



Fijian Elections Office
My Election. My Fiji

VOTER PERCEPTION SURVEY 2024

Report

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This Report has been compiled drawing on information received from voluntary survey participation of voters in the 2024 Voter Perception Survey organised by the Fijian Elections Office (FEO). It provides insight into voter attitudes, experiences, and perceptions surrounding electoral participation in previous general elections and the overall conduct of the FEO.

The 2024 Voter Perception Survey Report is intended for information purposes only and should not be interpreted as a definitive or legal position on the electoral process or the FEO's operations. The Survey findings will assist the FEO in improving service delivery and adopting efficient voter awareness strategies.

The FEO will not be held liable for any misinterpretation of this Report or reliance on it for a purpose other than what it is intended for.

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59 High Street, Toorak, Suva
P. O. Box 2528, Government Buildings, Suva
+679 3316225
info@feo.org.fj
www.feo.org.fj

FOREWORD

Supervisor of Elections



The 2024 Voter Perception Survey represents a forward step in the Fijian Elections Office's (FEO) commitment to transparency, accountability, and inclusive electoral progress.

This is more than just a report. It is a powerful statement of intent. It demonstrates our determination to listen to the people we serve, to learn from their experiences, and to lead with purpose and integrity.

Democracy is built on trust, and that trust begins with understanding. Through this nationwide survey, the FEO set out to gain honest insight into how members of the public perceive our electoral system, what inspires them to vote, what discourages them, and how they view the institution responsible for upholding their democratic rights. These voices, from deep rural communities to busy urban centres, from grassroots villages to Fijians living overseas, form the backbone of this report and provide an authentic account of voter sentiment across the nation.

We are encouraged by the clear message that civic duty remains a strong and unifying force among Fijians. This deep sense of responsibility speaks to the strength of our democratic values. At the same time, the findings highlight critical areas where more must be done, particularly in improving access for all citizens, removing barriers for remote and overseas voters, and ensuring a clearer public understanding of the FEO's role.

This survey would not have been possible without the collective efforts of our partners, the civil society organizations, faith-based groups, media, advocacy networks, and government institutions, whose collaboration helped us reach every corner of the country. Their support reflects a shared belief that electoral integrity is not the duty of one office alone, but the responsibility of an entire nation.

As we prepare for future elections, the lessons from this survey will directly shape the FEO's strategies. They will inform us how we can strengthen trust, expand our outreach, and deliver services that are not only efficient but also equitable and empowering. We are fully committed to ensuring that every eligible citizen, regardless of background or location, can participate meaningfully in the democratic life of our country.

The future of our democracy depends on trust, participation, and continuous improvement. With this report, the FEO reaffirms its promise to deliver an electoral process that truly reflects the voice and will of the Fijian people.

Ana Mataciwa
Supervisor of Elections

INTRODUCTION

The 2024 Voter Perception Survey (**VPS**) was conducted by the FEO to help the development of more effective, evidence-based programmes that better respond to the needs of Fijian voters.

The FEO is committed to improving its understanding of how voters are motivated to vote, their experiences as they use the FEO's services, and their satisfaction with the electoral process and the FEO's performance. These findings will help guide future initiatives to strengthen public trust and identify practical ways to improve future elections.

The survey was not just a FEO lead initiative but was a genuine collaboration with key stakeholders, including Civil Society Organizations (**CSOs**), Faith-Based Organizations, Organizations for Persons with Disabilities (**OPDs**), government ministries, and the media. These partners played a vital role in supporting data collection and ensuring the survey reached a broad and diverse audience.

Scope and Data Analysis

The survey gathered feedback from a diverse group of people of different ages, genders, backgrounds, and regions. A total of 14,209 responses were collected from all four (4) divisions, the 21 electoral areas, and Fijians living overseas from the period 26 August to 04 October 2024.

To gather this information, survey officers:

- Carried out face-to-face interviews during community outreach sessions, pedestrian polling, and public events.
- Extended data collection through a voluntary online survey component, yielding additional responses.

Once the data was gathered, an independent expert¹ was engaged to conduct an independent analysis and develop a dashboard to provide direct access to the results and support further analysis. The survey results maintain a statistical margin of error of approximately $\pm 0.84\%$.

The independent expert collated an initial report that analysed the results of the survey disaggregated by provinces. This report was later revised to analyse responses disaggregated by electoral areas rather than provinces to better reflect voting distributions. Only data entries whose electoral areas were confirmed were retained; this resulted in the updated dataset being reduced to 13,690 entries from the initial 14,209 entries. Subsequent reweighting for electoral area imbalances led to a rebalanced dataset of 13,693 entries.

This report summarises the key findings from the independent analysis that used a statistical model to provide a snapshot of voter perceptions to provide insight on what the FEO can do to build trust and confidence in elections, and what messaging can potentially encourage eligible voters to participate.

¹ Data analysis was conducted by Mr Nathan Whitmore.

It also looks at how voters prefer to receive information and what that means for future FEO outreach efforts. Finally, the report examines whether the levels of voter confidence in the electoral process seen in the 2024 VPS were linked to actual voter turnout in the 2022 General Election.

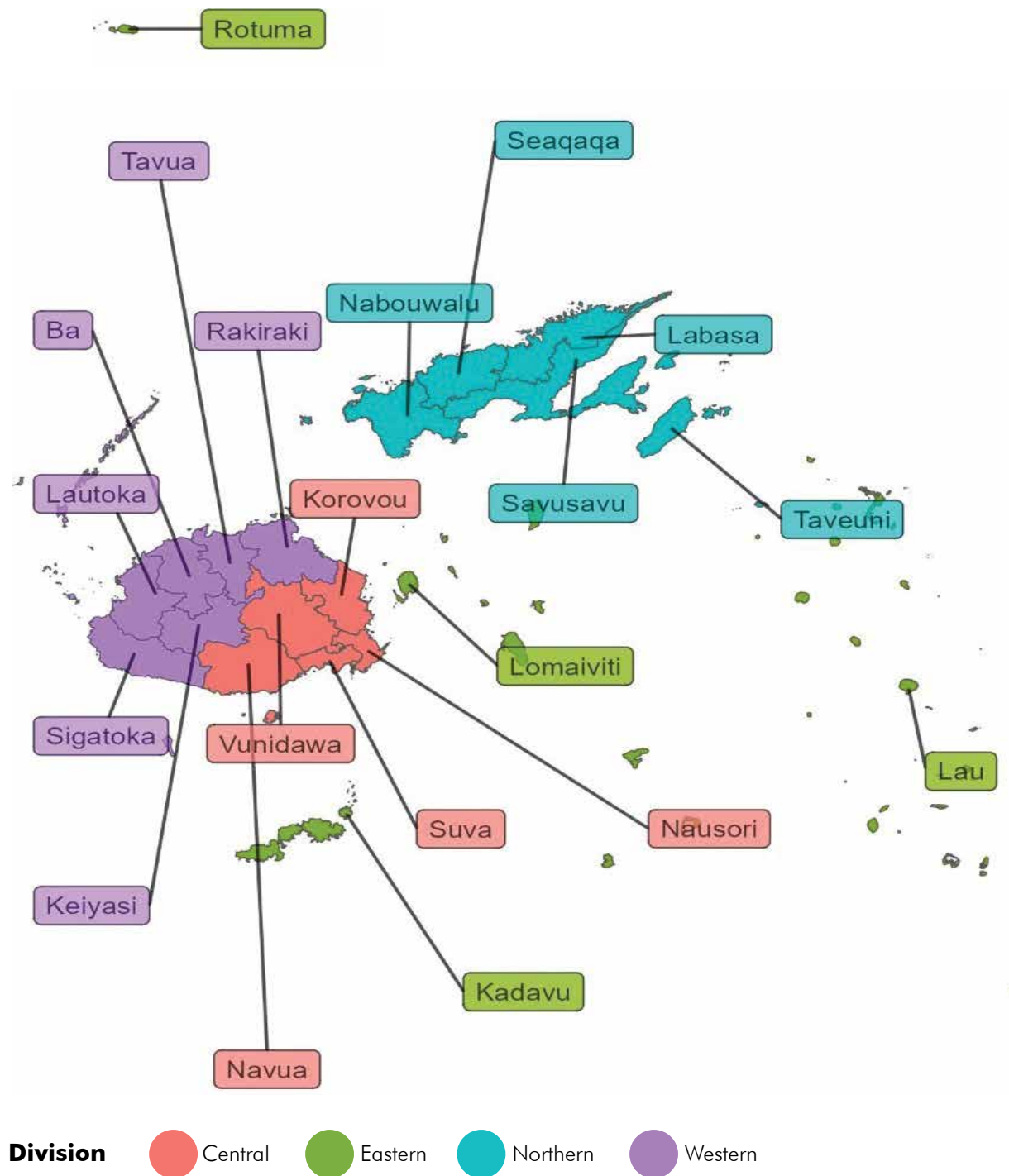


Figure 1: Map of the electoral areas in Fiji and their respective administrative divisions.

SUMMARY OF KEY FINDINGS

Civic Duty is a Key Motivator for Voter Participation

The survey found that a sense of civic duty plays an important role in whether people choose to vote. Whilst voter confidence and trust in the election process are important, this alone does not strongly predict whether someone will turn out to vote. This means that voters are more likely to participate when they feel a personal responsibility to do so rather than simply having confidence or trust in Fiji's electoral system.

Accessibility of FEO Services

On average nationwide, most (67.05%) people found FEO services to be "very accessible." However, satisfaction varied by region, with lower satisfaction in remote areas and among overseas voters. Individuals from rural areas and elderly voters also expressed lower satisfaction, particularly regarding physical accessibility to polling stations. A portion of voters reported challenges with accessibility, such as transportation issues, preventing them from voting.

Voters' Perspectives on the FEO

There is a high level of public confidence in the integrity of the election process and the FEO itself, although this confidence was not universal.

The main findings reveal that the public perception of the integrity of Fiji's election process is influenced both by the generally positive personal experience with the FEO's services, such as registration and polling, and by wider perceptions from external and social factors. This suggests that the FEO must continue to work to explain and address key public concerns about its role and mandate.

The quality of FEO services is mostly seen positively, though there are areas that can be improved regarding access to services, information, and logistical support for rural and overseas voters.

Why People Register to Vote

Voter registration in Fiji is influenced by a mix of practical and social factors. Many people register to vote because it provides them with an official form of identification, which can be useful for accessing services. A sense of civic duty is also a key motivator.

Family members and community leaders also have a strong influence, often encouraging or guiding people to register, especially in close-knit communities where personal relationships carry weight. Information from the FEO served as an additional motivating factor.

How Voters Get Information About Elections

Radio and TV are still the most trusted sources of electoral information across the country, though social media is increasingly important, including for remote areas like Rotuma and for overseas Fijians. While broadcasting dominates as the primary information channel, print media continues to maintain significant relevance among voters.

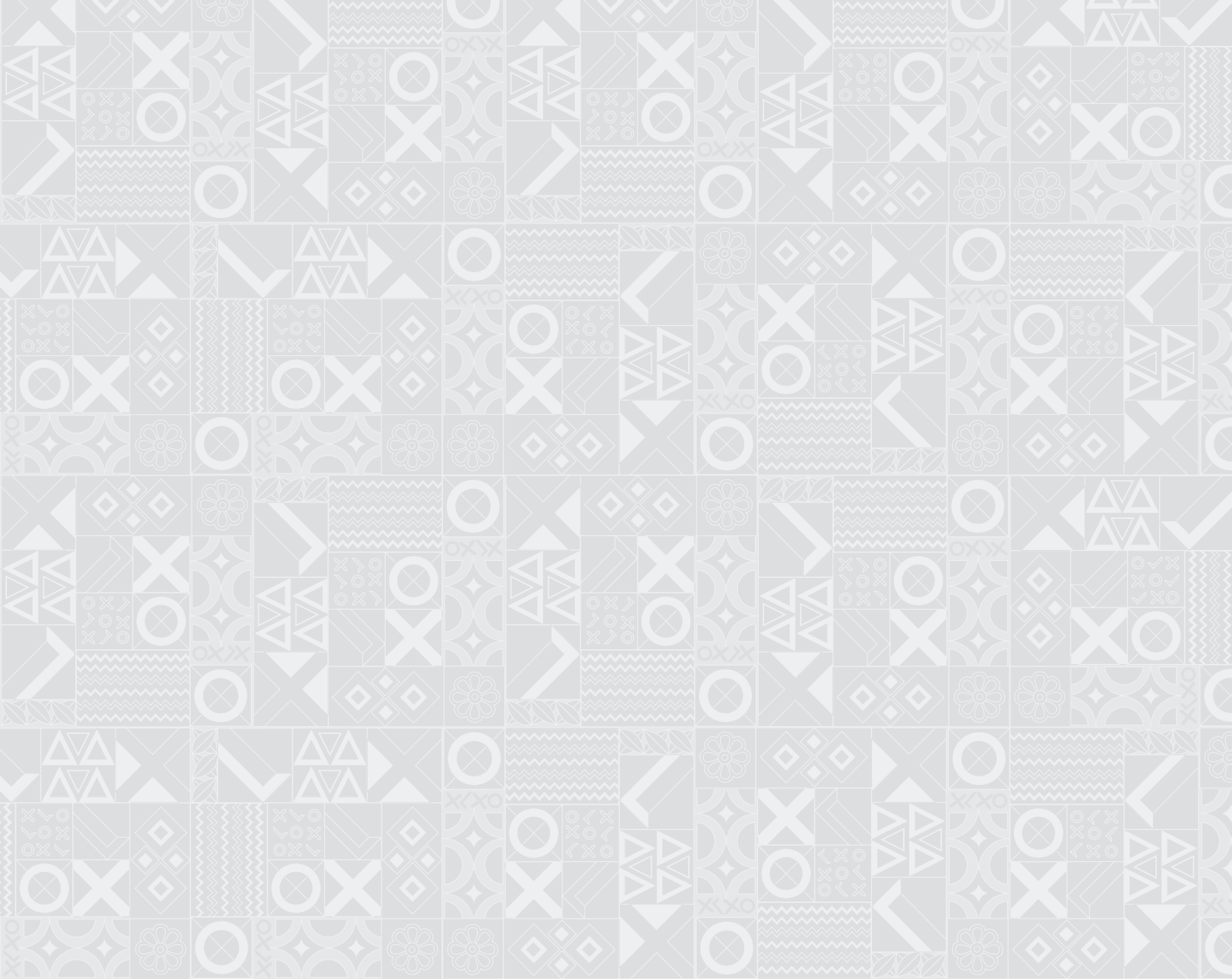
Turaga Ni Koro and Community Leaders

Turaga ni Koro and community leaders are particularly important when it comes to pre-polling and receiving information for early voting.

Postal Voting

Voters recognize the value of postal voting options, but many would benefit from enhanced educational materials about the process. Greater understanding of this voting mechanism would empower citizens to participate more confidently and utilize postal options with increased frequency.





Factors Influencing Voter Participation-Voter Turnout Analysis



FACTORS INFLUENCING VOTER PARTICIPATION

Voter Turnout Analysis

To better understand what influences voter participation, an analysis was carried out to see if there was a link between voter confidence in the election process, measured in the 2024 FEO VPS, and actual voter turnout in the 2022 General Election. The goal was to explore the connection between confidence in the electoral process and actual voter turnout.

Key findings were:

- **Voter confidence in the electoral process alone was not a strong predictor of voter turnout:** The analysis showed that voter turnout was not strongly linked to how confident people felt about the integrity of the electoral process. Instead, turnout was more closely connected to whether voters felt a sense of civic duty, believing voting is a personal responsibility.
- **Link between voter turnout and civic duty:** When looking into electoral areas within the administrative divisions, there was a relationship (although not definitive) between voter turnout and civic duty (Figure 4). Individuals who said they registered because of civic duty were more likely to vote—their chance of voting rose from an average of 59% to 76%.
- **Overseas voters had lower voter turnout, but there is a high sense of civic duty:** Voter turnout by overseas voters was very low (6.9%) (Figure 2). Counterintuitively, the highest civic duty was reported by overseas survey respondents despite their low voter turnout, while the lowest civic duty was reported in Keiyasi (Figure 3). Voting from overseas involves more steps and effort on the part of the voter, which means those who did vote likely felt a strong sense of civic duty. This insight is important. It shows that appealing to that same sense of responsibility could help encourage more overseas Fijians to take part in future elections. Simplifying this process is also an important step for the FEO.
- **Turaga ni Koro and community leaders have particular importance when it comes to pre-polling:** These community leaders have particular significance when it comes to receiving information on pre-polling. When considering pre-polling voters (8.9% of respondents), the survey shows that overall, respondents were mainly informed by the FEO awareness programs (6.0%) and to a slightly lesser extent by Turaga ni Koro's or community leaders (5.4%). A reasonable number of respondents wanted to vote but could not for issues relating to accessibility (e.g., lack of transport, work commitments, etc.).

- **Participation in the last election: 11.5% of participants did not vote in the previous election as they were not registered:** As 63% of these respondents were aged between 18–20 years at the time of the survey, we can conclude that most of these people were not eligible to vote in 2022 (as they were underage). Of the remaining who were eligible to vote, only a small fraction of people appeared disinterested in voting, with the majority wanting to vote but being impeded by access issues.
- **There is a clear need for postal voting, but people will benefit from more information and easier access to postal voting:** Postal voting: Only 1.9% of respondents said they used postal voting. The majority who did use it were mainly informed by the FEO awareness programs (1.5%) and, to a lesser extent, social media (0.7%).

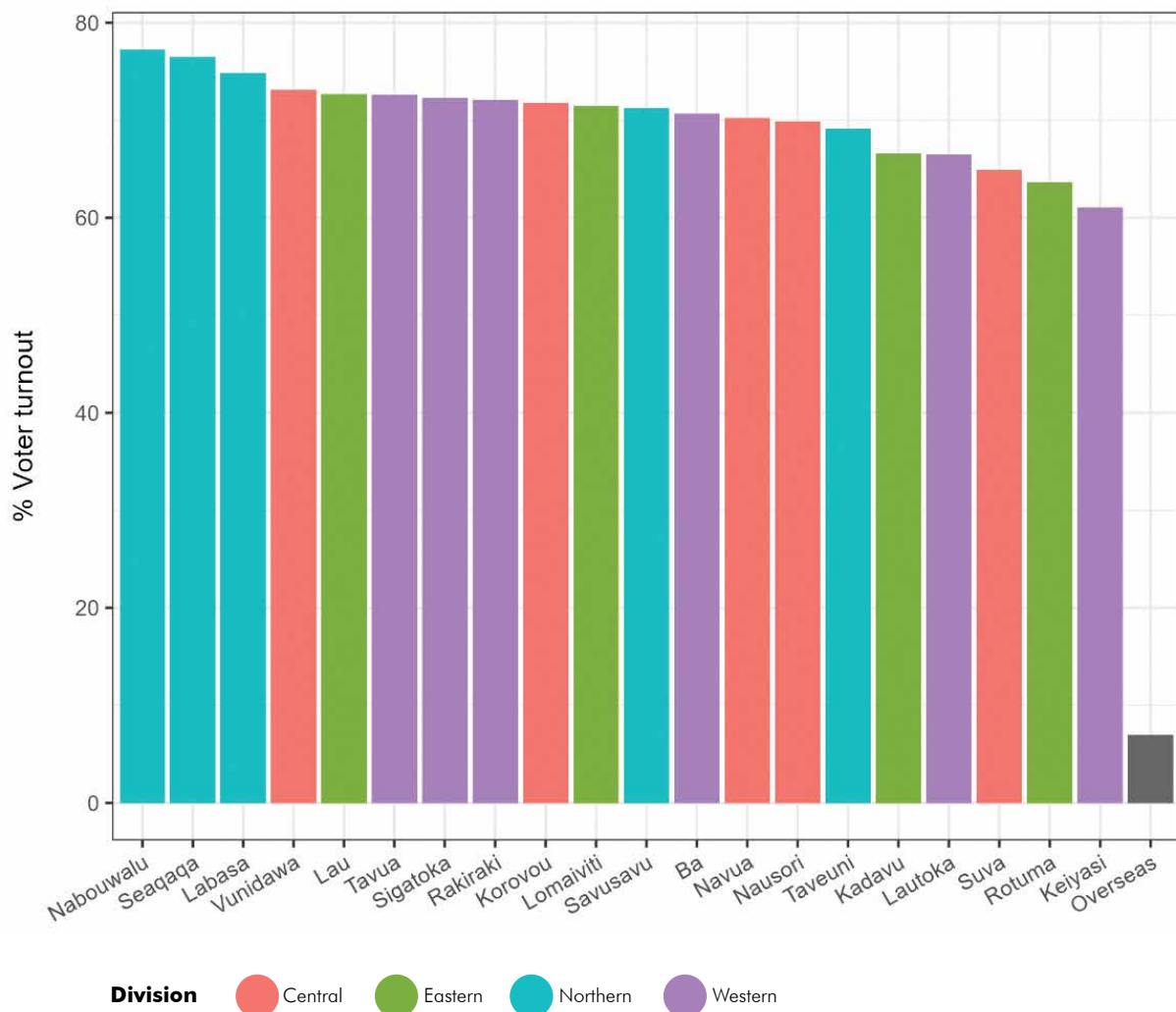


Figure 2: The relationship between voter turnout and civic duty (Q7) across electoral areas and administrative divisions.

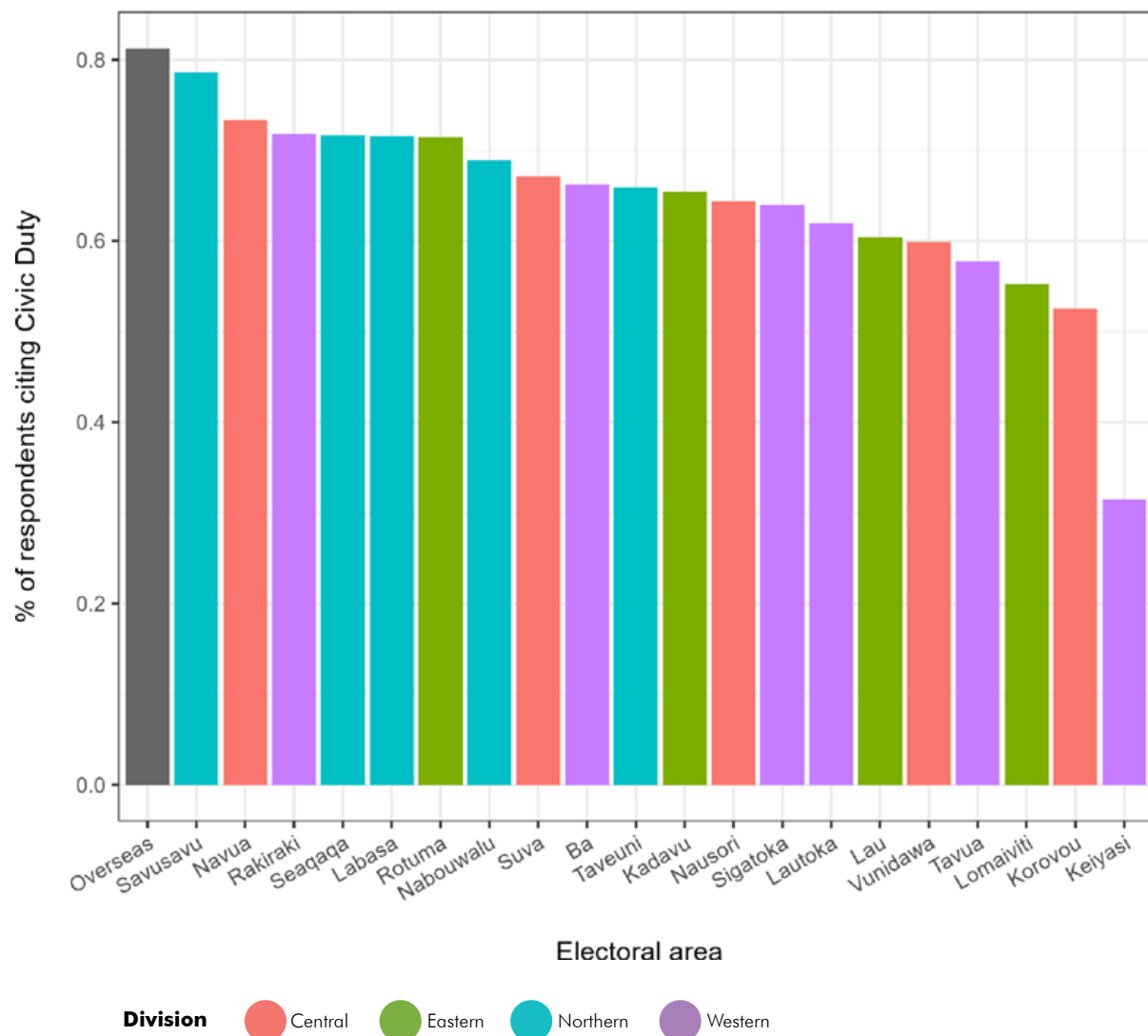


Figure 3: Voter turnout by electoral area and administrative division.



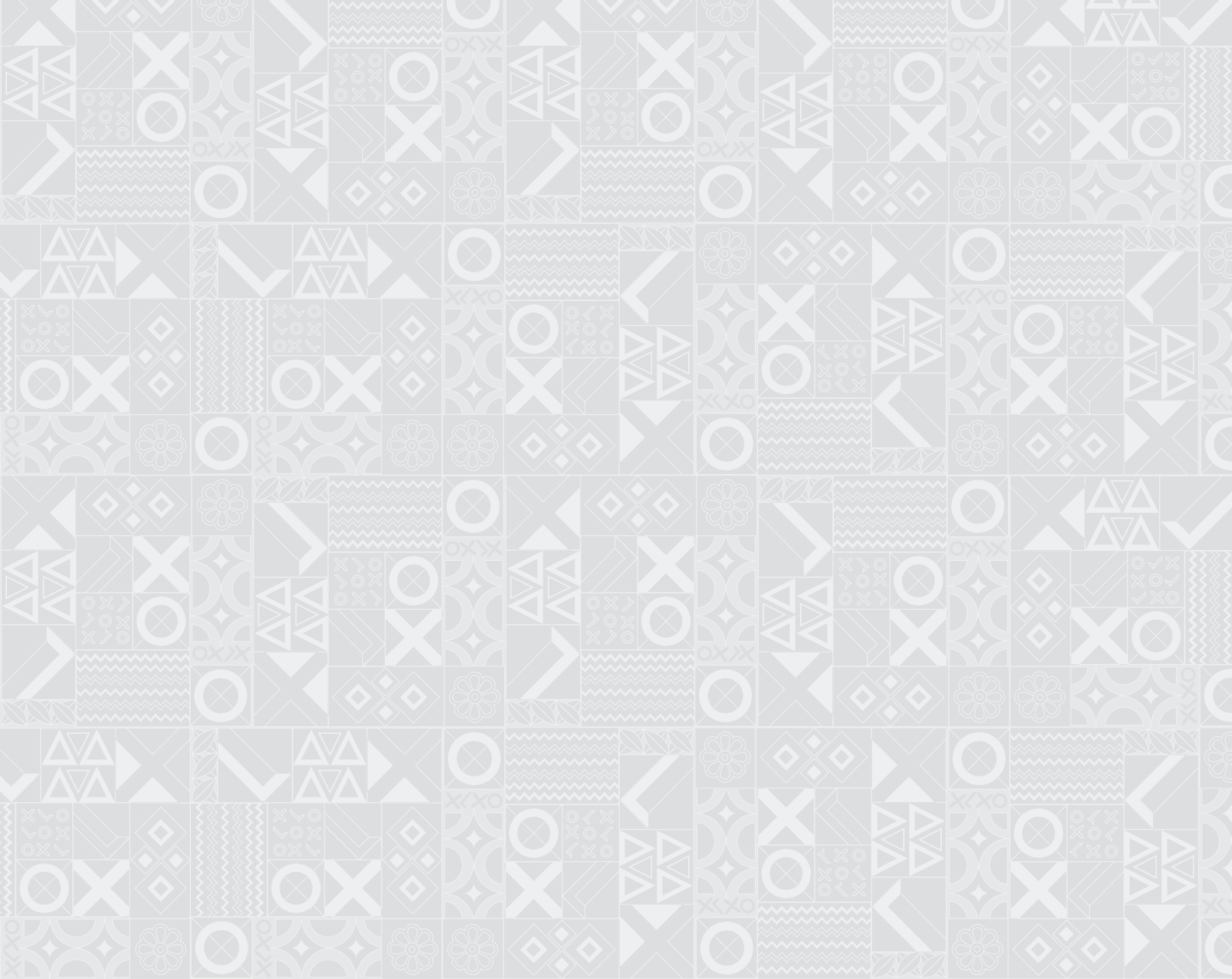
Figure 4: Civic duty (response to Q7) by electoral area and administrative division.

Overall Findings on Voter Turnout

The question of what drives voter turnout is a complex one. The FEO VPS provided some key insights:

- **Perceptions of civic duty play a significant role in motivating citizens to vote:** Voter confidence alone was not a strong predictor of voter turnout; perceptions around civic duty were more closely linked to motivation to vote.
- **Campaigns that emphasise civic duty could boost participation:** Public awareness and outreach efforts that focus on the importance of voting as a civic responsibility may be especially effective in encouraging people to vote. By tapping into the values and beliefs people already hold about contributing to their country and community, these campaigns may inspire more people to take part in future elections.
- **Low Turnout Among Overseas Voters Despite Strong Civic Beliefs:** Although many overseas Fijians reported feeling a strong sense of civic duty, turnout among this group was very low—just 6.9%, compared to 69% in Fiji. This gap suggests that practical barriers, such as access to voting facilities or difficulties in getting information, may have prevented them from voting. Additionally, the survey’s online format may have attracted respondents who were already more engaged or interested, meaning their responses might not fully reflect the broader overseas voter population. This highlights a need to continue to improve understanding of, and address the specific challenges faced by Fijians living abroad.
- **Further study on voter motivation is needed:** To improve voter turnout in Fiji, future surveys will continue to explore and gain a deeper understanding of the social factors that influence electoral participation. Exploring motivations such as a sense of civic duty, altruism, social belonging, and the desire for social approval can provide valuable insights into why people choose to vote or abstain. By capturing these social dynamics, the FEO can design more targeted and resonant voter engagement strategies that encourage broader participation.





