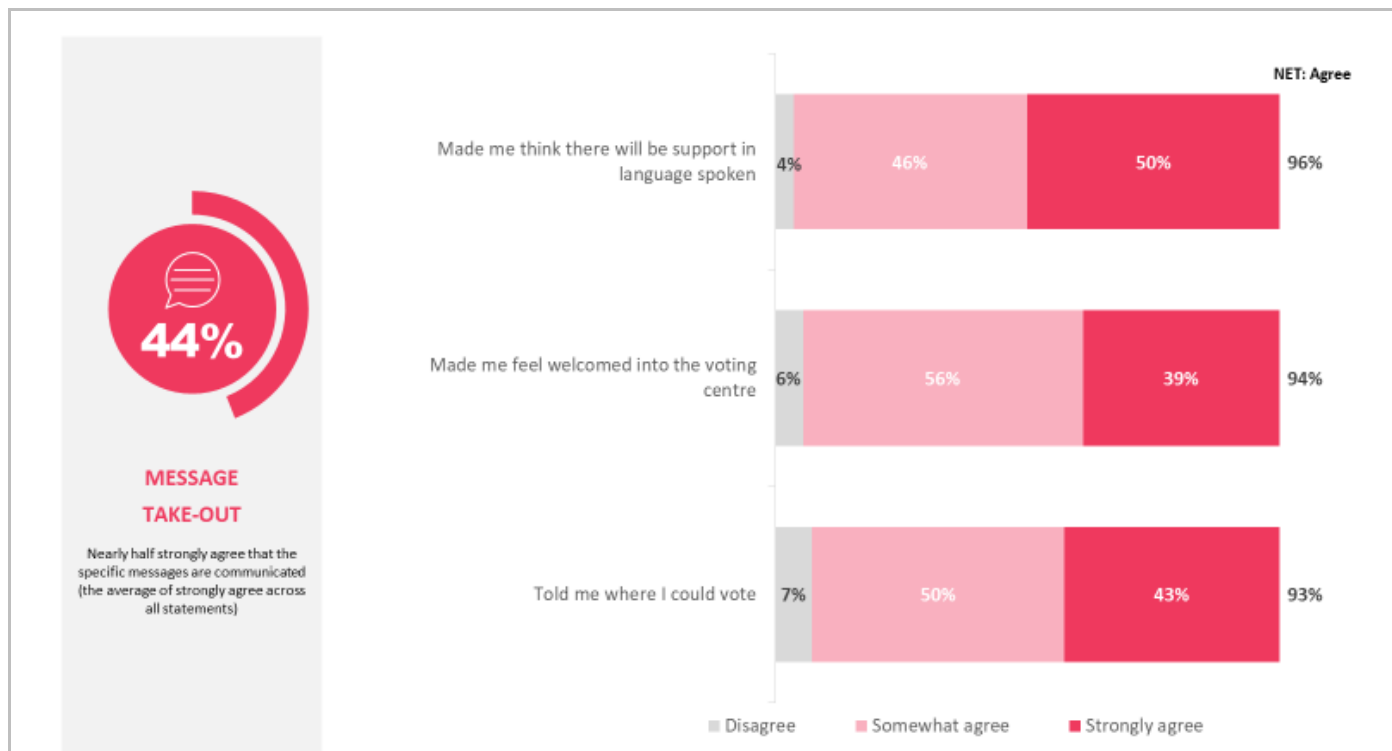
COLUMN %	TOTAL
Very visible	23%
Visible	59%
Not sure	6%
Not visible	9%
Not at all visible	2%
Net Visible	83%
Net Not visible	11%
<i>Base number n</i>	64

A4. How, visible was the banner?

## Message take-out

Among participants who recalled the banner, 44% strongly agreed with the message intent of the CALD banner (the average of strongly agree across all statements). Half (50%) strongly agreed that the banner made them think there would be support in language spoken, 43% strongly agreed that the banner told them where they could vote and 39% strongly agreed that the banner made them feel welcomed into the voting centre. The proportion of participants who somewhat agreed with these messages was at a similar level and there was less than 10% disagreement with the key messages.

Figure 100 – Message take-out



Survey: CALD Banner Evaluation Survey

Base: Recalled seeing the banner (n=54)

A6. How much do you agree or disagree with the following statements about this banner? This banner...

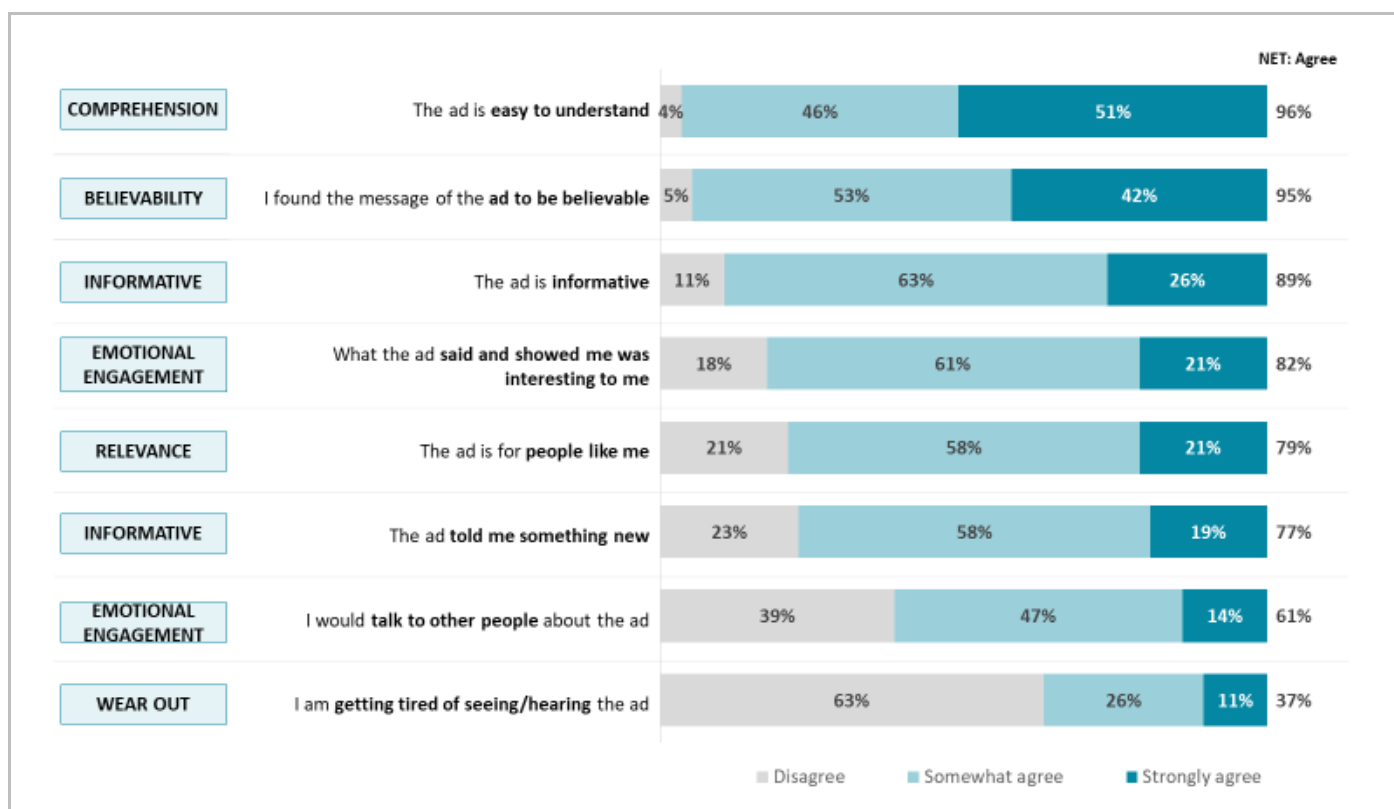
Table 111 – Agreement to banner messages

COLUMN %	THIS BANNER MADE ME THINK THERE WILL BE SUPPORT IN [LANGUAGE]	THIS BANNER MADE ME FEEL WELCOMED INTO THE VOTING CENTRE	THIS BANNER TOLD ME WHERE I COULD VOTE
Strongly agree	50%	39%	43%
Somewhat agree	46%	56%	50%
Disagree	4%	6%	7%
Net Agree	96%	94%	93%
Base number n	54	54	54

A6. How much do you agree or disagree with the following statements about this banner? This banner

As shown in Figure 101, participants found the banner easy to understand (96%) and believable (95%) with many also finding it informative (89%) and interesting (82%).

Figure 101 – Banner diagnostics



Survey: CALD Banner Evaluation Survey

Base: Recalled seeing the banner (n=57)

A5. Thinking now about the banner, how much do you agree or disagree with the following statements about these ads?

Table 112 – Banner diagnostics

COLUMN %	THE BANNER IS EASY TO UNDERSTAND	I FOUND THE MESSAGE OF THE BANNER TO BE BELIEVABLE	THE BANNER IS INFORMATIVE	WHAT THE BANNER SAID WAS INTERESTING TO ME	THE BANNER IS FOR PEOPLE LIKE ME	THE BANNER TOLD ME SOMETHING NEW	I WOULD TALK TO OTHER PEOPLE ABOUT THE BANNER	I AM GETTING TIRED OF SEEING/ HEARING ABOUT THE BANNER
Strongly agree	51%	42%	26%	21%	21%	19%	14%	11%
Somewhat agree	46%	53%	63%	61%	58%	58%	47%	26%
Disagree	4%	5%	11%	18%	21%	23%	39%	63%
Net Agree	96%	95%	89%	82%	79%	77%	61%	37%
Base number n	57	57	57	57	57	57	57	57

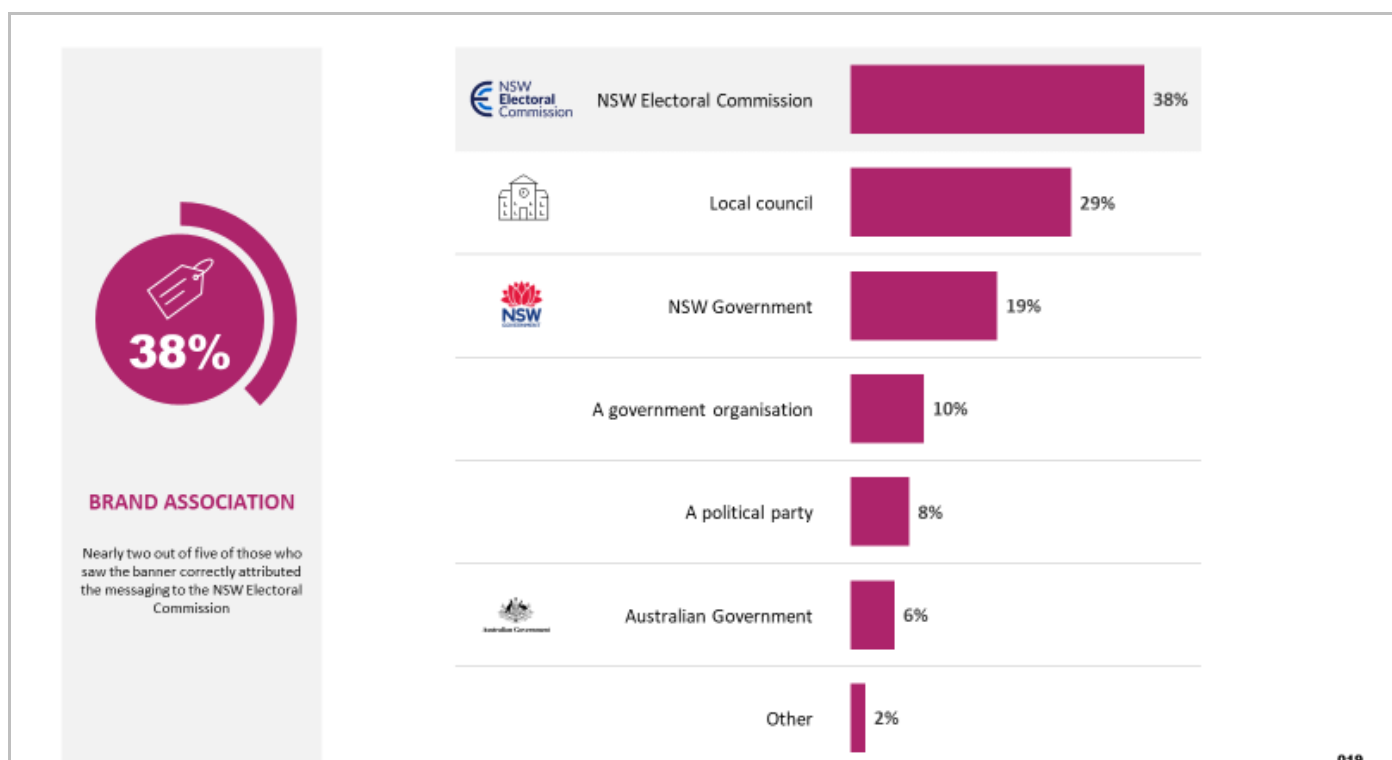
A5. Thinking now about the banner, how much do you agree or disagree with the following statements about these ads?

### Brand association

Among participants who recalled the banner, 38% correctly attributed the banner to the NSW Electoral Commission. While 29% of those who recalled the banner thought their local council was responsible for the banner.



Figure 102 – Brand association



Survey: CALD Banner Evaluation Survey

Base: Recalled seeing the banner (n=52)

A8. And which of the following do you believe were responsible for the banner?

Table 113 114– Brand association

COLUMN %	TOTAL
A government organisation	10%
A political party	8%
NSW Electoral Commission	38%
NSW Government	19%
Australian Government	6%
Local council	29%
Other	2%
Don't know	23%
Base number n	52

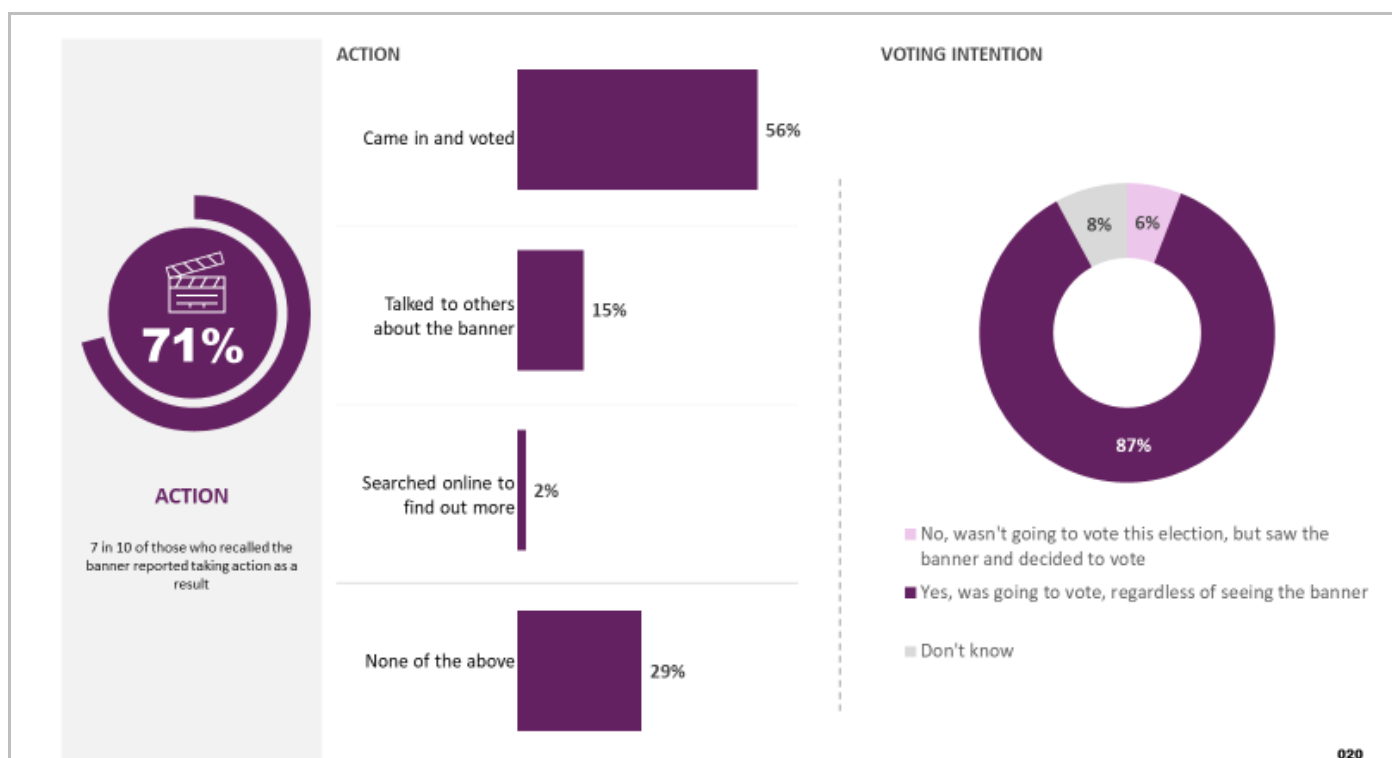
A8. And which of the following do you believe were responsible for the banner?

### Actions taken

Among participants who recalled the banner, a total of 71% took some direct action as a result of seeing the CALD 'Vote here' banner. The majority of this action was in the form of attending the voting centre to vote (56%) while some talked to other people about the banner (15%) or searched online to find out more (2%).

While most of the voters who participated in the survey were originally going to vote in the 2023 NSW State election, 6% of those who saw the banner were not going to vote but did so as a direct result of seeing the banner.

Figure 103 – Actions taken



Survey: CALD Banner Evaluation Survey

Base: Recalled seeing the banner (n=52)

A7. Which of the following did you do as a result of seeing the banner? A7b. Were you planning to vote before you saw the banner?

Table 115 116117– Actions taken

COLUMN %	TOTAL
Came in and voted/voted early	56%
Searched online to find out more	2%
Talked to others about the banner	15%
None of the above	29%
Net Took action	71%
Base number n	52

A7. Which of the following did you do as a result of seeing the banner? A7b. Were you planning to vote before you saw the banner?

### 7.3 Future Improvements

Voters who participated in the CALD banner survey (speakers of a language other than English) were provided with an opportunity to provide additional suggestions as to how the voting experience could be better for both themselves as well as others that speak other languages. These suggestions were analysed via qualitative thematic analysis.

Participants identified that further support in the form of translated voting papers and translators available onsite could be beneficial.

*“Providing more resources and help to Mandarin speakers, as well as providing sufficient information on the politicians in Mandarin.”*

**In person voter, Mandarin-speaking participant**

*“Have someone who speaks Arabic to help fill out the ballot paper.”*

**In person voter, Arabic-speaking participant**

*“Have a staff member at the door asking if they need help understanding the process (probably while speaking Cantonese).”*

**In person voter, Cantonese-speaking participant**

An increase in more communication targeted to communities who speak languages other than English and increased visibility of in-language communication pieces.

*“Put the banner in a more visible place, have more information on the banner as it is obvious that this is the voting centre so nothing new gained from it.”*

**In person voter, Arabic-speaking participant**

*“Run advertisement online.”*

**In person voter, Vietnamese-speaking participant**

*“Increase publicity.”*

**In person voter, Cantonese-speaking participant**

Other suggestions related to general improvements to CALD supports and surrounding information that would further support and encourage voters who speak a language other than English.

*“Voting information is not enough, I have to ask people or search online to find early voting address.”*

**In person voter, Cantonese-speaking participant**

*“More information regarding policies for electoral candidates.”*

**In person voter, Mandarin-speaking participant**

*“Have more Arabic speakers to help the elderly vote as I saw 3 elderly people waiting on one Arabic speaker available.”*

**In person voter, Arabic-speaking participant**



## 7. Qualitative Findings

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## 8. Qualitative Findings

### 8.1 Overview

Qualitative research was conducted with three audience types: eligible voters living with disability, voters who cast a phone vote and voters who cast a postal vote. The objective of this research was to explore the detailed customer experience of voting, specifically for those utilising different methods services and eligible voters living with disability.

The research was conducted between 11<sup>th</sup> April to 8<sup>th</sup> May 2023, and included 60 participants with 20 in each audience type. Across the 60 interviews, best efforts were made to get a spread of participants as shown in Table 118119120. The interviews were conducted either via Zoom or over the telephone by a senior qualitative researcher using a semi-structured interview guide.

*Table 118119120 – Demographic data for Qualitative interviews*

<b>Gender</b>	Male	30
	Female	30
<b>Age</b>	18-44	19
	45-64	22
	65+	19
<b>Disability*</b>	Mobility restrictions	15
	Uses a wheelchair	3
	Vision impairment	23
	Hearing impairment	4
	Hidden disability (such as chronic fatigue syndrome, arthritis, autism, ADHA, learning disability)	10
<b>Voting method</b>	Early in person voting	8
	In person on election day	9
	Postal	23
	Phone	20

### 8.2 Key Metrics Summary

#### Fair and impartial

As noted in previous sections of this report, the 2023 NSW State election was considered fair and impartial by the majority of participants. When exploring why this might be the experience among participants from the qualitative research, we found that the perception of fairness and impartiality was closely linked to both overall faith in the democratic system, and in the specific voting process.

Participants identified that faith in the NSW Electoral Commission, and the democratic process, was shaped by knowledge and familiarity with the checks and balances that have been built into the system. This included visibility of rules and regulations being adhered to, recounting processes and evidence of all candidates being able to promote themselves.

*“Satisfied, they have a lot of rules and regulations that have to be followed by the staff.”*

**Early voter, living with disability (mobility restrictions and hidden disability)**

*“I just have faith that the process is conducted fairly and impartially, experience of different methods and observations it does seem like a fair process.”*

**Phone voter, living with disability (legally blind)**

*“I trust it, I hope that it is done the right way, if they are doing re-counts you have to trust they are doing it right.”*

**On the day voter, living with disability (mobility restrictions)**

However, there was also acknowledgement from participants who look to media commentary as a guide as to the democratic approach being adhered to.

*“As far as I know, there were no issues with the vote counts, the results were clear and there were no objections reported in the media.”*

**Postal voter, living with disability (vision impairment and hearing impairment)**

### **Trust in voting process**

There was a high degree of trust in the voting process, based largely on familiarity of having done a similar process for a long period of time, election results reflecting what was expected by the voter and community and confidence in the Australian democratic system.

*“I trust the voting process because it has been happening for so long.”*

**On the day voter, living with disability (mobility restrictions, hearing impairment and hidden disability)**

*“100% trust it... I think the Australian electoral process is one of the most trustworthy in the world.”*

**Postal voter**

*“I trust it quite well, it is not America, our system always seems to be quite fair and quite integral and as clear as possible.”*

**Phone voter, living with disability (legally blind)**

To a lesser degree, trust was borne of an assumption it must be occurring and resignation that participants have no choice but to trust the voting process.

*“Well, I have to trust it 100% because there is nothing we can do about it or do to change it.”*

**Early voter, living with disability (mobility restrictions, hearing impairment and hidden disability)**

*“You've got no other choice [but to trust it].”*

**On the day voter, living with disability (mobility restrictions, vision impairment and hearing impairment)**

## Satisfaction

Satisfaction with the voting experience was considered by participants to be high and participants were consistently pleased with the voting process. They reported high levels of satisfaction, trust and ease with the voting process from start to end. This level of satisfaction was driven by five key factors.

A **smooth experience** led directly to higher satisfaction regardless of the voting method used and familiarity with the method used. Related to this, an **easy process** was important in driving satisfaction. For many participants the process was simple, straightforward and easy to follow. A **familiar voting method** also resulted in higher satisfaction among participants who had used this method before as they knew what to expect hence an easier process where it was less likely to have something go wrong.

*“I was 100% satisfied with the way I did it, because it was a lot less hassle than going on the day. Less people, if I had gone on the day, I probably wouldn't have found parking so easily. I will probably try to vote early again in the future, but just try to go to somewhere that has closer parking.”*

**Early voter, living with disability (mobility restrictions, hearing impairment and hidden disability)**

*“Easy for me because I do it that way most elections, but I think first time it is a bit daunting.”*

**Postal voter**

*“Very satisfied, got through it reasonably quickly and easily once I got past the recognising who I am bit.”*

**Phone voter, living with disability (legally blind)**

*“Really satisfied, it is getting simpler and simpler.”*

**Postal voter**

**Convenience** and **independence** were also key drivers of satisfaction among participants. For participants living with disability, having different voting methods that offer independence was viewed favourably. The variety of methods on offer meant that most participants were able to decide on a method that would be most convenient for them.

*“Totally satisfied. The people on the phone were terrific both at registration and at the actual voting. It is about being able to do it in a way that is independent, I can prepare and there is no anxiety.”*

**Phone voter, living with disability (legally blind)**

*“Once I got the paperwork sent to me, it was great, it was easy. It fit in with my life, I didn't have to fit in with it.”*

**Postal voter**

*“Very satisfied, it was convenient, and it allowed me to cast my vote early when it would have been problematic on the day, the only thing was I didn't get my democracy sausage.”*

**Early voter, living with disability (hearing impairment)**

## 8.3 Differences between voting methods

The voting experience was usually impacted by two key factors as reported by participants: familiarity and the issues or challenges experienced. Participants who used a familiar method who experienced no issues or challenges reported their experience of voting at the 2023 NSW State election to be very easy. Those who used a new and unfamiliar method but had no issues reported having a fairly easy voting experience. Whereas, if issues or challenges were faced then the overall experience was more difficult for participants.

When the voting experience went well, participants reported that it was easy, as expected, straight forward, smooth, familiar, quick and convenient. Participants felt supported, in control and independent. Whereas participants who had difficulties may have lacked privacy while voting, had a lengthy/tedious/difficult process, found it inconvenient or staff were not helpful. These participants felt stressed, confused, constrained and in the case of postal or phone voting may have felt less certain that they had cast their vote.

### **Voting in person – early or on the day voting**

Participants who voted in person did so due to their familiarity with the process, the sense of community and their trust in the process. Most participants who voted in this manner experienced few difficulties and the process for early voters was generally quick and easy.

Participants living with disability were generally supported well by staff at the voting centre. However, depending upon the voting centre particulars other challenges such as accessibility, parking, and waiting time were drawbacks more pronounced for voters living with disability.

- **Advantages:** Those participants who were familiar with their local voting centres chose to vote in person due to the ease, familiarity, close proximity and the sense of community. While participants who were less familiar with their local voting centre attended in person due to the close proximity, sense of community and because it was the method they had always voted by. Additionally, for many participants there was a sense of pride in attending in person and additional reassurance of physically putting a vote in the ballot box.

*“...and just to the excitement on the day of going there and something new, something different, you know...It feels great. I've done my duty, and that's it.”*

#### **On the day voter, living with disability (mobility impairment)**

- **Enabling factors:** Staff assistance and welcoming nature at the voting centre provided many benefits and supports for voters living with disability. Accessibility aspects of the voting centre and parking options were also critical in making the experience a positive one for participants.
- **Barriers:** Not all voting centres and early voting centres provided optimal accessibility for voters living with disability. Issues such as parking difficulties, walking distances, lack of lifts, lack of chairs were all referenced by participants and made the voting process more arduous and for some physically painful. For some participants, lack of awareness also contributed to greater levels of uncertainty and discomfort when voting (e.g. not knowing where the closest or most accessible voting centre was, not being aware of alternative voting methods they were eligible for). The time spent waiting in line on election day was also a detractor to the experience being not only was this time consuming but for participants with mobility issues standing in line was physically painful.

### **Postal Voting**

Postal voting was a well known, well established option for voters meaning that participants had few issues obtaining information about postal voting and process of applying. Most participants who undertook a postal vote had their voting packs arrive quickly and found it convenient to have this sent to their home. The voting instructions were considered simple, clear and easy to understand and most had no issues posting the vote pack back in their own time. Participants who had used postal voting before found it very easy at all stages and knew how to fill in forms and pack up the envelope. Other participants had difficulty registering via a paper form, packing up the senate paper, and understanding voting instructions especially if they were a new postal voter.

Having the support of someone within the household was a benefit to participants (or if unavailable a barrier) in getting witness signatures and getting to a postal box.



- **Advantages:** Postal voting was considered an option that provided participants with an ability to vote in their own home. Participants could take the time they needed to complete their voting process and could do so in a comfortable and relaxed environment.

*“It is definitely handy if you are going away. You can do it from the comfort of your lounge room and you aren't out catching diseases from people or getting bombarded from the people at the gates. It feels more private because you are doing it at home.”*

**Postal voter**

- **Enabling factors:** Having someone else in the household was a key enabler to the overall ease of the process as it was easier for the voter to get a witness signature and, if required, assistance in getting the return envelope into the mail. Being a well-established method of voting there was sufficient information from multiple sources including candidate direct mail and the NSW Electoral Commission website. These sources were mostly reported to have clear information on eligibility, the process including start and end cut off dates and a mechanism for applying for a postal vote. Participants reported that their voting packs generally arrived quickly from the registration date easing concerns about the time available to vote before the cut off date.
- **Barriers:** Participants raised a number of areas that were slightly problematic in their experience of postal voting. While information supports were generally sufficient for most, a few participants were unable to easily find eligibility criteria and start and end cut off dates. Others had difficulty registering via a paper form such as those provided by candidates. Concern about the certainty of being able to successfully vote was also evident among participants. This concern related to some confusion around when the voting pack would arrive, damaged or wet voting packs, lack of trust in Australia Post delivery times and a lack of understanding what to do if a voting pack was not received after registering.

Other minor issues or concerns related to the large amount of paper materials required including not being environmentally friendly and challenging to pack the senate paper into the return envelope.

### Phone voting

Phone voting was a key alternative method of voting for participants with a vision impairment, providing independence and a mechanism to vote that did not require the support of another person. Participants reported that phone voting was promoted via organisations such as Vision Australia and Guide Dogs Australia; however, some participants who had vision impairments lacked awareness of this method of voting.

While the registration process was reported to be simple and quick, after this the process was considered to be challenging with the need to capture registration codes for later use and the length of time involved in working with the voting assistants.

- **Advantages:** Phone voting was considered particularly advantageous in allowing voters with vision impairment the ability to vote independently. In addition to this, they were able to vote in the comfort of their own home with no distractions rather than attend a voting centre.

*“It helps me maintain my independence, stops a lot of anxiety about getting there, would I break another hip? Voting in person can be a pain in the neck, this was very simple.”*

**Phone voter, living with disability (vision impairment)**

- **Enabling factors:** Voting assistants were considered a pivotal component to the process providing a mechanism to vote independently and monitor each step of the process. Vision organisations were key information sources.

- **Barriers:** Participants reported that while valued, the process of phone voting remained arduous due to the need to read out all documentation and step through all candidate names. While voting assistants provided an essential service, at times participants felt assistants lacked experience, empathy and were difficult to understand (i.e. thick accents). There was also some concern that voting assistants were perhaps doing more or less than would be required with in person voting (e.g. voting below the line felt like it wasn't a true option, uncertainty if the vote ended up in the ballot box). Another commonly noted area of confusion related to the registration requirement (e.g. just for this election or all elections) and the need to capture a registration code for future use.

### Online voting

Although not available for the 2023 NSW State election, there was a strong desire for online voting expressed by qualitative interview participants. Some participants had previously used iVote in the 2021 Local Government elections and queried why it was not an option for the 2023 NSW State election.

- **Advantages:** Participants identified that online voting as an additional alternative method could provide increased independence which was especially important for participants living with disability. Online voting was seen to offer convenience, an ability to make a more considered vote and be more cost effective and better for the environment. In contrast to both phone and postal voting, online voting was considered to offer privacy and provide greater reassurance that the vote has been received.

*“Moving forward what I would like to see is online voting available, that would be fantastic. You know I can do my census online, but I can't vote online.”*

**Early voter, living with disability (hearing impairment)**

*“[If speaking to the Electoral Commissioner] I would be very vocal about it needing to be online, I would talk about the benefits of online voting and that this is where the world is heading that there is no reason we can't go in that direction.”*

**Phone voter, living with disability (vision impairment)**

*“I prefer iVote as I have complete independence, I can feel that I am actually being a full citizen and not relying on someone else to vote.”*

**Phone voter, living with disability (vision impairment)**

- **Barriers:** Participants considered that the potential draw backs of online voting included the cost to establish the online system and security concerns. However, these concerns were minor for those willing to use an online method, as it was assumed that since iVote had been used previously that most costs had been incurred and that the NSW Electoral Commission would put in appropriate checks and balances in place to ensure security.

## 8.4 Communication

Participants of the qualitative interviews found out about the 2023 NSW State election and other details mostly via television and direct mail. Mostly this was considered to be political party and candidate advertisements or information rather than having information directly from the NSW Electoral Commission. Other less commonly mentioned sources of information included newspapers, social media, radio and word of mouth from other people.

*“...letterbox and plenty of notification on the TV, you get all of the flyers from the various people.”*

**On the day voter, living with disability (mobility restrictions)**

*“It was all over the place... you couldn't turn on a radio or TV without it being there... You couldn't miss it.”*

## Phone voter, living with disability (vision impairment)

Feedback from participants highlighted that more communication and more details on the processes involved would benefit in them confidently, safety and independently being able to vote. Reducing the level of uncertainty or need to understand the process at the time of voting means that efforts can be directed towards consideration of who to vote for.

### High Priority

- **Details on the polling place venue:** Parking, accessibility, walking distances required, whether seating will be available, presence of stairs. Having prior knowledge of this information would have enabled participants to have more control over their voting experience, reduced complexity, increased safety and enabling more energy to be directed towards decisions related to who to vote for.

*“The place was actually quite good, but the parking and the distance from the booth to the parking wasn't great for someone with disability. Once you got into the hall it was good, people were friendly and efficient, but the distance, especially as you get older it gets hard.”*

## Early voter, living with disability (mobility restrictions, hearing impairment and hidden disability)

- **Details on processes related to alternative method i.e. phone and postal:** Information sought on **phone voting** process included what would be entailed, how to prepare for the number of candidates that would be read out, the ways voters can note down their registration ID and how the ID will be required at time of voting. Information sought on the **postal voting** process included an overview of the process including timeframes and, if possible, when their ballot pack has been received. These factors would empower voters using these methods and instil comfort and confidence in the process.
- **Details on the voting options available:** Empowering participants to feel that they have access to all the information required to make an informed choice on the voting option with the least obstacles for them personally will enhance the experience of the democratic process.

*“I have always known about postal voting, but I wasn't sure about the eligibility criteria and so didn't know if it was an option for me.”*

## Postal voter

### Important, but lesser priorities

- **NSW Electoral Commission as a source of information:** There was a desire for information that extends beyond the nature of information typically provided by political parties and candidates including how, where and when to vote. Although some of this information may be contained in party and candidate advertising it was not necessarily the primary focus of these materials.
- **More information on local candidates:** Including where they can find this information prior to election day. This will ensure participants feel that they were making an informed choice when voting and was more important for participants not voting in person.

*“I had to make sure I'd done my homework about which way I was going to vote. As you walk into the gate in person there is people handing out cards, that doesn't feel available with phone voting.”*

## Phone voter, living with disability (vision impairment)

- **More notice of election timing:** This would allow participants to prepare for both the logistics of voting, and in the decision over who to vote for. This was of slightly greater importance for participants living with disability.

*"You know these are the options for voting and then giving us like a few weeks. In an event like notice, it can be through advertising or emails, or whatever it might be. But I feel like there's not that enough awareness around all of that."*

**Postal voter**

### **NSW Electoral Commission website – what's working**

The NSW Electoral Commission website was primarily accessed by participants via internet and Google searches. Participants felt that it was easily found using a key word search, that the website was easy to navigate and was in line with what participants expected of a government affiliated website.

The website text was clear and easy to read for those with vision impairments, for the most part voice software for low vision and blind individuals worked well (with one mention of a table not reading well via the software).

*"It is fairly accessible and easy to read. There are screen readers to help, and you can size up the text. The website works very well."*

**Phone voter, living with disability (vision impairment)**

*"It was a pretty standard government website; it isn't meant to look pretty but it is practical."*

**Postal voter**

*"I found it quite clear and quite easy to access, on the Google results there was a direct link to the page for the different voting options."*

**Phone voter, living with disability (vision impairment)**

### **NSW Electoral Commission website – additions for consideration**

There were a number of participants in the qualitative interviews who had not visited the NSW Electoral Commission website or were not aware that it existed. These participants suggested that awareness of the website and what it has to offer could be improved. Other suggestions from participants included communicating that the website is a central hub for election information and providing direct messaging or advertising about the existence of the website.

