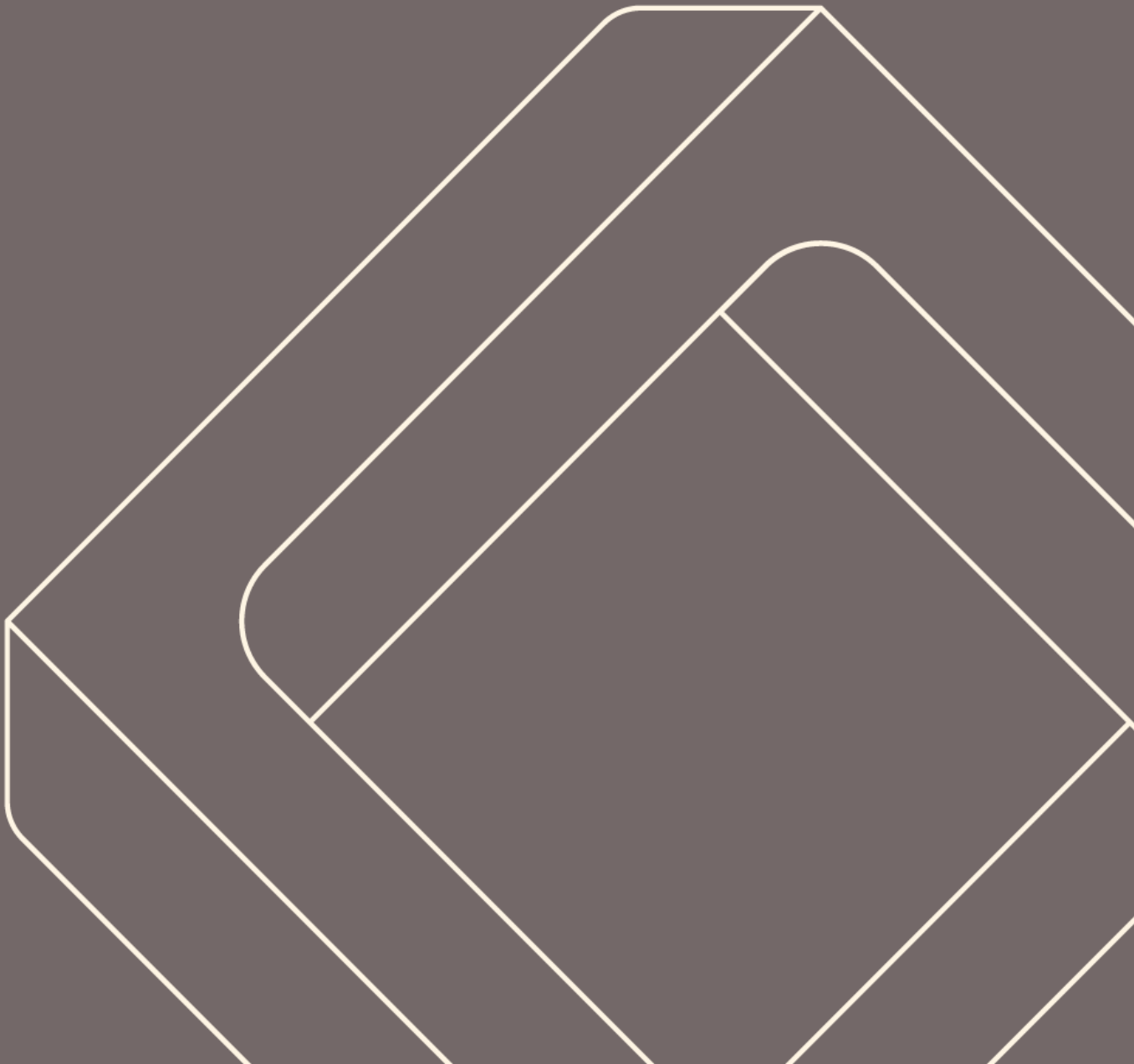


Report into the 2023 General Election

Prepared for the Electoral Commission
by Verian

May 2024



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Background

The Electoral Commission is responsible for running New Zealand's parliamentary elections and keeping the electoral rolls up to date.

The Commission undertakes a survey of voters and non-voters following each general election. The primary objectives of the survey are to:

- measure voter satisfaction with the services the Electoral Commission provides
- understand the level of engagement with the voting process, barriers to voting, and how to address these barriers, particularly amongst groups with historically lower levels of engagement.

The Electoral Commission commissioned Verian to conduct a survey with voters and non-voters after the 2023 General Election. Similar surveys have been conducted on behalf of the Commission and its predecessor, the Chief Electoral Office, since 2005. Where possible this report includes comparisons to the 2017 and 2020 General Election survey results.

This report focuses on the survey results at a total population level and on the results of those groups with, historically, lower levels of engagement in the voting process, namely: Māori, Pacific peoples, Asian peoples, younger people (18 to 29 years), people with a disability, and non-voters. Where possible results are compared to the 2017 and 2020 General Election survey results.

Methodology

Questionnaire

One questionnaire was developed to meet the research objectives covering both voters and non-voters. The questionnaire was largely based on that used in 2014, 2017 and 2020.

The final average interview length (via telephone) was 20 minutes.

Sample design / quotas

The survey was conducted in two phases – a core phase to achieve a nationally representative sample of people eligible to vote, and a booster phase to increase the sample sizes of the groups with, historically, lower levels of engagement in the voting process. The methods used in each phase were selected to provide a high-quality, representative sample of the population cost effectively. The key details of each phase follow:

- Core phase: CATI (Computer Assisted Telephone Interviewing) of 750 people eligible to vote. The people were identified through random digit dialling to mobile phones (82%) and landlines (18%). The ratio of mobile to landline calls was set based on the incidence of access to mobile and landline phones in the population and to minimise design error.
- Booster phase:
 - CATI interviewing of 170 Māori and Pacific peoples eligible to vote.
 - Face-to-face intercept interviews with 169 Pacific peoples, Asian peoples, and non-voters. The intercept interviews were conducted in Auckland.
 - Online interviewing of 53 people with a disability. The sample was sourced from an online research panel.

The following sample sizes were achieved:

Group	Sample size
Māori	203
Pacific peoples	174
Asian peoples	155
Younger people (18 to 29 years)	199
People with a disability	160
Non-voters	160
Total	1,165

Weighting

All data was post-weighted to ensure it was representative of the New Zealand population (based on Statistics New Zealand population projections for 2023) by:

- Age group (18-29 years, 30-49 years, 50 years plus).
- Gender.
- Region (Auckland, Wellington, Christchurch, Other North Island, Other South Island).
- Ethnicity (Māori, Pacific peoples, Asian) peoples) allowing for multiple ethnicities.
- Voters and non-voters.
- Disability status.

CATI response rate

In total the CATI survey received a response rate of 15%. The main reason for non-response was refusal to participate.

Fieldwork period

The surveying was conducted between the 24th of October to the 18th of December 2023. Most of the interviews were completed by the end of November.

Margin of error

The table below shows the sample sizes and accompanying maximum margins of error for the key groups. These margins of error are shown to give an indication of the robustness of the results for each group. The margins of error are calculated at the 95% confidence interval and assume 50%/50% test proportions.

Quota group	Sample size	Margin of error
Māori	203	+/- 6.9%
Pacific peoples	174	+/- 7.4%
Asian peoples	155	+/- 7.9%
Younger people (18 to 29 years)	199	+/- 6.9%
People with a disability	160	+/- 7.7%
Non-voters	160	+/- 7.7%
Total	1,165	+/- 2.9%

Notes on reading this report

Arrows (↓ ↑) are used in tables to indicate results that are significantly higher or lower than the previous election. Significance is calculated using a columns proportion test (t-test) at the 95% confidence interval.

The results for the 2023 survey have been compared to the 2017 and 2020 results where possible. When a comparison with earlier years isn't possible it is indicated by a dash (-) in the relevant table.

Situations which result in data being unavailable for 2020 and/or 2017 include:

- the question has been added in 2023
- the question wording/code frame has changed significantly enough to make results incomparable.

Not all columns in this report add to 100% due to rounding or questions with multiple response categories.

Enrolment status and behaviour

This section of the study focused on understanding enrolment status and behaviour.

Enrolled to vote in the 2023 New Zealand General Election

In total 90% of eligible voters surveyed said they were enrolled to vote in the 2023 General Election which is a little lower than the actual enrolment rate of 94.7%.

This year, fewer survey respondents say they were enrolled to vote, compared to 2020 findings (90% in 2023, down from 94% in 2020).

Table 1: Enrolled to vote in the New Zealand 2023 General Election

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	92%	94%	90%↓	77%↓	86%↑	85%	91%	93%	86%↓	78%	88%	75%↓
No	6%	4%	8%↑	17%↑	10%↓	11%	7%	5%	10%	15%	8%	18%↑
Not sure (but I know what enrolment is)	1%	1%	2%	4%	3%	2%	1%	3%	2%	5%	3%	5%
Not sure what enrolment is	1%	0%	0%	2%	1%	2%	1%	0%	2%	2%	2%	1%
<i>n</i> =	1,164	1,038	1,165	284	155	199	196	158	203	179	153	174
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	92%	94%	90%↓	91%	92%	78%↓	95%	96%	93%	64%	69%	56%↓
No	6%	4%	8%↑	8%	6%	18%↑	4%	3%	7%	29%	24%	35%↑
Not sure (but I know what enrolment is)	1%	1%	2%	1%	2%	4%	0%	1%	0%	4%	5%	7%
Not sure what enrolment is	1%	0%	0%	0%	0%	1%	2%	0%	0%	3%	2%	2%
<i>n</i> =	1,164	1,038	1,165	186	155	155	184	241	160	163	162	160

Demographic analysis

Younger people:

- Are less likely than average to report being enrolled (85%).

Māori:

- Have seen a downturn in enrolment (down to 86% in 2023, from 93% in 2020).

Pacific peoples:

- Are less likely than average to report being enrolled (75%).
- Have seen a downturn in enrolment (down to 75% in 2023, from 88% in 2020).

Asian peoples:

- Are less likely than average to report being enrolled (78%).
- Have seen a downturn in enrolment (down to 78% in 2023, from 92% in 2020).

Non-voters:

- Are less likely than average to report being enrolled (56%).
- Have seen a downturn in enrolment (down to 56% in 2023, from 69% in 2020).

Reasons for initially enrolling to vote

Forty-one percent of eligible voters said they enrolled to vote because they wanted their opinion to count, 18% said they did so because they wanted to make a difference, and 16% said they did so because it's the law. Compared to 2020, more people now say they enrolled because they wanted to make a difference (up to 18% in 2023, from 9% in 2020) and fewer people enrolled because it's compulsory (down to 16% in 2023, from 33% in 2020).

Table 2: Reasons for initially enrolling to vote

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Wanted my opinion to count	44%	42%	41%	37%	37%	36%	44%	40%	43%	51%	46%	39%
Wanted to make a difference	19%↑	9%↓	18%↑	12%	12%	23%↑	19%	12%	22%↑	40%↑	17%↓	20%
You have to, it's the law	16%↓	33%↑	16%↓	12%↓	20%↑	8%↓	18%	21%	14%↓	24%	27%	12%↓
Someone I know encouraged me to	6%	6%	5%	18%	17%	15%	3%	8%	9%	13%	8%	13%
I saw an ad that encouraged me to enrol	0%	1%	2%	0%	3%	1%	0%	1%	0%	0%	0%	1%
Someone from the Electoral Commission talked to me about enrolling	0%	1%	0%	0%	3%	1%	0%	4%	0%	0%	1%	2%
Another reason	29%	17%	37%	28%	20%	35%↑	22%	20%	25%	10%	17%	24%
Not sure	3%	3%	6%	5%	1%	8%↑	3%	4%	10%↑	4%	3%	7%
n =	1,092	983	1,096	236	132	176	180	150	187	149	136	148
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Wanted my opinion to count	44%	42%	41%	52%	45%	45%	44%	36%	54%↑	24%	30%	25%
Wanted to make a difference	19%↑	9%↓	18%↑	36%↑	18%↓	40%↑	21%↑	8%↓	24%↑	9%	4%	22%↑
You have to, it's the law	16%↓	33%↑	16%↓	21%	27%	25%	13%↓	36%↑	22%↓	22%↓	34%↑	26%
Someone I know encouraged me to	6%	6%	5%	6%	7%	11%	4%	7%	2%↓	16%	17%	8%↓
I saw an ad that encouraged me to enrol	0%	1%	2%	0%	0%	8%↑	0%	1%	1%	0%	1%	6%
Someone from the Electoral Commission talked to me about enrolling	0%	1%	0%	0%	0%	2%	0%	0%	1%	0%	4%	2%
Another reason	29%	17%	37%	22%	17%	18%	28%↑	15%↓	17%	29%↑	15%↓	26%
Not sure	3%	3%	6%	3%	5%	8%	4%	3%	7%	8%	6%	10%
n =	1,092	983	1,096	177	141	135	175	233	154	94	110	91

Of the 37% who gave another reason for enrolling, the majority were:

- Wanted to have a say.
- It's the right thing to do.
- It's a duty or obligation.
- It's a democratic right.

Demographic analysis

Younger people:

- Are less likely than average to enrol because it's the law (8%), and more likely than average to enrol because someone encouraged them to (15%).
- Are now more likely to enrol because they want to make a difference (up to 23% in 2023, from 12% in 2020) and less likely to do so because it's the law (down to 8% in 2023, from 20% in 2020).

Māori:

- Are now more likely to enrol because they want to make a difference (up to 22% in 2023, from 12% in 2020).
- Are now less likely to enrol because it's the law (down to 14% in 2023, from 21% in 2020).

Pacific peoples:

- Are more likely than average to enrol because someone encouraged them to (13%).
- Are now less likely to enrol because it's the law (down to 12% in 2023, from 27% in 2020).

Asian peoples:

- Are more likely than average to enrol because they wanted to make a difference (40%), it's the law (25%), someone encouraged them to (11%), or because they saw an ad that encouraged them to (8%).
- Are now more likely to enrol because they want to make a difference (up to 40% in 2023, from 18% in 2020) and more likely to do so because they saw an ad that encouraged them (up to 8% in 2023, from 0% in 2020).

People with a disability:

- Are more likely than average to enrol because they wanted their opinion to count (54%).
- Are now more likely to enrol because they want their opinion to count (up to 54% in 2023, from 36% in 2020) and they want to make a difference (up to 24% in 2023, from 8% in 2020).
- Are now less likely to do so because it's the law (down to 22% in 2023, from 36% in 2020) and because of encouragement from others (down to 2% in 2023, from 7% in 2020).

Non-voters:

- Are more likely than average to enrol because it's the law (26%), and because they want to make a difference (up to 22% in 2023, from 4% in 2020).
- Are less likely to enrol because they wanted their opinion to count (25%), and because of encouragement from others (down to 8% in 2023, from 17% in 2020).

Intention to enrol

[% who have not enrolled but are eligible to do so].

Among those who are not enrolled but are eligible to do so (10% of the sample), more than half say they intended to enrol. There are no statistically significant differences between intention to enrol compared to the 2020 General Election.

Table 3: Intention to enrol

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes, definitely	18%	15%	27%	14%	15%	23%	14%	46%	28%	16%	27%	33%
Yes, I intend to	18%	31%	21%	24%	32%	13%	19%	32%	26%	34%	27%	13%
Not sure	25%	29%	21%	24%	34%	31%	38%	23%	9%	34%	26%	20%
Probably not	18%	11%	14%	24%	14%	27%	19%	0%	7%	12%	6%	13%
Definitely not	21%	14%	18%	14%	6%	7%	10%	0%	31%	4%	14%	20%
<i>n</i> =	71	53	69	48	23	23	16	8	16	29	17	26
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes, definitely	18%	15%	27%	28%	0%	32%	4%	33%	15%	18%	13%	27%
Yes, I intend to	18%	31%	21%	25%	40%	29%	26%	26%	33%	18%	32%	21%
Not sure	25%	29%	21%	47%	35%	29%	21%	14%	10%	25%	29%	21%
Probably not	18%	11%	14%	0%	20%	7%	36%	12%	0%	18%	11%	14%
Definitely not	21%	14%	18%	0%	6%	3%	14%	14%	42%	21%	15%	18%
<i>n</i> =	71	53	69	9	12	20	9	8	6	70	50	69

Base size is too small to look at differences between groups.

Attrition voting rate

Eighty percent of people who were eligible to vote in both 2020 and 2023, did vote in both elections. This is an improvement from the 76% seen across 2017 and 2020.

However, the voting attrition rate has also risen since 2020. Ten percent of eligible voters in 2020 and 2023 voted in the 2020 General Election but not the 2023 General Election.

