



Chief Electoral Officer
MEGHALAYA



KAP Endline Survey Report for Citizens of Meghalaya

A Survey conducted by NEEDs (North Eastern Educational Development Society)



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Commissioner & Secretary
& Chief Electoral Officer
Meghalaya



Office of the chief Electoral Officer
Additional Secretariat
Shillong - 793001

FOREWORD

Elections in Meghalaya have always been keenly and enthusiastically contested, which is evident in very high Voter Turnouts registered in most elections. There are 60 Assembly Constituencies and 3176 Polling Stations in the entire state. The present KAP end line survey report attempts to act as a dip stick to measure and understand voters' behaviour, attitudes, belief and practises vis-à-vis elections. The current KAP end line report has been culled out from surveys undertaken in 4 out of 11 districts, spread over 5 constituencies and 171 Polling Stations with the responses received from 41% Male 59% Female, with over 65% of the respondents hailing from Rural Areas and 35% from Urban Areas.

What is interesting to note are the findings that women have steadily emerged as the pre dominant voters compared to their male counterparts, on account of higher public engagement, social awareness and a demonstrably higher degree of public spiritedness amongst them. It is also worthwhile to highlight that over 70% of the respondents have vociferously and unequivocally confirmed that music, dance, Art and entertainment have a perceptibility high impact on Voter Engagement in general. The overwhelming influence of Television for Voter education, especially in rural areas is also another interesting finding. Voter Awareness in the current end line survey in critical aspects such as qualifying age on voting and enrolment has also displayed a marked improvement over the baseline survey, besides, the end line survey reveals a more deeper & keener qualitative understanding of key domain concepts such as "Every Vote Counts", "No Voter to be left behind" and practises such as compulsory voting and free and fair elections etc. There is also a much higher awareness about the National Voters' Day (NVD) in the end line survey compared to the baseline survey.

It is heartening to note that Close to 98% of the respondents possess EPIC Cards, and an overwhelming 96% respondents confirmed that they had actually cast their votes in the recently held elections. Another positive finding, is the presence of an improved array of AMF facilities such as Help Desks, Toilets, Separate queue, Signages, Volunteers, etc. for voter welfare. Also, respondents registered a much higher 96% recall on Voter/ Election Campaigns in the end line survey over, and above the 60% in the baseline survey.

This report appears to have been more or less successful in its attempt to record and highlight the knowledge, attitudes and beliefs in various aspects of voter behaviour in the recent electoral exercises. It is hoped that, cumulatively, this will aid greatly in contributing to a much more deeper and a more insightful understanding of the diverse voting patterns and also, perhaps serve as a pointer to areas which require both a qualitative and quantitative improvement in the entire chain of the E2E – Enrolment to Elections process in all future electoral endeavours in the state.

(Shri. F. R. Kharkongor, IAS)

Chief Electoral Officer,
Meghalaya, Shillong

PREFACE

In the General Assembly Elections held in Meghalaya in 2018, the State Election Commission had taken pre-emptive 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 turnout of 86.68% poll percentage was recorded against 87.97% in 2013, a difference of 1.29%. In order to understand the outcome of the SVEEP in changing the voting behaviour it was felt imperative to conduct an End line Survey throughout Meghalaya.

The Survey was methodically scheduled by enlisting the cooperation of District Administration and with the able guidance of the Chief Electoral Officer to collect data from 1000 sample electorates representing high and low voter turnout Constituencies in 171 polling stations.

The selection of five (5) constituencies was identified so as to cover certain regions of Khasi hills and Garo Hills, focusing on respondents from both urban and rural areas of the State. An online mobile application tool named "Zoho Forms" was used for the purpose of entering the information collected from the respondents during the field survey by the field surveyors.

The results of the Survey broadly indicate the impact of SVEEP in voter turnout and conclusion drawn from the results which will be useful in policy making.

Some Key analytical indicators were selected based on data comparison between baseline an end line taking into account the voter attitude on the willingness to participate in voting during election. Indicators like voter's knowledge and awareness on National voter day, date of determining qualifying age for getting registered in electoral roll, minimum age to be a voter, NOTA, candidate name in Braille, VVPAT and Respondent opinion on various statements were selected for this purpose. The response does not change or differ from the two surveys, the results remain the same/ However, there is a remarkable differences as 44% respondents from baseline got the correct date compared to 24% respondents from the endline survey who gave a correct reply on date for getting registered on the electoral roll. Knowledge on National Voter's day celebration increased to 15% in the endline survey when compared to the baseline survey (8%). NOTA option was noticed and seen by the positive effect of awareness programme respondents (91%) in the endline survey which conducted by the state election department. Was no difference from the baseline. Awareness about VVPAT changed tremendously from the endline survey when compared to the Baseline survey with 90% of the respondents from the endline survey being aware and knew about NOTA compared with baseline respondent with only 36%. This show that tremendous effort has been given by the state election department for giving awareness on the above.

I am grateful to Shri.F.R.Kharkongor,I.A.S., Commissioner & Secretary to the Government of Meghalaya, and CEO, Election Commission, for this opportunity to take up the Endline Survey. My gratitude to Dr. Andrew.W. Warjri, Deputy State Project Director,SSA-SEMAN, Meghalaya, who had spearheaded and supervised the activities from data collection, assessing the validity and reliability of the tests to analysing and interpreting the findings. Much appreciation to Shri.John Shabong, MIS, Programmer, SSA-SEMAM, Meghalaya, for his tireless effort in data analysing and also strengthening the documentation of the survey with his acumen in computation skills.

I hope this survey report will stimulate interest and make a relevant reading to attend to the purpose for an official evidence on democratic processes and on the lessons which can be drawn from it.



Shri. G. L. Kharkongor,

Director, North Eastern Educational Development Society (NEEDS)
& Research Consultant, Endlinne Survey

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Abbreviation Table

Acronym	Description
BCC	Behavioral change communication
BLO	Booth Level Officer
BMF	Basic Minimum facilities
CSO	Central Statistics Office
CSV	Comma separated value
DEO	District Election Officer
Dept.	Department
ECI	Election Commission of India
EPIC	Electoral Photo Identification Card
ERO	Electoral Registration Officer
EVM	Electronic Voting Machine
FGD	Focus Group Discussion
FM	Frequency Module
GOM	Government of Meghalaya
ID	Identification Detail
IEC	Information Education & Communication
IT	Information Technology
KAP	Knowledge Attitude & Practice
NGO	Non-Governmental Organization
NOTA	None of the Above
NVSP	National Voter Service Portal
OBC	Other Backward Caste
PS	Polling Station
PWDs	Person with Disabilities
SC	Scheduled Caste
SMS	Short Message Service
SPSS	Statistical Package for the social science
ST	Scheduled Tribe
SVEEP	Systematic Voter Education and Electoral Participation
TA	Travelling Allowance
TV	Television
VPR	Verifiable paper record
VREC	Voter Registration & Epic Center
VVPAT	Voter Verifiable Paper Audit Trial

Project Team

Sl. No	Name of the Members	Assignment
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Summary of Findings/Executive Summary

- 4 Districts, 5 constituencies and 171 polling stations were selected in the survey.
- The mean age identified in the cohort is 40 years whereas the median age identified from the cohort is 38 years.
- Sex Distribution of respondents constitutes 41% males and 59% females.
- Residence wise distribution show that 65% of respondents are from rural areas and 35% respondents are from urban areas.
- Social group distribution of respondents shows that Scheduled Tribe (ST) respondents (90%) capture the major distribution over the other categories, 7 % as others, 2% as other backward class (OBC) and 1% as Scheduled caste (SC).
- In Educational distribution of the respondent, 26% reported as having High School certificate, 23% as having Graduate & above including professional/Tech course, 20% as Higher Secondary and Primary school, 9% as illiterate and 1% as holding Diploma certificate.
- In occupation distribution of the respondent, 24% are engaged in agricultural activities, 18% in Private Service, 16% as home maker, 12% as government service, 11% as unemployed, 9% as owners of their own enterprise, 5% as students and 6% as other occupation.
- TV, Newspaper and Family/relatives was the major medium being used for getting news on election and politics.
- On the concept that why women voted more than men in election process, 64% responded that women are more enthusiastic than men and 30% responded that women have becoming more literate and educated.
- On the statement that music/dance/entertainment has impact over voter enrollment and participation, 70% of the respondents had agreed with the statement.
- Comparison on baseline and Endline KAP on source of media in getting news on the election differ on opinion of the respondents in which family/friend/relative was the highest response in Baseline survey whereas television was the medium with the higher response in Endline survey.
- It was observed that only 15% of the respondents have knowledge about National voter day, 24% respondents knew about the date for determining qualifying age for getting registered on electoral roll and 98% of the respondents knew about the minimum age to be a voter.
- In response to NOTA option, 91% knew about it, 89% know about VVPAT and only 47% knew about the candidates' name being available in Braille in EVM.
- In response to the Statement “*Every Vote Countss*”, 97% of the respondents agreed / strongly agreed to it.
- In response to the Statement “*Voting should be made Compulsory*”, 80% of the respondents agreed /strongly agreed to it. Also, in response to the statement “Voting is a cumbersome chore” around 70% respondents disagreed/strongly disagreed to it, 57% of respondents agreed/strongly agreed with the statement “Elections are conducted freely and fairly in India” while 22% neither agreed nor disagreed.
- 58% of the respondents agree with the statement that “Elections provide accurate results” while 38% neither agree nor disagree.
- “Women should consult male member or elders before voting in election” was disagreed by almost 63% of the respondents.

- 45% of respondents agreed about the fact that the influence of money and muscles is increasing in elections.
- In comparison between baseline and endline KAP survey, there is no variation between the two in term of respondents' knowledge on the minimum age of registration to be a voter. Both had 98-99% correct response. However, comparison on respondents' knowledge on date for getting registered on the electoral roll, baseline survey had more correct responses than that of the endline survey respondents. Knowledge of National Voter's day celebration was correctly responded to more in the endline survey as compared to the baseline survey.
- NOTA response was recalled by (91-92%) respondents on both the surveys
- The presence of Candidates' name in Braille was recalled lesser in the endline survey at 47% compared to responses received from baseline survey at 79%.
- VVPAT was recalled more in the endline survey (89%) which is a huge difference from baseline survey where respondents recalled VVPAT at 36% only.
- Statement "Every Vote Counts" was agreed and strongly agreed by 97%-98% respondents of both the surveys (baseline & endline). Similar result was seen with "voting should be made compulsory", "elections are conducted free and fairly", "EVMs provide accurate results". However, the response to the statement "The influence of money and muscle is increasing in elections" was higher in endline survey (45%) as compared to 27% response in baseline survey.
- Around 98.7% of respondents are enrolled in the voters list and all these respondents possess the voter ID/EPIC card.
- Out of 5 nos. of unregistered respondents, 4 of them have never tried to enroll themselves. The main reason was that either they do not know the procedure or the procedure is too cumbersome for them.
- In the count of voters who had voted in the last Lok Sabha election, almost 96% of the respondents informed that they have casted their vote.
- From the respondents who have voted in the last Lok Sabha election, the highest reason for voting was "Voting is my right" at 86%, "Voting is my duty" at 80% followed by "My Vote Matters" at 69%.
- On the availability of the basic minimum facilities at the polling station, 100% respondents recalled seeing a helpdesk at the polling station, 90-100% recalled seeing toilet facilities, separate queue, separate entry and exit, signages for direction, voter facilitation poster, volunteers and chair and benches. Wheelchairs were the only facility where minimum respondents recalled seeing in the Polling station.
- From the 4% respondents (37) who did not vote in the last Lok Sabha Elections, 49% responded with a variety of reasons such as illness, health condition, being out of station etc., 16% were not present in the constituency, 24% did not have an EPIC card, 5% said long queues and 3% said that there with no candidate of their choice or no faith in the political system.
- Total of 12 respondents having disabilities (PWDs) were identified in the KAP survey. 10 respondents had disability in movement, 1 in seeing and 1 in Speech.
- Baseline and Endline KAP comparison on voter practice was seen at a minimal deviation when it comes to how respondents enrolled

in the electoral voter list. The reply was highest at 46% (baseline) & 47% (endline) where the respondents went to the local voter enrollment centre. Whereas only 9% (baseline) & 19% (endline) responded that they enrolled during a special enrollment drive and 26% (baseline) & 19% (endline) responded that a booth level officer had visited their residence.

- ▶ 99% of respondents' stated that the process of voter enrollment was easy in the endline survey which increased from 66% in the baseline survey.
- ▶ Minimum basic facilities was satisfactory with 80%-90% of the respondents seeing or observing them at the polling station i.e. for almost all the facilities listed in the endline survey and this figure has increased from the baseline survey.
- ▶ 96% endline and 85% baseline, responded that they faced no difficulties in voting during the last election.
- ▶ 96% of respondents recall seeing or reading voter/election campaign of the ECI.
- ▶ 30.1% respondents recall seeing or reading election news/campaign in TV advertisements, 28.2% recall activities like rallies/prabhat pheris/loudspeaker announcements, 22% recall seeing ads in Newspaper/magazine and 12.5% recalled seeing posts on the Internet/Social media/WhatsApp with only 3% recalling poster, hoarding and publicity materials.
- ▶ Regarding information/messages received by the respondents from ECI, 94% of them received "Voting date and schedule", 75% had received "Voting is my right and duty", 57% received "Cast vote as per your choice", 44% received "#GoRegister", 34% received "#GoVerify" 37% received "Polling station facilities", 30% received "12 identity document

allowed for voting" and 28% respondents had received "priority voting for the elderly and PWDs", with the remaining messages/information having minimal reception.

- ▶ Only 46% recalled the tagline of the campaign during the last election, out of which 91% recalled seeing the statement "No voter to be left behind/ koi matdata na choote".
- ▶ Regarding the Most Appealing Motivating celebrities/Icons, R G Lyngdoh (50.7%) was mostly recalled by the respondents, other icon/celebrities like Summersalt (36.7%), MS Dhoni (35.5%), Aamir Khan (32.9%) and Mary Kom (22.2%) were also recalled by the respondents.
- ▶ Only 2.9% of the respondents have accessed the NVSP portal of the ECI and 39% of respondents that accessed NVSP did so for searching name and other details on the electoral roll and 12% have satisfactory experience in using the NVSP.
- ▶ Of all the respondents who had recalled seeing or reading election news/campaigns, 99% respondents have never called on the voter Helpline No 1950 or used the voter Helpline app.
- ▶ Respondents recall on voter/election campaigns of ECI show an increase in the endline survey at 96% whereas 60% of respondents recalled seeing or reading about voter/election campaigns of the ECI during the baseline survey.
- ▶ Newspaper/magazine (54%) was mostly used by respondents in the baseline survey on getting electin related information, whereas TV advertisement and programmes (30%) was mostly used by respondents in the endline survey.
- ▶ Call centre facility/ voter Helpline no. 1950 or Voter Helpline App was neither used by respondents on both the surveys (baseline & endline).

Chapter I

Introduction & Background of Study





on the
lot Unit against
name / symbol of
candidate of your choice

SEE THE PRINT



The Printer will print a ballot slip containing Serial Number, Name and Symbol of the chosen Candidate as shown.

This ballot is visible for after which cut and drop printed a beep



print through as the printout given to you

NOT
If you do not see the ballot slip and hear the loud beep please contact the Presiding officer.

MISSION OF

Issued by
CHIEF ELECTORAL OFFICER
Meghalaya



Background, Research Design & Methodology

PROJECT IMPLEMENTATION

PROCESS FLOW



PROFILE



Total Districts Covered

4



Total Constituencies Covered

5



Total Polling Stations Covered

171



Total respondents Surveyed

1001

Chapter I

Introduction & Background of Study

The Article 326 of the Constitution of India envisaged that elections in India shall be conducted on the basis of “Adult Suffrage” which is the most vital pillar of democracy.

The democratic exercise is universally acknowledged as one of the key inputs for democratic and social development. It opens up opportunities leading to both individual and group entitlements. In a broader sense, it is the development of the youth, the most crucial input for empowering people with knowledge and giving them access to productive opportunities which will ultimately help to boost growth and development in the state.

Despite realizing the fact that no meaningful development of under-privileged people can take place without enhancing their knowledge and capacitating their standards of understanding of the true meaning of democratic practices, the modern Indian nation state advocates free and fair elections. These have been reflected at regular intervals as per the principles enshrined in the Constitution, Electoral Laws and Systems.

The Election Commission of India is an autonomous, quasi-judiciary constitutional body of India. Its mission is to conduct free and fair elections in India. The Election Commission has taken several new initiatives in the recent past to promote participation of the voter and ensure free and fair voting. Notable among these initiatives are providing adequate security, computerization of electoral rolls, providing electors with Identity Cards, and strict enforcement of Model Code of Conduct,

for providing a level playing field to contestants during the elections. It has also ensured that electoral offences and malpractices are prevented by all means. The Commission has, in co-operation with a large number of departments, voluntary organizations and the media, taken up major campaigns for the awareness of voters. Several innovative and effective communication materials were developed for this purpose.

These initiatives have been taken to create awareness among people about the importance of casting votes. The initiatives such as BLO, VREC (Voter Registration & EPIC Centers), Revision of Electoral rolls, Photo roll, Delivery of EPIC, facilitation details, motivational promos etc. are part of such awareness campaigns. Apart from this, the campaigns also include making the electoral rolls complete and accurate through voter education and active public participation.

Election Commission emphasizes the need for an integrated campaign, comprising mass media initiatives, and IEC (Information, Education & Communication) dissemination and voter outreach. The proposed campaign will focus on the following:-

- Increasing voter turn out
- Informed and educated choice to the voter
- Ensuring ethical voting free from inducement.

In order to develop the campaign, especially in terms of the key messages, target audience,

and media, the Election Commission intends to undertake primary research to assess gaps in Knowledge, Attitude, Behavior, Practice (KABP) amongst voters and the key influencers on issues related to the electoral process and voting.

1.2 Objective of the Endline “Knowledge, Attitude & Practices (KAP) Survey”

The main objective of the Endline KAP Survey is to understand the extent and level of the knowledge, belief, perception, readiness, trends, factors, reasons of participation and non-participation of the registered voters in the election/voting process and would cover the following aspects:-

- To provide inputs for an effective campaign strategy by understanding the realities and perceptions of voters.
- To understand the communication needs of the different sections of the society most notably, the voter and the influencers viz. family members, Community/ Religious leaders, Civil Society based groups, media etc.
- Apart from this, the study will also cover the youth, teachers and Students.
- The same study might be replicated after the BCC (Behavioural Change Communication) campaign to assess the impact of the campaign.
- To assess the level of (i) awareness (ii) comprehension (iii) involvement and (iv) satisfaction with the Registration Process.
- To understand the reasons for people not coming forward for enrolment.
- To understand the underlying reasons for low voter turnout in the last election in the state and to identify the barriers to voting.
- To identify the demographics of elector

segments with lower enrolment, and lower participation during polls.

- To pre-test all communication materials developed for the SVEEP campaign using focus groups within the relevant TA.
- To assess the role & impact of various public interest groups in voter participation.
- To understand effectiveness of various formal & non-formal media vehicles.
- To assess the influence & impact of news media in creating awareness and participation amongst voters in general & youth, women in particular and to make assessments of the impact & influence of the aforementioned groups in preventing unethical practices and promoting ethical voting.
- To suggest logical, corrective measures and transparency in order to ensure higher enrolment and higher voter turnout based on the outcome of the survey.

1.3 Research Design and Methodology

The Endline KAP survey of citizens of Meghalaya was carried out by the North Eastern Educational Development Society (NEEDS) in the selected five (5) constituencies across the remote locations of the state which were the same constituencies identified for the baseline KAP survey during the month of September-November 2017. The endline KAP survey was started from the month of August and was completed within the given stipulated time frame.

The endline KAP survey was conducted with the revised questionnaire provided by the Election Commission of India and was redesigned to include state specific questions according to the requirements of the state Election Department. A one-day training program on the questionnaires along with self-testing on the knowledge of KAP was

given to all the fields surveyors. Along with the questionnaires, a mobile application was used for data collection and capturing the information from the target respondents. Report generation and data analysis with graphical and pictorial representation were also used on the data collected through this tool.

The Research Study Process

1. Deciding area of the study, describing objectives/purpose of the study.

2. Designing the Study:

- Specifying concepts and variables.
- Operationalizing concepts.
- Choice of method for data collection and tools.
- Primary Data: Questionnaire & Scheduled interview observation

3. Empirical phase

- Field survey and Data Collection

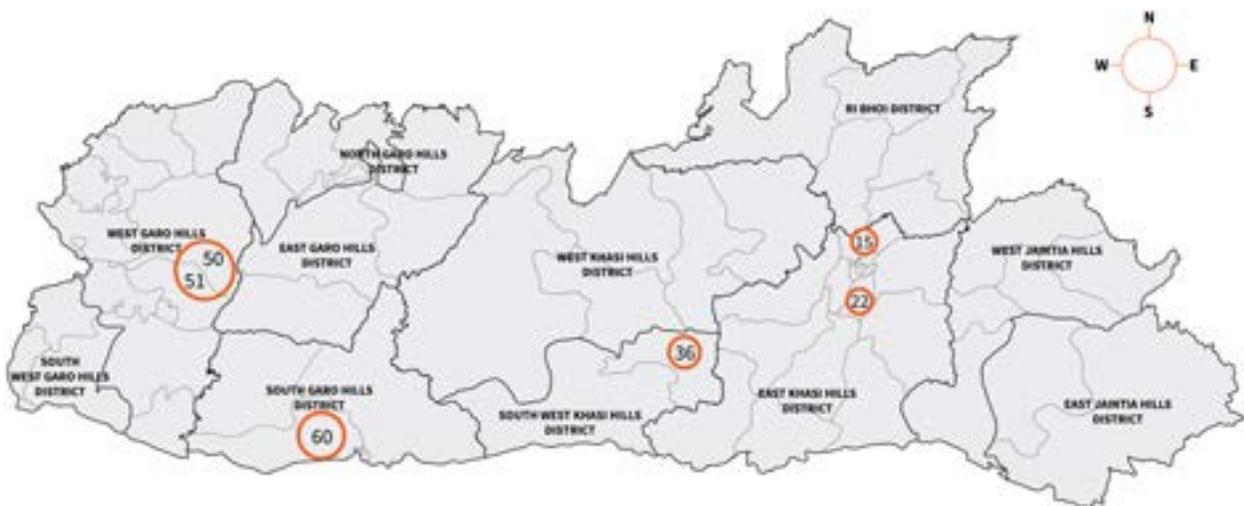
4. Interpretive phase

- Data Analysis
- Reporting writing
- Draft Report
- Final Report

1.3.1 Geographical Coverage:

The selection of five (5) constituencies was identified so as to cover certain regions of Khasi hills and Garo Hills, focusing on respondents from both urban and rural areas of the State. Map (figure1.1) show the geographical distribution of all the constituencies in the state of Meghalaya. The Circle shape in the figure is the constituencies selected for conducting the Endline KAP survey.

Meghalaya Electoral Map of Assembly Constituencies



List of Assembly Constituencies-District wise

EAST KHASI HILLS
(15) EAST SHILLONG (ST)
(22) NONGKREM(ST)

SOUTH WEST KHASI HILLS
(36) MAWKYRWAT(ST)

WEST GARO HILLS
(50) NORTH TURA (NT)
(51) SOUTH TURA (ST)

SOUTH GARO HILLS
(60) BAGHMARA (ST)

1.3.2 Research Methodology:

The Scheduled Endline KAP Survey Questionnaire was designed and provided by the Election Commission of India wherein necessary state specific questions were included in the questionnaire according to the requirements of the State Election Department. The questionnaire consists of different sections which are as indicated below:

- A- Identification and Quality Control
- B- Selection of respondents
- C- Voter Registration
- D- Voter Participation
- E- Voter Awareness and Attitudes
- F- Exposure to SVEEP intervention
- G- Background Information
- H- Only for person with Disabilities (PwDs)

Methods

- **QUANTITATIVE:** Assessing the status and performance, processes and existing system.
- **QUALITATIVE:** The qualitative assessment is an important aspect of the study in order to assess the availability, quality and affordability. The qualitative data analysis is also important to know the undercurrents of the State that affect the democratic exercise.

Techniques for collecting information

- Comprehensive assessment of roles and responsibility, functions and structure of various stakeholders.
- Examining records.
- Interaction with Block, District, State officials and Community leaders.

- Interaction with voters.
- Using secondary data & information.
- Listening to or interactions with groups:
Open interviews, Focus group discussions (FGD).

Tools

- Group discussions schedules
- Interview format / schedules (questionnaires)
- Mobile application for data collection & pushing records to the database.

Techniques for analysis

- Computer based data processing
- Statistical methods (SPSS)
- Transforming qualitative information into quantitative data.

Data Reporting and collection Tool

An online mobile application tool named “Zoho Forms” was used for the purpose of entering the information collected from the respondents during the field survey by the field surveyors. The application can be operated both in online and offline mode i.e. where there is no internet connectivity. Data in the application can be entered and stored in the saved drive of the app and will directly sync to the online cloud storage as soon as the device gains internet connectivity. The report can be customized and generated as per the request of the user.

1.3.3 Sample size

The sample size for the survey has been delimited to 4 Districts and 5 Constituencies under this research study, representing highest to lowest enrolment both in urban and rural areas. The selected areas include Shillong

in East Khasi Hills, which is the capital city of Meghalaya, Baghmara in South Garo Hills district, which is a remote district sharing its border with Bangladesh, Nongkrem village which is situated around 15 km (approx.) from the capital city and Mawkyrwat of South West

Khasi Hills District and Tura the main center of the entire Garo Hills region. Table 1.1 below indicates the sample size for quantitative component in the hypothetical survey.

Table 1.3.a: Sample size for quantitative component in a hypothetical survey

Assembly Constituency	Sample size proposed	Sample size Achieved	Rate of Non-Compliance (in %)
East Shillong (ST)	200	200	0%
Nongkrem (ST)	200	200	0%
Mawkyrwat (ST)	200	200	0%
Baghmara (ST)	200	201	0%
Tura (ST)	200	200	0%
Total Sample size	1000	1001	0%

1.3.4 Sampling Methodology

Multi stage random samplings have been adopted for conducting the Endline KAP survey for selection of Assembly constituencies, Polling Stations, Household and respondents.

5 Assembly constituencies (East Shillong, Nongkrem, Mawkyrwat, Tura and Baghmara) falling under 4 Districts of the state and targeting 200 respondents from each of the 5 selected constituencies.

Table 1.3.b overview of the sampling method adopted for quantitative component hypothetical survey

Type of Sampling methodology adopted	Multi stage sampling method
Number of Districts Covered	4
Number of Assembly Constituencies surveyed	5
Number of Polling Stations Surveyed	171
Total sample size targeted (with sample size achieved in brackets)	200 * 5 = 1000

1.4 Project Implementation

Following the Election Commission's guidelines and adhering to the completion of the field Survey and final submission of report, the schedule and deliverables was framed accordingly, and the tasks may be seen as placed under: -

1. Finalize a sampling frame and operational/ management plan (1st week August, 2019).

2. Conduct pilot test (1st week)
3. Training of the field team (1st Week)
4. Conduct field research (August- September 2019)
5. Undertake analysis of data collected (last week of September)
6. Presentation on the top line of findings.
7. Submit a final report based on feedback

given by Election Commission
(1st week of October 2019).

The following are expected deliverables:

1. Inception report and final research design.
2. Final research tools and field manuals.
3. Raw data sets in STATA/SPSS (preferred) or excel format.
4. Final report (word format) along with clean and labeled data sets.

1.4.1 Development of Research tool

The Endline KAP survey questionnaires were modified according to the state's requirements after consultation and recommendation from the State Election department. The questionnaire was thoroughly taught and explained to all the fields' surveyors according to each section's importance and requirements. More importantly, the surveyors were encouraged to enlighten the respondents using their local language on the meaning and requirement of the questions.

The final questionnaire was then incorporated on the mobile application tool, designed to serve the purpose of online data punching of the questionnaire's responses.

1.4.2 Training of Fields Teams

Selection\Identification of Fields Surveyors is an imperative exercise that the research team has prepared. The ability to learn, speak, degree of interpretation in understanding and experience on field's research is highly considered and knowledge in computer and IT technology was vastly preferred.

The training of Fields surveyors was conducted on the 1st week of August 2019 in the conference hall of Shillong Public School, Laitumkhrah Shillong. The training programme was graced by the presence of the Chief



Shri. F. R Kharkongor, IAS CEO Meghalaya inaugural address, KAP training programme

Electoral Officer, Election Department, Govt. of Meghalaya, the Senior System Engineer Election Department and the Head of Research team (NEEDs) Shillong, Meghalaya. All the fields Surveyors had adequate qualifications (Graduate) along with knowledge in computer and IT technology and had experience related with field research\survey work. More importantly the surveyors were identified from the constituencies which were selected for conducting the Endline KAP survey.



KAP training programme

The enumerators\surveyors underwent meticulous training on the KAP questionnaire and on aspects related to the conducting of Field work. Each surveyor was briefed about the quantitative tools. Sections were discussed in detail and various methods of probing/ asking questions were also discussed. At

the end of the training, each surveyor was instructed to demonstrate the interviews based on the knowledge and ideas they received on the training of the KAP questionnaires.

The fieldwork was conducted as soon as the training was completed by the team of field surveyors in their selected constituencies. Since most of the constituencies lie in the rural areas of the state, the surveyors were instructed to interpret the questionnaires into their own local languages (e.g Khasi, Garo, Hindi) or whatever was convenient for the respondent.

1.4.3 Fieldwork and Data Collection.

The fieldwork was conducted as soon as the training was completed by the teams of field surveyors in their selected constituencies. Since most of the constituencies lie in the rural areas of the state, the surveyors were instructed to interpret the questionnaires into their own local language (e.g Khasi, Garo, Hindi) , or whatever was convenient for the respondent.

Field interviews snapshots:







1.4.4 Data processing

After the field work was completed, the data entry was also conducted by the field surveyors who were also entrusted with punching the enumerated data into the database using the Mobile application installed in all the mobile devices of the field surveyors. All the field surveyors were also provided with training on how the mobile application works and how to perform data entry into the app using either the online or offline modes of the applicaton.

The process of using the field surveyors as data entry operators was to ease the method of completion, maintaining data accuracy and avoiding any data punching blunders that may occur while entering data. Since the identified field Surveyors were Technology Savvy and also had experience in computer and IT, it is of the view that both processes at the field level and data entry were completed smoothly without any difficulties.

1.5 Data Analysis and Documentation

Data analysis and documentation for Endline KAP survey was taken up using the following steps: -

1. Collection of data through the questionnaires.
2. Data entry into cloud storage database through Mobile Application.
3. Raw Data generation from cloud storage into excel\csv format.
4. Transformation of Raw data into processed data.
5. Data analysis and report generation using table format.
6. Graphical representation of analyzed data.
7. Preparation of Design Layout for the report.
8. Content Development.
9. Preparation of write up and documentation on the Design layout.
10. Arrangement of data table and appendices.
11. Preparation of Draft report.



1.6 Limitation of the Study.

During the field surveys it was observed that most of the respondents were reluctant to participate in the survey since there were too many questions and it was taking more than 15 to 20 minutes to complete a single round of interviews. This caused most of the respondents to turn down the request of an interview with the response that they were busy at that particular moment.

When it came to identification and selection of respondents, it was very difficult to approach households during mid-day and in the evening, since most of the household members were either away from home or at their workplaces. This was encountered in both rural and urban areas. So, the best way to reach each household was either to start the interview during the morning (especially in rural areas) or to approach them late in the evening or during



holidays (in urban areas). Thus, the process took additional time to cover all the target respondents for successful completion of the survey.



