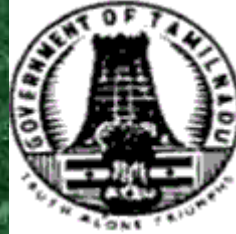


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ENDLINE SURVEY OF KNOWLEDGE, ATTITUDE, BEHAVIOUR AND PRACTICE OF VOTERS IN TAMIL NADU



EVALUATION AND APPLIED RESEARCH
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PREFACE

In the General Assembly Elections held in Tamil Nadu in April 2011, the Election Commission had taken proactive steps viz., Systematic Voters' Education and Electoral Participation Programme (SVEEP) with a view to improve the Knowledge, Attitude, Behaviour and Practice (KABP) of Electors so as to conduct the poll without fear and favour. In this Election best ever turnout (78%) was achieved. In order to know the outcome of the SVEEP in changing the voting behaviour it was felt imperative to conduct an Endline Survey throughout Tamil Nadu.

The Survey was meticulously planned by enlisting the cooperation of District Administration with the able guidance of the Chief Electoral Officer to collect data from 5000 sample electorates representing high and low voter turnout Constituencies. The results of the Endline Survey were checked with certain population parameters and reliability was found to more than 90 percent. The results of the Survey broadly indicate the impact of SVEEP in voter turnout and conclusions drawn from the results will be useful in policy making.

I am thankful to Dr.R.Vijaykumar Ph.D., I.A.S., the Additional Chief Secretary to the Government, (Planning & Development), Planning, Development and Special Initiatives Department for granting permission to this Department to take up the Endline Survey. I am indebted to Thiru Praveen Kumar I.A.S., Chief Electoral Officer and Principal Secretary to Government, Public (Elections) Department for his guidance at different stages of the Survey. I am thankful to Tmt P.Amutha I.A.S., then Additional Chief Electoral Officer, Public (Elections) Department for showing keen interest in selecting the sample Constituencies, deciding the sample size and framing the questionnaire. I am grateful to Thiru D.Raajendiran I.A.S., Special Chief Electoral Officer, Public (Elections) Department in coordinating with DEAR for completing the task successfully.

I am thankful to the District Collectors of the sample Constituencies for deputing 40 locally available graduates to collect the primary data simultaneously throughout the State. I am also grateful to the Tahsildars (Elections) of the sample Constituencies for monitoring the Survey.

Chennai – 600 108,
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**ENDLINE SURVEY OF KNOWLEDGE,
ATTITUDE, BEHAVIOUR
AND PRACTICE (KABP) OF VOTERS IN
TAMIL NADU**

Need for the Endline Survey

The Government in the Public (Elections) Department desired to conduct a quick Endline Survey to evaluate the changes in the four core aspects viz., Knowledge, Attitude, Behaviour and Practice (KABP) of the electorates in the recently held Assembly Elections 2011 consequent to the implementation of Systematic Voters' Education and Electoral Participation Programme (SVEEP) in Tamil Nadu. (para – 1.3)

Objectives of the Endline Survey

The objectives of the Survey are as follows:

- To gauge the extent of knowledge, attitude, behaviour and practice of the voters at the time of exercising their votes;
- To ascertain the reasons for not having cast the votes if any;
- To find out the factors that had influenced the voting pattern;
- To study the effectiveness of working of Electronic Voting Machine (EVM) and using of Ballot Papers; and
- To identify hurdles, if any, in exercising the votes. (para – 1.4)

Method of Survey:

At the instance of the Chief Electoral Officer, the District Administrations had deployed 40 local graduates to collect the primary data simultaneously from all the selected 40 sample constituencies in the pre-designed questionnaire in a quick time from the sample respondents. They also collected details from the respondents who did not cast vote in the recently held Election 2011. (para – 1.6)

The Survey was monitored by Tahsildars (Elections) at the Constituency level. The services of the technical staff from the Department of Evaluation and Applied Research (DEAR) were also used to supervise the collection of data. (para – 1.6)

Sample Design

A multi-staged random sampling method was adopted. Out of total 234 Assembly Constituencies, based on percentage of votes polled, 20 high turnout constituencies and 20 low turnout constituencies were identified by the office of the Chief Electoral Officer. (para – 1.7)

Selected Sample constituencies					
Low Turnout			High Turnout		
District	Sample Constituencies	No.	District	Sample Constituencies	No.
Thiruvallur	Avadi, Madhuravoil and Madhavaram	3	Salem	Veerapandi, Sangari and Edapadi	3
Ramanathapuram	Thiruvadanai and Mudhukulathur	2	Karur	Kulithalai, Krishnarayapuram and Aravakurichi	3
Coimbatore	Coimbatore (South), Coimbatore (North) and Singanallur	3	Dharmapuri	Palakode	1
			Thiruvannamalai	Kalasapakkam, Polur and Cheyyar	3
Kancheepuram	Alandur and Sozhanganallur	2	Cuddalore	Kurinjipadi	1
Kanniyakumari	Vilavancode, Killiyur and Colachal	3	Namakkal	Komarapalayam	1
Chennai	Thiru.Vi.Ka.Nagar, Velacherry, Anna Nagar, Kolathur, Mylapore and Harbour	6	Kancheepuram	Uthiramerur	1
			Pudukottai	Viralimalai	1
			Dindigul	Ottanchatram, Natham and Athur	3
Tirunelveli	Palayamkottai	1	Nagapattinam	Kilvellur and Vedarnayam	2
			Vellore	Arcot	1
Total		20	Total		20

Source: Election Commission

In the second stage, from each constituency six segments were identified at random. From each segment five streets were selected and four or five households from each street were selected at random. (Para – 1.7)

In third stage, from each selected segment of the sample constituency a total number of 21 households were selected at random. In this way, a total number of 125 sample households were selected from a sample constituency. (para – 1.7)

In the fourth stage, while selecting the sample respondents representations were given to male, female, young, old, illiterate, educated,

unemployed, employed, government servants and private employees etc. From 40 Constituencies a total number of 5000 sample respondents were selected. (para – 1.7)

Orientation Training:

The survey instruments were translated into Tamil. The Department had imparted one day orientation training on 25th November 2011 to the 40 graduates selected by the District Administration to collect the primary data in the sample Constituencies. (para - 1.8)

Profile of the sample respondents (para 2.1)

Total number of respondents (40 x 125)	=	5000 (100 %)
- Male	=	2687 (54%)
- Female	=	2313 (46%)
- SHG Members	=	815 (35%)

Community-wise respondents (para – 2.2)

SC/ST	=	1096 (22%)
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Age-wise respondents (para – 2.3)

18 – 20	160 (3%)
21 – 28	834 (17%)
29 – 48	2512 (50%)
49+	1494 (30%)

Education-wise respondents (para – 2.4)

Literates	4118 (82%)
Illiterates	882 (18%)

Occupation-wise respondents (para – 2.5)

Workers	3332 (67%)
---------	------------

(Cultivators, Agri/Non-agriculture Labourers, Salaried, Business class & Artisan)

Non-workers (Students, Housewife & Dependents)	1668 (33%)
Salaried	682
- Government	210 (31%)
- Private	472 (69%)

Reliability of sample results (para – 2.6)

The accuracy of the results of sample Survey may be in the range of 90 % to 98%, when compared to certain population parameters as given in the Table.

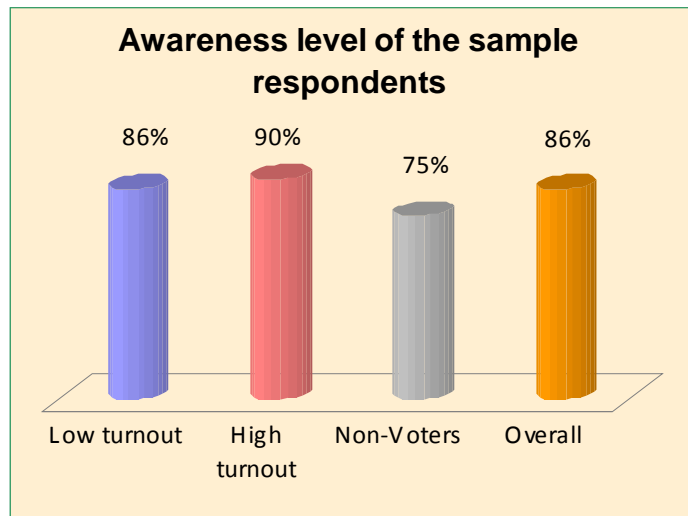
Table:-2.10 Reliability of data		
Parameter	Survey results	As per population
Increase in voting between 2006 & 2011 Elections	12%	11.8%
SC/ST population	22%	20%
Literacy	82%	80%
Source: DEAR Field Survey		

Results of the Survey

1. Awareness Level

1. Overall Awareness Level in 'Voters' Education Campaign'

Out of 5000 sample respondents, 4292 respondents (86%) were aware of the campaign. (Para – 3.1.1)



2. Relation between Awareness and Voter Turnout

The awareness level was higher at 90 percent in 'high turnout' constituencies. The proportion was lower in 'low turnout' constituencies at 86 percent and more significantly in the case of 'non voters' at 75 percent. (Para 3.1.1)

3. Sex-wise Awareness Level

In the case of males, the overall awareness level stood at 88 percent and among the females it was 84 percent. (Para -3.1.2)

4. Awareness Level between SC/STs and other communities

The awareness level with regard to the SC/ST was at 83 percent which was lower when compared to that of other communities (87%). (Para -3.1.3)

5. Influence of Literacy on Awareness Level

The overall awareness level of sample literates was 89 percent. It was significantly higher than that of sample illiterates (69%). (Para -3.1.4)

6. Awareness level by Age Group (para -3.1.5)

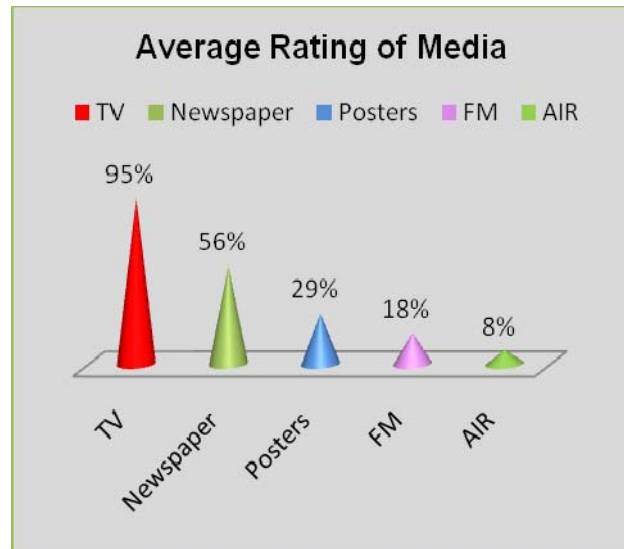
Age Group - Awareness Level

18-20	89%
21-28	90%
29-48	88%
49+	80%

II. Role of Media on ‘Voters’ Education Campaign’

1. Ranking of Media by Sex

Out of 4292 sample respondents who were aware of ‘Voters’ Education Campaign’, more than 90 per cent of males and females informed that Television played more effective role and stood first among various media in disseminating knowledge (para-3.2.2)



2. Ranking of Media by literates and illiterates

Irrespective of the educational status a significantly higher proportion (88-98%) of the sample respondents had preferred television as an effective media of the Campaign. More than 60 per cent of the sample literates had preferred Newspapers as a media for effectively carrying out the Campaign. This media stood at second place. The literates had preferred the Posters and Hoardings in the third place. In respect of illiterates FM channels had occupied second place. (Para -3.2.3)

3. Ranking of Media by SC/STs and Other Communities

Irrespective of the community all sample respondents had preferred Television in the first place and Newspapers in the second place, Posters and Hoardings in the third place and FM channels in the fourth place. (Para -3.2.4)

4. Ranking of Media by Age group

Television and Newspapers were considered as effective media of Voters' Education Campaign by different age groups of sample respondents. (Para - 3.2.5)

The proportion of sample respondents who preferred newspaper in the age group 18-20 was higher in both low (74%) and high turnout (81%) constituencies as compared to the age group of 21-28, 29-48 and 49+. (Para - 3.2.5)

The choice of the FM channels was in the third place among the age groups of 18-20 and 21-28 in low turnout constituencies, whereas the same was in the fourth position among these age groups in the high turnout constituencies. (Para -3.2.5)

III. Top Rated Messages of SVEEP by the Respondents

1. Rating of Messages in High Turnout and Low Turnout Constituencies

Among various messages, three issues occupied top three positions in influencing the voters viz., i) SVEEP messages of **'Voting is our Right and Duty'** (around 70%), ii) **Seizure of money by flying squads (50 - 60 %)** and iii) **Distribution of voters slip prior to the poll (50-75 %)**. Male and female respondents in both low turnout and high turnout constituencies had awarded top rank to these issues. (Para -3.3.1)

2. Rating of the Top Messages by Literates and Illiterates

In the case of high turnout constituencies, the sample respondents of both illiterate and literate preferred the 'Distribution of voters slip' in the First place as compared with that of other messages as an effective motivator. (para – 3.3.2)

3. Rating of the Top Messages by SC/STs and Other Communities

Irrespective of community, a higher proportion of the sample respondents in the high turnout constituencies had favoured the 'Distribution of Voters Slip' in the first place. More than two-third of them had inclined towards the message of 'Voting is our Right and Duty'. About half of the sample respondents were impacted by seizure of the money by flying squads. Less than one-fifth of the sample respondents were aware of 'voting by 49-O'. (para – 3.3.3)

IV. Awareness about ICONs

1. Overall Awareness Level

Out of the 5000 sample respondents, 67 per cent were aware of the ICONs who participated in the Voters' Education Campaign. The ratio was higher at 77 per cent in the case of high turnout constituencies as compared to that of low turnout constituencies (62%). The awareness level about the ICONs was lower among the non-voters (58%). (para – 3.4.1)

2. Awareness Level about ICONs among SC/STs

The overall awareness level belonging to other communities was at 68 per cent which was slightly higher than that of SC/ STs (65%). (para – 3.4.2)

3. Awareness Level about ICONs among Literates and Illiterates

The awareness level about the ICONs among the literates was 72 percent. It was significantly higher than that of the illiterates at 48 percent. (para – 3.4.3)

4. Awareness level among the age groups

It was highest in the age group 21-28 (78%) as compared to the age group of 18-20 (75%), the middle age group of 29-48 (70%) and the age group of 49+ (57%). (para – 3.4.4)

5. Top three ICONs Chosen by the Respondents

More than one-third of the sample respondents of low/high turnout constituencies had been impressed by the appeal of the actor Surya. The ICON occupied first place. The second place was occupied by the Ex –President A.P.J. Abdul Kalam. The Chief Electoral Officer was in the third place. (para – 3.5)

6. Top Choices of ICONs by Literates and Illiterates

On an average, these three popular ICONs together had claimed 76 per cent of the total sample illiterates. The percentage was slightly higher among the literates (79%). (para – 3.5.1)

7. Top Choices of ICONs by SC/ST People

A slightly high proportion of sample SC/ST respondents (79%) had preferred the appealing of these three ICONs as compared to that of other communities (77%). (para – 3.5.2)

8. Choices of ICONs by Age

The actor Surya was the most popular ICON admired by a higher proportion of sample respondents of the age groups 18-20, 21-28 and 29-48.

Ex- President APJ Abdul Kalam and the CEO were ranked at second and third place respectively. These two ICONs attracted a higher proportion of sample respondents of the age group 49+ as compared to other age groups. (para – 3.5.3)

V. Importance of Posters

Awareness Level

Overall awareness of posters among the respondents was higher in 'high turnout constituencies' (38%) when compared to 'low turnout constituencies' (22%) and 'non-voters' (27%). (para – 3.6.1)

The ratio was higher among the respondents of males at 32 per cent and lower at 27 per cent in respect of females. (para – 3.6.1)

The overall familiarity of posters among the SC/ST respondents (28%) was slightly lower than that of the other community (30%). (para – 3.6.2)

There was a higher familiarity of posters among the literates (32%) as compared to that of illiterates (19%). (para – 3.6.1)

VI. Location of Posters

The posters were reported to be noticed by the electorates in the road junctions and bus stands by a higher proportion of the sample respondents. (para – 3.7.1)

VII. Appealing Messages in the Posters

The most popular four messages were:-,

- ‘Proud to be a voter and ready to vote’
- ‘Mark of a responsible citizen’
- ‘My vote my future’ and
- ‘Say yes to vote and no to note’

The above messages were viewed as most appealing by 81 percent of male respondents as compared to that of females (77%). (para – 3.8.1)

In the case of sample literates the proportion ranged between 71 to 80 per cent. (para – 3.8.2)

More than 70 per cent of the sample respondents of both SC/ST and other community had preferred the above four messages. (para – 3.8.3)

VIII. Comparison of Polling in Legislative Assembly Elections 2006 and 2011

1. Male-Female Voters

Total number of sample electorates who voted in 2006 was 3694. This number had increased to 4133 in 2011 Assembly Elections indicating an increase of 12 percent. The increase of 12 per cent in the sample survey was also true when compared to the increase of voters polled from 3.29 crores in 2006 to 3.68 crores in 2011 Elections. The increase was mainly due to higher turnout from females. The increase was 14 percent in the case of sample female voters as against 10 percent in the case of males. (para – 4.2)

2. Literate/Illiterate Voters

The strength of literates voted in 2011 Elections had increased by 14 percent from 3004 in 2006 to 3423 in 2011. However, in the case of illiterates the overall increase was meager at 3 percent between 2006 (690) and 2011 Elections (710). (para – 4.2.1)

3. Age Groups

Age Groups	Increase in voters (2011 over 2006)	% to total
18 – 20	79 (New)	18
21 – 28	222	50
29 – 48	101	23
49+	37	9
Total	439	100

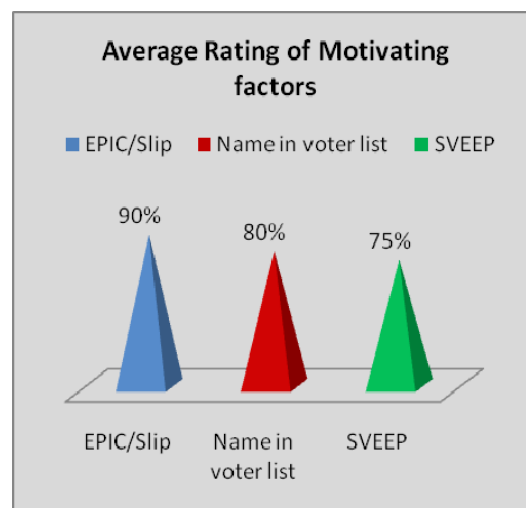
Source: DEAR Field Survey

4. Motivating Factors

Overall, having ‘EPIC card or Voter slip’ was the number one motivating factor by which more than 90 per cent of voters had exercised their franchise during 2011 General Elections. It was the case both in low and high turnout constituencies. It was prominent among females. (para - 4.3.1)

Having ‘name in the voter list’ was reported to be the second motivating factor as it accounted for more than 80 percent of the sample respondents. (para - 4.3.1)

More than three-fourth of the sample respondents had preferred SVEEP as third main factor behind their voting in 2011 General Election in both low and high turnout constituencies. (para - 4.3.1)



5. Reasons for non-voting

Out of 5000 sample respondents covered under the Survey, 867 were non-voters (17%). (para - 4.4)

As high as 54 percent of the non-voters reported that their 'name had not been found in voter list' and 'did not possess EPIC card' were the main reasons for not voting. (para - 4.4.1)

Another 32 percent reported that 'they were not present in the constituencies on polling date'. (para - 4.3.1)

About 7 percent were of the view - 'as nothing will change because of voting'. (para - 4.4.1)

Another 2 percent reported - 'did not receive voter slip on the polling day at the booth'. (para - 4.4.1)

Further 2 percent reported - 'because of their illness on polling date they could not vote'. (para - 4.4.1)

Remaining 3 percent reported - 'because of lack of faith in electoral democracy'. (para - 4.4.1)

6. Voting in Future

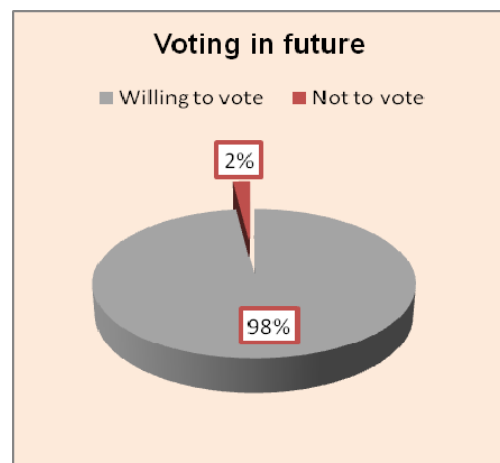
Of the total 5000 sample electorates covered in the survey, as many as 4888 (98%) reported that they would vote in the future elections. (para - 4.5)

As high as 98 percent reported that they would have to vote since it was 'their right and duty'. (para - 4.5)

Irrespective of the educational status and community, the position was the same. (para - 4.5)

112 sample respondents (2%) reported that they were not inclined to vote in the future and the reasons reported were(para - 4.5)

- i) 'nothing will change'



- ii) 'not believing in electoral democracy'

IX. Hurdles in Voting

Out of 4133 sample respondents who voted in 2011 election, 898 respondents (22%) reported that they had faced some difficulties at the time of voting. (para - 5.2)

Of the total 898 sample respondents, about 50 percent reported that there was a long queue in polling booths. (para - 5.3)

Another one-fifth of the sample respondents felt that there was no separate queue for senior citizens. (para - 5.3)

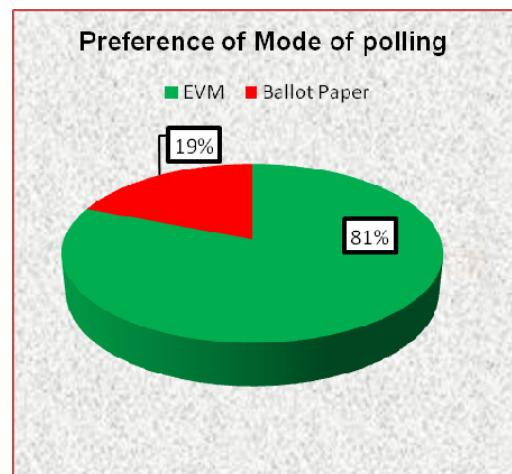
About 17 percent informed that there was non-availability of drinking water and toilet facility. (para - 5.3)

More than 10 percent reported that they found difficult in locating booth. (para - 5.3)

X. Ballot Paper Vs Electronic Voting Machine (EVM)

1. Popularity of mode of polling

Of the total sample voters 4133 who voted in 2011 General Elections, as many as 3358 voters (81%) reported that they preferred EVM. The remaining 775 voters (19%) would have preferred ballot paper. (para - 6.2.1)



Popularity of EVM was higher in the case of female voters (84%) as compared to the males (79%). (para - 6.2.1)

2. By Age Group

Cent percent of the sample respondents of the age group 18-20 preferred EVM since they voted first time in the Elections. (para - 6.2.2)

With the increase in the age among the sample respondents, there was a decline in the preference of EVM machine. (para - 6.2.2)

3. By Education

Higher proportion of sample literate (83%) had preferred EVM as compared to illiterates (73%). (para - 6.2.3)

4. By Community

Higher proportion of sample voters of other communities (83%) had preferred EVM as compared to that of SC/STs (78%). (para - 6.2.4)

5. Reasons for favouring ballot paper (as reported by 775 sample respondents) (para-6.3)

The ballot paper could not be manipulated : 77%

Using ballot paper to cast vote becomes simple : 81%.

