



UNION TERRITORY OF JAMMU & KASHMIR



Knowledge, Attitude & Practices (KAP)

Endline Survey Report—2025

For Citizens of Jammu and Kashmir



No Voter to be Left Behind

NATIONAL VOTERS' DAY

SWEEP



Survey conducted by
Directorate Of Economics And Statistics
Planning Development And Monitoring Department, J&K

Survey for
Chief Electoral Officer,
UT Of Jammu & Kashmir

Sanjeev Verma, IAS
Chief Electoral Officer,
Jammu & Kashmir



FOREWORD



It gives me great pleasure to present the 2024 Assembly Elections End-Line KAP Survey Report. Prepared by the Directorate of Economics and Statistics, this comprehensive study concludes a rigorous analytical process aimed at measuring the impact of our electoral initiatives. It offers a detailed look at how voter behaviour evolved during Jammu and Kashmir's Legislative Assembly Election 2024.

Expanding upon the study of General - Election 2023 (Baseline), this End-line study encompasses a vast sample of 5580 households including 184 PwDs and 180 focus group discussions across all 90 Assembly Constituencies. This data offers a refined look at the evolving knowledge, attitudes, and voting practices of our citizens. These results stands as a clear validation of our strategic outreach, specifically the Systematic Voters' Education and Electoral Participation (SVEEP) initiatives, which have significantly support voter awareness and democratic vitality across the Union Territory.

It is gratifying to observe that this survey serves a dual purpose: it validates the impact of our past initiatives while offering critical insights into the evolving expectations of the people of Jammu and Kashmir. The recommendations detailed here will be instrumental in shaping our future interventions to strengthen the integrity and reach of the electoral process.

I commend the Directorate of Economics and Statistics for their meticulous approach to data collection and analysis. I am also deeply thankful to the individual participants whose honest feedback forms the foundation of this report.

This document represents a significant milestone in our pursuit of electoral excellence. I trust this report will serve as a foundational guide for all partners working toward a vibrant and participatory democratic future for the Union Territory."

Sanjeev Verma, IAS
Chief Electoral Officer,
UT of Jammu & Kashmir.

Ather Hussain Qadri
Director General
Economics & Statistics
Govt. of Jammu & Kashmir
Srinagar/Jammu.
Tele/Fax 2490092 (Srinagar)
2538907 (Jammu)



PREFACE

The conduct of free, fair, and participatory elections is a cornerstone of democratic governance. In pursuit of this objective, the Election Commission of India has introduced several innovative measures to enhance voter engagement and strengthen the electoral process.

Following the conclusion of the 2024 Assembly Elections in Jammu & Kashmir, the Directorate of Economics & Statistics, J&K, was entrusted with the responsibility of conducting the Endline Knowledge, Attitude & Practices (KAP) Survey. The purpose of this survey was to evaluate the effectiveness of Systematic Voter Education and Electoral Participation (SVEEP) interventions and to inform the finalization of UT and district-level SVEEP plans for future electoral cycles.

The survey was carried out across all 90 assembly constituencies, covering a scientifically selected sample of 540 polling stations from the total 11,838. Employing a multistage sampling methodology, the survey ensured representation across diverse socio-economic groups. A total of 5580 respondents were interviewed using a structured questionnaire, and 180 focused group discussions (FGDs) were conducted to gather qualitative insights from targeted segments including youth, women, Scheduled Caste communities, NGOs, and civil society activists.

This report presents a comprehensive analysis of voter registration, EPIC card holders, voting behavior, and awareness of electoral processes. The findings will serve as a valuable resource for developing targeted strategies to promote inclusive civic participation and reinforce democratic values in the region.

I extend my sincere appreciation to the officers and staff of the Directorate, the District Statistics and Evaluation Officers, and the field enumerators for their dedication and commitment in completing this important exercise within the stipulated timeline.

Ather Hussain Qadri

Shobha Rani
Joint Director, Surveys
Economics & Statistics
Govt. of Jammu & Kashmir
Srinagar/Jammu.
Tele/Fax 2490092 (Srinagar)
2538907 (Jammu)



ACKNOWLEDGEMENT


The Endline Knowledge, Attitude, and Practices (KAP) Survey Report has been undertaken as a diagnostic tool to assess and understand voters' behaviour, attitudes, beliefs, and practices in relation to the Jammu & Kashmir Assembly Election, 2024. The survey forms an integral component of the Systematic Voters' Education and Electoral Participation (SVEEP) programme, the flagship initiative of the Election Commission of India, which aims to promote voter education, awareness, and informed participation in the electoral process.

The findings of this Endline Survey provide valuable insights into the impact of SVEEP interventions on voter awareness and turnout. The conclusions drawn from the survey are expected to meaningfully contribute to evidence-based policy formulation and the strengthening of future voter education strategies in the Union Territory of Jammu & Kashmir.

I wish to express my sincere gratitude to the Director General, Economics & Statistics, Jammu & Kashmir, for providing constant guidance and support throughout the conduct of the survey. The expert advice and constructive suggestions offered at various stages were instrumental in the successful completion of this report.

I also acknowledge with appreciation the dedicated efforts of the officers and staff of the Economics & Statistics Department, including the Director General office of the Regional Director, Evaluation and Statistics, Jammu; Regional Director, Evaluation and Statistics, Kashmir; Deputy Director (Surveys); District Statistics & Evaluation Officers; and all field functionaries, whose commitment and professionalism ensured the smooth execution of the survey operations.

I extend my heartfelt thanks to all the respondents who willingly participated in the survey and shared their views and experiences. Their valuable inputs have enabled a deeper understanding of voter perceptions, behaviour, and preferences, forming the foundation of this report.


Shobha Rani

Salam Din

Deputy Director (Information)/
Nodal Officer (SVEEP)

Chief Electoral Officer, J&K



ACKNOWLEDGEMENT

This report presents the findings of the Knowledge, Attitude, and Practices (KAP) Survey conducted to assess voter behaviour, attitudes, beliefs, and practices during the Jammu & Kashmir Assembly Election, 2024. Undertaken under the Systematic Voters' Education and Electoral Participation (SVEEP) programme of the Election Commission of India, the survey provides valuable insights into the effectiveness of voter education initiatives in enhancing electoral awareness and voter turnout.

I place on record my appreciation for the dedicated efforts of the officers and staff of the Economics & Statistics Department, including the Director General, Economics and Statistics, Jammu & Kashmir, along with all field functionaries, whose professionalism, diligence, and commitment ensured the smooth and timely completion of the survey.

I also extend my sincere gratitude to all respondents, whose valuable participation and insights form the foundation of this report.

Salam Din

Contributions

The successful preparation of the Endline Survey Report regarding Knowledge Aptitude and Practices for the citizens of Jammu and Kashmir for General Assembly Election 2024 has been made possible through the collective efforts of below mentioned officers/officials at Directorate level.

1. Smt. Satvir Kour Sudan (Former Director General), Economics and Statistics, J&K.
 2. Sh. Sunil Kumar Pandita, Director (S), Planning, Development & Monitoring Department, Civil Secretariat, J&K.
 3. Smt. Shobha Rani, Joint Director, Surveys, DES, J&K.
 4. Sh. Musadiq Hussain, Deputy Director, Surveys, DES, J&K.
 5. Sh. Inderjeet Singh, Assistant Director, Surveys, DES, J&K.
 6. Sh. Harash Kumar Suri, Statistical Officer, Surveys, DES, J&K.
 7. Smt. Neelu Raina, Statistical Officer, Surveys, DES, J&K.
 8. Sh. Vishal Nagar, Statistical Officer, Surveys, DES, J&K.
 9. Bram Dutt, Artist, DES, J&K.
 10. Smt. Asha Kumari, Junior Statistical Assistant, DES, J&K.
 11. Sh. Firdous Ahmad Sheikh, Junior Statistical Assistant, DES, J&K.
 12. Sh. Ashiq Hussain Wagay, Junior Statistical Assistant, DES, J&K.
 13. Sh. Tejbir Singh, I/C Junior Statistical Assistant, DES, J&K.
 14. Sh. Kapil Mahajan, K.P.O, DES, J&K.
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EXECUTIVE SUMMARY

The Endline Survey of Knowledge, Attitude, and Practices (KAP) in the Union Territory of Jammu and Kashmir is a vital initiative undertaken after the 2024 Legislative Assembly Elections, conducted by the Directorate of Economics and Statistics for the Chief Electoral Officer (CEO), J&K. This survey serves as an essential tool for evaluating the effectiveness of electoral processes and citizen engagement in the region.

The primary objective of the survey is to assess the level of public awareness, attitude and participation related to the electoral system. By identifying existing gaps, challenges, and behavioural patterns among voters, the survey provides valuable insights that support evidence-based policy formulation and targeted interventions for the democratic process.

Importantly, the findings of the KAP survey play a crucial role in strengthening the Systematic Voters' Education and Electoral Participation (SVEEP) program. By highlighting areas where voter education and outreach need improvement, the survey helps refine strategies to enhance voter awareness, promote informed participation, and deepen democratic engagement across Jammu and Kashmir.

Overall, this initiative contributes significantly to strengthening the democratic process in the UT by ensuring that electoral reforms and voter-centric programs are useful in real data driven understanding of citizen behaviour and needs.

As part of its commitment to strengthening civic engagement and electoral participation, the Election Commission of India has initiated the Knowledge, Attitude, and Practices (KAP) Survey across the country. This survey serves as a crucial tool for assessing the effectiveness of the Systematic Voters' Education and Electoral Participation (SVEEP) program and for understanding citizens' awareness, perceptions, and behaviours related to the electoral process. Through identification of existing gaps and challenges, KAP Survey provides valuable insights that will support the development of targeted strategies to enhance civic participation and reinforce a more inclusive and robust democratic process in Jammu and Kashmir.

The Union Territory of Jammu and Kashmir comprises a total of 90 Assembly Constituencies, with 47 in Kashmir Division and 43 in Jammu Division. These constituencies are spread across 11,838 polling stations, with 5628 in Kashmir and 6210 in Jammu. A comprehensive survey was conducted in 540 sample polling stations (282 from Kashmir and 258 from Jammu).

The survey encompassed 5580 respondents, with 2824 males, 2747 females, and 9 transgenders, including 184 persons with disabilities. Males accounted for 50.61% of the respondents, females 49.23%, and transgender 0.16%. Furthermore, 1116 respondents hailed from urban areas and 4464 resided in rural areas.

Registration of voter card is crucial for participation in elections, with 97.08% of 5580 respondents possessing voter registration cards/EPIC. However, 2.92% respondents reported that they do not have voter card and the main reason was non receipt of the same from the Election Department.

4711 (84.43%) respondents were aware about the use of alternative IDs for voting and 5247 (94.03%) reported the presence of local persons appointed by the Government for assistance during voter enrolment.

4510 (86.37%) of respondents reported that the Booth Level Officer (BLO) was the primary source of enrolment, followed by friends and relatives (11.18%). Media (TV, social media, newspapers) played a lesser role. Local community leaders had a limited impact, suggesting the need for their involvement in enrolment efforts.

5222 (93.58%) of the respondents were enrolled in the voter list. The knowledge of respondents regarding various aspects of the election process, such as Age of registration, National Voter's Day, NOTA, and VVPAT, etc, varied across demographics. Rural respondents were more knowledgeable than Urban ones. Male respondents had better knowledge than females, and education level played a significant role in awareness.

Attitudes towards the election were assessed which revealed that 89.43% believed that "Every vote Counts". Mixed response was observed on "Compulsory voting" with 52.62% respondents supporting the statement.

79.23% respondents are Intended to vote in upcoming elections and 5.90% respondents do not intend to vote in the upcoming elections leaving 14.87% respondents uncertain. Factors influencing voting preference varied, with candidate choice being the most significant 79.48%.

Participation in past elections was reported by 92.74% of respondents, with higher participation rates in rural areas and among SC respondents. Reasons for participation included a sense of duty and good candidate image. "I was not in my constituency" was the main reason for non-participation.

The major difficulty faced by respondents during voting was reportedly long queues followed by lack of facilities viz drinking water, toilets etc.

The Election Commission of India's SVEEP Campaigns had a significant impact on electoral participation with 67.37% of respondents recalling the campaign.

Rural areas had a higher recall rate (67.85%) compared to urban areas (65.41%).

Among various social groups, SC (80.91%) had the highest recall rate, followed by the ST (65.65%), "Other"-General group (65.65%) and OBC (60.68%).

Major sources for accessing electoral information for the respondents have been Internet/social media/ Whatsapp (28.91%) followed by Rallies/Prabhat pheris/loudspeaker and Television (28.50%).

"By maximizing use of social media" emerged as the main intervention for increasing voting percentage for the first time voters.

The gender wise analysis reflects that “By strengthening activities of Electorate Literacy clubs” is the main intervention for increasing voting percentage of women voters.

98.22% of PwD respondents reported the availability of Ramp at polling station.

94.57% of PwD respondents reported that they were contacted by BLO for availing various interventions introduced by ECI for their benefits.

SUGGESTIONS

Respondents from diverse demographic groups have offered meaningful recommendations to strengthen the electoral process. Young participants, in particular, emphasize the need to enhance voter awareness through dedicated portals and election-related applications such as the cVIGIL and KYC apps. To effectively reach first-time voters, they propose to organize awareness camps in schools, colleges, and universities. They also suggested introducing online voting options for individuals facing scheduling challenges and adopting Aadhaar-enabled voting systems to improve transparency. Strengthening the accuracy of voter lists and considering educational qualifications for candidates are additional priorities highlighted by the youth. Furthermore, they recommended involving Self-Help Groups and other community organizations to expand the reach of voter education initiatives

Women, on the other hand, highlighted measures aimed at boosting female voter participation. Their recommendations included establishing women-specific polling stations and providing dedicated transportation services on Election Day. They also underscored the importance of deploying more female staff, conducting local awareness campaigns on voting procedures and technology, involving women as Booth Level Agents, and organizing Mahila Mandals to motivate and mobilize women in the community.

Participants from hilly and remote regions emphasized the need for accessible polling stations and dedicated transport facilities for vulnerable groups, including Persons with Disabilities (PwDs) and women. They stressed the importance of ensuring the inclusion of marginalized communities and enforcing the guidelines that polling stations in hilly areas should be located within a maximum distance of 2 km. Additionally, they recommended extending mobile network connectivity to remote polling stations currently in no-network zones to enable the use of web cameras and support the free and fair conduct of elections.

Migrants suggested introducing mechanisms such as postal ballots or online voting to ensure that people registered in their home constituencies can still participate in elections while living elsewhere. They also emphasize the need for frequent updates to electoral rolls to reflect population movements and to ensure that individuals temporarily residing outside their home districts are not excluded from the voting process

Illiterate voters highlight the importance of targeted awareness campaigns and active Booth Level Committees to guide individuals who are unfamiliar with the electoral process. They recommend conducting Panchayat-level outreach programs in remote regions and providing hands-on demonstrations of voting technologies, or, where ever

necessary, considering a return to traditional ballot paper methods to ensure full participation.

Senior citizens and persons with disabilities emphasize the need for measures that make voting more accessible and comfortable. They recommend dedicated queues, additional wheelchairs at polling stations, and reliable transportation support. They also highlight the importance of targeted awareness campaigns, stronger inclusion efforts for PwDs in the electoral process, and the presence of volunteers on polling day to ensure a smoother and more dignified voting experience for these groups.

Chapter-1

INTRODUCTION

1.1 Background of the study

India, the world's largest democracy, is home to a richly diverse population representing numerous cultures and languages. The act of voting in elections is a vital expression of the people's will and a fundamental democratic right. To uphold this spirit of participation, India conducts general elections after every five years, ensuring that citizens play an active role in choosing their government and shaping the nation's future.

The Election Commission of India (ECI) serves as the apex body entrusted with ensuring free, fair, and transparent elections across the country. It safeguards the integrity of the electoral process by supervising every stage of the election machinery. In addition to conducting elections, the ECI plays a crucial role in promoting public awareness about democratic values and the importance of voting. Through various outreach initiatives, encouraged participation and strives to increase voter turnout, the Commission also conducts special voter registration drives to ensure that all eligible citizens are also enrolled and empowered to take part in the democratic process.

Election Commission of J&K entrusted the responsibility of conducting the Baseline as well as Endline Survey of Knowledge, Attitude, and Practices (KAP), prior and after Parliamentary Elections of 2024 to the Directorate of Economics and Statistics, J&K. In Baseline Survey (2023), the objective was to ascertain the level of awareness regarding election process among the citizens in J&K and in Endline Survey (2024) the impact of interventions made by Election Commission of India was ascertained. Directorate of Economics & Statistics conducted both these surveys and submitted the reports to the Election Commission of J&K.

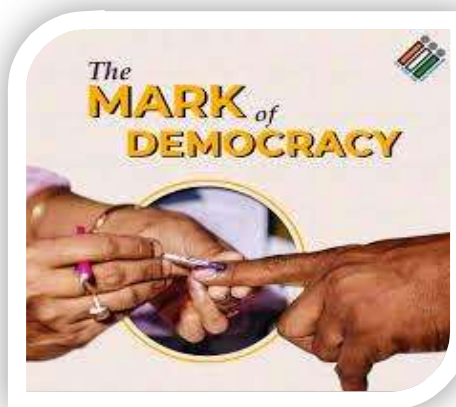
Now, the Directorate of Economics and Statistics has been assigned the responsibility of conducting the Endline Survey after the conclusion of Legislative Assembly Elections, 2024 to assess the effectiveness of the various interventions implemented which will be helpful for the finalization of the UT and District Systematic Voters Educational and Electoral Policy (SVEEP) plans for the upcoming elections by the Election Commission of India and the Chief Electoral Officer, Jammu & Kashmir.

The Endline Survey shall cover all 90 Assembly Constituencies (ACs) of Jammu and Kashmir, with representative sample from both urban and rural areas. The findings shall be focused on the knowledge of eligible electoral, their attitude and participation towards election system in the region. Moreover, the survey results shall serve as a foundation for formulating the Union Territory and District SVEEP Plan. Subsequently this plan will outline specific initiatives to be undertaken by the Election Commission and relevant stakeholders to enhance voter education, awareness and participation and fostering a more robust and inclusive democratic process.

1.2 Objectives

In addition to the existing knowledge gaps, the Endline Survey has been designed to achieve the following primary objectives:

- i. To ascertain the extent of gaps in voting and reason behind low voter turnout, if any.



- ii. To ascertain the extent of unregistered voters in the light of significant migration.
- iii. To study the media consumption patterns in Urban, Semi-urban and Rural areas.
- iv. To assess the extent of awareness of postal ballots and other accessibility measures among the people of Jammu & Kashmir.
- v. To ascertain the extent of awareness of women electorates.

1.3 Survey Design

The survey is designed to measure the Knowledge, Attitude and Practices (KAP) of the electorates of Union Territory of Jammu and Kashmir to get the exact idea of general perception and opinion of the voters about the electoral process and the initiatives taken by the Election Commission of India.

1.3.1 Geographical Coverage

The survey has covered all the constituencies of the UT of J&K. While selecting the area/sample, it has been ensured that each division/ district/ section of the society get due representation. The UT of Jammu and Kashmir is broadly divided into two Divisions viz. Jammu Division and Kashmir Division. The number of Assembly constituencies across each Division is as follows:

Division	District	Number of Assembly Constituencies
Kashmir	Kupwara	6
	Baramulla	7
	Bandipora	3
	Ganderbal	2
	Srinagar	8
	Budgam	5
	Pulwama	4
	Shopian	2
	Kulgam	3
	Anantnag	7
	Division Total	47

Division	District	Number of Assembly Constituencies
Jammu	Kishtwar	3
	Doda	3
	Ramban	2
	Reasi	3
	Udhampur	4
	Kathua	6
	Samba	3
	Jammu	11
	Rajouri	5
	Poonch	3
	Division Total	43
	UT Total	90

1.3.2 Research Methodology

The survey shall be conducted in all the 90 Assembly Constituencies of UT of J&K. However, from each Assembly Constituency, 6 Polling Stations shall be taken as sample on the basis of 'Probability Proportionate to Size (PPS)' sampling technique. To ensure that polling stations having "High Turnout Stations" and "Low Turn Out Stations" have proper representation in the sample, following weightage shall be used:

- Turn out 10 (two-way analogy with median as base)
- Total Electorates 10

1.3.3 Sampling Design and Methodology

To ensure balanced representation of all sections and areas, Multi-stage Sampling technique has been employed:

1. The survey covers all the 90 Assembly Constituencies.
2. From each AC, a specified number of Polling Stations have been selected based on PPS. To ensure that the polling stations of both the categories viz. "High Turnout Stations" and "Low Turnout Stations" get representation in the sample, appropriate weights have been applied using the following methodology:

Where

$$W_i = \frac{10 \times |T_i - M|}{T_{max} - M} \quad \text{if } T_i > M$$

$$W_i = \frac{10 \times |T_i - M|}{M - T_{min}} \quad \text{if } T_i < M$$

M= Median
 T_{max} = Maximum Turnout
 T_{min} = Minimum Turnout

3. A specified number of Households have been selected from selected Polling Stations from Updated Population Frame using Systematic Random Sampling. The reporting respondents finally have been selected from each selected Household on the Basis of Kish Grid.

To use a Kish Grid

1. Find out how many people are living in each HH. Count only electorates.
2. Assign each eligible HH member a number, starting with the youngest. For example, let us say in a 10 HH survey, we have to visit a House with 4 persons consisting of mother, father, a college age son and grandparents.

ELIGIBLE PEOPLE								
Household	1	2	3	4	5	6	7	8+
1st	1	1	1	1	1	1	1	1
2nd	1	2	2	2	2	2	2	2
3rd	1	1	3	3	3	3	3	3
4th	1	2	1	4	4	4	4	4
5th	1	1	2	1	5	5	5	5
6th	1	2	3	2	1	6	6	6
7th	1	1	1	3	2	1	7	7
8th	1	2	2	4	3	2	1	8
9th	1	1	3	1	4	3	2	1
10th	1	2	1	2	5	4	3	2

3. Look up the column and row relevant to the household visited. For example, if this is the 6th house with 4 people. We will look at row 6 and column 4. The person labelled at number 2 Household shall be the respondent. If the person chosen isn't available, find out when they might be available and try again till 6 attempts. After which it shall be treated as casualty.
4. The **Skip to Next** procedure has been adopted to ensure representation of both the genders proportionately.
5. The Persons with Disabilities (PwDs) have been identified on non-probability sampling - combination of Quota and convenience sampling to ensure inclusion of persons with disabilities in the sample.

1.3.4 Sample Size

Over the past three years, two surveys have been conducted on this subject. For the current Endline KAP Survey of the Assembly Elections, 2024, the standard error from the most recent Parliamentary Elections Endline KAP Survey (2024) will be used to estimate the required sample size.

The 2024 survey reported a voter proportion of **65.2%** with a **standard error (SE_v) of 4.37%**, based on a **sample size of 4713**. To determine a realistic and efficient

sample size for the Endline KAP Survey for Assembly Elections, the following formula will be applied:

$$n = n_0 * \left(\frac{SE_0}{DSE} \right)^2$$

Where:

- n: Required sample size for the upcoming survey
- n_0 : Sample size from the previous survey (4713)
- SE_0 : Standard error from the previous survey (4.37%)
- DSE: Desired standard error for the new survey (5%)

A minimum of 3600 individuals will be interviewed for the Endline KAP Survey of the Assembly Elections. This sample size has been determined through statistical modelling and is designed to ensure accuracy and representativeness of the survey findings.

To capture regional and electoral diversity, the sample will be systematically allocated across:

- Districts
- Assembly Constituencies
- Polling Stations

To avoid any loss of precision during sample distribution across districts, Assembly Constituencies, and Polling Stations, a design effect of 1.50 will be incorporated. This adjustment accounts for the increase in sampling efficiency due to the multistage sampling approach, as opposed to simple random sampling. To have representation of Specially-abled respondents in the sample, 2 such respondents have also been selected purposively from each Assembly Constituency. Accordingly, the final sample size of 5580 individuals has been selected for survey, ensuring statistical reliability and regional coverage.