Listening to Voters: How They Engage and Where They Get Information



LISTENING TO VOTERS:

How They Engage and Where They Get Information

The survey contained key questions that provide a baseline for evaluating the FEO's current and future performance. These questions focused on the accessibility of services, perceptions of fairness and transparency, and overall confidence in the electoral process.

Accessibility of FEO Services

Question 37: How accessible do you find the FEO's services (e.g., voter registration and polling information)?

Result: 67.05% (national average) of respondents rated the FEO's services as "**very accessible**" (margin of error $\pm 0.79\%$).

Most respondents reported high satisfaction with the accessibility of services provided by the FEO.

The Western Division was notable for reporting high rates of accessibility, while the Northern Division and overseas residents reported lower rates of accessibility (Figure 5).

Satisfaction with the accessibility of voter services was lower in rural areas. The lowest levels of satisfaction recorded (in ascending order) were recorded from Savusavu, Nabouwalu, and Seaqaqa, with slightly lower satisfaction from overseas voters (Figure 6).

When electoral areas were further separated by geographic type, smaller and more remote settlements appeared to have a lower level of satisfaction than larger, less remote locations (Figure 7).



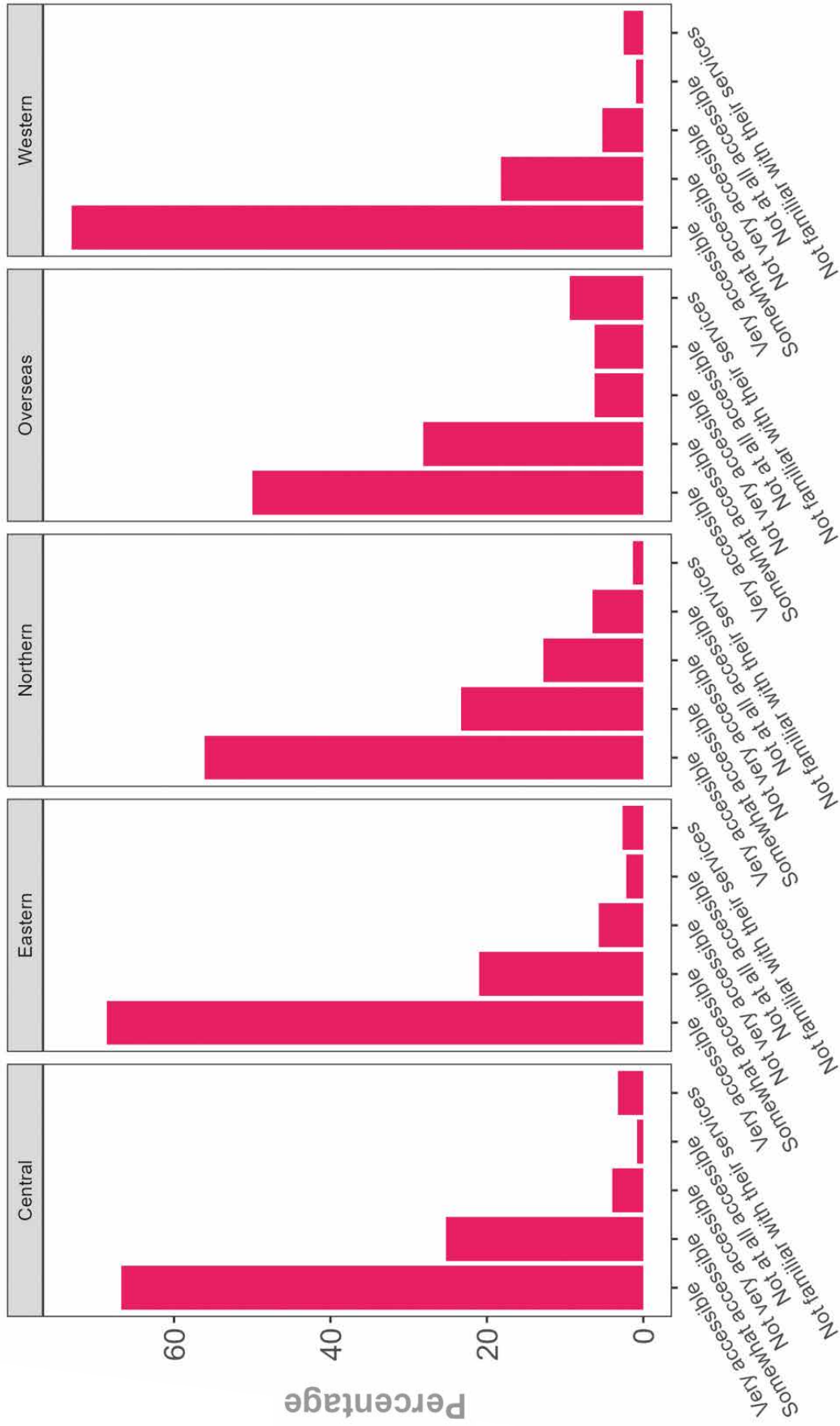


Figure 5: Responses to Question 37: "How accessible do you find the FEO's services?"
Disaggregated by administrative division.

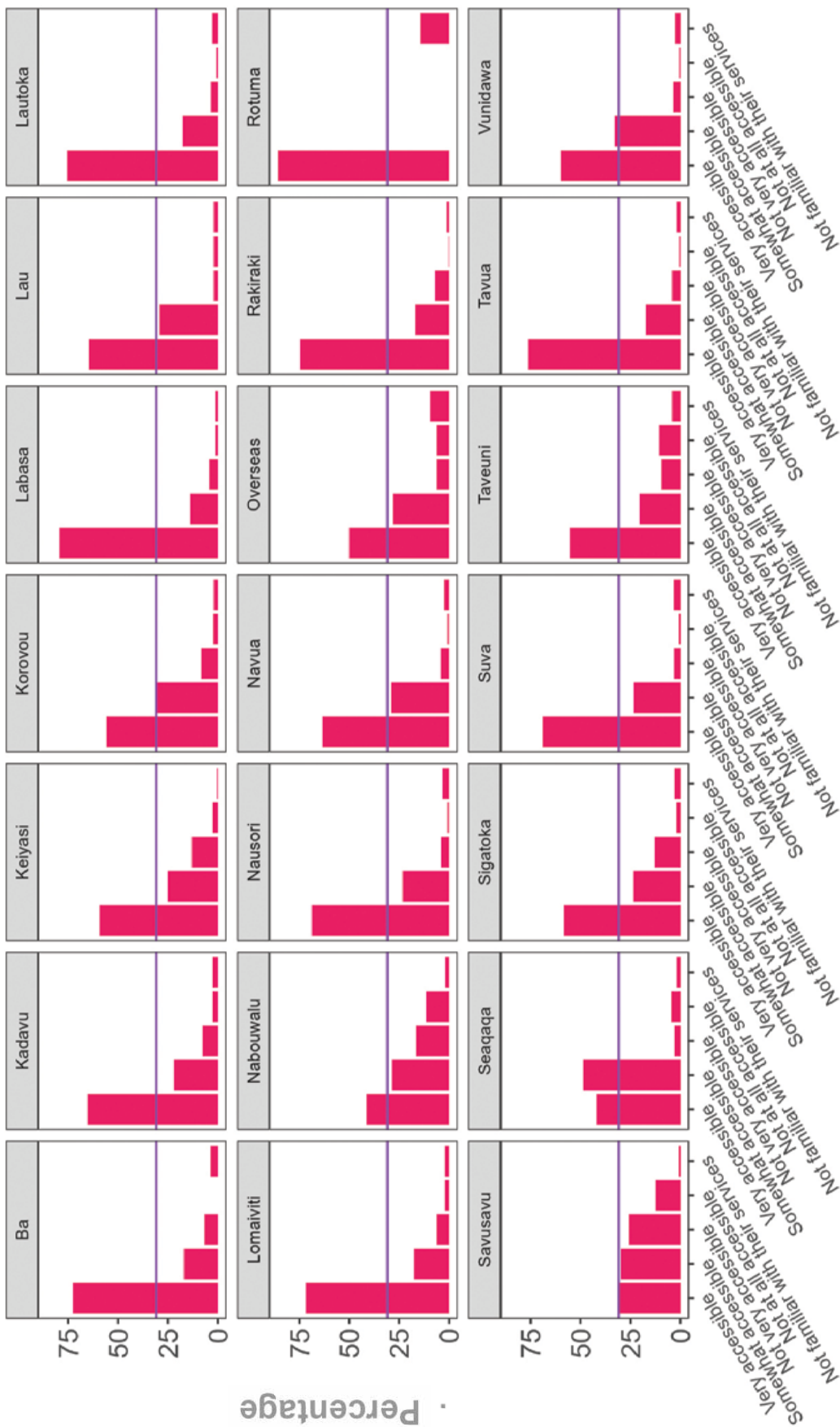


Figure 6: Responses to Question 37: “How accessible do you find the FEO’s services?”
Disaggregated by electoral area. Key: purple line = lowest positive response.



Figure 7: Responses to Question 37: “How accessible do you find the FEO’s services?”
Disaggregated by electoral area and habitation type. Key: blank areas = no data

Where Voters get Information

The FEO considered it essential to determine whether voters residing in different divisions and electoral areas demonstrate varying preferences for information sources. This issue was examined in question 34.

Question 34: What source of news and information do you consider most trustworthy?

The findings reveal:

- **TV and radio remain predominant information sources, with the importance of social media growing:** Overall, respondents got information from TV (70.5%), radio (70.1%), social media (30.4%), and newspapers and magazines (23.9%).

Most respondents, regardless of the electoral area, get much of their electoral information from radio and TV, although in differing proportions (Figure 8). Citizens in remote places like Rotuma and Fijians living overseas gain a large amount of information from social media, which plays a much larger role as a primary source of information.

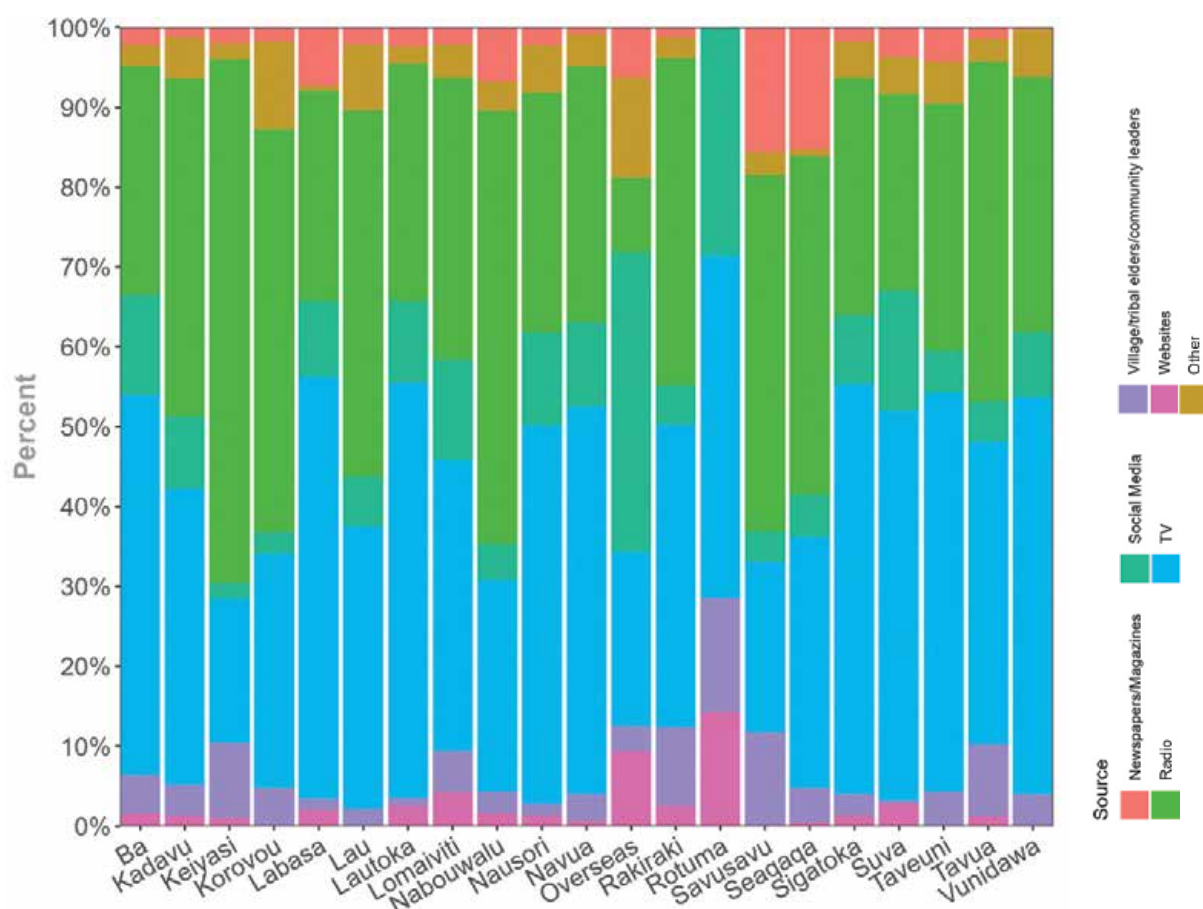


Figure 8: The percentage of responses from Question 34: “What source for news and information do you consider most trustworthy?” Disaggregated by electoral area.

- **Print media (newspapers and magazines) remain essential and are also a contingency means of communication:** In times of power or digital outage, these traditional means of communication have the clear advantage; non-electric and non-digital sources of information are reliable in remote areas with limited access to services.

Whilst newspapers and print media are important, the survey showed that no one from Rotuma mentioned getting information from newspapers or magazines, suggesting this method doesn't work well in this remote location.

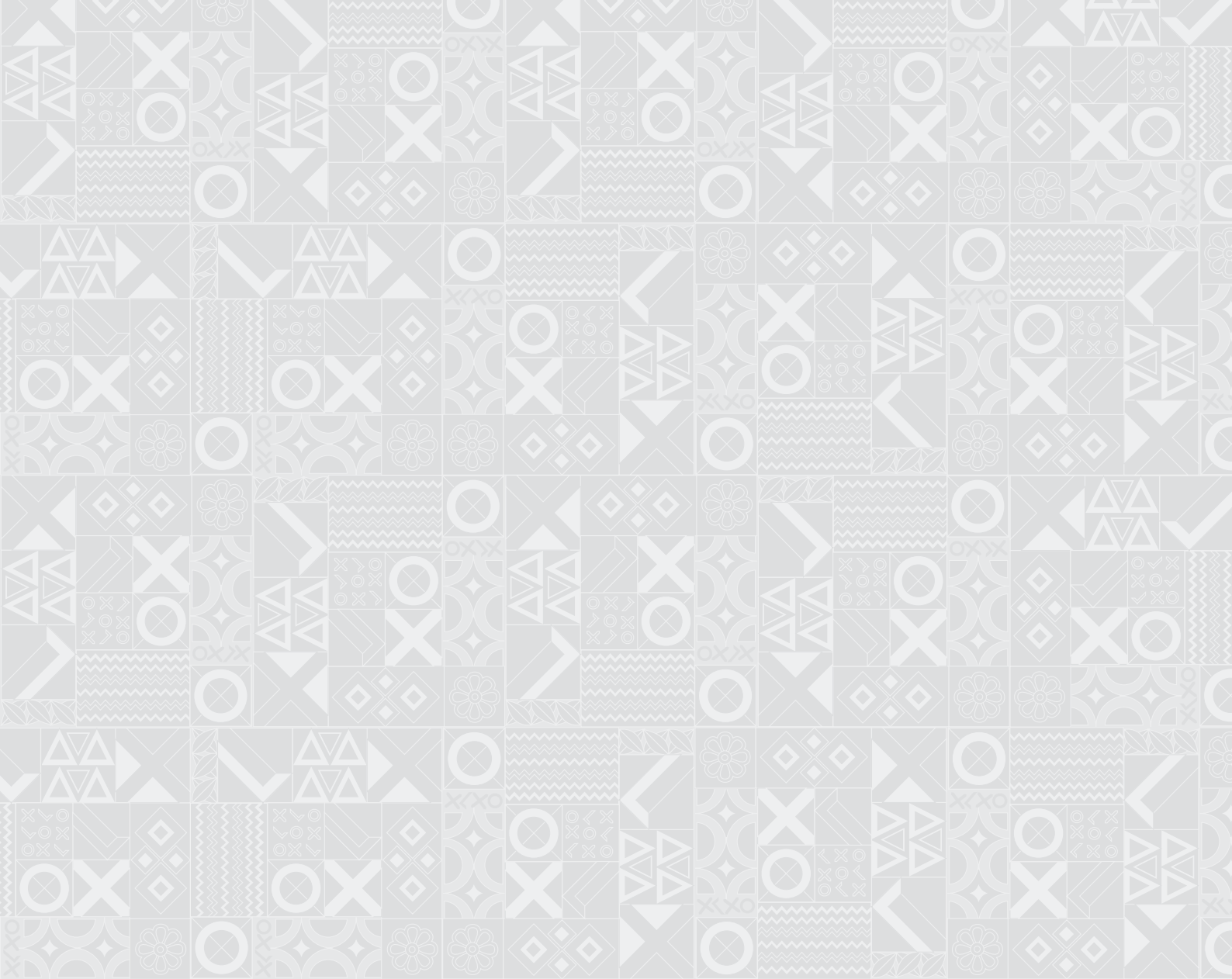
Based on these findings, the differences highlight the need for the FEO to tailor its information strategies to the preferences and communication habits of each community in different areas of Fiji. The data also shows that most voters rely on multiple sources of information, so using a mix of channels can help to reinforce key messages and ensure more expansive reach.

Factors Influencing Voter Registration

- **Voter registration is motivated by the need to obtain an ID card:** 63.8% of participants mentioned that they registered due to civic duty, while 62.5% of participants mentioned registering in order to obtain an identity card.
- **Family and friends have a strong influence on voter registration:** While a large proportion of respondents were self-motivated to register (32.0%), the main external groups with influence were family (43.3%), friends (31.5%), and information provided by the FEO (30.5%).







Voter Perspectives on The Fijian Elections Office



VOTER PERSPECTIVES ON THE FIJIAN ELECTIONS OFFICE

The survey revealed a moderately high level of public confidence in the integrity of the election process and the FEO itself, although this confidence was not universal.

Regarding satisfaction with the way the FEO conducts and organises elections in a fair, transparent, and impartial manner, the Western Division was notable for reporting high rates of satisfaction, while the Northern Division and overseas residents reported lower rates of satisfaction. The lowest satisfaction levels were reported (in ascending order) by overseas voters, and in the electoral areas of Taveuni, Savusavu, Nabouwalu, and Seaqaqa.

Lower levels of satisfaction were more common when participants were asked about confidence in the fairness and accuracy of the electoral process and in the FEO's ability to deliver elections in a fair, transparent, and impartial manner. This suggests that the perception of the FEO extends beyond its simple delivery of electoral services, and this wider perception is less positive.

The voting method used in the 2022 General Elections (postal, election-day, pre-poll) did not impact perceptions of election integrity. Demographics linked to age and sex also had little impact on perceptions of election integrity.

Confidence in Election Integrity

Question 38: How confident are you in the fairness and accuracy of the electoral process?

Result: 55.15% (national average) were "very confident" (margin of error $\pm 0.83\%$).

Key Insights:

- The confidence levels for accessibility (Q37) and fairness (Q40) were between the responses to these two questions (Figure 9).
- At the divisional level, confidence was highest amongst voters in the Western Division and lowest amongst voters registered overseas and in the Northern Division. The lowest confidence levels were reported (in ascending order): Korovou, Savusavu, Seaqaqa, Taveuni, and Nabouwalu (Figure 10).
- Responses to this question reflected a mix of positive personal experiences (Q37) and broader concerns about fairness and transparency (Q40).

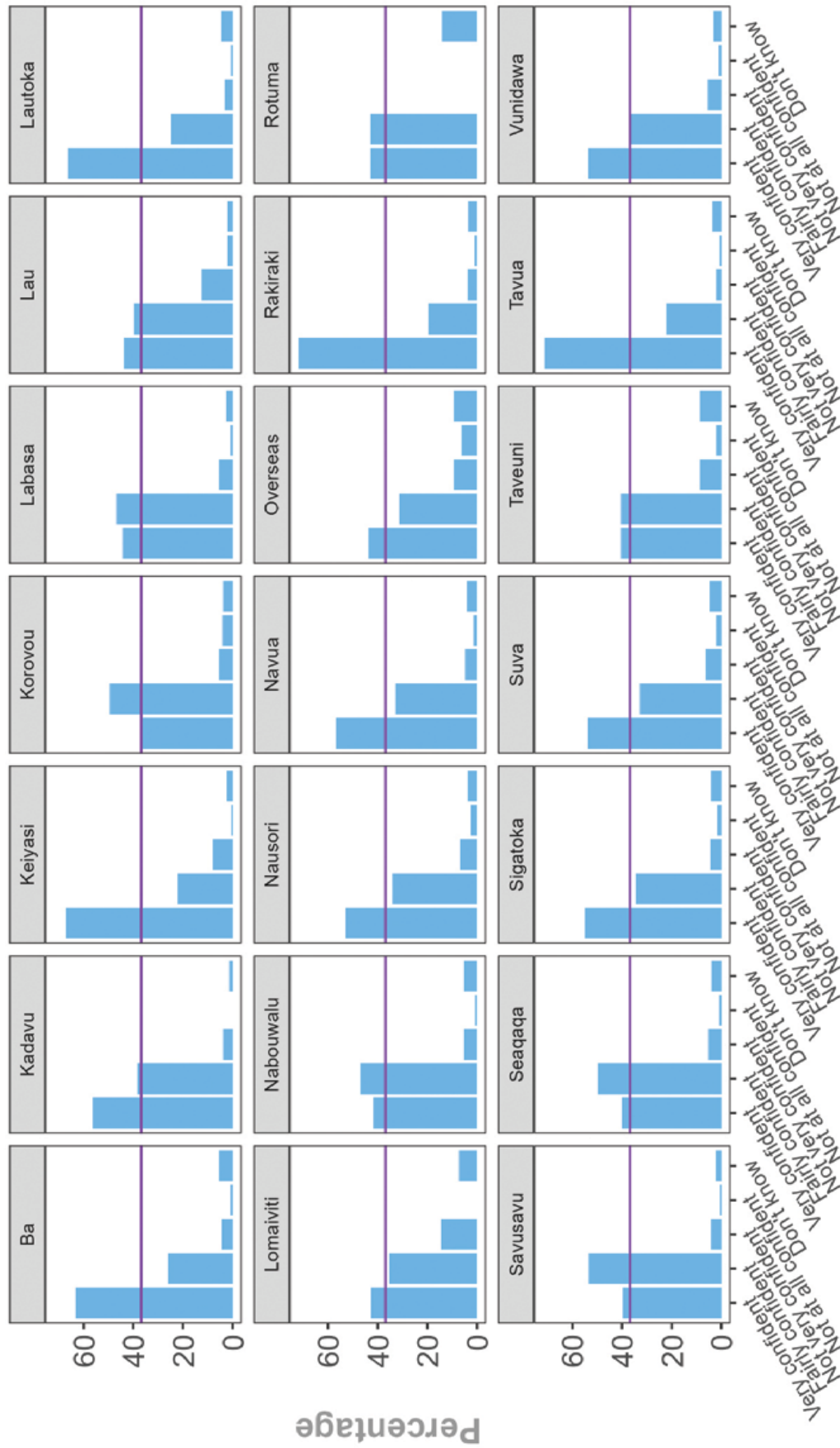


Figure 9: Responses to Question 38: "How confident are you in the fairness and accuracy of the electoral process?" Disaggregated by electoral area.
Key: purple line = lowest positive response.

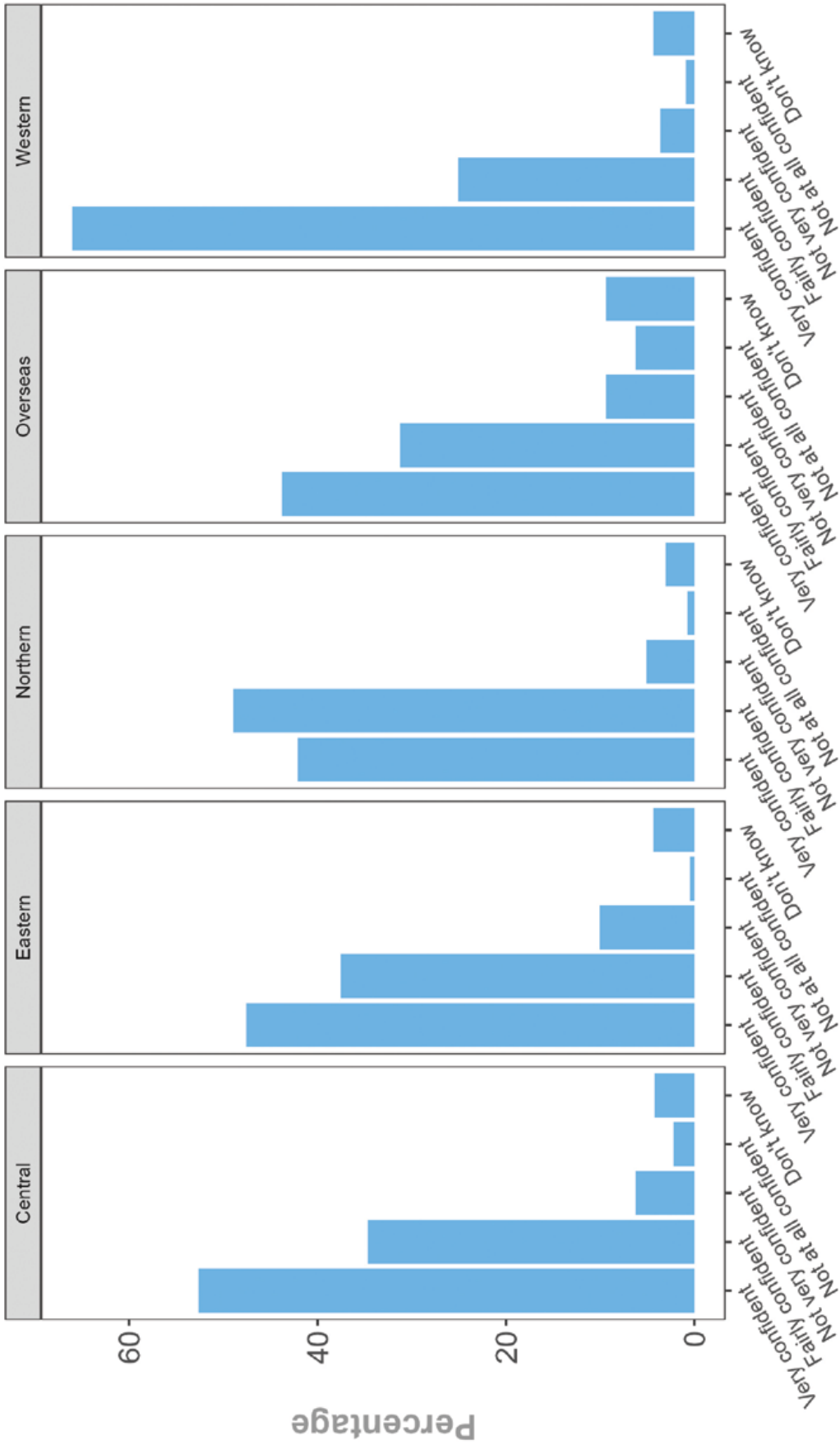


Figure 10: Responses to Question 38: "How confident are you in the fairness and accuracy of the electoral process?"
Disaggregated by administrative division.

Perception of Fairness and Transparency

Question 40: Overall, do you agree or disagree that the FEO conducts elections in a fair, transparent, and impartial manner?

Result: 50.49% (national average) strongly agreed (margin of error $\pm 0.84\%$).

Key Insights:

- Satisfaction with the FEO's fairness and transparency was lower than satisfaction with accessibility (Q37).
- Similar to Q37, electoral areas differed in terms of their levels of satisfaction.
- Like the previous question, the Western Division was notable for reporting high rates of satisfaction, while the Northern Division and overseas residents reported lower rates of satisfaction (Figure 12). The lowest levels of satisfaction were reported (in ascending order): by overseas voters, and in the electoral areas of Taveuni, Savusavu, Nabouwalu, and Seaqaqa (Figure 11).
- Lower levels of satisfaction were more prevalent in Q40 than Q37, suggesting that perceptions of the FEO's fairness go beyond its ability to deliver services and are influenced by broader or external factors.

