



UNDP: Solomon Islands Electoral Commission
Voter Awareness Survey / Voter Awareness Program
Evaluation

Final Report

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Table of Contents

1. Introduction	4
Survey goals and objectives.....	4
Approach and Methodology	6
Sampling	6
Survey design.....	6
Data collection	7
Data Analysis.....	7
Assessment of the VAPs	8
Report structure	8
2. Summary of Findings and Recommendations	9
Summary of Findings.....	9
Survey Demographics	9
Voter Participation.....	9
Voter Awareness.....	10
Influencers of Voter Engagement.....	10
Women and politics	12
Media Consumption	12
Voter Awareness Program Assessment.....	12
Recommendations	13
3. Findings	17
Survey Demographics.....	17
Voter Participation.....	18
Voter Awareness.....	19
Knowledge of Registration, Revision and Election processes	19
Knowledge of Election Offences	22
Influencers of voter engagement	23
Confidence.....	24
Motivation	24
Barriers	26
Women and politics	27
Media consumption	28
Voter Awareness Program Assessment	31
Scope of the VAPs.....	31
What was the reach of VAPs?.....	33
What was the impact of the VAPs?	34
How effective are the messaging strategies employed?.....	36
Synthesis – the best way to communicate VAPs	41
4. Approach and Methodology.....	43

Sampling.....	43
Survey design.....	44
Data collection.....	44
Data Entry.....	46
Data Analysis	46
VAP Assessment	47
Annex 1 – Determining Sample Size	48
Base sample sizes.....	48
Final sample sizes.....	49
Annex 2 – Statistical Analysis	50
Voter Awareness.....	50
Media consumption (unaided recall)	51
Media consumption (aided recall)	51
Annex 3 – Lessons Learned	53
Overall.....	53
Logistics.....	53
Survey questions.....	54
Annex 4 – Database of Survey Responses.....	58

1. INTRODUCTION

In the lead up to the Solomon Island's National General Election (NGE) in 2014, the Solomon Island Electoral Commission (SIEC) conducted a range of Voter Awareness Programs (VAPs). These were designed to enhance voter engagement with the electoral system and improve voter awareness of key electoral issues. The high levels of registration (85%) and voter turn out (90%) for the 2014¹ NGE indicates that the VAPs might be having some positive impact in the Solomon Islands, however there have been varied assessments of their impact from different community and government organisations.

In September 2015, Sustineo was engaged by the United Nations Development Programme (UNDP) to conduct the Solomon Islands Electoral Commission Voter Awareness Survey (the project). This project forms a part of the ongoing effort to improve electoral outcomes in the Solomon Islands. It is embedded within the broader *Strengthening the Electoral Cycle in the Solomon Islands Project* and contributes to the overall goal of the SIEC Communication and Awareness Team that,

"All eligible voters have access to information that will inform and motivate them to participate freely and willingly in the electoral process"

The outcome of this project is to provide an evidence base to assess the success of the recent VAPs, as well as provide baseline data to assist with future monitoring and evaluation.

Sustineo's signature collaborative and open approach to client relationships with the project partners, SIEC and UNDP, was critical to developing and ensuring the survey that was developed was credible, rigorous and practical. The results of the survey will be important for SIEC in the lead up to the next NGE and provide a strong platform to continue to improve the performance of their VAPs, towards achieving their overall goal.

Survey goals and objectives

The original scope of the project was to conduct a Knowledge, Attitudes and Practices (KAP) survey, as well as to evaluate the VAPs. KAP surveys have been used in a broad range of sectors to explore the dynamics between what people know, what they believe and how they behave in response to a particular issue.² Most commonly, they have been used in the health and development sectors as diagnostic and evaluation tools.³ The choice of this survey method for achieving the objectives of this assignment (discussed below) were sound, particularly as the KAP approach has been used to identify attitudes that present barriers to adopting certain actions, and have been employed to assist in developing targeted interventions to address these gaps

¹ Figures provided by SIEC.

² World Health Organisation 2008. 'Advocacy, communication and social mobilization for TB control: a guide to developing knowledge, attitude and practice surveys'.

³ Vandamme, E. 2009. 'Concepts and challenges in the use of Knowledge-Attitude-Practice surveys: Literature review'.

While the KAP methodology was sound, it was beyond the scope of this survey to achieve the desired project outcomes given time-limitations with the conduct of the survey.⁴ Through working closely with SIEC and UNDP during the redesign of the survey, and in discussion regarding their key objectives, it was decided that the survey should be shaped towards balancing short term and strategic objectives. In the final survey, each question was designed to fill a specific objective that was relevant to the objectives and sub-questions outlined in Table 1 below. Rather than capturing knowledge, attitude and practice related information on all points of interest, the approach agreed on by all project partners drew on aspects of the KAP survey methodology, with the questions in the final survey informed by investigating knowledge, attitudes and practices at a thematic level.

The goal of the finalised survey was to contribute to better directed and more effective strategies to enhance voter awareness in the Solomon Islands, specifically through collecting evidence of voter awareness of election processes, identifying media consumption patterns in the Solomon Islands, and assessing the effectiveness of the VAPs.

The achievement of this goal revolves around two objectives:

1. Establish a knowledge base around voter awareness and practices towards electoral processes
2. Evaluate the VAPs from the 2014 election.

The first objective was framed by the research question *‘What does the audience need to know?’* The objective of this question was to contribute to further program development through identifying areas and key demographics to target VAPs.

The second objective was framed by the research question *‘How do we tell them?’* This was understood to be focused on identifying the most effective means of communicating key electoral messages to the eligible voter audience. This knowledge would inform future strategies and communication mediums used by SIEC to communicate key electoral messages to the voting population.

There were a range of sub-questions that were used to structure the investigation of the two objectives (Table 1).

Table 1. Table aligning sub-questions to project objectives

Objectives	Sub-question
1. What does the audience need to know?	<p>Do eligible voters <u>understand</u> voting and registration processes?</p> <p>How do voters <u>feel</u> about participating in the electoral process?</p> <p>What level of <u>confidence</u> do voters have in the electoral systems in terms of security and secrecy?</p> <p>What <u>motivates</u> people to participate in the electoral process?</p> <p>What are the <u>barriers</u> that prevent or reduce voter participation?</p>

⁴ SIEC provided strict guidance that the survey should take no longer than 20 minutes

2. How do we tell them?	<p>What communication sources do Solomon Islanders <u>engage with</u>?</p> <p>What is the <u>reach</u> of VAPs – who can access messages and through what means?</p> <p>How <u>effective</u> are these strategies – did the audience act on the election information given to them?</p>
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Approach and Methodology

Our approach to this project was based on open collaboration with project partners, specifically UNDP and SIEC. This was a strong characteristic of the project and went across all phases – from the redesign of the survey instrument through to discussion of findings. More detail on each aspect of the approach and methodology are outlined in Section 4.

Sampling

The approach to sampling was developed in collaboration with UNDP, SIEC and the National Statistics Office (NSO). The assignment required the survey to draw on a representative sample (with a 95% confidence interval) of the entire voter population, estimated to be 339,000 people. Sampling for the survey considered variables of gender, rural/urban divide, age, and education levels. Annex 1 provides details on our approach to selecting appropriate sample sizes, and Annex 2 shows results from statistical analysis undertaken.

Respondents for the survey were drawn from 14 Enumeration Areas (EAs) across five provinces within the Solomon Islands. The EAs were randomly identified by the NSO to be sensitive to geographical and cultural differences across the Solomon Islands, based on the 2009 Census data. Full samples (3 EAs) were collected in four large provinces (Honiara, Guadalcanal, Malaita and Western Province) and a half sample (2 EAs) was collected in a smaller province (Makira-Ulawa).

Survey design

The survey was designed, redesigned and piloted in close consultation with SIEC, UNDP and the Sustineo enumerator team. This process of survey refinement was critical to the success of the project. We worked closely with SIEC to ensure that the questions asked in the final survey would produce findings relevant to their needs and establish an information base meaningful and practical to the scope of their work.

The enumerator team were closely engaged with the survey throughout the survey design period. This built project ownership, validated the survey design and translation, and ensured the enumerators understood the survey and its purpose.

The survey was designed in English to be conducted in Pijin. This required a rigorous reverse-translation process while maintaining phrasing consistency and question meaning. The reverse-translated survey was piloted in English and Pijin, and any potential points of misunderstanding and/or misinterpretation between enumerators and participants were rectified.

The process of survey design and piloting was also important as it helped minimise social desirability bias within the survey. Social desirability bias is a common issue in social research, and describes the tendency

for survey participants to respond in the way that they think that they should respond. The risk of social desirability bias is that it will produce the over reporting of positive actions and under reporting of negative actions. A number of steps were taken in the survey design period to minimise this. The translation, reverse translation steps and piloting, all done in close consultation with SIEC, aimed at ensuring that questions were phrase appropriately. This was particularly in regard to potentially sensitive questions around vote buying and gender. For questions where there might be bias still be a bias, clarification and follow up questions were asked to cross-check the consistency of participant responses. Enumerator training also focused on the importance of question phrasing and presentation to ensure that participants felt comfortable discussing these issues. While survey disability bias is unavoidable in social research, the steps taken in the survey design phase minimised its impact as far as was possible.

The final survey consisted of 69 questions, mostly made up of binary yes/no response options with open-ended questions to validate participant responses. During fieldwork each survey took on average 20-25 minutes to complete.

Data collection

Enumerators completed surveys by going from house-to-house and conducting face-to-face interviews. All interviews were conducted in Pijin. The enumerator teams used paper-based surveys to collect responses, which were then converted into Akvo FLOW by data processing officers based in Honiara. In all provinces (except Honiara) a Community Liaison Officer from the province was engaged to assist with on-ground logistics and ensure the enumeration team was positively received in the communities visited. Two enumeration teams carried out all data collection. Each team had 4 or 5 enumerators, including a team leader. All enumerators undertook training in survey conduct, and had a good understanding of the SIEC program of work and objectives.

Data Analysis

Once data was entered in Akvo FLOW, quality control measures were taken to ensure data accurately presented survey results.

Survey responses were summarised using frequencies of various responses to each question. The frequencies of responses for a given question were then converted to percentages of total responses to aid interpretation. Categorical data was analysed using chi-square tests where relevant. Graphs were based on either total counts or percentages of various responses, with standard error bars (95% confidence interval) displayed.

The findings are organised against key themes that emerged through the analysis: Voter Participation; Voter Awareness; Influencers of Voter Engagement; Media Consumption; and Voter Awareness Programs. These themes were analysed by sub-group where relevant, specifically age, gender, education level, and urban-rural divide.

Assessment of the VAPs

Assessing the reach and effectiveness of the VAPs was challenging given the period of time lapsed between the implementation of the VAPs and this survey. A lack of baseline data to compare this survey's results against presented a further challenge. To address these issues, we asked respondents aided and unaided questions regarding their recall of key messages to measure general reach and recall of the message, and to help measure the longevity of the message recall.

Two sub-questions from Table 1 frame the assessment of the VAPs. Specifically, these were: '*What is the reach of VAPs?*' and '*How effective are these strategies?*'. The first question was analysed through the use of aided recall of messages – i.e. where respondents were asked about specific election messages. The second question was analysed through the use of unaided recall of messages – i.e. where respondents were asked whether they recalled any election information without prompting.

Report structure

Section 2 distils the *Key Findings and Recommendations* of the survey. Section 3 details and analyses these findings in more depth. Section 4 provides a more in depth discussion of the *Approach and Methodology*. This includes the approach taken to sampling, details on data collection, quality assurance, and data analysis.

2. SUMMARY OF FINDINGS AND RECOMMENDATIONS

This section summarises key findings and outlines recommendations for improving the performance and focus of future VAPs. It focuses on high-level findings and recommendations, with further details and discussion regarding the survey results in Section 4.

Summary of Findings

Survey Demographics

- A total of 1332 members of the eligible voting population in Solomon Islands were surveyed
- Quantities of male and female samples were almost equal (49% and 51% respectively)
- Most respondents were between 26-40 years old (42%). Respondents over the age of 41 made up 37% of those who were surveyed and the remainder (21%) were 18-25 years old
- Approximately 6% of respondents had completed Class 1-3, with no further education. One third of respondents had completed Class 4-6, while an additional 26% had also completed Form 1-3. A total of 16% had completed Form 4-7, with only 7% completing Tertiary study either domestically or internationally. A total of 12% of respondents had received no schooling. Women and rural respondents had similar levels of education compared with the entire sample
- Reflecting the overall demographic of the Solomon Islands, most respondents surveyed were from rural areas (74%), with those in Honiara and surrounding settlements making up a smaller portion of total respondents (23%). The remaining population were from provincial capitals.

Voter Participation

- Among respondents, there was a very high level of voter registration (94%). This is higher than the SIEC estimate of 85%. This discrepancy may be explained by the SIEC figure being an estimate based on the 2009 Census, and also potentially through social desirability bias
- The majority of respondents voted in the same place they registered (81%). Only a small portion of all respondents registered in Honiara but voted in their home constituency (7%)
- Most respondents who registered to vote checked their name on the list of registered voters posted by the SIEC (89%)
- Among those respondents who registered, 95% went on to vote at the NGE. This is higher than the 90% rate recorded by SIEC. This discrepancy can be potentially be explained by social desirability bias
- Rural areas recorded higher registration (95% compared to 90% in urban areas) and voter participation rates (92% compared to 82% in urban areas). This reflects SIEC data which noted that rural constituencies recorded higher levels of voter turnout when compared to urban constituencies, specifically those in Honiara. The three exceptions to this were Renbel, Fataleka and East Malaita
- Among all respondents who voted, 19% reported using transport provided by a candidate to vote. Transport by boat was the most regularly accessed mode of transport (64% of those who used

candidate provided transport). These figures may be an underestimation, reflecting social awareness of the legal ambiguity around the use of candidate-provided transport

- Women were as involved in the voting process and election as the general population.

Voter Awareness

- The majority of respondents demonstrated awareness of eligible voter age (82%), and people being allowed to return home to vote (69%)
- Less than a quarter of all respondents knew six or more of the eight steps required to vote on Election Day (23% of all respondents). The least recalled steps included 'present card to presiding officer', 'get the official mark' and 'go to voting screen', however these steps were prompted by the Presiding Officer at the time of casting a vote. Respondents demonstrated good awareness of the three critical steps to vote, for which there is no assistance; 'check name on list' (76% of all respondents), 'mark ballot correctly' (58% of all respondents) and 'put ballot in the box' (85% of all respondents). The lack of recall of certain steps did not have a significant impact on electoral outcomes, as evidenced by the fact that only 0.67%⁵ of votes at the 2014 NGE were invalid
- Respondents did not demonstrate a high level of knowledge regarding all aspects of the voting system. Specifically, while the majority of those surveyed checked the provisional voters list (89%), only around half understood they could do something if they noticed a mistake on the list (47%).
- Women respondents had similar levels of knowledge of the voting process to the general population. For example, around half of respondents believed they could do something if they noticed a mistake on the registration list, 63% understood people could return home to vote, and 80% understood candidates were not allowed to provide gifts in exchange for votes. Women's participation in the voting process was similar to the general population, with 93% who said they registered and a further 88% who said they voted
- Most respondents were aware that giving gifts in exchange for votes was not allowed (82%). Most respondents were aware candidates were not allowed to find out who voted for them after the election (76%)
- Overall, 16% of respondents noted that someone in their household had assistance in marking their ballot. However, only 10% of these respondents noted that both the Presiding Office and Police Office were present when assistance was provided.

Influencers of Voter Engagement

Confidence

- Most respondents stated they felt free to vote for whomever they wanted (88%) and most respondents stated no one influenced their vote (78%). This was consistent across the sub-groups of youth, women and rural and urban participants
- Of all respondents who said they were influenced (12% of total respondents), 64% noted family and/or Wontok as the influencing force

⁵ Figure provided by SIEC

- A relatively high proportion of respondents noted there were bad feelings, disagreements and/or conflicts in their community around the time of election that made them fear for their own and/or their families safety (30% of total of total respondents). Concern for safety was similar among women respondents (31%), however was higher in rural than urban respondents (34% compared to 16%)
- Despite most respondents knowing candidates are *not* allowed to find out who voted for them following the election (76%), almost a third of respondents believed that candidates *did* find out (30%). These respondents believed candidates largely found out through candidate lists and people in the community, as opposed to lack of secrecy after they cast their ballot. A similar percentage of women respondents knew candidates were not allowed to find out who voted for them (73%), with a marginally smaller number who believed the candidate did find out after the election (26%).

Motivation

- The most common reason that motivated respondents to vote was personal benefit (34%). This emerged as a more frequent reason for women (50%) and urban (44%) respondents than other subgroups
- Other motivations behind wanting to vote were rights-based (20%), community benefit (19%) and to promote change (16%)
- Vote buying was a motivator for some respondents, however it was also likely to be underreported. Over 41% of respondents stated they knew of candidates who exchanged gifts for votes in their community, while 34% of respondents acknowledged personal benefit was key motivation for voting. However, less than 10% of respondents openly acknowledged being influenced by gifts. This figure is likely to underrepresent the commonality of the practice. Social desirability bias is a likely influencing factor, as 82% of respondents were aware vote buying was not allowed.