*"I didn't think of it [going to the website] to tell you the truth... I think it [the website] could be mentioned at the end of all advertising. Maybe the NSW Electoral Commission could have some sort of caveat for advertising that they [the candidates] have to mention the website at the end."*

**Phone voter, living with disability (vision impairment)**

*"I think emails, or even an SMS with the link to let people know election is coming up in 3 months or 2 months. If you have any questions, you can go to this number, or you can click on this link, this website just to make people more proactive."*

**Postal voter, living with disability (hidden disability)**

Some participants who visited the website offered suggestions on improving the website including improving navigation ease, particularly by trying to reduce the number of click through links required.

*"I tried to [use it] but it was too difficult for me to navigate with disability. I was trying to work out which electorate I am in... the way it's laid out is too difficult, you think you're clicking on the right tab to go to where you need to go but then you're clicking on something else."*

**Phone voter, living with disability (vision impairment)**

The most common information participants wanted from the website was where to vote, how to vote and candidate information. For participants living with disability, accessibility information was also highly sought after.

*“I checked the date of the election on the website... and checked eligibility for postal vote... I think they should have eligibility criteria more clearly front and centre on the website.”*

**Postal voter**

*“The website can be a little clunky when trying to find information, you have to click on too many pages to get the information you want, and the search function isn't detailed.”*

**Postal voter**

## 8.5 Enhancing the voting experience in future

In order to maintain high levels of satisfaction, and minimise the risk of disappointment or frustration, it will be important that voters continue to have access to a variety of voting methods as well as being directed to clear information about each method in advance of voting. Hence allowing voters to make informed decisions about which voting method will be best for their circumstances at the time and assist them to set expectations around the process for their chosen method. This was also why there was a strong desire expressed by participants for online voting to be made available for future elections.

Suggestions raised on in person voting process as both as reported by participants and as interpreted based upon key challenges experienced by participants:

- Ensuring voting centres are accessible for all voters, including those with disabilities or the elderly. The availability of seating, ample parking that is close to the venue via flat paths, assistance with carrying ballot papers to a booth for those utilising mobility devices and lifts for multi-story venues would all address current challenges for participants.
- Having voting centers open at designated times just for the elderly or those living with disability so they do not have to wait in long queues and can go when it is less crowded (this also has benefits of more parking, less standing/walking, less holding others up).
- Extending the early voting period to assist those who work on weekends or are busy juggling other commitments.
- Supplying voters with information on the relevant parties before they get to the voting centre, allowing them ample time to consider their choices.
- Communications around where voting centers are located and the facilities/amenities of each location, this could be supplied in flyers dropped in mailboxes or across TV advertising that directs voters to the information on the website.
- Education at voting centers on how to fill in the voting papers, beyond being told when name is ticked off, videos and flyers in the voting booth were suggested by participants.

Suggestions raised on postal voting process as both as reported by participants and as interpreted based upon key challenges experienced by participants:

- Supplying voters with an option to receive information on the relevant parties (including the same “how to vote” cards that are distributed when voting in person) as part of their voting pack. This would assist postal voters who do not have access to the internet or are not tech savvy with making a considered choice.

- It was suggested by participants who the envelope of the voting pack may need to be made waterproof to ensure the pack is received in pristine condition.
- Send voting packs earlier, this was especially important for those living in rural areas as the mail tends to take longer in these areas.
- Some postal voters wanted the ability to track the postal pack from the time it leaves the NSW Electoral Commission, they feel that this would provide them with a sense of security around when the pack will arrive and provide them with assurance that they won't need to find an alternative voting method at the last minute.
- Provide confirmation that the vote has been received by NSW Electoral Commission so there is some certainty the vote is being counted, ideally via SMS.
- Improved advertising around cut-off dates.

Suggestions raised on phone voting process as both as reported by participants and as interpreted based upon key challenges experienced by participants:

- Participants utilising the phone voting were grateful to have access to the service, but also felt that this method should be open to a wider variety of people with disability.
- Supplying voters with an option to receive information on the relevant parties before they complete their phone vote would assist phone voters with making a considered choice.
- Improved training for the staff assisting voters to ensure they are demonstrating empathy and show understanding towards those using the phone voting service.
- It was suggested by participants who the phone voting service could benefit from greater advertising, some participants felt as though they simply happened upon the service and were not aware in advance.
- Voting below the line does not feel possible over the phone, given its complex and lengthy nature feel. It was suggested that this process could benefit from simplification to make it a viable option to consider.



## 9. Political Participant Survey Findings

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## 9. Political Participant Survey Findings

### 9.1 Overview

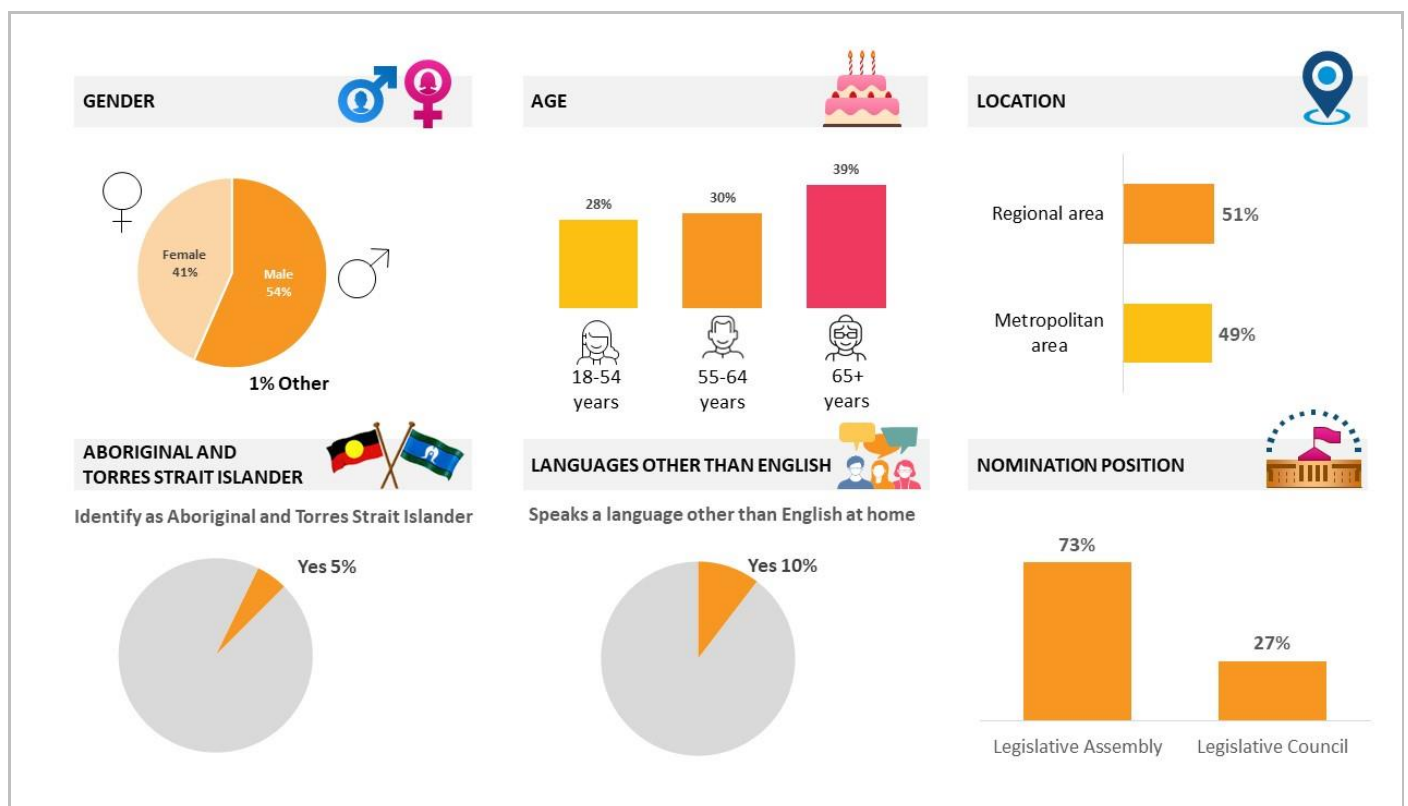
This section discusses findings from the Political participant survey with a total of 219 participants. Please note that the survey does not capture Labor party responses because the same email address was provided for all candidates. In the future other considerations will be made to improve survey candidates' response rates. Information from four surveys have been included in analysis of political participants:

- Political participant 13-minute online survey conducted by Fiftyfive5 between 10<sup>th</sup> April and 5<sup>th</sup> May 2023 (n=99 participants)
- Webinar 2-minute survey conducted by NSW Electoral Commission between 22<sup>nd</sup> November 2022 and 15<sup>th</sup> February 2023.
- Nomination 2-minute survey conducted by NSW Electoral Commission between 15<sup>th</sup> March and 4<sup>th</sup> April 2023.
- Registration 3-minute survey conducted by NSW Electoral Commission between 22<sup>nd</sup> March and 11<sup>th</sup> April 2023.

This component of the research aimed to gain a view of the opinions of candidates, political party representatives and other political participants to evaluate NSW Electoral Commission services at the 2023 NSW State election and to deliver actionable insights to increase understanding, trust and future participation in democracy.

### Methodology

Figure 104 – Sample Profile



Survey: Political Participant Survey

Base: Total Political Participants (n=99)



Z1. How do you describe your gender? Z2. What is your age? G3. Are you of Aboriginal or Torres Strait Islander origin? G4. And do you speak a language other than English at home? S3. Is your Legislative Assembly district metropolitan or regional? S1. Which of the following did you nominate as, in the 2023 NSW State election?

## Key findings

Of the three key metrics measured as part of the Political participant survey, the highest rated key metric was satisfaction that the 2023 NSW State election was conducted fairly and impartially (78%). Satisfaction that the election was conducted fairly and impartially was significantly higher than reported for both the 2019 NSW State election (63%) and the 2021 Local Government elections (48%). Three quarters (75%) of political participant survey respondents reported that they trusted the election process.

The level of reported overall satisfaction with the 2023 NSW State election (67%) among political participant survey respondents was lower against satisfaction with the 2019 NSW State election (79%) due to increased reported dissatisfaction (17% 2023 v. 11% 2019). However, overall satisfaction was higher than reported for the 2021 Local Government elections (41%).

Around three in five (61%) participants reported they were satisfied with the registration process and around half (52%) reported satisfaction with the process of nominations. The majority (88%) of participants who registered themselves reported that the NSW Electoral Commission was prompt at processing their registration and notifying them. It should be noted that not all political participants are aware of the separate processes for nomination and registration. Also, references to the website or online activities could refer to the NSW Electoral Commission's website, the online nomination system or the online registration system. Reported satisfaction was also high for those participants who registered electoral materials (74%).

Those political participants that responded, recalled accessing a range of NSW Electoral Commission information and resources, with over four in five (86%) participants who reported that they received sufficient information from NSW Electoral Commission to explain their rights and obligations. Of the information and resources accessed, Election Bulletins had the highest rates of satisfaction (85%) followed by the helpdesk phone line (76%), the Candidate handbook (76%) and the helpdesk email (72%).

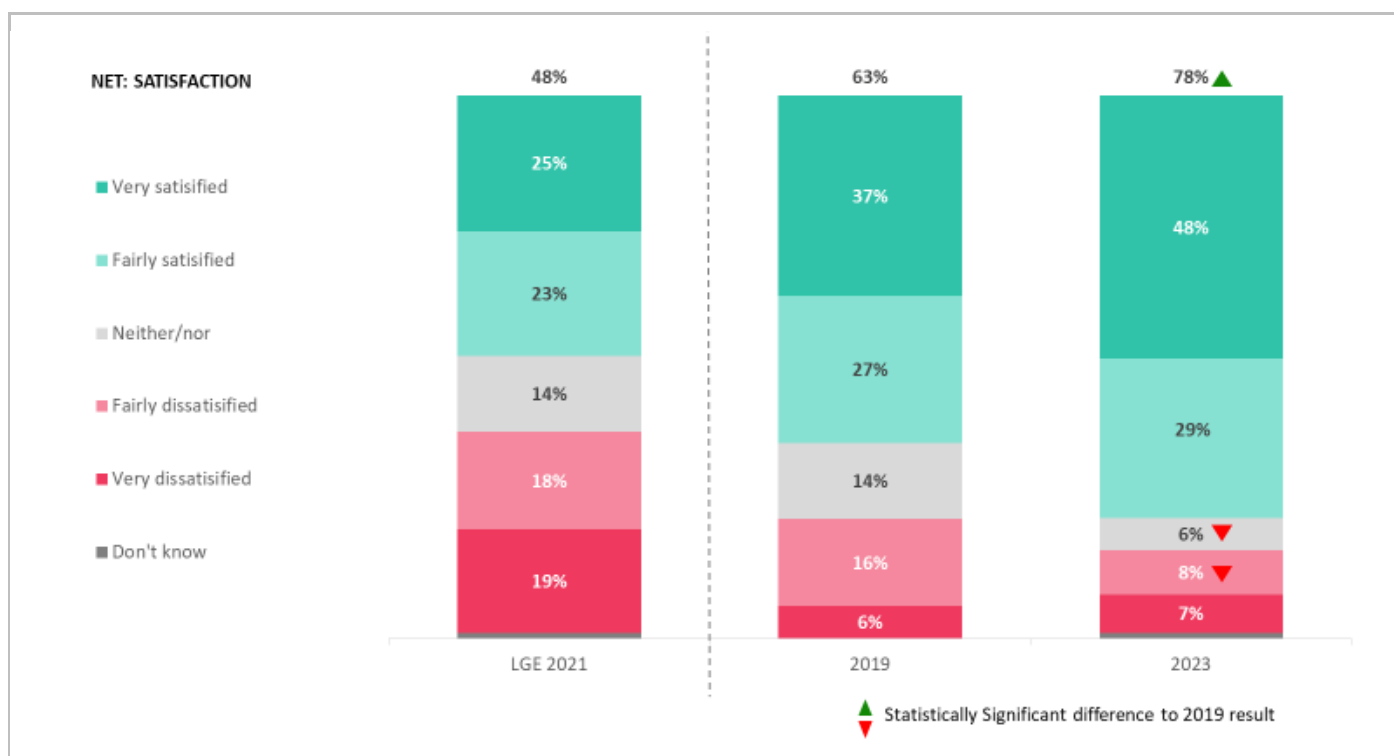
Political participants placed the greatest importance on getting information about the progress of the count (88%). They also placed importance on the provision of information about the registration process for electoral funding/expenditure (85%) while reported satisfaction with the provision of this was relatively lower than other aspects of service delivery (43%).

## 9.2 Key Metrics Summary

### Elections are conducted fairly and impartially

As shown in Figure 105, around four in five (78%) political participant survey respondents reported that they were satisfied that the election was conducted fairly and impartially, which was significantly higher than results from 2019 (63%) and the 2021 NSW Local Government elections (48%). Around half (48%) reported that they were very satisfied and just under one third (29%) reported that they were fairly satisfied. Around one in ten (8%) reported they were fairly dissatisfied and a similar proportion (7%) were very dissatisfied.

Figure 105 – Satisfaction conducted fair and impartial election



Survey: Political Participant Survey

Base: Total Political Participants (LGE 2021 n=314) (State 2019 n=104, 2023 n=99)

A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the NSW State election fairly and impartially?

Table 121– Satisfaction - Conducted fair and impartial election

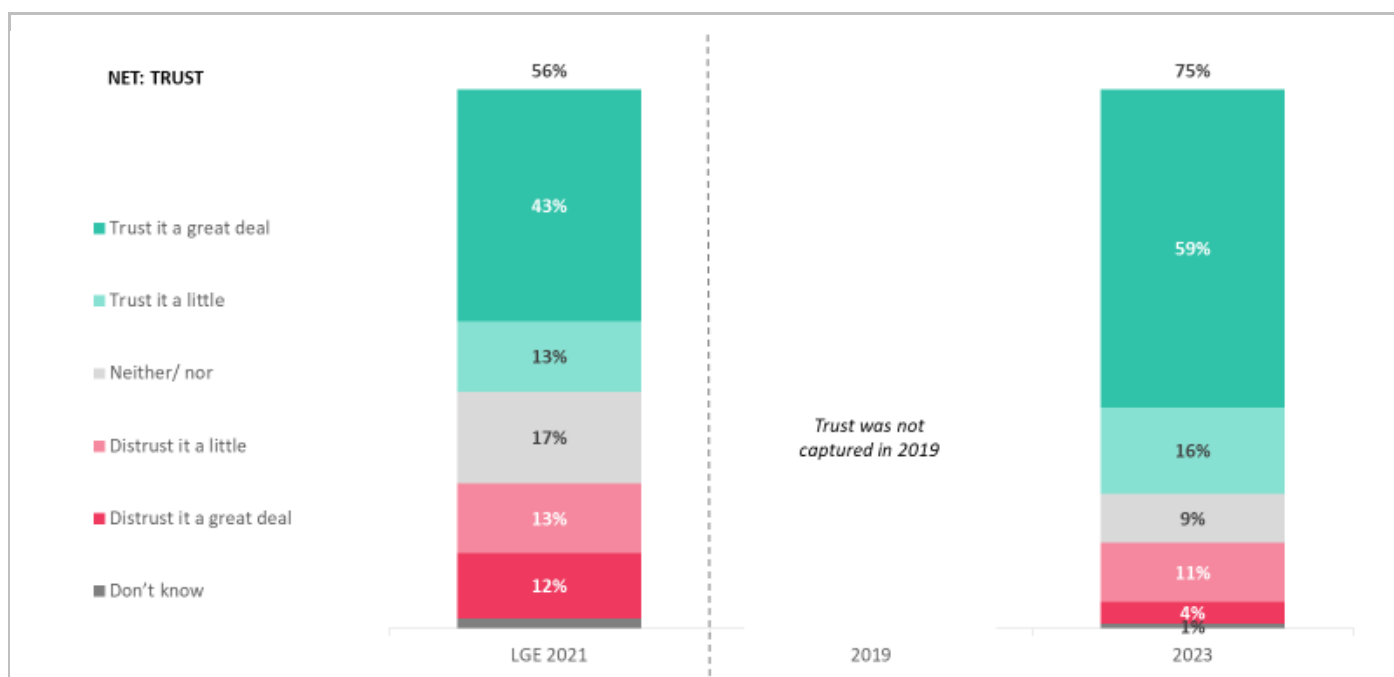
COLUMN %	TOTAL
Very satisfied	48%
Fairly satisfied	29%
Neither satisfied nor dissatisfied	6%
Fairly dissatisfied	8%
Very dissatisfied	7%
Don't know	1%
Net Satisfied	78%
Net Not satisfied	15%
Base number n	99

A1. Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the NSW State election fairly and impartially?

### Trust in voting process

Three quarters (75%) of political participant survey respondents reported that they trusted the election process, with over half (59%) who trusted the process a great deal (refer to Figure 106). Around one in ten (9%) reported that they were neutral with a similar proportion (14%) reporting distrust in the process. Compared to the 2021 NSW Local Government elections, the level of trust in the 2023 NSW State election process was higher (75% v. 56% 2021 LGE) and there were fewer political participant survey respondents who distrusted the process (14% v. 25% 2021 LGE).

Figure 106 – Trust in election process



Survey: Political Participant Survey

Base: Total Political Participants (LGE 2021 n=314) (State 2023 n=99)

A4. To what extent do you trust or distrust the election process for the 2023 NSW State election? Would you say that you..

Table 122 – Trust in the election process

COLUMN %	TOTAL
Trust it a great deal	59%
Trust it a little	16%
Neither trust nor distrust it	9%
Distrust it a little	11%
Distrust it a great deal	4%
Don't know	1%
Net Trust	75%
Net Distrust	14%
Base number n	85

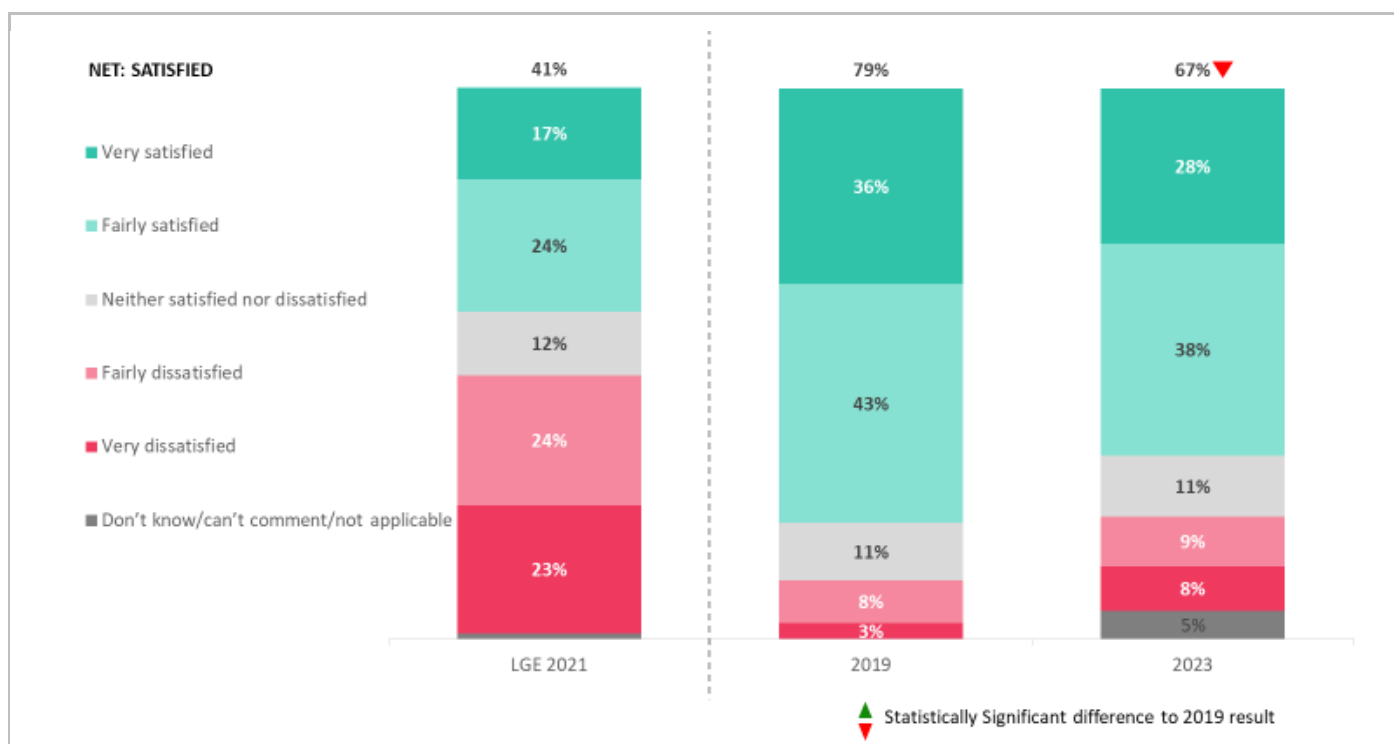
A4. To what extent do you trust or distrust the election process for the 2023 NSW State election? Would you say that you..

### Satisfaction with overall experience

Two thirds (67%) of political participant survey respondents were satisfied with their overall experience in the 2023 NSW State election (refer to Figure 107). The level of overall satisfaction with the 2023 NSW State election (67%) among respondents decreased against the overall level of satisfaction with the 2019 NSW State election (79%). This was largely driven by increases in levels of overall dissatisfaction (17% 2023 v. 11% 2019) among political participants. Overall satisfaction was the lowest rated key metric in 2023 among political participants.

However, in contrast to the overall satisfaction with the 2021 Local Government elections (41%) levels of overall satisfaction with the 2023 NSW State election were higher (67%).

Figure 107 – Overall satisfaction with 2023 NSW State election experience



Survey: Political Participant Survey

Base: Total Political Participants (LGE 2021 n=314) (State 2019 n=104, 2023 n=99)

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall experience in the 2023 NSW State election?

Table 123 – Satisfaction with NSW State election experience

COLUMN %	TOTAL
Very satisfied	28%
Fairly satisfied	38%
Neither satisfied nor dissatisfied	11%
Fairly dissatisfied	9%
Very dissatisfied	8%
Don't know/can't comment/not applicable	5%
Net Satisfied	67%
Net Dissatisfied	17%
Base number n	99

A2. Taking everything into account, how satisfied or dissatisfied were you with your overall experience in the 2023 NSW State election?

### Reasons for satisfaction or dissatisfaction

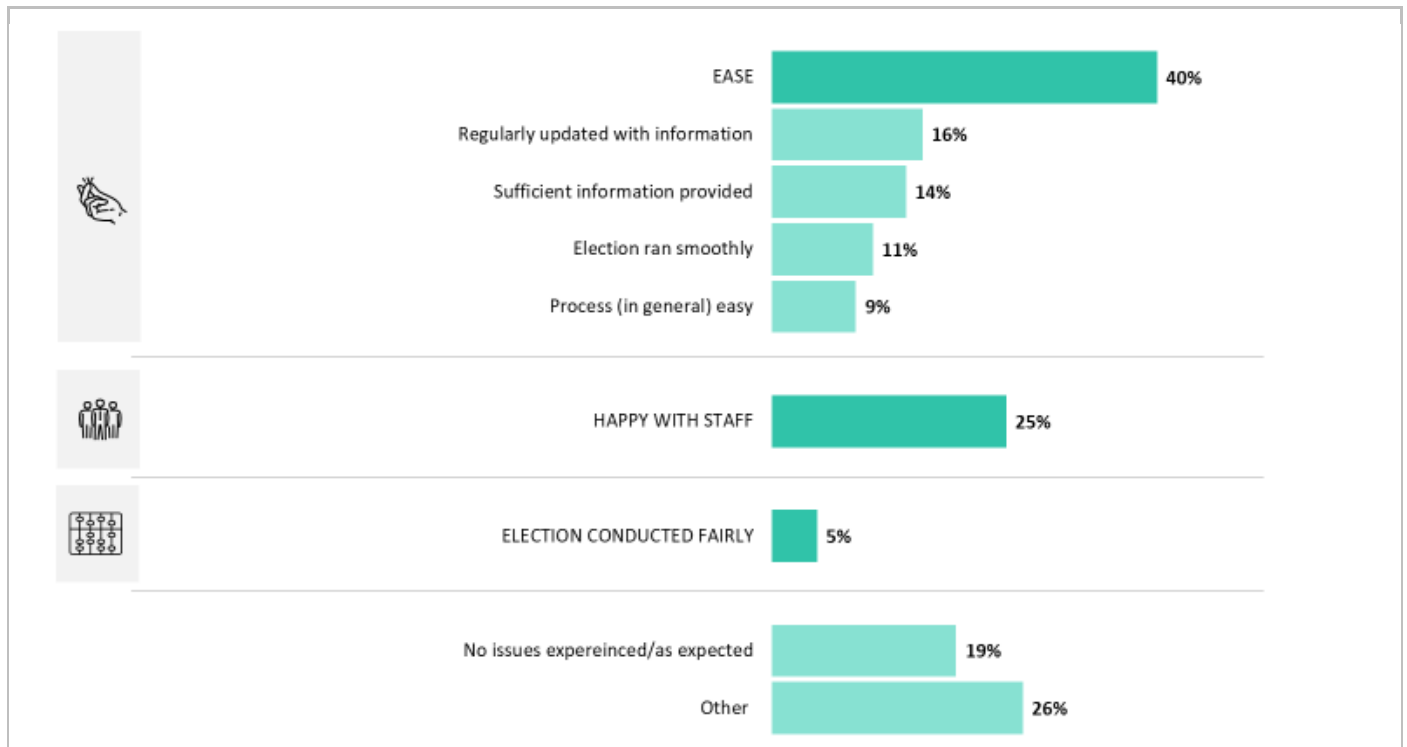
Political participant survey respondents identified a range of reasons for their satisfaction (refer to Figure 108), ease (40%), being happy with staff (25%), and other reasons (26%).

Ease was the most commonly reported reason for satisfaction, with two in five (40%) survey participants reporting this. Specific reasons included:

- Around one in six (16%) reported that they were regularly updated with information.
- Around one in six (14%) stated sufficient information was provided.
- Around one in ten (11%) noted the election ran smoothly.
- Around one in ten (9%) reported that the process was generally easy.

- Some participants also noted the election was conducted fairly (5%).
- Additionally, around one in five (19%) reported that they were satisfied as there were no issues or the experience was as expected.

Figure 108 – Reasons for satisfaction with overall experience



Survey: Political Participant Survey

Base: Satisfied Political Participants (n=66)

A3. And why were you [satisfied, neither, dissatisfied]? OPEN ENDED RESPONSES POST-CODED.

Around one in six (17%) political participants who responded to the survey reported being dissatisfied with their overall experience; equating to n=17 political participant survey respondents. Key themes identified from open ended verbatim analysis for their dissatisfaction related to:

- Perceptions of a poor process.
- Perceptions of bias towards the major parties.
- Dissatisfaction with staff.
- Complaints regarding online components including the candidate portal, online applications and lack of online voting options.

*“Disappointing to see that ballot boxes were being removed by staff on numerous occasions throughout pre-polling when there was more than adequate space to store them until election day. To my knowledge and understanding there weren't any systems in place.”*

**Political participant, dissatisfied with overall experience**

*“NSW Electoral Commission appeared unorganised and uncoordinated. Candidates Handbook was only available months after start of regulated election period and the handbook was incomplete, for example, postal vote 'artwork' was available to incumbents but not in handbook or mentioned.”*

**Political participant, dissatisfied with overall experience**

*“The pre poll 6 of the 7 days before election day favors the major parties who have many volunteers and locations that can be covered the entire time. I thought people voting early were meant to have a reason why.”*

**Political participant, dissatisfied with overall experience**

*“As a candidate, I was singled out by some of your staff during the election to be harassed and intimidated.”*

**Political participant, dissatisfied with overall experience**

*“I was constantly frustrated by the candidate portal, that was not easy to use. I had to constantly telephone NSW Electoral staff asking for advice and helping me through. I could not download things easily. It was extraordinarily challenging for a candidate.”*

**Political participant, dissatisfied with overall experience**

Please note that commonly reported reasons for dissatisfaction related to systems and processes, particularly for new candidates and candidates without the administrative support structure of a major party. The survey does not capture Labor party responses because the same “admin” email address was provided to represent all candidates. In the future other considerations will be made to improve survey candidates’ response rates.

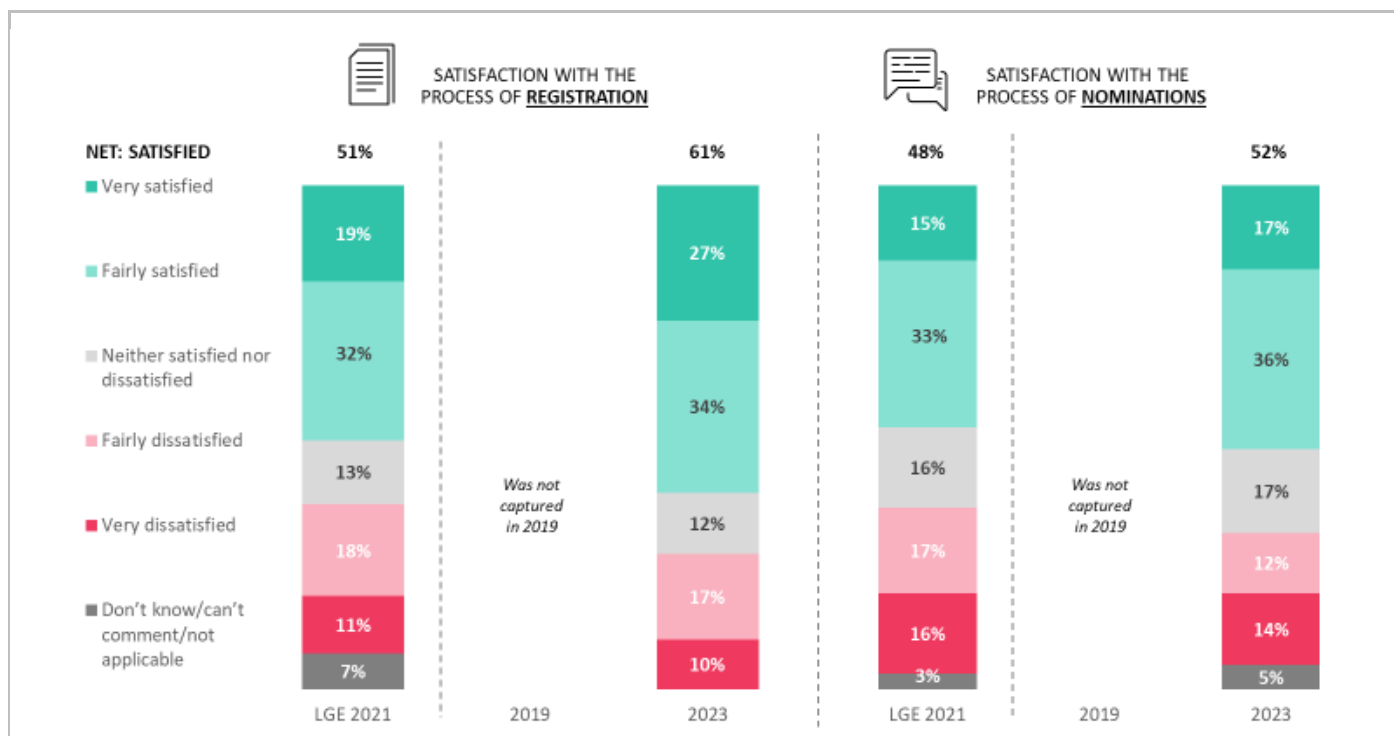
### **Satisfaction with registration and nomination processes**

As shown in Figure 109, around three in five (61%) political participant survey respondents reported they were satisfied with the registration process in 2023, with just over one quarter (27%) who were very satisfied and around one third (34%) who were fairly satisfied. Just over one quarter (27%) of political participant survey respondents were dissatisfied with the process of registration. In contrast to the 2021 Local Government elections (51%), there was a higher level of overall satisfaction (61%) with the registration process for the 2023 NSW State election.

Satisfaction with the process of nomination was slightly lower than satisfaction with registration with around half (52%) being satisfied overall and around one quarter (26%) being dissatisfied with the process of nominations (refer to Figure 109). Results were comparable to satisfaction with nominations in the 2021 Local Government elections (52% 2023 vs 48% 2021).

Noting that not all political participants are aware of the separate processes for nomination and registration.

Figure 109 – Satisfaction with the process of registration and the process of nomination



Survey: Political Participant Survey

Base: Those who personally registered (LGE 2021 n=314, 2023 n= 41) Z2. Overall, how satisfied or dissatisfied were you with the process of registering? Note: Question wording different in 2021

Base: Those who personally completed the nomination process (LGE 2021 n=314, 2023 n=42) Z11. Overall, how satisfied or dissatisfied were you with the nomination process?

Table 124 –Satisfaction with the process of registration

COLUMN %	TOTAL
Very satisfied	27%
Fairly satisfied	34%
Neither satisfied nor dissatisfied	12%
Fairly dissatisfied	17%
Very dissatisfied	10%
Don't know/can't comment/not applicable	0%
Did not apply to be registered	0%
Net Satisfied	61%
Net Dissatisfied	27%
Base number n	41

Z2. Overall, how satisfied or dissatisfied were you with the process of registering?

**Table 125 – Satisfaction with the process of nomination**

COLUMN %	TOTAL
Very satisfied	17%
Fairly satisfied	36%
Neither satisfied nor dissatisfied	17%
Fairly dissatisfied	12%
Very dissatisfied	14%
Don't know/can't comment/not applicable	5%
Net Satisfied	52%
Net Dissatisfied	26%
Base number n	42

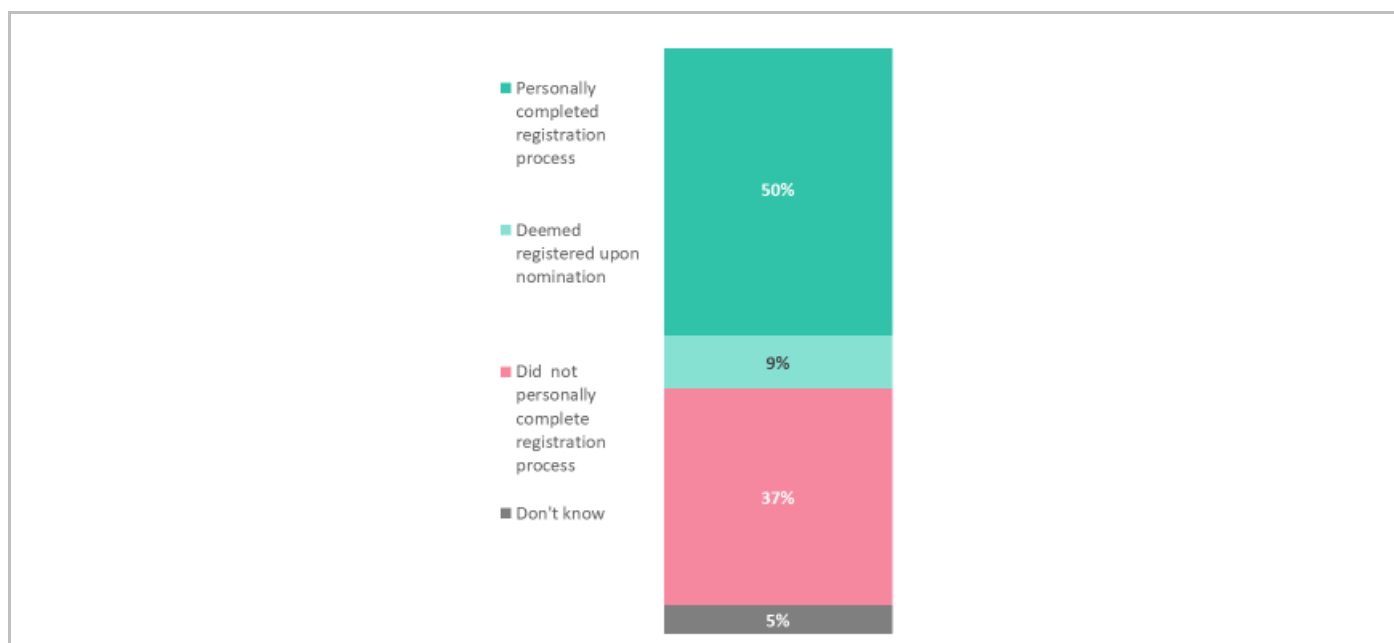
Z11. Overall, how satisfied or dissatisfied were you with the nomination process?