S.No	Name of District	Name of ACs	No. of FSU (PS) selected	High turn over polling station	Low turn over polling station	10 households from each polling station	NO. of PwDs 2 per each AC	
1	Kupwara	1	KARNAH	6	3	3	60	2
		2	TREHGAM	6	3	3	60	2
		3	KUPWARA	6	3	3	60	2
		4	LOLAB	6	3	3	60	2
		5	HANDWARA	6	3	3	60	2
		6	LANGATE	6	3	3	60	2
2	Baramulla	7	SOPORE	6	3	3	60	2
		8	RAFIABAD	6	3	3	60	2
		9	URI	6	3	3	60	2
		10	BARAMULLA	6	3	3	60	2
		11	GULMARG	6	3	3	60	2
		12	WAGOORA-KREERI	6	3	3	60	2
		13	PATTAN	6	3	3	60	2
3	Bandipora	14	SONAWARI	6	3	3	60	2
		15	BANDIPORE	6	3	3	60	2
		16	GUREZ(ST)	6	3	3	60	2
4	Ganderbal	17	KANGAN(ST)	6	3	3	60	2
		18	GANDERBAL	6	3	3	60	2
5	Srinagar	19	HAZRATBAL	6	3	3	60	2
		20	KHANYAR	6	3	3	60	2
		21	HABBAKADAL	6	3	3	60	2
		22	LAL CHOWK	6	3	3	60	2
		23	CHANNAPORA	6	3	3	60	2
		24	ZADIBAL	6	3	3	60	2

S.No	Name of District	Name of ACs	No. of FSU (PS)selected	High turn over polling station	Low turn over polling station	10 households from each polling station	NO. of PwDs 2 per each AC
		25 EIDGAH	6	3	3	60	2
		26 CENTRAL SHALTENG	6	3	3	60	2
6	Budgam	27 BUDGAM	6	3	3	60	2
		28 BEERWAH	6	3	3	60	2
		29 KHANSAHIB	6	3	3	60	2
		30 CHAH-I-SHARIEF	6	3	3	60	2
		31 CHADOORA	6	3	3	60	2
7	Pulwama	32 PAMPORE	6	3	3	60	2
		33 TRAL	6	3	3	60	2
		34 PULWAMA	6	3	3	60	2
		35 RAJPORA	6	3	3	60	2
8	Shopian	36 ZAINAPORA	6	3	3	60	2
		37 SHOPIAN	6	3	3	60	2
9	Kulgam	38 D.H.PORA	6	3	3	60	2
		39 KULGAM	6	3	3	60	2
		40 DEVSAR	6	3	3	60	2
10	Anantnag	41 DOORU	6	3	3	60	2
		42 KOKERNAG(ST)	6	3	3	60	2
		43 ANANTNAG WEST	6	3	3	60	2
		44 ANANTNAG	6	3	3	60	2
		45 SRIGUFWARA-BIJBEH	6	3	3	60	2
		46 SHANGUS-ANANTNA	6	3	3	60	2
		47 PAHALGAM	6	3	3	60	2
11	Kishtwar	48 INDERWAL	6	3	3	60	2
		49 KISHTWAR	6	3	3	60	2
		50 PADDER-NAGSENI	6	3	3	60	2
12	Doda	51 BHADERWAH	6	3	3	60	2
		52 DODA	6	3	3	60	2
		53 DODA WEST	6	3	3	60	2
13	Ramban	54 RAMBAN	6	3	3	60	2
		55 BANIHAL	6	3	3	60	2
14	Reasi	56 GULABGARH(ST)	6	3	3	60	2
		57 REASI	6	3	3	60	2
		58 SHRI MATA VAISHNO	6	3	3	60	2
15	Udhampur	59 UDHAMPUR WEST	6	3	3	60	2
		60 UDHAMPUR EAST	6	3	3	60	2
		61 CHENANI	6	3	3	60	2
		62 RAMNAGAR(SC)	6	3	3	60	2
16	Kathua	63 BANI	6	3	3	60	2
		64 BILLAWAR	6	3	3	60	2
		65 BASOHLI	6	3	3	60	2
		66 JASROTA	6	3	3	60	2
		67 KATHUA(SC)	6	3	3	60	2
		68 HIRANAGAR	6	3	3	60	2
17	Samba	69 RAMGARH(SC)	6	3	3	60	2
		70 SAMBA	6	3	3	60	2
		71 VIJAYPUR	6	3	3	60	2
18	Jammu	72 BISHNAH(SC)	6	3	3	60	2
		73 SUCHETGARH(SC)	6	3	3	60	2
		74 R.S. PURA-JAMMU SO	6	3	3	60	2
		75 BAHU	6	3	3	60	2
		76 JAMMU EAST	6	3	3	60	2
		77 NAGROTA	6	3	3	60	2
		78 JAMMU WEST	6	3	3	60	2
		79 JAMMU NORTH	6	3	3	60	2
		80 MARH(SC)	6	3	3	60	2
		81 AKHNOOR(SC)	6	3	3	60	2
		82 CHHAMB	6	3	3	60	2
19	Rajouri	83 KALAKOTE-SUNDERB	6	3	3	60	2
		84 NOWSHERA	6	3	3	60	2
		85 RAJOURI(ST)	6	3	3	60	2
		86 BUDHAL(ST)	6	3	3	60	2
		87 THANNAMANDI(ST)	6	3	3	60	2
20	Poonch	88 SURANKOTE(ST)	6	3	3	60	2
		89 POONCH HAVELI	6	3	3	60	2
		90 MENDHAR(ST)	6	3	3	60	2
Total			540	270	270	5400	180

1.3.5 Sampling Technique

A combination of the quantitative and qualitative survey methods is to be applied.

Quantitative component of KAP survey has been designed, planned, and implemented in two parts, using two different sampling methods and approaches:

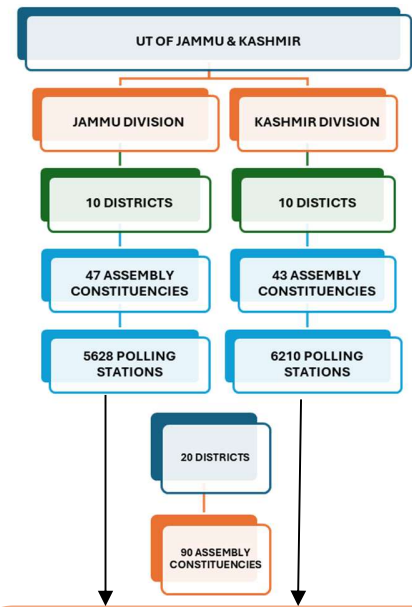
Quantitative approach

A structured questionnaire provided by the ECI has been used to collect the quantitative data from respondents segregated in different ACs and Polling Stations. Sample has been selected from all the 90 ACs. FSUs have been selected through PPS technique after segregating the Polling Stations as per their voting turnout - high and low turnout polling stations. Out of 11838 polling stations, a sample of 540 polling stations (FSU) has been taken i.e. 6 from each Assembly Constituency (3 from high turnout and 3 from low turnout polling stations). From each Polling Station, 10 number of House-holds (HH) have been selected through Systematic Random Sampling. From sample households, eligible respondents have been selected using Kish Grid Technique. In total, 5400 respondents have been interviewed for collection of information through questionnaire. In addition, 180 disabled persons (2 from each constituency) have also been identified using quota and convenience sampling procedure and the information has also been collected from them.

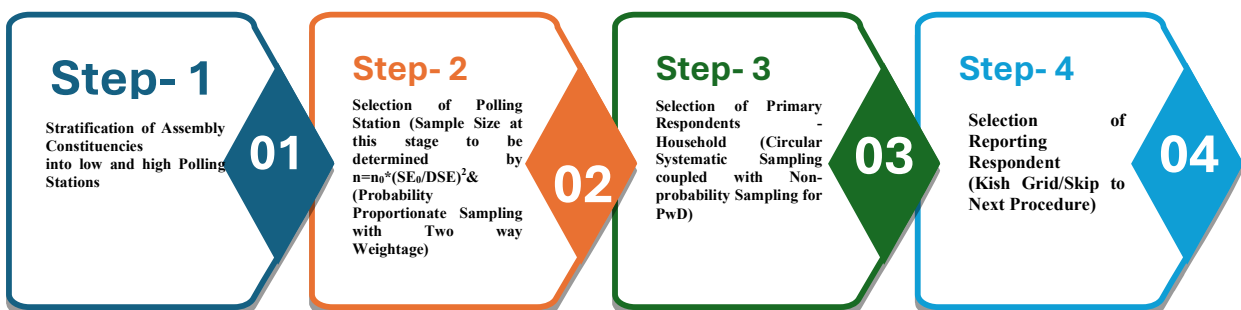
Qualitative Approach

To add the qualitative data, 180 Focused Group Discussions (FGD) have been conducted, 2 in each constituency of the UT of Jammu and Kashmir, to gauge the needs and concerns of the varied sections of the society. The groups targeted include Youth, Women, SC/ ST Community, NGOs and activists etc. Check list comprising of questions and statements directed towards the electoral process, General Attitude and Knowledge of voters have been used to conduct the Focused Group Discussions.

Pictorial representation of Sampling Design



- 540 Polling Stations as FSU out of 11838 polling station through PPS from all 90 ACs
- At Second Stage 10 HH from each sample Polling Station through Circular Systematic Random Sampling
- Krish Grid to Select Respondent



1.3.6 Electoral Profile

The UT of Jammu and Kashmir has been divided into 90 Assembly Constituencies having 11,838 Polling Stations. The details of Electorates are as given in the table (Source: CEO, J&K):

1.4 Field Operations & Tabulation

The Field operation of the Survey has been planned, coordinated and executed by the Directorate of Economics & Statistics, J&K across all the districts of the UT through its field functionaries. A team headed by the Joint Director Survey has been constituted in the Directorate of Economics and Statistics, J&K for effective coordination and timely conduct of survey under the overall supervision of Director General, Economics & Statistics (UT Coordinator). Both the Regional Directors, Evaluation and Statistics Jammu/ Kashmir have been designated as Regional Coordinators for over-all coordination of the entire process in their respective divisions. At the District level, a team of officers/officials headed by the District Statistics and Evaluation Officer concerned has also been constituted for Field Supervision. Tabulation, analysis and report writing has been done by the staff of Directorate of Economics and Statistics, J&K.

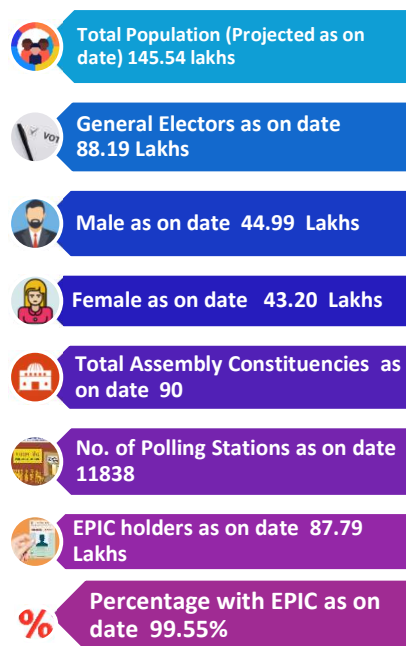
1.4.1 Quality Control Checks

- A Quality check has been put into place by the DES J&K by way of spot and back checks by a team of supervisors specifically drawn for the purpose in consultation with the office of the Chief Electoral Officer, Jammu and Kashmir.
- The District Coordinator alongwith supervisory staff has conducted inspection/monitoring of 20% of FSUs on the spot in their respective districts.
- The Regional Coordinator alongwith supervisory staff has conducted inspection/monitoring of 5% of FSUs on the spot in their respective divisions.

1.5 Trainings & Data Collection

Extensive training was provided to all the field functionaries involved in the survey to ensure uniformity and accuracy in data collection.

Directorate of Economics & Statistics, Jammu and Kashmir, coordinated the field operations across all districts of the J&K-UT. The implementation of survey was carried out by the concerned District Statistics and Evaluation Officers (DSEOs) along with their designated staff acting as Field Investigators. DSEOs & Statistical Officers made the supervision and back-end checks at the district level. At the Regional level, Regional Coordinators (Regional Directors) and other supportive staff supervised the survey in their respective divisions. However, the data tabulation process involved converting raw data into a structured format suitable for analysis was done at Directorate level. All efforts have been made and tools have been used to minimize errors and ensure data quality. The data was securely stored and managed to maintain confidentiality and anonymity.



The Endline Survey adopted a mixed-method approach, combining both quantitative and qualitative data collection methods to gather comprehensive insights into citizens' Knowledge, Attitude and Practices related to democracy and elections.

Quantitative data has been collected through structured questionnaires administered to respondents across different Assembly Constituencies and Polling Stations. The questionnaire covered various aspects, including voter enrolment, EPIC card holders, voting behaviour and awareness of electoral processes. Carefully crafted questions allowed for systematic data collection, enabled a quantitative analysis of trends and patterns.

In addition to quantitative data, Focused Group Discussions (FGDs) were also conducted to gain qualitative insights into citizens' perspective on democracy and elections. A total of 180 FGDs were conducted by the DSEOs in Assembly Constituencies across all the districts. The FGDs targeted specific groups, such as youth, women's groups, representatives of Scheduled Caste (SC) & Schedule Tribe (ST) communities, NGOs, activists etc. to capture diverse perspectives on democratic participation.

1.6 Data Analysis and Documentation

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

- i. Collection of data through the questionnaires.
- ii. Converting questionnaires into raw data in excel format.
- iii. Transformation of raw data into processed data.
- iv. Data analysis and report generation using table format.
- v. Graphical representation of analysed data.
- vi. Preparation of Design Layout for the report.
- vii. Content Development.
- viii. Preparation of write up and documentation on the Design layout.
- ix. Arrangement of data table and appendices.
- x. Preparation of Draft report.

1.7 Challenges

During the field survey, it was observed that most of the respondents were hesitant to participate in the survey since there were too many questions and it was taking more than 30 to 35 minutes to complete a single round of interview. Our field functionaries, who were well trained, handled the situation in well planned manner to extract the information from the respondents. The Focused Group Discussions (FGDs) and In-Depth Interviews were conducted to gather maximum information from the respondents to understand the general and specific perception of people concerning elections, electoral process and the initiatives undertaken by the Election Commission.

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 early in the morning (especially in rural areas) or to approach them late in the evening or on 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

This chapter presents an in-depth overview of the socio-economic and demographic profile of respondents in the UT of Jammu and Kashmir. By structuring the analysis across different administrative divisions, it brings out the regional disparities and unique characteristics of each area. It further examines key socio-economic indicators such as age, gender, disability status, social category, education, and occupation of the sampled respondents, offering insights into how these factors influence electoral behaviour and practices in the region.

2.1 Sample Size

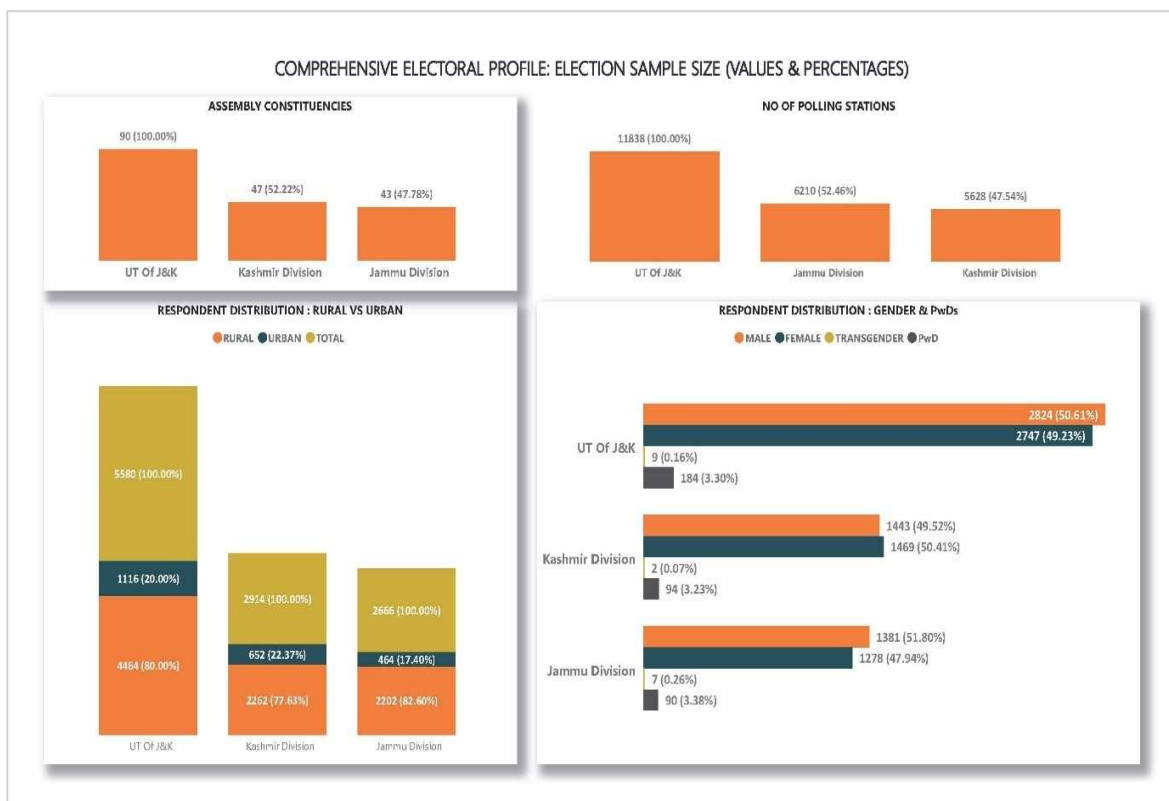
The UT of Jammu and Kashmir consists of 90 Assembly Constituencies with a network of 11,838 polling stations. Out of these 90 Assembly Constituencies, Kashmir Division has 47 Assembly Constituencies with 5628 Polling Stations whereas Jammu Division has 43 Assembly Constituencies with 6210 Polling Stations.

Multi-stage sampling technique was used to select 5580 respondents (2914 from Kashmir & 2666 from Jammu) from 540 polling stations (282 from Kashmir Division & 258 from Jammu Division). Across the entire UT, a total of 2824 males, 2747 females and 09 transgender (including 184 PwD) participated in the survey. Out of the total sample, 1116 respondents belong to urban areas and 4464 to rural areas.

Table 2.1 presents the district wise distribution of sample polling stations and respondents:

Table 2.1: Sample Size											
Name of Division	District	No. of Assembly Constituencies	Total Polling Station	Respondents							
				Rural	Urban	Total	Male	Female	Transgender	Total	PwD
Kashmir	Anantnag	7	844	381	53	434	219	215	0	434	14
	Bandipora	3	312	145	41	186	86	99	1	186	6
	Baramulla	7	908	420	14	434	216	218	0	434	15
	Budgam	5	639	270	40	310	155	155	0	310	10
	Ganderbal	2	267	113	11	124	65	59	0	124	4
	Kulgam	3	372	186	0	186	96	90	0	186	6
	Kupwara	6	622	362	10	372	184	188	0	372	9
	Pulwama	4	481	218	30	248	114	134	0	248	10
	Shopian	2	251	124	0	124	65	59	0	124	4
	Srinagar	8	932	43	453	496	243	252	1	496	16
	Kashmir Division	47	5628	2262	652	2914	1443	1469	2	2914	94
Jammu	Doda	3	534	176	10	186	96	90	0	186	7
	Jammu	11	1494	331	351	682	365	310	7	682	22
	Kathua	6	704	351	21	372	202	170	0	372	12
	Kishtwar	3	429	186	0	186	88	98	0	186	6
	Poonch	3	483	186	0	186	98	88	0	186	6
	Rajouri	5	745	310	0	310	152	158	0	310	10
	Ramban	2	365	114	10	124	62	62	0	124	5
	Reasi	3	436	186	0	186	95	91	0	186	7
	Samba	3	366	154	32	186	87	99	0	186	6
	Udhampur	4	654	208	40	248	136	112	0	248	9
	Jammu Division	43	6210	2202	464	2666	1381	1278	7	2666	90
	UT Of J&K	90	11838	4464	1116	5580	2824	2747	9	5580	184

Note:* Total respondents were 5580 for the survey including 184 PwDs.



2.2 Classification of Sample Polling Stations as per voting turnout in Assembly Elections2024:

In order to ascertain the voting participation patterns in the UT of J&K, polling station-wise information on voting turnout in the last Assembly Elections (2024) was collected from the Office of Chief Electoral Officer, J&K. The polling station-wise voter turnout has been categorized into Low, Medium (Moderate) and High category according to the voting turnout in the specified polling stations. The polling stations registering a voter turnout of less than 35% have been classified as Low Voting Turnout Polling Stations, polling stations registering 35%-65% voter turnout as Medium and those registering more than 65% voter turnout as High Voting Turnout Polling Stations. This classification of Sample Polling Stations is summarily presented in Table 2.2.

Table No. 2.2: Classification of Sample Polling Stations as per the Voting Turnout in Assembly Elections2024					
Category of Sample Polling Stations	Kashmir	Jammu	Total	Average Voting Turnout (%)	Median Voting Turnout (%)
Low Voting Turnout	45(15.96%)	29 (11.24%)	74 (13.70%)	14.52	15.32
Medium Voting Turnout	126 (44.67%)	29 (11.24%)	155 (28.33%)	54.09	55.25
High Voting Turnout	111(39.37%)	200(77.52%)	311 (57.60%)	75.36	75.00
Total	282	258	540	60.50	67.93
Low Voting Turnout – less than 35%, Medium Voting Turnout- 35% to 65 % and High Voting Turnout- greater than 65 %					

540 sample Polling Stations were covered in the survey. Out of total sample Polling Stations, 52.22%(282) Polling Stations fall in Kashmir Division while 47.78%(258) Polling Stations fall in

Jammu Division. Among these, 13.70% belonged to the low turnout category, 28.33% to the medium turnout category and 57.60% to the high turnout category.

The above table also shows voting patterns in the two divisions of Jammu and Kashmir during the 2024 Assembly Elections. The arithmetic mean voting turnout across all sample Polling Stations turns out to be 60.50%.

311 Polling Stations (57.60%) recorded high voting turnout. Among these, 39.37% of polling stations in the Kashmir Division and 77.52% in the Jammu Division reported high turnout. The low turnout category comprised of 74 Polling Stations, including 45 Polling Stations (15.96%) from Kashmir Division and 29 Polling Stations (11.24%) from Jammu Division. Similarly, 155 Polling Stations recorded medium turnout. Of these, 126 stations (44.67%) belonged to Kashmir Division and 11.24%(29) of the Polling Stations belonged to Jammu Division.

