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**Voter Information Campaign for
the 2007 NSW General Election
Campaign Awareness Research Report**

Prepared for:
Nicholle Nobel &
Kim Appleby
NSW Electoral Commission

Prepared by:
Dr Fadil Pedic
Nicole Gallagher
The Research Forum
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THE RESEARCH FORUM
Suite 2, Level 3
96 Phillip Street
Parramatta NSW 2150
All correspondence to:
PO Box 3262
Parramatta NSW 2124
T (02) 9687 4744
F (02) 9633 4494

Dr Fadil Pedic & Associates Pty Ltd
ABN 82 051217 646
trading as The Research Forum

CONTENTS

1	EXECUTIVE SUMMARY	1
2	BACKGROUND	4
3	RESEARCH OBJECTIVES	6
4	METHOD & SAMPLE PROFILE	7
	4.1 Research method	7
	4.2 Survey content	7
	4.3 Conduct of research	8
	4.4 Sample profile	8
5	FINDINGS	13
	5.1 Unprompted (Overall) Recall	13
	5.2 Enrolment Phase Campaign	16
	5.3 Pre-poll/Postal Phase	17
	5.4 Where to Vote/Polling booth location Phase	18
	5.5 How to Vote/Formal voting Phase	19
	5.6 Vote Tomorrow Phase	20
	5.7 Prompted Recall Across Post-Enrolment Campaign Phases	21
	ATTACHMENT 1: QUESTIONNAIRES – TRACKING 1 AND TRACKING 2	I

1 EXECUTIVE SUMMARY

The NSW Electoral Commission (NSWEC) commissioned two surveys of eligible NSW electors to measure public awareness of the Voter Information Campaign leading up to Election Day on 24 March 2007. The research was designed to evaluate the effectiveness of the NSWEC advertising campaign and its main components – TV, radio and press.

The surveys were conducted as follows:

- ❖ For Tracking survey 1, 251 telephone interviews were conducted 2-8 March 2007, and were on average 5 minutes in duration;
- ❖ For Tracking survey 2, 251 telephone interviews were also conducted from 25 March (the day after the Election) till 31 March, and were on average 10 minutes in duration.

The sample was screened to include only Australian citizens 18 years and over, that is, NSW residents eligible to vote. The demographic profile of eligible NSW electors across the two surveys was very similar to the profile of the general population of NSW electors. A wide age range of eligible electors was surveyed and both sexes were fairly represented. Both surveys also included people from non-English speaking background, as well as citizens by birth, citizens by choice and people living with a disability.

The main finding of the evaluation was that the Voter Information Campaign successfully reached most eligible electors. In fact, **the vast majority of electors – 3 in 4 or 75% - were exposed to at least one element of the advertising campaign.** Most people saw/heard between one and three elements of the campaign. Conversely, only 1 in 4 electors remained unexposed to any element of the campaign. These evaluation findings represent **creditable and effective campaign reach given the overall budget and media spend.**

Furthermore, overall campaign reach was equal across most demographics of NSW electors: sex, age, education level and disability status. **The campaign was therefore highly effective in reaching different demographic groups of NSW electors.**

The demographic differences in reach that were noted were encouraging and generally positive. Two of the differences were not *statistically* significant but it was encouraging to find that the campaign was slightly more successful in reaching younger electors (aged 35 and under) and electors with a disability. The two *significant* demographic differences were that the campaign showed higher reach among electors in regional and rural areas (compared to reach in metro areas) and among electors born in Australia (vs. those born elsewhere).

Campaign exposure broken by media was as follows:

- ✦ more than half the electors (53%) heard at least one NSWEC radio ad;
- ✦ some 4 in 10 electors (39%) saw at least one NSWEC TV ad; and
- ✦ more than 1 in 3 electors (35%) saw at least one NSWEC press ad.

These results point to another important evaluation finding, namely that **radio showed the highest reach among NSW electors**, outstripping reach of press by 18% and TV by 14%. In fact, some 71% of those who were exposed to the NSWEC campaign were reached by radio. Given that radio accounted for only 18% of the overall media spend, this medium clearly proved the most *cost effective* in reaching the campaign target audience. That said, the reach of TV and press was on par with the relative spend on these media but radio managed to 'punch above with its weight' given the *relative* spend on that medium.

Further analysis of campaign reach showed that –

- ✓ radio was particularly effective in reaching electors in regional and rural areas of NSW;
- ✓ TV was particularly effective in reaching electors with a disability, younger and older electors (<35 and >55+) and those born in Australia; and
- ✓ press was more effective in reaching males.

With regard to reach of the five (5) separate campaign phases, the evaluation showed that:

- ✓ **2 out of 3 electors (69%) were aware of some type of enrolment advertisement**
→ the Enrolment Phase reached the majority of electors;
- ✓ **1 out of 2 electors (51%) were aware of some type of pre-poll/postal advertisement**
→ the Pre-poll/Postal Phase reached the majority of electors;
- X almost **1 out of 2 electors (47%) were aware of some type of 'where to vote' advertisement**
→ the 'where to vote' Phase did not reach the majority of electors;
- X **1 out of 3 electors (34%) were aware of some type of 'how to vote' advertisement**
→ the 'how to vote' Phase did not reach the majority of electors; and
- X almost **1 out of 2 electors (45%) were aware of some type of 'vote tomorrow' advertisement**
→ the 'vote tomorrow' Phase did not reach the majority of electors.

The reach achieved by the Enrolment Phase of the Voter Information Campaign is highly commendable. The reach of the Pre-poll/Postal advertising campaign is adequate. However, the failure of the remaining campaign phases to reach the majority of electors is of concern.

