



Electoral Commission

2022 Local Election Post-campaign Evaluation

September 2022

KANTAR PUBLIC



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1.

Background, method and summary

Background

- With the upcoming local government elections later this year, the Electoral Commission needs to ensure voter enrolment is up to date
- Accordingly the Commission has run an enrolment campaign from late June to mid August
- As with previous years, the Commission was keen to diagnose the success of the campaign. Kantar Public has conducted a pre- and post-campaign survey of eligible voters
- This report provides the results from both the pre and post waves, and where relevant compares to 2019 results



The report contains a number of campaign norms, showing how the enrolment campaign compares to other advertising campaigns evaluated by Kantar Public (and its legacy companies).

These norms remain the property of Kantar Public and should not be shared outside of the Electoral Commission (including any creative or media agencies). A separate version of the report can be created with the norms removed.



How impactful is the campaign in driving enrolment and engagement in the electoral process, and what lessons can be learned for future campaigns and measurement approaches?

Method

Stage 1 - PRE-CAMPAIGN

Establish a baseline measure of awareness and engagement



Online



Completed 17-29 June 2022



500 eligible voters, whether or not already enrolled (4% margin of error)



5 minute survey

Stage 2 - POST-CAMPAIGN

Measure the campaign effectiveness on awareness and engagement



Online



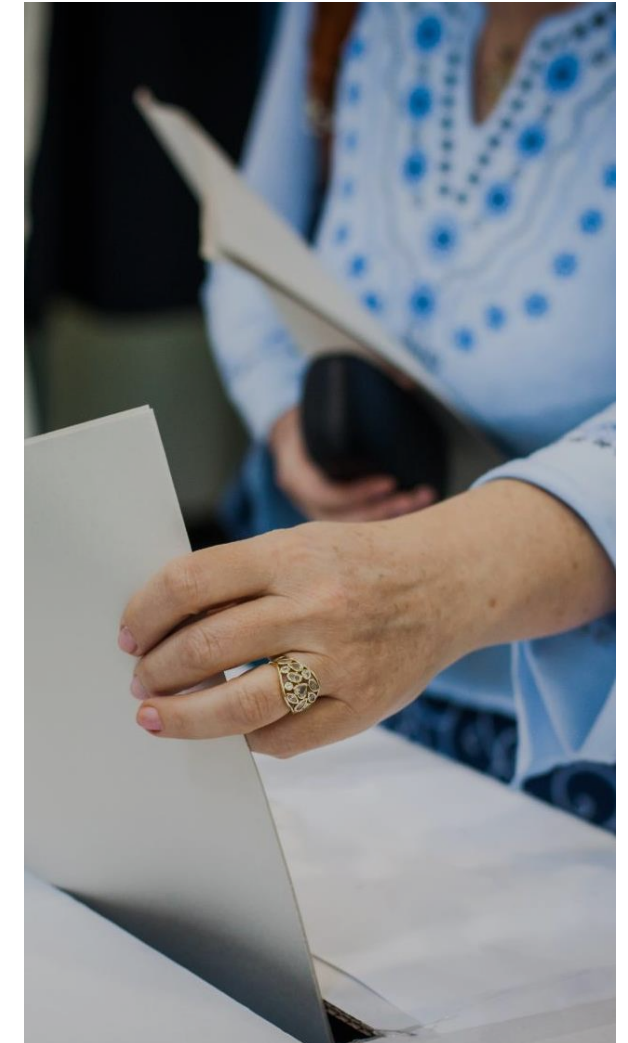
Completed 16-25 August 2022



500 eligible voters, whether or not already enrolled (4% margin of error)



10 minute survey



Summary:



The campaign achieves good recognition

The Electoral Commission Campaign achieves a relatively high level of recognition (67%). More work is needed to reach certain audiences including Aucklanders, Asian New Zealanders and Reluctant segment voters*.



The creative is viewed positively but needs to evolve

It is important that the campaign continues to evolve to maintain and build interest in its messages. There are positive reactions to the campaign, it is seen as distinctive and involving but not interesting. Perceptions of Orange Guy remain relatively positive, which may be supported by the introduction of Pup. However, there is no strong evidence the campaign has shifted the dial on enrolment.



Young adults remain a key audience

There is a continued need to support young adults in the election process. Young adults are less likely than average to be enrolled. They also have lower than average awareness of the update pack, and when the local elections are held.



Further mahi to support Māori around Māori wards

More work needs to be done to raise awareness of which councils have a Māori ward and to support Māori to understand rules around how Māori wards work.



A need for cognitive engagement in 2023

A segmentation of voter engagement*, shows that there has been a shift from voters who are both cognitively and emotionally engaged (the Responsive segment) to those who have lower levels of cognitive engagement. Voting seems more difficult than it did at the election, and voters feel less confident in making a choice. It will be important to address these barriers in 2023 to support voter turnout.



2.

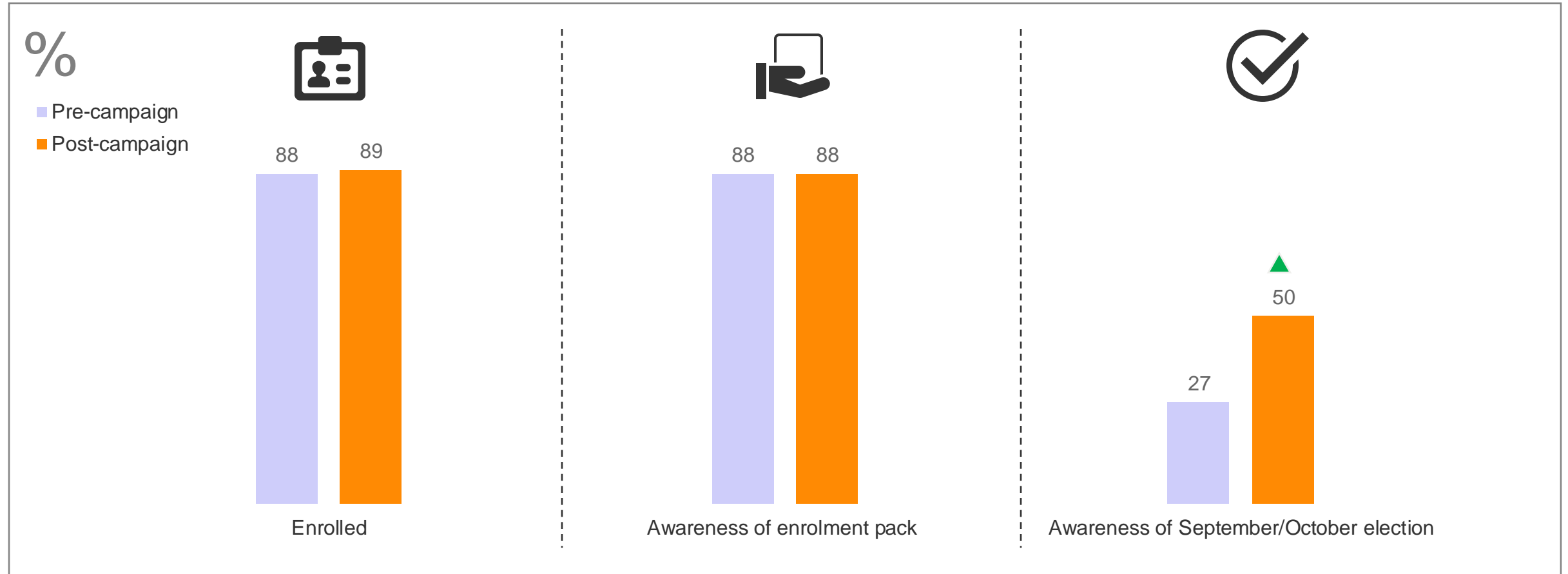
Awareness and
engagement with the
local elections

KANTAR PUBLIC

 **ELECTORAL
COMMISSION**
TE KAITIAKI TAKE KŌWHIRI

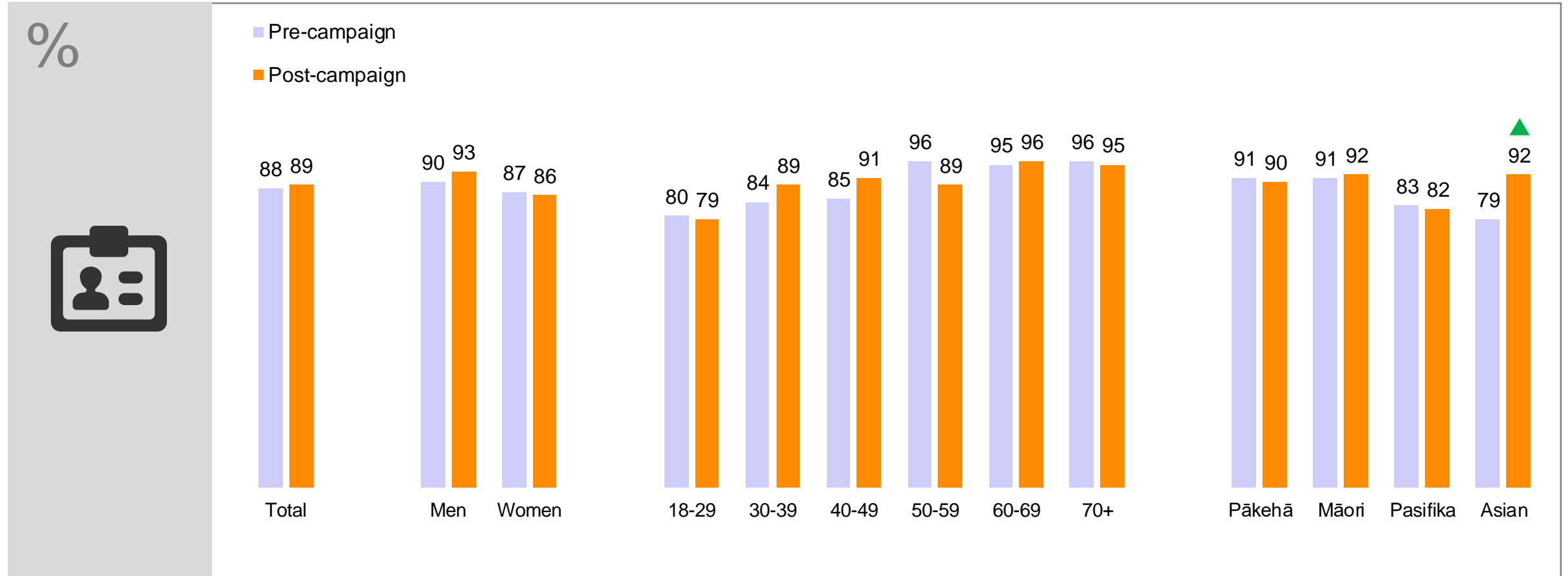
Enrolment and enrolment package awareness remain high and unchanged compared to pre-campaign levels. However, awareness that the local elections are taking place in September / October has almost doubled.