2.3 Socio-Economic and Demographic Profile of sample respondent’s

To understand how voting turnout (participation in voting) varies across different socio-economic and demographic groups, as well as across locations and occupations, the analysis has been conducted along several key dimensions viz. sex/gender, age, educational status, occupation, social strata etc. influencing voting turnout (participation in voting), have been explained below:

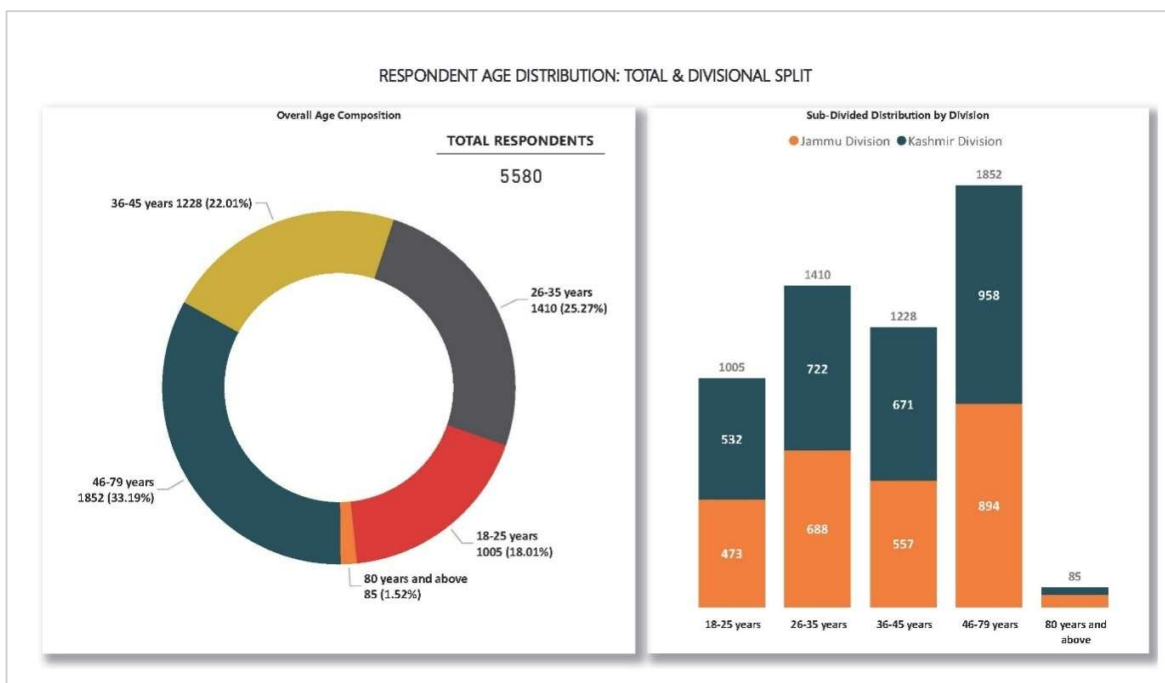
2.3.1 Composition of respondents by Age group

The respondents have been classified in to five age groups: 18-25 years, 26-35 years, 36-45 years, 46-79 years, and 80 years above. Majority of respondents fall within the age group 46-79 years.

The overall mean age of sample respondents is approximately 41.2 years, while the median age is 38 years. This suggests a slight skewed distribution towards older respondents, as the mean is slightly higher than the median. The mean age group of respondents from Kashmir Division works out to be 40.9 years, while for Jammu Division respondents mean age works out to be 41.6 years. The median age group of the respondents of both the Divisions has been estimated as 38 years.

Table 2.3 presents the distribution of respondents by age composition:

Table No. 2.3 Composition of respondents by Age group				
Group	Total respondent	%age	No. of Respondents	
			Kashmir Div	Jammu Div
18-25 years	1005	18.01	532 (18.25%)	473 (17.74%)
26-35 years	1410	25.27	722 (24.78%)	688 (25.80%)
36-45 years	1228	22.01	671 (23.03%)	557 (20.89%)
46-79 years	1852	33.2	958 (32.87%)	894 (33.49%)
80 years and above	85	1.52	31 (1.06%)	54 (2.06%)
All respondents	5580	100	2914	2666
Mean age in years	41.2		40.9	41.6
Median age in Years	38		38	38



The survey comprised a total of 5580 respondents across various age groups. The largest segment was the 46–79 age group, accounting for 1852 respondents (33.20%), which indicates strong representation from middle-aged to older adults. The 18–25 age group also had notable participation with respondents 18.01% (1005), reflecting meaningful involvement from younger adults. Furthermore, the survey included 85 respondents (1.52%) aged 80 and above, ensuring that perspectives from the very elderly population were also captured.

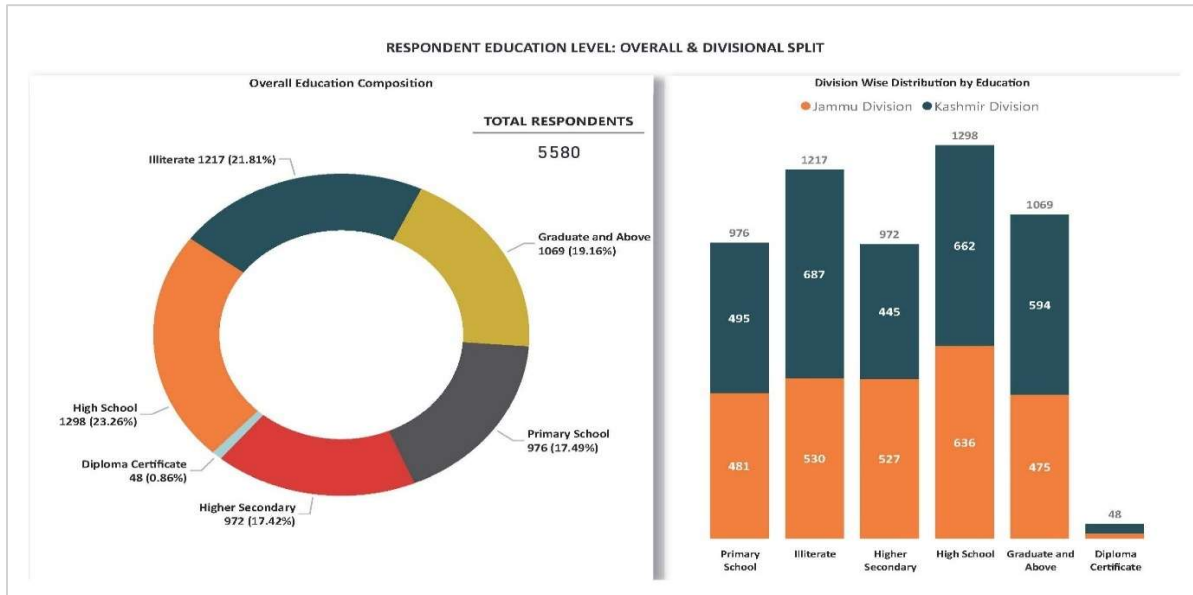
2.3.2 Composition of respondents by Education level

Educational attainment plays an important role in shaping the political opinion and political participation of the citizens of a state. In-fact, education has been an instrumental factor for most of the countries in the world to transform their feudal-autocratic states into modern democratic states. Understanding the educational profile of respondents is therefore essential to analyze the patterns of political awareness, engagement, and voting behaviour in the UT of Jammu & Kashmir.

Among the sample respondents, 21.81% were illiterate, while 17.49% had completed primary education. Respondents with high school education accounted for 23.36%, and those with higher secondary education accounted for 17.42%. Besides this, 19.16% were graduates or above including those with professional or technical qualifications and 0.86% were diploma or certificate holders.

Table 2.4: Educational qualification of sample respondents

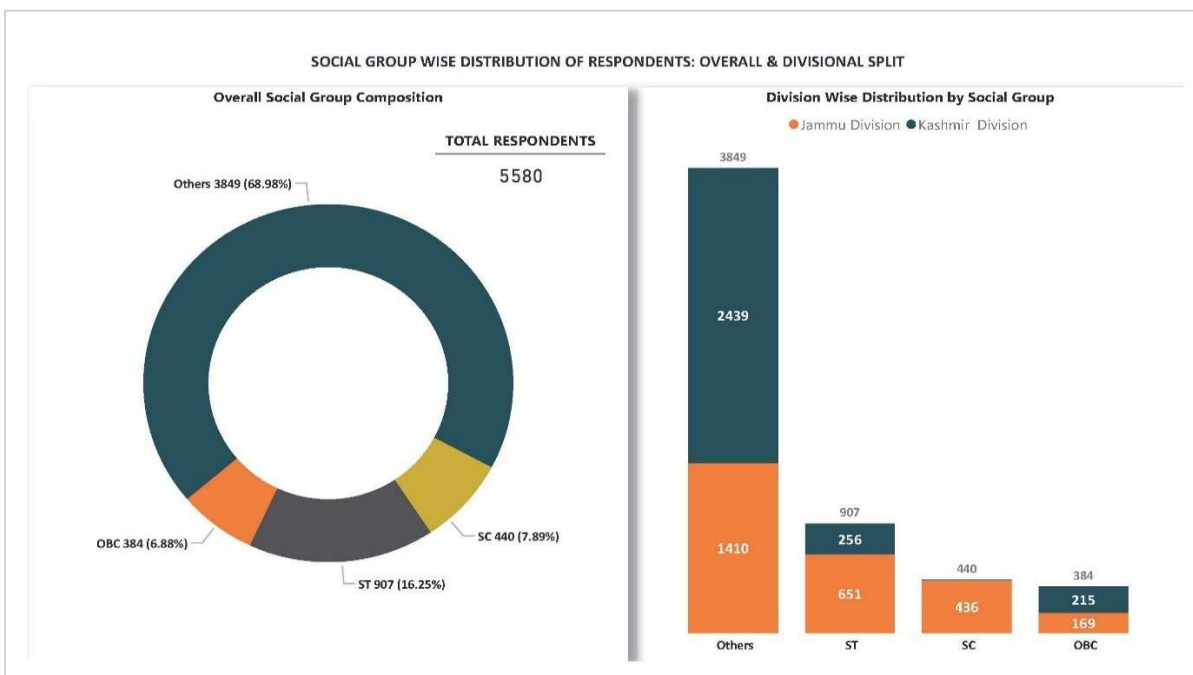
S. No.	Education Level	Total Number of Respondents	%age	Division wise number of respondents	
				Kashmir	Jammu
1	Illiterate	1217	21.81	687 (23.57%)	530 (19.88%)
2	Primary School	976	17.49	495 (16.98%)	481 (18.04%)
3	High School	1298	23.26	662 (22.72%)	636 (23.85%)
4	Higher Secondary	972	17.42	445 (15.27%)	527 (19.77%)
5	Diploma Certificate	48	0.86	31 (1.06%)	17 (0.64%)
6	Graduate and Above	1069	19.16	594 (20.38%)	475 (17.82%)
All Groups		5580	100.00	2914	2666



2.3.3 Composition of respondents by Social Stratification

Ethnicity, colour, creed, religion and caste play a determining role in the election participation particularly in context of India. In order to seek information on caste-base voter turnout in the study area, the voter turnout data on certain social groups were collected and the same is presented in table 2.5.

S.No	Social group	Total Number of Respondents	%age	Division wise number of respondents	
				Kashmir	Jammu
1	ST	907	16.25	256 (8.78%)	651 (24.41%)
2	SC	440	7.89	4 (0.13%)	436 (16.35%)
3	OBC	384	6.88	215 (7.37%)	169 (6.34%)
4	Others	3849	68.98	2439 (83.69%)	1410 (52.88%)
All Groups		5580	100.00	2914	2666



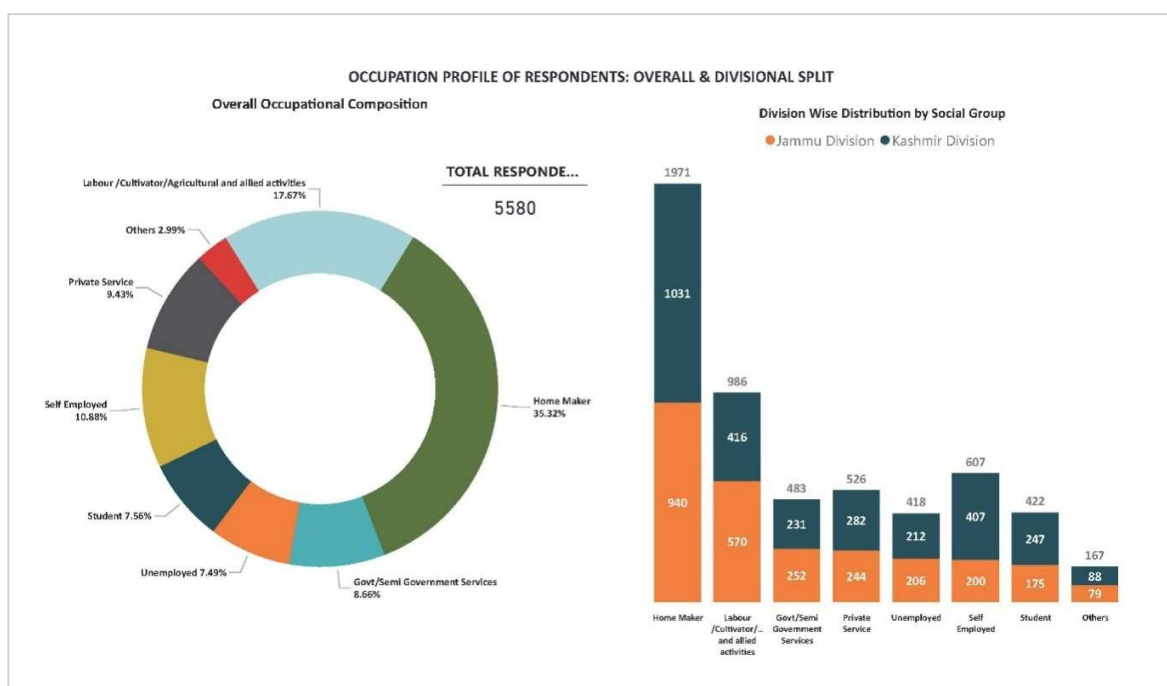
The "Others" category accounts for nearly 69% of respondents, making it the largest group. This is followed by Scheduled Tribes, who represent 16.25% of the respondents and form the second-largest group. Meanwhile, Scheduled Castes make up 7.89%, while respondents from the Other Backward Classes (OBCs) comprise approximately 6.88% of the sample.

2.3.4 Composition of respondents by Occupational Status

Occupations are the means of living and occupational status of the respondents implies classification based on their economic activity. Occupational classification shape's opinion about the democratic processes. Table 2.6 depicts the occupational classification along with voting participation in 2024 Assembly Elections of the sample respondents.

Table 2.6: Occupational status of Sample respondents

S. No	Education Level	Total Number of Respondents	%age	Division wise number of respondents	
				Kashmir	Jammu
1	Student	422	7.56	247 (8.48%)	175 (6.56%)
2	Unemployed	418	7.49	212 (7.27%)	206 (7.73%)
3	Govt/Semi Government Services	483	8.66	231 (7.93%)	252 (9.45%)
4	Private Service	526	9.43	282 (9.67%)	244 (9.15%)
5	Self Employed	607	10.88	407 (13.97%)	200 (7.50%)
6	Labour /Cultivator/Agricultural and allied activities	986	17.67	416 (14.27%)	570 (21.38%)
7	Home Maker	1971	35.32	1031 (35.38%)	940 (35.26%)
8	and others	167	2.99	88 (3.02%)	79 (2.96%)
All Groups		5580	100.00	2914	2666



Out of 5580 respondents, 8.66% were working in Govt./ Semi Govt. services, 35.32% were home-makers, 17.67% were engaged in labourer/ Cultivator/Agricultural and allied activities, 10.88% were working in own enterprise/self-employed, 9.43% working in Private service, 7.56% were students, 7.49% were unemployed and 2.99% as others who participated in the survey.

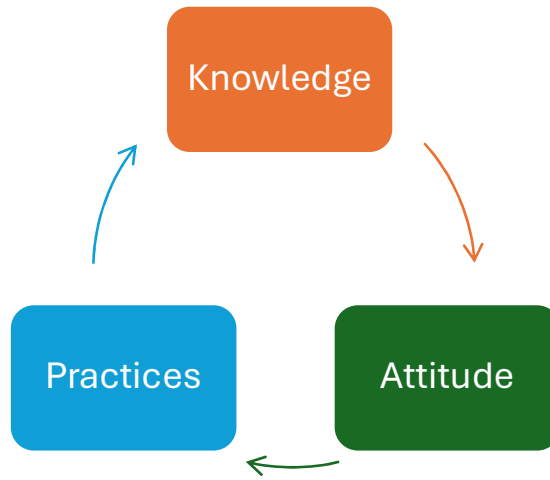
CHAPTER 3

Knowledge, Attitude and Practices of Citizens towards Elections

This chapter provides a comprehensive overview of the respondents' socio-economic and demographic profiles across the administrative divisions of Jammu and Kashmir. It offers a detailed analysis of key variables—including age, gender, social status, education, and occupation—and explores how these factors critically influence electoral practices and political behaviour within the region.

3.1 Awareness of Citizens about Elections.

Public awareness is the level of understanding about the importance of the election system and its implications so that they can make right decisions regarding election process. In a democracy, simply informing the voters about election dates is not enough. Voters need to be educated about the process and be made aware of the political parties, their manifestoes, backgrounds of the contesting candidates and to acquaint them with other information to help them to become an 'enlightened' voter. The knowledge of the electorate is being assessed on different parameters taken by the Election Commission of India such as Voter's Minimum Age of registration, National Voters Day, NOTA and VVPAT etc.



The findings of the survey based on different parameters to assess the level of knowledge and awareness among the electorates are given below:

3.1.1 Awareness about Registration

To enrol as a voter in India, an individual should have attained 18 years of age on the qualifying date.

a. Availability of Voter Cards

Registration of voters is crucial for participation in the election process; therefore, the response of the sample respondents have been analysed with respect to the possession of voter's card/EPIC.

Out of 5580 respondents, 5417 reported to have voter registration cards indicating a higher level of registration to the tune of 97.08%, only 2.92% (163) eligible respondents reported to have no voter cards available with them. A significant proportion of sample having Voter IDs shows that there is a wide awareness among masses with regard to electoral process and the importance of vote that can bring change.

Table 3.1 Availability of Voter Card (Division-wise)			
Division	Number of Sample Respondents		
	Having voter's card/EPIC	Not having voter Cards	Total
Kashmir	2778	136	2914
Jammu	2639	27	2666
Total (UT)	5417	163	5580
%age	97.08%	2.92%	100.00%

Comparative Analysis

The data in Table 3.2 reveals a positive trend in voter card (EPIC) availability across the Union Territory of Jammu and Kashmir between the 2023 Baseline and the 2024 Endline surveys. By the 2024 Assembly Election Endline, total voter card holders in the UT reached 97.08%, reflecting a total percentage point increase of 3.32 from the Baseline. The Kashmir Division showed the most significant improvement, with possession rising from 90.47% to 95.33% (4.86 percentage point increase) while the Jammu Division already started from a higher baseline of 96.82%, it achieved nearly universal coverage at 98.98% by the end of 2024.

The total percentage of respondents with voter cards rose from 96.80% during the General Election Endline to 97.08% by the Assembly Election Endline, a further increase of 0.28 percentage points. Jammu Division experienced the most growth between the two elections of 2024, with possession of EPIC cards increasing by 0.72 percentage points (from 98.26% to 98.98%) whereas Kashmir Division saw a slight decrease of 0.12 percentage points between the General Election (95.45%) and the Assembly Election (95.33%) Endline. The table 3.2 depicts that the percentage point change in the number of respondents possessing a voter card does not show any statistically significant variation between the Endline KAP Survey conducted during the General Elections and the Endline KAP Survey conducted during the Assembly Elections. It may be due to the fact that the two elections were conducted within a span of 5 to 6 months during 2024.

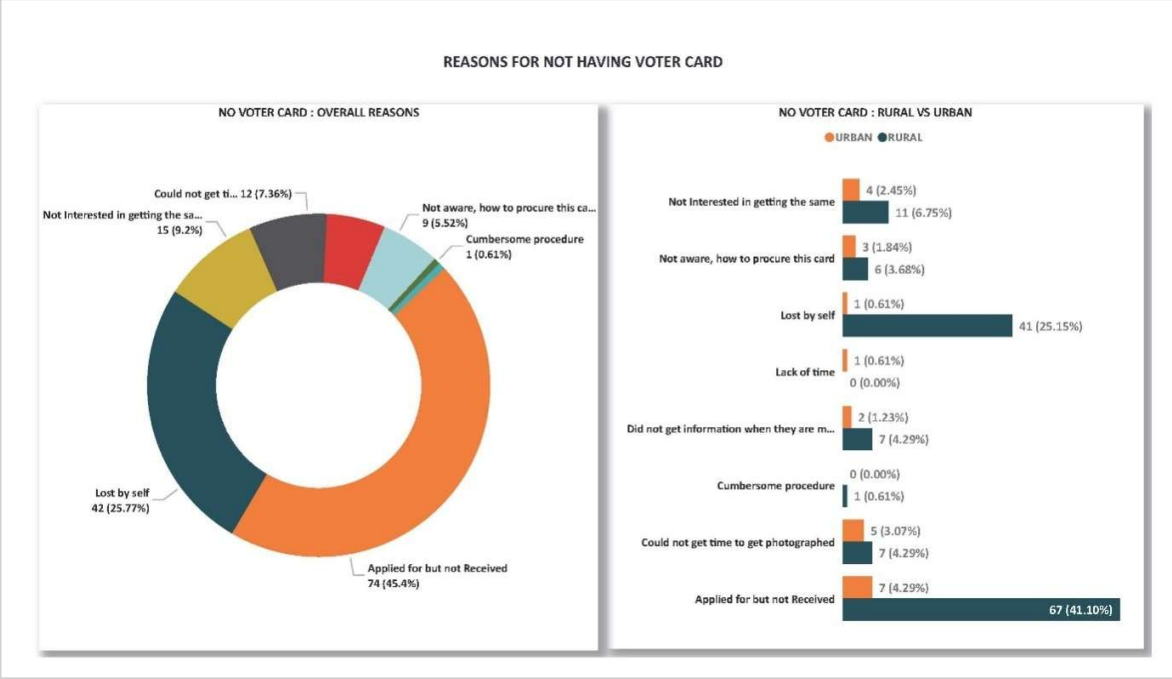
Division	Percentage of Respondents having voter Card/EPIC				
	Baseline 2023 General Election	Endline 2024 General Election	Endline 2024 Assembly Election	%age point change General Election	%age point change Assembly Election
Kashmir	90.47	95.45	95.33	4.98	4.86
Jammu	96.82	98.26	98.98	1.44	2.16
Total (UT)	93.76	96.80	97.08	3.04	3.32

b. Reasons for not having Voter card

97.08% (5417) respondents reported to have voter registration card whereas 2.92% (163) eligible voters were reportedly not having voter cards available with them due to varied reasons which are described below:

Classification of Respondents	Total respondents	No of Respondents reported not having voter cards	Out of Col. 4, No. of Respondents giving reasons for not having voter card as								
			Not aware, how to procure this card	Lost by self	Applied for but not Received	Could not get time to get photographed	Did not get information when they are making	Lack of time	Cumbersome procedure	Not Interested in getting the same	
1	2	3	4	5	6	7	8	9	10	11	12
Sector	Urban	1116	23	3	1	7	5	2	1	0	4
	Rural	4464	140	6	41	67	7	7	0	1	11
Gender-wise	Male	2824	63	2	20	24	5	4	1	1	6
	Female	2747	100	7	22	50	7	5	0	0	9
	Transgender	9	0	0	0	0	0	0	0	0	0
Age-group	18-25 years	1005	67	3	9	37	7	5	1	1	4
	26-35 years	1410	46	3	13	21	3	0	0	0	6
	36-45 years	1228	18	2	7	8	1	4	0	0	0
	46-79 years	1852	30	1	13	8	1	0	0	0	3
	80 years & above	85	2	0	0	0	0	0	0	0	2
Total Respondents	5580	163	9	42	74	12	9	1	1	15	
%age (%)		100 %	5.5%	25.77%	45.40%	7.36%	5.5%	0.6%	0.6%	9.2%	

Amongst the reasons cited for not having voter card majority of the respondents (45.04%) stated that they had "Applied for the voter card but they did not receive" the same due to unknown reasons.



Out of 163 sample respondents not having voter cards, 45.40% (74), reported that they did not receive the voter card, 25.77% lost their card, 5.5% were not aware about the process of procuring card, 5.50% did not get information about issuance of voter card, 9.2% were not interested in getting the same and 0.6% were either found the procedure cumbersome or could not get time.

In Urban areas, out of 23 respondents not having voter cards, 30.43% of the respondents have not received the same, whereas out of 140 respondents in rural areas, 47.86% of the respondent not received the same. The rural respondents were more aware about the process of obtaining the card as compared to urban areas.

Among 163 respondents who did not possess voter cards, majority were women (100 respondents accounting for 61.35% out of 100 female respondents, 50% reported to have applied for the same but have not received it. Also 7.00% female respondents reported 'Not aware, how to procure this card' implying lack of awareness among the female voters as such the Election Authorities need to look into the same.