Chapter 2

Socio-Economic and Demographic profile



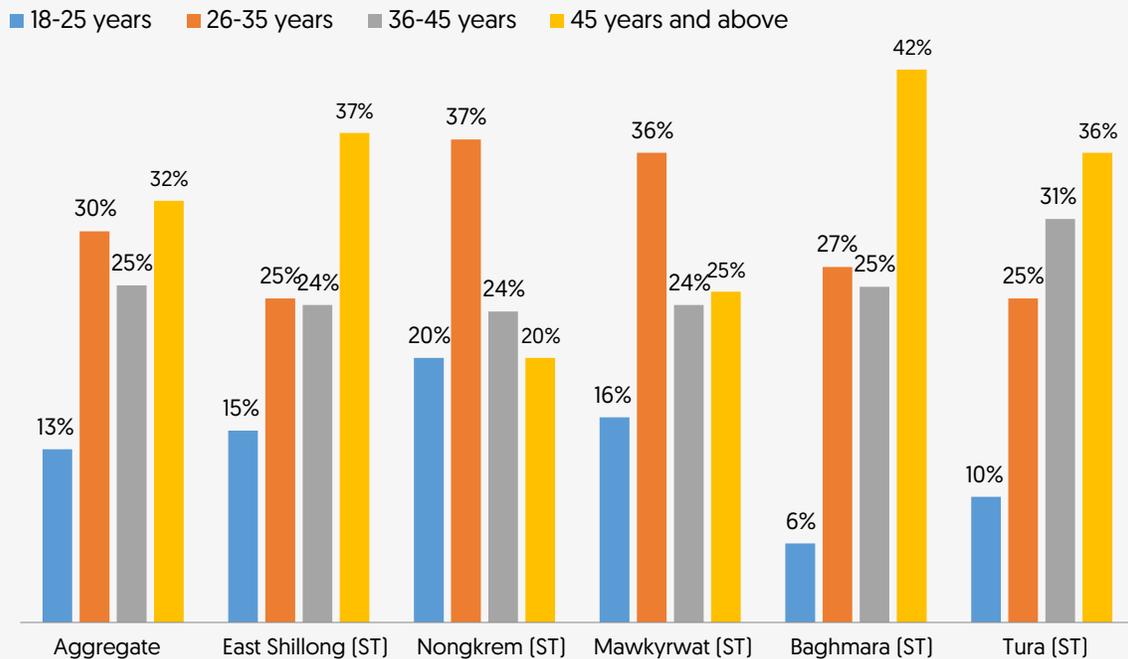




ENTRY TO
STRONG ROOM

Socio-Economic and demographic profile

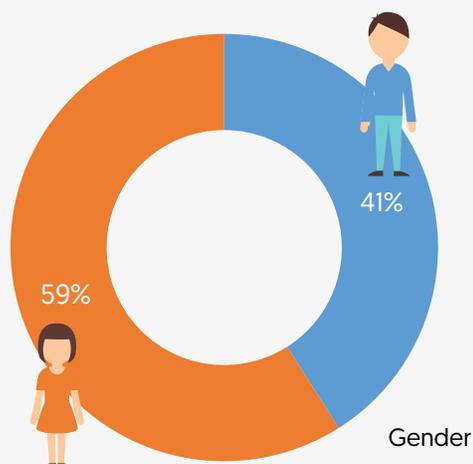
RESPONDENT'S DISTRIBUTION BY AGE



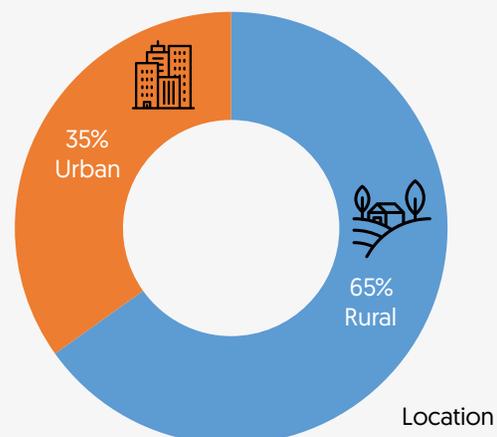
- Specifies a uniform distribution of respondents according to age variance and thus leveled the survey to all sections of the sampled population.
- The total counts among age variance ranges of all respondents are: from 18 years to 25= 131 (13%), 26-35 years =297 (30%), 36-45 years =254 (25%) and 45 years and above= 318 (32%).
- Selection of Youth respondents was difficult due to their unavailability in the household during the time of survey.

RESPONDENT'S DISTRIBUTION BY GENDER AND LOCATION

GENDER

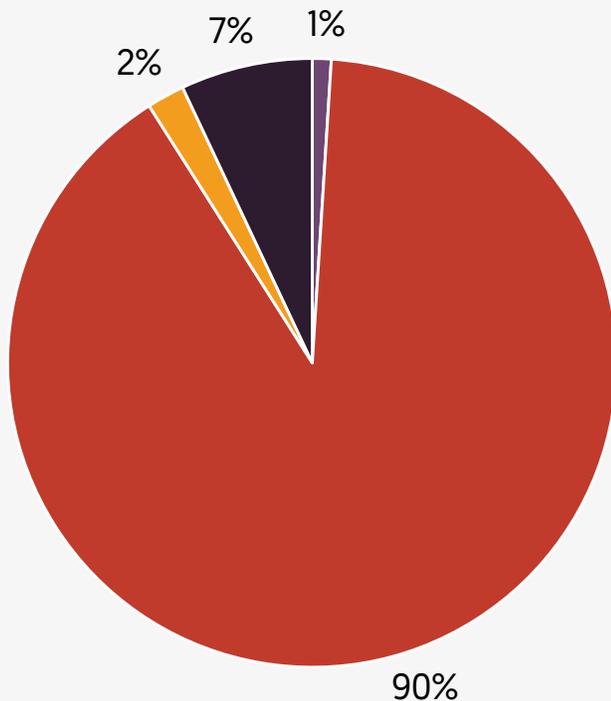


LOCATION



Socio-Economic and demographic profile

RESPONDENT'S DISTRIBUTION BY SOCIAL CATEGORY



Intepretation

- 100% respondents in the ST category were identified in Nongkrem, Mawkyrwat & Baghmara constituencies.
- Scheduled caste & Other Categories were mostly identified in Tura (17%) and Shillong (18%) constituencies which mostly comprise of general category.

1%

Scheduled Caste

1% of the respondents participating in the survey.

90%

Scheduled Tribe

Almost 90% of the respondents participating in the survey.

2%

Other Backward Class

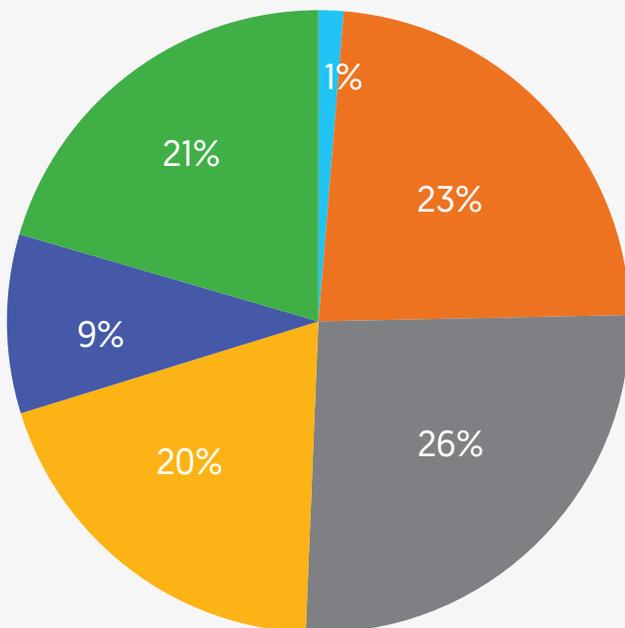
2% of the respondents participating in the survey.

7%

Other

7% of the respondents participating in the survey.

RESPONDENT'S DISTRIBUTION BY EDUCATIONAL STATUS



Intepretation

The highest % of respondents with regards to educational qualifications were identified as below

- Graduates & above - East Shillong (44%) constituency.
- High School - Baghmara constituency (42%).
- Higher Secondary - Tura constituency (25%)
- Primary school - Nongkrem constituency(29%).
- Illiterate - Mawkyrwat constituency (23%).

1%

Diploma/ Certificate

23%

Graduate & above

26%

High School only

20%

Higher Secondary

9%

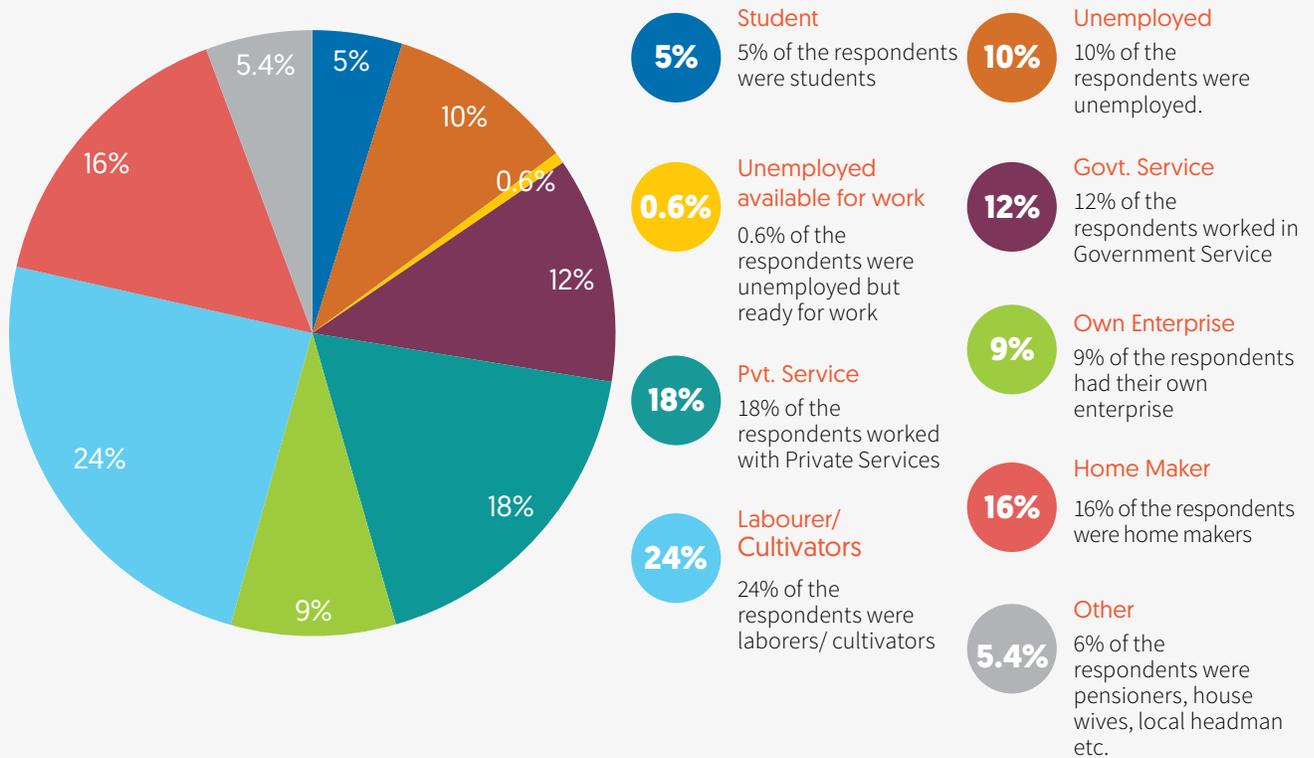
Illiterate

21%

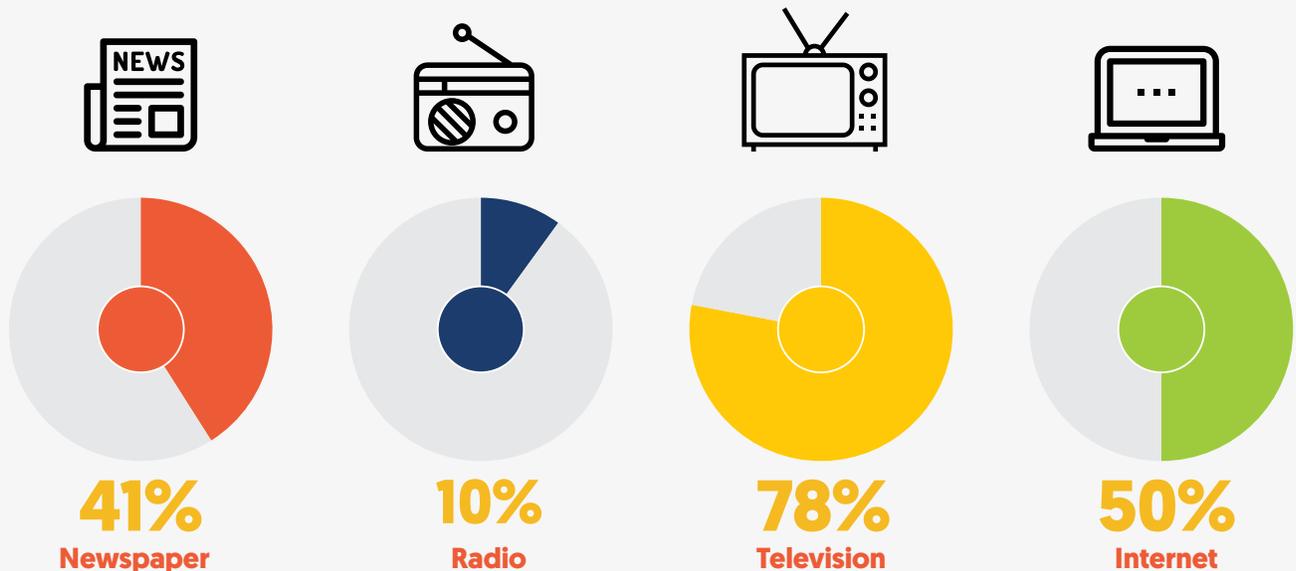
Primary School

Socio-Economic and demographic profile

RESPONDENT'S DISTRIBUTION BY OCCUPATION STATUS



RESPONDENTS' DAILY EXPOSURE TO MEDIA



- ▶ Television as a media is widely used, daily, in all the selected constituencies.
- ▶ Newspapers are also predominantly used in Shillong and Tura, whereas 38%, 34% & 28% used the medium in Baghmara, Mawkyrwat and Nongkrem constituencies.
- ▶ Internet was also widely used in Shillong 62% and Tura 73%. The Radio is the least used media across all the constituencies.

Chapter 2

Socio-Economic and Demographic profile

2.1 Socio-Economic Demographic Profile



Meghalaya meaning 'The Abode of Clouds' coined by Dr. S. K. Chatterjee, Professor Emeritus, is bounded by Assam in the North and East and Bangladesh on the South and West, became the 21st state of India on 21 January 1972. It was formed by carving out two districts from the state of Assam: the United Khasi Hills and Jaintia Hills and the Garo Hills. Prior to attaining full statehood, Meghalaya was given semi-autonomous status in 1970. Situated in the geographical periphery of India, Meghalaya extends across 22,429 square kilometres with a population of 29,66,889 (Census 2011). At present there are eleven districts. The state lies between 25° 47' N & 26° 10' N Latitude and between 89° 4' E & 92° 47' E Longitude.

Central and Eastern Meghalaya comprises of six districts, the Ri Bhoi District (upgraded into a full-fledged District on June 4th 1992) West Jaintia Hills District, East Jaintia Hills District, East Khasi Hills District and West Khasi Hills District and South West Khasi Hills. This portion of the State is considered as a plateau covering an area of 14,375 square kilometres. Western Meghalaya includes five districts of East Garo Hills and West Garo Hills, South Garo Hills District, North Garo Hills and South West Garo Hills and extends over an area of 8,164 square kilometres.

Table: 2.1.a specifies a uniform distribution of respondents according to age variance and levels the survey across all sections of the sampled population. The total count of age variance range of all respondents are: 18 years to 25= 131 (13%), 26-35 years=297 (30%), 36-45 years=254(25%) and 45 years and above= 318 (32%).

This is to ensure the specific coverage of the KAP questionnaire according to the 'Kish Grid'. However, the total respondents' mean age is 40 years and the total respondent median age is 38 years.

Table: 2.1.b, the gender wise distribution of respondents is 49% male and 51% female, which again shows the even distribution of respondents by gender in the survey.

In table 2.1.c below, it is also revealed that since the sampling is based mostly in rural areas, 65% of the respondents selected are from rural areas and 35% of respondents have been selected from urban areas.

Table 2.1. a: Age Distribution of the Respondents (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
18-25 years	13%	15%	20%	16%	6%	9%
26-35 years	30%	25%	37%	35%	27%	25%
36-45 years	25%	24%	24%	24%	25%	30%
45 years and above	32%	37%	20%	25%	42%	35%
Summary Statistics						
Mean age (in years)	40.07	41.70	35.87	37.97	43.37	41.39
Median age (in years)	38.00	40.00	33.00	35.00	42.00	41.00

Table 2.1.b: Sex of the respondents (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
Male	41%	40%	31%	24%	62%	50%
Female	59%	60%	69%	77%	38%	50%

Table 2.1.c: Residence of the respondents (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
Rural	65%	0%	100%	100%	91%	35%
Urban	35%	100%	0%	0%	9%	65%

2.2 Social Profile

The population of Meghalaya is predominantly tribal constituting about 86 percent of the population; the scheduled caste population constitutes 0.58 per cent and others comprise 13.27 percent of the total population of the State (Source census 2011). The percentage of tribal population is highest in West Khasi Hills (97.82 percent) followed by Jaintia Hills (95.19 percent). The district which has the least tribal population is West Garo Hills (73.69 percent).

Since the State is hugely dominated by the ST population (86%) of the overall population as per census 2011, it can be seen from the table 2.2.a that most of the respondents belong to the ST Category (90%) while Others category has been listed at 7%, SC at 1% and OBC at 2%. It may also be seen that 100% of respondents are ST in three constituencies whereas Others Category is mostly in Tura (17%) and Shillong (18%) which are among the major towns/cities of the state. 4% & 1% of respondents were SC in Tura and Shillong constituencies.

Table 2.2.a: Distribution of respondents by Social category (in %).

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
Scheduled Caste	1%	1%	0%	0%	0%	4%
Scheduled Tribe	90%	79%	99%	100%	99%	74%
Other Backward Class	2%	2%	0%	0%	1%	6%
Others	7%	18%	1%	0%	0%	17%

2.3 Education and Occupation of the Respondents

Meghalaya has a literacy rate of 74.43 percent according to the Census data 2011; the male literacy rate is 75.95 percent and the female literacy rate is 72.89 percent. Education plays an important role in the development of a society. According to Census data 2011, the literacy rate in Meghalaya has improved to 75.48 percent from 62.6 percent (2001 census). The economy of the State is mainly agrarian in nature. According to Census 2011, the agricultural labourers and cultivators constitute 58.45 per cent of the total work force in the state.

In the pie chart diagram (2.3.a) the field exercise on data collection related to the education qualification of respondents was also equally

shared by all types of listed qualifications on the KAP questionnaires. Starting from the highest % i.e. 26% having High School, 23% having Graduate and above qualification, 20% for both Higher Secondary and Primary, 1% with diploma/ certificate while 9% of the respondents were illiterate. The highest % of Graduate & above were identified in the East Shillong (44%) constituency, whereas the highest % of High School were identified in Baghmara constituency (42%), Higher Secondary were identified in Tura constituency (25%) and Primary School were identified in Nongkrem constituency (29%). Most of the illiterate respondents were identified in Mawkyrwat constituency (23%). Table 2.3.b below shows the distributions on educational status of the respondents in percentage and constituencies wise.

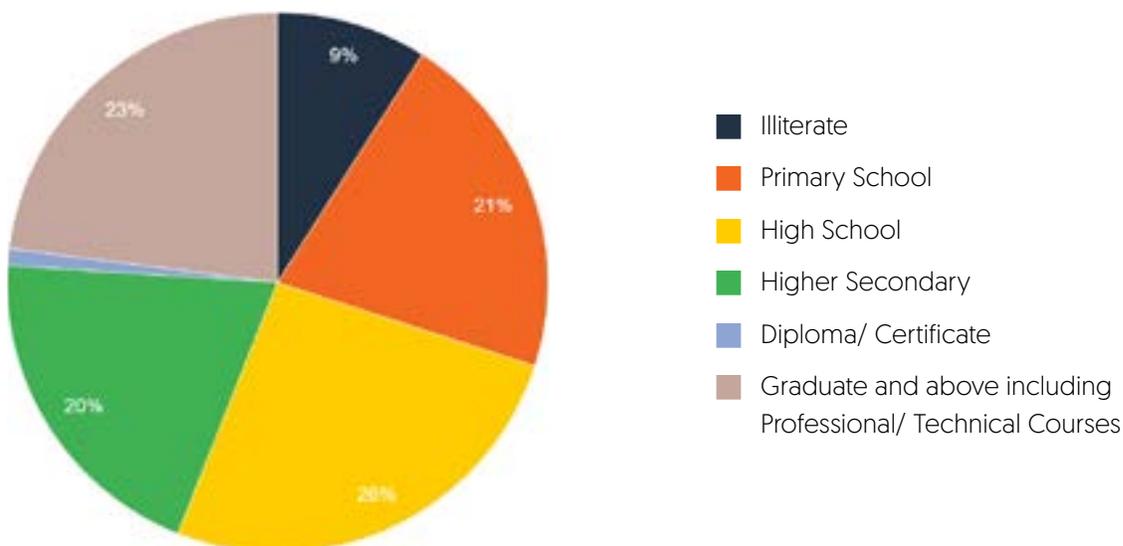


Figure 2.3.a: % distribution of respondents by qualification

Table 2.3.b: Constituencies wise distribution of respondents by educational qualification (in %)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Diploma/Certificate	1%	1%	1%	2%	1%	2%
Graduate and Above including Professional / Technical Courses	23%	44%	21%	15%	9%	29%
High School	26%	12%	21%	26%	42%	30%
Higher Secondary	20%	23%	17%	14%	20%	25%
Illiterate	9%	7%	12%	23%	3%	3%
Primary School	20%	16%	29%	22%	24%	12%
Grand Total	100%	100%	100%	100%	100%	100%

Occupation of the respondents

Agriculture is the main contributor to the economy in this north eastern state of India. Around 80% of the total population of Meghalaya depend upon agriculture for their living. Agriculture is the main occupation of the people in Meghalaya. Other than Agriculture, the Health and Education sectors also provide a major share of employment to the public in rural areas. For example, in the small state of Meghalaya there are around 14000+ schools and 55,000+ teachers which impart educational services to the stakeholders of the state. However, Shillong and Tura, being the central cities have several government offices, public\ corporate sector companies, private sector and small private companies conducting business and contributing to the economy of the state.

From the figure 2.3.c, we can see that 24% of the respondents are engaged in the Agricultural/ Labour sector, followed by 18% of respondents employed in Private Service, 16% are home makers, 12% are engaged in Government service, 10% are unemployed and available for

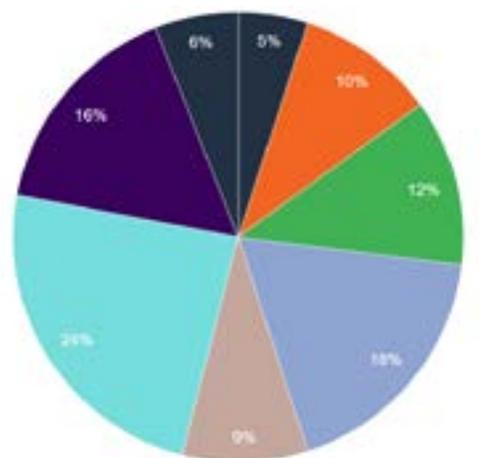


Figure 2.3.c Occupation of respondents

work. 9% have their own enterprise and 6% of the respondents are students, the rest 6% are in other categories such as retired personnel, pensioner, local headman etc. Table 2.3.d below indicates the distribution on the basis of employment status of the respondents in percentage and constituency wise.

Table 2.3.d Constituency wise distribution of respondents by employment status (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Student	5%	9%	6%	5%	1%	4%
Unemployed	10%	16%	8%	4%	20%	3%
Unemployed available for work	1%	0%	1%	1%	0%	2%
Government Service	12%	15%	6%	4%	21%	16%
Private Service	18%	24%	16%	14%	6%	31%
Own enterprise	9%	16%	9%	2%	5%	12%
Labourer/Cultivator/ Agricultural activities	24%	6%	36%	45%	23%	12%
Home Maker	16%	1%	21%	27%	16%	15%
Others (pensioner)	6%	15%	0%	1%	6%	7%

2.4 Voter Exposure to Media

Mass media plays a very important role in influencing public opinion. A majority of people watch TV and read newspapers in their free time. Most people cannot do without a newspaper in the morning or during their lunch break. TV also dominates the life of the family most of the time. The radio is turned on most of the time, creating permanent background noise. So Mass Media is becoming a very important part of our lives. With the emergence of internet, all the news, TV, radio broadcast can also be viewed or played online on the internet at any point of time.

In this section, we have taken an in-depth analysis on the respondents' exposure to media like newspaper or magazines, radio, television and internet facilities like social media (Facebook, WhatsApp, etc.). Figure 2.4.a depicts the analysis on all the respondents

of the selected constituencies based on the nature of exposure to different media on an “almost every day” basis. It can be seen that in aggregate 78% of respondents like to watch television, 50% of the respondents engage in social media almost every day, whereas newspaper was viewed by 41% of the respondents and only 10% of the respondents listen to the radio almost every day.

However, if we look at the figures, constituency wise, television has become the most used media across all the constituencies with internet among the second highest used media especially in Shillong and Tura constituencies. Newspaper is also being predominantly used in Shillong and Tura, whereas only 38%, 34% and 28% use it in Baghmara, Mawkyrwat and Nongkrem constituencies. Radio however is the least used media across all the constituencies.

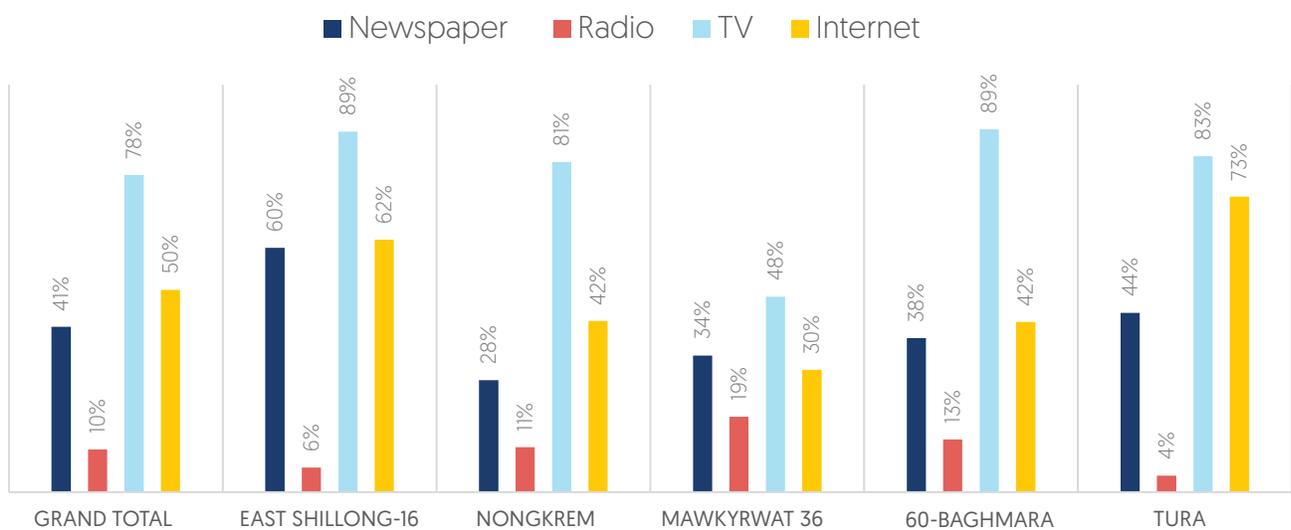


Fig 2.4.a: Respondent's exposure to media almost every day

Table 2.4.b, c, d & e shows the constituency-wise breakup of Media Usage along indicators of “Almost every day”, “At least once a week”, “less than a week” & Not at all.

Table 2.4.b: Exposure to media - Newspaper (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Almost every day	41%	60%	28%	34%	38%	44%
At least once a week	23%	22%	32%	10%	30%	18%
Less than once a week	13%	6%	20%	20%	8%	12%
Not at all	23%	12%	20%	34%	24%	26%
No response	0%	0%	0%	2%	0%	0%

Table 2.4.c: Exposure to media - Radio (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Almost every day	10%	6%	11%	19%	13%	4%
At least once a week	10%	8%	26%	7%	5%	4%
Less than once a week	14%	26%	29%	3%	10%	3%
Not at all	66%	60%	35%	72%	72%	90%
No response	0%	1%	1%	1%	0%	0%

Table 2.4.d: Exposure to media - Television (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Almost every day	78%	89%	81%	48%	89%	83%
At least once a week	9%	8%	11%	14%	9%	5%
Less than once a week	4%	3%	6%	7%	1%	5%
Not at all	9%	1%	3%	31%	0%	8%
No response	0%	0%	0%	1%	0%	0%

Table 2.4.e: Exposure to media - Internet, Social Media (Facebook, WhatsApp, etc.) (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Almost every day	50%	62%	42%	30%	42%	73%
At least once a week	8%	19%	5%	5%	4%	6%
Less than once a week	5%	8%	5%	6%	3%	3%
Not at all	38%	12%	49%	59%	51%	20%
No response	0%	0%	0%	1%	0%	0%

Chapter 3

Knowledge of Voters | Findings

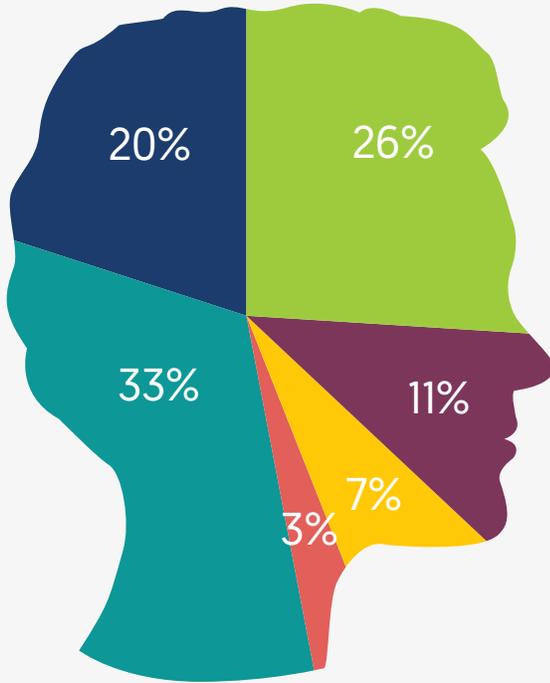




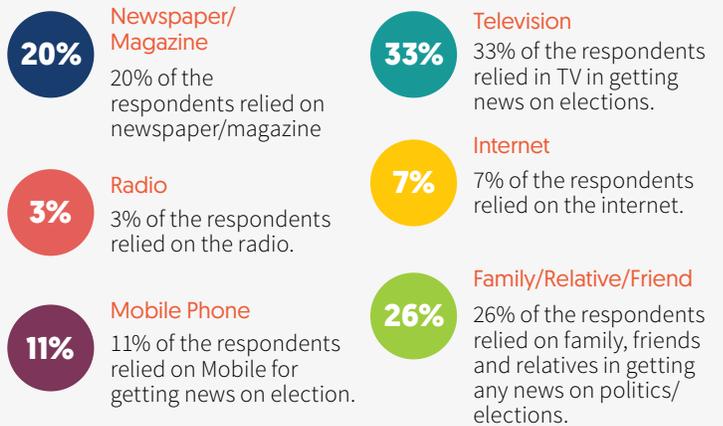


Knowledge of Voters | Findings

SOURCE OF MEDIA RELIED ON BY RESPONDENTS IN GETTING NEWS ON ELECTIONS AND POLITICS:

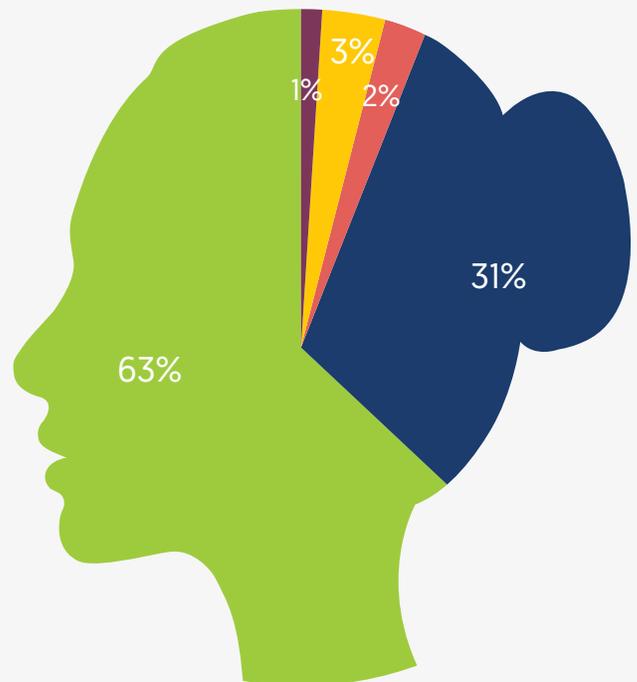
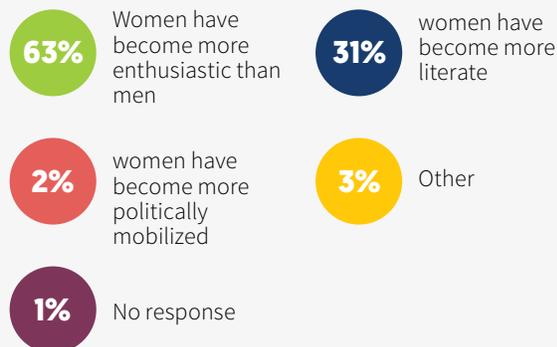


- East Shillong - Newspaper (64%)
- Nongkrem - TV (42%) & Family/relative/Friend (33%).
- Mawkyrwat - Family/relative/ Friend (80%),
- Baghmara - TV (49%)
- Tura Const. - TV & Mobile phone.



WHY DID WOMEN VOTE MORE THAN MEN?

- Almost all respondents from the selected constituencies agreed with the statement that “Women are more enthusiastic than men”.
- The statement “Women have become more literate/educated” was the second highest agreed upon statement by the respondents.