Barriers

- Low numbers of respondents openly outlined limitations on their freedom to vote
- Of those who did not register to vote (6% of all respondents), faith or religious based reasons were cited as the most common reason (just under 28%, less than 1.7% overall).
- Of the respondents who did not register, just over 6% said they were actively prevented from registering (this was less than 0.4% of all respondents)
- Overall, the most common reason respondents did not vote was because they had not registered
- Of respondents who registered but did not vote (5% of respondents who registered), the most common reason given was lack of ability (32%, representing just over 3% of all respondents), for example, through either health (e.g. illness, injury, or pregnancy) or lack of transport (e.g. boat being late). This was more common for urban respondents (52%) than other subgroups
- Of the respondents who registered but did not vote, fewer than 7% stated they were actively prevented from voting (this was less than 0.7% of all respondents).

Women and politics

- The majority of respondents considered women to be as skilled as men at being politicians (81%). This response rate was similar for women respondents (82%). This positive response rate was consistent across all provinces
- In identifying what women candidates needed to win in their constituency, respondents most frequently noted that a reputation for helping (34%) and demonstrating good personal attributes (34%) were critical
- Of the respondents who said women were not as skilled at being a politician as men (19% of all respondents, 14% among only women respondents), 40% said that it was not a woman's role to be a politician or a leader (this was less than 8% of overall respondents).

Media Consumption

- Overall, respondents indicated limited access to and/or use of most communication sources; 53% had access to mobile phones, 37% listened to the radio, 40% read the newspaper, and 9% had access to the Internet. Use of, and access to, these various media sources was further reduced among rural, women and youth respondents
- Of those who listened to the radio, most listened to SIBC (95%), with the majority listening between the hours of 06:00-10:00 and 18:00-22:00 (78%). Evenings were the most popular time to listen the radio, with 51% of those who accessed the radio listening between 18:00-22:00
- Of those who read the newspaper, almost all respondents indicated that they read the Solomon Star (99%). In comparison, the Island Sun had a more modest readership (20% of those who read newspapers)
- The majority of newspaper readers accessed it one day a week or less (60%)
- Of those who accessed the Internet, most did so through their mobile phones (65%). The main use of the Internet was for 'information searches' (67%) and 'social media' (48%)
- Less people had access to media in rural compared to urban areas. This was consistent across mobile phones (43% compared to 79%); radio (33% compared to 50%); newspaper (30% compared to 66%); and the Internet (5% compared to 19%).

Voter Awareness Program Assessment

- The reach of the VAPs was assessed through the respondent's recall of key messages. This was measured through aided questions directed at each campaign. Overall, each VAP was recalled by 50% of respondents or more, demonstrating these campaigns successfully raised awareness of key electoral messages. 'Election offences' (67%) was the most recalled while the 'revisions (omissions and objections)' campaign was the least recalled (50%)
- The impact of the VAPs was assessed through the ability of respondents to recall messages without being prompted. This was measured through unaided questions regarding the VAPs and provided an indication of the long-term impact of a message. Overall, less than half of respondents recalled a message without prompting (44%). Of those able to recall a message unaided, 'BVR and

registration' (40%) and 'how to vote' (27%) were the most remembered messages. The 'revisions (omissions and objections)' campaign was, again, the least recalled VAP

- SIEC awareness groups and posters were the communication channels most commonly recalled in regard to VAPs in both urban and rural contexts
- Urban respondents recalled a broader range of VAPs than rural respondents. Urban respondents got their messages from a wider range of media channels, which reflected the higher levels of access to various media types in urban areas. Urban respondents also had higher levels of education, which also contributed to better recall of messages
- Radio listeners recorded a relatively high level of VAP recall (approximately 50% across all VAPs), however this was largely within urban populations who had access to the radio.
- Newspapers were most commonly accessed by urban respondents, but had a much lower rate of VAP recall compared to radio (approximately 25% across all VAPs)
- Text messages/SMS overall were generally not well recalled (10% of those who recalled a VAP). However, educated urban respondents who had access to a mobile phone had a higher recall of VAPs through text messages/SMS
- Respondents had low recall levels of messages provided through non-government organisations and civil society organisations (9% of all respondents). However, the time lapse between the NGE and the survey could have contributed to under-reporting of these groups
- Rural respondents recalled posters more often than urban respondents. Posters had significantly better recall rates compared to either brochures or videos
- Overall, respondents identified that the best way for the SIEC to communicate with them was through face-to-face awareness groups (73%). This was also considered the most trusted source of election information (70%). This is particularly relevant to rural areas, where there is less access to other sources of media.

Recommendations

Recommendation 1: Targeted awareness campaigns – The SIEC should target their voter awareness programs and related messages to areas where current knowledge is under-developed. Based on the survey findings, this could include:

- **Program Objective:** Develop a better understanding among eligible voters of what can be done during 'revisions (omissions and objections)' by communicating what people can and should do if they notice a mistake on the provisional voters list.
Communication strategy: Use face-to-face awareness groups, complemented by posters to communicate 'revisions (omissions and objections)' messages, as these mediums have a higher recall rate. Face-to-face awareness groups and posters were noted as the most effective forms of communication by rural respondents, whose knowledge of what can be done if there is an error on the list was lower than urban respondents. The majority of respondents who did not recall this campaign also believed face-to-face groups were the most effective form of communication (69%).

Other less prominent areas could include the following. For possible communication strategies, refer to Recommendation 2.

- **Program Objective:** Increase voter awareness regarding who can legally provide assistance with marking the ballot paper.
- **Program Objective:** Increase voter awareness of the illegality of the use of candidates lists. Note that this is not likely to be effective without complementary enforcement action.

Recommendation 2: Strategic and considered use of communication channels – For most effective impact, selection of communication channels should be based on the targeted audience. VAPs should be conducted through communication channels that have the greatest engagement within the desired target population. Specific strategies could include:

- **Emphasis on face-to-face awareness campaigns** – these were identified as the most effective communication channel overall among all respondents, including when analysed for women and youth respondents.
- **Integrate face-to-face awareness responsibility into scope of work for SIEC staff** – SIEC was noted as a key source of election information. However, the ‘SIEC’ grouping included both awareness groups and other staff. The impact of SIEC could be increased through all SIEC staff doing additional community awareness events while they are in the field.
- **Increased use of posters, decreasing resources allocated to brochures and videos** – posters were much more effective at eliciting successful information recall compared to both brochures and video.
- **Radio is an effective medium for those who listen to it** – although access to radio was limited, those that listen to radio regularly had a higher level of message recall compared to those that had access to newspapers and mobile phone. For those who listen to the radio, SIBC radio was an effective communication channel particularly from early to mid morning, and mid to late evening.
- **Newspapers and text messages/SMS were not effective, other than with highly educated urban respondents** – these communication channels were not highly effective in rural areas and should be limited to urban contexts.
- **Rural strategies should emphasise face-to-face awareness groups, complemented by posters** – these two channels were by far the most effective at conveying VAPs within rural communities. Other sources (such as phone, newspaper and brochures) had low levels of message recall.
- **Urban strategies should draw on a broader range of communication channels** – face-to-face and radio communication channels should be emphasized as key mediums of VAP communication across rural and urban locations due to their broad reach. Newspaper and text messages’ role should be de-emphasized in rural locations (as they are largely limited to highly educated urban respondents)
- **Women use similar communication channels to men however have less access** – women respondents reported similar use of communication channels as men however did not have as great a level of access.

Recommendation 3: SIEC continues to build an evidence base that informs targeted program delivery – This survey provides a strong evidence base across key aspects of SIEC’s scope of work from which targeted VAPs can be developed. We recommend that SIEC continues to build this baseline to progressively develop

more in depth understandings of the nature of voter behaviour in the Solomon Islands. Specific steps could include:

- **Evaluate the performance of VAPs conducted after the next NGE** – this survey identified useful lessons for improving program performance from the SIEC activities undertaken for the 2014 NGE. Further conduct of such evaluations can continue to help SIEC better direct their VAP and related activities.
- **Establish clear objectives for next NGE VAPs and identify how the achievement of those objectives will be measured** – the survey revealed that the performance of the 2014 NGE VAP was positive overall. The evaluation of these VAP results could be better measured, and lessons learned for improvement easier identified, if the SIEC established clear objectives for the VAPs matched with ways to measure achievement of the objectives. For example, if a program is focused on *“Develop a better understanding among eligible voters of what can be done during ‘revisions (omissions and objections)’”* (Recommendation 1), the performance of the next NGE could be compared with the results from this survey.
- **Consider additional pre-testing of communications materials in the lead up to the NGE** – While evaluation of VAPs is critical to the continued improvement of SIEC voter education and awareness raising activities, it is also important that materials are comprehensively pre-tested before distribution. More comprehensive pre-testing may help in improving the effectiveness of materials, particularly those that rely on a detailed understanding of baseline audience literacy, such as text messages.
- **Conduct next NGE VAPs evaluations within a short period (8-12 weeks) after the election** – in this survey, respondent recall was influenced by the time lapse between the conduct of the VAPs. This likely resulted in the under-reporting of certain types of media. Conducting the VAPs evaluations soon after the NGE could assist with better recall from respondents
- **Continue to build a knowledge base around the knowledge, attitudes and practices of Solomon Islander’s voting processes and practices** – this survey has established a useful baseline of knowledge around key issues of interest to SIEC. These could be further developed and updated over time. An updated knowledge base will be important for SIEC to identify what key areas remain for them to target regarding VAPs, and also to identify any emerging issues in the future. This will be important in appraising the knowledge, attitudes and practices, and the changing use of media (for example, expanding access to the Internet) around electoral processes in the Solomon Islands.
- **Consider revising certain questions and framing of those questions** – there were a number of lessons learnt from the survey conduct. Future survey conduct could benefit from some small changes, including more specific questions and/or data collection. For example, when respondents indicate that they heard messages from SIEC, it should be noted where they heard it, whether this was through an awareness group or within the Registration Centre. Suggested revisions for questions are provided in Annex 3.

Consider separating the baseline data collecting survey component of the survey from the VAP evaluation component – the survey conducted in this project went through many revisions to ensure it reflected the needs of SIEC. Further depth of knowledge and insight could be achieved through separating a

future survey into two parts. One survey could focus on collection of baseline data, and the other could focus on media recall and evaluating the VAPs.

3. FINDINGS

This section of the report details the findings from the survey. The findings are presented against the key themes of: Voter Participation; Voter Awareness; Influencers of Voter Engagement; Media Consumption; and Voter Awareness Programs. The demographic results of the survey are first outlined to give a broad-scale description of those surveyed.

Survey Demographics

A total of 1332 members of the eligible voting population of the Solomon Islands were surveyed. Female and male respondents were represented in almost equal portions (51% and 49%, respectively). Most respondents were between 26-40 years old (42%). Approximately 37% were aged over 41 years, with the remaining 21% between 18-25 years old. A third of respondents (33%) had completed Class 4-6 with an additional 26% having completed Form 1-3 (Figure 1). Those that had not completed any formal schooling made up approximately 12% of all respondents, while only 7% of respondents had completed Tertiary studies in either the Solomon Islands (6%) or Internationally (1%) (Figure 1).

When analysed separately, women and men had achieved similar levels of education (Table 2). Urban and rural respondents also displayed similar levels of education (Table 2).

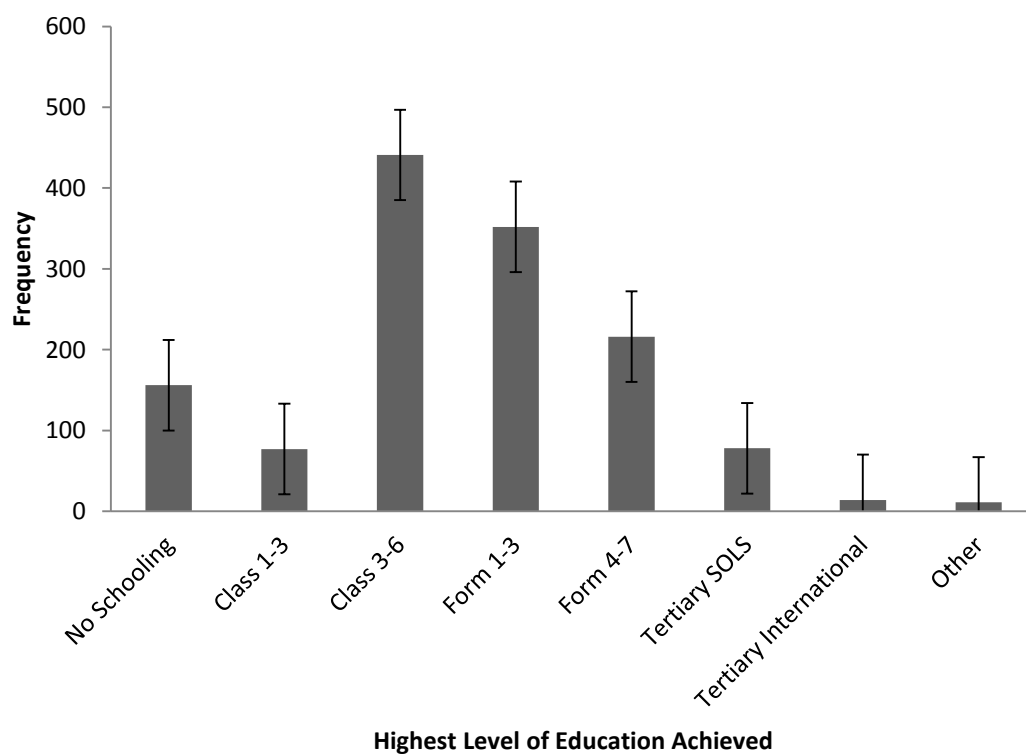


Figure 1. Graph showing frequency of responses when participants were asked their highest level of education (completed). Absolute counts and standard error bars shown, 95% confidence interval.

Table 2. Table comparing results when respondents were asked their highest level of education (completed) between male and female respondents, as well as respondents from rural and urban areas.

Level of School	Female Respondents	Male Respondents	Urban Respondents	Rural Respondents
No School	15%	9%	14%	11%
Class 1-3	7%	4%	4%	6%
Class 4-6	36%	30%	26%	35%
Form 1-3	21%	31%	24%	27%
Form 4-7	15%	17%	22%	14%
Tertiary	5%	8%	8%	6%

These education level figures are comparable to those from the 2013 People's Survey (Table 3).

Table 3. Table comparing results from this survey when respondents were asked their highest level of education (completed), with the figures from the 2013 People's Survey. Class 1-6 for both data sets were combined. The UNDP/SIEC used Class 1-3 (6% of respondents) and Class 4-6 (33% of respondents) as groupings. The People's Survey used Primary 1-4 (9%) and Primary 5-6 (31%) as groupings.

Level of School	UNDP/SIEC Survey (2015)	People's Survey (2013) ⁶
No School	12%	9%
Class 1-6	39%	40%
Form 1-3	26%	24%
Form 4-7	16%	16
Tertiary	7%	11%

Overall, the majority of the respondents surveyed lived in rural areas (74%), with 23% identifying they were from urban areas in Honiara and surrounding settlements. The remaining respondents identified as residing in provincial capitals (3%). Overall, the proportion of responses from urban and rural settings for the survey reflects the demographics of the Solomon Islands as a whole, as outlined by the 2009 Census (80% rural compared to 20 % urban).⁷

Voter Participation

Approximately 94% of respondents surveyed said they had registered to vote in the 2014 NGE (95% of youth, over 93% of women, 95% of those in rural areas and 90% of those in urban areas). This is a higher rate when compared to the SIEC estimate that 85% of the eligible voting population registered for the election. This discrepancy may be explained by the SIEC figure being an estimate based on the 2009 Census, and also potentially through social desirability bias.

⁶ ANU Edge and University of the South Pacific. 2013. *2013 SIG RAMSI People's Survey Report*. Creating Global Impact ANUedge.com.

⁷ United Nations Population Fund – Pacific Sub-Regional Office, 2013. *Solomon Islands*. Accessed online at: http://countryoffice.unfpa.org/pacific/2013/07/22/7439/solomon_islands/

The majority of respondents voted in the same place they registered (81%). The 2014 NGE election was the first time that eligible voters could register in Honiara and vote in their home constituency, however only 7% of respondents did this. Based on figures provided by SIEC, this was a lower than expected rate of use. Specifically, SIEC noted that 47,555 people used the OCVRC in Honiara, which constituted approximately 17% of the registered voters (assuming 287,562 registered voters).

During the 'revision period (omissions and objections)', most respondents who registered to vote checked their name on the list of registered voters posted by the SIEC (89%).

Of those surveyed that registered to vote, most went on to vote in the national election (95%). This trend was similar in the sub-groups of youth respondents (94%) and rural (92%) participants. Slightly lower proportions of women (88%) and urban participants (82%) who registered went on to vote, however these lower percentages were not found to be significantly different from the general population (Annex 2). The rates of voter turn out (95%) noted in this survey are slightly higher than the 90% rate recorded by SIEC. The high number of rural respondents surveyed could explain this, reflecting that the survey identified a higher rate of voting among rural respondents (92% compared to 82% of urban respondents). These highlights that rates of registration and voting in the Solomon Islands are very high given that voting is not compulsory. Further to this, the discrepancy can be potentially be explained by social desirability bias.

Of those respondents that did vote, approximately 19% used transport provided by a candidate. Of these 19%, the majority were chartered by boat (64%), with similar proportions for both urban and rural respondents (68% compared to 55%). The other means of transport used were truck/bus (32%) and canoe (7%). The rate of truck use was much higher in rural than urban areas (31% compared to 13%).