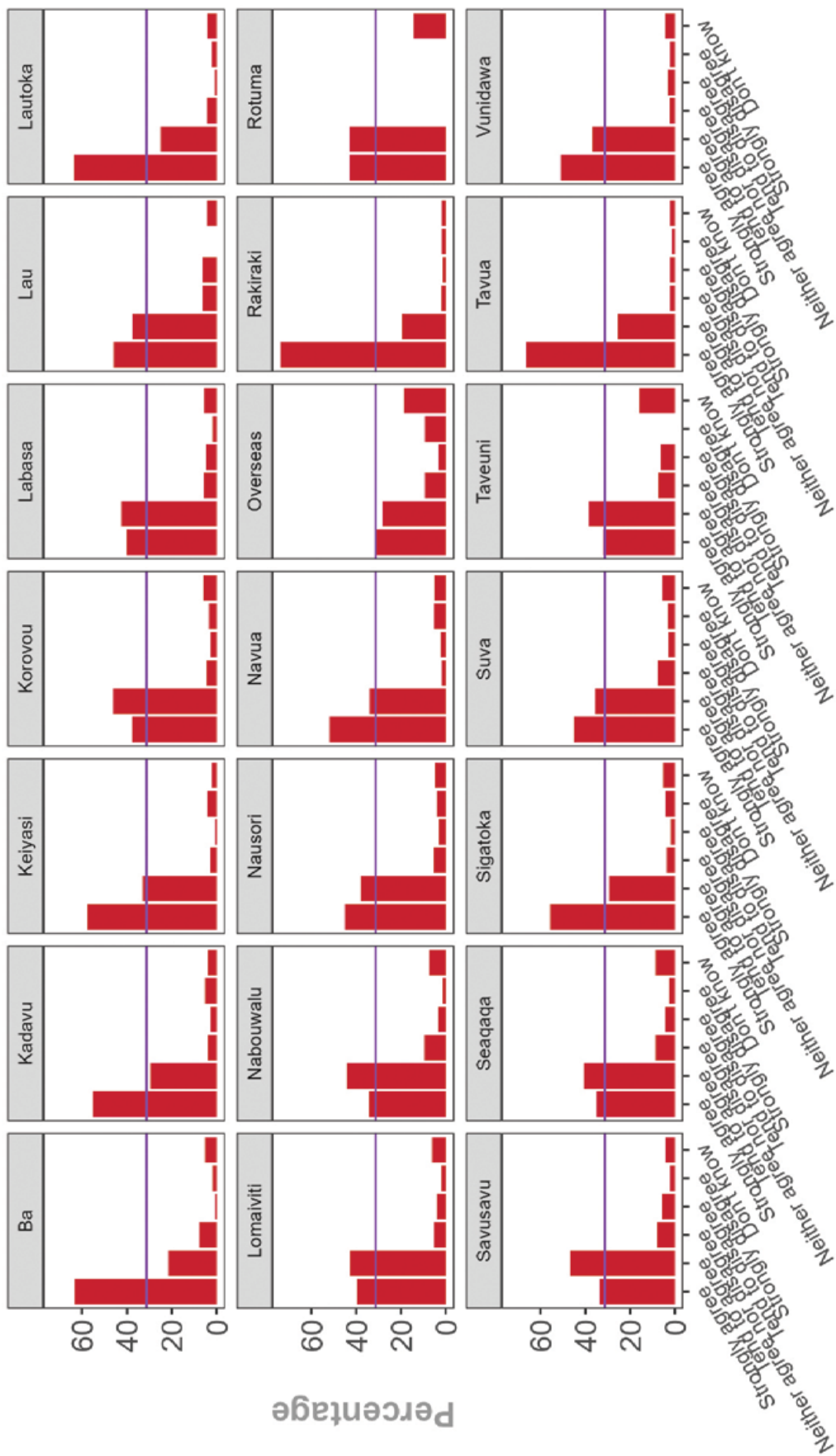


Figure 11: Responses to Question 40: “Overall, do you agree or disagree that the FEO conducts elections in a fair, transparent, and impartial manner?”
Disaggregated by electoral area. Key: purple line = lowest positive response.

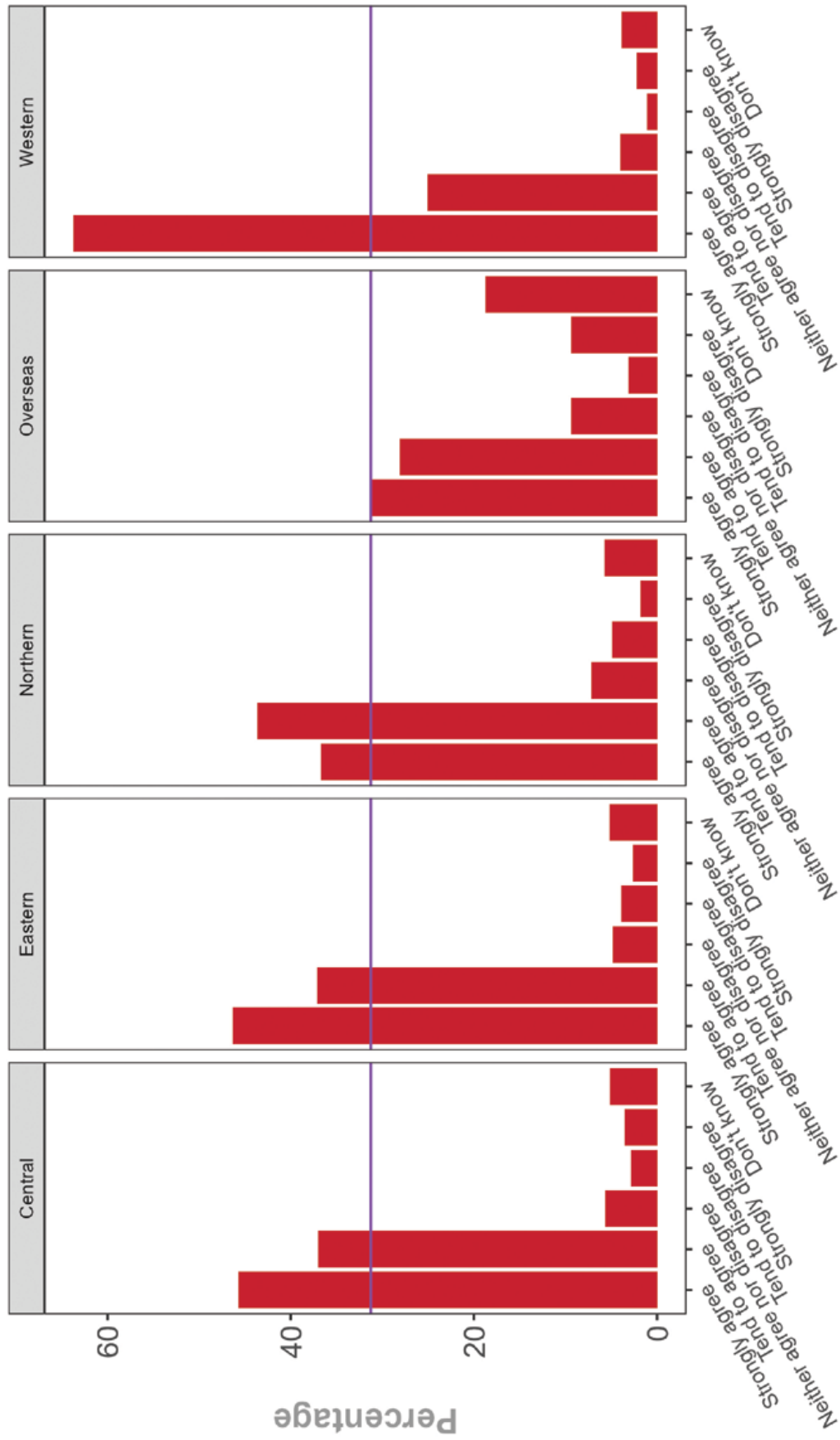
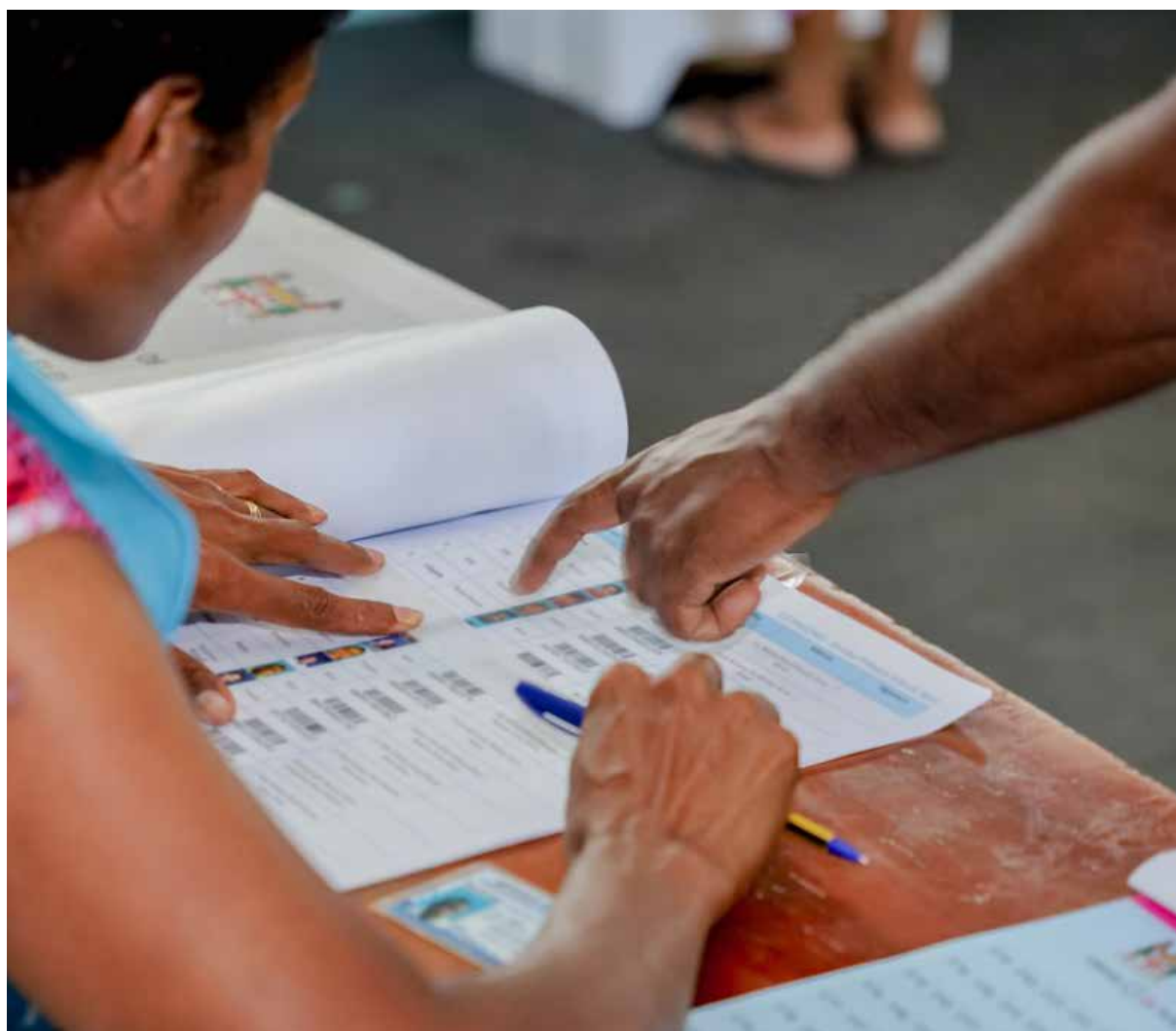
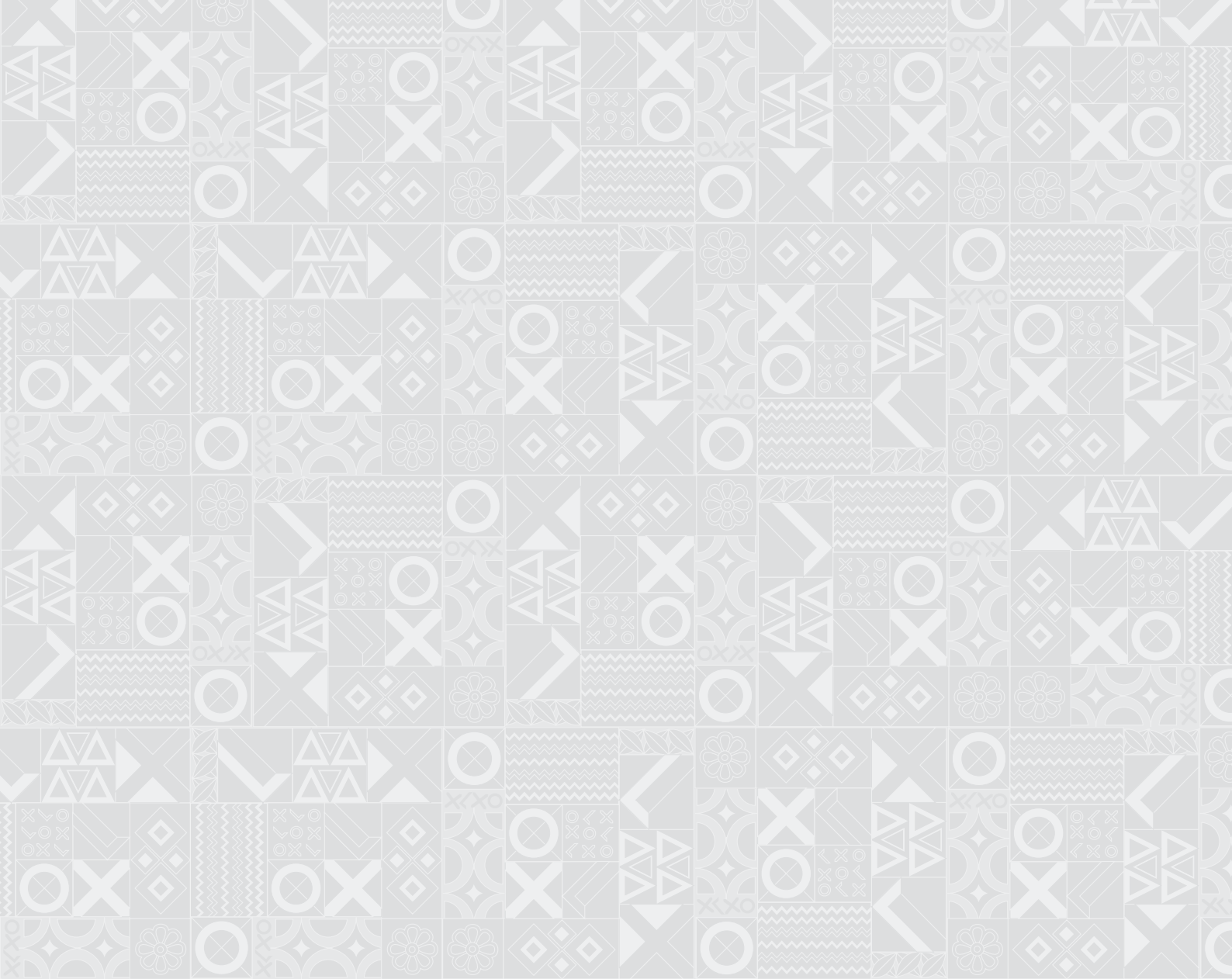


Figure 12: Responses to Question 40: "Overall, do you agree or disagree that the FEO conducts elections in a fair, transparent, and impartial manner?" Disaggregated by administrative division.

Overall Findings on Confidence and Credibility

- **Composite Perceptions:** Confidence in election integrity (Q38) is influenced by both satisfaction with the FEO services (Q37) and perceptions of fairness and transparency (Q40).
- **External Factors:** The more negative perceptions of fairness (Q40) suggest that social or external influences, beyond a voter's experience of the FEO (registering, voting, etc.), broader perceptions of the institution are less favourable and may negatively affect the FEO's reputation. Continuing to advance transparency and understanding about the FEO and its mandate, strengthening the FEO's public image, and addressing these external challenges will be important to building greater trust in future elections.





Recommendations



RECOMMENDATIONS

1. Voter Turnout

The FEO VPS showed that perceptions of civic duty will likely play a significant role in determining whether a citizen will vote. Based on current information, voter turnout might be improved through civic education and outreach campaigns that advocate for and appeal to civic duty. This could be explored further in future surveys that investigate the social drivers of voter turnout in Fiji (e.g., duty, altruism, belonging, and social approval) to better inform future FEO outreach programs.

Interestingly, overseas respondents had a particularly low voter turnout but recorded the highest levels of civic duty. Further analysis may be required to better understand the drivers of overseas voter turnout. Nevertheless, specific attention will be given by the FEO to improving access to voting for Fijians overseas. Outreach efforts could also appeal to the high levels of civic duty recorded to further increase and improve voter turnout for this specific group.

To address these findings, the FEO will consider the following actionable recommendations:

- **Civic Duty Campaign:** Develop and implement campaigns that emphasise the importance of civic duty. These campaigns should highlight the role of voting in strengthening democracy and community well-being. By appealing to voters' sense of duty and responsibility, the FEO can potentially increase voter turnout, as this seems to be a significant motivating factor in voting.
- **Targeted Outreach for Overseas Voters:** Address the specific barriers faced by overseas voters. Simplifying the voting process for overseas citizens where possible, providing clear and accessible information, and offering support through consulates and embassies can help mitigate the hurdles they face.
- **Future Survey Design and Targeted Surveys:** Design future surveys to explicitly investigate the social drivers of voter turnout. By including questions that explore factors such as duty, altruism, belonging, and social approval, the FEO can gain deeper insights into what motivates voters and tailor its outreach efforts accordingly. For overseas voters, a specific survey could be conducted to better understand patterns and needs to motivate and increase participation.

2. Engagement and Awareness

Awareness Campaigns aimed at improving voter knowledge and access of FEO's services can be conducted. This initiative will address any lack of understanding and ensure voters are well-informed and confident in the electoral process. Considering the intersectionality between access to services and information and the perception of integrity in the electoral process, these campaigns will be necessary for fostering a transparent and trustworthy electoral environment.

Such campaigns will likely be most effective if designed with the underserved groups and newly eligible voters in mind. Emphasis may be placed on the communication preferences of these different groups when designing materials. For instance, younger voters may prefer digital platforms like social media, while older voters might respond better to traditional media like radio and print. Tailoring the campaign to meet these preferences will ensure the message reaches a broader audience and resonates more effectively.

Additionally, campaigns could include interactive and engaging content that encourages voter participation and education. Workshops, webinars, and community events can be organized to provide hands-on experience with the voting process and FEO services. These events can also serve as platforms for addressing voter concerns and questions, thereby building a more informed electorate.

Furthermore, collaboration with community leaders and local organizations can amplify a campaign's reach and impact. These partnerships can help disseminate information more effectively and culturally sensitively. Community leaders can act as trusted voices, reinforcing the campaign's messages and encouraging voter engagement within their communities.

Finally, it would be essential to evaluate the campaign's effectiveness regularly. Surveys and feedback mechanisms should be implemented to assess voter awareness and confidence levels. This data can then be used to refine and improve the campaign, ensuring that it remains responsive to the electorate's needs and preferences.

3. Service Delivery

The FEO can continue to strengthen its operational efforts to improve access, voter information, and logistics, particularly for rural communities, overseas citizens, people with disabilities, and elderly voters in remote areas.

Special emphasis can be placed on improving services in the Northern Division, as well as expanding access for Fijians living abroad. Communication strategies should be tailored to reflect provincial differences in preferred information sources, ensuring that messages are delivered through the most effective local channels.

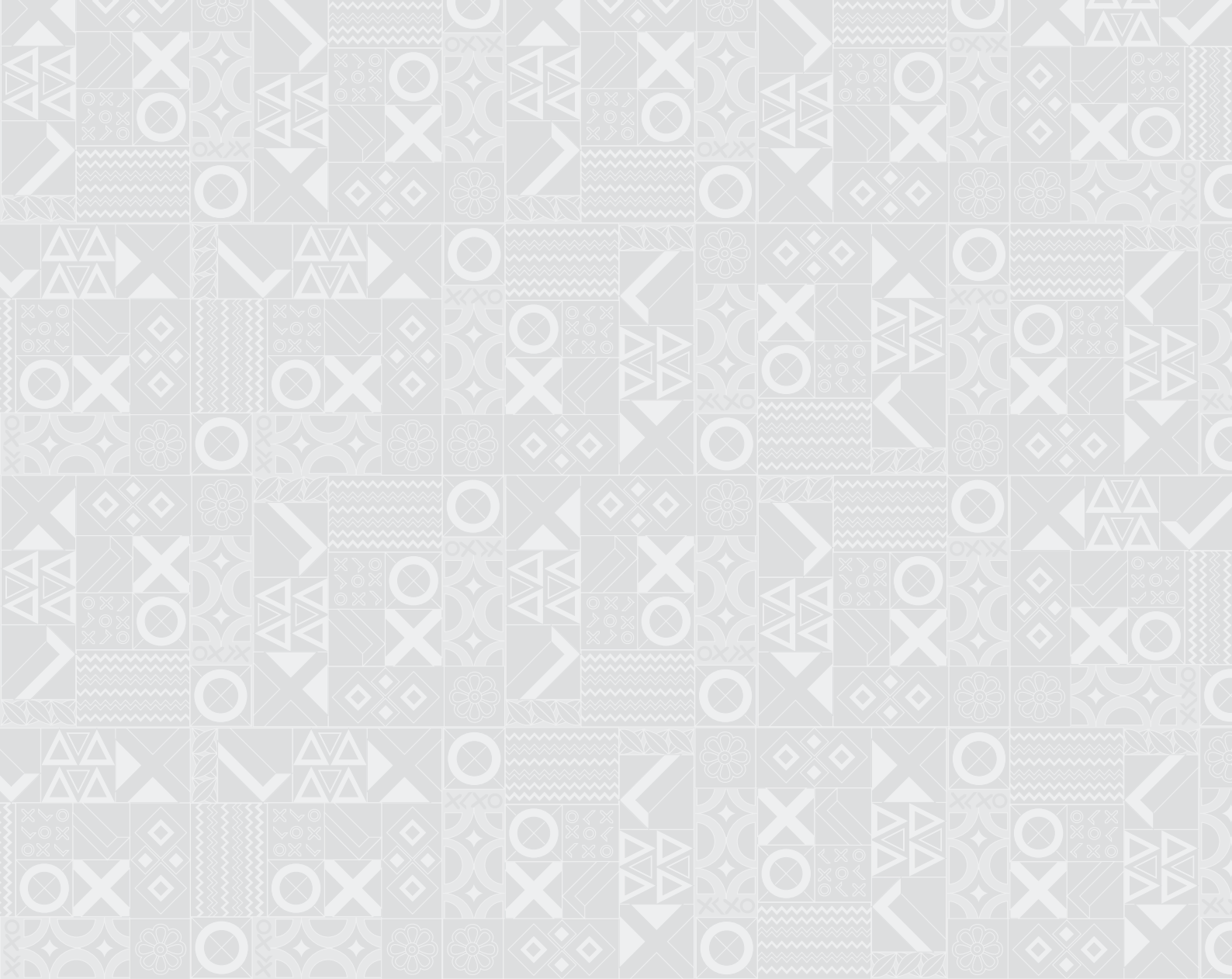
However, it is essential that voter information is timely, clear, and accessible to all groups, including those with varied language, literacy, and accessibility needs.

Likewise, outreach and logistical planning for future elections should be comprehensive and begin as early as possible, with expanded coverage and longer timelines to maximise voter awareness across all regions.

4. Public Perception

The FEO should examine ways to enhance its public image and increase confidence. This would likely be accomplished by continuing to improve transparency, implementing and communicating initiatives addressing key public concerns, ensuring officials of all levels continue to adhere to the FEO's code of conduct, and strengthening the FEO's public image.





Conclusion



CONCLUSION

The 2024 VPS provides valuable insights into Fijian voters' attitudes, experiences, and satisfaction with the electoral process and the FEO. It highlights areas of strength, such as the accessibility of services for many respondents, while also identifying key challenges and opportunities for improvement.

The findings reveal a moderately high confidence level in election integrity, though this confidence is not evident in all areas. External factors, as well as regional and demographic differences, play a key role in shaping perceptions of the FEO and its services. Participants from the rural and remote areas of Taveuni, Savusavu, Nabouwalu, and Seaqaqa, along with overseas citizens, consistently reported lower levels of satisfaction. Additionally, the reliance on different communication channels, such as social media in remote and overseas locations versus TV and radio in other provinces, underscores the need for tailored communication strategies.

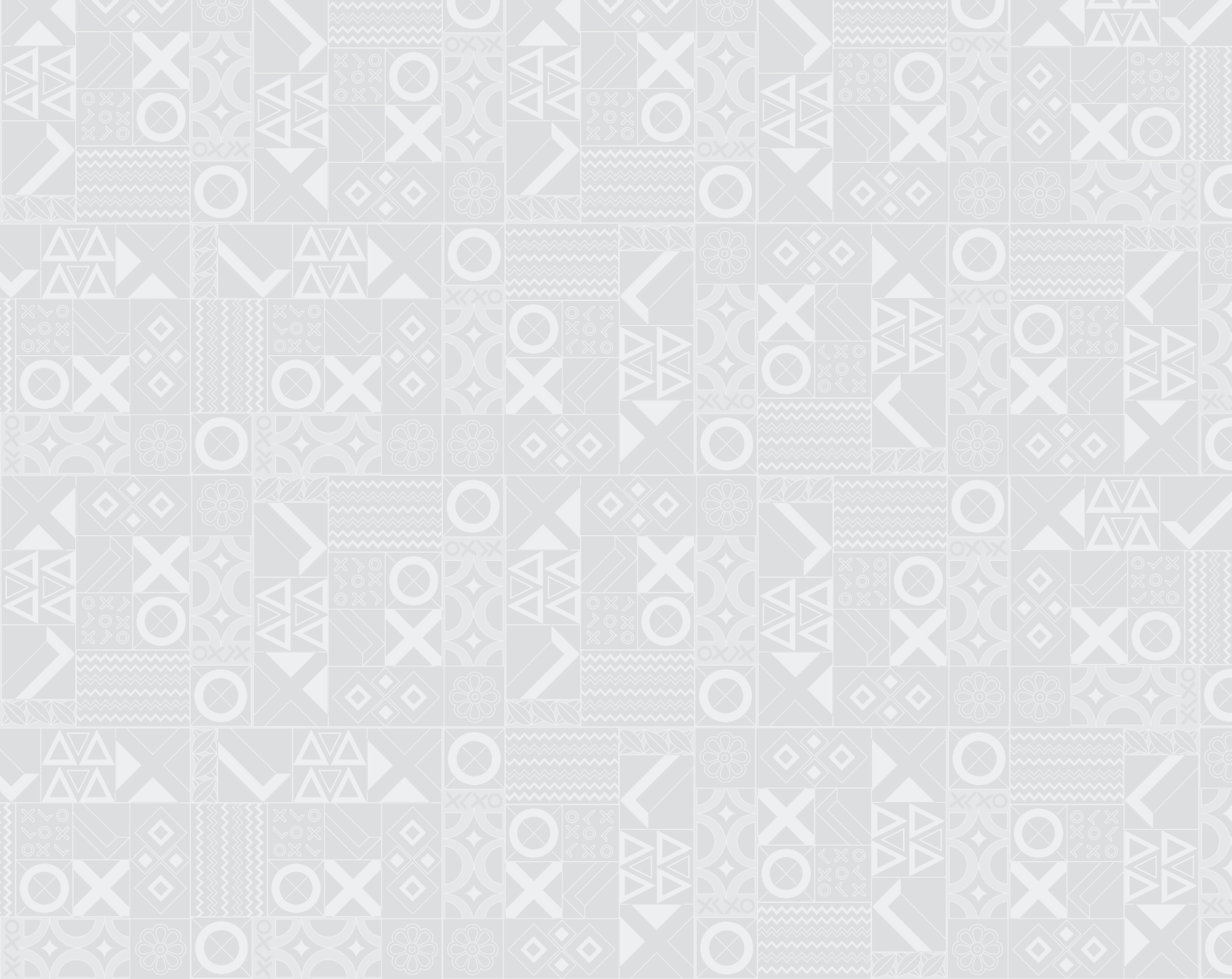
The survey also highlights key actionable areas, including:

- Continuing to enhance accessibility to voter services, especially for rural, remote, and overseas voters
- Addressing voter information needs by utilizing trusted and locally preferred communication channels
- Strengthening public trust in the FEO by addressing public concerns, improving transparency, and showcasing commitment to service delivery

By adopting these insights and recommendations, the FEO has an opportunity to enhance its operations, reinforce public confidence in its role, and ensure equitable access to information and services for all Fijians.

The FEO views the 2024 survey as an important step in fostering communication and understanding between itself and the citizens of Fiji, offering a pathway towards more inclusive, transparent, and trusted electoral processes in the years ahead.





Annexures



ANNEX 1: Surveys Conducted

Data Refinement and Analytical Revisions

This analysis supersedes the initial report, having been revised to examine responses disaggregated by electoral area rather than by provinces—a methodological enhancement providing greater geographical precision. During this refinement process, only data entries with confirmed electoral areas were retained, resulting in a reduction from the initial 14,209 entries to 13,690 verified entries. Subsequent statistical reweighting to correct for electoral area representation imbalances produced a final rebalanced dataset of 13,693 entries. These adjustments ensure greater analytical accuracy while maintaining statistical validity within the stated margin of error.

Electoral area	Online				Face-to-face				Subtotal
	Female		Male		Female		Male		
	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	
Ba	4	5	6	1	134	42	106	31	329
Kadavu	0	0	1	0	25	8	34	10	78
Keiyasi	1	0	0	0	105	4	87	3	200
Korovou	3	1	2	0	180	11	128	12	337
Labasa	6	8	3	9	665	111	627	87	1516
Lautoka	8	17	10	25	1095	742	837	589	3323
Lomaiviti	2	1	1	0	35	18	30	9	96
Nabouwalu	0	0	3	2	189	15	182	11	402
Nausori	29	28	18	17	543	208	456	174	1473
Navua	1	4	1	5	169	60	165	42	447
Overseas	0	6	3	6	2	5	3	7	32
Rakiraki	6	4	3	4	182	27	144	21	391
Savusavu	2	2	3	2	503	21	486	22	1041
Seaqaqa	3	0	3	0	100	11	105	7	229
Sigatoka	18	3	11	0	202	39	146	31	450
Suva	14	85	13	57	431	733	382	612	2327
Tavua	4	4	2	3	195	27	157	22	414
Vunidawa	5	0	1	0	231	14	186	19	456
Lau	0	0	0	0	21	4	19	4	48
Rotuma	0	0	0	0	2	2	2	1	7
Taveuni	0	0	0	0	31	13	42	8	94
Subtotal	106	168	84	131	5040	2115	4324	1722	13690

FEO 2024 Voter Perception Survey disaggregated by survey method (online or face-to-face), sex, place of habitation, and electoral area.