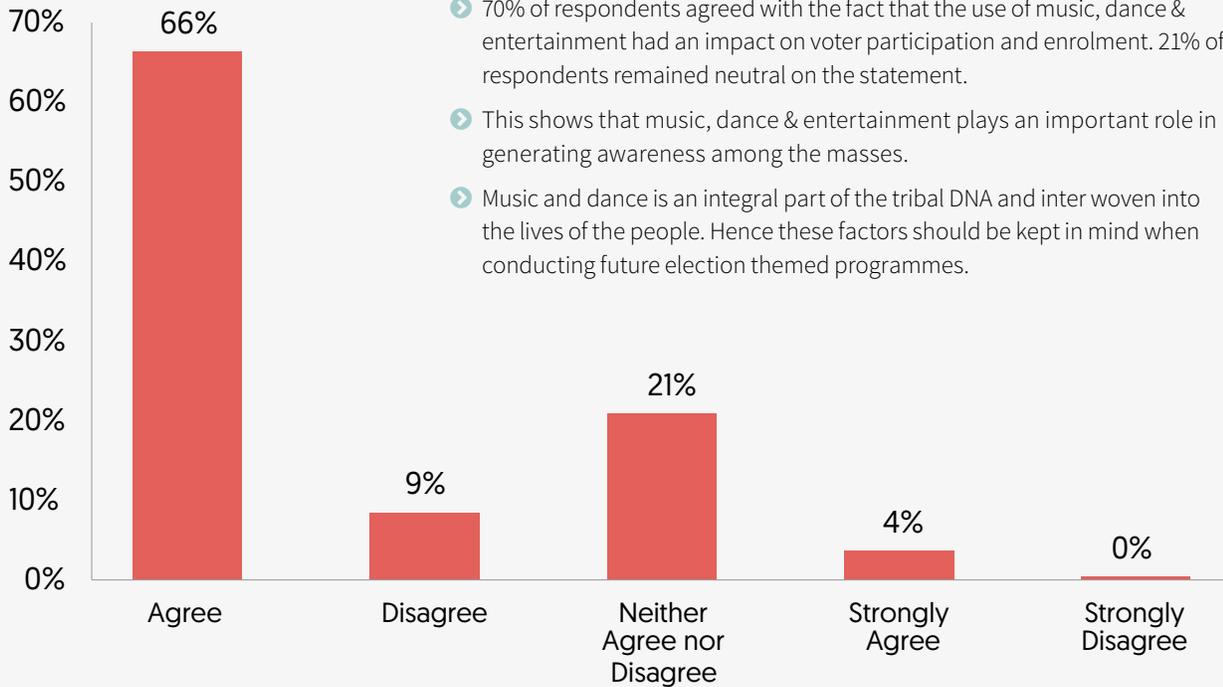


Knowledge of Voters | Findings

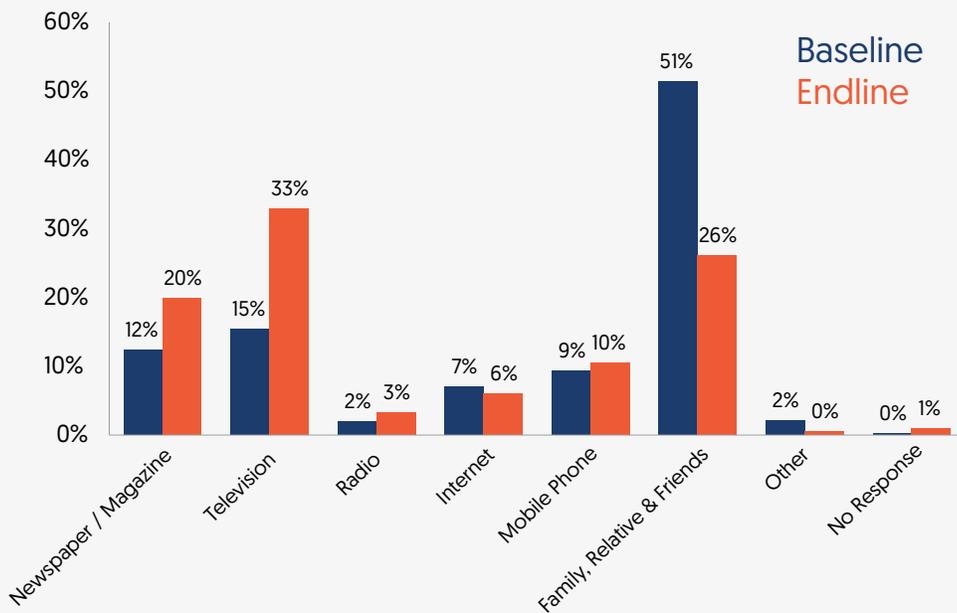
IMPACT OF MUSIC/DANCE/ENTERTAINMENT ON VOTER ENROLLMENT AND PARTICIPATION

Interpretation

- 70% of respondents agreed with the fact that the use of music, dance & entertainment had an impact on voter participation and enrolment. 21% of respondents remained neutral on the statement.
- This shows that music, dance & entertainment plays an important role in generating awareness among the masses.
- Music and dance is an integral part of the tribal DNA and inter woven into the lives of the people. Hence these factors should be kept in mind when conducting future election themed programmes.



BASELINE AND ENDLINE KAP COMPARISON ON SOURCES OF MEDIA IN GETTING NEWS ON ELECTIONS

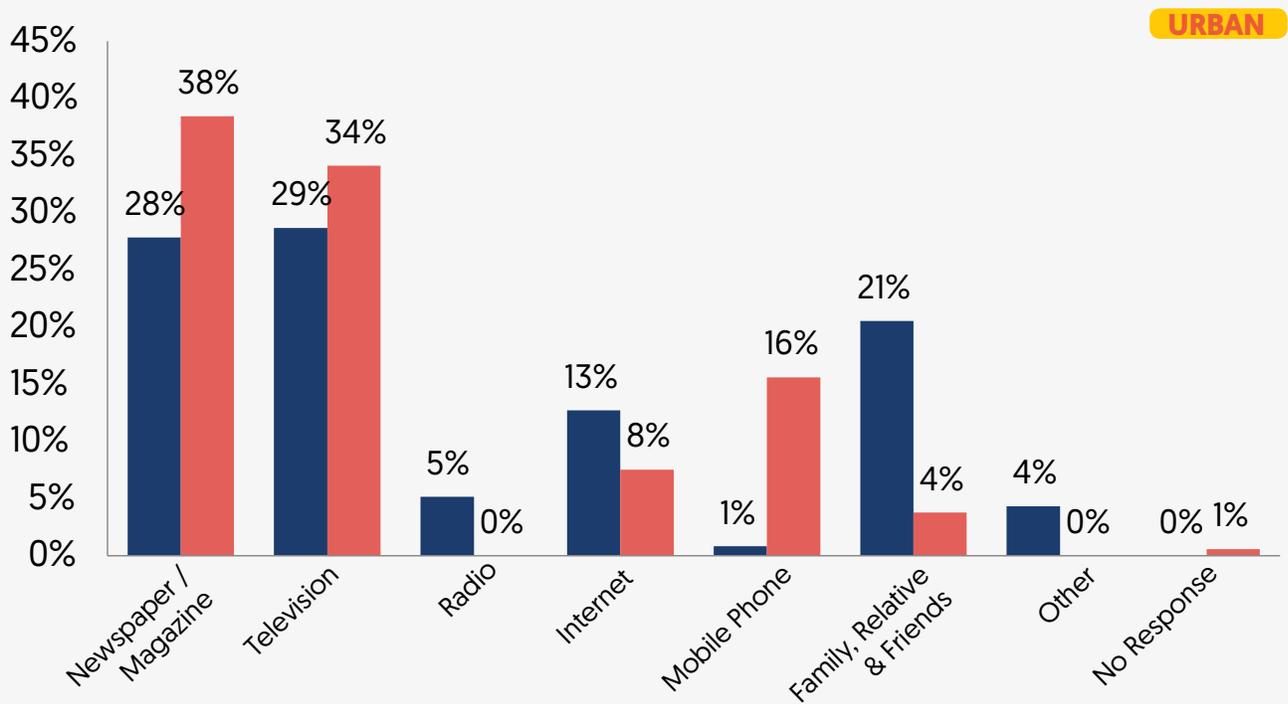
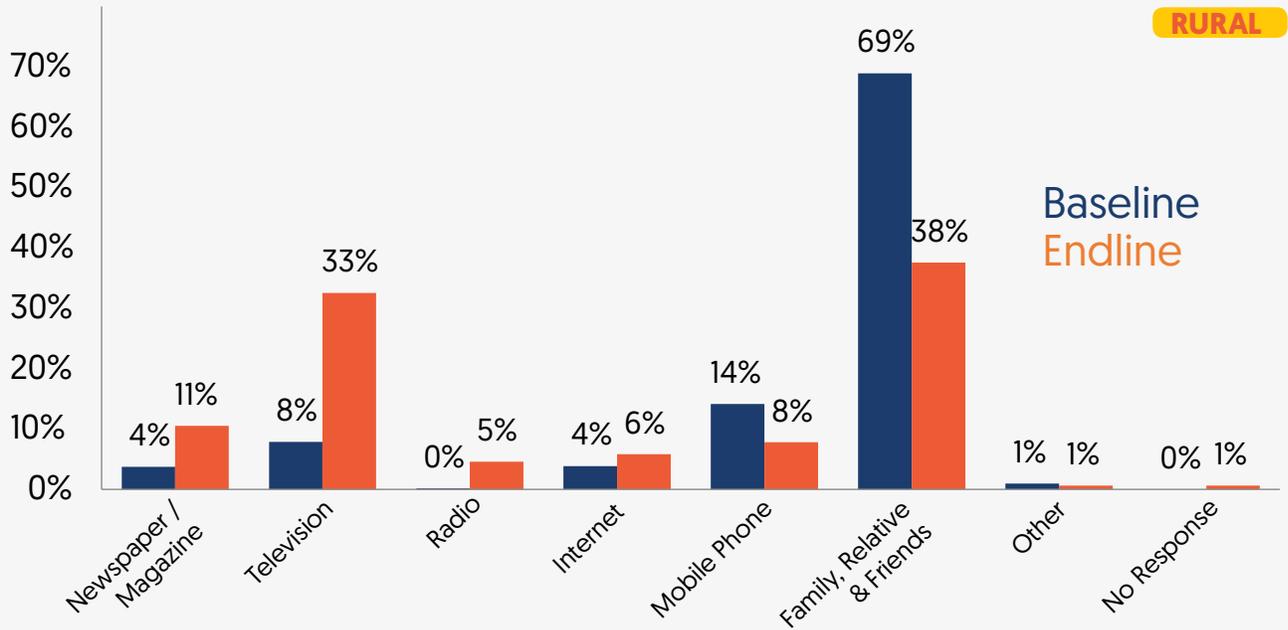


Interpretation

- The data shows changes in response according to different opinions from the respondents of two different surveys.
- Family/relatives/friends were most relied on in getting news on elections in the Baseline study.
- Television was most relied on, in getting news on the elections in the Endline Survey followed by Friends, relatives and family.

Knowledge of Voters | Findings

BASELINE AND ENDLINE KAP COMPARISON - SOURCES OF MEDIA IN GETTING NEWS ON ELECTION - RURAL & URBAN



- ▶ Comparing Baseline with Endline KAP surveys on the use of media in getting election related news, Media like Newspaper and TV have increased in both rural and urban areas. The internet was slightly higher in Rural & voice call, text messages through Mobile phones has vastly increased in the urban area.
- ▶ Family/relatives/friends as a source of media getting news has immensely decreased in both rural and urban in the Endline survey.

Chapter 3

Knowledge of Voters | Findings

3.1 Awareness level of respondents

Public awareness is the public's level of understanding about the importance of the election system and its implications. Raising public awareness is not the same as telling the public what to do – it is explaining issues and disseminating knowledge to people so that they can make their own decisions. In a democracy, it is not enough to simply inform voters about election dates. In order to assist the electorate in taking an informed decision, it is quintessential to sensitize them about the importance of participating in the electoral process. Voters need to be educated about the process and be made aware of the political parties, their manifestoes, backgrounds of the contesting candidates and armed with several other information to help them cast an 'enlightened' vote.

3.2 Sources of media relied upon by voters during the election

It is very important for any event related with the general public to provide advance knowledge and information on the processes for smooth and successful implementation of the event. Without media, information and knowledge will not reach the public. Thus media plays an important role for the election department in order to disseminate knowledge and information about the election procedure and provide news about electoral campaigns and politics.

In figure 3.2.a; the source of Media trusted by respondents in getting news on elections and politics is equally distributed among TV (33%), family/relative/friend (26%) and newspaper/magazine (20%), followed by mobile phone (11%), internet (7%) and radio (3%). The findings clearly

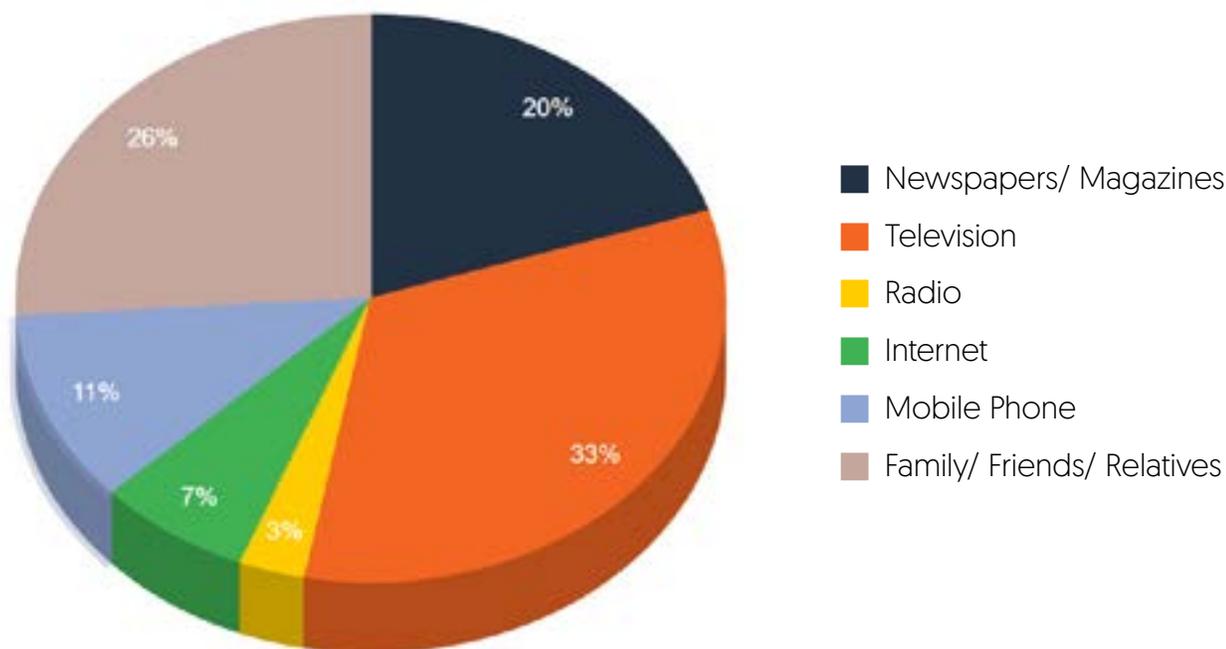


Fig 3.2.a: Source of Media relying by the respondents in getting news on election and politics

show the social awareness on election is of a more personal nature. Further in table 3.2.b; the distribution of media source for getting news on election and politics, constituency-wise, varies among different media and locations, thus this clearly show that different media does not have the same impact in all the constituencies. In East

Shillong constituency newspapers\magazines (64%) are more reliable since accessibility to newspapers is easier in the city. Whereas, Nongkrem, Baghmara & Tura Constituencies got more response on television as a source while family/relative/friend are more reliable sources of information in Mawkyrwat constituency.

Table 3.2.b: Sources of media in getting news relating to Election/Politics (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Newspapers/ magazine	20%	64%	13%	8%	14%	2%
Televisions	33%	22%	42%	2%	49%	47%
Radio	3%	0%	1%	5%	7%	3%
Internet	7%	12%	9%	4%	4%	4%
Mobile phone	11%	0%	2%	2%	16%	34%
Family/ relatives/friend	26%	2%	33%	80%	11%	7%
Others	0%	0%	0%	0%	0%	2%

3.3 Women participation in election process.

The most unique and distinctive feature of Meghalaya in general and the Khasi society in particular is its matrilineal system in which lineage and inheritance are traced through women. This is because in the Khasi society women are free from many of the social restraints of the larger Indian society. In the Khasi society there is no caste system, untouchability and social inequality. The concept of matrilineality being followed by the Khasi society may very often lead to the assumption that the system yields absolute power to women as compared to other societies.

In Meghalaya women participation in elections is often more than the men counterpart in exercising their right to vote. This was also seen

during the 2014 and 2019 Lok Sabha election. For this purpose, as a key critical indicator, an additional question was incorporated into the KAP survey questionnaire “Why do women vote more than men?”. To know the genuine reasons, an analysis has been undertaken in the survey in which over 64% of the respondents responded that “women are more enthusiastic than men”, 31% responded that “women have become more literate/ educated. The rest 2% and 1% response were “women becoming more politically motivated” and “State institutes have made voting easier for women”. Table 3.1.c below show the constituency wise distribution on respondents’ response to question of women participation in election which is more than their male counterparts in Meghalaya.





Table 3.3.a: Why did women vote more than men?

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Women are more enthusiastic than men.	64%	62%	42%	74%	86%	54%
Women have become more literate/educated	31%	32%	46%	22%	10%	44%
Women have become more politically mobilised	2%	3%	2%	1%	3%	1%
Others	3%	3%	10%	1%	0%	2%
no response	1%	1%	2%	4%	0%	0%

3.4 Impact of music/dance/entertainment on the process of election awareness program.

This is also one of the key critical indicators identified by the state election department for spreading information, knowledge and awareness about the processes of conducting election in the state. The people of Meghalaya are very passionate about music and hence music is often adopted as a means of bringing attention to the masses while providing general awareness with information and knowledge by various other govt. departments of the state.

In this survey, specific questions were also highlighted to the respondents on the basis of impact of music/dance/entertainment on voter participation, awareness and enrollment process in which almost 66% & 4% of total respondents responded that they agree and strongly agree with the statement and 21% neither agree nor disagree whereas only 9% disagree with the statement. Constituencies wise breakup also favour with the statement. Hence this show that music/dance/entertainment plays an important role in generating awareness among the masses while conducting any further election programme.

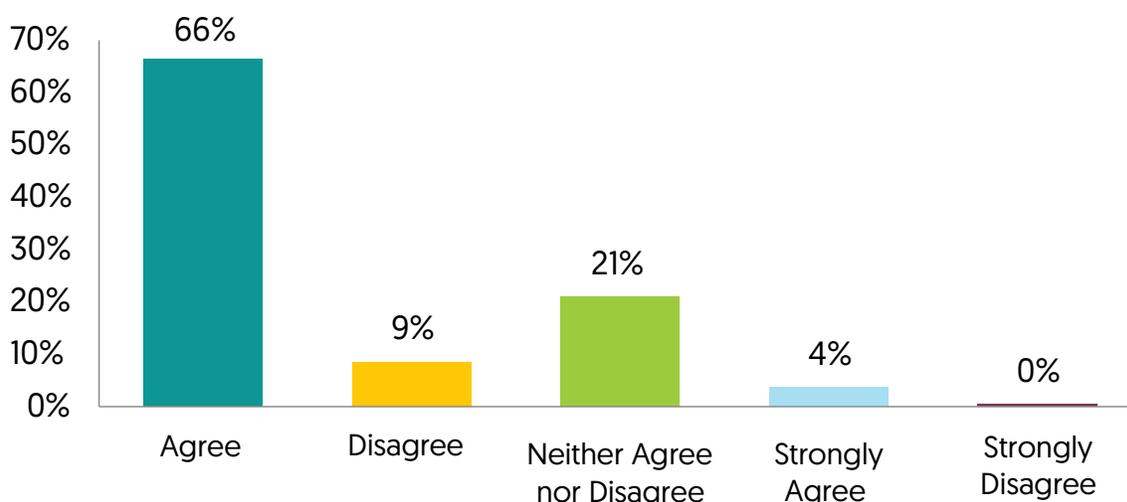


Fig 3.4.a: Impact of music/dance/entertainment on voter enrollment and participation

Music and dance is an integral part of the tribal DNA and inter woven into the lives of the people.

Hence these factors should be kept in mind when conducting future programme on election themes.

Table 3.4.a: Impact of music/dance/entertainment on voter enrollment and participation.

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	200	173	198	200	193
Agree	66%	55%	62%	69%	70%	76%
Disagree	9%	6%	13%	6%	18%	1%
Neither Agree nor Disagree	21%	33%	21%	23%	12%	16%
Strongly Agree	4%	6%	2%	2%	1%	8%
Strongly Disagree	0%	1%	1%	1%	0%	0%

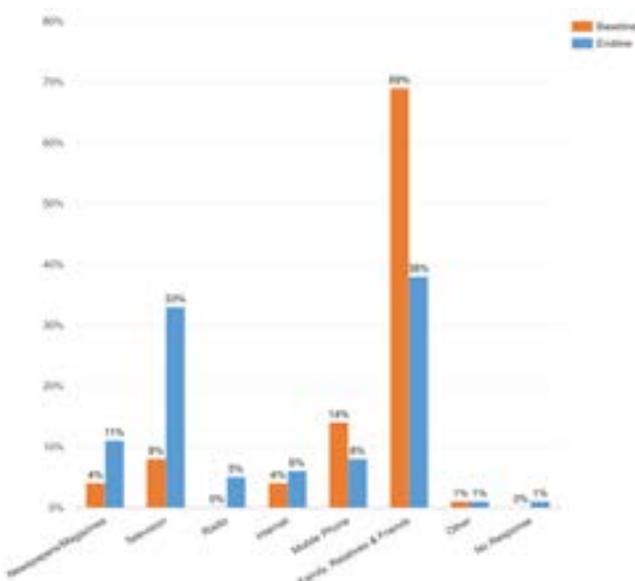
*:- only respondents that recall seeing or reading any voter/election related campaign of ECI.

3.5 Baseline and Endline KAP comparison on awareness on media

In this chapter, comparisons between baseline and endline have been generated from the voters' point of views on getting information

related with news on election. The data shows changes in response according to different opinions with Family/relative/friend being the highest in the Baseline Survey whereas Television is the highest the in Endline Survey.

Baseline and Endline KAP comparison on source of media Media in getting News on Election (Rural)



Baseline and Endline KAP comparison on source of media Media in getting News on Election (Urban)

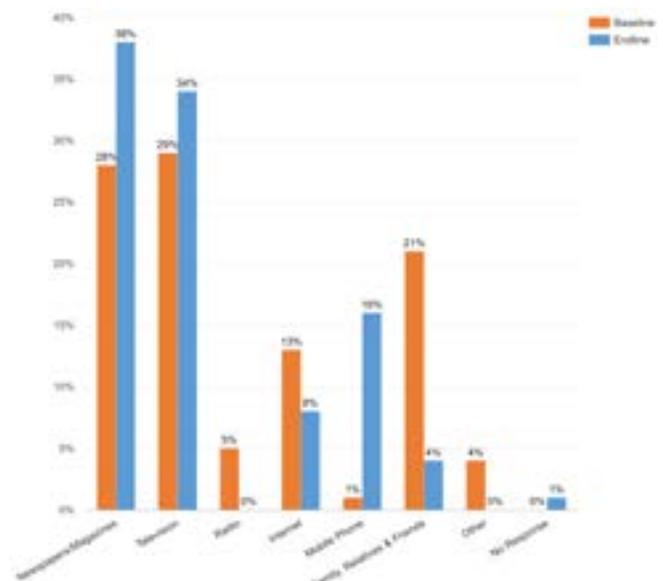


Fig: 3.5.a BL-EL comparison by location in source of Media in getting news on Election



Comparing Baseline with Endline KAP survey on the use of media in getting election related news, Media like Newspaper and TV have increased in both rural and urban areas. Whereas internet use was slightly higher in

rural areas; voice calls and text messages has vastly increased in the urban area. Family/relative/friends as a source of getting news had immensely decreased in both rural and urban in the Endline survey.

Table 3.5.a BL-EL comparison in source of Media in getting news on Election (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1020	1001	219	200	200	200	200	200	201	201	200	200
Newspaper/ Magazine	12%	20%	37%	64%	1%	13%	10%	8%	11%	14%	1%	2%
Television	15%	33%	25%	22%	0%	42%	4%	2%	28%	49%	20%	47%
Radio	2%	3%	9%	0%	0%	1%	1%	5%	0%	7%	0%	3%
Internet	7%	7%	11%	12%	1%	9%	0%	4%	13%	4%	10%	4%
Mobile phone	9%	11%	0%	0%	9%	2%	1%	2%	1%	16%	37%	34%
Family/Relative/ Friends	51%	26%	17%	2%	90%	33%	84%	80%	38%	11%	32%	7%
Other (none)	2%	0%	0%	0%	0%	0%	1%	0%	8%	0%	2%	2%
No Response	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%

BL- Baseline | EL- Endline

Chapter 4

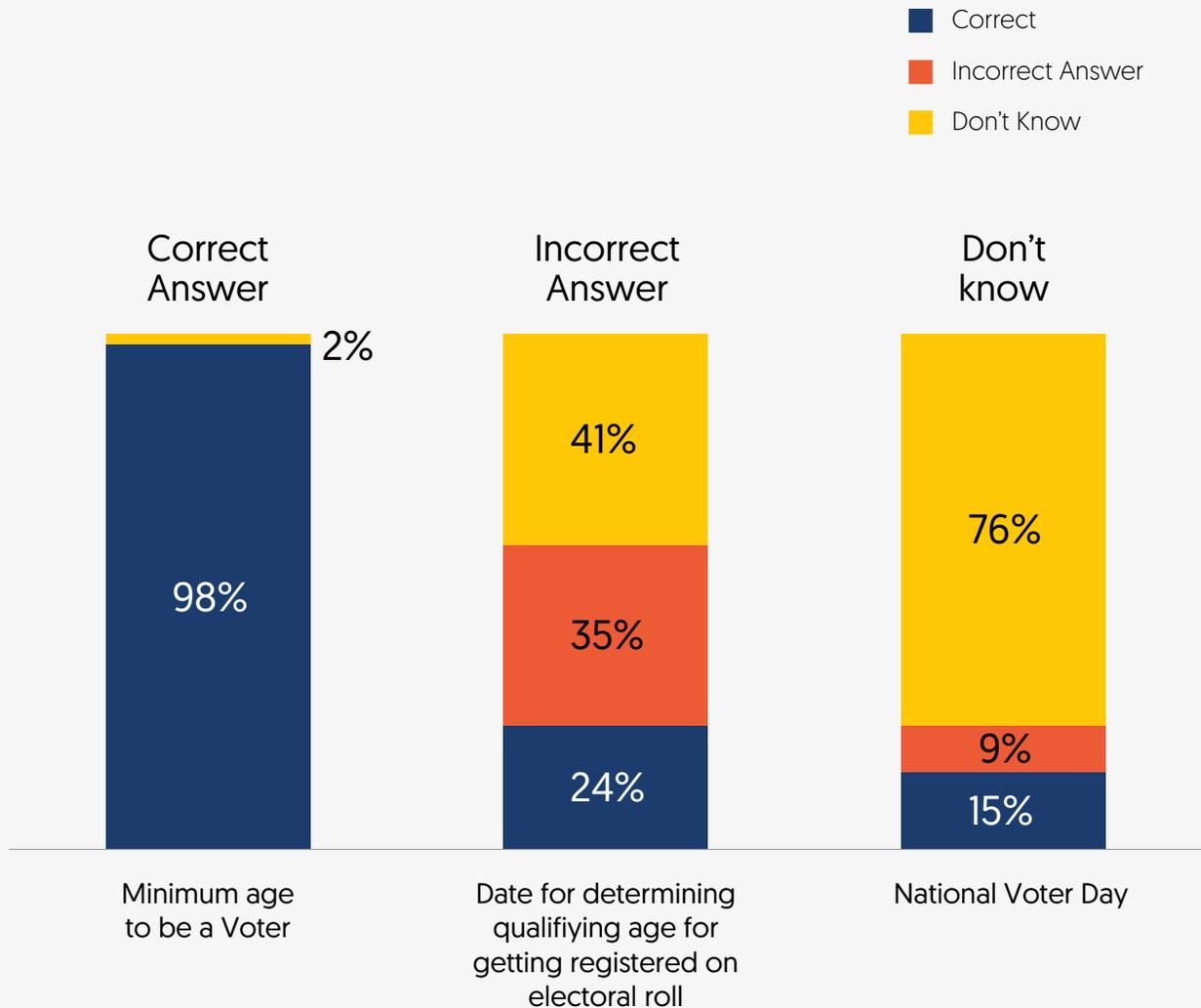
Voter Attitude | Findings





Voter Attitude | Findings

KNOWLEDGE AND AWARENESS ON ELECTION:



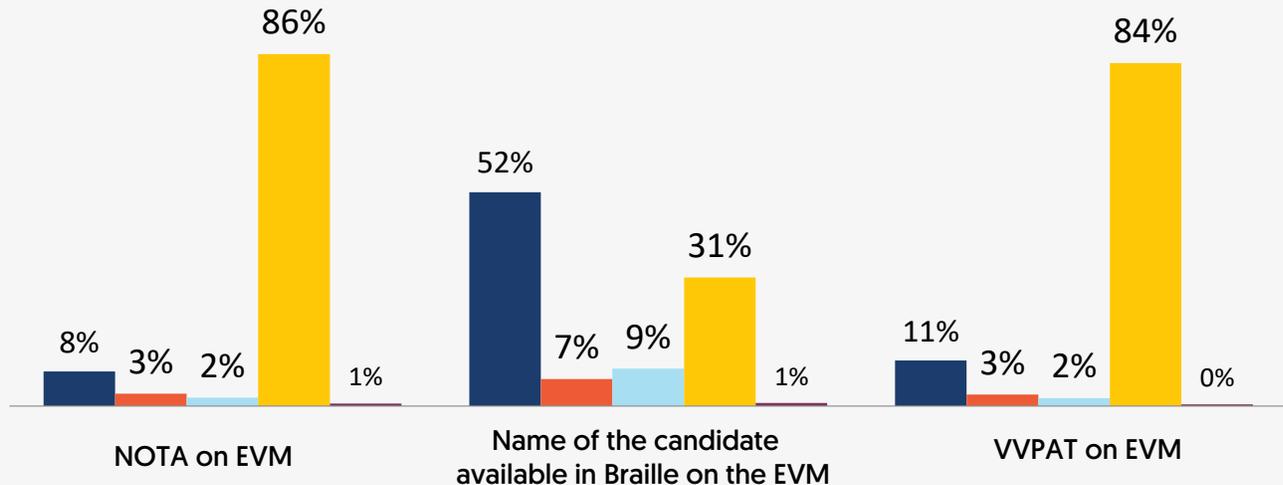
Interpretation

- It was observed that 98% of the respondents have correct knowledge about the minimum age to be a voter.
- 24% of respondents knew about the date for determining qualifying age for getting registered on the electoral roll whereas 35% answered incorrectly and 41% didn't know about this.
- only 15% of the respondents have the knowledge about National Voter's day whereas 76% respondents don't have any knowledge about it.
- As a suggestion, Qualifying age should be based on the date of birth.
- More activities on NVD should be conducted in rural areas both at the assembly constituency level and at the Polling station level.

Voter Attitude | Findings

KNOWLEDGE AND AWARENESS ON NOTA, BRAILLE AND VVPAT:

- No
- Yes, have heard/read about it
- Yes, have seen one in electoral literacy programme
- Yes, I saw it when I cast my Vote
- No response



Interpretation

- In response to NOTA option in the EVM, 91% knew about it and only 8% don't know about it.
- 89% of respondents have knowledge about VVPAT helping in verifying a voter's vote and 11% don't know about it.
- Candidates' name being available in Braille was known by only 47% respondents and almost 52% of the respondents do not have any knowledge about this. This may be due to the fact that only the serial number of the candidate was available in Braille and not the Candidates' name in Braille.
- Further Clarification & modification in future KAP questionnaires may be done.