ENROLMENT AND AWARENESS OF ENROLMENT PACKAGE AND OCTOBER ELECTION



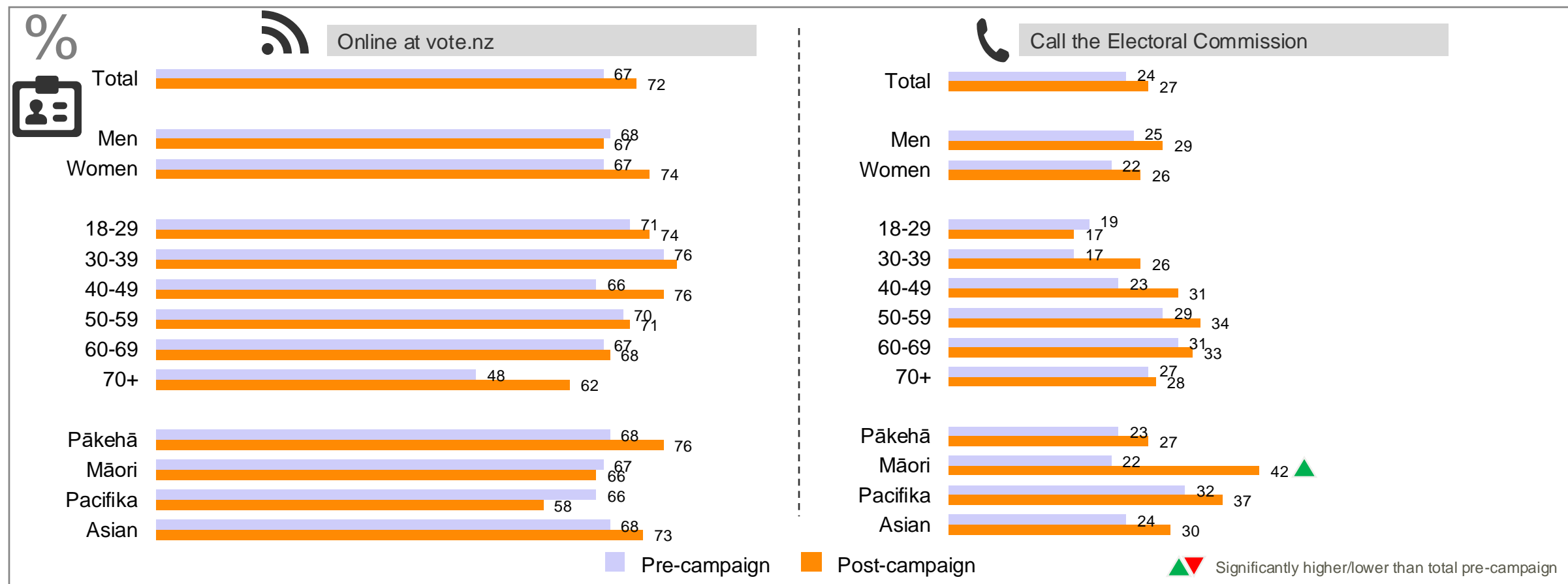
Overall the campaign does not appear to have shifted enrolment levels, and they remain relatively low for younger New Zealanders. That said, enrolment levels have increased amongst Asian New Zealanders.

POST-CAMPAIGN ENROLMENT COMPARED TO PRE-CAMPAIGN ACROSS AGE, GENDER AND ETHNICITY



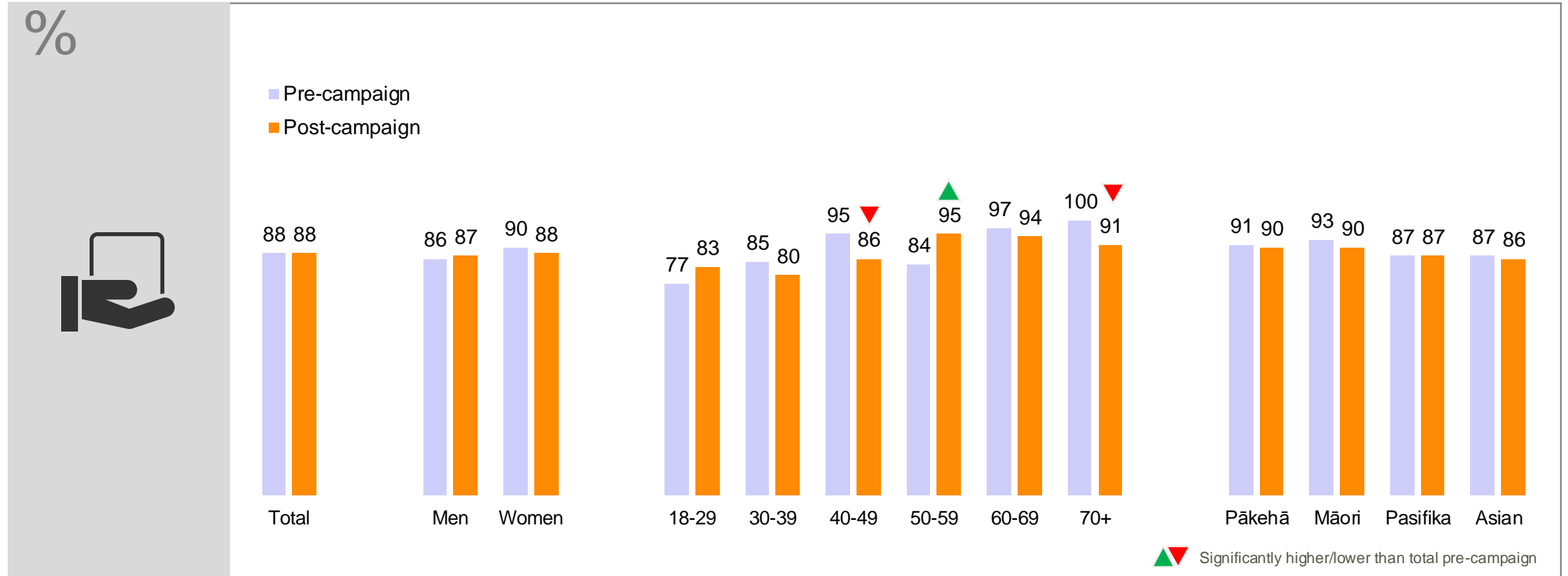
The two key methods New Zealanders would use to check or change their enrolment details are going to vote.nz or calling the Electoral Commission. Overall, there have been no notable shifts in the likelihood to use either approach across the campaign. That said, both are trending upwards which indicates the campaign may have supported this. the proportion of Māori who would call the Electoral Commission has almost doubled.

WHERE WOULD YOU GO TO ENROL, CHECK OR CHANGE YOUR ENROLMENT ADDRESS?



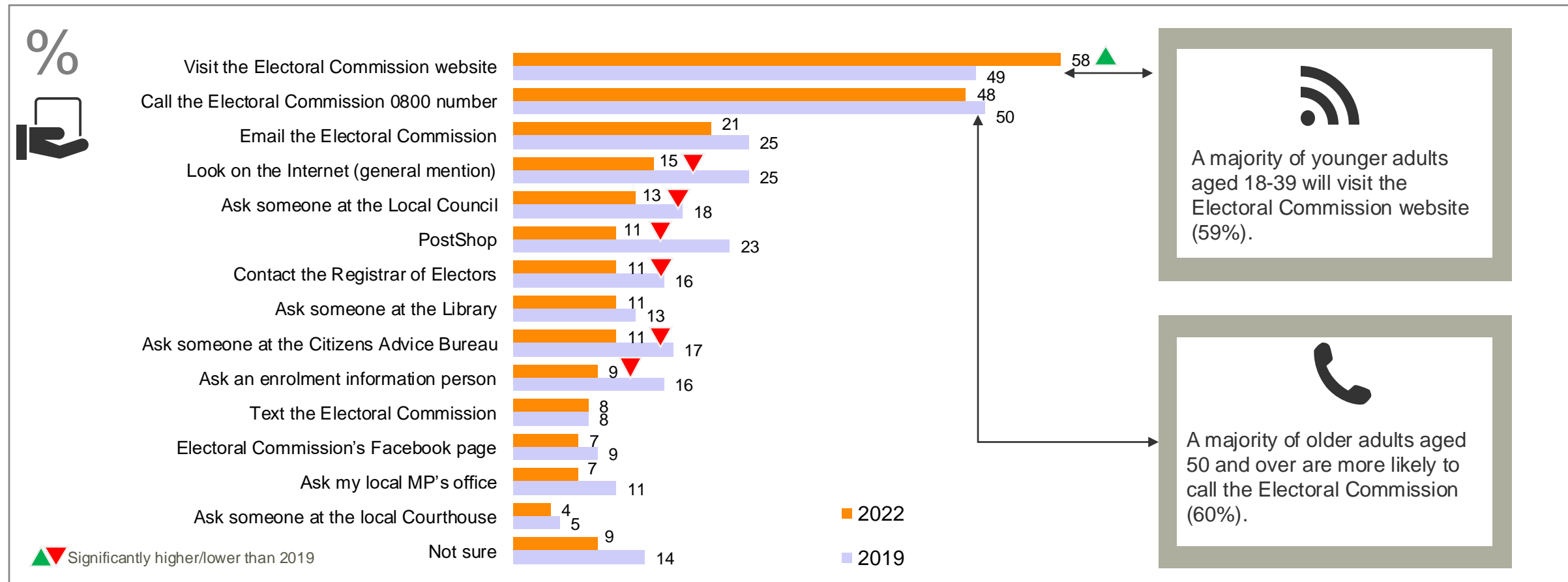
Awareness of the enrolment update pack remains high and is largely consistent across different demographic groups between waves. That said there is some volatility in the data by age group.