### 9.3 Registration process

#### Involvement in registration process

Half of political participants (50%) who completed the survey personally completed the registration process. Around two in five (37%) did not personally complete the registration process and around one in ten (9%) were deemed registered upon nomination. A small portion didn't know what they did (5%).

**Figure 110 – Involvement in registration process**



Survey: Political Participant Survey

Base: Political Participants (n=82)

Z1. Did you personally complete the registration process – as (or on behalf of) a candidate, group of Political Participants or third-party campaigner?

#### Promptness of registration process

The majority (88%) of political participant survey respondents who registered themselves reported the NSW Electoral Commission was prompt at processing their registration and notifying them. Around one in ten (12%) political participants did not consider the NSW Electoral Commission to be prompt at processing their registration.



Figure 111 – Promptness of registration process



Survey: Political Participant Survey

Base: Political Participants who registered (n=41)

Z3. Do you think the NSW Electoral Commission was prompt at processing your registration and notifying you that you were registered?

### Funding and disclosure requirements

Around half (51%) of the political participant survey respondents found it easy to comply with their funding and disclosure obligations, with fewer than one in ten (7%) political participants reporting this was difficult (refer to Figure 112).

Two thirds (66%) of political participant survey respondents utilised the Funding and Disclosure Online system to register, with fifteen percent (15%) using the manual paper-based process. In cases where the online system was not used, a range of reasons were provided by participants including: dislike of online systems and the degree of effort involved in the online process. Among the n=27 political participants who used the Funding and Disclosure Online registration system, n=8 were very satisfied and n=9 were fairly satisfied with the ease of using this system.

*“Don't like online. Prefer paper can see what you are doing.”*

**Political participant, manual process**

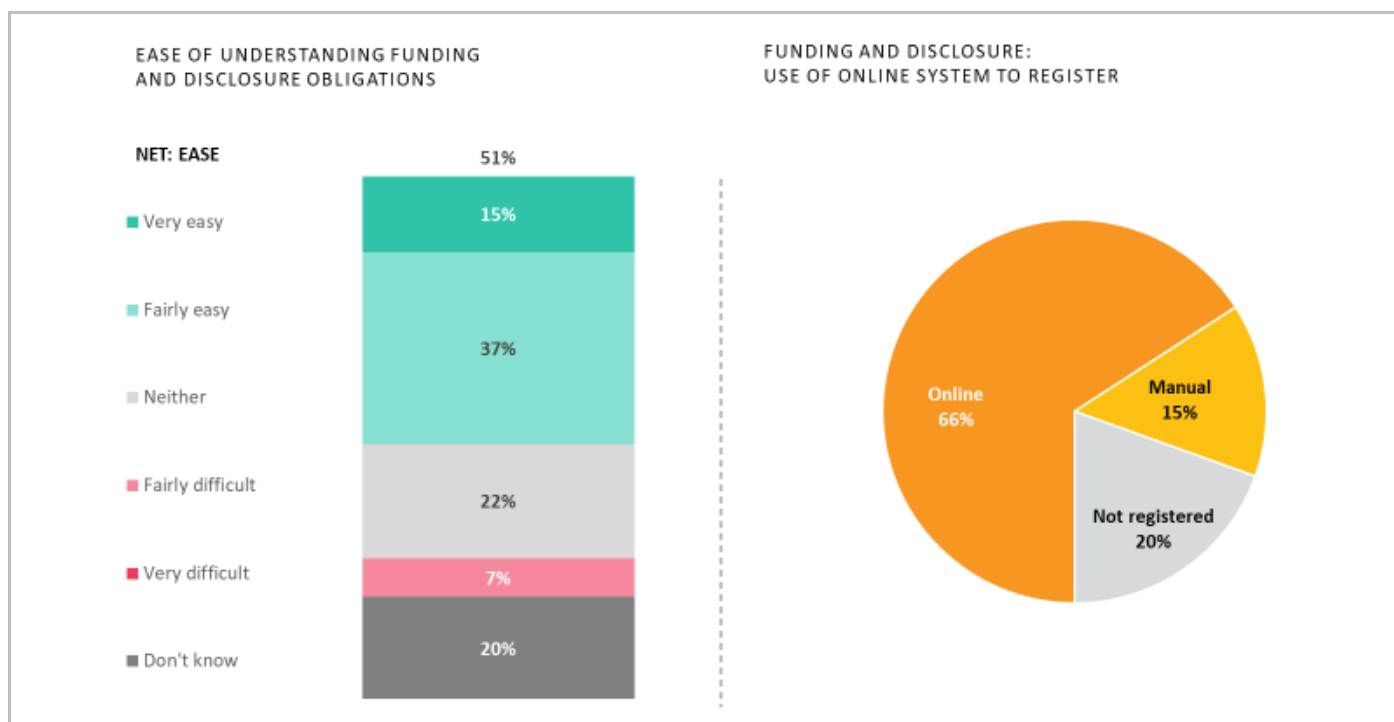
*“Attempted to do it online and we were put in a continuous online loop that kept going back to the same form. Rang the help line and they said do it on paper.”*

**Political participant, manual process**

*“Over the top security and difficult to follow through the process.”*

**Political participant, manual process**

Figure 112 – Funding and Disclosure Online ease of understanding and use



Survey: Political Participant Survey

Base: Political Participants who registered (n=41)

Z8. Did you find it easy or difficult to comply with your funding and disclosure obligations? Z4. Did you use Funding and Disclosure Online to register?

Table 126 – Ease to comply with Funding and Disclosure obligations

COLUMN %	TOTAL
Very easy	15%
Fairly easy	37%
Neither difficult nor easy	22%
Fairly difficult	7%
Very difficult	0%
Don't know	20%
Net Easy	51%
Net Not easy	7%
Base number n	41

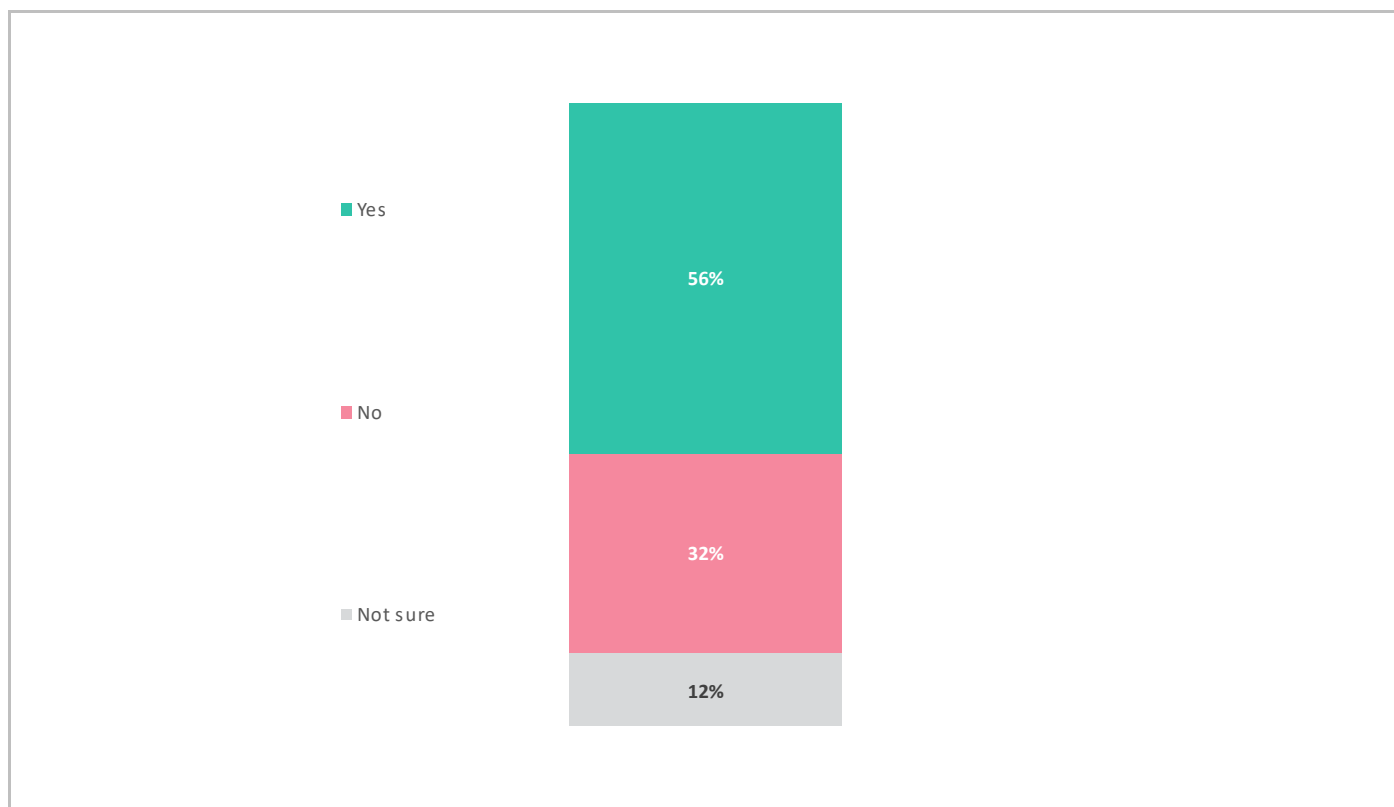
Z8. Did you find it easy or difficult to comply with your funding and disclosure obligations?

## 9.4 Nomination process

### Involvement in nomination process

As shown in Figure 113, just over half (56%) of the political participant survey respondents personally completed the nomination process. Around one third (32%) did not undertake the process themselves and around one in ten (12%) were unsure of their role in completing the nomination process.

Figure 113 – Involvement in nomination process



Survey: Political Participant Survey

Base: Total Political Participants (n=75)

Z10. Did you personally complete the nomination process as, or on behalf of, a candidate or group of Political Participants?

**Feedback on the nomination process**

Shown in Figure 114, among those political participants who completed the nomination process personally and gave feedback via the Candidate & Other Political participant survey conducted by the NSW Electoral Commission, seven in ten (70%) were satisfied with the nomination process (in contrast to reported satisfaction of 52% collected in the Political participant survey refer to Figure 109).

Over half of participants (58%) were able to complete the nomination process during their first attempt and nine in ten (90%) reported the NSW Electoral Commission were prompt at processing the nomination. Additional support was used to help with the process of nomination including seven in ten participants (70%) who reported using the phone line or helpdesk and a similar proportion (68%) who used the website.

Just over two thirds (68%) reported being satisfied with the ease of using the online nomination system (refer to Figure 115). With nearly a third very satisfied (27%) and One quarter (25%) were dissatisfied with the online nomination system with open ended verbatim feedback highlighting concerns with complex online processes or security components and participants being confused and finding the online system difficult.

*“I started my own application but then when I was invited by the party to nominate, I was locked out of being able to submit my application and payment information. I also had no immediate feedback that my application was processed and approved.”*

**Political participant, dissatisfied with online nomination process**

*“Kept getting locked out when minor errors with nominators we have poor internet in the country, and I don't own a computer...I thought it was unnecessarily complicated and presumes all people are familiar with IT, they are not.”*

**Political participant, dissatisfied with online nomination process**

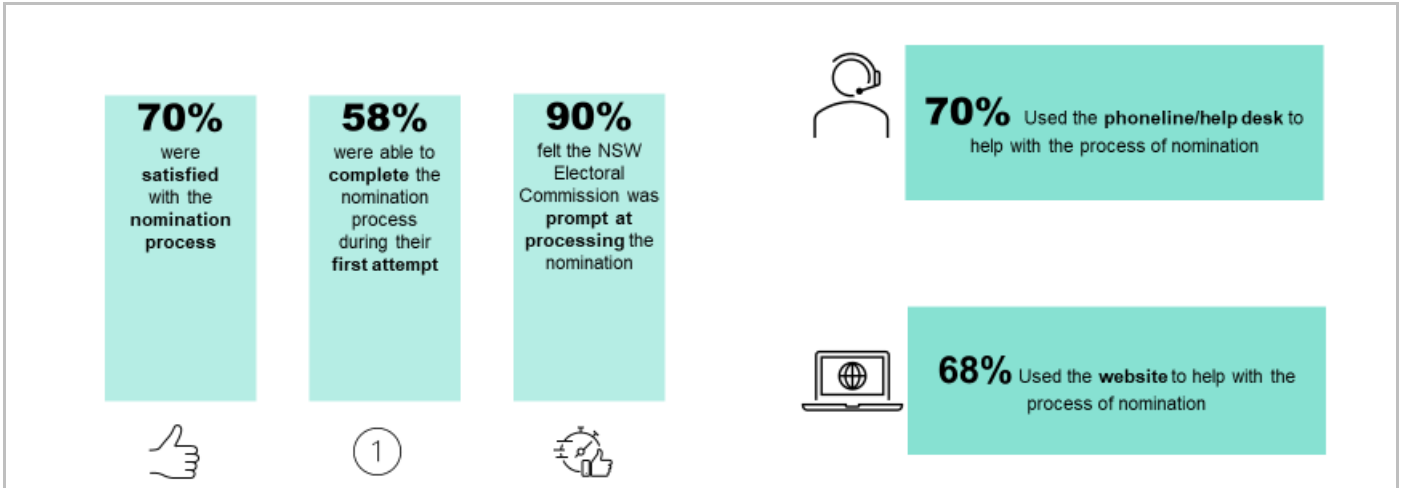
“Over the top security & difficult to follow through the process.”

**Political participant, dissatisfied with online nomination process**

“Very confusing and difficult. Once I got the rhythm, I was fine. But for a candidate who was doing it on their own, there would be no way they could work out what to do. Too many options, not simplified. The only way I knew is because I did the webinar.”

**Political participant, dissatisfied with online nomination process**

Figure 114 – Overview of the feedback on the nomination process

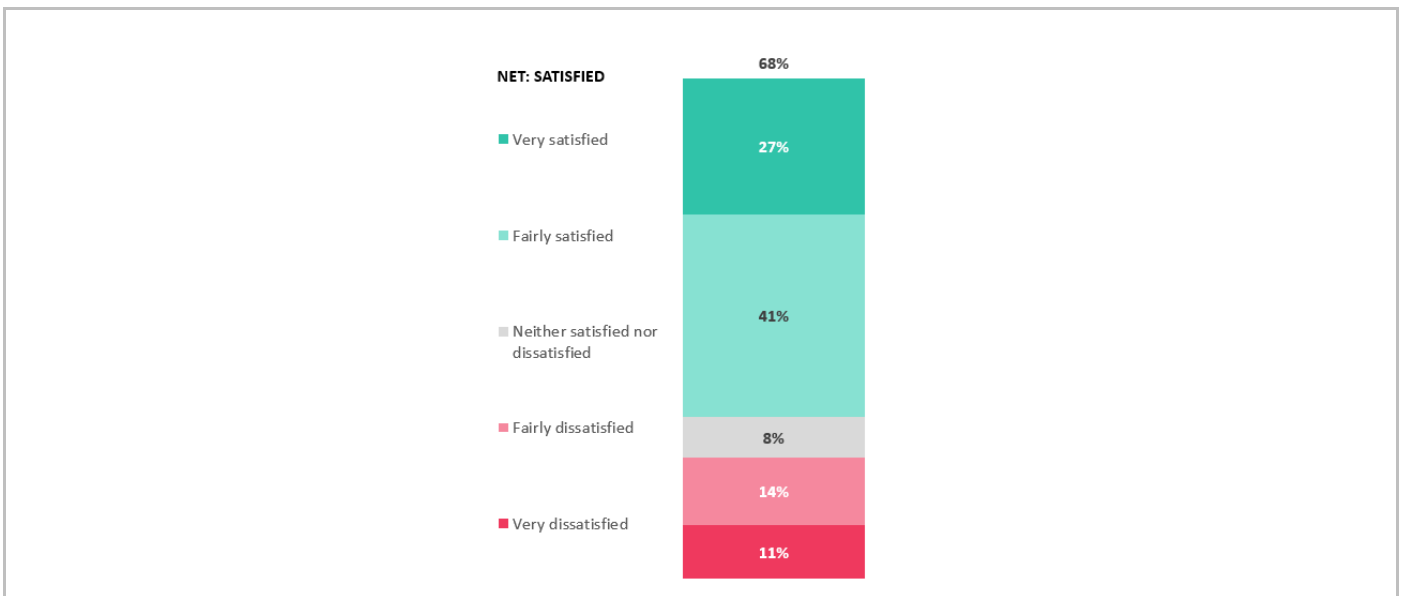


Survey Nomination Survey: Data collected by NSW Electoral Commission

Base: Those who personally completed nominations process (n=40)

8. Overall, how satisfied or dissatisfied were you with the nominations process? 9. Were you able to complete the nomination process on your first attempt? 10. Do you think the NSW Electoral Commission was prompt at processing your nomination?

Figure 115 – Satisfaction with the ease of using online nomination system



Survey: Nomination Survey: Data collected by NSW Electoral Commission

Base: Those who personally completed nominations process (n=40)

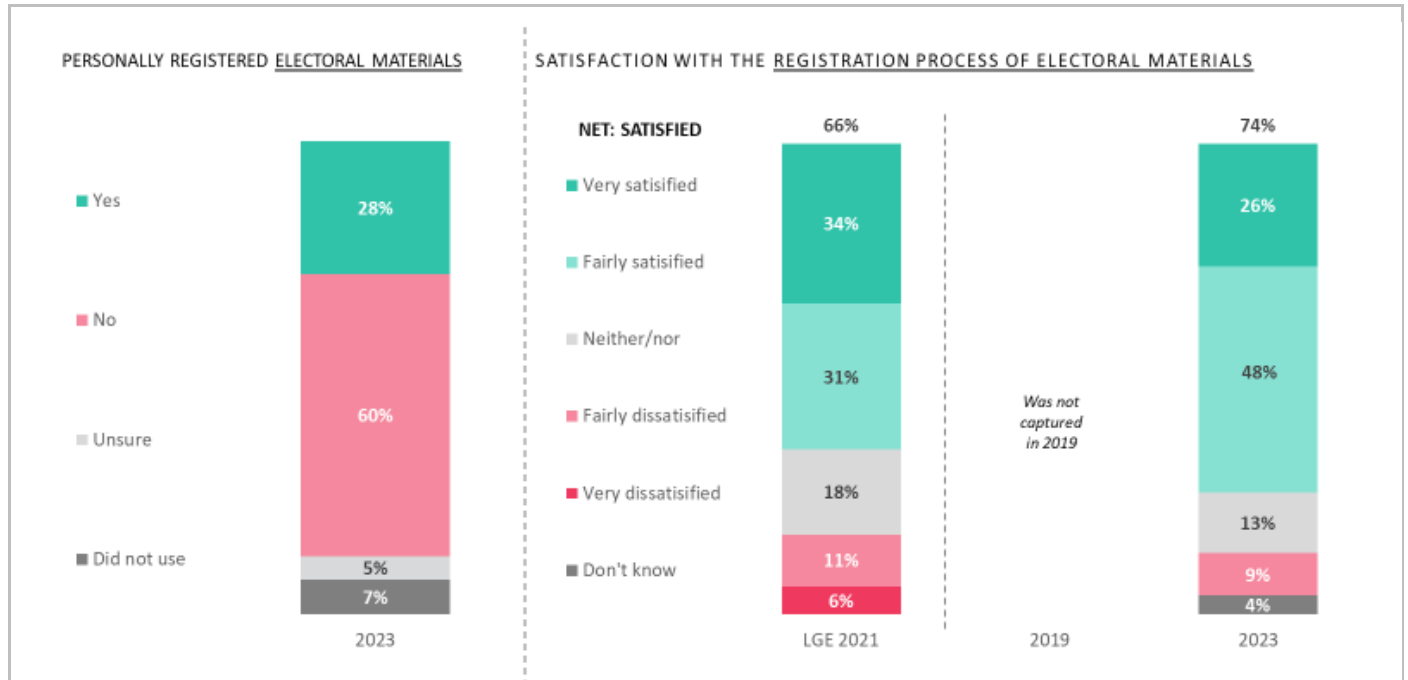
11. How satisfied or dissatisfied were you with the ease of using the online nomination system?

## 9.5 Election period processes

### Registration of electoral material

For the 2023 NSW State election, just over one quarter (28%) of political participants reported personally registering electoral how-to-vote materials. Among participants who registered materials, around three quarters (74%) were satisfied with the registration process for electoral material and around one in ten (9%) were dissatisfied with the process. This level of satisfaction was slightly higher than that noted in the 2021 Local Government elections (74% 2023 v. 66% 2021).

Figure 116 – Involvement in, and satisfaction with, registration of electoral materials



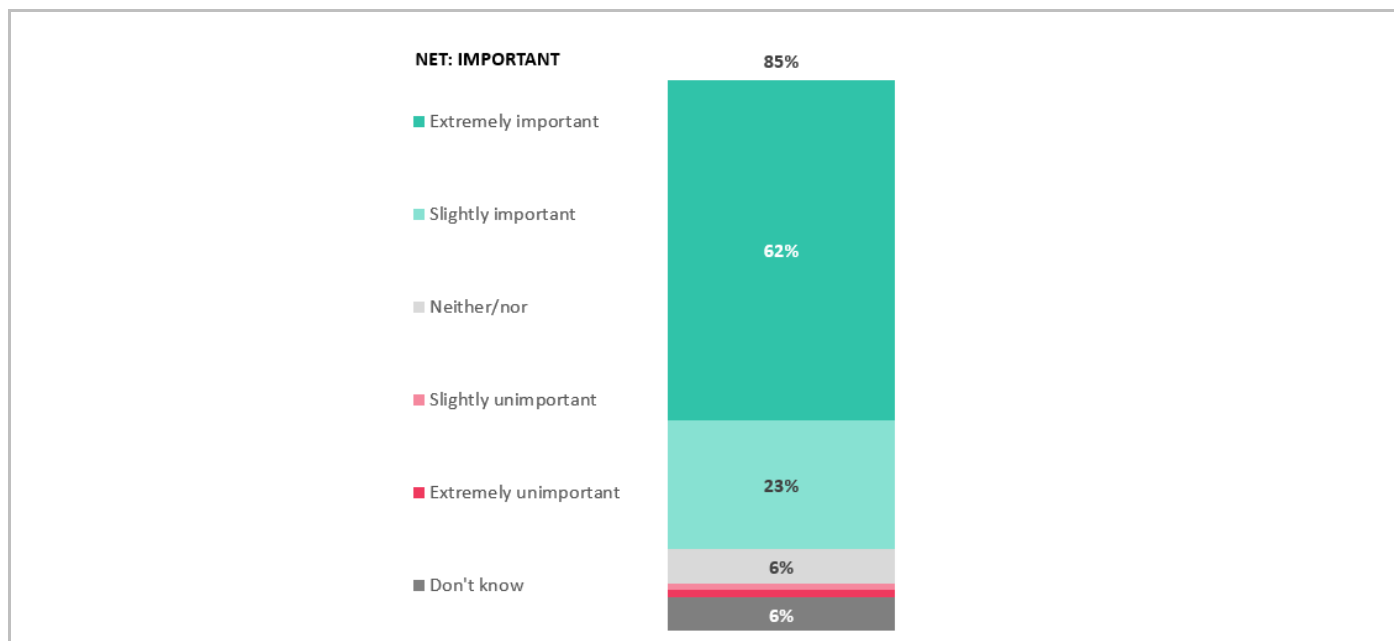
Survey: Political Participant Survey

Base: Total Political Participants (n=82) C1. Now thinking about the process of registering electoral (how-to-vote) material. Did you personally register electoral material for yourself or your party?

Base: Those who personally registered electoral materials (n=23) C2. How satisfied or dissatisfied were you with the registration process for electoral material?

The majority (85%) of political participants reported in Figure 117, that information about the registration process for electoral material was important, with around three in five (62%) reporting it to be extremely important.

Figure 117 – Importance of information regarding registration process for electoral material



Survey: Political Participant Survey

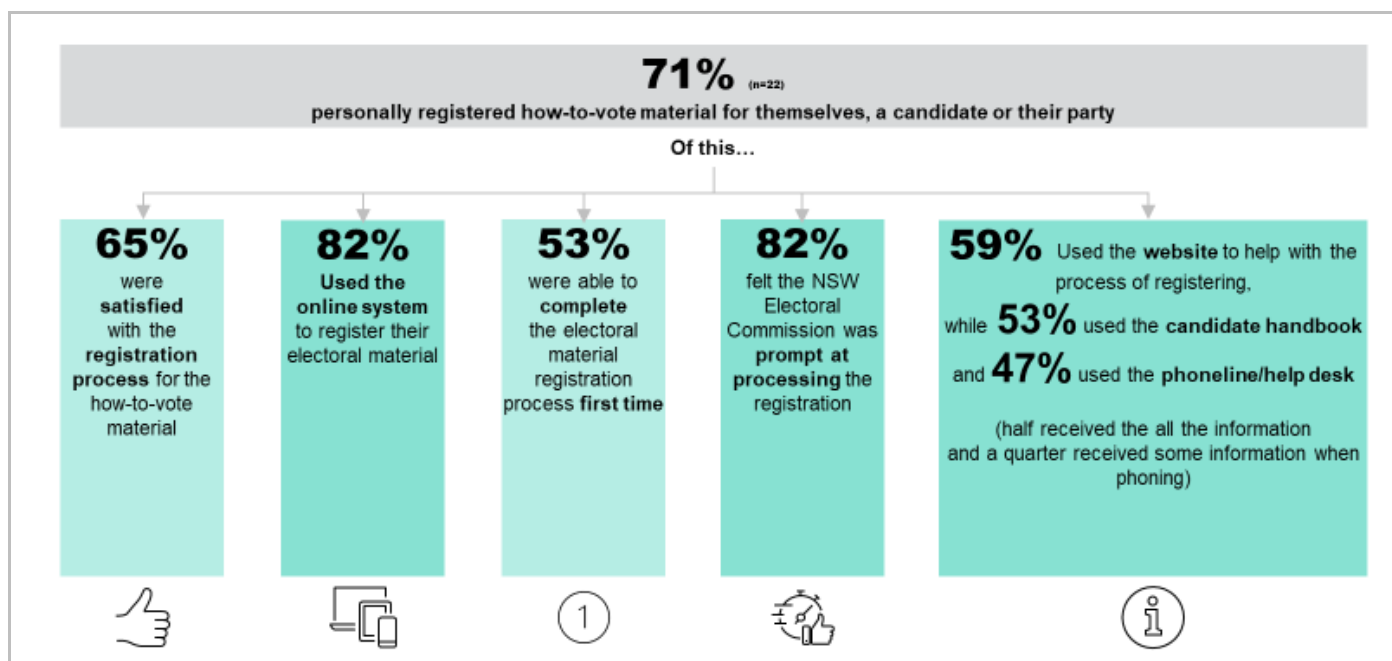
Base: Total Political Participants (n=81)

F1. How important are the following factors to you for the delivery of a satisfactory election (Information about the registration process for electoral material)?

Additional feedback was obtained via the NSW Electoral Commission in a short survey administered separate to the Core political participant survey. Due to small samples sizes of responses to the additional Registration Survey (n=22), Figure 118 conveys the overall feedback related to the registration of how-to-vote material and results are to be viewed with caution.

Around seven in ten (71%) registration survey participants personally registered how-to-vote material. Of these participants, around two thirds (65%) were satisfied with the process of registering how-to-vote material with around four in five (82%) using the online system. Around half of these participants were able to complete the process the first time (53%) and around half used either the website (59%), the candidate handbook (53%) or the phone line/helpdesk (47%) to support the process. The majority (82%) of participants who registered how-to-vote material considered the NSW Commission was prompt at processing the registration of electoral material.

Figure 118 – Overview of findings on registration of electoral material



Survey: Registration Survey: Data collected by NSW Electoral Commission

Base: Political Participants (n=22) 1. Did you personally register how-to-vote material for yourself, a candidate or your party? Those who registered how-to-vote material (n=17).

Base: Political Participants who personally registered how-to-vote material

2. Did you use the online system to register your electoral material? 3. How satisfied or dissatisfied were you with the registration process for how-to-vote material? 4. Were you able to complete the electoral material registration process first time? 5. Do you think the NSW Electoral Commission was prompt at processing the registration of your electoral material? 6. Which of the following sources of information, if any, did you use to help you with the process of registering electoral material?

NOTE: Small sample sizes, results to be viewed with caution

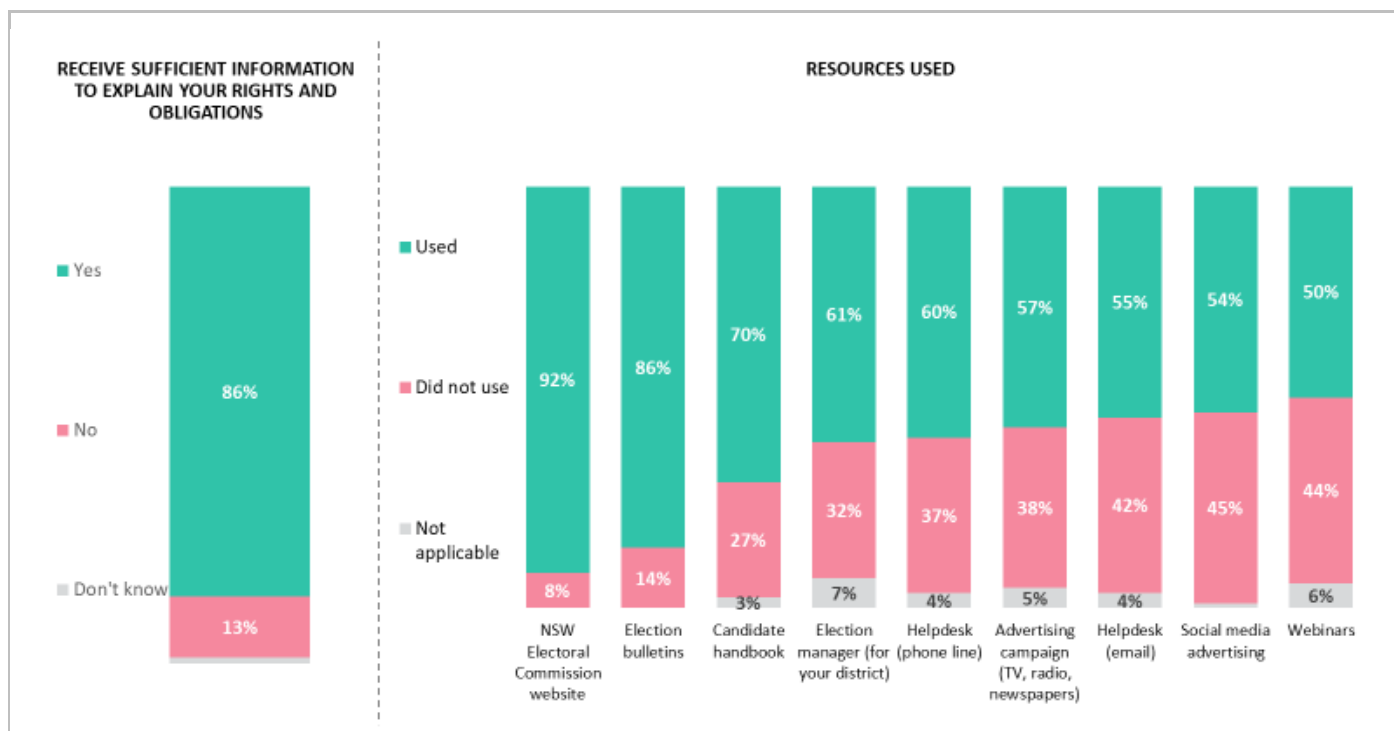
## 9.6 Communication

### Information from the NSW Electoral Commission

The majority (86%) of political participant survey respondents reported that they received sufficient information from the NSW Electoral Commission to explain their rights and obligations, however, around one in ten (13%) did not agree with this (refer to Figure 119).

Commonly used resources included around nine in ten using the NSW Electoral Commission website (92%) and election bulletins (86%). Seven in ten political participants reported using the candidate handbook (70%) and slightly fewer contacted election managers (61%), contacted the helpdesk phone line (60%) and content in advertising campaigns (57%). Around half of survey respondents made use of the helpdesk email (55%), social media advertising content (54%) and webinars (50%).

Figure 119 – Level of information provided by NSW Electoral Commission - Rights & Obligations



Survey: Political Participant Survey

Base: Total Political Participants (n=84)

B1. Overall, did you receive sufficient information from the NSW Electoral Commission on electoral processes and your obligations as Candidate? B2. Please rate your satisfaction or dissatisfaction with each of the following NSW Electoral Commission's information resources – Post-coded back into user/non-user

Table 127 – Sufficient Information Provided by NSW Electoral Commission on rights & obligations

COLUMN %	TOTAL
Yes	86%
No	13%
Don't know	1%
Base number n	84

B1. Overall, did you receive sufficient information from the NSW Electoral Commission on electoral processes and your obligations as Candidate?

Table 128– Usage of resources

COLUMN %	TOTAL
NSW Electoral Commission social media advertising	55%
NSW Electoral Commission election advertising campaign (TV, radio, newspapers)	62%
NSW Electoral Commission website	92%
Webinars	56%
Helpdesk (phone line)	63%
Election bulletins	86%
Helpdesk (email)	58%
Election manager (for your district)	68%
Base number n	84

B2. Please rate your satisfaction or dissatisfaction with each of the following NSW Electoral Commission's information resources – Post-coded back into user/non-user



## Satisfaction with information resources and services

Participants reported satisfaction with the various information, resources and services provided by the NSW Electoral Commission varied (refer to Figure 120). Election bulletins had the highest rate of satisfaction, with over four in five (85%) participants who reported they were satisfied. This was followed by the helpdesk phone line (76%), the Candidate handbook (76%) and the helpdesk email (72%).

Around two thirds of political participants reported satisfaction with the NSW Electoral Commission website (69%), election managers (65%) and webinars (62%). While around half of political participants reported satisfaction with social media advertising (53%) and advertising campaign material (52%).

Reported dissatisfaction was highest with regard to the NSW Electoral Commission website (20%), election managers (14%) and advertising campaign material (16%). Open ended verbatims provided by those dissatisfied with the website highlighted difficulties in finding information, lack of guidance on how to use and difficulties navigating. Open ended verbatims provided by those dissatisfied with advertising highlighted concerns of political participants regarding low levels of promotion of the election occurring.