ANNEX 2: Questionnaire



Fijian Elections Office
My Election, My Fij

VOTER

Perception Survey

SCAN ME



Ni Sa Bula Vinaka from the Fijian Elections Office (FEO)

Thank you very much for taking the time to participate in this survey. Your participation will help the FEO better understand your needs as a voter and allow us to allocate our resources to ensure you can fully participate in Elections.

The survey should take no longer than 5-10 minutes to complete. Please note your feedback is anonymous and we encourage you to be honest in your response. Tick the appropriate boxes to indicate your response.

DEMOGRAPHICS

A

1. Sex (as on Birth Certificate)
☐ Male ☐ Female
2. Please select your age category.
☐ 18 – 20 Years ☐ 21 – 30 Years ☐ 31 – 40 Years
☐ 41 – 50 Years ☐ 51 – 60 Years ☐ 61 – 70 Years
☐ 71 – 80 Years ☐ 81+ Years
3. Which Province do you reside in?
☐ Ra ☐ Ba ☐ Nadroga - Navosa
☐ Namosi ☐ Senua ☐ Naitasiri
☐ Rewa ☐ Talevu ☐ Kadavu
☐ Lomaiviti ☐ Lau ☐ Rotuma
☐ Bua ☐ Macuata ☐ Cakaudrove
☐ Outside Fiji state country: _____
4. Geographic location?
☐ Village (Maritime/Remote areas) ☐ Village
☐ Settlement (Remote Areas) ☐ Settlement
☐ City/Town
5. Your highest level of Education?
☐ No formal education ☐ Primary School
☐ Secondary School ☐ Tertiary

VOTING REGISTRATION EXPERIENCE

B

6. Are you a registered voter?
☐ No (Move Q32) ☐ Yes, please provide your EVR No: _____ DoB: _____ (Move to Q7)
Name: _____
7. If you are registered, choose the reasons that convinced you to register. (You may choose more than one)
☐ Civic duty ☐ Needed an ID card
☐ Other, please state: _____
8. What or which individuals or organisations most influenced your motivation to register? (You may choose more than one)
☐ Friends ☐ Political Parties
☐ Civil Society Organisations ☐ Family
☐ No one - I've always voted ☐ Candidates
☐ FEO Awareness Campaigns
☐ Can't remember what first motivated me

VOTING EXPERIENCE

C

9. In which previous General Election did you participate in? (You can choose more than one)
☐ 2014 General Election ☐ 2018 General Election
☐ 2022 General Election ☐ Did not vote at all
10. If you did not participate in any of the previous General Elections, select reason(s). (You can choose more than one) (Skip this question if you participated)
☐ Not a registered voter
☐ I am not interested in voting
☐ My vote won't make a difference
☐ I was travelling
☐ Assigned to the wrong polling station
☐ Administrative obstacles (complicated forms and services)
☐ Location of polling venue too hard to reach
☐ I couldn't vote on Polling Day and didn't realize pre-polling was an option for me.
☐ Work commitments
☐ Unavailability of transport
☐ Disability
☐ Other, please state: _____
11. Did you vote in the 2022 General Election, what method of voting did you use?
☐ No (Move to Section G)
☐ Yes, Pre-Poll Voting (Move to Section D)
☐ Yes, Postal Voting (Move to Section E)
☐ Yes, Election Day Voting (Move to Section F)
Answer Question in Section (G+H+I)

VOTING EXPERIENCE – PRE-POLL

D

12. Do you think enough time was provided to your Polling Venue to vote?
☐ Yes ☐ No
13. Did you receive enough information regarding your Pre-Poll voting schedule?
☐ Yes ☐ No ☐ Not sure
14. Did you find the voting process easy to understand and follow?
☐ Yes ☐ No
☐ If not, please state: _____

15. Did you require any assistance (disability access, general queries) to vote?
☐ Yes ☐ No

16. Was the assistance mentioned above (Q15) readily available?
☐ Yes ☐ No

17. How long did it take you to cast your vote (include queue and waiting time)?
☐ Less than 30 minutes ☐ Less than an hour
☐ More than 30 minutes ☐ More than 2 hours
☐ Cannot recall

18. Which service/assistance listed below did you know were available on Election Day for the 2022 General Election? (You may choose more than one)
☐ Assisted Voting Steps Easy to Read Guide
☐ (For persons living with disability)
☐ Braille Assisted Voting Steps Easy to Read Guide
☐ (For persons living with disability)
☐ Assisted Voting (Elections Official assisting you)
☐ None of the above

19. Which service/assistance listed below did you use?
☐ Assisted Voting Steps Easy to Read Guide
☐ (For persons living with disability)
☐ Braille Assisted Voting Steps Easy to Read Guide
☐ (For persons living with disability)
☐ Assisted Voting (Elections Official assisting you)
☐ None of the above

20. How did you know about the Pre-Poll voting schedule? (You may choose more than one)
☐ Political Parties ☐ FEO Awareness Programs
☐ Media ☐ Social Media platforms
☐ Word by mouth
☐ Turaga ni Koro or Community Leader
☐ Other, please state: _____

VOTING EXPERIENCE – POSTAL

E

21. Why did you choose postal voting?
☐ Work commitments ☐ Overseas voter
☐ Away from home on Polling Day
☐ Other, please state: _____
22. Was the application process easy to follow?
☐ Yes ☐ No
☐ If not, please state: _____

☐ Yes
☐ No
☐ If not, please state: _____

23. Did you face any difficulties in using the Postal Voting method? If Yes, please select options below: (you may choose more than one)

- ☐ Late delivery or non-delivery of postal ballots
☐ Difficulty in returning postal ballots
☐ Accessibility issues
☐ Lack of assistance or information
☐ Other: please state: _____
☐ No difficulties faced

24. How did you know about postal voting? (you may choose more than one)

- ☐ Political Parties
☐ FEO Awareness Programs
☐ Social Media platforms
☐ Mainstream Media (Radio, TV, Newspaper, etc)
☐ Word of mouth

25. Do you think the Postal Voting information provided was useful?

☐ Yes ☐ No: please state: _____

Answer Question in Section (G+H+I)

VOTING EXPERIENCE – POLLING DAY

26. How long did it take you to cast your vote (include queue and waiting time)?

- ☐ Less than 30 minutes ☐ Less than an hour
☐ More than 2 hours ☐ Cannot recall

27. Did you find the voting process easy to understand and follow?

☐ Yes
☐ No
☐ If not, please state: _____

28. Did you require any assistance (disability access, general queries) to vote?

☐ Yes ☐ No

29. Was the assistance mentioned above (Q28) readily available?

☐ Yes ☐ No

30. Which service/assistance listed below did you know were available on Election Day for the 2022 General Election? (You may choose more than one)

- ☐ Free Transport (Bus, Carrier) Service
☐ Assisted Voting Steps Easy to Read Guide
(For persons living with disability)
☐ Braille Assisted Voting Steps Easy to Read Guide
(For persons living with disability)
☐ Assisted Voting (Elections Official assisting you)
☐ None of the above

31. Which services/assistance listed below did you use?

- ☐ Free Transport (Bus, Carrier) Service
☐ Assisted Voting Steps Easy to Read Guide
(For persons living with disability)
☐ Braille Assisted Voting Steps Easy to Read Guide
(For persons living with disability)
☐ Assisted Voting (Elections Official assisting you)
☐ None of the above

Answer Question in Section (G+H+I)

**INFORMATION SOURCES - FEO AWARENESS
PROGRAM EFFECTIVENESS**

32. Where do you mostly get your election-related information from? (you may choose more than one)

- ☐ Radio ☐ TV ☐ Newspapers/Magazines
☐ Friends/Family in Fiji ☐ Friends/Family abroad
☐ Religious Leader ☐ Community Meetings
☐ Village/tribal elders/community leaders
☐ Websites: please state: _____
☐ Social Media: please state: _____
☐ Other: please state: _____

33. Do you think you had enough information on the Election Processes?

☐ Yes ☐ No
☐ If not, please state: _____

34. What source for news and information do you consider most trustworthy? (single response)

- ☐ Radio ☐ TV ☐ Newspapers/Magazines
☐ Friends/Family in Fiji ☐ Friends/Family abroad
☐ Religious Leader ☐ Community Meetings
☐ Village/tribal elders/community leaders
☐ Websites: please state: _____
☐ Social Media: please state: _____
☐ Other: please state: _____

35. How do you prefer to receive election-related information? (select top three answers)

- ☐ Radios (advertisements)
☐ Schools and Universities
☐ Events and lectures
☐ Churches and Temples
☐ Billboards
☐ From the FEO
☐ Newspapers, journals, magazines
☐ Pamphlets, brochures, short notes
☐ From government's local centers and offices
☐ Local NGOs and civil society groups
☐ Women groups/organizations

40. Overall, do you agree or disagree that the FEO conducts elections in a fair, transparent and impartial manner?

- ☐ Strongly agree ☐ Tend to agree
☐ Tend to disagree ☐ Strongly disagree
☐ Neither agree nor disagree ☐ Don't know

41. Do you think that the FEO provides full information on the election processes and results?

- ☐ Always ☐ Most of the time ☐ Rarely
☐ Never ☐ Don't know ☐ No response

Answer Question in Section (I)

36. How much influence do the following sources have on your decision whether to vote and who to vote for?

	A GREAT DEAL	SOME	VERY LITTLE	NONE	NO RESPONSE
TELEVISION NEWS					
SOCIAL MEDIA					
FAMILY HEAD AND COMMUNITY LEADERS					
FRIENDS AND FAMILY					
POLITICAL ADVERTISEMENTS					

Answer Question in Section (H+I)

TRUST IN THE FEO

37. How accessible do you find the FEO's services (e.g., voter registration, information on polling places and processes)?

- ☐ Very accessible ☐ Somewhat accessible
☐ Not very accessible ☐ Not at all accessible
☐ Not familiar with their services

38. How confident are you in the fairness and accuracy of the electoral process?

- ☐ Very confident ☐ Fairly confident
☐ Not very confident ☐ Not at all confident
☐ Don't know

39. Overall, how confident are you in the FEO's ability to deliver elections?

- ☐ Very confident ☐ Fairly confident
☐ Not very confident ☐ Not at all confident
☐ Don't know

VOTER EDUCATION

42. To what extent do you agree with the following statement: "Whether I vote or not makes no difference"

- ☐ Strongly agree ☐ Tend to agree
☐ Tend to disagree ☐ Strongly disagree
☐ Neither agree nor disagree ☐ Don't know

43. How confident are you that your vote makes a difference in the political process?

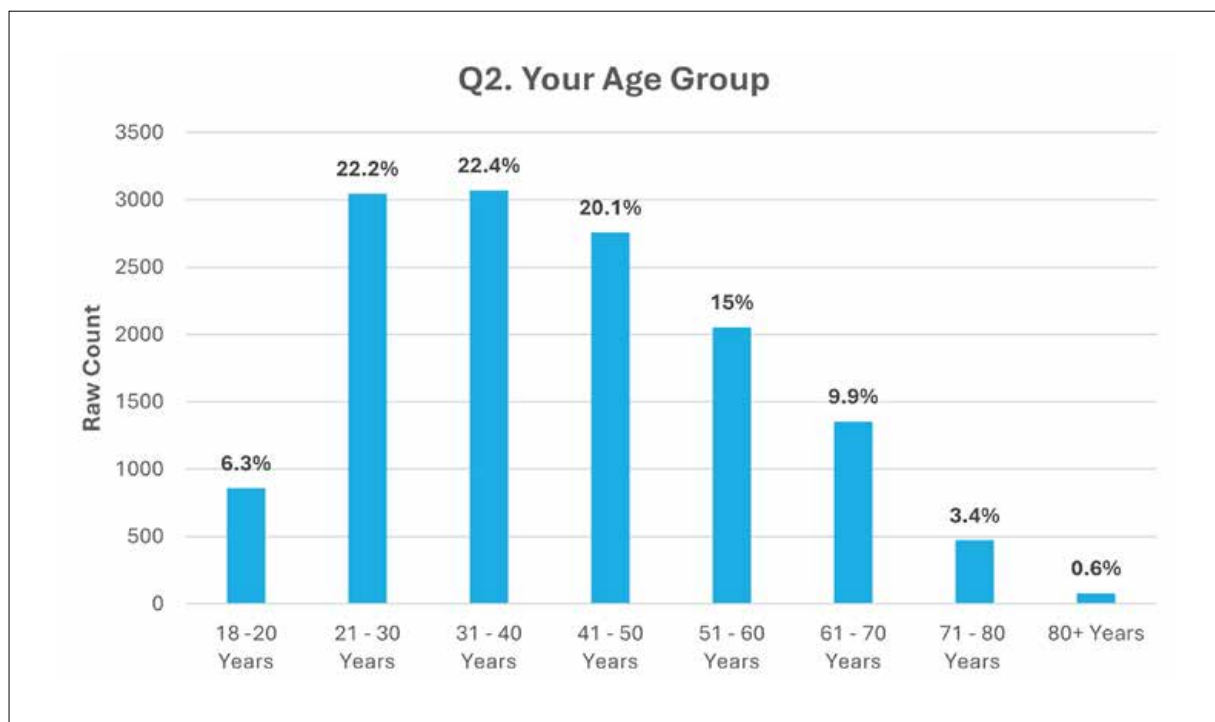
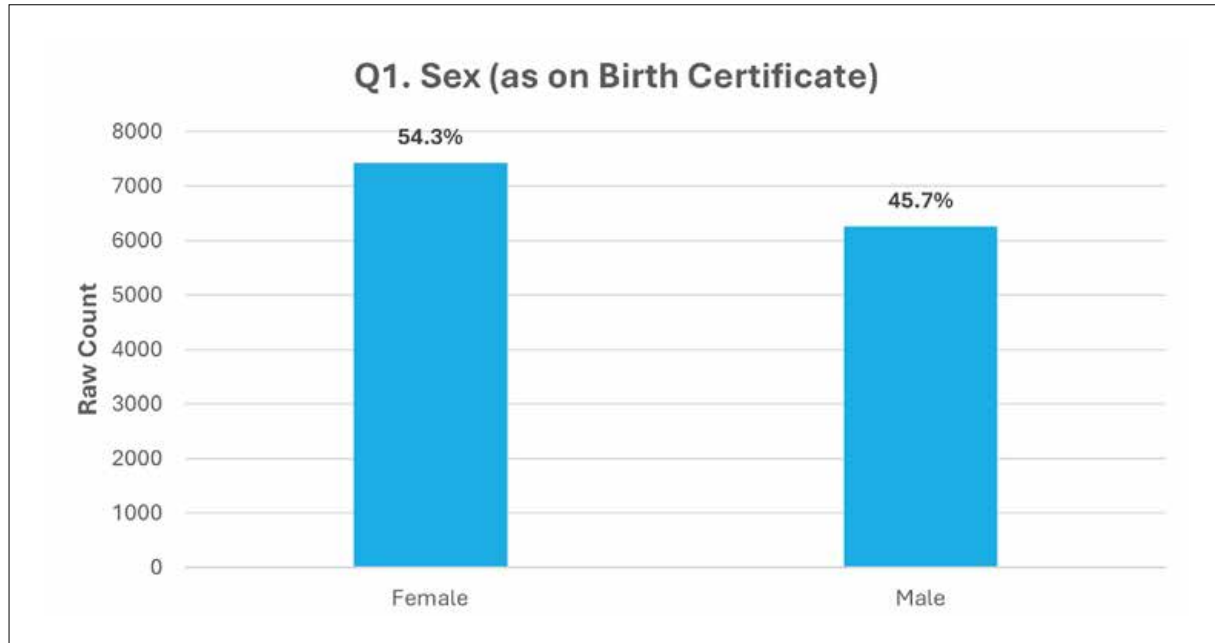
- ☐ Very confident ☐ Fairly confident
☐ Not very confident ☐ Not at all confident

VINAKA VAKA LEVU

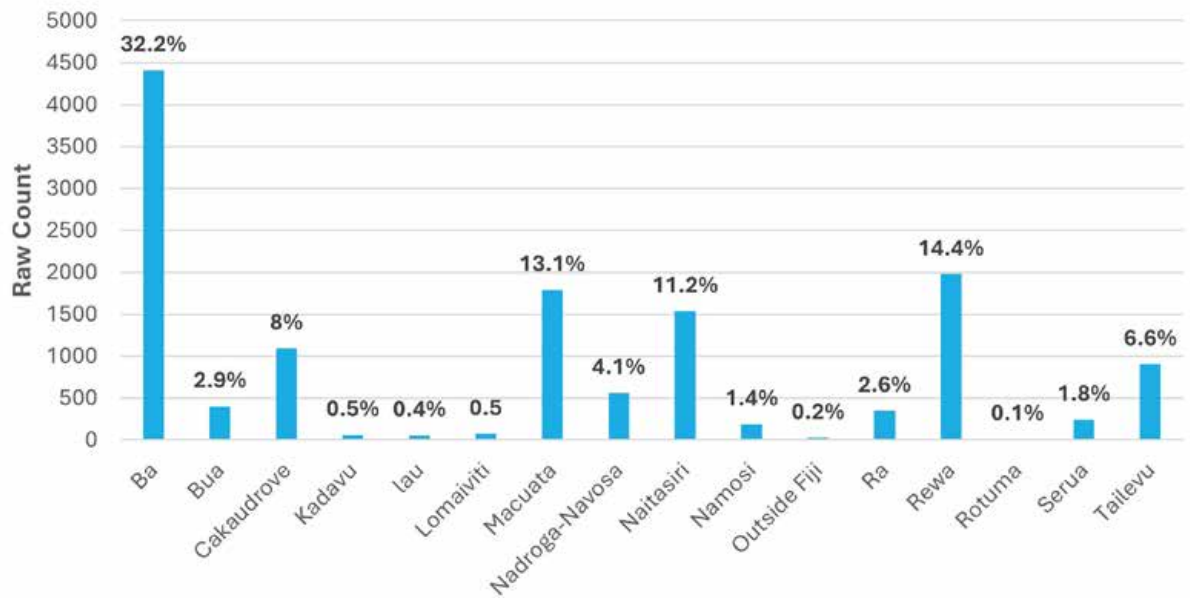
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THANK YOU FOR YOUR TIME

ANNEX 3: Demographics (Questions 1-7)

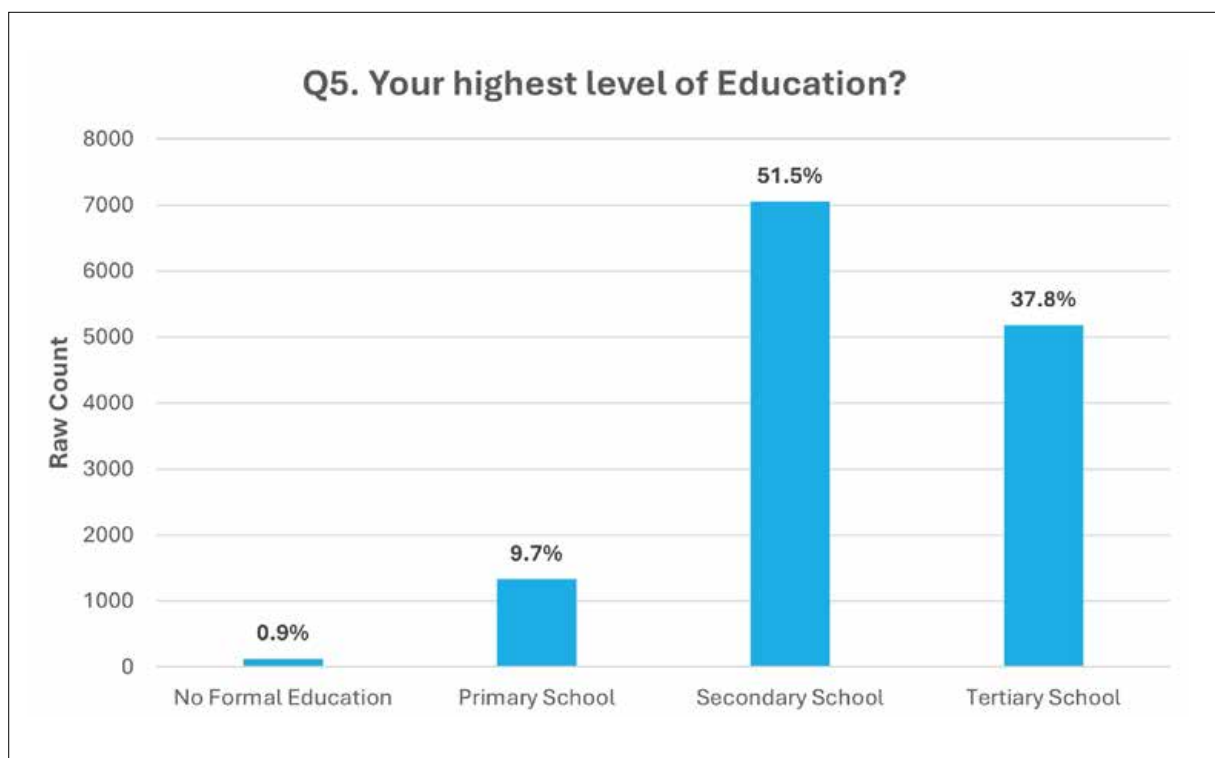
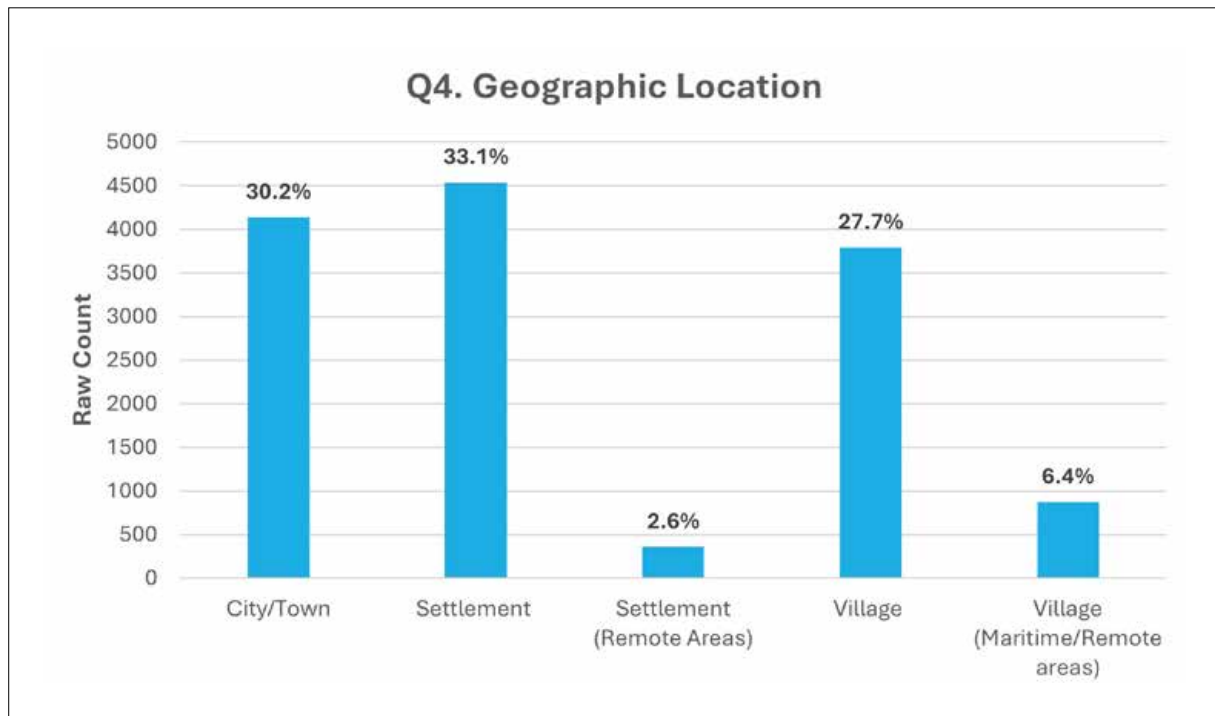


Q3. Which Province do you Reside in?

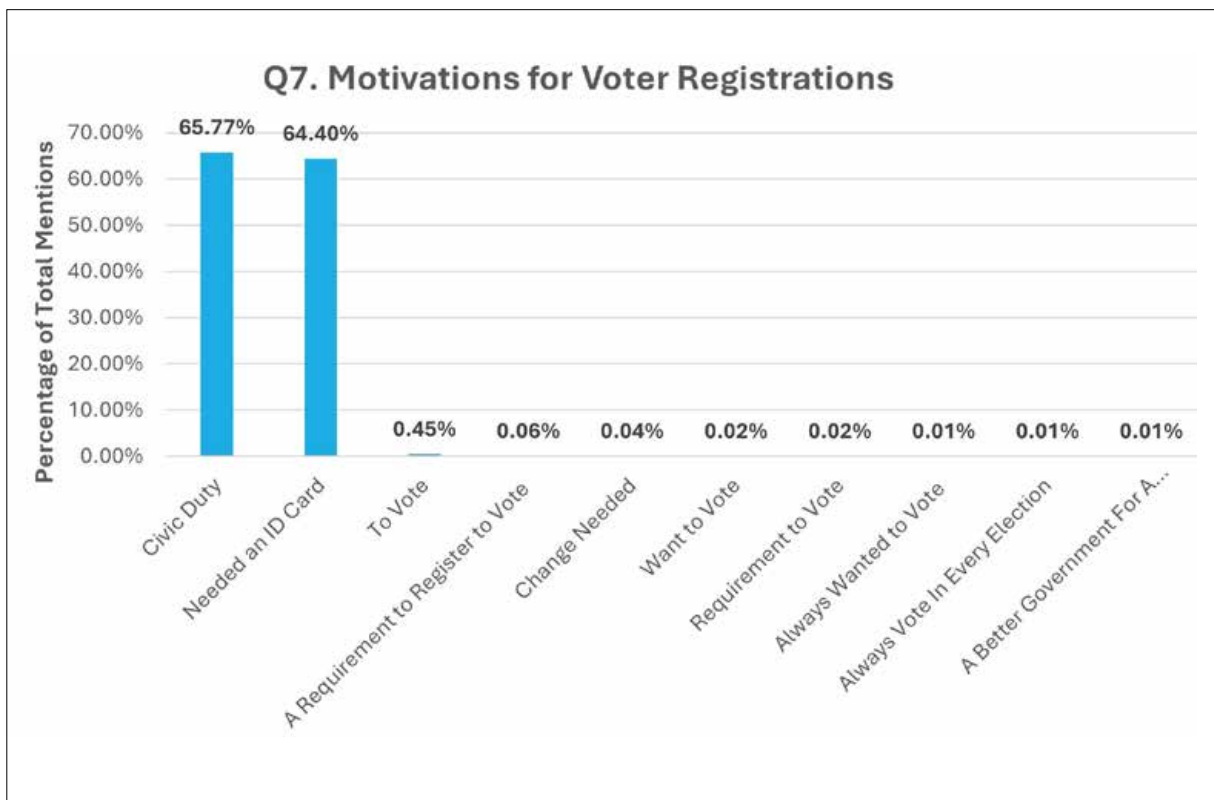
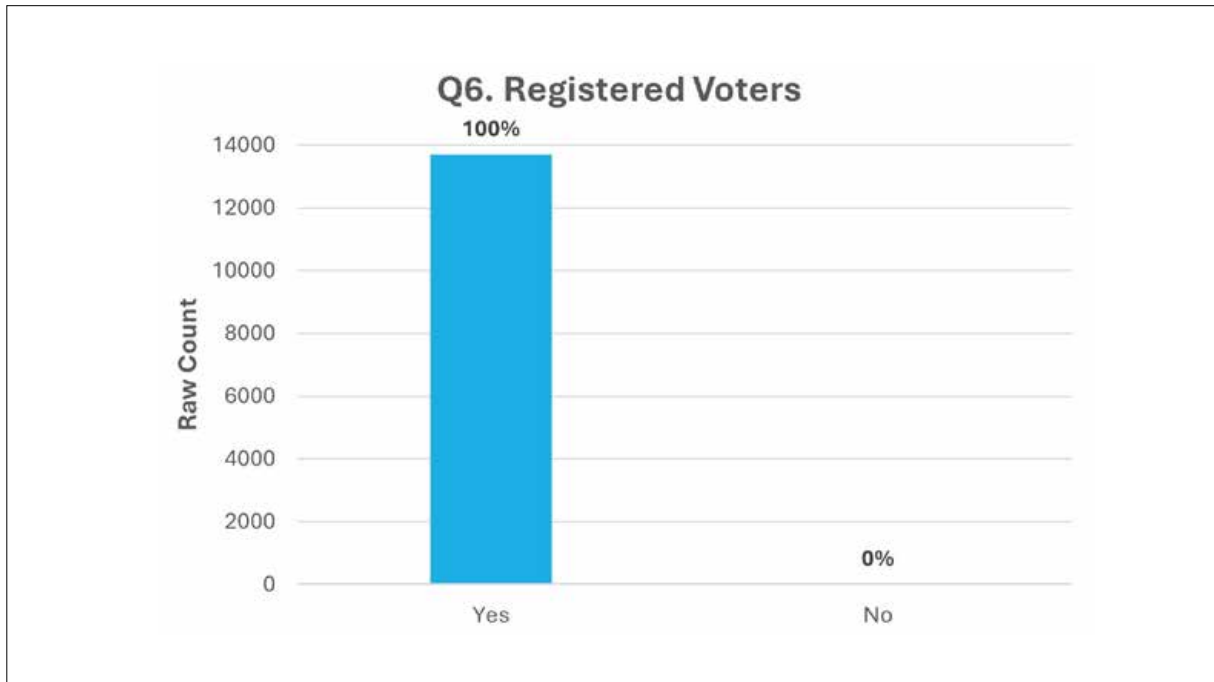