POST-CAMPAIGN PACKAGE AWARENESS COMPARED TO PRE-CAMPAIGN ACROSS AGE, GENDER AND ETHNICITY



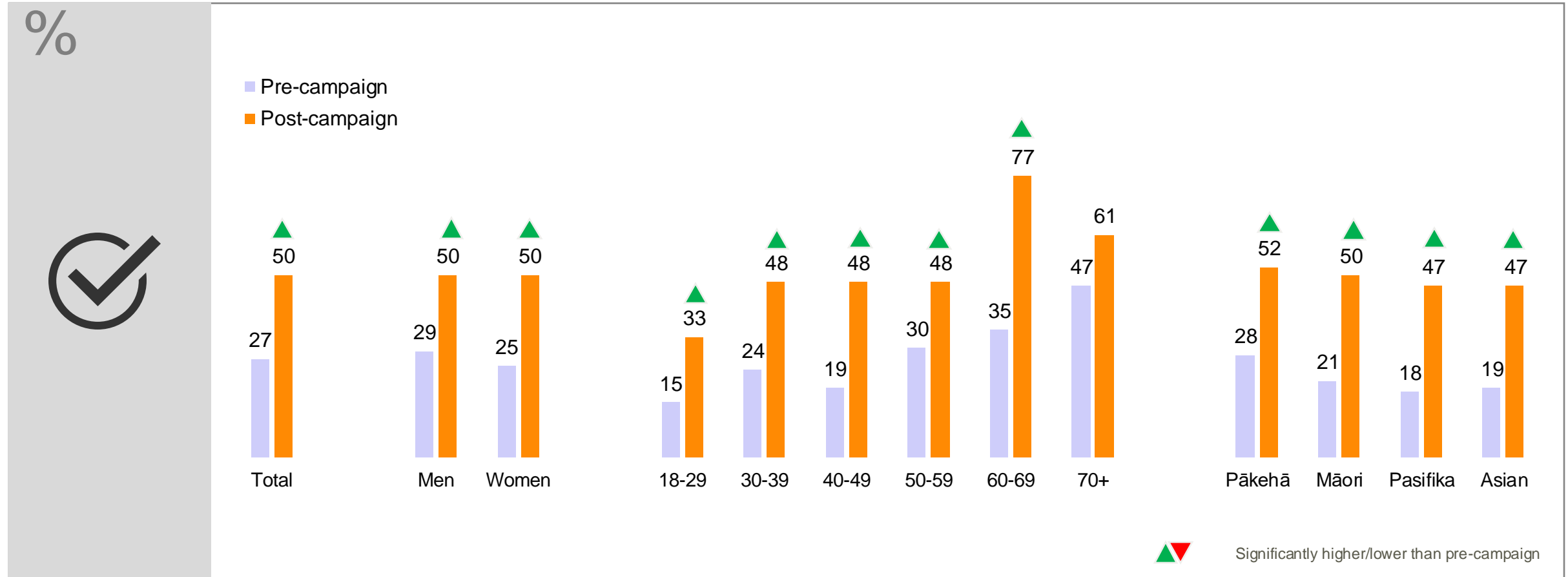
The way in which the public would respond if they did not receive their enrolment pack is evolving. They are now more likely to visit the Electoral Commission website than call the Electoral Commission. They are less likely to use a number of offline approaches, as well as searching more generally online. As might be expected younger age groups typically prefer to use online channels, whereas older people prefer to call.

WHERE COULD YOU GO, OR WHAT COULD YOU DO, IF YOU DID NOT RECEIVE AN ENROLMENT UPDATE PACK IN THE POST?



Awareness of the local elections is building. Half of all adults are able to correctly name the months when voting takes place, compared to 27% in the pre-wave. This increase may be supported by the campaign (albeit the campaign does not specifically name the dates). Awareness of the dates has increased across the board but remains lowest amongst young people (only 1 in 3 aged 18-29).

POST-CAMPAIGN AWARENESS OF LOCAL ELECTION IN SEPTEMBER / OCTOBER COMPARED TO PRE-CAMPAIGN ACROSS AGE, GENDER AND ETHNICITY



3.

Campaign Evaluation

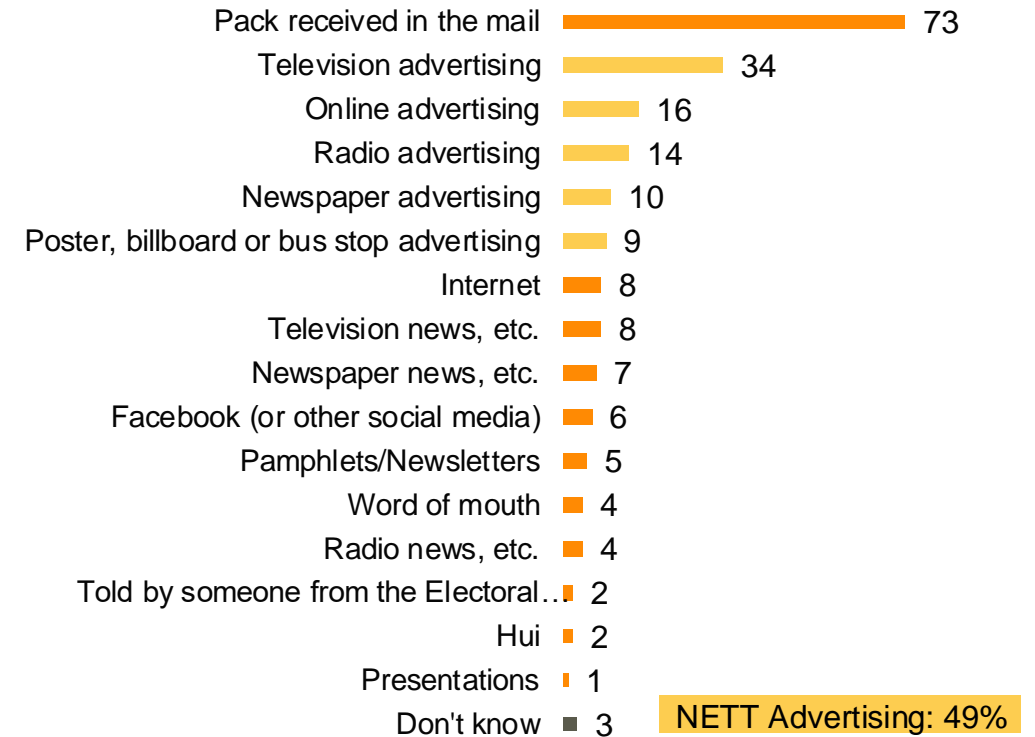
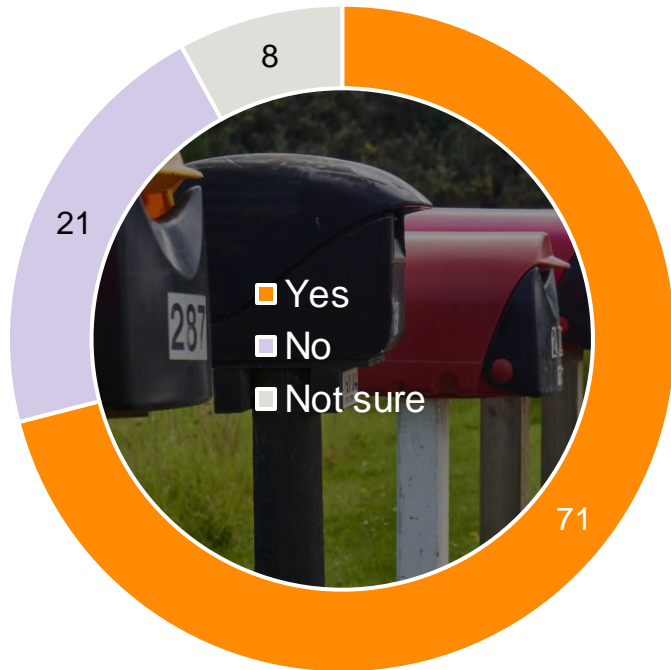


Seven in ten people have seen or heard some information about checking their enrolment details ahead of the local elections. They are most likely to have been prompted by an enrolment pack sent in the mail, although half have been prompted by some form of advertising. Further analysis indicates much of this advertising is likely to be the Electoral Commission's enrolment campaign.