6. Reasons for choosing EVM (as reported by 3358 sample respondents) (para-6.4)

Of the total sample voters 4133 covered in the survey, 3358 (81%) had preferred Electronic Voting Machine (EVM). (para- 6.4)

Among the males 92 percent preferred EVM, because it was simple to operate and to cast vote quickly. (para- 6.4)

The corresponding ratio, among the females was higher at 96 percent. (para- 6.4)

Around 59 percent viewed 'fast counting' as the second main reason in favour of EVM. (Table-6.9)

XI. Conclusion of the Endline Survey

The broad conclusions drawn from the Endline Survey of KABP of voters are listed out below

1.Awareness

- Awareness level about Voters' Education Campaign' was higher in high turnout constituencies.

- The awareness level among males was higher than that of females.
- Awareness level was lower among SC/ST people when compared with other communities.
- Literacy had a greater role in creating awareness about 'Voters' Education Campaign'
- The awareness level among the age group 21-28 was significantly higher in contrast to the age group 18-20, middle age and age group of 49+.

2. Ranking of Media

Television was the most powerful media in spreading the messages relating to 'Voters' Education Campaign' followed by Newspaper, FM channels, Posters and hoardings and All India radio.

3. Top Messages of SVEEP

The top three vehicles which mostly influenced the sample respondents were:- i) SVEEP message of 'Voting is our Right and Duty', ii) Seizure of money by flying squads and iii) Distribution of voter slip prior to the poll.

4. Popular ICONs

The most appealing three ICONs in SVEEP campaign were;

- i) Actor Surya;
- ii) Ex-President APJ Abdul Kalam;
- iii) The Chief Electoral Officer

Irrespective of the age Actor Surya was the most admired ICON among the sample respondents. However the Ex- President and the CEO were of the choices of the higher proportion of sample respondents of the age group 49+ as compared with others.

5. Role of Posters

- Posters had a higher influence in the awareness level in 'high turnout constituencies'
- Posters had attracted a higher proportion of males than females.

- The popularity of posters among Illiterate was lower as compared to literate.
- The proportion of SC/ST sample respondents who were familiar with the posters was lower as compared to that of other communities

6. Location of Posters

The road junctions and bus stands were important places of posters.

7. Appealing Messages

The following are four appealing messages of the Campaign by the posters:-

- i) 'proud to be a voter, ready to vote',
- ii) 'mark of a responsible citizen',
- iii) 'my vote my future' and
- iv) 'say yes to vote and no to note'.

8. Polling in Legislative Assembly Elections 2011

- Increased higher voter turnout in the case of females was a main reason for higher turnout in 2011 when compared to the performance of polling in 2006.
- Literates exercised their rights to cast votes in more numbers than the illiterates in 2011 when compared to the elections held in 2006.
- Higher participation of youths in the age group of 18-20 and 21-28 was another major reason for higher poll percentage in 2011.

9. Motivating Factors

- 'EPIC card/Voter's Slip' is the major motivating factor in the polling.
- 'Name in electoral roll' and 'SVEEP campaign' conducted by ECI were the other motivations behind the voting in 2011 General Elections.
- The influence of 'contesting candidates' and 'family / peer presence' had felt in high turnout constituencies only.

10. Major Hurdles in Voting in 2011 Elections

- There was a long queue in polling booth.
- There was no separate queue for senior citizens.
- There was non-availability of drinking water and toilet facility.

11. Voting in Future

Almost all the sample respondents reported that they would have to vote since it was 'their right and duty'.

12. Ballot Vs EVM

EVM was preferred as a mode of polling by majority because it was simple to operate and the vote was cast quickly.

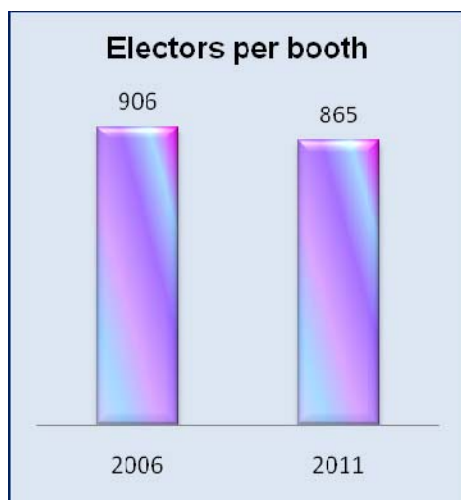
XII. Overall Conclusion

The conclusions drawn from the Endline Survey broadly indicate that Voters' Education Campaign had widely spread across the State resulting in higher voter turnout in the Tamil Nadu Legislative Assembly General Elections 2011. The main motivating factor was that having EPIC Card and distribution of Voter's slip prior to Election. There is scope to improve the polling up to 90 per cent, if cent per cent goal of inclusion of voters name in the electoral roll is achieved.

ENDLINE SURVEY OF KNOWLEDGE, ATTITUDE, BEHAVIOUR AND PRACTICE (KABP) OF VOTERS IN TAMIL NADU

1.1. Prelude

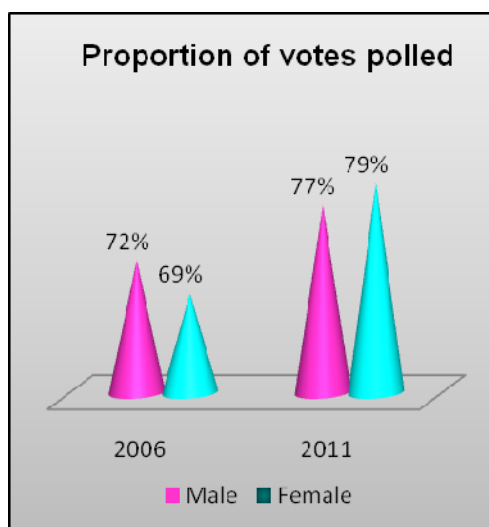
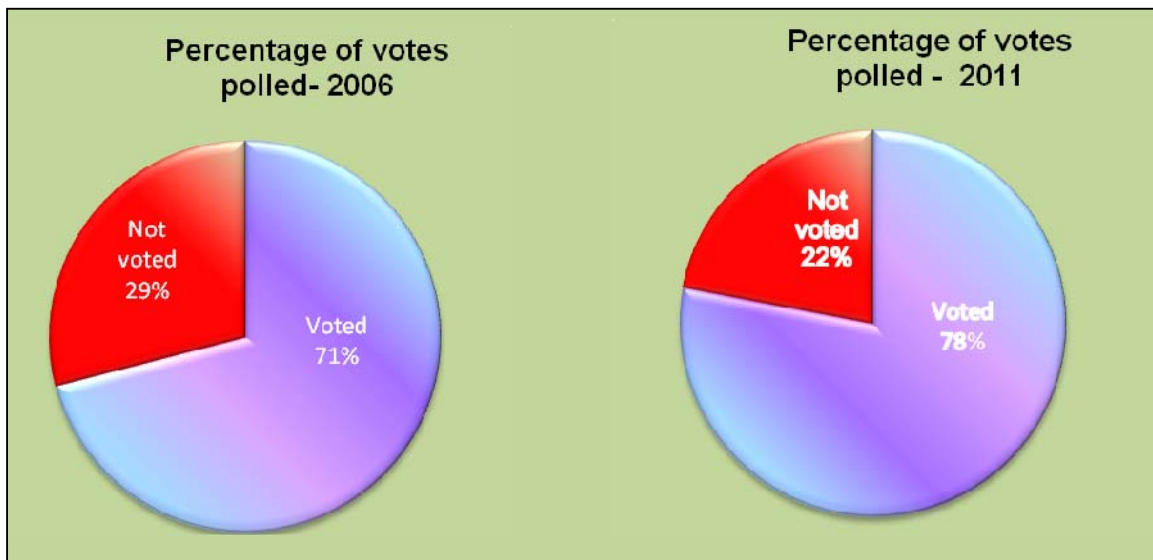
The Constitution of India guarantees the citizens of India universal suffrage or universal adult franchise i.e., the right of all adults to vote irrespective of gender, race and religion. The Fourteenth Assembly General Election was the one recently held on April 2011. The uniqueness of the latest election was that the Election Commission had taken proactive steps viz., Systematic Voters' Education and Electoral Participation Programme (SVEEP) with a view to improve the Knowledge, Attitude, Behaviour and Practice of the electors so as to conduct the poll without fear and favour. Under this programme, the electors had also adequately been educated to understand the importance of voting and to exercise the Constitutional rights without fail. Consequently, the people of Tamil Nadu had exercised their right to vote in large numbers in the General Elections held on April 2011.



1.2. Trend in Voting Pattern in recent Tamil Nadu General Assembly Elections

In Tamil Nadu there are totally 234 Assembly Constituencies. The total number of polling stations set up for Tamil Nadu Assembly Elections 2006 was 51450. For ensuring smooth election to Tamil Nadu Assembly during 2011, the Election Commission had increased the number of the same to 54314. On an average one

polling station had enabled to cast vote of 906 persons in 2006 and the same in 2011 was 865, implying that easy accessibility of booths to electors. Of the total electors in roll numbering 4.66 crores in 2006, the number of persons exercised their franchise was at 3.29 crores (70.6%). However, in 2011 General Elections as against the total number in electoral roll at 4.70 crores, the total number of electors exercised their votes was 3.68 crores (78.1%). It may be noted that the percentage was the best ever turn-out since the inception of democratic system. The percentage of voting among the districts ranged from 68 percent in Chennai to 86.1 per cent in Karur districts.



Of the total female electors in roll in 2011 Elections, the proportion of female (79%) who cast their vote had outweighed the proportion of males (77%). It was the reverse in the case of 2006 General Elections. The respective proportions stood at 69 and 72 per cent respectively.

1.3. Need for the Endline Survey:

The Government in the Public (Elections) Department desired to conduct a quick Endline Survey to evaluate the changes in the four core aspects viz., Knowledge, Attitude, Behaviour and Practice of the electorate in the recently held Assembly Election 2011 consequent to the implementation of Systematic Voters' Education and Electoral Participation Programme (SVEEP) in Tamil Nadu.

1.4. Objectives of the Survey:

The main aim of the Endline Survey is to utilize the results to provide feedback to the Election Commission for the pro-active measures taken in the Assembly Elections 2011 in Tamil Nadu. The objectives of the Survey are as follows:

- To gauge the extent of knowledge, attitude, behaviour and practice of the voters at the time of exercising their votes;
- To ascertain the reasons for not having to cast the votes if any;
- To find out the factors that had influenced the voting pattern;
- To study the effectiveness of working of Electronic Voting Machine (EVM) and using of ballot papers; and
- To identify hurdles, if any, in exercising the votes.

1.5. Core Aspects Studied:

Influencing the voters by charisma or personality cult or announcement of various freebies, political intimidation and thwarting of the electors from voting are certain major issues in voting in the elections in India. These are mainly hinged on inadequate *knowledge* about voting procedures and the importance of issues surrounding them. This *attitude* of the public has created lack of self confidence among the electors about the election procedures and consequently their *behaviour* becomes not in a dispassionate way. Ultimately, they could not *practice* their Constitutional Rights of voting of their own choice. Thus, the level of practice is predicated by the degree of knowledge generated, positive attitudinal change and behaviour with better frame of mind. Thus, the building-up of awareness and generating knowledge is the basic starting point to arrive at solutions to the above core issues. From this process all other three things viz.,

attitude, behaviour and practice will logically follow. The task has to be performed in the above sequence. To achieve this in a better way, Systematic Voters' Education and Electoral Participation Programme (SVEEP) had been launched by the Election Commission throughout the State through mass media, appealing messages conveyed by the most popular personalities, with attractive slogans in wall paintings and posters, strictly enforcing election code of conduct and rules etc., prior to the Fourteenth General Elections to Tamil Nadu Legislative Assembly. To know the effectiveness of the programme on the core aspects, the Endline Survey which was confined to the above aspects had been taken up by this Department at the instance of the Chief Electoral Officer.

1.6. Method of Survey:

The survey used both primary and secondary data. The secondary data was collected from the web site of the Election Commission. The office of the Chief Electoral Officer had provided a set of questionnaire for collecting primary data from respondents.

At the instance of the Chief Electoral Officer, the District Administrations had deployed 40 locally available graduates to collect the primary data, after being given adequate training, simultaneously from all the selected 40 sample constituencies in a quick time. The graduates had collected required details on KABP and also the effectiveness of Electronic Voting Machine (EVM) and Ballot Paper by holding interview with the sample respondents using pre-designed questionnaire. Nonetheless, they also collected details from those who did not cast their vote in the recently held General Election 2011 and elicited information from them to find out the causes which prevented them from voting.

The Survey was monitored by Tahsildars (Elections) at the Constituency level. The services of the technical staff from DEAR were also used to supervise the collection of data. All the filled in questionnaire were verified in this Department.

1.7. Sample Design:

For the quick survey, the multi-staged random sampling method was adopted. Out of total 234 Assembly Constituencies, based on percentage of

votes polled, 20 high turnout constituencies and 20 low turnout constituencies were identified by the Office of the Chief Electoral Officer. In the second stage, based on the electoral roll from each Constituency six segments were identified at random. From each segment five streets were selected and four or five households from each street were selected at random. Thus, in third stage from each selected segment of the sample Constituency a total number of 21 households was selected at random for survey. In this way, a total number of 125 sample households were selected from a sample constituency. In the fourth stage, only one elector was selected from each household for interviewing purpose. While selecting the sample respondents (voters and non-voters) male and female were given adequate representation. Further, appropriate mix of young, old, illiterate, educated, unemployed, employed, government servants and private employees etc., was also taken care of. Thus, totally 125 sample respondents were selected for collecting primary data from each constituency. From 40 Constituencies a total number of 5000 sample respondents were selected. The selected Constituencies are listed out below.

Low Turnout			High Turnout		
District	Sample Constituencies	No.	District	Sample Constituencies	No.
Thiruvallur	Avadi, Madhuravoil and Madhavaram	3	Salem	Veerapandi, Sangari and Edapadi	3
Ramanathapuram	Thiruvadanai and Mudhukulathur	2	Karur	Kulithalai, Krishnarayapuram and Aravakurichi	3
Coimbatore	Coimbatore (South), Coimbatore (North) and Singanallur	3	Dharmapuri	Palakode	1
			Thiruvanna-malai	Kalasapakkam, Polur and Cheyyar	3
Kancheepuram	Alandur and Sozhanganallur	2	Cuddalore	Kurinjipadi	1
Kanniyakumari	Vilavancode, Killiyur and Colachal	3	Namakkal	Komarapalayam	1
Chennai	Thiru.Vi.Ka.Nagar, Velacherry, Anna Nagar, Kolathur, Mylapore and Harbour	6	Kancheepuram	Uthiramerur	1
			Pudukottai	Viralimalai	1
			Dindigul	Ottanchatram, Natham and Athur	3
Tirunelveli	Palayamkottai	1	Naga-pattinam	Kilvellur and Vedarnayam	2
			Vellore	Arcot	1
Total		20	Total		20

Source: Election Commission

1.8. Orientation Training:

The survey instruments were translated into Tamil and the Department imparted one day orientation training on 25th November 2011 to the 40 graduates selected by the District Administration to collect the primary data in the sample Constituencies. Proper instructions were given in the training to the graduates how to elucidate the sample respondents and to collect primary data in respect of KABP level, reasons if not voted , hurdles in voting and effectiveness of ballot paper and EVM .

1.9. Monitoring:

A brief description of the Survey, sample number of respondents to be covered in the Survey and the role of Tahsildars in supervising the graduates at the time of collection of data and details to be collected was also given to Tahsildars of 40 constituencies selected for the Survey through Video conference held on 30th November 2011. The Department had directly monitored the field survey in the 24 sample constituencies spread over in seven Districts viz., Chennai (6), Thiruvallur (3), Kancheepuram (3), Thiruvannamalai (3), Salem (3), Coimbatore (3) and Kanniyakumari (3) by deploying its staff. The survey in the remaining Districts was monitored by concerned Tahsildars (Election). The filled in questionnaire by the Graduates were verified by this Department during the second week of December 2011.

1.10. Presentation of report:

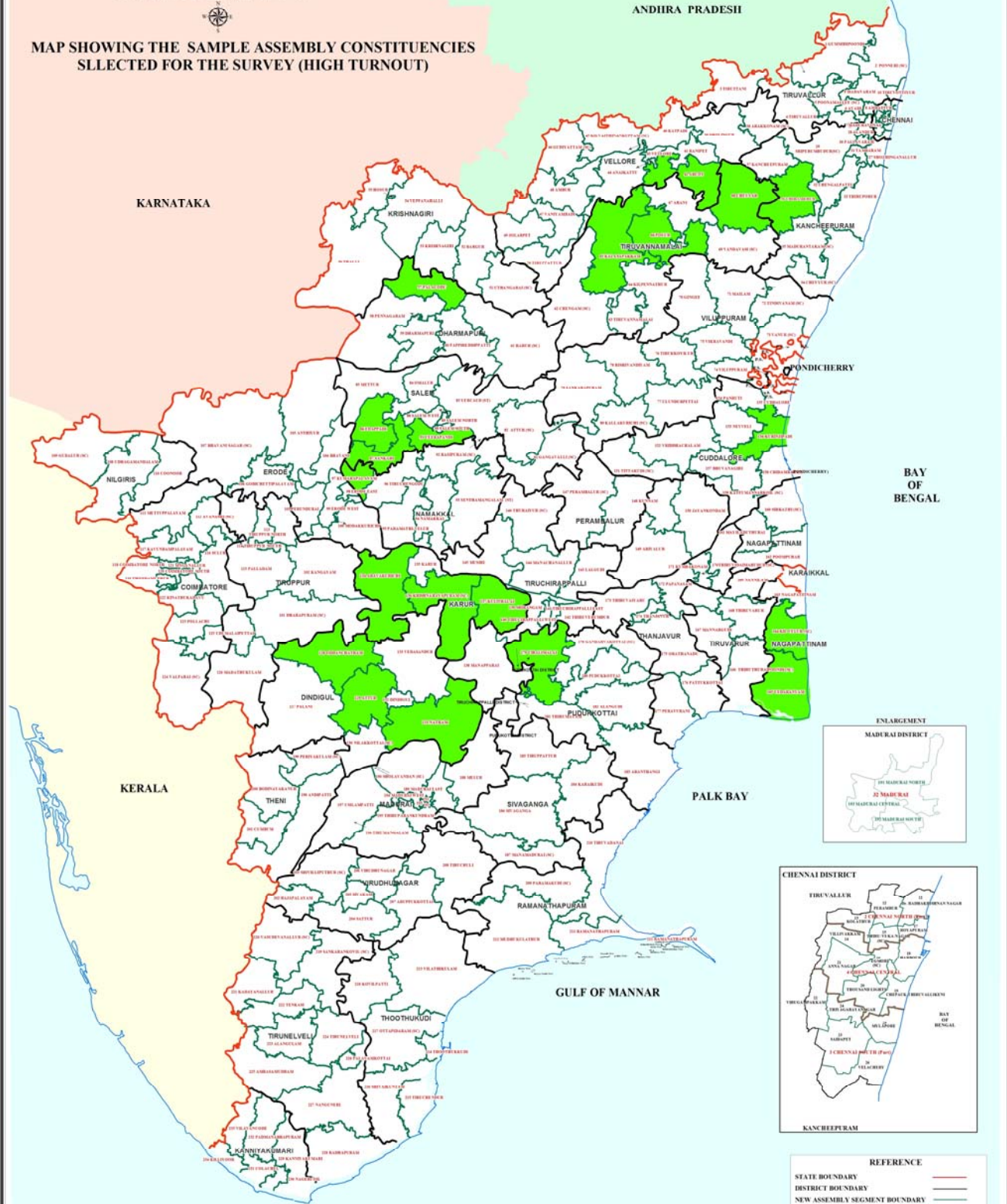
Based on the analytical tables generated from the data collected from the 5000 questionnaire, the report was drafted with the following Chapters.