Across age-groups, out of 163 respondents not having voter card, majority 41.10% (67) belong to 18-25 age group followed by 28.22% (46) in 26-35 age group. Within these age groups, 'Not Received' and 'Lost by Self' emerged as the main reasons for not having voter cards. Although, 37 respondents out of 67 in this age group reported to have applied for the voter card but have not received the same as on the date of survey. The process of registration by way of providing voter card, particularly to the age group in question deserves attention of the authorities so that no eligible voter is left out.

As regards, the eligible voters who had applied for the voter cards but did not receive the same, the underlying reasons must be identified and addressed on priority. For those who have lost

voter ID Cards, the procedure must be simplified so that getting duplicate copy of lost card will become easy.

3.1.2 Awareness about Enrolment in Voter list

a. Overall Assessment

95.73% (5342) respondents are aware about enrolment in voter list and 93.58%(5222)reported to have been enrolled in the voter list.All5222respondents enrolled in the voter list have reported that their names are correctly mentioned. Out of 5580 sample respondents, 84.43% (4711)were aware about facility of voting with alternative ID viz. Driving Licence, Ration Card, Copy of Bank Account, Voter Slip etc.94.03% (5247)respondents informed that they have knowledge that the Government / Election Office has appointed local person to help the Voters for enrolment.

Division	Total Respondents	No of Respondents reported to have				
		Awareness about Voter's List	Name enrolled in Voters List	Out of Col. 4, Correct name enrolled in voter list	Awareness about Voting with alternative ID	Appointment of local persons by Govt. to help for enrolment
1	2	3	4	5	6	7
Kashmir	2914	2717	2643	2643	2237	2648
Jammu	2666	2625	2579	2579	2474	2599
Total (UT)	5580	5342	5222	5222	4711	5247
%age		95.73%	93.58%	100.00%*	84.43%	94.03%

* Percentage against Column 4

2. Comparative Analysis

The comparative analysis between the Baseline KAP Survey (2023) and the Endline KAP Survey conducted for Assembly Elections (2024) shows improvements in awareness, reflecting the effectiveness of the Election Department's outreach and communication initiatives.

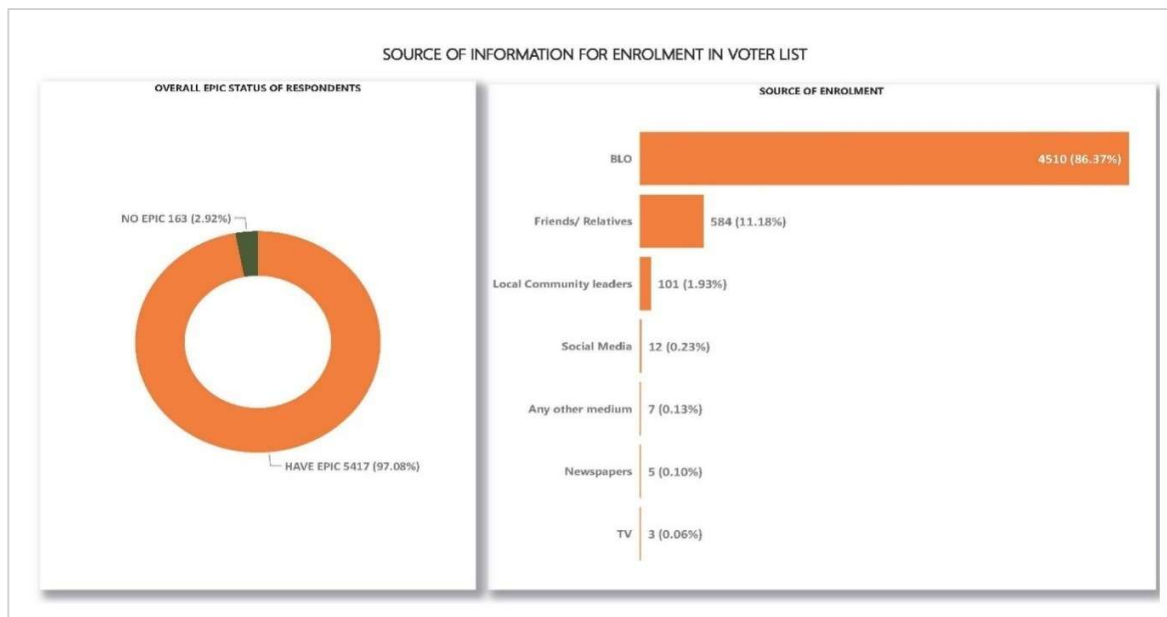
Table 3.5 depicts that the largest improvement occurred in the awareness of voting with alternative IDs, which surged by 14.02 percentage points. This suggests that voter education campaigns (SVEEP) were highly effective in informing citizens that a physical voter card is not the only way to cast a ballot. By the 2024 Endline, 100% of respondents who were enrolled in the voter list reported that their names were recorded correctly, a perfect score compared to the 94.10% Baseline. Overall awareness of the voter's list and actual enrollment status both grew by roughly 5 points, bringing both metrics above the 93% mark. Awareness of local government assistance for enrollment remained high and stable, showing only a marginal increase of 0.78 points, indicating that these support structures were already well-established at the Baseline.

S. No.	Awareness	%age No. of Respondents						
		Kashmir		Jammu		Total		
		Baseline	Endline	Baseline	Endline	Baseline	Endline	%age point change
1	Awareness about Voter's List	87.5	93.24	93.47	98.46	90.59	95.73	5.14
2	Name enrolled in Voters List	84.65	90.7	92.59	96.74	88.77	93.58	4.81
3	Out of Srl. No. 2, Correct name enrolled in voter list	95.26	100	93.11	100	94.1	100	5.9
4	Awareness about Voting with alternative ID	63.56	76.77	76.79	92.8	70.41	84.43	14.02
5	Appointment of local persons by Govt. to help for enrolment	92.31	90.87	94.12	97.49	93.25	94.03	0.78

b. Source of Enrolment

The Booth Level Officer (BLO) emerged as the main source of enrolment in electoral roll as reported by 86.37%(4510) respondents, followed by Friends & Relatives 11.18% (584). TV, social media and newspaper are comparatively the least important means of enrolment in electoral roll.

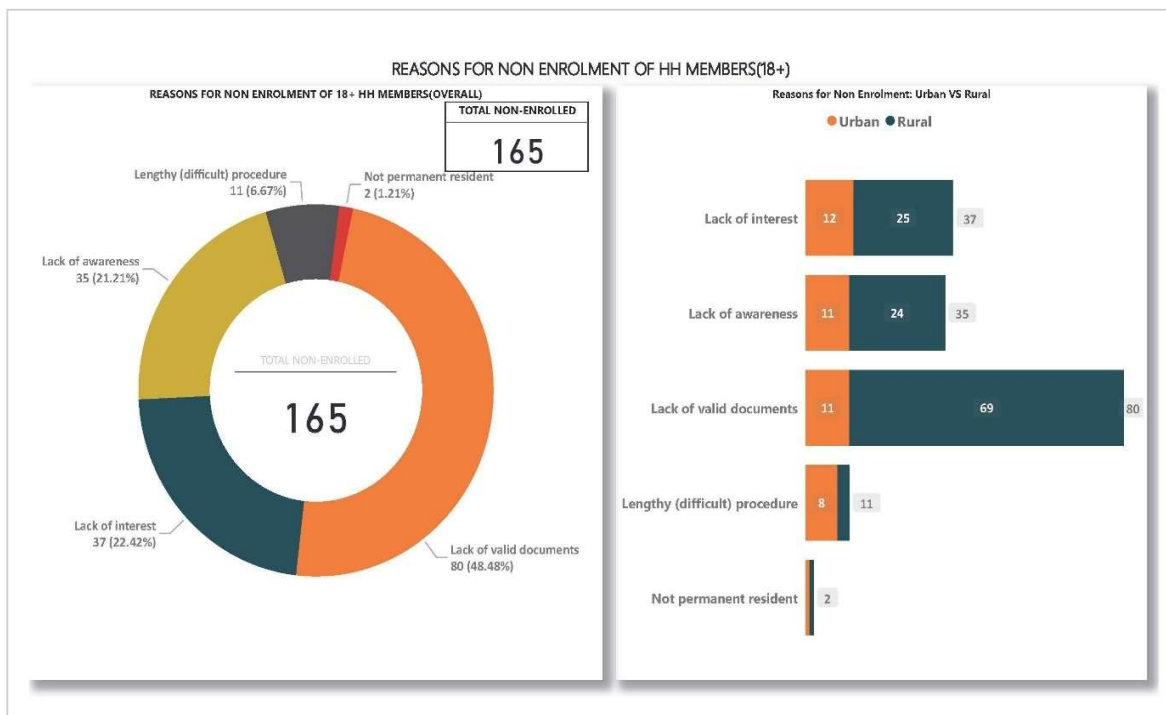
Sector-wise and Age-wise	Total Respondents	Total Respondents having EPIC Card	No. of respondents							Total
			Friends/Relatives	Newspapers	Local Community leaders	BLO	TV	Social Media/Website	Any other medium	
Urban	1116	1093	82	3	9	969	1	2	1	1067
Rural	4464	4324	502	2	92	3541	2	10	6	4155
18-25 years	1005	938	104	0	13	818	1	2	2	940
26-35 years	1410	1364	145	1	14	1184	0	5	0	1349
36-45 years	1228	1210	125	2	21	1008	0	3	2	1161
46-79 years	1852	1822	201	2	52	1438	2	2	2	1699
80 years & above	85	83	9	0	1	62	0	0	1	73
All Respondents	5580	5417	584	5	101	4510	3	12	7	5222
%age	100.00%	97.08%	11.18%	0.10%	1.93%	86.37%	0.06%	0.23%	0.13%	100.00%



c. Reasons for non-enrolment of HHs members of Respondents having 18+ age

In addition to the sample respondents, the information regarding enrolment of household members of the respondents (with 18+ age) has also been collected and analysed. The summary results show that 165 respondents reported to have eligible household members not enrolled in the voter list and the reasons are lack of valid documents 48.48% (80) and lack of interest 22.42% (37). Among other reasons, lack of awareness has been reported by 21.21% (35) respondents, lengthy procedure by 6.67% (11) and not permanent resident by 1.21% (2) respondents. The respondents facing the problem of lack of valid documents need to be covered through some alternative ways till the time they get the valid documents.

Sector wise	Total Respondents enquired	No of respondents					Total
		Lack of awareness	Lack of interest	Lack of valid documents	Lengthy (difficult) procedure	Not permanent resident)	
Urban	1116	11	12	11	8	1	43
Rural	4464	24	25	69	3	1	122
MALE	2824	15	12	39	6	2	84
FEMALE	2747	20	15	41	5	0	81
Transgender	9	0	0	0	0	0	0
ST	907	4	5	24	1	0	34
SC	440	0	2	6	0	0	8
OBC	384	1	3	3	0	0	7
Others	3849	30	27	47	10	2	116
All Respondents	5580	35	37	80	11	2	165
%age (%)		21.21	22.42	48.48	6.67	1.21	100.00
% out of 165							



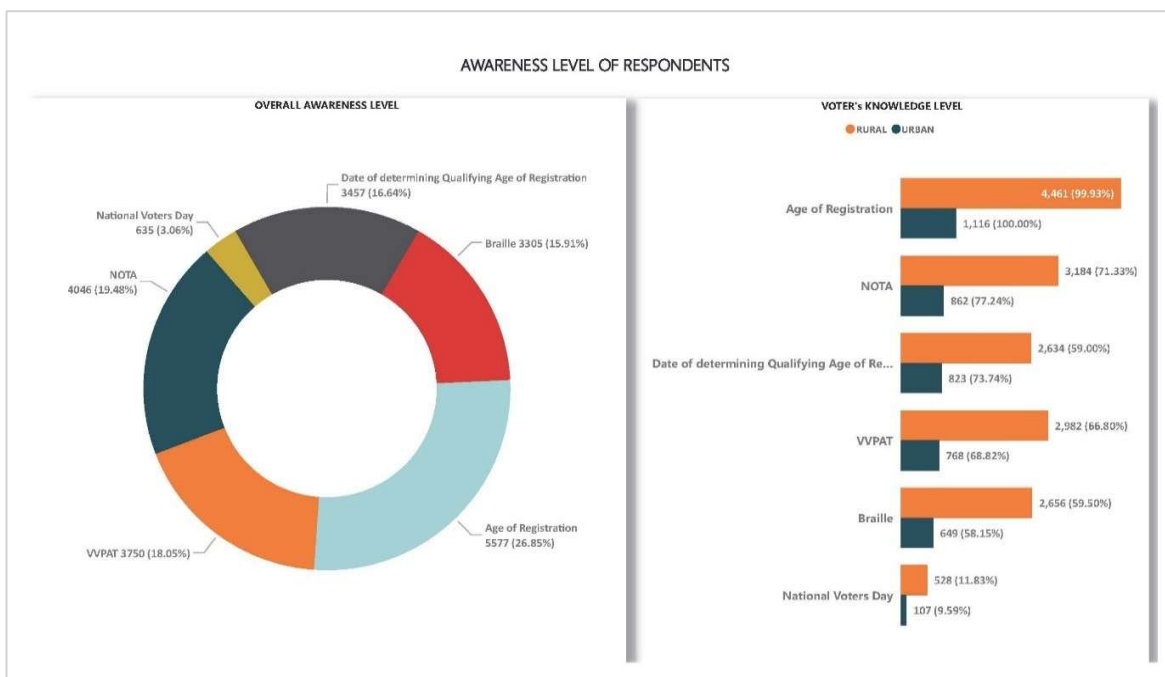
3.1.3 Awareness and Knowledge about Election Process

The knowledge of respondents with regard to different aspects of voting like age of registration, date of determining qualifying age, National Voters Day, NOTA, Braille and VVPAT has been presented in the following sections.

(a) Voter’s knowledge across sectors

The information regarding respondents’ knowledge about “Age of Registration”, “Date of Determining Qualifying Age”, “National Voter’s Day”, “NOTA Option on EVM”, “Braille”, and “VVPAT machine” have been collected during the Endline Survey. It has been found that urban respondents are relatively more knowledgeable about various aspects of elections viz. age of registration, date of determining qualifying age, NOTA and VVPAT as compared to respondents from urban areas. All 1116 urban respondents reported that they have knowledge about age of registration, 77.2%(862) about NOTA, 73.74% (823) about date of qualifying age and 68.82% (768) reported knowledge about VVPAT, whereas 99.93%(4461) rural respondents reported that they have knowledge about age of registration, 71.33%(3184) about NOTA, 59.00% (2634) about date of qualifying age and 66.80% (2982) reported knowledge about VVPAT.

S. No.	Awareness about	No. of sample respondents					
		Urban	%age	Rural	%age	Total	%age
1	Age of Registration	1116	100.00	4461	99.93	5577	99.95
2	Date of determining Qualifying Age of Registration	823	73.74	2634	59.00	3457	61.95
3	National Voters Day	107	9.59	528	11.83	635	11.38
4	NOTA	862	77.24	3184	71.33	4046	72.51
5	Braille	649	58.15	2656	59.50	3305	59.23
6	VVPAT	768	68.82	2982	66.80	3750	67.20



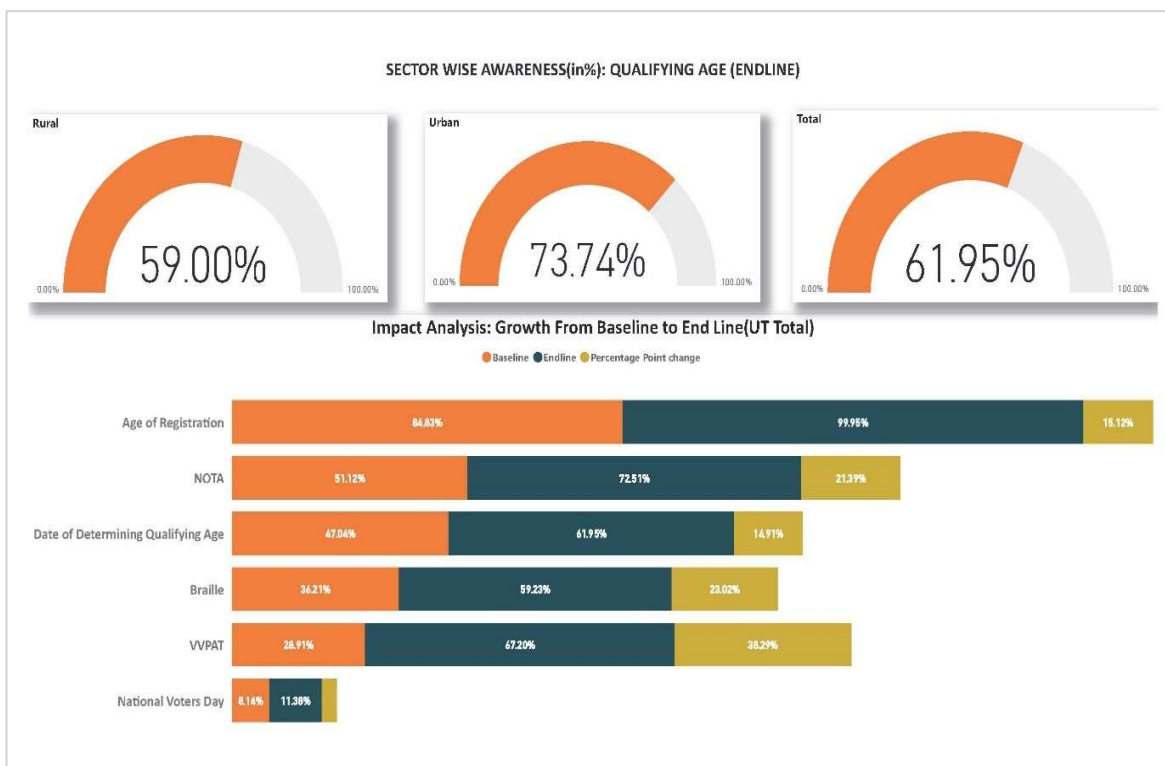
Comparative Analysis

The comparative assessment of awareness indicators, benchmarked for Endline Survey of Assembly Elections, 2024 against the Baseline KAP Survey 2023 of General Elections, highlights the overall effectiveness of voter education campaigns in Jammu & Kashmir.

Urban respondents demonstrated statistically significant improvements across all indicators, confirming the broad success of urban outreach efforts.

Rural respondents also showed strong gains in most areas, particularly in awareness of NOTA, Braille facilities, and VVPAT, awareness of the Date of Determining Qualifying Age. The most notable improvements were observed in VVPAT (+38.29 %age points) and NOTA (+21.39 %age points), while National Voters' Day and Date of Qualifying Age remained relatively low in overall awareness. Universal success was achieved in awareness of the Age of Registration, with nearly 100% recognition across all groups.

Table No 3.8(a) Comparison of Awareness level (Baseline/Endline)										
S. No.	Awareness	%age of sample respondents								
		Urban			Rural			UT – J&K		
		Baseline	Endline	%age Point change	Baseline	Endline	%age Point change	Baseline	Endline	%age Point change
1	Age of Registration	85.15	100	14.85	84.72	99.93	15.21	84.83	99.95	15.12
2	Date of Determining Qualifying Age	51.9	73.74	21.84	45.31	59	13.69	47.04	61.95	14.91
3	National Voters Day	8.9	9.59	0.69	7.87	11.83	3.96	8.14	11.38	3.24
4	NOTA	53.68	77.24	23.56	50.21	71.33	21.12	51.12	72.51	21.39
5	Braille	35.83	58.15	22.32	36.35	59.5	23.15	36.21	59.23	23.02
6	VVPAT	30.92	68.82	37.9	28.2	66.8	38.6	28.91	67.2	38.29

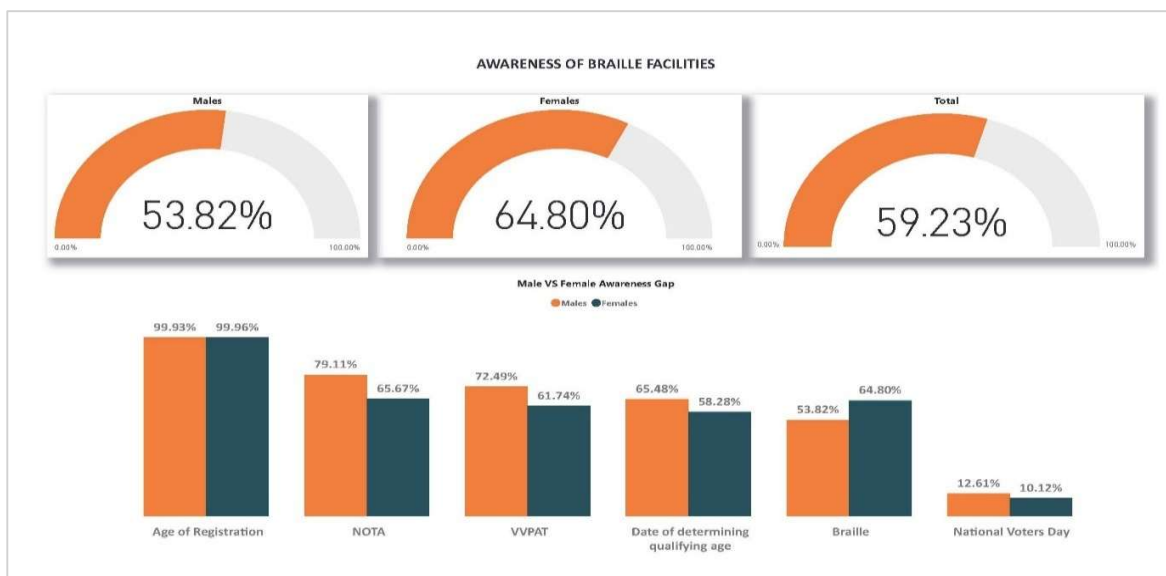


(b) Voter's Knowledge (Gender-wise)

Out of 2747 female respondents, 10.12% (278) reported having knowledge about National Voters Day, 58.28% (1601) about date of determining qualifying age, only 61.74% (1696) about VVPAT, 65.67% (1804) about NOTA, and 99.96% (2746) about age of registration which shows that female respondents are comparatively less knowledgeable about election process than their male counterparts. Therefore, special awareness camps for female voters need to be organized.