Q3. a. Respondents Residing Outside of Fiji

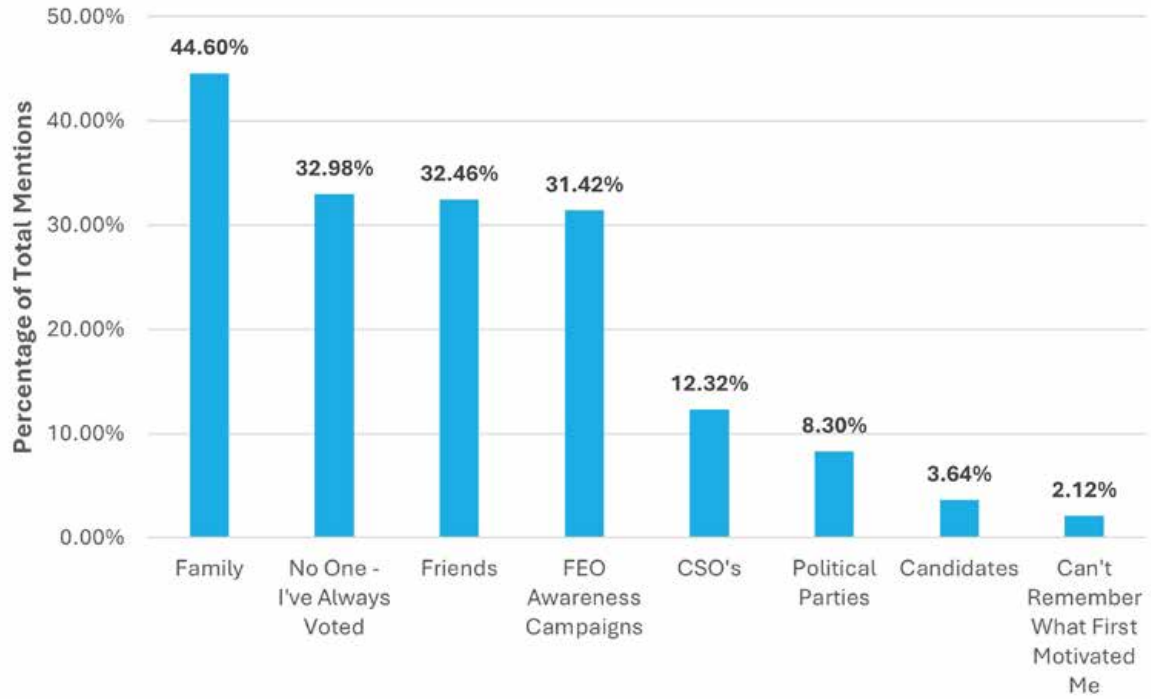




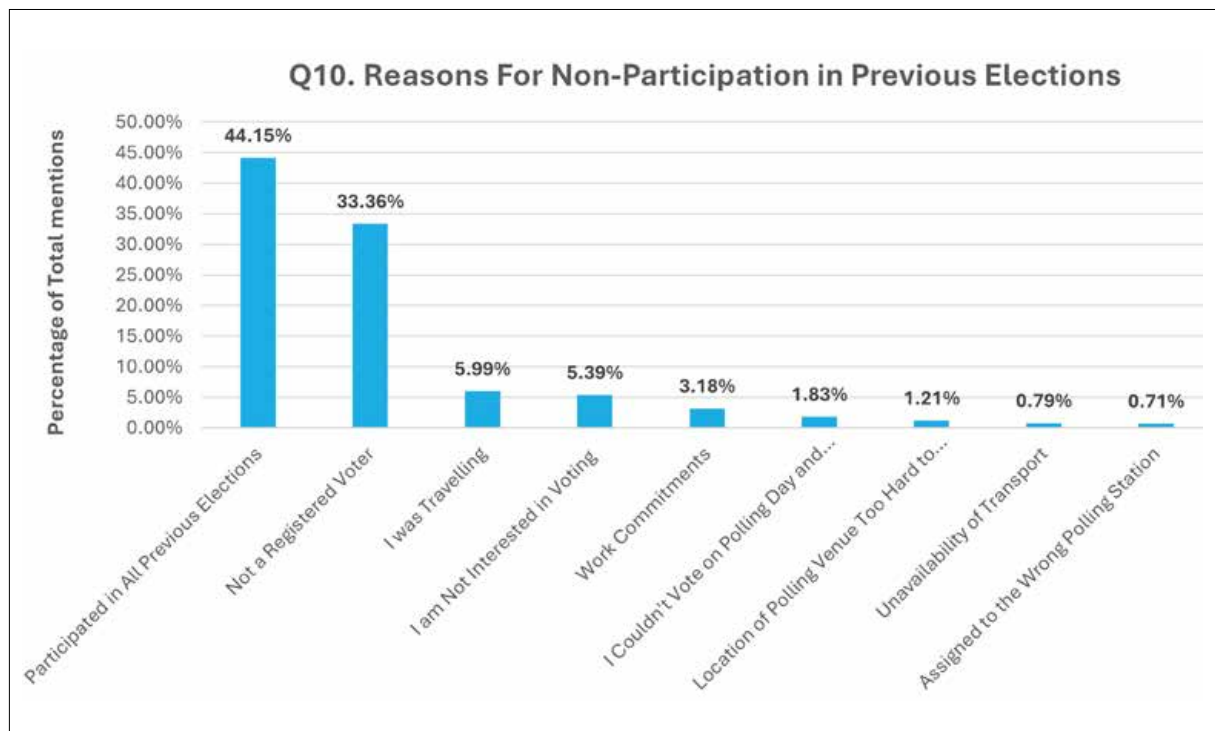
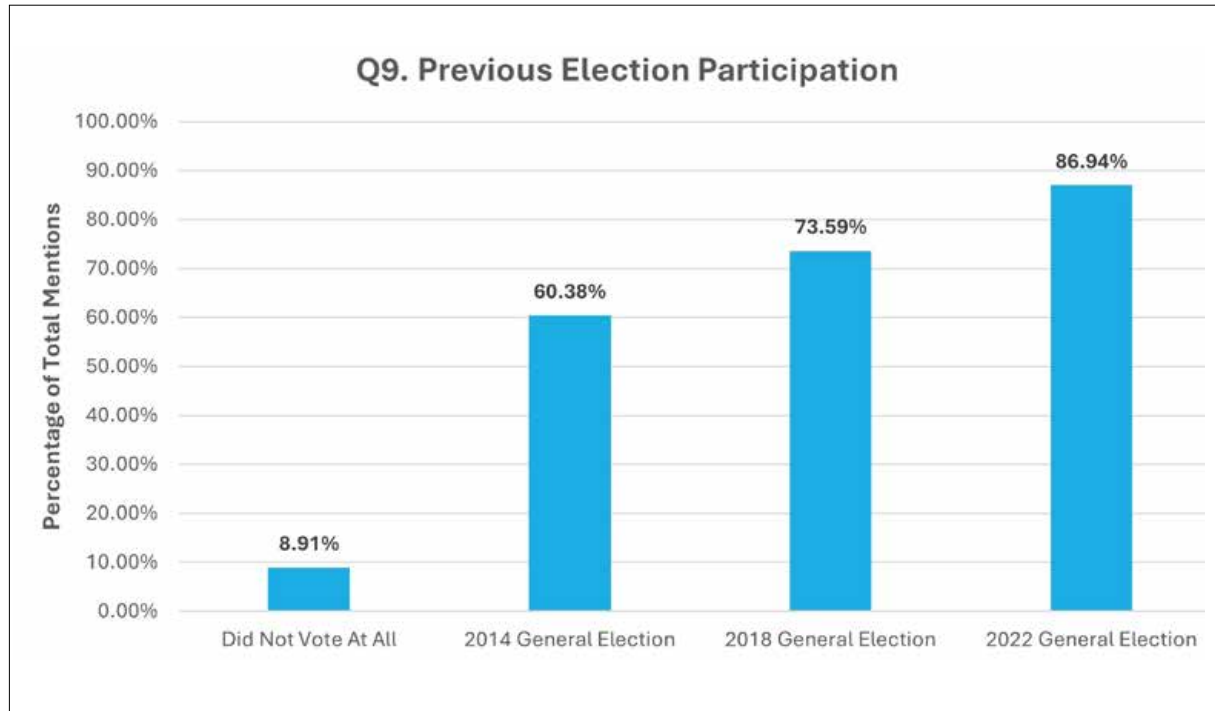
ANNEX 4: Voting Registration Experience (Q6-Q8)

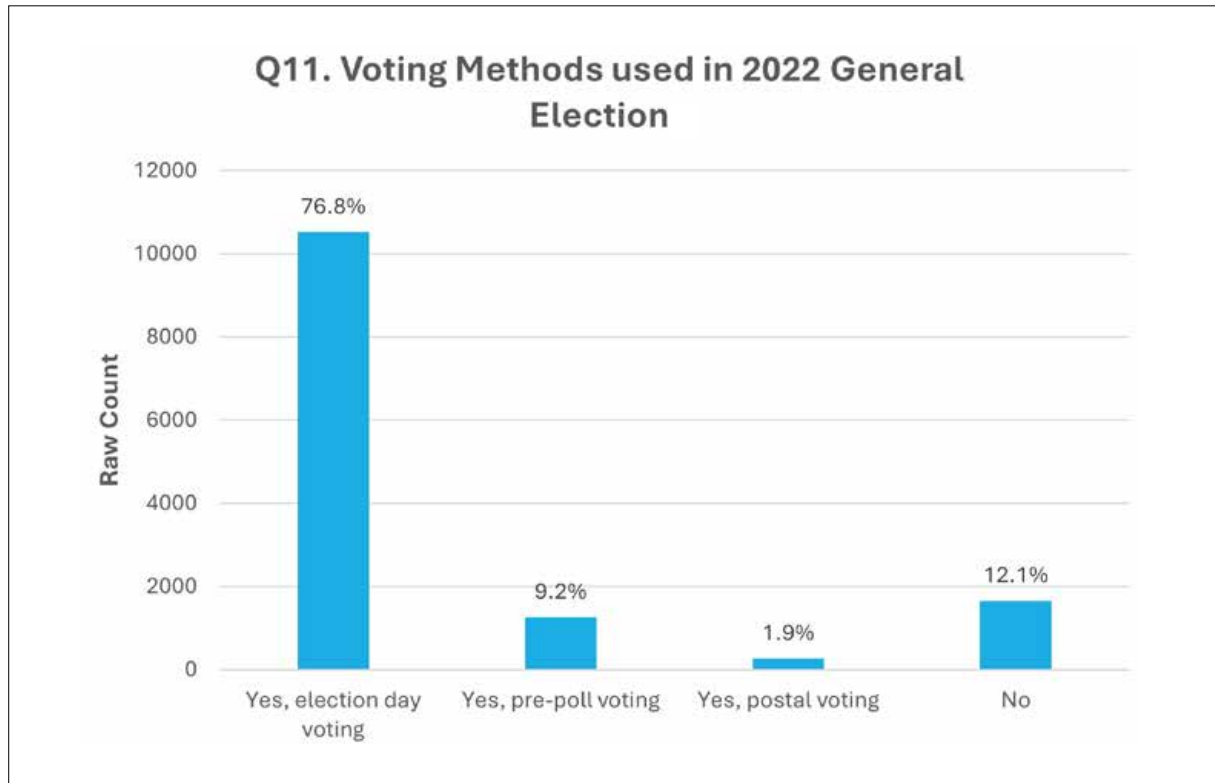


Q8. Influential Groups on Voter Registration Motivation

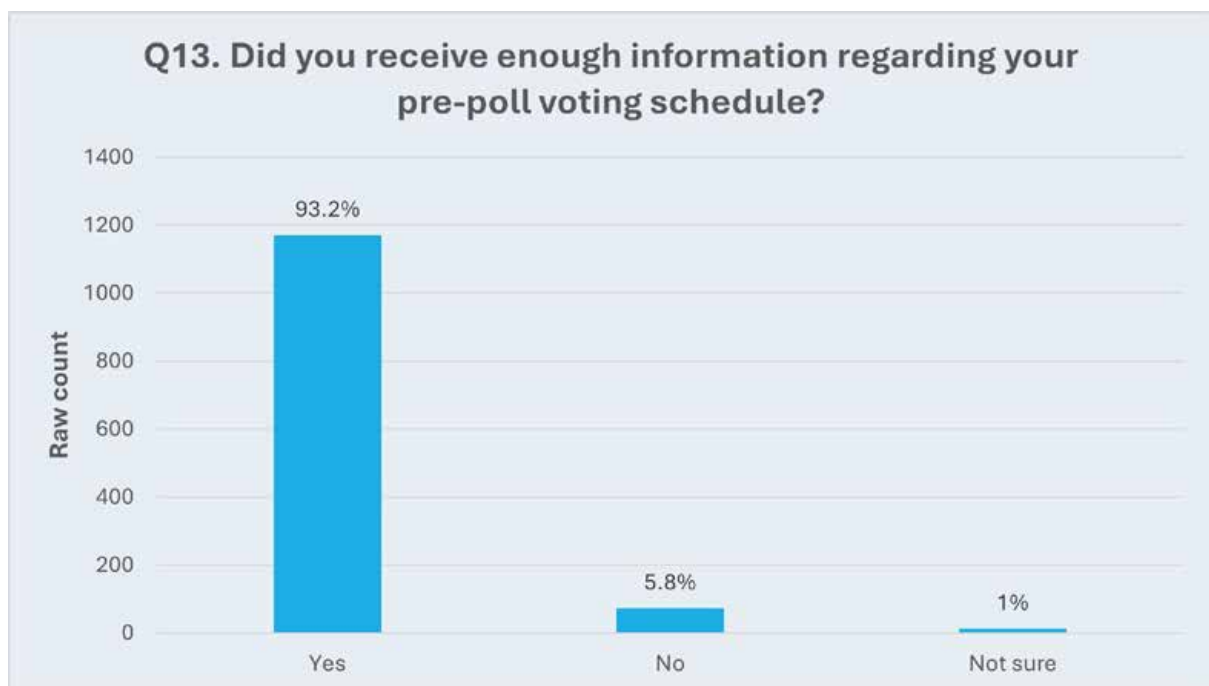
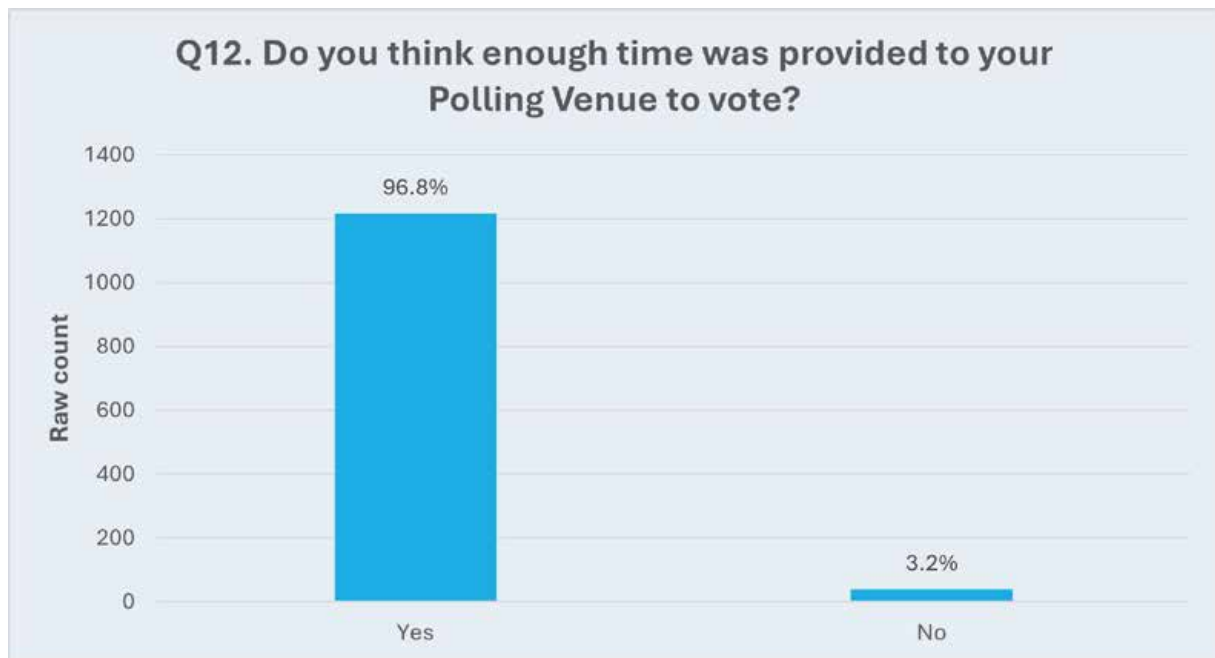


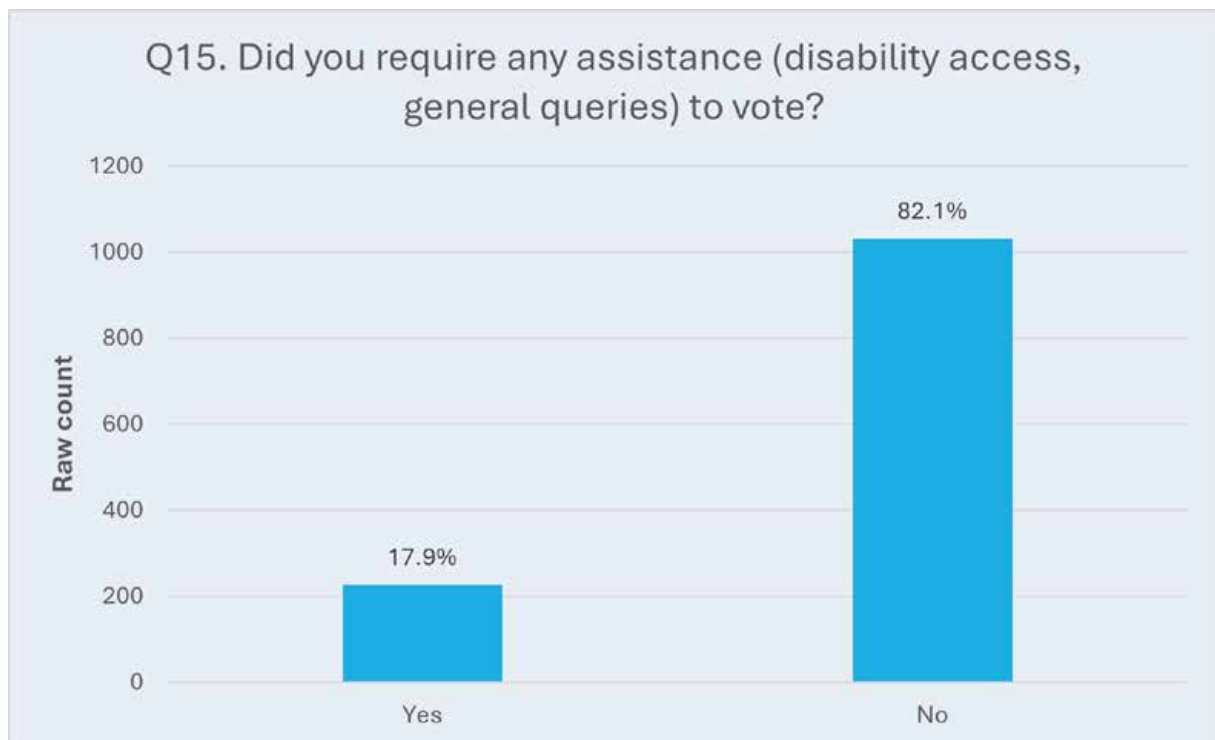
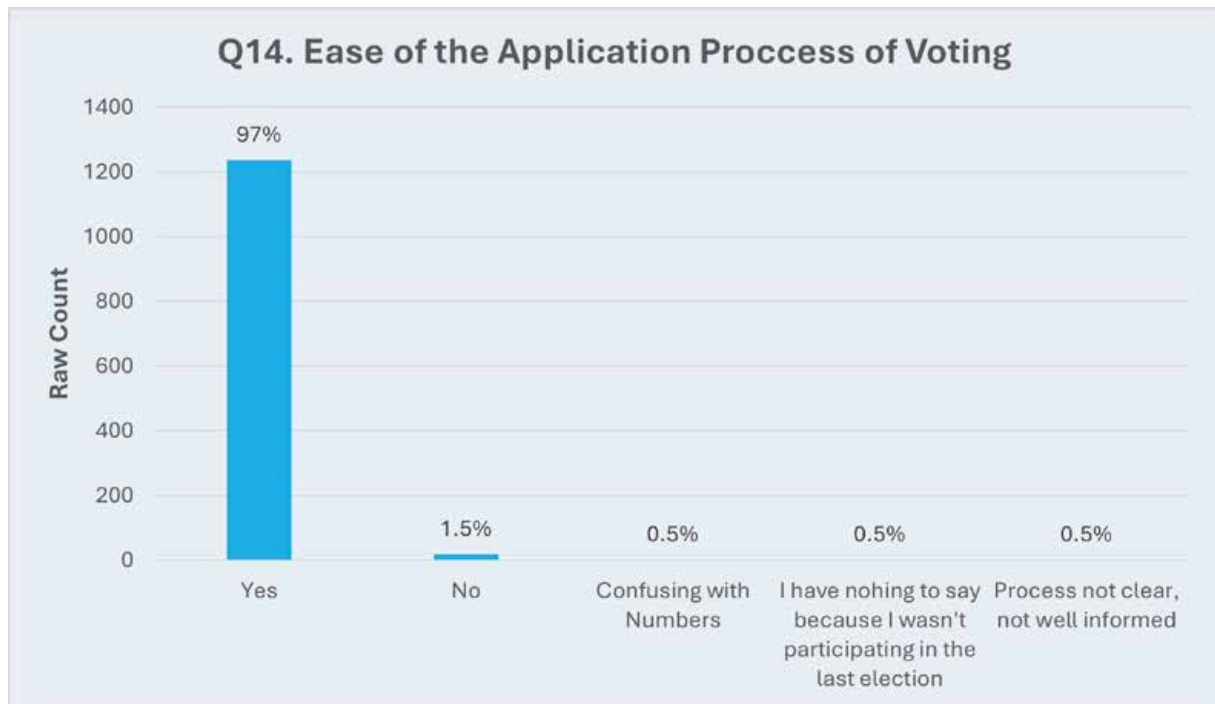
ANNEX 5: Voting Experience (Q9-Q11)

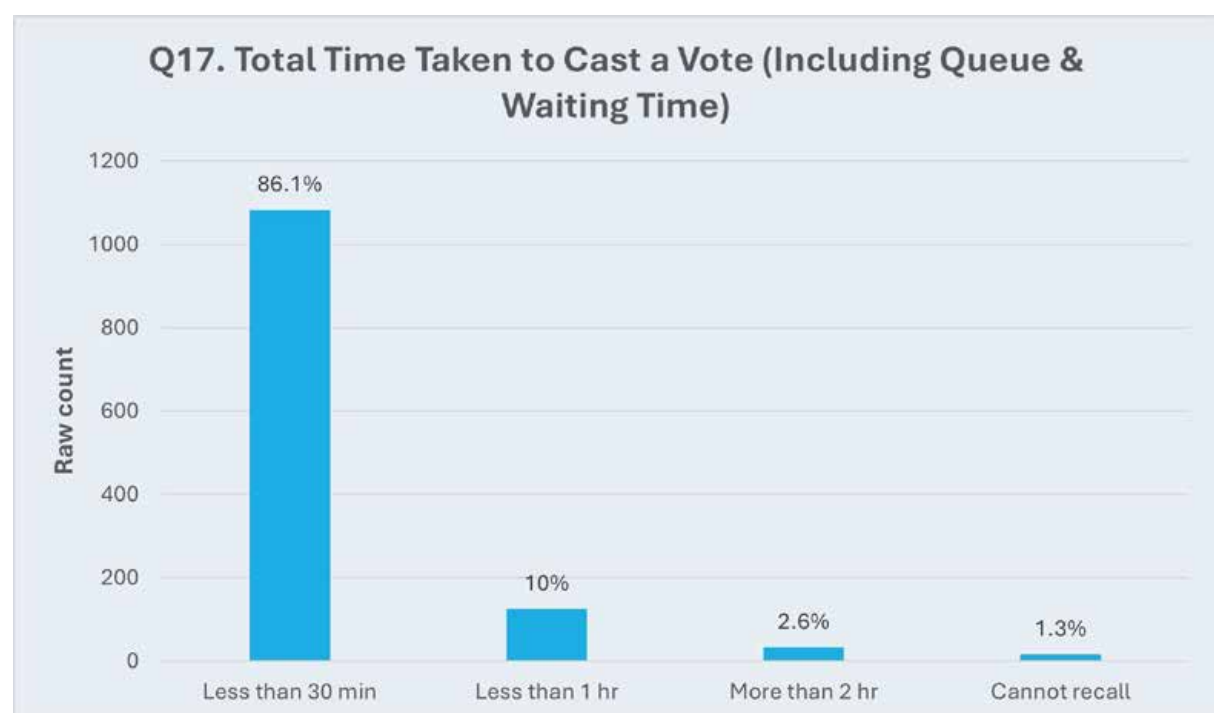
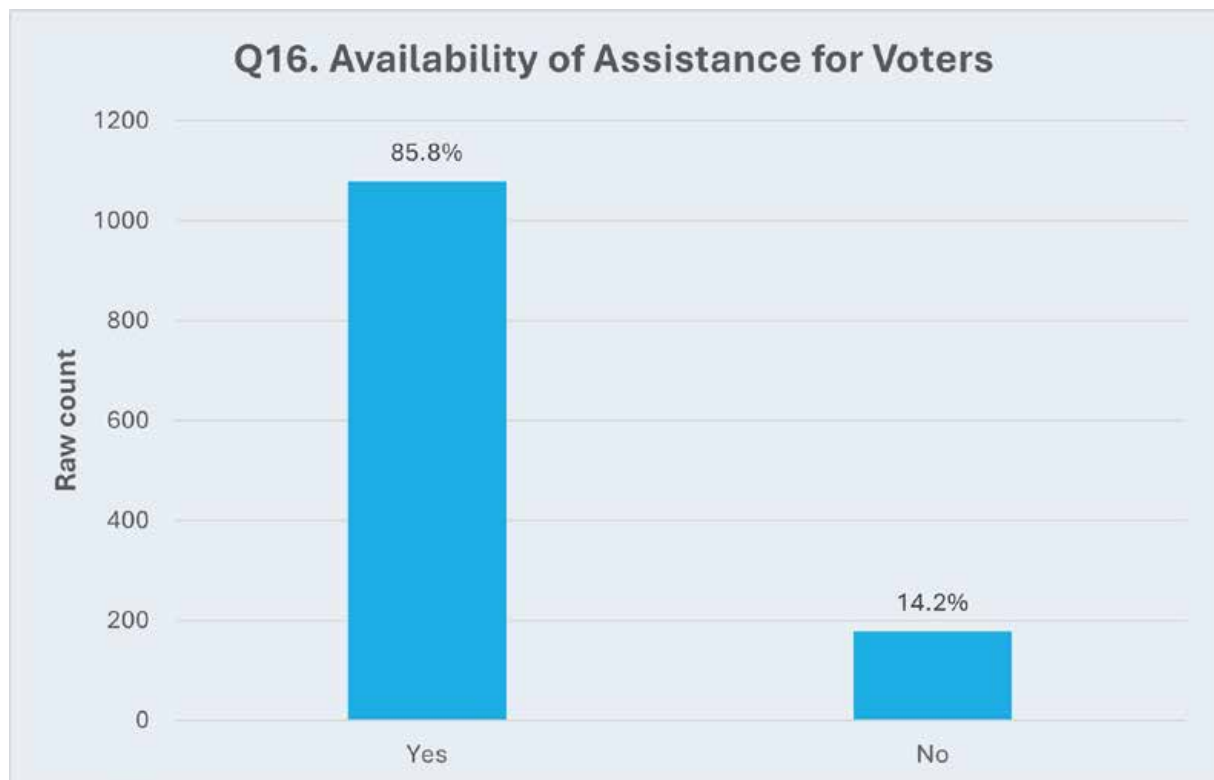