Chapter	Title
Chapter-I	Introduction
Chapter-II	Profile of the Sample Respondents
Chapter-III	Systematic Voters' Education and Electoral Participation Programme (SVEEP)
Chapter-IV	Voting in Tamil Nadu Legislative Assembly General Elections 2011
Chapter-V	Hurdles in Voting
Chapter-VI	Ballot Paper Vs EVM

TAMILNADU



MAP SHOWING THE SAMPLE ASSEMBLY CONSTITUENCIES
SELECTED FOR THE SURVEY (HIGH TURNOUT)



Note: The New Assembly Segment and Parliamentary constituency Boundaries marked as per the Gazette Notification (No.236, August 13,2007 Aas 28, Sarvajith, Thiruvallur Aandu-2038)

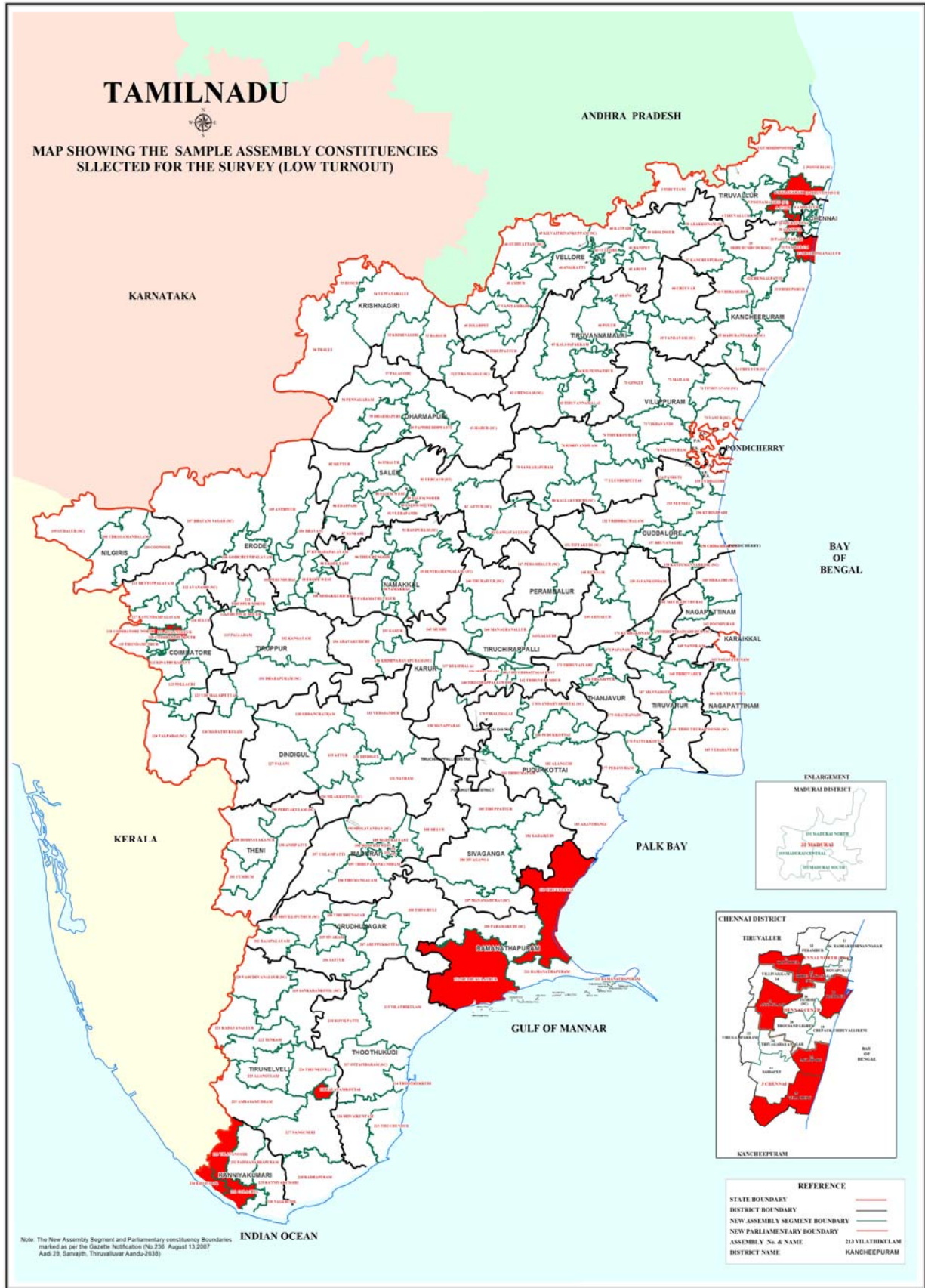


REFERENCE

STATE BOUNDARY	—
DISTRICT BOUNDARY	—
NEW ASSEMBLY SEGMENT BOUNDARY	—
NEW PARLIAMENTARY BOUNDARY	—
ASSEMBLY No. & NAME	213 VILATHIKULAM
DISTRICT NAME	KANCHEEPURAM

TAMILNADU

MAP SHOWING THE SAMPLE ASSEMBLY CONSTITUENCIES
SLECTED FOR THE SURVEY (LOW TURNOUT)



Note: The New Assembly Segment and Parliamentary constituency Boundaries marked as per the Gazette Notification No.236, August 13,2007 And-28, Sarayip, Thiruvallur Amds-2018)

REFERENCE	
—	STATE BOUNDARY
—	DISTRICT BOUNDARY
—	NEW ASSEMBLY SEGMENT BOUNDARY
—	NEW PARLIAMENTARY BOUNDARY
—	ASSEMBLY No. & NAME
—	DISTRICT NAME

Socio-economic indicators such as age, sex, education, occupation and community, etc., are instrumental in deciding the KABP level of electors. Consequently, the voting pattern is a function of the combination of these factors in varying degrees. Against this backdrop, the Chapter analyses the above core socio-economic indicators of the sample respondents selected for the survey.

2.1. Sample Respondents by Sex

The total number of sample electors interviewed from the 40 sample constituencies for Endline Survey of KABP of Voters was 5000. Of them, the number of males was 2687 (54%) and that of females 2313 (46%). In the case of males, voters accounted for 86 percent and in respect of females it was 80 percent.

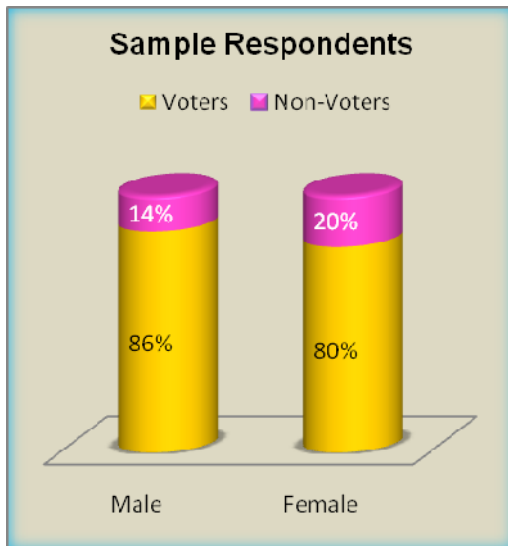


Table – 2.1
Sample Respondents by Sex

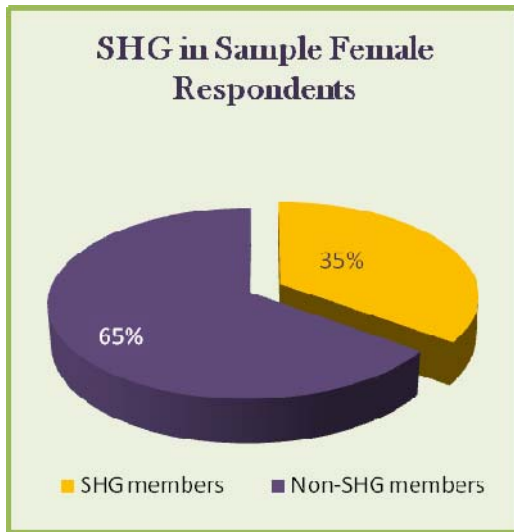
Cate-gory	Voters	Non-voters	Total
Male	2284 (86%)	403 (14%)	2687 (100%)
Female	1849 (80%)	464 (20%)	2313 (100%)
Total	4133 (83%)	867 (17%)	5000 (100%)

Source: DEAR Field Survey

Among the total sample electors contacted, 4133 (83%) had exercised their franchise of voting in Tamil Nadu Legislative Assembly General Elections 2011, the rest being 'non-voters'.

Self Help Group concept has been developed in Tamil Nadu with a view to

improve the social status and empowerment of women. The members of the group have shared the information about SVEEP among themselves. Of the total 2313 female sample respondents 815 (35%) were members of the various Self Help Groups.



2.2. Sample Respondents by Community

Of the total 5000 sample electors, the SC/ST accounted for 22 percent, the rest being the 'others'. Voters accounted for a larger chunk of these two major segments viz., SC/ST and 'others'.

Category	Voters	Non-voters	Total
SC/ST	904 (22%)	192 (22%)	1096 (22%)
Others	3229 (78%)	675 (78%)	3904 (78%)
Total	4133 (100%)	867 (100%)	5000 (100%)

Source: DEAR Field Survey

2.3. Sample Respondents by Age

Age	Male	Female	Total
18-20	100 (4%)	60 (3%)	160 (3%)
21-28	374 (14%)	460 (20%)	834 (17%)
29-48	1289 (48%)	1223 (53%)	2512 (50%)
49+	924 (34%)	570 (24%)	1494 (30%)
Total	2687 (100%)	2313 (100%)	5000 (100%)

Source: DEAR Field Survey

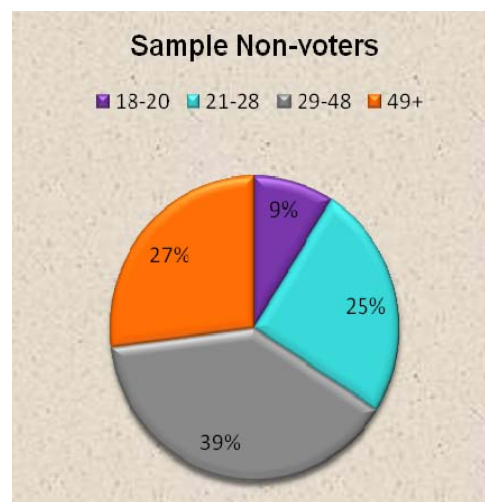
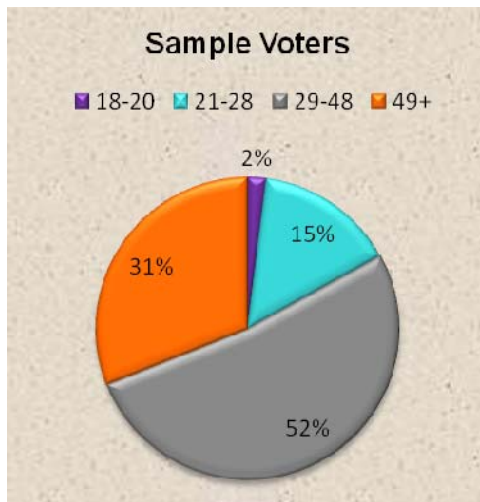
Of the total sample electors 5000 selected for the survey, 3 per cent were from 18-20 years, more than one-sixth were from the age group 21-28, half of them were from middle age group (29-48 years) and rest belonging to the higher age group of 49+. It is seen that voting percentage is relatively lower in 18-20 and 21-28 years age group as

compared to the higher age group.

In the case of 4133 sample voters as high as 52 per cent belonged to middle age (29-48) group, 31 per cent were more than 49+ years, 15 per cent were in the age group 21-28 and the remaining 2 per cent belonging to the age (18-20) group. In the case of non-voters 39 percent represented middle age group (29-48) followed by 27 percent belonged to 49+ years, 25 per cent were from the age group 21-28 years and the remaining 9 per cent were from the age group 18-20 years. Of the male and female sample respondents, around 50 per cent were in middle age group (29-48). It is seen that voting percentage is relatively lower in

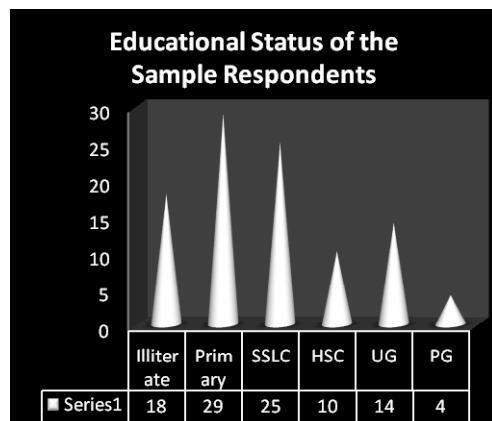
Age	Voter	Non-voter	Total
18-20	79 (49%)	81 (51%)	160 (100%)
21-28	619 (74%)	215 (26%)	834 (100%)
29-48	2171 (86%)	341 (16%)	2512 (100%)
49+	1264 (84%)	230 (16%)	1494 (100%)
Total	4133 (83%)	867 (17%)	5000 (100%)

Source: DEAR Field Survey



18-20 and 21-28 years age group as compared to the higher age group.

2.4. Sample respondents by Educational Status



Education has a role to improve the level of KABP of individual electors and to enable them to participate in the election process without fear, so as to exercise their constitutional rights without fail. Of the total number of 5000 sample respondents, as high as 82 percent were literate.

The Survey results revealed that among the literate and illiterate samples the proportion of non- voter was higher in the case of latter as compared to that of former.

The survey results revealed that around 64 percent of the total sample respondents have completed the school education. About 18 per cent of them have completed the higher education. The proportion of literate and illiterate among the male respondents stood at 87:13 and in the case of female respondents it was 77:23.

Category	Male	Female	Total
Illiterate	348 (13%)	534 (23%)	882 (18%)
School Education (up to HSC)	1768 (66%)	1432 (62%)	3200 (64%)
UG& above	571 (21%)	347 (15%)	918 (18%)
Total	2687 (100%)	2313 (100%)	5000 (100%)

Source: DEAR Field Survey

Category	Voter	Non-voter	Total
Illiterate	710 (80%)	172 (20%)	882 (100%)
Literate	3423 (83%)	695 (17%)	4118 (100%)
Total	4133 (83%)	867 (17%)	5000 (100%)

Source: DEAR Field Survey

2.5. Occupational Status

One of the major determinants of the level of living of the individual is the occupational status. The KABP levels have a direct link with the standard of living. The survey revealed that of the total 5000 sample respondents, 3332 respondents (67%) were workers (Cultivators, Agricultural labourers, Business class, Artisans, Salaried and Non-agricultural labourers) and remaining 1668 (33%) were non-workers (Students, House-wives and dependents). The ratio among the voters worked out to 69:31 for workers viz-a-viz the non-workers and for non-voters it was 57:43, implying

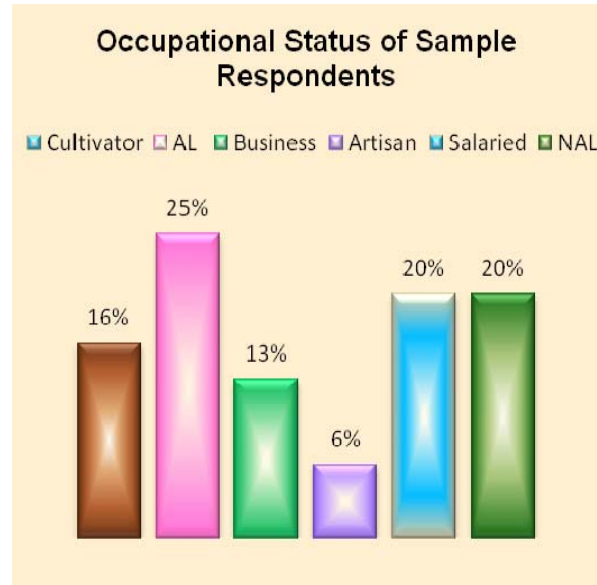
The Endline survey results revealed that there was more participation of sample literates in voting in Tamil Nadu Legislative Assembly General Elections 2011.

Occupation	Voter	Non-voter	Total
Cultivators	485 (17%)	61 (12%)	546 (16%)
Agri.Labourers	706 (25%)	117 (24%)	823 (25%)
Business	374 (13%)	48 (10%)	422 (13%)
Artisans	163 (6%)	31 (6%)	194 (6%)
Salaried	566 (20%)	116 (24%)	682 (20%)
Non.Agri. Labourers	547 (19%)	118 (24%)	665 (20%)
Total	2841 (100%)	491 (100%)	3332 (100%)
Non-workers	1292	376	1668

Source: DEAR Field Survey

that greater proportion of working population participated in voting process as compared to non-working population.

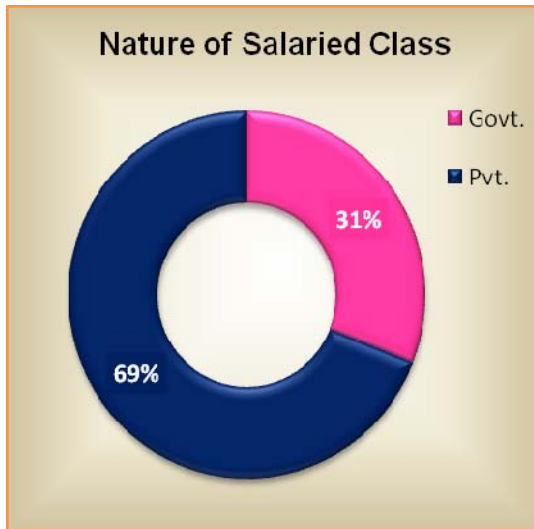
Of the total workers, majority of the sample respondents were mainly engaged in traditional and low-paying occupation as cultivators (16%) and agricultural labourers (25%). The proportion of non-agricultural labourers and salaried class in the total workers of the sample respondents stood at 20 per cent each. Among the total workers in the case of voters (2841), the proportion of cultivators and agricultural labourers together claimed higher share of 42 per cent and in the case of non- voters (491) the proportion of non-agricultural labourers and salaried class together attracted 48 per cent.



A higher proportion of 89 per cent of sample respondents engaged in business, 89 per cent of sample cultivators and 86 per cent of agricultural labourers had voted in the Tamil Nadu Legislative Assembly General Elections 2011. The corresponding proportion in the case of sample salaried and non-agricultural labourers was lower at 82 per cent. All these indicated that the sample respondents mainly engaged in traditional and low paying occupations such as cultivators and agricultural labourers had greater participation as compared to non-agricultural labourers.

Nature	Govt.	Pvt.	Total
Temporary	171 (81%)	142 (30%)	313 (46%)
Permanent	39 (19%)	330 (70%)	369 (54%)
Total	210 (100%)	472 (100%)	682 (100%)

Source: DEAR Field Survey



Of the total salaried sample respondents numbering 682, the proportion of sample respondents worked in Government was 31 percent and that in Private Sector was 69 percent. In the case of those employed in Government, 81 percent were permanent and rest being temporary. The relative proportion in the case of Private Sector was in the reverse stood at 30:70.

Table – 2.9
Salaried sample respondents- Voter and Non-voter

Category	Voters	Non-voters	Total
Govt.	188 (89%)	22 (11%)	210 (100%)
Private	378 (80%)	94 (20%)	472 (100%)
Total	566 (83%)	116 (17%)	682 (100%)

Source: DEAR Field Survey

A further classification of sample salaried class revealed that the participation of government employees in voting in Tamil Nadu Legislative Assembly General Elections 2011 was higher as compared to private sector.

2.6. Reliability of sample results

The accuracy of the results of sample Survey may be in the range of 90% to 98%, when compared to certain population parameters as given in the table.

Table:-2.10
Reliability of data

Parameters	Survey results	As per population
Increase in voting between 2006&2011 elections	12%	11.8%
SC/ST population	22%	20%
Literacy	82%	81%

Source: DEAR Field Survey

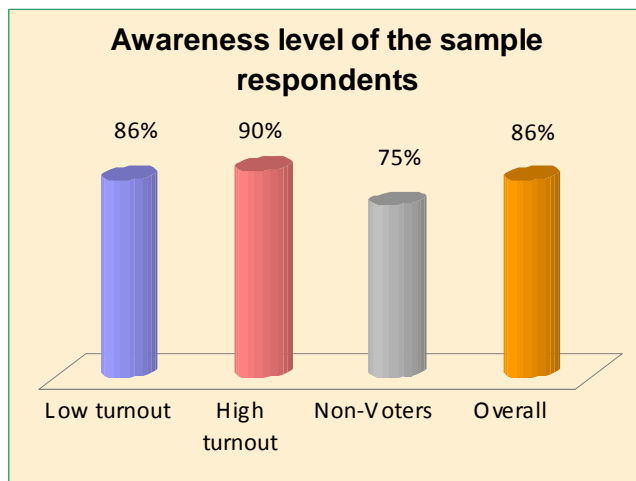
3.1. 'Voters' Education Campaign' – Awareness

Awareness leads to positive and collective attitudinal changes which in turn bring out consensus in taking decisions for exercising the right to vote. Ultimately the behavior of voters will change in such a manner that they will decide to vote without a wavering mind. Their sense of direction will be very clear-cut and definite. They will perform their constitutional right without fail. During the Endline Survey all the 5000 sample respondents (voters & non-voters) were requested to give answers to the following questions “did you come across any Voters' Education Campaign of Election Commission of the India prior to the Tamil Nadu Legislative Assembly General Elections 2011”. Based on the analysis of data so collected in the Survey, the level of “awareness” is presented below.

3.1.1 Relation between Awareness and Voter Turnout

The Endline Survey revealed that out of 5000 samples, 86 percent were aware of 'Voters' Education Campaign' conducted by the Election Commission.