Voter Attitude | Findings

VOTER AWARENESS AND ATTITUDE ABOUT GIVEN STATEMENTS

“Every Vote Counts”



97%



01%

“Voting should be made compulsory”



80%



06%

“Voting is a cumbersome chore”



22%



01%

“Elections are conducted free and fairly”



58%



20%

“EVMs provide accurate results”



57%



12%

“Women should consult male members or elders before voting in elections”



28%



63%

“The influence of money & muscle is increasing in elections”



45%



34%

“I do not intend to vote in the upcoming election”



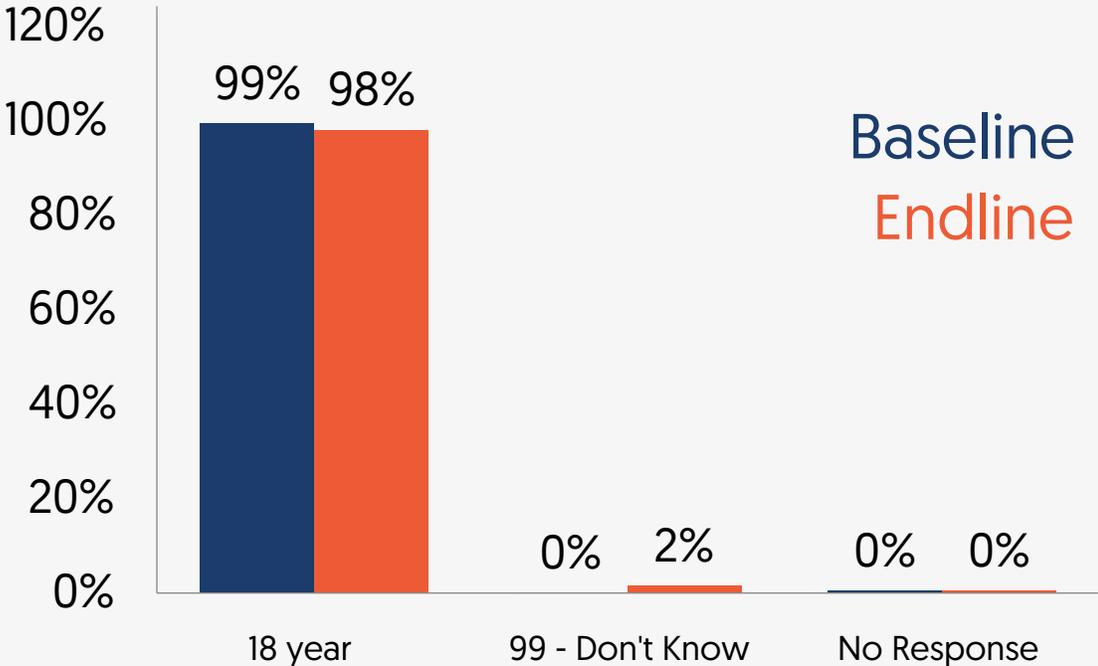
03%



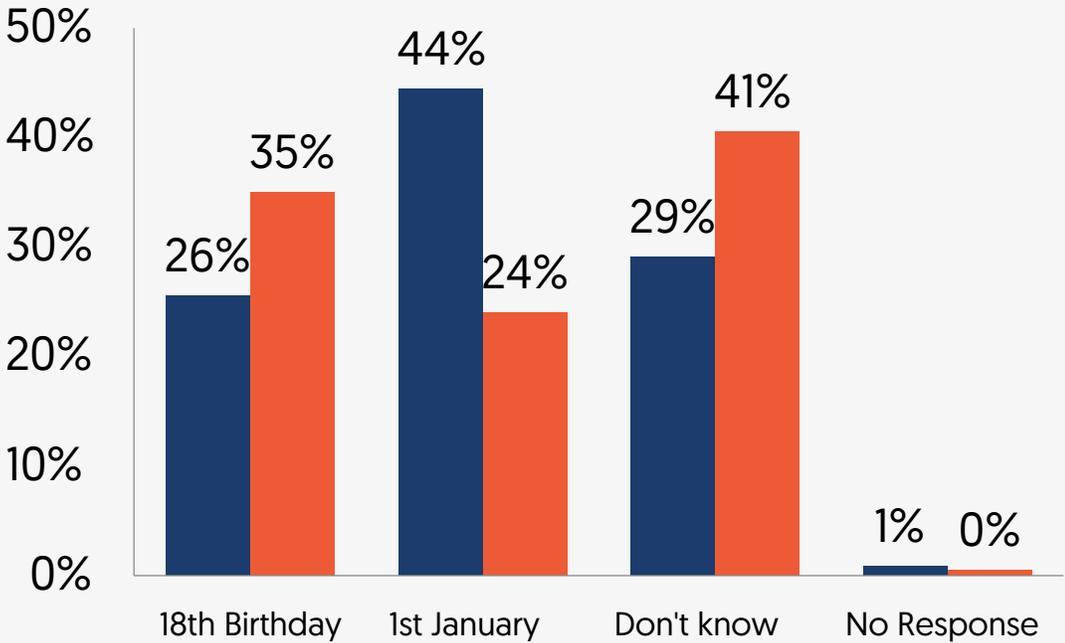
86%

Voter Attitude | Findings

BASELINE AND ENDLINE COMPARISON ON VOTER AWARENESS AND ATTITUDE:



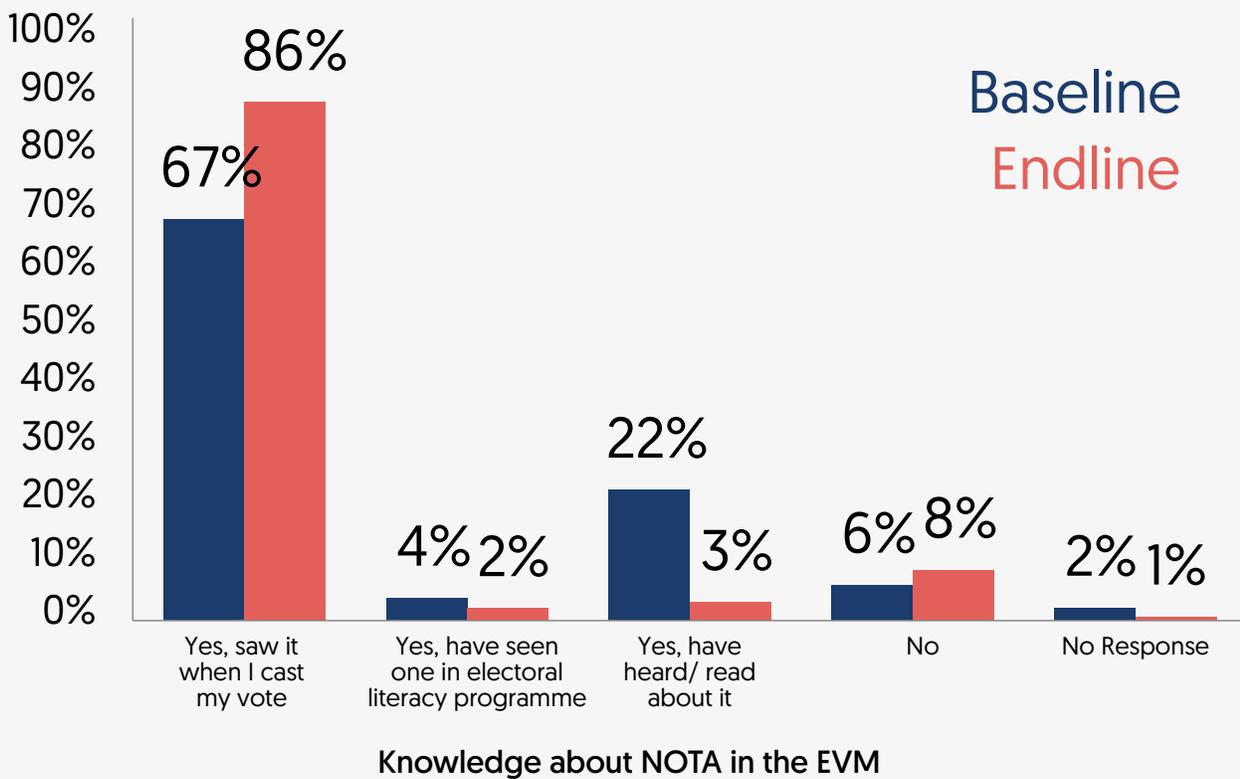
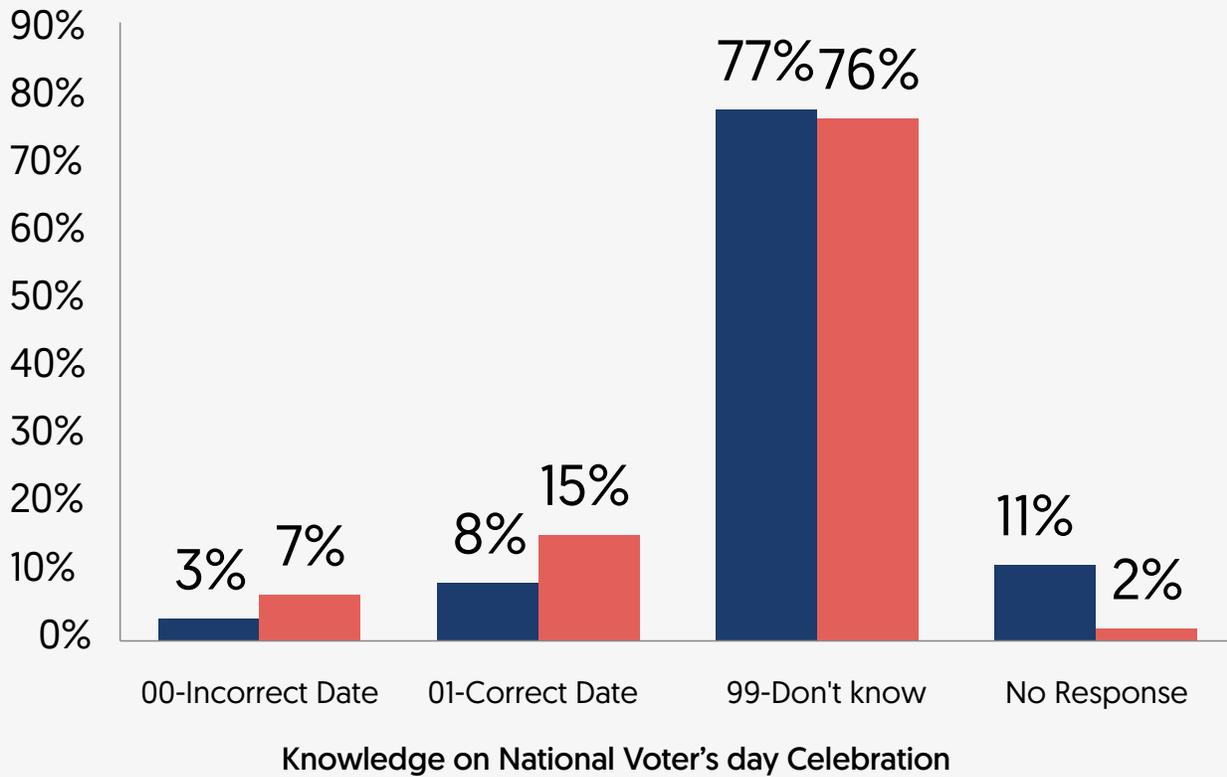
Knowledge on minimum age of registration to be a voter



Knowledge on date of getting registered on the electoral roll

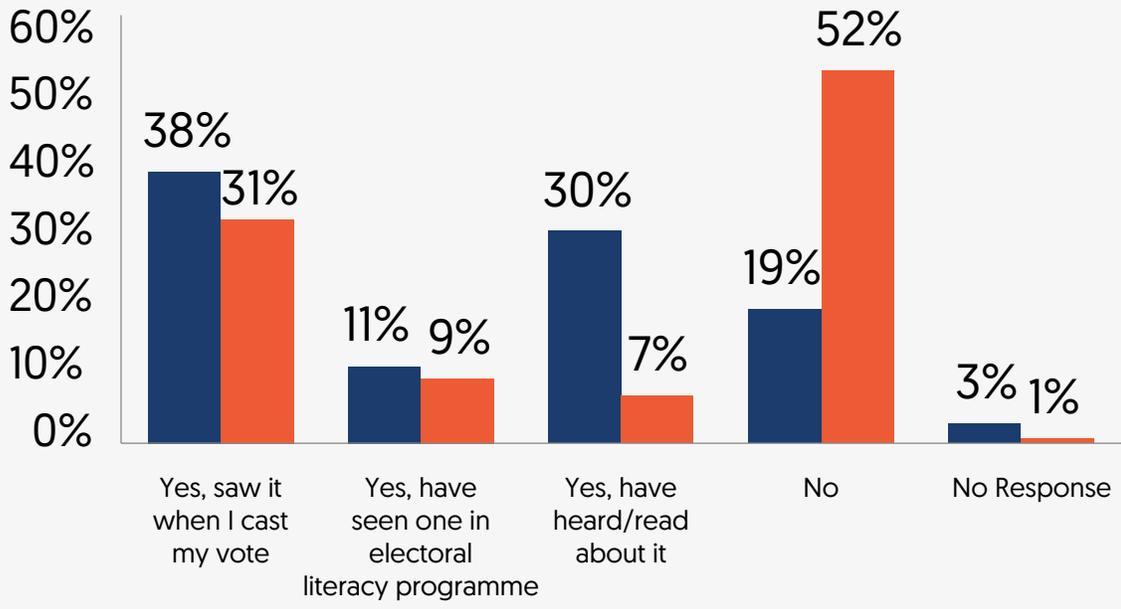
Voter Attitude | Findings

BASELINE AND ENDLINE COMPARISON ON VOTER AWARENESS AND ATTITUDE

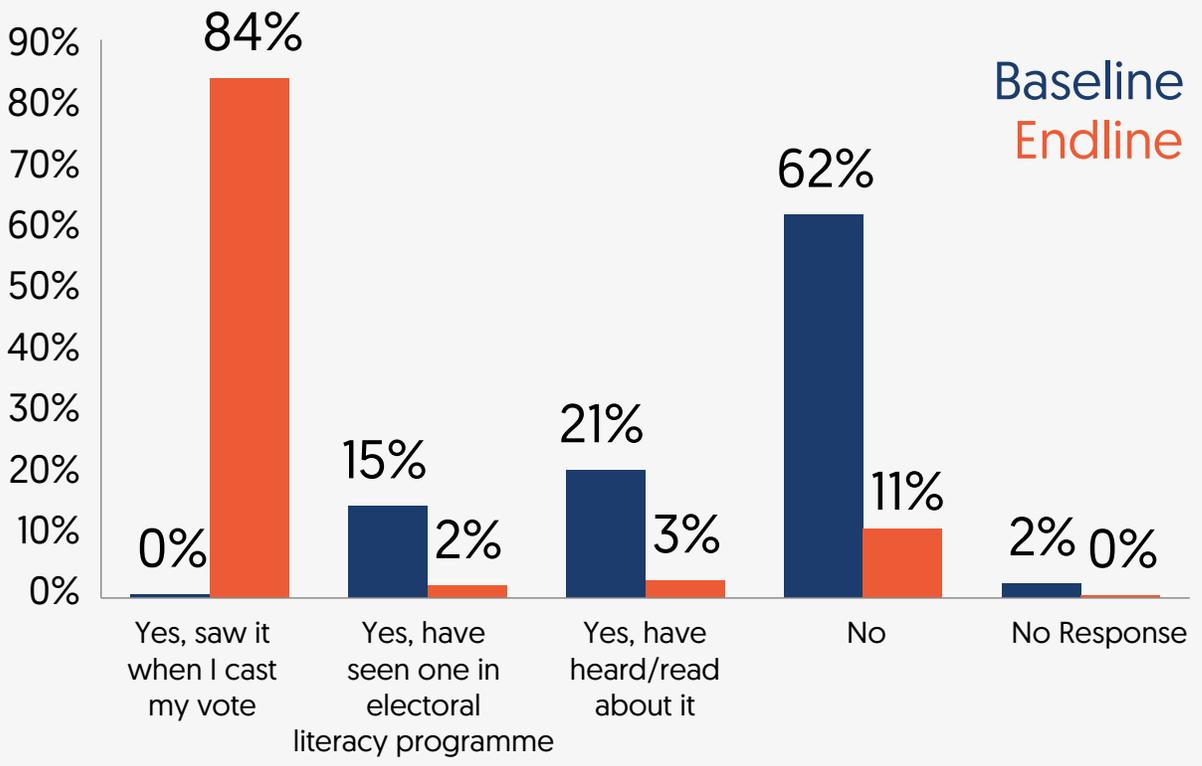


Voter Attitude | Findings

BASELINE AND ENDLINE COMPARISON ON VOTER AWARENESS AND ATTITUDE



Knowledge about candidate name available in Braille of the EVM



Knowledge about VVPAT in the EVM

Chapter 4

Voter Attitude | Findings

According to the definition from Wikipedia, “Attitude is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person”. Attitude can be formed from the person’s past or present. In this chapter report briefing about the findings on the willingness of the respondents to register and turn out to vote are one of the key critical indicators which impact successful conduct of election procedure.

4.1 Voter Awareness on Election process.

In this section general questions were asked to test the awareness and knowledge of the respondents relating to the process for conducting election. In response to the question, 98% of respondents gave a correct answer on “Minimum age to be a voter”, however only 24% of respondents could give correct answer on “Date for determining qualifying

age for getting registered on electoral roll” and only 15% of respondents could give the correct answer on “When is the National Voter’s day celebrated”. Similarly, 76% of the respondents do not know the National Voter’s day, 41% do not know the correct date for determining the qualifying age for inclusion in the electoral roll. While analyzing constituency wise it was found that 66% in Baghmara and 53% in Shillong provided wrong answers for determining the qualifying age for inclusion in the electoral roll. While almost all the constituencies do not know the National Voter’s day celebration except for 31% in Baghmara and 33% in Tura that gave the correct date.

As a suggestion, qualifying age should be the date of birth. More activities on National Voter’s day should be conducted in rural areas both at the assembly constituency level and at the Polling station level.

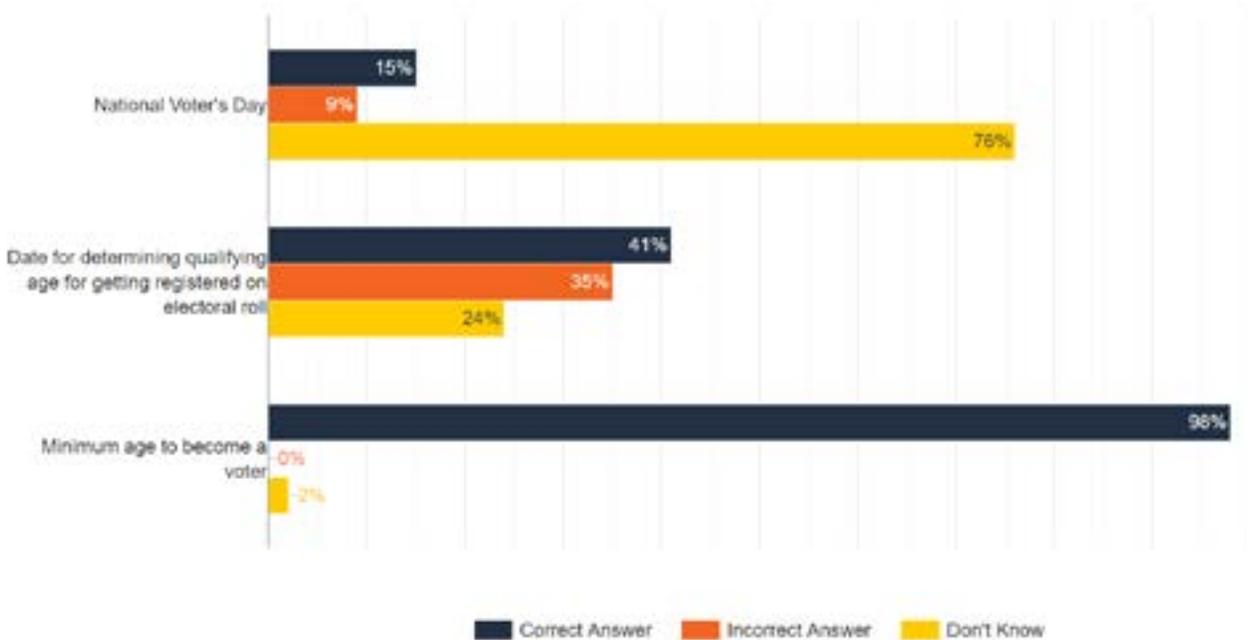


Figure 4.1.a: Knowledge and awareness on election

4.2 NOTA, Braille & VVPAT

'None of the Above' or NOTA option enables the voter to officially register a vote of rejection for all candidates who are contesting. If a voter chooses to press NOTA, it indicates that the voter has not chosen to vote for any of the candidates. The ballot paper pasted on the

EVM contains the name and symbol of the candidate which have the braille feature where visually impaired voter can feel and read the candidate by their hand. Voter verifiable paper audit trail (VVPAT) or verifiable paper record (VPR) is a method of providing feedback to voters using a ballot less voting system.

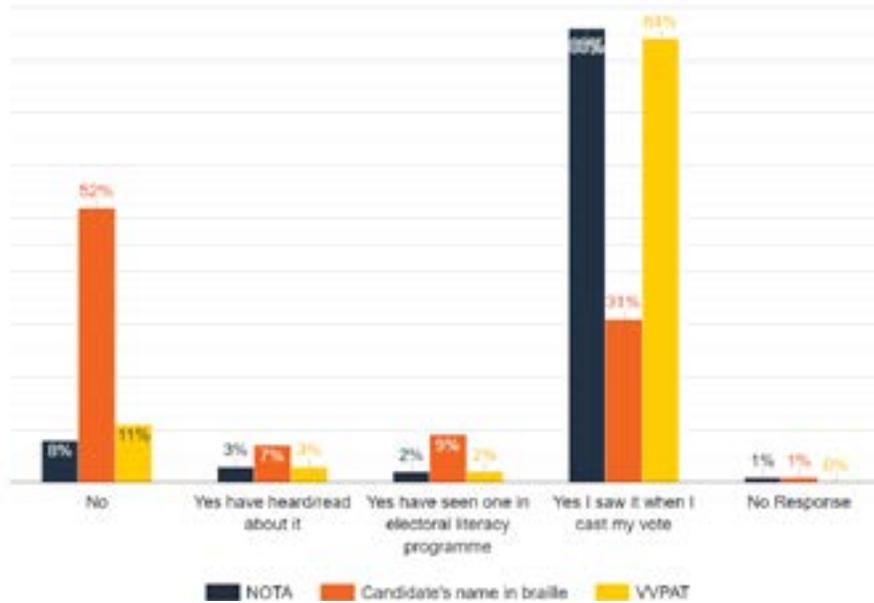


Fig 4.2.a: Respondents' awareness about NOTA, candidate's Name and VVPAT in the EVM

In the figure 4.2.a; in response to NOTA option, 86% have seen the option while casting their vote, 8% do not know about the option, whereas 3% have heard about it and 2% have seen one in an electoral literacy programme. In response to the knowledge of availability of name of candidates in Braille on the EVM, 52% do not know about this facility, 31% saw it when casting their vote, 9% have seen it and 7% have heard about it.

In contrast with VVPAT, 84% of the respondents have seen it when they casted their vote, 11% do not know about it, 3% have heard about it and 2% have seen it in an electoral literacy programme. However, constituency wise analysis showed that with regards to knowledge in NOTA; almost all constituencies have awareness about it except for Mawkyrwat constituency where 23% do not know about

NOTA. With regards to candidates' name in Braille, Nongkrem (96%), Mawkyrwat (78%), Shillong (44%) and Tura (43%) know about it. And in option for VVPAT, almost all constituencies have awareness about it except for Mawkyrwat constituency where 38% do not know about VVPAT.

Hence, Election Department need to further increase awareness about the availability of candidates' name in Braille in most of the remote (inter/intra border) constituencies before conducting the next election. With respect to candidates' name in Braille, this may be due to the fact that only the serial number of the candidate was available in Braille and not the Candidates name in Braille. Further Clarification & modification in the KAP questionnaire may also be done. The Table below show the percentage distribution on voter awareness about the above entity.

Table 4.2.b: Knowledge about NOTA (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
No	8%	11%	1%	23%	3%	5%
Yes, have heard/ read about it	3%	4%	2%	4%	3%	3%
Yes, have seen one in electoral literacy programme	2%	0%	2%	0%	3%	6%
Yes, I saw it when I cast my Vote	86%	86%	95%	72%	91%	87%
No response	1%	0%	1%	2%	0%	0%

Table 4.2.c: Knowledge about name of the Candidate available in Braille on the EVM (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
No	52%	44%	96%	78%	1%	43%
Yes, have heard/ read about it	7%	10%	2%	4%	1%	17%
Yes, have seen one in electoral literacy programme	9%	2%	0%	2%	3%	38%
Yes, I saw it when I cast my Vote	31%	45%	1%	15%	94%	3%
No response	1%	0%	1%	2%	0%	1%

Table 4.2.d: Knowledge about VVPAT (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
No	11%	2%	1%	38%	13%	2%
Yes, have heard/ read about it	3%	2%	2%	6%	3%	2%
Yes, have seen one in electoral literacy programme	2%	2%	1%	1%	3%	4%
Yes, I saw it when I cast my Vote	84%	95%	98%	54%	81%	92%
No response	0%	0%	0%	2%	0%	0%

4.3 Voter's awareness and attitude sample questionnaire about Election programme

Some statements were placed before the respondents based on the programmes related with the Election process and several key responses were taken and analyzed which can be seen as stated below: -

1. "Every Vote Counts": It is found from the survey that over 97% of respondents agreed or strongly agreed with the statement. While only 1% disagreed & strongly disagreed with the statement, 1% neither agree nor disagree and 2 % did not respond to the statement.
2. "Voting should be made compulsory": 80% of respondents agreed and strongly agreed with the statement while 14% neither agree nor disagree, however only 6% disagree and strongly disagree with the statement.
3. "Voting is a cumbersome chore": similarly, to this question, almost 70% of respondents disagree & strongly disagree with the statement while 22% agree, 7% neither agree nor disagree and 1% did not provide any response. The above responses indicate that voting process arranged by the election department is simple and effortless due to the response by all the constituencies except for Mawkyrwat constituency in which almost 90% response was affirmative to the statement. This requires more attention from the Election Department.
4. "Elections are conducted freely and fairly in India": 58% of the respondents agree with the statement, 20% are against the statement while 22% neither agree nor disagree. However constituency wise analysis shows that almost 78% of respondents in the East Shillong disagreed with the above statement. They also informed that even though ECI has put huge effort on a process of clean, fair and free election in the state, they need to further strengthen and improve the existing system to curb the menace in the electoral process.
5. "EVMs provide accurate results": in this statement, 58% of the respondents agreed or strongly agreed but almost 31% neither agreed nor disagreed with the statement. And only 12% disagree or strongly disagree that EVMs provide accurate results. Again, here only East Shillong constituency (63%) neither agreed nor disagreed with the statement.
6. "Women should consult male members or elders before voting in elections": with the matrilineal society in the state almost 63% of respondents have disagreed or strongly disagreed with the statement. While 28% agree with the statement and 8% neither agree nor disagree with the statement. This shows that women are respected in any form of family/organization/society in the state except for Mawkyrwat constituency where 78% of the respondents agreed with this statement.
7. "The influence of money and muscles is increasing in elections": The fact that money and muscle play a role in election can be seen as almost 45% of the respondents agreed or strongly agreed with the statement while 34% disagreed or strongly disagreed. 21% of respondents neither agreed nor disagreed with the statement. This shows that money and muscles is still influencing the election process and the department has to take serious note on this issue.
8. "I do not intend to vote in the upcoming election": This statement has been disagreed or strongly disagreed by 86% respondents and agreed by only 3%. 9% neither agreed nor disagreed with the statement.

The disaggregated constituency's wise data of the above statement can be seen as indicated in tables 4.3.a.

Table 4.3.a: Respondent opinion on the given statement (in %)

Base : all Respondent	Agree	Disagree	Neither Agree nor Disagree	Strongly Agree	Strongly Disagree	No Response
Every Vote Counts	68%	0%	1%	29%	1%	1%
Voting should be made compulsory	53%	5%	14%	27%	1%	0%
Voting is a cumbersome chore	22%	65%	7%	0%	5%	1%
Elections are conducted freely & fairly	53%	19%	22%	5%	1%	1%
EVMs provide accurate results	51%	11%	31%	6%	1%	1%
Women should consult a male member before voting	27%	54%	8%	1%	9%	1%
Influence of money muscle is increasing	39%	33%	21%	6%	1%	0%
I don't intend to vote in upcoming election	3%	49%	9%	0%	37%	1%

4.4 Baseline and Endline KAP comparison on Voter Attitude



Key critical indicators were selected based on data comparison between baseline and endline taking into consideration the voter attitude on

the willingness to participate in voting during election. Indicators like voter's knowledge and awareness on National voter day, date of determining qualifying age for getting registered in electoral roll, minimum age to be a voter, NOTA, candidate name in Braille, VVPAT and Respondent opinion on various statements were selected for this purpose. In table 4.4.a respondent's response does not change or differ from the two surveys, the results remain the same. Table 4.4.b; differ a lot since 44% respondents from baseline got the correct date compared to 24% respondents from the endline survey who gave a correct reply on date for getting registered on the electoral roll. Knowledge on National Voter's day celebration increased to 15% in the endline survey when compared to the baseline survey (8%).

Table 4.4.a:BL-EL comparison on respondent Knowledge on minimum age of registration to be a voter (in %)

	Base: all respondents		Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1020	1001	219	200	200	200	200	200	201	201	200	200		
18 year	99%	98%	100%	100%	99.5%	99%	99.5%	97%	98%	100%	100%	97%		
99 - Don't Know	0%	2%	0%	1%	0.5%	2%	0%	4%	0%	0%	0%	4%		
No Response	0%	0%	0%	0%	0%	0%	0.5%	0%	2%	0%	0%	0%		

BL-Baseline | EL-Endline

Table 4.4.b:BL-EL comparison on respondent Knowledge on date for getting registered on the electoral roll (in %)

	Base: all respondents		Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1020	1001	219	200	200	200	200	200	201	201	200	200		
00-18th Birthday	26%	35%	8%	53%	2%	37%	21%	17%	77%	66%	23%	3%		
01-1st January	44%	24%	15%	36%	95%	13%	31%	14%	14%	32%	71%	26%		
99-Don't know	29%	41%	78%	11%	4%	51%	48%	68%	7%	2%	5%	72%		
No Response	1%	0%	0%	1%	0%	0%	1%	2%	2%	0%	2%	0%		

BL-Baseline | EL-Endline

As a suggestion, more clarity on qualifying date for getting registered need to be stressed upon in the young

and future voters. Ideally the date of getting registered may be determined on the date of birth of the voter.

Table 4.4.c:BL-EL comparison on respondent Knowledge When is the National Voter's Day celebrated (in %)

	Base: all respondents		Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1020	1001	219	200	200	200	200	200	201	201	200	200		
00-Incorrect date	3%	7%	2%	2%	0%	0%	1%	2%	2%	29%	12%	1%		
01-Correct date	8%	15%	3%	3%	5%	7%	7%	4%	16%	31%	13%	33%		
99-Don't know	77%	76%	95%	95%	96%	87%	93%	93%	43%	39%	59%	67%		
No Response	11%	2%	0%	1%	0%	7%	1%	2%	38%	0%	17%	0%		

BL-Baseline | EL-Endline

NOTA option was noticed and seen by respondents (91%) in the endline survey which was no difference from the baseline; this is

the positive effect of awareness programme conducted by the state election department.

Table 4.4.d: BL-EL comparison on do you know about NOTA option (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1020	1001	219	200	200	200	200	200	201	201	200	200
Yes, saw it when I cast my vote	67%	86%	89%	86%	7%	95%	82%	72%	80%	91%	74%	87%
Yes, have seen one in electoral literacy programme	4%	2%	0%	0%	0%	2%	0%	0%	6%	3%	13%	6%
Yes, have heard/read about it	22%	3%	0%	4%	89%	2%	10%	4%	4%	3%	8%	3%
No	6%	8%	10%	11%	5%	1%	8%	23%	6%	3%	1%	5%
No Response	2%	1%	0%	0%	0%	1%	1%	2%	4%	0%	6%	0%

BL-Baseline | EL-Endline

Availability of candidate name in Braille of the EVM option was less noticed by the respondents from the endline survey as compared from baseline, Nongkrem and

Mawkyrwat constituency being the highest that do not know or are aware about this. Hence there is a need for more special awareness and coverage to reach all part of the constituency.

Table 4.4.e:BL-EL comparison on Name of Candidate available in braille on the EVM (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1020	1001	219	200	200	200	200	200	201	201	200	200
Yes, saw it when I cast my vote	38%	31%	66%	45%	2%	1%	78%	15%	27%	94%	15%	3%
Yes, have seen one in electoral literacy programme	11%	9%	0%	2%	0%	0%	1%	2%	29%	3%	26%	38%
Yes, have heard/read about it	30%	7%	0%	10%	94%	2%	11%	4%	25%	1%	23%	17%
No	19%	52%	34%	44%	5%	96%	11%	78%	13%	1%	30%	43%
No Response	3%	1%	0%	0%	0%	1%	1%	2%	6%	0%	7%	1%

BL-Baseline | EL-Endline



NATIONAL VOTERS' DAY 2019



Awareness about VVPAT changed tremendously from the Endline survey when compared to the Baseline survey with 90% of the respondents from the endline survey being aware and knew

about NOTA compared with baseline respondent with only 36%. This shows that tremendous effort has been given by the state election department for giving awareness on the above.

Table 4.4.f: BL-EL comparison on do you know about VVPAT on the EVM (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1020	1001	219	200	200	200	200	200	201	201	200	200
Yes, saw it when I cast my vote	0%	84%	0%	95%	0%	98%	0%	54%	0%	81%	3%	92%
Yes, have seen one in electoral literacy programme	15%	2%	16%	2%	0%	1%	0%	1%	12%	3%	46%	4%
Yes, have heard/read about it	21%	3%	0%	2%	5%	2%	9%	6%	53%	3%	38%	2%
No	62%	11%	84%	2%	95%	1%	91%	38%	30%	13%	7%	2%
No Response	2%	0%	0%	0%	0%	0%	1%	2%	4%	0%	7%	0%

BL-Baseline | EL-Endline

Respondent's opinion on the statement in below table does not change or differ from both

response of baseline and endline survey.