Our conclusion is that **the budget allocation for these phases of the Voter Information Campaign (Where to vote, How to vote and Vote tomorrow) should be increased in future NSW elections.** This should *not* be at the cost of spend on other campaign phases, especially pre-poll/postal where reach was merely adequate. By implication, **a higher media budget is recommended for future campaigns.**

Given the evaluation findings, the *additional* funds should be allocated as follows:

- ⊕ to radio spend for 'Where to vote' and 'Vote tomorrow' phases and
- ⊕ equally apportioned to TV and press for 'How to vote'.

One other issue of concern is NSWEC branding: **awareness of the NSWEC as an organisation advertising throughout the election was very low.** In fact, mention of the NSWEC as such an organisation decreased (though non-significantly) between Tracking 1 and Tracking 2 (from a mere 10% to 7%). *If* the NSW Electoral Commission views its own branding at NSW General Elections as an important issue, and if it is interested in increasing its 'share of mind' at election time, branding of the NSWEC within the Voter Information Campaign materials should be reassessed prior to the next GE.

Overall, however, it is worth reiterating that the 2007 Voter Information Campaign was successful in reaching the vast majority of NSW electors on several occasions and that, for the budget spend, the reach achieved was creditable and cost effective.

2 BACKGROUND

The New South Wales Electoral Commission (NSWEC) conducts elections for the Parliament of New South Wales. Local Councils and other clients can also engage the NSWEC to conduct elections on a contract basis. In addition, the NSWEC has an agreement with the Australian Electoral Commission (AEC) to maintain the electoral enrolment register used for State and Local government elections.

As part of its role in conducting the NSW general election (GE), the NSWEC is obliged to run media campaigns designed to inform NSW electors about the fact that the election is taking place, about the absentee and postal voting options, how to vote formally, where to vote, how to nominate, etc. To this end, the NSWEC launched a Voter Information Campaign in February 2007 for the NSW GE which took place on 24 March 2007. (Voting took place to decide the composition of the Legislative Assembly and the Legislative Council.)

- ✓ The objective of the Voter Information Campaign was to inform the diverse target group of NSW electors about the election and the relevant key dates.

The campaign comprised of television, radio and press advertising focused on key electoral messages appropriate to each phase of the election. It aimed to convey the following **key electoral messages**:

- ❖ key election dates (close of rolls, election date, etc.);
- ❖ how to enrol;
- ❖ how to become a candidate;
- ❖ how people who cannot vote on election day can vote prior to election day;
- ❖ how people can vote if they will be interstate or overseas on election day;
- ❖ how to register how-to-vote material;
- ❖ party second preferences;
- ❖ the names of candidates for the election;
- ❖ how to cast a formal vote;
- ❖ where to vote on election day; and
- ❖ (after the election) summary election results and names of successful candidates.

The target group for the campaign was all Australian citizens living in New South Wales who would be 18 or older at the time of the next General Election ... that is eligible NSW electors.

The NSWEC's advertising campaign consisted of five main phases as follows:

1. Enrolment (aimed to maximise enrolment among eligible but un-enrolled individuals and those not enrolled correctly). This phase ran from February 11 to March 2.
2. Pre-poll and postal voting (offered information to voters who might not be able to vote on polling day, such as pre-poll voting and postal voting). This phase ran from February 6 to March 19.
3. Where to vote (offered information on where to obtain locations of polling places). This phase ran from March 13 to March 18.
4. How to vote (offered voting instructions in order to reduce informal voting). This phase from March 19 to March 23.
5. Vote tomorrow (Involved a reminder to vote on Election Day). This phase ran on March 23.

3 RESEARCH OBJECTIVES

The NSWEC required a survey of eligible NSW electors to measure public awareness of the NSWEC advertising campaign leading up to the polling day. The research would thereby evaluate the effectiveness of the NSWEC advertising campaign and its components.

This type of evaluation involves a series of telephone surveys of eligible electors. At least two surveys are undertaken - one before the campaign is launched ('Benchmark') and one after campaign closure ('Tracking'). One or more other surveys can also be undertaken between the Benchmark and the Tracking surveys if the campaign is a long one and/or if the majority of budget is spent early on in the life of the campaign. The aim here is to determine what has been achieved for the budget spent, e.g.:

- ✓ Proportion of eligible electors exposed to each phase of the voter information campaign - who saw it and who did not;
- ✓ Proportion of eligible electors who learnt (or were reminded of something) through the voter information campaign - impact on knowledge; and
- ✓ Impact of the voter information campaign on turnout, formality etc. - impact on behaviour.

4 METHOD & SAMPLE PROFILE

4.1 Research method

This project consisted of two surveys:

- ❖ Tracking Survey 1
- ❖ Tracking Survey 2

For each survey, 250 people were randomly selected from the NSW populace, provided they were an Australian Citizen aged 18 years and over (i.e. eligible voters). In particular:

- ❖ For Tracking survey 1, 251 telephone interviews were conducted from 2 March till 8 March 2007, and were on average 5 minutes in duration;
- ❖ For Tracking survey 2, 251 telephone interviews were also conducted from 25 March (the day after the Election) till 31 March, and were on average 10 minutes in duration.