Table 4: Voting behaviour of those eligible in the most recent and last election

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Did not vote in the most recent election but did vote in the election three years prior (attrition rate)	5%	7%	10%↑	11%	12%	9%	4%↓	11%↑	16%	15%	6%	21%↑
Voted in both the most recent election and in the election three years prior	77%	76%	80%↑	48%	50%	76%↑	73%	64%	63%	63%	73%	61%↓
Voted in the most recent election but did not vote in the election three years prior (acquisition rate)	5%	7%	3%↓	13%	15%	8%	8%	10%	4%↓	5%	13%	5%↓
Did not vote in either the most recent election or the election three years prior	12%	10%	7%↓	28%	23%	8%	16%	14%	16%	18%	8%	13%
<i>n</i> =	1,015	960	1,027	161	107	133	162	152	177	151	126	130

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Did not vote in the most recent election but did vote in the election three years prior (attrition rate)	5%	7%	10%↑	6%	10%	20%↑	7%	8%	5%
Voted in both the most recent election and in the election three years prior	77%	76%	80%↑	80%	70%	58%	76%	79%	86%
Voted in the most recent election but did not vote in the election three years prior (acquisition rate)	5%	7%	3%↓	7%	8%	9%	4%	7%	0%↓
Did not vote in either the most recent election or the election three years prior	12%	10%	7%↓	7%	12%	13%	13%↑	6%↓	9%
<i>n</i> =	1,015	960	1,027	145	133	111	166	229	151

Demographic analysis

Younger people:

- Are more likely than average to have voted in the 2023 General Election but not the 2020 General Election (8%).
- Have seen an increase in consistent (voted in the two most recent elections) voting (up to 76% in 2023, from 50% in 2020).

Māori:

- Are more likely than average to have voted in the 2020 General Election but not the 2023 General Election (16%) and less likely than average to have voted in both the 2020 and the 2023 elections (63%).

- Have seen a decrease in the acquisition rate (down to 4% in 2023, from 10% in 2020).

Pacific peoples:

- Are more likely than average to have voted in the 2020 General Election but not the 2023 General Election (21%) and less likely than average to have voted in both the 2020 and the 2023 elections (61%).
- Have seen an increase in attrition (up to 21% in 2023, from 6% in 2020), a decrease in consistent voting (down to 61% in 2023, from 73% in 2020), and a decrease in the acquisition rate (down to 5% in 2023, from 13% in 2020).

Asian peoples:

- Are more likely than average to have voted in the 2020 General Election but not the 2023 General Election (20%), are less likely than average to have voted in both the 2020 and the 2023 elections (58%) and more likely than average to have voted in the 2023 General Election but not the 2020 General Election (9%).
- Have seen an increase in attrition (up to 20% in 2023, from 10% in 2020),

People with a disability:

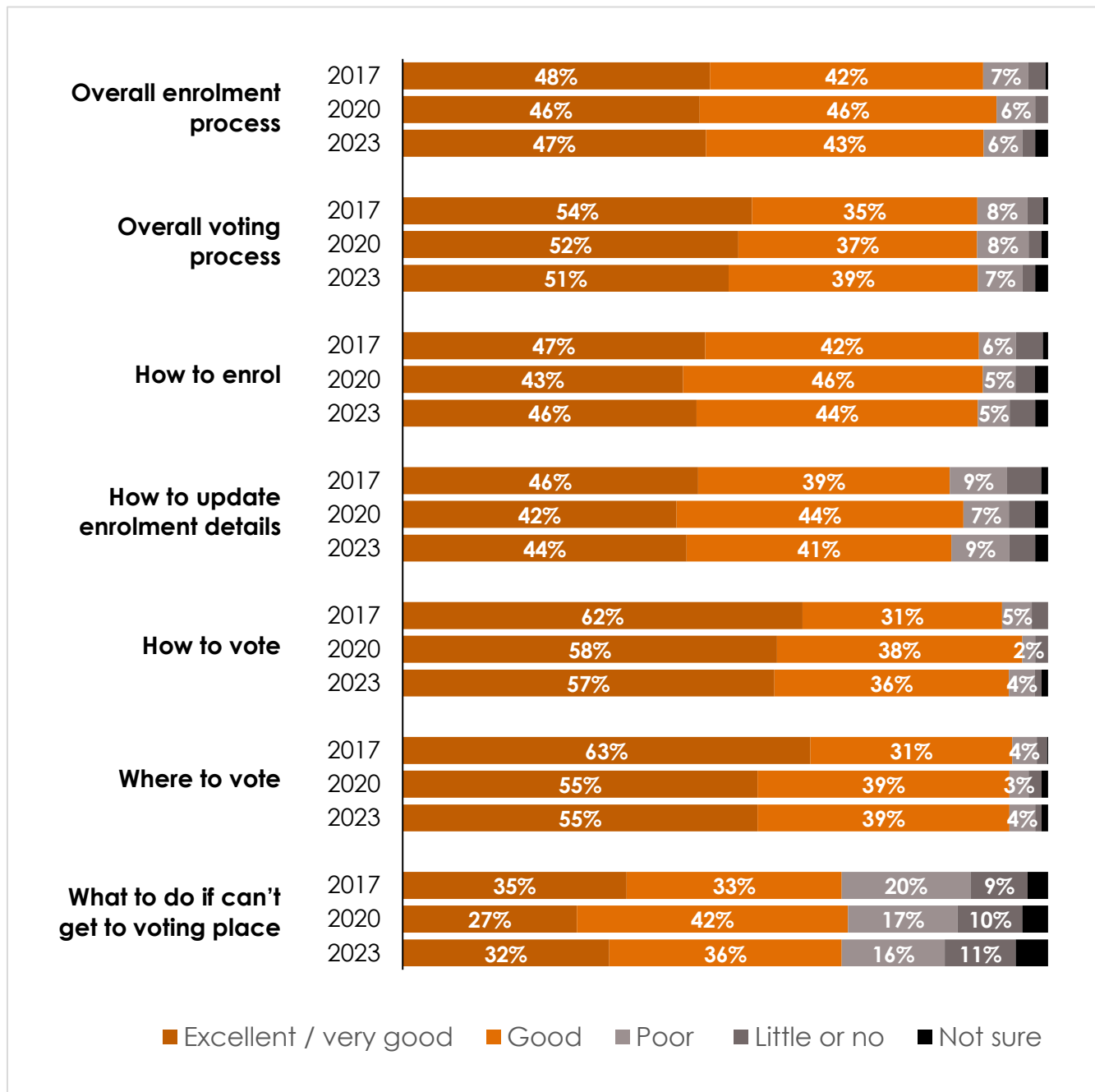
- Are less likely than average to have voted in the 2020 General Election but not the 2023 General Election (5%) and are less likely than average to have voted in the 2023 General Election but not the 2020 General Election (0%).
- Have seen a decrease in the acquisition rate (down to 0% in 2023, from 7% in 2020).

Awareness and knowledge of general elections

Understanding of the voting process

This research tracks understanding of the enrolling and voting process overall as well as key aspects in the process. The chart below summarises these results over time and the following sections provide more information. At a total population level, understanding is high and has remained so over time. Understanding around what to do if you cannot get to a voting place remains the one area with noticeably lower levels of understanding than other aspects of the voting system.

Figure 5: Aspects of understanding of the voting process (total sample)



Overall understanding of the voting process

Most people (90%) feel they have good or very good understanding of the voting process, including how to vote, where to vote, when to vote etc.

Table 6: Overall understanding of the voting process

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Very good understanding	54%	52%	51%	31%	31%	39%	51%	47%	47%	44%	47%	36%↓
Good understanding	35%	37%	39%	44%	47%	47%	30%↓	42%↑	39%	45%	41%	47%
Poor understanding	8%	8%	7%	21%	17%	8%↓	12%	9%	9%	9%	7%	5%
Very poor understanding	2%	2%	2%	4%	4%	3%	5%↑	1%↓	2%	2%	4%	4%
Not sure	1%	1%	2%	0%	1%	2%	1%	1%	2%	0%	0%	6%↑
Rather not say	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%↑
<i>n</i> =	1,005	1,038	1,165	251	155	199	196	158	203	102	153	174
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Very good understanding	54%	52%	51%	38%	50%	35%↓	51%	47%	56%	20%	20%	25%
Good understanding	35%	37%	39%	43%	33%	51%↑	39%	45%	31%↓	45%	47%	49%
Poor understanding	8%	8%	7%	11%	13%	9%	7%	7%	7%	26%	23%	15%
Very poor understanding	2%	2%	2%	6%	3%	2%	2%	0%	1%	8%	9%	4%
Not sure	1%	1%	2%	1%	0%	3%	1%	1%	4%	0%	2%	5%
Rather not say	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%
<i>n</i> =	1,005	1,038	1,165	107	155	155	179	241	160	149	162	160

Demographic analysis

Younger people:

- Are less likely than average to have a very good understanding (39%) and more likely than average to have a good understanding (47%).
- Have seen an improvement in the proportion who have a poor understanding (down to 8% in 2023, from 17% in 2020).

Pacific peoples:

- Are less likely than average to have a very good understanding (36%).
- Have seen a downward shift in the proportion who have a very good understanding (down to 36% in 2023, from 47% in 2020).

Asian peoples:

- Are less likely than average to have a very good understanding (35%) and more likely than average to have a good understanding (51%).
- Have seen a downward shift in the proportion who have a very good understanding (down to 35% in 2023, from 50% in 2020) and an increase in the proportion who have a good understanding (up to 51% in 2023, from 33% in 2020).

People with a disability:

- Have seen a downward shift in the proportion who have a good understanding (down to 31% in 2023, from 45% in 2020).

Non-voters:

- Are less likely than average to have a very good understanding (25%) and more likely than average to have a good understanding (49%), or a poor understanding (15%).

Overall understanding of the enrolling process

Most people (90%) feel they have a good or very good understanding of the process for enrolling, including how to enrol, and when and how to update your details.

Table 7: Overall understanding of the enrolment process

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Very good understanding	48%	46%	47%	23%	27%	35%	51%	42%	41%	40%	48%	36%↓
Good understanding	42%	46%	43%	48%	55%	49%	34%↓	49%↑	47%	46%	39%	44%
Poor understanding	7%	6%	6%	23%↑	14%↓	9%	8%	7%	8%	11%	8%	10%
Very poor understanding	3%	2%	2%	6%	3%	4%	6%	2%	2%	3%	4%	3%
Not sure	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	4%
Rather not say	0%	0%	1%	0%	0%	2%	0%	0%	2%	0%	0%	3%↑
<i>n</i> =	1,005	1,038	1,165	251	155	199	196	158	203	102	153	174
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Very good understanding	48%	46%	47%	34%	43%	32%↓	44%	47%	53%	21%	25%	28%
Good understanding	42%	46%	43%	46%	45%	48%	45%	45%	40%	50%	54%	48%
Poor understanding	7%	6%	6%	13%	8%	11%	6%	6%	3%	20%↑	13%↓	13%
Very poor understanding	3%	2%	2%	5%	3%	5%	4%↑	1%↓	1%	8%	8%	7%
Not sure	0%	0%	1%	2%	0%	1%	1%	0%	1%	0%	0%	2%
Rather not say	0%	0%	1%	0%	0%	2%	0%	0%	2%	0%	0%	2%
<i>n</i> =	1,005	1,038	1,165	107	155	155	179	241	160	149	162	160

Demographic analysis

Younger people:

- Are less likely than average to have a very good understanding (35%).

Pacific peoples:

- Are less likely than average to have a very good understanding (36%).
- Have seen a downward shift in the proportion who have a very good understanding (down to 36% in 2023, from 48% in 2020).

Asian peoples:

- Are less likely than average to have a very good understanding (32%) and more likely than average to have a poor understanding (11%), or a very poor understanding (5%).
- Have seen a downward shift in the proportion who have a very good understanding (down to 32% in 2023, from 43% in 2020).

Non-voters:

- Are less likely than average to have a very good understanding (28%) and more likely than average to have a poor understanding (13%), or a very poor understanding (7%).

Understanding of how to enrol

The large majority (89%) of people feel they have good or very good understanding of how to enrol. Only nine percent feel they have poor, or little or no understanding.

Table 8: Understanding of how to enrol to vote

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	47%	43%	46%	27%	31%	36%	53%↑	42%↓	39%	36%	49%	31%↓
Good understanding	42%	46%	44%	49%	55%	51%	30%↓	51%↑	48%	54%↑	36%↓	50%↑
Poor understanding	6%	5%	5%	14%	8%	5%	7%	5%	5%	5%	9%	9%
Little or no understanding	4%	3%	4%	9%↑	4%↓	4%	10%↑	1%↓	6%↑	5%	5%	4%
Not sure	1%↓	2%↑	0%↓	0%	3%	1%	0%	1%	0%	0%	1%	0%
Rather not say	0%	0%	2%↑	0%	0%	2%	0%	0%	2%↑	0%	0%	7%↑
<i>n</i> =	1,005	1,038	1,165	251	155	199	196	158	203	102	153	174

	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	47%	43%	46%	35%	46%	34%↓	41%	45%	56%↑	20%↓	28%↑	26%
Good understanding	42%	46%	44%	50%	45%	49%	45%	44%	37%	51%	51%	47%
Poor understanding	6%	5%	5%	10%	5%	8%	9%	5%	3%	15%	11%	11%
Little or no understanding	4%	3%	4%	5%	4%	6%	4%	3%	3%	13%↑	7%↓	11%
Not sure	1%↓	2%↑	0%↓	0%	0%	1%	1%	2%	0%	1%↓	3%↑	1%
Rather not say	0%	0%	2%↑	0%	0%	1%	0%	0%	1%	0%	0%	4%↑
<i>n</i> =	1,005	1,038	1,165	107	155	155	179	241	160	149	162	160

Demographic analysis

Younger people:

- Are less likely than average to have an excellent understanding (36%).

Māori:

- Have seen an upward shift in the proportion who have little or no understanding (up to 6% in 2023, from 1% in 2020).

Pacific peoples:

- Are less likely than average to have an excellent understanding (31%) and more likely than average to have a poor understanding (9%).
- Have seen a downward shift in the proportion who have an excellent understanding (down to 31% in 2023, from 49% in 2020) and an increase in the proportion who have a good understanding (up to 50% in 2023, from 36% in 2020).

Asian peoples:

- Are less likely than average to have an excellent understanding (34%).
- Have seen a downward shift in the proportion who have an excellent understanding (down to 34% in 2023, from 46% in 2020).

People with a disability:

- Are more likely than average to have an excellent understanding (56%).
- Have seen an upward shift in the proportion who have an excellent understanding (up to 56% in 2023, from 45% in 2020).

Non-voters:

- Are less likely than average to have an excellent understanding (26%) and more likely than average to have a poor understanding (11%), or little or no understanding (11%).

Understanding of how to update enrolment details

Eighty-four percent of those surveyed feel they have a good or very good understanding of how to update their enrolment details. Fourteen percent feel they have poor, or little or no understanding.

Table 9: Understanding of how to update your enrolment details

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	46%	42%	44%	24%	28%	37%	49%	41%	37%	39%	46%	30%↓
Good understanding	39%↓	44%↑	41%	40%	46%	37%	32%↓	46%↑	42%	36%	37%	44%
Poor understanding	9%	7%	9%	21%	14%	14%	10%	9%	14%	16%	10%	11%
Little or no understanding	5%	4%	4%	13%	9%	7%	9%↑	2%↓	5%	9%	6%	7%
Not sure	1%↓	2%↑	0%↓	2%	3%	0%↓	0%	1%	0%	0%	1%	0%
Rather not say	0%	0%	2%↑	0%	0%	5%↑	0%	0%	2%↑	0%	0%	7%↑
<i>n</i> =	1,005	1,038	1,165	251	155	199	196	158	203	102	153	174

	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	46%	42%	44%	39%	44%	31%↓	41%	42%	54%↑	22%	26%	20%
Good understanding	39%↓	44%↑	41%	35%	41%	42%	40%	44%	34%↓	37%	44%	38%
Poor understanding	9%	7%	9%	13%	9%	18%↑	14%↑	5%↓	6%	24%↑	14%↓	25%↑
Little or no understanding	5%	4%	4%	8%	6%	5%	5%	5%	4%	15%	11%	9%
Not sure	1%↓	2%↑	0%↓	5%	0%	0%	0%	2%	0%	1%↓	5%↑	0%↓
Rather not say	0%	0%	2%↑	0%	0%	3%↑	0%	0%	2%	0%	0%	8%↑
<i>n</i> =	1,005	1,038	1,165	107	155	155	179	241	160	149	162	160

Demographic analysis

Pacific peoples:

- Are less likely than average to have an excellent understanding (30%).
- Have seen a downward shift in the proportion who have an excellent understanding (down to 30% in 2023, from 46% in 2020).

Asian peoples:

- Are less likely than average to have an excellent understanding (31%) and more likely than average to have a poor understanding (18%).
- Have seen a downward shift in the proportion who have an excellent understanding (down to 31% in 2023, from 44% in 2020) and an upward shift in the proportion who have a poor understanding (up to 18% in 2023, from 9% in 2020).

People with a disability:

- Are more likely than average to have an excellent understanding (54%).
- Have seen an upward shift in the proportion who have an excellent understanding (up to 54% in 2023, from 42% in 2020) and a downward shift in the proportion who have a good understanding (down to 34% in 2023, from 44% in 2020).

Non-voters:

- Are less likely than average to have an excellent understanding (20%) and more likely than average to have a poor understanding (25%), or little or no understanding (9%).
- Have seen an upward shift in the proportion who have a poor understanding (up to 25% in 2023, from 14% in 2020).

Understanding of how to vote

Almost all people (94%) feel they have a good or very good understanding of how to vote. Just five percent feel they have poor, or little or no understanding.