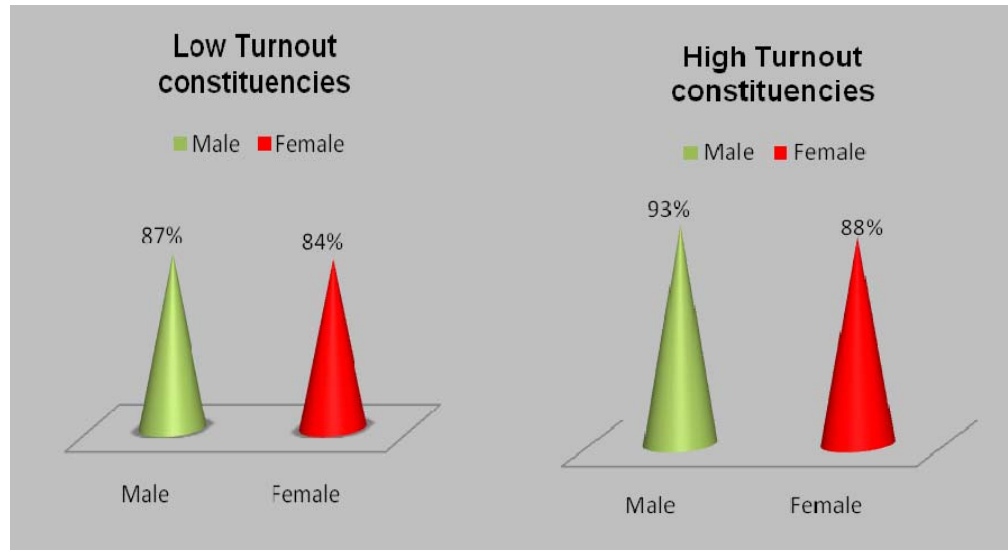
The ratio of awareness level was higher at 90 percent in 'high turnout' constituencies. The proportion was lower in 'low turnout' constituencies at 86 percent and more significantly in the case of 'non voters' at 75 percent implying that a significant linkage



between Voters' Awareness Campaign and voting behaviour.

3.1.2 Sex-wise Awareness Level

In the case of males, the overall ratio stood at 88 percent and among the females it was 84 percent. The awareness level was higher among the sample males as compared to females in low/ high turnout constituencies and non-voters.



**Table – 3.1
Awareness of the Sample Respondents**

Category	Male			Female			Overall		
	Total sample	Aware-ness reported	%	Total sample	Aware-ness reported	%	Total sample	Aware-ness reported	%
Low Turnout	1107	959	87	930	785	84	2037	1744	85.6
High Turnout	1177	1090	93	919	805	88	2096	1895	90.4
Non-Voters	403	312	77	464	341	73	867	653	75.3
Total	2687	2361	88	2313	1931	84	5000	4292	85.8

Source: DEAR Field Survey

3.1.3 Awareness Level – Comparison between SC/STs and other communities

The results of the survey brought out that the overall awareness level about the Voters' Education Campaign with regard to the SC/ST community at 83 percent was lower as compared to that of other communities (87%). Similar

situation was witnessed in the cases of 'low / high turnout' constituencies and as well as among the 'non-voters'. In the case of 'low turnout' constituencies the gap was much pronounced.

In general, the probable reason was that the SC/ST community has lesser rate of literacy as compared to other communities. Furthermore, most of the disadvantaged section is living in habitations far away from the main villages. Among SC/ST community the awareness was notably high in the case of 'high turnout' constituencies as compared to other two categories viz., Low Turnout and Non-Voters.

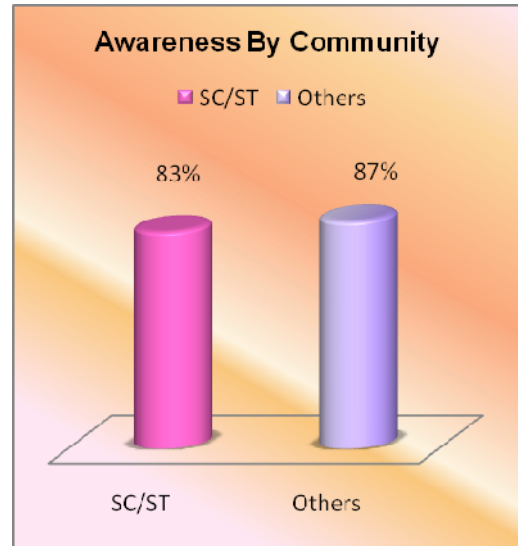
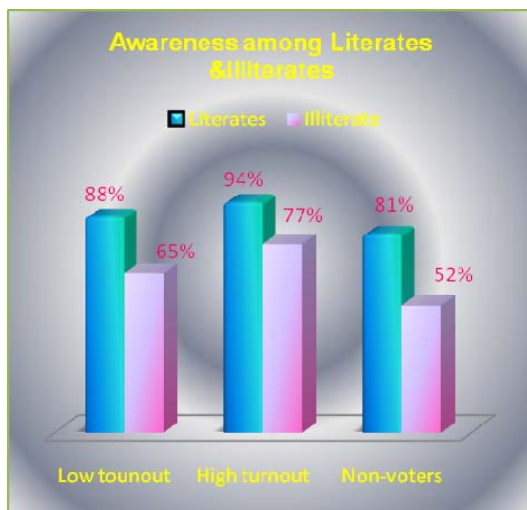


Table – 3.2
Comparison of Awareness Level Between SC/ST and Other Communities

Category	SC/STs			Others			Total		
	Total sample	Awareness reported	%	Total sample	Awareness reported	%	Total sample	Awareness reported	%
Low Turnout	421	330	78	1616	1414	88	2037	1744	86
High Turnout	483	439	91	1613	1456	90	2096	1895	90
Non-Voters	192	139	72	675	514	76	867	653	75
Total	1096	908	83	3904	3384	87	5000	4292	86

Source: DEAR Field Survey

3.1.4 Influence of Literacy on Awareness Level



Education enables the process of acquisition, assimilation and communication of information and thereby helps to improve the knowledge, attitude, behaviour and practice of the electors. The survey results revealed that the overall awareness of literate voters at 90 per cent was significantly higher than that of illiterate (69%). The awareness of

the literates in the 'high turnout' constituencies was pronounced at 94 percent as compared to that of 'low turnout' constituencies (88%) and literate 'non-voters' (81%). The corresponding ratios in respect of illiterates in all the above three cases were at low ebb as compared to that of literates.

Category	Illiterate			Literate			Overall		
	Total sample	Aware-ness reported	%	Total sample	Aware-ness reported	%	Total sample	Aware-ness reported	%
Low Turnout	234	152	65	1803	1592	88	2037	1744	86
High Turnout	476	365	77	1620	1530	94	2096	1895	90
Non-Voters	172	89	51	695	564	81	867	653	75
Total	882	606	69	4118	3686	90	5000	4292	86

Source: DEAR Field Survey

3.1.5 Awareness by Age Group

The Endline Survey revealed that the overall awareness level about Voters' Education Campaign was higher at 90 per cent among the age group 21-28 as compared to 89 per cent in the case of age group 18-20, 88 per cent in respect of middle age group (29-48) and 80 per cent in the age group 49+. Such was the case in low and high turnout constituencies and among the non-voters.

Category	18-20		21-28		29-48		49+	
	Total sample	Aware-ness reported	Total sample	Aware-ness reported	Total sample	Aware-ness reported	Total sample	Aware-ness reported
Low Turnout	35	31(88%)	278	249(90%)	1035	902(87%)	689	562(82%)
High Turnout	44	42(95%)	341	328(96%)	1136	1036(91%)	575	489(85%)
Non-Voters	81	70(86%)	215	177(82%)	341	267(78%)	230	139(60%)
Total	160	143(89%)	834	754(90%)	2512	2205(88%)	1494	1190(80%)

Note: figures in brackets indicate percentage to total sample

Source: DEAR Field Survey

3.1.6 Conclusion on awareness

The following broad conclusions were drawn from the above analysis:

- Awareness level about Voters' Education Campaign was higher in high turnout constituencies.
- The awareness level among males was higher than that of females.

- Awareness level was lower among SC/ST people when compared with other communities.
- Literacy has a greater role in creating awareness about Voters' Education Campaign among the people and
- The awareness level among the age group 21-28 was significantly higher in contrast to the age group 18-20, middle age (29-48) and age group of 49+. But still the voting percentage of the age group 18-20 was lower signifying that awareness itself is not a sufficient condition for inducing them to vote.

3.2. Role of media on Voters' Education Campaign

Voters' Education Campaign is a form of communication that is aimed at influencing the attitude of the electors towards electoral process and code of conduct. The campaign is being imparted through various media viz., Radio, Television, Newspapers and Posters etc. The campaign will be more effective and result oriented when the media is easily accessible and capable of disseminating the content of campaign in an effective way to all cross section of the people. The sample respondents of voters and non-voters had preferred various media according to their multiple choices.

3.2.1. Ranking of Media

In the Endline Survey, the respondents were requested to identify the media such as Newspaper, Television, All India Radio, FM channels, local cable TV, Video Vans, Government offices, Colleges, Posters & Hoardings, camp by NSS and NYK volunteers, Folk artistes and Drama groups (Arivoli), SHG members, NGOs and Civic society group which they mostly influenced them in spreading effectively the Voters' Education messages/ information given by the Election Commission of India (ECI) under the campaign.

3.2.2. Ranking of Media – Sex-wise

Out of 4292 of sample respondents (voters & non-voters) those who were aware of Voters' Education Campaign, more than 90 per cent informed during the Survey that Television (Doordarshan & private satellite channels) played more

effective role and stood first among the various media in disseminating knowledge as compared to other media. It was the case for both male and female respondents. However, the proportion among the female voters was slightly higher than that of males. Newspaper occupied the second place among the voters and non-voters of respondents. Posters and hoardings ranked third place and FM channels occupied the fourth place. In these cases, the proportion reported by the males was higher than that of female respondents. The Fifth was occupied by All India Radio.

Table – 3.5
Voters' Education Campaign – Top Five Sources Reported by Sample Respondents

Sources	Low Turnout			High Turnout			Non-Voters		
	Rank	Male (%)	Female (%)	Rank	Male (%)	Female (%)	Rank	Male (%)	Female (%)
Television	First	91	95	First	97	98	First	96	94
Newspaper	Second	69	54	Second	64	37	Second	66	46
Posters & hoardings	Third	24	20	Third	40	34	Third	30	25
FM channels	Fourth	19	19	Fourth	16	14	Fourth	21	16
All India Radio	Fifth	7	5	Fifth	10	11	Fifth	5	6
Respondents Reported (No)		959	785		1090	805		312	341

Source: DEAR Field Survey

3.2.3 Ranking of Media by Literates & Illiterates

Irrespective of the Educational status a significantly higher proportion (88-98%) of the sample respondents had preferred television as an effective media of the Campaign. Among the media, it occupied the first place. More than 60 per cent of the sample literates had preferred Newspapers as a media for effectively receiving the Campaign. This media stood at second place for literates. The sample literates had preferred the Posters and Hoardings in the third place. In respect of sample illiterates FM channels had occupied second place.

Sources	Low Turnout (voters)		High Turnout (voters)		Non-Voters	
	Illiterate (Rank& %)	Literate (Rank& %)	Illiterate (Rank& %)	Literate (Rank& %)	Illiterate (Rank& %)	Literate (Rank& %)
Television	First-88	First -93	First-98	First-98	First-91	First-96
Newspaper	_	Second-66	_	Second-62	_	Second-62
FM channels	Second -32	Fourth-18	Second-13	Fourth-16	Second-8	Fourth-20
Posters& hoardings	_	Third -24	_	Third-42	_	Third-26
All India Radio	Third-7	Fifth-6	Third -7	Fifth-11	Third -2	Fifth-6
Respondents Reported (No)	152	1592	365	1530	89	564

Source: DEAR Field Survey

3.2.4 Ranking of Media by SC/STs and Other Communities

The Survey revealed that the respondents belonging to the SC/ST and other communities had preferred the media Television in the first place and Newspapers in the second place, Posters and Hoardings in the third place and FM channels in the fourth place. In both low and high turnout constituencies, a higher proportion of sample respondents belonging to other Community preferred the above media as compared to that of SC/ST.

Sources	Low Turnout		High Turnout		Non-Voters	
	SC/ST (%)	Others (%)	SC/ST (%)	Others (%)	SC/ST (%)	Others (%)
Television	First -90	First -94	First -98	First -98	First -95	First -95
Newspaper	Second-53	Second-64	Second-49	Second-53	Second-53	Second-57
Posters& hoardings	Third-19	Third-23	Third-34	Third-39	Third-29	Third-27
FM channels	Fourth-18	Fourth-20	Fourth-15	Fourth-15	Fourth-19	Fourth-18
All India Radio	Fifth-5	Fifth-7	Fifth-14	Fifth-15	Fifth-9	Fifth -4
Respondents Reported (No)	330	1414	439	1456	139	514

Source: DEAR Field Survey

3.2.5 Ranking of Media by Age groups

Going by age also Television and Newspapers were considered as effective media of Voters' Education Campaign in the case of sample voters. These two Media had influenced a higher proportion of voters from 92-99 per

cent and 45 to 81 per cent respectively. The proportion of sample respondents preferred newspaper in the age group 18-20 was higher in both low (74%) and high turnout (81%) constituencies as compared to the age group of 21-28, 29-48 and 49+. The choice of the FM channels as an effective media among the age group of 18-20 and 21-28 was in the third place in low turnout constituencies and whereas the same was in the fourth position among these age groups in the high turnout constituencies.

Table – 3.8
Voters’ Education Campaign – Top Five Sources Reported by Sample Respondents (Voters)

Sources	Low Turnout				High Turnout			
	18-20 (Rank & %)	21-28 (Rank & %)	29-48 (Rank & %)	49+ (Rank & %)	18-20 (Rank & %)	21-28 (Rank & %)	29-48 (Rank & %)	49+ (Rank & %)
Television	First-94	First-94	First-92	First-93	First-98	First-99	First-98	First-98
Newspaper	Second-74	Second-65	Second-61	Second-63	Second-81	Second-60	Second-53	Second-45
FM channels	Third-26	Third-28	Fourth-19	Fourth-16	Fourth-33	Fourth-17	Fourth-15	Fourth-12
Posters & hoardings	Fourth-13	Fourth-21	Third-23	Third-22	Third-38	Third-42	Third-36	Third-38
All India Radio	Fifth-10	Fifth-8	Fifth-6	Fifth-6	Fifth-7	Fifth-10	Fifth-10	Fifth-12
Respondents Reported (No)	31	249	902	562	42	328	1036	489

Source: DEAR Field Survey

3.2.6 Conclusion on Ranking of Media

The results of the survey had broadly indicated that Television was the most powerful media in spreading the messages relating to ‘Voters’ Education Campaign’ followed by Newspaper, FM channels, Posters and Hoardings and All India radio.

3.3 Top Rated Messages of SVEEP by the Respondents

Proactive measures taken by the Election Commission prior to Tamil Nadu Legislative Assembly General Elections 2011 had conveyed several messages, some direct and some indirect caused due to proactive action of ECI. Some of the direct messages were ‘Voting is our Right and Duty’, ‘Voting as per conscience without taking any inducements’, ‘Say yes to vote and no to note’, ‘49-O Campaign’, ‘Do’s and Don’ts’ etc. In addition the actions of ECI Strict

enforcement of ECI rules, Steps taken for Free and Fair Elections, Seizure of money by flying squads, enabling registration of voters till 26.03.2011, Duplicate EPIC special campaign, Voter Slip Distribution, State call Centre Telephone number 1950, separate Queues for old and sick, no queue for disabled etc., also conveyed important messages to voters which influenced them. The respondents were asked to identify various messages which had influenced them. Based on the preference of the multiple choices, the messages were ranked.

3.3.1 Rating of Messages in High Turnout and Low Turnout Constituencies

The overall rating indicated that the following three initiatives viz., (i). SVEEP slogan of 'Voting is our Right and Duty', (ii). Seizure of money by flying squads and (iii). Distribution of voter slip prior to the poll had by and large occupied the top three positions in the multiple choices of male and female sample respondents in low turnout and high turnout constituencies. The survey revealed that in the case of high turnout constituencies, 77 per cent of sample voters of both male and female had acknowledged the distribution of voter slip by the Election Commission prior to election in time enabled them to vote easily. It was not the case in respect of low turnout constituencies and among non-voters. 'Voting is our Right and Duty' and Seizure of money by flying squads had a higher impact in the minds of the respondents from the low turnout constituencies. In general, the proportion of male respondents had been more influenced by the messages emerging from Voters' Education Campaign than the female respondents. In spite of efforts of in popularizing "voting by 49-O" taken by the Election Commission, the campaign had yet to catch up among the electors.

Messages	Low Turnout		High Turnout		Non-Voters	
	Male (Rank& %)	Female (Rank& %)	Male (Rank& %)	Female (Rank& %)	Male (Rank& %)	Female (Rank& %)
Voting is our Right and Duty	First -69	First -69	Second-72	Second-73	First-72	First-76
Seizure of money	Second-52	Second-51	Third-60	Third-48	Third-56	Third-48
Distribution of Voter slip	Third-50	Third-47	First -77	First -77	Second-59	Second-51
Voting as per conscience	Fourth -44	Fourth -45	Fourth -38	Fourth -39	Fourth-40	Fourth-44
Strict enforcement of ECI rules	Fifth-40	Fifth-34	Fifth-31	Fifth-22	Fifth-33	Fifth-31
Steps taken for free and fare elections.	Sixth -33	Sixth -30	Sixth -29	Sixth-22	Sixth-30	Sixth-26
Voting by 49-O	Seventh-21	Seventh-15	Seventh-23	Seventh-9	Seventh-23	Seventh-11
Total sample respondents (No)	959	785	1090	805	312	341

Source: DEAR Field Survey

3.3.2 Rating of the Top Messages by Literates and Illiterates

Messages	Low Turnout		High Turnout		Non-Voters	
	Illiterate (Rank& %)	Literate (Rank& %)	Illiterate (Rank& %)	Literate (Rank& %)	Illiterate (Rank& %)	Literate (Rank& %)
Voting is our Right and Duty	First -55	First -70	Second-67	Second-74	First -67	First-75
Seizure of money	Second-53	Second-51	Third-49	Third-56	Third-43	Third-53
Distribution of Voter slip	Third-40	Third-50	First -72	First-78	Second-56	Second-55
Voting as per conscience	Sixth -23	Fourth -47	Fourth-35	Fourth-39	Fourth -36	Fourth-43
Strict enforcement of ECI rules	Fourth -27	Fifth-38	Fifth-16	Fifth-30	Fifth-21	Fifth-34
Steps taken for free and fair elections.	Fifth -27	Sixth -32	Sixth-16	Sixth-28	Sixth-18	Sixth-30
Voting by 49-O	Seventh-4	Seventh-20	Seventh-4	Seventh-20	Seventh-1	Seventh-19
Total sample respondents (No)	152	1592	365	1530	89	564

Source: DEAR Field Survey

Among the sample respondents a higher proportion of literates were influenced by the messages of SVEEP than that of illiterates. In the case of high turnout constituencies, the sample respondents of both illiterate and literate were influenced by the 'Distribution of voter slip' in the first place as compared with that of other messages.

3.3.3 Rating of the Top Messages by SC/STs and Other Communities

The Survey results revealed that the SVEEP messages had influenced a higher proportion of respondents of other community as compared to SC/ST. Irrespective of community, a higher proportion of the respondents in the high turnout constituencies had mostly favoured the 'Distribution of Voter Slip' by Election Commission as part of Election Campaign. More than two-third of them had inclined towards the message of 'Voting is our Right and Duty'. About half of the respondents were aware of the message communicated by seizure of the money by flying squads. Less than one-fifth of the respondents were aware of 'voting by 49-O'.

Messages	Low Turnout		High Turnout		Non-Voters	
	SC/ST (Rank& %)	Others (Rank& %)	SC/ST (Rank& %)	Others (Rank& %)	SC/ST (Rank& %)	Others (Rank& %)
Voting is our Right and Duty	First -63	First-70	Second-73	Second-72	First-70	First-75
Seizure of money	Second-51	Second-51	Third-42	Third-59	Third-50	Third-52
Distribution of Voter slip	Third-39	Third-51	First-75	First-77	Second-52	Second-56
Voting as per conscience	Fourth-38	Fourth-46	Fourth-41	Fourth-38	Fourth-40	Fourth-43
Strict enforcement of ECI rules	Fifth-30	Fifth-39	Sixth-20	Fifth-29	Fifth-26	Fifth-34
Steps taken for free and fare elections.	Sixth-29	Sixth-33	Fifth-29	Sixth-25	Sixth-25	Sixth-29
Voting by 49-O	Seventh-17	Seventh-19	Seventh-14	Seventh-18	Seventh-14	Seventh-18
Total sample respondents (No)	330	1414	439	1456	139	514

Source: DEAR Field Survey

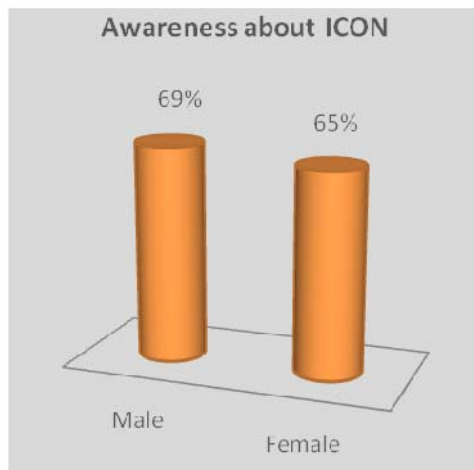
3.3.4 Conclusion

According to the Survey the top three vehicles which mostly influenced sample respondents are – i) SVEEP Campaign slogan ‘Voting is our Right and Duty’, (ii). Seizure of money by flying squads and (iii). Distribution of voter slip prior to the poll. The other messages such as registering as voter till 26.3.2011, duplicate EPIC special campaign, State call center telephone number, alternate identity documents for Voting, tendered vote, separate queues for old and sick, no queue for disabled, do’s and don’ts on polling day had been favoured by lesser number of sample respondents.