HAVE YOU SEEN, READ OR HEARD ANY INFORMATION ABOUT THE NEED TO BE ENROLLED AT THE RIGHT ADDRESS, OR CHECKING THAT YOUR DETAILS ARE CORRECT, TO BE ABLE TO VOTE IN THIS YEAR'S LOCAL ELECTIONS?

WHERE HAVE YOU SEEN, READ OR HEARD THIS?
(Based on the 71% who recall having seen or heard something)

%

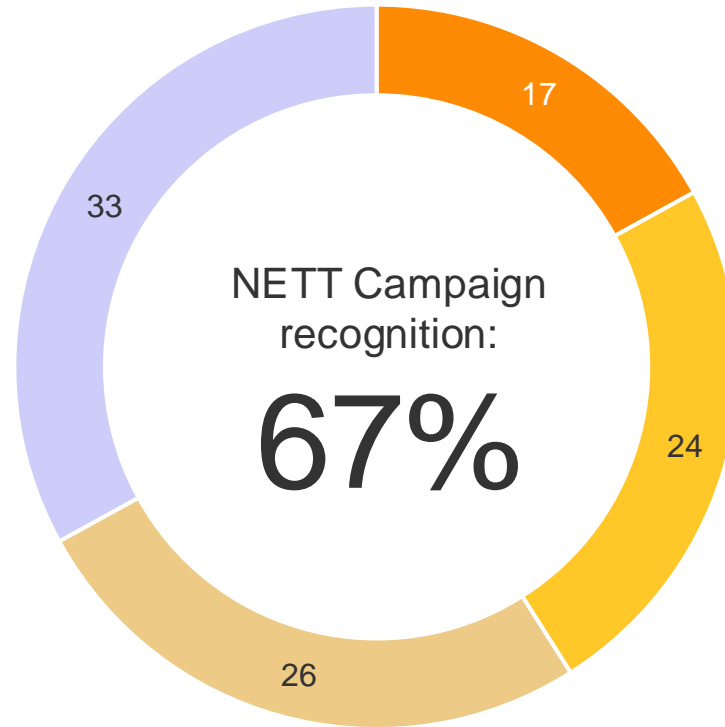


When prompted, 2 in 3 people say they have seen the campaign at least once. This compares favourably to the Kantar Public norm (59%). There is further work required to engage certain audiences. Aucklanders, Asian New Zealanders and Reluctant segment voters are less likely than average to recognise the campaign.

BEFORE TODAY, HAD YOU SEEN THESE ADS OR SIMILAR ADVERTISING FROM THE RECENT ENROLMENT CAMPAIGN FOR THE 2022 LOCAL ELECTIONS?



%



■ Lots of times ■ A few times ■ Once or twice ■ No, this is the first time

People who are **more** likely than average (67%) to recognise the campaign include:

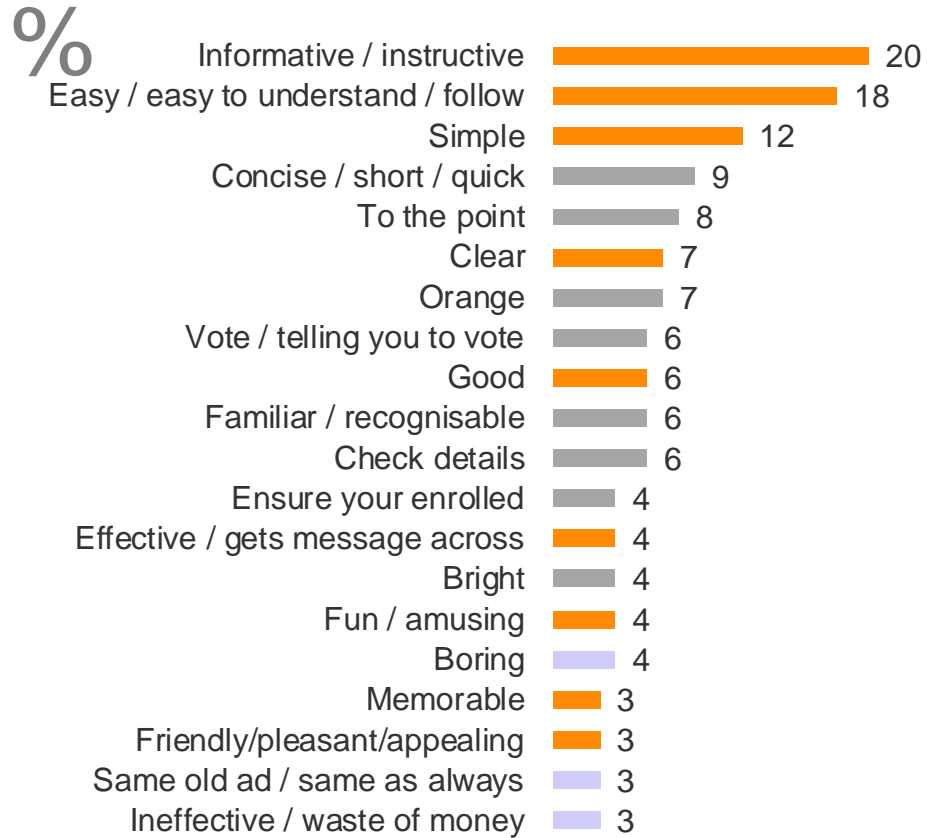
- Instinctive segment voters (76%)

People who are **less** likely than average (67%) to recognise the campaign include:

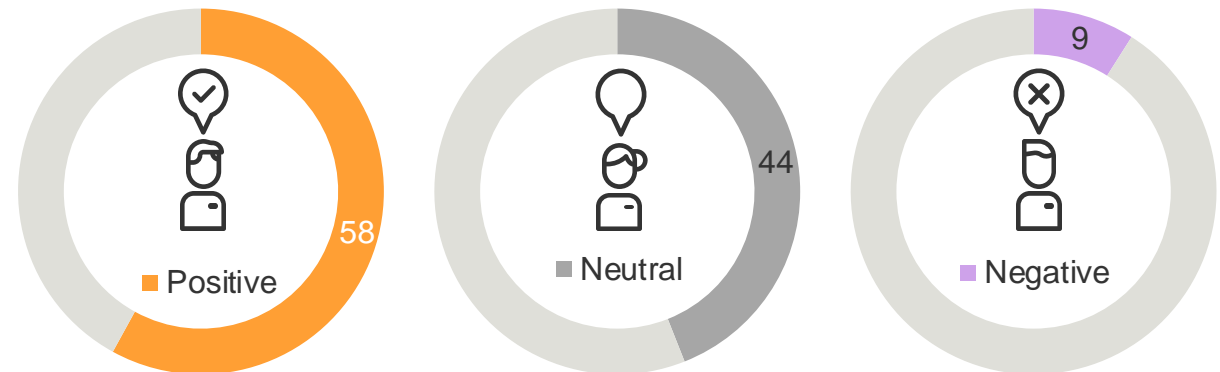
- Aucklanders (54%)
- Asian New Zealanders (56%)
- Reluctant segment voters (57%)

When asked to describe the campaign, common phrases include informative and easy to understand. Most descriptions of the ad campaign are positive or neutral in tone, with only 9% saying something negative.

OPEN-ENDED DESCRIPTION OF THE AD CAMPAIGN

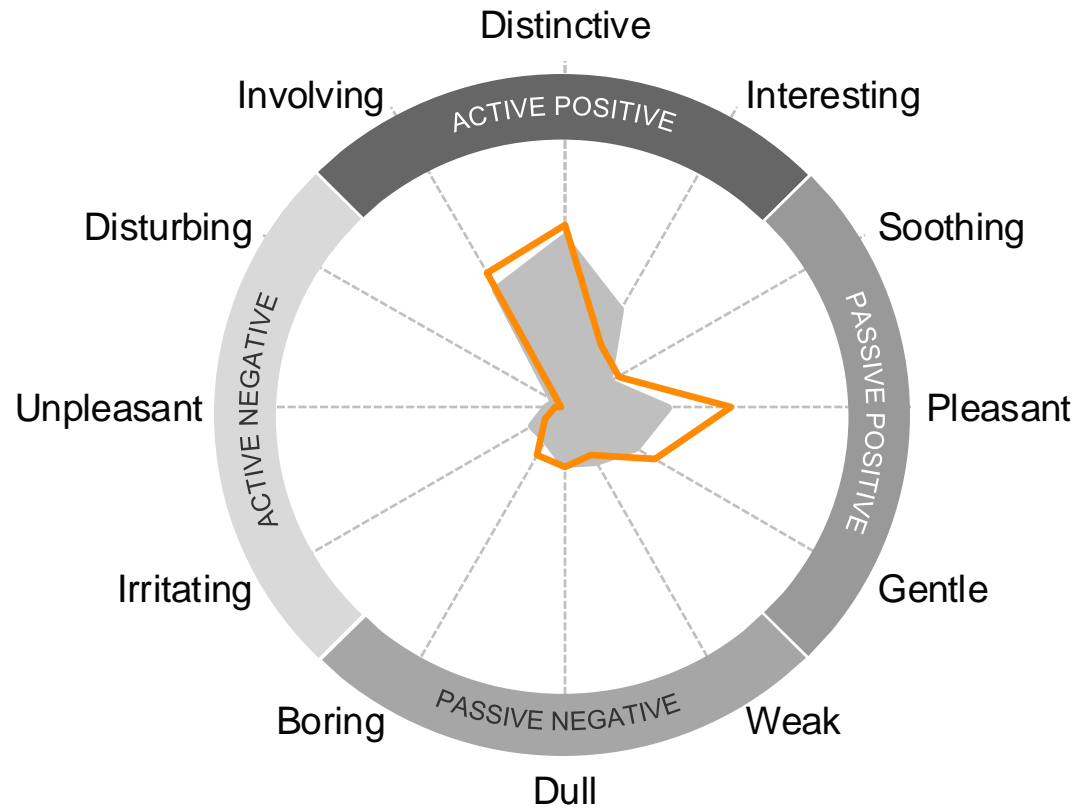


Emotional valence attached to the coded responses



The TVC is relatively effective in attracting attention. When compared to the Kantar Public norms it is more likely to be described as involving and distinctive. However, it lacks the connection or emotional pull to be viewed as interesting. Instead the TVC over indexes on the passive positive adjectives, such as pleasant or gentle. The potential risk is that it does not sufficiently connect with the viewer to prompt them to take action. Younger people in particular are more likely than average to use the passive positive adjectives, and less so the active positive ones.