Table 4.4.g: BL-EL comparison on respondent opinion on given statement (in %)

Base: all respondents	Strongly disagree		Neither agree nor disagree		Strongly agree		Agree		Disagree		No Response	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
Every Vote Counts	0%	1%	2%	1%	28%	29%	68%	68%	0%	0%	2%	1%
Voting should be made compulsory	0%	1%	6%	14%	9%	27%	63%	53%	20%	5%	1%	0%
Voting is a cumbersome chore	8%	5%	22%	7%	1%	0%	12%	22%	56%	65%	1%	1%
Election are conducted freely and fairly in India	1%	1%	40%	22%	4%	5%	43%	53%	11%	19%	1%	1%
EVMs provide accurate results	1%	1%	44%	31%	12%	7%	32%	51%	10%	11%	1%	1%
Women should consult male members or elders before voting in elections	8%	9%	20%	8%	3%	1%	11%	27%	57%	54%	1%	1%
The influence of money and muscles is increasing in elections	9%	1%	24%	21%	1%	6%	27%	39%	38%	33%	1%	0%
I do not intend to vote in the upcoming election	11%	37%	20%	9%	0%	0%	1%	3%	66%	49%	1%	1%

BL-Baseline | EL-Endline

Chapter 5

Voter Practice | Findings

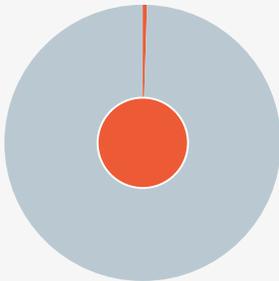


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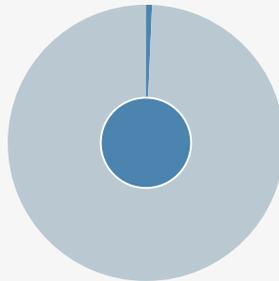
Voter Practice | Findings

RESPONDENTS REGISTERED IN THE VOTER LIST



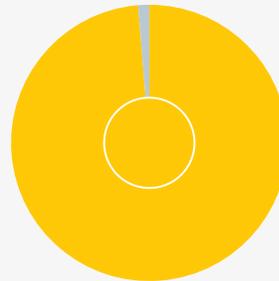
0.5%

Never Registered



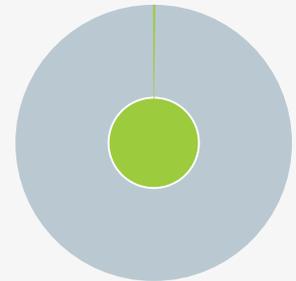
0.7%

Yes, application is in progress



98.7%

Yes, currently enrolled

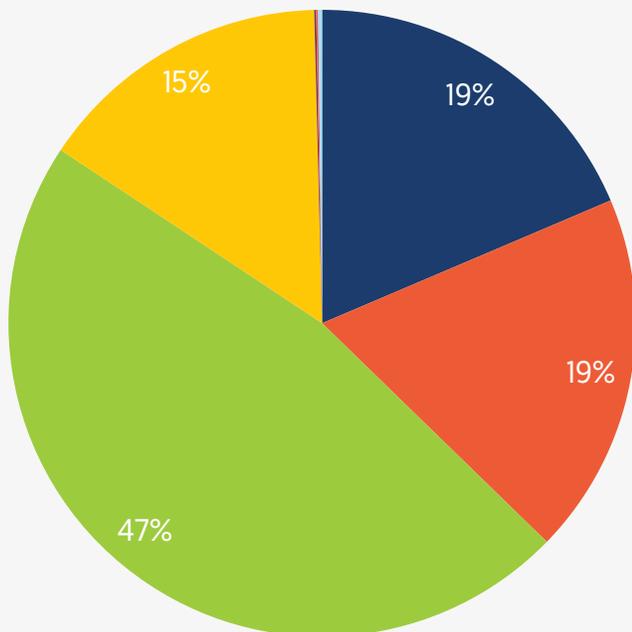


0.1%

No response

- ▶ 98.70% of the respondents informed that they are currently enrolled and are in the voter list while 0.7% respondents informed that their application is under process and only 0.5% never registered in the voter list. 0.5% in Nongkrem & 2% in Tura stated that they have never enrolled.
- ▶ 98% of respondents who were enrolled in the voter list possessed a voter ID/EPIC.

HOW RESPONDENTS ENROLLED IN THE VOTER LIST



19%

A Booth Level Officer had visited residence

19%

During a Special Enrolment Drive

47%

Went to the Local Voter Enrollment Center

15%

Went to the State/ District Election Office

0.1%

With help from CSO/ Association/ Individual

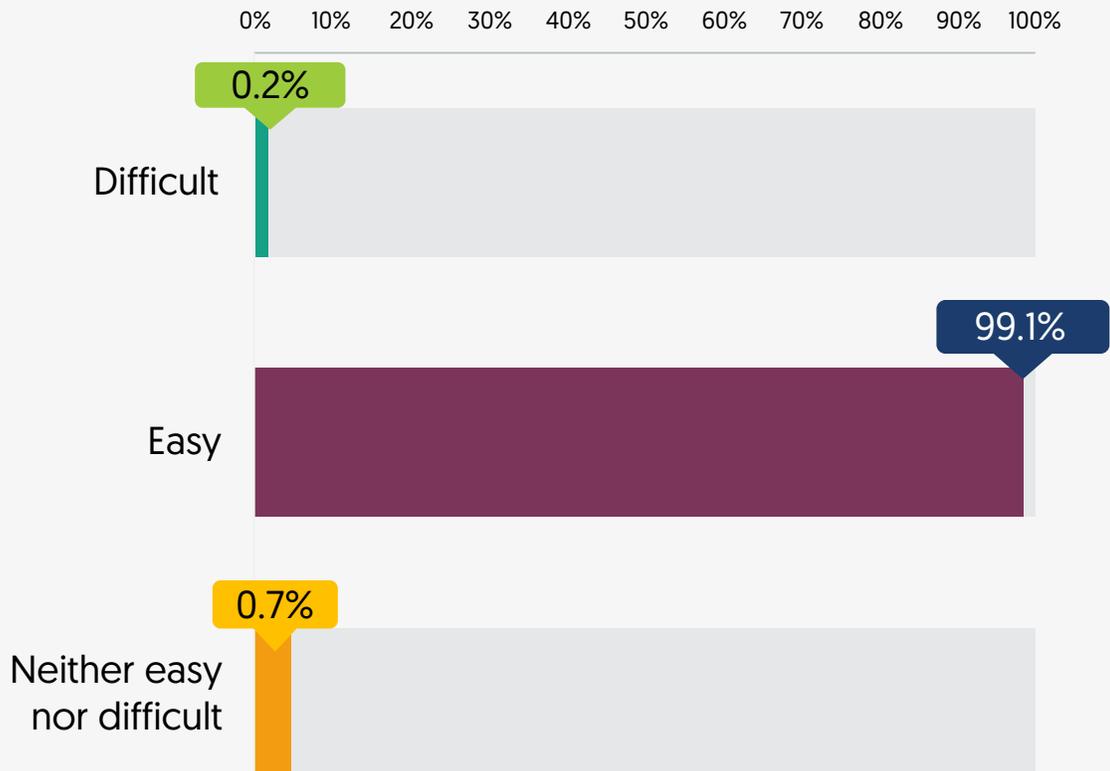
0.1%

With help from Political Parties

- ▶ 47% of respondents stated that they personally went to the local voter enrollment center for enrolling into the voter list.
- ▶ 19% enrolled through a Booth Level officer visiting their residence and during special enrollment drives.
- ▶ 15% went to the State Election Office.

Voter Practice | Findings

RESPONDENT'S RATING ON PROCESS OF GETTING ENROLLED IN THE VOTER LIST:

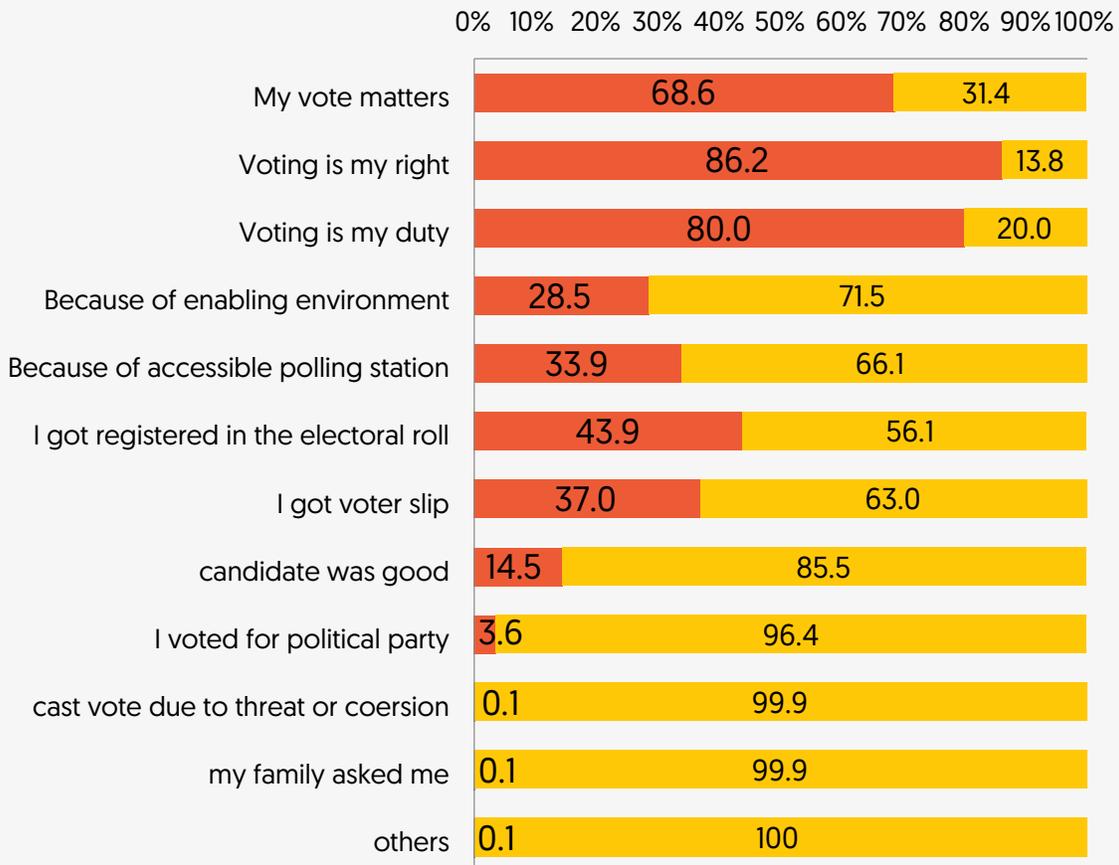


Interpretation

- It is good sign for the election process that almost 99.7% of the total respondents replied that the enrolment process was easy.
- Constituency wise analysis show that for 2% in Bagmara, 0.5% in Mawkyrwat and 0.5% in Tura, the response was neither easy nor difficult.
- Nevertheless, this is a good sign that people are participating more in getting themselves enrolled and will encourage others who qualify for registering in the voter list to get themselves enrolled.

Voter Practice | Findings

RESPONDENT'S REASON FOR VOTING IN LAST LOK SABHA ELECTION:



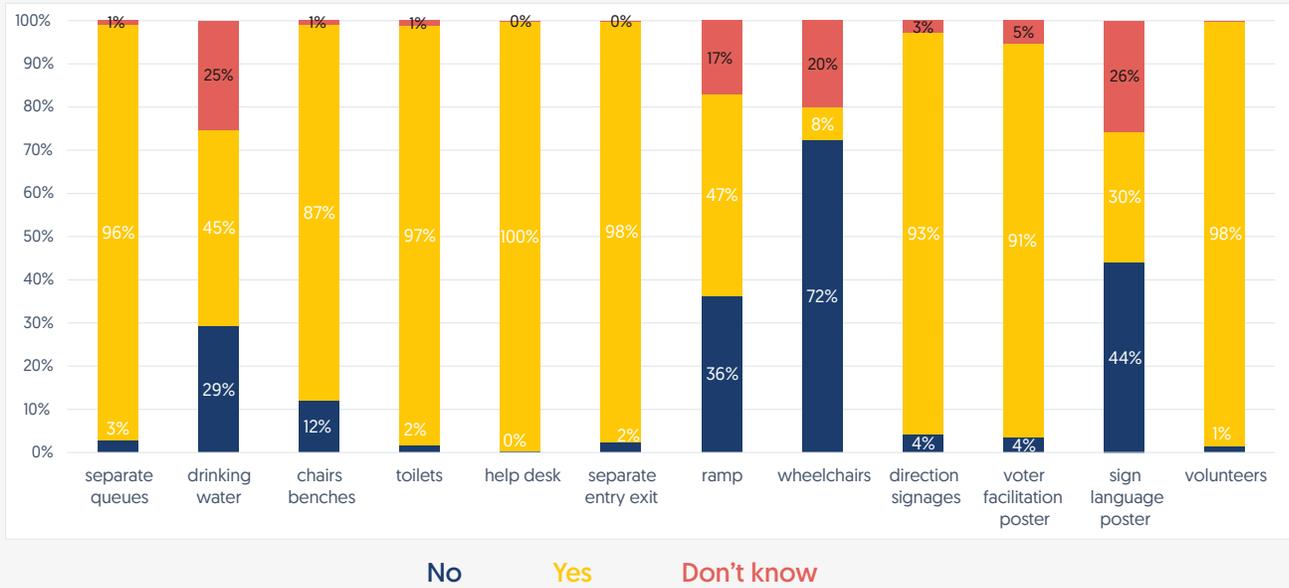
Reason for voting Distance from max score

Interpretation

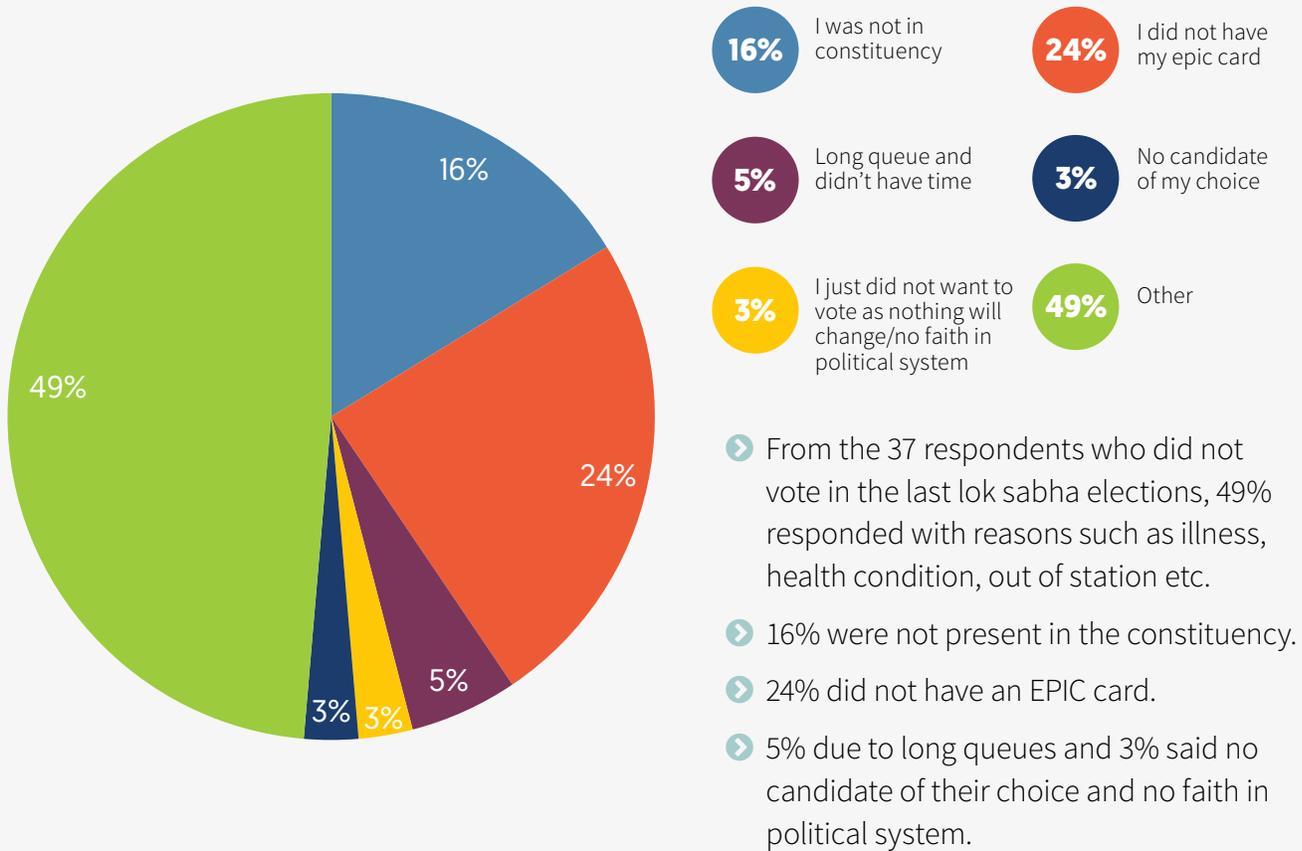
- From the respondents who have voted in the last Lok Sabha election, 86% affirmed with “Voting is my right”.
- 80% affirmed with “Voting is my duty”.
- 69% affirmed with “My Vote Matters”.
- 44% affirmed with “I got registered in the electoral roll”.
- 37% affirmed with “they got voter slip”.
- Because of accessible polling station was affirmed by 34% of respondents.
- 28% affirmed with enabling environment which has been created by the election department.

Voter Practice | Findings

RESPONDENTS' RECALL SEEING FACILITIES IN THE POLLING STATION:



RESPONDENT'S REASON FOR NOT VOTING IN THE LAST LOK SABHA ELECTION:



Chapter 5

Voter Practice | Findings

A KAP survey is usually conducted to collect information on the knowledge (i.e., what is known), attitudes (i.e., what is thought), and practices (i.e., what is done) about general and/or specific topics of a particular population. In respect of election department, this section will talk about the practices conducted by the election department and present the findings on the behavior of the respondents with regards to registration and voting.

5.1 Voter Registration

Table 5.1.a, shows that 98.70% of the respondents have informed that they are currently enrolled and are in the voter list while 0.7% respondents informed that their application is under process and only 0.5% never registered in the voter list. Nongkrem (0.5%) & Tura (2%) have informed that they have never enrolled.

Table 5.1.a Respondents registered in Voter List (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Never	0.5%	0.0%	0.5%	0.0%	0.0%	2.0%
Yes, Application is in Progress	0.7%	0.5%	0.0%	1.5%	0.0%	1.5%
Yes, Currently Enrolled	98.7%	99.5%	99.5%	98.5%	100.0%	96.0%
No response	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%

5.2 Possession of voter ID

Out of 99% of respondents who are currently registered in the electoral roll (refer table 5.1.a) almost 99.7% of the respondents currently enrolled in the voter list possess the voter ID/ EPIC card. While only

1 respondent from Mawkyrwat does not possess a voter ID. It might be that they have lost it or could not remember whether they have reapplied for it or not. Table 5.2.a, show the distribution of constituencies wise respondents who have the voter ID card/EPIC.

Table 5.2.a: Possession of voter ID/ EPIC card (in %)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	988	199	199	197	201	192
No	0%	0%	1%	0%	0%	0%
Yes	98%	100%	99%	98%	100%	96%
No response	1%	1%	1%	3%	0%	4%

*:- only those who are currently registered in electoral roll.

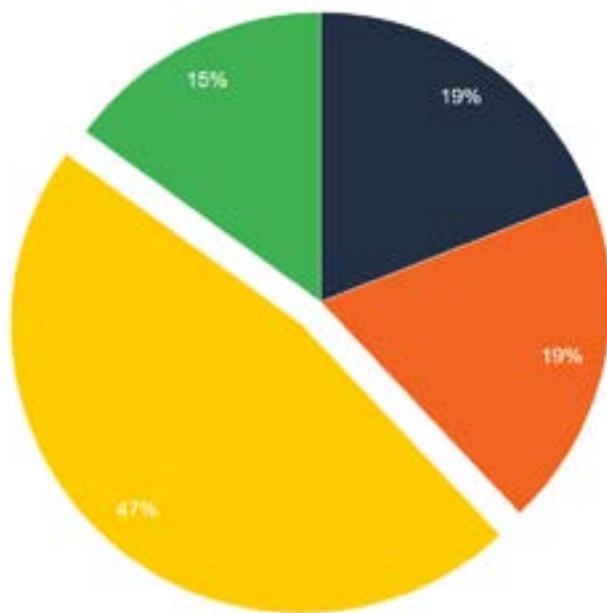


5.3 Process of Enrolment

The target of the State Election Department is to get every citizen of the state who is above 18 years of age, to enroll for their Voter ID/ EPIC card. Despite the various methods used by the Election Department to successfully

complete the enrollment, there are some areas or locations where registration is difficult for the citizens. Such locations need to be identified and new ways and means need to be examined to make voter registration more accessible.

Pie chart diagram 5.3.a, indicates the response to the process of how the respondents registered in the voter list, about 46% responded that they went to the local voter enrollment center, 19% responded that they were enrolled during a special enrollment drive and a booth level officer visited their residence and 15% responded that they went to the State Election Office for getting registered. But it has been observed that none of the respondents have ever used online method or NVSP portal, despite internet being used almost every day by 50% of respondents (refer para 2.4 table 2.4.e). Hence, it seems that local voter enrollment center is more usable and feasible for better coverage on voter registration. Let the local village Dorbars, CSO, youth organizations etc. play their part in organizing events to facilitate enrolment which should be encouraged more and more. The Table below (5.1.d) shows the constituency wise distribution of respondents registered in voter list.



- During enrollment drive
- Booth level officer visited home
- Went to the Local Vote Enrollment Center
- Went to State/District Election Office

Fig: 5.3.a: how respondent registered in Voter list

Table 5.3.b: How did the respondents enroll in the electoral roll?

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	995	200	199	200	201	195
A Booth Level Officer had visited residence	18.6%	8.5%	6.0%	0.0%	73.1%	4.6%
During a Special Enrolment Drive	18.7%	0.0%	12.6%	0.0%	1.5%	81.0%
Went to the Local Voter Enrolment Centre	47.0%	62.0%	74.9%	82.0%	13.9%	1.5%
Went to the State/ District Election Office	15.3%	29.5%	5.5%	17.5%	10.9%	12.8%
With help from CSO / Association / Individual	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%
With help from Political Parties	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%

*: - only those who are currently registered in electoral roll and the application is in progress

How would you rate the process of getting enrolled?

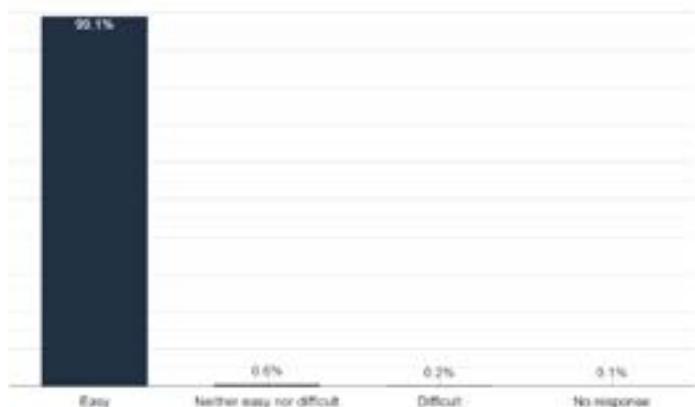


Fig 5.3.c: Distribution of respondents's opinion of getting enrolled in Voter list

Graph 5.3.c above indicates the rating by respondents on the process of enrolling in the voter list. Out of 995 respondents who were currently enrolled and application is in process; it is good sign for the election process that almost 99.1% replied in the affirmative that the enrolment process was easy. Constituency wise analysis show that response from Baghmara (2%), Mawkyrwat (0.5%) and Tura (0.5%) was neither easy nor difficult. Nevertheless, this is a good sign that people are proactively getting themselves enrolled and should encourage others who will be qualifying for registering in the voter list to do so too.

Unregistered voter trying to enroll themselves

Out of 5 respondents who had never registered in the electoral rolls, only 1 of them had tried to enroll himself/herself while 4 others had not even tried.

Negative responses were received from the respondents when asked about why they would not enroll in the electoral roll.

Table 5.3.d: Unregistered respondents trying to enroll in voter list (in %)

Base : All respondent	Aggregate*	Nongkrem	Tura
	5	1	4
No	80%	100%	75%
Yes	20%	0%	25%

*- respondent who are never enrolled in electoral roll

Table 5.3.e: unregistered respondent reason for not being enrolled in voter list (in %)

Base : All respondent	Aggregate*	Nongkrem	Tura
	4	1	3
I don't know the Procedure	25%	0%	33%
I was outstation during summary revision	25%	0%	33%
Just qualified will register in next summary	25%	0%	33%
The procedure is very cumbersome	25%	100%	0%

*:- Only those respondents who didn't try to enroll themselves

5.4 Voter Participation

For the respondents who had cast their votes during the last Lok Sabha Election conducted by the Election Department in the sample constituencies, over 96% had responded that they had voted in the last Lok Sabha election whereas 4% had not voted in the election. The percentage of non-participation is more in Tura (8%) Nongkrem (6%) and East Shillong (4%). Table 5.4.a, show constituency wise participation of respondents in last Lok Sabha election.



Table 5.4.a: Respondents that voted in the last Lok Sabha Election (in %)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
No	4%	4%	6%	0%	1%	8%
Yes	96%	97%	94%	100%	99%	92%

Reason for Voting in the last Lok Sabha election

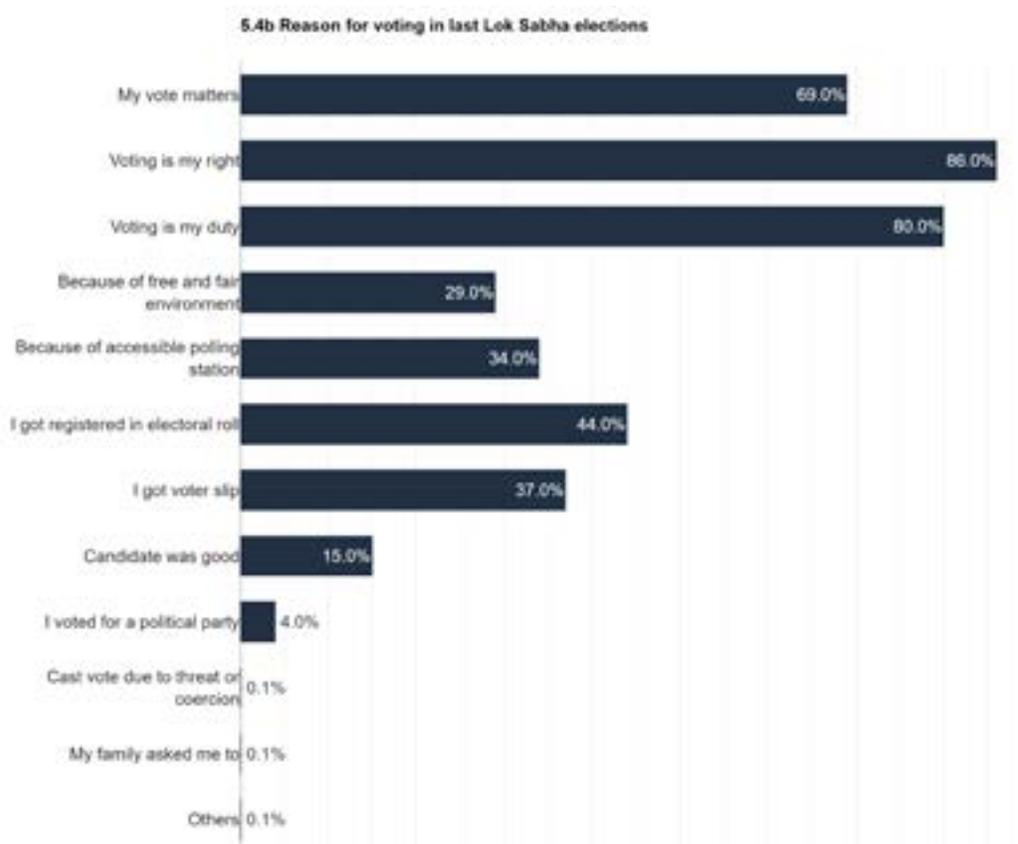


Fig 5.4.b: Reason for Voting in the last Lok Sabha election

On the opinion of the total respondents who had voted during the last Lok Sabha election, 86% response was “Voting is my right”, 80% response was “Voting is my duty”, 69% response was “My Vote Matters”, 44% response was “I got registered”, 37% was “I got the voter slip”, 34% responded “Because of accessible polling station”, 29% responded “Because of enabling environment” created by the election commission, 15% responded “Candidate was good” and 4% responded with “I voted for political party”. The rest of the statements like “Cast vote due to threat or coercion” and “family asked me to vote” or “by friends” has no effect upon the respondents. Table 5.4.c shows the constituency wise distribution on reason for voting in the last Lok Sabha election.



Table 5.4.c respondent reason for voting in the last Lok Sabha election (in %)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
My Vote Matters	69%	98%	57%	99%	2%	89%
Voting is my right	86%	95%	95%	100%	77%	63%
Voting is my duty	80%	85%	86%	100%	36%	95%
Because of enabling environment created by ECI	29%	28%	1%	93%	0%	18%
Because of accessible polling station	34%	27%	1%	97%	0%	43%
I got registered in electoral roll	44%	50%	1%	97%	1%	71%
I got a voter slip	37%	44%	0%	97%	1%	42%
Candidate was good	15%	17%	2%	45%	2%	6%
I voted for political party	4%	3%	0%	13%	0%	2%
Cast vote due to threat/coercion	0.1%	0%	0%	1%	0%	0%
My family asked me	0.1%	0%	0%	0%	0%	1%
Others	0.1%	0%	0%	1%	0%	0%

*:- Only that respondents who have voted in the last Lok Sabha.

5.5 Facilities at the polling station

The Commission has directed that Basic Minimum facilities (BMF) shall be provided by the DEOs at each polling station at the time of polling. ECI has implemented several measures to ensure basic facilities at the polling stations making them conducive even for PWDs to cast their vote. Such facilities may create favorable, accessible and safe environment for voters when they enter the polling station to cast their vote.

In this survey, questions were framed in the questionnaire seeking information from the respondents if they have seen any of the facilities listed in the questionnaire while casting their vote in the polling station during the last elections.



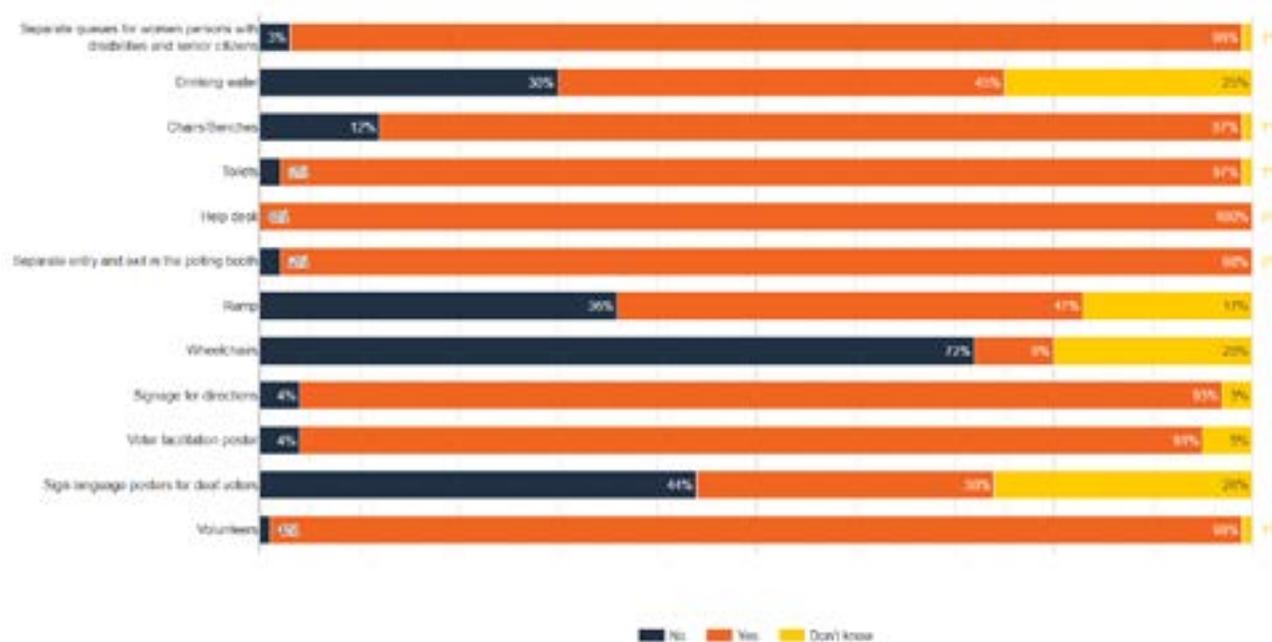


Fig 5.5.a: respondent recall seeing the facilities in the polling station

In the figure above, facilities recalled by respondents seen in the polling station is quite satisfactory with more than 85% of respondents having recalled seeing almost 8 out of 12 facilities viz. Separate queue, chairs & benches, toilet, helpdesk, separate entry and exit, direction & signage, voter facilitation poster and volunteers. However, wheelchair was the facility that could least be seen as only 8% of the respondents could recall it.

It is interesting to note that in East Shillong almost 78% do not recall coming across drinking water facility in the polling station, also Mawkyrwat (37%) and Tura (25%). Respondents recalling Ramps at the polling Station is highest in Mawkyrwat (93%) and lowest in East Shillong (78%). But when it comes to wheel chair facility in polling stations, almost all the respondents in the constituencies' responded in the negative. Also sign language poster for deaf voters was recalled by the respondents from Mawkyrwat (71%) and East Shillong (58%), while Baghmara (86%), Nongkrem (97%) and Tura (97%) either do not know or don't recall seeing

Sign language poster for Deaf voters.

Since wheelchair facility is being provided only for PWDs it might be that the facilities will be allotted only to the Polling Station where there are records for such persons. However, to assist not only PWDs but to also provide necessary assistance for elderly people who have minor difficulties while getting into the voting center, wheelchairs & ramp facilities should be made available during the voting day. While Drinking water is a mandatory facility in every school it is dubious that respondents might not know or see the availability of drinking water at schools. Hence, to avoid this confusion proper and visible signages or directions should be placed in prominent areas of the Polling Station.

5.6 Difficulties faced during voting

Out of 964 respondents who have cast their vote during the last Lok Sabha election, 3% (25) had responded that they faced difficulties during the voting process. Such difficulties were analyzed and can be seen in table 5.4.e where 9 respondents from Baghmara and 2

from Tura constituency has responded with lack of facilities including drinking water, toilet & ramps. 9 respondents from Tura constituency responded due to long queues, 2 respondents from East Shillong responded with difficulty in finding their names on the voter list of polling station and 3 respondents had specified that the Polling Station was located far away from their residence. Table 5.6.a show the distribution of constituency wise respondents who had difficulties while voting in the election.



Table 5.6.a: Difficulty faced by respondent while voting in election (in %)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	25	2	0	1	9	13
Long queue	9	0	0	0	0	9
No separate queue for senior citizen	0	0	0	0	0	0
Lack of facilities including Drinking water, toilet & ramp	11	0	0	0	9	2
Coercion/ threat by political party	0	0	0	0	0	0
Difficulty in locating polling station	0	0	0	0	0	0
Difficulty in finding my name in voter list	2	2	0	0	0	0
No guidance	0	0	0	0	0	0
Other	3	0	0	1	0	2

*- only those respondents who face difficulty in voting in the election

5.7 Non Participation on voting process

Out of 1001 respondents who were interviewed on whether they have voted during the last Lok Sabha election, 4% (37) respondents responded negatively to the

question, which means that they did not participate in the voting process during the last election conducted by the ECI. The reason behind this varies among different respondents from different constituencies.