Table 10: Understanding of how to vote

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	62%	58%	57%	42%	40%	51%↑	58%	51%	43%	41%	57%	40%↓
Good understanding	31%↓	38%↑	36%	39%↓	52%↑	39%↓	25%↓	40%↑	50%	50%	33%	43%
Poor understanding	5%↑	2%↓	4%↑	13%↑	6%↓	6%	10%	9%	3%↓	6%	5%	8%
Little or no understanding	3%	2%	1%	5%	2%	3%	7%	0%↓	3%↑	3%	3%	3%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%
Rather not say	0%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	5%↑
<i>n</i> =	1,005	1,038	1,165	251	155	199	196	158	203	102	153	174
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	62%	58%	57%	47%	56%	43%↓	57%	58%	65%	24%	30%	23%
Good understanding	31%↓	38%↑	36%	43%	38%	41%	35%	40%	31%	47%	51%	52%
Poor understanding	5%↑	2%↓	4%↑	8%↑	1%↓	13%↑	5%↑	1%↓	3%	19%↑	10%↓	16%
Little or no understanding	3%	2%	1%	2%	4%	4%	3%	1%	1%	10%	8%	5%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Rather not say	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	3%↑
<i>n</i> =	1,005	1,038	1,165	107	155	155	179	241	160	149	162	160

Demographic analysis

Younger people:

- Have seen an upward shift in the proportion who have an excellent understanding (up to 51% in 2023, from 40% in 2020) and a downward shift in the proportion who have a good understanding (down to 39% in 2023, from 52% in 2020).

Māori:

- Are less likely than average to have an excellent understanding (43%) and more likely than average to have a good understanding (50%).

Pacific peoples:

- Are less likely than average to have an excellent understanding (40%).
- Have seen a downward shift in the proportion who have an excellent understanding (down to 40% in 2023, from 57% in 2020).

Asian peoples:

- Are less likely than average to have an excellent understanding (43%) and more likely than average to have a poor understanding (13%).
- Have seen a downward shift in the proportion who have an excellent understanding (down to 43% in 2023, from 56% in 2020) and an increase in the proportion who have a poor understanding (up to 13% in 2023, from 1% in 2020).

Non-voters:

- Are less likely than average to have an excellent understanding (23%) and more likely than average to have a good understanding (52%), a poor understanding (16%), or little or no understanding (5%).

Understanding of where to vote

The large majority of people (94%) also feel they have a good or very good understanding of where to vote. Only five percent feel they have poor, or little or no understanding.

Table 11: Understanding of where you can vote

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	63%↑	55%↓	55%	41%	37%	46%	60%↑	48%↓	44%	51%	58%	42%↓
Good understanding	31%↓	39%↑	39%	42%	51%	47%	29%↓	47%↑	50%	41%	32%	44%↑
Poor understanding	4%	3%	4%	12%	6%	4%	7%↑	2%↓	4%	6%	4%	6%
Little or no understanding	2%	2%	1%	5%	3%	2%	2%	1%	2%	3%	4%	3%
Not sure	0%↓	1%↑	0%↓	0%	2%	0%	1%	3%	0%↓	0%	2%	1%
Rather not say	0%	0%	1%↑	0%	0%	1%	0%	0%	0%	0%	0%	4%↓
<i>n</i> =	1,005	1,038	1,165	251	155	199	196	158	203	102	153	174
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	63%↑	55%↓	55%	52%	52%	40%↓	62%↑	49%↓	62%↑	29%	30%	24%
Good understanding	31%↓	39%↑	39%	42%	42%	48%	31%↓	41%↑	32%	49%	51%	58%
Poor understanding	4%	3%	4%	2%	3%	9%	6%	6%	2%↓	14%↑	6%↓	12%
Little or no understanding	2%	2%	1%	4%	3%	3%	0%	1%	1%	7%	9%	4%
Not sure	0%↓	1%↑	0%↓	0%	0%	0%	1%	2%	0%↓	1%↓	4%↑	0%↓
Rather not say	0%	0%	1%↑	0%	0%	0%	0%	0%	2%↑	0%	0%	2%
<i>n</i> =	1,005	1,038	1,165	107	155	155	179	241	160	149	162	160

Demographic analysis

Younger people:

- Are less likely than average to have an excellent understanding (46%).

Māori:

- Are less likely than average to have an excellent understanding (44%) and more likely than average to have a good understanding (50%).

Pacific peoples:

- Are less likely than average to have an excellent understanding (42%).
- Have seen a downward shift in the proportion who have an excellent understanding (down to 42% in 2023, from 58% in 2020) and an increase in the proportion who have a good understanding (up to 44% in 2023, from 32% in 2020).

Asian peoples:

- Are less likely than average to have an excellent understanding (40%) and more likely than average to have a good understanding (48%), or a poor understanding (9%).
- Have seen a downward shift in the proportion who have an excellent understanding (down to 40% in 2023, from 52% in 2020).

People with a disability:

- Have seen an upwards shift in the proportion who have an excellent understanding (up to 62% in 2023, from 49% in 2020) and a decrease in the proportion who have a poor understanding (down to 2% in 2023, from 6% in 2020).

Non-voters:

- Are less likely than average to have an excellent understanding (24%) and more likely than average to have a good understanding (58%), or a poor understanding (12%).

Understanding of what to do if you cannot get to a voting place

Two thirds (68%) of people feel they have a good or very good understanding of what to do if you can't get to a voting place. Just over a quarter (27%) have poor, or little or no understanding.

Table 12: Understanding of what to do if you cannot get to a voting place

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	35%↑	27%↓	32%↑	12%	12%	23%↑	38%↑	25%↓	28%	29%	38%	26%↓
Good understanding	33%↓	42%↑	36%↓	30%↓	39%↑	37%	27%↓	43%↑	37%	42%	33%	42%
Poor understanding	20%	17%	16%	35%	29%	21%	19%	24%	18%	18%	14%	14%
Little or no understanding	9%	10%	11%	21%	19%	16%	12%↑	5%↓	12%↑	9%	13%	7%
Not sure	3%	4%	0%↓	3%	1%	0%	3%	2%	0%	2%	2%	1%
Rather not say	0%	0%	4%↑	0%	0%	4%↑	0%	0%	6%↑	0%	0%	9%↑
n =	1,005	1,038	1,165	251	155	199	196	158	203	102	153	174

	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent understanding	35%↑	27%↓	32%↑	25%	31%	27%	35%	30%	35%	11%	9%	18%↑
Good understanding	33%↓	42%↑	36%↓	45%	41%	36%	29%↓	44%↑	36%	29%	38%	33%
Poor understanding	20%	17%	16%	20%	16%	21%	24%↑	14%↓	14%	37%	31%	26%
Little or no understanding	9%	10%	11%	6%	10%	10%	7%	9%	9%	20%	18%	16%
Not sure	3%	4%	0%↓	3%	2%	1%	5%	4%	1%↓	3%	5%	0%↓
Rather not say	0%	0%	4%↑	0%	0%	6%↑	0%	0%	5%↑	0%	0%	7%↑
n =	1,005	1,038	1,165	107	155	155	179	241	160	149	162	160

Demographic analysis

Younger people:

- Are less likely than average to have an excellent understanding (23%).
- Have seen an upward shift in the proportion who have an excellent understanding (up to 23% in 2023, from 12% in 2020).

Māori:

- Have seen an upward shift in the proportion who have little or no understanding (up to 12% in 2023, from 5% in 2020).

Pacific peoples:

- Have seen a downward shift in the proportion who have an excellent understanding (down to 26% in 2023, from 38% in 2020).

Non-voters:

- Are less likely than average to have an excellent understanding (18%) and more likely than average to have a poor understanding (26%).
- Have seen an upward shift in the proportion who have an excellent understanding (up to 18% in 2023, from 9% in 2020).

Information sources people would use to enrol or change enrolment address

Forty-three percent of people would go to the Electoral Commission's website if they needed to enrol or update their enrolment details. Nearly a quarter (23%) would search online (e.g. using Google).

Thirteen percent say they would not know where to go to enrol or update their enrolment details.

Table 13: Information sources would use to enrol or change enrolment address

	Total	18 to 29 years	Māori	Pacific peoples	Asian peoples	People with a disability	Non-voters
	2023	2023	2023	2023	2023	2023	2023
Visit the Electoral Commission website	43%	50%	35%	33%	52%	53%	34%
Call the Electoral Commission 0800 number	5%	6%	3%	13%	10%	13%	7%
Voting place*	3%	4%	4%	8%	8%	3%	5%
Email the Electoral Commission	3%	5%	2%	3%	13%	7%	7%
Mail (wait for enrolment forms)*	3%	2%	3%	1%	1%	1%	0%
Other references to the Electoral Commission*	8%	7%	8%	7%	10%	7%	10%
Google/online*	23%	21%	23%	11%	10%	9%	21%
Post Shop*	6%	1%	5%	6%	3%	7%	6%
Library	4%	3%	2%	7%	12%	3%	8%
City council	4%	3%	1%	6%	6%	6%	5%
Don't know	13%	18%	20%	26%	15%	10%	24%
n =	1,165	199	203	174	155	160	160

Note: response categories of 1% or less are not shown.

Demographic analysis

Māori:

- Are more likely than average to say they 'don't know' where to go to enrol or update details (20%).

Pacific peoples:

- Are more likely than average to call the Electoral Commission (13%) or ask at a voting place (8%).
- Are more likely than average to say they 'don't know' where to go to enrol or update details (26%).
- Are less likely than average to know they can use vote.nz to enrol or update details (33%).

Asian peoples:

- Are more likely than average to use vote.nz (52%), call the Electoral Commission (10%), ask at a voting place (8%), email the Electoral Commission (13%), or ask at a library (12%).

People with a disability:

- Are more likely than average to use vote.nz (53%), call the Electoral Commission (13%), or email the Electoral Commission (7%).

Non-voters:

- Are less likely than average to know they can use vote.nz to enrol or update details (34%).
- Are more likely than average to say they 'don't know' where to go to enrol or update details (24%).
- Are more likely than average to email the Electoral Commission (7%) or ask at a library (8%).

Communications

Awareness of advertising about the voting process

Half of people surveyed (49%) say they saw advertising about the 2023 voting process. While this is in line with 2017, it is a significant decrease from the 72% of people who saw advertising about the 2020 General Election.

Table 14: Awareness of electoral advertising

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	52%↓	72%↑	49%↓	43%↓	80%↑	50%↓	49%↓	77%↑	40%↓	42%↓	58%↑	42%↓
No	45%↑	26%↓	47%↑	54%↑	19%↓	46%↑	50%↑	22%↓	53%↑	55%↑	39%↓	52%↑
Don't know	3%	2%	5%↑	2%	2%	4%	1%	1%	7%↑	3%	3%	6%
n =	1,165	845	1,165	284	117	199	196	100	203	180	133	174
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	52%↓	72%↑	49%↓	37%↓	71%↑	49%↓	48%↓	72%↑	34%↓	35%↓	66%↑	30%↓
No	45%↑	26%↓	47%↑	59%↑	29%↓	43%↑	48%↑	25%↓	58%↑	59%↑	32%↓	60%↑
Don't know	3%	2%	5%↑	3%	1%	8%↑	4%	2%	8%↑	6%	2%	9%↑
n =	1,165	845	1,165	186	120	155	184	189	160	164	46	160

Demographic analysis

All priority groups saw a significant decrease in advertising awareness in 2023 when compared to 2020.

Māori, people with a disability, and non-voters are less likely than average to have seen advertising in 2023 (40%, 49%, and 30% respectively).

Where did people see advertising about the voting process?

[% Among those who recalled advertising]

More than half of those who saw advertising say they saw it on live television (52%). Social media was the second most recalled source of advertising: 19% say they saw Facebook advertising, 12% saw YouTube advertising, and seven percent saw Instagram advertising.

Table 15: Source of electoral advertising awareness

	Total	18 to 29 years	Māori	Pacific peoples	Asian peoples	People with a disability	Non-voters
	2023	2023	2023	2023	2023	2023	2023
Live television	52%	30%	39%	51%	51%	69%	34%
On demand television	11%	5%	4%	14%	10%	13%	15%
Facebook	19%	26%	27%	47%	22%	26%	23%
YouTube	12%	31%	3%	16%	20%	5%	7%
Instagram	7%	19%	2%	17%	10%	3%	5%
Tiktok	2%	7%	5%	12%	4%	2%	5%
Other social media	3%	6%	7%	7%	8%	3%	7%
Street posters	18%	26%	15%	25%	40%	12%	29%
Radio	15%	15%	7%	20%	16%	6%	13%
Mail	8%	6%	8%	5%	0%	5%	5%
Google / online	7%	8%	8%	2%	6%	6%	8%
Stuff.co.nz	7%	2%	0%	5%	9%	20%	3%
Herald.co.nz	5%	3%	1%	11%	12%	10%	4%
Newspapers	4%	0%	2%	0%	2%	1%	0%
Digital screens	3%	6%	2%	3%	13%	0%	6%
Another place	8%	12%	13%	15%	9%	6%	8%
Not sure	2%	1%	1%	2%	0%	2%	1%
n =	556	99	87	77	84	56	52

Demographic analysis

Younger people:

- Are less likely than average to have seen ads on live TV (30%) and more likely than average to have seen them on YouTube (31%) and Instagram (19%).

Māori:

- Are less likely than average to have seen ads on live TV (39%) and YouTube (3%).

Pacific peoples:

- Are more likely than average to have seen ads on Facebook (47%) and Instagram (17%).

Asian peoples:

- Are more likely than average to have seen ads on street posters (40%), digital screens (13%) and YouTube (20%).

People with a disability:

- Are more likely than average to have seen ads on live TV (69%).

Non-voters:

- Are less likely than average to have seen ads on live TV (34%).

What was the message of the advertising?

[% Among those who recalled advertising]

Among those who recall seeing advertising, the key message take-outs were 'Orange Guy and Pup' (40%) and 'don't forget to enrol to vote' (34%).

Table 16: TV advertising message

	Total	18 to 29 years	Māori	Pacific peoples	Asian peoples	People with a disability	Non-voters
	2023	2023	2023	2023	2023	2023	2023
Orange Guy/Pup	40%	33%	36%	45%	45%	52%	32%
Don't forget to enrol to vote	34%	32%	24%	44%	47%	54%	41%
Enrol. Vote. Be Heard.	15%	29%	10%	31%	18%	33%	14%
It's quick and easy to enrol to vote	13%	17%	15%	32%	15%	51%	31%
Make your voices heard. Vote this election.	11%	27%	12%	15%	10%	29%	22%
Voting starts soon	8%	8%	8%	23%	7%	24%	6%
Getting your EasyVote card makes voting easy	7%	9%	8%	12%	3%	59%	1%
Voting is easy	7%	3%	17%	12%	4%	18%	12%
Enrolment information	7%	8%	8%	3%	6%	0%	7%
There's an election coming up	6%	3%	5%	18%	1%	13%	15%
Vote anytime between 2-14 October	5%	5%	9%	15%	0%	29%	7%
Voting information	5%	2%	5%	1%	2%	3%	0%
When it comes to voting, what feels right to you, is right	2%	0%	3%	2%	0%	10%	7%
Being inexperienced isn't an excuse, everyone should vote	2%	0%	7%	0%	0%	8%	9%
Not sure	8%	3%	8%	9%	8%	0%	4%
n =	303	37	37	37	41	38	21

Note: response categories of 1% or less are not shown.

Significance tests have not been conducted on the various segments due to low sample size.

Pre-Election Day behaviour

Recall receiving an EasyVote pack

[% Among those enrolled]

In 2023, 87% of those enrolled say they received an EasyVote pack in the mail. This is a significant drop from the 93% seen in 2020.

Table 17: Recall receiving an EasyVote pack

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	94%	93%	87%↓	85%	84%	80%	94%	88%	83%	90%↑	74%↓	69%
No	5%	7%	12%↑	13%	15%	17%	6%	12%	16%	8%↓	26%↑	22%
Don't know	1%	0%	1%	2%	1%	3%	0%	0%	1%	1%	0%	9%↑
n =	1,093	822	1,096	236	106	176	180	95	187	150	122	148
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	94%	93%	87%↓	90%	91%	77%↓	92%	94%	91%	83%↑	60%↓	68%
No	5%	7%	12%↑	8%	7%	21%↑	7%	6%	6%	14%↓	40%↑	28%
Don't know	1%	0%	1%	1%	2%	3%	1%	1%	4%↑	3%	0%	4%↑
n =	1,093	822	1,096	177	116	135	175	186	154	93	25	91

Demographic analysis

Younger people:

- Are less likely than average to recall receiving an EasyVote pack (80%).

Pacific peoples:

- Are less likely than average to recall receiving an EasyVote pack (69%).

Asian peoples:

- Are less likely than average to recall receiving an EasyVote pack (77%).
- Have seen a downward shift in the proportion who recall receiving an EasyVote pack (down to 77% in 2023, from 91% in 2020).

Non-voters:

- Are less likely than average to recall receiving an EasyVote pack (68%).

How thoroughly people read the EasyVote pack

[% Among those who recalled receiving EasyVote pack]

Fewer than half (45%) of those who remember receiving an EasyVote pack read most or all of it. This is a significant decline from the 55% who did so before the 2020 General Election.