*“It wasn't very clear sometimes how to find things. It would be better served if there was a clearer top-level entry point for everything to do with the current election being held.”*

**Political participant, dissatisfied with NSW Electoral Commission website**

*“Difficult to navigate, hard to locate and then relocate the right resources.”*

**Political participant, dissatisfied with NSW Electoral Commission website**

*“Numerous. The website gave no guidance on how to obtain a copy of the roll, under the Act candidates are entitled to a copy. I was the only candidate for [redacted] denied a copy, I have still not been given.”*

**Political participant, dissatisfied with NSW Electoral Commission website**

*“This must be the most difficult website to navigate that I have ever come across.”*

**Political participant, dissatisfied with NSW Electoral Commission website**

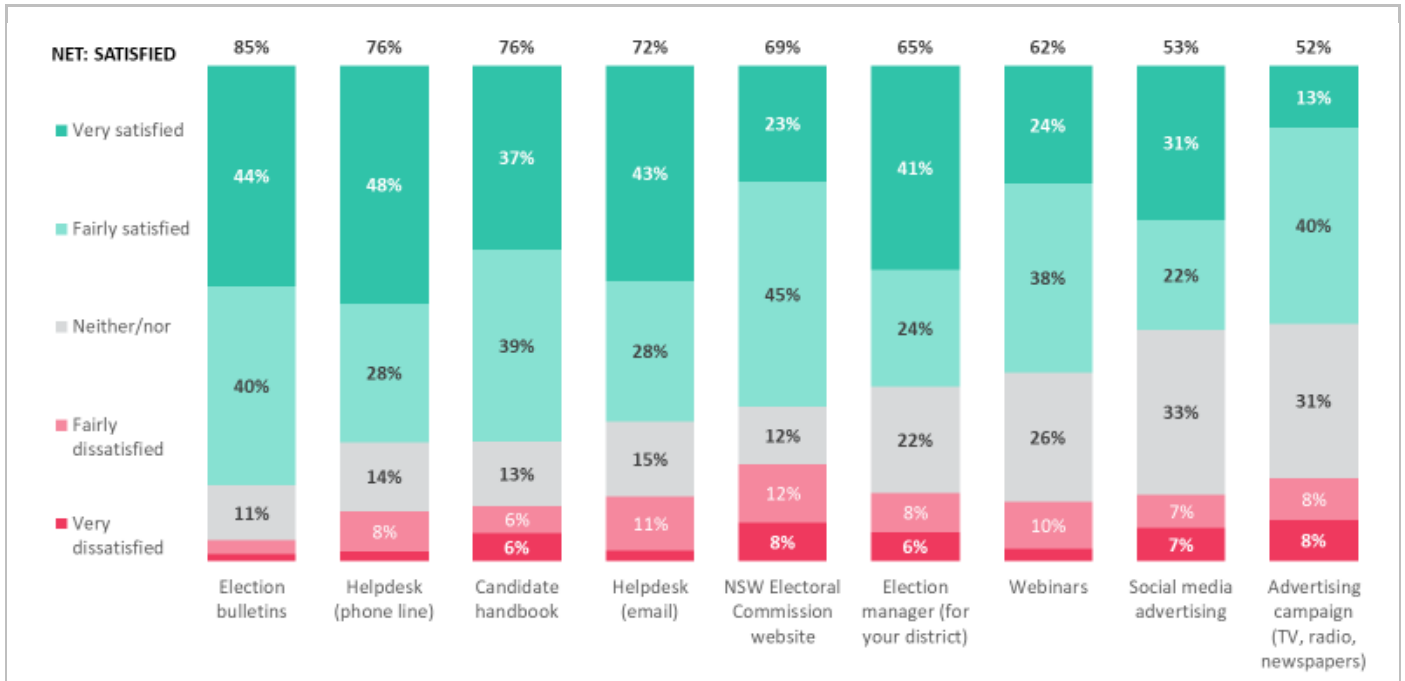
“Many people did not realise there was a State election on when I spoke to them. Advertising on TV seemed very low key to me compared to Federal election campaign the year prior.”

**Political participant, dissatisfied with advertising**

“The Government doesn't clearly promote elections enough or fund the NSW Electoral Commission properly. Look at how many people in the Tamworth electorate didn't vote at all.”

**Political participant, dissatisfied with advertising**

Figure 120 – Satisfaction with NSW Electoral Commission information resources and services



Survey: Political Participant Survey

Base: Total Political Participants that used the services (n=77-42)

B2. Please rate your satisfaction or dissatisfaction with each of the following NSW Electoral Commission's information resources.

Table 129 – Satisfaction with NSW Electoral Commission Information resources and services: by resources and services

COLUMN %	NSW EC WEBSITE	ELECTION BULLETINS	CANDIDATE HANDBOOK	ELECTION MANAGER (DISTRICT)	HELPER (PHONE LINE)	NSW EC AD CAMPAIGN	HELPER (EMAIL)	NSW EC SOCIAL MEDIA ADS	WEBINARS
Very satisfied	23%	44%	37%	41%	48%	13%	43%	31%	24%
Fairly satisfied	45%	40%	39%	24%	28%	40%	28%	22%	38%
Neither satisfied nor dissatisfied	12%	11%	13%	22%	14%	31%	15%	33%	26%
Fairly dissatisfied	12%	3%	6%	8%	8%	8%	11%	7%	10%
Very dissatisfied	8%	1%	6%	6%	2%	8%	2%	7%	2%
Net Satisfied	69%	85%	76%	65%	76%	52%	72%	53%	62%
Net Not satisfied	19%	4%	11%	14%	10%	17%	13%	13%	12%
Base number n	77	72	54	51	50	48	46	45	42

B2. Please rate your satisfaction or dissatisfaction with each of the following NSW Electoral Commission's information resources.

### NSW Electoral Commission webinar

Additional feedback was gained in a separate survey of webinar participants collected by the NSW Electoral Commission. Due to the small numbers of participants (n=17) results should be used cautiously.

As shown in Figure 121, around four in five (82%) webinar participants reported they found the webinar to be positive, with around half (47%) rating it as excellent, around one third (35%) considering it very good and around one in twenty (6%) considering it good. Aspects reported in open ended verbatims that were liked included the webinar pace, delivery and the informative and useful nature of information.

*“Well-paced, the content covered, and the presenters were great, gave me confidence.”*

**Webinar participant, positive rating on webinar**

*“The presenters spoke in measured tones and not too quickly. They also repeat key points and the combination of the 2 means that most of the information sticks. table obstacles, and our queries were answered.”*

**Webinar participant, positive rating on webinar**

*“The slides were good to keep for sharing and future reference. The ladies were pleasant and knowledgeable.”*

**Webinar participant, positive rating on webinar**

The majority of participants (88%) reported that the webinar’s length was about right while around one in ten (12%) found it too long (refer Figure 121). All participants reported that the webinar was helpful to some degree with around two in five (41%) considering it extremely helpful and around one third (35%) considering it very helpful (refer Figure 121).

Around one in ten (12%) participants rated the webinar as “poor”. Aspects captured as being not liked in the open ended verbatims included the webinar was not interactive or they experienced technical issues.

*“It was quite long and very dense given the amount of material covered. Maybe given the range of topics you could split the delivery into two half hour webinars, otherwise you could point people to the recording after the event and time stamp it so that they can view a particular topic of interest. This isn't a criticism of what was covered or the way it was presented - it was very informative, just a lot all in one go.”*

**Webinar participant, negative rating on webinar**

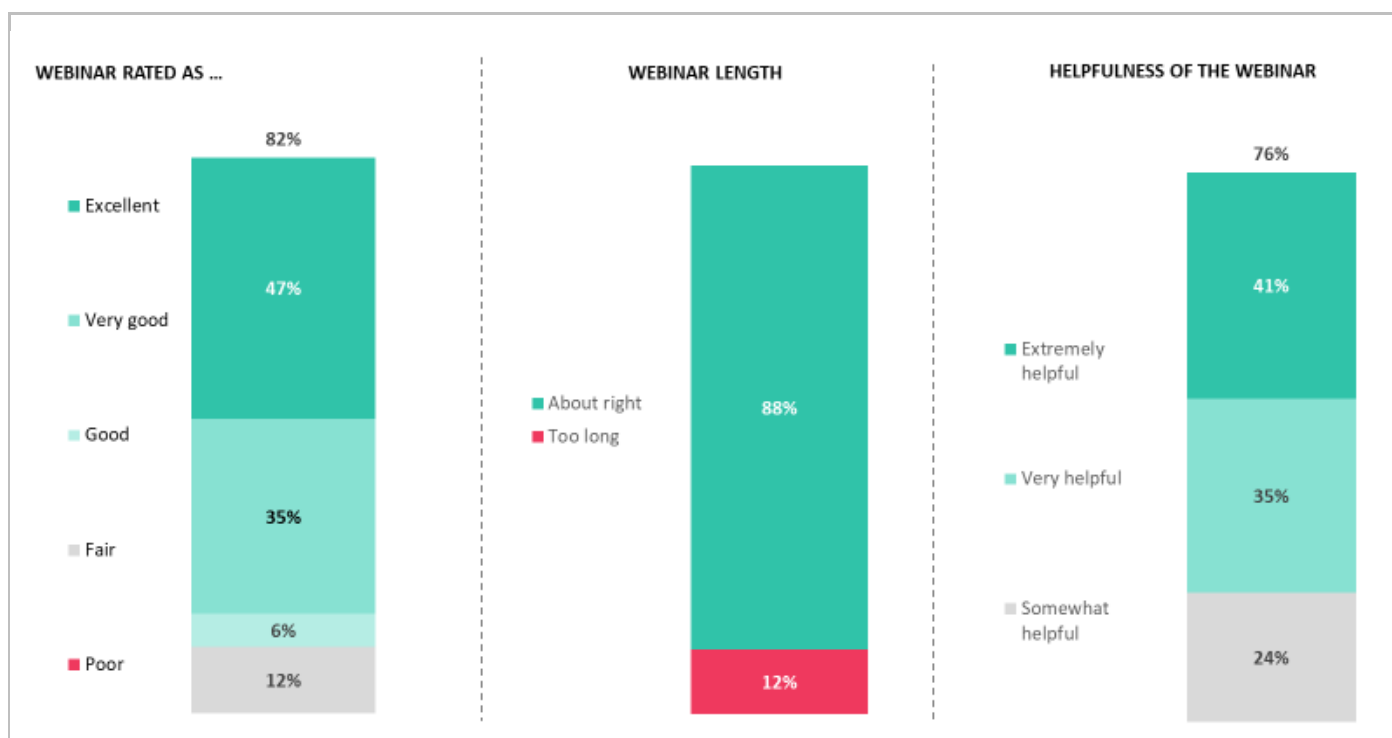
*“It was not as interactive as I hoped and more of an informative video.”*

**Webinar participant, negative rating on webinar**

*“The web stream was awful and began to break up halfway through. I heard from others with the same issue.”*

**Webinar participant, negative rating on webinar**

Figure 121 – Overview of webinar experiences



Survey: Webinar Survey

Base: Participants who viewed the webinar (n=17)

11. Overall, how do you rate the webinar? 13. Was the webinar length too long, too short or about, right? 14. How helpful was the webinar content?

## 9.7 Interactions

### Staff interactions

Satisfaction levels with a range of interactions with NSW Electoral Commission staff were captured and are reported upon in Figure 122.

Reported satisfaction was highest with regard to the progressive publishing of election results on the website (78%), with around two in five (41%) very satisfied and around one third (37%) fairly satisfied.

Around two thirds of political participant survey respondents reported they were satisfied with a range of other interactions:

- Two thirds (67%) reported satisfaction with the provision of information on count procedures.
- Two thirds (67%) reported satisfaction with the conduct of the ballot paper draw.
- Just under two thirds (64%) reported satisfaction with the candidate nomination process.
- Just under two thirds (63%) reported satisfaction with the registration of electoral material.
- Around two in five (43%) reported satisfaction with the candidate or third-party campaigner registration process for electoral funding or expenditure purposes.

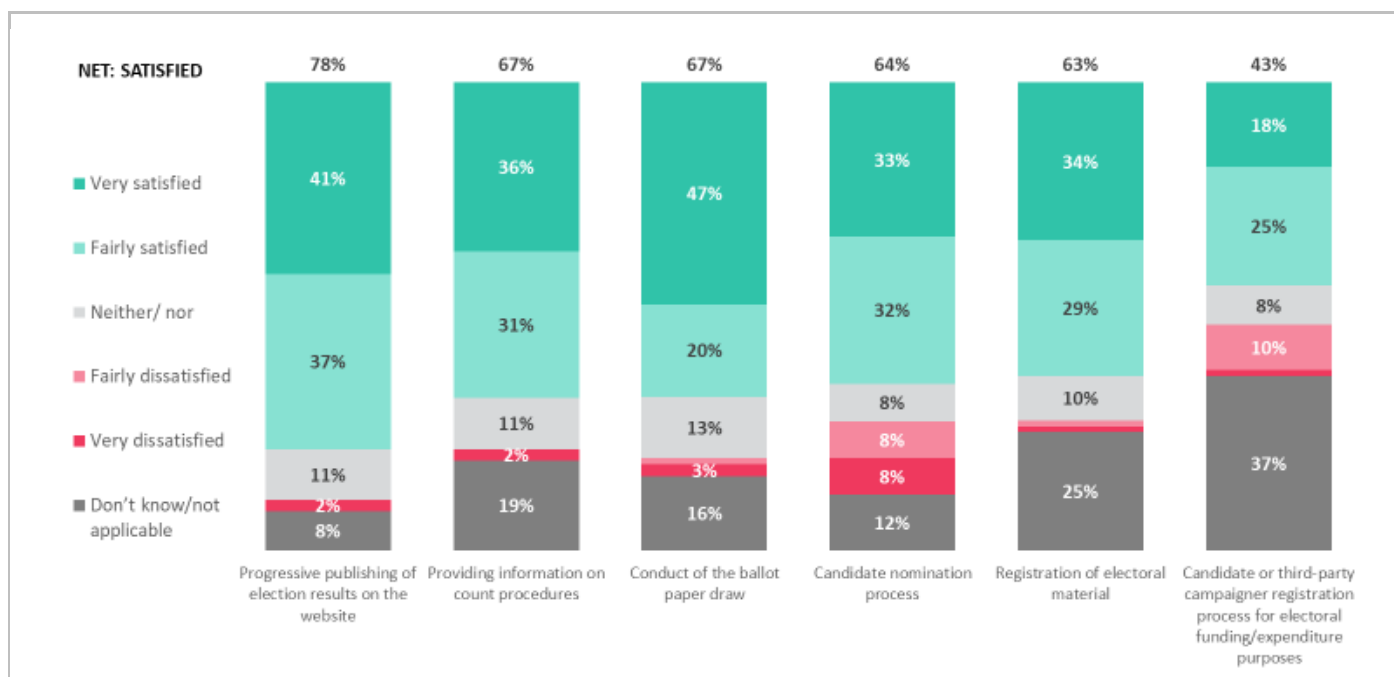
Regarding Figure 122 and Table 130, it should be noted that candidate nomination, registration of electoral material, and candidate/third-party campaigner registration received “Don’t know/not applicable” ratings of 12%, 25% and 37% respectively. This is in line with these processes being increasingly conducted online and therefore requiring much less interaction with staff.

Dissatisfaction existed for around one in six (16%) political participant survey respondents regarding the candidate nomination process and for around one in ten (11%) participants regarding the registration process for electoral funding/expenditure purposes.

Among political participant survey respondents (by demographics), there was some variation in satisfaction levels regarding interactions with NSW Electoral Commission staff:

- Participants aged under 65 years of age were significantly more satisfied with the conduct of the ballot draw (80%) in contrast to participants aged 65 years or more (59%). They were also more satisfied with the interaction regarding registration process for electoral funding/expenditure (59%) compared to participants aged 65 years or more (29%).
- Political participant survey respondents in metropolitan areas were significantly more satisfied with interactions in registering electoral material (83%) in contrast to regionally based participants (58%).

Figure 122 – Satisfaction with NSW Electoral Commission staff interactions



Survey: Political Participant Survey

Base: Total Political Participants (n=83)

D1. Please rate your satisfaction or dissatisfaction with your interaction with the NSW Electoral Commission staff in terms of each of the below.

Table 130 – Satisfaction with NSW Electoral Commission staff interactions: by subgroup

COLUMN %	CANDIDATE OR THIRD-PARTY CAMPAIGNER REGISTRATION PROCESS FOR FUNDING/EXPENDITURE PURPOSES	CANDIDATE NOMINATION PROCESS	CONDUCT OF THE BALLOT PAPER DRAW	REGISTRATION OF ELECTORAL MATERIAL	PROVIDING INFORMATION ON COUNT PROCEDURES	PROGRESSIVE PUBLISHING OF ELECTION RESULTS ON THE WEBSITE
Very satisfied	18%	33%	47%	34%	36%	41%
Fairly satisfied	25%	32%	20%	29%	31%	37%
Neither/nor	8%	8%	13%	10%	11%	11%
Fairly dissatisfied	10%	8%	1%	1%	0%	0%
Very dissatisfied	1%	8%	3%	1%	2%	2%
Don't know	37%	12%	16%	25%	19%	8%
Net Satisfied	43%	64%	67%	63%	67%	78%

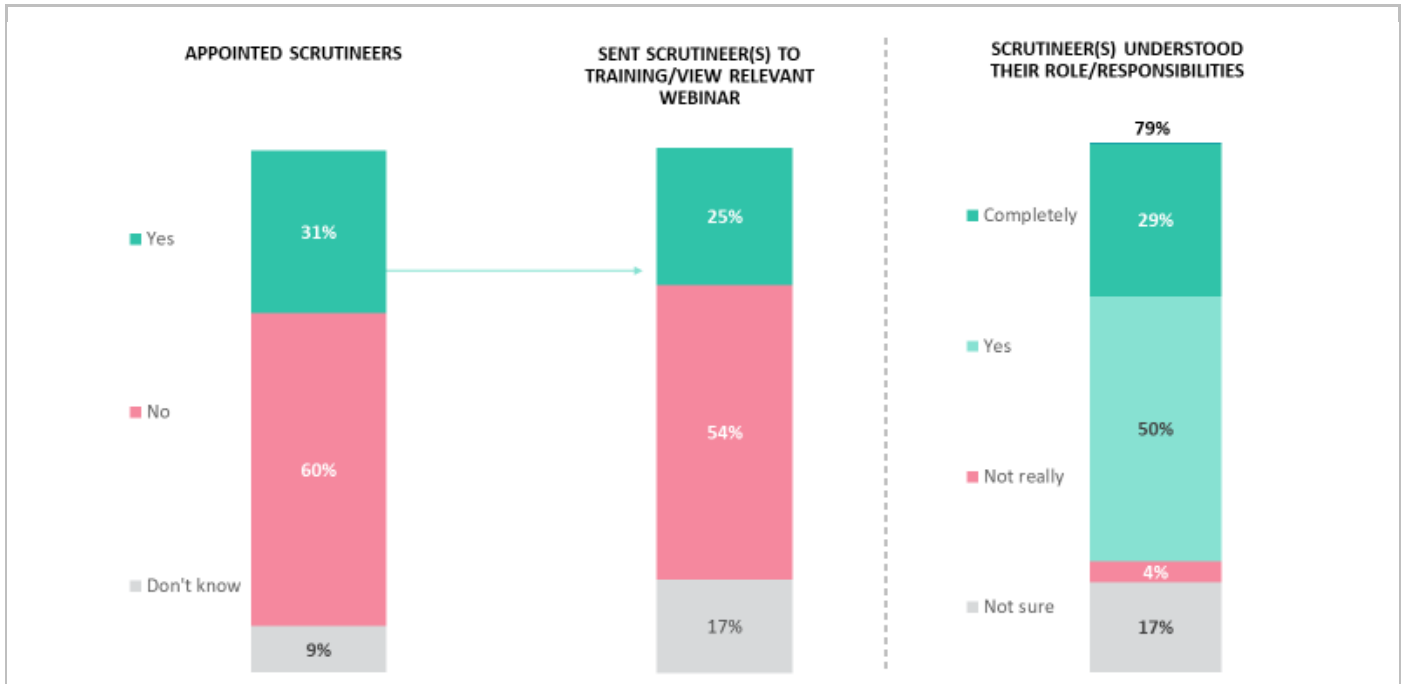
Net Not satisfied	11%	16%	4%	2%	2%	2%
Base number n	83	76	76	83	83	83

D1. Please rate your satisfaction or dissatisfaction with your interaction with the NSW Electoral Commission staff in terms of each of the below.

### Scrutineers

Around one third (31%) of political participant survey respondents appointed scrutineers; with only one quarter (25%) of these appointed scrutineers reported to attend or view a relevant webinar. Around four in five (79%) respondents considered that that the appointed scrutineers understood their roles and responsibilities, with around one in three (29%) reported to understand this completely. Only a small proportion (4%) were reported to not really understand their role and responsibilities by political participant survey respondents.

Figure 123 – Overview findings on scrutineers



Survey: Political Participant Survey

Base: Total Political Participants (n=77); Those who appointed scrutineers (n=24)

D2. Did you appoint scrutineers? D3. Did you send the scrutineer(s) to training or did they attend/view a relevant webinar?

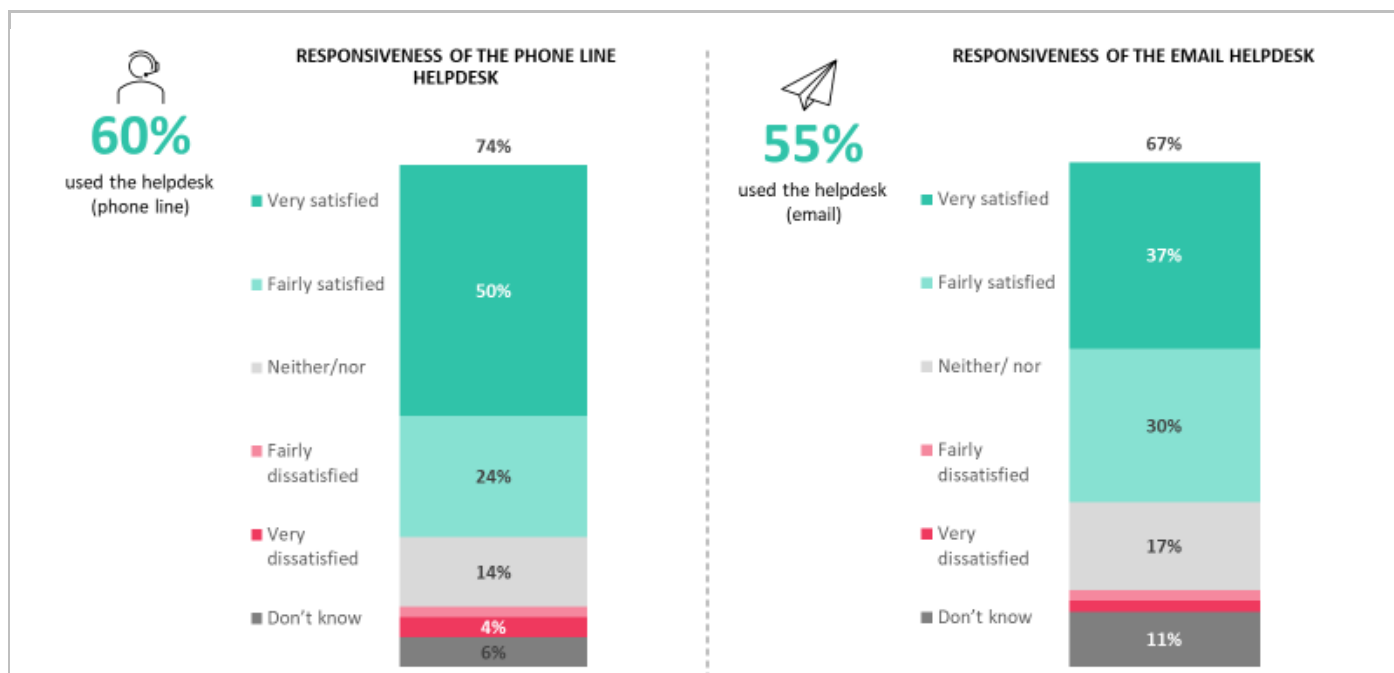
D4. Did the scrutineer(s) understand their role and responsibilities?

### Help desk

Three in five (60%) political participant survey respondents reported calling the helpdesk phone line. Of those and as shown in Figure 124, nearly three quarters (74%) reported they were satisfied with the responsiveness of the helpdesk phone line, with half (50%) being very satisfied.

Slightly fewer (55%) political participant survey respondents reported emailing the helpdesk. Of those, around two thirds (67%) reported being satisfied with the responsiveness of the helpdesk, with over one third (37%) being very satisfied.

Figure 124 – Electoral Commission helpdesk usage



Survey: Political Participant Survey

Base: Political Participants (n=84)

B2. Please rate your satisfaction or dissatisfaction with each of the following NSW Electoral Commission's information resources?

Base: Those who used the helpdesk (helpdesk phone line n=50), (helpdesk email n=46)

B8. Thinking about your interactions with the helpdesk, please rate your satisfaction or dissatisfaction with the following?

Table 131 – NSW Electoral Commission help desk satisfaction: by subgroup

COLUMN %	PHONE LINE	EMAIL
Very satisfied	50%	37%
Fairly satisfied	24%	30%
Neither satisfied nor dissatisfied	14%	17%
Fairly dissatisfied	2%	2%
Very dissatisfied	4%	2%
Don't know	6%	11%
Net Satisfied	74%	67%
Net Not satisfied	6%	4%
Base number n	50	46

B2. Please rate your satisfaction or dissatisfaction with each of the following NSW Electoral Commission's information resources?

Table 132 – NSW Electoral Commission help desk usage: by subgroup

COLUMN %	PHONE LINE	EMAIL
Yes	60%	55%
No	37%	42%
Not applicable	4%	4%
Base number n	84	84

B8. Thinking about your interactions with the helpdesk, please rate your satisfaction or dissatisfaction with the following?

## 9.8 Future improvements

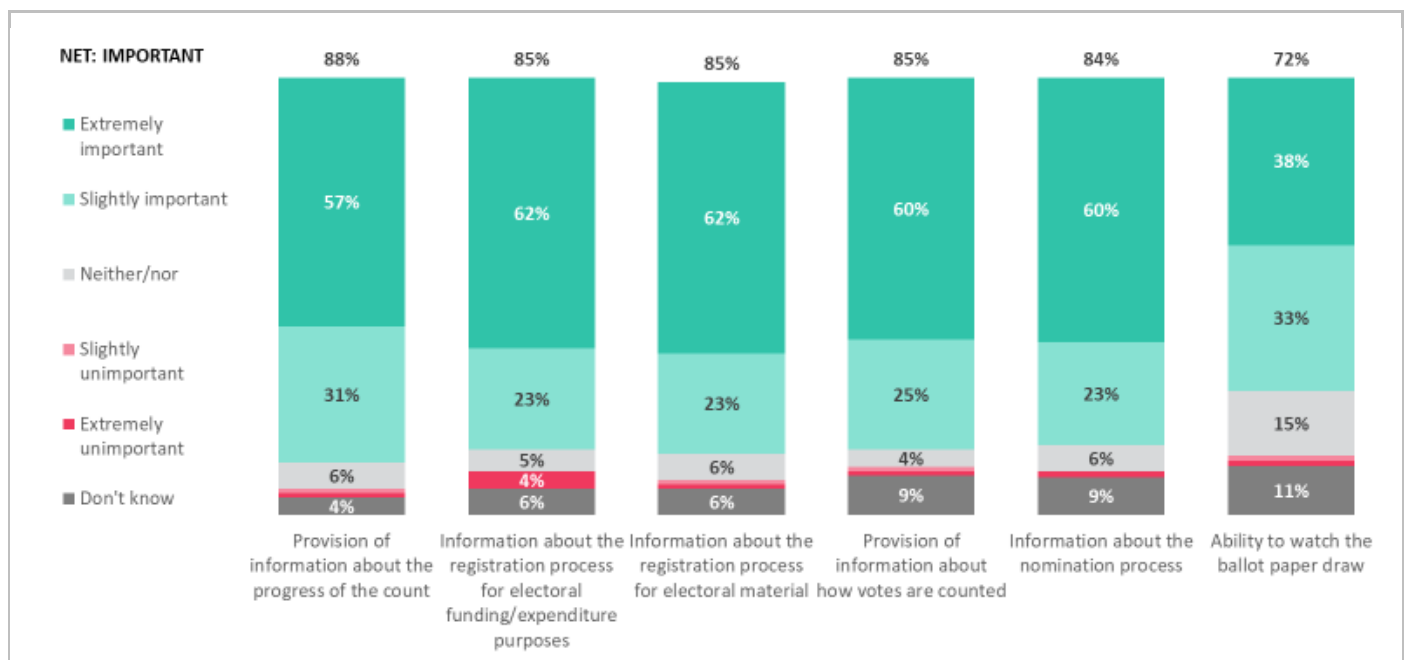
### Importance of voting elements

As shown in Figure 125, provision of information about the progress of the count was the most commonly reported important factor for delivering a satisfactory election (88%). This was closely followed by reported importance of information about the registration process for electoral funding/expenditure purposes (85%), information about the registration process for electoral material (85%), information on how votes are counted (85%) and information about the nomination process (84%). As referenced in Figure 122, satisfaction with information provided about the registration process for electoral funding/expenditure was reported at a lower level (43%) and could be an area where satisfaction could be improved.

Slightly lower levels of importance were placed on the ability to watch the paper draw; however, around seven in ten (72%) political participant survey respondents still placed importance on this.

There was minimal reported consideration that any of these elements were unimportant by political participants.

Figure 125 – Important factors in delivering a satisfactory election



Survey: Political Participant Survey

Base: Total Political Participants (n=81)

F1. How important are the following factors to you for the delivery of a satisfactory election?



Table 133 – Important factors in delivering a satisfactory election: by factor

COLUMN %	INFORMATION ABOUT THE REGISTRATION PROCESS FOR ELECTORAL FUNDING/EXPENDITURE PURPOSES	INFORMATION ABOUT THE NOMINATION PROCESS	INFORMATION ABOUT THE REGISTRATION PROCESS FOR ELECTORAL MATERIAL	ABILITY TO WATCH THE BALLOT PAPER DRAW	PROVISION OF INFORMATION ABOUT HOW VOTES ARE COUNTED	PROVISION OF INFORMATION ABOUT THE PROGRESS OF THE COUNT
Extremely important	62%	60%	62%	38%	60%	57%
Slightly important	23%	23%	23%	33%	25%	31%
Neither/nor	5%	6%	6%	15%	4%	6%
Slightly unimportant	0%	0%	1%	1%	1%	1%
Extremely unimportant	4%	1%	1%	1%	1%	1%
Don't know	6%	9%	6%	11%	9%	4%
Net Important	85%	84%	85%	72%	85%	88%
Net Not important	4%	1%	2%	2%	2%	2%
Base number n	81	81	81	81	81	81

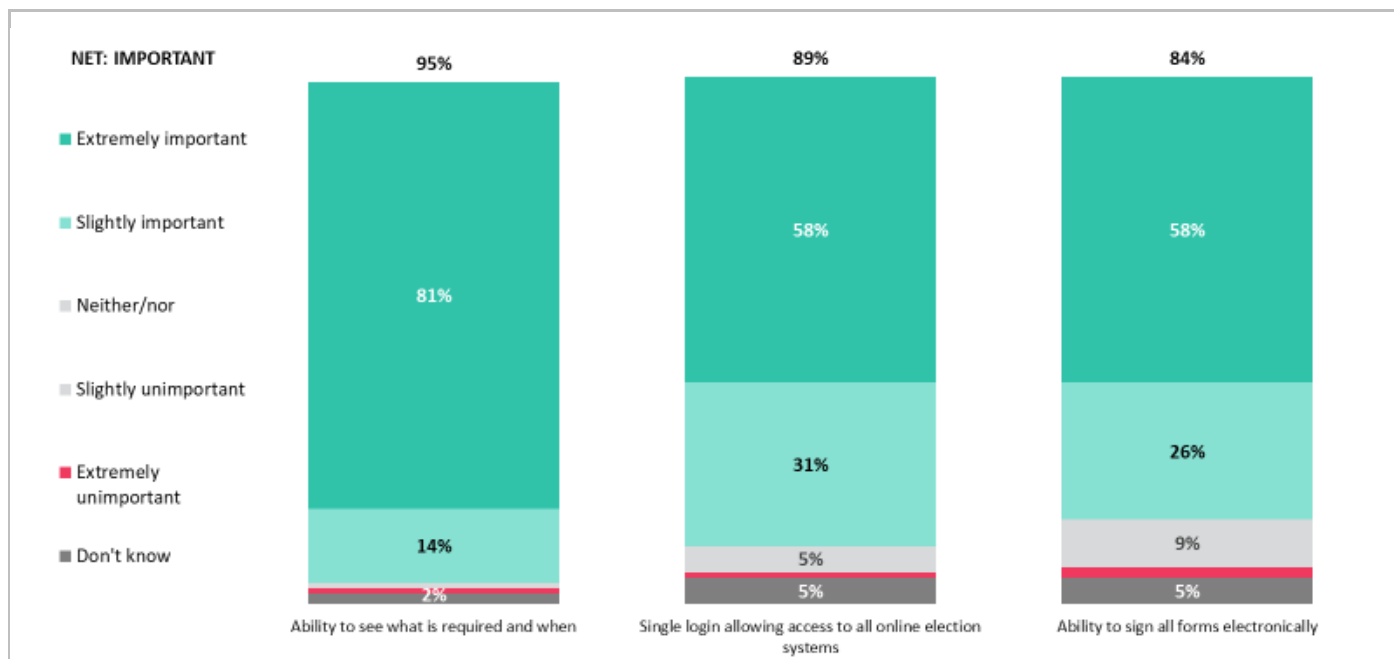
F1. How important are the following factors to you for the delivery of a satisfactory election?

### Future online systems

As shown in Figure 126, when asked to consider the importance of various factors to delivering online services, more than nine in ten (95%) political participant survey respondents reported that it was important to see what was required and when. Around nine in ten (89%) also stated that was important to have a single integrated system with a single log on.

Just over four in five (84%) political participant survey respondents reported it was important to be able to sign all forms electronically if using an online system or service.

Figure 126 – Future online systems



Survey: Political Participant Survey

Base: Total Political Participants (n=81)

F2. When considering online systems and services offered by the NSW Electoral Commission, how important are the following elements?

**Table 134 – Importance of online elements (Top 2 box: extremely/slightly important): by subgroup**

<b>COLUMN %</b>	<b>ABILITY TO SEE WHAT IS REQUIRED AND WHEN</b>	<b>A SINGLE LOGIN ALLOWING ACCESS TO ALL ONLINE ELECTION SYSTEMS</b>	<b>ABILITY TO SIGN ALL FORMS ELECTRONICALLY</b>
Extremely important	81%	58%	58%
Slightly important	14%	31%	26%
Neither/nor	1%	5%	9%
Slightly unimportant	0%	0%	0%
Extremely unimportant	1%	1%	2%
Don't know	2%	5%	5%
Net Important	95%	89%	84%
Net Not important	1%	1%	2%
Base number n	81	81	81

F2. When considering online systems and services offered by the NSW Electoral Commission, how important are the following elements?

**Other areas suggested for prioritisation**

When shown the NSW Electoral Commission’s existing (annual) Regulatory priorities (regulatory framework) and asked what the NSW Electoral Commission should prioritise in the future, around one quarter (26%) of political participant survey respondents reported that all existing regulation components should be prioritised (refer to Figure 127).

Beyond these, around one in six (16%) political participant survey respondents suggested that prioritisation should be placed on ensuring electoral materials do not mislead electors about the electoral process. One in ten (10%) participants suggested that priority needs to be placed on ensuring third-party lobbyists comply with their Code of Conduct obligations around meeting disclosures as well as priority on ensuring electors who vote more than once are considered for enforcement action (10%).