4.2 Survey content

The two questionnaires were designed to provide indices on the effectiveness of the advertising campaign. The specific questions in the surveys were designed to measure the following:

- ❖ Recall of any election advertising to date from any parties/organisations (i.e., to measure the overall level of campaign activity and campaign “noise” generated by other parties around the time that the NSWEC campaign was running) – **Tracking 1 and 2**
- ❖ Unprompted recall of NSWEC advertising across the four main campaign phases (i.e., enrolment, pre-poll/postal, how to vote correctly and where to vote) - **Tracking 1 and 2**
- ❖ Prompted recall of NSWEC Enrolment advertising (i.e., with a read out of advertisement content by the interviewer) – **Tracking 1**
- ❖ Prompted recall of NSWEC Pre-poll/ postal advertising– **Tracking 2**
- ❖ Prompted recall of NSWEC Where to vote advertising – **Tracking 2**
- ❖ Prompted recall of NSWEC How to vote advertising– **Tracking 2 and**
- ❖ Demographics
 - age,
 - sex,
 - location,
 - highest education level,

- NESB status, and
- disability status) – **Tracking 1 and 2**

A copy of the questionnaires used in both tracking surveys is presented at Appendix 1.

4.3 Conduct of quantitative research

The Research Forum used Computer Assisted Telephone Interviewing (CATI) technology to conduct the research via our fieldwork sub-contractor, Unity4.

CATI uses a computerised questionnaire administered to respondents over the telephone. A major advantage of CATI is that it helps rule out human error. The computer systematically guides the interviewer and checks the responses for appropriateness and consistency. CATI interviewing also makes data collection easier because data entry and coding are eliminated from the process.

4.4 Sample profile

The sample was screened to include only Australian citizens 18 years and over, that is, Australians eligible to vote. The profile of the NSW citizens across the two surveys is shown hereunder.

4.4.1 Enrolment

Enrolled at current address?	Tracking 1 (n = 251) %	Tracking 2 (n = 251) %
Yes	95	97
No	5	3
Total	100	100

Almost all eligible NSW electors surveyed in this evaluation were enrolled at their current address (95-97%). These figures are slightly above the overall NSW enrolment levels, where approximately 90% are enrolled at their current address.

4.4.2 Sex

Sex	Tracking 1 (n= 251) %	Tracking 2 (n= 251) %
Females	53	57
Males	47	43
Total	100	100

The sex breakdown across the samples is very similar to the general population where males represent 49% and females 51%.

4.4.3 Age

The table below represents the breakdown of the major age groups across the two surveys.

Age	Tracking 1 (n= 251) %	Tracking 2 (n= 251) %
Under 24	10	18
24-35	26	14
36-45	16	19
46-54	17	23
55+	31	26
Total	100	100

The table above shows that both surveys included a wide age range of eligible electors.

4.4.4 Location

The table below summarises the percentage of respondents from regional locations, rural locations and Sydney. Almost 3 in 5 respondents were from Sydney and a quarter from a Regional location.

Location	Tracking 1 (n= 251) %	Tracking 2 (n= 251) %
Capital City	58	64
Regional	23	25
Rural	19	11
Total	100	100

4.4.5 Educational attainment

Respondents were asked to indicate the highest level of education they had completed to date. The results are summarised below.

Education level	Tracking 1 (n= 251) %	Tracking 2 (n= 251) %
No Formal Education	0	0
Primary School	3	4
Secondary School	41	48
Tech College (TAFE)	29	16
University	27	32
Total	100	

As with age, a wide range of eligible electors was represented in the surveys in terms of their highest achieved level of education.

4.4.6 People from a Non-English speaking background

NESB status	Tracking 1 (n= 251) %	Tracking 2 (n= 251) %
Overseas born	16	21
Australian born	84	79
English NOT main language spoken at home	5	4
English IS main language spoken at home	95	96

Both surveys included people from non-English speaking background and both citizens by birth and citizens by choice.

4.4.7 People with a disability

All respondents were asked the following question:

Do you consider yourself a person with a disability? Please note that a disabling condition is any condition which has lasted or is likely to last 6 months or more and restricts your life in some way.

The results are summarised below.

Living with a disability?	Tracking 1 (n= 251) %	Tracking 2 (n= 251) %
Yes	27	14
No	73	86
Total	100	100

Overall, across the two surveys, approximately 1 in 5 people (20.5%) considered themselves to be living with a disability, according to the ABS definition of a disability.

This is an adequate representation of this segment of the population that will allow the evaluation to determine if levels of awareness of the NSWEC campaign were any different among people with a disability compared with the rest of the population.

5 FINDINGS

The findings of the research are presented hereunder. We first present the results regarding the unprompted overall recall (awareness) of NSWEC advertising, and then report on prompted recall of NSWEC advertisements used in each of the five stages of the Voter Information Campaign.

5.1 Unprompted (Overall) Recall

The following question was asked to assess whether respondents had seen or heard any advertising for the NSW Election:

Thinking now about advertising for the upcoming NSW State Election, for which organisations, if any, have you recently seen or heard any advertising about the Election?

The results are summarised below.

Organisation mentioned as advertising	Tracking 1 (n= 251) %	Tracking 2 (n= 251) %
Labour Party/ALP	27	70
Liberal Party	19	62
Don't Know/ Can't Say	13	12
NSWEC/Electoral/Election Department	10	7
Greens	8	22
Democrats	6	5
Other/ Somebody Else	5	15
No one	4	6
Local Government Parties/ Elections	3	7
Government/ Government Departments	3	3
National Party	2	17
Total	100	226

Clearly, the volume of election advertising had increased considerable between Tracking 1 and Tracking 2. In early March (Tracking 1), electors could name only one organisation on average for which they had seen election advertising. By the end of the election, voters could name 2.26 organisations on average.

As expected, the two major political parties showed the highest increases in voter awareness.