TVC ENGAGEMENT



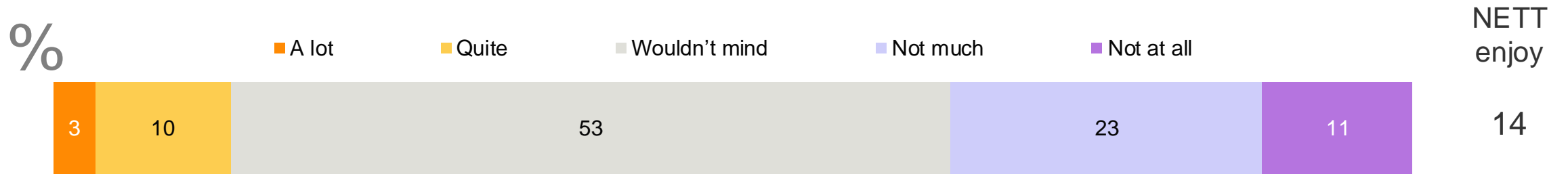
For an ad to be noticed, to grab and keep attention, it should aim for the 'Active' quadrants.

The most memorable ads are both enjoyable, to engage people in a positive way and to be entertainment in their own right, and actively involving, to make sure viewers are connected.

■ NZ Norm
 ■ Campaign

The campaign does not elicit a great deal of enjoyment. Only 14% say they would enjoy the ad each time they see it. This is relatively weak compared to the Kantar Public norm (31%). This provides further evidence that the campaign needs to work harder to engage the public. It is worth noting that women are less likely than men to enjoy the ad, which could reflect the gendered nature of Orange Guy.

HOW MUCH WOULD YOU ENJOY WATCHING THIS AD EACH TIME YOU SEE IT ON TELEVISION?



People *more* likely than average (14%) to enjoy watching the ad each time they see it include:

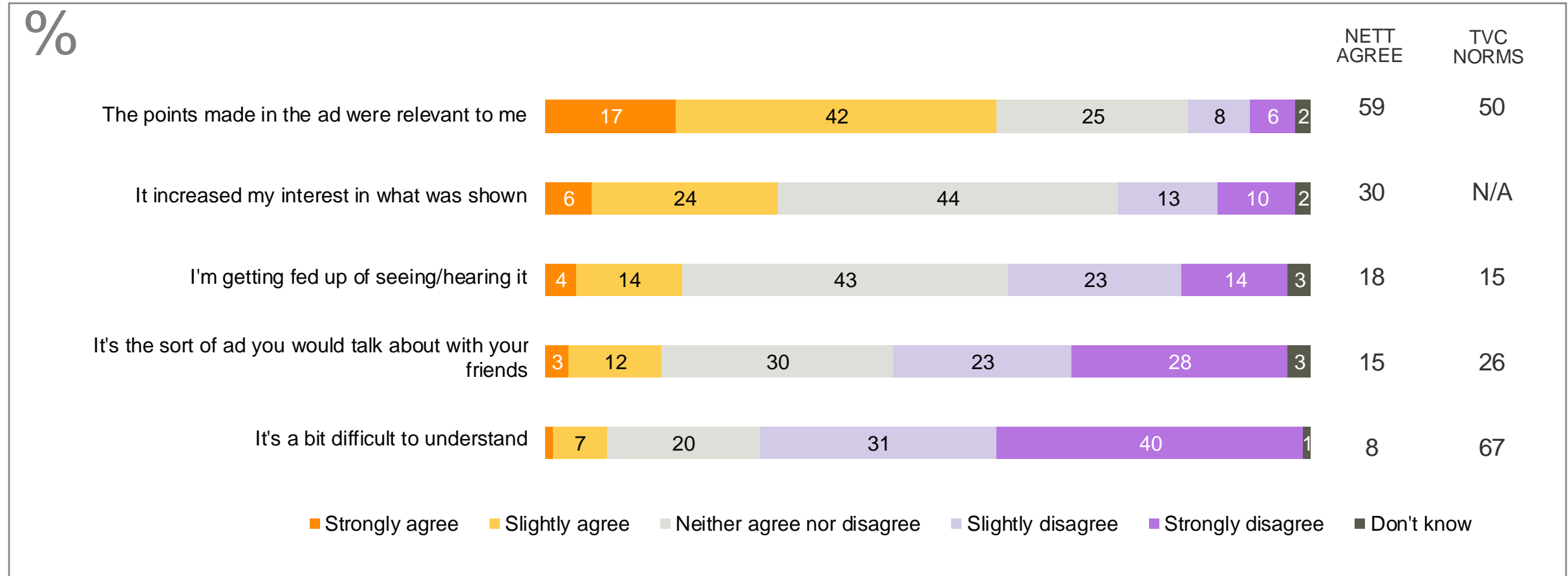
- Instinctive voter segment (27%)
- Asian New Zealanders (26%)
- Young adults aged 18-29 (23%)
- Aucklanders (21%)
- Men (18%)

People *less* likely than average (14%) to enjoy watching the ad each time they see it include:

- Reluctant voter segment (5%)
- Responsive voter segment (6%)
- Women (10%)

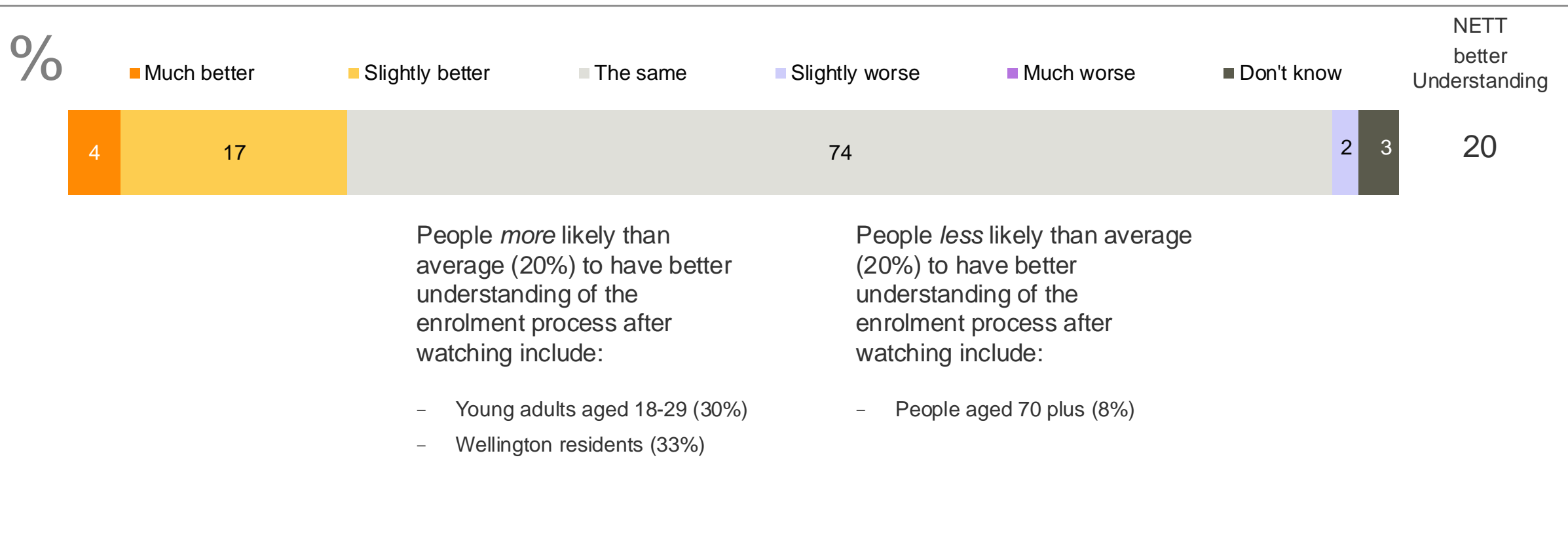
Further reactions to the ad are broadly positive if not overwhelmingly enthusiastic. Most people say the campaign is relevant, and only 8% say it is difficult to understand. On the other hand, only 30% believe it increases their interest in what was shown and 15% say they would talk about it with their friends (lower than the Kantar Public norm). This again indicates there is a potential opportunity to reinvigorate the campaign to maintain engagement.