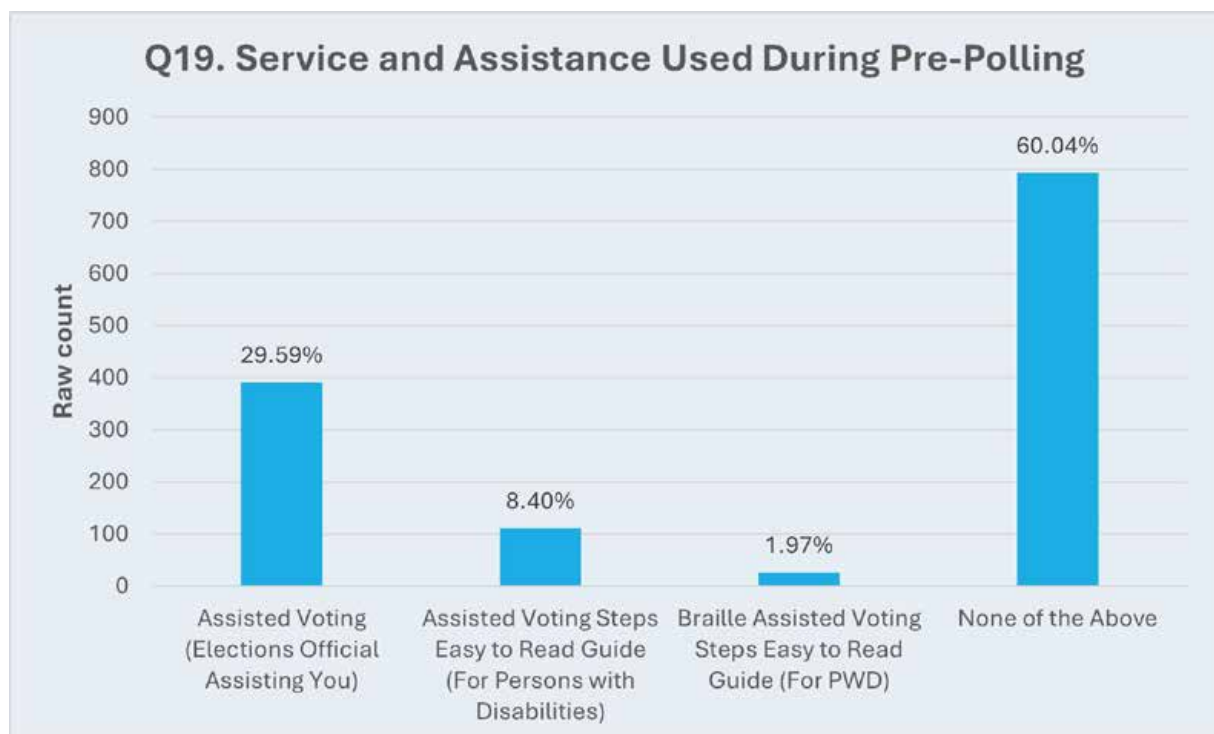
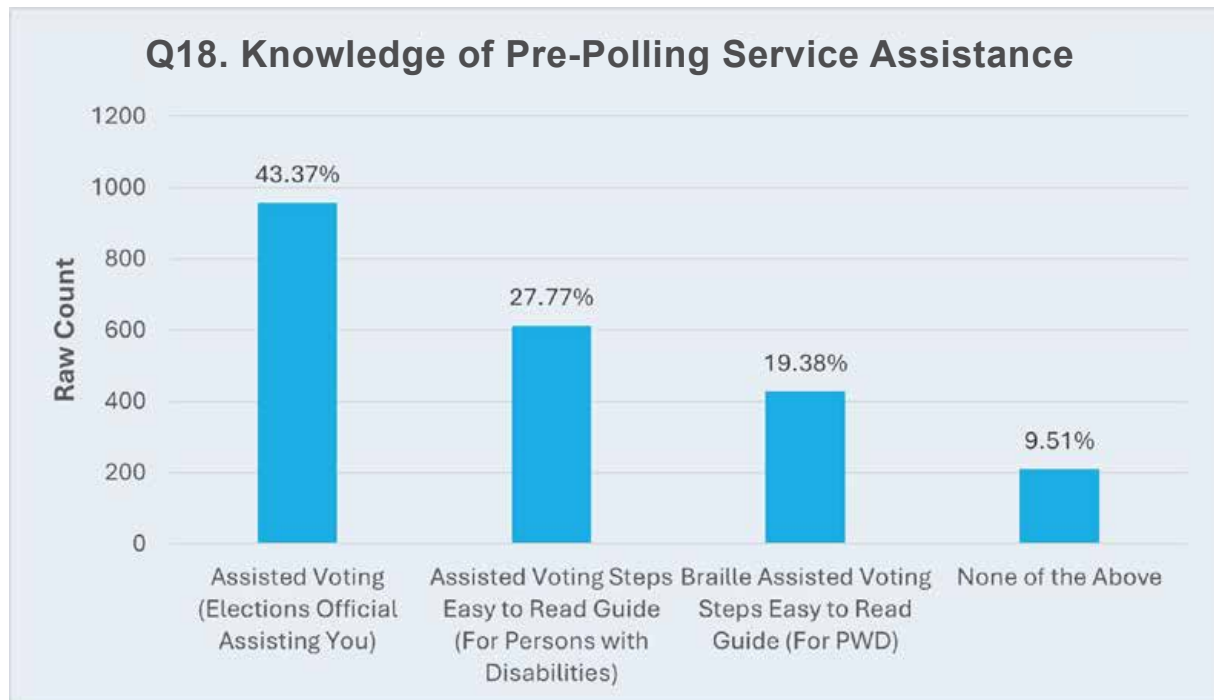


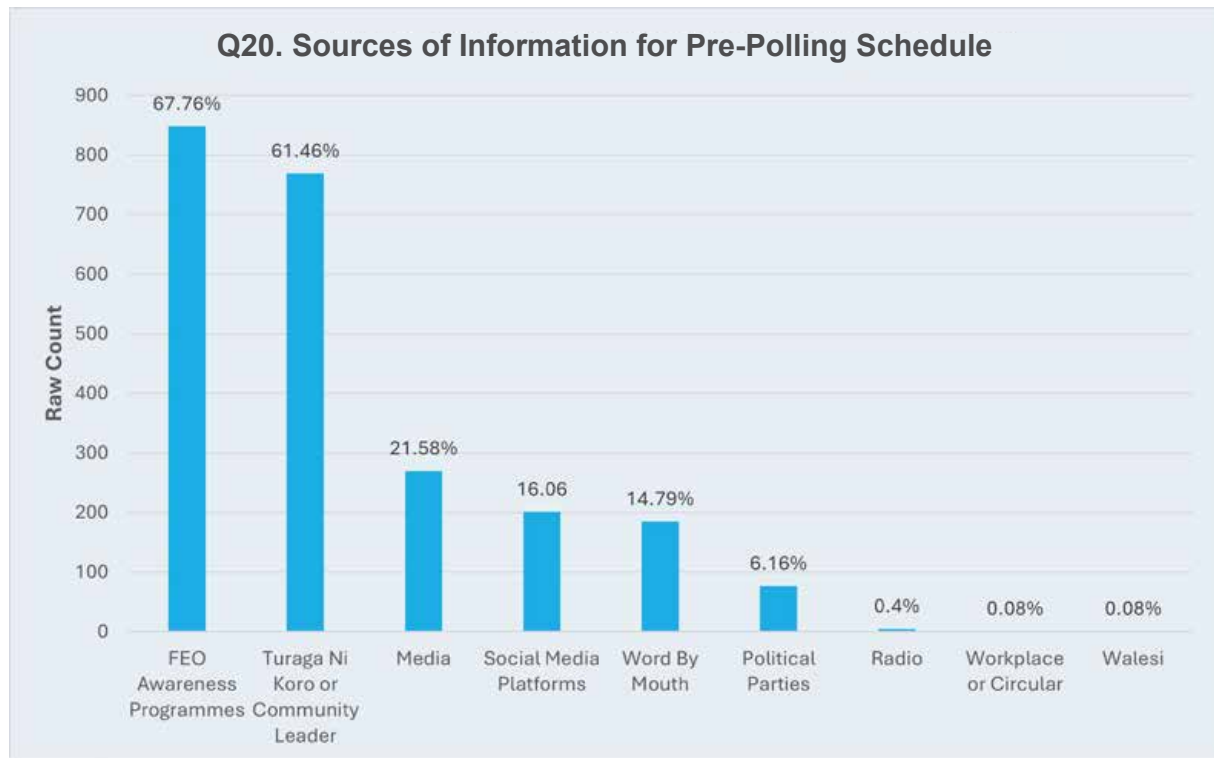
ANNEX 6: Pre-Poll Voting Experience (Q12- Q20)





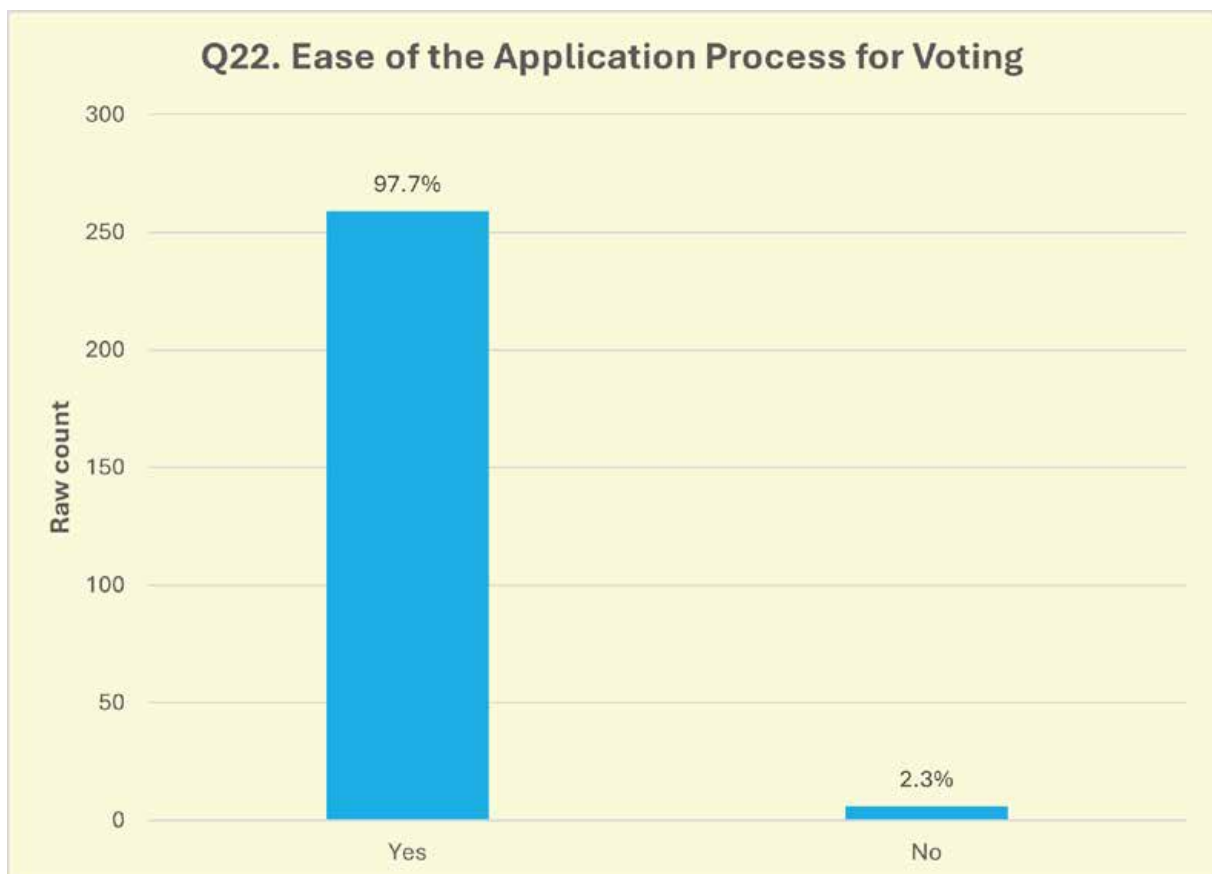
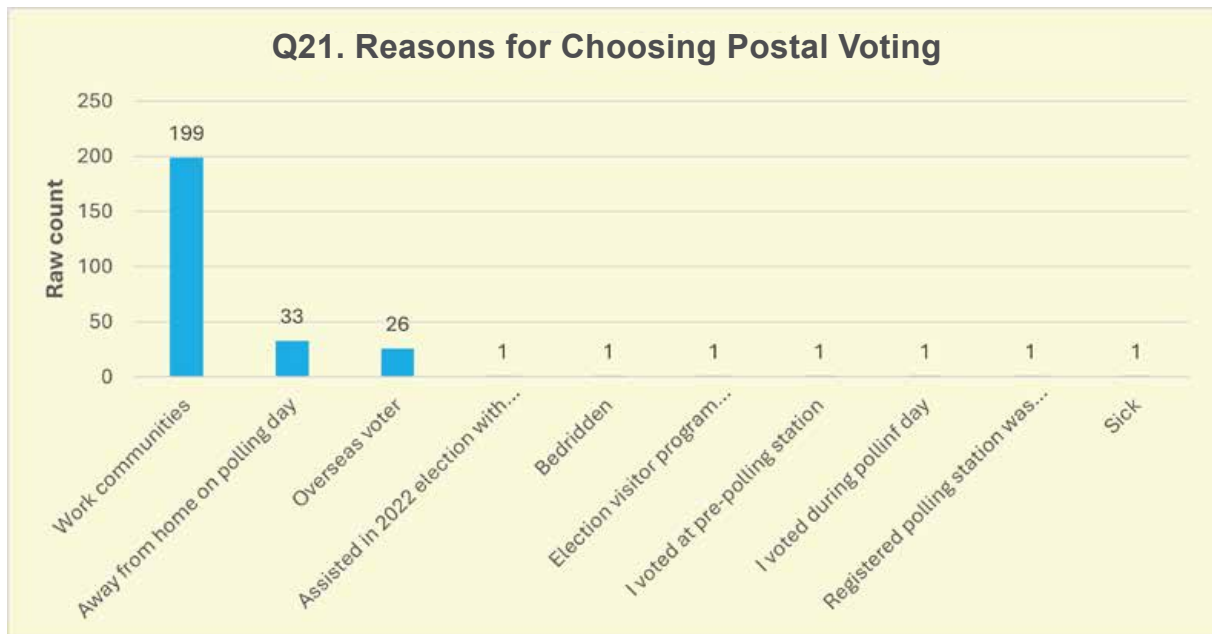




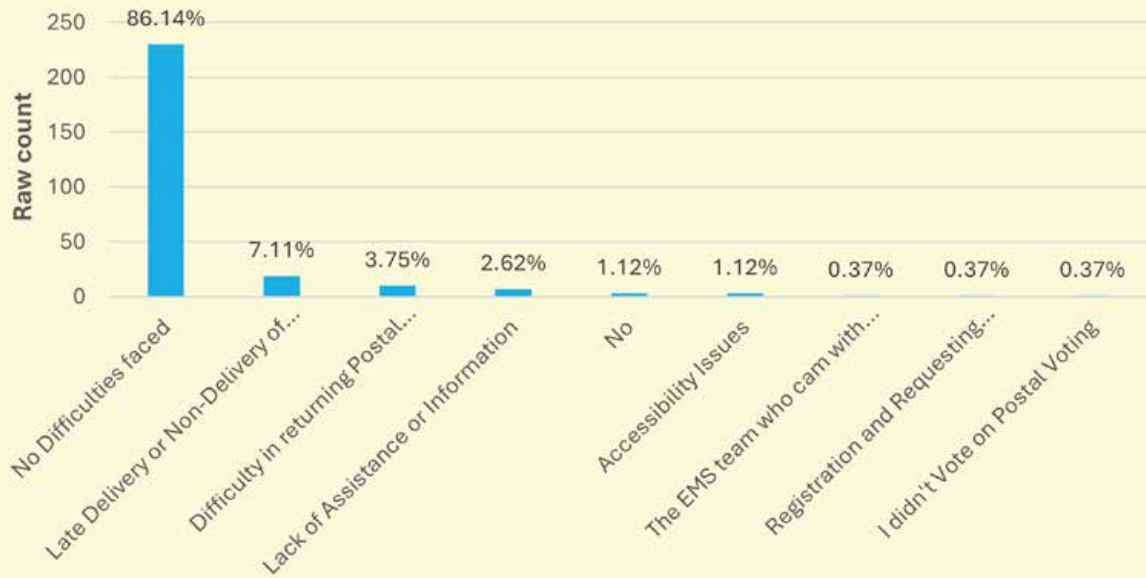


ANNEX 7: Voting Experience

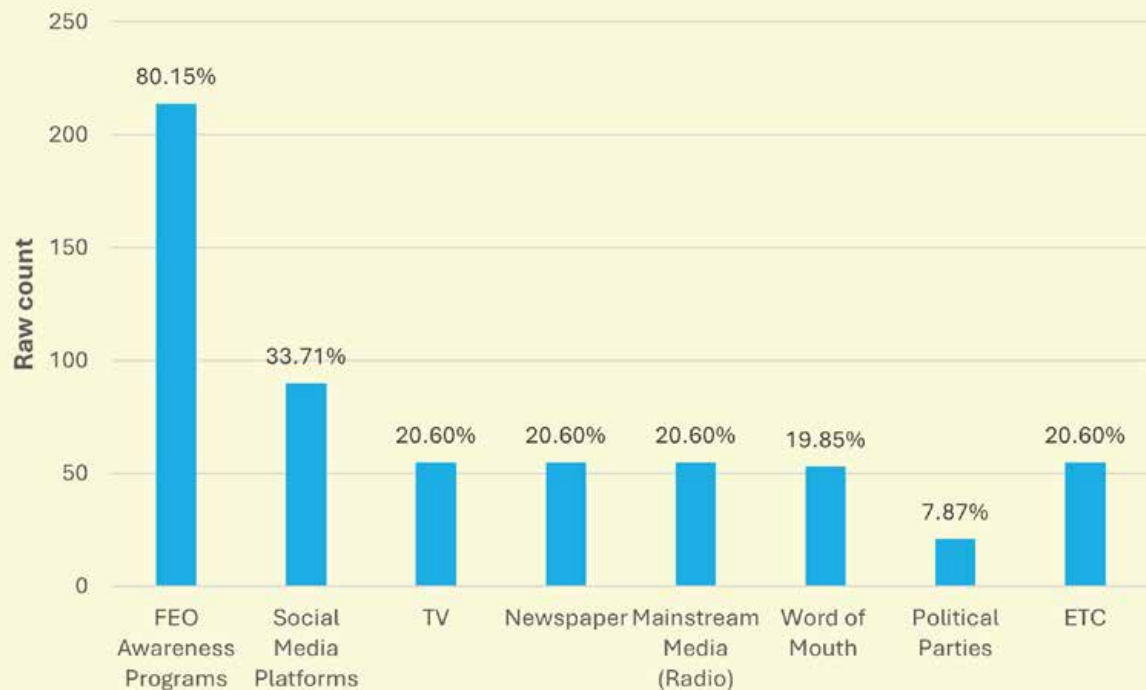
Postal Voting (Q21-Q25)

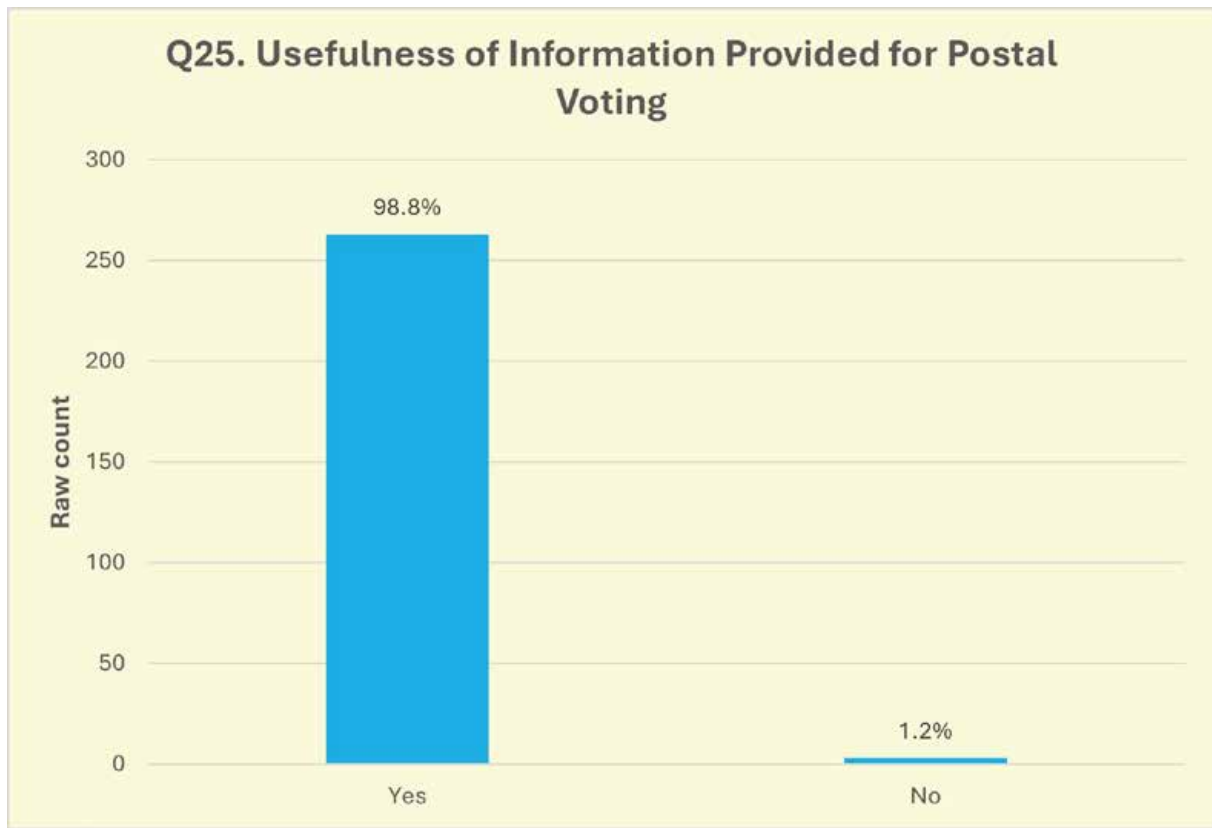


Q23. Challenges in Using the Postal Voting Method

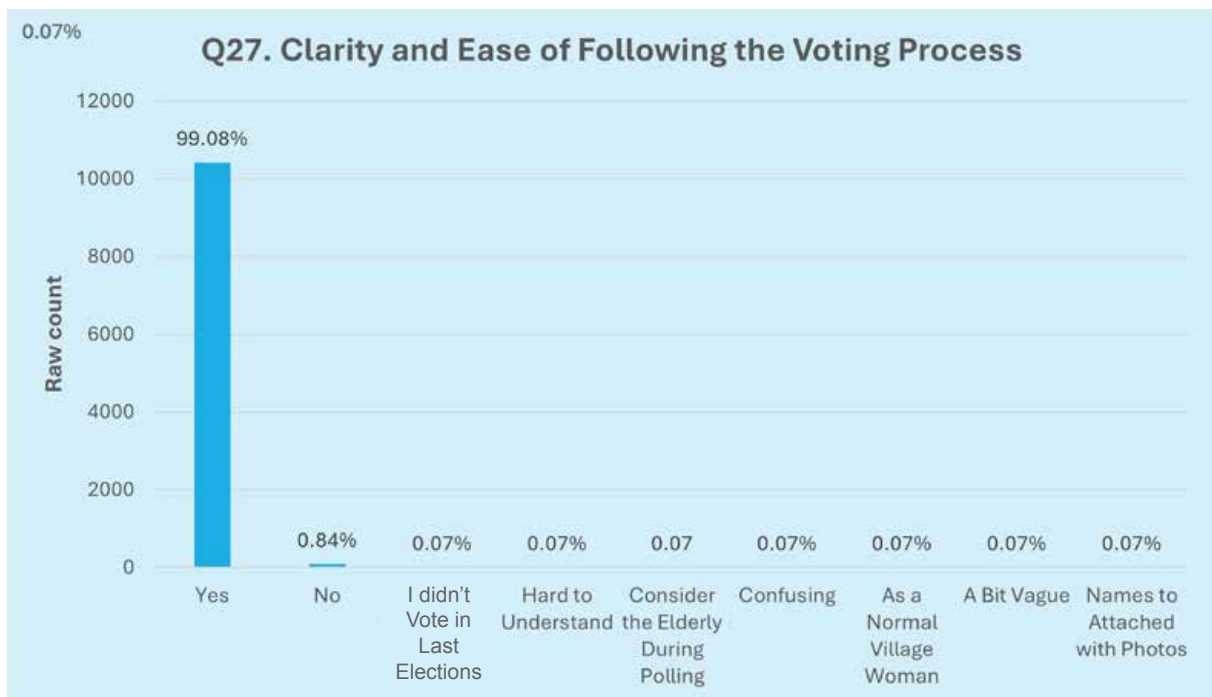
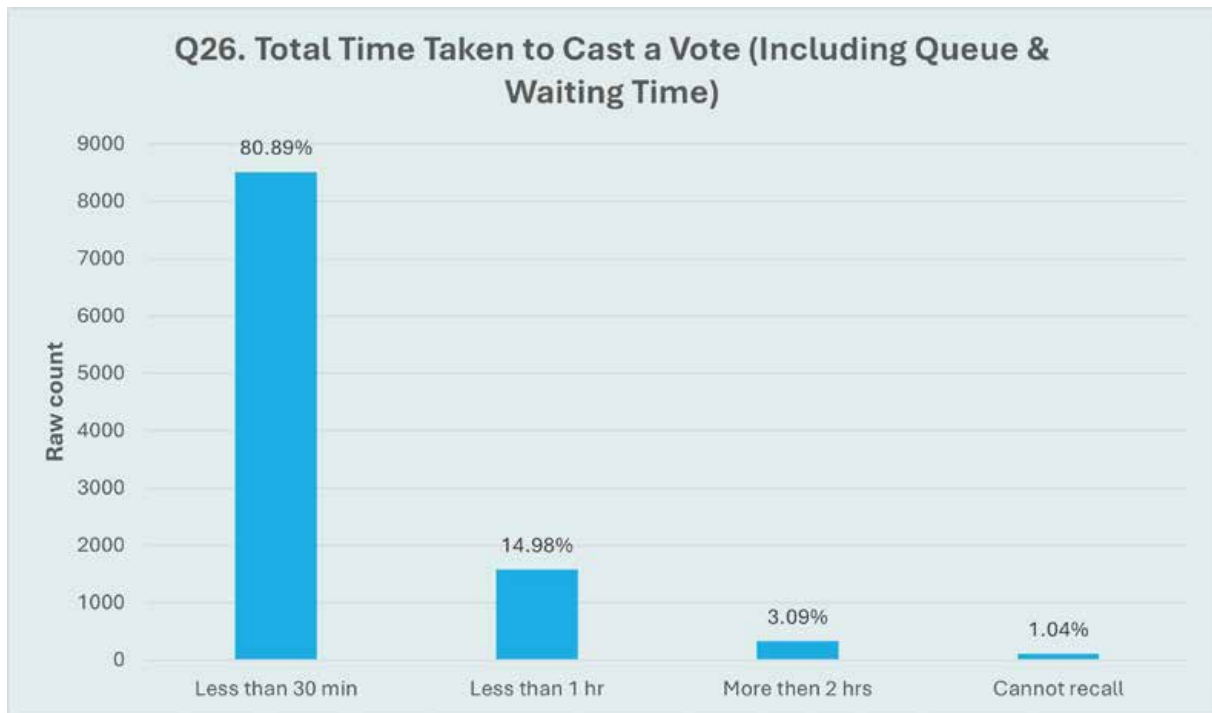


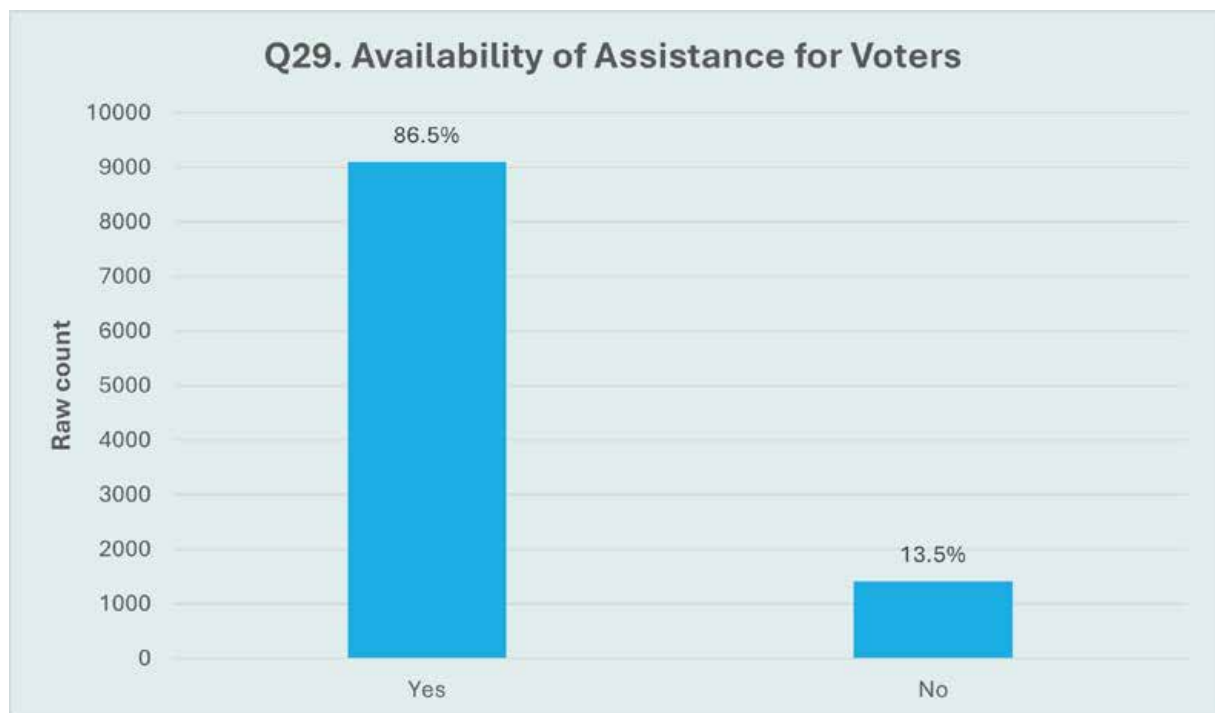
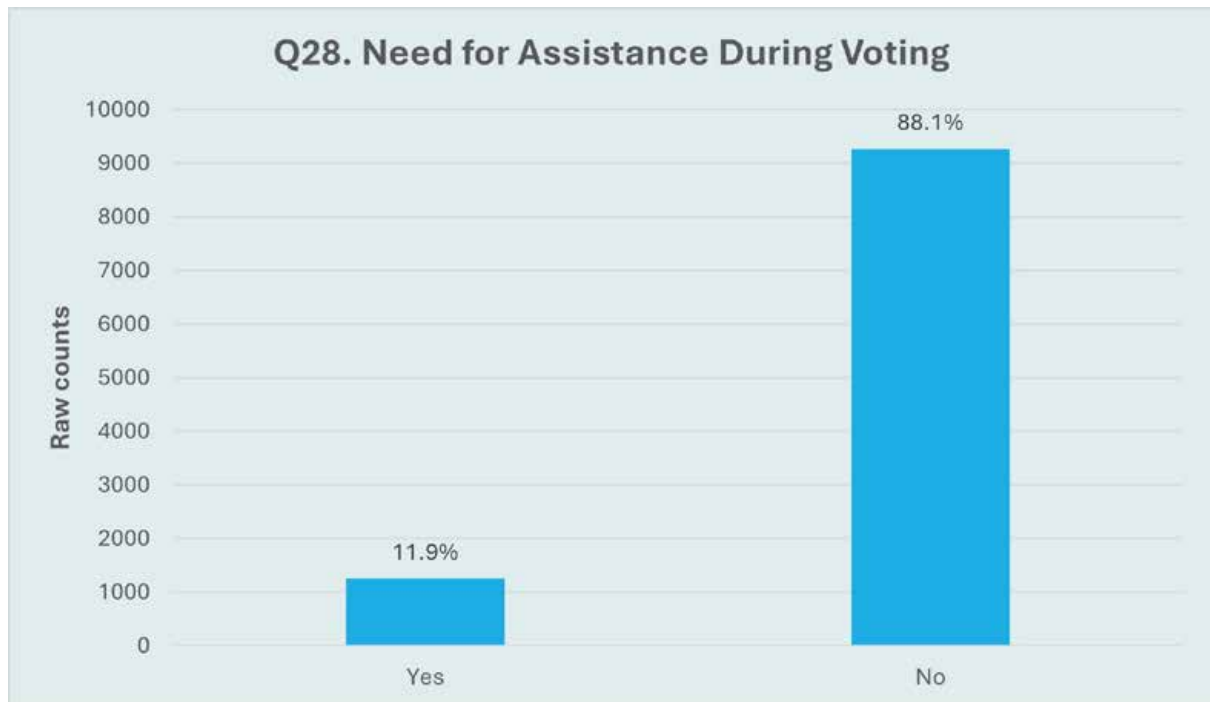
Q24. Sources of Information on Postal Voting