What is of major concern, however, is that awareness of the NSWEC as an organisation advertising throughout the election was very low.

In fact, rather than increasing in awareness through the election, as we might expect with increased media buy, mentions of the NSWEC decreased (though non-significantly) between Tracking 1 and Tracking 2 (from 10% to 7%). Branding of the NSWEC is an issue worth addressing directly in future campaigns if the Commission has a vested interest in increasing its 'share of mind' at election time.

The following question was also asked to assess whether respondents had seen or heard any advertising on a number of electoral and voting issues:

Have you recently seen or heard any advertising which is specifically about...?

- (a) *Enrolling to vote*
- (b) *Different ways to vote such as postal, pre-poll or absentee voting*
- (c) *The location of polling booths*
- (d) *The correct way to fill in ballot papers*

The results are summarised below.

Electoral/Voting Issue	Tracking 1 Yes, saw/heard advertising (%) (n = 251)	Tracking 2 Yes, saw/heard advertising (%) (n = 251)
Enrolling to vote	69	54
Different ways to vote such as postal pre-poll or absentee voting	60	61
The location of polling booths	26	38
The correct way to fill in ballot papers	28	41

The table shows that:

- ✦ 7 in 10 electors recalled advertising about enrolling to vote just after enrolment closed off (Tracking 1);
- ✦ Significant residual awareness of enrolment advertising was still apparent after the election (Tracking 2);
- ✦ 6 in 10 electors were aware of advertising about postal, pre-poll and absentee voting at both Tracking 1 and Tracking 2;
- ✦ After the election (Tracking 2), almost 4 in 10 electors could recall advertising of polling booth locations; and
- ✦ After the election (Tracking 2), 4 in 10 electors could recall advertising about how to vote correctly.

As expected, recall of polling booth location and formal voting advertising increased between Tracking 1 and Tracking 2 because it was in the interim between the two surveys that these two advertising phases were broadcast.

Further analysis of these data showed that unprompted recall of advertising about postal/pre-poll/absentee voting was higher among two demographic groups of electors:

- ✦ Those in **regional/rural areas** than those residing in metro areas (68% vs. 57%); and
- ✦ Those **with a disability** than those without (77% vs. 58%).

5.2 Enrolment Phase Campaign

In the Tracking 1 survey, research participants were also asked whether or not they had seen, read or heard three specific NSWEC Enrolment Phase advertisements: 1 TV ad, 1 radio ad and 1 press advertisement regarding enrolment.

In each case, a brief description of the advertisement was read out and participants were asked whether they had seen/heard the advertisement.

Enrolment Advertisement	Tracking 1 Yes, Seen/Heard (n= 251) %
Radio	47
TV	42
Newspaper	32

The results of Tracking Survey 1 show that almost 1 in 2 voters were aware of enrolment advertising on the radio, and 2 in 5 voters were aware of enrolment advertising on the TV. Some 1 in 3 voters were aware of the enrolment advertisement in newspapers, slightly less than the TV and radio mediums.

The table below summarises the number of advertisements voters were able to recall when prompted. In total, respondents could have seen or heard up to three (3) ads – a TV ad, radio ad and a press ad.

Enrolment Advertisements – No. of ads seen/heard	Tracking 1 Yes, Seen/Heard (n= 251) %
None (0)	31
1	34
2	19
All 3	16
Total	100

In total **2 out of 3 electors (69%) were aware of some type of enrolment advertisement** and less than a third had *not* been exposed to any element of the Enrolment Phase campaign. This indicates **that the Enrolment Phase reached the majority of electors.**

5.3 Pre-poll/Postal Phase

In the Tracking 2 survey, research participants were asked whether or not they had seen, read or heard three specific NSWEC Pre-poll/ Postal Phase advertisements: 1 TV ad, 1 radio ad and 1 press advertisement regarding this election issue. In each case, a brief description of the relevant advertisement was read out and participants were asked whether they had seen/heard the advertisement.

Pre-poll/Postal Advertisements	Tracking 2 Yes, Seen/Heard (n= 251) %
Radio	37
TV	16
Newspaper	17

The results of Tracking Survey 2 show that almost 4 in 10 electors were aware of pre-poll/postal advertising on the radio, and 1 in 6 electors were aware of pre-poll/postal advertising on TV and in press. As with the Enrolment Phase, **radio achieved the highest reach** of the three media.

Further analysis of these data showed that prompted recall of the TV ad about postal/pre-poll/absentee voting was higher among younger electors (aged 35 and under) than those aged 36-54 years (25% vs. 8%).

The table below summarises the number of Pre-poll/Postal advertisements voters were able to recall when prompted. In total, respondents could have seen or heard up to three (3) ads – a TV ad, radio ad and a press ad.

Pre-poll/Postal Advertisements – No. of ads seen/heard	Tracking 2 Yes, Seen/Heard (n= 251) %
None (0)	49
1	35
2	13
All 3	3
Total	100

In total **1 out of 2 electors (51%) were aware of some type of pre-poll/postal advertisement** and half had *not* been exposed to any element of the Pre-poll/Postal Phase campaign. This indicates **that the Pre-poll/Postal Phase reached the majority of electors.**

5.4 Where to Vote/Polling booth location Phase

In the Tracking 2 survey, research participants were asked whether or not they had seen, read or heard three specific NSWEC Where To Vote/ Polling Booth Location Phase advertisements: 1 TV ad, 1 radio ad and 1 press advertisement regarding this election issue.

In each case, a brief description of the relevant advertisement was read out and participants were asked whether they had seen/heard the advertisement.