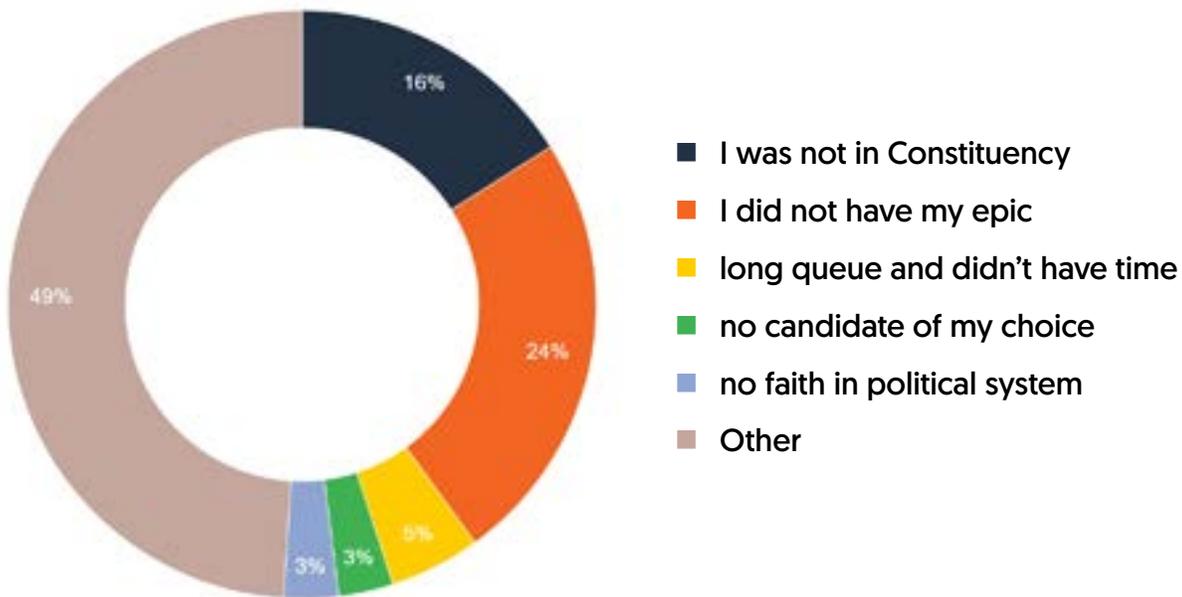


Fig 5.7.a: Reason for not voting during last Lok Sabha election



The figure 5.7.a, indicated the response given by the respondents on the reasons for not voting during the last Lok Sabha Election conducted by the ECI. The reasons vary among constituencies

and individuals.

It can be seen that 24 % responded with, they do not have the EPIC ID, 16% responded that they were not in the constituency, 5% responded because of long queues whereas 3% responded with unavailability of candidate of choice & no faith in political system. It is interesting that 49% of the respondents responded with their own answers which are valid reasons. Such reasons include illness, health conditions, on election duty, out of station, yet to be registered etc. Reasons like medical health condition need to be surveyed by BLOs to ascertain the condition of illness and whether the person requires accessibility on the way to polling stations because such people are deprived of their right and duty. Constituency wise responses on reasons for not voting in the last Lok Sabha election can be seen as placed in table 5.7.b.

Table 5.7.b: Reason for not voting in the last Lok Sabha election (in %)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	37	7	12	0	2	16
I was not in constituency	16%	57%	8%		0%	6%
I did not have my epic card	24%	14%	17%		0%	38%
Long queue and didn't have time	5%	0%	8%		0%	6%
No candidate of my choice	3%	14%	0%		0%	0%
I just did not want to vote as nothing will change/No faith in political system	3%	0%	0%		0%	6%
Other	49%	14%	67%		100%	44%

*-Only those respondents who have not voted during the last Lok Sabha election

5.8 Participation of PWDs

From the survey, 12 respondents with disabilities were able to successfully participate in the interview as per the KAP questionnaire. 4 respondents from Mawkyrwat, 2 respondents from

East Shillong Constituency, 3 respondents from Tura constituency, 2 from Nongkrem constituency and 1 from Baghmara Constituency. Table 5.8.a; show the constituency wise distribution of respondents with disabilities type.

Table 5.8.a: Constituency wise distribution of respondents with disability type (in No.)

Base: Respondent with Disability	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
Yes (in Movement)	10	2	2	4		2
Yes (in Seeing)	1					1
Yes (in Speech)	1				1	
Grand Total	12	2	2	4	1	3

Publicity or voter edutainment material aimed at participation of PWDs

Out of 12 respondents with disabilities, 33% responded that they have not come across any publicity/voter edutainment material aimed at

participation of PWDs while 67% respondents replied in the affirmative. Table below shows the constituency wise responses of respondents with disabilities recalling any publicity//voter edutainment material aimed at their participation.

Table 5.8.b: Came across any publicity/ voter edutainment material aimed at participation of PWDs (%)

Base: Respondent with Disability	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	12	2	2	4	1	3
No	33%	50%	100%	0%	100%	0%
Yes	67%	50%	0%	100%	0%	100%
Grand Total	100%	100%	100%	100%	100%	100%

Have you been contacted by BLO?

8 Respondents with disability were contacted by the BLO, while 4 respondents have not been contacted by any BLO till date. One respondent has never cast a vote because of medical

condition. This is a matter of concern since the department is actively targeting all voters (PWDs) to participate in the election process but the survey shows that there are still PWD voters left out from the system.

Table 5.8.c: Have you been contacted by BLO (in %)

Base: Respondent with Disability	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	12	2	2	4	1	3
No	33%	50%	100%	25%	0%	0%
Yes	67%	50%	0%	75%	100%	100%
Grand Total	100%	100%	100%	100%	100%	100%

5.9 Baseline and Endline KAP comparison on Voter Practice

Voter Practice was enumerated based on the data captured from the KAP questionnaire of both Baseline and Endline Survey for which critical indicators were analyzed and generated as per the table placed under:

Table 5.9.a show a minimal deviation on how the respondents registered for the electoral voter list. All the processes were specifically used for registration as seen from the baseline and endline. However, local voter enrollment centers still play an important role for giving easy service for citizen to register in the electoral voter list.



Table 5.9.a: BL-EL comparison on how the respondents enrolled (in %)

	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1006	995	219	200	200	199	199	200	196	201	192	195
During a special enrolment drive	9%	19%	0%	0%	4%	13%	2%	0%	39%	1%	0%	81%
A Booth Level Officer had visited residence	26%	19%	78%	9%	5%	6%	36%	0%	4%	73%	0%	5%
Went to the local voter enrolment centre	46%	47%	2%	62%	71%	75%	62%	82%	15%	14%	85%	2%
Went to the State Election Office	8%	15%	18%	30%	0%	6%	0%	18%	4%	11%	15%	13%
Online/NVSP	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
With help from political parties	6%	0%	0%	0%	0%	0%	0%	0%	33%	0%	0%	0%
With help from CSO/Association/Individual	4%	0%	0%	0%	20%	1%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%
No Response	1%	0%	0%	0%	0%	1%	0%	1%	4%	0%	0%	0%

BL- Baseline | EL- Endline

Response on the process of getting enrolled into the electoral voter list was quite satisfactory when comparing between baseline and endline surveys. 99% of endline

respondents responded that the process of enrolment was easy while 66% of baseline respondents said that the process was easy.

Table 5.9.b: BL-EL comparison on respondent opinion on process of voter enrolment (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1006	995	219	200	200	199	199	200	196	201	192	195
01-Easy	66%	99%	94%	100%	100%	100%	57%	99%	16%	98%	59%	99%
02-Neither easy nor difficult	23%	1%	5%	0%	0%	0%	40%	1%	40%	2%	31%	1%
03-Difficult	3%	0%	1%	1%	0%	0%	3%	0%	1%	0%	9%	1%
No Response	9%	0%	0%	0%	0%	0%	0%	1%	44%	0%	1%	0%

BL- Baseline | EL- Endline

Since it was mandated by the commission that minimum basic facilities have to be maintained at every polling station, it is therefore quite satisfactory when more than 80%-90% of respondents have responded to seeing or observing them in the polling station, for almost all the facilities listed in the endline survey which is a good response compared to baseline survey.



Table 5.9.c: BL-EL comparison on Voter come across basic minimum facility at polling station (in %.)

Base: all respondents	No		Yes		Don't know		No response	
	BL	EL	BL	EL	BL	EL	BL	EL
Did you come across Separate queues for women, person with disabilities and senior citizens at the polling station?	3%	3%	94%	96%	1%	1%	2%	0%
Did you come across Drinking water at the polling station?	39%	29%	39%	45%	22%	25%	1%	0%
Did you come across Chairs/benches at the polling station?	22%	12%	75%	87%	2%	1%	1%	0%
Did you come across Toilets at the polling station?	29%	2%	50%	97%	21%	1%	1%	0%
Did you come across Help Desk at the polling station?	24%	0%	69%	100%	6%	0%	1%	0%
Did you come across separate entry and exit in the polling booth at the polling station?	11%	2%	84%	98%	4%	0%	1%	0%
Did you come across Ramps at the polling station?	58%	36%	18%	47%	23%	17%	1%	0%
Did you come across Wheelchairs at the polling station?	84%	72%	5%	8%	11%	20%	1%	0%
Did you come across Signs for directions at the polling station?	11%	4%	79%	93%	10%	3%	1%	0%
Did you come across Proper lighting at the polling station?	5%		85%		9%		1%	
Did you come across Volunteers/escorts at the polling station?	8%	1%	87%	98%	4%	0%	1%	0%
Voter facilitation poster		4%		91%		5%		0%
Sign language poster		44%		30%		26%		0%

BL- Baseline | EL- Endline

More negative responses were received in the endline survey when compared to the baseline survey on the opinion of difficulties

faced in voting which is satisfactory for the state election department.

Table 5.9.d: BL-EL comparison on respondent opinion on difficulties faced in voting this election (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	915	964	207	193	167	188	168	200	178	199	195	184
00-No	85%	96%	95%	99%	100%	99%	89%	96%	87%	92%	54%	96%
01-Yes	13%	3%	0%	1%	0%	1%	11%	1%	4%	8%	46%	3%
No Response	3%	1%	4%	0%	0%	1%	0%	4%	9%	0%	0%	1%

BL- Baseline | EL- Endline

Long queues, again, is the main difficulty faced by voters during the election voting process.

This can be seen from the table below.

Table 5.9.e: BL-EL comparison on type of difficulty faced in voting in this election (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	115	25	1	2	0	0	18	1	7	9	89	13
Long queue	56%	36%	0%	0%	0%	0%	100%	0%	14%	0%	51%	69%
No separate queue for senior citizen	22%	0%	0%	0%	0%	0%	0%	0%	14%	0%	27%	0%
lack of facilities including drinking water, toilets and ramp	6%	44%	0%	0%	0%	0%	0%	0%	43%	100%	4%	15%
Coercion/threat by political party	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Difficulties in voting in absence of voter slip	3%	8%	0%	100%	0%	0%	0%	0%	14%	0%	2%	0%
No Response	11%	0%	0%	0%	0%	0%	0%	0%	14%	0%	13%	0%
Others	1%	12%	100%	0%	0%	0%	0%	100%	0%	0%	0%	15%

BL- Baseline | EL- Endline



Chapter 6

SVEEP program | Findings

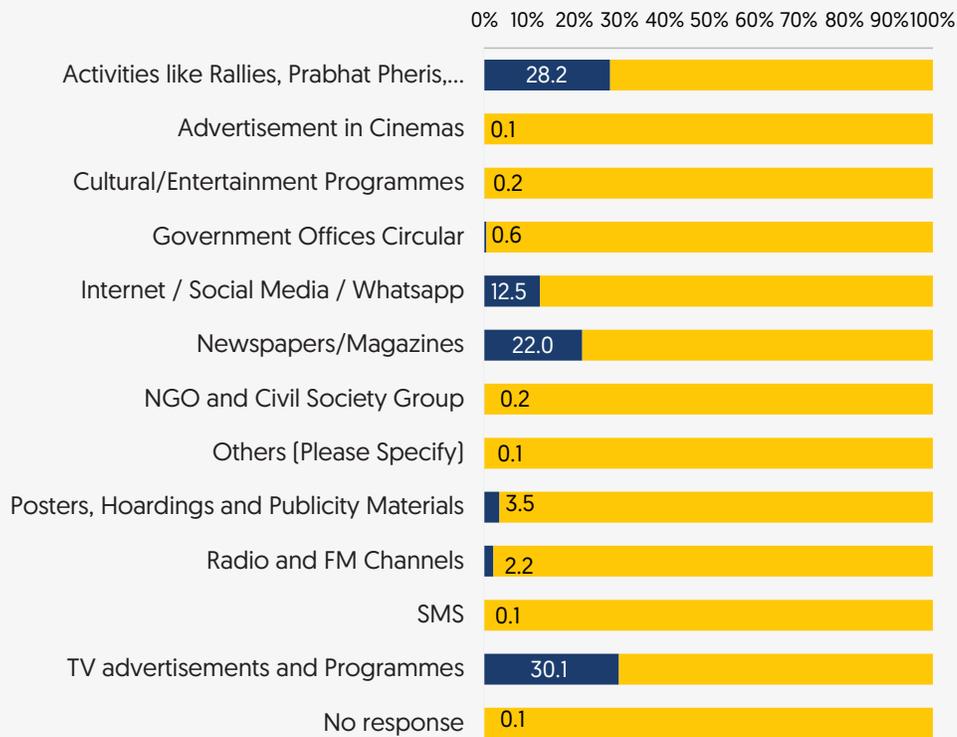
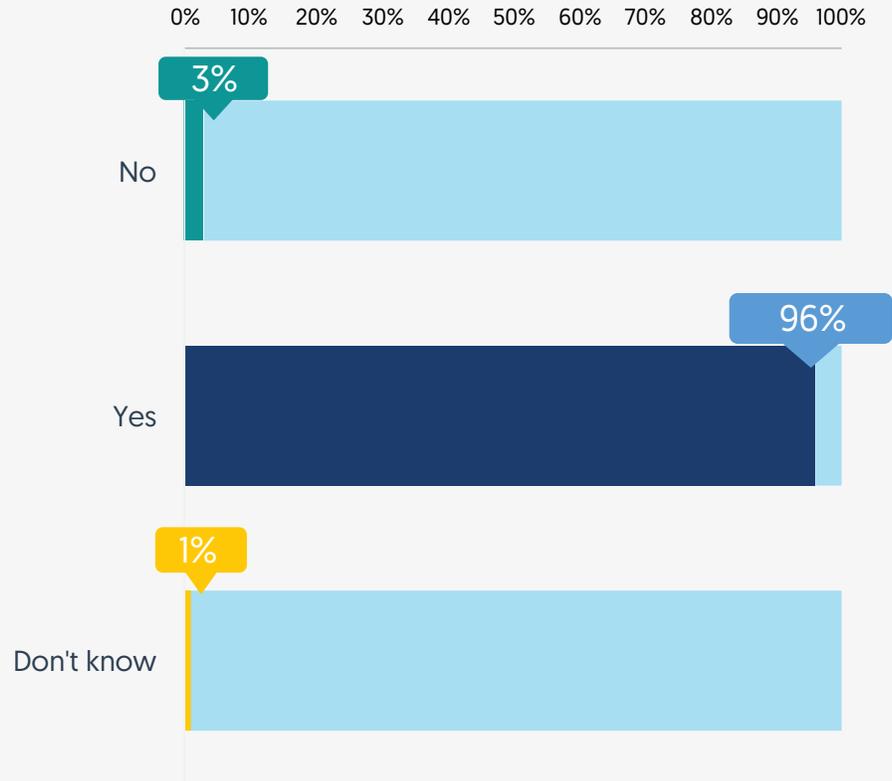






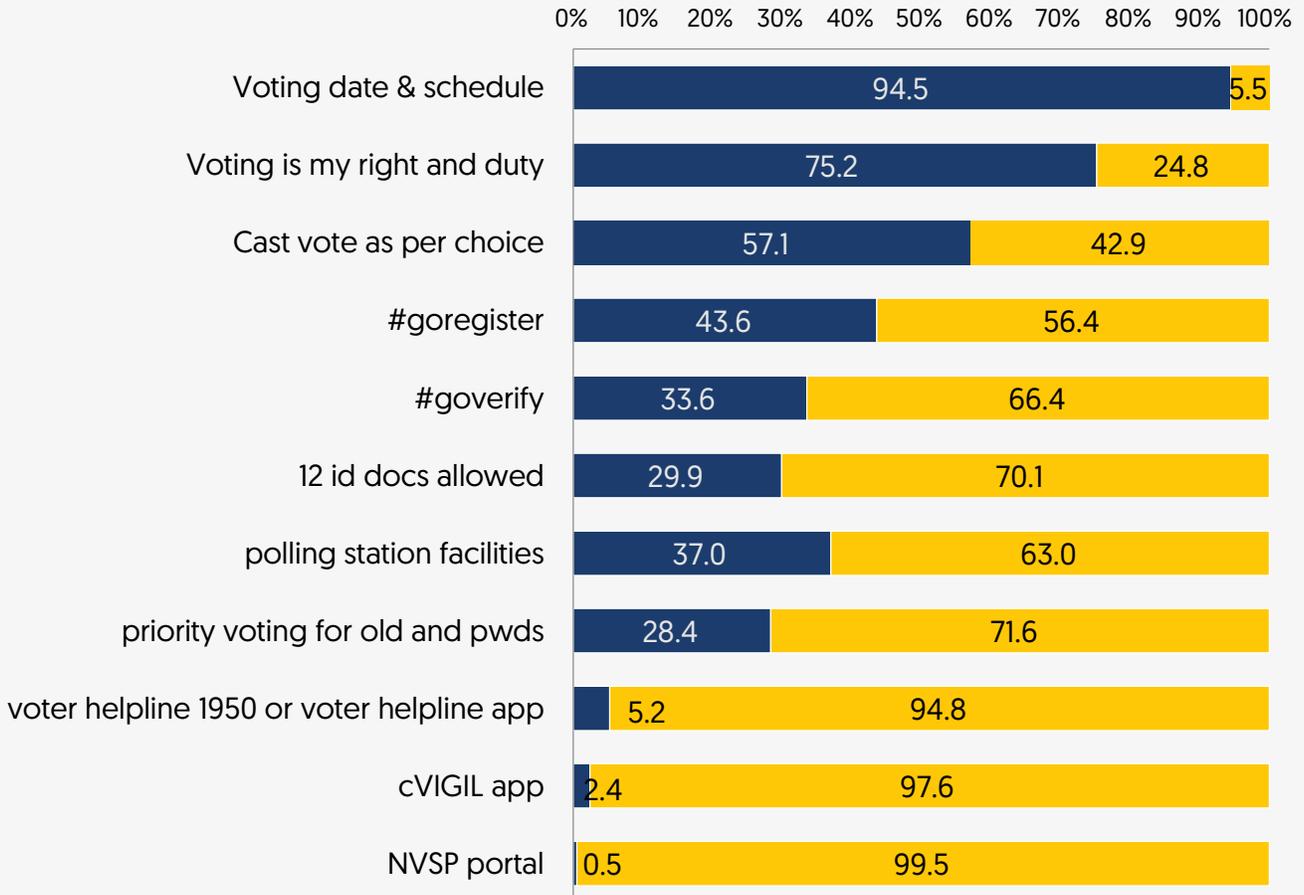
SVEEP program | Findings

RESPONDENTS' RECALL IN SEEING ELECTION RELATED CAMPAIGNS:



SVEEP program | Findings

RESPONDENTS' RECALL ON TYPE OF INFORMATION RECEIVED RELATED TO ELECTION CAMPAIGN:



Information received

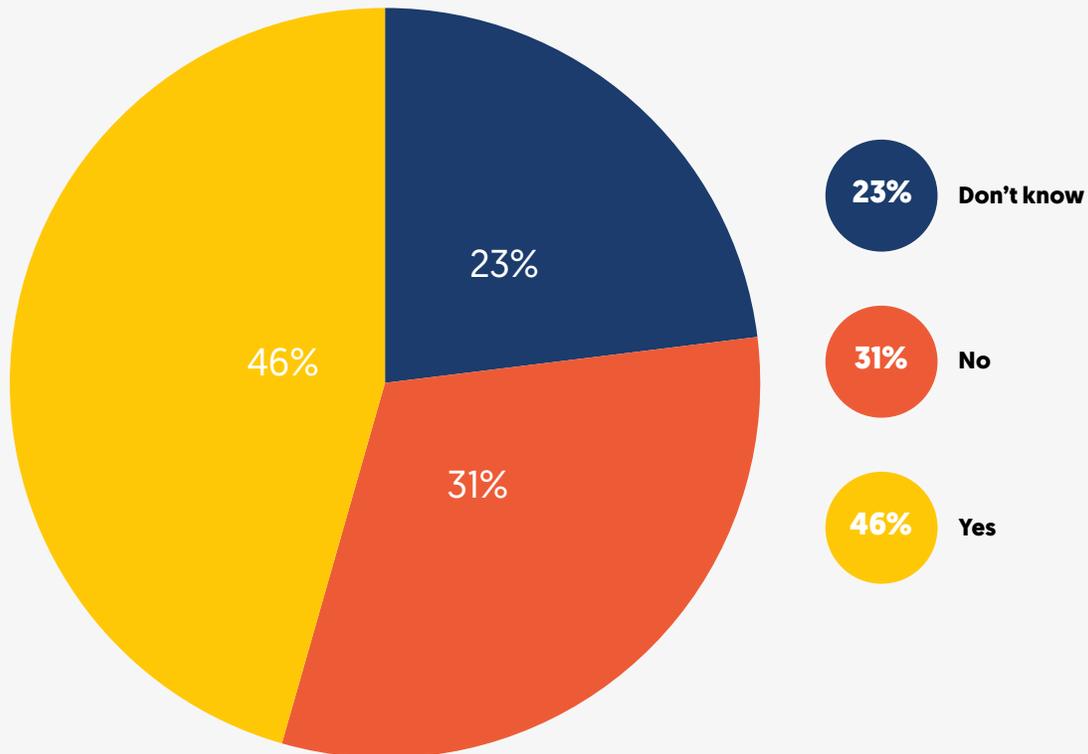
Distance from max score

Interpretation

- 94% of respondents recalled “Voting date and schedule”.
- 75% recalled “Voting is my right and duty”.
- 57% recalled “cast vote as per your choice”.
- 44% recalled “#GoRegister” , 34% recalled “#GoVerify”
- 37% recalled seeing “Polling station facilities”,
- 30% recalled “12 identity document allowed for voting” .
- 28% recalled “priority voting for old and PWDs”.

SVEEP program | Findings

RESPONDENT'S RECALL OF THE TAGLINE OF THE ELECTORAL CAMPAIGN

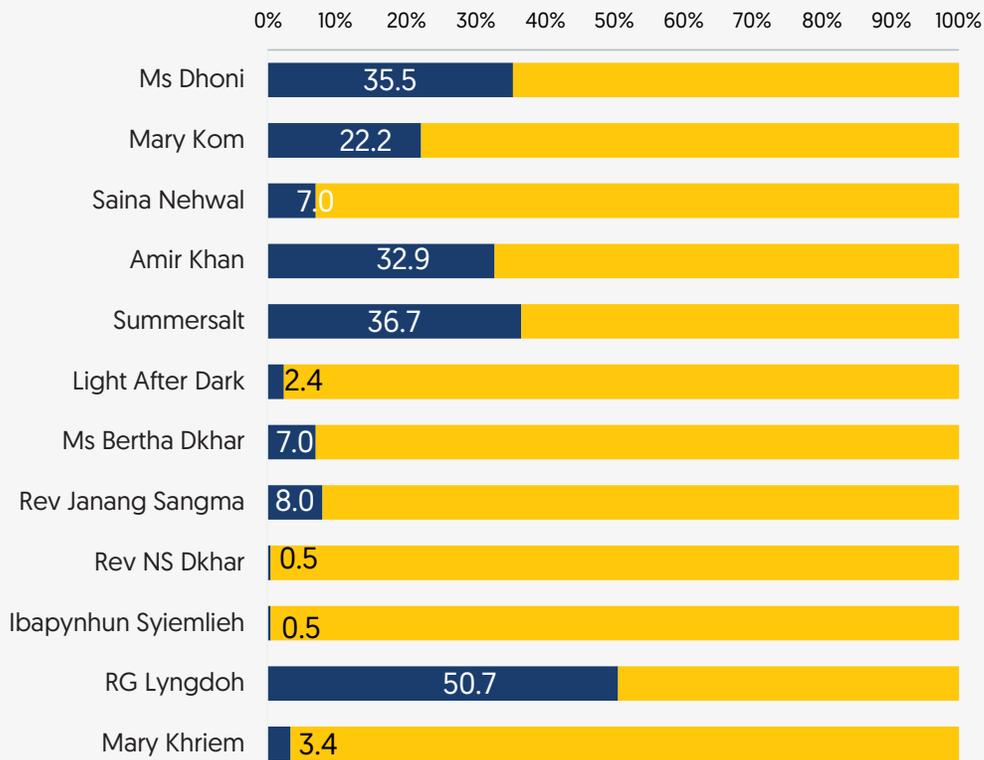
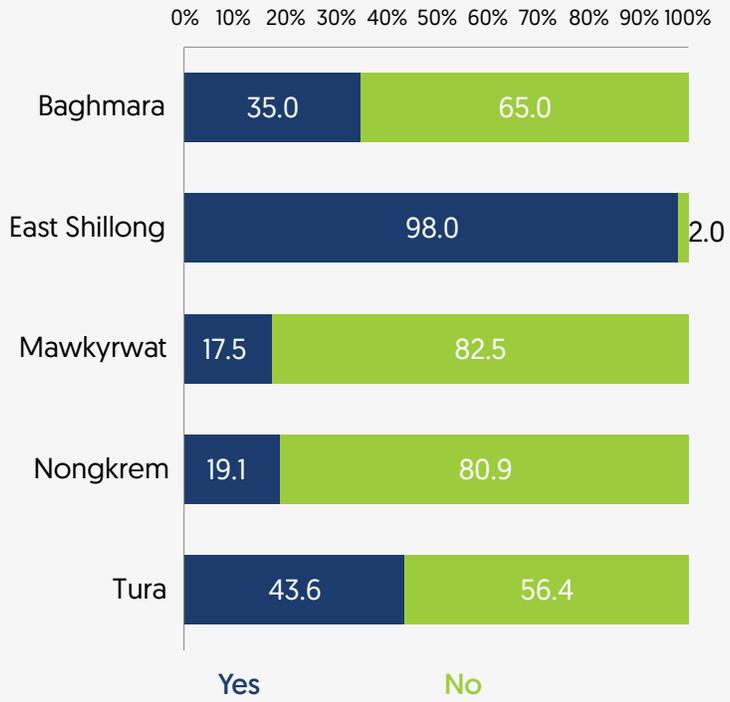


Interpretation

- Out of the total respondents who recalled seeing or reading election related news or campaign, 46% replied in the affirmative.
- 31% of respondents didn't know about it.
- 23% have not seen/heard/read about it.
- Nongkrem constituency has the least response with only 8% respondents who recalled tagline of the electoral campaign.
- It is preceded by Baghmara (25%) and East Shillong (26%).
- Tura (77%) and Mawkyrwat (99%) constituency had maximum respondents who recalled the tagline of ECI campaign.

SVEEP program | Findings

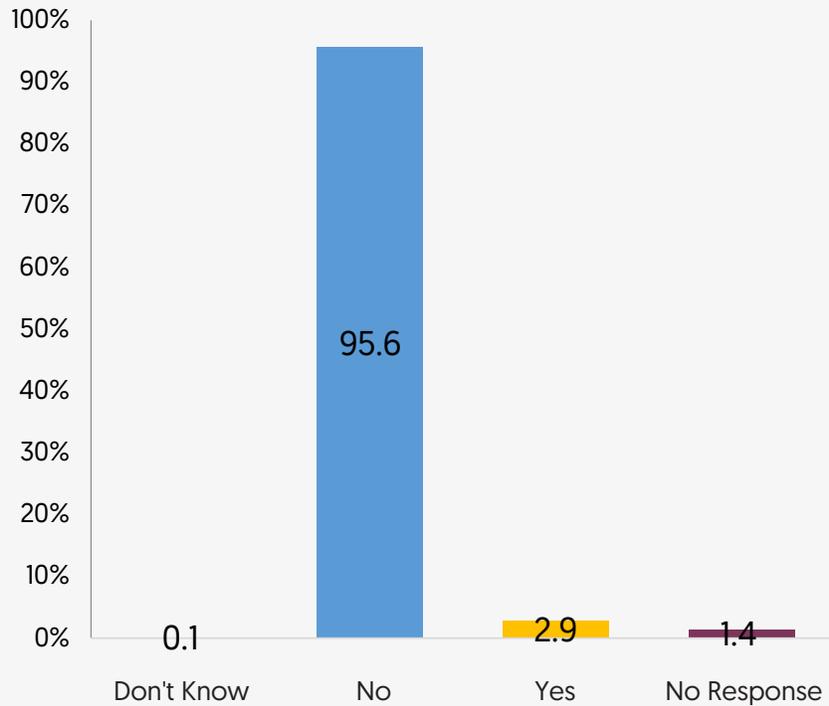
RESPONDENTS' RECALL ON CELEBRITIES/ICON GIVING VOTING MESSAGE:



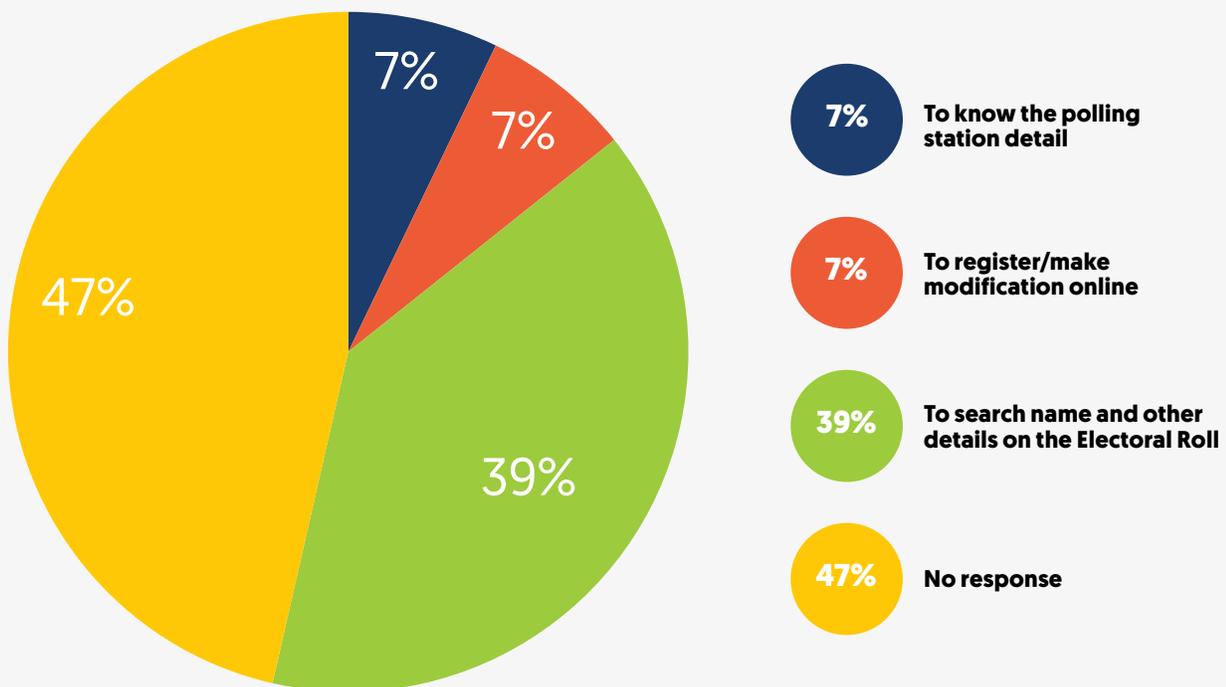
Respondent's recalled type of celebrities giving voter message

SVEEP program | Findings

RESPONDENTS' RECALL ON NVSP



Respondents accessing the NVSP portal



Respondent's purpose of accessing NVSP



Chapter 6

SVEEP program | Findings

Systematic Voter’s Education and Electoral Participation (SVEEP) was launched by Election Commission of India to inform, educate, motivate and facilitate voters and in turn make Indian democracy more participative and meaningful. In SVEEP, every aspect of the election process is simulated to ensure enhanced voters’ participation in the polling. This programme has been successful in increasing voter registration

and high voter turnout with greater participation from youth and women.

Here in this survey, various questions were also designed in the questionnaire related with the knowledge and awareness of the respondents in connection with various SVEEP programmes conducted by the state Election Department, and how this programme has impacted the knowledge, attitude and practice among the respondents.

6.1 Exposure to SVEEP interventions



Fig 6.1.a Respondent recall seeing election related campaign

In this section the first question of the survey is “Whether the respondents recalled seeing or reading any voter/election related campaign of Election Commission of India?”. From the figure 6.1.a, it is encouraging to know that response to this question is affirmative from all the respondents across selected constituencies. Over 96% (959) of respondents recalled seeing or reading voter/election related campaigns of the Election Commission of India. Only 3% (32) of the respondents had negative response

to the question. Only 1% (10) of respondents responded that they don’t know about it. When it comes to constituency wise analysis, respondents of East Shillong, Mawkyrwat and Baghmara constituency had a 100% response in seeing or reading voter/election related campaigns of ECI, whereas Nongkrem (9% not seen) & (2% don’t know) and Tura (7% not seen) and (3% Don’t know). The outcome of this analysis shows that the SVEEP programme conducted by the election department has been successful in reaching out citizens of the state.