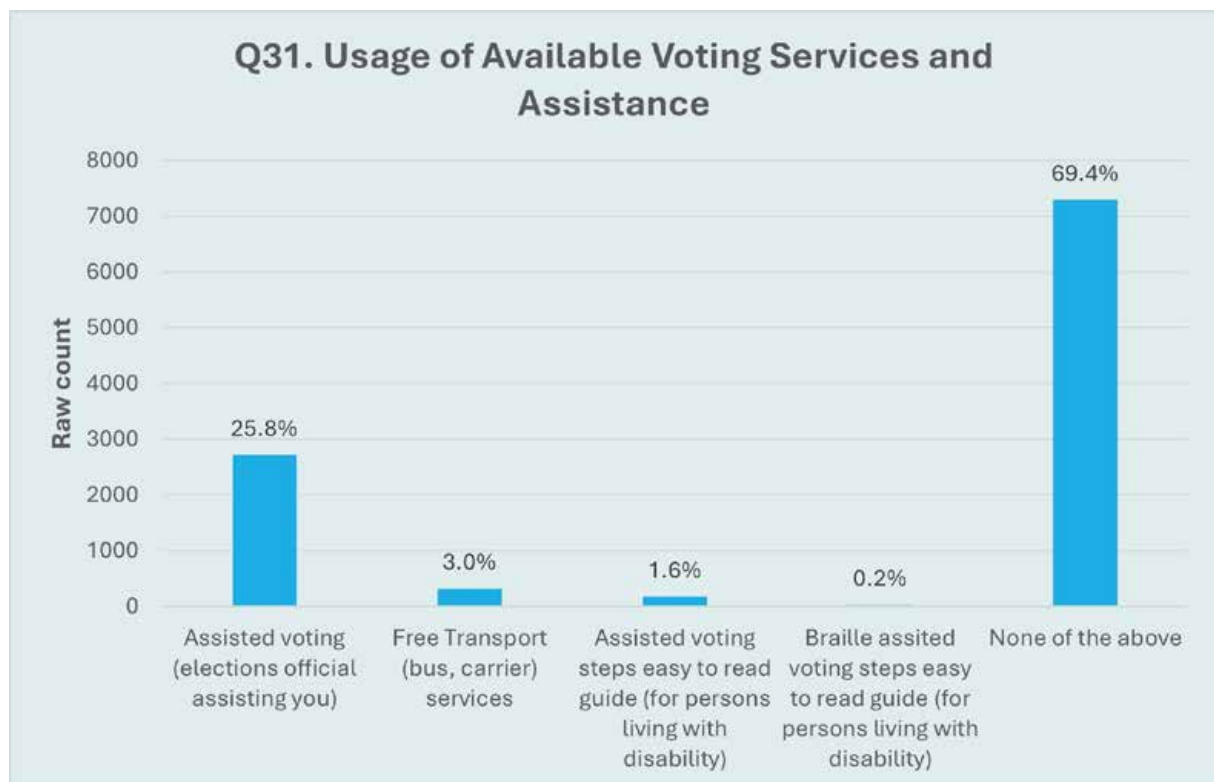
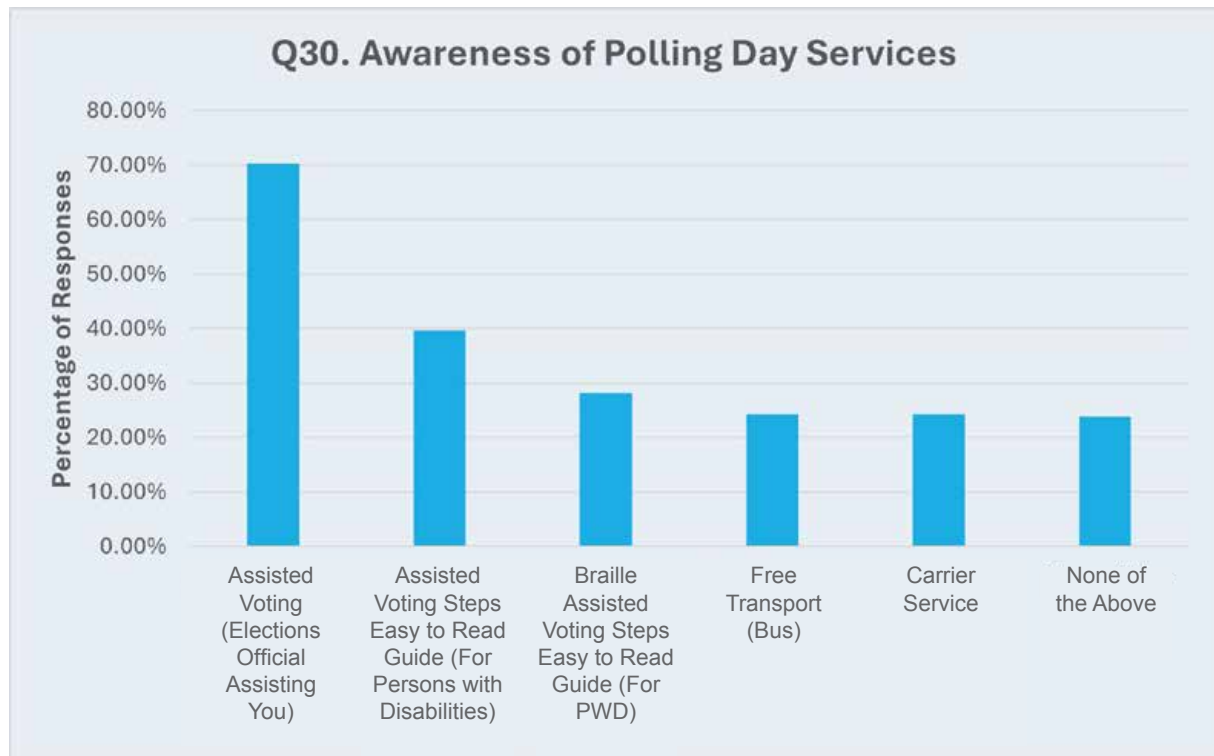




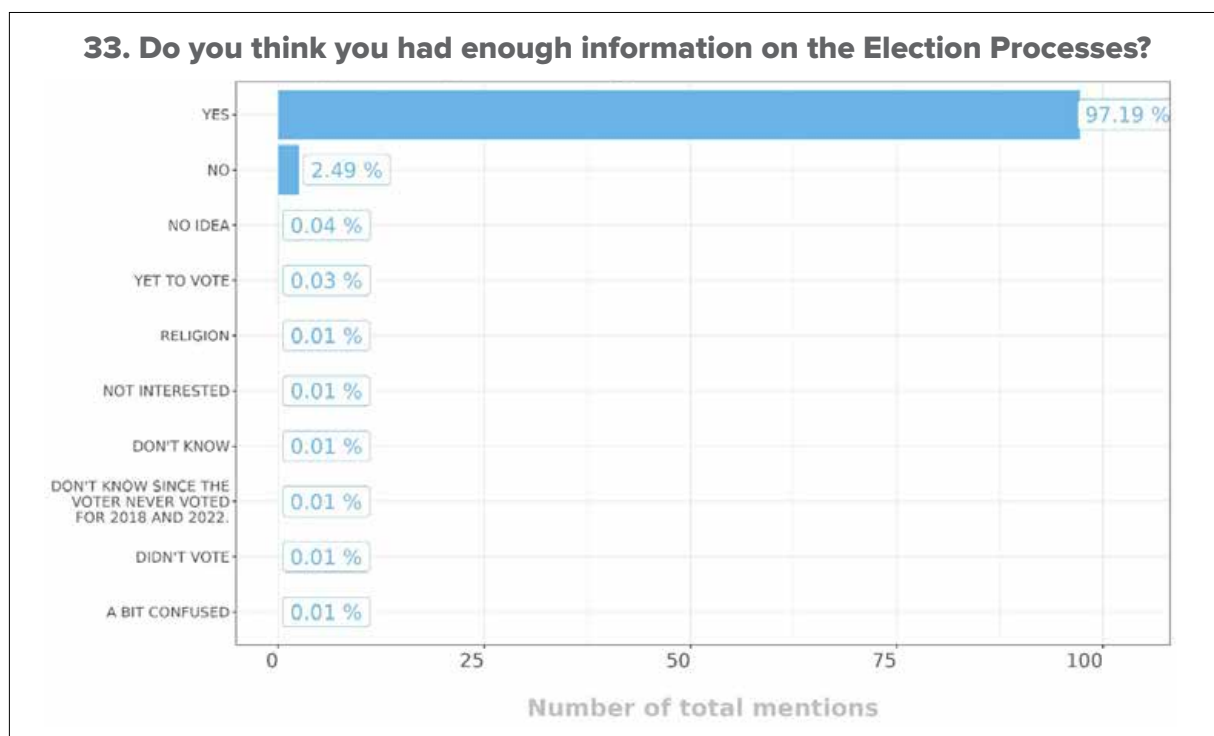
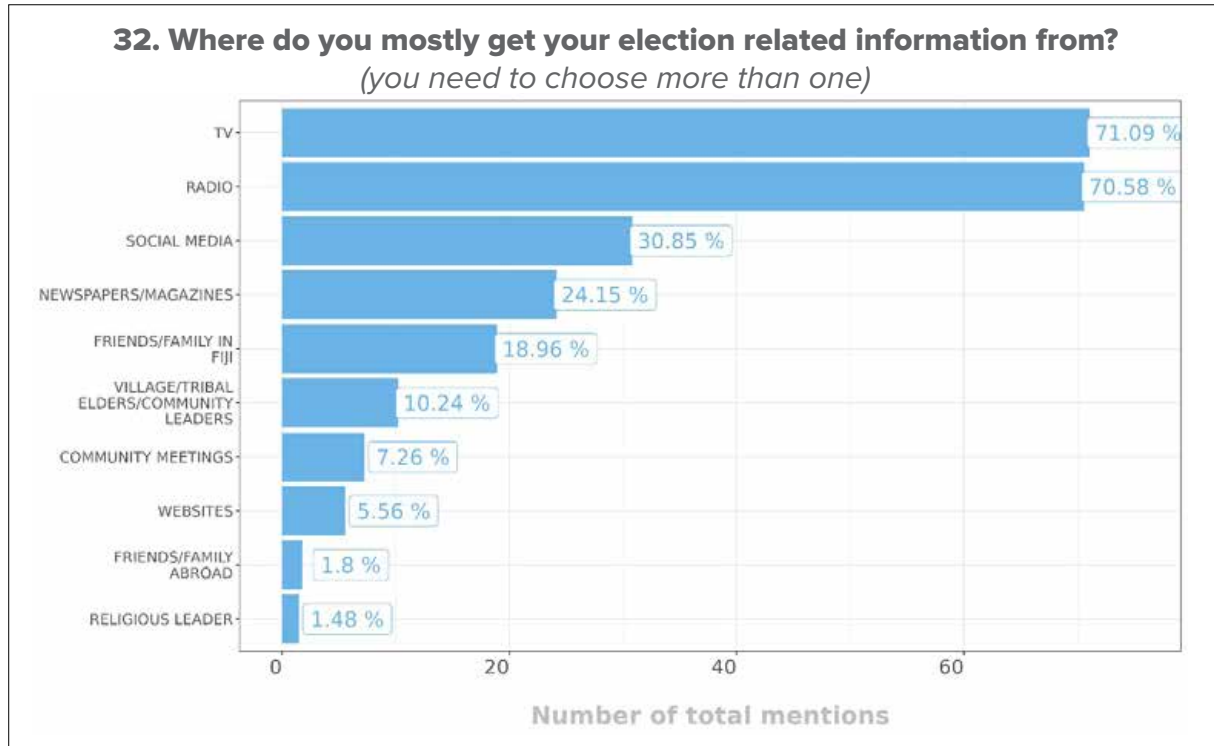
ANNEX 8: Voting Experience Polling Day (Q26- Q31)



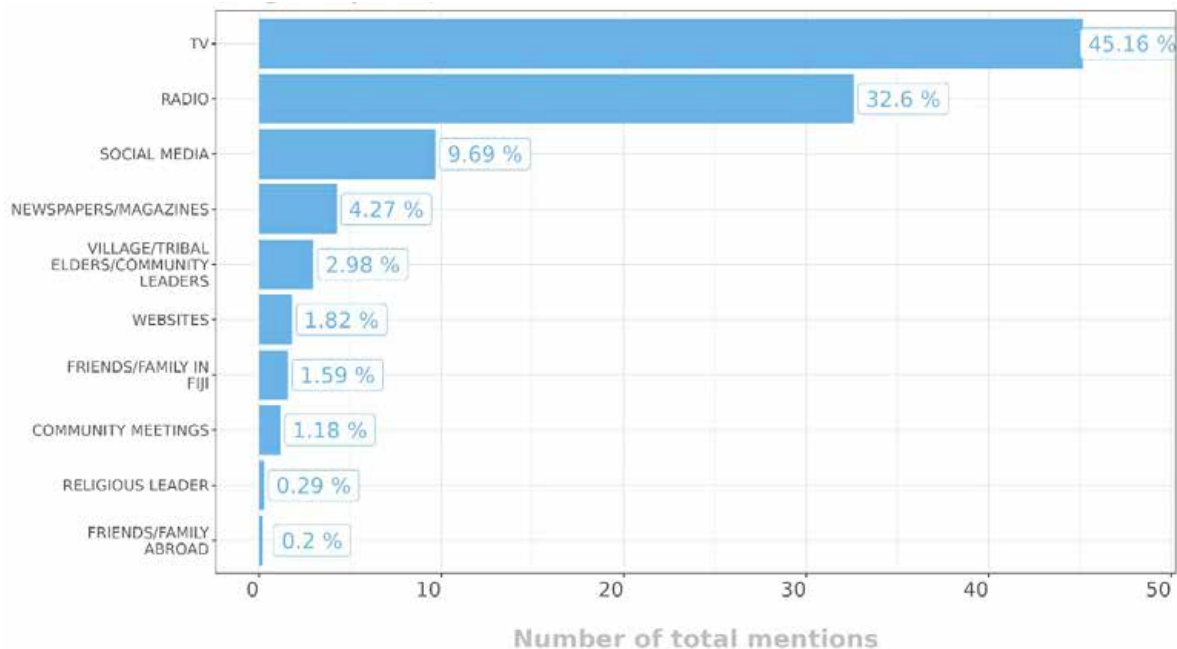




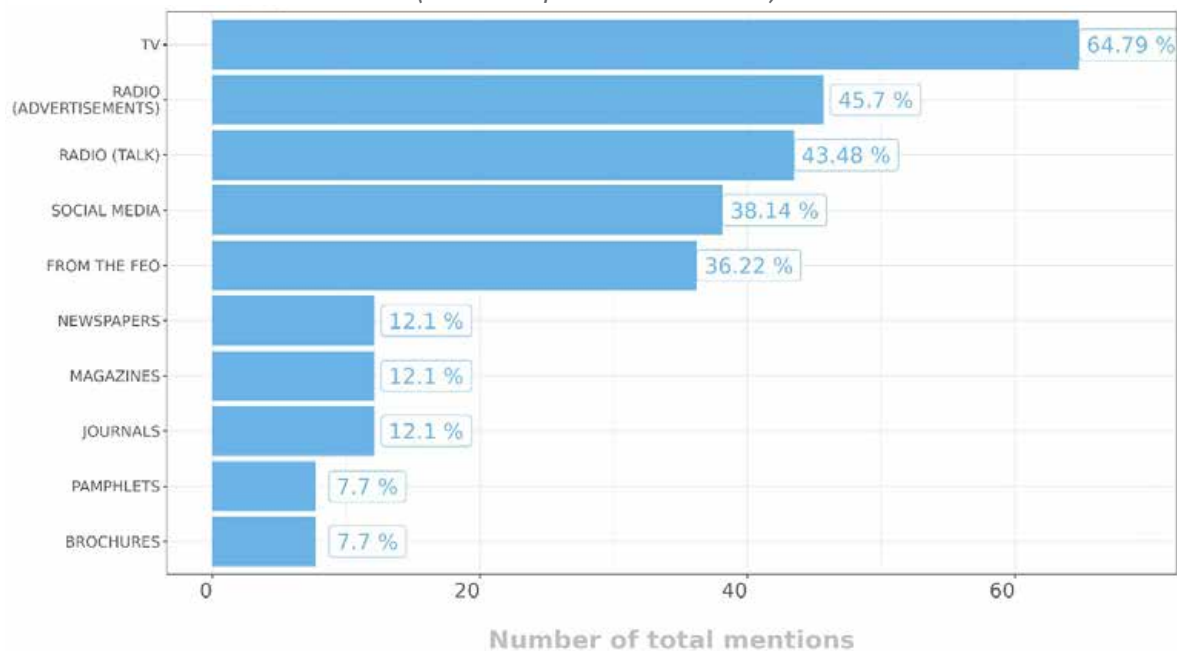
ANNEX 9: Information Sources (Q32-Q36)

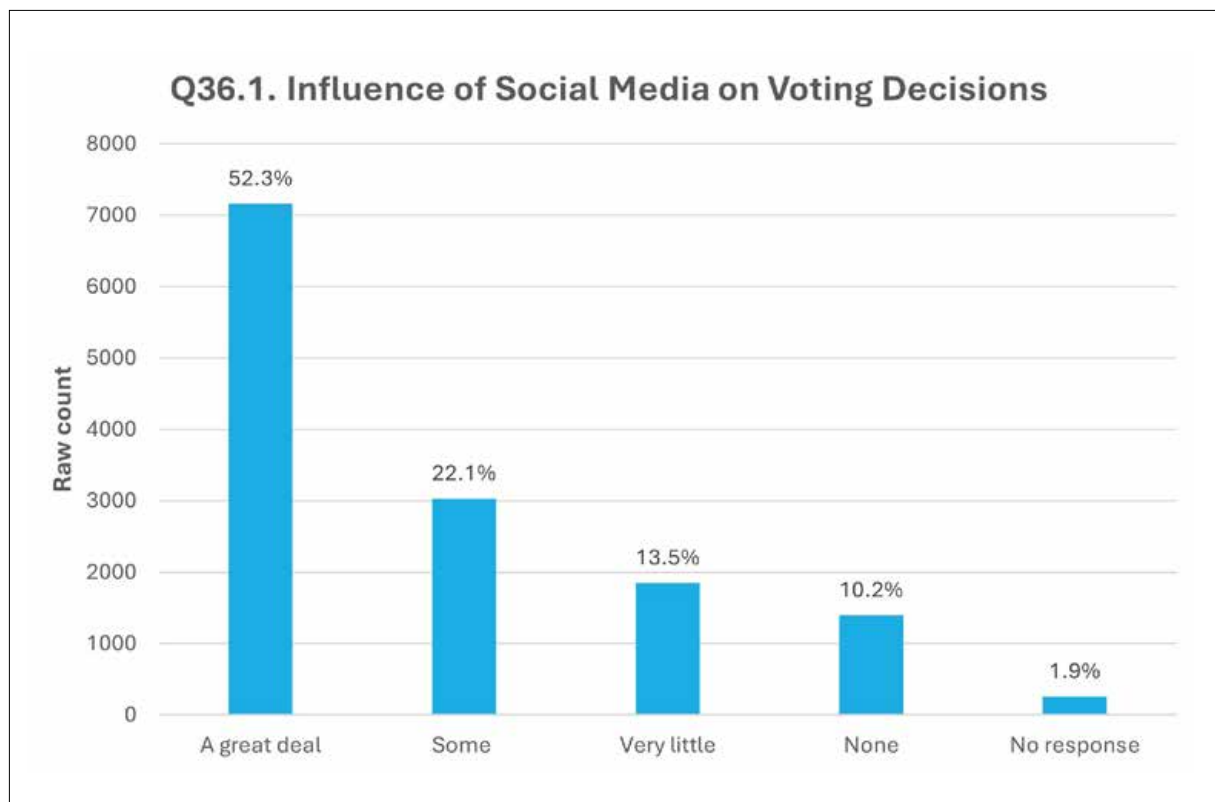
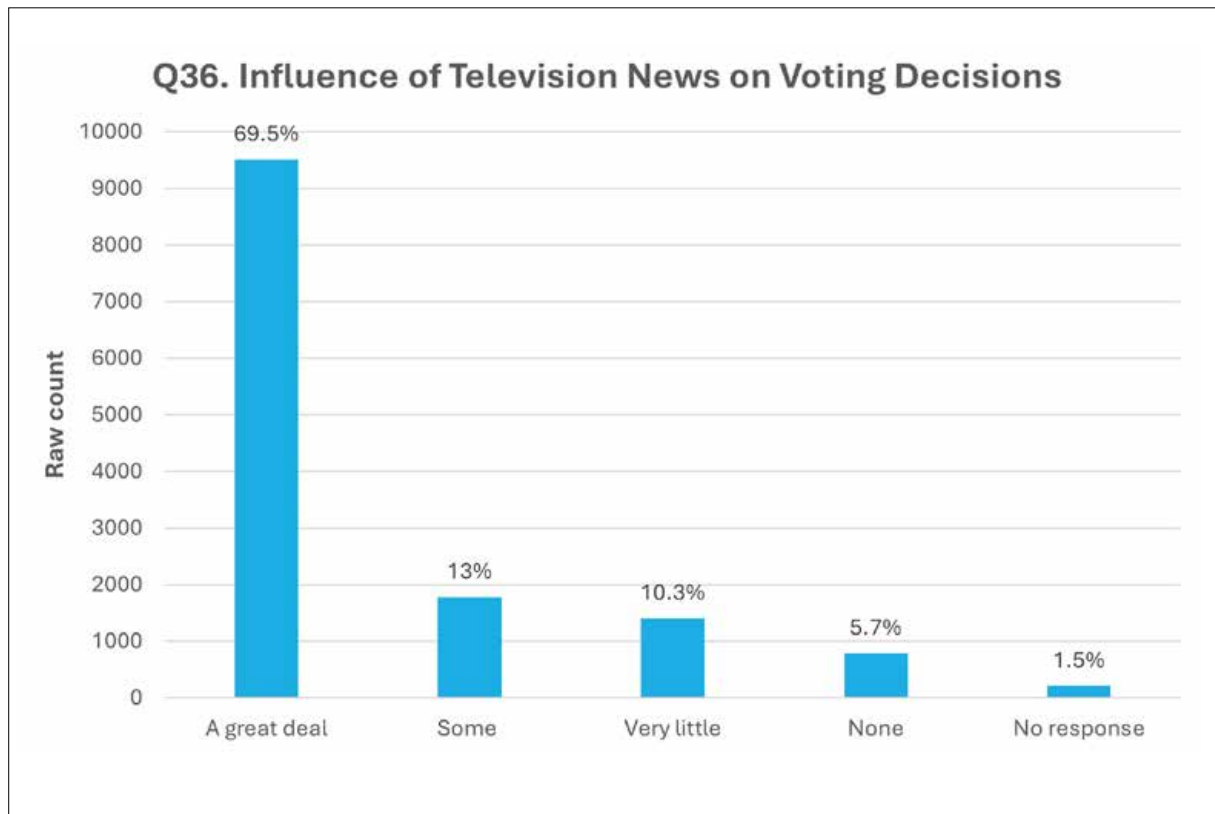