*“The early voting by mail is a highly compromised part of the process. The incumbent has a clear advantage with the fact postal vote letters in the electoral commission colours stating to vote for a person is clearly biased as shown in the numbers.”*

**Political participant survey respondent**

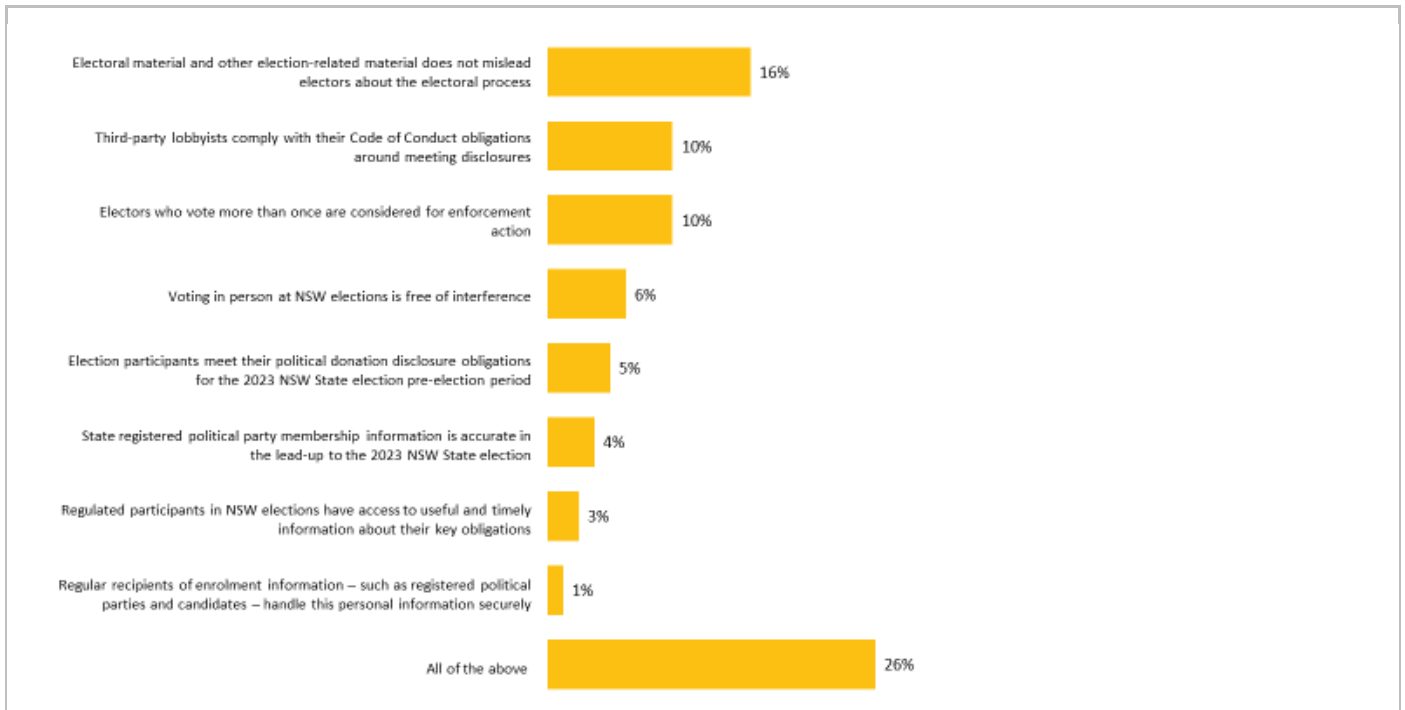
*“Item 6 [third-party lobbyist Code of Conduct adherence] requires investigation to check if these disclosures are being made/what measures exist to police. Is there adequate transparency/evidence around this compliance point.”*

**Political participant survey respondent**

*“The elections need to be honest and open, so number 7 [electors who vote more than once] needs better reinforcement and penalties.”*

**Political participant survey respondent**

Figure 127 – Areas for prioritisation



Survey: Political Participant Survey

Base: Total Political Participants (n=80)

F3. Are there areas of electoral regulation that you think the Electoral Commission should prioritise in 2023 and 2024? PARTICIPANTS WERE SHOWN THE EXISTING REGULATORY FRAMEWORK AND ALLOWED TO RESPOND IN OPEN ENDED VERBATIM FORMAT THAT WAS THEN POST-CODED

**Table 135 – Areas for prioritisation**

<b>COLUMN %</b>	<b>TOTAL</b>
1 Electoral material and other election-related material does not mislead electors about the electoral process.	16%
2 Voting in person at NSW elections is free of interference.	6%
3 State registered political party membership information is accurate in the lead-up to the 2023 NSW State election.	4%
4 Election participants meet their political donation disclosure obligations for the 2023 NSW State election pre-election period.	5%
5 Regular recipients of enrolment information – such as registered political parties and candidates – handle this personal information securely.	1%
6 Third-party lobbyists comply with their Code of Conduct obligations around meeting disclosures.	10%
7 Electors who vote more than once are considered for enforcement action.	10%
8 Regulated participants in NSW elections have access to useful and timely information about their key obligations.	3%
All of the above	26%
<b>CODED OPEN-ENDED RESPONSES</b>	
Make it easier/simpler	6%
ID checks	4%
Voting should be non-compulsory	3%
Education regarding voting	3%
More transparency/consistency	1%
Online voting	1%
Other	13%
Not sure/No	15%
<i>Base number n</i>	<i>80</i>

*F3. Are there areas of electoral regulation that you think the Electoral Commission should prioritise in 2023 and 2024? PARTICIPANTS WERE SHOWN THE EXISTING REGULATORY FRAMEWORK AND ALLOWED TO RESPOND IN OPEN ENDED VERBATIM FORMAT THAT WAS THEN POST-CODED*



## 10. Conclusions and Implications

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## 10. Conclusions and Implications

### Voter experience has improved

Within the Core survey, the three key metrics able to be compared to 2019 all showed positive improvement. Satisfaction with the overall voting experience increased significantly from 84% in 2019 to 90% for the 2023 NSW State election. Confidence in the accuracy of election results also increased significantly from 84% to 90%. The increase in satisfaction that the election was conducted fairly and impartially was also statistically significant shifting from 82% to 85% satisfaction.

Participants living with disability, postal voter survey participants and In language survey participants were more likely across all key metrics to provide lower, or statistically significantly lower, ratings (this was variable as to the key metric in question). However, the general trend of lower ratings indicates that there remains further opportunity to improve aspects for these eligible voters.

### IMPLICATION

The NSW Electoral Commission delivered, as indicated by eligible voters who answered the survey questions, a satisfactory service for the 2023 NSW State election, and the conduct of these elections was considered fair and impartial.

### Alternative voting options welcomed

The majority of participants placed importance on in person voting (85%), postal voting (75%) and online voting (74%) in order to deliver a satisfactory voting service. Additionally, just over half (52%) placed importance on providing a telephone voting service. These results highlight that participants consider having a range of voting methods an important element.

Although not offered for the 2023 NSW State election, around three quarters (74%) of participants considered offering an online voting service as important and around two in five (44%) would prefer to vote by online methods for future elections.

There was also a generally stated appetite to know more about alternative options to vote and to have online voting offered, especially those who did not vote, those living with disability, postal voting participants and culturally and linguistically diverse participants.

### IMPLICATION

Communicating about alternative options to vote has the potential to lower barriers to vote, but support needs to be provided for those options. Consideration should be further given to the reimplementation of an online voting system.

### Further information needs

Two thirds of survey participants have no information needs. However, some participants wanted to know more about candidates/parties, information on alternative voting and voting centre information. Participants with low English proficiency wanted information to be provided in-language. Participants also said they would be interested in reminders to vote in the future, something that NSW Electoral Commission already provides to eligible voters who have signed up to the Election Reminder Service. Non-voters indicated information on where to vote and how to vote (information already provided by NSW Electoral Commission) would help overcome barriers to vote.

## IMPLICATION

While many participants had their information needs fulfilled, communicating about information on voting centre specifics including accessibility, language supports and reminders could reduce barriers to voting and improve confidence in personal ability to vote in person. This is information that the NSW Electoral Commission has and promotes but it may need to be amplified.

### Website utilisation

Participants used the website significantly more for the 2023 NSW State election (44%) compared to the 2019 NSW State election (22%). Around four in five (79%) Core survey participants were satisfied with the website. Feedback and verbatim comments on the website supported that overall experiences of the website are positive. Around one in ten (11%) were dissatisfied with the website with suggestions centring around improving navigation ability (44%) and being more user friendly (31%). Additionally, participants stated a desire for greater details and information on the website with respect to where to vote, translated content and voting centre information including accessibility and in language supports.

## IMPLICATION

With increased usage of the website, there is an opportunity to improve user experience through increased ease of accessibility of information and the level of detail that is available.

### Political participant experience deteriorated

Overall satisfaction with the experience of participating in the 2023 NSW State election was significantly lower than overall satisfaction with the 2019 NSW State election for political participants. However, satisfaction with the NSW Electoral Commission conducting the election fairly and impartially significantly increased. Roughly three-quarters of political participants noted having trust in the process for the 2023 NSW State election, which whilst not captured in 2019 was an increase on the metric from the 2021 Local Government elections. The participants that were satisfied liked the ease of the process, especially the information provided. Those dissatisfied found the process complex, and a system perceived to favour major parties.

Although the NSW Electoral Commission website was the most used resource (92%) it also had the highest level of dissatisfaction. Those dissatisfied largely attributed this dissatisfaction to the difficulty of finding information on the site.

Funding & disclosure registration, electoral material registration, and the nomination process have lower satisfaction, which held as more important attributes in the overall election process. Participants mentioned that the source of dissatisfaction with these systems stemmed from the difficult to follow process, with many options that necessitated support through the helpdesk. They stated that they wanted a process that was easy to use, along with online signatures.

## IMPLICATION

There is opportunity to improve the NSW Electoral Commission website to increase its ease and usability. In terms of online systems and services political participants would like a more streamlined process and for information to be easily accessible for funding & disclosure registration, electoral material registration and the nomination process. With political participants wanting the ability to see what is required and when, as well as a single login allowing access to all online election systems and the ability to sign forms electronically, there is a need to consider if it is possible to have the appearance of a single login and seamless online experience.



# Appendices



# Appendices

## Appendix A: Core Survey

### QUESTIONNAIRE

<b>PROJECT NAME:</b>	2023 NSW State election
<b>CLIENT:</b>	NSW Electoral Commission
<b>SAMPLE DESCRIPTION:</b>	Sample: n=1,200 interviews Methodology: CATI phone interviews Length: <15 minutes
<b>DATE:</b>	Mar 2023
<b>SURVEY:</b>	CORE VOTER SURVEY 2023

### Overview of questionnaire flow:

SECTION:	AIM:
SECTION S: SCREENER	Ensure we are talking to the right people
SECTION A: VOTING EXPERIENCE	Satisfaction, trust of process and barriers
SECTION B: VOTING CENTRE EXPERIENCE	Exploring experience at voting centre
SECTION C: OTHER VOTING MECHANISM EXPERIENCES	Postal and telephone votes experience
SECTION D: INFORMATION	Sources of information used
SECTION E: FUTURE IMPROVEMENTS	Prioritisation and future improvements

### Sample structure, quotas and programming notes:

Study overview: The NSW Electoral Commission requires **robust** research with NSW **voters and political participants** to **evaluate NSW Electoral Commission services** at the 2023 NSW State election AND to deliver actionable insights to **increase understanding, trust and future participation in democracy**. This Core survey will be used to get a representative view of the opinions of voters.

Sample frame: Representative of NSW electors

Sample size: n=1,200

Quotas: As below

	MAJOR CITIES	INNER REGIONAL	REGIONAL/REMOTE	TOTAL
<b>NSW</b>	<b>877</b>	<b>240</b>	<b>83</b>	<b>1,200</b>

	MALE	FEMALE	TOTAL
18-29	124	123	<b>247</b>
30-39	106	108	<b>214</b>
40-49	100	105	<b>205</b>
50-59	96	100	<b>197</b>
60-69	81	85	<b>166</b>
70-100	77	95	<b>172</b>
	<b>584</b>	<b>616</b>	<b>1,200</b>

Single termination point, at end of screeners

Randomly assign direction of positive/negative matrix scales between participants (but not within)

## SECTION S: SCREENERS

**INTRO** Firstly, a few quick questions to make sure we're surveying a good cross-section of the New South Wales population.

ASK ALL

**POSTCODE**

**S1** What is your postcode? [SR]

ASK ALL

**STATE DISTRICT ALLOCATION – BASED ON THE POSTCODE PROVIDED**

**S2** Can I confirm you are in... [LOCATION] [SR]

ALLOCATE LOCATION INTO STATE DISTRICT

TERMINATE IF NOT IN NSW AND GO TO SCREEN OUT TEXT

ASK ALL

**S3** And which suburb are you in?

ASK ALL

**ELIGIBILITY TO VOTE**

**S4** Do you believe you were eligible to vote in the recent NSW State election (i.e. 18+ years old, Australian Citizen, Resident of NSW)? [SR]

1. Yes
2. No
3. Not enrolled to vote
4. Unsure

ASK ALL

**AGE**

**S5** To ensure we have a broad mix of participants in the survey... What is your age [SR, DNRO]

**S5b** AGE CLASSIFICATION (AUTOPUNCH)

1. 18-19
2. 20-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75-84
9. 85-94
10. 95+
11. Rather not say **TERMINATE**

**S4 = 2-4 – THANK AND TERMINATE**

**S5 = 0-17 – THANK AND TERMINATE**

**IF SCREEN OUT:** Unfortunately, you're not one of the people who we need to talk to for this particular survey.

ASK ALL

**GENDER**

**S6** How do you describe your gender? [SR, DNRO]

1. Man or Male
2. Woman or female
3. Non-binary or gender fluid
4. I use a different term
5. Prefer not to say

ASK ALL

**ABORIGINAL AND TORRES STRAIT ISLANDER**

- S7** Are you of Aboriginal or Torres Strait Islander origin? **[SR, DNRO]**
1. Yes, Aboriginal
  2. Yes, Torres Strait Islander
  3. Yes, both Aboriginal and Torres Strait Islander
  4. No
  5. Prefer not to say

ASK ALL

**CALD**

- S8** And do you speak a language other than English at home? **[SR, DNRO]**
1. Yes
  2. No
  3. Prefer not to say

ASK ALL

**ACCESSIBILITY CONDITIONS**

- S9** Do you experience / have any of the following: **[MR, READ OUT]**
1. Blindness or low vision
  2. Reading difficulties
  3. Hearing impairment
  4. Mobility restrictions
  5. The use of a wheelchair
  6. None of these **DNRO**
  7. Prefer not to say **DNRO**

ASK ALL

**VOTE PARTICIPATION**

- S10** And thinking now of the NSW State election held on the 25<sup>th</sup> of March 2023, did you vote – either on election day or earlier? **[SR, DNRO]**
1. Yes, on election day
  2. Yes, before election day
  3. No, I did not vote

ASK IF S10 = 1,2 (VOTED)

**VOTING MECHANISM**

- S11** Which of the following best describes how you voted? Did you vote...? **[SR] [READ OUT]**
1. In person at a voting centre **[IF S10=1:]** on the day **[IF S10=2:]** during the early voting period
  2. By postal vote
  3. By telephone (telephone-assisted voting)
  4. In another way **(SPECIFY)**
  5. Don't Know **DNRO**

ASK IF S11 = 1

**ABSENT VOTING**

- S12** Did you vote outside your electorate i.e., absent voting? **[SR] [DNRO]**
1. Yes
  2. No
  3. Unsure

ASK IF S10= 2 OR S11 = 2,3,4,5,(VOTED PRIOR OR DID NOT VOTE IN PERSON)

**REASON FOR NOT VOTING IN PERSON ON THE DAY**

**S13** What is the **main reason** you voted this way rather than in person on election day? [SR, DNRO- CODE AS APPROPRIATE]

**AWAY**

1. I was not in NSW on election day
2. I was in NSW but more than 8km from a voting centre on election day
3. I was in a correctional facility

**BUSY ON ELECTION DAY**

4. I was working on election day and could not get to a voting centre
5. I had other commitments on election day
6. I was caring for a person and could not get to a voting centre on election day
7. I was helping a relative/friend who could not vote on election day

**EASIER**

8. It was easier and more convenient
9. I wanted to avoid the election day queues/crowds/canvassers (not necessarily because of COVID)

**COVID**

10. I was concerned about COVID-19 risk of attending in person

**GET IT DONE**

11. I didn't care about the election and just wanted to get it over and done with
12. I had made up my mind and was ready to vote
13. I was passing and decided to vote then

**INCAPACITY/SICK**

14. I had COVID symptoms, was awaiting COVID test results, chose to isolate
15. I am a person with disability
16. I was ill, infirm or pregnant
17. I was hospitalised
18. I am blind or have low vision

**DON'T VOTE IN PERSON**

19. I am a general postal voter
20. I am a silent elector

**RELIGION**

21. I have religious beliefs which prevent me from voting at a voting centre on election day
22. Other (specify)
23. Don't know
24. I'd rather not say

ASK IF S10=3 (DID NOT VOTE)

**REASON FOR NOT VOTING**

**S14** What was the main reason you didn't vote in this election? **[SR, DNRO]**

**AWAY**

1. I was not in NSW on election day
2. I was more than 8km from a voting centre on election day (but in NSW)

**BUSY**

3. I was working
4. I had other commitments
5. I was caring for a person
6. I was helping a relative/friend who could not vote

**COVID**

7. I was concerned about COVID-19 risk of attending in person
8. I had COVID symptoms, was awaiting COVID test results, chose to isolate

**CONCERNS**

9. I wanted to avoid the queues/crowds/canvassers
10. I believe that attending a voting centre would have placed my personal safety, or that of my family members, at risk (for reasons other than COVID-19)

**DON'T CARE/KNOW ABOUT IT**

11. I don't really care about the election
12. I did not know it was compulsory to vote
13. I didn't think my vote would matter
14. I don't believe in the voting/political system
15. I forgot
16. I am not enrolled/moved from Electoral Area/District
17. I arrived at the voting centre too late/ the voting centre had closed
18. I did not know how to vote
19. I was not aware the election was on

**INCAPACITY/SICK**

20. I am a person with disability
21. I was ill, infirm or pregnant
22. I was hospitalised
23. I am blind or have low vision
24. I have a reading difficulty

**RELIGION**

25. I have religious beliefs which prevented me from voting
26. Other (please specify) \_\_\_\_\_
27. Don't know
28. I'd rather not say

ASK IF DID NOT VOTE S10=3

**REMOVAL OF VOTING BARRIERS**

**S15** Would you have voted if you knew the following were available? **[MR] [READ OUT]**

1. Able to vote online
2. Able to vote before election day (up to 6 days before election day)
3. Reminder emails / SMS
4. Able to vote via post/postal voting
5. Information about where to vote
6. Information about how to vote
7. Still would not have voted **(SR)**

## SECTION A: VOTING EXPERIENCE

ASK ALL

### SATISFACTION - ELECTION FAIR AND IMPARTIAL

- A1** Overall, how satisfied or dissatisfied are you that the **NSW Electoral Commission** conducted the 2023 NSW State election **fairly and impartially**? [SR] [READ OUT SCALE EXCLUDING CODE 6]
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF VOTED (S10=1,2)

### SATISFACTION – OVERALL VOTING EXPERIENCE

- A2** Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience? [SR, DNRO]
- [CATI-IF SATISFIED/DISSATISFIED] Is that very or fairly satisfied/dissatisfied?
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF A2 =1 THRU 5

### REASON FOR OVERALL VOTING EXPERIENCE SATISFACTION

- A3** And why were you [INSERT A2]? [OE]

RECORD VERBATIM

ASK ALL

### LEVEL OF TRUST IN PROCESS

- A4** To what extent do you trust or distrust the **voting process**? Would you say that you... [SR] [READ OUT EXCLUDING CODE 6]
1. Distrust it a great deal
  2. Distrust it a little
  3. Neither trust nor distrust it
  4. Trust it a little
  5. Trust it a great deal
  6. Don't know/can't comment/not applicable

ASK IF VOTED (S10=1,2)

### EASE OF VOTING PROCESS

- A5** Overall, how easy or difficult did you find the voting process this election? [SR] [READ OUT EXCLUDING CODE 6]
1. Very difficult
  2. Fairly difficult
  3. Neither easy nor difficult
  4. Fairly easy
  5. Very easy

6. Don't know/can't comment/not applicable

ASK IF VOTED (S10=1,2)

PRIVATE

A6 Do you agree or disagree your voting process was private? [SR] [DNRO SCALE, PROMPT TO CLARIFY]

Note: For this question "private" refers to your vote not being seen by anyone other than yourself

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. Don't know/can't comment/not applicable

ASK ALL

POTENTIAL VOTING BARRIERS

A7 How much do you agree or disagree with the following statements: [SR per row]

[CATI-IF SATISFIED/DISSATISFIED] Is that very or fairly satisfied/dissatisfied?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I know how to vote- the process is clear	1	2	3	4	5
I can choose the method I use to vote	1	2	3	4	5

ASK ALL

AWARENESS OF ELECTION

A8 How did you find out about the NSW State election? [MR] [DNRO, PROMPT TO CLARIFY to separate out if through News, political party or NSW Electoral Commission]

- |  |                 |
|--|-----------------|
| 1. TV – NSW Electoral Commission advertising                                   | PAID            |
| 2. TV – political parties ads  | POLITICAL PARTY |
| 3. TV – news and current affairs content                                       | EARNED          |
| 4. Newspaper – NSW Electoral Commission advertising                            | PAID            |
| 5. Newspaper – political parties advertising                                   | POLITICAL PARTY |
| 6. Newspaper – news and current affairs content                                | EARNED          |
| 7. Radio – NSW Electoral Commission advertising                                | PAID            |
| 8. Radio – political parties advertising                                       | POLITICAL PARTY |
| 9. Brochure/direct mail/flyer to home address sent by NSW Electoral Commission | PAID            |
| 10. SMS – from NSW Electoral Commission  | OWNED           |
| 11. Online – general advertising   | PAID            |
| 12. Online – NSW Electoral Commission website                                  | OWNED           |
| 13. Email – direct to me from NSW Electoral Commission                         | OWNED           |
| 14. Email – from a candidate or party  | POLITICAL PARTY |
| 15. Social media – NSW Electoral Commission advertising                        | PAID            |
| 16. Social media – political parties advertising                               | POLITICAL PARTY |
| 17. Social media – content provided by the NSW Electoral Commission            | OWNED           |
| 18. Social media – other conversations and content                             | EARNED          |
| 19. Outdoor advertising/poster- political party                                | POLITICAL PARTY |
| 20. Outdoor advertising/poster- NSW Electoral Commission                       | PAID            |
| 21. Friend/Family member/Neighbour   | EARNED          |
| 22. Political party letter/flyer/representative                                | POLITICAL PARTY |
| 23. Candidate posters display  | POLITICAL PARTY |
| 24. Candidate posters displayed in shop windows/around my area                 | POLITICAL PARTY |
| 25. Community bulletins or communications                                      | EARNED          |

26. Other (SPECIFY)  
27. Don't know

OTHER

ASK IF S11 = 1 (VOTED IN PERSON)

**AWARENESS OF WHERE TO VOTE**

- A9** How did you find out where you could vote? [MR, DNRO]
1. Called the NSW Electoral Commission election enquiries line (1300 135 736)
  2. Asked a friend, family member, or neighbour
  3. Visited the NSW Electoral Commission website (www.elections.nsw.gov.au)
  4. Went to the same place you voted last time
  5. Just know the voting centres in my area (ie not necessarily voted there last time)
  6. Went out looking for a voting centre until you found one
  7. Information provided by a candidate or political party member
  8. Saw the crowds/signs
  9. Used a search engine (e.g. Google)
  10. Other

**SECTION B: VOTING CENTRE EXPERIENCES**

ASK IF S11 = 1 (VOTED IN PERSON)

**SATISFACTION – AMOUNT OF TIME AT VOTING CENTRE**

- B1** How satisfied or dissatisfied were you with the **amount of time** you spent at the voting centre? [SR, DNRO]
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF S11 = 1 (VOTED IN PERSON)

**QUEUE TIME**

- B2** To the best of your knowledge, **how long did you have to queue before you voted?** [SR, DNRO, PROMPT TO CLARIFY IF NECESSARY]
1. I didn't have to wait
  2. 1-2 minutes
  3. 3-5 minutes
  4. 6-9 minutes
  5. 10-14 minutes
  6. 15-20 minutes
  7. Over 20 minutes
  8. Don't know

ASK IF B1 = 1,2 (DISSATISFIED WITH TIME)

**TOOK TOO LONG**

- B3** Which of the following, if any, did you think **took too long?** Just say yes.... [MR, READ OUT]
1. Waiting in the queue before getting your name marked off
  2. Your name being marked off the electoral roll
  3. Filling in a ballot paper
  4. A voting screen or booth becoming available to cast your vote
  5. Being able to place your ballot papers in the ballot boxes as you left
  6. Getting assistance to help you to vote



7. Anything else-[SPECIFY]

ASK IF S11 = 1 (VOTED IN PERSON)

**SATISFACTION – COVID MEASURES**

- B4** How satisfied or dissatisfied were you with the COVID safety measures in place at your voting centre? **[SR, DNRO]**
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF S11 = 1 (VOTED IN PERSON)

**ASSISTANCE RECEIVED**

- B5** Did you receive any of the following assistance **from election staff** at the voting centre? **[MR, READ OUT]**
1. Assistance to understand how to vote
  2. Assistance to understand the process at the voting centre
  3. Assistance in a language other than English **[ONLY SHOW IF S8=1 (CALD)]**
  4. Any other assistance? (Specify)
  5. No assistance required **(DNRO, EXCLUSIVE)**

ASK IF B5 = 1,2,3,4 (RECEIVED ASSISTANCE TO VOTE)

**SATISFACTION – ASSISTANCE**

- B6** Overall, were you satisfied or dissatisfied **with this assistance**? **[SR]**
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable **DNRO**

ASK IF S12=1 (VOTED OUTSIDE ELECTORATE)

**ISSUES WITH ABSENTEE VOTING**

- B7** Did you experience any difficulties due to voting outside of your electorate? **SR**
1. Yes
  2. No
  3. Don't know

ASK IF B7=1 (ISSUES WITH VOTING OUTSIDE ELECTORATE)

- B8** What were these difficulties?

OPEN ENDED

## SECTION C: OTHER VOTING MECHANISM EXPERIENCES

ASK IF S11=3 (TELEPHONE VOTER)

### TELEPHONE VOTE – EASE OF VOTING

- C1** You said you voted by telephone. Overall, did you find it easy or difficult to vote using telephone-assisted voting? **[SR]**
1. Very difficult
  2. Fairly difficult
  3. Neither easy nor difficult
  4. Fairly easy
  5. Very easy
  6. Don't know/can't comment/not applicable **DNRO**

ASK IF S11=3 (TELEPHONE VOTER)

### TELEPHONE VOTE – SOURCE OF AWARENESS

- C2** How did you find out about being able to vote over the phone? **[SR]**
1. Community organisations (i.e. Vision Australia)
  2. News/current affairs
  3. Social media
  4. Friends/family/colleagues
  5. Other **(SPECIFY)**
  6. Don't know/can't comment/not applicable

ASK IF S11=3 (TELEPHONE VOTER)

### TELEPHONE VOTE – SATISFACTION WITH INSTRUCTIONS

- C3** How satisfied or dissatisfied were you with the **instructions about telephone voting**? **[SR, DNRO]**
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF S11=3 (TELEPHONE VOTER)

### TELEPHONE VOTE – SATISFACTION WITH TIME TAKEN TO VOTE

- C4** How satisfied or dissatisfied were you with the **amount of time** you spent casting your vote? **[SR, DNRO]**
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF S11=3 (TELEPHONE VOTER)

### TELEPHONE VOTE – TIME TAKEN TO VOTE

- C5** How long did it take for you to cast your vote on the telephone? **[SR, DNRO, PROMPT TO CLARIFY IF NECESSARY]**
1. 1-2 minutes
  2. 3-5 minutes
  3. 6-9 minutes
  4. 10-14 minutes

5. 15-20 minutes
6. Over 20 minutes
7. Don't know

ASK IF S11=3 (TELEPHONE VOTER)

**TELEPHONE VOTE – IMPACT OF TELEPHONE VOTING**

**C5b** If telephone voting **was not available**, would you... [SR]

1. Not have been able to vote
2. Been able to vote, but with difficulty
3. Been able to vote, but needed assistance
4. Been able to easily vote
5. Other (please specify) \_\_\_\_\_

ASK IF S11=2 (POSTAL VOTE)

**POSTAL VOTE – EASE OF APPLICATION FORM**

**C6** You said you voted via postal voting. Overall, did you find it easy or difficult complete your postal vote application? [SR]

1. Very difficult
2. Fairly difficult
3. Neither easy nor difficult
4. Fairly easy
5. Very easy
6. Don't know/can't comment/not applicable DNRO

ASK IF S11=2 (POSTAL VOTE)

**POSTAL VOTE – APPLICATION FORM CHANNEL**

**C7** Through which of the following channels did you **complete your postal vote application form**? [SR] [PROMPT TO CLARIFY IF NECESSARY]

1. Called the NSW Electoral Commission and completed it over the phone
2. Downloaded the paper application form on NSW Electoral Commission website
3. Completed the application process on the NSW Electoral Commission website
4. Scanned QR code and completed application process online
5. Received a form from a political party
6. Family, friend or carer provided the form
7. I'm a general postal voter so don't need to apply for each election
8. Other (SPECIFY)
9. Don't know DNRO

ASK IF S11=2 (POSTAL VOTE)

**POSTAL VOTE – SATISFACTION WITH INSTRUCTIONS**

**C8** How satisfied or dissatisfied were you with the **instructions on the postal voting pack**? [SR, DNRO]

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK IF S11=2 (POSTAL VOTE)

**POSTAL VOTE – SATISFACTION WITH TIME TAKEN TO VOTE**

**C9** How satisfied or dissatisfied were you with the **amount of time** you spent casting a postal vote? [SR, DNRO]

[CATI-IF SATISFIED/DISSATISFIED] Is that very or fairly satisfied/dissatisfied?

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK IF S11=2 (POSTAL VOTE)

**POSTAL VOTE – TIME TAKEN TO VOTE**

**C10** How long did it take for you to complete your postal vote? [SR, READ OUT]

1. 1-2 minutes
2. 3-5 minutes
3. 6-9 minutes
4. 10-14 minutes
5. 15-20 minutes
6. Over 20 minutes
7. Don't know/can't comment/not applicable

ASK IF S11=2 (POSTAL VOTE)

**IMPACT OF POSTAL VOTING**

**C11** If postal voting **was not available**, would you... [SR]

6. Not have been able to vote
7. Been able to vote, but with difficulty
8. Been able to vote, but needed assistance
9. Been able to easily vote
10. Other (please specify) \_\_\_\_\_

**SECTION D: INFORMATION**

ASK ALL

**LEVEL OF INFORMATION**

**D1** IF VOTED (S10=1,2): How informed or uninformed did you feel about each of the following before going to vote in the NSW State election?

IF DID NOT VOTE (S10=3): How informed or uninformed did you feel about each of the following before the most recent NSW State election?

[SR per row – RANDOMISE, READ OUT EACH STATEMENT AND PROBE FOR LEVEL OF INFORMED]

	Very uninformed	Fairly uninformed	Neither informed nor uninformed	Fairly informed	Very informed	Don't know DNRO
a. How to fill in a ballot paper	1	2	3	4	5	6
b. How to check and update your enrolment details	1	2	3	4	5	6
c. Early and alternative voting options (that is, other than voting in	1	2	3	4	5	6

person at a voting centre  
on election day)

d. [SHOW ONLY IF VOTE  
IN PERSON S11=1] Finding  
out where to vote on  
election day

1 2 3 4 5 6

e. The candidates

1 2 3 4 5 6

#### ASK ALL

#### ADDITIONAL INFORMATION DESIRED

**D2** What additional information, if any, would you have liked to receive? [MR, DNRO]

0. No additional information needed [EXCLUSIVE]
1. Information about where to vote on election day
2. Information about how to enrol to vote or update enrolment details
3. Information about postal voting
4. Information about voting early
5. Information about voting centre opening hours/closing times
6. Information about filling out ballot papers correctly
7. Information about candidates or parties
8. Information about candidates on the NSW Electoral Commission website
9. Information on assistance for people with disabilities and their carers
10. Information in languages other than English
11. Other (SPECIFY)
12. Don't know

#### ASK ALL

#### WEBSITE – SATISFACTION

**D3** If you visited the NSW Electoral Commission website to get information about the recent election, were you satisfied or dissatisfied with the website? [SR, DNRO]

1. Didn't access the website
2. Very dissatisfied
3. Fairly dissatisfied
4. Neither satisfied nor dissatisfied
5. Fairly satisfied
6. Very satisfied
7. Don't know/can't comment/not applicable

#### ASK IF D3=2/3 (DISSATISFIED WITH WEBSITE)

#### REASON FOR WEBSITE DISSATISFACTION

**D4** You said you were [INSERT CODE FROM D3], with the website, **what could be done to improve the website?**

#### OPEN ENDED TEXT BOX

#### ASK IF D3=5/6 (SATISFIED WITH WEBSITE)

#### REASON FOR WEBSITE SATISFACTION

**D4b** You said you were [INSERT CODE FROM D3] with the website, why do you say that? [MR DRNO]

1. Able to find information easily
2. Able to find information quickly
3. Able to find information about candidates
4. Ease of navigation
5. Accurate information
6. Look and feel of website
7. Other (please specify) \_\_\_\_\_

ASK ALL

**CONFIDENCE IN ELECTION RESULTS**

**D5** Overall, how confident are you that the election results are accurate? **[SR, DNRO]**

**[CATI-IF CONFIDENT/NOT CONFIDENT]** Is that very or fairly confident/not very or not at all confident?

1. Not at all confident
2. Not very confident
3. Fairly confident
4. Very confident
5. Don't know

ASK ALL

**PREFERENCE OF VOTING OPTIONS**

**D6** Which method of voting would you prefer to use in future? **[SR, READ OUT]**

1. In person at a voting centre on election day
2. In person at a voting centre during the early voting period (pre-poll)
3. By postal vote
4. Online (such as iVote)
5. By telephone
6. Other (please specify)
7. Don't want to vote **DNRO**
8. Don't know **DNRO**

**SECTION E: FUTURE IMPROVEMENTS**

ASK ALL

**IMPORTANCE OF ELEMENTS**

**E1** How important are the following to deliver a satisfactory voting service? **[SR per row] [RANDOMISE, READ OUT EACH STATEMENT AND PROBE FOR LEVEL OF IMPORTANCE]**

**[CATI-IF IMPORTANT/UNIMPORTANT]** Is that very or extremely/slightly?

	Extremely unimportant	Slightly unimportant	Neither important nor unimportant	Slightly important	Extremely important	Don't know/ Can't say DNRO
Telephone voting	1	2	3	4	5	6
Postal voting service	1	2	3	4	5	6
In person voting	1	2	3	4	5	6
Online voting	1	2	3	4	5	6

ASK ALL

**INTEREST IN IDEAS**

**E2** How interested or disinterested are you in the following ideas? [SR per row] [RANDOMISE, READ OUT EACH STATEMENT AND PROBE FOR LEVEL OF INTEREST]

	Extremely disinterested	Slightly disinterested	Neither interested nor disinterested	Slightly interested	Extremely interested	Don't know/ Can't say DNRO
Text or email to remind you to vote on election day	1	2	3	4	5	6
More information on methods to vote	1	2	3	4	5	6
More information online about voting centres e.g. availability of help in language	1	2	3	4	5	6
More information on the website about voting centre accessibility	1	2	3	4	5	6

## Appendix B: In Person Survey

### QUESTIONNAIRE

PROJECT NAME:	2023 NSW State election
CLIENT:	NSW Electoral Commission
SAMPLE DESCRIPTION:	Sample: ~n=50 per day per voting centre Methodology: Intercept with self complete Length: 5 minutes
DATE:	Feb 2023
SURVEY:	IN PERSON SURVEY

### Overview of questionnaire flow:

SECTION:	AIM:
SECTION A: VOTING EXPERIENCE	<i>Satisfaction, trust of process and barriers</i>
SECTION B: IMPROVEMENTS	<i>Prioritising and future improvements to early voting</i>
SECTION C: DEMOGRAPHICS	<i>Demographics</i>

### Sample structure, quotas and programming notes:

Study overview: Measuring the experience in voting centres

- Early voting intercept interviews. 4 locations, 2 days (n=400), ~N=50 per site per day
- Election day: 4 locations, 1 days (n=200), ~N=50 per site per day

4 x locations

- 1x Sydney
- 1x Sydney- Granville (CALD skew)
- 1x Major regional- Newcastle
- 1x regional- Orange
- Placement at exit, draw attention and legitimacy, COVID safe
- Method: self completion of survey, with interviewer recruiting and facilitating participants to fill out the survey
  - Multiple ways to complete – QR code (own device), ipads, emailed link

Sample size: dependent on voter turn out

#### SECTION A: EXPERIENCE

ASK ALL

#### SATISFACTION - ELECTION FAIR AND IMPARTIAL

**A1** Overall, how satisfied or dissatisfied are you that the **NSW Electoral Commission** conducted the 2023 NSW State election **fairly and impartially?** [SR]

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK ALL



### SATISFACTION – OVERALL

- A2** Taking everything into account, how satisfied or dissatisfied were you with your [A0=1 early] voting experience? [SR]
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

### ASK IF EARLY VOTING (A0=1)

#### PRIOR EARLY VOTING EXPERIENCE

- A3** Is this the first NSW election in which you have voted early? [SR]
1. Yes, this is the first election in which I have voted early
  2. No, I have voted early on occasion in previous election/s
  3. No, I have always voted earlier
  4. Unsure

### ASK IF EARLY VOTING (A0=1)

#### WHEN DECIDED TO VOTE EARLY

- A4** When did you decide to vote early in this election, rather than voting on election day? [SR]
1. Today
  2. This week
  3. Last week
  4. Earlier [PLEASE SPECIFY]
  5. Don't know

### ASK IF EARLY VOTING (A0=1)

#### REASONS VOTE EARLY

- A5** And why did you decide to vote today rather than waiting until election day? [MR] ROTATE BLOCKS AND ROTATE WITHIN BLOCKS