Where to Vote Advertisements	Tracking 2 Yes, Seen/Heard (n= 251) %
Radio	26
TV	16
Newspaper	16

The results of Tracking Survey 2 show that 1 in 4 in electors was aware of 'where to vote' advertising on the radio, and 1 in 6 electors was aware of 'where to vote' advertising on TV and in press. As with Enrolment and Pre-poll/Postal Phase, **radio achieved the highest reach** of the three media.

Further analysis of these data showed that:

- ✦ prompted recall of the TV ad about 'Where to Vote' was higher among electors born in Australia than those born elsewhere (18% vs. 9%); and
- ✦ prompted recall of the press ad about 'Where to Vote' was higher among people with a disability than those without (29% vs. 13%).

The table below summarises the number of 'where to vote' advertisements voters were able to recall when prompted. In total, respondents could have seen or heard up to three (3) ads –a TV ad, radio ad and a press ad.

Where to Vote Advertisements – No. of ads seen/heard	Tracking 2 Yes, Seen/Heard (n= 251) %
None (0)	53
1	35
2	10
All 3	2
Total	100

In total almost **1 out of 2 electors** (47%) **were aware of some type of 'where to vote' advertisement** and slightly more than half (53%) had *not* been exposed to any element of the Where To Vote Phase campaign. This indicates **that the 'where to vote' Phase did not reach the majority of electors.**

5.5 How to Vote/Formal voting Phase

In the Tracking 2 survey, research participants were asked whether or not they had seen, read or heard two specific NSWEC How To Vote/Formal Voting Phase advertisements: 1 TV ad and 1 press advertisement regarding this election issue.

In each case, a brief description of the relevant advertisement was read out and participants were asked whether they had seen/heard the advertisement.

How to Vote Advertisements	Tracking 2 Yes, Seen/Heard (n= 251) %
TV	20
Newspaper	22

The results of Tracking Survey 2 show that 1 in 5 in electors was aware of 'how to vote' advertising on TV and in press.

The table below summarises the number of How To Vote/Vote Formally advertisements voters were able to recall when prompted. In total, respondents could have seen or heard two (2) ads – a TV ad and a press ad.

How to Vote Advertisements – No. of ads seen/heard	Tracking 2 Yes, Seen/Heard (n= 251) %
None (0)	66
1	26
Both (2)	8
Total	100

In total some **1 out of 3 electors** (34%) **were aware of some type of 'how to vote' advertisement** and two thirds (66%) had *not* been exposed to any element of the How To Vote Phase campaign. This indicates **that the 'how to vote' Phase did not reach the majority of electors.**

5.6 Vote Tomorrow Phase

In the Tracking 2 survey, research participants were asked whether or not they had seen, read or heard two specific NSWEC Vote Tomorrow Phase advertisements: 1 TV ad and 1 radio advertisement regarding this election issue.

In each case, a brief description of the relevant advertisement was read out and participants were asked whether they had seen/heard the advertisement.

Vote Tomorrow Advertisements	Tracking 2 Yes, Seen/Heard (n= 251) %
Radio	33
TV	21

The results of Tracking Survey 2 show that 1 in 3 in electors was aware of 'vote tomorrow' advertising on the radio, and 1 in 5 electors was aware of 'vote tomorrow' advertising on TV. As with Enrolment and Pre-poll/Postal Phase, **radio achieved the higher reach** of the two media.

Further analysis of these data showed that prompted recall of the radio ad about 'Vote Tomorrow' was higher among regional/rural electors than those living in metro areas (38% vs. 29%).

The table below summarises the number of Where To Vote advertisements voters were able to recall when prompted. In total, respondents could have seen or heard up to two (2) ads – a TV ad and a radio ad.

Vote Tomorrow Advertisements – No. of ads seen/heard	Tracking 2 Yes, Seen/Heard (n= 251) %
None (0)	55
1	36
Both (2)	9
Total	100

In total almost **1 out of 2 electors** (45%) **were aware of some type of 'vote tomorrow' advertisement** and slightly more than half (55%) had *not* been exposed to any element of the Vote Tomorrow Phase campaign. This indicates **that the 'vote tomorrow' Phase did not reach the majority of electors.**

5.7 Prompted Recall Across Post-Enrolment Campaign Phases

We conducted further analysis to determine:

- ✚ Overall exposure to *any* element (TV, radio or press) of the post-enrolment campaigns (i.e., Pre-poll/postal, Where To Vote, How To Vote and Vote Tomorrow);
- ✚ Exposure to radio ads in the post-enrolment campaigns;
- ✚ Exposure to TV ads in the post-enrolment campaigns; and
- ✚ Exposure to press ads in the post-enrolment campaigns.

These results are presented below.

The table below summarises the number of post-enrolment advertisements electors were able to recall when prompted. In total, respondents could have seen or heard up to ten (10) ads – 4 TV ads, 3 radio and 3 press ads.

Pre-poll/Postal, Where to Vote, How to Vote and Vote Tomorrow Advertisements – No. of ads recalled after prompting (0-10 range)	Tracking 2 Yes, Seen/Heard (n= 251) %
None (0)	25
1-3 ads	52
4-10 ads	23
Total	100

The results of Tracking Survey 2 show that **the vast majority of electors – 3 in 4 or 75% - was exposed to at least one element of the four post-enrolment phase advertising campaigns.** Most people saw/heard between one and three elements of the campaign. Conversely, only 1 in 4 electors remained unexposed to any element of these campaigns. This represents **highly creditable and effective reach given the overall campaign budget and media spend.**

Further analysis showed that campaign reach was equal across the following demographics:

- ✚ Sex – males and females were equally likely to be exposed to the campaign;
- ✚ Age – younger and older electors were equally likely to be exposed to the campaign;
- ✚ Education – University educated and Secondary-only educated electors were equally likely to be exposed to the campaign; and
- ✚ Disability status – exposure to the campaign was statistically equal across electors with and without a disability.