Compared to the baseline survey report for citizens of Meghalaya, there were tremendous improvements on SVEEP programmes where respondents recalled seeing or reading about voter/election related campaigns. While it was only 60% in the baseline survey, in the Endline survey it has increased to 96%. Since awareness programmes are very important in providing knowledge to citizens in exercising their mandate in voting, SVEEP like programmes need to be arranged and targeted to cover all aspects of caste/ age/ gender in

both rural and urban locations. Rural locations may be prioritized while conducting the SVEEP programme.

6.2 Respondent recall seeing or reading any voter/election campaign of ECI

In figure 6.1.b, out of 96% (959) respondents who recalled seeing or reading any voter/ election related campaign of ECI, 30.1% respondents responded that they received information through TV advertisements and programmes, 28.2% responded that they received information from activities like Rallies, Prabhat Pheris, Loudspeaker Announcements, 22% respondents received information from newspapers or Magazines, 12% of respondents received information from Internet/ Social Media/WhatsApp. 4% respondents received information from Posters, Hoardings and Publicity Materials and 2% from Radio and FM Channels. The remaining activities like Advertisement in Cinemas, Cultural/ Entertainment Programmes, Government

Offices Circular, NGO and Civil Society Group and SMS had a mostly urban impact.

Constituency wise analysis show that TV advertisements and programme are a reliable source in Nongkrem (48%), Baghmara (47%) and Tura (39%). Activities like Rallies, Prabhat Pheris and Loudspeaker Announcements had high responses in Mawkyrwat (82%) and East Shillong (37%). When it comes to the use of newspaper/ magazine East Shillong (40%) responded positively, along with Nongkrem (30%) and Baghmara (21%).

However, the use of Internet/Social Media/ WhatsApp for getting news related from ECI or State Election Department was seen more in Tura constituency (46%). From this survey, it can be implied that various activities/facilities can be used for disseminating election related news or campaign, since different locations have access to different kinds of facilities but it also depends upon the attitude of the person who makes use of it.

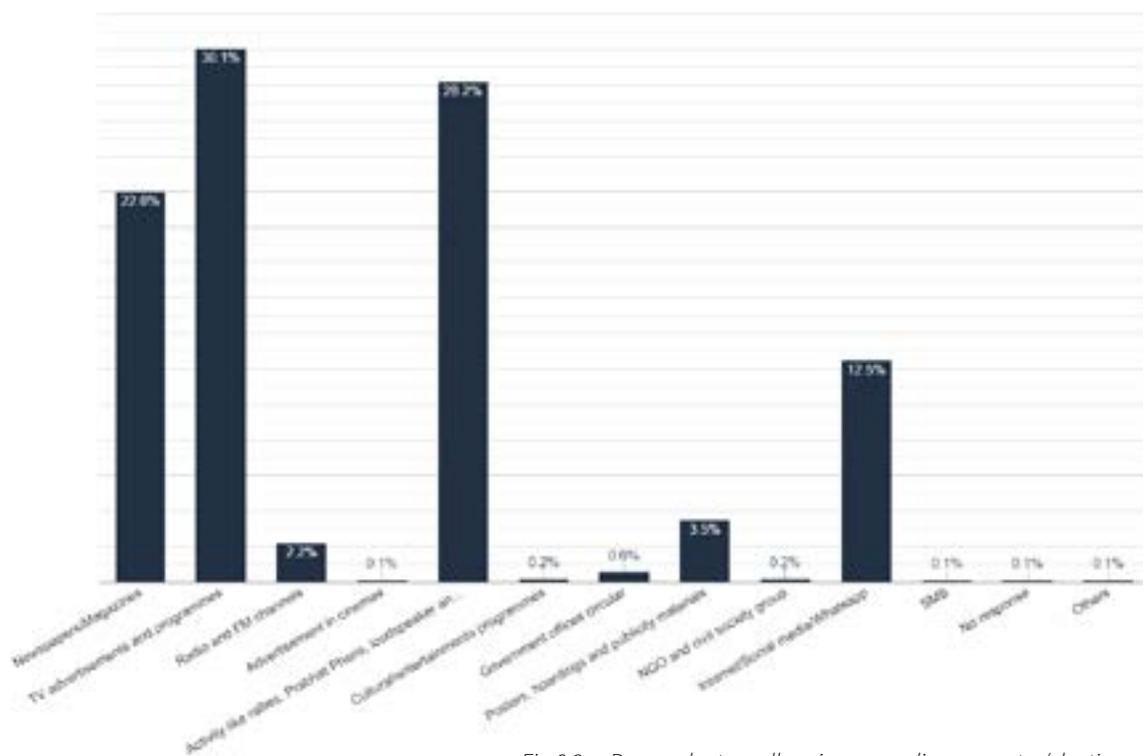


Fig 6.2.a: Respondent recall seeing or reading any voter/election campaign

Facilities like TV advertisements or programmes should be encouraged more in the local channels for sharing news or information to the citizen since it can also be seen in para 3.1 (table 3.1.b) that the TV is still being highly used by the respondents.

Loud speaker announcements can also be encouraged to be used more especially in rural areas where it can capture the attention of the citizens on sharing news or information related to the election. Newspaper ads should also be used for sharing awareness and information

related to the election. Nowadays, newspaper media has become one of the main avenues of getting news across all districts of the state. Any news or advertisements that come in any form through various media becomes official\realistic only when we read it in a newspaper.

Also with the increasing use of internet and social media, information in the form of video, document, and voice format can be disseminated in second. Social media is being used by all age groups, male\female, rural\urban, literate\illiterate etc.

Table 6.2.b: Respondent recall seeing or reading any voter/election campaign (in %)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	959	200	178	200	200	181
Activities like Rallies, Prabhat Pheris, Loudspeaker Announcements	28.2%	37%	11%	82%	1%	7%
Advertisement in Cinemas	0.1%	0%	0%	0%	1%	0%
Cultural/ Entertainment Programmes	0.2%	1%	0%	0%	0%	0%
Government Offices Circular	0.6%	0%	1%	1%	2%	0%
Internet / Social Media / WhatsApp	12.5%	4%	3%	1%	11%	46%
Newspapers/ Magazines	22.0%	40%	30%	15%	21%	3%
NGO and Civil Society Group	0.2%	0%	0%	0%	1%	0%
Others (Please Specify)	0.1%	0%	1%	0%	0%	0%
Posters, Hoardings and Publicity Materials	3.5%	0%	3%	0%	14%	1%
Radio and FM Channels	2.2%	0%	2%	2%	4%	4%
SMS	0.1%	0%	1%	0%	0%	0%
TV advertisements and Programmes	30.1%	19%	48%	1%	47%	39%
No response	0.1%	0%	0%	0%	0%	1%

*: -Only those respondents who recalled seeing or reading any voter/election related news of ECI

6.3 Voter information received

From the total 959 respondent who recalled seeing and reading voter/election related news or campaign, the type of information received was also gathered from the respondents and analyzed according to the received information from the election department. 94% of respondents received the date of voting and Schedules, 75% of respondents received the message “Voting is my right and duty”, 57% of respondents received the message “cast vote as per your choice”, #Goregister or register was received by 44% respondents, #GoVerify or

Verify name in Voter List was received by 34% of total respondents. 30% of respondents received the information “12 identity documents allowed for voting”, 37% of respondents received the information regarding the facilities provided in the polling station, Priority voting for old and PWDs message was received by 28% of total respondents. The messages least received by the respondents was Voter helpline 1950 and Voter Helpline app (5%), cVIGIL App related (2%) and NVSP portal (1%). Figure 6.3.ashow the % wise information/message receives from ECI by respondents.

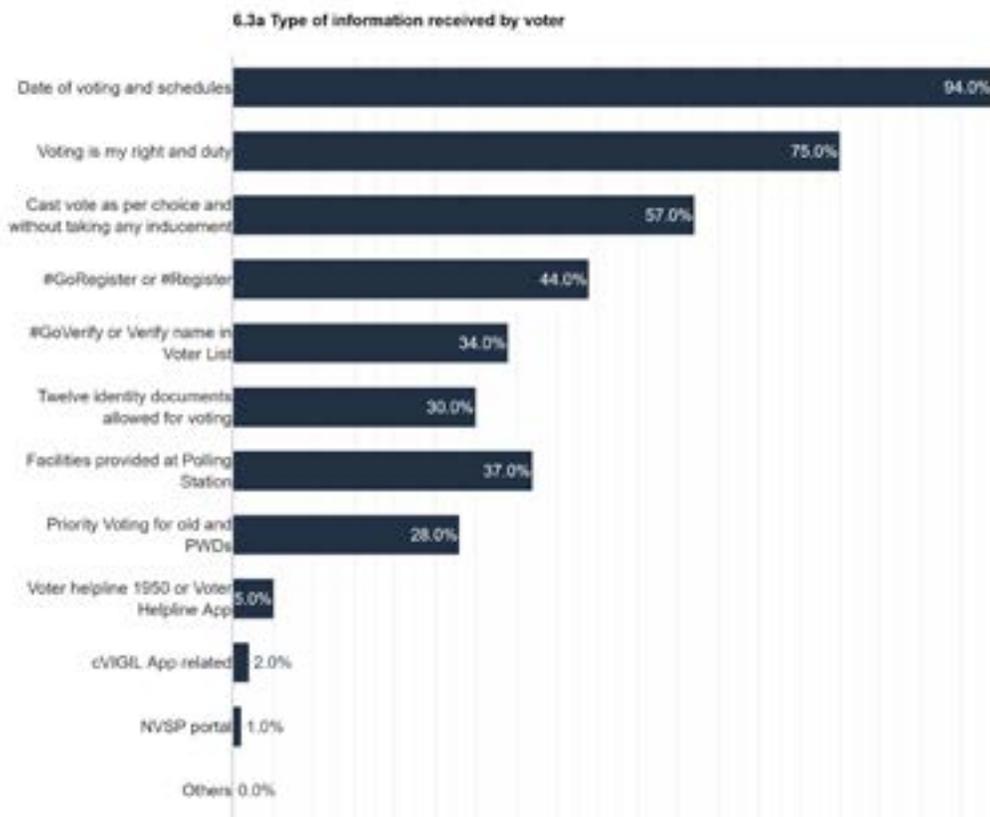


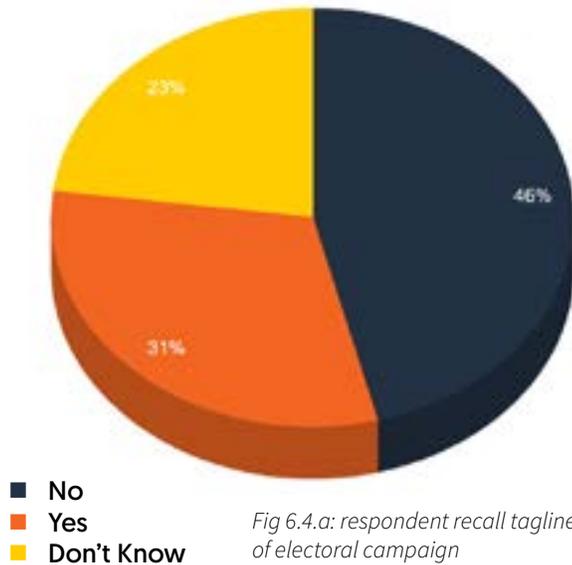
Fig: 6.3.a: Type of Information Received by Voter

Voter helpline, cVIGIL app & NVSP related information needs to be disseminated more widely and also made available through wide media publicity so as to reach each and every voter of the state so as to obtain awareness and knowledge before the next election commences.

Respondents from Baghmara and Nongkrem constituencies could only recall receiving messages of “the date of voting and Schedules”, “Voting is my right and duty” and “cast vote as per your choice”. The rest of the messages/information received is less than 6%.

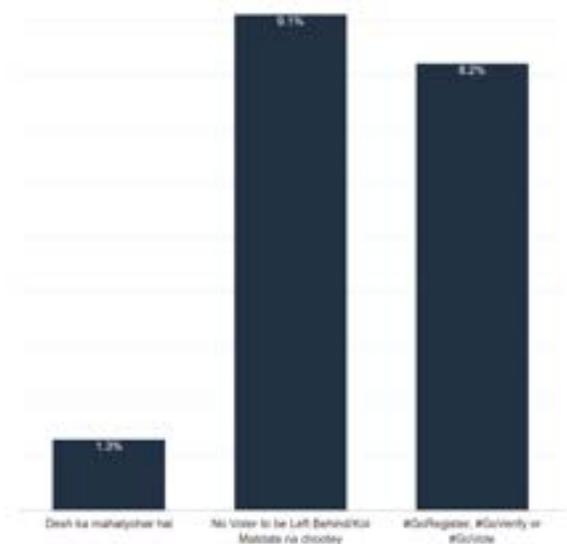
6.4 Voter recall tagline of the electoral campaign

Figure 6.4.a show the pie chart distribution of all respondents who recalled the tagline of the campaign during the election. Out of the



total respondents (959) who recalled seeing or reading election related news or campaigns, 46% had replied in the affirmative, while 31%

6.4b Respondents recall type of tagline of ECI



of respondents' response was don't know and 23% response was that they have not seen/heard/read about it. Nongkrem had only 8%

respondents who recalled the tagline of the electoral campaign. It is followed by Baghmara (25%) and East Shillong (26%) constituencies then it came to the recall of the tagline campaign of ECI. Tura (77%) and Mawkyrwat (99%) constituencies had maximum recall of the tagline of the ECI campaign.

In Depth analysis of 46% respondents (437) who recalled the tagline of the of the ECI campaign was conducted and further segregated into different taglines provided by the ECI which can be seen at figure 6.4.b. 91% recalled "No voter left behind/ koi Matdata na chootey", 82% recalled "#GoRegister,#GoVerify, #GoVote" and 13% recalled "deshkamahatyoharhai".

"no voter left behind/ koi Matdata na chootey" was mostly recalled by all the respondents of the selected constituency i.e. (90% +) , "#GoRegister, #GoVerify, #GoVote" also received a very good response except for Tura (50%) and Nongkrem (28%). "deshkamahatyoharhai" had the least recall across all constituencies. Hence it is very important for the ECI and State Election Department to take up this matter in the next SVEEP programme.

6.5 Campaign with ICON/STAR by ECI

ECI has conducted numerous election awareness programmes giving messages for voting through various media with an aim to impart knowledge and awareness to all the voters of the country on the importance of Voting. National celebrities, stars and Icon were mostly used for spreading the message since they are liked and followed by most of the people who call themselves their admirers or Fans and they listen and believe what the celebrities or Icons stand for.

In this survey, questions related to Celebrities\Icons who provided or gave messages for voting was tested for recall from the

respondents. From the 959 respondents who recalled seeing and reading voter/election related news or campaigns, only 43% of the respondents (414) recalled seeing/hearing celebrities/Icons issuing voting messages whereas 57% respondents (545) have not seen any such communication. The reason for non-

responses was that either they didn't know the celebrities/icon given in the list or even if the respondents recognized the celebrities/icon given in the options, they have never seen or heard them giving election related messages.

Out of 414 respondents who recalled celebrities/icon giving voting messages, 51%

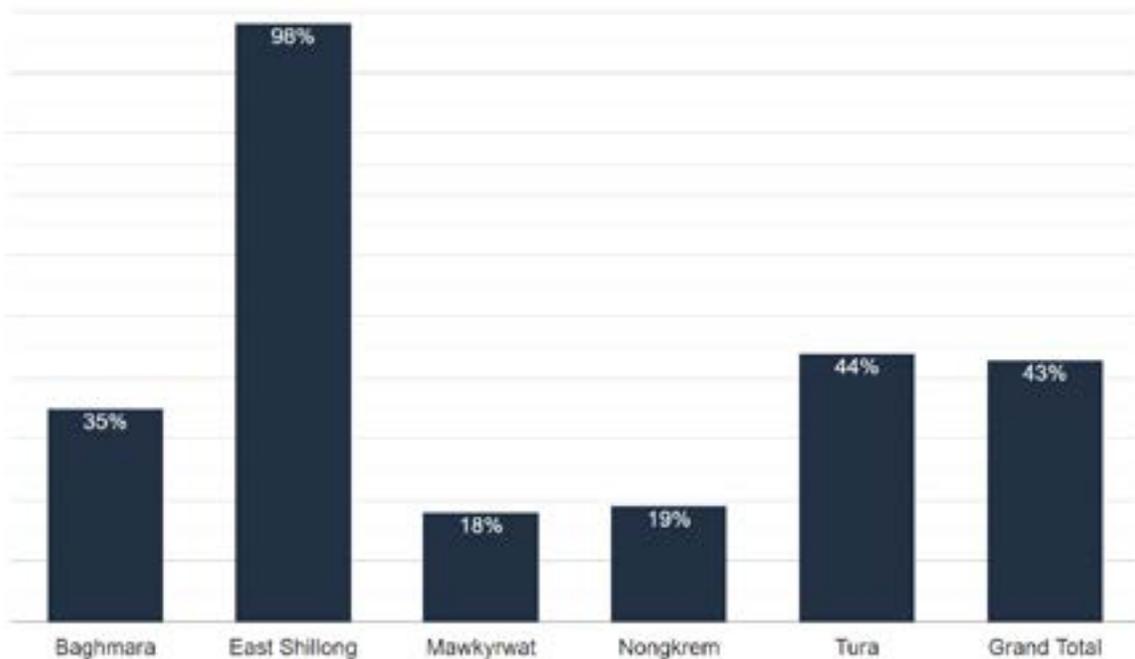


Fig 6.5.a constituency wise respondent recall celebrities/icon giving voting message



of respondents responded to R. G. Lyngdoh (former Home Minister GOM, Musician and a prominent citizen), 37% responded to Summersalt (Local Rock band), 36% M. S. Dhoni (cricketer), 33% Aamir Khan (Actor), 22% Mary Kom (boxer), 8% Rev. Janang R Sangma, 7% Ms. Bertha Dkhar (Sr. Programme Coordinator Bethany Society) & Sania Nehwal (Sport person), 3% Mary Khyriem (top 12, Miss India 2018), 2% Light after Dark (all blind band) and 0.5% Rev. NS Dkhar & Ibapynhun Syiemlieh (Miss India Tourism Asia International Pageant 2018). Figure 6.5.b shows the distribution of recall by the respondents to celebrities giving voting messages.





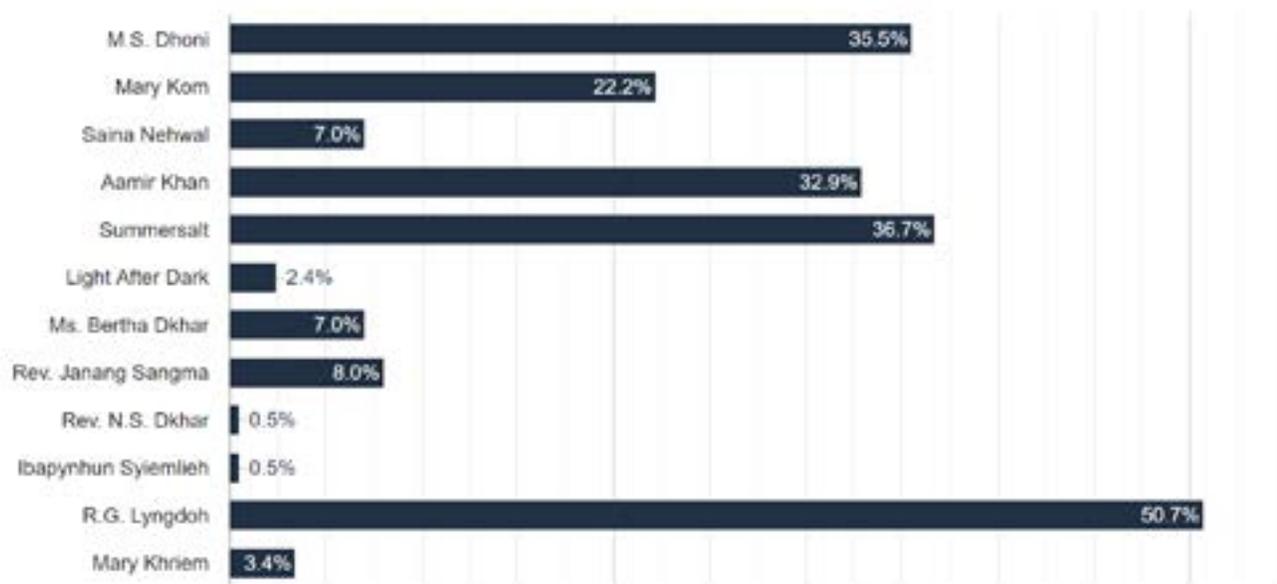


Fig 6.5.b: Celebrities recalled by respondent giving election message

6.6 NVSP portal

Election commission of India launched a new citizen service portal called NVSP which facilitates various electoral services like New Voter Registration, Correction of entries in electoral roll, Electoral list partwise, Know your electoral officers like BLO, ERO, DEO. Through NVSP, a user can avail and access various services such as access the electoral list, apply for voter id card, apply online for corrections in voter's card, view details of Polling booth, Assembly Constituency and Parliamentary constituency, among other services.

In term of respondents accessing the NVSP portal, the response was not at all satisfactory since only 3% of respondents (28) had accessed the portal. However, the respondents' age group is a factor of concern, since 57% of the respondents' ages are greater than 36 years (see para 2.1 table 2.1.a) and the use of internet and technology is generally more predominant among younger respondents. 96% of the respondents have never accessed the portal. Table 6.6.a show the constituency wise response on accessing the NVSP portal.

Table 6.6.a: Respondent accessing NVSP (in %)

Base : all respondent	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	959	200	178	200	200	181
Don't Know	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%
No	95.6%	92.5%	92.7%	95.0%	99.0%	98.9%
Yes	2.9%	5.0%	6.7%	1.5%	1.0%	0.6%
No response	1.4%	2.0%	0.6%	3.5%	0.0%	0.6%

*- all respondent recall seeing or reading any voter/election related campaign

Even if the response is not at all satisfactory, the election department must keep focusing on creating more awareness and importance of this portal through any form of media so as to reach every voter specifically the age group

For what purpose did the respondents access the website?

It can be seen from the above report that only 3% of respondents (28) have responded to accessing the NVSP portal out of which 39% had responded that they used the portal to search the name and other details on the electoral rolls, 7% accessed

of 18-25 years, since the older generation are more reluctant to learn. Targeting specific age groups can surely help in increasing awareness and knowledge about the portal.

the portal to register/make modification online & to know Polling Station Details. 46% i.e. 13 respondents have declined in responding on the above because either they were just browsing it or were curious about the portal. Figure 6.6.b shows the % distribution of respondents purpose of accessing the NVSP portal.

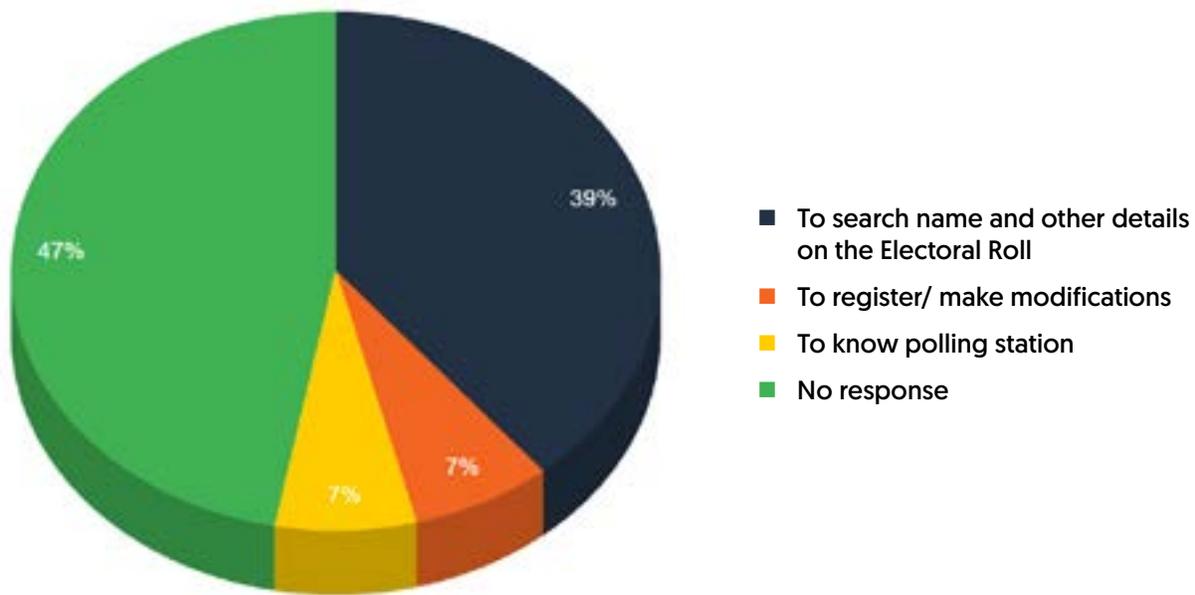


Fig 6.6.b: Respondent purpose of accessing the NVSP

6.7 Voter Helpline No. 1950 & Voter Helpline app

It was found that both the Helpline No 1950 and Voter Helpline app were not very utilized for getting any information or assistance in any election related matter. To some extent it is a good indication that the election process might not be very difficult, therefore they do not have to use it. Or they might not be aware about it, which is why they have never accessed

it. The other possibility is that the ECI and State Election department have made the election process so easy and several mechanisms are present in every level of functionaries that they could reach each and every voter for any help or assistance in case of any difficulties or confusion arising during the election process. Table 6.7.a, indicate the constituency wise distribution of respondents who have accessed the Voter Helpline No. 1950 or used the Voter Helpline app.

Table 6.7.a: Respondents accessing Voter Helpline No.1950 or use of Voter Helpline app (in %)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	959	198	177	198	200	179
None of the Two	99.3%	99%	99%	99%	100%	99%
Voter Helpline 1950	0.3%	1%	0%	0%	0%	1%
Voter Helpline app only	0%	0%	0%	0%	0%	0%
Both of Them	0%	0%	0%	0%	0%	0%
No response	0.4%	0%	1%	1%	0%	1%

*- all respondent recall seeing or reading any voter/election related campaign

Out of the 0.3% who recalled the Voter Helpline No. 1950 or used the Voter Helpline app, the purpose is to register a complaint and verify names on the voter list.

6.8 Baseline and Endline KAP comparison on SVEEP

Baseline and Endline comparison related with respondents' exposure to SVEEP at table 6.9.a

is a good sign for election process since 96% respondents had recalled seeing or reading voter/election related campaigns in the endline survey which is more compared to the baseline survey. The more knowledge and awareness possessed by respondents about the election process, the better the participation in exercising their mandate on voting.

Table 6.8.a: BL-EL Comparison on respondent recall seeing or reading any voter/election campaign of ECI (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	1020	1001	219	200	200	200	200	200	201	201	200	200
00-No	33%	3%	36%	0%	49%	9%	42%	0%	32%	0%	6%	7%
01-Yes	60%	96%	63%	100%	51%	89%	56%	100%	34%	100%	94%	91%
09-Don't know	5%	1%	1%	0%	0%	2%	3%	0%	22%	0%	0%	3%
No Response	2%	0%	0%	0%	0%	0%	1%	0%	11%	0%	1%	0%

BL- Baseline | EL- Endline

Respondents recalled seeing voter/election campaigns varying across baseline and endline surveys. Newspaper/magazine was mostly recalled by respondents in the baseline survey while TV advertisements and programmes were mostly recalled by

respondents in the endline survey. Whereas rallies/prabhat/loudspeaker announcement was second most recalled in endline survey with 28% rather than 10% who was recalled in the baseline survey.

Table 6.8.b: BL-EL Comparison on respondent recall seeing voter/election campaign of ECI by medium (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	607	959	138	200	102	178	111	200	69	200	187	181
Newspaper/magazine	54%	22%	62%	40%	83%	30%	57%	15%	65%	21%	28%	3%
TV advertisement and programmes	20%	30%	19%	19%	1%	48%	14%	1%	33%	47%	30%	39%
Radio and FM channels	1%	2%	1%	0%	0%	2%	2%	2%	1%	4%	1%	4%
Activity like rallies, prabhat pheris, loudspeaker announcement	10%	28%	1%	37%	0%	11%	5%	82%	0%	1%	29%	7%
Cultural/entertainments programmes	1%	0%	4%	1%	0%	0%	1%	0%	0%	0%	0%	0%
Government offices circular	1%	1%	6%	0%	1%	1%	0%	1%	0%	2%	0%	0%
Posters, hoardings and publicity materials	4%	4%	1%	0%	0%	3%	22%	0%	0%	14%	0%	1%
NGO and Civil Society Group	1%	0%	6%	0%	0%	0%	0%	0%	0%	1%	1%	0%
Internet/social media/WhatsApp	3%	13%	0%	4%	15%	3%	0%	1%	0%	11%	1%	46%
SMS	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	3%	0%
At polling station	2%		0%		0%		0%		0%		7%	
Advertisement in Cinemas		0%		0%		0%		0%		1%		0%

BL- Baseline | EL- Endline

Both baseline and endline does not have satisfactory report when it comes to the respondents' use on call centre facility or helpline number.

Table 6.8.c: BL-EL Comparison on the use of call centre facility or Voter the helpline number of the ECI (in %)

Base: all respondents	Aggregate		East Shillong		Nongkrem		Mawkyrwat		Baghmara		Tura	
	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL	BL	EL
	607	959	138	200	102	178	111	200	69	200	187	181
00-No	93%	99.3%	96%	99.0%	100%	99.4%	95%	99.0%	77%	100.0%	93%	98.9%
01-Yes	1%	0.3%	0%	1.0%	0%	0.0%	5%	0.0%	0%	0.0%	2%	0.6%
09-Don't know	2%	0.0%	0%	0.0%	0%	0.0%	0%	0.0%	22%	0.0%	0%	0.0%
No Response	3%	0.4%	4%	0.0%	0%	0.6%	1%	1.0%	1%	0.0%	5%	0.6%

BL- Baseline | EL- Endline



Chapter 7

Conclusion









Chapter 7

Conclusion

Elections are the only instrument of democratic and peaceful transfer of power with the consent and choice of the majority. Therefore, the right to vote and participation in elections are part of the basic human rights which include the freedom of opinion and expression, freedom of peaceful assembly and association, the right to take part in the government of one's country through freely elected representatives. Endline KAP survey is conducted to collect information on the knowledge (i.e., what is known), attitudes (i.e., what is thought), and practices (i.e., what is done) about general and/or specific topics of a particular population related with the election process of the state. However, at the ground level, several other concerns existed wherein general citizens are not encouraged to exercise their mandate or educated to the extent that participation in voting can change the perspective of the country. These issues need to be addressed to bring about change and improvement in the current electoral process. In this chapter, general observations from the survey with conclusive suggestions is highlighted for better understanding on the KAP of the election process.

7.1 Observations/Findings on Socio-Economic Demographic Profile

- 32% of respondents aged 45 years and above have the highest percentage distribution in the respondents age group. The 26-35 years age group with 30% and 18-25 years age group have the least distribution with 13% respondents only.
- The mean age identified in the cohort is 40 years whereas the median age identified from the cohort is 38 years.
- Sex Distribution of respondents constitutes 41% males and 59% females.
- Residence wise distribution shows that 65% of respondents are rural based and 35% of respondents are urban based.
- Social group distribution of respondents show that Scheduled Tribe (ST) respondents (90%) capture the major distribution. Among the other categories, 2% are other backward class (OBC), 1% are Scheduled caste (SC) and 7 % are others.
- In Educational distribution of the respondents, 26% have a High School certificate, 23% are Graduates & above including professional/Tech course, 20% are Higher Secondary and Primary school, 9% are illiterate and 1% have a Diploma certificate.
- In occupational distribution of the respondents, 24% are engaged in agricultural activities, 18% in Private Service, 16% are home makers, 12% are in government service, 11% are unemployed, 9% have their own enterprises, 5% are students and 6% have other occupations.
- With regards to media exposure, TV, Newspaper and internet (social media/ Facebook/WhatsApp) was predominantly used by respondents on a daily basis.

7.2 Observations/Findings in Knowledge of the respondents

- TV, Newspaper and Family/relatives was the most popular medium for getting news on election and politics.
- On why women vote more than men in elections, 64% responded that women are more enthusiastic than men and 30% responded that women have become more literate and educated.
- On the statement that music/dance/entertainment has an impact over voter enrollment and participation, 70% of the respondents agreed with the statement.
- Comparison between baseline and endline KAP on sources of media in getting news on election, there is a difference on opinion of the respondents in which family/friend/relative got the highest response in Baseline survey while television got a higher response during the Endline survey.

7.3 Observations/Findings in Attitude of the respondents

- It was observed that only 15% of the respondents have knowledge about National voter's day, 24% knew about the date for determining qualifying age for getting registered on the electoral roll and 98% of the respondents knew about the minimum age to be a voter.
- When asked about NOTA, 91% of respondents knew about it, 89% knew about VVPAT and only 47% knew about candidates' name being available in Braille in EVM.
- In response to the Statement "Every Vote Counts", 97% of the respondents agreed or strongly agreed to it.
- In response to the Statement "Voting

should be made Compulsory", 80% of the respondents agreed or strongly agreed with it. Also for the statement "Voting is a cumbersome chore" around 70% of respondents disagreed/strongly disagreed with it, 57% of respondents agree/strongly agree with the statement "Elections are conducted freely and fairly in India" while 22% neither agree nor disagree.