Table 18: How thoroughly people read the EasyVote pack

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Read most or all of it	46%↓	55%↑	45%↓	46%	53%	35%↓	43%↓	62%↑	43%↓	32%	36%	42%
Read some of it	24%↑	19%↓	24%↑	26%↑	15%↓	38%↑	21%	16%	23%	38%	21%	20%
Glanced at it	16%	14%	16%	14%	15%	8%	17%	12%	13%	16%	26%	20%
Didn't read it	13%	12%	14%	11%	15%	19%	17%	11%	21%↑	13%	17%	12%
Note sure	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	5%↑
n =	1,031	763	946	206	86	130	169	86	153	136	94	103

	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Read most or all of it	46%↓	55%↑	45%↓	41%	46%	39%	50%↓	68%↑	55%↓	22%	15%	20%
Read some of it	24%↑	19%↓	24%↑	37%	25%	38%↑	16%	15%	21%	20%↓	46%↑	29%
Glanced at it	16%	14%	16%	16%	22%	13%	14%↑	7%↓	15%↑	23%	23%	18%
Didn't read it	13%	12%	14%	4%	5%	7%	17%↑	10%↓	7%	35%	16%	32%
Note sure	1%	0%	1%	2%	3%	2%	3%	0%	2%	0%	0%	1%
n =	1,031	763	946	163	106	106	166	175	140	74	19	57

Demographic analysis

Younger people:

- Are more likely than average to have read some of it (38%).
- Have seen a downward shift in the proportion who read most or all of it (down to 35% in 2023, from 53% in 2020) and an upwards shift in the proportion who read some of it (up to 38% in 2023, from 15% in 2020).

Māori:

- Are more likely than average not to have read it (21%).
- Have seen a downward shift in the proportion who read most or all of it (down to 43% in 2023, from 62% in 2020) and an upwards shift in those who didn't read it (up to 21% in 2023, from 11% in 2020).

Asian peoples:

- Are more likely than average to have read some of it (38%).

People with a disability:

- Are more likely than average to have read most or all of it (55%).
- Have seen a downward shift in the proportion who read most or all of it (down to 55% in 2023, from 68% in 2020) and an upwards shift in the proportion who glanced at it (up to 15% in 2023, from 7% in 2020).

Non-voters:

- Are less likely than average have read most or all of it (20%) and more likely than average to have not read it (32%).

Ease of finding the EasyVote card

[% Among those who read the EasyVote pack]

Of those who read their EasyVote pack, nearly all (92%) easily found the EasyVote card. However, this is a significant decrease from the 97% seen in 2020.

Table 19: Did people find the EasyVote card easily

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	95%	97%↑	92%↓	95%	93%	88%	91%↓	98%↑	84%↓	96%	91%	87%
No	3%	2%↓	5%↑	3%	3%	4%	7%↑	0%↓	11%↑	3%	9%	9%
Not sure	2%	1%	3%↑	1%	3%	8%	2%	2%	5%	1%	0%	4%↑
n =	929	700	844	189	77	113	145	80	129	124	87	94
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	95%	97%↑	92%↓	96%	96%	85%↓	93%	97%	93%	75%↓	87%	79%
No	3%	2%↓	5%↑	2%	2%	6%	4%	1%	4%	16%↑	13%	14%
Not sure	2%	1%	3%↑	1%	2%	9%↑	3%	2%	3%	8%	0%	7%
n =	929	700	844	158	103	101	142	161	132	65	16	58

Demographic analysis

Māori:

- Are less likely than average to have easily found the card (84%).
- Have seen a downward shift in the proportion who found it easily (down to 84% in 2023, from 98% in 2020).

Asian peoples:

- Are less likely than average to have easily found the card (85%).
- Have seen a downward shift in the proportion who found it easily (down to 85% in 2023, from 96% in 2020).

Non-voters:

- Are less likely than average to have easily found the card (79%).

Usefulness of the EasyVote pack

[% Among those who read the EasyVote pack]

Of those who read their EasyVote pack, three quarters (79%) found it to be useful. This is broadly consistent with 2020 findings. However, compared to 2020, more people now feel the card is not useful (up to 8% in 2023, from 4% in 2020).

Table 20: How useful people found the EasyVote pack

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Very useful (5)	68%↑	62%↓	61%	63%↑	49%↓	45%	70%	66%	54%	74%	60%	48%
4	17%↓	26%↑	18%↓	20%↓	37%↑	29%	11%	20%	16%	16%	19%	20%
3	9%	8%	10%	11%	8%	11%	10%	5%	14%	7%	9%	14%
2	1%	2%	4%↑	1%	4%	8%	1%	5%	4%	2%	7%	2%
Not very useful (1)	4%↑	1%↓	4%↑	5%	2%	4%	8%	4%	6%	0%	5%	6%
Don't know	1%	0%	2%↑	0%	0%	3%	0%	0%	5%	0%	0%	10%↑
n =	926	698	844	185	77	113	145	80	129	121	86	94
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Very useful (5)	68%↑	62%↓	61%	69%	59%	55%	63%	70%	57%↓	30%	42%	42%
4	17%↓	26%↑	18%↓	16%↓	29%↑	20%	19%	22%	15%	14%	12%	20%
3	9%	8%	10%	11%	10%	12%	8%	6%	13%↑	26%	16%	16%
2	1%	2%	4%↑	1%	1%	4%	1%	0%	1%	3%↓	18%↑	4%
Not very useful (1)	4%↑	1%↓	4%↑	3%	1%	4%	9%↑	1%↓	11%↑	25%	11%	5%
Don't know	1%	0%	2%↑	0%	0%	5%↑	1%	0%	3%↑	1%	0%	13%↑
n =	926	698	844	158	102	101	142	161	132	52	16	58

Demographic analysis

Younger people:

- Are less likely than average to rate the EasyVote pack very useful (45%).

Pacific peoples:

- Are less likely than average to rate the EasyVote pack very useful (48%).

People with a disability:

- Have seen a downward shift in the proportion rating the EasyVote pack as very useful (down to 57% in 2023, from 70% in 2020).

Non-voters:

- Are less likely than average to rate the EasyVote pack very useful (42%).

Knowledge of being able to vote without EasyVote card

[% Among those enrolled]

Most of those who are enrolled (82%) are aware they are able to vote without their EasyVote card.

Table 21: Knowledge of being able to vote without EasyVote card

	Total	18 to 29 years	Māori	Pacific peoples	Asian peoples	People with a disability	Non-voters
	2023	2023	2023	2023	2023	2023	2023
Yes, was aware could vote without it	82%	70%	71%	69%	71%	87%	56%
No, wasn't aware could vote without it	3%	2%	4%	9%	9%	6%	8%
Not sure	15%	28%	25%	22%	20%	6%	37%
<i>n</i> =	1,096	176	187	148	135	154	69

New question in 2023.

Demographic analysis

Younger people, Māori, Pacific peoples, Asian peoples, and non-voters are all less likely than average to know they can vote without their EasyVote card (70%, 71%, 69%, 71%, and 56% respectively).

People with a disability are more likely than average to know they can vote without their EasyVote card (87%).

Searching for additional voting information

Eighteen percent of eligible voters looked for additional information on how to vote.

Table 22: Looked for additional voting information

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	12%↓	20%↑	18%	21%	26%	26%	14%↓	23%↑	20%	12%	17%	19%
No	87%↑	79%↓	79%	79%	73%	71%	86%	77%	78%	87%	83%	71%↓
Not sure	0%	0%	3%↑	0%	1%	3%	1%	0%	2%	0%	0%	10%↑
<i>n</i> =	1,159	818	1,165	282	108	199	196	99	203	176	116	174
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	12%↓	20%↑	18%	18%	22%	28%	7%↓	18%↑	11%	10%	13%	17%
No	87%↑	79%↓	79%	80%	77%	62%↓	92%↑	82%↓	86%	89%	87%	75%
Not sure	0%	0%	3%↑	2%	1%	10%↑	1%	1%	3%	1%	0%	8%↑
<i>n</i> =	1,159	818	1,165	184	111	155	184	186	160	160	39	160

Demographic analysis

Younger people and Asian peoples are more likely than average to have looked for additional information (26% and 28% respectively).

People with a disability are less likely than average to have looked for additional information (11%).

Where people look for additional voting information

[% Among those who looked for additional voting information]

The most common sources of additional information were general online searches (48%) and the Electoral Commission's website (29%).

Table 23: Source of additional voting information

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Did a Google search/ searched elsewhere online	35%↓	47%↑	48%	34%	56%	34%	19%	33%	30%	28%	49%	46%
Visited the Electoral Commission website	35%	28%	29%	41%	30%	38%	23%	29%	16%	9%	34%	25%
Asked someone I knew	16%	14%	11%	25%	17%	18%	17%	10%	19%	23%	23%	17%
Called the Electoral Commission 0800 number	5%	4%	5%	2%	0%	4%	14%	10%	8%	15%	0%	14%
Visited a registrar or returning officer's office	0%	0%	2%↑	0%	0%	4%	0%	0%	0%	0%	0%	0%
Emailed the Electoral Commission	1%	0%	2%↑	1%	0%	5%	0%	0%	0%	2%	3%	4%
Asked my local MP's office	0%	0%	2%↑	0%	0%	3%	0%	0%	10%	0%	0%	0%
Electoral Commission Facebook/Twitter page	1%	2%	2%	2%	0%	2%	0%	9%	0%	8%	0%	0%
Voting place*	-	-	2%	-	-	2%	-	-	15%	-	-	0%
Voting pack*	-	-	2%	-	-	0%	-	-	3%	-	-	0%
Not sure	1%	3%	3%	2%	1%	5%	0%	0%	6%	8%	18%	7%
<i>n</i> =	162	145	198	60	26	52	29	20	33	28	19	34
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Did a Google search/searched elsewhere online	35%↓	47%↑	48%	30%	36%	48%	48%	31%	30%	28%	66%	46%
Visited the Electoral Commission website	35%	28%	29%	42%	37%	26%	9%	32%	11%	25%	26%	17%
Asked someone I knew	16%	14%	11%	29%	34%	21%	21%	8%	3%	29%	60%	19%
Called the Electoral Commission 0800 number	5%	4%	5%	4%	0%	6%	4%	12%	38%	0%	0%	8%
Visited a registrar or returning officer's office	0%	0%	2%↑	0%	0%	4%	0%	0%	0%	0%	0%	0%
Emailed the Electoral Commission	1%	0%	2%↑	3%	0%	7%	0%	0%	0%	0%	0%	0%
Asked my local MP's office	0%	0%	2%↑	0%	0%	0%	0%	0%	15%	0%	0%	4%
Electoral Commission Facebook/Twitter page	1%	2%	2%	0%	0%	6%	4%	0%	0%	4%	0%	0%
Voting place*	-	-	2%	-	-	0%	-	-	0%	-	-	8%
Voting pack*	-	-	2%	-	-	0%	-	-	0%	-	-	0%
Not sure	1%	3%	3%	0%	3%	4%	4%	0%	11%	4%	0%	5%
<i>n</i> =	162	145	198	36	23	42	16	33	15	18	4	29

Notes: *New statement added in 2023. Response categories of 1% or less are not shown.

Significance tests have not been conducted on the various segments due to low sample size.

Usefulness of the Electoral Commission's website

[% Among those who visited the website in search of additional voting info]

Seventy-five percent of those who visited the Electoral Commission's website found it useful. This is consistent with the 2020 and 2017 results. Just six percent rated the website as not useful, however note low sample size for this analysis.

Table 24: How useful did people find the Electoral Commission's website

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Very useful (5)	65%	63%	43%	60%	70%	60%	75%	87%	52%	100%	59%	40%
4	18%	16%	32%	8%	24%	36%	25%	13%	35%	0%	12%	23%
3	9%	15%	18%	22%	6%	4%	0%	0%	9%	0%	29%	0%
2	0%	7%	5%	0%	0%	0%	0%	0%	4%	0%	0%	5%
Not very useful (1)	3%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	17%
Don't know	4%	0%	1%	11%	0%	0%	0%	0%	0%	0%	0%	14%
<i>n</i> =	53	35	51	23	9	15	7	4	7	2	7	8
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Very useful (5)	65%	63%	43%	55%	41%	65%	100%	32%	24%	0%	0%	37%
4	18%	16%	32%	17%	49%	0%	0%	29%	47%	0%	100%	19%
3	9%	15%	18%	28%	10%	21%	0%	39%	29%	23%	0%	0%
2	0%	7%	5%	0%	0%	13%	0%	0%	0%	17%	0%	33%
Not very useful (1)	3%	0%	1%	0%	0%	0%	0%	0%	0%	38%	0%	0%
Don't know	4%	0%	1%	0%	0%	0%	0%	0%	0%	22%	0%	12%
<i>n</i> =	53	35	51	14	7	10	1	7	3	5	1	4

Significance tests have not been conducted on the various segments due to low sample size.

Additional information people would have liked

Most people could not think of any additional information that they would have liked (70%). Of those who wanted additional information, most suggested information on voting place locations (11%), party policies/candidates (9%), and date and time (8%).

Table 25: Additional voting information wanted

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Voting place locations	6%↓	9%↑	11%	6%↓	13%↑	16%	4%	8%	10%	13%↑	3%↓	24%
Party policies/candidates	7%	6%	9%	12%	9%	14%	5%	6%	9%	7%	5%	12%
Date and time of voting	4%↑	2%↓	8%	3%	4%	10%	1%	4%	4%	15%↑	1%↓	20%
Electorate candidates	3%	2%	5%	2%	1%	8%	1%	2%	2%	6%↑	1%↓	7%
Party lists	1%	1%	5%	0%	0%	8%	0%	0%	3%	6%	0%	11%
MMP	2%	1%	3%	1%	0%	4%	3%	1%	1%	1%	0%	8%
How to mark ballot papers	0%	0%	2%	1%	1%	5%	1%	0%	2%	3%	2%	6%
Special/advanced voting	2%	1%	2%	2%	1%	4%	2%	4%	4%	0%	0%	5%
EasyVote	0%	1%	2%	1%	3%	5%	1%	2%	1%	0%	0%	7%
Nothing/not sure	-	76%	70%	-	64%	62%	-	70%	68%	-	82%	57%
<i>n</i> =	1,115	822	1,165	269	114	199	196	99	203	156	122	174

	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Voting place locations	6%↓	9%↑	11%	21%↑	9%↑	31%	2%↓	7%↑	14%	6%	4%	22%
Party policies/candidates	7%	6%	9%	10%↑	3%↓	16%	10%	8%	11%	8%	0%	13%
Date and time of voting	4%↑	2%↓	8%	18%↑	1%↓	25%	2%	3%	10%	1%	1%	20%
Electorate candidates	3%	2%	5%	16%↑	0%↓	16%	2%	6%	7%	1%	2%	9%
Party lists	1%	1%	5%	3%	0%	17%	1%	3%	6%	1%	0%	11%
MMP	2%	1%	3%	2%	1%	7%	2%	1%	8%	1%	0%	4%
How to mark ballot papers	0%	0%	2%	0%	0%	5%	0%	0%	3%	2%	0%	4%
Special/advanced voting	2%	1%	2%	0%	2%	3%	1%	1%	10%	3%	0%	4%
EasyVote	0%	1%	2%	0%	3%	6%	0%	1%	4%	0%	0%	4%
Nothing/not sure	-	76%	70%	-	81%	47%	-	75%	65%	-	88%	57%
<i>n</i> =	1,115	822	1,165	162	108	155	181	185	160	154	42	160

Note: response categories of 1% or less are not shown.

Demographic analysis

Pacific peoples are more likely than average to want more information on voting place locations (24%), date and time of voting (20%), party lists (11%), MMP (8%), how to mark ballot papers (6%), and EasyVote (7%).

Asian peoples are more likely than average to want more information on voting place locations (31%), party policies/candidates (16%), date and time of voting (25%), electorate candidates (16%), party lists (17%), MMP (7%), how to mark ballot papers (5%), and EasyVote (6%).

People with a disability are more likely than average to want more information on MMP (8%) and special/advanced voting (10%).

Non-voters are more likely than average to want more information on voting place locations (22%), date and time of voting (20%), and party lists (11%).

Voting and Election Day behaviour

Did people place an ordinary or special vote?

[% Among those who voted]

Eighty-three percent of voters surveyed said they cast an ordinary vote this election. This is significantly lower than the 2020 finding (91%).

Table 26: Type of vote placed

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Ordinary	93%	91%	83%↓	76%	85%	67%↓	91%	95%	72%↓	85%	75%	62%↓
Special	7%	9%	16%↑	23%	14%↓	32%↑	7%	5%	27%↑	15%	25%	34%
Not sure	1%	1%	0%↓	1%	1%	1%	2%	0%	1%	0%	0%	4%↑
n =	999	802	1,005	196	102	155	163	93	162	130	108	122

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Ordinary	93%	91%	83%↓	93%	85%↓	69%↓	91%	92%	86%
Special	7%	9%	16%↑	7%	13%	31%↑	8%	7%	14%↑
Not sure	1%	1%	0%↓	1%	1%	0%	0%	1%	0%
n =	999	802	1,005	163	119	117	156	186	144

Demographic analysis

Younger people:

- Are less likely than average to have cast an ordinary vote (67%) and more likely to have cast a special vote (32%).
- Have seen a rise in the proportion casting special votes (up to 32% in 2023, from 14% in 2020).

Māori:

- Are less likely than average to have cast an ordinary vote (72%) and more likely than average to have cast a special vote (27%).
- Have seen a rise in the proportion casting special votes (up to 27% in 2023, from 5% in 2020).

Pacific peoples:

- Are less likely than average to have cast an ordinary vote (62%) and more likely than average to have cast a special vote (34%).

Asian peoples:

- Are less likely than average to have cast an ordinary vote (69%) and more likely than average to have cast a special vote (31%).
- Have seen a rise in the proportion casting special votes (up to 31% in 2023, from 13% in 2020).