On the main indices, therefore, **the campaign was equally effective in reaching different demographic groups of NSW electors.**

That said, and while the differences were not *statistically* significant, it was encouraging to find that:

- Younger electors (aged 35 and younger) were slightly more likely than other age groups to have been exposed to the campaign (79% vs. 73%); and
- Electors with a disability were slightly more likely than other electors to have been exposed to the campaign (85% vs. 73%).

This further analysis did reveal **two significant demographic differences** in campaign reach:

1. electors in **regional and rural areas were more likely to have seen/ heard the campaign** than those living in metro areas of NSW (82% vs. 71%); and
2. electors **born in Australia were more likely to have seen/ heard the campaign** than those born elsewhere (78% vs. 65%).

The table below summarises overall exposure to radio, TV and press ads through the four post-enrolment campaigns.

Pre-poll/Postal, Where to Vote, How to Vote and Vote Tomorrow Advertisements – Ad recall in 3 media after prompting	Tracking 2 Yes, Seen/Heard (n= 251) %
Radio	53
TV	39
Press	35
Total (summed across all media)	75

The table above shows that campaign exposure broken by media was as follows:

- ⬇ more than half the electors heard at least one radio ad;
- ⬇ some 4 in 10 electors saw at least one TV ad; and
- ⬇ more than 1 in 3 electors saw at least one press ad.

As per previous findings, **radio showed the highest reach among NSW electors**, outstripping reach of press by 18% and TV by 14%. In fact, some 71% of those who were exposed to the NSWEC campaign were reached by radio.

Yet further analysis of these results revealed **five significant demographic differences** in campaign reach:

1. electors in **regional and rural areas** were more likely to have heard the radio campaign than those living in metro areas of NSW (61% vs. 49%);
2. **people with a disability** were more likely than those without a disability to have seen the TV campaign (53% vs. 37%); and
3. **younger and older electors** (<35 and >55+) were more likely to have seen the TV campaign than those aged 36-54 years (45% vs. 30%);
4. electors **born in Australia** were more likely to have seen the TV campaign than those born elsewhere (42% vs. 30%); and
5. **males** were more likely than females to have seen the press campaign (41% vs. 30%).

**Attachment 1: Questionnaires –
Tracking 1 and Tracking 2**

NSW Electoral Commission (NSW EC)

2007 Voter Information Campaign

Tracking 1 Questionnaire

Project 103 – Conducted 2-8 March 2007

Introduction

Hello. My name is [INTERVIEWER] from Unity4, a public opinion research company. We are conducting a survey on behalf of the New South Wales Electoral Commission. Please be assured that we will not ask you any personal questions and we are not trying to sell you anything. We will not ask you anything about how you intend to vote.

I actually need to speak with someone in the household who is aged over 18 (If there is more than one person over 18 in the household, say "I need to speak with the one whose birthday is next." *If "next birthday" adult is not available, arrange a convenient call-back time.*)

IF RESPONDENT - Continue

IF ANOTHER RESPONDENT - repeat intro.

You can be assured that any information that you give us will be kept completely confidential. The questions will take no more than 5 minutes of your time.

[IF QUERIED AT ANY STAGE ABOUT *BONA FIDES* OF RESEARCH OR ABOUT FORUM'S CREDENTIALS, INVITE RESPONDENT TO CALL AMSRS ENQUIRY LINE ON 1300 36 4830 OR The Research Forum ON (02) 9687 4744: Contact Dr Fadil Pedic.]

1 Screening

Q1.1 Could you please tell me first, were you born in Australia?

YES - skip to Q1.3

NO

Q1.2 Are you an Australian citizen?

YES - Continue

NO - Terminate

Don't know - Terminate

Q1.3 Are you currently enrolled, at your present address, to vote at elections?

YES

NO

2 Advertising recall - Unprompted

Q2.1 Thinking now about **advertising** for the upcoming NSW State Election, for which organisations, if any, have you **recently** seen or heard any advertising about the Election? (PRE-CODES BELOW)

NSW ELECTORAL COMMISSION

ELECTORAL/ELECTION DEPARTMENT

DEMOCRATS

GREENS

GOVERNMENT/GOVERNMENT DEPARTMENTS

LABOR PARTY/ALP

LIBERAL PARTY

LOCAL GOVERNMENT PARTIES / ELECTIONS

NATIONAL PARTY

OTHER/SOMEONE ELSE

NO ONE

DON'T KNOW/CAN'T SAY

Q2.2 Have you **recently** seen or heard any **advertising** which is specifically about...?

READ OUT AND ROTATE a-d. (RECORD YES/NO AFTER EACH STATEMENT)

- (a) Enrolling to vote
- (b) Different ways to vote such as postal, prepoll or absentee voting
- (c) The location of polling booths
- (d) The correct way to fill in ballot papers

3 Advertising recall – Prompted (Enrolment)

ROTATE Q3.1 –Q3.3

Q3.1 A recent **television commercial** shows a **blue animated character in the shape of the state of NSW** visiting different parts of the State – a suburban street, beach car park, a country post office. He mentions the date of the election and says you need to re-enrol if you've changed address. He also mentions the need to enrol from the first time if you've turned 18 or become an Australian Citizen. The commercial ends with the line "Your vote is your voice. Be heard" and shows the ad is from the NSW Electoral Commission. Have you seen or heard this **television ad**?