S. No.	Awareness about	Number of respondents aware							
		Male	%age	Female	%age	Transgender	%age	Total	%age
1	Age of Registration	2822	99.93	2746	99.96	9	100.00	5577	99.95
2	Date of determining qualifying age	1848	65.48	1601	58.28	8	88.89	3449	61.81
3	National Voters Day	356	12.61	278	10.12	1	11.11	635	11.38
4	NOTA	2234	79.11	1804	65.67	8	88.89	4046	72.51
5	Braille	1520	53.82	1780	64.80	5	55.56	3305	59.23
6	VVPAT	2047	72.49	1696	61.74	7	77.78	3750	67.20

S. No.	Awareness about	Number of respondents aware						
		Total	Rural	Urban	SC	ST	OBC	Others
1	Age of Registration	2746	2173	573	213	458	187	1888
2	Date of determining qualifying age	1601	1211	390	132	249	104	1116
3	National Voters Day	278	233	45	14	46	8	210
4	NOTA	1804	1394	410	148	315	115	1226
5	Braille	1780	1438	342	112	283	129	1256
6	VVPAT	1696	1328	368	167	265	101	1163
	Total Females	2747	2174	573	458	213	187	1889



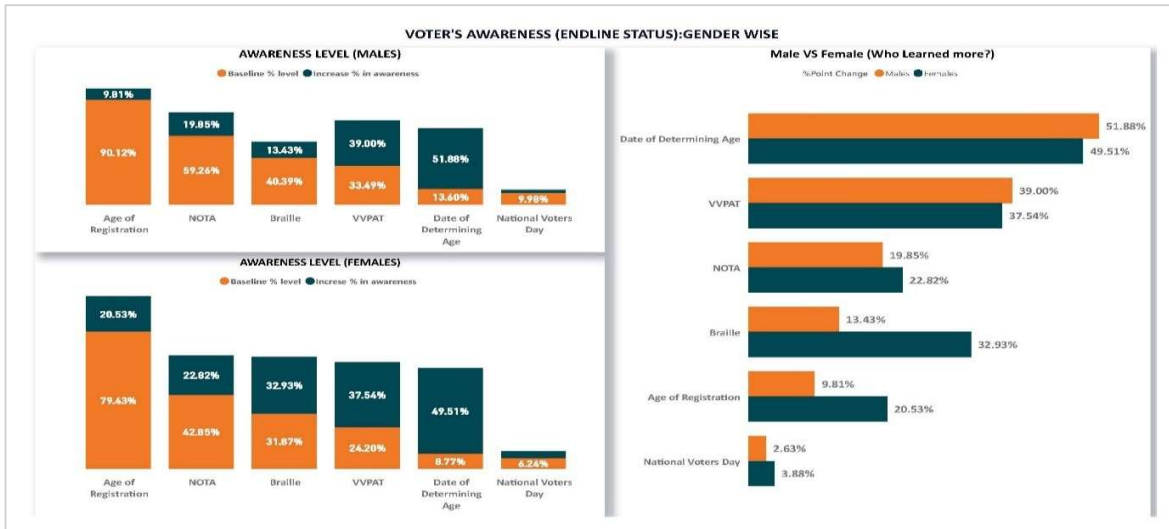
Comparative Analysis

Gender-wise comparison of change in the level of awareness/knowledge from Baseline survey of General Elections 2023 to Endline Survey of Assembly Election, 2024 reveals a drastic change across both genders. Both male and female respondents achieved near-universal level of awareness about age of registration, with 99.9% achievement. The improvement was particularly significant among females, who registered a gain of 20.53 percentage points. Awareness regarding the Date of Determining Age also showed significant improvements, with males recording an increase of 51.88 percentage points and females 49.51 percentage points, reflecting the strong impact of the SVEEP. In case of awareness about the NOTA option, female respondents demonstrated larger relative gains of 22.82 percentage points compared to their male counterparts 19.85%. Similarly, in awareness about Braille facilities, female respondents recorded a much larger gain of 32.93 percentage points against 13.43 percentage points for males, suggesting that the campaigns had more impact on women folk. Awareness of VVPAT also showed dramatic and statistically significant improvements, with males gaining 39.00 percentage points and females 37.54 percentage points.

Thus, while most indicators show significant improvements across male, female, and total respondents, females exhibited stronger relative gains in Age of Registration, Braille, and NOTA. Males started with higher baseline awareness, but both genders converged at high Endline levels. The most successful campaigns were those related to VVPAT and the Date of Determining Age. However, awareness about National Voters’ Day remains low overall, at or below 12%, with only small and statistically insignificant gains across male, female, and total respondents. There is still scope for creating awareness about National Voters Day.

Table No 3.10 Comparison of voters knowledge (Baseline/Endline)

S. No.	Awareness about	Number of respondents								
		Male			Female			Total		
		Baseline	Endline	%ge Point change	Baseline	Endline	%ge Point change	Baseline	Endline	%ge Point change
1	Age of Registration	90.12	99.93	9.81	79.43	99.96	20.53	84.83	99.95	15.12
2	Date of Determining Age	13.6	65.48	51.88	8.77	58.28	49.51	11.18	61.81	50.63
3	National Voters Day	9.98	12.61	2.63	6.24	10.12	3.88	8.14	11.38	3.24
4	NOTA	59.26	79.11	19.85	42.85	65.67	22.82	51.12	72.51	21.39
5	Braille	40.39	53.82	13.43	31.87	64.8	32.93	36.21	59.23	23.02
6	VVPAT	33.49	72.49	39	24.2	61.74	37.54	28.91	67.2	38.29
	All Respondents	100	100	0	100	100	0	100	100	0

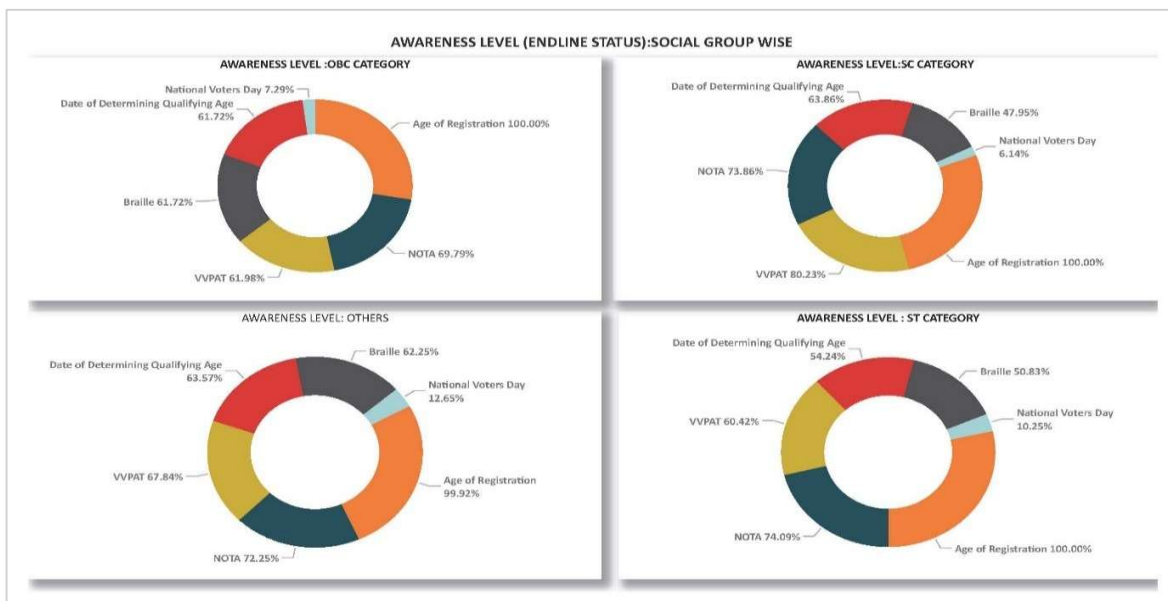


(c) Voters Knowledge (Social group-wise)

Voters Knowledge was also assessed across different social groups. The respondents in the SC, ST and OBC Social Groups were found parallelly knowledgeable about all the parameters relating to voter awareness. In general, there is need to improve awareness among all the social groups with regard to all the parameters.

Table No. 3.11: Awareness level (Social group-wise)

Social Group	Total Respondents	No of Respondents having Knowledge about					
		Age of Registration	Date of Determining Qualifying Age	National Voters Day	NOTA	Braille	VVPAT
SC	440	440	281	27	325	211	353
Percentage		100.00	63.86	6.14	73.86	47.95	80.23
ST	907	907	492	93	672	461	548
Percentage		100.00	54.24	10.25	74.09	50.83	60.42
OBC	384	384	237	28	268	237	238
Percentage		100.00	61.72	7.29	69.79	61.72	61.98
Others	3849	3846	2447	487	2781	2396	2611
Percentage		99.92	63.57	12.65	72.25	62.25	67.84
All Respondents	5580	5577	3457	635	4046	3305	3750
Percentage	100.00	99.95	61.95	11.38	72.51	59.23	67.20



(d) Voters knowledge (Education Level)

Education level wise comparison of awareness of respondents about voting concepts reveal that illiterate and low educated respondents have less knowledge about all parameters of voting compared to highly educated respondents. This suggests that education plays a significant role in the level of awareness and knowledge. Therefore, special awareness campaigns for illiterate and low educated voters be organized for enhancement of their knowledge about voting.

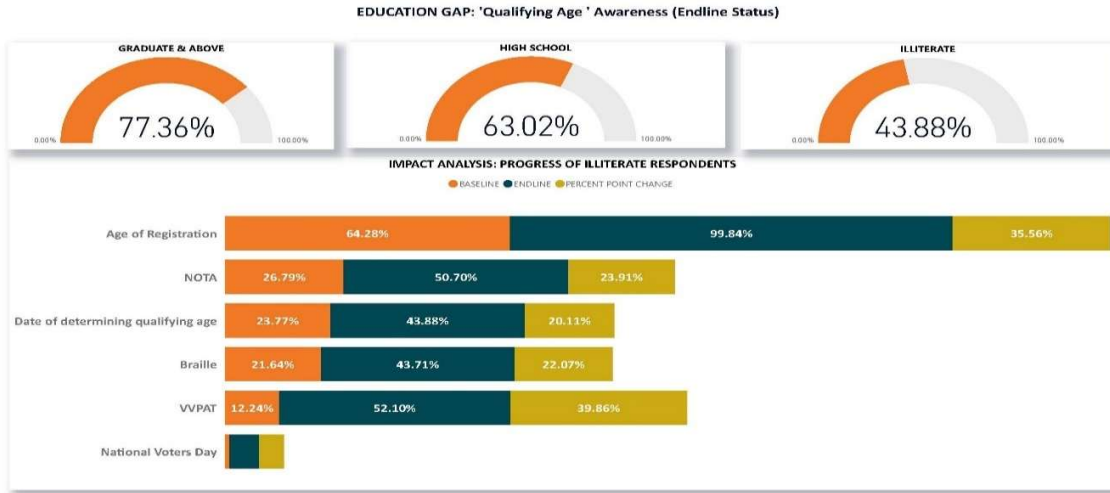
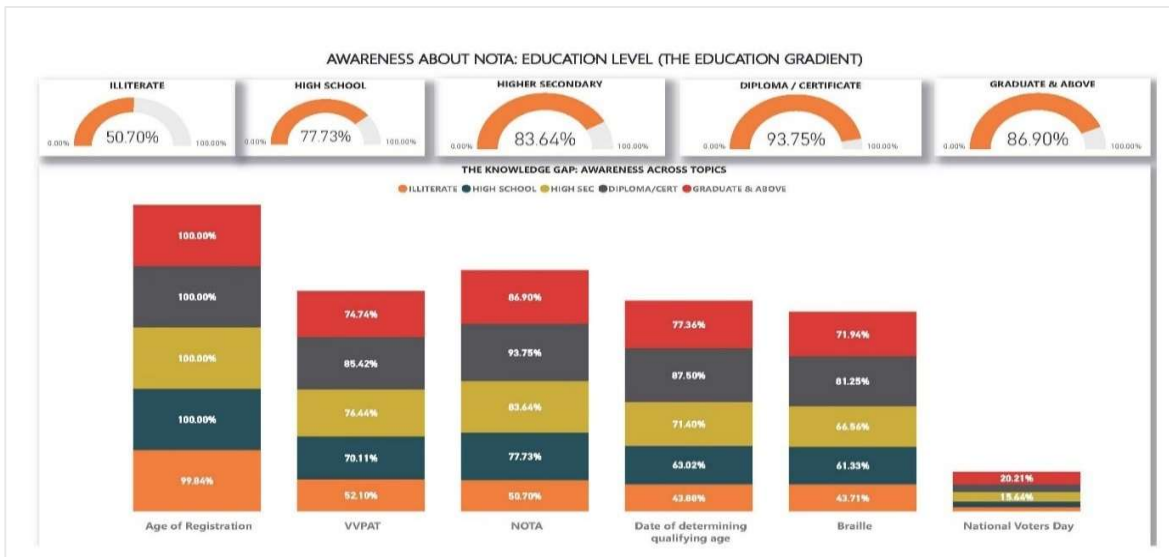


Table No. 3.12: Awareness level (Educational Qualification)

Education Level	No of Respondents having Knowledge about voting concepts						
	Total Respondents	Age of Registration	Date of determining qualifying age	National Voters Day	NOTA	Braille	VVPAT
Illiterate	1217	1215	534	81	617	532	634
%age		99.84	43.88	6.66	50.70	43.71	52.10
Primary school	976	975	542	62	633	522	623
%age		99.90	55.53	6.35	64.86	53.48	63.83
upto High school	1298	1298	818	118	1009	796	910
%age		100.00	63.02	9.09	77.73	61.33	70.11
Higher secondary	972	972	694	152	813	647	743
%age		100.00	71.40	15.64	83.64	66.56	76.44
Diploma/ Certificate	48	48	42	6	45	39	41
%age		100.00	87.50	12.50	93.75	81.25	85.42
Graduate & above including Professional/Tech. Courses	1069	1069	827	216	929	769	799
%age		100.00	77.36	20.21	86.90	71.94	74.74
All respondents	5580	5577	3457	635	4046	3305	3750
%age		99.95	61.95	11.38	72.51	59.23	67.20



Comparative Analysis

Education Level	KAP Survey Edition	%age of Respondents having Knowledge about voting concepts						
		Total Respondents	Age of Registration	Date of determining qualifying age	National Voters Day	NOTA	Braille	VVPAT
Illiterate	Baseline	1691	64.28	23.77	1.06	26.79	21.64	12.24
	Endline	1217	99.84	43.88	6.66	50.7	43.71	52.10
upto High school	Baseline	1346	92.87	52.97	4.9	60.03	41.23	33.51
	Endline	1298	100	63.02	9.09	77.73	61.33	70.11
Graduate & above including Professional/Tech. Courses	Baseline	985	98.07	70.05	28.63	76.14	52.18	48.32
	Endline	1069	100	77.36	20.21	86.9	71.94	74.74
All respondents	Baseline	6205	84.83	47.04	8.14	51.12	36.21	28.91
	Endline	5580	99.95	61.95	11.38	72.51	59.23	67.2

Across all education levels, awareness of voting concepts improved significantly between the Baseline and Endline surveys, with statistical testing confirming that most changes are highly significant ($p < 0.05$). The most dramatic gains were observed among illiterate respondents, who moved from 64.3 % to 99.8 % awareness of age of registration, a leap that effectively closed the gap with more educated groups. Their knowledge of qualifying age also rose from 23.8 % to 43.9%, showing progress though still behind others. Awareness of National Voters Day increased from 1.1 % to 6.7%, modest but meaningful, while knowledge of the NOTA option doubled from 26.8% to 50.7%. Similarly, awareness of Braille facilities rose from 21.6% to 43.7%, and VVPAT awareness showed the most striking gain, from 12.2 % to 52.1%. These shifts highlight that voter education campaigns successfully reached previously excluded populations.

Looking at all respondents together, awareness of age of registration rose from 84.8 % to 99.9 %, qualifying age from 47.0 % to 61.9 %, and National Voters Day from 8.1 % to 11.4 %. Awareness of NOTA increased from 51.1 % to 72.5 %, Braille from 36.2 % to 59.2 %, and VVPAT from 28.9 % to 67.2 %. The strongest overall gains were in voting technologies such as NOTA, Braille, and VVPAT, while National Voters Day remained relatively under-recognized.

Thus, the Endline survey confirms that voter education interventions had measurable impact across all groups, with the largest relative improvements among illiterate respondents. Most changes are statistically significant, underscoring the success of outreach efforts in bridging awareness gaps, particularly for marginalized and less educated populations.

3.2. Attitude of Citizens towards the Elections

Attitude plays a key role in voter turnout and is one of the most critical indicators influencing the successful conduct of the electoral process. Elections are fundamental to democratic governance in an egalitarian society, as *who votes* and *who does not*, are closely correlated with the effectiveness of governance and the nature of public policies. The attitudes and opinions of the sample respondents across all districts and Assembly Constituencies toward statements such as "Every vote counts", "Voting should be made compulsory," and "I do not intend to vote in the upcoming election" provide valuable insights into the level of electoral awareness, civic responsibility, and democratic engagement among the electorate and related issues have been tried to assess in the following section: -

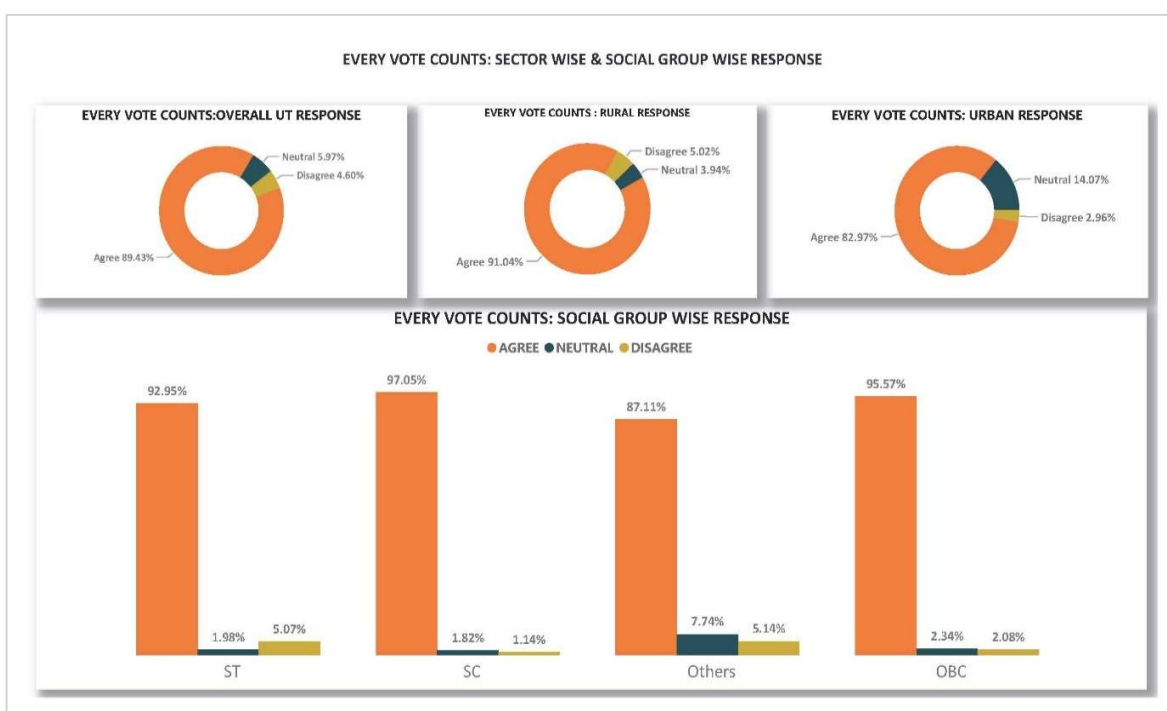
3.2.1 Every Vote Counts

The analysis of responses across gender, social groups, and sector reveals strong agreement with the statement "*Every vote counts*", though with some variation in intensity.

89.43% respondents among all categories agree (64.68%) and strongly agree (24.75%) with the statement that “*Every vote count*” whereas only 4.6% respondents, strongly disagree (4.19%) and disagree (0.41%) with this statement.

Table No. 3.13(a) Every vote counts

Category		Total Respondents	Percentage of respondent				
			Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree
Gender	Male	2824	3.90	0.42	5.35	63.17	27.16
	Female	2747	4.51	0.40	6.59	66.14	22.35
	Transgender	9	0.00	0.00	11.11	88.89	0.00
Social Group	SC	440	1.14	0.00	1.82	63.41	33.64
	ST	907	4.74	0.33	1.98	80.49	12.46
	OBC	384	2.08	0.00	2.34	56.51	39.06
	Others	3849	4.62	0.52	7.74	61.91	25.20
Sector	Rural	4464	4.68	0.34	3.94	63.49	27.55
	Urban	1116	2.24	0.72	14.07	69.44	13.53
All respondents		5580	4.19	0.41	5.97	64.68	24.75



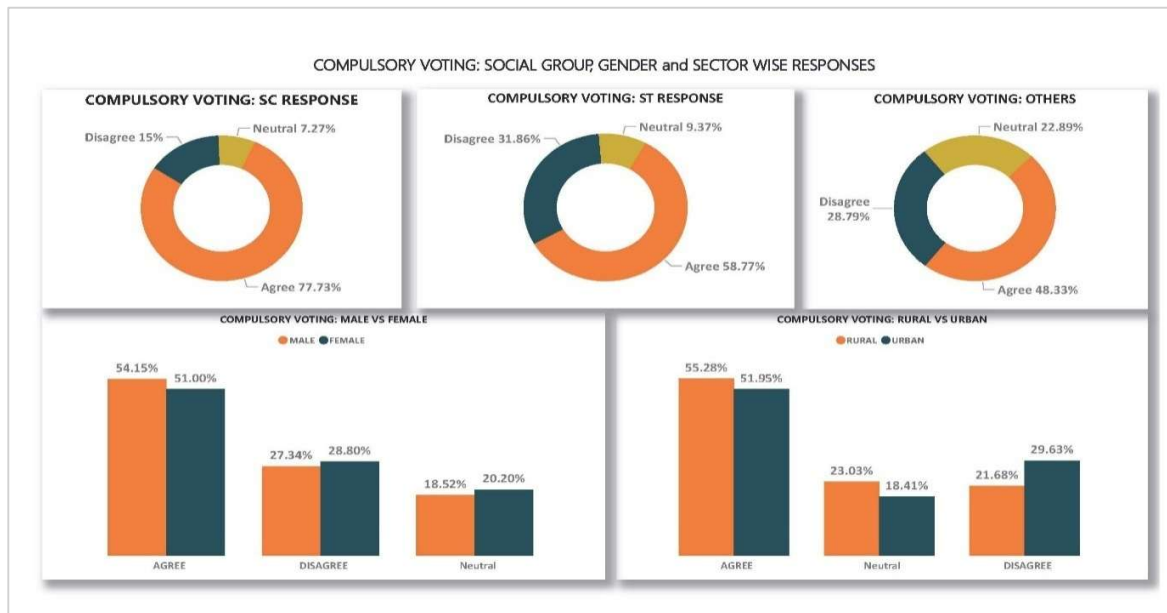
3.2.2 Voting should be made compulsory

The analysis of responses across gender, social groups, and sector indicates that a majority of respondents support the idea that voting should be made compulsory, though the intensity of agreement varies across categories.

52.62% respondents among all categories agree (43.35%) and strongly agree (9.27%) with the statement that “*Voting Should be made compulsory*” whereas only 28.05% respondents disagree (strongly disagree - 6.76% and disagree - 21.29%) with this statement. The gender wise response showed a similar pattern with about 54% male and 51% females agreeing with this statement.

Across social groups (SC, ST & OBC), the respondents were in favour of the statement that voting should be made compulsory. Rural respondents expressed stronger support (55.28%) in favour of the statement while as this percentage in case of Urban respondents comes out to be 51.95%.

Table No. 3.14 Voting should be made compulsory							
Classification-wise		Total Respondents	%age of respondents				
			Degree of Opinion				
			Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Gender-wise	Male	2824	7.05	20.29	18.52	43.70	10.45
	Female	2747	6.48	22.32	20.20	42.92	8.08
	Transgender	9	0.00	22.22	11.11	66.67	0.00
Social Group	SC	440	3.41	11.59	7.27	66.36	11.36
	ST	907	14.66	17.20	9.37	52.26	6.50
	OBC	384	7.55	19.01	21.09	42.19	10.16
	Others	3849	5.20	23.59	22.89	38.74	9.59
Sector-wise	Urban	1116	7.30	22.33	18.41	41.82	10.13
	Rural	4464	4.57	17.11	23.03	49.46	5.82
UT-J&K		5580	6.76	21.29	19.34	43.35	9.27

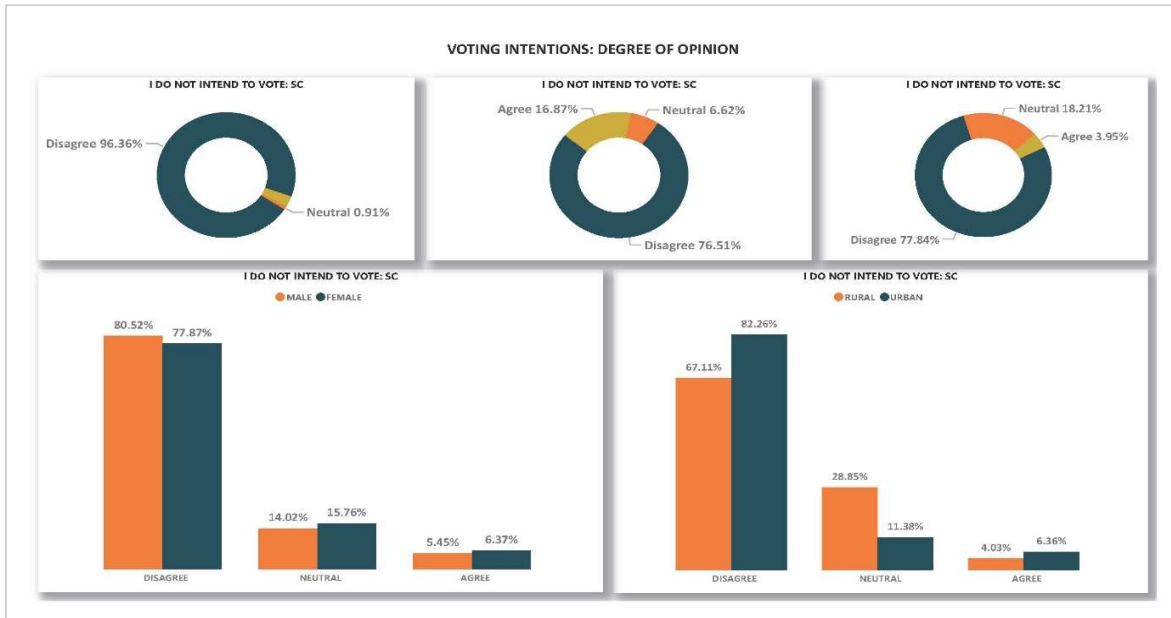


3.2.3 I do not intend to vote in the upcoming elections

The responses across gender, social groups, and sector reveal that the overwhelming majority of respondents disagree with the statement "I do not intend to vote in the upcoming elections", indicating strong intent to participate in the electoral process.