#### AWAY

1. I will not be in NSW on election day
2. I will be more than 8km from a voting centre on election day (but in NSW)

#### BUSY ON ELECTION DAY

3. I will be working on election day and cannot get to a voting centre
4. I have other commitments on election day
5. I am caring for a person and cannot get to a voting centre on election day
6. I am helping a relative/friend who cannot vote on election day

#### EASIER

7. It is easier and/or more convenient
8. It is faster and easier
9. I want to avoid the election day queues/crowds/canvassers (not necessarily because of COVID)
10. Saturdays are busy so voting before is preferable
11. I have a disability and find it easier to vote at an early voting centre than at a voting centre on election day

#### CONCERNS

12. I am a silent elector and find it better to vote at an early voting centre than at a voting centre on election day
13. I believe that attending a voting centre on election day will place my personal safety, or that of my family members, at risk
14. I want to avoid crowds on election day due to COVID concerns

#### GET IT DONE

15. I want to get it over and done with
16. I have made up my mind who to vote for and I'm ready to vote now
17. Was passing by and decided to vote now

#### RELIGION

18. I have religious beliefs that prevent me from voting at a voting centre on election day
19. Other [SPECIFY]
20. Don't know
21. I'd rather not say

ASK IF EARLY VOTING (A0=1)

EARLY VOTING PERIOD

A6 Which of the following best describes your experience: [SR]

1. Early voting was open for a sufficient number of days for me to vote
2. I would have preferred if early voting was open for more days prior to election day
3. Not sure/don't know

ASK IF EARLY VOTING (A0=1)

EARLY VOTING HOURS

A6b Which of the following would you prefer: [SR]

1. Early voting centres are open 8am to 6pm
2. Early voting centres are open longer than 8am to 6pm
3. Not sure/don't know

ASK IF ELECTION DAY (A0=2)

REASONS VOTE IN PERSON

A7 Why did you vote in person on election day, rather than other ways? [MR] ROTATE BLOCKS AND ROTATE WITHIN BLOCKS

PREFERENCE

1. I like voting in person
2. I don't have to pre-plan, I can just do it on the day
3. It's easy/ convenient
4. Everyone just votes in person, so do I
5. Get out/social interaction
6. I like the BBQ/cake stall/general experience

AWARENESS OF OPTIONS

7. I didn't think I had a choice
8. I was not aware of postal vote
9. I was not aware I could vote early in person
10. I wasn't eligible to vote early/use postal vote

ISSUES/CONCERNS FOR OTHER OPTIONS

11. I like having assistance from electoral staff in understanding how to vote properly
12. I did not have time to register for a postal vote
13. I did not receive my postal vote in time
14. Other [SPECIFY]
15. Don't know

ASK ALL

SMS REMINDER

A8 Did you receive an email or SMS message from the NSW Electoral Commission that reminded you to vote prior to voting today? [SR]

1. Yes
2. No
3. Unsure

ASK ALL

**ABSENT VOTING**

- A9** Did you vote outside of your electorate today i.e., absent voting? **[SR]**
1. Yes
  2. No
  3. Unsure

ASK ALL

**EASE OF VOTING PROCESS**

- A10** Overall, how easy or difficult did you find the voting process this election? **[SR]**
7. Very difficult
  8. Fairly difficult
  9. Neither easy nor difficult
  10. Fairly easy
  11. Very easy
  12. Don't know/can't comment/not applicable

ASK ALL

**TRUST**

- A11** To what extent do you trust or distrust the voting process? Would you say that you... **[SR]**
1. Distrust it a great deal
  2. Distrust it a little
  3. Neither trust nor distrust it
  4. Trust it a little
  5. Trust it a great deal
  6. Don't know

ASK ALL

**TIME SPENT - SATISFACTION**

- A12** How satisfied or dissatisfied were you with the **amount of time** you spent at the voting centre today? **[SR]**
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF NOT SATISFIED WITH TIME SPENT (A12=1, 2)

**TIME ISSUES**

- A13** Which of the following, if any, did you think **took too long**? **[MR]**
1. Waiting in the queue before getting your name marked off
  2. Your name being marked off the electoral roll
  3. A voting screen or booth becoming available to cast your vote
  4. Being able to place your ballot papers in the ballot boxes as you left
  5. Getting assistance to help you to vote
  6. Other **[SPECIFY]**
  7. None of these were issues **[SR]**

ASK ALL

## QUEUE TIME

**A14** To the best of your knowledge, **how long did you have to queue before you voted?** [SR]

1. I didn't have to wait
2. 1-2 minutes
3. 3- 5 minutes
4. 6-9 minutes
5. 10-14 minutes
6. 15-20 minutes
7. Over 20 minutes
8. Don't know

ASK ALL

## COVID MEASURES - SATISFACTION

**A15** Overall, were you satisfied or dissatisfied with the COVID safety measures in place, e.g. physical distancing measures, bring own pen, provision of single-use pens, hand sanitiser? [SR]

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK ALL

## ASSISTANCE REQUIRED

**A16** Did you ask for help from election staff today? [SR]

1. Yes
2. No
3. Unsure

ASK IF A16 = 1 (ASSISTANCE RECEIVED)

## ASSISTANCE - SATISFACTION

**A17** How satisfied or dissatisfied were you with this help? [SR]

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK ALL

## USED WEBSITE

**A18** Did you use the NSW Electoral Commission website to look for any information, e.g. where to vote? [SR]

1. Yes
2. No
3. Unsure

ASK IF A188 = 1 (USED WEBSITE)

**USED WEBSITE**

- A19** Did you find the information you were looking for? [SR]
1. Yes – it was easy to find
  2. Yes – but it was difficult to find
  3. No – wasn't able to find **all** the information I was looking for
  4. No – didn't find any information I was looking for
  5. Can't recall

ASK ALL

**VOTING CENTRE ATMOSPHERE**

- A20** Would you describe the atmosphere inside the voting centre as organised? [SR, RANDOMISE]
1. Yes
  2. No

**SECTION B: IMPROVEMENTS**

ASK ALL

**IMPORTANCE OF ELEMENTS**

- B1** How important are the following to deliver a satisfactory [IF Error! Reference source not found.=1 early] voting service? [SR per row] [RANDOMISE]

	Extremely unimportant	Slightly unimportant	Neither important nor unimportant	Slightly important	Extremely important	Don't know/ Can't say
Short time spent in voting centre to cast a vote	1	2	3	4	5	6
COVID safety measures in place e.g. physical distancing measures, bring own pen, provision of single-use pens, hand sanitiser	1	2	3	4	5	6
Assistance from staff	1	2	3	4	5	6

ASK ALL

**INTEREST IN IDEAS**

- B2** How interested or disinterested are you in the following ideas? [SR per row] [RANDOMISE]

	Extremely disinterested	Slightly disinterested	Neither interested nor disinterested	Slightly interested	Extremely interested	Don't know/ Can't say
Have more [if A0=1 early] voting centre locations	1	2	3	4	5	6
Improve / increase information about where [A0=1 early] voting centres are located	1	2	3	4	5	6

More information on the NSW Electoral Commission's website about voting centre accessibility	1	2	3	4	5	6
Online voting	1	2	3	4	5	6
A longer early voting period	1	2	3	4	5	6
After-hours voting/Extended hours during early voting period	1	2	3	4	5	6

## SECTION 2: DEMOGRAPHICS

### ASK ALL

#### GENDER

**Z1** How do you describe your **gender**? [SR]

1. Man or Male
2. Woman or female
3. Non-binary or gender fluid
4. I use a different term
5. Prefer not to say

### ASK ALL

#### AGE

**Z2** What is your age? [SR]

### ASK ALL

#### ABORIGINAL AND TORRES STRAIT ISLANDER

**Z3** Are you of Aboriginal or Torres Strait Islander origin? [SR]

1. Yes, Aboriginal
2. Yes, Torres Strait Islander
3. Yes, both Aboriginal and Torres Strait Islander
4. No
5. Prefer not to say

### ASK ALL

#### CALD

**Z4** And do you speak a language **other than English** at home? [SR]

1. Yes
2. No
3. Prefer not to say

## Appendix C: Postal Voting Survey

### QUESTIONNAIRE

PROJECT NAME:	2023 NSW State election
CLIENT:	NSW Electoral Commission
SAMPLE DESCRIPTION:	Sample: best efforts Methodology: Online Length: <15 minutes
DATE:	Feb 2023
SURVEY:	POSTAL VOTE SURVEY

### Overview of questionnaire flow:

SECTION:	AIM:
SECTION S: SCREENER	<i>Ensure we are talking to the right people</i>
SECTION A: VOTING EXPERIENCE	<i>Satisfaction, trust of process and barriers</i>
SECTION B: POSTAL VOTE EXPERIENCE	<i>Exploring the experience of postal voting</i>
SECTION C: OTHER VOTING MECHANISM EXPERIENCES	<i>In-person and telephone votes experience</i>
SECTION D: INFORMATION	<i>Sources of information used</i>
SECTION E: FUTURE IMPROVEMENTS	<i>Prioritisation and future improvements</i>

### Sample structure, quotas and programming notes:

Study overview: The NSW Electoral Commission requires **robust** research with NSW **voters and political participants** to **evaluate NSW Electoral Commission services** at the 2023 NSW State election AND to deliver actionable insights to **increase understanding, trust and future participation in democracy**. This survey will be used to get a view of those who applied for a postal vote

Sample frame: Representative of those who applied for a postal vote

Sample size: n=TBC, based on the number of people applying for postal votes

NSW Electoral Commission will send out surveys, response rate unknown as this is the first-time conducting research with this specific audience

Weighting: surveys will be weighted to be in line with the % of applications that come from metro vs regional/remote (TBC after postal vote applications close)

#### Programming notes:

Single termination point, at end of screeners

Randomly assign direction of positive/negative matrix scales between participants (but not within)

### SECTION S: SCREENERS

ASK ALL

**POSTCODE**

**S3** What is your postcode? [SR]

ASK ALL

**STATE DISTRICT ALLOCATION – BASED ON THE POSTCODE PROVIDED**

**S4** Can I confirm you are in... [LOCATION] [SR]

ALLOCATE LOCATION INTO STATE DISTRICT

TERMINATE IF NOT IN NSW AND GO TO SCREEN OUT TEXT

ASK ALL

**S3** And which suburb are you in?

**S3b** CODE SUBURB TO STATE DISTRICT ALLOCATION

ASK ALL

**ELIGIBILITY TO VOTE**

**S5** Do you believe you were eligible to vote in the recent NSW State election (i.e. 18+ years old, Australian Citizen, Resident of NSW)? [SR]

- |                         |                  |
|-------------------------|------------------|
| 1. Yes                  |                  |
| 2. No                   | <b>TERMINATE</b> |
| 3. Not enrolled to vote | <b>TERMINATE</b> |
| 4. Unsure               | <b>TERMINATE</b> |

ASK ALL

**AGE**

**S15** To ensure we have a broad mix of participants in the survey... What is your age [SR]

**1. CAPTURE AGE FOR POST ALLOCATION**

**S5b** AGE CLASSIFICATION (AUTOPUNCH)

- |                    |                  |
|--------------------|------------------|
| 12. 18-19          |                  |
| 13. 20-24          |                  |
| 14. 25-34          |                  |
| 15. 35-44          |                  |
| 16. 45-54          |                  |
| 17. 55-64          |                  |
| 18. 65-74          |                  |
| 19. 75-84          |                  |
| 20. 85-94          |                  |
| 21. 95+            |                  |
| 22. Rather not say | <b>TERMINATE</b> |

**S4 = 2-4 – THANK AND TERMINATE**

**S5 = 0-17 – THANK AND TERMINATE**



ASK ALL

**GENDER**

**S16** How do you describe your **gender**? [SR]

1. Man or Male
2. Woman or female
3. Non-binary or gender fluid
4. I use a different term
5. Prefer not to say

ASK ALL

**ABORIGINAL AND TORRES STRAIT ISLANDER**

**S17** Are you of Aboriginal or Torres Strait Islander origin? [SR]

1. Yes, Aboriginal
2. Yes, Torres Strait Islander
3. Yes, both Aboriginal and Torres Strait Islander
4. No
5. Prefer not to say

ASK ALL

**CALD**

**S18** And do you speak another language other than English at home? [SR]

1. Yes
2. No
3. Prefer not to say

ASK ALL

**ACCESSIBILITY CONDITIONS**

**S19** Do you experience / have any of the following: [MR, RANDOMISE, ANCHOR 6-7]

1. Blindness or low vision
2. Reading difficulties
3. Hearing impairment
4. Mobility restrictions
5. The use of a wheelchair
6. None of these
7. Prefer not to say

ASK ALL

**VOTE PARTICIPATION**

**S20** And thinking now of the **NSW State election held on the 25<sup>th</sup> of March 2023**, did you vote – either on election day or earlier? [SR]

1. Yes, on election day
2. Yes, before election day
3. No, I did not vote

ASK IF S10 = 1,2 (VOTED)

**VOTING MECHANISM**

**S21** Which of the following best describes **how you voted**? Did you vote...? [SR]

1. In person at a voting centre [IF S10=1:] on the day [IF S10=2:] with early voting
2. By postal vote
3. By telephone
4. In another way (please specify)

5. Don't Know

ASK IF S11 = 2

**ABSENT VOTING**

S22 Did you complete a postal vote... [SR]

1. On behalf of someone else
2. For yourself
3. On behalf of someone else, **and** for yourself
4. Other (please specify) \_\_\_\_\_

ASK IF S10= 2 OR S11 = 2,3,4,5 (VOTED PRIOR OR DID NOT VOTE IN PERSON)

**REASON FOR NOT VOTING IN PERSON ON THE DAY**

S23 What is the **main reason** you voted this way rather than in person on election day? [SR, ROTATE BLOCKS AND WITHIN BLOCKS]

**LOCATION**

1. I was not in NSW on election day
2. I was in NSW but more than 8km from a voting centre on election day
3. I was in a correctional centre

**BUSY ON ELECTION DAY**

4. I was working on election day and could not get to a voting centre
5. I had other commitments on election day
6. I was caring for a person and could not get to a voting centre on election day
7. I was helping a relative/friend who could not vote on election day

**EASIER**

8. It was easier and more convenient
9. I wanted to avoid the election day queues/crowds/canvassers (not necessarily because of COVID)

**COVID**

10. I was concerned about COVID-19 risk of attending in person

**GET IT DONE**

11. I didn't care about the election and just wanted to get it over and done with
12. I had made up my mind and was ready to vote
13. I was passing and decided to vote then

**INCAPACITY/SICK**

14. I had COVID symptoms, was awaiting COVID test results, chose to isolate
15. I am a person with disability
16. I was ill, infirm or pregnant
17. I was hospitalised
18. I am blind or have low vision

**DON'T VOTE IN PERSON**

19. I am a general postal voter
20. I am a silent elector

**RELIGION**

21. I have religious beliefs which prevent me from voting at a voting centre on election day
22. Other (specify)
23. Don't know
24. I'd rather not say

ASK IF S10=3 (DID NOT VOTE)

**REASON FOR NOT VOTING**

**S24** What was the main reason you didn't vote in this election? **[SR, ROTATE BLOCKS AND WITHIN BLOCKS]**

**LOCATION**

1. I was not in NSW on election day
2. I was more than 8km from a voting centre on election day (but in NSW)

**BUSY**

3. I was working
4. I had other commitments
5. I was caring for a person
6. I was helping a relative/friend who could not vote

**COVID**

7. I was concerned about COVID-19 risk of attending in person
8. I had COVID symptoms, was awaiting COVID test results, chose to isolate

**CONCERNS**

9. I wanted to avoid the queues/crowds/canvassers
10. I believe that attending a voting centre would have placed my personal safety, or that of my family members, at risk (for reasons other than COVID-19)

**DON'T CARE/KNOW ABOUT IT**

11. I don't really care about the election
12. I did not know it was compulsory to vote
13. I didn't think my vote would matter
14. I don't believe in the voting/political system
15. I forgot
16. I am not enrolled/moved from Electoral Area/District
17. I arrived at the voting centre too late/ the voting centre had closed
18. I did not know how to vote
19. I was not aware the election was on

**INCAPACITY/SICK**

20. I am a person with disability
21. I was ill, infirm or pregnant
22. I was hospitalised
23. I am blind or have low vision
24. I have a reading difficulty

**RELIGION**

25. I have religious beliefs which prevented me from voting
26. Other (please specify) \_\_\_\_\_
27. Don't know
28. I'd rather not say

ASK IF DID NOT VOTE S10=3

**REMOVAL OF VOTING BARRIERS**

**S15** Would you have voted if you knew the following were available? **[MR, RANDOMISE, ANCHOR 7]**

1. Able to vote online
2. Able to vote before election day (up to 6 days before election day)
3. Reminder emails / SMS
4. Able to vote via post/postal voting
5. Information about where to vote
6. Information about how to vote
7. Still would not have voted **(SR, LOCK AT BOTTOM)**

## SECTION A: VOTING EXPERIENCE

ASK ALL

### SATISFACTION – ELECTION FAIR AND IMPARTIAL

- A1** Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 NSW State elections fairly and impartially? [SR]
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF VOTED (S10=1,2)

### SATISFACTION – OVERALL VOTING EXPERIENCE

- A2** Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience? [SR]
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF A2 =1 THRU 5

### REASON FOR OVERALL VOTING EXPERIENCE SATISFACTION

- A3** And why were you [INSERT A2]? [OE]

RECORD VERBATIM

ASK ALL

### LEVEL OF TRUST IN PROCESS

- A4** To what extent do you trust or distrust the voting process? Would you say that you... [SR]
1. Distrust it a great deal
  2. Distrust it a little
  3. Neither trust nor distrust it
  4. Trust it a little
  5. Trust it a great deal
  6. Don't know/can't comment/not applicable

ASK IF VOTED (S10=1,2)

### EASE OF VOTING

- A5** Overall, how easy or difficult did you find the voting process this election? [SR]
1. Very difficult
  2. Fairly difficult
  3. Neither easy nor difficult
  4. Fairly easy
  5. Very easy
  6. Don't know/can't comment/not applicable

ASK IF VOTED (S10=1,2)

PRIVATE

A6 Do you agree or disagree your voting process was **private**? [SR]

Note: For this question "private" refers to your vote not being seen by anyone other than yourself

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. Don't know/can't comment/not applicable

ASK ALL

POTENTIAL VOTING BARRIERS

A7 How much do you agree or disagree with the following statements: [SR PER ROW, RANDOMISE, CAROUSEL]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I know how to vote - the process is clear	1	2	3	4	5
I can choose the method I use to vote	1	2	3	4	5

ASK ALL

AWARENESS OF ELECTION

A8 How did you find out about the NSW State election? [MR, RANDOMISE WITHIN BLOCKS (I.E. TV, NEWSPAPER, RADIO ETC), ANCHOR 25-26]

- |  |                 |
|--|-----------------|
| 1. TV – NSW Electoral Commission advertising                                   | PAID            |
| 2. TV – political parties ads  | POLITICAL PARTY |
| 3. TV – news and current affairs content                                       | EARNED          |
| 4. Newspaper – NSW Electoral Commission advertising                            | PAID            |
| 5. Newspaper – political parties advertising                                   | POLITICAL PARTY |
| 6. Newspaper – news and current affairs content                                | EARNED          |
| 7. Radio – NSW Electoral Commission advertising                                | PAID            |
| 8. Radio – political parties advertising                                       | POLITICAL PARTY |
| 9. Brochure/direct mail/flyer to home address sent by NSW Electoral Commission | PAID            |
| 10. SMS – from NSW Electoral Commission  | OWNED           |
| 11. Online – general advertising   | PAID            |
| 12. Online – NSW Electoral Commission website                                  | OWNED           |
| 13. Email – direct to me from NSW Electoral Commission                         | OWNED           |
| 14. Email – from a candidate or party  | POLITICAL PARTY |
| 15. Social media – NSW Electoral Commission advertising                        | PAID            |
| 16. Social media – political parties advertising                               | POLITICAL PARTY |
| 17. Social media – content provided by the NSW Electoral Commission            | OWNED           |
| 18. Social media – other conversations and content                             | EARNED          |
| 19. Outdoor advertising/poster- political party                                | POLITICAL PARTY |
| 20. Outdoor advertising/poster- NSW Electoral Commission                       | PAID            |
| 21. Friend/Family member/Neighbour   | EARNED          |
| 22. Political party letter/flyer/representative                                | POLITICAL PARTY |
| 23. Candidate posters display  | POLITICAL PARTY |
| 24. Candidate posters displayed in shop windows/around my area                 | POLITICAL PARTY |
| 25. Community bulletins or communications                                      | EARNED          |
| 26. Other (please specify) _____   | OTHER           |
| 27. Don't know (SR, LOCK AT BOTTOM)  |                 |

## SECTION B: POSTAL VOTE EXPERIENCES

ASK ALL

### SATISFACTION – POSTAL VOTE APPLICATION

**B9** How satisfied or dissatisfied were you with the postal voting **application process**? [SR]

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK ALL

### ACCESS – POSTAL VOTE APPLICATION

**B10** Through which of the following **channels** did you complete your postal vote **application**? [SR, RANDOMISE, ANCHOR 7-8]

1. Called the NSW Electoral Commission and completed it over the phone
2. Downloaded the paper application form on NSW Electoral Commission website
3. Completed the application process on the NSW Electoral Commission website (all online)
4. Scanned QR code and completed application process online
5. Received a form from a political party
6. Family member or carer provided the form
7. Didn't have to complete as a general postal voter
8. Other (please specify) \_\_\_\_\_
9. Don't know

ASK ALL

### TIMING – POSTAL VOTE PACK

**B11** Was your **postal vote pack received**... [SR]

1. With adequate time before the election
2. With very little time before the election
3. After the election
4. Don't know/can't comment/not applicable

ASK IF S11=2 (VOTED BY POSTAL VOTE)

### TIME TO CAST A VOTE

**B12** How long did it take for you to **complete your postal vote**? [SR]

1. 1-2 minutes
2. 3-5 minutes
3. 6-9 minutes
4. 10-14 minutes
5. 15-20 minutes
6. Over 20 minutes
7. Don't know/can't comment/not applicable

ASK IF S11=2 (POSTAL VOTE)

### TIME TO CAST A VOTE

**B4b** How satisfied or dissatisfied were you with the **amount of time** you spent casting a postal vote? [SR, DNRO]

[CATI-IF SATISFIED/DISSATISFIED] Is that very or fairly satisfied/dissatisfied?

1. Very dissatisfied

2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK ALL

**SATISFACTION – UNDERSTANDING INSTRUCTIONS**

**B13** How satisfied or dissatisfied were you with the **instructions on the postal voting pack?** [SR]

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK THOSE WHO VOTED POSTAL (S11=2)

**PHYSICALLY PACK THE ENVELOPE**

**B14** How satisfied or dissatisfied were you with the **process of physically packing the envelope** (folding ballot papers and aligning certificate correctly in envelope)?

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK THOSE WHO VOTED POSTAL (S11=2)

**IMPACT OF POSTAL VOTING**

**B15** If postal voting **was not available**, would you... [SR]

1. Not have been able to vote
2. Been able to vote, but with difficulty
3. Been able to vote, but needed assistance
4. Been able to easily vote
5. Other (please specify) \_\_\_\_\_

ASK ALL

**FUTURE USE OF POSTAL VOTING**

**B16** In the future, if the Postal Voting service was available to you, how likely or unlikely would you be to use it? [SR]

1. Very unlikely
2. Fairly unlikely
3. Neither likely nor unlikely
4. Fairly likely
5. Very likely
6. Don't know/can't comment/not applicable

ASK IF S11=2 (VOTED BY POSTAL VOTE)

**BARRIERS AND ADVANTAGES**

**B17** How much do you agree or disagree with the following statements? [SR PER ROW, RANDOMISE, CAROUSEL]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't Know
Postal voting allows me to vote at my own pace	1	2	3	4	5	99
I understand who can witness my vote	1	2	3	4	5	99
It was clear to me how the envelope should be packed and sealed	1	2	3	4	5	99
I understand when I have to send the vote back for it to be included in the count	1	2	3	4	5	99
It was easy to send the envelope back before the deadline	1	2	3	4	5	99

## SECTION C: OTHER VOTING MECHANISM EXPERIENCES

ASK IF S11=1,3 OR 4 (VOTED BUT NOT VIA POSTAL VOTE)

### USE OF OTHER VOTING MECHANISMS INSTEAD OF POSTAL VOTE

- C1** You applied for a postal vote but said you voted in another way. Why did you decide to vote in the way you did? [OE]  
RECORD OPEN ENDER

## SECTION D: INFORMATION

ASK ALL

### LEVEL OF INFORMATION

- D7** IF VOTED (S10=1,2): How informed or uninformed did you feel about each of the following before voting in the NSW State election?  
IF DID NOT VOTE (S10=3): How informed or uninformed did you feel about each of the following before the most recent NSW State election?  
[SR PER ROW, RANDOMISE, CAROUSEL]

	Very uninformed	Fairly uninformed	Neither informed nor uninformed	Fairly informed	Very informed	Don't know
a. How to fill in a ballot paper	1	2	3	4	5	6
b. How to check and update your enrolment details	1	2	3	4	5	6
c. Early and alternative voting options (that is, other than voting in person at a voting centre on election day)	1	2	3	4	5	6
d. [SHOW ONLY IF VOTE IN PERSON S11=1] Finding out where to vote on election day	1	2	3	4	5	6
e. The candidates	1	2	3	4	5	6



ASK ALL

**WEBSITE – SATISFACTION**

- D8** If you visited the NSW Electoral Commission **website** to get information about the recent election, were you satisfied or dissatisfied with the website? **[SR]**
1. Didn't access the website
  2. Very dissatisfied
  3. Fairly dissatisfied
  4. Neither satisfied nor dissatisfied
  5. Fairly satisfied
  6. Very satisfied
  7. Don't know/can't comment/not applicable

ASK IF D2=2/3 (DISSATISFIED WITH WEBSITE)

**REASON FOR WEBSITE DISSATISFACTION**

- D9** You said you were **[INSERT CODE FROM D3]**, with the website, **what could be done to improve the website?**

OPEN ENDED TEXT BOX

ASK IF D2=5/6 (SATISFIED WITH WEBSITE)

**REASON FOR WEBSITE SATISFACTION**

- D3b** You said you were **[INSERT CODE FROM D3]** with the website, why do you say that? **[MR, RANDOMISE, ANCHOR 6]**
1. Able to find information easily
  2. Able to find information quickly
  3. Ease of navigation
  4. Accurate information
  5. Look and feel of website
  6. Other (please specify) \_\_\_\_\_

ASK IF D2=2-6 (visited website)

**HELPFULNESS OF INFORMATION**

- D10** You said you visited the website, which of the following apply to you regarding the instructional video on postal voting? **[SR]**
1. Did not watch the video
  2. Watched the video and found it helpful
  3. Watched the video and did not find it helpful
  4. Not sure/don't know

ASK ALL

**CONFIDENCE IN ELECTION RESULTS**

- D11** Overall, how confident are you that the election **results are accurate?** **[SR]**
1. Not at all confident
  2. Not very confident
  3. Fairly confident
  4. Very confident
  5. Don't know

ASK ALL

**USAGE OF VOTING OPTIONS**

- D12** Which method did you use to vote in the **Local Government elections in December 2021**? [SR]
1. In person at a voting centre (polling place) on election day
  2. In person at an early voting centre (pre-poll) during the pre-polling period
  3. By postal vote
  4. Online (iVote)
  5. By telephone (iVote)
  6. Other (please specify) \_\_\_\_\_
  7. I did not vote at the last election
  8. Don't remember

ASK ALL

**PREFERENCE OF VOTING OPTIONS**

- D13** Which method of voting would you **prefer to use in future**? [SR]
1. In person at a voting centre on election day
  2. In person at an early voting centre during the early voting period
  3. By postal vote
  4. Online
  5. By telephone
  6. Other (please specify) \_\_\_\_\_
  7. Don't want to vote
  8. Don't know

ASK IF D6=4 (VOTED WITH iVOTE DEC 2021)

**EASE OF iVOTE**

- D14** You mentioned you voted using iVote in the **Local Government election in December 2021**, how easy or difficult was it to **vote using iVote in that election**? [SR]
1. Very difficult
  2. Fairly difficult
  3. Neither difficult nor easy
  4. Fairly easy
  5. Very easy
  6. Don't know/can't comment/not applicable

ASK IF D6=3 (VOTED WITH POSTAL VOTE)

**POSTAL VOTING COMPARISON TO LAST ELECTION**

- D15** You mentioned you voted using postal voting in the **Local Government election in December 2021**, how easy or difficult was it to **vote via a postal vote in that election**? [SR]
1. Very difficult
  2. Fairly difficult
  3. Neither difficult nor easy
  4. Fairly easy
  5. Very easy
  6. Don't know/can't comment/not applicable

## SECTION E: FUTURE IMPROVEMENTS

ASK ALL

### IMPORTANCE OF ELEMENTS

**E3** How important are the following to deliver a satisfactory voting service? [SR per row, RANDOMISE, CAROUSEL]

	Extremely unimportant	Slightly unimportant	Neither important nor unimportant	Slightly important	Extremely important	Don't know/ Can't say
Easy postal vote application process	1	2	3	4	5	6
The timing of receiving a postal voting pack	1	2	3	4	5	6
Short amount of time to cast postal vote	1	2	3	4	5	6
The instructions on the postal voting pack are clear and easy to understand	1	2	3	4	5	6
Easily able to pack the envelope (i.e. folding ballot and aligning certificate correctly in envelope)	1	2	3	4	5	6
NSW Electoral Commission website	1	2	3	4	5	6

ASK ALL

### INTEREST IN IDEAS

**E4** How interested or disinterested are you in the following ideas? [SR per row, RANDOMISE, CAROUSEL]

	Extremely disinterested	Slightly disinterested	Neither interested nor disinterested	Slightly interested	Extremely interested	Don't know/ Can't say
Text or email to remind you to vote on election day	1	2	3	4	5	6
More information on ways to vote	1	2	3	4	5	6
More information online about voting centres e.g. availability of help in language	1	2	3	4	5	6
More information on the website about voting centre accessibility	1	2	3	4	5	6
Online voting	1	2	3	4	5	6

## Appendix D: In Language Survey

### QUESTIONNAIRE

PROJECT NAME:	2023 NSW State election
CLIENT:	NSW Electoral Commission
SAMPLE DESCRIPTION:	Sample: n=150 interviews (50 Arabic-speaking, 50 Cantonese-speaking, 50 Mandarin-speaking) Methodology: CATI phone interviews in language Length: <15 minutes
DATE:	FEB 2023
SURVEY:	IN LANGUAGE SURVEY 2023

### Overview of questionnaire flow:

SECTION:	AIM:
SECTION S: SCREENER	Ensure we are talking to the right people
SECTION A: PARTICIPATION	Voting participation, experience, drivers and barriers
SECTION B: GENERAL SATISFACTION	Exploring satisfaction and key experience metrics
SECTION C: VOTING IN PERSON	Exploring experience, and impact of in-language materials
SECTION D: VOTING CHANNEL	Exploring experience, and impact of in-language materials
SECTION E: INFORMATION	Sources of information used
SECTION F: FUTURE IMPROVEMENTS	Prioritisation and future improvements

### Sample structure, quotas and programming notes:

Study overview: The NSW Electoral Commission requires **robust** research with NSW **voters and political participants** to **evaluate NSW Electoral Commission services** at the 2023 NSW state election AND to deliver actionable insights to **increase understanding, trust and future participation in democracy**.

This in-language survey looks to understand the experiences and attitudes of voters who speak Arabic, Cantonese or Mandarin with low English proficiency.

Sample frame: Arabic, Cantonese and Mandarin speakers, that have a low English proficiency (not well or not at all). Best efforts on 50/50 Male and Female. All surveys completed in-language, as below:

N=50 Arabic

N=50 Mandarin

N=50 Cantonese

**Total sample size: n=150**

START SURVEY IN-LANGUAGE (ARABIC, CANTONESE, MANDARIN). **WE WANT TO SPEAK TO THOSE WHO DO NOT SPEAK ENGLISH WELL OR DO NOT SPEAK ENGLISH AT ALL, TO BE CAPTURED AT S8A. IF OPT TO SPEAK IN ENGLISH (WELL) PRIOR TO S4b, THANK AND CLOSE.**

## SECTION S: SCREENER

ASK ALL

### POSTCODE

S5 What is your postcode? [SR]

RECORD EXACT POSTCODE-4 digits

ASK ALL

### STATE DISTRICT ALLOCATION – BASED ON THE POSTCODE PROVIDED

S6 Can I confirm you are in... [LOCATION] [SR]

ALLOCATE LOCATION INTO STATE DISTRICT

TERMINATE IF NOT IN NSW AND GO TO SCREEN OUT TEXT

ASK ALL

S3 And which suburb are you in?