YES

NO

DON'T KNOW

Q3.2 In a recent **radio advertisement**, a male voice is heard saying:

"The state election is on Saturday, 24th March. It's your day to use your voice and be heard. If you enrolled correctly you will have received a voter pack. But if you have changed address, become an Australian Citizen, or turned 18, you will need to complete an enrollment form. To get one, call 1 300 135 736, go to any Australia Post Office, or visit our website. Remember voting is compulsory."

The ad ends with the line YOUR VOTE IS YOUR VOICE - BE HEARD.

Have you heard this **radio ad**?

YES

NO

DON'T KNOW

Q3.3 A series of advertisements about **enrolling to vote** in the NSW Election have recently appeared in a number of **newspapers**.

They all show the blue animated character in the shape of the state of NSW.

One advertisement shows two young people at a beach and a car with 'P' plates with the headline in large press reading
"ENROL TO VOTE. BE HEARD ON 24 MARCH".

Another newspaper advertisement shows a removalist truck in front of a house with the headline in large press reading
"DON'T MISS YOUR CHANCE TO BE HEARD ON 24 MARCH"

All ads remind people that, *"to be heard, you must be correctly enrolled If you've changed address, you will need to update your enrolment. Or if you've turned 18 or become an Australian citizen, you'll need to enrol to vote for the first time".*

Have you seen **any** of these **newspaper ads**?

YES

NO

DON'T KNOW

4 Demographics

Thanks for all that. Before you go, I'd like to ask you a few more questions to ensure that we have spoken to a good cross-section of people.

Q4.1 Record sex

MALE

FEMALE

Q4.2 First, what is your age?

UNDER 24

24-35

36-45

46-54

55 AND OVER

Q4.3 Do you live in a regional area, a rural area or a capital city?

Regional

Rural

Capital City

Q4.4 What is the highest level of education that you have completed to date? (PRE-CODES BELOW)

NO FORMAL EDUCATION

PRIMARY SCHOOL

SECONDARY SCHOOL

TECHNICAL COLLEGE (TAFE)

UNIVERSITY

Q4.5 Is English the main language spoken in your household?

YES

NO

Q4.6 Finally, do you consider yourself **a person with a disability**? Please note that a disabling condition is any condition which has lasted or is likely to last 6 months or more **and** restricts your life in some way.

YES

NO

5. Sign-off

That's the end of the interview. Your answers will be combined with those of other people and will be used to help the NSW Electoral Commission educate NSW voters about the enrolment process and voting. On behalf of the NSW ELECTORAL COMMISSION, I'd like thank you for your time and assistance.

NSW Electoral Commission (NSW EC)

2007 Voter Information Campaign

Tracking 2 Questionnaire – Post-election

Project 103 – Survey conducted 25-31 March 2007

Introduction

Hello. My name is [INTERVIEWER] from Unity4, a public opinion research company. We are conducting a survey on behalf of the New South Wales Electoral Commission. Please be assured that we will not ask you any personal questions and we will not ask how you voted.

I actually need to speak with someone in the household who is aged over 18 (If there is more than one person over 18 in the household, say "I need to speak with the one whose birthday is next." *If "next birthday" adult is not available, arrange a convenient call-back time.*)

IF RESPONDENT - Continue

IF ANOTHER RESPONDENT - repeat intro.

You can be assured that any information that you give us will be kept completely confidential. The questions will take no more than 10 minutes of your time.

[IF QUERIED AT ANY STAGE ABOUT *BONA FIDES* OF RESEARCH OR ABOUT FORUM'S CREDENTIALS, INVITE RESPONDENT TO CALL AMSRS ENQUIRY LINE ON 1300 36 4830 OR The Research Forum ON (02) 9687 4744: Contact Dr Fadil Pedic.]

1 Screening

Q1.1 Could you please tell me first, were you born in Australia?

YES - skip to Q1.3

NO

Q1.2 Are you an Australian citizen?

YES - Continue

NO - Terminate

Don't know - Terminate

Q1.3 Are you currently enrolled, at your present address, to vote at elections?

YES

NO

2 Advertising recall - Unprompted

Q2.1 Thinking now about **advertising** for the recent NSW State Election, for which organisations, if any, have you **recently** seen or heard any advertising about the Election? (PRE-CODES BELOW)

NSW ELECTORAL COMMISSION

ELECTORAL/ELECTION DEPARTMENT

DEMOCRATS

GREENS

GOVERNMENT/GOVERNMENT DEPARTMENTS

LABOR PARTY/ALP

LIBERAL PARTY

LOCAL GOVERNMENT PARTIES / ELECTIONS

NATIONAL PARTY

OTHER/SOMEONE ELSE

NO ONE

DON'T KNOW/CAN'T SAY

Q2.2 Have you **recently** seen or heard any **advertising** which is specifically about...?

READ OUT AND ROTATE a-d. (RECORD YES/NO AFTER EACH STATEMENT)

- (a) Enrolling to vote
- (b) Different ways to vote such as postal, prepoll or absentee voting
- (c) The location of polling booths
- (d) The correct way to fill in ballot papers

3 Advertising recall – Prompted (post-enrolment)

ROTATE Q3.1 and Q3.2

Q3.1 A recent series of **four (4) television commercials** shows a **blue animated character in the shape of the state of NSW** flying across the screen talking about the NSW State Election held recently. I am going to read a brief description of each of these **TV** ads.

After I read out each description, please tell me if you have seen or heard each **TV ad**.