These findings support anecdotal evidence provided to SIEC of the regular use of candidate-sponsored transport by voters, particularly in regards to boats. The findings from this survey related to candidate-sponsored transport may be an underestimation, reflecting social awareness of the legal ambiguity around the use of candidate-provided transport. This is of interest to SIEC given hiring a boat would likely breach the SID50,000 campaign expenditure limit. This is complicated by anecdotal evidence that emerged from survey respondents that if candidates did not provide the transport then many people would not be able to vote. The SIEC needs to consider means through which candidate-sponsored transport is discouraged, however in practice this will likely need to be combined with strategies to promote transport options for voters.

Voter Awareness

Knowledge of Registration, Revision and Election processes

Respondents demonstrated variable levels of awareness regarding key aspects of electoral processes.

The majority of those surveyed knew that a person had to be 18 years old before they were able to vote (82%). Most of those surveyed were also aware that people belonging to their community, but who live in other locations such as Honiara, are allowed to return home to vote (69%).

When asked to outline steps involved in voting, 1,199 respondents (89%) provided a response. Of these respondents, only 23% were able to identify six or more of the eight steps involved in voting. Respondents most frequently identified the steps; 'Check Name on List', 'Ink Finger', 'Mark Ballot Correctly' and 'Put Ballot in Ballot Box' (Figure 2). Participants demonstrated a low understanding of certain steps of how to vote, specifically; 'Present Card to PO', 'Official Mark' and 'Go to Voting Screen' (Figure 2). However, these three steps are also considered the least important to remember as these actions will be prompted by the Presiding Officer at time of casting a vote. It is also possible that low levels of recall reflected the lapsed time between the VAPs and this survey. The fact that only 0.67% of votes at the 2014 NGE were invalid⁸ confirms that the lack of recall of these steps did not have a significant impact on electoral outcomes.

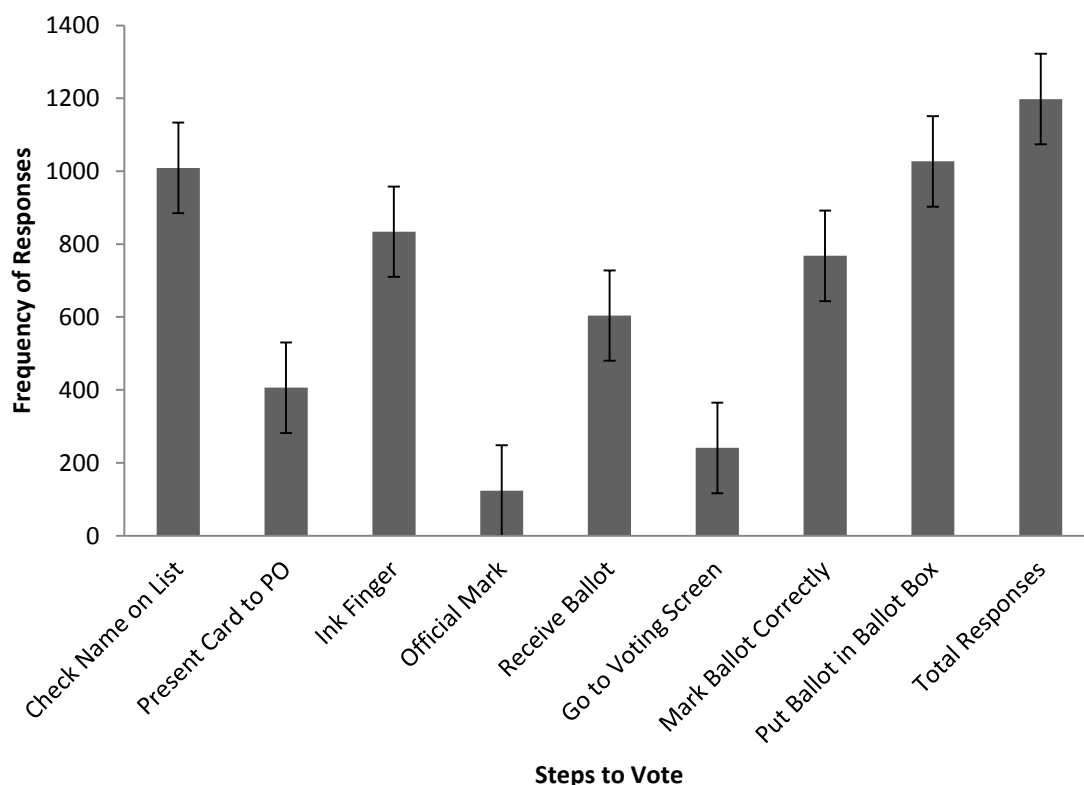


Figure 2. Graph showing the frequency of each of the voting steps identified when participants were asked to outline all steps taken to vote. Absolute counts and standard error bars shown, 95% confidence interval.

Importantly for SIEC, respondents demonstrated greater knowledge of the critical steps to vote – i.e. those steps that a person must know and cannot get assistance for from the Presiding Officer. Specifically, respondents demonstrated a good level of knowledge regarding 'check name on list' (76%), 'mark ballot correctly' (58%) and 'put ballot in the box' (85%) (Figure 3).

⁸ Figures provided by SIEC.

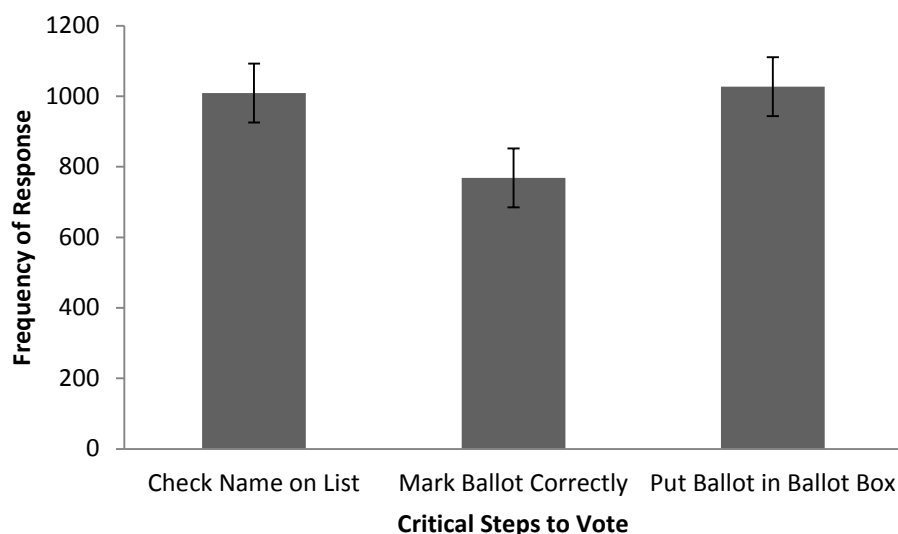


Figure 3. Graph showing the frequency of each of the critical voting steps identified by participants when they were asked which steps they recalled as necessary to vote. This graph only shows those steps which respondents would not have been prompted to complete by the PO (Presiding Officer). Absolute counts and standard error bars shown, 95% confidence interval.

Respondent awareness of the ‘revision period (omissions and objections)’ was poor relative to other aspects of the electoral process. As noted above, 89% of those who registered to vote checked their name on the list of registered voters (88% in rural areas and 85% in urban areas). However, less than half of respondents were aware they could do something if they noticed a mistake on the list of registered voters (47%). The awareness that something could be done if a person noticed a mistake on the list was slightly higher in urban than rural areas (57% compared to 46%). Of those that were aware (across all surveyed), 48% stated that they should notify the Revising Officer (Figure 4). Of those that were not aware if they could do something, most stated there was nothing they could do (74%). A further 24% did not know what could be done, if anything, with the remaining 2% not responding to the question.

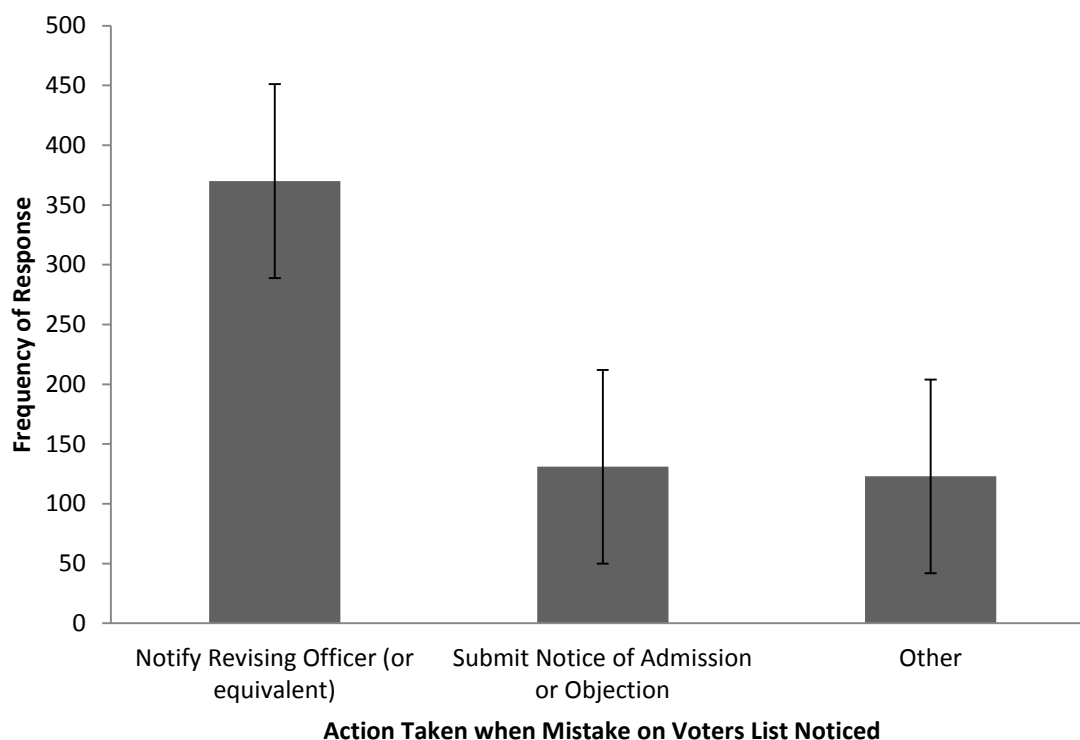


Figure 4. Graph showing the frequency of responses when participants were asked what they could do if they noticed a mistake on the provisional voters list. Absolute counts and standard error bars shown, 95% confidence interval.

Women had similar levels of knowledge. For example, around half women respondents believed they could do something if they noticed a mistake on the registration list, 63% understood people could return home to vote, and 80% understood candidates were not allowed to provide gifts in exchange for votes. Women respondents also reported similar levels of participation to men, with 93% of women reporting they registered and a further 88% having voted.

These figures were also similar when examining urban versus rural respondents.

Knowledge of Election Offences

Most respondents demonstrated high levels of awareness regarding election offences. Overall, 82% of respondents were aware that the practice of giving gifts in exchange for votes was not allowed. Despite this, 41% of all respondents said they were aware of candidates giving gifts to people in their area in exchange for votes.

Across the provinces, most respondents claimed they were not influenced by receiving a gift. However, in Western Province, the rate at which respondents said people had received gifts in exchange for votes was very high (Figure 5).

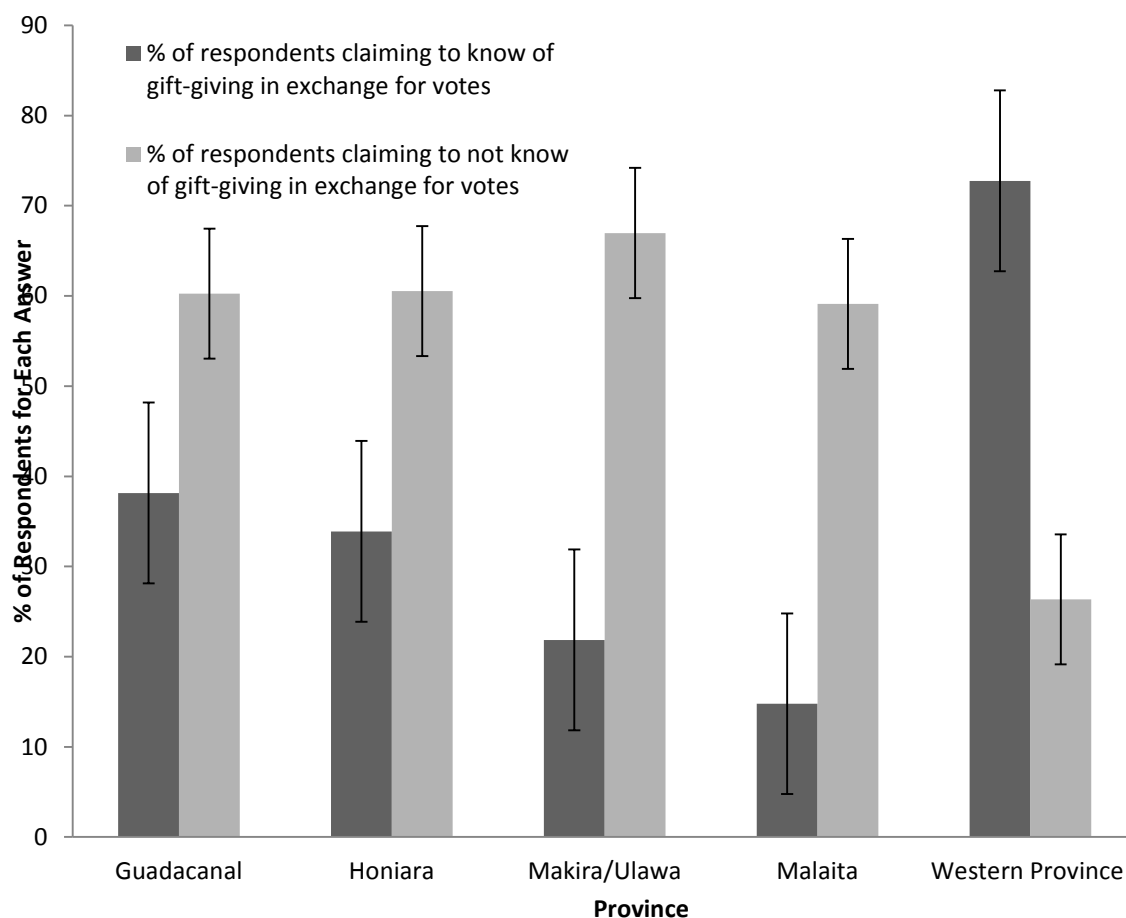


Figure 5. Graph showing the percentage of respondents in each province that did and did not claim to know of candidates giving gifts in exchange for votes. Percentages and standard error bars shown, 95% confidence interval.

Overall, 30% of respondents believed that candidates find out who voted for them after the election, despite most respondents (76%) being aware this practice is not allowed.

Participant responses also identified that other electoral rules were not being followed. While most respondents claimed that no one in their household had help marking their ballot paper (84%), of those that did have help, polling officer, presiding officer and police officer were most commonly identified as the people who provided help (accounting for 67% of responses). Family members were identified as providing help in 17% of cases. Only 10% of respondents noted the legal requirement that both the presiding officer and police officer were present to assist together. None of the respondents cited candidate agents as assisting voting.

Influencers of voter engagement

This section reports on the key findings that emerged regarding influencers on voter engagement. This is focused on confidence related to security and secrecy, and motivation and barriers to participation.

Confidence

Respondents expressed a fair level of confidence in electoral systems regarding security and secrecy. Across all respondents, most stated they felt free to vote for whomever they wanted (88%). This was consistent across women (85%), youth (85%) rural (88%) and urban (79%) sub-groups.

Overall, 78% of respondents felt no one had influenced whom they chose to vote for. This was consistent across the sub-groups of youth, women and rural and urban participants. Of all respondents who said they were influenced (12%), 64% noted family and/or Wontok as the influencing force.

Overall, 30% of respondents noted there were bad feelings, disagreements and/or conflicts in their community around the time of election that made them fear for their own and/or their families safety. Marginally more youth respondents feared for their own or their family's safety during the election period (35%), although this finding was not statistically significantly different from the general population (Annex 2). In rural areas, people reported fearing for their safety much more (34% compared to 16% in urban areas). Women reported a similar level (31%) of fear for their safety as the general population.

The reported figure regarding conflict in the election period was higher than expected given that election observers during the 2014 NGE anecdotally noted low levels of conflict. A possible explanation for this is that the sampling approach, which followed the proportion of urban and rural residents reported in the 2009 Census, resulted in a high number of rural respondents. As the above finding highlights, there was greater evidence of conflict/disturbance reported in rural areas which could have contributed to the higher than expected rate.

Overall, 30% of respondents believed that candidates did find out who voted for them following the election. This was despite most respondents knowing that candidates are not allowed to find out (76%). These levels were similar with women respondents, where a similar percentage of respondents knew candidates were not allowed to find out who voted for them (73%) with a slightly smaller number who indicated they believed this practice actually happened (26%). Of those who thought the candidate found out, less than 10% believed there was an issue related to the secrecy of the ballot after votes had been cast. Respondents identified candidate lists, committees and data systems as the main ways in which the candidate discovered who voted for them.