People with a disability:

- Have seen a rise in the proportion casting special votes (up to 14% in 2023, from 7% in 2020).

Voting on or before Election Day

[% Among those who voted]

Sixty-one percent of voters surveyed said they voted before Election Day. This is significantly lower than the 2020 finding (74%). The proportion of voters who voted on Election Day is significantly higher than 2020 (up to 39% in 2023, from 26%).

Table 27: Voted on or before Election Day

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Voted on Election Day	54%↑	26%↓	39%↑	48%↑	30%↓	35%	43%↑	27%↓	33%	54%↑	28%↓	42%↑
Voted before Election Day	46%↓	74%↑	61%↓	52%↓	70%↑	65%	57%↓	73%↑	67%	46%↓	70%↑	57%↓
n =	998	809	1,005	196	104	155	163	91	162	130	109	122

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Voted on Election Day	54%↑	26%↓	39%↑	48%↑	27%↓	37%	51%↑	20%↓	33%↑
Voted before Election Day	46%↓	74%↑	61%↓	52%↓	73%↑	63%	49%↓	80%↑	67%↓
n =	998	809	1,005	162	119	117	156	185	144

Demographic analysis

Pacific peoples:

- Have seen an increase in the proportion who voted on Election Day (up to 42% in 2023, from 28% in 2020).

People with a disability:

- Have seen an increase in the proportion who voted on Election Day (up to 33% in 2023, from 20% in 2020).

Where people voted

[% Among those who voted]

Nearly all voters (95%) voted at a voting or advance voting place. This is a decline from the 97% who did so in 2020.

Table 28: Where people voted

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Voting place (or advance voting place)	97%	97%	95%↓	97%	97%	96%	97%	95%	97%	96%	98%	95%
Somewhere else	2%	2%	4%↑	3%	3%	4%	3%	5%	1%	4%	2%	5%
Not sure	0%	0%	1%↑	0%	0%	1%	0%	0%	2%	0%	0%	0%
<i>n</i> =	1,000	802	1,005	196	102	155	163	93	162	131	108	122

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Voting place (or advance voting place)	97%	97%	95%↓	95%	97%	90%↓	96%	95%	94%
Somewhere else	2%	2%	4%↑	4%	3%	10%↑	3%	5%	5%
Not sure	0%	0%	1%↑	1%	0%	0%	1%	0%	1%
<i>n</i> =	1,000	802	1,005	163	119	117	156	186	144

Demographic analysis

Asian peoples are more likely than average to have voted somewhere else (10%). They have also seen an increase in the proportion saying they voted somewhere else (up to 10% in 2023, from 3% in 2020).

People who accompanied voters to the voting place

[% Among those who voted at a voting place]

Just over half (52%) of those who voted at a voting place were accompanied by family members. This is significantly higher than the 2020 finding (47%). Forty-two percent of those who voted went by themselves. This is significantly lower than the 2020 finding (47%).

Table 29: People that accompanied voters to the voting place

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
With other family members	52%↑	47%↓	52%↑	45%	47%	43%	54%	53%	46%	59%	59%	47%
By myself	44%	47%	42%↓	42%	43%	45%	41%	43%	48%	39%	38%	46%
With other people (not family members)	5%	6%	6%	16%	10%	12%	6%	5%	7%	4%	3%	8%
<i>n</i> =	976	780	970	192	99	149	160	88	160	128	106	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
With other family members	52%↑	47%↓	52%↑	58%	50%	51%	45%	49%	51%
By myself	44%	47%	42%↓	38%	45%	36%	50%	45%	42%
With other people (not family members)	5%	6%	6%	4%	5%	13%↑	7%	7%	8%
<i>n</i> =	976	780	970	156	116	106	151	174	137

Demographic analysis

Younger people:

- Are less likely than average to have voted with other family members (43%) and are more likely than average to have voted with other people who are not family members (12%).

Asian people:

- Are more likely than average to have voted with other people who are not family members (13%).

Voted at the same voting place as in 2020

[% Among those who voted in 2023]

Thirty percent of people who voted in 2023 voted at the same place in 2020. This is significantly higher than the 2020 result (24%). Two thirds of voters (68%) voted at a different place to where they voted in 2020, which is significantly lower than the 2020 result.

Table 30: Voted at the same voting place as in 2020

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	41%↑	24%↓	30%↑	29%	15%	21%	46%↑	15%↓	23%	43%↑	19%↓	37%↑
No	57%↓	73%↑	68%↓	68%↓	85%↑	79%	53%↓	82%↑	77%	56%↓	79%↑	62%↓
Not sure	2%	2%	2%	3%	0%	-	1%	2%	-	0%	1%	1%
n =	825	705	853	90	65	96	124	77	134	105	95	88

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	41%↑	24%↓	30%↑	34%	21%	20%	46%↑	25%↓	33%
No	57%↓	73%↑	68%↓	65%	75%	80%	52%↓	73%↑	63%
Not sure	2%	2%	2%	2%	3%	-	2%	1%	4%
n =	825	705	853	122	99	70	134	155	132

Demographic analysis

Younger people:

- Are less likely than average to have voted at the same voting place as in 2020 (21%).

Pacific peoples:

- Have seen an increase in the proportion saying they voted at the same voting place as the last general election (up to 37% in 2023, from 19% in 2020).

Asian peoples:

- Are less likely than average to have voted at the same voting place as in 2020 (20%).

Why people voted at a different voting place in 2023

[% Among those who voted at a different place in 2023]

The main reason for voting at a different voting place was convenience (47%).

Table 31: Reasons for voting at a different voting place in 2023

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
A different voting place was more convenient	58%	53%	47%↓	52%	40%	34%	66%	58%	46%	46%	36%	51%
I have moved since the last New Zealand general election	21%	24%	25%	34%	44%	54%	14%	25%	25%	31%	36%	36%
The place I voted last time wasn't a voting place this time	19%	17%	21%	13%	5%	10%	20%	16%	18%	21%	8%	12%
Other reason	0%↓	7%↑	9%	1%	6%	6%	0%	9%	12%	1%	5%	0%↓
Not sure	5%↑	2%↓	1%	3%	5%	1%	6%	0%	0%	2%	15%	2%↓
<i>n</i> =	479	509	574	62	53	78	67	61	99	61	75	60

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
A different voting place was more convenient	58%	53%	47%↓	45%	45%	55%	61%	60%	47%
I have moved since the last New Zealand general election	21%	24%	25%	35%	35%	24%	14%	21%	26%
The place I voted last time wasn't a voting place this time	19%	17%	21%	17%	7%	16%	24%↑	12%↓	23%
Other reason	0%↓	7%↑	9%	1%	8%	5%	0%	9%	5%
Not sure	5%↑	2%↓	1%	4%	6%	1%	3%	1%	1%
<i>n</i> =	479	509	574	80	78	55	69	109	81

Demographic analysis

Younger people:

- Are less likely than average to have voted at a different voting place because it was more convenient (34%) and more likely than average to do so because they have moved since the last general election (54%), or because the place they voted last time was not a voting place this time (10%).

Pacific peoples:

- Are less likely than average to have voted at a different voting place due to the place they voted last time not being a voting place this time (12%).

How people knew where to vote in 2023

[% Among those who voted]

The main source of information about where to vote in 2023 was reading about it in mail (20%). Closely followed by the internet and signage (both 18%).

The composition of information sources varies greatly between 2017, 2020 and 2023.

Table 32: Source of information about voting place location*

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Read about it in something I received in the mail	39%↑	3%↓	20%↑	31%↑	3%↓	12%↑	34%↑	2%↓	12%↑	51%↑	5%↓	11%
From the website/ internet	12%↓	28%↑	18%↓	21%↓	36%↑	24%↓	11%↓	41%↑	15%↓	9%↓	23%↑	9%↓
Signs/signage	23%↓	31%↑	18%↓	23%	29%	19%	22%	22%	23%	18%↓	38%↑	21%↓
Was driving/walking /going past and saw it	16%↓	24%↑	15%↓	17%↓	29%↑	16%↓	12%	15%	15%	46%	35%	14%↓
I've voted there in the past	17%↑	11%↓	8%↓	10%↑	3%↓	6%	17%↑	6%↓	6%	26%↑	4%↓	16%↑
Family/friends/workmates, etc. told me there	18%↑	14%↓	8%↓	26%	21%	13%	18%	14%	8%	39%↑	10%↓	12%
From information in the local newspapers	7%↓	14%↑	2%↓	2%	0%	0%	8%	16%	2%↓	7%	5%	0%↓
From advertising (in general)	4%	3%	2%	4%	0%	1%	5%	4%	3%	1%	2%	3%
Expected to find it at the school	6%↑	2%↓	2%	5%	4%	2%	6%	5%	1%	3%	2%	1%
Not sure	3%↑	1%↓	1%	0%	1%	0%	3%	1%	1%	1%	3%	1%
n =	976	761	970	192	96	149	160	88	160	128	95	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Read about it in something I received in the mail	39%↑	3%↓	20%↑	52%↑	3%↓	19%↑	38%↑	6%↓	20%↑
From the website/ internet	12%↓	28%↑	18%↓	18%	27%	18%	6%↓	21%↑	13%
Signs/signage	23%↓	31%↑	18%↓	20%	18%	9%	24%	30%	6%↓
Was driving /walking/ going past and saw it	16%↓	24%↑	15%↓	29%↓	44%↑	22%↓	15%	17%	12%
I've voted there in the past	17%↑	11%↓	8%↓	18%↑	7%↓	9%	13%	10%	16%
Family/friends/workmates, etc. told me there	18%↑	14%↓	8%↓	30%	20%	15%	14%	11%	9%
From information in the local newspapers	7%↓	14%↑	2%↓	4%	3%	3%	8%↓	20%↑	7%↓
From advertising (in general)	4%	3%	2%	3%	1%	0%	7%↑	2%↓	1%
Expected to find it at the school	6%↑	2%↓	2%	0%	0%	0%	8%↑	3%↓	1%
Not sure	3%↑	1%↓	1%	2%	1%	0%	5%↑	1%↓	7%
n =	976	761	970	156	108	106	151	173	137

Note: response categories of 1% or less are not shown.

Demographic analysis

Younger people:

- Are less likely than average to find this information in mail they received (12%).

Māori

- Are less likely than average to find this information in mail they received (12%).

Pacific peoples:

- Are less likely than average to find this information in mail they received (11%) or on the internet (9%).
- Are more likely than average to know where to vote from past experience (16%).

Asian peoples:

- Are less likely than average to gain this information from signage (9%).
- Are more likely than average to get this information from friends and family (15%).

People with a disability:

- Are less likely than average to gain this information from signage (6%).
- Are more likely than average to get this information from past experience (16%), or from information in a local newspaper (7%).

Polling place behaviour and satisfaction

The time of day when people voted

[% Among those who voted]

Forty-four percent of voting occurred before 12pm. Twenty-seven percent of voting took place between 12.00pm and 2.00pm, with the peak occurring between 11.00am – 11.59am. Voters were less likely to vote later in the day, with 19% voting after 3.00pm.

Table 33: Time of day when voted

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
9.00am – 9.59am	8%	9%	7%	4%	3%	5%	8%	5%	9%	10%	9%	7%
10.00am – 10.59am	15%	16%	18%	8%	12%	14%	15%	18%	18%	20%	12%	18%
11.00am – 11.59am	20%	17%	19%	19%	11%	10%	16%	14%	19%	11%	15%	12%
12.00pm – 12.59pm	14%↓	18%↑	18%	19%↓	30%↑	22%	23%	29%	19%	21%	18%	11%
1.00pm – 1.59pm	10%	11%	9%	13%	15%	16%	14%	8%	10%	8%	14%	9%
2.00pm – 2.59pm	9%↓	13%↑	8%↓	8%	11%	9%	6%	13%	6%	8%	11%	10%
3.00pm – 3.59pm	9%	6%	8%	8%	8%	7%	8%	3%	8%	10%	8%	13%
4.00pm – 4.59pm	6%	4%	6%	9%	5%	7%	3%	4%	2%	5%	9%	10%
5.00pm – 5.59pm	5%↑	2%↓	3%	4%	1%	7%↑	3%	3%	5%	4%	0%	2%
6.00pm or later	2%	2%	2%	4%	2%	1%	3%	3%	3%	1%	3%	3%
Not sure	2%	2%	3%	3%	0%	2%	2%	1%	3%	1%	0%	5%↑
n =	978	782	970	192	99	149	160	88	160	129	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
9.00am – 9.59am	8%	9%	7%	11%	12%	8%	8%	7%	7%
10.00am – 10.59am	15%	16%	18%	14%	10%	13%	12%	18%	21%
11.00am – 11.59am	20%	17%	19%	20%	19%	16%	20%	15%	23%
12.00pm – 12.59pm	14%↓	18%↑	18%	12%	18%	14%	14%	19%	8%↓
1.00pm – 1.59pm	10%	11%	9%	3%	7%	10%	9%	15%	8%↓
2.00pm – 2.59pm	9%↓	13%↑	8%↓	12%	15%	10%	13%	14%	6%↓
3.00pm – 3.59pm	9%	6%	8%	10%↑	3%↓	12%↑	8%	5%	8%
4.00pm – 4.59pm	6%	4%	6%	6%	5%	4%	6%	2%	4%
5.00pm – 5.59pm	5%↑	2%↓	3%	5%	5%	4%	6%↑	1%↓	1%
6.00pm or later	2%	2%	2%	4%	3%	6%	2%	1%	0%
Not sure	2%	2%	3%	2%	3%	2%	2%	3%	11%↑
n =	978	782	970	157	117	106	151	174	137

Demographic analysis

Younger people are less likely than average to have voted before 12:00pm (29%).

Incidence of people having to queue before voting

[% Among those who voted]

Just over a third of voters (37%) said they had to queue before voting. This is significantly higher than was the case in 2020 (22%) and 2017 (31%).

Table 34: Incidence of people having to queue before voting

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	31%↑	22%↓	37%↑	40%↑	22%↓	48%↑	31%	20%	33%↑	28%	21%	37%↑
No	69%↓	78%↑	63%↓	60%↓	78%↑	52%↓	69%	80%	67%↓	72%	79%	62%↓
n =	978	782	970	192	99	149	160	88	160	129	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	31%↑	22%↓	37%↑	34%↑	17%↓	44%↑	27%	21%	40%↑
No	69%↓	78%↑	63%↓	66%↓	83%↑	55%↓	73%	79%	58%↓
n =	978	782	970	157	117	106	151	174	137

Demographic analysis

Younger people:

- Are more likely than average to have had to queue before voting (48%).
- Have seen an increase in the proportion who say they had to queue before voting (up to 48% in 2023, from 22% in 2020).

Māori:

- Have seen a rise in the proportion who had to queue before voting (up to 33% in 2023, from 20% in 2020).

Pacific peoples:

- Have seen a rise in the proportion who had to queue before voting (up to 37% in 2023, from 21% in 2020).

Asian peoples:

- Have seen a rise in the proportion who had to queue before voting (up to 44% in 2023, from 17% in 2020).

People with a disability:

- Have seen a rise in the proportion who had to queue before voting (up to 40% in 2023, from 21% in 2020).

Items taken to the voting place

[% Among those who voted]

Three quarters of those who voted in 2023 took along their EasyVote card, which is significantly lower than the 2020 finding (down to 75% in 2023, from 82% in 2020). Twenty-two percent did not take along anything, and the remaining seven percent took along a voting slip from the Electoral Commission. Both of these results are significantly higher than they were in 2020 (16% and 3% respectively in 2020).

Table 35: Items taken to the voting place

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Your EasyVote card	80%	82%	75%↓	74%	70%	56%↓	76%	84%	58%↓	72%	57%	44%
A voting slip from the Electoral Commission	3%	3%	7%↑	2%	4%	8%	5%	3%	6%	10%↑	1%↓	17%↑
None of the above	19%	16%	22%↑	25%	26%	39%↑	23%	16%	40%↑	23%↓	43%↑	47%
n =	976	782	970	192	99	149	160	88	160	128	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Your EasyVote card	80%	82%	75%↓	84%	78%	67%	78%	81%	80%
A voting slip from the Electoral Commission	3%	3%	7%↑	6%	5%	15%↑	5%	4%	7%
None of the above	19%	16%	22%↑	13%	17%	23%	20%	17%	18%
n =	976	782	970	156	117	106	151	174	137

Demographic analysis

Younger people:

- Are less likely than average to have taken their EasyVote card to the voting place (56%).
- Have seen a fall in the proportion taking their EasyVote card to the voting place (down to 56% in 2023, from 70% in 2020).

Māori:

- Are less likely than average to have taken their EasyVote card to the voting place (58%).
- Have seen a fall in the proportion taking their EasyVote card to the voting place (down to 58% in 2023, from 84% in 2020).

Pacific peoples:

- Are less likely than average to have taken their EasyVote card to the voting place (44%).

Length of time taken to vote

[% Among those who voted]

A third of voters (38%) say it took them less than five minutes to vote, a further third (36%) say it took between five and ten minutes to vote and the remaining quarter (25%) say they had to wait more than ten minutes to vote.

There have been several significant changes in wait time between 2017, 2020 and 2023 which indicate that people are increasingly having to wait longer to vote.