Among male respondents, 79.23% disagreed (27.81% strongly disagreed and 51.42% disagreed) with the statement "I do not intend to vote in the upcoming elections". Only 5.90% were not in favour of voting in the upcoming election, leaving thereby 14.87% undecided. Female respondents showed a similar pattern with 77.87% disagreeing with this statement.

Table No. 3.15 I do not intend to vote in the upcoming elections							
Classification-wise		Total Respondents	Percentage of respondents				
			Degree of Opinion				
			Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Gender-wise	Male	2824	29.14	51.38	14.02	4.46	0.99
	Female	2747	26.47	51.40	15.76	5.28	1.09
	Transgender	9	22.22	66.67	11.11	0.00	0.00
Social Group-wise	SC	440	46.59	49.77	0.91	2.50	0.23
	ST	907	15.44	61.08	6.62	16.76	0.11
	OBC	384	43.49	36.46	16.93	2.60	0.52
	Others	3849	27.02	50.82	18.21	2.55	1.40
Sector-wise	Urban	1116	29.19	53.07	11.38	5.73	0.63
	Rural	4464	22.31	44.80	28.85	1.34	2.69
UT of J&K		5580	27.81	51.42	14.87	4.86	1.04



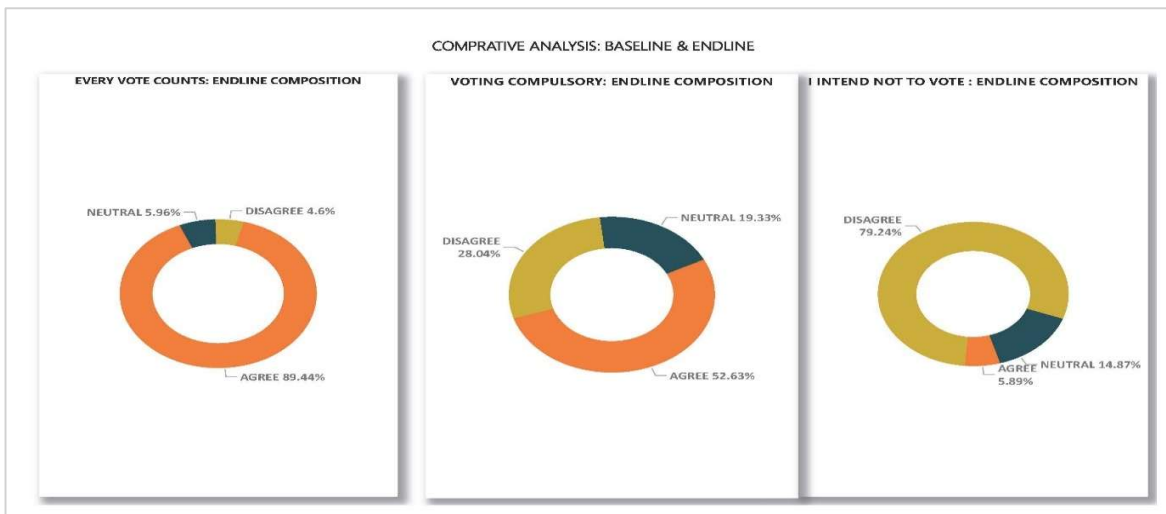
Comparative analysis

Table No. 3.16: Comparative analysis between Baseline and Endline responses

Responses	Every vote counts		Voting should be made compulsory		I do not intend to vote in the upcoming elections	
	Baseline	Endline	Baseline	Endline	Baseline	Endline
STRONGLY DISAGREE	0.73	4.19	5.3	6.75	22.56	27.81
DISAGREE	0.85	0.41	20.03	21.29	58.07	51.41
NITHER AGREE OR NOR DISSAGREE	6.69	5.96	18.82	19.33	12.63	14.87
AGREE	76.02	64.68	48.19	43.35	3.84	4.85
STRONGLY AGREE	15.65	24.75	7.59	9.27	2.74	1.04

The comparative analysis between Baseline and Endline responses confirms that most of the observed changes are statistically significant ($p < 0.05$), reflecting real shifts in public opinion rather than random variation.

For “*I Do Not Intend to Vote*”, strong disagreement increased significantly from 79.22% to 80.63%. This reflects firmer rejection of abstention, though neutrality also rose (12.63% to 14.87%), indicating a small but growing segment of hesitation. Agreement showed a slight decrease in the percentage (6.58% to 5.89%) of respondents supporting the statement “I do not intend to vote in the upcoming elections”.

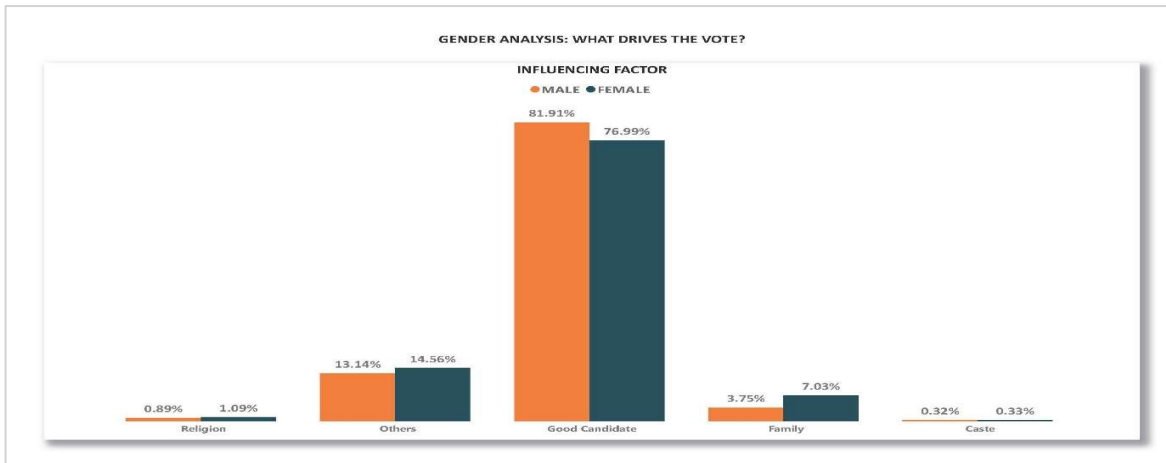


3.2.4 Most Influencing factor affecting voting preference

About 80% respondents reported that “Good candidate” is the most influencing factor with 71.15% urban respondents and 81.56% rural respondents. The caste along with religion of the candidate emerged as the least influencing factor affecting voting preference across the sectors as well as gender.

Table No. 3.17: Most Influencing factor affecting voting preference (sector wise)

	Sector		Total Respondents	Most Influencing factor				
				Family	Caste	Religion	Good Candidate	Others
Sector-wise	Urban	No.	1116	31	6	8	794	277
		%age		2.78	0.54	0.72	71.15	24.82
	Rural	No.	4464	269	12	47	3641	495
		%age		6.03	0.27	1.05	81.56	11.09
Gender-wise	Male	No.	2824	106	9	25	2313	371
		%age		3.75	0.32	0.89	81.91	13.14
	Female	No.	2747	193	9	30	2115	400
		%age		7.03	0.33	1.09	76.99	14.56
	Transgender	No.	9	1	0	0	7	1
		%age		11.11	0.00	0.00	77.78	11.11
Total		No.	5580	300	18	55	4435	772
		%age		5.38	0.32	0.99	79.48	13.84



Comparative Analysis

The data on influencing factors affecting voting preference reveals important sector-wise shifts between the Baseline and Endline surveys. In urban areas, reliance on family influence declined from 3.8 % to 2.8 %, while in rural areas it fell from 7.1 % to 6.0 %. Overall, family influence dropped from 6.2 % to 5.4 %, suggesting that personal networks became slightly less decisive in shaping voting choices.

The candidate factor remained the most dominant influence across both sectors. In urban areas, it declined from 79.9 % to 71.2 %, while in rural areas it increased from 77.1 % to 81.6 %. Overall, candidate preference rose slightly from 77.9 % to 79.5 %, reinforcing the centrality of candidate appeal in determining voter choice, especially in rural constituencies.

Table No. 3.17(a): Comparison of most Influencing factor affecting voting preference (Baseline/Endline)

Factors	%age Respondents reported					
	Urban		Rural		Total	
	Baseline	Endline	Baseline	Endline	Baseline	Endline
Family	3.80	2.78	7.11	6.03	6.24	5.38
Caste	0.12	0.54	0.83	0.27	0.64	0.32
Religion	0.73	0.72	1.40	1.05	1.22	0.99
Candidate	79.91	71.15	77.14	81.56	77.87	79.48
others	15.43	24.82	13.52	11.09	14.02	13.84

The Endline survey highlights that candidate appeal continues to be the most influential factor in voting preference, with rural respondents showing stronger reliance on candidates compared to urban voters. Family, caste, and religion influences declined overall, while “other” factors gained traction in urban areas. These shifts are statistically significant ($p < 0.05$) in most cases, confirming that voting behaviour is increasingly shaped by candidate specific attributes rather than traditional social determinants.



3.3 Participation and Practices in Elections.

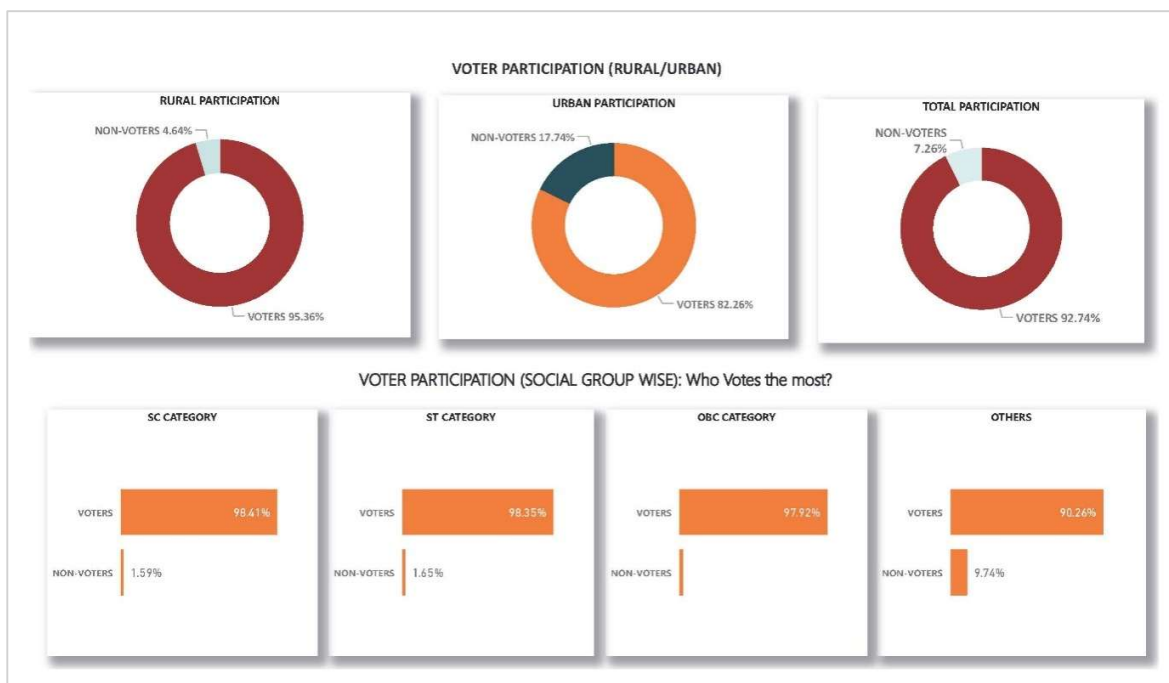
Participation in elections is vital, as it provides voters with an opportunity to influence policy planning by choosing whether to retain or change the existing governance machinery, based on their level of satisfaction or dissatisfaction. This chapter presents the findings related to the electoral practices generally followed by the electorate.

3.3.1. Participation of Respondents in any of the last elections

92.74% (5175) respondents reported to have voted in any of the previous elections. The sectoral comparison indicates that the voting percentage of rural respondents (95.36%) is more as compared to their urban counterparts (82.26%). The percentage of male voters is 93.52% and female voters are 91.95% in previous elections. Out of 1005 respondents in the age group of 18-25 years, 89.75% have casted their vote in previous elections. Rest of the age groups depict reasonably good voter percentage. SC, ST and OBC respondents have relatively higher voting percentage compared to “Others” categories.

Table No. 3.18 Number of Voters & Non-Voters

Classification	All Respondents	Voter in (Parliamentary or Assembly elections)		Non-Voter in both (Parliamentary or Assembly elections)		Non-Voter in either(Parliamentary or Assembly elections)		
		No. of Respondents	%age	No. of Respondents	%age	No. of Respondents	%age	
Sector-wise	Urban	1116	918	82.26	198	17.74	266	33.76
	Rural	4464	4257	95.36	207	4.64	522	66.24
Gender-wise	Male	2824	2641	93.52	183	6.48	358	45.43
	Female	2747	2526	91.95	221	8.05	429	54.44
	Transgender	9	8	88.89	1	11.11	1	0.13
Age-group	18-25	1005	902	89.75	103	10.25	235	29.82
	26-35	1410	1307	92.7	103	7.3	193	24.29
	36-45	1228	1146	93.32	82	6.68	148	18.78
	46-79	1852	1739	93.9	113	6.1	200	25.38
	80 & above	85	81	95.29	4	4.71	12	1.52
Social-group	SC	440	433	98.41	7	1.59	14	1.78
	ST	907	892	98.35	15	1.65	34	4.31
	OBC	384	376	97.92	8	2.08	42	5.33
	Others	3849	3474	90.26	375	9.74	698	88.58
	Total	5580	5175	92.74	405	7.26	788	14.12



3.3.2 Reasons for Participation in Elections.

Out of total 5580 respondents, 5175 have reportedly participated in any of the elections. 41.88% (3206) respondents considered participation in elections as their duty out of which 1670 were males, 1530 were females and 6 were transgender. Similarly, a total of 29.75% (2277) respondents felt that the 'Candidate was good' as reason for participation, out of which 1203 were male respondents, 1067 female respondents, and 7 transgenders.

Reasons for Participation in Elections		Responses							Total	%age
		Division-wise		Sector-wise		Gender-wise				
		Kashmir	Jammu	Urban	Rural	Male	Female	Transgender		
Reasons for voting	I am political party sympathizer	109	108	15	202	124	90	3	217	2.83
	Casted vote due to threat or coercion	1	1	1	1	1	1	0	2	0.03
	Head of family said to vote	182	152	28	306	100	234	0	334	4.36
	Influenced by friends	62	51	29	84	63	50	0	113	1.48
	Wanted to defeat a particular candidate or political party	69	24	11	82	52	41	0	93	1.21
	It was my duty	1314	1892	621	2585	1670	1530	6	3206	41.88
	Because of repeated appeal and advertisement by Election Commission	59	75	37	97	79	55	0	134	1.75
	Because of enabling environment (Free & Fair) created by Election Commission	198	254	130	322	247	204	1	452	5.90
	I got registered in Electoral roll	96	280	110	266	207	168	1	376	4.91
	Candidate was good	1029	1248	364	1913	1203	1067	7	2277	29.75
	Candidate was of my choice & of my community and religion	135	104	27	212	114	125	0	239	3.12
	Candidate visited me personally	13	27	3	37	23	17	0	40	0.52
	Money/Liquor/inducement was offered	3	0	2	1	3	0	0	3	0.04
Any other	138	31	21	148	79	89	1	169	2.21	
Total Responses		3408	4247	1399	6256	3965	3671	19	7655	100.00

At the UT level, two main reasons for Participation in Elections which emerged from the analysis of responses by the respondents are "It was my duty" and "Candidate was good".

3.3.3 Reasons for Non-Participation in Elections

Out of 5,580 respondents, 788 reported that they had not participated in any of the elections. 55.61% of responses were absence from their constituency due to factors such as education, marriage, work commitments, permanent relocation, or temporary absence followed by 9.81% of responses for "I just did not want to vote as nothing will change."

Reasons for Not Voting		Response								
		Division wise		Sector-wise		Gender-wise			JK-UT	% age
		Kashmir	Jammu	Rural	Urban	Male	Female	Transgender		
Reasons for Not Voting	I did not have electoral photo ID	13	6	16	3	7	12	0	19	1.58
	I did not know my polling station	0	0	0	0	0	0	0	0	0.00
	Polling station was at distance (I had transportation logistic problem)	11	2	10	3	4	9	0	13	1.08
	Long queue and I did not have time	42	0	19	23	17	25	0	42	3.49
	No faith in political system	12	0	4	8	5	7	0	12	1.00
	Didn't vote as community/religious leader	0	0	0	0	0	0	0	0	0.00
	Head of family said not to vote	5	4	6	3	2	7	0	9	0.75
	Voting is not essential for maintenance of democracy	5	1	6	0	4	2	0	6	0.50
	There was no good candidate	100	10	66	44	53	56	1	110	9.14
	Candidate was not of my choice & community	35	5	24	13	15	22	0	37	3.08
	I just did not want to vote as nothing will change	51	67	76	42	60	58	0	118	9.81
	I was not in my constituency due to Education / Marriage / Work / Permanently shifted/ Temporary absence / Other reasons	260	409	604	65	345	324	0	669	55.61
	I was afraid/felt insecure to go to polling station	0	0	0	0	0	0	0	0	0.00
	My name was not on electoral roll	40	15	52	3	25	30	0	55	4.57
	I was not aware of the poll date & time	7	0	7	0	2	5	0	7	0.58
	I was not aware of the fact voting can be done with alternative document	0	3	3	0	2	1	0	3	0.25
Any other, specify	86	17	71	32	49	54	0	103	8.56	
Total Responses	667	539	964	239	590	612	1	1203	100.00	

3.3.4 Reasons for Non-Participation in Elections (Age group-wise)

The data indicates that the highest proportion of responses (61.82%) came from respondents in the 26–35 age group, with the primary reason for non-participation being absence from their constituency due to education, marriage, work commitments, permanent relocation, or temporary absence. This trend was consistent across other age groups. Within the 26–35 age group, 11.52% of responses cited "I just did not want to vote as nothing will change" as the second main reason for non-participation whereas among respondents aged 18–25, 14.38% of responses cited "My name was not on the electoral roll" as the reason for not participation.

Age Groups	Response					Total Responses	%AGE	
	18-25 years	26-35 years	36-45 years	46-79 years	80 & above			
Reasons for Not Voting	I did not have electoral photo ID card	5.48%	0.91%	0.00%	0.00%	0.00%	19	1.58%
	I did not know my polling station	0.00%	0.00%	0.00%	0.00%	0.00%	0	0.00%
	Polling station was at distance (I had transportation logistic prob.)	0.34%	1.21%	0.45%	1.48%	8.33%	13	1.08%
	Long queue and I did not have time	2.74%	2.12%	5.00%	4.75%	0.00%	42	3.49%
	No faith in political system	0.68%	0.30%	1.82%	0.89%	8.33%	12	1.00%
	Did not vote as community or religious leader	0.00%	0.00%	0.00%	0.00%	0.00%	0	0.00%
	Head of family said not to vote	1.03%	0.61%	1.36%	0.30%	0.00%	9	0.75%
	Voting is not essential for maintenance of democracy	0.00%	1.21%	0.45%	0.30%	0.00%	6	0.50%
	There was no good candidate	7.53%	8.79%	11.36%	9.79%	4.17%	110	9.14%
	Candidate was not of my choice & community	2.74%	2.42%	4.09%	3.56%	0.00%	37	3.08%
	I just did not want to vote as nothing will	4.79%	11.52%	13.18%	10.39%	8.33%	118	9.81%

Age Groups	Response						Total Responses	%AGE
	18-25 years	26-35 years	36-45 years	46-79 years	80 & above			
change								
I was not in my constituency due to Education / Marriage / Work / Permanently shifted/ Temporary absence / Other reasons	50.68%	61.82%	52.73%	55.79%	54.17%	669	55.61%	
I was afraid/felt insecure to go to polling station	0.00%	0.00%	0.00%	0.00%	0.00%	0	0.00%	
My name was not on electoral roll	14.38%	2.73%	0.91%	0.59%	0.00%	55	4.57%	
I was not aware of the poll date & time	0.68%	0.30%	0.91%	0.59%	0.00%	7	0.58%	
I was not aware of the fact voting can be done with alternative doc.	0.00%	0.30%	0.00%	0.59%	0.00%	3	0.25%	
Any other, specify	8.90%	5.76%	7.73%	10.98%	16.67%	103	8.56%	
Total Percentage	100.00%	100.00%	100.00%	100.00%	100.00%	1203	100.00%	
Total Responses	292	330	220	337	24	1203		

3.3.5 Reasons for Non-Participation in Elections (Social Group -wise)

Across all social groups, the most common reason recorded in the responses for not voting was being absent from the constituency, with SC and ST responses showing the highest share at 62.5% each, followed by Others at 55.75% and OBCs at 30.77%. While absence dominated across categories, OBC responses highlighted a significant 28.21% citing that their names were missing from the electoral roll. In contrast, among the others group, political apathy was more evident, with 10.34% of responses indicating they did not vote because “nothing will change.”