- 58% of the respondents agree with the statement that "Elections provide accurate results" while 38% neither agree nor disagree.
- Almost 63% of the respondents disagreed with "Women should consult male members or elders before voting in election".
- 45% of the respondents agree/Strongly agree with the statement that the influence of money and muscle is increasing in elections.
- In Comparison between baseline and endline KAP survey, there is no variation between the two in term of respondents' knowledge on minimum age of registration to be a voter. Both has a 98-99% correct response. However, in the comparison on respondents' knowledge on date for getting registered on the electoral roll, the baseline survey had more correct responses than the endline survey responses. National Voter's day was correctly responded to more in the endline survey as compared to the baseline survey.
- NOTA response was recalled by 91-92% of respondents on both the surveys.
- Availability of candidates' name in Braille was recalled in the endline survey at 47% compared to 79% in the baseline survey.
- VVPAT was recalled more in the endline survey (89%) which is a huge difference from the baseline survey where only 36% respondents recalled VVPAT.

- The Statements “Every Vote Counts” was agreed and strongly agreed by 97%-98% respondents in both the surveys (baseline & endline). Similar results were shown with “Voting should be made compulsory”, “Elections are conducted free and fairly”, “EVMs provide accurate results”. However “The influence of money and muscle is increasing in elections” response increased in endline survey (45%) as compares to 27% response in baseline survey.

7.4 Observations/Findings in respondents’ Practice on registration and participation

- It was found that a larger share (96.2%) of the respondents live in the same residence since birth while a difference is observed between rural and urban with a rural share distribution of 65%.
- Out of those respondents who have shifted residence, only 5% got their name deleted from the electoral roll of their previous constituency.
- Around 98.7% of respondents are enrolled in the voter list and all of these respondents possess a voter ID/EPIC card.
- 47% of respondents visited the local voter enrollment center for enrolling into the voter list. 19% enrolled through a Booth Level officer visiting their residence and during special enrollment drives and 15% went to the State Election Office.
- Out of 5 unregistered respondents, 4 of them had never tried to enroll themselves. The main reason was that either they do not know the procedure or the procedure is too cumbersome for them.
- Almost 96% of the respondents informed that they have cast their vote in the last Lok Sabha elections.
- From the respondents who voted in the last Lok Sabha elections, 86% gave their reasons for voting as “Voting is my right”, 80% as “Voting is my duty” and 69% as “My Vote Matters”.
- In basic minimum facilities at polling stations, 100% respondents recalled seeing a helpdesk at the polling station, 90-100% recalled seeing toilet facilities, separate queues, separate entry and exit, signages for direction, voter facilitation posters, volunteers and chair and benches. Wheelchairs was the only facility for which respondents has the least recall at the Polling stations.
- Out of the total respondents who voted in the last Lok Sabha elections, only 3% faced difficulties during voting, for which long queues and lack of basic facilities like drinking water, toilets and ramps were major reasons.
- From the 4% respondents (37) who did not vote in the last Lok Sabha, 49% responded with their reasons such as illness, health condition, being out of station etc. 16% were not present in the constituency, 24% did not have an EPIC card, 5% because of long queues and 3% said no candidate of their choice or no faith in political system.
- Total of 12 respondents having disabilities (PWDs) was identified in the KAP survey. 10 respondents had disability in movement, 1 in seeing and 1 in Speech.
- Baseline and Endline KAP comparison on voter practice had minimal deviation when it came to how respondents enrolled in the electoral voter list. The reply was highest with respondents that went to the local voter enrollment centre (46% baseline & 47% endline). Responses for the other options such as during a special enrollment

drive, a booth level officer had visited residence, went to state election office had similar results.

- ▶ 99% of respondents responded that the process of voter enrollment was easy in the endline survey which has increased from 66% response from baseline survey.
- ▶ Minimum basic facilities were satisfactory with 80%-90% of respondents responded seeing or observing them in the polling station i.e. for almost all the facilities listed in the endline survey and it is increased from the baseline survey report which is a good improvement on KAP.
- ▶ 96% endline and 85% baseline respondents negatively responded on whether any difficulty was faced in voting during the last election. Lack of facilities (44% endline) was the main reason of difficulty faced during voting, whereas long queues were the one of the main reasons given in both the surveys (56% baseline, 36% endline).

7.5 Observations/Findings in respondents' on SVEEP

- ▶ 96% of the total respondents recalled seeing or reading about voter/election campaigns of the ECI.
- ▶ 30.1% respondents recalled seeing or reading election news/campaign in TV advertisements, 28.2% recalled activities like rallies/prabhat pheris/loudspeaker announcements, 22% from Newspaper/magazine, 12.5% from internet/Social Media/WhatsApp and 3% from Posters, hoardings and publicity materials.
- ▶ Regarding information/messages received by the respondents from ECI, 94% received "Voting date and schedule", 75% received "Voting is my right and duty", 57% received "cast vote as per your choice", 44% received

"#GoRegister", 34% received "#GoVerify" 37% received "Polling station facilities", 30% received "12 identity document allowed for voting" and 28% respondents received "Priority voting for old and PWDs", the other messages/information had minimal reception.

- ▶ Out of the total respondents who had recalled seeing or reading election news/campaigns, only 46% recalled tagline of the campaign during the last election and 91% had recalled seeing "No voter to be left behind/ koi matdata na chootey".
- ▶ Regarding celebrities/Icons, R G Lyngdoh (50.7%) was mostly recalled by the respondents, other icons/celebrities like Summersalt (36.7%), MS Dhoni (35.5%), Aamir Khan (32.9%) and Mary Kom (22.2%) were also recalled by the respondents.
- ▶ Only 2.9% of the respondents have accessed the NVSP portal of the ECI and 39% of respondents accessed NVSP to search name and other details on the electoral roll and 12% have satisfactory experience in using the NVSP.
- ▶ Of all the respondents who recalled seeing or reading election news/campaign, 99% have never called on the voter Helpline No 1950 or used the voter Helpline app.
- ▶ Respondents recalling voter/election campaigns of ECI increased in the endline survey at 96% positive response, whereas 60% of respondents recalled seeing or reading about any voter/election campaign of ECI during the baseline survey.
- ▶ Newspaper/magazine (54%) was mostly used by respondents in the baseline survey on voter/election campaign of ECI, whereas TV advertisements and programmes (30%) was used predominantly by respondents in the endline survey.

- Call centre facility / voter Helpline no 1950 or Voter Helpline App was used very less by respondents in both the surveys (baseline & endline).

7.6 Observations from the Field survey

It was observed during the survey, most of the households are very cooperative and supportive in spending their valuable time to provide information for the KAP survey and are also very alert about any programmes and activities with regards to Election Department, barring some remote places or localities more awareness programmes about the electoral process are needed.

It was a pleasant surprise to know that when the surveyors approached the respondents having disabilities (PWDs), they expressed enthusiasm in participating in the interviews, being willing to learn and know about the conduct of election processes for an equitable and accessible election.

However, during the field survey there were several issues and problems encountered while preparing for the consent of the respondents to interact with the questionnaire given by the ECI/Election Department. Such reports have been highlighted by the field investigators where some major points are listed and can be seen below:-

- Identification and selection of respondents is very difficult. In the rural households, most of the members of the family were either in the fields or at their workplace. The best time to reach these households was to start from early morning. Whereas in urban areas, either an elderly family member or only the housemaid is present during the day time.
- Some of the respondents are reluctant to answer when they came to know that the

questionnaires was lengthy.

- Attitude and ignorance shown by some respondents shows the lack of awareness among people on the Election Commission's objectives.
- There is fear from some sections of the people especially in the rural areas that there may be penalties for wrong information.
- Some respondents are not interested in participating in elections but felt that it is their duty bound to exercise their franchise.
- The respondents do not trust the enumerator who does not belong to the same village \ pool \ constituency.
- Identification of respondents as per the kish grid is complicated since mostly the Head Of Family tends to answer the questionnaire.

7.7 Suggestions from field surveyors

- Questionnaires should be easier and understandable because some people found it too complicated and lengthy, especially for illiterate respondents.
- The Endline KAP survey should be conducted within one month after the elections, because it becomes difficult for the respondents to recall information if the survey is conducted several months after the election.
- Enumerators with proper Identification should be accompanied by BLOs during the survey.
- Age groups for targeting in the survey should be fixed by equal % distribution, i.e. 25% for age 18-25 years, 25% (26-35 years), 25% (36-45 years) and 25% (45 years and above).

7.8 Suggestions & Conclusion of Endline KAP Survey

- It can be seen in para 2.4 ; figure 2.4.a that Television, Newspaper and Internet are one of the predominant sources of media which the respondents are highly exposed to. Therefore, election department should take this opportunity to use these media to a larger extent for sharing/providing any election related information.
- Women participation in voting in Meghalaya is usually higher than men. This shows that women take more responsibility, are more knowledgeable and enthusiastic to exercise their mandate. Hence, SVEEP choice of programmes should be conducted specifically to target more male voters and gain their attention on why it is important for them to exercise their franchise.
- Para 3.4 table 3.4.a indicates that music/dance/entertainment has a good impact on voters' enrollment and participation, therefore these programmes can either be arranged parallelly with the election programmes showcasing culture and tradition of the particular region along with awareness platforms and interactions with voters on the election process and participation. Street plays and entertainment programmes can also be used for generating higher awareness levels among the general population especially for the young and future voters.
- Qualifying date for registration, Braille on EVM's and National Voters' Day require more awareness programmes for the voter to be aware. Educational institutions and local community Dorbars can be used to an extent for spreading knowledge and awareness on the above by targeting the general population and young eligible voters of the state in particular.
- Voting is a cumbersome chore for some voters especially when the voter is not aware about the voting procedure or they are reluctant to participate because of their daily wage jobs, especially in rural location where agriculture and labour are the main livelihood. There needs to education and enlightenment on the basis of bring about transformation and development through their participation in voting.
- It can be seen that most of the respondents' attitude is not biased toward awareness and knowledge on the Election Programs but rather to only complete their basic duty of casting their votes. Hence this kind of thinking should be eradicated and more field activities should be conducted to provide more awareness and knowledge about the importance in being a voter.
- Elections being conducted freely and fairly in India is still a matter for discussion among the group/community/masses because only 57% of the respondents agreed with the statement. Specific attention needs to be addressed on transparency to open scrutiny, privacy of voters, integrity of a voter and accessibility to all voters regardless of location, caste, tradition, language and disability in order to have free and fair elections.
- It was observed in the survey with regards to the influence of money and muscle increasing in today's election process, 45% of the respondents agreed with the statement. This is a menace for the citizens because candidates who win by muscle and money power would not work to improve development but will use the political background for his/her own benefit. This kind of practice if found, should be severely penalized and the law will take its own

decision. Mechanisms such as the cVIGIL app should appropriately be used to curb the above menace. More awareness and information needs to be publicized to the general public (especially the rural areas) on the uses and the importance of the app to tackle the menace facing the electoral process.

- It can be seen that 4% of the respondents have been shifting from one residence to another and out of which almost 95% of them have not got their electoral roll deleted from the previous constituency. The recently launched Electoral Verification programme (EVP) will help to a large extent in countering the problem.
- Process of voter enrolment should be made easier and less time consuming. It can be seen from the survey that 47% of the respondents went to the local voter enrolment center to get enrolled, thus this process should be further improved since local community heads can serve as facilitators for new or eligible citizens to participate in enrolment drives.
- Other suggestions for voter enrollment is that BLOs should make mandatory visits to every house to ensure registration of all eligible people be it on the basis of caste/religion/community/disability. Digital devices with internet facility should be provided to BLOs for a more efficient registration process.
- Voter apathy is still a cause for concern especially in urban areas. This is despite the fact that the election machinery is going all out with awareness programmes such as SVEEP, Electoral Verification Programme (EVP) to rectify shifting of residence, constituency etc. The Election Department needs to identify ACs with high percentage

of voter apathy and regular drives to be conducted using the resource of the community and machinery.

- In certain polling stations, the ramps created to facilitate PWDs were too steep and such voters had to be physically lifted. These basic facilities needed to be examined and a trial run may be conducted to test the facilities on offer.
- Long queues was also one of the difficulties faced by the voter and can lead to absenteeism in voting. MeghalayaVoterQueue app which alerts voters on the status of queue needs more awareness especially in urban areas where the number of voters is more.
- Non participation to voting due to unavailability of EPIC card was also observed in this survey. In case of lost/ theft/transfer of electoral ID, fast and easy procedure for obtaining a fresh epic card must be publicized in order to educate voters through various modes of media/ awareness programmes. There can also be an online complainant process with a reference no. to track the application. The Electors verification programme has to a certain extent, negated this issue.
- Recall rate of the election related campaign is very satisfactory but in areas like inter/ intra border village or constituencies, effective campaigns need to be further strengthened through various accessible media.
- TV advertisements, Newspaper and rallies/ prabhat pheris/loudspeaker announcement have been the most used media for getting information/news on voter/election related campaigns. Therefore, ECI can further strengthen and improve these media for their use to a larger extent for providing



information and awareness to all the sections of the society including rural/urban, caste, sex, age group and PWDs.

- The growth of the Internet, satellite transmission, and mobile phone services has rendered it impossible to gauge the true extent of media outlet proliferation. Awareness about voting and election day should be widely disseminated among the general population specially targeting the youth. Social media will be the key channel for effectively reaching the youth.
- Electoral Quiz competition among the youth or students on topics related to the electoral procedure of the ECI may be arranged and conducted district wise or constituency wise in order to improve the students' knowledge, attitude & behavior when it comes to participation on election process. Road shows may also be carried out from time to time even when the elections are still far away, so that the public's mind is alerted to their democratic rights and awareness about election issues.
- Posters and banners form an important source of information of ECI during election programme, Communication like "Voting is

my right and duty", "Voting date schedule", "Cast vote as per choice and without taking inducement", "GoRegister/GoVerify" "cVIGIL app", NVSP etc. should be used more in these type of medium. Other medium like Public Service announcements and use of multi-language material for publicizing the above may be also used to a larger extent to reach all sections of the society.

- It can be seen from the survey report that local icons and celebrities like famous Shri. R G. Lyngdoh (former home Minister, musician and a prominent citizen of the state) and Summersalt (local Rock band) play a huge role in gaining the attention of the youth and the masses since it appeals to them and encourages them to be more involved in the election process. Thus, local popular stars or icons can be further used to motivate voters to participate in the electoral process.
- The usage of NVSP or Voter Helpline No. 1950/voter Helpline app is very less, and this can also be seen from the survey that almost 96% and 99% of the respondents have never accessed the portal or called the voter helpline No. or used the app. These will require special intervention by the ECI in order to improve the coverage and usage of these facilities. Since internet and mobile technology is widely used by the young generation and is also the main technology which is available to all the population, it would not be difficult for the department to publicize it.
- More stress on the awareness of the voter helpline No. 1950, use of NVSP, NVD, especially in rural areas should be carried out in the same intensity as what have been done by the State Election Department for VVVPAT on EVM, Nota during the last election.

Appendices

Data Tables

Table 2.1: Age, Sex and residence type of the respondents (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
18-25 years (in no.)	131	29	40	31	12	19
26-35 years (in no.)	296	49	73	71	54	49
36-45 years (in no.)	255	48	47	48	51	61
45 years and above (in no.)	319	74	40	50	84	71

Summary Statistics

Mean age (in years)	40	41	36	38	43	41
Medians age (in years)	38	40	33	35	42	41

Table 2.1.b: Sex of the respondents (in No)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
Male	411	80	61	47	124	99
Female	590	120	139	153	77	101

Table 2.1.c: Residence of the respondents (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
Rural	652	0	200	200	183	69
Urban	349	200	0	0	18	131

Table 2.2.a: Distribution of respondents by Social Category (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Scheduled Caste	11	2		0	1	8
Scheduled Tribe	901	158	198	200	198	147
Other Backward Class	18	5	0	0	2	11
Others	71	36	1	0	0	34

Table 2.3.b: Constituency wise distribution of the respondents by Educational qualification (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Diploma/ Certificate	13	1	2	3	3	4
Graduate and Above including Professional / Technical Courses	234	87	42	30	18	57
High School	260	23	41	52	84	60
Higher Secondary	196	45	33	27	41	50
Illiterate	93	13	24	45	6	5
Primary School	205	31	58	43	49	24

Table 2.3.d: Constituency wise distribution of the respondents by Employment status (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Student	48	18	11	9	2	8
Unemployed	101	31	15	8	41	6
Unemployed but available for work	6	0	1	1	0	4
Govt. service	121	29	12	7	42	31
Private service	180	47	32	27	13	61
Own enterprise	88	32	17	4	11	24
Labourer/ cultivator/ Agricultural activities	242	12	71	89	46	24
Home maker	158	1	41	54	33	29
others	57	30	0	1	13	13

Table 2.4.b: Exposure to media - Newspaper (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Almost every day	406	120	55	67	76	88
At least once a week	228	43	66	24	59	36
Less than once a week	130	12	39	39	17	23
Not at all	234	25	40	67	49	53
No response	3			3		

Table 2.4.c: Exposure to media - Listening to radio (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Almost every day	105	12	22	37	26	8
At least once a week	98	16	51	14	10	7
Less than once a week	138	51	57	5	20	5
Not at all	657	120	69	143	145	180
No response	3	1	1	1		

Table 2.4.d: Exposure to media - Watching TV (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Almost every day	779	177	162	96	179	165
At least once a week	91	15	21	27	18	10
Less than once a week	43	6	11	13	3	10
Not at all	86	2	6	62	1	15
No response	2			2		

Table 2.4.e: Exposure to media - Internet & Social media (Facebook/WhatsApp, etc.) (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Almost every day	497	124	84	60	84	145
At least once a week	76	37	9	10	9	11
Less than once a week	46	15	9	11	6	5
Not at all	380	24	98	117	102	39
No response	2			2		

Table 3.2.b: Source of media in getting news on elections and politics (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Newspapers/ magazines	202	125	27	16	30	4
Televisions	334	44	86	4	106	94
radio	33	0	3	9	15	6
internet	67	24	18	8	8	9
Mobile phone	110	0	4	3	34	69
Family/ relatives/ friends	265	3	67	156	24	15
others	5	0	0	0	0	5

Table 3.3.a: Why did women vote more than men? (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Women are more enthusiastic than men	636	124	83	148	173	108
Women have becoming more educated/ literate	306	64	91	43	21	87

State institution have made voting easier for women	8	4	3	1	0	0
Women have become more politically mobilised	17	5	3	1	7	1
Others	22	2	16	0	0	4
no response	12	1	4	7	0	0

Table 3.4.a: Impact of music/dance/entertainment on voter enrollment and participation (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	200	173	198	200	193
Agree	640	109	108	137	140	146
Disagree	82	12	22	12	35	1
Neither Agree nor Disagree	202	66	37	45	24	30
Strongly Agree	36	12	4	3	1	16
Strongly Disagree	4	1	2	1		

*:- only respondent recall seeing or reading any voter/election related campaign of ECI

Table 4.1.a: Respondents' knowledge on minimum age to be a voter (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
18th year	982	199	197	193	200	193
19th year	3			2	1	
Don't know	16	1	3	5		7

Table 4.1.b: Knowledge on date of determining qualifying age for getting registered on electoral roll (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
18th Birthday	350	105	74	34	132	5
1st January	240	71	25	28	64	52
Don't Know	406	22	101	135	5	143
No response	5	2		3		

Table 4.1.b: Knowledge on National Voter's day (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Correct Date	155	6	13	8	63	65
Don't Know	761	190	173	186	79	133
Incorrect Date	67	3		3	59	2
No response	18	1	14	3		

Table 4.2.a: Respondents' awareness about NOTA (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
No	84	22	1	45	6	10
Yes, have heard/read about it	30	7	4	8	6	5
Yes, have seen one in electoral literacy programme	20		3		6	11
Yes, I saw it when I cast my Vote	861	171	190	143	183	174
No response	6		2	4		

Table 4.2.b: Respondents' awareness about VVPAT (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
No	111	4	1	76	26	4
Yes, have heard/read about it	28	3	3	11	7	4
Yes, have seen one in electoral literacy programme	19	3	1	1	6	8
Yes, I saw it when I cast my Vote	839	190	195	108	162	184
No response	4			4		

Table 4.2.b: Respondents' awareness about candidates' name in Braille (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
No	523	87	192	156	3	85
Yes, have heard/read about it	66	20	4	7	2	33
Yes, have seen one in electoral literacy programme	91	4		4	7	76
Yes, I saw it when I cast my Vote	314	89	2	29	189	5
No response	7		2	4		1

Table 4.3.a: Respondents' opinion on the given statement (in No.)

Base: all respondents	Agree	Disagree	Neither Agree nor Disagree	Strongly Agree	Strongly Disagree	No Response
Every Vote Counts	685	1	10	288	6	11
Voting should be made compulsory	533	48	136	270	10	4
Voting is a cumbersome chore	217	649	72	3	54	6
Elections conducted freely fairly	526	195	216	47	9	8
EVMs provide accurate results	506	107	315	56	9	8
Women should consult before voting	267	542	84	7	93	8
Influence of money muscle increasing	391	329	211	58	7	5
Don't intend to vote upcoming elections	35	489	92	5	372	8

Table 5.1.a: Respondents registered in Voter List (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Never	5		1			4
Yes, Application is in Progress	7	1		3		3
Yes, Currently Enrolled	988	199	199	197	201	192
No response	1					1

Table 5.2.a: Possession of voter ID/EPIC card (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	988	199	199	197	201	192
No	1		1			
Yes	985	199	198	195	201	192
No response	2			2		

*:- only respondent who are enrolled in the voter list

Table 5.3.b: How did the respondents enroll in the electoral roll? (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	995	200	199	200	201	195
A Booth Level Officer had visited residence	185	17	12		147	9
During a Special Enrolment Drive	186		25		3	158
Went to the Local Voter Enrollment Center	468	124	149	164	28	3
Went to the State/District Election Office	152	59	11	35	22	25

With help from CSO / Association / Individual	1		1			
With help from Political Parties	1				1	
No response	2		1	1		

*:- only respondent who are enrolled in the voter list and application is in process

Table 5.3.c: Distribution of respondents opinion of getting enrolled in the voter list (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	995	200	199	200	201	195
Difficult	2	1				1
Easy	986	199	199	198	197	193
Neither Easy nor Difficult	6			1	4	1
no response	1			1		

*:- only respondent who are enrolled in the voter list and application is in process

Table 5.3.d: Unregistered respondent trying to enroll themselves (in No.)

Base : All respondent	Aggregate*	Nongkrem	Tura
	5	1	4
No	4	1	3
Yes	1		1

*- all respondent who never registered in the voter list

Table 5.3.e: Unregistered respondents' reason for not enroll in the voter list (in No.)

Base : All respondent	Aggregate*	Nongkrem	Tura
Grand Total	4	1	3
I don't know the Procedure	1		1
I was outstation during summary revision	1		1
Just qualified will register in next summary	1		1
The procedure is very cumbersome	1	1	

*- all respondent who didn't try to enroll themselves

Table 5.4.a: Respondents that voted in last Lok Sabha election (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
No	37	7	12		2	16
Yes	964	193	188	200	199	184

Table 5.4.c: Respondents' reason for voting in the last Lok Sabha election (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
My Vote Matters	661	189	108	198	3	163
Voting is my right	831	184	179	199	153	116
Voting is my duty	771	164	161	199	72	175
Because of enabling environment created by the ECI	275	54	1	186	0	34
Because of accessible polling station	327	53	1	193	0	80
I got registered in electoral roll	423	96	1	194	1	131
I got voter slip	357	84	0	194	1	78
Candidate was good	140	33	3	89	4	11
I voted for political party	35	6	0	25	0	4
Cast vote due to threat or coercion	1	0	0	1	0	0
My family asked me	1	0	0	0	0	1
others	1	0	0	1	0	0

*- all respondent who voted in the last Lok Sabha election

Table 5.5.a: Respondents' recall in seeing the facilities in the polling station (in No.)

Base: All respondents*	No	Yes	Don't know	Total
Separate queues for women, PWDs & senior citizen	28	927	9	964
Drinking water	282	435	243	960
Chairs/benches	117	835	9	961
Toilets	17	929	11	957
Help desk	3	950	1	954
Separate entry and exit in the polling booth	22	930	1	953
Ramp	349	447	164	960
Wheelchairs	695	72	193	960
Direction for signage	41	885	27	953
Voter facilitation poster	34	856	50	940
Sign language poster for deaf voters	421	290	246	957
volunteers	14	942	2	957

*- all respondent who voted in the last Lok Sabha election

Table 5.5.b: Respondents' recall in seeing drinking water facilities in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	243	150	8	74		11
No	283	11	72	38	85	77
Yes	436	32	106	88	114	96
No response	2		2			

*- all respondent who voted in the last Lok Sabha election

Table 5.5.c: Respondents' recall in seeing ramp facilities in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	164	151	2	7	1	3
No	351	42	87	6	83	133
Yes	447		98	186	115	48
No response	2		1	1		

*- all respondents who voted in the last Lok Sabha election

Table 5.5.d: Respondents' recall in seeing wheelchair facilities in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	193	142		26	9	16
No	697	50	175	171	152	149
Yes	72	1	13	2	38	18
No response	2			1		1

*- all respondent who voted in the last Lok Sabha election

Table 5.5.e: Respondents' recall in seeing sign language posters in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	247	75		40	71	61
No	421	6	182	16	100	117
Yes	291	112	5	141	28	5
No response	5		1	3		1

*- all respondent who voted in the last Lok Sabha election

Table 5.5.f: Respondents' recall in seeing separate queue for women, PWD and senior citizen in the PS (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	9			9		
No	28	1		1	26	
Yes	927	192	188	190	173	184
No response						

*- all respondent who voted in the last Lok Sabha election

Table 5.5.g: Respondents' recall in seeing chairs and benches in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	9	4		1		4
No	118	4	22	1	39	52
Yes	836	185	165	198	160	128
No response	1		1			

*- all respondent who voted in the last Lok Sabha election

Table 5.5.h: Respondents' recall in seeing toilet facilities in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	11	2				9
No	17		1		11	5
Yes	931	191	184	199	187	170
No response	5		3	1	1	

*- all respondent who voted in the last Lok Sabha election

Table 5.5.i: Respondents' recall in seeing helpdesk facilities in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	1			1		
No	3					3
Yes	952	192	185	198	199	178
No response	8	1	3	1		3

*- all respondent who voted in the last Lok Sabha election

Table 5.5.j: Respondents' recall in seeing separate entry and exit in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	1					1
No	22	2	1			19
Yes	932	191	180	198	199	164
No response	9		7	2		

*- all respondent who voted in the last Lok Sabha election

Table 5.5.k: Respondents' recall in seeing signage for direction in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	27			5	3	19
No	41		25	2	5	9
Yes	887	193	159	189	191	155
No response	9		4	4		1

*- all respondent who voted in the last Lok Sabha election

Table 5.5.l: Respondents' recall in seeing voter facilitation posters in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	51	2		4		45
No	34		3	2	1	28
Yes	857	188	173	191	195	110
No response	22	3	12	3	3	1

*- all respondent who voted in the last Lok Sabha election

Table 5.5.m: Respondents' recall in seeing volunteer in the polling station (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
Don't Know	2			1	1	
No	14		2	2	1	9
Yes	944	193	186	195	197	173
No response	4			2		2

*- all respondent who voted in the last Lok Sabha election

Table 5.6: Whether respondents face difficulty while voting in election (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	964	193	188	200	199	184
no	930	191	186	192	184	177
yes	25	2	1	1	15	6
no response	9		1	7		1

*- all respondent who voted in the last Lok Sabha election

Table 5.6.a: Type of difficulties faced by respondent while voting in election (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	25	2	0	1	9	13
Long queue	9	0	0	0	0	9
No separate queue for senior citizen	0	0	0	0	0	0

Lack of facilities including Drinking water, toilet, ramp.	11	0	0	0	9	2
Coercion/threat by political party	0	0	0	0	0	0
Difficulty in finding name in voter list at PS	2	2	0	0	0	0
other	3	0	0	1	0	2

*- all respondent who face difficulty while voting in election

Table 5.7.b: Reasons for not voting in last Lok Sabha election (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	37	7	12	0	2	16
I was not in constituency	6	4	1	0	0	1
I did not have my epic	9	1	2	0	0	6
Long queue didn't have time	2	0	1	0	0	1
No candidate of my choice	1	1	0	0	0	0
No faith in political system	1	0	0	0	0	1
other	18	1	8	0	2	7

*- all respondent who had not vote in the last Lok Sabha election

Table 5.8.a: Constituency wise distribution of respondents with disability type (in No.)

Base: PWDs respondent	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	12	2	2	4	1	3
Yes (in Movement)	10	2	2	4		2
Yes (in Seeing)	1					1
Yes (in Speech)	1				1	

Table 5.8.b: Came across any publicity/ voter edutainment material aimed at participation of PWD (in No.)

Base: PWDs respondent	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	12	2	2	4	1	3
No	4	1	2		1	
Yes	8	1		4		3

Table 5.8.c: Have you been contact by BLO (in No.)

Base: PWDs respondent	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	12	2	2	4	1	3
No	4	1	2	1		
Yes	8	1		3	1	3

Table 6.1.a: Respondent recall seeing election related campaign (in No.)

Base: all respondents	Aggregate	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	1001	200	200	200	201	200
Don't Know	10		4			6
No	32		18		1	13
Yes	959	200	178	200	200	181

Table 6.2.b: Respondents' recall in seeing/reading any voter/election campaign (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	959	200	178	200	200	181
Activities like Rallies, Prabhat Pheris, Loudspeaker Announcements	270	73	20	163	1	13
Advertisement in Cinemas	1				1	
Cultural/ Entertainment Programmes	2	2				
Government Offices Circular	6		2	1	3	
Internet / Social Media / WhatsApp	120	7	6	2	22	83

Newspapers/ Magazines	211	80	54	30	42	5
NGO and Civil Society Group	2				2	
Others (Please Specify)	1		1			
Posters, Hoardings and Publicity Materials	34		5		28	1
Radio and FM Channels	21		4	3	7	7
SMS	1		1			
TV advertisements and Programmes	289	38	85	1	94	71
No response	1					1

* - all respondent who recall/reading any voter/election related campaign

Table 6.3.a: Type of information received by voters (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	959	200	178	200	200	181
Voting date & schedule	906	197	145	199	186	179
Voting is my right and duty	721	170	168	199	30	154
Cast vote as per choice	548	141	63	198	43	103
#Goregister	418	124	11	199	12	72
#GoVerify	322	60	7	199	3	53
12 identity document allowed for voting	287	44	4	177	1	61
Facilities provide at polling station	355	116	6	171	1	61
Priority voting for old and PWDs	272	5	5	183	0	79

Voter helpline 1950 or voter helpline App	50	4	3	4	0	39
Cvigil app related	23	1	0	0	0	22
NVSP	5	0	0	0	0	5
others	0	0	0	0	0	0

*- all respondent who recall/reading any voter/election related campaign

Table 6.4.a: Respondents' recall of the tagline of electoral campaign (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	959	200	178	200	200	181
Don't Know	221	79	134	1	2	5
No	301	69	29		148	55
Yes	437	52	15	199	50	121

*- all respondent who recall/reading any voter/election related campaign

Table 6.4.b: Respondents' recall of different taglines of electoral campaign (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	437	52	15	199	50	121
Desh ka mahatyohar hai	57	0	3	0	11	43
No voter left behind/ koi Matdata na chootey	398	52	11	199	19	117
#Goregister, #GoVerify or #GoVote	357	52	4	198	43	60

*- all respondent who recall tagline of election campaign

Table 6.5.a: Constituency wise Respondents' recall of celebrities/Icons giving voting message (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	959	200	178	200	200	181
Yes	414	196	34	35	70	79
No	545	4	144	165	130	102

*- all respondent who recall/reading any voter/election related campaign

Table 6.5.b: Celebrities/Icon recall by respondents giving voting message (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	mawkyrwat	Baghmara	Tura
	414	196	34	35	70	79
MS Dhoni	147	13	6	12	53	63
Mary Kom	92	25	2	4	31	30
Saina Nehwal	29	1	0	1	7	20
Aamir Khan	136	8	4	15	55	54
Summersalt	152	101	20	26	0	5
Light after dark	10	6	0	0	0	4
Ms Bertha Dkhar	29	28	0	0	0	1
Rev Janang Sangma	33	0	0	0	12	21
Rev NS Dkhar	2	1	0	0	1	0
Ibapynhun Syiemlieh	2	1	0	1	0	0
RG lyngdoh	210	186	12	4	5	3
Mary Khryiem	14	8	4	1	0	1

*- all respondent who recall celebrities giving voting message

Table 6.6.a: Respondents accessing the NVSP (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	959	200	178	200	200	181
Don't Know	1	1				
No	917	185	165	190	198	179
Yes	28	10	12	3	2	1
No response	13	4	1	7		1

*- all respondent who recall/reading any voter/election related campaign

Table 6.6.b: Respondents' purpose of accessing the NVSP (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	28	10	12	3	2	1
To know Polling Station Details	2		1		1	

To register/make modification online	2	2				
To search name and other details on the Electoral Roll	11	8	3			
No response	13		8	3	1	1

* - respondent who had accessed NVSP

Table 6.7.a: Respondents accessing Voter Helpline No. 1950 or used of Voter Helpline app (in No.)

Base: all respondents	Aggregate*	East Shillong	Nongkrem	Mawkyrwat	Baghmara	Tura
	959	200	178	200	200	181
None of the Two	952	198	177	198	200	179
Voter Helpline 1950	3	2				1
Voter Helpline app only						
Both of Them						
No response	4		1	2		1

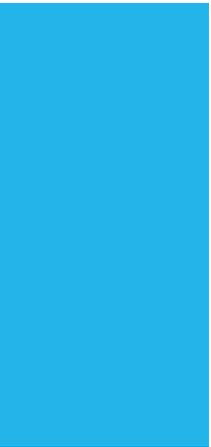
* - all respondent who recall/reading any voter/election related campaign











Chief Electoral Officer MEGHALAYA

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