Q. THINKING ABOUT THIS ADVERTISING CAMPAIGN, PLEASE INDICATE HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT.



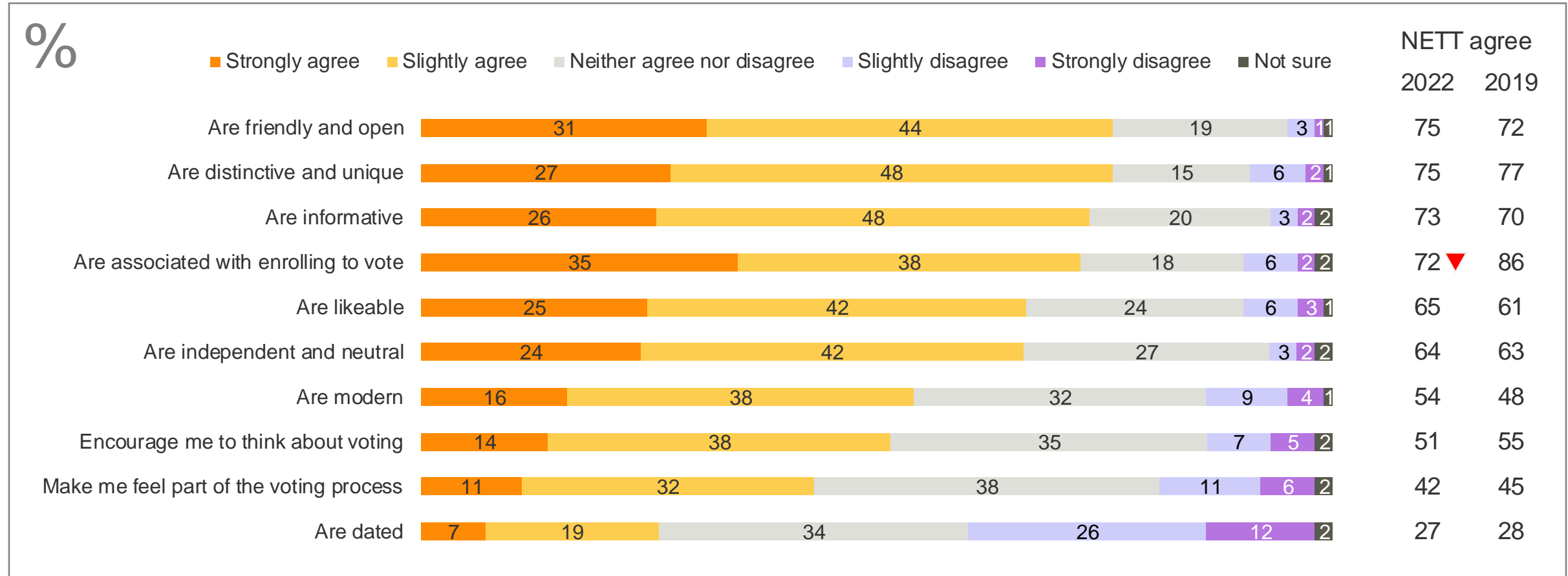
On balance the impact of the ad on understanding of the enrolment process is positive, albeit for most people it has no real impact. Young adults in particular are more likely to benefit from exposure to the ad.

HAVING WATCHED THE AD, HOW WOULD YOU NOW RATE YOUR UNDERSTANDING OF THE ENROLMENT PROCESS? WOULD YOU SAY IT IS ... THAN BEFORE YOU HAD SEEN THE AD



Overall, people feel mainly positive towards Orange Guy and Pup. These feelings largely match 2019, except for their association with enrolling to vote which has markedly decreased since 2019. The fact that perceptions have not deteriorated suggests that the introduction of Pup, has given the creative a new dimension, but other diagnostics suggest there is a need to further evolve this for future campaigns to support positive attitudes and behaviours.

Q. HOW MUCH DO YOU AGREE OR DISAGREE THAT THE 'ORANGE GUY AND PUP'...



4.

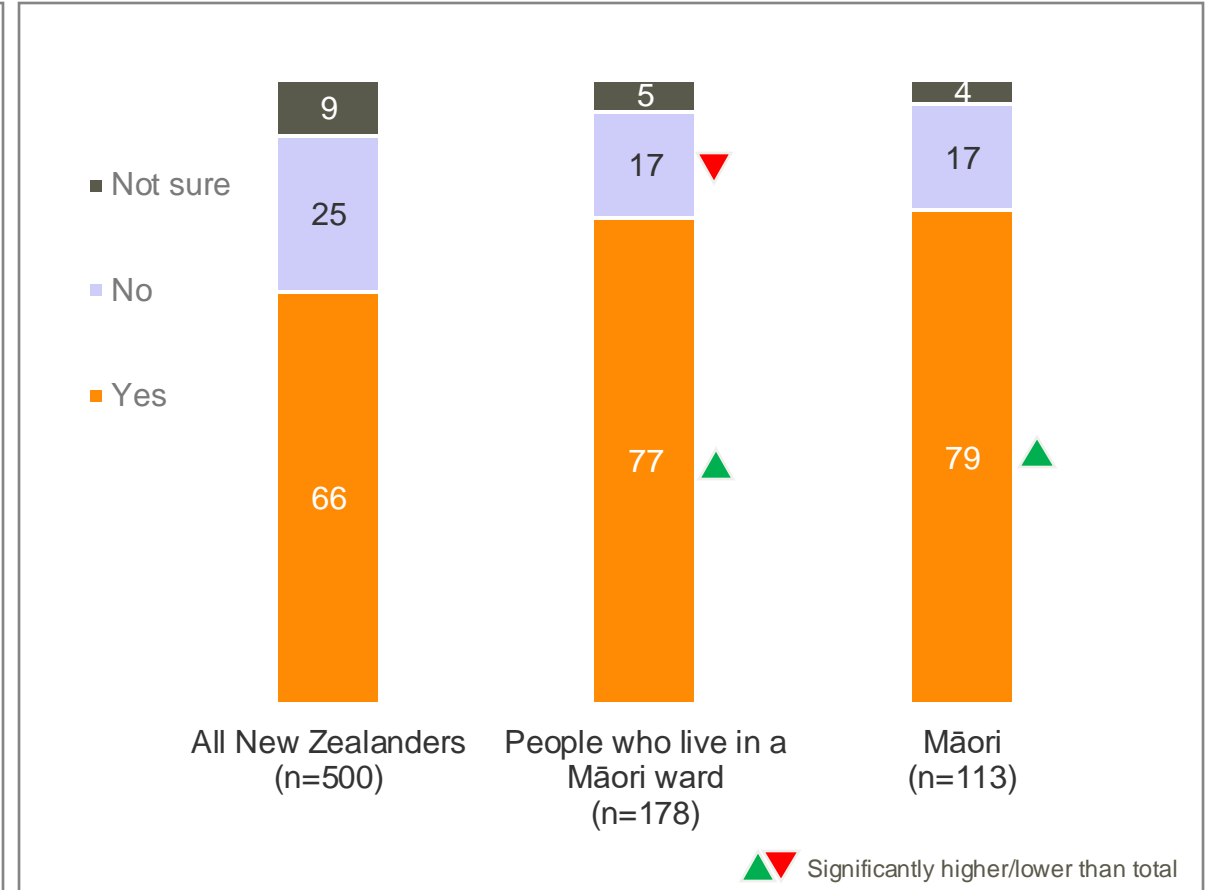
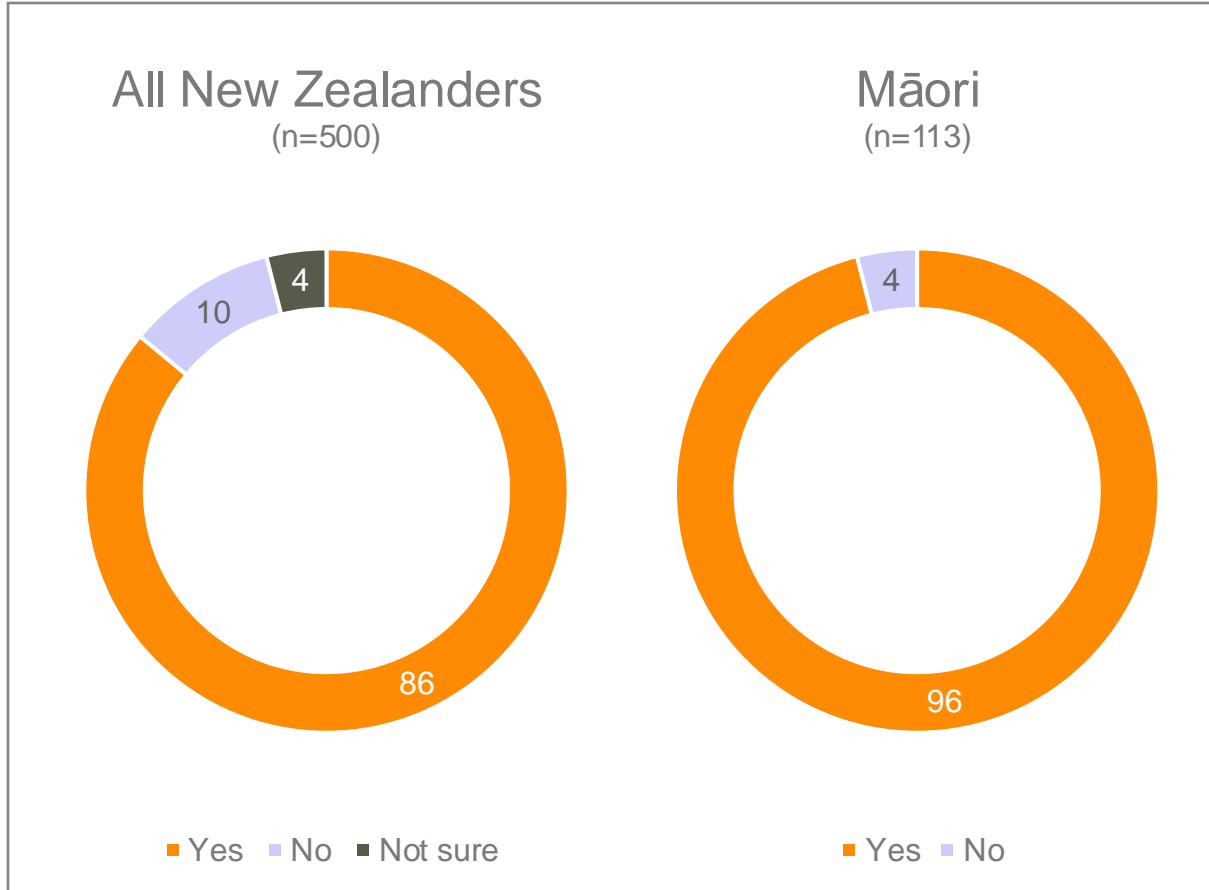
Understanding of Māori wards



A clear majority of New Zealanders are aware of the Māori Roll, rising to 96% of Māori. However, the concept of Māori wards is still unfamiliar to many (around 1 in 3). Awareness is higher amongst those who live in a council with a Māori ward, as well as amongst Māori.