Table 36: Length of time taken to vote

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Up to 5 minutes	59%↑	48%↓	38%↓	48%	47%	27%↓	58%	47%	34%↓	65%	48%	37%
5-10 minutes	27%↓	33%↑	36%	27%	30%	44%↑	28%	30%	35%	24%	37%	31%
11-15 minutes	7%↓	11%↑	11%	11%	12%	9%	5%↓	15%↑	13%	6%	10%	11%
16-20 minutes	4%	3%	6%↑	6%	8%	7%	4%	1%	5%↑	3%	2%	5%
21-25 minutes	0%↓	1%↑	1%	2%	1%	0%	1%	2%	1%	0%	0%	7%↑
26-30 minutes	1%	2%	4%↑	3%	3%	7%	1%	5%	4%	0%	4%	5%
More than 30 minutes	1%	1%	4%↑	3%	0%	5%↑	2%	0%	6%↑	2%	1%	3%
n =	975	782	970	191	99	149	160	88	160	128	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Up to 5 minutes	59%↑	48%↓	38%↓	55%	54%	43%	56%	54%	35%↓
5-10 minutes	27%↓	33%↑	36%	31%	28%	28%	32%	29%	32%
11-15 minutes	7%↓	11%↑	11%	8%	13%	13%	4%↓	11%↑	15%
16-20 minutes	4%	3%	6%↑	4%	3%	6%	2%	4%	5%
21-25 minutes	0%↓	1%↑	1%	0%	1%	0%	1%	1%	1%
26-30 minutes	1%	2%	4%↑	1%	2%	7%	3%↑	0%↓	7%↑
More than 30 minutes	1%	1%	4%↑	0%	0%	3%	1%	1%	3%
n =	975	782	970	155	117	106	151	174	137

Demographic analysis

Younger people:

- Are less likely than average to have said it took less than five minutes to vote (27%).
- Have seen a fall in the proportion saying it took less than five minutes to vote (down to 27% in 2023, from 47% in 2020). The proportion saying it took five to 10 minutes to vote has increased (up to 44% in 2023, from 30% in 2020) and more than 30 minutes has also increased (up to 5% in 2023, from 0% in 2020).

Māori:

- Have seen a fall in the proportion saying it took less than five minutes to vote (down to 34% in 2023, from 47% in 2020) and a rise in the proportion saying it took 16 to 20 minutes to vote (up to 5% in 2023, from 1% in 2020). The proportion saying it took more than 30 minutes to vote has also increased (up to 6% in 2023, from 0% in 2020).

People with a disability:

- Have seen a fall in the proportion saying it took less than five minutes to vote (down to 35% in 2023, from 54% in 2020). The proportion saying it took 26 to 30 minutes to vote has increased (up to 7% in 2023, from 0% in 2020).

Satisfaction with the length of time taken to vote

[% Among those who voted]

The vast majority (93%) of those who voted said it took a reasonable amount of time, given what they had to do. This is significantly lower than the 2020 finding (98%). Seven percent said the voting process took too long, which is significantly higher than in 2020 (2%).

Table 37: Satisfaction with the length of time taken to vote

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
A reasonable amount of time given what you had to do	96%	98%	93%↓	93%	96%	89%↓	96%	96%	92%	94%	95%	92%
Too long	3%↑	2%↓	7%↑	6%	3%	10%↑	3%	0%	8%↑	6%	5%	5%
Not sure	0%	0%	1%↑	1%	1%	0%	1%	4%	0%	0%	0%	3%
n =	975	781	963	192	98	148	159	88	158	128	106	115

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
A reasonable amount of time given what you had to do	96%	98%	93%↓	96%	99%	85%↓	97%	98%	94%
Too long	3%↑	2%↓	7%↑	3%	1%	11%↑	3%	2%	6%
Not sure	0%	0%	1%↑	1%	0%	4%↑	0%	0%	0%
n =	975	781	963	156	117	106	150	174	134

Demographic analysis

Younger people:

- Have seen a downward shift in the proportion saying it took a reasonable amount of time to vote (down to 89% in 2023, from 96% in 2020), while the proportion saying it took too long increased (up to 10% in 2023, from 3% in 2020).

Māori:

- Have seen an increase in the proportion saying it took too long to vote (up to 8% in 2023, from 0% in 2020).

Asian peoples:

- Are less likely than average to feel it took a reasonable amount of time (85%).
- Have seen a drop in the proportion saying it took a reasonable amount of time to vote (down to 85% in 2023, from 99% in 2020), while the proportion saying it took too long increased (up to 11% in 2023, from 1%).

Satisfaction with the convenience of the voting location

[% Among those who voted]

Satisfaction with the convenience of the voting location was very high, with almost all (96%) rating it four or five out of five. Overall and across most groups, the convenience of voting locations was rated consistently with the 2020 General Election.

Table 38: Satisfaction with the convenience of the voting location

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	87%	85%	84%	78%	79%	82%	87%	83%	77%	83%	75%	72%
4	11%	13%	12%	16%	20%	11%	8%	16%	14%	12%	20%	20%
3	2%	1%	2%	4%	1%	5%	4%	2%	7%↑	4%	4%	3%
2	0%	1%	1%	1%	0%	1%	0%	0%	2%	1%	1%	2%
1 - Poor	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%
n =	978	782	970	192	99	149	160	88	160	129	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	87%	85%	84%	80%	82%	77%	85%	86%	80%
4	11%	13%	12%	16%	16%	17%	12%	12%	14%
3	2%	1%	2%	4%	1%	3%	3%	1%	2%
2	0%	1%	1%	0%	1%	1%	0%	1%	2%
1 - Poor	0%	0%	0%	0%	0%	0%	1%	0%	0%
n =	978	782	970	157	117	106	151	174	137

Note: 'Don't know' responses are not shown.

Demographic analysis

Māori and Pacific peoples are less likely than average to rate voting locations a five out of five (77% and 72% respectively).

Satisfaction with how identifiable the voting place was

[% Among those who voted]

Three quarters of voters (78%) rated voting place identifiability a four or five out of five. Very few voters feel voting places were poorly identifiable.

Table 39: Satisfaction with how identifiable the voting place was

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	78%	79%	78%	69%	73%	73%	79%	78%	78%	81%	72%	69%
4	16%	13%	17%↑	20%	16%	18%	12%	15%	14%	14%	22%	23%
3	4%	5%	3%↓	8%	8%	4%	5%	3%	4%	4%	2%	4%
2	1%	2%	1%	1%	1%	3%	1%	3%	3%	1%	3%	1%
1 - Poor	1%	1%	1%	2%	2%	1%	1%	1%	2%	0%	0%	1%
n =	978	782	970	192	99	149	160	88	160	129	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	78%	79%	78%	74%	78%	74%	75%	76%	76%
4	16%	13%	17%↑	16%	17%	20%	17%	13%	14%
3	4%	5%	3%↓	10%↑	3%↓	3%	5%	6%	4%
2	1%	2%	1%	0%	3%	1%	0%	2%	1%
1 - Poor	1%	1%	1%	0%	0%	2%	3%	3%	3%
n =	978	782	970	157	117	106	151	174	137

Note: 'Don't know' responses are not shown.

Demographic analysis

Pacific peoples are less likely than average to rate the identifiability of voting places a five out of five (69%).

Satisfaction with having easy to find voting screens

[% Among those who voted]

Two thirds of voters (68%) rated the ease of finding the voting screens at voting places excellent. This is significantly lower than seen in 2020 (81%).

Please note, in 2017 the wording of this question rated the ease of voting *booths*.

Table 40: Satisfaction with having easy to find voting screens

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	84%	81%	68%↓	73%	77%	58%↓	83%	79%	61%↓	84%	69%	58%
4	13%	11%	15%↑	23%	14%	2%↓	14%	8%	13%	13%	26%	22%
3	2%	3%	5%↑	3%	6%	10%	3%	5%	10%	2%	3%	10%↑
2	1%	0%	1%↑	1%	0%	1%	0%	0%	3%↑	1%	2%	2%
1 - Poor	0%	0%	1%↑	0%	0%	1%	0%	0%	2%	0%	0%	2%
n =	978	782	970	192	99	149	160	88	160	129	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	84%	81%	68%	77%	84%	65%	83%	82%	71%
4	13%	11%	15%	21%↑	11%↓	17%	13%	9%	12%
3	2%	3%	5%	1%	2%	6%	2%	2%	2%
2	1%	0%	1%	0%	0%	0%	0%	0%	1%
1 - Poor	0%	0%	1%	0%	0%	0%	2%	0%	1%
n =	978	782	970	157	117	106	151	174	137

Note: 'Don't know' responses are not shown.

Demographic analysis

Younger people:

- Are less likely than average to rate having easy to find voting screens a five out of five (58%).
- Have seen a downward turn in the proportion rating having easy to find voting screens a five out of five (down to 58% in 2023, from 77% in 2020).

Māori:

- Have seen a downward turn in the proportion rating having easy to find voting screens a five out of five (down to 61% in 2023, from 79% in 2020).

Pacific peoples:

- Are less likely than average to rate having easy to find voting screens a five out of five (58%).

Satisfaction with having easy to find paper ballot boxes

[% Among those who voted]

Eighty percent of voters rated the ease of finding the paper ballot boxes as excellent. This is significantly lower than the 2020 finding (85%). However, very few rated this aspect of the voting process as poor.

Table 41: Satisfaction with having easy to find ballot boxes

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	82%	85%	80%↓	70%↓	82%↑	72%	81%	82%	74%	81%	72%	68%
4	13%	12%	15%	21%↑	9%↓	22%↑	10%	18%	18%	14%	27%	21%
3	2%	2%	3%	5%	4%	4%	6%	0%	4%↑	2%	0%	5%↑
2	1%	1%	0%↓	2%	2%	1%	2%	0%	1%	1%	1%	3%
1 - Poor	0%	0%	0%	0%	0%	2%	0%	0%	1%	1%	0%	0%
n =	978	782	970	192	99	149	160	88	160	129	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	82%	85%	80%↓	76%↓	87%↑	77%	77%↓	86%↑	78%
4	13%	12%	15%	20%↑	11%↓	20%	16%	10%	16%
3	2%	2%	3%	2%	2%	2%	4%	2%	3%
2	1%	1%	0%↓	0%	0%	0%	2%	2%	1%
1 - Poor	0%	0%	0%	0%	0%	1%	1%	0%	0%
n =	978	782	970	157	117	106	151	174	137

Note: 'Don't know' responses are not shown.

Demographic analysis

Younger people and Pacific peoples are less likely than average to rate having easy to find ballot boxes a five out of five (72% and 68% respectively).

Overall satisfaction with the ease of placing your vote

[% Among those who voted]

The majority of voters (83%) rated the overall ease of placing their vote as excellent. This is significantly lower than the 2020 finding (88%).

Table 42: Overall satisfaction with the ease of placing your vote

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	88%	88%	83%↓	81%	85%	81%	88%	93%	81%↓	86%	75%	70%
4	10%	11%	12%	15%	12%	11%	10%	7%	14%	11%	22%	22%
3	1%	0%	3%↑	4%	0%	4%↑	2%	0%	3%↑	2%	1%	4%
2	0%	1%	1%	0%	2%	4%	0%	0%	2%	0%	2%	0%
1 - Poor	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	2%
n =	978	782	970	192	99	149	160	88	160	129	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	88%	88%	83%↓	80%↓	91%↑	77%↓	88%	89%	82%
4	10%	11%	12%	15%	8%	17%↑	11%	8%	14%
3	1%	0%	3%↑	4%	1%	4%	1%	1%	1%
2	0%	1%	1%	0%	0%	1%	0%	2%	1%
1 - Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%
n =	978	782	970	157	117	106	151	174	137

Note: 'Don't know' responses are not shown.

Demographic analysis

Māori:

- Have seen a fall in the proportion rating the overall ease of placing their vote a five out of five (down to 81% in 2023, from 93% in 2020).

Pacific peoples:

- Are less likely than average to rate the ease of placing their vote as five out of five (70%).

Asian peoples:

- Have seen a downward shift in the proportion rating the overall ease of placing their vote a five out of five (down to 77% in 2023, from 91% in 2020).

Satisfaction with the voting papers having clear instructions

[% Among those who voted]

Three quarters of voters (76%) rated the voting papers as excellent on having clear instructions. This is significantly lower than the 2020 finding (83%). Very few rated this aspect of the voting process as poor.

Table 43: Satisfaction with the voting papers having clear instructions

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent – 5	81%	83%	76%↓	74%	74%	74%	79%	83%	75%	80%	80%	70%
4	15%	15%	18%	21%	21%	15%	16%	15%	17%	13%	19%	25%
3	3%↑	1%↓	5%↑	4%	1%	10%↑	2%	0%	4%↑	6%↑	1%↓	3%
2	0%	1%	1%	0%	3%	1%	0%	2%	3%	0%	0%	0%
Poor – 1	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
n =	1,000	797	1,005	198	100	155	163	91	162	135	108	122

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent – 5	81%	83%	76%↓	72%	70%	63%	76%	84%	67%↓
4	15%	15%	18%	22%	28%	28%	18%	12%	27%↑
3	3%↑	1%↓	5%↑	5%	1%	6%↑	2%	1%	3%
2	0%	1%	1%	1%	1%	1%	0%	3%	1%
Poor – 1	0%	0%	0%	0%	1%	1%	1%	0%	0%
n =	1,000	797	1,005	165	119	117	155	185	144

Note: 'Don't know' responses are not shown.

Demographic analysis

Asian people:

- Are less likely than average to rate voting papers as having clear instructions a five out of five (63%).

People with a disability:

- Are less likely than average to rate voting papers as having clear instructions a five out of five (67%).
- Have seen a downturn in the proportion rating voting papers as having clear instructions a five out of five (down to 67% in 2023, from 84% in 2020).

Satisfaction with the ease of finding the name of the person or party

[% Among those who voted]

Three quarters of voters (79%) feel the voting papers were excellent for easily finding the person or party they wanted to vote for. Very few rated this aspect of the voting process as poor.

Table 44: Satisfaction with the ease of finding the name of the person or party

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent – 5	84%↑	80%↓	79%	81%	75%	83%	85%	75%	79%	81%	76%	70%
4	12%↓	17%↑	16%	14%	21%	10%↓	12%	19%	13%	16%	22%	22%
3	3%	1%	4%↑	4%	1%	6%↑	1%	0%	4%↑	1%	1%	4%
2	0%	1%	1%	1%	0%	1%	1%↓	5%↑	2%	0%	0%	0%
Poor – 1	0%	1%	1%	0%	3%	0%	1%	0%	1%	1%	1%	2%
<i>n</i> =	1,000	797	1,005	198	100	155	163	91	162	135	108	122

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent – 5	84%↑	80%↓	79%	79%	71%	71%	80%	77%	71%
4	12%↓	17%↑	16%	16%	25%	19%	15%	19%	21%
3	3%	1%	4%↑	3%	2%	7%	3%	1%	4%
2	0%	1%	1%	2%	0%	2%	1%	1%	2%
Poor – 1	0%	1%	1%	0%	2%	1%	0%	2%	0%
<i>n</i> =	1,000	797	1,005	165	119	117	155	185	144

Note: 'Don't know' responses are not shown.

Demographic analysis

Pacific peoples and people with a disability are less likely than average to rate the ease of finding the name of the person or party they wished to vote a five out of five (70% and 71% respectively).

Satisfaction with the privacy of the voting screen

[% Among those who voted]

Just over two thirds (69%) of all voters said that the privacy of the voting booths was excellent. This is significantly lower than the 74% seen in 2020.

Please note, in 2017 the wording of this question rated the privacy of the voting booth.

Table 45: Satisfaction with the privacy of the voting screen

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent – 5	69%↓	74%↑	69%↓	57%	61%	54%	71%	68%	70%	65%	73%	62%
4	22%	19%	19%	31%	25%	25%	18%	21%	15%	23%	26%	26%
3	7%	5%	6%	8%	9%	12%	8%	7%	10%	9%↑	1%↓	4%
2	1%	1%	3%↑	2%	3%	4%	2%	5%	5%	3%	1%	3%
Poor – 1	1%	0%	1%↑	2%	1%	3%	0%	0%	1%	0%	0%	1%
n =	978	788	1,005	194	99	155	161	90	162	131	107	122

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent – 5	69%↓	74%↑	69%↓	59%↓	75%↑	63%↓	65%	73%	65%
4	22%	19%	19%	29%	19%	19%	26%	18%	18%
3	7%	5%	6%	10%	5%	7%	6%	5%	4%
2	1%	1%	3%↑	0%	0%	7%↑	1%	3%	3%
Poor – 1	1%	0%	1%↑	1%	1%	1%	1%	0%	0%
n =	978	788	1,005	159	118	117	150	179	144

Note: 'Don't know' responses are not shown.

Demographic analysis

Younger people:

- Are less likely than average to rate the privacy of the voting screen a five out of five (54%).

Asian peoples:

- Have seen a downward shift in the proportion rating the privacy of the voting screen a five out of five (down to 63% in 2023, from 75% in 2020).

Satisfaction with the layout of the general election ballot paper

[% Among those who voted]

Two thirds of voters (66%) rated the layout of the ballot paper as excellent. This is significantly lower than the 2020 result (73%).