3.4. Importance of ICONs in the ‘Voters’ Education Campaign’

A celebrity is a person who has a prominent profile and a great degree of public fascination in day-to-day life. They are representing from different working fields and are commonly recognizable in mass media. The messages delivered by these well known persons have reached public besides producing an imprint in the minds of the public. For effective delivering of the Voters’ Education Campaign across the State, the Election Commission had used such personalities. The messages conveyed by these well known personalities have more weight as compared to others among the electors.

3.4.1 Overall Awareness Level about ICONs



The Survey results indicated that out of the 5000 sample respondents, 67 per cent were aware of the ICONs participating in the Voters’ Education Campaign. The ratio was higher at 77 per cent in the case of high turnout

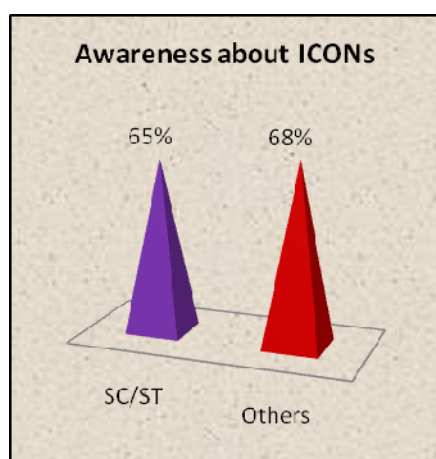
constituencies as compared to that of low turnout constituencies (62%). The awareness level about the ICONs was lower among the non-voters (58%). It was higher in the case of male (69%) as compared to that of the females (65%).

**Table – 3.12
Awareness Level about ICONs**

Category	Male			Female			Overall		
	Total sample	Aware-ness reported	%	Total sample	Aware-ness reported	%	Total sample	Aware-ness reported	%
Low Turnout	1107	691	62	930	565	61	2037	1256	62
High Turnout	1177	924	79	919	688	75	2096	1612	77
Non-Voters	403	238	59	464	262	57	867	500	58
Total	2687	1853	69	2313	1515	65	5000	3368	67

Source: DEAR Field Survey

3.4.2 Awareness Level about ICONs among SC/STs



The overall awareness level about the ICONs among the respondents belonging to other communities was at 68 per cent was slightly higher than that of SC/STs (65%). The situation was identical among the respondents of low/high turnout

**Table –3. 13
Awareness about ICONs (%)**

Category	SC/ST	Others
Low turnout	60	62
High turnout	73	78
Non-voters	56	58
Overall	65	68

Source: DEAR Field Survey

constituencies and non-voters.

**Table – 3.14
Awareness about the ICONs of the Sample Respondents**

Category	SC/STs			Others			Overall		
	Total sample	Aware-ness reported	%	Total sample	Aware-ness reported	%	Total sample	Aware-ness reported	%
Low Turnout	421	251	60	1616	1005	62	2037	1256	62
High Turnout	483	355	73	1613	1257	78	2096	1612	77
Non-Voters	192	107	56	675	393	58	867	500	58
Total	1096	713	65	3904	2655	68	5000	3368	67

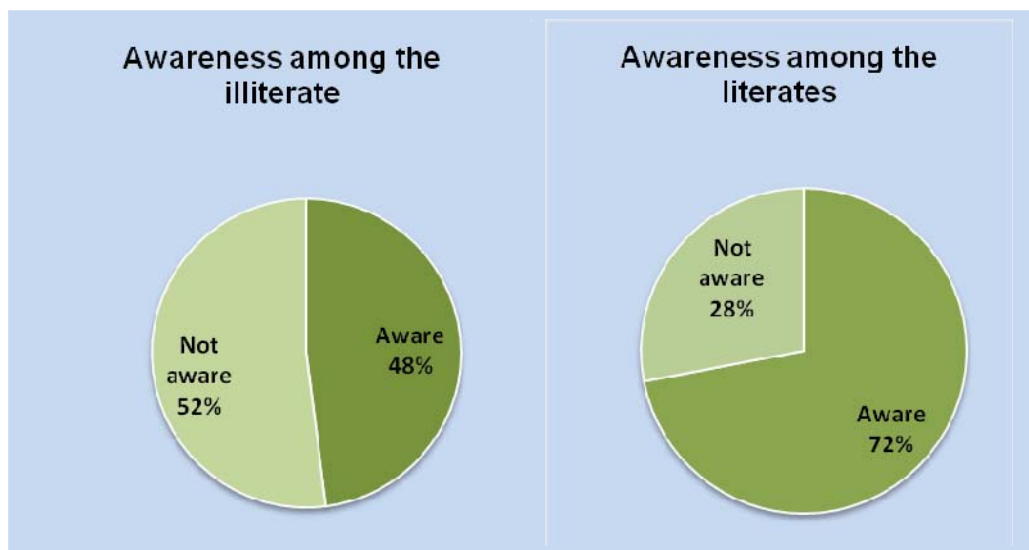
Source: DEAR Field Survey

3.4.3 Awareness Level about ICONs among Literates and Illiterates

The awareness level about the ICONs among the literates (72%) by virtue of having education was significantly high as compared to that of illiterates (48%). The awareness level was high in the case of both literate and illiterate samples in the high turnout constituencies as compared to low turnout as well as non-voters.

Category	Illiterate	Literate
Low turnout	40	64
High turnout	57	83
Non-voters	33	64
Overall	48	72

Source: DEAR Field Survey



Category	Illiterate			Literate			Overall		
	Total sample	Aware-ness Reported	%	Total sample	Aware-ness reported	%	Total sample	Aware-ness reported	%
Low Turnout	234	94	40	1803	1162	64	2037	1256	62
High Turnout	476	269	57	1620	1343	83	2096	1612	77
Non-Voters	172	57	33	695	443	64	867	500	58
Total	882	420	48	4118	2948	72	5000	3368	67

Source: DEAR Field Survey

3.4.4 Awareness level among the age group

According to the Endline Survey, the awareness level about the icons used by ECI in Voters' Education Campaign was the highest (78%) in the age group of sample respondents (21-28) as compared to the age group 18-20 at 75 per cent, middle age group (29-48) at 70 per cent and the age group 49+ at 57 per cent. The awareness level of these four age groups was higher in high turnout constituencies as compared to low turnout constituencies.

Category	18-20		21-28		29-48		49+	
	Total sample	Aware-ness reported	Total sample	Aware-ness reported	Total sample	Aware-ness reported	Total sample	Aware-ness reported
Low Turnout	35	24 (69%)	278	204 (73%)	1035	658 (64%)	659	370 (56%)
High Turnout	44	37 (88%)	341	301 (88%)	1136	906 (80%)	575	368 (64%)
Non-Voters	81	59 (73%)	215	142 (66%)	341	203 (60%)	230	96 (42%)
Total	160	120 (75%)	834	647 (78%)	2512	1767 (70%)	1464	834 (57%)

Note: figures in brackets indicate percentage to total sample
Source: DEAR Field Survey

3.5. ICONs Chosen by the Sample Respondents

To make effective Voters' Education Campaign, the Election Commission had made use of various celebrities representing different fields. The respondents were requested to identify the most appealing ICONs among

Celebrities	Low Turnout		High Turnout		Non-Voters	
	Male	Female	Male	Female	Male	Female
Surya	33	43	33	38	37	45
A.P.J.Abdul Kalam	25	20	28	14	27	17
Chief Electoral Officer	27	15	21	15	19	15
Additional CEO	2	2	8	10	3	7
Karthi	4	5	4	7	4	5
Suhasini	1	8	2	10	neg	4
Jeyam Ravi	3	2	1	2	1	4
Others	5	5	3	4	9	3
Total sample respondents (No)	691 (100)	565 (100)	924 (100)	688 (100)	238 (100)	262 (100)

Note: neg- negligible
Source: DEAR Field Survey

- i. Ex President APJ Abdul Kalam
- ii. Cricketer Srikanth
- iii. Cricketer MS Dhoni
- iv. Actor Surya
- v. Actor Karthi
- vi. TV Anchor Gopinath
- vii. Actor Jeyam Ravi
- viii. Actress Suhasini
- ix. Actress Rohini
- x. Music Director Vijay Antony
- xi. Thiru. Praveen Kumar, CEO
- xii. Thirumathi. Amudha, Additional CEO

A little more than one-third of the sample voters of low/high turnout constituencies and non- voters reported that they had been impressed by the appeal of the actor Surya. This ICON occupied first place among the respondents. The second place was occupied by the ICON Ex –President A.P.J. Abdul Kalam. The Chief Electoral Officer was in the third place. The seven ICONs indicated in the table had together attracted 91 to 97 per cent of sample respondents.

3.5.1. Top Choices of ICONs by Literates and Illiterates

The Survey revealed that the three ICONs viz., Surya, A.P.J. Abdul Kalam and CEO of Voters' Education Campaign were more

Celebrities	Low turnout		High turnout		Non-voters	
	Illiterate	Literate	Illiterate	Literate	Illiterate	Literate
Surya	53	36	44	33	42	41
A.P.J.Abdul Kalam	19	23	13	24	14	23
Chief Electoral Officer	10	22	13	19	21	16
Additional CEO	1	2	10	9	10	5
Karthi	10	4	6	5	2	5
Suhasini	4	5	10	5	7	2
Jeyam Ravi	1	3	1	2	4	2
Others	2	5	3	3	0	6
Total sample respondents (No)	94 (100)	1162 (100)	269 (100)	1343 (100)	57 (100)	443 (100)

Source: DEAR Field Survey

popular among the sample literates and illiterates. On an average these three popular ICONs together had claimed 76 per cent of the total sample illiterates. The percentage of literates (79%) was slightly higher than that of sample illiterates. More than 80 per cent of the total samples (both literates and illiterates) in low turnout constituencies had preferred these three popular ICONs. These proportions were lower among the samples in the case of high turnout constituencies and among non-voters. The ICON Surya was the most popular among the sample illiterates and stood first. As compared to illiterate, a higher proportion of sample literates had preferred the ICON Ex-President A.P.J. Abdul Kalam.

3.5.2 Top Choices of ICONs by SC/ST People

There was no major change in the preferences of ICONs by community itself. Among the ICONs, Surya stood first irrespective of the community. A slightly high

Celebrities	Low turnout		High turnout		Non-voters	
	SC/ST	Others	SC/ST	Others	SC/ST	Others
Surya	46	35	36	35	47	46
A.P.J. Abdul Kalam	15	25	18	23	17	12
Chief Electoral Officer	16	23	25	16	18	19
Additional CEO	2	2	6	10	4	7
Karthi	3	4	4	6	6	5
Suhasini	6	4	6	5	3	2
Jeyam Ravi	6	2	2	2	4	3
Others	6	5	3	3	1	6
Total sample respondents (No)	251 (100)	1005 (100)	355 (100)	1257 (100)	107 (100)	343 (100)

Source: DEAR Field Survey

proportion of sample SC/ST respondents (79%) had preferred the appealing of the three ICONs viz., Surya, A.P.J. Abdul Kalam and CEO as compared to that of other communities (77%). The CEO found higher rank than A.P.J. Abdul Kalam among sample SC/ST, but A.P.J. Abdul Kalam was at higher rank among others.

3.5.3 Choices of ICONs by Age group

The actor Surya was the most popular ICON admired by a higher proportion of sample respondents of the age groups 18-20, 21-28 and 29-48. Among the various ICONs involved in Voters' Education Campaign, this ICON uniquely stood first. Though the ICONs Ex- President APJ Abdul Kalam and the

CEO ranked second and third places, they attracted a higher proportion of sample respondents of the age group 49+ as compared with other age groups. The above was the case in low and high turnout constituencies.

ICONs	Low Turnout				High Turnout				Non-Voters			
	18-20	21-28	29-48	49+	18-20	21-28	29-48	49+	18-20	21-28	29-48	49+
Surya	33	45	42	27	41	40	36	29	44	48	37	38
APJ Abdul Kalam	21	18	20	29	13	21	21	28	17	14	25	30
CEO	21	15	19	29	22	12	17	24	14	8	20	21
Additional CEO	4	1	2	4	13	7	9	9	7	6	5	4
Karthi	8	5	5	2	3	7	6	3	5	6	4	1
Suhasini	0	4	5	5	5	5	6	4	0	1	4	2
Jeyam Ravi	0	3	3	3	3	3	2	0	0	6	2	0
Others	13	9	4	1	0	5	3	3	13	11	3	4
Respon- dents Reported (No)	24 (100)	204 (100)	654 (100)	370 (100)	37 (100)	301 (100)	906 (100)	368 (100)	59 (100)	142 (100)	203 (100)	96 (100)

Source: DEAR Field Survey

3.5.4 Conclusion on Choices of ICONs

A major category of sample respondents covered under the Survey had identified the following three viz., Actor Surya, Ex-President APJ Abdul Kalam and the Chief Electoral Officer Thiru Praveen Kumar as the most appealing ICONs used in SVEEP Campaign. Irrespective of the age Actor Surya was the most admired ICON among the sample respondents. However the Ex- President and the CEO were of the choices of the higher proportion of sample respondents of the age group 49+ as compared with others.

3.6. Importance of Posters in ‘Voters’ Education Campaign’

As a medium, posters in public places are profound in accessibility, directness and simplicity. Posters in Voters’ Education Campaign reflect deeper message, creativity and passion, educative and political ideals of the community.

3.6.1 Overall Awareness about Posters

With regard to overall familiarity of posters among the sample respondents who were aware of SVEEP, it was higher in 'high turnout constituencies' (38%) when compared to 'low turnout constituencies' (22%) and 'non-voters' (27%). The ratio was much higher among the males at 32 per cent and lower at 27 per cent in respect of females.

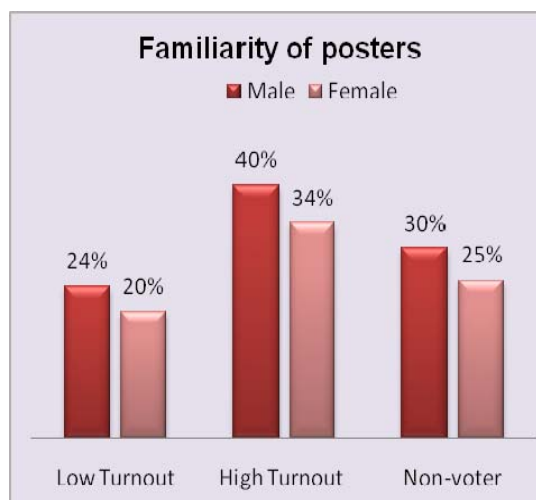
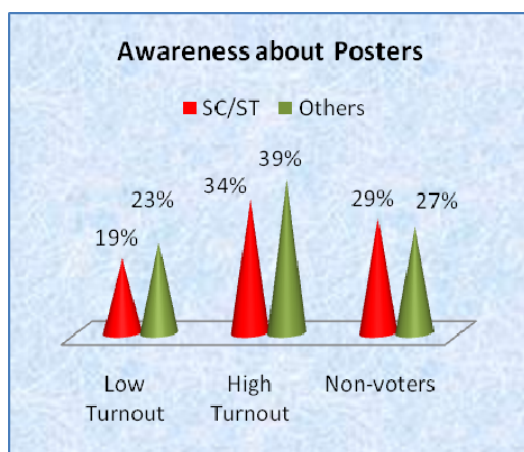


Table – 3.22
Awareness about Posters

Category	Male			Female			Overall		
	Aware of SVEEP	Aware about posters	%	Aware of SVEEP	Aware about posters	%	Aware of SVEEP	Aware about posters	%
Low Turnout	959	228	24	785	155	20	1744	383	22
High Turnout	1090	436	40	805	276	34	1895	712	38
Non-Voters	312	94	30	341	85	25	653	179	27
Total	2361	758	32	1931	516	27	4292	1274	30

Source: DEAR Field Survey

3.6.2 Awareness Level among SC/STs about Posters



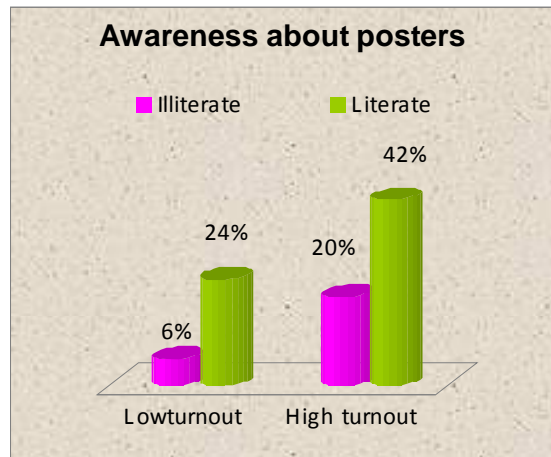
The overall familiarity of posters among the SC/ST respondents (28%) was slightly lower than the other community (30%). Irrespective of the community, the familiarity of posters among the respondents was high in high turnout constituencies.

Category	SC/ST			Others			Overall		
	Aware of SVEEP	Aware about posters	%	Aware of SVEEP	Aware about posters	%	Aware of SVEEP	Aware about posters	%
Low Turnout	330	63	19	1414	320	23	1744	383	22
High Turnout	439	150	34	1456	562	39	1895	712	38
Non-Voters	139	40	29	514	139	27	653	179	27
Total	908	253	28	3384	1021	30	4292	1274	30

Source: DEAR Field Survey

3.6.3 Awareness level among literates about Posters

The Survey revealed that there was a high familiarity of posters among the literate (32%) as compared to that of illiterates (19%). It was noticed in both low and high turnout constituencies.



Category	Illiterate			Literate			Overall		
	Aware of SVEEP	Aware about posters	%	Aware of SVEEP	Aware about posters	%	Aware of SVEEP	Aware about posters	%
Low Turnout	152	9	6	1592	374	24	1744	383	22
High Turnout	365	75	20	1530	637	42	1895	712	38
Non-Voters	89	30	34	564	149	26	653	179	27
Total	606	114	19	3686	1160	32	4292	1274	30

Source: DEAR Field Survey

3.6.4 Conclusion on awareness level about Posters

The following conclusions were drawn from the above analysis

- Posters had a higher influence in the awareness level in 'high turnout constituencies'

- ii. Posters had attracted a higher proportion of males than females.
- iii. The popularity of posters among Illiterate was lower as compared to literate.
- iv. The proportion of SC/ST respondents who were familiar with the posters was lower as compared to that of other communities.

3.7. Location of Posters

The posters relating to the Voters' Education Campaign, if located at strategic points where the public movements are more, will be an eye catching to the electorates. Therefore, location of propaganda materials of Voters' Education Campaign plays a vital role in influencing the KABP levels of electorates to a great extent. The posters had been displayed at strategic points such as District Collector's Office, Other Government Offices, Hospitals / PHCs, Schools and Colleges, Market places, Road Junctions, Libraries, Bus stands, Railway stations, PD Shop, Panchayat Office, Banks / Co-op Offices where public movements were more. At the time of Survey the sample respondents had been asked to identify the main location of the posters displayed.

3.7.1 Popular places of posters seen by sample respondents

Place of Posters	Low Turnout		High Turnout		Non-Voters	
	Male	Female	Male	Female	Male	Female
Govt. offices	13	6	26	23	16	13
Road junctions	34	44	18	13	32	26
Bus stands	14	16	25	26	26	19
Panchayat offices	4	2	11	15	3	9
Other places	35	32	20	23	23	33
Total sample witnessed posters (no)	228 (100)	155 (100)	436 (100)	276 (100)	94 (100)	85 (100)

Source: DEAR field study

More than 70 per cent of the voters had seen the posters displayed by ECI at road junctions, Bus

stand, Government offices and Panchayat offices. In the case of high turnout constituencies, this proportion was a little bit higher.

A higher proportion of sample respondents of SC/ST communities had noticed the posters of ECI which had

Place of Posters	Low Turnout		High Turnout		Non-Voters	
	SC/ST	others	SC/ST	others	SC/ST	others
Govt. offices	11	10	29	24	23	13
Road junctions	32	40	15	16	20	32
Bus stands	16	15	21	27	25	21
Panchayat offices	6	3	19	11	5	6
Others	35	32	16	22	27	28
Total sample witnessed posters (No)	63 (100)	320 (100)	150 (100)	562 (100)	40 (100)	139 (100)

Source: DEAR field study

displayed in Government offices as compared to other communities. This was mainly due to the fact that the SC/ST communities were making use of government offices to redress the grievances in a larger proportion as compared to other communities. At that time they could able to watch the eye catching ECI posters.

3.7.2 Display of Posters – as reported by literates

About 54 per cent of sample literates of low turnout constituencies had observed that posters were displayed in two important locations viz., road junction and bus stands mainly. In the case of high turnout

Place of Posters	Low Turnout	High Turnout	Non-Voters
Govt. offices	10	27	16
Road junctions	38	16	32
Bus stands	16	25	23
Panchayat offices	3	11	3
Others	33	21	42
Total sample witnessed posters (No)	374 (100)	637 (100)	149 (100)

Source: DEAR Field Survey

constituencies 80 per cent of literates had seen the displayed posters in Government offices, road junctions, bus stands and Panchayat offices. In the case of sample literates of non- voters 71 percent reported that they had noticed the posters of ECI in Government offices, road junctions and bus stands.

3.7.3 Conclusion on the Campaign by posters

The analysis of the Survey results broadly indicated that the posters to enlighten the electorates were reported to be noticed in the road junctions and bus stands by a higher proportion of the sample respondents. A few respondents

had also reported that they had also seen posters in Hospitals/PHCs, Schools, Colleges, market places, railway stations, ration shops, banks and cooperative societies.

3.8. Appealing Messages in Posters

Messages are concise and more effective with minimum words appeared in posters conveying the content of Voters' Education Campaign. It has left impression among the electorates and as best as possible to have optimum recall rate. The sample respondent during the survey had been requested to identify one of the most appealing messages from 'Proud to be a voter, ready to vote', 'Mark of a responsible Citizen', 'My Vote , My future', 'Your future has a voice', 'Up hold Democracy Vote', 'Vote for Democracy ,Vote as per Conscience', 'Your Vote is Invaluable, Use it wisely' and 'Say Yes to Vote and No to Note', that appeared in the posters of Campaign.