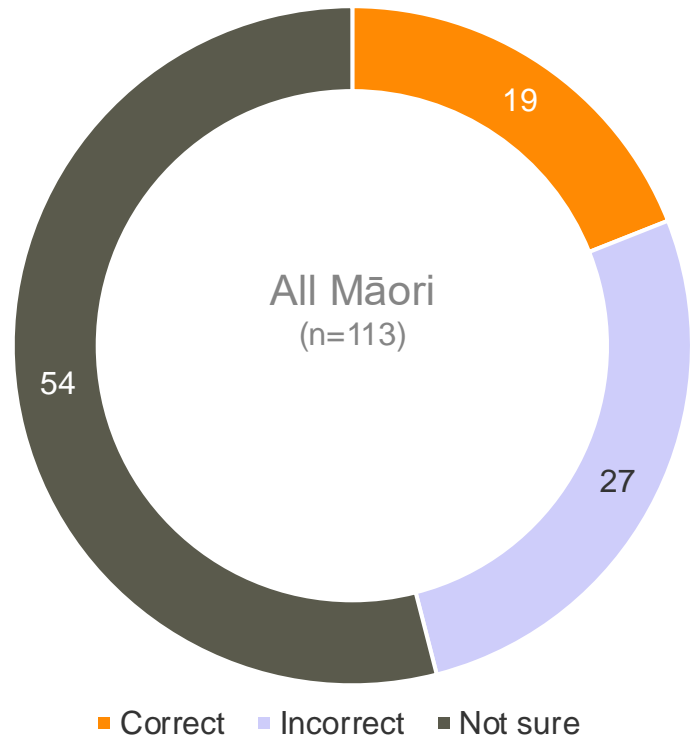
AWARENESS OF MĀORI ROLL

AWARENESS OF MĀORI WARDS

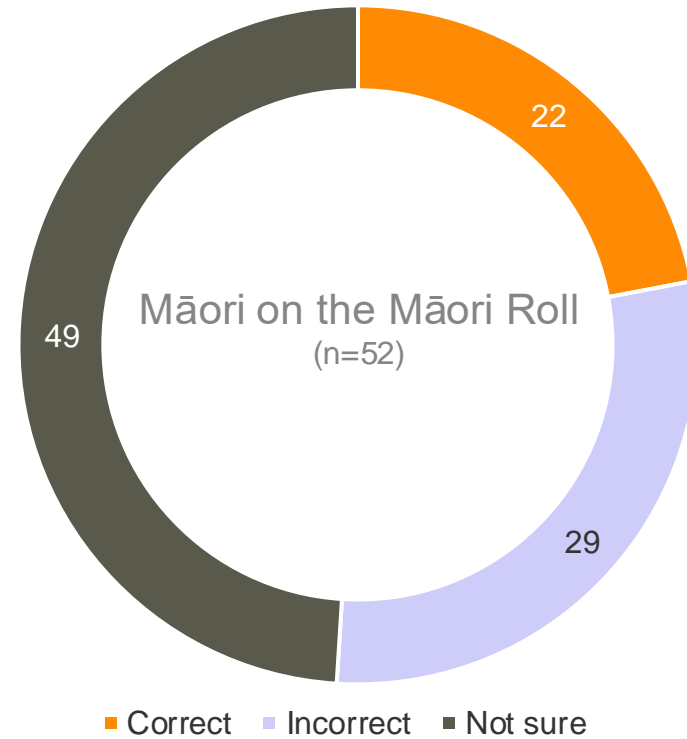


More needs to be done to raise awareness of the presence of Māori wards amongst Māori. 19% are able to correctly identify whether it does or not. The results are similar for Māori on the Māori Roll.

DOES YOUR LOCAL COUNCIL HAVE A MĀORI WARD AT THE UPCOMING LOCAL ELECTION?

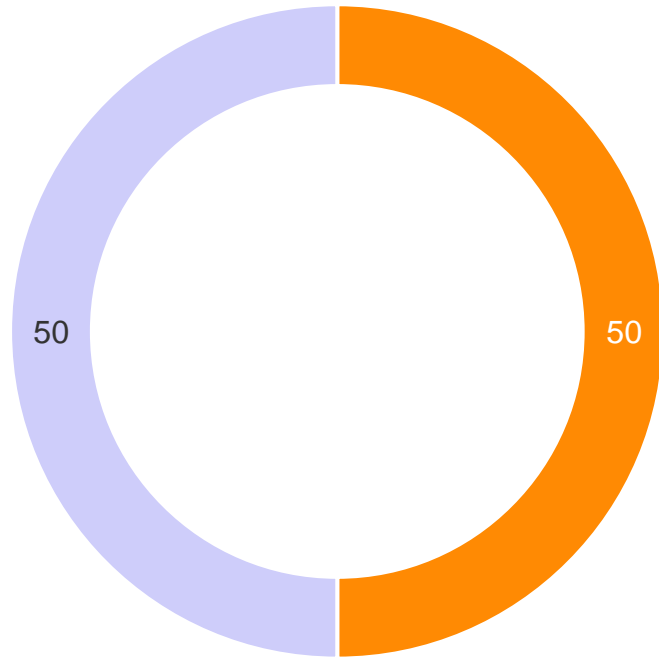


DOES YOUR LOCAL COUNCIL HAVE A MĀORI WARD AT THE UPCOMING LOCAL ELECTION?



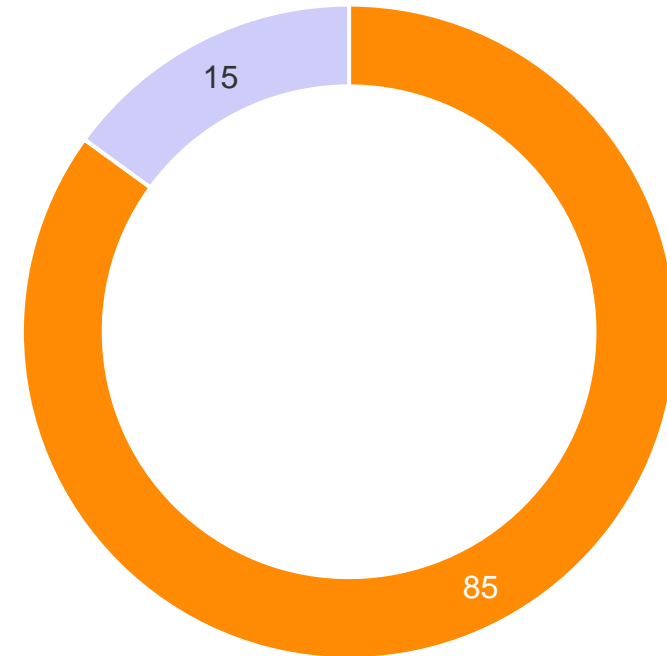
There is some confusion with how local councillors are elected in Māori wards. Half of Māori do not know that being on the Māori roll means they can only vote for councillors in a Māori ward. Positively, 85% of Māori know that they will still be able to vote in the general wards if there is no Māori ward in their local council.

IF YOU'RE ON THE MĀORI ROLL AND YOUR LOCAL COUNCIL HAS MĀORI WARDS, YOU CAN ONLY VOTE IN A MĀORI WARD.



■ Correct ■ Incorrect

IF YOU'RE ON THE MĀORI ROLL AND YOUR LOCAL COUNCIL HAS NO MĀORI WARDS, YOU CAN STILL VOTE IN THE GENERAL WARDS.



