

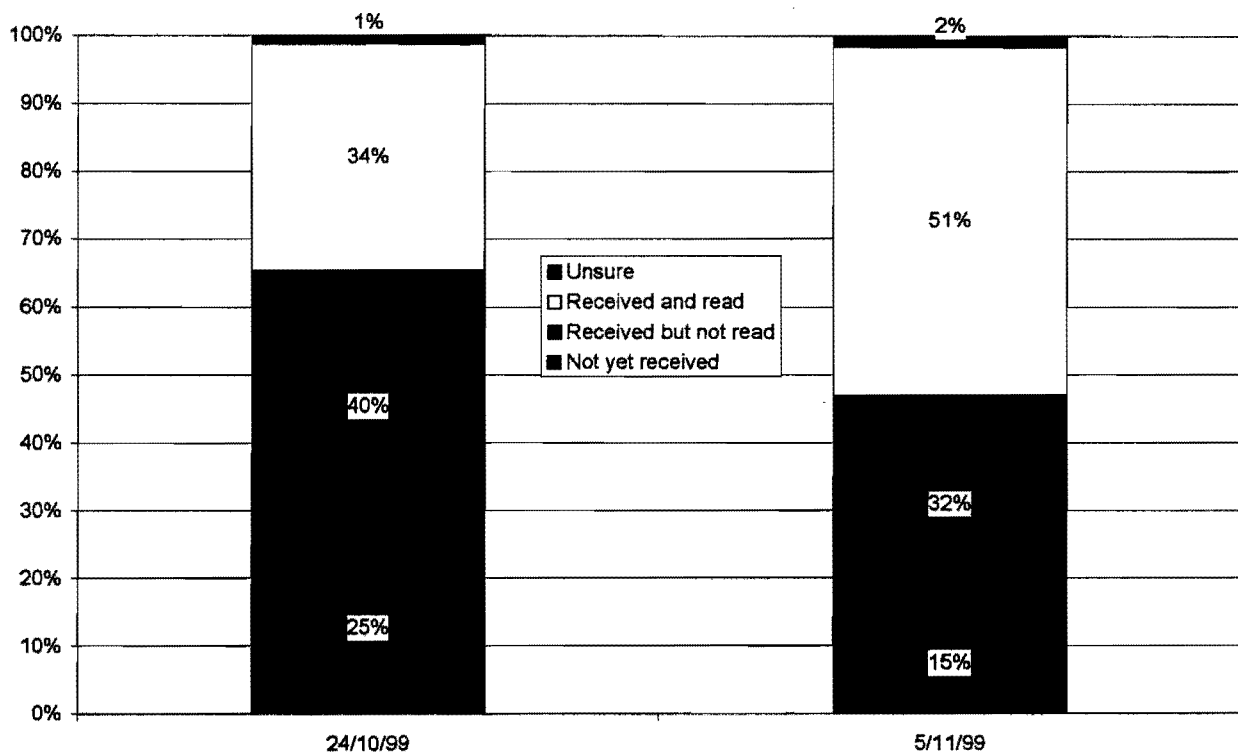
3.2.6 The Yes/No pamphlet

Respondents were read a description of the Yes/No pamphlet and asked which of the following statements applied to them:

- I have not received this booklet yet;
- I have received this booklet but I have not read it;
- I have received this booklet and I have read some or all of it.

Results are summarised in the chart below.

Yes/No Pamphlet



Delivery of the pamphlet had not been completed when this question was first asked. As expected, the proportion of

respondents reporting non-delivery decreased. Indeed, in the final tracking survey, over 80% of respondents reported that they had received this pamphlet. An even more pleasing result is that 51% of respondents reported that they had not only received a Yes/No pamphlet but they had also read some or all of it. These results are very high by commercial standards and give the lie to the claim that this is a low interest campaign.

These results are markedly better than in 1998 when only one third of respondents recalled receiving the AEC booklet. This improvement is probably due to the fact that the AEC was required to send *individually addressed* pamphlets to every elector in the lead up to the Referendum. At Federal Elections this requirement is not in effect, and information pamphlets are distributed by the AEC to households, rather than sent by the AEC to individuals.

Overall, the research suggests that distribution of the booklet was relatively uniform, notwithstanding the logistical difficulties in printing and dispatching such a large number of booklets. The only exceptions to this rule were as follows:

- Voters in Tasmania were less likely than those in other states to report that they had received the pamphlet (68% compared to the national average of 79%).
- Males were more likely than females to say that they had not yet received a copy of the Yes/No pamphlet.

- Respondents who did not live in a state capital were more likely than those who did to report that they had not yet received a copy of the Yes/No pamphlet.

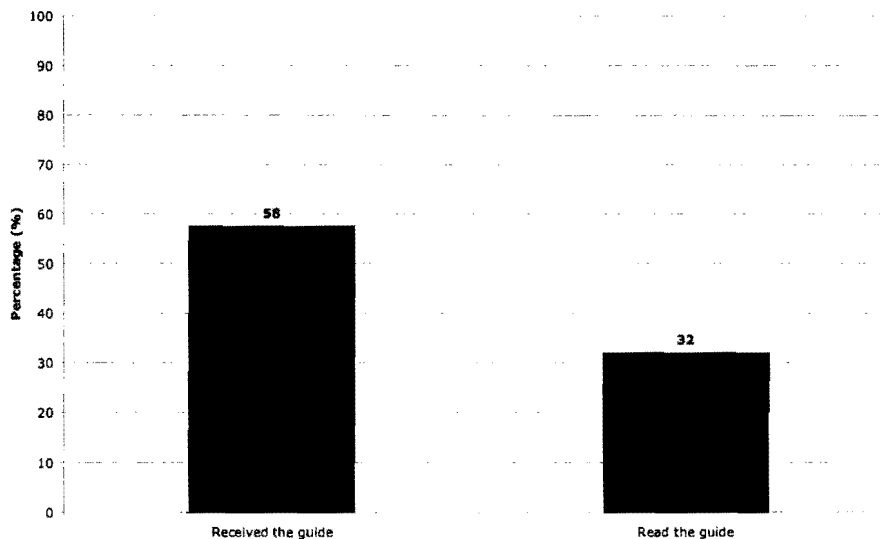
The gender difference is no doubt more apparent than real, with men typically less likely to act as the primary gatekeeper where mail is concerned and less likely to recall print communication. However, the geographical differences are of some concern, and may reflect genuine delays in delivery.

9.8 AEC Official Guide to the 2007 Federal Election

In the weeks preceding the 2007 federal election, every household was sent a booklet entitled "Your Official Guide to the 2007 federal election" (the Guide). This booklet contained information about the election date, opening hours of polling places, early voting options, how to find a local polling place, how to complete ballot papers, and changes to electoral boundaries (in relevant States and Territories).

As shown in Figure 128, 58% of respondents recalled receiving the Guide, with 32% having read it (i.e. 56% of those who recall receiving it). These results are comparable with those from the 2004 research, in which 57% of respondents recalled receiving the Guide, with 29% having read it (i.e. 50% of those receiving it, read the Guide).

Figure 128. Proportion who received and read the Guide (n=1,276)



Q 'Did you receive a guide in your letter box from the Australian Electoral Commission called "Your official guide to the 2007 federal election", which has a man voting in a rural setting, the purple AEC logo on the front and the line "Your vote is a valuable thing"?'