Motivation

The survey identified a broad range of factors that motivated respondents to vote. Overall, the most common reason respondents were motivated to vote was personal benefit (34%). The other main motivations behind wanting to vote included: rights-based (20%), community benefit (19%) and to promote change (16%). The responses were sorted into several motivation themes (Table 4).

Table 4. Table outlining the themes by which motivation related survey responses were coded, including theme characterisations and examples.

Theme	Characterisation	Examples
Personal benefit	Receiving assistance from a candidate for the participant and	Receiving material goods from the candidates, such as solar panels, copper roping, outboard

	their family. Usually characterised as direct material assistance	motors or other housing material
Community benefit	Promise of investment in community or consistency level development	Infrastructure, church development, school, water, employment programs and youth development projects
Rights-based	Driven to vote through responsibility as a citizen of the Solomon Islands	To be represented in parliament, to have a voice in the future of the Solomon Islands ('your vote is your voice')
Promote change	To change the way in which the Solomon Islands is governed, particularly focused on the role of political representatives	To promote good governance and decision-making. To change the current leadership

Personal benefit emerged as the main motivator across the subgroups; urban (44%), rural (38%) and youth (38%) respondents consistently cited 'for personal benefit' as the most common reason why they had voted. For women, personal benefit was a motivator for 50% of respondents. This high rate for women may be due to women being considered by respondents as having stronger connections with the well-being of their household as a whole, and with family benefit also being captured within the 'personal benefit' category. The difference between personal and community level benefit, as reported by enumerators, was not always distinct and this should be acknowledged when interpreting the results.

Rights-based and community benefit reasons for voting were similarly motivating for respondents in rural and urban areas (23% compared to 24% for rights based and 25% compared to 26% for community benefit). Promoting change was a more popular motivator for respondents in urban areas (29% compared to 13% in rural areas). These findings support previous research that Solomon Islanders are motivated to vote by factors that are close to them on an individual or family level.⁹ The drivers for voting decisions are drawn from people's living circumstances and needs. As a result, simply raising awareness of an issue, such as vote buying, is not likely to generate sustained change.

Results from the survey suggest that voting for personal benefit intersects with practices of vote buying. Although 87% of respondents claimed they would not be persuaded by gifts provided by candidates at the 2014 NGE, the practice of voting buying emerged as a motivator for just fewer than 10% of participants. Overall, more than 41% of respondents said they knew of candidates exchanging gifts for votes in their community. This combined with individuals citing personal benefit as a common motivation behind why they voted (34%) may indicate that the level of vote buying is higher than individual reports. Respondent's low acknowledgement of being influenced by gifts may be due to social desirability bias and the high level of awareness (82%) that this practice is not legal. This inference is supported by other research, which has

⁹ T. Wood. 2014. *Understanding Electoral Politics in Solomon Islands*. The Centre for Democratic Institutions Discussion Paper 02, Australian National University.

identified that vote buying is a regular occurrence within the Solomon Islands¹⁰, and that it is often under-reported in surveys.¹¹

Vote buying remains an issue for SIEC with a number of respondents anecdotally noting that the challenge was culturally embedded, with voters expecting the provision of ‘thanks’ from the candidate in return for their vote. For future surveys, if possible it would be useful to differentiate between vote-buying through an exchange of a bribe as opposed to the promise of ‘thanks’ and gifting of material goods after being elected.

Barriers

When asked directly, respondents said they felt free to register and to vote for whomever they chose. However, a range of barriers to free participation did emerge in other sections of the survey. For the small number of people surveyed who did not register to vote (6% of total respondents), faith or religious based reasons were cited as the most common reason for not registering (just under 28% of responses, representing under 1.7% of all surveyed participants), followed by lack of ability (19%) and lack of access (14%). This was consistent across the different subgroups. Of the respondents who registered but did not vote (5% of total respondents), the most common reason given was lack of ability (32%, representing just over 3% of all surveyed participants), followed by faith (17%) and lack of access (15%). Just over 6% of those who did not vote said they were actively prevented from voting (this was less than 0.4% of all respondents). These barrier themes were characterised by common respondent answers (Table 5).

Table 5. Table outlining the themes by which barrier related survey responses of respondents who registered but did not vote were coded, including theme characterisations and examples.

Theme	Characterisation	Examples
Lack of ability	Where a person was not able to vote because of circumstances the inhibit them from attending the polling station	Health related (illness, injury, or pregnancy); weather (floods); transport issues (boat being late)
Prevented from voting	Where they were actively prevented by someone from voting	Work not allowing them to leave to go and vote
Lack of access (choice)	Where they were not able to vote as a result of an event or circumstance, for which they did have control	Moved to another constituency with family; they were overseas for travel
Lack of motivation	Where the person did not want to, or see the purpose in, voting	They didn’t want to vote for the candidate; they didn’t believe it would result in any change
Faith	Where a person’s faith precluded	Their religion did not allow them to take part in

¹⁰ T. Wood, op. cit. 2014.

¹¹ E Gonzalez-Ocantos, C Kiewiet de Jonge, Carlos Meléndez, Javier Osorio and D W. Nickerson. 2012. *Vote Buying and Social Desirability Bias: Experimental Evidence from Nicaragua*. American Journal of Political Science, 56: 1, 202–217.

	them from voting or political engagement	politics or voting
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Compared to other subgroups, lack of ability was cited more often as the reason for not voting in urban areas (52%). Of the 31 women who registered but did not vote on Election Day, lack of ability was the most common response (39%).

Of the respondents that registered but did not vote, under 7% stated they were actively prevented from voting (this was less than 0.7% of all respondents). The reasons respondents cited as being prevented from voting included not being allowed to return to their home consistency to vote, or not being allowed to leave work on Election Day.

Women and politics

The People's Survey has reported on positive attitudes towards women as leaders in the Solomon Islands, however this has not lead to significant representation of women in politics.¹² For example, the 2013 People's Survey reported that 91% of respondents considered that a woman would be a good leader, while the results of the 2014 NGE showed only 4.5% of the population voted for women candidates, returning only one female member of parliament in a 50 member chamber.¹³ In this survey, we sought to further explore this gap through investigating the attitudes of respondents in relation to the capability of women to be politicians, as compared to men.

The majority of respondents considered women to be as skilled as men at being politicians (81%). Women respondents reported a similar response rate (82%). While this is a high proportion, it is not quite as high as results from the 2013 People's Survey. The positive response rate to women's level of skill as being a politician when compared to men was relatively consistent across all provinces (Table 6).

Table 6. Table outlining the percentage of respondents who believe women are as skilled at being a politician as men, and those who believe women are not as skilled at being politicians as men. These responses are outlined according to province.

Province	Percentage respondents who believe women <i>are</i> as good at being politicians as men	Percentage respondents who believe women <i>are not</i> as good at being politicians as men
Guadalcanal	84%	12%
Honiara	80%	13%
Makira-Ulawa	91%	7%
Malaita	81%	14%
Western Province	75%	21%

¹² ANU Edge and University of the South Pacific. 2013.

¹³ Figures provided by SIEC.

In identifying what women candidates needed to win in their constituency, respondents most frequently noted that having a reputation for helping (34%) and demonstrating good personal attributes (34%) were critical. Of the respondents who said women were not as skilled at being a politician as men, 40% said that it was not a woman's role to be a politician or a leader (this was less than 8% of overall respondents). This was similar among both women (35%) and men (45%).

Overall, 19% of respondents (14% of women respondents) felt women were not as capable at being politicians as men simply because of their gender. This suggests that there are further gender-based issues, particularly in promoting women's representation in politics, to be addressed within the Solomon Islands.

Media consumption

This section provides an outline of the main ways through which respondents engaged with communication mediums during the NGE. This included mobile phones, radio, newspaper and the Internet. Overall, respondents indicated limited access to and/or use of most communication sources; only 53% had access to mobile phones, 37 % listened to the radio, 40% read the newspaper, and 9% had access to the Internet (Figure 6). There was even less access to communication sources in rural areas, and among women and youth respondents (Table 7).

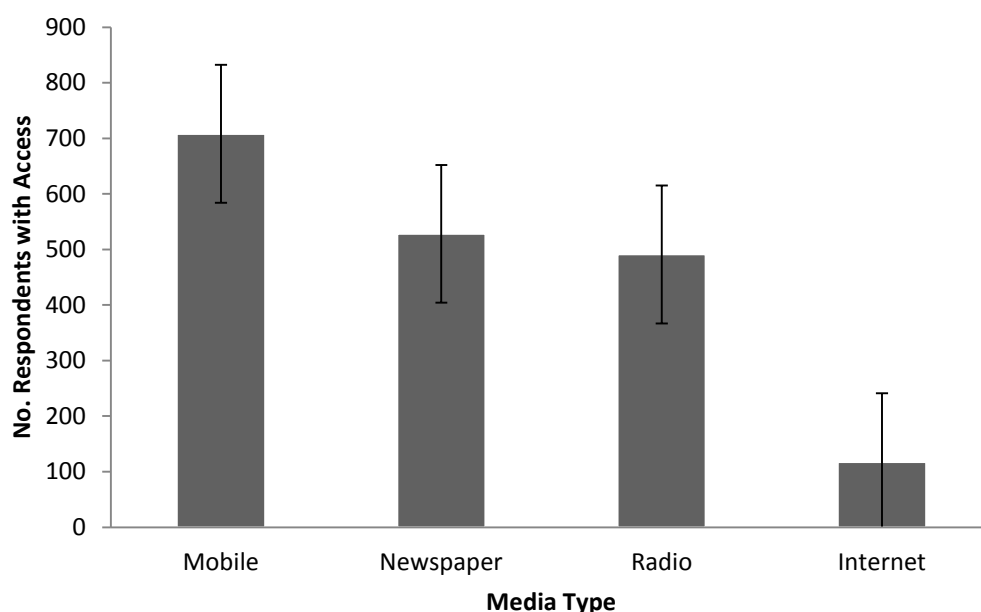


Figure 6. Graph showing the number of respondents who claimed to have access to each media type. Tallies represent number of respondents claiming access out of total respondents surveyed (1332). Absolute counts and standard error bars shown, 95% confidence interval.

Table 7. Table outlining access to different media type between rural and urban respondents, as well as women and youth respondents.

Media	% of Rural	% of Urban	% of Female	% of Youth
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Type	Respondents who Access each media type	Respondents who Access each media type	Respondents who Access each media type	Respondents who Access each media type
Mobile Phone	43%	79%	51%	55%
Radio	33%	50%	29%	32%
Newspaper	30%	66%	33%	41%
Internet	5%	20%	6%	16%

Mobile phones

Over half of those surveyed said they had access to a mobile phone (53%). This is consistent with findings from the 2013 People's Survey, which found 59% of people in the Solomon Islands had mobile phones.¹⁴ Around 55% of youth respondents had access to mobile phones, only marginally higher than the general population. However, we found fewer respondents in rural areas had a mobile phone (43% compared to 79% of urban respondents).

Radio

Only 37% of those surveyed said they listened to the radio. Almost all of those surveyed who listened to the radio said they tuned in to SIBC (95%), with 78% of these people listening between the hours of 06:00-10:00 and 18:00-22:00 (Figure 7). The time slot of 19:00-20:00 had the most listeners, followed by 18:00-19:00 and 20:00-21:00 (Figure 7). Of the participants who did not listen to the radio (63%), a lack of access was the most common explanation (87%). Radio was similarly under-utilised by youth (68% stating they did not listen), and even lower levels of access were noted for respondents in rural areas (33% compared to 50% of respondents in urban areas).

¹⁴ ANU Edge and University of the South Pacific, op. cit. 2013.

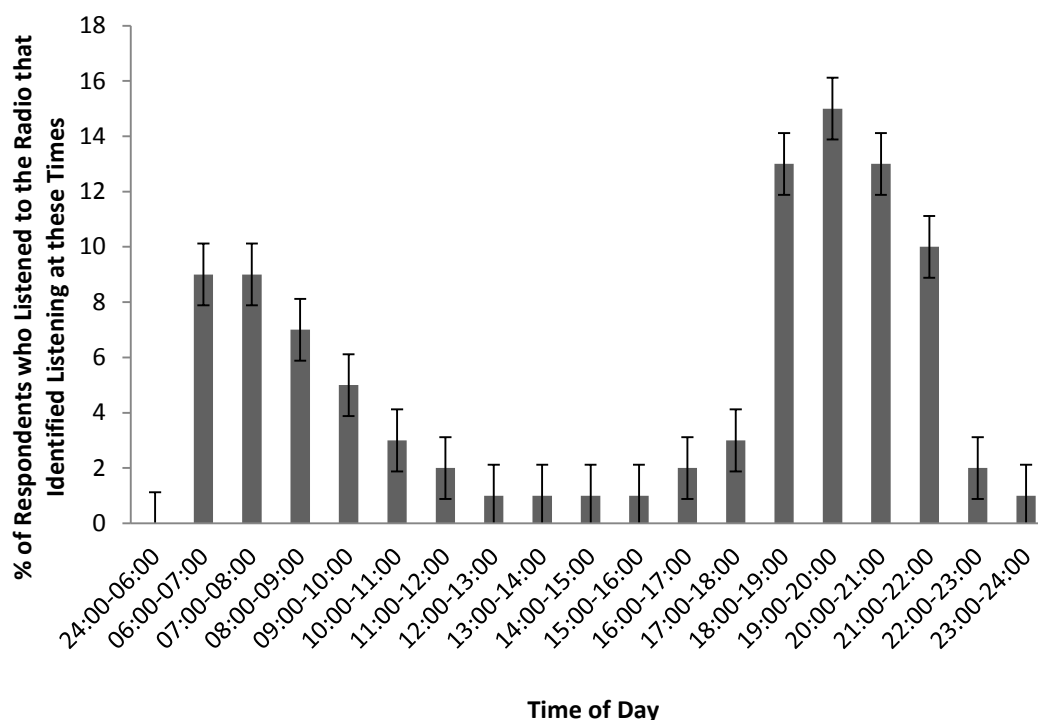


Figure 7. Graph showing the percentage of respondents who reported listening to the radio throughout the day. Absolute counts and standard error bars shown, 95% confidence interval.

Newspaper

Most of those surveyed said they did not read the newspaper (60%). A lack of access accounted for 79% of responses when participants were asked why they did not read the newspaper. This trend was more pronounced in rural areas, with fewer respondents saying they read the newspaper (30% compared to 66% in urban areas). Similarly, most youth respondents did not read the newspaper (68%).

Of those surveyed that read newspapers (40% of all surveyed), 99% indicated they read the Solomon Star (only 3 respondents did not mention the Solomon Star). Most readers of the Solomon Star newspaper accessed it one day a week or less (60%). However, when broken in to urban and rural groups, a much higher engagement with newspaper emerged in urban areas. In rural areas, fewer respondents that read the newspaper accessed it twice or more a week (17% compared to 70% in urban areas). A fifth of all newspaper readers also accessed the Island Sun (20%). Engagement with the Island Sun was higher in urban areas (31% compared to 15% of newspaper readers in rural areas).

Internet

Most of the survey respondents said they did not access the Internet (91%). Lack of access was more pronounced in rural areas, with fewer respondents using the Internet (5% compared 19% in urban areas).

Of the 9% that did access the Internet, 65% used their mobile phone, while 41% accessed the Internet via computers. Mostly, respondents used the Internet for 'information searches' (67%). Almost half (48%) of

respondents who used the Internet claimed they also accessed it for social media purposes, such as Facebook.

Voter Awareness Program Assessment

This section provides an assessment of the reach and effectiveness of the VAPs conducted by SIEC. First, the scope of the VAPs is outlined. Second, the reach of VAPs undertaken through different phases of the election period is assessed through aided voter recall. Third, the impact of the VAPs is identified through levels of unaided voter recall. Fourth, this section assesses the different communication channels that were used across the various VAPs.

Scope of the VAPs

The VAPs conducted by SIEC prior to the 2014 NGE aimed to raise community awareness regarding key components of the electoral process. In the lead up to the NGE, the activities undertaken by SIEC were focused on three phases and five key messages (Table 8).

Table 8. Table aligning campaign phases with voter awareness programs.

Phase	VAP message
Biometric Voting Registration Phase	BVR and registration
Revision Phase	Revision period (omissions and objections)
Election Phase	How to vote
	Why you should vote
	Election offences

In the context of the 2014 NGE, the VAP focused on the BVR Phase was particularly important given the BVR system was a new way for eligible citizens to register. The resources that were allocated to the various communication channels and the mediums to reiterate key messages varied for each VAP (Table 9). Communication channels included face-to-face awareness campaigns, radio, newspaper, posters, brochures, DVDs, and SMS. Mediums used to reiterate key messages included stickers, bill boards, wrist bands, media releases and press conferences, social media (specifically through Facebook), websites, and a Voter Education Centre in Honiara.

Table 9. Table outlining the resources allocated to different media sources by VAP.