Table 46: Satisfaction with the layout of the ballot paper

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent – 5	75%	73%	66%↓	69%	69%	64%	77%↑	64%↓	66%	77%	71%	56%↓
4	18%	20%	24%↑	25%	24%	23%	16%	26%	21%	17%	27%	34%
3	5%	5%	7%	3%	7%	10%	6%	7%	9%	4%	1%	5%
2	1%	1%	1%	1%	0%	3%↑	1%	3%	3%	2%	1%	0%
Poor – 1	0%	0%	1%↑	0%	0%	0%	0%	0%	0%	0%	0%	1%
n =	1,000	797	1,005	198	100	155	163	91	162	135	108	122

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Excellent – 5	75%	73%	66%↓	71%	71%	59%	69%	73%	62%↓
4	18%	20%	24%↑	18%	25%	26%	23%	19%	29%↑
3	5%	5%	7%	7%	3%	10%↑	5%	6%	5%
2	1%	1%	1%	1%	0%	2%	1%	0%	2%
Poor – 1	0%	0%	1%↑	1%	0%	0%	0%	1%	1%
n =	1,000	797	1,005	165	119	117	155	185	144

Note: 'Don't know' responses are not shown.

Demographic analysis

Pacific peoples:

- Are less likely than average to rate the layout of the ballot paper a five out of five (56%).
- Have seen a downward shift in the proportion rating the layout of the ballot paper a five out of five (down to 56% in 2023, from 71% in 2020).

People with a disability:

- Have seen a downward shift in the proportion rating the layout of the ballot paper a five out of five (down to 62% in 2023, from 73% in 2020).

Overall satisfaction with the ballot paper

[% Among those who voted]

Nearly three quarters (71%) of voters said that the ballot paper was excellent overall. This is consistent with the 2020 result (72%).

Table 47: Overall satisfaction with the ballot paper

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	77%↑	72%↓	71%	74%↑	62%↓	75%↑	76%↑	62%↓	71%	77%	73%	62%
4	17%↓	24%↑	21%	19%↓	35%↑	19%↓	17%↓	33%↑	20%↓	18%	24%	31%
3	4%	3%	5%↑	5%	3%	3%	6%	5%	5%	4%	1%	3%
2	1%	0%	1%↑	1%	1%	2%	1%	0%	2%	0%	3%	0%
1 - Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> =	1,000	797	1,005	196	100	155	163	91	162	131	108	122

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	77%↑	72%↓	71%	69%	69%	63%	74%	68%	67%
4	17%↓	24%↑	21%	24%	27%	27%	18%	25%	27%
3	4%	3%	5%↑	4%	3%	6%	5%	5%	2%
2	1%	0%	1%↑	1%	1%	2%	1%	1%	1%
1 - Poor	0%	0%	0%	0%	0%	1%	0%	0%	0%
<i>n</i> =	1,000	797	1,005	163	119	117	156	185	144

Note: 'Don't know' responses are not shown.

Demographic analysis

Younger people have seen a rise in the proportion rating the ballot paper as excellent overall (up to 75% in 2023, from 62% in 2020).

Rating of voting place staff being pleasant and polite

[% Among those who voted]

The majority (88%) of voters rated the staff as excellent on being pleasant and polite, with very few rating them as poor. This is consistent with the 2020 General Election.

Table 48: Rating of voting place staff being pleasant and polite

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	87%	85%	88%	83%	79%	88%	88%	78%	84%	88%	79%	83%
4	9%	12%	9%↓	15%	17%	6%↓	9%	18%	10%	6%↓	18%↑	11%
3	2%	2%	2%	2%	3%	5%	3%	3%	3%	5%	0%	4%↑
2	0%	0%	1%↑	1%	0%	0%	0%	1%	2%	1%	2%	0%
1 - Poor	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
n =	978	782	970	192	99	149	160	88	160	129	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	87%	85%	88%	78%	84%	76%	88%	88%	84%
4	9%	12%	9%↓	18%	16%	19%	6%	8%	13%
3	2%	2%	2%	3%	1%	4%	5%	3%	1%
2	0%	0%	1%↑	0%	0%	1%	0%	0%	0%
1 - Poor	1%	0%	0%	1%	0%	0%	0%	0%	1%
n =	978	782	970	157	117	106	151	174	137

Note: 'Don't know' responses are not shown.

Demographic analysis

Asian people are less likely than average to rate voting place staff being pleasant and polite a five out of five (76%).

Rating of voting place staff's ability to answer questions

[% Among those who voted]

Just over two thirds of voters (69%) who asked questions rated the voting place staff's ability to answer these as excellent. This is consistent with the 2020 General Election results.

Table 49: Rating of voting place staff's ability to answer questions

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	65%↓	71%↑	69%	65%	76%	77%	69%	65%	67%	79%	72%	69%
4	9%	10%	12%	13%	12%	11%	9%↓	19%↑	13%	8%	22%	19%
3	3%	4%	3%	3%	7%	5%	5%	1%	6%↑	5%	2%	4%
2	0%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%
1 - Poor	1%	0%	0%	2%	0%	0%	1%	0%	2%	0%	2%	0%
n =	978	782	970	192	99	149	160	88	160	129	107	116

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	65%↓	71%↑	69%	68%↓	80%↑	69%	63%	68%	66%
4	9%	10%	12%	17%	14%	17%	10%	9%	15%
3	3%	4%	3%	4%	1%	7%↑	3%	4%	3%
2	0%	1%	1%	1%	0%	2%	0%	2%	0%
1 - Poor	1%	0%	0%	1%	1%	0%	1%	0%	1%
n =	978	782	970	157	117	106	151	174	137

Note: 'Don't know' responses are not shown.

Demographic analysis

Younger people are more likely than average to rate voting place staff's ability to answer questions a five out of five (77%).

Rating of the efficiency of voting place staff

[% Among those who voted]

Consistent with the 2017 and 2020 General Elections, 80% of voters rated staff efficiency as excellent.

Table 50: Rating of the efficiency of voting place staff

	Total			18 to 29 years			Māori			Pacific Peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	81%	79%	80%	75%	67%	74%	86%↑	72%↓	78%	81%	77%	73%
4	15%	17%	15%	19%	24%	18%	9%↓	23%↑	14%	13%	18%	22%
3	2%	3%	3%	3%	6%	4%	5%	3%	2%	4%	2%	3%
2	1%	1%	2%	2%	2%	2%	0%	1%	5%↑	3%	1%	1%
1 - Poor	1%	1%	1%	0%	0%	2%	0%	0%	2%	0%	2%	1%
n =	978	782	966	192	99	149	160	88	159	129	107	114

	Total			Asian Peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	81%	79%	80%	75%	80%	71%	83%	82%	79%
4	15%	17%	15%	19%	19%	23%	14%	14%	14%
3	2%	3%	3%	4%	0%	3%	2%	2%	6%
2	1%	1%	2%	0%	0%	3%	1%	2%	0%
1 - Poor	1%	1%	1%	1%	1%	0%	0%	0%	1%
n =	978	782	966	157	117	106	151	174	135

Note: 'Don't know' responses are not shown.

Demographic analysis

Māori:

- Are more likely than average to rate the efficiency of voting place staff a two out of five (5%).
- The five percent rating two out of five is a significant increase on the one percent observed in 2020.

Pacific peoples:

- Are more likely than average to rate the efficiency of voting staff a four out of five (22%). The percentage of Pacific peoples rating the efficiency of voting place staff either four or five out of five is similar to the total population, however.

Asian peoples:

- Are more likely than average to rate the efficiency of voting staff a four out of five (23%). The percentage of Asian peoples rating the efficiency of voting place staff a four or five out of five is similar to the total population, however.

Rating of how comfortable and welcome voters felt

[% Among those who voted]

Most voters (82%) rated the comfort and the welcome they felt as excellent. Note that this question was first asked in 2020.

Table 51: Rating of how comfortable and welcome voters felt

	Total			18 to 29 years			Māori			Pacific Peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	-	80%	82%	-	74%	77%	-	73%	77%	-	73%	76%
4	-	17%	14%	-	24%	15%	-	21%	12%	-	23%	21%
3	-	2%	4%	-	1%	7%	-	6%	10%	-	2%	3%
2	-	1%	1%	-	1%	1%	-	0%	1%	-	0%	0%
1 - Poor	-	0%	0%	-	0%	0%	-	0%	0%	-	3%	0%
<i>n</i> =	-	782	964	-	99	149	-	88	160	-	107	113

	Total			Asian Peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	-	80%	82%	-	85%	75%	-	81%	78%
4	-	17%	14%	-	13%	19%	-	16%	19%
3	-	2%	4%	-	0%	4%	-	2%	4%
2	-	1%	1%	-	2%	2%	-	0%	2%
1 - Poor	-	0%	0%	-	1%	0%	-	0%	0%
<i>n</i> =	-	782	964	-	117	106	-	174	136

Note: 'Don't know' responses are not shown.

Demographic analysis

Māori are more likely than average to rate the comfort and welcome they felt as three out of five (10%).

Pacific peoples are more likely than average to rate the comfort and welcome they felt as four out of five (21%).

Overall rating of the voting place staff

[% Among those who voted]

Most voters (85%) said 'excellent' when asked to provide an overall rating of staff at their voting place. This is consistent with the proportions seen in 2017 and 2020. Also consistent with 2017 and 2020, zero percent of voters rated staff poor.

Table 52: Overall rating of the voting place staff

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	84%	83%	85%	78%	74%	87%↑	84%	79%	81%	87%	76%	81%
4	12%	14%	12%	18%	24%	8%↓	12%	18%	11%	8%	21%	15%
3	2%	2%	2%	2%	2%	3%	3%	2%	4%	2%	1%	3%
2	1%	0%	1%	1%	0%	2%	1%	1%	4%	3%	1%	1%
1 - Poor	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%
n =	978	782	966	192	99	148	160	88	160	129	107	113

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	84%	83%	85%	76%	82%	74%	84%	85%	81%
4	12%	14%	12%	20%	17%	23%	12%	12%	15%
3	2%	2%	2%	3%	1%	2%	3%	2%	2%
2	1%	0%	1%	0%	0%	1%	0%	0%	1%
1 - Poor	0%	0%	0%	1%	1%	0%	0%	0%	0%
n =	978	782	966	157	117	106	151	174	136

Note: 'Don't know' responses are not shown.

Demographic analysis

Māori:

- Are more likely than average to rate voting place staff a two out of five (4%).

Asian peoples:

- Are less likely than average to rate voting place staff excellent (74%) and are more likely to rate them four out of five (23%).

Overall rating of the voting process

[% Among those who voted]

Nearly two thirds of voters (65%) rated the overall voting process as excellent. This is slightly down from 69% in 2020, but this is not a statistically significant change. Consistent with 2017 and 2020, very few people rate the process lowly, with just two percent rating it a one (poor) or two out of five.

Table 53: Overall rating of the voting process

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	71%	69%	65%	61%	62%	68%	75%	62%	60%	76%	84%	64%↓
4	23%	26%	28%	27%	33%	26%	13%↓	33%↑	28%	19%	12%	25%↑
3	4%	3%	5%	11%↑	3%↓	5%	8%	4%	9%	3%	4%	6%
2	1%	1%	1%	1%	2%	1%	3%	0%	2%	2%	0%	3%
1 - Poor	0%	0%	1%	1%	0%	0%	1%	0%	2%	0%	0%	2%
n =	1,000	802	997	196	102	154	163	93	162	131	108	118

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 - Excellent	71%	69%	65%	65%	71%	64%	69%	66%	70%
4	23%	26%	28%	26%	27%	27%	23%	28%	20%
3	4%	3%	5%	7%↑	1%↓	7%↑	7%	3%	6%
2	1%	1%	1%	2%	1%	1%	1%	2%	1%
1 - Poor	0%	0%	1%	0%	0%	1%	0%	1%	3%
n =	1,000	802	997	163	119	116	156	186	143

Note: 'Don't know' responses are not shown.

Demographic analysis

Pacific peoples:

- Are less likely to rate the voting process excellent (64%) than they were in 2020 (84%) and are more likely to rate it four out of five (25%) than they were in 2020 (12%).

Asian peoples:

- Are more likely to rate the voting process three out of five (7%) than they were in 2020 (1%). The increase in the percentage rating three out of five is a return to the level seen in 2017.

Incidence of encountering an issue when voting

[% Among those who voted]

Almost all (96%) of those who voted did not encounter any issues while voting. This is consistent with results from the 2017 and 2020 General Elections.

Table 54: Incidence of encountering an issue when voting

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
No issue while voting	95%	94%	96%	96%	95%	96%	91%	94%	92%	97%	96%	95%
Yes, had an issue while voting	5%	5%	4%	4%	5%	3%	7%	5%	8%	3%	4%	2%
<i>n</i> =	999	801	1,002	196	102	155	163	93	162	130	108	122

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
No issue while voting	95%	94%	96%	99%	97%	95%	95%	93%	93%
Yes, had an issue while voting	5%	5%	4%	0%	2%	3%	3%	6%	7%
<i>n</i> =	999	801	1,002	163	118	117	156	186	141

Demographic analysis

Māori are more likely than average to have had an issue while voting (8%).

Non-voter behaviour and reasons for not voting

Possibility of voting in the 2023 General Election

[% did not vote in 2023 election].

Around two thirds (64%) of people who did not vote in the 2023 General Election said that they had considered doing so. While this percentage is lower than that in the 2020 General Election, it is not significantly lower.

Table 55: Possibility of voting in the New Zealand general election

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	53%↓	70%↑	64%	55%↓	74%↑	58%	46%↓	85%↑	83%	57%	63%	45%
No	40%↑	23%↓	29%	37%↑	15%↓	32%	50%↑	5%↓	14%	25%	29%	34%
Not sure	7%	7%	7%	8%	11%	10%	4%	10%	3%	18%	8%	22%
n =	166	162	160	89	51	44	33	34	41	50	30	52

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Yes	53%↓	70%↑	64%	69%	72%	58%	57%↓	78%↑	71%
No	40%↑	23%↓	29%	15%	16%	32%	40%↑	17%↓	25%
Not sure	7%	7%	7%	15%	12%	10%	2%	5%	4%
n =	166	162	160	23	32	38	28	36	16

Demographic analysis

Māori non-voters are more likely than average to have considered voting (83%) while Pacific non-voters are less likely than average to have considered voting (45%).

When non-voters decided not to vote

[% did not vote in 2023 election].

Thirty-one percent of non-voters made the decision not to vote on election day, a further 22% decided not to vote one to two weeks before, and 25% decided not to vote at least a month before. Nearly a quarter of non-voters (23%) weren't sure when they decided not to vote, this is an increase on the percentage who weren't sure in 2020 and 2017 (6% and 7%, respectively).

Table 56: When non-voters decided not to vote

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
On Election Day	29%	34%	31%	28%	40%	31%	13%↓	49%↑	32%	29%	42%	17%↓
One week before Election Day	18%	19%	16%	18%	26%	15%	21%	24%	17%	36%	15%	14%
Two weeks before	3%↓	7%↑	6%	5%	10%	5%	4%	10%	8%	2%	6%	5%
About a month before	6%	9%	4%	6%	3%	0%	18%	5%	5%	2%	0%	2%
More than a month before	38%↑	24%↓	21%	31%↑	17%↓	15%	38%↑	6%↓	16%	20%	29%	24%
Not sure	7%	6%	23%↑	11%	4%	35%↑	6%	6%	22%↑	11%	9%	39%↑
n =	165	162	160	88	51	44	33	34	41	50	30	52

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
On Election Day	29%	34%	31%	27%	40%	33%	36%	33%	29%
One week before Election Day	18%	19%	16%	31%	18%	18%	13%	18%	0%
Two weeks before	3%↓	7%↑	6%	11%	4%	1%	0%	12%	10%
About a month before	6%	9%	4%	0%	10%	6%	6%	13%	10%
More than a month before	38%↑	24%↓	21%	10%	23%	21%	42%↑	19%↓	40%
Not sure	7%	6%	23%↑	21%	5%	20%↑	3%	6%	11%
n =	165	162	160	22	32	38	28	36	16

Demographic analysis

Younger non-voters, Māori non-voters, Pacific non-voters, and Asian non-voters were all more likely to say they weren't sure when they decided not to vote than they were in 2020. Beyond this consistent difference, the only other statistically significant difference from the average, or versus 2020, was Pacific non-voters being less likely to have decided not to vote on election day (17%) than in 2020 (42%).

Amount of effort invested in decision not to vote

[% did not vote in 2023 election].

Non-voters were asked how much effort they put into deciding whether or not to vote. Around a quarter (26%) said they put a lot of thought into the decision, 39% put in some thought, and 35% put in no thought at all. This is consistent with the last two general elections.

Table 57: Amount of effort invested in decision not to vote

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
Put a lot of thought into deciding whether or not to vote	29%	31%	26%	17%	18%	25%	31%	51%	28%↓	28%	32%	27%
Put just a little thought into it	38%	38%	39%	44%	46%	34%	28%	31%	43%	35%	34%	22%
Didn't think about it at all	33%	31%	35%	39%	37%	41%	41%↑	18%↓	29%	38%	34%	51%
n =	165	162	160	90	51	44	33	34	41	51	30	52

	Total			Asian peoples			People with a disability		
	2017	2020	2023	2017	2020	2023	2017	2020	2023
Put a lot of thought into deciding whether or not to vote	29%	31%	26%	33%	15%	21%	32%	39%	21%
Put just a little thought into it	38%	38%	39%	47%	45%	44%	38%	38%	44%
Didn't think about it at all	33%	31%	35%	20%	41%	35%	30%	23%	35%
n =	165	162	160	21	32	38	28	36	16

Demographic analysis

Māori non-voters:

- Are less likely to say they put a lot of thought into deciding whether or not to vote (28%) than they were in 2020 (51%). The 2023 result is consistent with the 2017 result.