Reasons for Not Voting	Social group				Total Responses	%age
	SC	ST	OBC	Others		
I did not have electoral photo ID card	4.17%	2.78%	5.13%	1.25%	19	1.58%
I did not know my polling station	0.00%	0.00%	0.00%	0.00%	0	0.00%
Polling station was at distance (I had transportation logistic problem)	0.00%	1.39%	2.56%	1.05%	13	1.08%
Long queue and I did not have time	0.00%	1.39%	2.56%	3.83%	42	3.49%
No faith in political system	8.33%	5.56%	5.13%	0.19%	12	1.00%
Did not vote as community or religious leader	0.00%	0.00%	0.00%	0.00%	0	0.00%
Head of family said not to vote	10.42%	1.39%	2.56%	0.19%	9	0.75%
Voting is not essential for maintenance of democracy	0.00%	0.00%	0.00%	0.57%	6	0.50%
There was no good candidate	0.00%	4.17%	0.00%	10.25%	110	9.14%
Candidate was not of my choice & community	0.00%	1.39%	2.56%	3.35%	37	3.08%
I just did not want to vote as nothing will change	4.17%	9.72%	2.56%	10.34%	118	9.81%
I was not in my constituency due to Education / Marriage / Work / Permanently shifted/ Temporary absence / Other reasons	62.50%	62.50%	30.77%	55.75%	669	55.61%
I was afraid/felt insecure to go to polling station	0.00%	0.00%	0.00%	0.00%	0	0.00%
My name was not on electoral roll	4.17%	5.56%	28.21%	3.64%	55	4.57%
I was not aware of the poll date & time	0.00%	0.00%	2.56%	0.57%	7	0.58%
I was not aware of the fact voting can be done with alternative document	0.00%	0.00%	0.00%	0.29%	3	0.25%
Any other	6.25%	4.17%	15.38%	8.72%	103	8.56%
Total responses	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Total responses	48	72	39	1044	1203	

3.3.6 Difficulties faced by voters during voting

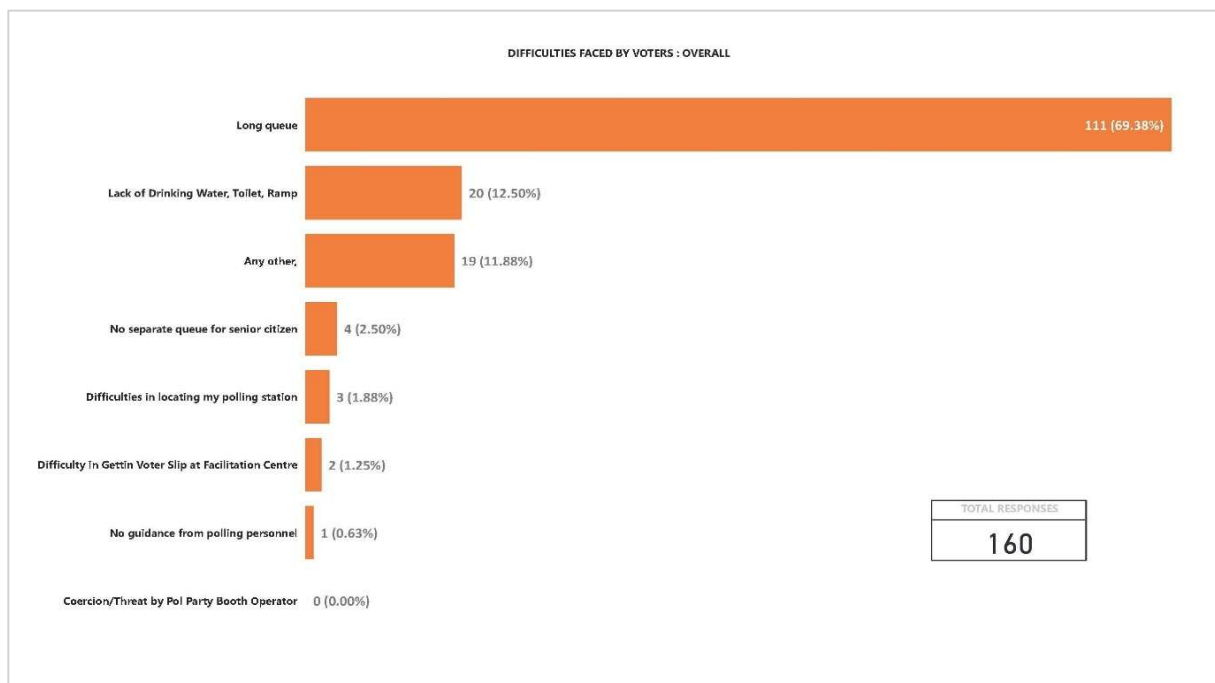
Out of 5580, only 160 respondents reported that they have faced difficulty during voting. Division-wise, sector-wise, and gender-wise analysis of voting difficulties indicates that “long queues” were the most frequently reported response across all categories. In division-wise

terms, Jammu recorded the highest number of responses 71.59% compared to Kashmir 66.67%. Gender-wise, female voters reported slightly more difficulties with long queues 74.70% than male voters 63.64%. Responses for other difficulties were comparatively minor.

Table No. 3.23 Difficulties faced by voters during voting

Difficulties	Response													
	Division wise				Sector-wise				Gender-wise				Total	
	Kashmir	%age	Jammu	%age	Urban	%age	Rural	%age	Male	%age	Female	%age	Total	%age
Long queue	48	66.67	63	71.59	13	86.67	98	67.59	49	63.64	62	74.70	111	69.38
No separate queue for senior citizen	3	4.17	1	1.14	0	0.00	4	2.76	2	2.60	2	2.41	4	2.50
Lack of facilities including drinking water toilet and ramp	0	0.00	20	22.73	1	6.67	19	13.10	13	16.88	7	8.43	20	12.50
Coercion/threat by political party booth operators	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Difficulties in locating my polling station	2	2.78	1	1.14	0	0.00	3	2.07	2	2.60	1	1.20	3	1.88
Difficulties in getting my voter slip at facilitation centre	2	2.78	0	0.00	0	0.00	2	1.38	1	1.30	1	1.20	2	1.25
No guidance from polling personnel	1	1.39	0	0.00	0	0.00	1	0.69	1	1.30	0	0.00	1	0.63
Any other,	16	22.22	3	3.41	1	6.67	18	12.41	9	11.69	10	12.05	19	11.88
Total Responses	72	100.00	88	100.00	15	100.00	145	100.00	77	100.00	83	100.00	160	100.00

Note: Respondents who faced difficulty =160



CHAPTER 4

SVEEP PROGRAMME

Systematic Voters' Education and Electoral Participation (SVEEP) was initiated by the Election Commission of India to ensure the registration of all eligible electors and to improve voter turnout in elections. Under SVEEP, every aspect of the electoral process is simulated and communicated through targeted awareness campaigns, community engagement and innovative outreach activities to encourage informed and enthusiastic participation of voters.

The programme focuses on educating citizens about the importance of voting, ethical electoral practices and the use of electronic voting machines and VVPATs. By addressing barriers such as lack of awareness, misinformation and voter apathy, SVEEP has played a significant role in strengthening democratic participation. Overall, the initiative has been successful not only in increasing voter registration but also in fostering a culture of informed and responsible voting across the country.

4.1 Recall Rate

Campaigns act as powerful engines of social change by shaping awareness, attitudes and behaviour. The extent of influence and penetration of the SVEEP programme has been assessed by attempting to quantify its impact through the Recall Rate related to elections. Under the Recall Rate Assessment, respondents were asked whether they could recall any information or materials disseminated by the Election Commission of India regarding electoral processes. This measure helps in understanding the effectiveness of SVEEP campaigns in reaching voters and reinforcing awareness about their electoral rights and responsibilities.

a. Overall Assessment

Out of total 5580 respondents, 67.37% (3759) respondents were able to recall the campaign, whereas 26.72% did not recall it and 5.91% don't have any knowledge about the same. It reflects a successful dissemination of campaign messages among respondents.

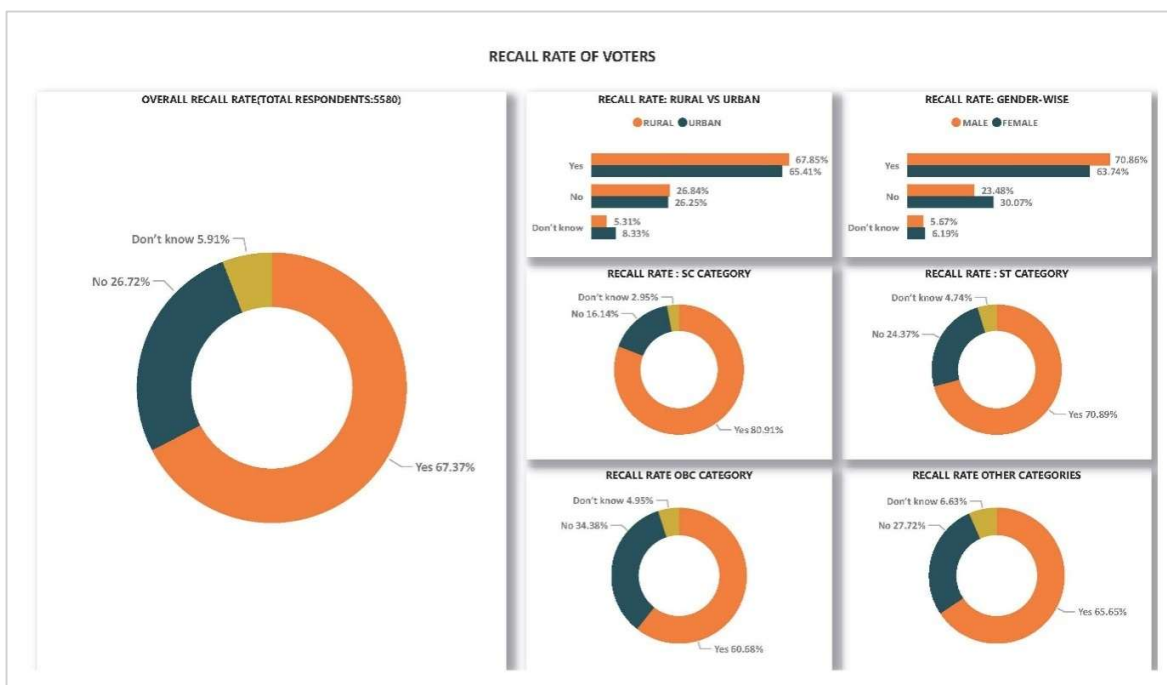
Assessment between urban and rural sectors shows that respondents in rural areas have a slightly higher recall rate (67.85%) as compared to the urban counterparts (65.41%). The proportion of respondents who did not recall the campaign is almost same in both sectors, at around 26%–27%. However, in urban areas (8.33%) and in rural areas (5.31%), respondents were not aware about the campaign.

However, gender-wise analysis reveals noticeable variations in recall rate. Male respondents reported the recall rate at 70.86% and transgender respondents at 77.78%, though the latter figure is based on a very small sample size. Female respondents showed comparatively lower recall (63.74%) and a higher proportion of non-recall (30.07%).

Scheduled Caste (SC) and Scheduled Tribes (ST) respondents exhibited the highest recall rate at 80.91% and 70.89% respectively followed by Others with the Recall Rate of 65.65% and OBC 60.68%.

Classification		Total Respondents	No. of Respondents		
			Yes	No	Don't know
Sector	Urban	1116	730 65.41%	293 26.25%	93 8.33%
	Rural	4464	3029 67.85%	1198 26.84%	237 5.31%
Gender	Male	2824	2001 70.86%	663 23.48%	160 5.67%
	Female	2747	1751	826	170

Table No 4.1: Recall Rate of campaign of Election Commission of India						
Classification	Total Respondents	No. of Respondents				
		Yes	No	Don't know		
Social Group	Transgender	9	63.74%	30.07%	6.19%	
			7	2	0	
			77.78%	22.22%	0.00%	
	SC	440	356	71	13	
			80.91%	16.14%	2.95%	
	ST	907	643	221	43	
			70.89%	24.37%	4.74%	
	OBC	384	233	132	19	
		60.68%	34.38%	4.95%		
Others	3849	2527	1067	255		
		65.65%	27.72%	6.63%		
Total	5580	3759	1491	330		
	Percentage (%)	67.37%	26.72%	5.91%		



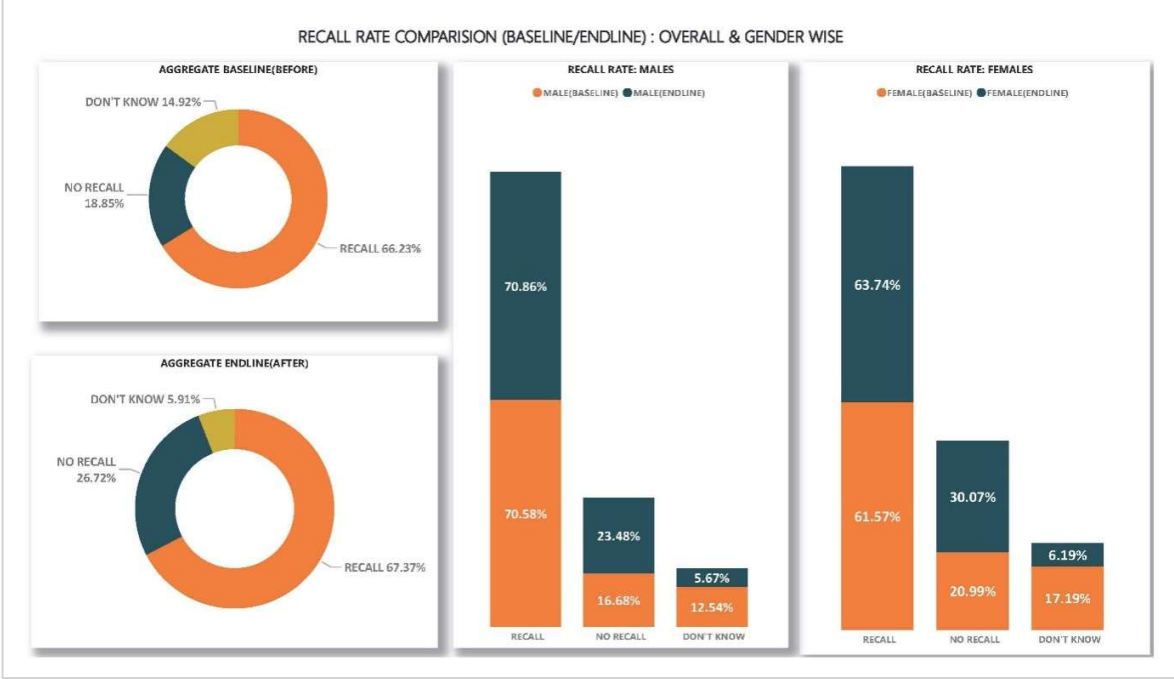
Comparative Analysis

Table 4.1A represents a comparative assessment of respondent's recall of the Election Commission of India (ECI) campaign across gender categories at the Baseline and Endline stages of the study.

Table 4.1(a) Comparison of Recall rate of respondents (Baseline/Endline)									
Category		Base-line				End-line			
		Male	Female	Transgender	Total	Male	Female	Transgender	Total
Recall rate related campaign of ECI	No.	2200	1895	5	4100	2001	1751	7	3759
	percentage	70.58%	61.57%	50.00%	66.08%	70.86%	63.74%	77.78%	67.37%
Did not recall	No.	520	646	1	1167	663	826	2	1491
	percentage	16.68%	20.99%	10.00%	18.81%	23.48%	30.07%	22.22%	26.72%
Don't Know	No.	391	529	4	924	160	170	0	330
	percentage	12.54%	17.19%	40.00%	14.89%	5.67%	6.19%	0.00%	5.91%
All respondents		3117	3078	10	6205	2824	2747	9	5580

By the Endline stage, recall of Election Commission of India (ECI) campaign messages shows a marginal increase of 1.29 percentage points, rising from 66.08% at baseline to 67.37% at Endline. A notable decline is observed in the "Don't Know" category, which decreased substantially from 14.89% to 5.91%, indicating improved clarity and awareness among

respondents over time. However, this improvement is accompanied by a significant increase in the "Did not recall" category, from 18.81% to 26.72%, suggesting that while uncertainty has reduced, a larger proportion of respondents were able to clearly state non-recall of campaign messages. Overall, the shift reflects enhanced respondent decisiveness and clearer perception of SVEEP campaign exposure at the Endline stage.



To assess whether the observed differences between Baseline and Endline recall rates are statistically significant, a chi-square test of association was applied to examine the relationship between survey phase (Baseline vs. Endline) and recall status across gender groups. The test results indicate a statistically significant association ($p < 0.05$), confirming that changes in recall levels over time are not due to chance alone. This implies that the ECI campaign interventions had a measurable impact on respondents' awareness and recall, particularly in reducing uncertainty and improving recognition among female and transgender respondents.

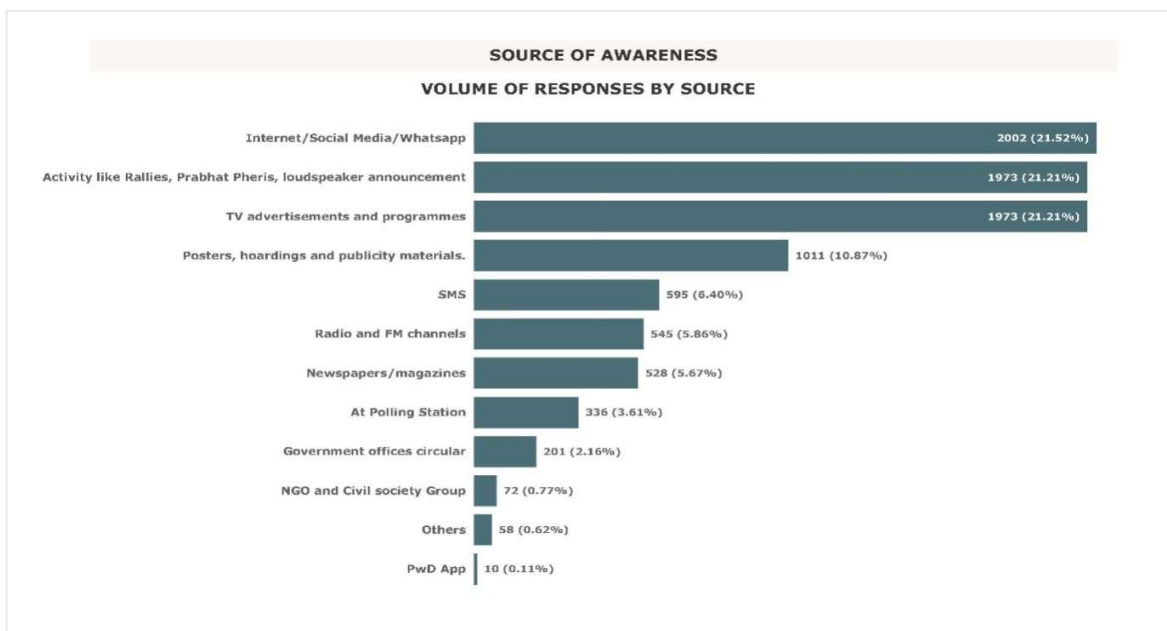
4.2 Source of Awareness

The respondents were asked about the key source of communication that keep the voter informed about the election and related aspects regarding various sources of awareness about election process. The main source of awareness for rural as well as urban population is Internet cum social media followed by Rallies, Prabhat Pheris, loudspeaker announcement and TV advertisements. From the gender perspective, the gap between sources of awareness is not much deep and the main sources of awareness are TV followed by activities Rallies, Prabhat Pheris, and loudspeaker announcement.

Regarding various sources of awareness about election process, social group breakup shows a wide gap. The main sources of awareness for SC, OBC and Others social group is 'TV advertisements and activities like Rallies, Prabhat Pheris, and loudspeaker announcement'. However, the main source of awareness for ST category is activity like Rallies, Prabhat Pheris, and loudspeaker announcement' followed by internet/social media/WhatsApp. The overall scenario of awareness at the UT level shows that Rallies, Prabhat Pheris, and loudspeaker announcement' and TV advertisement and programmes are the main means/sources of awareness for the people in J&K.

Material	Response										
	JK-UT	%age	Sector		Gender			Social Group			
			Urban	Rural	Male	Female	Trans-gender	SC	ST	OBC	Others
Newspapers/magazines	528	7.63%	160	368	300	226	2	53	56	33	386
TV advertisements and programmes	1973	28.50%	562	1411	1051	917	5	224	225	168	1356
Radio and FM channels	545	7.87%	213	332	318	227	0	28	56	46	415
Activity like Rallies, Prabhat Pheris, loudspeaker announcement	1973	28.50%	283	1690	1022	950	1	177	403	99	1294
Government offices circular	201	2.90%	54	147	117	84	0	13	24	16	148
Posters, hoardings and publicity materials.	1011	14.60%	171	840	579	431	1	102	199	62	648
NGO and Civil society Group	72	1.04%	36	36	38	34	0	10	3	18	41
Internet/Social Media/Whatsapp	2002	28.91%	373	1629	1120	880	2	179	386	127	1310
SMS	595	8.59%	187	408	335	260	0	64	39	65	427
PwD App	10	0.14%	1	9	1	9	0	1	0	1	8
At Polling Station	336	4.85%	80	256	186	150	0	27	19	14	276
Others	58	0.84%	21	37	26	32	0	2	6	3	47
Total Responses	9304	134.37%	2141	7163	5093	4200	11	880	1416	652	6356

Note: The total no. of respondents who are aware about election process through the ECI campaign is 3759. Here the 'responses' have been counted instead of respondents.



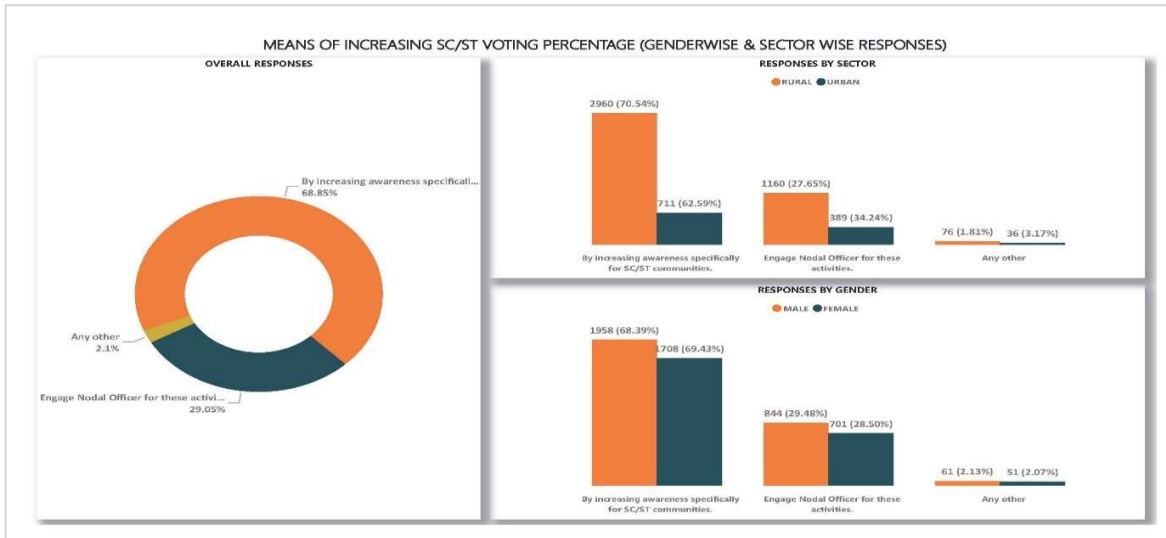
4.3 Means/Source of Increasing Voting Percentage of SC/ST Voters:

With the objective of increasing the voting participation of Scheduled Castes (SC) and Scheduled Tribes (ST) and identifying effective strategies to enhance their involvement in the democratic process, a separate section containing open-ended questions was included in the questionnaire. Respondents from these two social groups were invited to suggest various measures through which their participation in democratic processes could be strengthened.

Data collected revealed that among the total responses received, majority mentions 'By increasing awareness specifically for SC/ST communities' as the main intervention for increasing voting percentage of SC/ST category. The gender and the sector wise analysis also reflect the same intervention as the major means /source of increasing voting percentage of SC/ST voters.

Interventions	Response											
	JK-UT		Male		Female		Transgender		Urban		Rural	
	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age
By increasing awareness specifically for SC/ST communities.	3671	68.85%	1958	68.39%	1708	69.43%	5	55.56%	711	62.59%	2960	70.54%
Engage Nodal Officer for these activities.	1549	29.05%	844	29.48%	701	28.50%	4	44.44%	389	34.24%	1160	27.65%
Any other	112	2.10%	61	2.13%	51	2.07%	0	0.00%	36	3.17%	76	1.81%
Total	5332	100.00%	2863	100.00%	2460	100.00%	9	100.00%	1136	100.00%	4196	100.00%

Note: The total no. of respondents who are aware about election process through the ECI campaign is 3759. Here the 'responses' have been counted instead of respondents.