VAP message	Face-to-face awareness	Radio	Newspaper	Posters	Brochures	DVDs	SMS
BVR and registration	150 civic educators visited every province. Also distributed posters and DVDs.	Program –15 minute program aired weekly over 2 month period on SIBC Advertisement – 14 different time slots aired regulator on SIBC, Z FM and PAOA FM.	Daily advertisement in Solomon Star, Island Sun and Sunday Isle (40 full page, 40 quarter page, 120 strip ads and 4 other inserts)	10,000 distributed	100,000 distributed	4,000 distributed	Daily text messages sent to all Telekom and B-mobile users
Revision period (omissions and objections)	–	Program –15 minute program aired twice weekly during period Advertisement – regular ads on SIBC, Z FM and PAOA FM.	Daily advertisement in Solomon Star, Island Sun and Sunday Isle	Quantity not specified	–	–	Daily text messages sent to all Telekom and B-mobile users
How to vote	Visits to over 500 communities across every province. Initial evaluation indicates over 30,000 people reached	Program –15 minute program aired weekly over 2 month period on SIBC Advertisement – regular ads on SIBC, Z FM and PAOA FM.	Daily advertisement in Solomon Star, Island Sun and Sunday Isle	2,000 distributed	50,000* distributed	3,000** distributed	Daily text messages sent to all Telekom and B-mobile users
Why you should vote				3,000 distributed	–	–	
Election offences				2,000 distributed ¹⁵	50,000* distributed	3,000** distributed	

* The 50,000 brochures were double sided, with one side on 'how to vote' and the other on 'election offences'

** The 3,000 DVDs distributed contained content on 'how to vote', 'election offences' and 'I am voting because'

¹⁵ Note that within the Election Phase 3,000 additional posters were distributed to publicize the election date.

What was the reach of VAPs?

When prompted, all VAPs were recalled by at least 50% of all respondents (Figure 8). The message with the highest level of recall was 'election offences' (65%) while the one with the least recall was 'revision period (omissions and objections)' (approximately half of all respondents, Figure 8). The recall of each VAP was similar for respondents in rural compared to urban areas (Table 10).

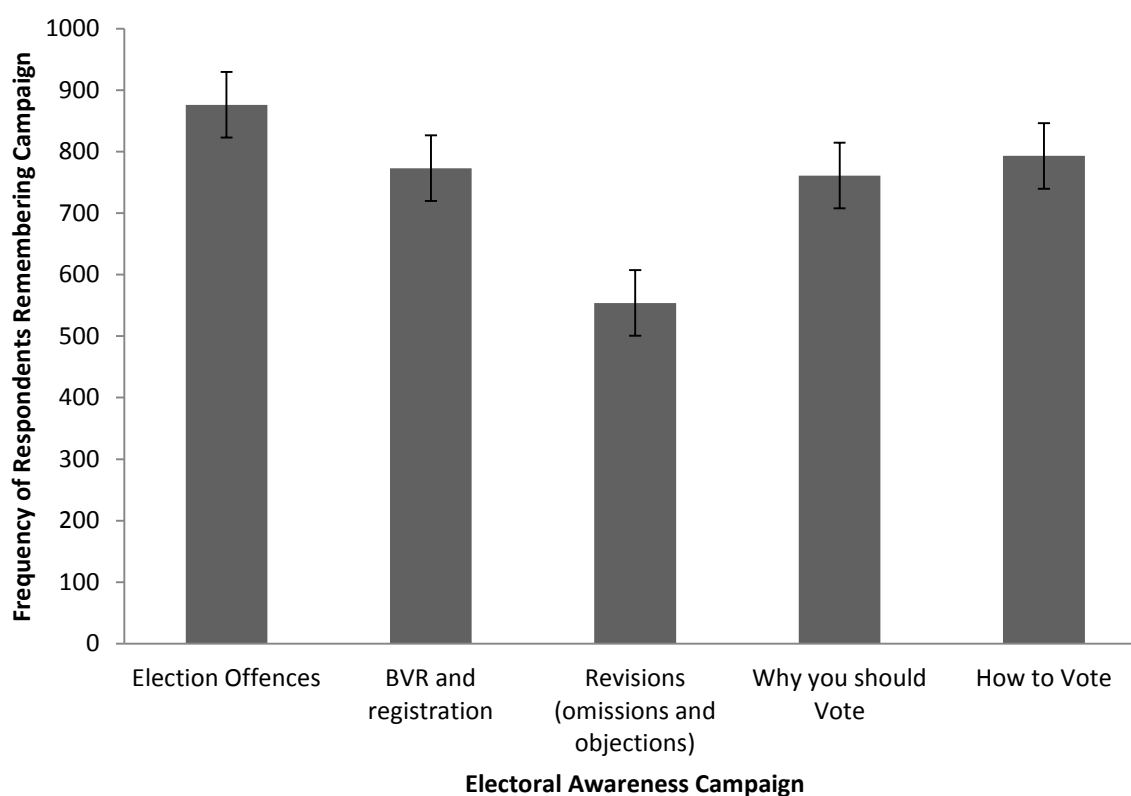


Figure 8. Graph showing the frequency of responses when participants were asked if they recalled (i.e. aided question) each of the VAPs. Absolute counts and standard error bars shown, 95% confidence interval.

Table 10. Table comparing the total level of recall (aided) among rural and urban respondents across the VAPs

VAP message	% of respondents who recall VAP in rural areas	% of respondents who recall VAP in urban areas
BVR and registration	56%	61%
Revision period (omissions and objections)	41%	42%
How to vote	58%	62%
Why you should vote	54%	66%
Election offences	63%	70%

Overall, the most commonly cited information source for recalling election messages was from SIEC (38%), followed by posters (32%) and radio (25%) (Table 11).

Table 11. Table outlining the level of recall (aided) among respondents aligned by VAP message and identifying the most cited information sources for the message.

VAP message	Level of recall from all respondents	Most cited sources of information
BVR and registration	57%	SIEC (39%) Posters (35%) Radio (26%)
Revision period (omissions and objections)	50%	Posters (43%) SIEC (40%) Radio (30%)
How to vote	59%	Posters (43%) SIEC (40%) Radio (19%)
Why you should vote	57%	SIEC (32%) Radio (28%) Poster (22%)
Election offences	65%	Radio (25%) SIEC (24%) Posters (20%)

When respondents identified receiving information from the SIEC, this grouping included both specific awareness groups, as well as other staff such as those involved at the Registration Centre and Polling Station who provided advice and information to respondents. As a result, the rates shown in Table 11 measure the overall presence of SIEC, rather than their specific awareness groups that were active during the Registration and Election phases. This explains why SIEC was identified as a significant information source during the Revision period, even though SIEC ran no awareness group activities specific to the Revision period.

What was the impact of the VAPs?

When asked unaided questions about recall of VAPs, most people surveyed (56%) either could not recall information from last years' general election or were uncertain whether they could recall information. Of those able to recall a message, most remembered either 'BVR and registration' (40%) or 'how to vote' (27%, Figure 9). By far, the least recalled message was related to the 'revision period' (omissions and objections) with less than 4% recall, highlighting that strategies employed for this VAP had the least long-term impact (Figure 9). For those respondents that did remember a message, the majority stated that they were influenced by it (89%). When asked how it influenced their actions, the most common response was that the message made them register to vote (40% of responses). These findings were similar when respondents were broken in to sub-groups and re-analysed.

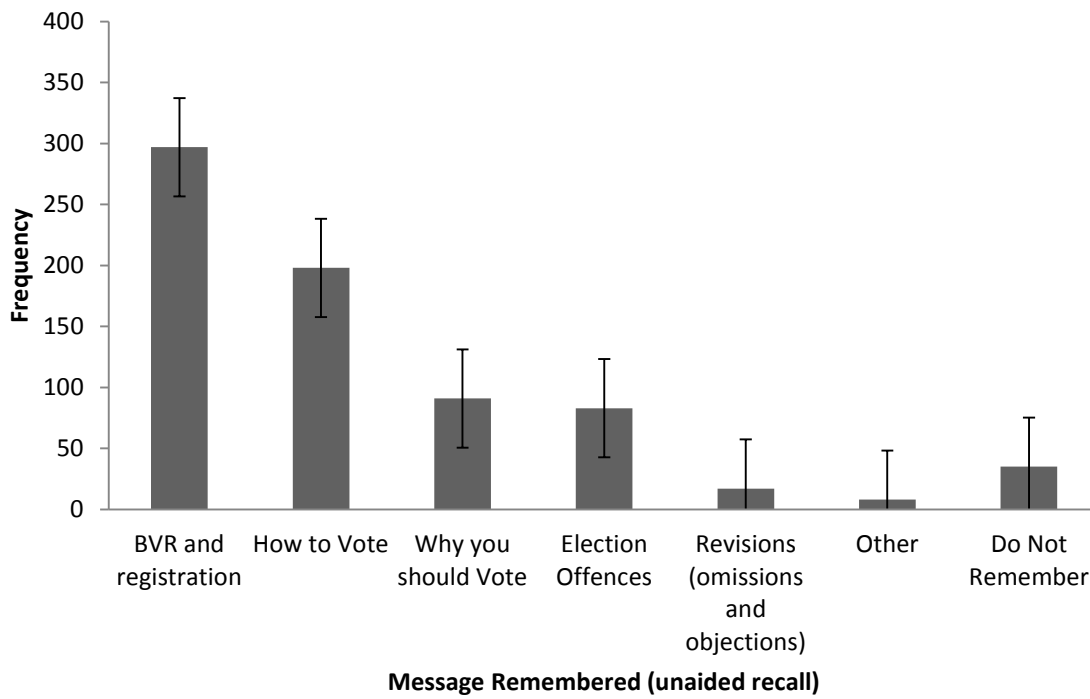


Figure 9. Graph showing the frequency of responses when participants were asked if they recalled any VAPs (unaided). Absolute counts and standard error bars shown, 95% confidence interval.

There are a number of potential explanations for the variation in recall between the different VAPs. The BVR was a new system and was a noticeable change from practices in past general elections. Significant resources were invested in the awareness activities focused on the BVR (Table 9), and as the registration process was the first action to be taken by eligible voters, this could have contributed to it being better recalled. Combined, these factors may explain the relatively high level of voter recall related to the BVR message.

In contrast, the ‘revisions (omission and objections)’ campaign demonstrated low levels of impact. This is demonstrated both through the level of recall and the previously discussed finding that while the majority of respondents noted they checked the list of voters during this phase (89%), less than half (47%) were aware that something could be done if there was an error on the list. This likely reflects the smaller level of investment of resources in promoting this message, and that no resources related face-to-face awareness groups were allocated to it.

Of those respondents that did remember a message unaided, the most common place they remembered the message from was SIEC (27%), followed by the radio (20%). After messages from SIEC and the radio, messages from candidates and friends/community were the next most remembered medium of election

messages for respondents (11% each). Overall, the respondents had very low levels of message recall via non-government organisations, civil society organisations, and text messages. This is discussed further below.

How effective are the messaging strategies employed?

In terms of the long-term impact of the messaging, the above results regarding unaided recall highlight that 'BVR and registration' and 'how to vote' were the most effective. In practice, this is supported by the fact that 94% of respondents registered to vote, with 95% of registered voters then voting on Election Day. This also likely follows the significant investment made by SIEC in promoting those messages (Table 9).

SIEC invested resources in a broad range of communication channels to convey VAPs (Table 9). This section assesses the effectiveness of the different channels of communication, specifically focusing on: text messages/SMS; radio; newspaper; posters, brochures and DVDs; and face-to-face awareness groups. The face-to-face awareness section also discusses a number of other civil society and non-government organisations, such as Solomon Islands Development Trust (SIDT), Women in Shared Decision Making (WISDM), and Transparency Solomon Islands (TSI).

Text messages/SMS

Overall, of those respondents with a mobile phone (53% of all respondents) only 10-11% could remember receiving VAPs from text message/SMS (Table 12). However, when divided by rural and urban respondents, those in urban areas had much higher rates of recall from text message than those in rural areas (Table 12).

Table 12. Table comparing the level of recall (aided) among rural and urban respondents, aligned by VAP message.

VAP message	% of respondents with access to a mobile that remembered receiving message via SMS - RURAL	% of respondents with access to a mobile that remembered receiving message via SMS - URBAN
BVR and registration	5%	46%
Revision period (omissions and objections)	4%	27%
How to vote	5%	25%
Why you should vote	5%	23%
Election offences	4%	25%

For those with access to mobile phones, respondents with higher levels of education (at least Form 3 or higher) had, on average, twice the level of recall of VAP's from text/SMS messages compared to those with lower levels of education (Figure 10). This implies that while everyone with mobile phones was receiving text messages, only those with higher levels of education were absorbing and remembering the messages from this media type.

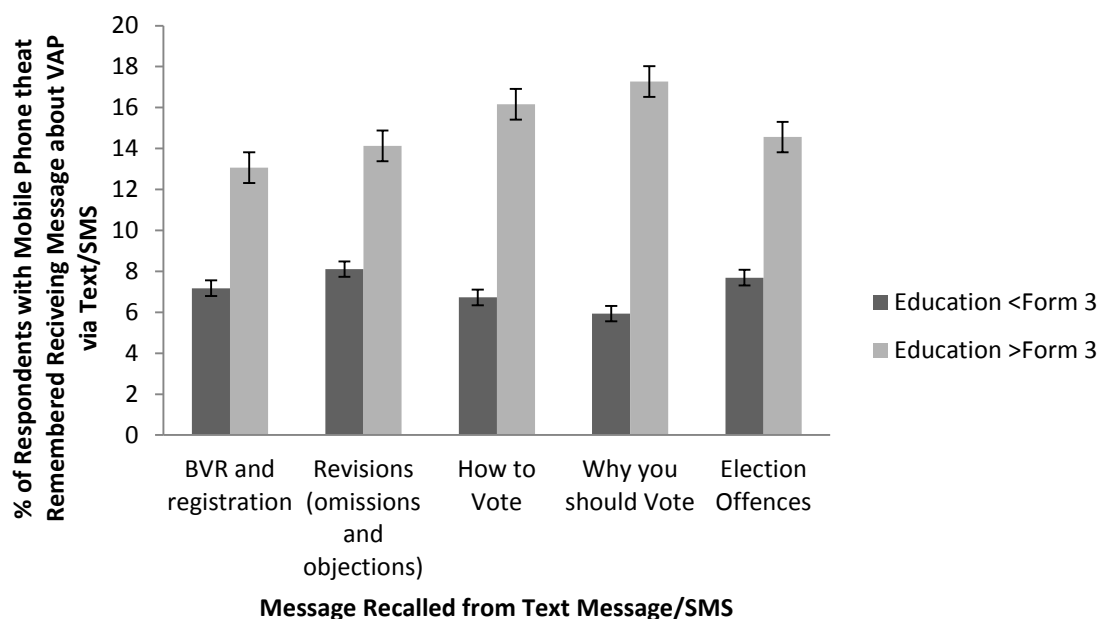


Figure 10. Graph showing the percentage of respondents with access to a mobile phone who recalled VAPs from SMS/text message, broken down by education level (those that have completed at least Form 3 or more, compared to those who have education levels below Form 3). Absolute counts and standard error bars shown, 95% confidence interval.

Radio

Of those respondents who said they listened to the radio (37% of all respondents), at least 38% could recall VAPs from the radio (Table 13). Overall, radio elicited a high rate of recall among those that accessed it (Table 13). Reflecting the higher rate of access to radio in urban areas (50% compared to 33% in rural areas), radio was identified as a more effective communication source when targeted at urban populations (Table 13). The relatively high recall of VAPs from the radio highlights that this medium could be an effective form of communication for the SIEC, if a greater proportion of the population accessed it.

Table 13. Table comparing the level of recall (aided) from all respondents who listened to the radio, compared between rural and urban respondent message recall and aligned by VAP message.

VAP	% of respondents who listened to the radio that remembered VAP from the radio	% of urban respondents who listened to the radio that remembered VAP from the radio	% of rural respondents who listened to the radio that remembered VAP from the radio
BVR and registration	48%	69%	37%
Revision period (omissions and objections)	53%	73%	42%
How to vote	38%	53%	31%

Why you should vote	53%	68%	45%
Election offences	50%	72%	40%

Newspaper

Of those surveyed who read the newspaper (40% of all respondents), around a quarter recalled VAPs from the newspaper (Table 14). Again, respondents from urban areas who accessed newspapers showed higher rates of recall of VAPs from this media type compared with those in rural areas. This result is also a reflection of the higher engagement with newspapers by respondents living in urban areas (66% compared to 30% in rural areas).

Table 14. Table comparing the level of recall (aided) from all respondents who read the newspaper, compared between rural and urban respondent message recall and aligned by VAP message.

VAP	% of respondents who read the newspaper that remembered VAP from the newspaper	% of urban respondents who read the newspaper that remembered VAP from the newspaper	% of rural respondents who read the newspaper that remembered VAP from the newspaper
BVR and registration	23%	29%	6%
Revision period (omissions and objections)	27%	38%	7%
How to vote	21%	27%	5%
Why you should vote	26%	28%	9%
Election offences	24%	11%	7%

For those who read the newspaper, respondents with higher levels of education (at least Form 3 or higher) had, on average, twice the level of recall of VAP's from the newspaper compared to those with lower levels of education (Figure 11).