S3b CODE SUBURB TO STATE DISTRICT

ASK ALL

### ENGLISH PROFICIENCY

S4b How well can you speak English? [SR, DNRO]

1. Very well THANK AND CLOSE
2. Well THANK AND CLOSE
3. Not well
4. Not at all

TERMINATE IF GOOD/EXCELLENT ENGLISH PROFICIENCY. ONLY INCLUDE IF CAN ONLY SPEAK ENGLISH NOT WELL/NOT AT ALL

ASK ALL

### ELIGIBILITY TO VOTE

S6 Do you believe you were eligible to vote in the recent NSW State election (i.e. 18+ years old, Australian Citizen, Resident of NSW)? [SR]

1. Yes
2. No THANK AND CLOSE
3. Not enrolled to vote THANK AND CLOSE
4. Unsure THANK AND CLOSE

ASK ALL

### AGE

S25 To ensure we have a broad mix of participants in the survey... What is your age [SR, DNRO]

CAPTURE AGE FOR POST ALLOCATION

S5b AGE CLASSIFICATION (AUTOPUNCH)

23. 18-19
24. 20-24
25. 25-34
26. 35-44
27. 45-54
28. 55-64
29. 65-74

- 30. 75-84
- 31. 85-94
- 32. 95+
- 33. Rather not say                      **TERMINATE**

**SCREEN OUT INSTRUCTIONS HERE:**

**S4 = 2-4 – THANK AND TERMINATE**

**S4B = 1-2 – THANK AND TERMINATE**

**S5 = 0-17 – THANK AND TERMINATE**

**ASK ALL**

**GENDER**

**S26** How do you describe your **gender**? **[SR, DNRO]**

- 1. Man or Male
- 2. Woman or female
- 3. Non-binary or gender fluid
- 4. I use a different term
- 5. Prefer not to say

**ASK ALL**

**ACCESSIBILITY CONDITIONS**

**S7** Do you experience / have any of the following: **[MR, READ OUT]**

- 1. Blindness or low vision
- 2. Reading difficulties
- 3. Hearing impairment
- 4. Mobility restrictions
- 5. The use of a wheelchair
- 6. None of these **DNRO**
- 7. Prefer not to say **DNRO**

**SECTION A: PARTICIPATION**

**ASK ALL**

**VOTE PARTICIPATION**

**A1** Thinking now of the NSW State election held on the 25<sup>th</sup> of March 2023, did you vote – either on election day or earlier? **[SR, DNRO]**

- 1. Yes, on election day
- 2. Yes, before election day
- 3. No, I did not vote

**ASK IF S10 = 1,2 (VOTED)**

**VOTING MECHANISM**

**A2** Which of the following best describes how you voted? Did you vote...? **[SR, READ OUT]**

- 1. In person at a voting centre **[IF S10=1]** on the day **[IF S10=2:]** with early voting
- 2. By postal vote
- 3. By telephone
- 4. In another way **(SPECIFY)**
- 5. Don't Know **DNRO**

ASK IF S10=2 OR S11=2,3,4,5 (VOTED PRIOR OR DID NOT VOTE IN PERSON)

**REASON FOR NOT VOTING IN PERSON ON THE DAY**

**A3** What is the **main reason** you voted this way rather than in person on election day? [SR, DNRO- CODE AS APPROPRIATE]

**AWAY**

1. I was not in NSW on election day
2. I was in NSW but more than 8km from a voting centre on election day
3. I was in a correctional facility

**BUSY ON ELECTION DAY**

4. I was working on election day and could not get to a voting centre
5. I had other commitments on election day
6. I was caring for a person and could not get to a voting centre on election day
7. I was helping a relative/friend who could not vote on election day

**EASIER**

8. It was easier and more convenient
9. I wanted to avoid the election day queues/crowds/canvassers (not necessarily because of COVID)

**COVID**

10. I was concerned about COVID-19 risk of attending in person

**GET IT DONE**

11. I didn't care about the election and just wanted to get it over and done with
12. I had made up my mind and was ready to vote
13. I was passing and decided to vote then

**INCAPACITY/SICK**

14. I had COVID symptoms, was awaiting COVID test results, chose to isolate
15. I am a person with disability
16. I was ill, infirm or pregnant
17. I was hospitalised
18. I am blind or have low vision

**DON'T VOTE IN PERSON**

19. I am a general postal voter
20. I am a silent elector

**RELIGION**

21. I have religious beliefs which prevent me from voting at a voting centre on election day

**LANGUAGE**

23. I could find information in my language offering/encouraging me to vote in this way
24. There was information explaining how to vote this way in language (e.g. brochure, video)
25. I knew others in my community voting in this way
26. I felt more comfortable voting in language in this way
27. This method was available in my language
22. Other (specify)
23. Don't know
24. I'd rather not say

ASK IF DID NOT VOTE S10=3

**REASON FOR NOT VOTING**

**A4** What was the main reason you didn't vote in this election? [SR, DNRO]

**AWAY**

1. I was not in NSW on election day
2. I was more than 8km from a voting centre on election day (but in NSW)

**BUSY**

3. I was working

4. I had other commitments
5. I was caring for a person
6. I was helping a relative/friend who could not vote

#### **COVID**

7. I was concerned about COVID-19 risk of attending in person
8. I had COVID symptoms, was awaiting COVID test results, chose to isolate

#### **CONCERNS**

9. I wanted to avoid the queues/crowds/canvassers
10. I believe that attending a voting centre would have placed my personal safety, or that of my family members, at risk (for reasons other than COVID-19)

#### **DON'T CARE/KNOW ABOUT IT**

11. I don't really care about the election
12. I did not know it was compulsory to vote
13. I didn't think my vote would matter
14. I don't believe in the voting/political system
15. I forgot
16. I am not enrolled/moved from Electoral Area/District
17. I arrived at the voting centre too late/ the voting centre had closed
18. I did not know how to vote
19. I was not aware the election was on

#### **INCAPACITY/SICK**

20. I am a person with disability
21. I was ill, infirm or pregnant
22. I was hospitalised
23. I am blind or have low vision
24. I have a reading difficulty

#### **RELIGION**

25. I have religious beliefs which prevented me from voting

#### **LANGUAGE**

26. I could not find information in my language
27. Lack of information explaining how to vote in language (e.g. brochure, video)
28. I did not know anyone else in my community voting
27. I do not feel comfortable completing activities in English
28. Voting methods were not available in my language

#### **Other (specify)**

24. Don't know
25. I'd rather not say

#### **ASK IF DID NOT VOTE S10=3**

#### **REMOVAL OF VOTING BARRIERS**

**A5** Would you have voted if you knew the following were available? **[MR, READ OUT]**

1. Able to vote online
2. Able to vote before election day (up to 6 days before election day)
3. Reminder emails / SMS
4. Able to vote by post/postal voting
5. Information about where to vote
6. Information about how to vote
7. Information available in my language on how to vote, when or where
8. Videos available in my language on how to vote, when or where
9. Able to vote in my language
10. Seeing others in my community voting and encouraging me to vote
11. Have language interpretation or support available in voting centre or online
12. Information explaining how to vote this way in my language (e.g. brochure, video)



13. Community events or forums in my language about elections and how to vote
14. A “vote here” sign in my language
15. None of the above

## SECTION B: GENERAL SATISFACTION

### ASK ALL

#### SATISFACTION - ELECTION FAIR AND IMPARTIAL

- B1** Overall, how satisfied or dissatisfied are you that the **NSW Electoral Commission** conducted the 2023 NSW State election fairly and impartially? **[SR] [READ OUT SCALE EXCLUDING CODE 6]**
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

### ASK IF VOTED (S10=1,2)

#### SATISFACTION – OVERALL VOTING EXPERIENCE

- B2** Taking everything into account, how satisfied or dissatisfied were you with your overall voting experience? **[SR, DNRO]**
- [CATI-IF SATISFIED/DISSATISFIED] Is that very or fairly satisfied/dissatisfied?**
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

### ASK IF A2 =1 THRU 5

#### REASON FOR OVERALL VOTING EXPERIENCE SATISFACTION

- B3** And why were you **[INSERT B2]**? **[OE]**

### RECORD VERBATIM

### ASK ALL

#### LEVEL OF TRUST IN PROCESS

- B4** To what extent do you trust or distrust the voting process? Would you say that you... **[SR] [READ OUT EXCLUDING CODE 6]**
1. Distrust it a great deal
  2. Distrust it a little
  3. Neither trust nor distrust it
  4. Trust it a little
  5. Trust it a great deal
  6. Don't know

ASK IF VOTED (S10=1,2)

**EASE OF VOTING**

- B5** Overall, how **easy** or **difficult** did you find the **voting process** this election? [SR] [READ OUT EXCLUDING CODE 6]
1. Very difficult
  2. Fairly difficult
  3. Neither easy nor difficult
  4. Fairly easy
  5. Very easy
  6. Don't know/can't comment/not applicable

ASK IF VOTED (S10 = 1,2)

**PRIVATE**

- B6** Do you agree or disagree your voting process was private? [SR] [DNRO SCALE, PROMPT TO CLARIFY]

*Note: For this question "private" refers to your vote not being seen by anyone other than yourself*

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. Don't know/can't comment/not applicable

ASK ALL

**POTENTIAL VOTING BARRIERS**

- B7** How much do you agree or disagree with the following statements: [SR per row]

[CATI-IF AGREE/DISAGREE Is that very or agree/strongly agree?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I know how to vote - the process is clear	1	2	3	4	5
I can choose the method I use to vote	1	2	3	4	5

ASK ALL

**AWARENESS OF ELECTION**

- B8** How did you find out about the NSW State election? [MR] [DNRO, PROMPT TO CLARIFY to separate out if through **News, political party or NSW Electoral Commission**]

- |  |                 |
|--|-----------------|
| 1. TV – NSW Electoral Commission advertising                                   | PAID            |
| 2. TV – political parties ads  | POLITICAL PARTY |
| 3. TV – news and current affairs content                                       | EARNED          |
| 4. Newspaper – NSW Electoral Commission advertising                            | PAID            |
| 5. Newspaper – political parties advertising                                   | POLITICAL PARTY |
| 6. Newspaper – news and current affairs content                                | EARNED          |
| 7. Radio – NSW Electoral Commission advertising                                | PAID            |
| 8. Radio – political parties advertising                                       | POLITICAL PARTY |
| 9. Brochure/direct mail/flyer to home address sent by NSW Electoral Commission | PAID            |
| 10. SMS – from NSW Electoral Commission  | OWNED           |
| 11. Online – general advertising   | PAID            |
| 12. Online – NSW Electoral Commission website                                  | OWNED           |
| 13. Email – direct to me from NSW Electoral Commission                         | OWNED           |
| 14. Email – from a candidate or party  | POLITICAL PARTY |
| 15. Social media – NSW Electoral Commission advertising                        | PAID            |

- |   |                       |
|---|-----------------------|
| 16. Social media – political parties advertising                    | POLITICAL PARTY OWNED |
| 17. Social media – content provided by the NSW Electoral Commission | EARNED                |
| 18. Social media – other conversations and content                  | EARNED                |
| 19. Outdoor advertising/poster- political party                     | POLITICAL PARTY PAID  |
| 20. Outdoor advertising/poster- NSW Electoral Commission            | PAID                  |
| 21. Friend/Family member/Neighbour                                  | EARNED                |
| 22. Political party letter/flyer/representative                     | POLITICAL PARTY       |
| 23. Candidate posters display                                       | POLITICAL PARTY       |
| 24. Candidate posters displayed in shop windows/around my area      | POLITICAL PARTY       |
| 25. Community bulletins or communications                           | EARNED                |
| 26. Other (SPECIFY)   | OTHER                 |
| 27. Don't know  |                       |

## SECTION C: VOTING IN PERSON

ASK IF S11=1 (VOTED IN PERSON)

### SATISFACTION – COVID MEASURES

- C1** How satisfied or dissatisfied were you with the **amount of time** you spent at the polling place today?
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF S11=1 (VOTED IN PERSON)

### SATISFACTION – COVID MEASURES

- C2** How satisfied or dissatisfied were you with the COVID safety measures in place at your voting centre e.g. physical distancing measures, bringing own pen, provision of single-use pens, hand sanitiser? **[SR, DNRO]**

**[CATI-IF SATISFIED/DISSATISFIED]** Is that very or fairly satisfied/dissatisfied?

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

ASK IF S11=1 (VOTED IN PERSON)

### ASSISTANCE RECEIVED

- C3** Did you receive assistance from election staff at the voting centre? **[MR, READ OUT]**

	Yes	No
Assistance to understand how to vote	1	2
Assistance to understand the process at the voting centre	1	2
Assistance in a language other than English	1	2
Any other assistance? (specify)	1	2

ASK IF C33=3 (RECEIVED LANGUAGE ASSISTANCE TO VOTE)

**ASSISTANCE RECEIVED IN LANGUAGE**

- C4** You mentioned that you received assistance in a language other than English. What type of assistance did you receive? **[MR] [READ OUT]**
1. An interpreter service (TIS National), to translate into my language
  2. Information from someone with a badge showing that they spoke my language
  3. Information in my language online
  4. Other (specify)
  5. Can't remember

ASK IF C33=3 (RECEIVED LANGUAGE ASSISTANCE TO VOTE)

**SATISFACTION – IN-PERSON LANGUAGE ASSISTANCE**

- C5** Overall, were you satisfied or dissatisfied with this language assistance? **[SR]**
- [CATI-IF SATISFIED/DISSATISFIED] Is that very or fairly satisfied/dissatisfied?**
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable **DNRO**

ASK IF C5=1-5 (RECEIVED LANGUAGE ASSISTANCE TO VOTE)

**REASON FOR LANGUAGE ASSISTANCE SATISFACTION**

- C6** And why were you **[INSERT C5]** with your assistance? **[OE]**
- RECORD VERBATIM**

## SECTION D: POSTAL

ASK IF S11=2 (POSTAL VOTE)

### POSTAL VOTE – APPLICATION SATISFACTION

**D1** Were you satisfied or dissatisfied with the postal voting application process? [SR, DNRO]

[CATI-IF SATISFIED/DISSATISFIED] Is that very or fairly satisfied/dissatisfied?

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

## SECTION E: INFORMATION

ASK ALL

### LEVEL OF INFORMATION

**E1** IF VOTED (S10=1,2): How informed or uninformed did you feel about each of the following before going to vote in the NSW State election?

IF DID NOT VOTE (S10=3): How informed or uninformed did you feel about each of the following before the most recent NSW State election?

[SR PER ROW – RANDOMISE, READ OUT EACH STATEMENT AND PROBE FOR LEVEL OF INFORMED]

	Very uninformed	Fairly uninformed	Neither informed nor uninformed	Fairly informed	Very informed	Don't know DNRO
a. How to fill in a ballot paper	1	2	3	4	5	6
b. How to check and update your enrolment details	1	2	3	4	5	6
c. Early and alternative voting options (that is, other than voting in person at a voting centre on election day)	1	2	3	4	5	6
d. [SHOW ONLY IF VOTE IN PERSON S11=1] Finding out where to vote on election day	1	2	3	4	5	6
e. The candidates	1	2	3	4	5	6

ASK ALL

### ADDITIONAL INFORMATION DESIRED

**E2** What additional information, if any, would you have liked to receive? [MR, DNRO]

0. No additional information desired (EXCLUSIVE)
1. Information about where to vote on election day
2. Information about how to enrol to vote or update enrolment details
3. Information about postal voting
4. Information about voting early
5. Information about voting centre opening hours/closing times
6. Information about filling out ballot papers correctly

7. Information about candidates or parties
8. Information on assistance for people living with disabilities and their carers
9. Information in languages other than English
10. Information that is more culturally appropriate
11. Other (SPECIFY)
12. Don't know

ASK ALL

**WHEN RECEIVING INFORMATION ABOUT ELECTIONS AND VOTING**

**E3** Where do you actively seek **trusted information** about the voting process? **[MR, DNRO]**

1. NSW Electoral Commission website
2. Family and/or friends
3. Social media groups that I belong to/follow
4. WeChat
5. Local community organisations
6. Newspapers or news websites
7. TV
8. At community events
9. Other (SPECIFY)
10. I don't know

ASK ALL

**WEBSITE – SATISFACTION**

**E4** If you visited the NSW Electoral Commission website to get information about the recent election, were you satisfied or dissatisfied with the website? **[SR, DNRO]**

**[CATI-IF SATISFIED/DISSATISFIED]** Is that very or fairly satisfied/dissatisfied?

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Didn't access the website
7. Don't know/can't comment/not applicable

ASK IF E4=1/2 (DISSATISFIED WITH WEBSITE)

**REASON FOR WEBSITE DISSATISFACTION**

**E5** You said you were **[INSERT CODE FROM E4]**, with the website, **what could be done to improve the website?**

OPEN ENDED TEXT BOX

ASK IF E4=1-5 (USED WEBSITE)

**IN LANGUAGE WEBSITE USAGE**

**E6** Which of the following best describes your experience of the NSW Electoral Commission website... **[SR, READ OUT]**

1. I viewed the specific pages that were translated into **[ARABIC / CANTONESE/ MANDARIN]**
2. I viewed the website in English
3. I viewed the website in my language using Google translate or similar
4. Don't remember

ASK IF E6=1 (USED WEBSITE)

**EASE OF FINDING IN LANGUAGE WEBSITE INFORMATION**

**E6a** How **easy** or **difficult** was it find to information in [ARABIC / CANTONESE/ MANDARIN] on the NSW Electoral Commission **website** on the voting process? [SR] [READ OUT]

1. Very difficult
2. Fairly difficult
3. Neither easy nor difficult
4. Fairly easy
5. Very easy
6. Don't know/can't comment/not applicable

ASK IF E6=2/3 (DID NOT USE IN LANGUAGE) OR E4=6 (DIDN'T VISIT WEBSITE)

**DESIRE FOR IN LANGUAGE WEBSITE INFORMATION**

**E6b** The NSW Electoral Commission **website** provides information in [ARABIC / CANTONESE/ MANDARIN] on the voting process? Knowing this, would you have used the translated information prior to the election... [SR] [READ OUT]

1. Yes
2. No
3. Don't know/can't comment/not applicable

ASK ALL

**CONFIDENCE IN ELECTION RESULTS**

**E7** Overall, how confident are you that the election results are accurate? [SR, DNRO]

[IF CONFIDENT/NOT CONFIDENT] Is that very or fairly confident/not very or not at all confident?

1. Not at all confident
2. Not very confident
3. Fairly confident
4. Very confident
5. Don't know

ASK ALL

**PREVIOUS VOTING EXPERIENCE**

**E8** Which method did you use to vote in the Local Government (local council) elections in December 2021? [SR, READ OUT TO CLARIFY ONLY]

1. In person at a voting centre (polling place) on election day
2. In person at a voting centre (polling place) during early voting
3. By postal vote
4. Online (iVote)
5. By telephone (via iVote)
6. Other (please specify)
7. I did not vote at the last election
8. Don't remember **DNRO**

ASK ALL

**PREFERENCE OF VOTING OPTIONS**

**E9** Which method of voting would you prefer to use in future? [SR, READ OUT]

1. In person at a voting centre (polling place) on election day
2. In person at a voting centre (polling place) during early voting
3. By postal vote
4. Online (such as iVote)
5. By telephone

- 6. Other (please specify) **DNRO**
- 7. Don't want to vote **DNRO**
- 8. Don't know **DNRO**

## SECTION F: FUTURE IMPROVEMENTS

ASK ALL

### IMPORTANCE OF ELEMENTS

**F1** How important are the following to deliver a satisfactory voting service? [SR per row] [RANDOMISE, READ OUT EACH STATEMENT AND PROBE FOR LEVEL OF IMPORTANCE]

	Extremely unimportant	Slightly unimportant	Neither important nor unimportant	Slightly important	Extremely important	Don't know/ Can't say DNRO
Short time spent in voting centre (polling place) to cast a vote	1	2	3	4	5	6
COVID safety measures in place e.g. physical distancing measures, bring own pen, hand sanitiser	1	2	3	4	5	6
An interpreter service (TIS National), to translate into my language	1	2	3	4	5	6
Information from someone with a badge showing that they spoke my language	1	2	3	4	5	6
Information in my language online	1	2	3	4	5	6
Easy application process for postal voting	1	2	3	4	5	6
NSW Electoral Commission Website	1	2	3	4	5	6

ASK ALL

### EXPERIENCE IMPROVEMENTS

**F2** In your own words, how could the voting experience be better for you, and others that speak in [ARABIC / CANTONESE/ MANDARIN]? [OPEN VERBATIM]



## Appendix E: CALD Voting Banner Survey

### QUESTIONNAIRE

<b>PROJECT NAME:</b>	2023 NSW State election
<b>CLIENT:</b>	NSW Electoral Commission
<b>SAMPLE DESCRIPTION:</b>	Sample: best efforts Methodology: Intercept to self-complete Length: <5 minutes
<b>DATE:</b>	MAR 2023
<b>SURVEY:</b>	CALD BANNER SURVEY

Overview of questionnaire flow:

<b>SECTION:</b>	<b>AIM:</b>
SCREENER	<i>Ensure talking to the right people</i>
SECTION A: ATTITUDES	<i>Attitudes to voting understood</i>
SECTION Z: DEMOGRAPHICS	<i>Demographics</i>

### Sample structure, quotas and programming notes:

- Natural fall out of the target sample

#### SECTION S: SCREENER

**S1**     **AUTOCODE**  
1.    Prepoll  
2.    Election day  
  
**PLACE OF POLLING**

**S2**     **AUTOCODE**  
1.    Place 1  
2.    Place 2  
3.    Place 3  
4.    Place 4  
5.    Place 5  
6.    Place 6  
7.    Place 7

#### **LANGUAGES** **ASK IF S3=1**

**S4**     **Which languages do you speak? MR**  
1.    English  
2.    Arabic  
3.    Cantonese  
4.    German  
5.    Greek  
6.    Hindi  
7.    Italian  
8.    Japanese  
9.    Korean  
10.    Mandarin  
11.    Spanish

- 12. Vietnamese
- 13. Other – please specify {VERBATIM}

**MAIN LANGUAGE**

ASK IF MR for S4 for 2,3,5,10,12; ELSE AUTO CODE

**S5** Which of the following languages do you speak most frequently? **SR**

- 1. Arabic                      SHOW IF S4=1
- 2. Cantonese                SHOW IF S4=2
- 3. Greek                     SHOW IF S4=4
- 4. Mandarin                SHOW IF S4=9
- 5. Vietnamese             SHOW IF S4=11

**ELIGIBLE TO COMPLETE**

**S6a** **AUTOCODE**

- 1. Arabic                    S5=1
- 2. Cantonese               S5=2
- 3. Greek                    S5=3
- 4. Mandarin                S5=4
- 5. Vietnamese             S5=5
- 6. Else, thanks and close

TERMINATE RESPONDENT IF ONLY SELECTED ENGLISH AT S4 (S4=1),

OR IF SELECTED NOT ELIGIBLE LANGUAGE (S4=4,6,7,8,9,11),

OR IF SELECTED ENGLISH AND NOT ELIGIBLE LANGUAGE (S4=1 AND S4=4,6,7,8,9,11)

ASK ALL

**AGE**

**Z1** Please type in your **age in years**: \_\_\_\_\_ TERMINATE HERE IF <18  
RECORD EXACT AGE AND ALSO CODE INTO AGE CATEGORIES BELOW:

S2b: (1) 18-24 (2) 25-34 (3) 35-44 (4) 45-54 (5) 55-64 (6) 65-75

## SECTION A: ATTITUDES

### BARRIERS TO VOTING IN PERSON

ASK ALL

A1 Which of the following are **barriers to voting in person**?

Please select one answer CAROUSEL FORMAT, RANDOMISE, SR

SCALE	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
	1	2	3	4	5

#	STATEMENT
1	Not easy as can't read English
2	Can't find information on the voting process in [S6 language]
3	Can't vote in [S6 language]
4	Not enough information on candidates in [S6 language]
5	Lack of help from staff in [S6 language]
6	Not sure how to fill in the ballot paper(s)

### AWARENESS

ASK ALL

A2 Have you seen this banner? SR

1. Yes
2. No



### WHERE SAW BANNER

ASK IF SEEN BANNER (A2=1)

- A3** Where did you see the banner?
1. Outside the polling booth
  2. In outdoor advertising
  3. Not sure

**VISIBILITY**

ASK IF SEEN BANNER (A2=1)

- A4** How, visible was the banner?

Not at all visible	Not visible	Visible	Very Visible	Not Sure
1	2	3	4	5

**DIAGNOSTICS**

ASK IF SEEN BANNER (A2=1)

- A5** Thinking now about the banner, how much do you agree or disagree with the following statements about these ads?

	RANDOMISE	Disagree	Somewhat agree	Strongly agree
INFORMATIVE	The banner is informative	1	2	3
INFORMATIVE (OPTIONAL)	The banner told me something new	1	2	3
EASE OF UNDERSTANDING/COMPREHENSION	The banner is easy to understand	1	2	3
BELIEVABILITY	I found the message of the banner to be believable	1	2	3
EMOTIONAL ENGAGEMENT	I would talk to other people about the banner	1	2	3
EMOTIONAL ENGAGEMENT	What the banner said was interesting to me	1	2	3
WEAR OUT	I am getting tired of seeing/hearing about the banner	1	2	3
RELEVANCE	The banner is for people like me	1	2	3

**CAMPAIGN MESSAGES**

ASK IF SEEN BANNER (A2=1)

- A6** How much do you agree or disagree with the following statements about this banner? This banner...

RANDOMISE	Disagree	Somewhat agree	Strongly agree
Made me feel welcomed into the voting centre	1	2	3
Told me where I could vote	1	2	3
Made me think there will be support in [S6 language]	1	2	3

### CALL TO ACTION

ASK IF SEEN BANNER (A2=1)

**A7** Which of the following did you do as a result of seeing the banner? **MR**

*Please select all that apply.* **MR, RANDOMISE**

1. Came in and voted [early **SHOW FOR PRE-POLL ONLY**]
2. Searched online to find out more
3. Talked to others about the banner
4. None of the above **SR**

### VOTING INTENTION

ASK IF SEEN BANNER (A2=1)

**A7b** Were you planning to vote before you saw the banner? **SR, RANDOMISE**

1. No- Wasn't going to vote this election, but saw the banner and decided to vote
2. Yes- Was going to vote, regardless of seeing the banner
3. Don't know

### PROMPTED BRAND ATTRIBUTION

ASK IF SEEN BANNER (A2=1)

**A8** And which of the following do you believe were responsible for the banner? **MR, RANDOMISE**

1. A government organisation
2. A political party
3. NSW Electoral Commission
4. NSW Government
5. Australian Government
6. Local council
7. Other **ALWAYS SECOND LAST**
8. Don't know **LAST AND EXCLUSIVE**

### EXPERIENCE IMPROVEMENTS

ASK ALL

**F3** In your own words, how could the voting experience be better for you, and others that speak in [S6 LANGUAGE]?  
**[OPEN VERBATIM]**

## SECTION 2: DEMOGRAPHICS

### GENDER

**Z2** Which **gender** do you **most identify with**? **SR**

1. Male
2. Female
3. Other

### ACCESSIBILITY CONDITIONS

**Z3** Do you experience / have any of the following: **[MR]**

1. Blindness or low vision
2. Reading difficulties
3. Hearing impairment
4. Mobility restrictions
5. The use of a wheelchair
6. None of these **SR**
7. Prefer not to say **SR**

## Appendix F: Political Participant Survey

### QUESTIONNAIRE

<b>Client:</b>	NSW Electoral Commission	<b>Job Number:</b>	223621.02
<b>Project Name:</b>	2023 NSW State election	<b>Date:</b>	April 2023

#### Sample structure, quotas and programming notes:

- Study overview: Gaining the views of political participants to evaluate NSW Electoral Commission services at the 2023 NSW State election AND to deliver actionable insights to increase understanding, trust and future participation in democracy
- Sample frame: emailed out by NSW Electoral Commission to:
  - Candidates
    - Registered party (i.e. nominated by a registered party)
    - Other (e.g. independent i.e. nominated by 25 electors; or no affiliation)
  - Other political participants
    - Party officers of State registered political parties
      - Registered officers
      - Deputy registered officers
      - Party agents
      - Other party worker/volunteer
    - Third party campaigners
      - Official agents
- Sample size: While we will maximise the response rate the end sample depends on the number of people on the list and the quality of the list
- Quotas: No quotas, it is a client list - all qualify.

#### Survey introduction:

Welcome to our survey.

The survey will take around 15 minutes for you to complete. Please answer each question on your screen before proceeding to the next screen. If you require a break at any stage, you can close your browser and return to the survey at a later time. All you need to do to resume is return to the invite link and the survey will be waiting for you.

## SECTION A: SATISFACTION

ASK ALL

### SATISFACTION - ELECTION FAIR AND IMPARTIAL

- A1** Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the 2023 **NSW State election fairly and impartially?** [SR]
7. Very dissatisfied
  8. Fairly dissatisfied
  9. Neither satisfied nor dissatisfied
  10. Fairly satisfied
  11. Very satisfied
  12. Don't know/can't comment/not applicable

ASK ALL

### SATISFACTION – OVERALL EXPERIENCE

- A2** Taking everything into account, how satisfied or dissatisfied were you with your **overall experience** as [INSERT SO HIDDEN LANGUAGE] in the 2023 NSW State election? [SR]
7. Very dissatisfied
  8. Fairly dissatisfied
  9. Neither satisfied nor dissatisfied
  10. Fairly satisfied
  11. Very satisfied
  12. Don't know/can't comment/not applicable

ASK IF A2=1-5 (GAVE SATISFACTION RATING)

### REASON FOR OVERALL EXPERIENCE SATISFACTION

- A3** And why were you [INSERT A2]? [OE]
- RECORD VERBATIM

ASK ALL

### LEVEL OF TRUST IN PROCESS

- A4** To what extent do you **trust or distrust the election process** for the 2023 NSW State election? Would you say that you... [SR]
7. Distrust it a great deal
  8. Distrust it a little
  9. Neither trust nor distrust it
  10. Trust it a little
  11. Trust it a great deal
  12. Don't know

## SECTION B: INFORMATION AND RESOURCES

ASK ALL

### SUFFICIENT INFORMATION ON OBLIGATIONS

**B1** Overall, did you receive **sufficient information** from the NSW Electoral Commission on electoral processes and your **obligations** as [INSERT SO HIDDEN LANGUAGE]? [SR]

1. Yes
2. No
3. Don't know / Can't recall

ASK ALL

### INFORMATION RESOURCES USED - SATISFACTION

**B2** Please rate your satisfaction or dissatisfaction with each of the following NSW Electoral Commission's information resources: [SR per row] [RANDOMISE]

	Very dissatisfied	Fairly dissatisfied	Neither satisfied nor dissatisfied	Fairly satisfied	Very satisfied	Not applicable	Did not use
a) Candidate handbook [DO NOT SHOW FOR 3 <sup>RD</sup> PARTY CAMPAIGNERS S0=2C]	1	2	3	4	5	6	7
b) NSW Electoral Commission social media advertising	1	2	3	4	5	6	7
c) NSW Electoral Commission election advertising campaign (TV, radio, newspapers)	1	2	3	4	5	6	7
d) NSW Electoral Commission website	1	2	3	4	5	6	7
e) Webinars	1	2	3	4	5	6	7
f) Helpdesk (phone line)	1	2	3	4	5	6	7
g) Election bulletins							
h) Helpdesk (email)	1	2	3	4	5	6	7
i) Election manager (for your district)	1	2	3	4	5	6	7

ASK IF B2a = 1,2

### REASON DISSATISFIED WITH CANDIDATE HANDBOOK

**B3** You said you were dissatisfied with the NSW Electoral Commission's **Candidate handbook**. What suggestions do you have on how to improve this in the future? [OE]

ASK IF B2c = 1,2

### REASON DISSATISFIED WITH ADVERTISING

**B4** You said you were dissatisfied with the NSW Electoral Commission's **advertising campaign**. What suggestions do you have on how to improve this in the future? [OE]



ASK IF B2d= 1,2

**REASON DISSATISFIED WITH WEBSITE**

**B5** You said you were dissatisfied with the **NSW Electoral Commission’s website**. What suggestions do you have on how to improve this in the future? **[OE]**

ASK IF B2e = 1,2

**REASON DISSATISFIED WITH WEBINAR**

**B5b** You said you were dissatisfied with the **webinars**. What suggestions do you have on how to improve these in the future? **[OE]**

ASK IF B2f = 1,2

**REASON DISSATISFIED WITH HELPDESK**

**B6** You said you were dissatisfied with the NSW Electoral Commission’s helpdesk (**phone line**). What suggestions do you have on how to improve this in the future? **[OE]**

ASK IF B2g = 1,2

**REASON DISSATISFIED WITH ELECTION BULLETINS**

**B7** You said you were dissatisfied with the **election bulletins**. What suggestions do you have on how to improve these in the future? **[OE]**

ASK ALL – SEE INSTRUCTIONS BELOW IN TABLE

**SUPPORT RESOURCES USED - SATISFACTION**

**B8** Thinking about your interactions with the helpdesk, please rate your satisfaction or dissatisfaction with the following:

RANDOMISE	Very dissatisfied	Fairly dissatisfied	Neither satisfied nor dissatisfied	Fairly satisfied	Very satisfied	Don't know/ Can't say
ASK IF B2f = 1-5						
The responsiveness of the helpdesk (phone line)	1	2	3	4	5	6
ASK IF B2h = 1-5						
The responsiveness of the helpdesk (email)	1	2	3	4	5	6

ASK ALL, EXCEPT 3<sup>RD</sup> PARTY CAMPAIGNERS (S0=2C)]

**SCRUTINEER APPOINTMENT**

**D2** Did you appoint scrutineers?  
1. Yes  
2. No  
3. Don't know

ASK IF APPOINTED SCRUTINEERS (D2=1)

**SCRUTINEER WEBINAR**

**D3** Did you send the scrutineer(s) to training or did they attend/view a relevant webinar?

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

ASK IF APPOINTED SCRUTINEERS (D2=1)

**SCRUTINEER ROLES AND RESPONSIBILITIES**

**D4** Did the scrutineer(s) understand their role and responsibilities?

1. Completely
2. Yes
3. Not really
4. Not sure

**SECTION D: STAFF**

**INTRO:** Now thinking about your interactions with the NSW Electoral Commission...

ASK ALL

**INTERACTION – SATISFACTION BREAKDOWN**

**D1** Please rate your satisfaction or dissatisfaction with your interaction with the NSW Electoral Commission **staff** in terms of each of the below. **[SR per row] [ROTATE]**

	Very dissatisfied	Fairly dissatisfied	Neither satisfied nor dissatisfied	Fairly satisfied	Very satisfied	Don't know/ not applicable
Candidate or third-party campaigner registration process for electoral funding/expenditure purposes	1	2	3	4	5	6
Candidate nomination process [DO NOT ASK 3 <sup>RD</sup> PARTY CAMPAIGNERS (S0=2C)]	1	2	3	4	5	6
Conduct of the ballot paper draw [DO NOT ASK 3 <sup>RD</sup> PARTY CAMPAIGNERS (S0=2C)]	1	2	3	4	5	6
Registration of electoral material	1	2	3	4	5	6
Providing information on count procedures	1	2	3	4	5	6
Progressive publishing of election results on the website	1	2	3	4	5	6

## SECTION Z: REGISTERING & NOMINATION

### SHOW ALL

INTRO: The next section is about the registration process.

**Registration** is a separate process to nomination.

- **Registration** allows a candidate, group of candidates or third-party campaigner to accept donations and incur electoral expenditure.
- **Nomination** means your name will be included on the **ballot paper** for election.

### ASK ALL

#### REGISTRATION

- Z1** Did you personally complete the registration process – as (or on behalf of) a candidate, group of candidates or third-party campaigner? [SR]
1. Yes
  2. No
  3. Deemed registered upon nomination
  4. Don't know

### ASK IF Z1=1 (REGISTERED)

#### REGISTRATION PROCESS - SATISFACTION

- Z2** Overall, how satisfied or dissatisfied were you with the process of registering? [SR]
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment
  7. Did not apply to be registered

### ASK IF Z1=1 (REGISTERED)

#### PROMPTNESS OF PROCESSING REGISTRATION

- Z3** Do you think the NSW Electoral Commission was prompt at processing your registration and notifying you that you were registered? [SR]
1. Yes
  2. No
  3. Unsure

## FUNDING AND DISCLOSURE

### ASK IF Z1=1 (REGISTERED)

#### USE OF ONLINE REGISTERING

- Z4** Did you use Funding and Disclosure Online to register? [SR]
1. Yes – used the online registration system
  2. No – used the manual (paper-based) registration process
  3. Not sure

### ASK IF Z4 Z4=2 (REGISTERED MANUALLY)

#### REGISTRATION MECHANISM CHOICE

- Z5** You indicated that you used a paper-based process to register and not the online registration system. Why is that?

ASK IF Z4=1 (USED FUNDING AND DISCLOSURE ONLINE SYSTEM)

**ONLINE REGISTRATION - SATISFACTION**

- Z6** How satisfied or dissatisfied were you with the ease of using the Funding and Disclosure Online system to register? [SR]
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly satisfied
  5. Very satisfied
  6. Don't know/can't comment/not applicable

ASK IF Z6=2 (NOT SATISFIED WITH FUNDING AND DISCLOSURE ONLINE)

**ONLINE REGISTRATION - DISSATISFACTION**

- Z7** Why were you dissatisfied with the online registration process? [OE]

ASK IF Z1=1 (REGISTERED)

**EASE TO COMPLY WITH FINANCE REQUIREMENTS**

- Z8** Did you find it **easy or difficult** to **comply with your funding and disclosure obligations**? [SR]
1. Very difficult
  2. Fairly difficult
  3. Neither difficult nor easy
  4. Fairly easy
  5. Very easy
  6. Don't know/can't comment/not applicable

ASK IF Z8=1,2

**REASON DIFFICULT TO COMPLY WITH FINANCE REQUIREMENTS**

- Z9** You said it was difficult to comply with your electoral funding and disclosure obligations. Why is that? [OE]

**NOMINATING**

SHOW ALL EXCEPT THIRD PARTY CAMPAIGNERS (S0=2c)

**INTRO:** All candidates and groups of candidates must complete the nomination process to have their name included on the ballot paper.

The **nomination process is different from the registration process.**

A separate survey was conducted by the NSW Electoral Commission following the close of nominations. The questions below about nominating supplement that survey to obtain an overall satisfaction level.

ASK ALL EXCEPT THIRD PARTY CAMPAIGNERS (S0=2c)

**NOMINATION**

- Z10** Did **you personally** complete the nomination process as, or on behalf of, a candidate or group of candidates?
1. Yes
  2. No
  3. Not sure

ASK IF Z10=1 (NOMINATED)

**NOMINATION PROCESS - SATISFACTION**

- Z11** Overall, how **satisfied or dissatisfied** were you with the **nomination process**? [SR]
1. Very dissatisfied
  2. Fairly dissatisfied
  3. Neither satisfied nor dissatisfied

4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

## SECTION C: ELECTORAL MATERIAL

### ASK ALL

#### REGISTER ELECTORAL MATERIAL

**C1** Now thinking about the process of registering electoral (how-to-vote) material.

Did you personally register electoral material for yourself or your party? [SR]

1. Yes
2. No
3. Unsure
4. Did not use how to vote material

### ASK IF C1=1 (REGISTERED MATERIAL)

#### REGISTER ELECTORAL MATERIAL - SATISFACTION

**C2** How satisfied or dissatisfied were you with the registration process for electoral material? [SR]

1. Very dissatisfied
2. Fairly dissatisfied
3. Neither satisfied nor dissatisfied
4. Fairly satisfied
5. Very satisfied
6. Don't know/can't comment/not applicable

## SECTION F: FUTURE IMPROVEMENTS

**INTRO** Just a few final questions to further improve election services.

### ASK ALL

#### IMPORTANCE OF ELEMENTS

**F1** How important are the following factors to you for the delivery of a satisfactory election? [SR per row] [RANDOMISE]

	Extremely unimportant	Slightly unimportant	Neither important nor unimportant	Slightly important	Extremely important	Don't know/ Can't say /NA
Information about the registration process for electoral funding/expenditure purposes	1	2	3	4	5	6
Information about the nomination process	1	2	3	4	5	6
Information about the registration process for electoral material	1	2	3	4	5	6

Ability to watch the ballot paper draw	1	2	3	4	5	6
Provision of information about how votes are counted	1	2	3	4	5	6
Provision of information about the progress of the count	1	2	3	4	5	6

ASK ALL

ONLINE FACTORS IMPORTANT

**F2** When considering online systems and services offered by the NSW Electoral Commission, how important are the following elements [SR per row]

RANDOMISE	Extremely unimportant	Slightly unimportant	Neither important nor unimportant	Slightly important	Extremely important	Don't know/ Can't say
A single login allowing access to all online election systems	1	2	3	4	5	6
Ability to sign all forms electronically	1	2	3	4	5	6
Ability to see what is required and when	1	2	3	4	5	6

ASK ALL

REGULATORY PRIORITIES

**F3** Are there areas of electoral regulation that you think the Electoral Commission should prioritise in 2023 and 2024?