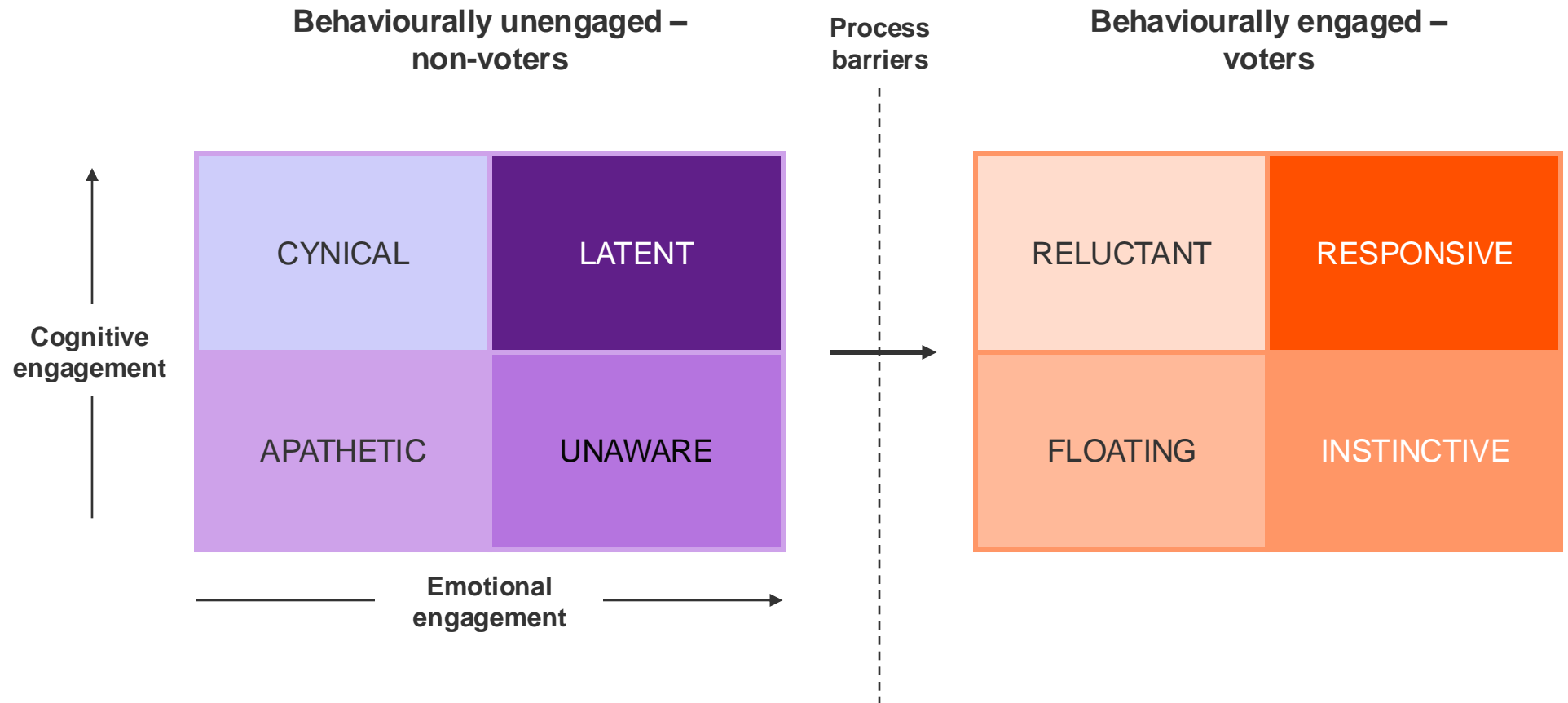
■ Correct ■ Incorrect

5.

Segmentation of voter engagement



In previous research we hypothesised an eight segment model based on cognitive, emotional and behavioural engagement.



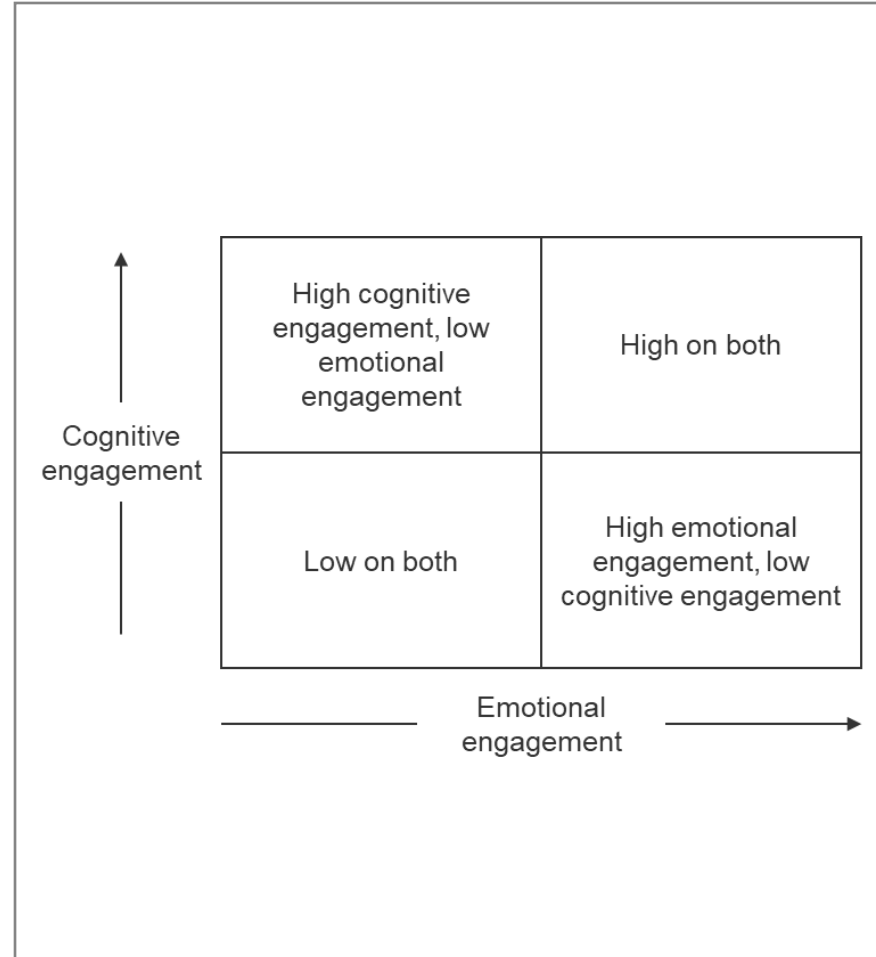
By clearly defining cognitive and emotional engagement in the New Zealand voting context, regardless of recent voting behaviour, we built a robust segmentation. Behavioural engagement is classed as voting at the last General Election.

Cognitive engagement

(or lack thereof) is a function of how hard the voting process seems and the level of thought that goes into voting

It can be defined as relatively higher agreement with:

- I feel pressured by the elections and just tune out
- The voting process is confusing or difficult
- Voting is hard work
- It's hard to decide who to vote for – I don't have the confidence to make a decision
- I choose who to vote for based on 'gut feel' without thinking too much about it
- I vote for the party I/my family/whanau have always voted for



Emotional engagement

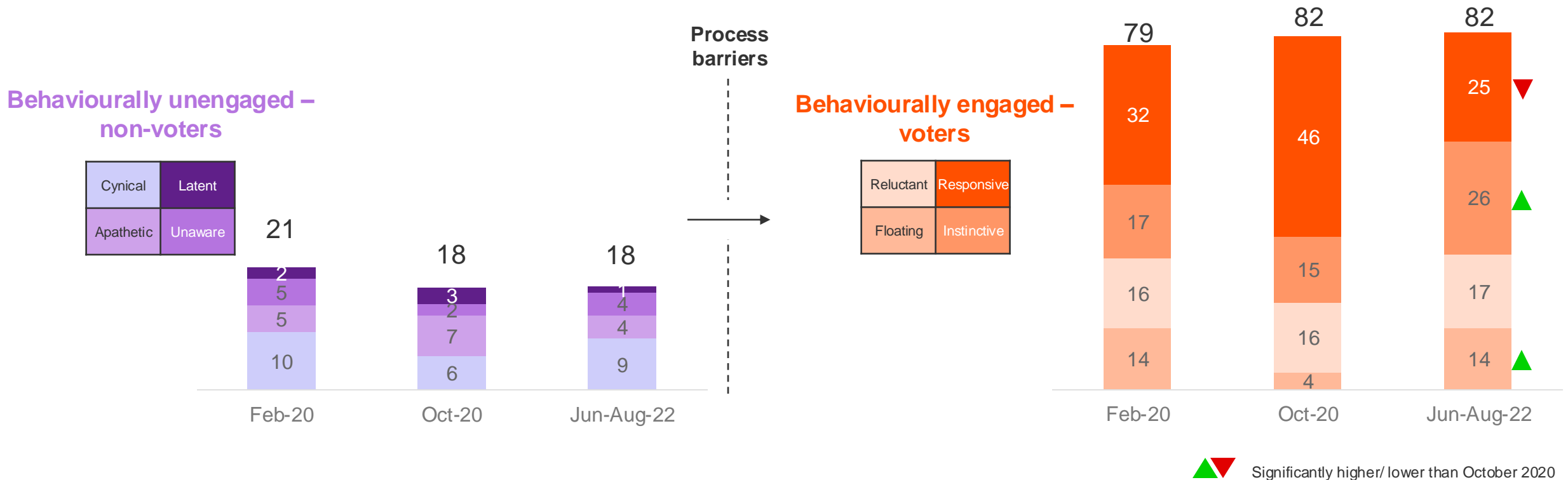
(or lack thereof) is a function of belief in the voting process and its outcomes

It can be defined as relatively higher agreement with:

- Voting is an important thing to do
- Voting makes me feel involved
- People like me vote
- I see voting as a privilege and value being able to vote
- Voting makes a difference to my life
- I trust political parties to do what they say they will

The profile of the segments has changed since 2020 election and is now more in line with the original profile from early 2020. The proportion of Responsive segment voters (the prize segment) has shrunk since 2020. At the same time, there has been an increase in the Instinctive and Floating voter segments. Further analysis of the segment statements highlight these shifts are principally driven by cognitive barriers coming to the fore. In particular voters are more likely to feel the process is confusing or difficult, and they are more likely to question their confidence in making a decision. This leads to a strengthening feeling that voting is hard work. It will be important to address some of these barriers in the 2023 campaign to ensure voter turn out remains strong or builds yet further.

Engagement segment sizes over time





FOR FURTHER INFORMATION PLEASE CONTACT

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