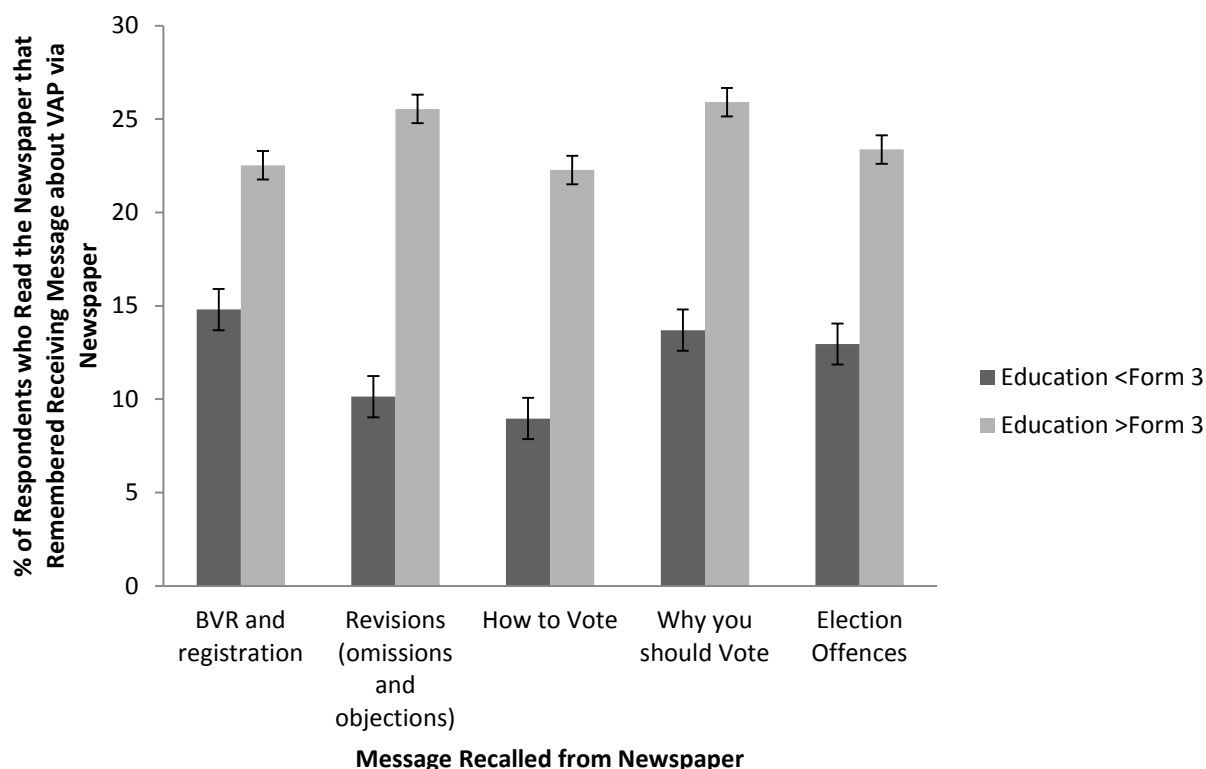


Figure 11. Graph showing the percentage of respondents who read the newspaper who recalled VAPs from the newspaper, broken down by education level (those that have completed at least Form 3 or more, compared to those who have education levels below Form 3). Absolute counts and standard error bars shown, 95% confidence interval.

Posters, Brochures and Videos

Respondents who said they recalled seeing posters, brochures and/or videos over the election period, recalled VAPS from these sources at least 43% of the time (Table 15).

Table 15. Table comparing the level of recall (aided) from all respondents who saw a message from posters, brochures and/or videos, compared between rural and urban respondent message recall and aligned by VAP message.

VAP	% of respondents who saw a message from posters, brochures and/or videos that remembered VAP from these sources	% of urban respondents who saw a message from posters, brochures and/or videos that remembered VAP from these sources	% of urban respondents who saw a message from posters, brochures and/or videos that remembered VAP from these sources
BVR and registration	44%	29%	28%
Revision period (omissions and objections)	48%	34%	38%
How to vote	57%	42%	49%
Why you	43%	30%	31%

should vote			
Election offences	43%	26%	30%

When asked directly, most respondents noted they had seen a poster, brochure and/or video related to the election (62%). Posters were by far the most remembered source (Table 16).

Table 16. Table comparing the level of respondents who saw election information on posters, brochures and/or videos, aligned by media type.

Media type	% of respondents who remembered seeing election information from this source
Posters	90%
Brochures	13%
Videos	17%

The large discrepancy between the different media types does not reflect the resources invested (Table 9). Table 9 indicates that the investment in 150,000 brochures does not appear to have been as effective as the 20,000 posters. However, it must be noted that this data may indicate respondent's best recalled communication channel, rather than all communication channels recalled.

Face-to-face awareness groups

Over half of those surveyed remembered an awareness group coming to visit their community during last years' election (52%). Of the respondents that did not recall an awareness group coming to visit their community during last years' election (48%), 38% said that no group visited them, with 52% being unsure as to whether or not this had occurred.

Of those who remembered an awareness group coming to their community, SIEC was the most cited group (65% of respondents, Table 17).

Table 17. Table comparing the types of awareness groups recalled by respondents who remembered seeing a face-to-face awareness group.

Awareness Group	% of respondents that remembered each group
SIEC	65%
CSO/NGO	9%
Candidate	7%
Other	5%
Can't remember	12%

The prominence of SIEC face-to-face awareness groups is likely to be overstated as the grouping included both the awareness groups themselves, as well as the presence of SIEC staff at places such as Registration

Centres and Polling Stations. Even so, the above figures clearly highlight that the presence of SIEC was prominent.

The CSO/NGO category included SIDT, TSI and WISDM. In addition, it included groups where respondents noted the awareness group was either CSO or NGO, however could not recall the specific group. It did not include the community or other provincial groups, which were captured in 'Other'. Of the 9% of respondents that recalled engaging with a CSO/NGO, 56% cited seeing SIDT. SIDT was particularly well recalled in Western Province, with 26 of the 39 respondents who recalled seeing SIDT, being from Western Province. Over a quarter of respondents who recalled seeing a CSO/NGO group could not specify which group they saw (27%), while TSI was recalled by 13% of these respondents, and WISDM only recalled by 4% of respondents.

There are a number of possible explanations regarding the low levels of recall for CSO/NGO groups. The time lapse between the conduct of various awareness events and the survey is likely to result in the under-reporting of specific groups, such as SIDT, TSI and WISDM. As Table 17 highlights, of those who remembered an awareness group visiting their community, 12% did not remember what type of group it was. Similarly, some results highlighted that accurate recollection by respondents of visiting groups may be an issue. Specifically, of the nine respondents who said they saw TSI, six of them were from Western Province, which was not a province TSI visited. It is also possible that the sample EAs that were visited as part of this survey were not aligned with where the CSO/NGO groups went.

Synthesis – the best way to communicate VAPs

The assessment of the VAPs has identified useful findings regarding the impact of the five VAPs, and the effectiveness of different communication channels for conveying those messages. Based on analysis of the VAPs and communication channels, SIEC and posters were the communication channels most commonly recalled in regard to VAPs in both urban and rural contexts.

Urban respondents recalled a broader range of VAPs than rural respondents. Urban respondents also got their messages from a broader range of media, which may have been emphasised by greater access to different media for urban as compared to rural respondents. While radio listeners recorded a relatively high level of VAP recall, this was largely within urban populations that had access to the radio. Newspapers were also most commonly accessed by urban respondents, but did not have nearly as high VAP recall rate as radio. Text messages/SMS were not well recalled, except within urban respondents who accessed mobile phones and were well-educated.

Overall, respondents identified that the best way for the SIEC to communicate with them was through face-to-face awareness groups (73%, Figure 12). This was followed by radio (31%), which was surprising given many respondents who said they trusted radio did not access it. Other forms of communication had low levels of support from respondents (Figure 12).

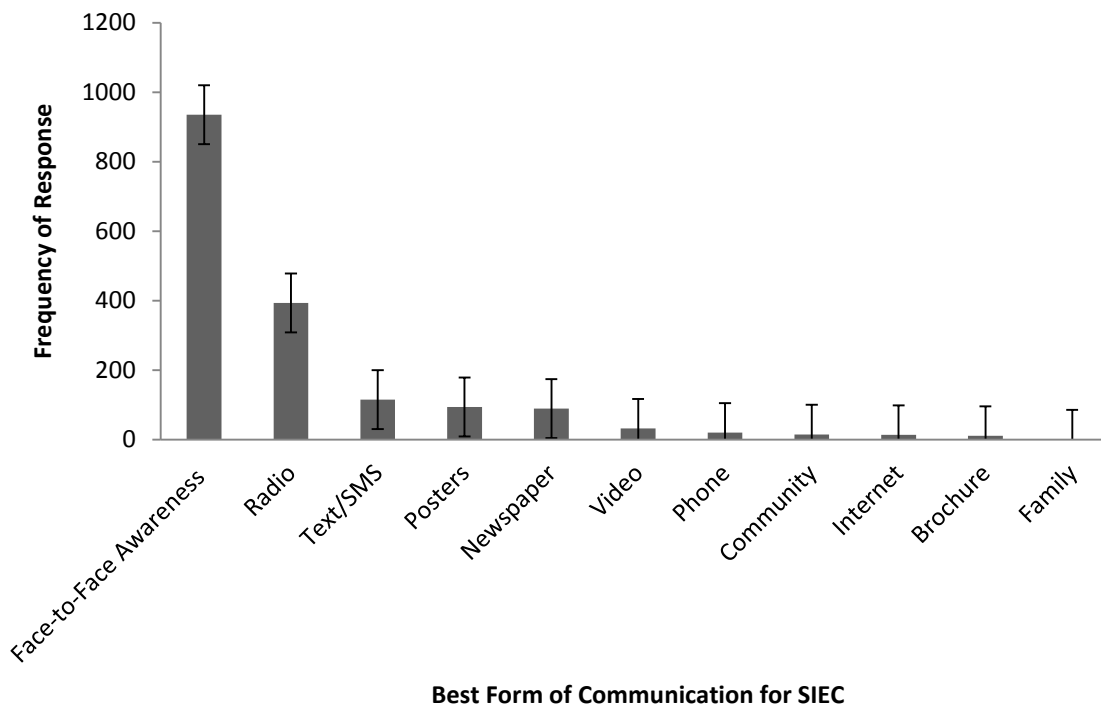


Figure 12 Graph showing the frequency of responses when participants were asked the best communication strategy for SIEC. Absolute counts and standard error bars shown, 95% confidence interval.

The shift to greater emphasis on face-to-face awareness groups is further supported by the finding that most respondents (70%) said they trusted face-to-face awareness groups the most, specifically from SIEC. This remained the case when examining only women respondents (55% trusting SIEC the most) and youth (64%).

The strength of face-to-face engagement is further supported by the previously noted finding the VAP with the least impact, 'revision period (omissions and objections)' was the only VAP that did not include any face-to-face awareness.

4. APPROACH AND METHODOLOGY

Our approach to this project was based on open collaboration with project partners, specifically UNDP and SIEC. This was a strong characteristic of the project and was imbued across all phases – from the redesign of the survey instrument and selection of fieldwork sites, through to discussion of findings and reporting. The following section provides an outline of the steps taken in the planning, data collection and analysis phases of the project.

Sampling

The approach to sampling was developed in collaboration with UNDP, SIEC and the NSO. The assignment required the survey to draw on a representative sample of the voter population, estimated to be 339,000, at a 95% confidence interval. To fulfil this requirement, a target number of 335 surveys in each of the five proposed provinces was recommended. Sampling for the survey needed to be sensitive to a range of variables, including gender, rural/urban divide, age, and education levels. As discussed in *Data Entry* below, these variables served as sub-groups by which data were analysed.

The sample for the survey was drawn from 14 Enumeration Areas (EAs) across five provinces within the Solomon Islands. The selection of provinces was decided in consultation with project partners. The specific EAs within each province were randomly identified by the NSO to be sensitive to geographical and cultural differences across the Solomon Islands, based on the 2009 Census data. Full samples (3 EAs; N=335) were collected in four large provinces (Honiara, Guadalcanal, Malaita and Western Province) and a half sample (2 EAs; N=168) was collected in the smaller province of Makira-Ulawa (Table 18).

Table 18. Number of surveys collected compared by enumeration area.

Province	Locations (Village, Ward)	Surveys collected	Total
Honiara	Kaibia High, Vavaea	85	304
	Bua Valley SSEC, Kukum	131	
	Kobito 2-Honiara 12, Panatina	88	
Guadalcanal	Tamboko Tandia	145	249
	Ngaliade, Moli	73	
	Chuchupuna, Vulolo	31	
Malaita	Anofalake, Fauabu	77	230
	Satodea, Sububenu	24	
	Pupuiasi, Tai	129	
Western Province	Noro Base, Noro	123	334
	Nuro, Bilua	106	
	Baniata-Western 19, North Rendova	105	
Makira-Ulawa	Laloihonu, North Ulawa	128	215
	Nawotem Bauro East	87	
		Total	1332

Survey design

The survey was designed, redesigned and piloted in close consultation with SIEC, UNDP and the Sustineo enumerator team. We employed specific steps to ensure the integrity of the survey instrument, and relevance and sustainability of survey outcomes, as an appropriate and rigorous survey was critical to the success of the project.

The draft survey built on a significant amount of work already undertaken by SIEC, notably a full survey draft and two previous surveys conducted by SIEC in 2014. Throughout the redesign phase, working closely with SIEC ensured that the questions asked in the finalised survey produced findings relevant to their needs and established an information base meaningful and practical to their scope of work. Informed by the previous experience of the SIEC, this phase was also important in identifying issues of social desirability bias in response to certain questions and how to ask potentially sensitive questions (such as those related gender or vote buying) in a culturally appropriate way.

The survey was designed in English to be conducted in Pijin, necessitating a rigorous translation process. This process included an initial translation activity by the Sustineo enumerator team, which was then reviewed and revised through a translation workshop with SIEC, UNDP and Sustineo staff. This workshop focused on ensuring both phrasing consistency and maintaining question meaning. The survey was reverse-translated by SIEC personnel, who were not engaged with the survey design. The survey was piloted twice by the enumerator teams in Honiara, once in English prior to translation, and once in Pijin after reverse-translation had been undertaken. After each pilot, a debrief was conducted focusing on any potential points of misunderstanding and misinterpretation between enumerators and participants.

The enumerator's close engagement with the survey design, conduct and associated debriefs after pilots not only served to validate the survey design, identify question misinterpretation, foster project ownership and ensure translations were credible, but also build the enumeration team's understanding of the survey and its purpose.

The final survey consisted of 69 questions. The questions were largely binary yes/no response options, with a range of open-ended questions to validate participant responses. During fieldwork, the finalised survey instrument took on average 20-25 minutes to complete.

Data collection

Enumerators collected data by going from house to house in the designated EA. All surveys were completed face to face with participants in Pijin. Two enumeration teams carried out all data collection. In all provinces, except Honiara, a Community Liaison Officer from the province was engaged to assist with on the ground logistics and ensuring the enumeration team was positively received in the communities we visited.

All the enumerators participated in training activities that covered ethical conduct of the surveys, dealing with potentially challenging situations, and how the finalised instrument would be implemented. Staff from

SIEC attended two training sessions to present on the specifics of the VAPs that were conducted around the 2014 NGE to ensure all enumerators had a good knowledge based of the SIEC program of work and objectives.

The enumeration teams were directed to employ a standard approach to sampling in each EA. When first arriving at a new village, the team leader and community liaison officer made contact with the relevant village chief, church leaders or elders to confirm their permission for the survey to be conducted. From that point, the enumeration teams were to start at the village church house. If there were multiple church houses in the village, the one with the biggest building would be the starting point. If there were no church houses, they would start at the school. If there were no schools, the community hall would be the starting point.

From the front door of the starting point, enumerators were asked to walk for 3 minutes in a direction (left, straight, right, or behind the building) as directed by the Team Leader. Once they had walked for the allocated time, they were to stop and identify the nearest house as the first target household.

After interviews at the first household were completed, enumerators were to approach every second household, moving in a clock-wise direction. If they finished their allocated section and had not completed the number of survey responses required in each EA, they were directed to approach the 'in between' houses that they skipped in their first circuit of the village. Throughout data collection, enumerators recorded household information through a contact sheet, including survey number, householder number, age and gender. This provided the enumerator teams a way to assess the number of surveys completed and ensured that the minimum number of respondents were engaged in each EA.

In the field, the enumerator team leader was responsible for conducting quality assurance checks. During the day, the Team Leaders conducted 'spot checks' where appropriate and reviewed completed surveys with enumerators to ensure consistency of response coding and whether all questions had been completed. Team Leaders were the key reporting point for enumerators on the number of surveys completed and, at the end of each day, collected and reviewed the completed enumerator surveys, further querying the enumerators if any inconsistencies emerged.

The Research Manager and the Local Research Coordinator played quality assurance roles while in the field. They joined both of the enumerator teams during different field work visits to ensure consistency in data collection and that other quality control measures were in place.

The logistics for the fieldwork, in terms of days spent in various locations, were informed through population estimates provided by the NSO. On average, the enumerator teams spent 2 or 3 days in each EA, depending on the size of the population in the community. The enumerator teams used paper-based surveys to collect the relevant information in the field. These responses were then converted into Akvo FLOW by data processing officers based in Honiara.

During fieldwork, the enumeration teams had to respond to a range of challenges regarding estimate compared to actual population numbers. While the indicative population numbers provided by the NSO

based on the 2009 Census were useful during the survey planning stage, in the field many of the quoted figures did not match the village populations we visited. In Western Province, the village of Nuro had only two houses there rather than the 62 houses indicated. Similarly, in Ulawa the village of Laloihonu had only three households instead of 92. This was also a prominent issue in all three EAs within Malaita. The challenge this raised was that, if the enumeration teams kept strictly to the designated enumeration area, there would not have been sufficient data collected through the survey to substantiate produce the type of analysis required.