34. What source for news and information do you consider most trustworthy?
(single response)

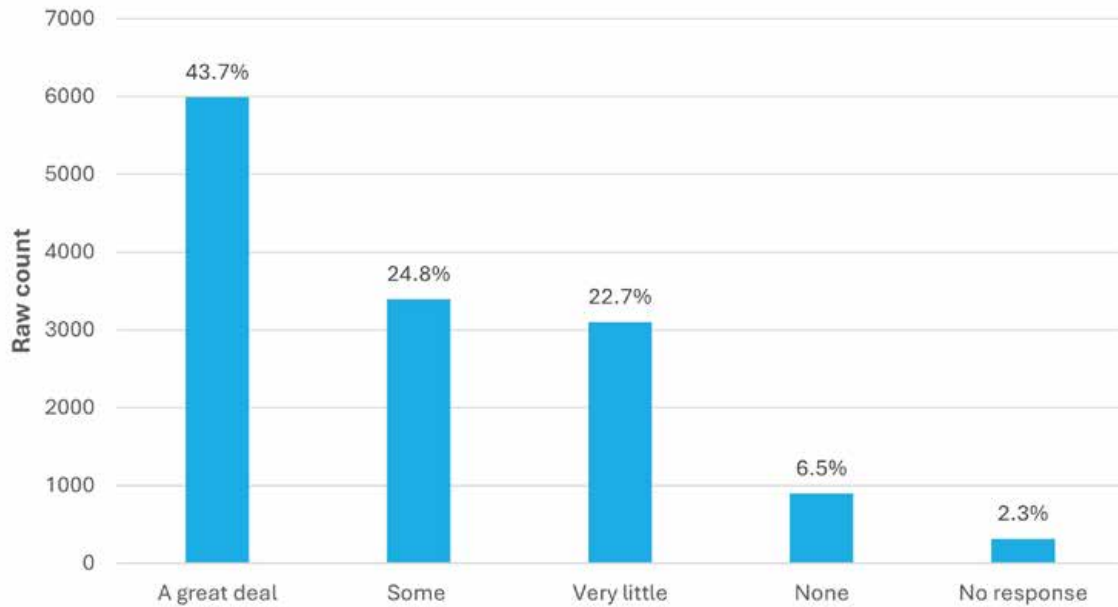


35. How do you prefer to receive election-related information?
(select top three answers)

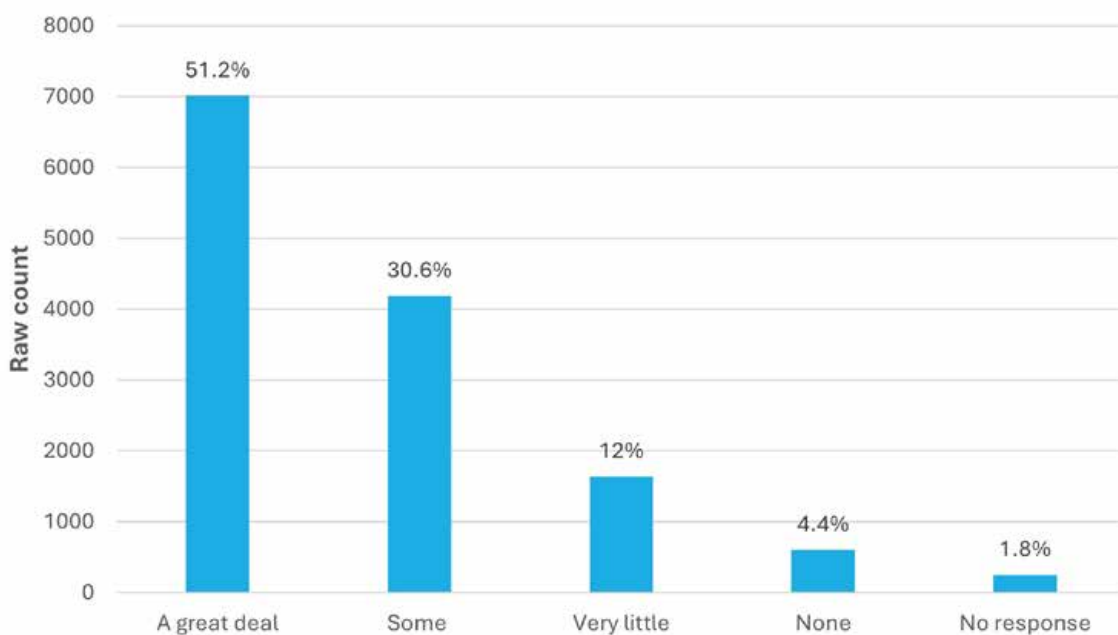


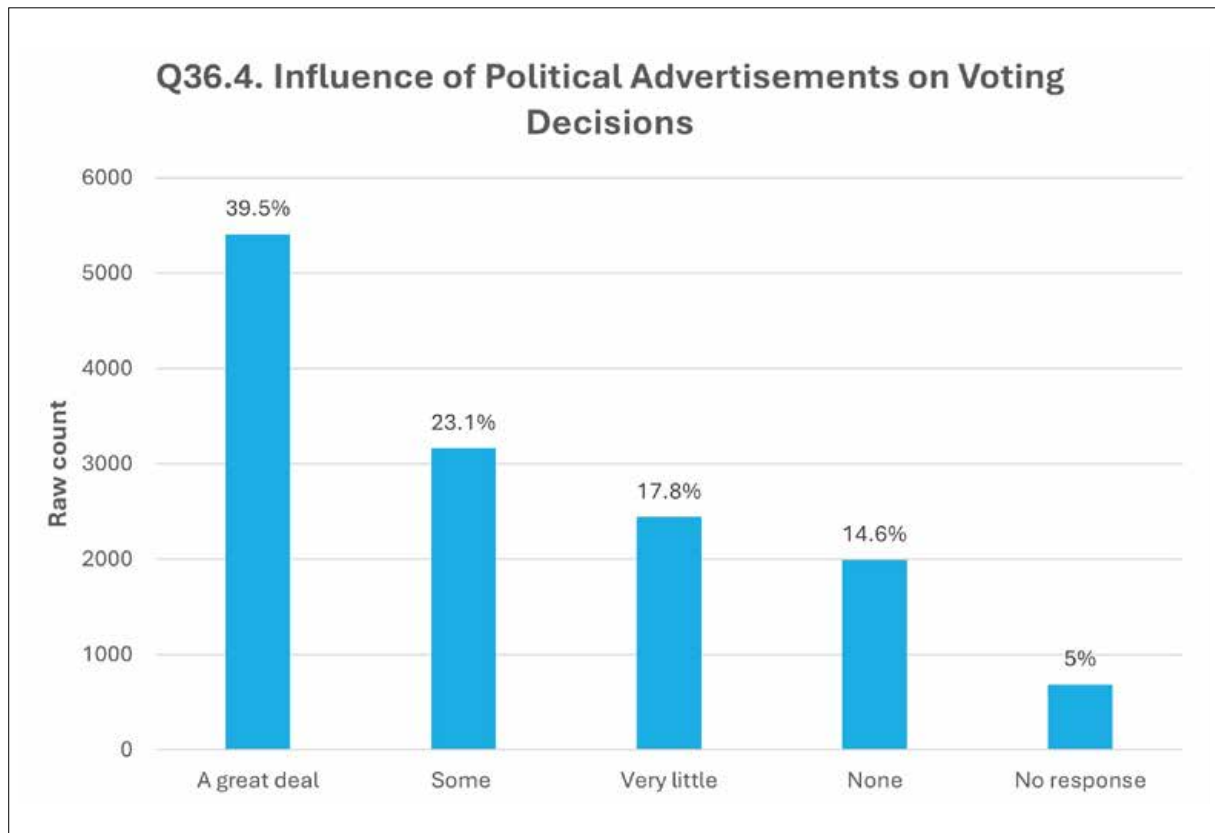


Q36.2. Influence of Family Heads and Community Leaders on Voting Decisions

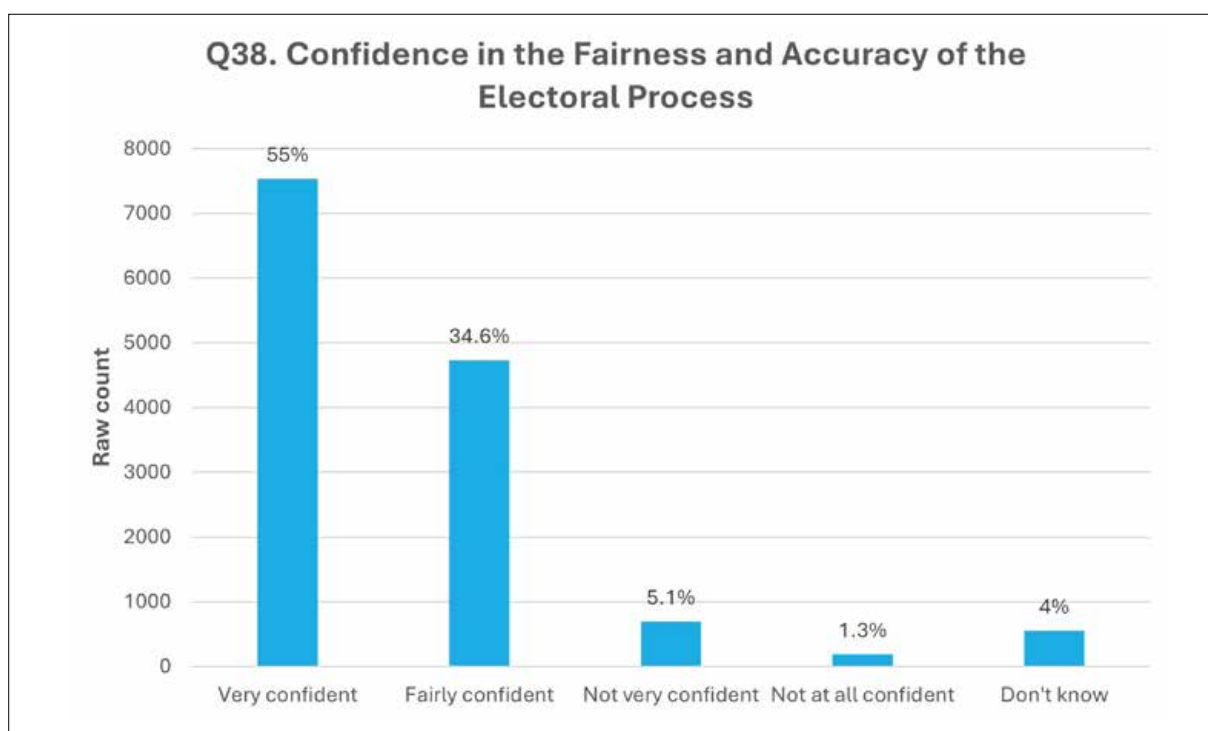
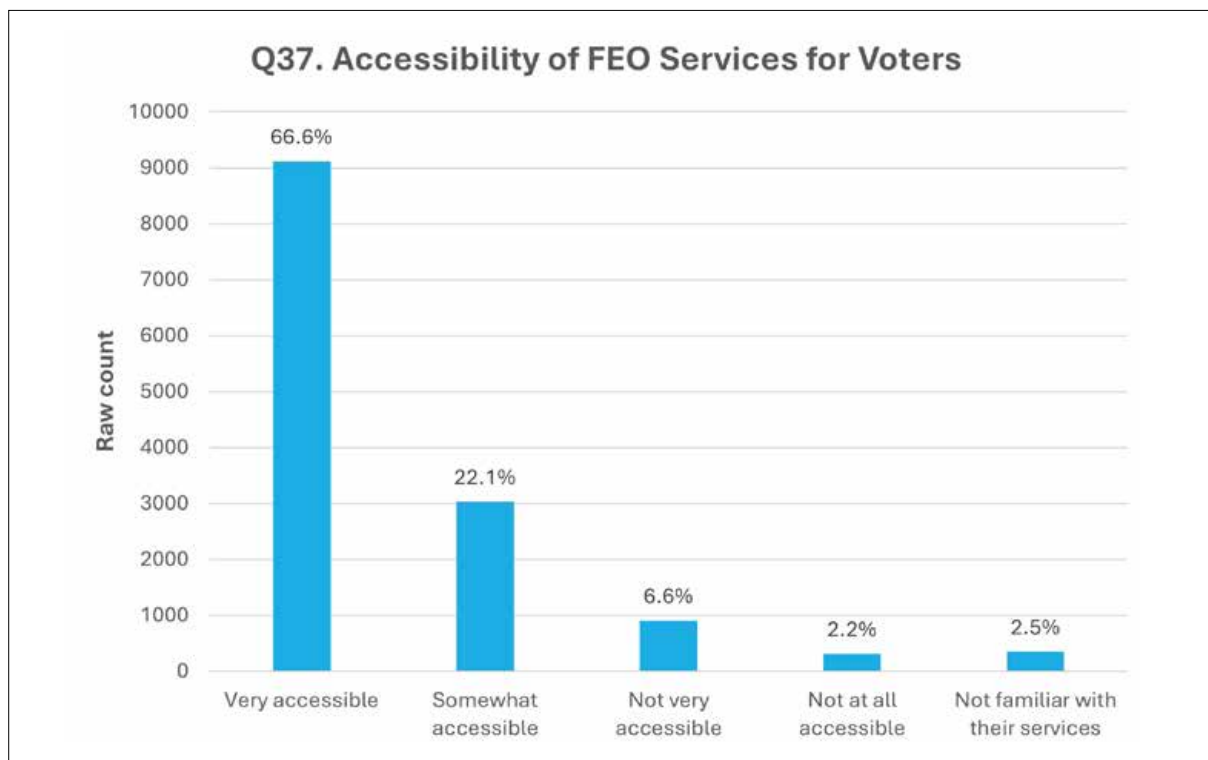


Q36.3. Influence of Friends and Family on Voting Decisions

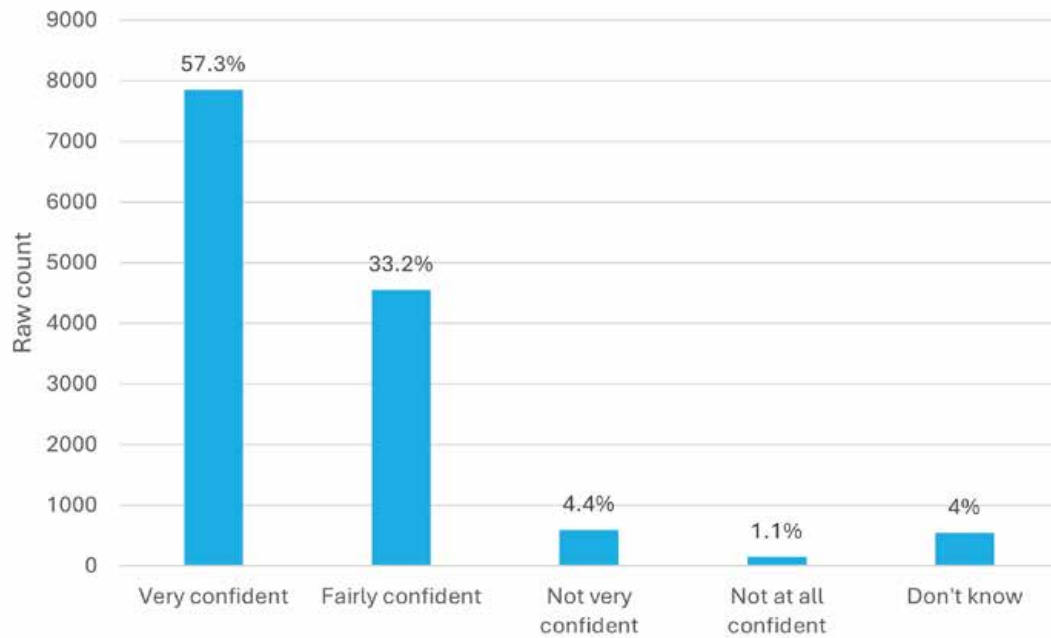




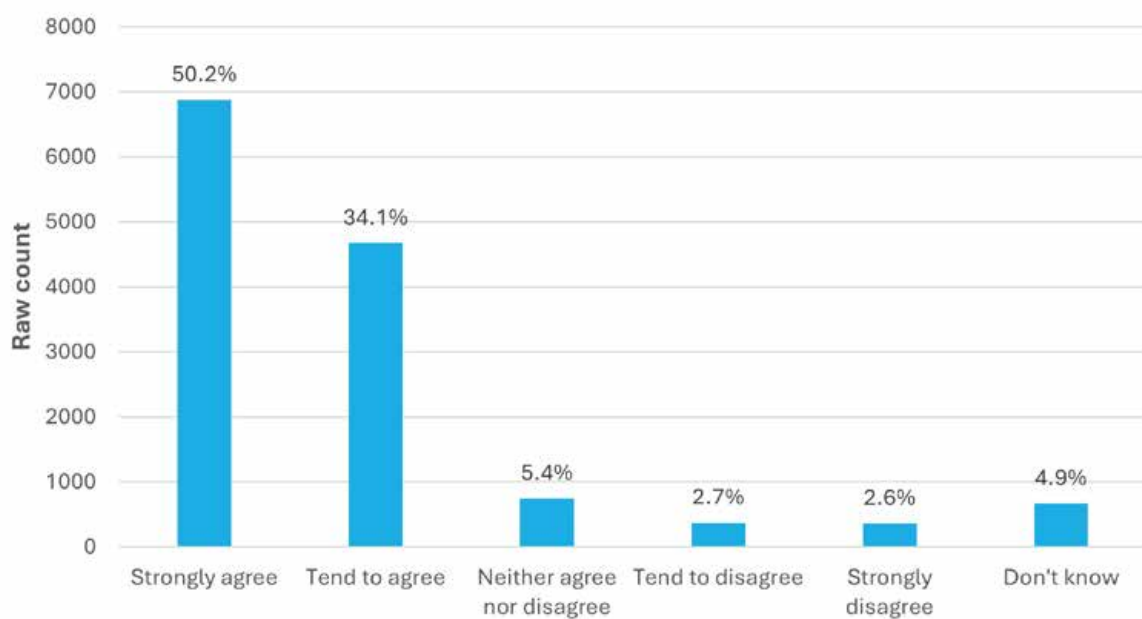
ANNEX 10: Perceptions of FEO (Q37-Q41)

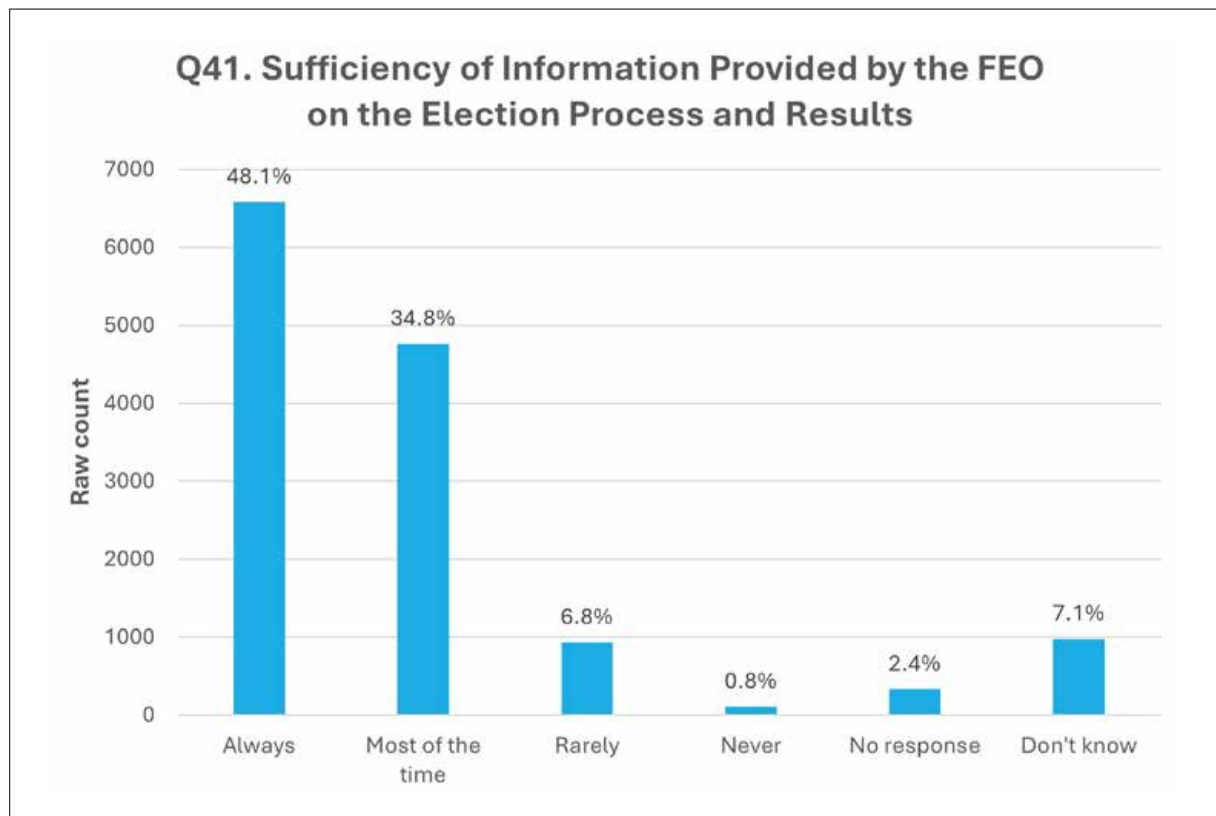


Q39. Overall Confidence in the FEO's Ability to Deliver Elections

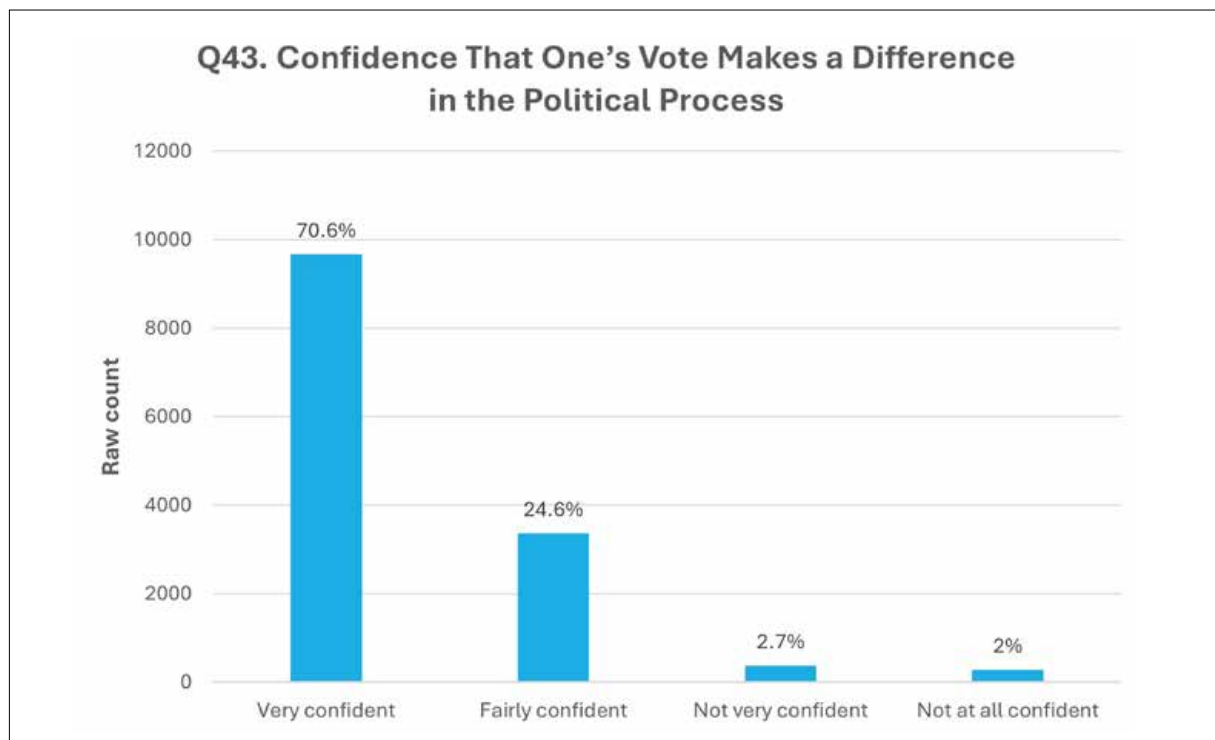
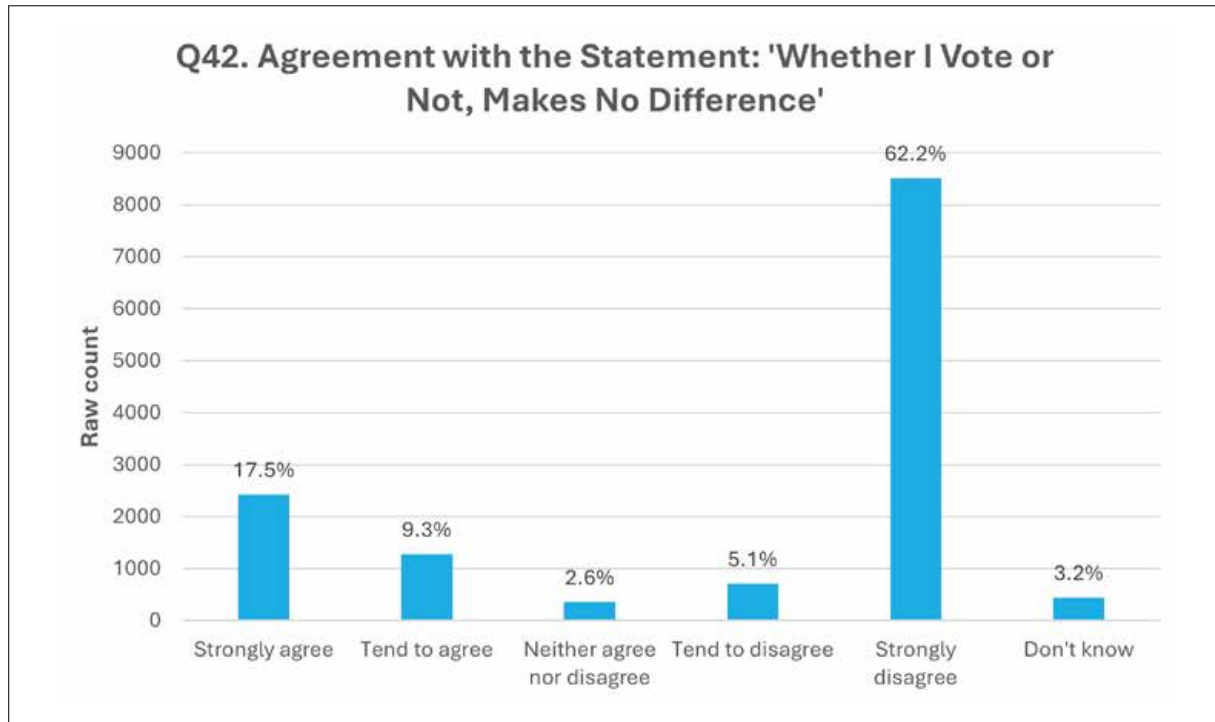


Q40. Perception of the FEO's "Fairness, Transparency, and Impartiality in Conducting Elections"





ANNEX 11: Voter Education (Q42-Q43)



ANNEX 12: Methodology

Data Collection

For the methodology of the VPS, the FEO envisioned an engagement outreach activity that could play a crucial role in reinforcing the trust of the public in the organization. By recognizing that in seeking feedback from the general populace, the exercise was not just an internal exercise, but a collaborative effort involving key stakeholders, including CSOs, Faith-Based Organizations, OPDs, Government ministries, and the media who were engaged to support data collection and spreading out the call to complete the survey, online or door to door. The following organizations were engaged in the exercise:

- Citizens Constitutional Forum (**CCF**)
- Fiji Women's Crisis Centre (**FWCC**)
- FemLink Pacific
- Rainbow Pride Foundation
- Methodist Church in Fiji (**MCIF**)
- Assemblies of God Fiji (**AoG**)
- Arya Pratinidhi Sabha of Fiji
- Sanatan Dharam Fiji
- Fiji Muslim League
- Elections Disability Access Working Group (**EDAWG**)

The engagement of these partners was essential to ensure the survey reached a broad and diverse audience. The successful execution of the VPS also served as a test for the FEO's capacity to collaborate effectively with stakeholders and work cohesively towards a common goal.

To ensure a comprehensive collection of responses, the FEO strategically identified targeted events organized by our stakeholders that attracted participants from across the country and abroad.

The events were the following:

- MCIF Annual Conference 2024
- AoG Fiji Conference 2024
- Sanatan Dharm Pratinidhi Sabha of Fiji Public Consultation on Sanatan Constitution 2024
- Hibiscus Festival 204
- Friendly North Festival 2024
- Sugar Festival 2024
- Rainbow Pride Foundation Fiji Pride Games 2024

Through these efforts, the aim was to gather a minimum of 10,000 responses, which was considered could provide a robust data set for analysis. In addition to the collaborative initiatives, the FEO planned a deployment of staff with roll-out estimations alone envisaging a collection of 10,800 responses from a minimum of 20 responses per day per team for five (5) days for six (6) weeks deployment period in the four (4) divisions excluding maritime areas as responses from the maritime will be covered through stakeholder collaboration.

Once the data was collected, an external expert data analyst² was contracted to conduct an independent analysis. A Survey Report was drafted, serving primarily as an internal document to guide the improvement of the FEO services. Its findings have been used to prepare this summary report and may also inform broader discussions on electoral processes and voter engagement.

Data Analysis

As mentioned, data collection was conducted as a joint action led by the FEO in partnership with key stakeholders, and an external expert was contracted to conduct data analysis. The intention behind it was to have an exercise conducted not only by the FEO, but also engaging independent actors for the collection and analysis of the data.

The methodology employed in the analysis combined advanced quantitative and qualitative analyses to understand voter confidence and engagement. Survey data from online and face-to-face formats were amalgamated, and proportional resampling was employed to correct for provincial biases, ensuring more representative results. To identify the main drivers of voter confidence, predictive modelling techniques known as recursive partitioning and random forests were used. These methods identified that perceptions of FEO's impartiality and fairness (Q40) and FEO services (Q37) were the strongest predictors of confidence, with recursive partitioning achieving a 75% accuracy rate, and random forests achieving a 91.7% accuracy rate. Both methods, independently, identified Q37 and Q40 as the main drivers of voter confidence. Importantly, neither modelling approach identified demographics (such as sex or age) as being particularly important. Chi-squared goodness-of-fit tests were used to determine that there was no significant difference in the responses to Q37, Q39, and Q40 by sex, thereby verifying that female survey bias had no meaningful impact on the validity of our modelling.

Long-form responses from communities were summarised using qualitative text analysis via OpenAI, which identified logistical, operational, and community-specific challenges that impacted voter engagement, particularly in remote and rural areas. Themes like accessibility, misinformation, and the need for local solutions were consistent and provided actionable insights for improving election processes.

² Mr Nathan Whitmore is a data specialist with over two decades of experience in ecological research, statistical analysis, and project management. With a Master of Science in Zoology and a strong foundation in R programming, He excels in developing reproducible, automated workflows and applying advanced statistical and machine learning techniques to development challenges. As a freelance analyst, he has led over 90 data-driven projects for international NGOs, government agencies, and research institutions. His work spans spatial modeling, predictive analytics, dashboard development, and long-term wildlife monitoring. Nathan is also the author of R for Conservation and Development Projects: A Primer for Practitioners, reflecting his commitment to capacity building and data literacy.

The study also incorporated multiple correspondence analysis to group participants based on shared survey responses. The analysis clustered survey responses into three groups, which were largely determined by Q11 (Did you vote in the 2022 General Election? What method of voting did you use?). This result appears inconsequential and is likely just a reflection of the architecture of the survey, as Q11 had no clear bearing on voter confidence.

When training to understand voter turnout drivers, an analysis was undertaken to determine if voter confidence recorded in the 2024 FEO VPS related to the voter turnout in electoral areas in the 2022 General Election. This analysis only considered data entries in which both the electoral area was recorded, and the respondent gave a definitive response regarding their confidence in the election process³. Given the possibility of other explanations, modelling was broadened to explore a range of other alternative explanations, including notions of civic duty, differences in administrative division, and composite variables relating to election integrity and accessibility.

Lastly, the report emphasised improving survey design by identifying biases in sampling and recommending random stratified sampling as a solution to ensure balanced representation in future surveys (with special inclusion of people with disabilities via a predetermined quota to ensure representativeness is achieved). Using Cochran's sample size estimation, we identified that future surveys could be delivered with a similar margin of error as the most recent survey, using a smaller sample size simply by prioritising representativeness. An interactive, publicly available dashboard was also developed to facilitate stakeholder exploration of the data. Overall, this analysis used a mixed-methods approach combining advanced and standard statistical tools with community feedback to deliver a reasonably comprehensive understanding of what appears to be driving voter perceptions in Fiji.

Voter turnout Analysis, considering Voter Confidence

Given the primary purpose of this analysis, the raw 2024 FEO VPS was filtered to only include entries in which the electoral area was recorded, and the respondent gave a definitive answer⁴ to Question 38 (Q38) 'How confident are you in the fairness and accuracy of the electoral process?'. Given that Q38 was an ordinal category (ie, a ranked set of cate) which had - Not at all confident < Not very confident < Fairly confident < Very confident. These entries had to be converted to a singular numeric form. This was achieved by using cumulative link models, which allow the modelling of ordinal categories without the assumption of equal distance (ie, the assumption that you can simply turn the categories into numbers and average them). Preliminary cumulative link modelling indicated that there was unanimous support for confidence varying by electoral area (rather than being random). The coefficients of this model were then used to characterise the confidence levels of each electoral area as a single number.

Given there is evidence to suggest that duty is a major determinant of voter turnout elsewhere (Bali et al 2020), the multi-answer question: Q7 'Choose the reasons that convinced you to register' was filtered for any entry which included the term 'Civic Duty' and recorded as a separate variable.

³ For this reason, the numbers recorded in this analysis will differ from that of the raw data collected in the perception survey.

⁴ Meaning any entry recording 'I don't know' was removed

Additionally, dimension reduction⁵ was conducted to reduce eight questions to a simpler set of variables (called Dims) for later modelling. These questions were:

- Q33. Do you think you had enough information on the Election Processes?"
- Q37. How accessible do you find the FEO's services (eg, voter registration, information on polling places and processes)?"
- Q38. How confident are you in the fairness and accuracy of the electoral process?"
- Q39. Overall, how confident are you in the FEO's ability to deliver elections?"
- Q40. Overall, do you agree or disagree that the FEO conducts elections in a fair, transparent, and impartial manner?"
- Q41. Do you think that the FEO provides full information on the election processes and results?"
- Q42. To what extent do you agree with the following statement: "Whether I vote or not makes no difference"?
- Q43. How confident are you that your vote makes a difference in the political process?"

A total of 12 candidate models were tested using a model selection process in which models were ranked by Akaike's Information Criteria with a small sample correction (AICc, in the manner of Burnham and Anderson 2002). Electoral area was treated as a random effect (ie, a nuisance variable) as we fully expected voter turnout to vary between electoral areas.

Diagnostic tests were undertaken to check that the top-ranked model conformed with the statistical assumptions of the model (no issues were found). All analyses were undertaken in Program R version 4.4.2 (R Core Team 2024).

⁵ Dimension reduction allows the simplification of interdependent variables into uncor- related variables for modelling





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Fijian Elections Office
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59 High Street, Toorak, Suva
P. O. Box 2528, Government Buildings, Suva

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