3.8.1 Most Appealing Messages

Of the total sample male and female respondents, the four messages viz., 'proud to be a voter, ready to vote', 'mark of a responsible

Appealing Messages	Low Turnout		High Turnout		Non-Voters	
	Male	Female	Male	Female	Male	Female
Proud to be a voter, ready to vote	23	18	11	11	17	21
Mark of responsible citizen	27	24	27	24	22	24
My vote my future	21	28	26	28	27	21
Say yes to vote and no to Note	10	7	7	7	12	5
Other messages	19	23	29	30	22	29
Total sample witnessed posters (No)	228 (100)	155 (100)	436 (100)	276 (100)	94 (100)	85 (100)

Source: DEAR Field Survey

citizen', 'my vote my future' and 'say yes to vote and no to note', together had attracted a sizeable share. The ratio was higher in the case of male sample respondents (81%) as compared to that of females (77%) in low turnout constituencies. In high turnout constituencies, the corresponding ratios were 71 percent and 70 percent.

3.8.2 Appealing Messages – as viewed by Literates

A higher proportion of literates had viewed that the above four messages were the most appealing messages that they were able to remember in their minds. These four messages together had claimed a higher proportion of sample literates. In the case of sample literates the proportion ranged between 71 and 80 per cent.

Appealing Messages	Low Turnout	High Turnout	Non-Voters
	Proud to be a voter, ready to vote	22	11
Mark of responsible citizen	26	26	24
My vote my future	24	27	25
Say yes to vote and no to Note	8	7	9
Other messages	20	29	23
Total sample witnessed posters (no)	374 (100)	637 (100)	149 (100)

Source: DEAR Field Survey

3.8.3 Most Appealing Messages as viewed by SC/STs and Others

A little more than 70 per cent of the sample respondents of both SC/ST and other community had preferred the above four messages which had a higher retention rate in their minds. Among the four appealing messages, the two viz., 'Mark of responsible citizen' and 'My vote my future' were the more popular ones.

Appealing Messages	Low Turnout		High Turnout		Non-Voters	
	SC/ST	Others	SC/ST	Others	SC/ST	Others
Proud to be a voter, ready to vote	21	21	7	13	13	21
Mark of responsible citizen	24	26	29	25	20	23
My vote my future	19	25	36	24	28	23
Say yes to vote and no to Note	14	7	6	7	13	7
Other messages	22	21	22	31	26	26
Total sample witnessed posters (No)	63 (100)	150 (100)	150 (100)	560 (100)	40 (100)	139 (100)

Source: DEAR Field Survey

3.8.4 Conclusion

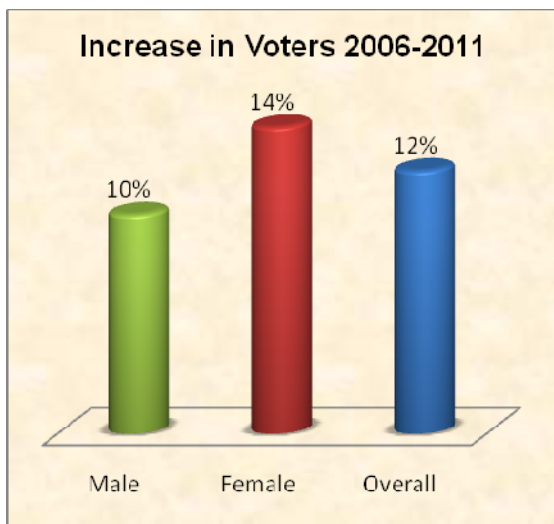
The survey in general brought to light the following four appealing messages of posters - 'proud to be a voter, ready to vote', 'mark of a responsible citizen', 'my vote my future' and 'say yes to vote and no to note'.

4.1 Survey results on the factors influencing the higher voters' turnout in Tamil Nadu Legislative Assembly General Elections 2011

One of the objectives of the survey is to find out the reasons that had influenced the voting pattern in Assembly General Elections 2011. Another important objective is to ascertain the reasons for not having exercised their right to vote in the Assembly General Elections 2011. Hence, the survey probes into the factors of increasing voting turnout during 2011 General Elections as compared to the earlier Assembly General Elections 2006. For this purpose data have been collected from 4133 respondents who voted in the General Assembly Elections 2011. Out of 4133 voters, details on the number of voters who had not exercised their rights to vote in the previous Assembly General Elections conducted in 2006 had also been collected. The reasons had been ascertained from the 867 sample respondents who had not exercised their vote in 2011 Elections.

4.2 Comparison of Polling in the Legislative Assembly General Elections 2006 and 2011

Tamil Nadu Legislative Assembly General Elections 2006 was the 13th one in the State. As against the total electors in roll numbering 4.66 crores, the number of persons exercised their votes in Tamil Nadu was 3.29 crores (71%). The corresponding ratio had increased to 78 percent in 2011 Assembly General Elections.



As per the Endline Survey results, the total sample electorates voted in 2006 were 3694. This

Sex	High Turnout	Low Turnout
Male	11	10
Female	15	13
Total	12	11

Source: DEAR Field Study

number had increased to 4133 (12%) in 2011 Assembly Elections. The

increase was mainly due to higher turnout from females. The pace of increase was 14 percent in the case of

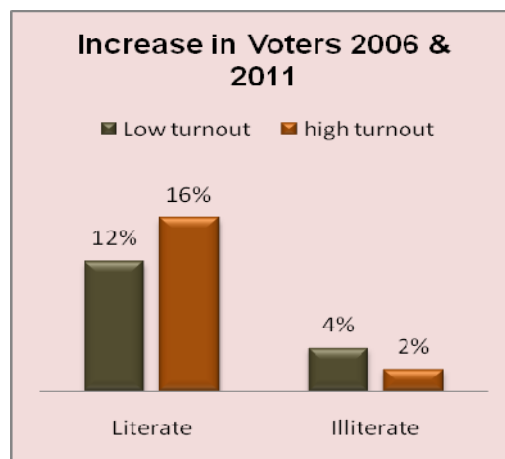
Category	Male		Female		Total	
	Voted in 2006	Voted in 2011	Voted in 2006	Voted in 2011	Voted in 2006	Voted in 2011
Low turnout	1009	1107	820	930	1829	2037
High turnout	1064	1177	801	919	1865	2096
Total	2073	2284	1621	1849	3694	4133

Source: DEAR Field Survey

sample female voters as against 10 percent in the case of males. The table illustrates the percentage increase in number of sample male and female voters between the two Assembly Elections 2006 and 2011.

4.2.1 Comparison of polling performance – By Educational Status

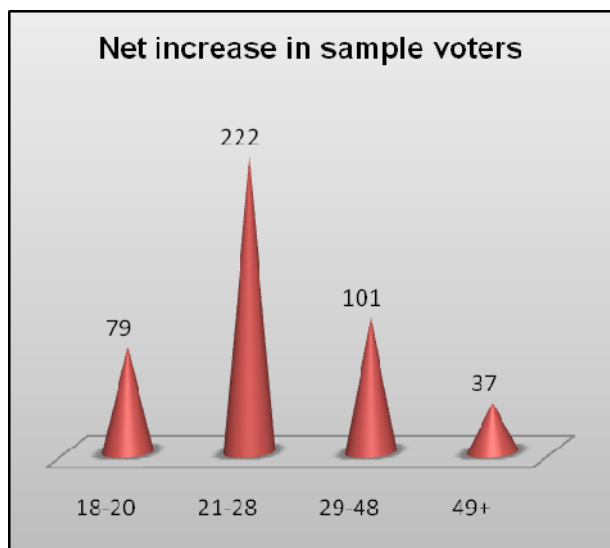
Among the literates, voting strength had increased by 14 percent from 3004 in 2006 to 3423 in 2011 Elections. However, in the case of sample illiterates the overall increase was meager at 3 percent between 2006 (690) and 2011 Elections (710). Between these two Assembly General Elections, among the low and high turnout constituencies the comparative status was shown in the diagram.



Category	Illiterate			Literate			Overall		
	Voted in 2006	Voted in 2011	% Change	Voted in 2006	Voted in 2011	% Change	Voted in 2006	Voted in 2011	% Change
Low turnout	224	234	4	1605	1803	12	1829	2037	11
High turnout	466	476	2	1399	1620	16	1865	2096	12
Total	690	710	3	3004	3423	14	3694	4133	12

Source: DEAR Field Survey

4.2.2 Comparison of polling performance among different age groups



Between these two Assembly General Elections, the number of sample voters covered in the Survey had increased from 3694 to 4133 by 439. Going by age, it was observed that the number of voters for the first time had to cast their vote in the age group 18-20 was 79. It accounted for 18 per cent of the net addition. The net addition in the age group 21-28 was 222. Its share in the net addition was 50 per cent. The net increase in the age group 29-48 was 101 and it shared the total net addition by 23 per cent. In the case of sample respondents belonging to 49+, the net increase was 37 and its share worked out to 9 per cent.

Table - 4.4

Voting Pattern in 2006 and 2011 By Age Group									
Age Group	Low turnout			High turnout			Overall		
	Voted in 2006	Voted in 2011	% Change	Voted in 2006	Voted in 2011	% Change	Voted in 2006	Voted in 2011	% Change
18 – 20	0	35	100	0	44	100	0	79	100
21 -- 28	194	278	43	203	341	68	397	619	76
29 -- 48	973	1035	6	1097	1136	4	2070	2171	5
49 and Above	662	689	4	565	575	4	1227	1264	3
Total	1829	2037	11	1865	2096	12	3694	4133	12

Source: DEAR Field Survey

4.2.3 Conclusion

The following broad conclusions were drawn from the above analysis:-

i) Increased higher voter turnout in the case of females was a main reason for higher turnout in 2011 when compared to the performance of polling in 2006.

ii) Literates exercised their rights to cast votes in more numbers in 2011 when compared to the elections held in 2006.

iii) Higher participation of youths in the age group of 18-20 and 21-28 was another major reason for higher poll percentage in 2011.



4.3 Motivating factors to vote in 2011 Elections

Awareness is the most important factor in deciding the voter turnout. It has direct influence on behaviour, initiation, cognitive processing, determining the consequences and improving the practice level of the electorate so as to enable them to participate in the electoral process and to exercise their franchise without fail.

4.3.1 Preference of Motivating Factors

The Endline Survey had covered a total 5000 sample respondents. Of them 4133 (83%) respondents were voters and remaining being non-voters. All the 4133 sample respondents were requested to identify the motivating factors which had influenced them to cast their votes. The following is the list of factors from which the voters had given their preferences: i) Epic Card/Voter slip, ii) Name in Voters' list, iii) Contesting Candidate, iv) SVEEP, v) BLO of your area and vi) Family / Friends. Each respondent had identified more than one option from the above. Based on the multiple choices of their options, the following results are brought out from the survey.

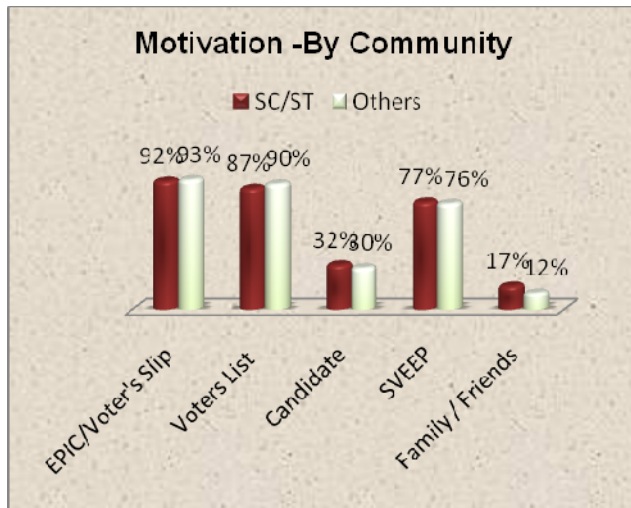
Overall more than 90 per cent of the voters had exercised their franchise during 2011 Assembly General Elections mainly because of having 'EPIC card/Voter Slip'. It was the case both in low and high turnout constituencies. It was prominent among females. Having 'name in the voters' list' was reported to be the second motivating factor as it accounted for more than 80 percent of the sample respondents. This was the same in both instances of low and high turnout constituencies and as well as among males and females. More than three-fourth of the sample respondents had preferred 'Systematic Voters' Education and Electoral Participation' (SVEEP) as a main motivating factor behind their voting in 2011 Assembly General Elections in both low and high turnout constituencies. The proportion was slightly higher in the case of male sample respondents as compared to female respondents. The persuasion of 'contesting candidates' and 'family /friends' was somewhat noticed only in high turnout constituencies as compared to low turnout constituencies.

Motivation	High turnout		Low turnout		Overall	
	Male (Rank & %)	Female (Rank & %)	Male (Rank & %)	Female (Rank & %)	Male (Rank & %)	Female (Rank & %)
EPIC card/ Voter Slip	First-93	First-96	First-91	First-92	First-92	First-94
Name in Voters' list	Second-88	Second-82	Second-89	Second-90	Second-88	Second-91
SVEEP	Third-83	Third-76	Third-73	Third-73	Third-78	Third-74
Contesting candidate	Fourth-46	Fourth-38	Fourth-19	Fourth-16	Fourth-33	Fourth-27
Family /friends	Fifth-18	Fifth-20	Fifth-8	Fifth-8	Fifth-13	Fifth-14
Total Respondents (No)	1177	919	1107	930	2284	1849

Source: DEAR Field Survey

4.3.2 Preference of Motivating factors by Community

The Endline Survey results revealed that of the total voters 4133, about 22 per cent were SC/ST, the rest being other communities. In the case of high turnout constituencies, among the samples voters numbering 2096 the SC/ST



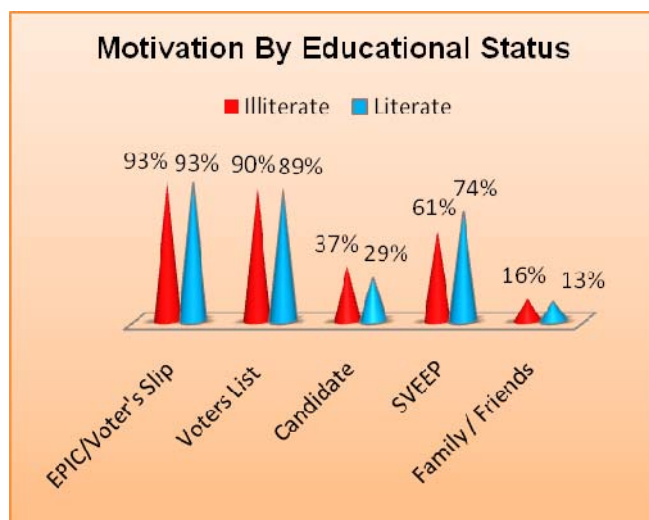
accounted for 23 per cent. In respect of low turnout constituencies, the share of SC/ST in the total sample voters of 2037 was 21 per cent.

The Survey results revealed that there was not much difference in the preference of motivating factors which enabled to cast vote during 2011 Assembly General Elections as indicated in the previous section by the sample voters of SC/STs and other communities.

Motivation	High turnout		Low turnout		Overall	
	SC/ST (Rank & %)	Others (Rank & %)	SC/ST (Rank & %)	Others (Rank & %)	SC/ST (Rank & %)	Others (Rank & %)
EPIC card /Voter Slip	First-97	First- 93	First-85	First-93	First-92	First-93
Name in Voters' list	Second-93	Second-84	Second- 79	Second-92	Second-87	Second- 90
SVEEP	Third-79	Third-80	Third-75	Third-72	Third-77	Third-76
Contesting candidate	Fourth-33	Fourth-45	Fourth-30	Fourth-14	Fourth-32	Fourth-29
Family / Friends	Fifth-21	Fifth-18	Fifth-12	Fifth-7	Fifth-17	Fifth-12
Total Respondents (No)	483	1613	421	1616	904	3229

Source: DEAR Field Survey

4.3.3 Preference of Motivating factors by Educational Status



Of the total sample voters of 4133 those voted in 2011 Assembly General Elections, 710 (17%) voters were illiterates, the remaining 3423 (83%) voters being literates. Irrespective of the educational status, the sample voters had preferred the above four motivating factors that enabled them to

vote in 2011 Assembly General Elections. There was not much difference in the level of preference of motivating factors except the SVEEP and the persuasion of contesting candidate among these two categories.

Motivation	High turnout		Low turnout		Overall	
	Illiterate (Rank & %)	literate (Rank & %)	Illiterate (Rank & %)	literate (Rank & %)	Illiterate (Rank & %)	literate (Rank & %)
EPIC card/Voter Slip	First-94	First- 94	First-91	First-91	First-93	First-93
Name in Voters' list	Second-89	Second-90	Second- 94	Second-90	Second-90	Second- 89
SVEEP	Third-61	Third-85	Third-62	Third-74	Third-61	Third-79
Contesting candidate	Fourth-47	Fourth-41	Fourth-17	Fourth-18	Fourth-37	Fourth-29
Family / friends	Fifth-19	Fifth-19	Fifth-10	Fifth-7	Fifth-16	Fifth-13
Total Respondents (No)	476	1620	234	1803	710	3423

Source: DEAR Field Survey

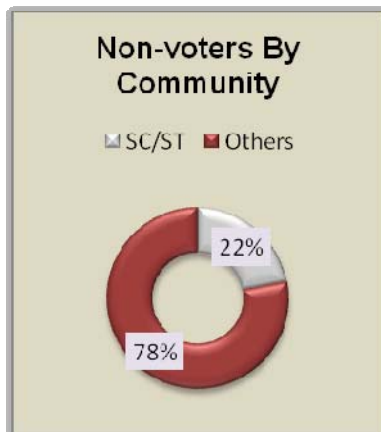
4.3.4 Conclusion

From the survey results, the following broad conclusions were brought to light:

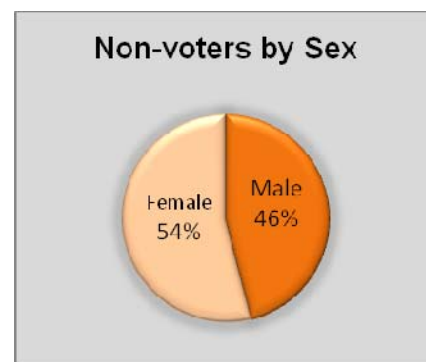
- i) Among the multiple options of various motivating factors to cast vote, 'EPIC card/Voter Slip' uniquely stood first among the sample respondents.
- ii) 'Name in electoral roll' and 'SVEEP campaign' conducted by ECI were the other motivations behind the voting in 2011 Assembly General Elections as they occupied second and third places respectively. This was the common feature noticed both in low and high turnout constituencies.
- iii) The influence of 'contesting candidates' and 'family / peer presence' had felt in high turnout constituencies only.



4.4 Profile of Non-voters



Non-voters were those who were eligible to vote but had not exercised their franchise during 2011 Assembly General Elections for one or more reasons. Out of 5000 sample respondents covered under the Survey, 867 were non-voters (17%). Of them,



males accounted for 46 per cent and the remaining were 54 per cent females. Among the total sample non-voters 20 per cent were illiterates and rest being literates.

Going by the community it was observed that 22 per cent belonged to SC/ST.

4.4.1 Reasons for non-voting

Of the total 867 sample non-voters, 403 were males and 464 were females.

Different reasons were stated by non-voters for their failure to vote in Assembly General Elections 2011. The survey results revealed that as high as 54 percent of the sample respondents reported that 'name not found in voters' list and not possessing EPIC card' was the main reason for not voting. Another 32 per cent reported that 'they were not

Reasons	No. of Non-Voters	%	% to total Samples
Name not found in electoral roll and have no EPIC Card.	468	54	9
Not in the constituency	278	32	6
Nothing will change	61	7	1
Not received voter slip	17	2	1
Illness	17	2	
No faith in electoral democracy	26	3	
Total	867	100	17

Source: DEAR Field Survey

present in the constituencies on polling date i.e., 13.04.2011'. About 7 per cent were of the pessimistic view that 'as nothing will change because of voting'. Another 2 percent reported that they 'did not receive voter slip on the polling day at the booth'. Further 2 per cent reported that 'because of their illness on polling date they could not vote'. The remaining 3 percent reported that 'because of lack of faith in electoral democracy' they did not cast vote.

From the table, it is indicated that there is scope to improve the polling by 9 more per cent in the State, if cent percent electors name is included in the roll and EPIC card is to be issued. It may be concluded that a maximum of 87 to 90 per cent turnout is possible.

4.5 Voting in the Future

The survey is also attempted to assess the tendency of the sample electorates whether they were willing to vote in the coming elections. Of the total 5000 sample electorates covered in the survey, as many as 4888 (98%) reported

that they would vote in the elections to come. Among the various options – ‘it is my duty and right’ and ‘party sympathizer’ – asked to the 4888 respondents to choose the reason to vote in

Reasons	Male		Female	
	Total Respondents	Reported	Total Respondents	Reported
My duty and right	2639	2595 (98%)	2249	2213(98%)
Party sympathizer	2639	869 (33%)	2249	457(20%)
Note: figures in brackets indicate to percentage to total respondents				
Source: DEAR Field Survey				

future, as high as 98 percent reported that they would vote since it was ‘their right and duty’. Irrespective of the educational status and community, this was the same case.