The enumeration teams managed these challenges with consistency and transparency. In the first instance, the designated EA was surveyed until saturation was reached. During this phase, the Team Leader and other enumerators discussed with the community leaders and participants what the history of the community was and whether there had been a significant movement of community in the past 6 years. Based on these discussions, for the remaining surveys required of the EA the enumeration team went to areas where there was a close community connection with the designated EA community.

Data Entry

Data entry was undertaken in Honiara. Once returned by the enumerator teams, the paper surveys were entered into the Akvo FLOW cloud-based data collection system through electronic tablets. Data processing officers were engaged for this task, and were provided with training in the use of the tablets. Data entry was conducted under the supervision of either the Research Manager or the Local Research Coordinator. Data was entered, in so far as it was possible, one EA at a time. The first EA that was entered, Nuro, had all entered survey forms reviewed by the Research Manager. Throughout the data entry process, either the Research Manager, Local Research Coordinator, or Logistics Officer reviewed 10% of all surveys within each province as part of Quality Assurance processes.

Data Analysis

Once data was received in Akvo FLOW, quality control measures were taken to ensure data accurately presented survey results. Inconsistencies were removed, for example, where a participant noted they did not vote in the General Election, if an answer was then recorded for 'why did you vote?' this was excluded from analysis. There were relatively limited cases where data had to be excluded.

Survey questions were summarised using frequencies of various responses. These were then converted to percentages of total responses for a given question, to allow for ease of interpretation. Categorical data was analysed using chi-square tests where relevant. All chi-square analysis was performed using statistical software package R v3.0.1. Where graphs were used, these were based on total counts for each possible response to a given question, with standard error bars (95% confidence interval) displayed.

The findings are organised against key themes that emerged through the analysis: Voter Participation; Voter Awareness; Influencers of Voter Engagement; Media Consumption; and Voter Awareness Programs. These themes were analysed by sub-group, specifically age, gender, education level, and urban-rural divide.

VAP Assessment

The evaluation of the VAPs were structured to identify the most effective means of communicating key information to the audience. The primary data collection tool, as proposed in the project documentation, was through measuring voter recall, specifically the key messages and the means through which they gained that information. However, given the time delay between the implementation of the VAPs and the election, and the conduct of this survey, there were challenges with successful voter recall. We used both unaided and aided voter recall survey questions in an attempt to help address these issues.

ANNEX 1 – DETERMINING SAMPLE SIZE

This section briefly outlines the rationale behind the proposed sample size. While several methods for determining optimal sample size could have been used, we employed a formula that operates on the basis of an anticipated population proportion (Figure 13¹⁶). Using this formula (Figure 13) had the advantage of not requiring knowledge of the total population size.

$$N = \frac{Z^2 \times p \times (1-p)}{c^2}$$

With:

N = sample size;

Z = value corresponding to a given confidence level (1.96 for a confidence level of 95%-value commonly used);

p = percentage of the primary indicator, expressed as a decimal (default 0.5);

c = standard error, expressed as a decimal (0.05 or 0.10 in general).

Figure 13. Formula used for calculating sample size in this survey.

Base sample sizes

We used the above formula (Figure 13) to calculate base sample sizes. In this context:

$\alpha = 0.05$ (confidence level = 95%) $\therefore Z_{\alpha/2} = 1.96$

$c = 5\%$ (i.e. 0.05)

The estimate population proportion (p) depends on the focus. If concerned with pure voter awareness (as captured by voting turnout), recent figures indicated enrolled voters turn out of 85%¹⁷.

Therefore $p = 0.85$.

Resulting in $N = 1.96^2 \times 0.85 \times (1-0.85) / 0.05^2 \approx 196$ (accounting for inflated enrolment)

Therefore, we would require 196 samples for overall vote awareness. As we were concerned with sampling various provinces, this formula needs to be applied to the voter turnout approximations for each province (Table 19).

Table 19. Table showing sample sizes needed for each province based on formula used ($N = 1.96^2 \times \text{proportion voter turnout} \times (1-0.85) / 0.05^2$).

¹⁶ <http://www.medecinsdumonde.org/content/download/1772/13753/file/6c27001736f069d23fab6b06b30ee3a1.pdf>

¹⁷ T. Wood, op. cit. 2014.

Province	Approx. voter turnout % 2010	Required N (≈)
Central	69%	327
Choiseul	89%	143
Guadalcanal	62%	362
Honiara	22%	264
Isabel	71%	315
Makira	73%	303
Malaita	52%	383
Rennell & Bellona	54%	381
Temotu	67%	336
Western	64%	354

If comparing provinces (average difference between provinces is ~12%), approx. **162** participants per province would be needed (i.e. 324 for two provinces, 486 for three, etc.).

Final sample sizes

To calculate final sample sizes, we used the following formula: base sample size x design factor + contingency rate, and then rounded to the nearest whole number.

In this context: total N = N x 2 + 5% (rounded). Final sample size was therefore N = 162 x 2 (design factor based on gender) + 5% = 335 samples per province.

ANNEX 2 – STATISTICAL ANALYSIS

This section provides an outline of the statistical analysis that was undertaken, structured against different sections of the survey.

Voter Awareness

Results from statistical analysis of responses for voter awareness questions are included (Table 20). Table 20 shows summary of the question asked, and supporting statistics. Chi square values (or F statistics were applicable), degrees of freedom (DF) and significance level (P) are shown. Tests with statistically significant results, i.e. where $P \leq 0.05$, are shaded in grey.

Table 20. Table shows VAP question aligned to statistical values.

Test	χ^2	DF	P
Registered to vote	1031.22	1	<0.000
Voted in same place as registered	512.22	1	<0.000
Check their name on the list posted by EC	808.89	1	<0.000
Did you vote in the last election?	1012.68	1	<0.000
Difference in numbers between general population, women, and urban respondents who voted	0.96	2	0.62
Did you use transport provided by candidate?	457.68	1	<0.000
Those that did use transport, were transported by boat	17.64	1	<0.000
Person has to be over 18 years old to vote	544.97	1	<0.000
Can a person return home to vote?	192.22	1	<0.000
Are you able to outline steps to vote?	853.12	1	<0.000
Able to get at least 6 of those steps right	374.45	1	<0.000
Aware of option to do something if noticed a mistake on the list posted by EC	4.80	1	0.03
Is giving gifts in exchange for votes allowed?	544.97	1	<0.000
Are you aware of candidates giving gifts in exchange for votes?	43.24	1	<0.000

Do candidates find out who voted for them?	19.22	1	<0.000
Are candidates allowed to find out who voted for them?	359.51	1	<0.000
Did anyone in your household have help voting?	616.24	1	<0.000
Do you feel free to vote for whoever you chose?	768.88	1	<0.000
Did anyone influence who you voted for?	417.80	1	<0.000
Are women as skilled as men at being politicians?	512.22	1	<0.000

Media consumption (unaided recall)

A summary of the question asked and supporting statistics are provided (Table 21), showing results from statistical analysis of responses for media awareness questions. Chi square values (X^2), degrees of freedom (DF) and significance level (P) are shown. Tests with statistically significant results, i.e. where $P \leq 0.05$, are shaded in grey.

Table 21. Table showing unaided media consumption questions aligned to statistical values.

Test	X^2	DF	P
Recall any information from the election (unaided recall)	2.83	1	0.09
Did the message influence what you did?	357.96	1	<0.000
Do you have access to a mobile phone?	4.43	1	0.04
Do you listen to the radio?	94.26	1	<0.000
Do you read the newspaper?	58.68	1	<0.000
Do you have use the Internet?	895.24	1	<0.000
Do you remember awareness groups visiting your community?	2.11	1	0.15
Do they remember seeing postures/brochures/videos?	133.70	1	<0.000

Media consumption (aided recall)

Results from statistical analysis of responses for prompted media awareness questions are included (Table 22). Table 22 shows summary of the question asked, and supporting statistics. Chi square values (X^2),

degrees of freedom (DF) and significance level (P) are shown. Tests with statistically significant results, i.e. where $P \leq 0.05$, are shaded in grey.

Table 22. Table showing aided media consumption questions aligned to statistical values.

Test	χ^2	DF	P
<u>General Population</u>			
Did you hear anything about biometric voting registration?	25.97	1	<0.000
Did they remember hearing anything about omissions and objections?	0	1	1
Do they remember hearing anything about how to vote?	42.92	1	<0.000
Do they remember hearing anything about why they should vote?	25.97	1	<0.000
Do they remember hearing anything about election offences?	120.12	1	<0.000
Which form of communication do you trust the most?	212.48	1	<0.000
Which medium is the best way for SIEC to communicate?	282.32	1	<0.000

ANNEX 3 – LESSONS LEARNED

This section outlines a number of the key lessons learned from the project. This includes both characteristics of the project that worked well, such as the collaborative approach used throughout, as well ways to improve the overall outcomes.

Overall

- The collaborative approach between project partners was instrumental in the success of the survey. Close consultation with the SIEC and UNDP through the redesign and piloting of the survey, was critical in ensuring the survey outputs were relevant, applicable, and implementable
- The engagement of SIEC and UNDP staff during enumerator training was important in ensuring all Sustineo staff had a strong understanding of SIEC's scope of work, the survey objectives, and the VAPs
- The survey collected a wealth of qualitative data, transcribed by enumerators in response to open-ended questions aimed at validating response to other questions. While we believe that the integration of qualitative data into the final report would have provided a valuable narrative, time and budgetary constraints for the project made it unrealistic to do so in this case. However, we recommend that future research/projects do so, and that project scope is amended to allow for this
- The survey conduct was appropriate in length for both enumerator and respondents, averaging between 20-25 minutes. If additional questions were to be added, however, this would present challenges regarding timing and respondent engagement.

Logistics

- Working closely with the NSO to help identify EAs and approach to sampling was useful. However, in the field challenges emerged with regard to the difference between expected household and population numbers from the 2009 Census and the reality on the ground. In future conduct of similar surveys, it would be useful at the planning stage to validate the estimated expected populations for EAs or integrate this potential variability into the approach to sampling
- Assistance from SIEC staff and engagement of community liaison officers contributed significantly and positively to fieldwork. Further, letters signed from the Chief Electoral Officer and service announcement messages via SIBC ensured that the communities we visited were expecting us, and were welcoming of the enumeration teams and the purpose of the survey.

Survey objectives

- Multiple project objectives were fulfilled through this survey. While discussion between SIEC, UNDP and Sustineo led to a finalised survey which achieved key priorities for SIEC and UNDP, in the future similar surveys could benefit from a division into two separate surveys (as discussed in

Recommendation 3, Part 2: Summary of Findings and Recommendations). Specifically, undertaking a conventional KAP survey could provide a more detailed breakdown of what people think, what they feel and how they act for specific issues and themes of interest. This would also create a more extensive baseline data set than was possible in the scope of this survey. Similarly, a stand-alone evaluation could have also gone into greater depth with questions asked, and therefore potentially provided more insight into voter knowledge, beliefs, and behaviours

- The Database of Survey Responses (Annex 4) provides a summary of responses to each survey question, further broken down by key demographic groups; gender (female/male), age group (18-26, 26-40, 41+) and location (urban/rural). Meaningful results obtained by comparing responses within demographic groups to all survey responses are presented throughout the report. Annex 4 displays what portion of each demographic comprised the total of each survey response. A key point is that a single response (a respondent) will be recorded in each demographic cluster; gender, age group and location. In addition, it is important to note that in most cases where one group within a demographic cluster seems to comprise a larger portion of a particular response (for example, 76% of respondents aged 41+ were from rural areas), this is a result of a larger sample within that group (that is, many more samples from rural areas) and not statistical significance (not because people in the older age group are more likely to live in rural areas). That is, the data is not meaningful because respondents meet multiple criteria and when disaggregated the sample sizes are low. This data does, however, provide an interesting baseline against which future surveys can be compared. Ideally, for the same analysis to be meaningful for future surveys, there would be a larger sample size (so that the portions within a response are large enough to be their own sample size, calculated using the same method outlined in Annex 1 – Determining Sample Size) or a smaller sample could be collected and analysed using a non-parametric test such as the Kruskal-Wallis test (acknowledging that this type of test is less reliable and consequently so is the data outcome).
- The period between the NGE and the conduct of the survey presented a challenge for respondent's recall of the VAPs. The next evaluation of the VAPs should be conducted closer to the time of the election. Conducting the VAPs closer to election time may have also produced more useful findings and insights around NGO/CSO recall.

Survey questions

While the finalised survey was subject to a rigorous piloting and testing process, there are a number of areas which could either be adjusted or expanded upon. This section lists a range of potential changes and the rationale behind them.

- **Define with enumerators a common understanding of 'household' (Survey Information)** – while this information was not a central part of the survey questions, in the field enumerators and respondents had different understandings of what a 'household' constituted. For example, to some people it meant ancestral home/location, whereas to others it meant present home/location. A common understanding would assist with recording up-dated demographic data in the EAs the survey visits, and potentially inform the NSO of changes that have occurred since the 2009 Census

- **Refine survey response categories on the Enumerator Response Form (Questions 6, 15, 16)** – these categories were intended to make data collection more time efficient. While this was successful, the further revision of the categories, and potential expansion of response options, would provide more detailed information to SIEC
- **Develop a more nuanced understanding of what ‘personal benefit’ constitutes (Question 15)** – this category was largely considered to include the receipt of material goods as a motivator for voting. However, it was also considered by some respondents to include benefit for the family. While the divide between individual, family and community benefit is difficult to separate, the addition of a ‘family benefit’ option could assist with some degree of differentiation
- **Additional candidate sponsored transport question (in addition to Questions 17 and 18)** – the survey identified useful findings related to the extent of candidate-related transport. Anecdotally, respondents noted that a lot of people would not be able to afford to travel to vote if those costs were not covered. A question seeking to investigate whether respondents feel they would be able to afford to vote, if transport was not provided for them, would be informative for SIEC in designing any VAPs aimed at addressing this issue
- **Revise the question regarding influence (Question 21)** – the question, as it stands, was decided on as the best way to identify key influencing factors on a person’s voting behaviour, as well as validate their response to question 20. A possible revision could be ‘What influences who you choose to vote for?’ as this is less prompting than the current form
- **While there was likely underreporting of respondents acknowledge of vote buying it is still a worthwhile question to ask** – as discussed in the main text, acknowledgment of vote buying is often under-reported. However, the question will provide a useful basis for on-going assessment of progress and can be used as a comparison point with Question 15, providing ‘personal benefit’ is more clearly defined as a category.
- **Clarify the SIEC response group** – as discussed in the main text, the SIEC grouping included both those from awareness groups as well as other SIEC staff working at, for example, the Registration Centre or Polling Station. Where SIEC is referred to, the respondent should then identify where and when they engaged with SIEC. The question structure and enumerator guidance during training should be amended to ensure this
- **Differentiate between vote buying and the provision of gifts** – Vote buying remains an issue for SIEC with a number of respondents anecdotally noting that the challenge was culturally embedded with voters expecting the provision of ‘thanks’ from the candidate in return for their vote. For future surveys, if possible it would be useful to differentiate between vote-buying through an exchange of a bribe as opposed to the promise of ‘thanks’ and gifting of material goods after being elected
- **Add ‘I don’t know’ as a response option to Question 13** – this would provide a clearer idea of respondents who did not know any of the steps to vote, or did not respond
- **Be sensitive to the developing types of media consumption in the Solomon Islands** – media consumption is constantly changing worldwide, including in the Solomon Islands. Consideration of

TV as a communication medium could be made in the future, in addition to being aware and monitoring the growth of Internet access and use

- **Further exploration could be given to identifying the awareness groups that people recalled** – as noted in the main text, there was low recall of NGO/CSO groups. More questions could have been asked of respondents to identify these groups, through both aided and unaided approach questions. In addition, recall of specific awareness groups is likely to be improved by minimising the time delay between the NGE and conduct of data collection.
- **Seek further information regarding respondents most trusted information sources and perceived best way to communicate with them (Questions 66 and 67)** – it would be useful to investigate in further detail why respondents indicated the particular communication source that they did as being most trusted or most effective. This would provide an opportunity to identify potential social desirability bias.

ANNEX 4 – DATABASE OF SURVEY RESPONSES

This section includes Table 23 which outlines what portion of each demographic comprised the total of each survey response; gender (female/male), age group (18-26, 26-40, 41+) and location (urban/rural). Responses are given as absolute values (N) and percentages of the total (i.e. for 'Which range does your age fit within', 141 respondents were female ages 18-25, which represented 51.27% of all respondents in that age group). As noted on page 54, the data in Table 23 is not meaningful (each respondent fulfils multiple criteria, and the samples are too small and could be random) but could provide an interesting baseline for future surveys.

*Question has total values only and is not broken down by demographic - the most popular responses between these demographic groups did not differ so the breakdown between responses for all of those surveyed is shown, rather than dividing it by demographic group.

** Question has total values only (which are contained within the report) and are not broken down by demographic - the most popular responses between these demographic groups did not differ, so the breakdown between responses for all of those surveyed is shown.

Table 23. Table showing demographic delineation (gender, age and location) of all survey responses.