Pacific non-voters:

- Are more likely than average to say they didn't think about voting at all (51%) and less likely than average to say they just put a little thought into it (22%).

Reasons for not voting

[% did not vote in 2023 election].

Non-voters were asked the main reason why they didn't vote in the 2023 election, and then what other reasons, if any, that they had. Non-voters were not prompted with a list of reasons, instead the interviewers had a pre-code list available to code responses into, as well as an opportunity to record verbatim other reasons not on the pre-code list.

In the following table, the main and total reasons are listed and compared to the previous general election. Please note that there are some differences in reasons between the elections and that statistical significance has not been tested. For easier interpretation, reasons have been grouped into high-level codes.

Non-voters most common reasons for not voting fell into three groups:

- (1) Personal barriers (e.g., personal commitments, work commitments, health reasons). Eighteen percent of non-voters named a personal barrier as a main reason for not voting and 25% named it as either a main or other barrier.
- (2) Issues to do with the voting process (e.g., not getting to the voting place on time, not being enrolled, not knowing how to vote). Sixteen percent said something related to the voting process was their main reason for not voting. In total, 25% of non-voters said the voting process was either a main or other reason for them not voting.
- (3) Not knowing who to vote for (e.g., not knowing the candidates, didn't know who to vote for). Fifteen percent of non-voters said not knowing who to vote for was a main reason for them not voting and in total 22% said this was a main or other reason for them not voting.

Beyond these three groups of reasons, the practical access barrier group of reasons (8% said it was their reason and 13% said it was their main or other reason for not voting) and not believing in voting (9% main reason, 12% main or other) were the most frequently mentioned reasons.

Table 58: Main and total reasons for not voting*

	Main reason		Total reasons	
	2020	2023	2020	2023
Didn't know who to vote for	22%	15%	25%	22%
Didn't know who to vote for	17%	5%	20%	6%
Couldn't work out who to vote for	5%	8%	6%	12%
Didn't know the candidates	0%	3%	0%	6%
Voting process	7%	16%	13%	25%
Wasn't enrolled	4%	6%	5%	9%
Didn't know where to vote	2%	1%	3%	5%
Didn't get to the voting place on time	1%	7%	4%	8%
Didn't know how to vote	0%	3%	0%	4%
Didn't know when to vote	0%	0%	0%	4%
Couldn't work out how to vote in the referendums	0%	-	1%	-
Personal barrier	28%	18%	35%	25%
Had personal commitments	11%	5%	16%	10%
Religious reasons not to vote	8%	2%	9%	2%
Had work commitments	5%	7%	7%	10%
Health reasons	3%	5%	5%	7%
Disability	0%	0%	0%	0%
Practical access barrier	2%	8%	2%	13%
Voting place too far away/no transport	0%	1%	1%	1%
Away from home but still in New Zealand	1%	0%	1%	6%
Religious day (i.e., Sabbath, Holy Day)	1%	1%	1%	1%
Overseas at the time	0%	6%	0%	7%
Other				
Don't believe in voting/couldn't be bothered	11%	9%	13%	12%
I forgot	4%	4%	5%	8%
COVID-19/other illness	0%	0%	1%	0%
Wasn't aware of election	0%	1%	0%	2%
Bad weather on voting day	0%	2%	0%	3%
Others	25%	19%	34%	23%
No particular reason	2%	3%	2%	3%
Not sure	0%	4%	8%	18%
<i>n</i> =	162	160	162	160

Notes:

* Main reason is single response; total reasons include main plus any other reason(s) given for not voting.

Confidence in fair and impartial elections

Electoral Commission conduct parliamentary elections fairly

Nearly threequarters (74%) of all eligible voters rate their confidence in the Electoral Commission to conduct parliamentary elections fairly a four or five (total confidence) out of five. This is statistically significantly lower than the 87% seen in 2020, but in line with the 78% seen in 2017. Seven percent of eligible voters rated their confidence a one (no confidence) or two out of five, again significantly higher than in 2020 (3%) but in line with 2017 (6%).

The increase in ratings from 2017 to 2020 and then a subsequent drop in 2023 is consistent with the pattern of ratings amongst the government agencies included in Verian's Public Sector Reputation Index¹ and is due to spike in public sentiment towards government agencies due to the initial handling of the COVID-19 pandemic.

Table 59: Confidence that The Electoral Commission conducts elections fairly

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 – Total confidence	57%	59%	51%↓	35%	49%↑	34%↓	45%	53%	31%↓	41%	44%	31%↓
4	21%	28%↑	23%↓	24%	33%	26%	21%	29%	26%	17%	33%↑	24%
3	17%	10%↓	19%↑	30%	14%↓	30%	25%	13%↓	27%↑	34%	17%↓	26%↑
2	4%	2%↓	4%↑	7%	4%	7%	6%	5%	9%	4%	2%	11%↑
1 – No confidence	2%	1%	3%↑	4%	1%↓	3%	4%	0%↓	7%↑	4%	3%	9%↑
n =	1,165	976	1,165	284	152	199	196	134	203	180	146	174

	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 – Total confidence	57%	59%	51%↓	52%	49%	42%	49%	63%↑	51%↓	31%	31%	28%
4	21%	28%↑	23%↓	20%	36%↑	23%	22%	23%	22%	18%	32%↑	18%↓
3	17%	10%↓	19%↑	24%	13%↓	23%↑	21%	7%↓	18%↑	39%	27%↓	35%
2	4%	2%↓	4%↑	3%	1%	8%↑	4%	5%	7%	5%	6%	10%
1 – No confidence	2%	1%	3%↑	0%	1%	4%	3%	2%	2%	7%	4%	9%
n =	1,165	976	1,165	186	149	155	184	228	160	165	162	160

Demographic analysis

Younger people (60%), Māori (57%), Pacific peoples (55%), Asian peoples (65%), and non-voters (46%) are all less likely than average (74%) to rate their confidence that the Electoral Commission conducts elections fairly a four or five out of five. These same groups, except for younger people, are also more likely than average to rate their confidence a one or two out of five (Māori 15%, Pacific peoples 20%, Asian peoples 13%, non-voters 19%).

Compared to 2020, confidence in the Electoral Commission to conduct elections fairly (% rating 4 or 5 out of 5) has dropped amongst: younger people (82% to 60%), Māori (82% to 57%), Pacific peoples (77% to 55%), Asian peoples (85% to 65%), people with a disability (86% to 73%), and non-voters (63% to 46%). However, as with the overall result, the percentage of each these demographic groups rating their confidence a four or five out of five is in line with the 2017 results (i.e., 2023 is not statistically significantly different to 2017). Pacific peoples and Asian peoples are more likely to rate their confidence a one or two out of five than they were in 2017 (Pacific peoples 20% in 2023 versus 8% in 2017 and Asian peoples 13% in 2023 versus 3% in 2017).

¹ <https://www.veriangroup.com/insights/thought-leadership/public-sector-reputation-index-nz>

Electoral Commission staff conduct Parliamentary elections impartially

Seventy-three percent of all eligible voters rate their confidence in Electoral Commission staff to conduct parliamentary elections impartially a four or five (total confidence) out of five. This is statistically significantly lower than the 85% seen in 2020 and the 79% seen in 2017. Six percent of eligible voters rated their confidence a one (no confidence) or two out of five, significantly higher than in 2020 (3%) but in line with 2017 (5%).

Table 60: Confidence that Electoral Commission staff conduct parliamentary elections impartially

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 – Total confidence	57%	59%	49%↓	34%	48%↑	35%↓	42%	48%	28%↓	39%	46%	32%↓
4	22%	26%↑	24%	29%	26%	23%	24%	27%	26%	19%	31%↑	19%↓
3	16%	12%↓	20%↑	30%	22%	32%↑	25%	21%	37%↑	33%	15%↓	34%↑
2	3%	2%	4%↑	3%	1%	8%↑	4%	3%	2%	3%	4%	7%
1 – No confidence	2%	1%	2%	4%	2%	2%	5%	0%↓	6%↑	6%	5%	8%
n =	1,165	976	1,165	284	152	199	196	134	203	180	146	174
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 – Total confidence	57%	59%	49%↓	46%	50%	42%	49%	63%↑	47%↓	32%	34%	25%
4	22%	26%↑	24%	26%	30%	21%	28%	23%	26%	23%	26%	17%↓
3	16%	12%↓	20%↑	24%	16%	29%↑	16%	9%↓	19%↑	35%	32%	36%
2	3%	2%	4%↑	2%	3%	5%	5%	2%	4%	6%	5%	13%↑
1 – No confidence	2%	1%	2%	1%	1%	3%	2%	3%	5%	4%	3%	8%↑
n =	1,165	976	1,165	186	149	155	184	228	160	165	162	160

Demographic analysis

Younger people (58%), Māori (55%), Pacific peoples (51%), Asian peoples (63%), and non-voters (42%) are all less likely than average (73%) to rate their confidence that Electoral Commission staff conduct parliamentary elections impartially a four or five out of five. Pacific peoples (20%) and non-voters (22%) are also more likely than average to rate their confidence a one or two out of five.

Compared to 2020, confidence in Electoral Commission staff to conduct parliamentary elections impartially (% rating 4 or 5 out of 5) has dropped amongst all demographic sub-groups shown in the table above. Compared to 2017, confidence (% rating 4 or 5 out of 5) has dropped amongst Māori (66% to 54%) and non-voters (55% to 42%). Again, compared to 2017, lower levels of confidence (% rating 1 or 2 out of 5) have increased amongst Pacific peoples (9% to 16%), Asian peoples (3% to 8%), and non-voters (10% to 22%).

Electoral Commission is trustworthy

Just over threequarters (77%) of eligible voters agree that the Electoral Commission is trustworthy, while six percent disagree. This is a much higher level of trust than the public sector average (54%) found in Verian's 2023 Public Sector Reputation Index².

Table 61: The Electoral Commission is trustworthy

	Total			18 to 29 years			Māori			Pacific peoples		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 – Strongly agree	-	-	53%	-	-	44%	-	-	29%	-	-	32%
4	-	-	23%	-	-	24%	-	-	25%	-	-	19%
3	-	-	17%	-	-	23%	-	-	30%	-	-	31%
2	-	-	3%	-	-	5%	-	-	12%	-	-	10%
1 – Strongly disagree	-	-	3%	-	-	4%	-	-	5%	-	-	9%
<i>n</i> =	1,165			199			203			174		
	Total			Asian peoples			People with a disability			Non-voters		
	2017	2020	2023	2017	2020	2023	2017	2020	2023	2017	2020	2023
5 – Strongly agree	-	-	53%	-	-	49%	-	-	46%	-	-	32%
4	-	-	23%	-	-	26%	-	-	27%	-	-	23%
3	-	-	17%	-	-	22%	-	-	20%	-	-	31%
2	-	-	3%	-	-	1%	-	-	5%	-	-	7%
1 – Strongly disagree	-	-	3%	-	-	2%	-	-	2%	-	-	7%
<i>n</i> =	1,165			155			160			160		

Demographic analysis

Younger people (68%), Māori (54%), Pacific peoples (51%), and non-voters (55%) are all less likely than average to agree that the Electoral Commission is trustworthy. Māori (17%), Pacific peoples (19%), and non-voters (14%) are also more likely to disagree that the Electoral Commission is more trustworthy than average.

² <https://www.veriangroup.com/insights/thought-leadership/public-sector-reputation-index-nz>

Appendix A: Overview tables (2023)

Overview: Voters and non-voters

The following table shows results split by voters and non-voters. Only key questions that were asked of both voters and non-voters are shown here. Please refer to the tables in the main report for voter/non-voter specific questions.

Were you enrolled to vote in the New Zealand general election just been?	Total	Voters	Non-voters
Yes	90%	100%	56%
<i>Base n =</i>	<i>1,165</i>	<i>1,005</i>	<i>160</i>
Why did you initially enrol to vote?	Total	Voters	Non-voters
Wanted my opinion to count	41%	43%	25%
You have to, it's the law	16%	14%	26%
Wanted to make a difference	18%	17%	22%
Someone I know encouraged me to	5%	5%	8%
Other reasons	38%	39%	33%
Not sure	6%	5%	10%
<i>Base n =</i>	<i>1,096</i>	<i>1,005</i>	<i>91</i>
Were you eligible to vote in the 2020 New Zealand General Election?	Total	Voters	Non-voters
Yes	89%	94%	70%
<i>Base n =</i>	<i>1,165</i>	<i>1,005</i>	<i>160</i>
Voting process (% 4 or 5 out of 5)	Total	Voters	Non-voters
Understand the voting process	90%	94%	74%
Understand the enrolling process	90%	94%	76%
How to enrol to vote	89%	94%	73%
How to update your enrolment details	84%	92%	58%
How to vote	94%	99%	75%
Where you can vote	94%	98%	82%
What to do if can't get to a voting place	68%	73%	51%
<i>Base n =</i>	<i>1,165</i>	<i>1,005</i>	<i>160</i>
Seen any advertising about how to enrol or vote	Total	Voters	Non-voters
Yes	49%	54%	30%
<i>Base n =</i>	<i>1,165</i>	<i>1,005</i>	<i>160</i>

Where did you see or hear that advertising about how to enrol or vote?	Total	Voters	Non-voters
Live television	52%	55%	34%
On demand television	11%	11%	15%
Social media website, e.g. Facebook, Instagram, TikTok etc.	33%	33%	36%
Street posters	18%	16%	29%
Website that isn't a social media website	17%	17%	14%
Radio	15%	15%	13%
Mail	8%	9%	5%
All others	10%	11%	7%
Not sure	2%	2%	1%
Base n =	556	504	52
Message outtake by channel grouped to overall	Total	Voters	Non-voters
Don't forget to enrol to vote	37%	38%	27%
Orange Guy/Pup	35%	35%	34%
Enrol. Vote. Be Heard.	21%	22%	16%
It is quick and easy to enrol to vote	17%	14%	31%
Voting starts soon	12%	11%	13%
Makes your voices heard. Vote this election	11%	11%	15%
Voting is easy	10%	10%	10%
There is an election coming up	9%	8%	12%
Getting your EasyVote card makes voting easy	7%	7%	7%
Vote anytime between 2 and 14 October	5%	5%	2%
All other messages	37%	37%	37%
Not sure	12%	12%	11%
Base n =	545	494	51
Do you recall receiving your EasyVote pack in the mail?	Total	Voters	Non-voters
Yes	87%	90%	68%
Base n =	1,096	1,005	91
Which of these categories best describes what you did with the EasyVote pack?	Total	Voters	Non-voters
Read most or all of it	45%	48%	20%
Read some of it	24%	24%	29%
Glanced at it	16%	16%	18%
Didn't read it	14%	12%	32%
Not sure	1%	1%	1%
Base n =	946	889	57
There was an EasyVote card contained within the pack. Did you find it easily?	Total	Voters	Non-voters
Yes	92%	94%	79%
Base n =	844	786	58
On a scale from 1 to 5 where 1 is not very useful and 5 is very useful, overall, how useful did you find the EasyVote pack? (% 4 or 5 out of 5, excluding don't know)	Total	Voters	Non-voters
	81%	83%	71%
Base n =	825	775	50

Appendix B: Sample profile

The following table shows the unweighted (i.e. the number of interviews conducted) sample sizes by demographics.

Gender	Total	Voters	Non-voters
Male	532	457	75
Female	629	544	85
Gender diverse	4	4	0
<i>Total</i>	<i>1,165</i>	<i>1,005</i>	<i>160</i>
Age	Total	Voters	Non-voters
18-29	155	104	51
30-39	142	104	38
40-49	131	102	29
50-59	186	156	30
60-69	177	169	8
70+	247	241	6
<i>n =</i>	<i>1038</i>	<i>876</i>	<i>162</i>
Ethnicity	Total	Voters	Non-voters
New Zealand European	577	542	35
Māori	203	162	41
Samoan	77	60	17
Cook Island Māori	44	25	19
Tongan	32	23	9
Niuean	11	8	3
Other Pacific Island ethnic group (specify)	25	18	7
Chinese	42	31	11
Indian	62	46	16
Other Asian ethnic group	52	41	11
New Zealander / Kiwi	38	36	2
Other ethnic group	43	38	5
Rather not say	7	6	1
<i>n =</i>	<i>1,065</i>	<i>1,005</i>	<i>160</i>
Highest completed qualification	Total	Voters	Non-voters
No qualification	112	86	26
School Certificate or NCEA level 1	121	103	18
Sixth Form Certificate, University Entrance or NCEA Level 2	132	110	22
Bursary, Scholarship or NCEA level 3 or 4	87	72	15
A trade qualification	68	62	6
A certificate or diploma that does not require a degree	142	127	15
A polytech degree	24	22	2
A university degree	225	200	25
Postgraduate qualification, e.g. Honours, Masters, Doctorate	179	168	11
Other	42	33	9
Not sure	20	13	7
Rather not say	13	9	4

<i>n</i> =	1,165	1,005	160
Were you born in New Zealand?	Total	Voters	Non-voters
Yes	804	714	90
No	358	289	69
Rather not say	3	2	1
<i>n</i> =	1,165	1,005	160
Gross household income	Total	Voters	Non-voters
>30k	129	100	29
30-50k	107	91	16
50-70k	93	78	15
70-100k	109	87	22
100-120k	60	53	7
120-150k	87	77	10
150k+	242	233	9
Not sure	214	174	40
Rather not say	124	112	12
<i>n</i> =	1,165	1,005	160