The remaining 112 sample respondents (2%) reported that they were not

Reasons	Male		Female	
	Total Respondents	Reported	Total Respondents	Reported
Nothing will change	48	35(73%)	64	40(62%)
Name not in the electoral Roll	48	9(19%)	64	18(28%)
Not having EPIC card	48	5(10%)	64	15(23%)
No belief in electoral democracy	48	29(60%)	64	30(47%)
Note: figures in brackets indicate to percentage to total respondents				
Source: DEAR Field Survey				

inclined to vote in the future. Of them, 48 (43%) respondents were males. Of the total 112 respondents, 33 (29%) were literates. The numbers of SC/STs were 29(26%). Of the 112 sample respondents those who were not inclined to vote in the future they had been asked to identify the various reasons from

the following – ‘nothing will change’, ‘name not in electoral roll’, not having EPIC card’ and ‘no belief in electoral democracy’. Each respondent had identified multiple reasons for not inclined to vote. Based on the multiple answers of these sample respondents the rating was done to the reasons. Accordingly, a higher proportion of the sample respondents reported that ‘nothing will change’ and ‘no belief in electoral democracy’ were the major reasons for non-compliance to vote in future.

HURDLES IN VOTING

5.1 Collection of details on hurdles

The Election Commission had made certain arrangements to provide basic facilities such as drinking water, toilet, marking of polling stations for easy identification, distribution of voter slip at facilitation center on the polling day. Instructions to polling officers were also given to guide voters with a view to gain confidence among the electorates so as to facilitate to exercise their franchise easily and quickly. However, in practice the voters had faced certain difficulties at the time of voting during the Tamil Nadu Legislative Assembly General Elections 2011. The Endline Survey had made an attempt to capture the details on the difficulties faced at the time of voting by the voters. These details had been obtained by interviewing the sample voters and the results were presented below.

5.2 Hurdles reported by Sample Respondents

Out of 4133 sample respondents voted in 2011 Assembly General Elections, 898 (22%) reported that they had faced some difficulties at the time

Category	Sample	Voted in 2011	Difficulties reported	%
High turnout	2500	2096	608	29
Low turnout	2500	2037	290	14
Total	5000	4133	898	22

Source: DEAR Field Survey

of voting. A high percentage of sample voters from high turnout constituencies reported difficulties at the time of voting. As against 2096 sample voters from high turnout constituencies, 608 (29%) reported difficulties. Whereas in the case of low turnout constituencies out of 2037 sample voters, 290 reported difficulties (14%), implying that difficulties in voting were not the reason for low turnout.

5.3 Type of Hurdles

From the analysis of data collected from 898 sample respondents who reported hurdles at the time of voting in Tamil Nadu Legislative Assembly General Elections 2011, the following inferences were drawn:

- Half of the respondents reported that there was a long queue in polling booth.
- Another one-fifth of the respondents felt that there was no separate queue for senior citizens.
- About 17 percent were informed that there was non-availability of drinking water and toilet facility.
- A little more than 10 percent reported that they found difficulties in locating booth.
- The remaining 2 percent reported that there was no guidance from polling officials, difficulties in getting voter slip etc.,

Type	No. of sample Respondents reported	%
Long queue	449	50
No separate queue for senior citizens	180	20
Lack of facilities like drinking water and toilet	153	17
Difficulties in locating booth	99	11
Others	17	2
Total	898	100

Source: DEAR Field Survey

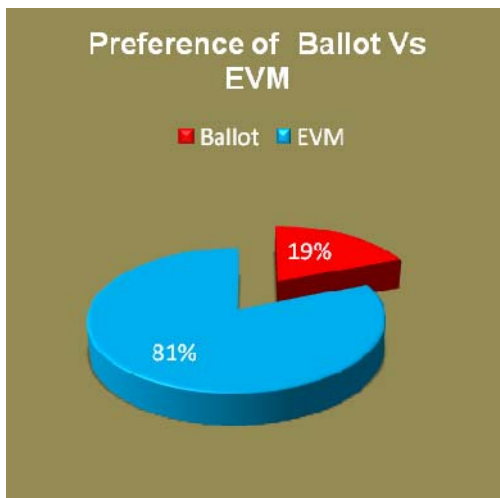
BALLOT PAPER Vs ELECTRONIC VOTING MACHINE (EVM)

6.1 Introduction

Prior to the introduction of Electronic Voting Machine (EVM), the Election Commission had used ballot paper to cast vote. With the advent of the modern technologies, Electronic Voting Machine (EVM) had replaced the ballot paper. One of the objectives of the survey is to study the effectiveness of EVM in 2011 Assembly General Elections as compared to the ballot paper. In this regard details were collected from the sample respondents and the results were presented below.

6.2 Mode of Polling

6.2.1 Popularity of mode of polling



3358 (81%) voters reported that they preferred EVM. The remaining 775 (19%) had preferred ballot paper.

Popularity of EVM was higher in the case of female voters as compared to the males. The overall ratio among sample males stood at 79 per cent and it was

The results of the Endline Survey brought

Category	Sample Voters	%
Ballot paper	775	19
EVM	3358	81
Total	4133	100

Source: DEAR Field Survey

to fore the fact that the popularity of EVM among the sample

voters was significantly high as compared to that of ballot papers. Out of the total sample voters of 4133 voted in 2011 Assembly General Elections, as many as

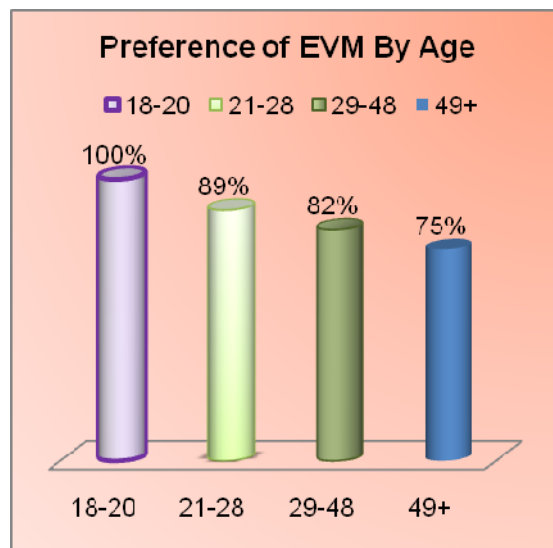
84 per cent among sample females. It was the case in both low and high turnout constituencies.

Table-6.2
Preference of EVM Vs Ballot paper

Category	Low turnout			High turnout			Overall		
	Ballot (%)	EVM (%)	Samples reported (No)	Ballot (%)	EVM (%)	Samples reported (No)	Ballot (%)	EVM (%)	Samples reported (No)
Male	18	82	1107	25	75	1177	21	79	2284
Female	13	87	930	18	82	919	16	84	1849

Source: DEAR Field Survey

6.2.2 By Age Group



The entire sample respondents of the age group 18-20 had preferred the EVM machine since they were voting for the first time in 2011 elections. They were not familiar with the Ballot paper. With the increase in the age among the sample respondents, there was a decline in the preference of EVM machine. The proportion of sample preferred EVM had declined steadily

from 89 percent among the sample voters in the age group 21-28, further to 82 per cent in the age group 29-48 and to 75 percent with the age group 49+. The situation was identical both in low turnout and high turnout constituencies.

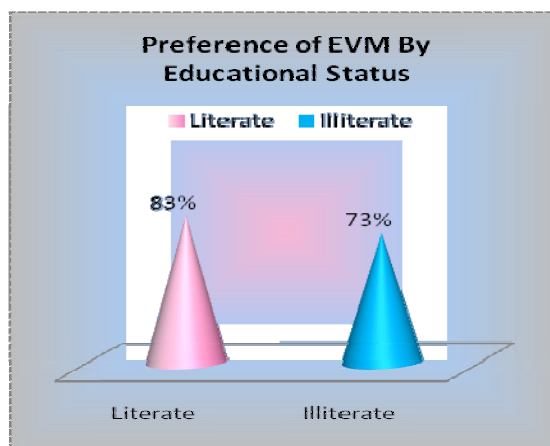
Age	Low turnout			High turnout			Overall		
	Ballot	EVM	Sample Reported	Ballot	EVM	Sample Reported	Ballot	EVM	Sample reported
18-20	0	35 (100%)	35 (100%)	0	44 (100%)	44 (100%)	0	79 (100%)	79 (100%)
21-28	28 (10%)	250 (90%)	278 (100%)	41 (12%)	300 (88%)	341 (100%)	68 (11%)	551 (89%)	619 (100%)
29-48	145 (14%)	890 (86%)	1035 (100%)	239 (21%)	897 (79%)	1136 (100%)	391 (18%)	1780 (82%)	2171 (100%)
49+	145 (21%)	544 (79%)	689 (100%)	173 (30%)	352 (70%)	575 (100%)	316 (25%)	948 (75%)	1264 (100%)

Note – Figures in brackets indicate percentage to sample reported

Source: DEAR Field Survey

6.2.3 By Education

Going by the educational status a higher proportion of sample literates had preferred EVM as compared to illiterates. The overall ratio was 83 per cent in the case of literates as against 73 per cent in respect of illiterates. This was the same situation both in low and high turnout constituencies.



Category	Low turnout		High turnout		Overall	
	Illiterate	Literate	Illiterate	literate	Illiterate	Literate
Ballot (%)	22	15	29	20	27	17
EVM (%)	78	85	71	80	73	83
Total	234	1803	476	1620	710	3423
Samples(No)	(100)	(100)	(100)	(100)	(100)	(100)

Source: DEAR Field Survey

6.2.4 By Community

The survey results revealed that a higher proportion of sample voters of other communities

Category	Low turnout		High turnout		Overall	
	SC/ST	Others	SC/ST	Others	SC/ST	Others
Ballot (%)	20	14	24	20	22	17
EVM (%)	80	86	76	80	78	83
Total	421	1616	483	1673	904	3229
Samples (No)	(100)	(100)	(100)	(100)	(100)	(100)

Source: DEAR Field Survey

had preferred EVM as compared to that of SC/STs. The ratio was 83 per cent in the case of other communities as against 78 per cent reported by the SC/STs.

6.3 Reasons for choosing Ballot Paper

Out of 4133 sample voters voted in 2011 Assembly General Elections, 775 voters (19%) would have preferred ballot paper to cast their vote. During the survey from these sample respondents the reasons for preferring ballot papers had been enquired with multiple choices viz., 'simple', 'cannot be manipulated' and 'EVM can be manipulated'. Each respondent had also expressed multiple reasons to prefer the ballot paper. Based on the multiple opinions of the sample respondents, the rating was done. Among the multiple reasons, a higher proportion of sample respondents had mainly chosen two reasons- 'using ballot paper to cast vote could not be manipulated' and also 'the method was simple'. Of the total 775 sample voters who preferred ballot paper, 482 voters (62%) were males and remaining were females. About 77 per cent of the total sample males believed that 'the ballot paper couldn't be manipulated'. In the case of females around 81 per cent reported that the 'using ballot papers to cast vote become simple'. This was the same situation in both low and high turnout constituencies.

Reasons	Low Turnout		High Turnout		Overall	
	Male (Rank& %)	Female (Rank& %)	Male (Rank& %)	Female (Rank& %)	Male (Rank& %)	Female (Rank& %)
Simple	Second -68	First -75	Second-74	First -85	Second -72	First-81
Cannot be manipulated	First -75	Second-72	First -78	Second -73	First -77	Second -72
EVM can be manipulated	Third-47	Third-38	Third -39	Third-32	Third-42	Third-35
Total sample respondents (No)	194	125	288	168	482	293

Source: DEAR Field Survey

6.3.1 By Education

Of the total 775 sample voters who favoured ballot papers 586 voters (76%) were literates and the rest were illiterates. Among the literates, 78 percent felt that 'using ballot paper to cast vote could not be manipulated'. Of the 189 sample illiterates, 82 percent reported that 'it was simple to cast vote'. The same situation was noticed in both low and high turnout constituencies.

Reasons	Low Turnout		High Turnout		Overall	
	Illiterate (Rank& %)	Literate (Rank& %)	Illiterate (Rank& %)	Literate (Rank& %)	Illiterate (Rank& %)	Literate (Rank& %)
Simple	First -81	Second-69	First-82	Second-76	First-82	Second-73
Cannot be manipulated	Second -56	First-78	Second-71	First-79	Second -67	First-78
EVM can be manipulated	Third-33	Third-46	Third -37	Third-36	Third-35	Third-40
Total sample respondents (No)	52	267	137	319	189	586

Source: DEAR Field Survey

6.3.3 By Community

Out of 775 sample voters who were in favour of ballot papers, 203 voters (26%) were SC/ST communities and rest 572 (74%) were from other communities. Among the 203 SC/STs, 78 per cent were of the opinion that the 'using ballot paper in Election could not be manipulated'. The proportion was higher in low turnout constituencies as compared to high turnout constituencies. In the case of other communities 75 per cent opined that the 'use of ballot paper was simple'.

Reasons	Low Turnout		High Turnout		Overall	
	SC/ST (Rank& %)	Others (Rank& %)	SC/ST (Rank& %)	Others (Rank& %)	SC/ST (Rank& %)	Others (Rank& %)
Simple	Second -63	First-74	First-85	Second-76	Second-75	First-75
Cannot be manipulated	First-86	Second-69	Second-72	First-78	First--78	Second-75
EVM can be manipulated	Third-43	Third-44	Third -37	Third-36	Third-39	Third-39
Total sample respondents (No)	86	233	117	339	203	572

Source: DEAR Field Survey

6.4 Reasons for choosing EVM

Of the total sample voters 4133 covered in the survey, 3358 (81%) had preferred Electronic Voting Machine (EVM). The reasons for preferring EVM had been enquired from the sample voters with multiple answers – ‘simple to operate’, ‘cannot be manipulated’, ‘results can be known faster’ and ‘environmental friendly’. Each sample voters had identified more than one answer for



the preference for the EVM. Based on multiple answers of the sample voters, the rating was done. It was noted that among the answers, the operation of the EVM was ‘simple to cast vote’ emerged to be prominent one in favour of the using of EVM in Elections.

Out of the total sample voters 3358, males accounted for 54 percent and the remaining 46 percent were females. Among the males 92 percent preferred EVM, because it was ‘simple to operate’ and ‘to cast vote quickly’. The corresponding ratio, among the females was higher at 96 percent. In both high and low turnout constituencies the same was the case. The second reason emerged from the survey was that ‘the results could be known faster’ with the use of EVM.

Table – 6.9
Preference of Electronic Voting Machine (EVM)

Reasons	Low Turnout		High Turnout		Overall	
	Male (Rank& %)	Female (Rank& %)	Male (Rank& %)	Female (Rank& %)	Male (Rank& %)	Female (Rank& %)
Simple	First - 91	First - 96	First - 92	First - 96	First - 92	First - 96
Results can be known faster	Second-59	Second-59	Second-61	Third -51	Second-60	Second-55
Cannot be manipulated	Third-48	Third-39	Third-59	Second -61	Third-53	Third-50
Environmental friendly	Fourth-10	Fourth-7	Fourth-9	Fourth-8	Fourth-10	Fourth-8
Total sample respondents (No)	913	805	889	751	1802	1556

Source: DEAR Field Survey

6.4.1 By Age group

Of the total sample voters 3358 who favoured EVM, 2 percent were in the age group of 18-20, 17 percent in the age group 21-28, 53 per cent in middle age group and remaining 28 percent were from the age group of 49+. More than 90 percent of the sample voters of the all age groups had preferred EVM, because it is 'simple to operate' and to cast vote. More than 60 per cent of the age group 18-20 and 21-28 had felt that the results were known faster with the use of EVM.

Reasons	18-20 (Rank& %)	21-28 (Rank& %)	29-48 (Rank& %)	49+ (Rank& %)
Simple	First -93	First -95	First -93	First -94
Results can be known faster	Second-66	Second-63	Second-57	Second-54
Cannot be manipulated	Third-49	Third-54	Third-51	Third-52
Environmental friendly	Fourth-12	Fourth-10	Fourth-8	Fourth-9
Respondents reported (No)	74	550	1786	948

Source: DEAR Field Survey

6.4.2 By Educational Status

Of the 3358 sample voters who favoured EVM in the survey, 2837 (84%) were literates and rest being illiterates. Irrespective of the educational status the sample voters preferred EVM, because 'it was simple to operate'. The ratio of sample voters preferred for the above reason was high at 98 percent in the case of illiterates as compared to 93 percent in respect of literates.

Reasons	Low Turnout		High Turnout		Overall	
	Illiterate (Rank& %)	Literate (Rank& %)	Illiterate (Rank& %)	Literate (Rank& %)	Illiterate (Rank& %)	Literate (Rank& %)
Simple	First -98	First -93	First -98	First -93	First -98	First -93
Results can be known faster	Second-53	Second-59	Third-44	Third-59	Third-47	Second-59
Cannot be manipulated	Third-37	Third-45	Second-59	Second-60	Second-51	Second-52
Environmental friendly	Fourth-6	Fourth-9	Fourth-5	Fourth-10	Fourth-6	Fourth-9
Respondents reported (No)	182	1536	339	1301	521	2837

Source: DEAR Field Survey

ANNEXURES



**2011 GENERAL ELECTIONS TO TAMIL NADU LEGISLATIVE ASSEMBLY -
ENDLINE SURVEY OF KNOWLEDGE, ATTITUDE, BEHAVIOUR AND
PRACTICE OF VOTERS IN TAMIL NADU**

**DIRECTORATE OF EVALUATION AND APPLIED RESEARCH (DEAR)
KURALAGAM – III FLOOR, CHENNAI – 600 108.
(WITH THE APPROVAL OF ELECTION COMMISSION)**

1. General Particulars of Legislative Assembly

- 1.1. Name of the Constituency
1.2. Number of the Constituency
1.3. Type General – 1 / Reserved - 2
1.4. District

2. General Particulars of Respondents

Name of the Respondent

Address

Contact No.

- 2.1 Sex: Male - 1 / Female - 2
2.2 If Female are you a member of SHG: Yes - 1 / No – 2
2.3 Community: SC – 1 / ST – 2 / Others - 3
2.4 Age
- 2.5 Qualification:
- Illiterate – 1 / Primary - 2 / SSLC – 3 / HSC - 4 UG - 5 / PG & Above - 6

2.6 Occupation:

Cultivator - 1 / Agricultural Labor - 2 / Business - 3 / Artisan - 4 / Employed - 5 /
Non-agricultural Labor – 6 / Student - 7 / Unemployed - 8

2.7 If Employed, Government – 1 / Private - 2

2.8 Nature of Employment: Temporary – 1 / Permanent - 2

3. Systematic Voters' Education and Electoral Participation (SVEEP) Programme

3.1. Did you come across any voter education campaign of ECI during the election period? Yes - 1 / No - 2

3.2 If Yes, from which sources/channels you received voter education messages/information given by ECI Programme. (Choose more than one option)

1. Newspaper
2. Television
3. All India Radio
4. FM channels
5. Local cable TV
6. Video Vans
7. Government offices
8. Colleges
9. Posters, hoardings and publicity materials.
10. Camp by NSS and NYK volunteers
11. Folk artistes and drama groups (Arivoli)
12. SHG members
13. NGOs and Civil society groups
14. Others Specify _____

3.3 What was the most important voter information/message you received from SVEEP advertisements/appeals through various channels?

(Choose more than one option)

1. Voting is our Right and Duty
2. Voting as per conscience without taking any inducements.
3. Strict enforcement of ECI rules.
4. Steps taken for Free and fair elections.
5. Seizure of money by flying squads.
6. Registering as voter till 26-3-2011.
7. Duplicate EPIC special campaign

8. Voter Slip Distribution schedule
9. State call Centre telephone number – 1950
10. Alternate Identity Documents for voting
11. Voting by 49 O
12. Tendered Vote
13. Separate Queues for Old and sick
14. No queue for Disabled
15. DO's and DON'T's on polling day
16. Any Other Specify _____

3.4 Have you seen the ECI produced quickies with ICONs/STARs motivating voters in TV / Video vans / cables network etc?

Yes - 1 / No - 2

3.5 If Yes, Who was the most appealing ICON used by ECI in SVEEP campaign in TV / video vans / cable networks etc?

(Choose more than one option)

1. Ex President APJ Abdul Kalam
2. Cricketer Srikanth
3. Cricketer M.S. Dhoni
4. Actor Surya
5. Actor Karthi
6. TV Anchor Gopinath
7. Actor Jeyam Ravi
8. Actress Suhasini
9. Actress Rohini
10. Music Director Vijay Antony
11. Praveen Kumar, CEO
12. Amudha, Additional CEO

3.6 Did you see posters on voter education put up ECI in your area?

Yes – 1 / No – 2

3.7 If yes, which was the most appealing message you saw in the poster?

1. Proud to be a voter, ready to Vote
2. Mark of a Responsible citizen
3. My Vote, My Future

4. Your future has a Voice
5. Up Hold Democracy Vote
6. Vote for Democracy, Vote as per conscience
7. Your Vote is Invaluable, Use it wisely
8. Say yes to Vote and No to Note

3.8 Where did you see the poster?

1. District Collector's Office
2. Other Government Offices
3. Hospitals / PHC
4. Schools and Colleges
5. Market places
6. Road Junctions
7. Libraries
8. Bus Stands
9. Railway Stations
10. PD Shop
11. Panchayat Offices
12. Banks / Co-op Offices
13. Any Other Specify _____

4. Voting in Tamil Nadu Legislative Assembly Elections 2011

4.1 Have you voted in elections prior to recently held Assembly Elections?

Yes - 1 / No - 2

4.2 If No, did you vote in recently held Assembly elections 2011?

Yes - 1 / No - 2

4.3 If Yes, What motivated you to vote?

1. Had a EPIC / Voter Slip
2. Name in Voter's List
3. BLO of your area
4. The contesting candidate
5. The SVEEP campaign
6. Family / Peer presence

4.4 If it is SVEEP campaign of ECI which activity motivated you most?

1. Appeal by Regional Icons
2. Awareness Campaign on Regional TV Channels
3. FM / Radio
4. Voters facilitation centre in your locality
5. Awareness Observer
6. Awareness Hoardings
7. Voters' awareness advertising in the News Papers
8. Toll Free Voters Help Line No.1950
9. Street Play
10. Publicity of the timing of voting by the District Administration

4.5 Reason(s) for not voting in that election? (Choose more than one option)

1. I just did not want to vote as nothing will change
2. I was not in my constituency
3. I did not get voter slip even on polling day at the booth
4. My name was not in the electoral roll
5. I did not have electoral Photo ID card (EPIC)
6. I did not have any of the 14 documents notified by the ECI
7. I did not know the location of my polling station
8. I was afraid/felt insecure to go to the polling station
9. Polling station was located at a distance
10. Long queue
11. I do not believe in electoral democracy
12. Any Other please specify _____

5. Hurdles and Voting

5.1 Did you face any difficulties in voting?

Yes - 1 / No - 2

5.2 If yes, the difficulties were (Choose more than one option)

1. Long queue
2. No separate queue for senior citizen
3. Lack of facilities including drinking water, toilet and ramp.
4. Coercion / threat by political party booth operators.
5. Difficulties in locating my polling station within the campus
6. Difficulties in getting my voter slip at facilitation centre.
7. No guidance from polling personnel.