Question and Responses	All Respondents		Women		Men		Ages 18-25		Ages 26-40		Ages 41+		Urban Residents		Rural Residents	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
3371046 Which range does your age fit within?																
Ages 18-25	275	20.65	141	51.27	133	48.36	n/a						66	24.00	198	72.00
Ages 26-40	560	42.04	304	54.29	254	45.36							128	22.86	414	73.93
Ages 41+	489	36.71	223	45.60	259	52.97							109	22.29	372	76.07
2361108 Observe participant gender																
Women	670	50.30	n/a				141	21.04	304	45.37	223	33.28	164	24.48	481	71.79
Men	646	48.50					133	20.59	254	39.32	259	40.09	137	21.21	495	76.63
391083 What is the highest level of education you have obtained?																
No School	156	11.71	99	63.46	57	36.54	13	8.33	44	28.21	95	60.90	43	27.56	113	72.44

Class 1-3	77	5.78	48	62.34	29	37.66	6	7.79	29	37.66	41	53.25	12	15.58	64	83.12
Class 4-6	441	33.11	244	55.33	193	43.76	51	11.56	208	47.17	179	40.59	81	18.37	350	79.37
Class 7	48	3.60	141	293.75	201	418.75	0	0.00	0	0.00	48	100.00	43	89.58	5	10.42
Form 1-3	304	22.82	99	32.57	113	37.17	99	32.57	128	42.11	73	24.01	67	22.04	137	45.07
Form 4-7	218	16.37	33	15.14	46	21.10	81	37.16	109	50.00	24	11.01	20	9.17	55	25.23
Tertiary (SOLS)	82	6.16	3	3.66	7	8.54	20	24.39	35	42.68	21	25.61	5	6.10	9	10.98
Tertiary (INT)	18	1.35	2	11.11	3	16.67	1	5.56	7	38.89	5	27.78	4	22.22	7	38.89
7351029 Where do you live?																
Rural	989	74.25	481	48.63	495	50.05	198	20.02	414	41.86	372	37.61	n/a			
Urban	303	22.75	24	7.92	14	4.62	10	3.30	20	6.60	8	2.64				
Provincial Capital	38	2.85	164	431.58	137	360.53	66	173.68	128	336.84	109	286.84				
5310917 Did you register to vote for the national general election last year?																
Yes	625	50.00	611	48.88	261	20.88	232	18.56	452	36.16	270	21.60	441	35.28		
No	45	56.25	35	43.75	14	17.50	29	36.25	37	46.25	32	40.00	47	58.75		
391085 If you did not register to vote, why did you not want to register?																
**see report (pg 26)																
410921 A) Can you tell me where you registered to vote? B) Did you vote in the same place as you registered? C) If response is 'NO', where was it?																
Registered and voted in same constituency but different voter registration and polling stations	100	7.51	34	34.00	66	66.00	23	23.00	42	42.00	35	35.00	18	18.00	77	77.00
Registered and voted in the same place	1011	75.90	518	51.24	478	47.28	207	20.47	428	42.33	371	36.70	171	16.91	808	79.92
Registered but did not vote	44	3.30	23	52.27	21	47.73	12	27.27	23	52.27	9	20.45	17	38.64	26	59.09
Registered in Honiara and voted in home constituency	93	6.98	47	50.54	45	48.39	19	20.43	37	39.78	36	38.71	65	69.89	27	29.03
Did Not Respond	2	0.15	1	50.00	1	50.00	0	0.00	1	50.00	1	50.00	0	0.00	2	100.00
8390921 How old does a person have to be before they can register to vote?																
Correct	1096	82.28	520	47.45	564	51.46	230	20.99	466	42.52	395	36.04	264	24.09	798	72.81

Incorrect	233	17.49	148	63.52	81	34.76	45	19.31	93	39.91	94	40.34	39	16.74	189	81.12
1390923 When the Electoral Commission workers came and posted up the list of registered voters, did you go and check the list for your name?																
Yes	1161	87.16	569	49.01	577	49.70	236	20.33	499	42.98	420	36.18	258	22.22	872	75.11
No	72	5.41	44	61.11	27	37.50	22	30.56	28	38.89	22	30.56	13	18.06	52	72.22
3380923 If you registered but your name is not on the list, or you see the name of someone who should not be on the list, can you do anything about it?																
Yes	646	48.50	293	45.36	343	53.10	127	19.66	274	42.41	242	37.46	172	26.63	458	70.90
No	500	37.54	279	55.80	216	43.20	119	23.80	208	41.60	171	34.20	100	20.00	378	75.60
9391072 If 'YES', What can a person do about it?																
**see report (pg 21-22)																
9391073 Are the people who belong to your community but stay in town allowed to come home to vote in your constituency?																
Yes	915	68.69	421	46.01	483	52.79	184	20.11	388	42.40	339	37.05	195	21.31	696	76.07
No	274	20.57	160	58.39	111	40.51	56	20.44	115	41.97	102	37.23	75	27.37	188	68.61
5320923 Can you please tell me what you do once you reach the polling station on election day? What are the steps you follow to cast your vote.																
**see report (pg 20)																
410923 Did you vote in the national general election last year?																
Yes	1190	95.12	588	49.41	586	49.24	245	20.59	502	42.18	437	36.72	247	20.76	905	76.05
No	53	4.24	31	58.49	22	41.51	13	24.53	26	49.06	14	26.42	21	39.62	31	58.49
5310927 If you DID NOT VOTE in the election last year, why didn't you want to vote?																
**see report (pg 26-27)																
2310968 If you DID VOTE in the election last year, why did you want to vote?																
**see report (pg 24-25)																
1400918 If you voted in the national general election last year, did you use transport provided by a candidate in order to get to the place where you voted in the Election?																
Yes	220	18.55	117	53.18	102	46.36	53	24.09	98	44.55	69	31.36	66	30.00	140	63.64
No	955	80.52	464	48.59	477	49.95	187	19.58	398	41.68	364	38.12	176	18.43	755	79.06
2390918 If you did use transport provided by a candidate to get to the place where you voted, how did you get there?																
**see report (pg 19)																
1420919 Did any candidates give gifts to people in your area in exchange for their vote?																
Yes	543	40.77	276	50.83	262	48.25	122	22.47	241	44.38	179	32.97	104	19.15	411	75.69

No	701	52.63	344	49.07	348	49.64	133	18.97	288	41.08	276	39.37	182	25.96	507	72.33
2310975 Do you feel free to vote for whoever you choose?																
Yes	1144	85.89	502	43.88	557	48.69	233	20.37	482	42.13	423	36.98	238	20.80	870	76.05
No	104	7.81	57	54.81	47	45.19	19	18.27	46	44.23	39	37.50	31	29.81	69	66.35
1410921 A) Was it your own decision to vote for the candidate you voted for or did anyone influence you? B) If someone did influence you, who was it?																
**see report (pg 24)																
7351048 If you voted in the national general election last year, were you influenced to vote because of gifts given to you or people you know?																
Yes	117	9.83	62	52.99	53	45.30	40	34.19	49	41.88	27	23.08	13	11.11	96	82.05
No	1055	88.66	513	48.63	529	50.14	200	18.96	444	42.09	406	38.48	230	21.80	795	75.36
9430923 Was there any bad feeling, disagreements or conflict that made you fear for your families safety or fear for your own safety during the election period last year?																
Yes	401	30.11	209	52.12	189	47.13	97	24.19	170	42.39	134	33.42	47	11.72	334	83.29
No	844	63.36	416	49.29	416	49.29	162	19.19	351	41.59	325	38.51	220	26.07	604	71.56
3371054 Did anyone in your household get assistance in marking their ballot paper at the polling station?																
Yes	157	11.79	76	48.41	80	50.96	27	17.20	59	37.58	71	45.22	34	21.66	123	78.34
No	1128	84.68	570	50.53	544	48.23	237	21.01	482	42.73	403	35.73	254	22.52	834	73.94
5320926 If someone in your household got assistance in marking their ballot paper, who helped them?																
**see report (pg 23)																
3340925 In your understanding, after the election do candidates find out who voted for them?																
Yes	386	28.98	173	44.82	208	53.89	70	18.13	176	45.60	137	35.49	70	18.13	301	77.98
No	742	55.71	390	52.56	342	46.09	177	23.85	305	41.11	257	34.64	189	25.47	529	71.29
1400925 If candidates do find out who voted for them, how do they find out?																
**see report (pg 24)																
9430920 Is it allowed for candidates to find out who voted for them?																
Yes	123	9.23	69	56.10	54	43.90	35	28.46	59	47.97	29	23.58	16	13.01	102	82.93
No	1017	76.35	493	48.48	510	50.15	202	19.86	425	41.79	385	37.86	247	24.29	743	73.06
1420923 Are candidates allowed to provide gifts or other material payment to voters in exchange for their vote?																
Yes	108	8.11	60	55.56	47	43.52	29	26.85	51	47.22	28	25.93	8	7.41	96	88.89
No	1089	81.76	525	48.21	551	50.60	217	19.93	452	41.51	415	38.11	271	24.89	788	72.36

7390921 | Do you recall any information you heard during last year's election period about the national general election?

Yes	579	43.47	260	44.91	314	54.23	110	19.00	240	41.45	228	39.38	131	22.63	426	73.58
No	640	48.05	348	54.38	284	44.38	151	23.59	279	43.59	206	32.19	149	23.28	473	73.91

3400925 | Where did you come across the information about the national general election?

**see report (pg 34)

7400921 | What message or information do you remember about last year's general election?

**see report (pg 34)

8440922 | Were you influenced by this message in terms of what you did?

**see report (pg 33)

7470915 | If so, how did it influence what you did?

**see report (pg 33)

4390926 | Do you have access to a mobile phone?

Yes	703	52.78	336	47.80	357	50.78	151	21.48	315	44.81	234	33.29	240	34.14	428	60.88
No	622	46.70	330	53.05	286	45.98	123	19.77	243	39.07	253	40.68	61	9.81	556	89.39

4400926 | Do you listen to the radio?

Yes	484	36.34	194	40.08	282	58.26	88	18.18	198	40.91	194	40.08	150	30.99	328	67.77
No	840	63.06	471	56.07	361	42.98	186	22.14	360	42.86	292	34.76	150	17.86	656	78.10

1410930 | Why do you not listen to the radio?

No access	693	87.39	390	56.28	297	42.86	149	21.50	295	42.57	246	35.50	79	11.40	581	83.84
No interest	66	8.32	41	62.12	24	36.36	19	28.79	27	40.91	20	30.30	44	66.67	20	30.30
No reception	20	2.52	13	65.00	7	35.00	4	20.00	7	35.00	9	45.00	8	40.00	12	60.00
Other	14	-98.23	2	14.29	11	78.57	1	7.14	8	57.14	6	42.86	6	42.86	10	71.43

7390923 | What radio stations do you listen to?

SIBC	454	95.38	180	39.65	266	58.59	70	15.42	191	42.07	189	41.63	129	28.41	319	70.26
Paoa	8	1.68	4	50.00	4	50.00	7	87.50	0	0.00	1	12.50	7	87.50	1	12.50
z fm	8	1.68	3	37.50	5	62.50	4	50.00	4	50.00	0	0.00	6	75.00	1	12.50
Other	6	1.26	2	33.33	4	66.67	1	16.67	2	33.33	3	50.00	4	66.67	3	50.00

8450925 | What time in the day do you usually listen?

**see report (pg 29-30)

4410926 | Do you read the Newspaper?

Yes	522	39.19	221	42.34	293	56.13	112	21.46	233	44.64	174	33.33	201	38.51	298	57.09
No	801	60.14	443	55.31	350	43.70	162	20.22	323	40.32	313	39.08	100	12.48	684	85.39

8440923 | Why do you not read the newspaper?

No interest	55	7.32	35	63.64	27	49.09	15	27.27	26	47.27	21	38.18	28	50.91	31	56.36
No access	597	79.49	328	54.94	265	44.39	120	20.10	245	41.04	230	38.53	21	3.52	564	94.47
Can't read	86	11.45	55	63.95	27	31.40	10	11.63	20	23.26	45	52.33	42	48.84	43	50.00
Other	13	1.73	-2	-15.38	10	76.92	2	15.38	11	84.62	4	30.77	1	7.69	6	46.15

4400928 | Which newspaper(s) do you read?

Island Sun	109	20.92	46	42.20	61	55.96	24	22.02	46	42.20	37	33.94	61	55.96	47	43.12
Solomon Star	518	99.42	219	42.28	291	56.18	112	21.62	232	44.79	171	33.01	200	38.61	295	56.95
Sunday Isles	12	2.30	7	58.33	4	33.33	2	16.67	3	25.00	5	41.67	8	66.67	3	25.00

4420922 | How many days per week do you read that paper?

**see report (pg 30)

1400928 | Do you use the Internet?

Yes	117	8.78	43	36.75	73	62.39	44	37.61	51	43.59	21	17.95	58	49.57	54	46.15
No	1201	90.17	620	51.62	566	47.13	230	19.15	505	42.05	461	38.38	243	20.23	924	76.94

440923 | How do you access the Internet?*

Work computer	30	26.55
Home computer	11	9.73
Phone	83	73.45
Other	5	4.42

6420922 | What do you use the Internet for?*

Work	23	20.18
Information searches	75	65.79
News	33	28.95
Social media	55	48.25

Entertainment	19	16.67															
1420927 Did any awareness groups visit your community last year about the election?																	
Yes	691	51.88	330	47.76	350	50.65	130	18.81	309	44.72	247	35.75	164	23.73	503	72.79	
No	511	38.36	272	53.23	235	45.99	123	24.07	202	39.53	185	36.20	98	19.18	397	77.69	
5330930 Which awareness groups did you see?																	
**see report (pg 40-41)																	
5340922 Did you see any posters/brochures or video about the general election last year?																	
Yes	866	65.02	405	46.77	438	50.58	184	21.25	361	41.69	317	36.61	209	24.13	635	73.33	
No	402	30.18	221	54.98	178	44.28	83	20.65	178	44.28	139	34.58	85	21.14	299	74.38	
7400928 What was the poster/brochure/video about?																	
**see report (pg 34)																	
4410930 During last year's election period, did you hear anything about the new registration system (Biometric Voting Registration)?																	
Yes	763	57.28	344	45.09	411	53.87	139	18.22	320	41.94	301	39.45	187	24.51	552	72.35	
No	498	37.39	283	56.83	209	41.97	128	25.70	210	42.17	157	31.53	103	20.68	379	76.10	
4500916 What was the message?																	
**see raw data for range of responses																	
1400931 Where did you hear that message?																	
**see report (pg 34)																	
7400933 During last year's election period, did you hear anything about omissions and objections, meaning the period where the Electoral Commission put up the list for them to check their names?																	
Yes	545	40.92	241	44.22	295	54.13	105	19.27	232	42.57	205	37.61	128	23.49	401	73.58	
No	691	51.88	371	53.69	315	45.59	162	23.44	286	41.39	240	34.73	163	23.59	504	72.94	
5410928 What was the message?																	
**see raw data for range of responses																	
4410933 Where did you hear that message?																	
**see report (pg 34)																	

440928 | During last year's election period, did you hear anything about how to vote?

Yes	782	58.71	394	50.38	379	48.47	167	21.36	331	42.33	280	35.81	189	24.17	568	72.63
No	467	35.06	231	49.46	230	49.25	103	22.06	196	41.97	166	35.55	100	21.41	352	75.37

9530923 | What was the message?

**see raw data for range of responses

8430934 | Where did you hear that message?

**see report (pg 34)

440929 | During last year's election period, did you hear anything about WHY YOU SHOULD VOTE?

Yes	754	56.61	337	44.69	403	53.45	147	19.50	313	41.51	289	38.33	203	26.92	531	70.42
No	480	36.04	286	59.58	193	40.21	116	24.17	204	42.50	159	33.13	89	18.54	371	77.29

5420930 | What was the message?

**see raw data for range of responses

4410937 | Where did you hear that message?

**see report (pg 34)

6420929 | During last year did you hear anything about election offences, what not to do during the election, penalties or how your vote is kept secret?

Yes	867	65.09	403	46.48	456	52.60	172	19.84	368	42.45	325	37.49	212	24.45	624	71.97
No	374	28.08	209	55.88	159	42.51	88	23.53	154	41.18	129	34.49	79	21.12	286	76.47

9510930 | What was the message?

**see raw data for range of responses

7370934 | Where did you hear that message?

**see report (pg 34)

8440928 | In your opinion, which source of information do you trust the most?*

Face-to-Face Awareness

(SIEC)	877	66.24
Radio	413	31.19
Phone/SMS	170	12.84

Posters	98	7.40														
Newspaper	71	5.36														
Video	70	5.29														
Internet	9	0.68														
Brochure	23	1.74														
7400936 In your opinion, which is the best way for SIEC to communicate with you?*																
Face-to-Face Awareness (SIEC)	976	73.77														
Radio	390	29.48														
Phone/SMS	125	9.45														
Posters	87	6.58														
Newspaper	88	6.65														
Video	32	2.42														
Internet	9	0.68														
Brochure	9	0.68														
8390931 Do you think women are as skilled at being politicians as men?																
Yes	1082	81.23	546	50.46	523	48.34	214	19.78	466	43.07	396	36.60	242	22.37	808	74.68
No	190	14.26	91	47.89	97	51.05	44	23.16	76	40.00	70	36.84	41	21.58	144	75.79
5320933 What would a women candidate need to win in their constituency?																
**see report (pg 28)																

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