



Super Saturday kicks off national study into how Australians vote

The Voter Choice Project, an academic study investigating how voters decide who to vote for, will begin next month with a focus on the five Super Saturday by-elections.

The Voter Choice Project is the first study of its kind in Australia, giving participants repeated questionnaires in the lead up to the next election to investigate **why** people vote for one party of another. This includes investigating both voting motivations such as supporting a party, or voting on the issues; and influential forces such as media, personal conversations and the formal election campaign.

Project director Raphaella Crosby, who is conducting the studies as part of her PhD through the University of Technology Sydney (UTS), says it is hoped a number of people from every electorate will take part in the Project so the diversity of voter behaviour in Australia can be captured.

“For voters, it is a great opportunity to be heard and say why they are voting the way they are.

“After most elections, politicians come out and say things like ‘the message of the voters is clear’ and go on to claim some kind of mandate.

“The only thing we know from election results is who won; to really know why people voted the way they did – to find out what the voter’s message is - you have to ask them,” Ms Crosby said.

Any registered Australian voter can sign up now to take part in the Voter Choice Project. All the questionnaires are online and can be done on a computer, phone or tablet.

Voters in Perth, Fremantle, Longman, Mayo and Braddon, will have three special questionnaires: the first one in June, a second one 10 days out from by-election day, and a final one on July 28 on how they voted in the by-elections.

People interested in taking part can sign up at www.voterchoice.com.au. Registration for the by-election study will close on June 30. Registrations for the main study will close when the federal election is called.

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