*The current Regulatory Priorities for 2022-23 are:*

1. Electoral material and other election-related material does not mislead electors about the electoral process.
2. Voting in person at NSW elections is free of interference.
3. State registered political party membership information is accurate in the lead-up to the 2023 NSW State election.
4. Election participants meet their political donation disclosure obligations for the 2023 NSW State election pre-election period.
5. Regular recipients of enrolment information – such as registered political parties and candidates – handle this personal information securely.
6. Third-party lobbyists comply with their Code of Conduct obligations around meeting disclosures.
7. Electors who vote more than once are considered for enforcement action.
8. Regulated participants in NSW elections have access to useful and timely information about their key obligations.

OPEN ENDED QUESTION

ASK ALL

**DISCLOSURE SENTIMENT**

**F4** The Electoral Commission has recently been authorised to disclose, in the public interest, certain information about its investigation, compliance and enforcement activities.

Would you support the regular/routine publication of information that identifies by name election participants who are subject to an investigation or who have been the subject of enforcement action?

1. Yes
2. No
3. Not sure

ASK ALL

**F5** Do you have feedback or comments for the Electoral Commission to consider if it were to introduce such transparency measures?

**OPEN ENDED QUESTION**

1. No feedback

ASK ALL

**F6** Any other comments not already covered in this survey?

**OPEN ENDED QUESTION**

1. No feedback

**SECTION G: DEMOGRAPHICS**

**INTRO** And lastly a few demographic questions about you.

ASK ALL

**GENDER**

**G1** How do you describe your **gender**? [SR]

6. Man or male
7. Woman or female
8. Non-binary or gender fluid
9. I use a different term
10. Prefer not to say

2. ASK ALL

**AGE**

**G2** Please indicate your age bracket? [SR]

1. 18-20
2. 21-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75-84
9. 85-94

- 10. 95+
- 11. I'd rather not say

ASK ALL

**ABORIGINAL OR TORRES STRAIT ISLANDER**

- G3** Are you of Aboriginal or Torres Strait Islander origin? **[SR]**
- 6. Yes, Aboriginal
  - 7. Yes, Torres Strait Islander
  - 8. Yes, both Aboriginal and Torres strait islander
  - 9. No
  - 10. Prefer not to say

ASK ALL

**CALD**

- G4** And do you speak a language other than English at home? **[SR]**
- 4. Yes
  - 5. No
  - 6. Prefer not to say

ASK IF S0=1

- G5** Which of the following best describes you as a candidate for the 2023 NSW State election? **[SR]**
- 1. Sitting Member
  - 2. First time
  - 3. Not a sitting Member but have contested a NSW state election before



## Appendix G: Qualitative Interview Discussion Guide (Disability)

### DISCUSSION GUIDE

<b>PROJECT NAME:</b>	2023 NSW State election
<b>CLIENT:</b>	<b>NSW Electoral Commission</b>
<b>DATE:</b>	<b>MAR 2023</b>

#### *Broad overview of qualitative research:*

The NSW Electoral Commission requires robust research with NSW voters and political participants to evaluate NSW Electoral Commission services at the 2023 NSW State election AND to deliver actionable insights to increase understanding, trust and future participation in democracy.

#### **Overview of session flow:**

<b>SECTION:</b>	<b>AIM:</b>	<b>TIMING:</b>
1. INTRODUCTION	<ul style="list-style-type: none"><li>To engage the participant and inform them about the market research process and purpose, learn a bit about them and their situation/build rapport</li></ul>	<b>2 mins</b>
2. VOTING EXPERIENCE	<ul style="list-style-type: none"><li>About them and their election experience – voting method and steps they went through</li></ul>	<b>10 mins</b>
3. GENERAL SATISFACTION	<ul style="list-style-type: none"><li>Measure satisfaction, level of trust, ease of voting and understand if they are satisfied that the NSW State election was fair and impartial</li></ul>	<b>3 mins</b>
4. PARTICIPATION	<ul style="list-style-type: none"><li>Understand how they have approached voting in the past, how voting was different for this election</li></ul>	<b>5 mins</b>
5. AWARENESS/INFORMATION	<ul style="list-style-type: none"><li>Touch on awareness, popular information channels, and explore website usage and helpfulness</li></ul>	<b>5 mins</b>
6. FUTURE IMPROVEMENTS AND CLOSE	<ul style="list-style-type: none"><li>Understand how the process could be improved in the future and close</li></ul>	<b>5 mins</b>
		<b>TOTAL 31 mins</b>

## SECTION 1: INTRODUCTION AND WARM UP

3 MINS

Aim: To engage the participant, build rapport and inform them about the market research process and purpose, learn a bit about them and their situation/build rapport

### MODERATOR TO INTRODUCE PURPOSE OF THE SESSION:

- Welcome and thank you for taking the time to speak with me, my name is [NAME] and I work for Fiftyfive5. This is independent market research, and we want to hear what you have to say. So, we ask that you please be totally open and honest in your feedback. There are no wrong or silly comments, each one is valid. We are just interested in your opinions, which will remain confidential.
- This research study is being conducted on behalf of the New South Wales Electoral Commission. Today we will be talking about voting at the NSW State election, and how we could improve the experience in the future.
- We want to be able to give the client clear guidance on **what works** and **what could be improved** - your honest feedback and opinions will help us and really will make a difference.
- It's important to mention we're talking about **NSW State election**, not Federal elections. This is the election that happened on the 25<sup>th</sup> of March this year.
- Another thing to note is that we don't want to know who you voted for. We just **want to hear about your experience** around the process and how we can make it easier.
- All reporting to be anonymised and reported at aggregate level.
- We will be chatting for about 30 minutes today.
- We would also like to reassure you that: We will comply with all Australian laws protecting your personal data and follow the Market and Social Research (M&SR) Privacy Code.
- We are audio recording, which will only be reviewed for internal analysis.
- Do you have any questions for me before we begin?

### INTRODUCTION:

Before we get into the bulk of our discussion it would be great to get to know you a little better.

Can you please tell me a little bit about yourself (age, where you live and what you love about it)?

- **PROBE:** In a sentence or two, how would you describe living with [INSERT disability or impairment] to someone who knows very little about it? As much or as little as you feel comfortable sharing.
- **PROBE:** How do you navigate day-to-day life, living with [INSERT disability or impairment]? Are there any activities you do differently?

## SECTION 2: VOTING EXPERIENCE

10 MINS

Aim: About them and their election experience – voting method and steps they went through

Stimulus: Pen and paper for moderator to write/draw the journey map as the participant is speaking

Now I would like to talk a bit about **your personal experience** voting at the recent NSW State election. This is the election that happened on Saturday the 25<sup>th</sup> of March (with voting available from Saturday the 18<sup>th</sup> of March).

- Please talk me through your **voting experience journey**. **MODERATOR TO MARK UP KEY STAGES OF JOURNEY TO USE AS A PROMPT FOR THE NEXT QUESTIONS.**

### PROBE AS NEEDED:

- What did you do in the **lead up** to the election?
  - Did you have any concerns leading up to it, or on the day?
- What voting **method/option** did you use and why?
  - Did you vote in person, on the phone (speaking with a person to apply and cast your vote), or by post?
- **When** did you vote and why did you choose this timing?
- Are some voting methods more accessible for you than others, and does that influence your choice of voting method and timing of voting?
  - Did you get assistance from a friend, family member or support person/carer?

- Did you get any **assistance** from election staff or NSW Electoral Commission?
  - What was that and how satisfied were you with the experience?
- In your opinion, what **worked well**? What could be **improved**?

#### FURTHER PROBES, IF NOT DISCUSSED ALREADY ABOVE:

##### IF telephone operator assisted voting

- How did you find out about being able to vote over the phone?
- How did you find out you were eligible to vote over the phone?
- How easy or difficult was it to understand what the process would entail, prior to going through it?
- Tell me about how easy or difficult the process of voting over the phone was?
  - **PROBE:** Quality of instructions, time taken to complete voting process, ease of understanding instructions, the time between applying to vote via phone and the voting itself etc.
- How did you feel about the privacy of telephone voting? **PROBE IF NECESSARY:** What caused these concerns? Were you given any information to ease these concerns?
- How did you find the process of applying and getting your application number for phone voting? **PROBE IF NECESSARY:** Did you have any issues with these coming through or finding these? **IF YES:** What were these and what impact did these have on your experience?
- How long did it take to go through the voting process? And how did you feel about it taking this amount of time?
- How comfortable or uncomfortable were you with the process of voting over the phone? Why do you say that?
- What do you think the benefits are of voting over the phone?
- And what do you think the drawbacks are? Why do you say that?
- If given the option, would you vote this way again in the future? Why/Why not?
- If this method of voting was not available, could you still have cast a vote?
  - **IF NO:** what about if you had assistance from a friend, family member or support person/carer?

##### IF In-person voting – on the day or early voting

- How did you find out where to vote?
- How did you get there? If you required any support, who provided it? Please mention any support required such as transport, wheelchair access, if applicable to you.
- How satisfied were you with your experience at the venue?
  - **PROBE:** Cleanliness, queue time, helpfulness of staff, instructions given, COVID measures etc.
- How long did it take to go through the voting process? And how did you feel about it taking this amount of time?
- What do you think the benefits of voting in person are?
- What do you think the drawbacks of voting in person are? Do you have any concerns?
- Did the reduction in the early voting period from 2 weeks to 1 week have an impact on voting? **IF YES:** In what ways?
- Would you vote this way again in the future? Why/Why not?
- If this method of voting was not available, could you still have cast a vote?
  - **IF NO:** what about if you had assistance from a friend, family member or support person/carer?

##### IF Postal voting

- How did you find out about postal voting?
- Did you apply for a postal vote this election only, or are you generally a postal voter?
  - Was the application from a political party?
- Did you need help? Did you get assistance from a friend, family member or support person/carer?
- How easy or difficult were the instructions to understand?
 

**PROBE IF NECESSARY:**

  - Did the language feel too legal or was it written in plain English?
  - What did you think about the instructions related to signing, witnessing and security questions?
- How easy or difficult was it to understand the instructions for sending the pack back to the NSW Electoral Commission? Why do you say that?
- Did the postal pack arrive in time to complete it and send it back?
- How did you feel about the timeframe given to you to get your vote back to the NSW Electoral Commission?
- How did you feel about the privacy of postal voting? **PROBE IF NECESSARY:** What caused these concerns? Were you given any information to ease these concerns?
- Did you watch the videos on the NSW Electoral Commission's website related to postal voting? **IF YES:** How did you feel about these videos? What was good/not so good about these videos?

- What do you think the benefits of postal voting are?
- And what do you think the drawbacks are? Why do you say that?
- Would you vote this way again in the future? Why/Why not?
- If this method of voting was not available, could you still have cast a vote?
  - IF NO: what about if you had assistance from a friend, family member or support person/carer?

### SECTION 3: GENERAL SATISFACTION

3 MINS

Aim: Measure satisfaction, level of trust, ease of voting and understand if they are satisfied that the NSW State election was fair and impartial

- Thinking **overall**, how **satisfied** or **dissatisfied** were you with your most recent voting experience?  
**PROBE ON REASONS:** Why did you choose this rating/say that?
- Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the NSW State election **fairly and impartially**?  
**PROBE ON REASONS:** Why did you choose this rating/say that?
- To what extent do you **trust** or **distrust** the voting process?  
**PROBE ON REASONS:** Why did you choose this rating/say that?
- Overall, how **easy** or **difficult** did you find it to vote in the most recent State election?  
**PROBE IF NECESSARY:** Very easy, fairly easy, somewhat easy, somewhat difficult, fairly difficult, very difficult
- Why do you say that?  
**PROBE IF NECESSARY:** What made the process easy? What made the process difficult?

### SECTION 4: PARTICIPATION

5 MINS

Aim: Understand how they have approached voting in the past, how voting was different for this election

I would like to now talk a little more generally about voting.

- How have you **voted in the past** for local, state, and federal elections?  
**PROBE IF DIFFERENT METHOD TO THE ONE PREVIOUSLY DISCUSSED:** Why did you chose a different method/option this time?
- How has the voting journey been **different** in the past compared to the journey we just discussed?  
**PROBE IF NECESSARY:** What was better/worse this time (i.e. COVID safety measures, methods/options for voting, accessibility options, wait times, information, the website etc.)? And why do you say that?
- Thinking ahead to **future** elections, **what voting method/option** would you prefer to use? Why do you say that?
- For each of the different voting methods/options (in person, on the phone speaking with a person and by post), what do you see as being **barriers** for yourself and others like you?
- **What** could be done to help **overcome** these barriers?
- **Who** could provide **support or assistance** to help overcome these barriers?

### SECTION 5: AWARENESS/INFORMATION

5 MINS

Aim: Touch on awareness, popular information channels, and explore website usage and helpfulness

Now we will be talking about the communication around the recent NSW State election.

- How did you first become **aware** of the NSW State election, and where/how to vote?
- When it comes to things like elections, which **channels** (e.g. social media, TV, radio, newspapers, magazines, news platforms, websites, post/mail, email, podcasts) do you use to seek information?
  - Do you know where to look for information to accommodate your needs or how to access support?
- In your opinion, when and where would be the **best place for this information** to be available?

*NSW Electoral Commission has a website where you can find out information about upcoming elections and discover where or how you can vote ([www.elections.nsw.gov.au](http://www.elections.nsw.gov.au))*

- Have you used or heard of the website before?

**IF USED IT BEFORE:**

- What information were you looking for? And were you successful in finding it?  
**PROBE:** Did you access the website for information on the accessibility of polling places? **IF YES:** What did you think of this information? Was the information on partially accessibility useful or not? How could this be better?
- How **helpful** would you rate the website and why?
- How **useful** would you rate the website and why?
- How **accessible** would you rate the website and why?

**IF NOT USED IT BEFORE:**

- What would **encourage** you to use the website?  
**PROBE:** Accessibility of polling places
- Are there any **information gaps** it could fill?

**SECTION 6: FUTURE IMPROVEMENTS, THANK AND CLOSE**

**5 MINS**

Aim: Understand how the process could be improved in the future, thank and close

Lastly, I would like you to imagine that you are addressing **the Electoral Commissioner**. We want to hear your advice on how to make the voting process better for yourself and others like you....

- What would help, **what could be improved**?
- If you are not satisfied about your voting experience, what is the main reason you feel this way?
- If you could change one thing about any step in the process, what would it be? **PROBE ON OTHER THINGS THEY WERE NOT HAPPY ABOUT PREVIOUSLY**
- What's **one thing you'd like the Electoral Commissioner to know** (about what we've been discussing)?

Before we come to a close, do you have any final thoughts, comments or questions?

## Appendix H: Qualitative Interview Discussion Guide (Telephone Voting)

### DISCUSSION GUIDE

<b>PROJECT NAME:</b>	2023 NSW State election
<b>CLIENT:</b>	<b>NSW Electoral Commission</b>
<b>DATE:</b>	<b>MAR 2023</b>

#### *Broad overview of qualitative research:*

The NSW Electoral Commission requires robust research with NSW voters and political participants to evaluate NSW Electoral Commission services at the 2023 NSW State election AND to deliver actionable insights to increase understanding, trust and future participation in democracy.

#### **Overview of session flow:**

<b>SECTION:</b>	<b>AIM:</b>	<b>TIMING:</b>
1. INTRODUCTION	<ul style="list-style-type: none"><li>To engage the participant and inform them about the market research process and purpose, learn a bit about them and their situation/build rapport</li></ul>	<b>2 mins</b>
2. VOTING EXPERIENCE	<ul style="list-style-type: none"><li>About them and their election experience and steps they went through</li></ul>	<b>10 mins</b>
3. GENERAL SATISFACTION	<ul style="list-style-type: none"><li>Measure satisfaction, level of trust, ease of voting and understand if they are satisfied that the NSW State election was fair and impartial</li></ul>	<b>3 mins</b>
4. PARTICIPATION	<ul style="list-style-type: none"><li>Understand how they have approached voting in the past, how voting was different for this election</li></ul>	<b>5 mins</b>
5. AWARENESS/INFORMATION	<ul style="list-style-type: none"><li>Touch on awareness, popular information channels, and explore website usage and helpfulness</li></ul>	<b>5 mins</b>
6. FUTURE IMPROVEMENTS AND CLOSE	<ul style="list-style-type: none"><li>Understand how the process could be improved in the future and close</li></ul>	<b>5 mins</b>
		<b>TOTAL 31 mins</b>

## SECTION 1: INTRODUCTION AND WARM UP

2 MINS

Aim: To engage the participant, build rapport and inform them about the market research process and purpose, learn a bit about them and their situation/build rapport

### MODERATOR TO INTRODUCE PURPOSE OF THE SESSION:

- Welcome and thank you for taking the time to speak with me, my name is [NAME] and I work for Fiftyfive5. This is independent market research, and we want to hear what you have to say. So, we ask that you please be totally open and honest in your feedback. There are no wrong or silly comments, each one is valid. We are just interested in your opinions, which will remain confidential.
- This research study is being conducted on behalf of the New South Wales Electoral Commission. Today we will be talking about voting at State election, and how we could improve the experience in the future.
- We want to be able to give the client clear guidance on **what works** and **what could be improved** - your honest feedback and opinions will help us and really will make a difference.
- It's important to mention we're talking about the **NSW State election**, not Federal elections. This is the election that happened on the 25<sup>th</sup> of March this year.
- Another thing to note is that we don't want to know who you voted for. We just **want to hear about your experience** around the process and how we can make it easier.
- All reporting to be anonymised and reported at aggregate level.
- We will be chatting for about 30 minutes today.
- We would also like to reassure you that: We will comply with all Australian laws protecting your personal data and follow the Market and Social Research (M&SR) Privacy Code.
- We are audio recording, which will only be reviewed for internal analysis.
- Do you have any questions for me before we begin?

### INTRODUCTION:

Before we get into the bulk of our discussion it would be great to get to know you a little better. Can you please tell me a little bit about yourself (age, where you live and what you love about it)?

- **PROBE:** How do you navigate day-to-day life, living with [INSERT low vision/blindness]?

## SECTION 2: VOTING EXPERIENCE

10 MINS

Aim: About them and their election experience – voting method and steps they went through

Stimulus: Pen and paper for moderator to write/draw the journey map as the participant is speaking

Now I would like to talk a bit about **your personal experience** voting in the recent NSW State election. This is the election that happened on Saturday the 25<sup>th</sup> of March.

- Please talk me through your **voting experience journey**. **MODERATOR TO MARK UP KEY STAGES OF JOURNEY TO USE AS A PROMPT FOR THE NEXT QUESTIONS.**

### PROBE AS NEEDED:

- How did you find out about being able to vote over the phone?
- How did you find out you were eligible to vote over the phone?
- What did you do in the **lead up** to the election?
  - Did you have any concerns leading up to it?

- What **impacted on your decision** to vote via telephone assisted voting?  
**PROBE IF NECESSARY:**
  - This option provides independence
  - It is a verifiable way to vote without being there in person
  
- Did you need help (other than from the person on the phone)? Did you get assistance from a friend, family member or support person/carer?
  
- **When** did you vote and why did you choose this timing?
  
- How easy or difficult was it to understand what the process would entail, prior to going through it?
  - Where did you get the information
  - Was there anything else you would have wanted to know?
  
- Tell me about how easy or difficult the process of voting over the phone was?  
**PROBE IF NECESSARY:**
  - Quality of instructions
  - Time taken to complete voting process
  - Ease of understanding instructions
  - Ease of understanding the names of candidates
  - The time between applying to vote via phone and the voting itself
  
- How did you feel about the privacy of telephone voting?  
**PROBE IF NECESSARY:**
  - What caused these concerns?
  - Were you given any information to ease these concerns?
  
- What did you think of the process of applying to vote and receiving your application number?  
**PROBE IF NECESSARY:**
  - Did you have any difficulty making a note of the application number or finding the text message/email used to send it to you? **IF YES:** What were these difficulties and what impact did these have on your experience?
  
- How long did it take to apply? How satisfied or dissatisfied were you with this amount of time?
- How long did it take to complete the voting process? How satisfied or dissatisfied were you with this amount of time?
  
- Did you choose to vote immediately after completing your application? **IF NO:** Why did you choose to do this rather than vote immediately?
  - Prompt: Were you transferred to the voting call centre, or did you call back at another time to vote?
  
- How comfortable or uncomfortable were you with the process of voting over the phone? Why do you say that?
  
- Besides the person(s) (operators) you spoke to in order to vote, did you get any **assistance** from election staff or NSW Electoral Commission?
  - What was that help and how satisfied were you with the experience?
  
- What do you think the benefits are of voting over the phone?
- And what do you think the drawbacks are? Why do you say that?
  
- In your opinion, what **worked well**? What could be **improved**?
  
- If given the option, would you vote this way again in the future? Why/Why not?



### SECTION 3: GENERAL SATISFACTION

3 MINS

Aim: Measure satisfaction, level of trust, ease of voting and understand if they are satisfied that the local government election was fair and impartial

- Thinking **overall**, how **satisfied** or **dissatisfied** were you with your most recent voting experience?  
**PROBE ON REASONS:** Why did you choose this rating/say that?
- Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the NSW State election **fairly and impartially**?  
**PROBE ON REASONS:** Why did you choose this rating/say that?
- To what extent do you **trust** or **distrust** the voting process?  
**PROBE ON REASONS:** Why did you choose this rating/say that?
- Overall, how **easy** or **difficult** did you find it to vote in the most recent NSW State election?  
**PROBE IF NECESSARY:** Very easy, fairly easy, somewhat easy, somewhat difficult, fairly difficult, very difficult
- Why do you say that?  
**PROBE IF NECESSARY:** What made the process easy? What made the process difficult?

### SECTION 4: PARTICIPATION

5 MINS

Aim: Understand how they have approached voting in the past, how voting was different for this election

I would like to now talk a little more generally about voting.

- How have you **voted in the past** for local, state, and federal elections?

**IF HAVEN'T VOTED VIA PHONE IN THE PAST:**

- Why did you decide to vote over the phone for this election?
- What was better/worse about phone voting compared to other methods/options for voting that you have used in the past? **IF USED IVOTE IN THE PAST PROBE ON THE COMPARISON**

**IF HAVE VOTED VIA PHONE IN THE PAST:**

- How has the voting journey been **different** in the past when voting over the phone compared to the journey we just discussed? **PROBE IF NECESSARY:** Slightly different process (i.e. used IVR in the past), timing for being able to vote, time taken to actually vote etc.
- What was better/worse this time? Why do you say that?
- Thinking ahead to **future** elections, **what voting method/option** would you prefer to use? Why do you say that?
- For each of the different voting methods/options (in person, on the phone speaking with a person and by post), what do you see as being **barriers** for yourself and people in similar situations to yours??
- **What** could be done to help **overcome** these barriers?
- **Who** could provide **support or assistance** to help overcome these barriers?

### SECTION 5: AWARENESS/INFORMATION

5 MINS

Aim: Touch on awareness, popular information channels, and explore website usage and helpfulness

Now we will be talking about the communication around the recent NSW State election.

- How did you first become **aware** of the NSW State election, and where/how to vote?
- When it comes to things like elections, which **channels** (e.g. social media, TV, radio, newspapers, magazines, news platforms, websites, post/mail, email, podcasts) do you use to seek information?

- Do you know where to look for information to accommodate your needs or how to access support?
- In your opinion, when and where would be the **best place for this information** to be available?

*NSW Electoral Commission has a website where you can find out information about upcoming elections and discover where or how you can vote ([www.elections.nsw.gov.au](http://www.elections.nsw.gov.au))*

- Have you used or heard of the website before?

**IF USED IT BEFORE:**

- What information were you looking for? And were you successful in finding it?

**PROBE IF NECESSARY:**

- Did you use the website to find out information on voting over the phone? **IF YES:** How useful did you find the information?
- Did you use the website to find out about different options for voting? **IF YES:** How useful did you find the information?
- How **helpful** would you rate the website and why?
- How **useful** would you rate the website and why?

**IF NOT USED IT BEFORE:**

- What would **encourage** you to use the website?
- Are there any **information gaps** it could fill?

**SECTION 6: FUTURE IMPROVEMENTS, THANK AND CLOSE**

**5 MINS**

Aim: Understand how the process could be improved in the future, thank and close

Lastly, I would like you to imagine that you are addressing **the Electoral Commissioner**. We want to hear your advice on how to make the voting process better for yourself and others like you....

- What would help, **what could be improved**?
- If you are not satisfied about your voting experience, what is the main reason you feel this way?
- If you could change one thing about any step in the process, what would it be? **PROBE ON OTHER THINGS THEY WERE NOT HAPPY ABOUT PREVIOUSLY**
- What's **one thing you'd like the Electoral Commissioner to know** (about what we've been discussing)?

Before we come to a close, do you have any final thoughts, comments or questions?

## Appendix I: Qualitative Interview Discussion Guide (Postal Voting)

### DISCUSSION GUIDE

<b>PROJECT NAME:</b>	2023 NSW State election
<b>CLIENT:</b>	NSW Electoral Commission
<b>DATE:</b>	MAR 2023

#### *Broad overview of qualitative research:*

The NSW Electoral Commission requires robust research with NSW voters and political participants to evaluate NSW Electoral Commission services at the 2023 NSW State election AND to deliver actionable insights to increase understanding, trust and future participation in democracy.

#### **Overview of session flow:**

<b>SECTION:</b>	<b>AIM:</b>	<b>TIMING:</b>
1. INTRODUCTION	<ul style="list-style-type: none"><li>To engage the participant and inform them about the market research process and purpose, learn a bit about them and their situation/build rapport</li></ul>	<b>2 mins</b>
2. VOTING EXPERIENCE	<ul style="list-style-type: none"><li>About them and their election experience and steps they went through</li></ul>	<b>10 mins</b>
3. GENERAL SATISFACTION	<ul style="list-style-type: none"><li>Measure satisfaction, level of trust, ease of voting and understand if they are satisfied that the NSW State election was fair and impartial</li></ul>	<b>3 mins</b>
4. PARTICIPATION	<ul style="list-style-type: none"><li>Understand how they have approached voting in the past, how voting was different for this election</li></ul>	<b>5 mins</b>
5. AWARENESS/INFORMATION	<ul style="list-style-type: none"><li>Touch on awareness, popular information channels, and explore website usage and helpfulness</li></ul>	<b>5 mins</b>
6. FUTURE IMPROVEMENTS AND CLOSE	<ul style="list-style-type: none"><li>Understand how the process could be improved in the future and close</li></ul>	<b>5 mins</b>
		<b>TOTAL 30 mins</b>

## SECTION 1: INTRODUCTION AND WARM UP

3 MINS

Aim: To engage the participant, build rapport and inform them about the market research process and purpose, learn a bit about them and their situation/build rapport

### MODERATOR TO INTRODUCE PURPOSE OF THE SESSION:

- Welcome and thank you for taking the time to speak with me, my name is [NAME] and I work for Fiftyfive5. This is independent market research, and we want to hear what you have to say. So, we ask that you please be totally open and honest in your feedback. There are no wrong or silly comments, each one is valid. We are just interested in your opinions, which will remain confidential.
- This research study is being conducted on behalf of the New South Wales Electoral Commission. Today we will be talking about voting at the NSW State election, and how we could improve the experience in the future.
- We want to be able to give the client clear guidance on **what works** and **what could be improved** - your honest feedback and opinions will help us and really will make a difference.
- It's important to mention we're talking about the **NSW State election**, not Federal elections. This is the election that happened on the 25<sup>th</sup> of March this year.
- Another thing to note is that we don't want to know who you voted for. We just **want to hear about your experience** around the process and how we can make it easier.
- All reporting to be anonymised and reported at aggregate level.
- We will be chatting for about 30 minutes today.
- We would also like to reassure you that: We will comply with all Australian laws protecting your personal data and follow the Market and Social Research (M&SR) Privacy Code.
- We are audio recording, which will only be reviewed for internal analysis.
- Do you have any questions for me before we begin?

### INTRODUCTION:

Before we get into the bulk of our discussion it would be great to get to know you a little better.

Can you please tell me a little bit about yourself (age, where you live and what you love about it)?

## SECTION 2: VOTING EXPERIENCE

10 MINS

Aim: About them and their election experience – voting method and steps they went through

Stimulus: Pen and paper for moderator to write/draw the journey map as the participant is speaking

Now I would like to talk a bit about **your personal experience** voting in the recent NSW State election. This is the election that happened on Saturday the 25<sup>th</sup> of March (with postal voting registration opening on Monday the 16<sup>th</sup> of January and closing on Monday the 20<sup>th</sup> of March).

- Please talk me through your **voting experience journey**. **MODERATOR TO MARK UP KEY STAGES OF JOURNEY TO USE AS A PROMPT FOR THE NEXT QUESTIONS.**

### PROBE AS NEEDED IF ACTUALLY VOTED VIA POST:

- How did you find out about postal voting?
- How did you find out you were eligible to apply for a postal vote?
- Did you apply for a postal vote for this election only, do you usually apply each election or are you general a postal voter (i.e. you have applied at some time in the past and now automatically receive postal vote packs)?
- How did you apply for a postal vote (online, via a paper form or with the assistance of a call centre operator)?
  - Was the application from a political party? **IF YES:** How did you feel about sharing your personal data with them?
- What **impact**, if at all, did living **[INSERT regionally/remotely]** have on your decision to vote via post?

- Did you need help? Did you get assistance from a friend, family member or support person/carer?
- How easy or difficult was it to complete this year's postal vote application?  
**PROBE IF NECESSARY:**
  - What specifically was easy about it?
  - What specifically was difficult about it?
- How easy or difficult were the instructions sent out with your ballot papers to understand?  
**PROBE IF NECESSARY:**
  - Did the language feel too legal or was it written in plain English?
  - What did you think about the instructions related to signing, witnessing and the security question?
- How easy or difficult was it to understand the instructions for sending the pack back? Why do you say that?
- Did the postal pack arrive in time to complete it and send it back?
- How did you feel about the timeframe given to you to get your vote back to the NSW Electoral Commission?
- How did you feel about the privacy of postal voting?  
**PROBE IF NECESSARY:**
  - What caused these concerns?
  - Were you given any information to ease these concerns?
- Did you watch the videos on the website related to postal voting? **IF YES:** How did you feel about these videos? What was good/not so good about these videos?
- At any stage of the voting process did you get any **assistance** from election staff or the NSW Electoral Commission?
  - What was that and how satisfied were you with the experience?
- What do you think the benefits of postal voting are?
- And what do you think the drawbacks are? Why do you say that?
- In your opinion, what **worked well**? What could be **improved**?
- Would you vote this way again in the future? Why/Why not?

**PROBE AS NEEDED IF ENDED UP VOTING ANOTHER WAY:**

- Why did you apply for a postal vote but end up voting another way? **PROBE ON ALL INFLUENCING FACTORS**

**IF actually voted via telephone operator assisted voting**

- How did you find out about being able to vote over the phone?
- How easy or difficult was it to understand what the process would entail, prior to going through it?
- Tell me about how easy or difficult the process of voting over the phone was?
  - **PROBE:** Quality of instructions, time taken to complete voting process, ease of understanding instructions, the time between applying to vote via phone and the voting itself etc.
- How did you feel about the privacy of telephone voting? **PROBE IF NECESSARY:** What caused these concerns? Were you given any information to ease these concerns?
- How did you find the process of registering and getting your ID for phone interviewing? **PROBE IF NECESSARY:** Did you have any issues with these coming through or finding these? **IF YES:** What were these and what impact did these have on your experience?
- How long did it take for you to go through the voting process? And how did you feel about it taking this amount of time?
- How comfortable or uncomfortable were you with the process of voting over the phone?
- If given the option, would you vote this way again in the future? Why/Why not?

### IF actually voted via in-person voting – on the day or early voting

- How did you find out where to vote?
- How did you get there? If you required any support, who provided it?
- How satisfied were you with your experience at the voting venue?
  - **PROBE:** Cleanliness, queue time, helpfulness of staff, instructions given, COVID measures etc.
- What do you think the benefits of voting in person are?
- What do you think the drawbacks of voting in person are? Do you have any concerns?
- Would you vote this way again in the future? Why/Why not?

### SECTION 3: GENERAL SATISFACTION

3 MINS

Aim: Measure satisfaction, level of trust, ease of voting and understand if they are satisfied that the local government election was fair and impartial

- Thinking **overall**, how **satisfied** or **dissatisfied** were you with your most recent voting experience?  
**PROBE ON REASONS:** Why did you choose this rating/say that?
- Overall, how satisfied or dissatisfied are you that the NSW Electoral Commission conducted the NSW State election **fairly and impartially**?  
**PROBE ON REASONS:** Why did you choose this rating/say that?
- To what extent do you **trust** or **distrust** the voting process?  
**PROBE ON REASONS:** Why did you choose this rating/say that?
- Overall, how **easy** or **difficult** did you find it to vote in the most recent NSW State election?  
**PROBE IF NECESSARY:** Very easy, fairly easy, somewhat easy, somewhat difficult, fairly difficult, very difficult
- Why do you say that?  
**PROBE IF NECESSARY:** What made the process easy? What made the process difficult?

### SECTION 4: PARTICIPATION

5 MINS

Aim: Understand how they have approached voting in the past, how voting was different for this election

I would like to now talk a little more generally about voting.

- How have you **voted in the past** for local, state, and federal elections?

#### IF HAVEN'T VOTED POSTAL IN THE PAST:

- Why did you decide to register for a postal vote for this election?
- What was better/worse about postal voting compared to other methods/options for voting that you have used in the past?
- **PROBE IF VOTED USING IVOTE PREVIOUSLY:** How did you feel switching back to postal voting?

#### IF HAVE VOTED POSTAL IN THE PAST:

- How has the postal voting journey been **different** in the past compared to the journey we just discussed?  
**PROBE IF NECESSARY:** Slightly different process, increased instructions on envelope, new informational videos and pictures, packing the envelope correctly, timeframe between registration and receipt of pack, timeframe to send pack back etc.
- What was better/worse this time? Why do you say that?
- Thinking ahead to **future** elections, **what voting method/option** would you prefer to use? Why do you say that?
- For each of the different voting methods/options (in person, on the phone speaking with a person and by post), what do you see as being **barriers** for yourself and others like you?

- **What** could be done to help **overcome** these barriers?
- **Who** could provide **support or assistance** to help overcome these barriers?

## SECTION 5: AWARENESS/INFORMATION

5 MINS

Aim: Touch on awareness, popular information channels, and explore website usage and helpfulness

Now we will be talking about the communication around the recent NSW State election.

- How did you first become **aware** of the NSW State election, and where/how to vote?
- When it comes to things like elections, which **channels** (e.g. social media, TV, radio, newspapers, magazines, news platforms, websites, post/mail, email, podcasts) do you use to seek information?
  - Do you know where to look for information to accommodate your needs or how to access support?
- In your opinion, when and where would be the **best place for this information** to be available?

*NSW Electoral Commission has a website where you can find out information about upcoming elections and discover where or how you can vote ([www.elections.nsw.gov.au](http://www.elections.nsw.gov.au))*

- Have you used or heard of the website before?

### IF USED IT BEFORE:

- What information were you looking for? And were you successful in finding it?  
**PROBE:** Did you use the website to find out if you were eligible for a postal vote? **IF YES:** How useful did you find the information?
- How **helpful** would you rate the website and why?
- How **useful** would you rate the website and why?

### IF NOT USED IT BEFORE:

- What would **encourage** you to use the website?
- Are there any **information gaps** it could fill?

## SECTION 6: FUTURE IMPROVEMENTS, THANK AND CLOSE

5 MINS

Aim: Understand how the process could be improved in the future, thank and close

Lastly, I would like you to imagine that you are addressing **the Electoral Commissioner**. We want to hear your advice on how to make the voting process better for yourself and others like you....

- What would help, **what could be improved**?
- If you are not satisfied about your voting experience, what is the main reason you feel this way?
- If you could change one thing about any step in the process, what would it be? **PROBE ON OTHER THINGS THEY WERE NOT HAPPY ABOUT PREVIOUSLY**
- What's **one thing you'd like the Electoral Commissioner to know** (about what we've been discussing)?

Before we come to a close, do you have any final thoughts, comments or questions?