- (a) In the **first TV ad** the blue animated character is shown at a children's playground, flying past a man on a wheelchair, at a queue of people boarding a flight and with a man posting mail in a street mail box. As he is doing this, the character says (in a male voice) ...

"The State Election is on Saturday 24 March. It's your day to be heard. But if you can't get to a polling place, or you are out of the State you can vote at a pre-poll voting centre or as a postal voter."

Have you seen or heard this **TV ad**?

YES

NO

DON'T KNOW

- (b) In the **second TV ad** the blue animated character is shown flying down the street. He dodges an older couple walking down the street and a newspaper being thrown from a car which lands at the front door of a house. As he is doing this, the character says (in a male voice) ...

"The State Election is on Saturday 24 March. It's your day to be heard. But to do so you'll need to vote at a Polling Place. For your nearest Polling Place pick up this week's The Sun Herald, The Sunday Telegraph, or The Land or call 1300 135 736 or visit the website"

Have you seen or heard this **TV ad**?

YES

NO

DON'T KNOW

- (c) In the **third TV ad** the blue animated character is shown behind two people filling in their ballot papers at a voting booth. The ad then shows the two voting papers – one large, one small – and shows how to complete both papers correctly. As this is happening, the character says (in a male voice) ...

*"To be heard on Saturday at the State Election you need to fill in two Ballot Papers. For the **Legislative Assembly**, place "1" next to your preferred candidate. To vote for more candidates, number the squares in order of preference commencing with "2" For **Legislative Council**, vote above or below the line. To vote*

above the line place a "1" next to your preferred group. To vote for more Groups, number the squares in order of preference commencing with "2", or below the line number at least 15 candidates in order of preference commencing with "1".

Have you seen or heard this **TV ad**?

YES

NO

DON'T KNOW

- (d) In the **fourth TV ad** the blue animated character is shown at a field where some children are playing soccer while parents watch. He follows the family as they leave the field and go to a polling place, and as they go inside the polling place to vote. As this is happening, the character says (in a male voice) ...

"The State Election is on this Saturday. It's your day to use your voice and be heard. Polling places will be open from 8am to 6pm. Remember voting is compulsory. To find the address of your nearest polling place call 1300 135 736 or visit the website."

Have you seen or heard this **TV ad**?

YES

NO

DON'T KNOW

- Q3.2 In a recent series of **three (3) radio advertisements**, a male voice is talking about the NSW State Election held recently. I am going to read a brief description of each of these **radio ads**. After I read out each description, please tell me if you have heard each **radio ad**.

- (a) In the **first radio ad**, the male voice says ...

"The State Election is on Saturday 24 March. It's your day to use your voice and be heard. But if you can't get to a polling place, or you are out of the State you can vote at a pre-poll centre or as a postal voter. Remember voting is compulsory. For more information call 1300 135 736, check the papers or visit our website at www.elections.nsw.gov.au"

Have you heard this **radio ad**?

YES

NO

DON'T KNOW

- (b) In the **second radio ad**, the male voice says ...

"The State Election is on Saturday 24 March. It's your day to use your voice and be heard. But to do so you'll need to vote at a Polling Place. For your nearest Polling Place pick up a copy of this week's: The Sun Herald, The Sunday Telegraph, or The Land, or call 1300 135 736 or visit our website at www.elections.nsw.gov.au"

Have you heard this **radio ad**?

YES

NO

DON'T KNOW

- (c) In the **third radio ad**, the male voice says ...

"The State Election is on this Saturday. It's your day to use your voice and be heard. Polling places will be open from 8 am until 6pm. And to find the address of the nearest polling place in your electoral district call 1300 135 736 or visit the website www.elections.nsw.gov.au"

Have you heard this **radio ad**?

YES

NO

DON'T KNOW

Q3.3 A series of advertisements about the NSW Election have recently appeared in a number of **newspapers**. They all show the blue animated character in the shape of the state of NSW.

- (a) One advertisement shows a queue of people waiting to board a flight at a departure gate. The headline in large press is **"WHEREVER YOU ARE, BE HEARD ON 24 MARCH"**.

Have you seen **this newspaper ad**?

YES NO DON'T KNOW

- (b) Another newspaper advertisement shows a list of pre-poll voting centres and their addresses with the headline in large press reading **"WHERE YOU CAN VOTE BEFORE ELECTION DAY"**

Have you seen **this newspaper ad**?

YES NO DON'T KNOW

- (c) Another newspaper advertisement shows how to vote correctly by showing how to complete both the Legislative Assembly and Legislative Council ballot papers. The headline in large press is **"VOTE CORRECTLY. BE HEARD ON 24 MARCH"**

Have you seen **this newspaper ad**?

YES NO DON'T KNOW

4 Demographics

Thanks for all that. Before you go, I'd like to ask you a few more questions to ensure that we have spoken to a good cross-section of people.

Q4.1 Record sex

MALE

FEMALE

Q4.2 First, what is your age?

UNDER 24

24-35

36-45

46-54

55 AND OVER

Q4.3 Do you live in a regional area, a rural area or a capital city?

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Rural

Capital City

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UNIVERSITY

Q4.5 Is English the main language spoken in your household?

YES

NO

Q4.6 Finally, do you consider yourself **a person with a disability**? Please note that a disabling condition is any condition which has lasted or is likely to last 6 months or more **and** restricts your life in some way.

YES

NO

5. Sign-off

That's the end of the interview. Your answers will be combined with those of other people and will be used to help the NSW Electoral Commission educate NSW voters about voting. On behalf of the NSW ELECTORAL COMMISSION, I'd like thank you for your time and assistance.