6. Ballot Paper Vs EVM

6.1 Which system of casting vote do you prefer?

Ballot Paper – 1 / EVM - 2

6.2 If (Ballot Paper) Reasons (Choose more than one option)

1. It is simple
2. I believe that it can't be manipulated
3. I believe EVM can be manipulated

6.3 If (EVM) Reasons (Choose more than one option)

1. It is simple
2. I believe it cannot be manipulated / rigged
3. The results can be known faster
4. It is environment friendly

7. Others

7.1 Will you vote in the elections in the future?

Yes - 1 / No - 2

7.2 Reason(s) for choosing to vote? (Choose more than one option)

1. It is my duty / right
2. I am a party sympathizer
3. Any Other please specify _____

7.3 Reason for choosing not to vote? (Choose more than one option)

1. I just do not want to vote as nothing will change
2. My name is not in the electoral roll.
3. I do not have electoral Photo ID card / lost it (EPIC)
4. I do not believe in electoral democracy
5. Any Other please specify _____

Field Investigator

Signature

Date.....

Supervisor Signature

Date.....



மதிப்பீடு மற்றும் செயல்முறை ஆராய்ச்சித் துறை, சென்னை – 108

2011 ல் முடிவற்ற சட்டமன்றத் தேர்தலுக்கான தமிழ்நாடு வாக்காளர்களின் விழிப்புணர்வு, அணுகுமுறை, நடத்தை மற்றும் செயல்பாடு குறித்த இறுதிகட்ட ஆய்வு

(இந்தியத் தேர்தல் ஆணையத்தின் ஏற்புடன்)

1. சட்டமன்றத் தொகுதி பற்றிய பொது விவரம்

1.1. சட்டமன்றத் தொகுதியின் பெயர்

1.2. எண்.....

1.3 வகை பொது – 1 / தனி – 2

1.4. மாவட்டம்.....

2. வாக்காளர் பற்றிய பொது விவரம்

விடையளிப்பவர் பெயர்	
முகவரி	
தொலைபேசி எண்	

2.1. பாலினம்	ஆண் – 1	பெண் – 2
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2.2. பெண் எனில் நீங்கள் சுய உதவிக் குழுவில் ஓர் உறுப்பினரா?	:	ஆம் – 1	இல்லை – 2
2.3. இனம்	தாழ்த்தப்பட்டோர் – 1	பழங்குடியினர் – 2	இதரவகுப்பினர் – 3

2.4. வயது	:	
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2.5. கல்வித்தகுதி	:	1) படிக்காதவர்
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	:	2) தொடக்கக் கல்வி
	:	3) பள்ளி இறுதி வகுப்பு (10 ம் வகுப்பு)
	:	4) மேனிலை வகுப்பு (+2)
	:	5) இளங்கலை
	:	6) முதுகலை மற்றும் அதற்குமேல்
	:	7) மற்றவை

2.6. தொழில்	:	1) விவசாயி
	:	2) விவசாய கூலி
	:	3) வியாபாரம்
	:	4) கைவினைஞர்
	:	5) ஊழியர்
	:	6) இதர கூலி
	:	7) மாணவர்
	:	8) வேலையில்லாதவர்

2.7. ஊழியர் எனில்,	:	அரசு - 1	தனியார் - 2
2.8. பணியின் தன்மை	:	தற்காலிகம் - 1	நிரந்தரம் - 2

3. வாக்காளர்களுக்கான விழிப்புணர்வு மற்றும் பங்கேற்புக்கான விளம்பரத் திட்டம் (SVEEP)

3.1	நீங்கள் தேர்தல் ஆணையத்தின் வாக்காளர்களுக்கான விழிப்புணர்வு பிரச்சாரத்தைப் பற்றி அறிவீர்களா?	ஆம் - 1	இல்லை - 2
3.2	ஆம் என்றால், எதன் மூலம் அறிந்து கொண்டீர்கள்? (ஒன்றுக்கு மேற்பட்டதை தேர்ந்தெடுக்கவும்)		
	நாளேடு	1	கல்லூரிகள் 8
	தொலைக்காட்சி	2	விளம்பர பலகைகள் மற்றும் சுவரொட்டிகள். 9
	அகில இந்திய வானொலி	3	NSS மற்றும் தன்னார்வலர்கள் 10
	பண்பலை அலைவரிசை (FM)	4	அறிவொளி இயக்கத்தின் கிராமக்கலை வல்லுநர் மற்றும் நாடக சபாக்கள் 11
	உள்ளூர் கேபிள் தொலைக்காட்சி	5	மகளிர் சுய உதவிக்குழு உறுப்பினர்கள் 12
	வீடியோ வேன்	6	NGOs மற்றும் சமூக நல இயக்கங்கள் 13
	அரசு அலுவலகங்கள்	7	பிற (குறிப்பிடുക) 14

3.3	வாக்காளர் பிரச்சார விளம்பரம் மூலம் தெரிந்து கொண்ட முக்கியமான தகவல்கள் எவை? (ஒன்றுக்கு மேற்பட்டதை தேர்ந்தெடுக்கவும்)			
	வாக்களிப்பது கடமை மற்றும் உரிமை	1	மாநிலத் தொலைபேசி மைய எண் - 1950	9
	மனசாட்சிப்படி எவ்விதத் தூண்டுதலுக்கும் உள்ளாகாமல் வாக்களிப்பது	2	வாக்களிப்பதற்கான மாற்று தானறிச் சான்றுகள்	10
	இந்தியத் தேர்தல் ஆணையத்தின் கெடுபிடையான விதி அமுலாக்கல்	3	49 – ஓ மூலம் வாக்களித்தல்	11
	நேர்மையான, தங்குதடையின்றி தேர்தல் நடத்துவதற்காக எடுக்கப்பட்ட நடைமுறைகள்	4	ஆய்வுக்குரிய வாக்கு	12
	பறக்கும் படையினர் மூலம் பணம் பறிமுதல் செய்தது	5	முதியோருக்கும் நலிவுற்றோருக்கும் தனி வரிசை	13
	26.03.2011 வரை வாக்காளர் பதிவை நீட்டிப்பு செய்தது	6	மாற்றுத் திறனாளிகளுக்கு வரிசை கிடையாது	14
	வாக்காளர் மாற்று அட்டை பெற நடத்தப்பட்ட பிரச்சாரம்	7	தேர்தல் நாளன்று செய்வது மற்றும் செய்யக்கூடாதவை	15
	வாக்காளர் சீட்டைத் திட்டமிட்டபடி விநியோகம் செய்தது	8	மற்றவை (குறிப்பிடுக)	16
3.4	சினிமா நட்சத்திரங்கள் மற்றும் புகழ் பெற்றோர்களை ஈடுபடுத்தி வாக்காளர்களை ஊக்கப்படுத்த இந்திய தேர்தல் ஆணையத்தினரால் தயாரிக்கப்பட்டு தொலைக்காட்சி / உள்ளூர் கேபிள் / வேன் இவைகளில் காண்பிக்கப்பட்ட விளம்பரப் படங்களை கண்டதுண்டா?		ஆம் – 1	இல்லை – 2
3.5	ஆம் என்றால், வாக்காளர் விழிப்புணர்வு பிரச்சாரத்தில் உங்களை மிகவும் கவர்ந்த புகழ்பெற்ற பிரமுகர் யார்?			
	முன்னாள் ஜனாதிபதி திரு APJ அப்துல் கலாம்	1	நடிகர் ஜெயம் ரவி	7
	கிரிக்கெட் வீரர் ஸ்ரீகாந்த்	2	நடிகை சுஹாசினி	8
	கிரிக்கெட் வீரர் M.S. தோனி	3	நடிகை ரோஹினி	9
	நடிகர் சூர்யா	4	இசை அமைப்பாளர் விஜய் ஆண்டனி	10
	நடிகர் கார்த்திக்	5	முதன்மைத் தேர்தல் ஆணையர் பிரவீன் குமார்	11
	TV தொகுப்பாளர் கோபிநாத்	6	கூடுதல் முதன்மை தேர்தல் ஆணையர் திருமதி அமுதா	12
3.6	தேர்தல் ஆணையத்தால் உங்கள் பகுதியில் வைக்கப்பட்ட வாக்காளர் விழிப்புணர்வு பற்றிய விளம்பரத் தட்டியைப் பார்த்தீர்களா?		ஆம் – 1	இல்லை – 2

3.7	ஆம் என்றால், விளம்பரத் தட்டியிலிருந்து எந்த தகவல் உங்களை அதிகம் கவர்ந்தது?			
	மதித்திடுவீர் ஜனநாயகத்தை, வாக்களித்திடுவீர்	1	வாக்களிப்போம், ஜனநாயகத்தை தழைக்கச் செய்வோம்	5
	பொறுப்புள்ள குடிமகனின் அடையாளம்	2	மனதில் உறுதி வேண்டும் மனசாட்சிப்படி வாக்களிக்க வேண்டும்	6
	எனது வாக்கு, எனது எதிர்காலம்	3	உங்கள் வாக்கினை சரியாக பயன்படுத்துவீர், எதிர்காலம் ஏற்றம் பெற வாக்களிப்போம்	7
	உங்களது எதிர்காலத்தின் குரல் உங்கள் வாக்கு, அதைச் சரியாக பயன்படுத்துவீர்	4	விலைமதிப்பில்லா உங்கள் வாக்கை பணத்திற்கா விற்பது	8
3.8	நீங்கள் விளம்பரத் தட்டியை எங்கு பார்த்தீர்கள்?			
	மாவட்ட ஆட்சியர் அலுவலகம்	1	நூலகங்கள்	7
	மற்ற அரசு அலுவலகங்கள்	2	பேருந்து நிலையங்கள்	8
	மருத்துவமனைகள் / ஆரம்ப சுகாதார நிலையங்கள்	3	புகைவண்டி நிலையங்கள்	9
	பள்ளிகள் மற்றும் கல்லூரிகள்	4	நியாய விலைக் கடைகள்	10
	சந்தை இடங்கள்	5	பஞ்சாயத்து அலுவலகங்கள்	11
	சாலைச் சந்திப்புகள்	6	வங்கிகள் / கூட்டுறவு அலுவலகங்கள்	12
			ஏனையவை (குறிப்பிடுக)	13
			

4. 2011 சட்டமன்றத் தேர்தலில் வாக்களித்தல் பற்றிய விவரம்

4.1.	2011 க்கு முன்பு நடைபெற்ற சட்டமன்ற தேர்தல்களில் வாக்களித்தீர்களா?	:	ஆம் - 1	இல்லை - 2
4.2.	இல்லை எனில் சமீபத்தில் 2011-ல் நடைபெற்ற சட்டமன்றத் தேர்தலில் வாக்களித்தீர்களா?	:	ஆம் - 1	இல்லை - 2
4.3.	ஆம் எனில், 2011 ல் சட்டமன்றத் தேர்தலில் வாக்களிக்க உற்சாக மூட்டியது எது? (ஒன்றுக்கு மேற்பட்டதை தேர்ந்தெடுக்கவும்)			
	வாக்காளர் அடையாள அட்டை இருந்தது	1	சட்டமன்ற தேர்தலில் போட்டியிடும் வேட்பாளர்	4
	வாக்காளர் பட்டியலில் பெயர் இருந்தது	2	வாக்காளர்களுக்கான விழிப்புணர்வு மற்றும் பங்கேற்பிற்கான விளம்பரத் திட்டம்	5
	உங்கள் பகுதியின் வாக்குச் சாவடியின் அலுவலர்	3	குடும்பம் / நண்பர்களால்	6

தமிழ்நாடு சட்டமன்றத் தேர்தல் – ஏப்ரல் 2011

4.4.	தேர்தல் ஆணையத்தின் வாக்காளர்களுக்கான விழிப்புணர்வு மற்றும் பங்கேற்பிற்கான விளம்பரத் திட்டம் காரணமெனில் பின் வரும் செயல்பாடுகளில் உங்களை அதிகம் கவர்ந்தது எது? (ஒன்று மட்டும் தேர்ந்தெடுக்கவும்)			
	முக்கிய புகழ்ப்பெற்ற பிரமுகர்களின் வேண்டுகோள்	1	விழிப்புணர்வு விளம்பரத் தட்டி	6
	தொலைக்காட்சி வாயிலாக செய்யப்பட்ட விழிப்புணர்வு பிரச்சாரம்	2	நாளேடுகளில் வெளியிடப்பட்ட வாக்காளர் விழிப்புணர்வு குறித்த விளம்பரங்கள்	7
	பண்பலை / அகில இந்திய வானொலி	3	வாக்காளர்களுக்கான கட்டணமில்லா தொலைபேசி சேவை எண்.1950	8
	உங்கள் பகுதியில் செயல்பட்ட வாக்காளர் நல மையம்	4	தெருக்கூத்து	9
	விழிப்புணர்வுக்கான பார்வையாளர்	5	வாக்களிக்கப்பதற்கான நேரம் குறித்து மாவட்ட நிர்வாகத்தினரால் வெளியிடப்பட்ட விளம்பரம்	10

4.5	தமிழ்நாடு சட்டமன்றத் தேர்தல் – 2011 ல் வாக்களிக்காததன் காரணங்கள் என்ன? (ஒன்றுக்கு மேற்பட்ட காரணங்களைத் தேர்ந்தெடுக்கவும்)			
	வாக்களிப்பதினால் ஒன்றும் மாறப்போவது இல்லை	1	வாக்குச்சாவடி அமைந்துள்ள இடம் எனக்குத் தெரியாது	7
	சொந்தத் தொகுதியில் இல்லை	2	வாக்குச் சாவடிக்கு செல்வது பாதுகாப்பற்றது என்று பயந்தேன்	8
	தேர்தல் நாளன்று கூட வாக்குச் சாவடியில் வாக்குச் சீட்டு கிடைக்கவில்லை.	3	வாக்குச் சாவடி தொலை தூரத்தில் அமைந்திருந்தது	9
	பெயர் வாக்குப் பட்டியலில் இடம் பெறவில்லை.	4	நீண்ட வரிசை	10
	வாக்காளர் அடையாள அட்டை இல்லை	5	தேர்தல் ஜனநாயகத்தில் நம்பிக்கை கிடையாது	11
	தேர்தல் ஆணையம் குறிப்பிட்ட 14 ஆவணங்களில் ஒன்றுகூட என்னிடம் இல்லை	6	வேறு காரணம் (குறிப்பிடவும்)	12

5.	வாக்களிப்பில் சந்தித்த இடர்பாடுகள் (2011 ல் வாக்களித்தவர்களுக்கு மட்டும்)			
5.1	நீங்கள் வாக்களிப்பில் ஏதேனும் இடர்பாடுகளைச் சந்தித்தீர்களா?	ஆம் – 1	இல்லை – 2	
5.2	“ஆம்” என்றால், நீங்கள் சந்தித்த இடர்பாடுகள் ஒன்றுக்கு மேற்பட்டதை குறிப்பிடவும்			
	நீண்ட வரிசை	1	வளாகத்தில் வாக்குச்சாவடியை கண்டுபிடிப்பதில் சிரமம்	5
	முதியோர்க்கென தனிவரிசை இல்லை	2	உதவி மையத்தில் வாக்காளர் சீட்டு பெறுவதில் சிரமம்	6
	சாய்வு நடைமேடை, கழிப்பிட வசதி, குடிநீர் வசதி ஆகியவை இல்லை	3	தேர்தல் ஊழியர் வழி காட்டாமை	7
	வாக்குச் சாவடியிலுள்ள கட்சி முகவர்களின் மிரட்டல்	4		

6. வாக்குச் சீட்டு vs மின்னணு வாக்கு இயந்திரம் (EVM) - (2011 ல் வாக்களித்தவர்களுக்கு மட்டும்)

6.1.	நீங்கள் எந்த முறையில் வாக்களிக்க முன்னுரிமை அளிப்பீர்கள்?			
	வாக்குச் சீட்டு	1	மின்னணு வாக்கு இயந்திரம்	2
6.2.	வாக்குச்சீட்டு எனில் ஒன்றுக்கு மேற்பட்ட காரணங்களை தேர்ந்தெடுக்கவும்			
	சுலபமானது	1	மின்னணு வாக்குப்பதிவு இயந்திரத்தில் வாக்கைத் திருத்த முடியும்	3
	இந்த முறையில் வாக்கைத் திருத்த முடியாது என்று நம்புகிறேன்	2		
6.3	மின்னணு வாக்கு இயந்திரம் எனில் ஒன்றுக்கு மேற்பட்ட காரணங்களை தேர்ந்தெடுக்கவும்			
	சுலபமானது	1	முடிவுகளை உடனடியாகத் தெரிந்து கொள்ளலாம்	3
	மாற்றம் செய்ய இயலாது என்று நம்புகிறேன்	2	சுற்றுச் சூழலுக்கு நண்பன்	4
7.	மற்றவை (அனைவருக்கும்)			
7.1	இனிவரும் தேர்தல்களில் நீங்கள் வாக்களிப்பீர்களா?	ஆம் - 1	இல்லை - 2	
7.2	ஆம் என்றால், ஒன்றுக்கு மேற்பட்ட காரணங்களை தேர்ந்தெடுக்கவும்			
	அது என்னுடைய கடமை / உரிமை	1	மற்றவை (குறிப்பிடவும்)	3
	நான் அரசியல் அனுதாபி	2		
7.3	இல்லை எனில், ஒன்றுக்கு மேற்பட்ட காரணங்களை தேர்ந்தெடுக்கவும்			
	வாக்களிப்பதால் எதுவும் மாறாது	1	தேர்தல் ஜனநாயக முறையில் நம்பிக்கை இல்லை	4
	பெயர் வாக்காளர் பட்டியலில் இல்லை	2	மற்றவை குறிப்பிடவும்	5
	வாக்காளர் அட்டை கிடையாது / தொலைந்துவிட்டது	3		

களப்பணியாளர் கையொப்பம்

சரிபார்த்தவர் கையொப்பம்

தொலைபேசிஎண்

ANNEXURE-III

Constituency - wise List of Candidates collecting data from the sample respondents

Sl. No.	Name of the District	Name of the Constituency	Graduate deputed	Phone Number
1	Chennai	Mylapore	K.Vincent Arockiam	9884573894
2	Chennai	Thiru-vi-Ka Nagar	Benjamin Dileep Kumar	9884645987
3	Chennai	Kolathur	S.Suresh	9094070426
4	Chennai	Harbour	E.Ravikumar	9884126345
5	Kancheepuram	Utramerur	T.N.Thilagarajan	9940933649
6	Chennai	Velacheri	Joshva	9940483003
7	Chennai	Anna Nagar	E.Romiyo James	9789852472
8	Thiruvallur	Avadi	T.V.Meenatchi	9150008191
9	Thiruvallur	Madavaram	G.Malathi	9444818970
10	Thiruvallur	Maduravayal	R.Stalin	9445884500
11	Kancheepuram	Sozhanga Nallur	Tmt.Jayanthi	9444201388
12	Kancheepuram	Alandur	M.Ganesan	9791007972
13	Salem	Veerapandi	J.Prabakaran	9791540131
14	Salem	Sangari	C.Jagadeesh	9840307239
15	Salem	Edapadi	J.Senthilnathan	9940770487
16	Karur	Kulithalai	M.Kasthuri	9791891347 9443347280
17	Karur	Krishnarayapuram	A.Poornimala	9952200030
18	Karur	Aravakurichi	S.Anandhan	9715769769
19	Dharmapuri	Palakode	K.Ulaganathan	9786021166
20	Thiruvannamalai	Kalasapakkam	G.Dhanam	8925480343
21	Thiruvannamalai	Polur	S.Jayaraj	9787942473
22	Thiruvannamalai	Cheyyar	M.Jayagulabi	8870639399
23	Cuddalore	Kurijipadi	V.Vinayagamoorthy	9655783173
24	Namakkal	Kumarapalayam	R.Manokaran	9940588948
25	Pudukottai	Viralimalai	G.Sakthivel	9952770194
26	Dindigul	Ottanchathiram	M.Gopinath	9894392939
27	Dindigul	Natham	A.Karthikeyan	9788971120
28	Dindigul	Aathur	V.Kalaiamarnath	9976641480
29	Nagapattinam	Kilvellure Vedaarniyam	K.Ilangovan	9150150466
30	Vellore	Arcot	V.Devendran	9790567841
31	Ramanathapuram	Thiruvadana	P.Sathiyendran	9659607578 9750052454
32	Ramanathapuram	Mudhukulathur	P.Muniasami	9789332053
33	Coimbatore	Coimbatore (South & North)	K.Jakir Hussain	9944883030
34	Coimbatore	Singanallur	N.Ranjit	9677187321
35	Kanniyakumari	Vilavankode	D.Saleem Jose	9443606150
36	Kanniyakumari	Killiyur	M.Cletus Stephen	04651- 293953
37	Kanniyakumari	Colachal	A.Azhahesh	9488481157
38	Tirunelveli	Palayamkottai	R.Rajkumar	9698037970