4.4 Means/Source of Increasing Voting Percentage of first-time voters

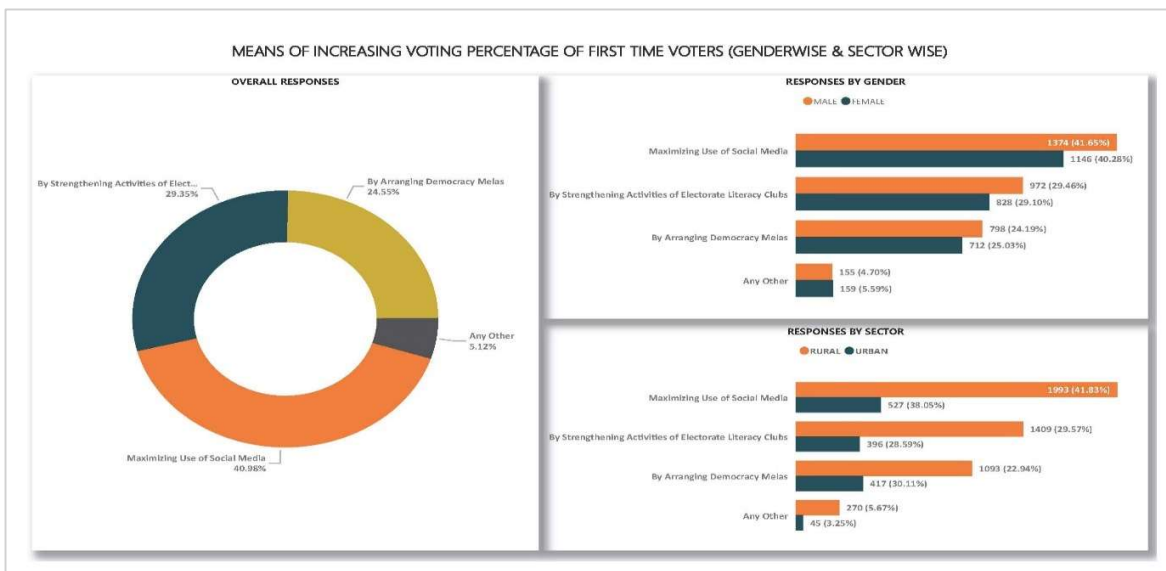
To identify the means and ways of ensuring greater participation of first-time voters in the democratic process, data was collected from 3759 respondents who were asked to suggest the various means by which their participation in the democratic process can be increased.

Data collected reveals that among the total responses received, majority mentions 'By maximising use of social media' as the main intervention for increasing voting percentage of first-time voters. The gender and the sector wise analysis also reflect the same intervention as the major means /source of increasing voting percentage of first-time voters.

Table No. 4.4: Means of Increasing Voting Percentage of First Time Voters (Sector & Gender Basis)

Interventions	Response											
	JK-UT		Male		Female		Transgender		Urban		Rural	
	No	Percentage	No	Percentage	No	Percentage	No	Percentage	No	Percentage	No	Percentage
By Strengthening Activities of Electorate Literacy Clubs	1805	29.35%	972	29.46%	828	29.10%	5	27.78%	396	28.59%	1409	29.57%
By Arranging Democracy Melas	1510	24.55%	798	24.19%	712	25.03%	0	0.00%	417	30.11%	1093	22.94%
Maximizing Use of Social Media	2520	40.98%	1374	41.65%	1146	40.28%	0	0.00%	527	38.05%	1993	41.83%
Any Other	315	5.12%	155	4.70%	159	5.59%	13	72.22%	45	3.25%	270	5.67%
Total	6150	100.00%	3299	100.00%	2845	100.00%	18	100.00%	1385	100.00%	4765	100.00%

Note: The total no. of respondents who are aware about election process through the ECI campaign is 3759. Here the 'responses' have been counted instead of respondents.



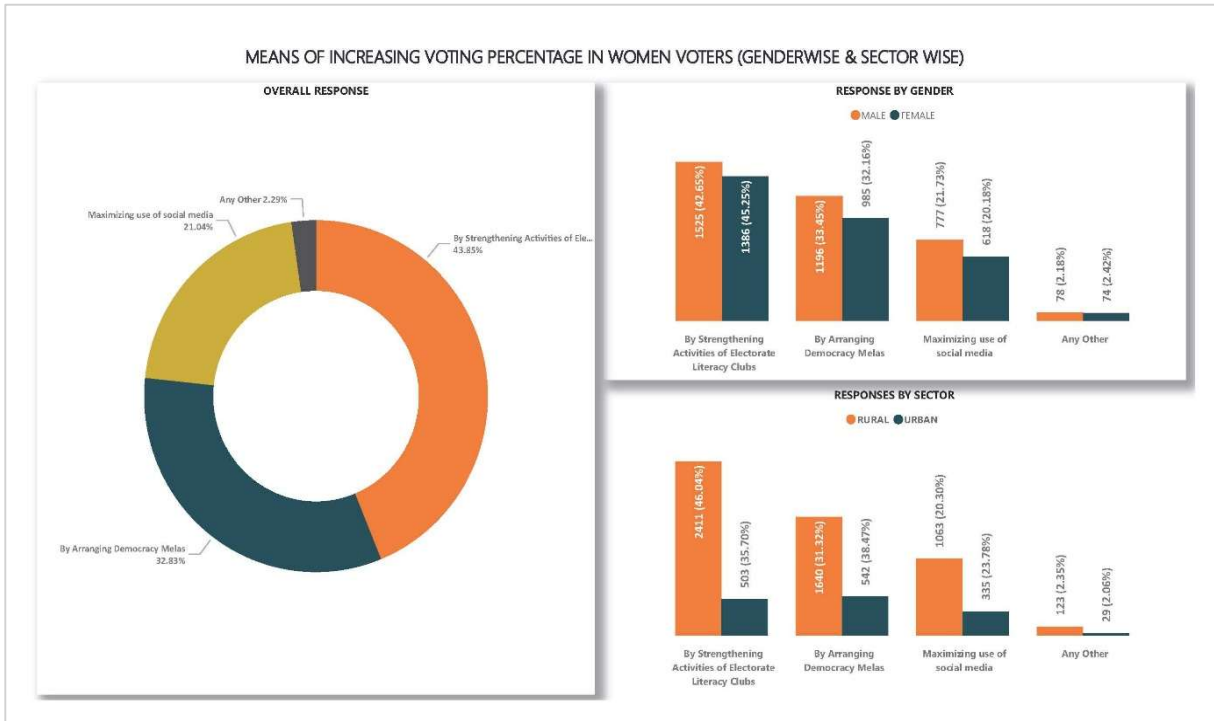
4.4.1 Means/Source of Increasing Voting Percentage of Women Voters

To identify and gauge the means of greater/increasing participation of women voters, data collected reveals that among the total responses received, majority of the women voters agreed that "By Strengthening Activities of Electorate Literacy Clubs" as the main intervention for increasing voting percentage of women voters. The gender and the sector wise analysis also reflect the same intervention as the major means /source of increasing voting percentage of women voters.

Table No. 4.4(a) : Means of Increasing Voting Percentage of Women Voters (Sector & Gender Basis)

Interventions	Response											
	JK-UT		Male		Female		Transgender		Urban		Rural	
	No	%age	No	%age	No	%age	No	%age	No	%age	No	%age
By Strengthening Activities of Electorate Literacy Clubs	2914	43.85%	1525	42.65%	1386	45.25%	3	42.86%	503	35.70%	2411	46.04%
By Arranging Democracy Melas	2182	32.83%	1196	33.45%	985	32.16%	1	14.29%	542	38.47%	1640	31.32%
Maximizing use of social media	1398	21.04%	777	21.73%	618	20.18%	3	42.86%	335	23.78%	1063	20.30%
Any Other	152	2.29%	78	2.18%	74	2.42%	0	0.00%	29	2.06%	123	2.35%
Total	6646	100.00%	3576	100.00%	3063	100.00%	7	100.00%	1409	100.00%	5237	100.00%

Note: The total no. of respondents who are aware about election process through the ECI campaign is 3759. Here the 'responses' have been counted instead of respondents.



4.5 Special Initiatives for Specially-abled Persons and Senior Citizens.

The specially-abled persons constitute an important and most sensitive part of the society. Recognizing the needs and aspirations of this section of society, the Election Commission of India has taken many initiatives to facilitate their participation in the electoral process. These initiatives include availability of ramps, wheel chairs, volunteers, Braille based advocacy means etc. The survey strived to assess the efficacy and sufficiency of these initiatives for this stratum of the society in the democratic process.



(a) Difficulties faced during Voting by PwDs:

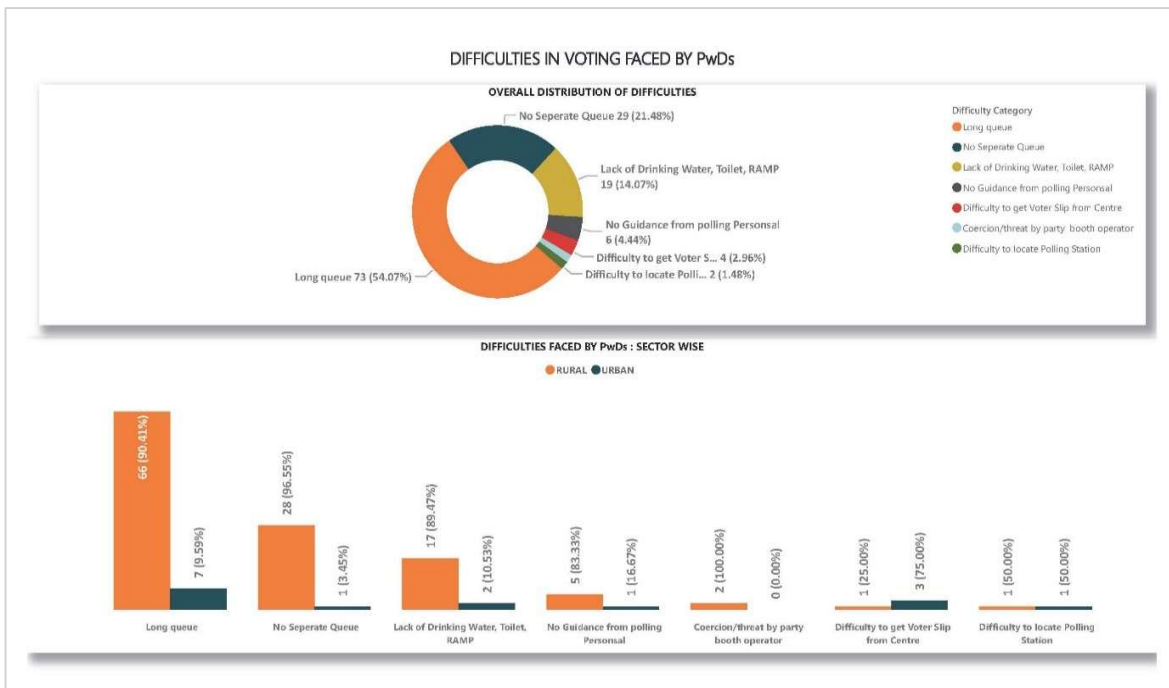
Persons with Disabilities (PwDs) also called Differently Abled Persons (DAPs) are part and parcel of our society. Although, these constitute a small portion of the sample size (3.29%) yet this part is large in terms of numbers when we take into account the entire population of UT. In order to give a respective weightage to this section of the society, ECI has taken many initiatives to facilitate their participation in the democratic process. The present study attempts to identify the main difficulties faced by PwDs and also seeks to find out the various facilities provided by ECIs during election process.

184 PwD respondents were asked the difficulties faced during voting. 135 responses have been reported of facing different types of difficulties during voting. The main difficulty faced by PwDs during voting are 'Long Queues' (54.07%), 'No separate queue for senior citizen/PwDs' (21.48%), 'Lack of facilities including drinking water toilet and ramp' (14.07%). 'Long Queues' emerged as the main difficulty faced by PwD respondents across sectors and genders.

Table No. 4.5: Difficulties faced during Voting by PwDs

Difficulties faced	JK-UT	%age	Response			
			Sector		Gender	
			Rural	Urban	Male	Female
Long queue	73	54.07%	66	7	47	26
No separate queue for senior citizen/PwDs	29	21.48%	28	1	24	5
Lack of facilities including drinking water toilet and ramp	19	14.07%	17	2	15	4
Coercion/threat by political party booth operators	2	1.48%	2	0	2	0
Difficulties in locating my polling station	2	1.48%	1	1	1	1
Difficulties in getting my voter slip at facilitation centre	4	2.96%	1	3	3	1
No guidance from polling personnel	6	4.44%	5	1	4	2
Total Responses	135	100.00%	120	15	96	39

Total PwDs=184.



Comparative Analysis

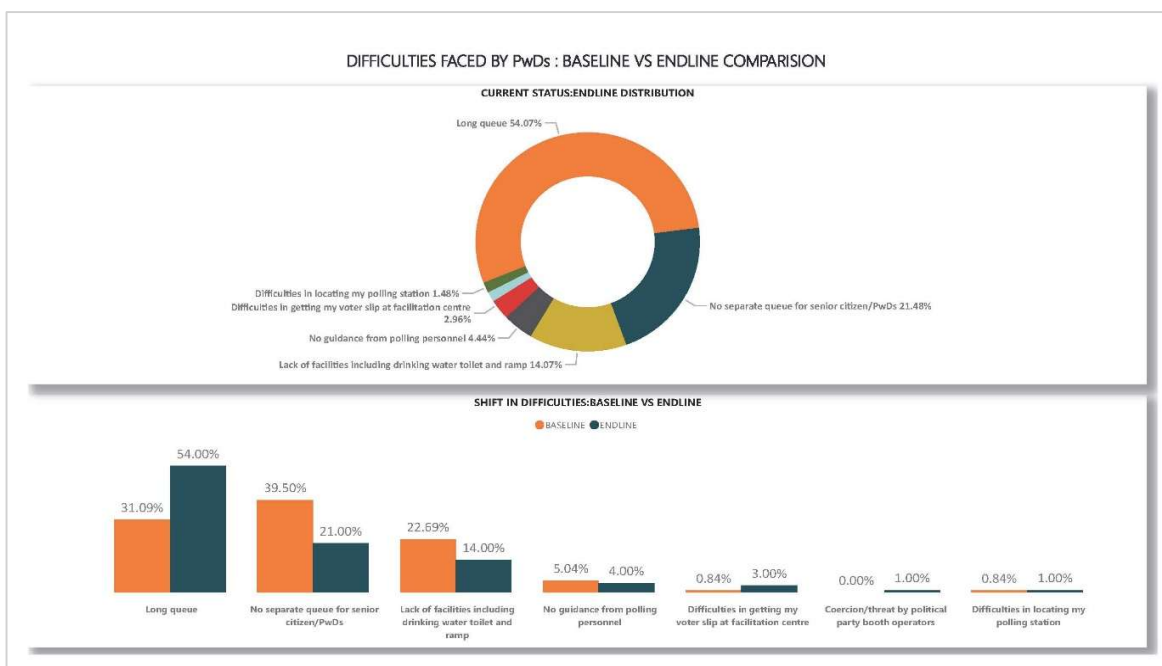
Table 4.5A presents a comparison of difficulties experienced by Persons with Disabilities (PwDs) during voting at Baseline and Endline in Jammu & Kashmir-UT. The analysis indicates both areas of improvement and emerging concerns.

Table No. 4.5(a): Comparison of Difficulties faced during Voting by PwDs (Baseline/Endline)									
Difficulties faced	Response								%age point change
	Base Line				End Line				
	JK-UT	%age	Gender		JK-UT	%age	Gender		
			Male	Female			Male	Female	
Long queue	37	31.09%	29	8	73	54%	47	26	22.91%
No separate queue for senior citizen/PwDs	47	39.50%	38	9	29	21%	24	5	-18.50%
Lack of facilities including drinking water toilet and ramp	27	22.69%	21	6	19	14%	15	4	-8.69%
Coercion/threat by political party booth operators	0	0.00%	0	0	2	1%	2	0	1.00%
Difficulties in locating my polling station	1	0.84%	0	1	2	1%	1	1	0.16%
Difficulties in getting my voter slip at facilitation centre	1	0.84%	1	0	4	3%	3	1	2.16%
No guidance from polling personnel	6	5.04%	4	2	6	4%	4	2	-1.04%
All respondents Responses	119	100.00%	93	26	135	100%	96	39	
Total PwDs=316 Baseline, Endline 184									

At the Endline, a notable shift in the pattern of difficulties was observed. The proportion of responses reporting long queues increased sharply to 54%, making it the most prominent challenge.

Encouragingly, difficulties related to the absence of a separate queue declined significantly from 39.5% to 21%, indicating better compliance with priority access norms for PwDs and senior citizens. Responses with regard to "Lack of facilities including drinking water toilet and ramp" reduced from 22.69% at baseline to 14% at Endline, reflecting improvements in polling station infrastructure and amenities.

Overall, the findings suggest that while structural and procedural improvements were made between Baseline and Endline, crowd management and waiting time emerged as a growing concern for PwDs.



A **Chi-square test of independence** was applied to compare Baseline and Endline proportions for each reported difficulty and at $P < 0.005$, the "Chi-square analysis reveals statistically significant improvements in the provision of separate queues and basic facilities for PwDs; however, a significant increase in long waiting queues at Endline underscores the need for improved crowd management and priority voting mechanisms for PwDs."

(b) Facilities provided for PwDs at Polling Stations

(i) Provision of Ramp and other facilities

To gauge how the intervention in the form of facilities provided by the ECI to PwDs during elections, 169 respondents who have cast their votes, were asked about availability and usage of such facilities during election days. Out of which, 98.22% (166) respondents reported that Ramp facility was available at the polling station, out of which 82.84% (140) stated that the ramp was prominently marked by appropriate signage, a two third of respondents 44.38% (75) reported that the ramp was steep/narrow, while as 59.17% (100) respondents stated that ramp had double height rounded handrails.

Table No 4.5(b): Provision of Ramp and other facilities for PwDs

Category	Total Sample Respondents	Total Sample Respondents who voted	Out of Col. 3, No of respondents reporting							
			No. of respondents reporting availability of ramp at Polling Station	Prominently marked appropriate signage available	Ramp was steep or narrow	Ramp with double height rounded handrails	signage helped visually impaired persons	Usage of Drinking Water facility by wheelchair users	Availability of Parking area near entrance	Accessibility of Toilet to wheel chair users
1	2	3	4	5	6	7	8	9	10	11
PwD Voters	184	169	166	140	75	100	129	127	148	138
%age		91.85%	98.22%	82.84%	44.38%	59.17%	76.33%	75.15%	87.57%	81.66%

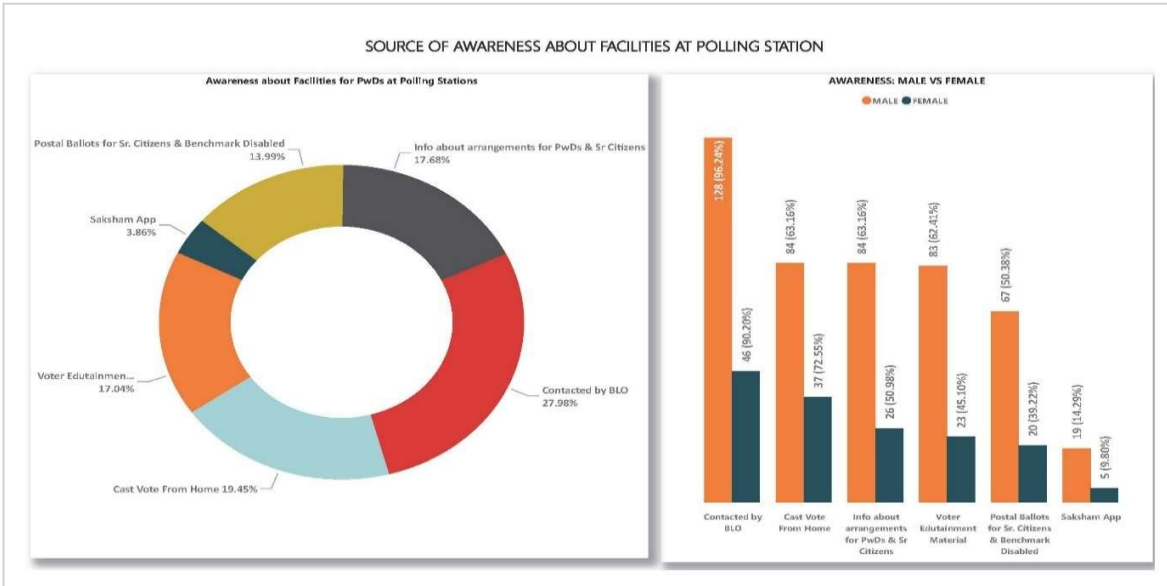
(ii) Other facilities

An overwhelming majority 94.57% of respondents have reported that they were contacted by BLO (Booth Level Officer) for availing facilities on the day of voting at polling station. Around 65.76% respondents affirmed that they “Know PwDs have option to cast vote from Home” and this was followed by 59.78% respondents stating that “Came across Publicity information showing arrangement made for PwDs and Senior Citizens”, 57.61% respondents reported that they “Have come across any Publicity/voter edutainment material” whereas 47.28% respondents were “Aware of the facility of Postal ballots extended to senior citizens and persons with benchmark Disability” showing arrangements made for PwDs and Senior Citizens”.

Table No 4.5 (c): Other facilities provided for PwDs at Polling Station (Sectoral and Gender Basis)

Facilities Available	Responses			
	JKUT		Gender	
	Total	%age	Male	Female
Have come across any Publicity/voter edutainment material	106	57.61%	83	23
Contacted by BLO	174	94.57%	128	46
Came across Publicity information showing arrangements made for PwDs and Senior Citizens	110	59.78%	84	26
Known Saksham App	24	13.04%	19	5
Know PwDs have option to cast vote from Home	121	65.76%	84	37
Aware of the facility of Postal ballots extended to senior citizens and persons with benchmark Disability	87	47.28%	67	20
All PwD respondents	184	100.00%	133	51

Total PwD respondents in the Endline Survey is 184 and the Percentage of UT-J&K has been calculated out of that 184



4.6 Facilities for Senior Citizens and PwDs at Polling Stations:

Senior citizens are the treasure of a nation and perhaps constitute the wisest section of the population. To ensure due participation of this section of the society in the election process, a number of interventions/facilities are provided by ECI at the time of elections for senior citizens. Majority of responses (93.75%) revealed that separate queues were available for the senior citizens followed by 93.33% confirmed availability of sitting places for senior citizens at the polling stations.

Sector	Total Sample Respondents	Total Sample Respondents who voted	Number of responses of availability of			
			Separate Queues	Sitting Places	Volunteer Helper	Others
Senior Citizens	85	80	75	70	32	5
%		100.00	93.75	93.33	45.71	15.63
PwDs	184	157	134	97	91	16
%		100.00	55.35	61.78	57.96	10.19



CHAPTER -5

Focused Group Discussions

The essence of democracy lies in the freedom of speech and expression. The effective way to assess the extent of this freedom is through free, fair, and open group discussions among large sections of the society. Along with thematic issues, the Endline KAP Survey for the 2024 Legislative Assembly Election included Focus Group Discussions and In-Depth Interviews as key components of its methodology. These qualitative tools were employed to gather comprehensive insights from respondents, enabling a deeper understanding of both general and issue-specific public perceptions regarding elections, the electoral process, and the initiatives undertaken by the Election Commission.

Focused Group Discussions were conducted with youth, women, senior citizens, migrants, persons with disabilities, residents of hilly and far-flung areas to assess public perceptions regarding voting rights, the effectiveness of the electoral process, voter education, voter registration viz- a-viz participation in previous elections for fostering inclusive and sustainable democracy. Additionally, the FGDs were held to identify the challenges faced by these specific groups in order to formulate measures for improvement of electoral turnout.

180 FGDs were conducted having participation of 3787 persons.

S.No.	Division/UT	Number of Focused Group Discussions held	Number of participants in FGD
1	Jammu	86	1942
2	Kashmir	94	1845
3	J&K	180	3787

During the Focused Group Discussions participants deliberated on key issues related to the importance of elections, including the right to choose leadership, peaceful change of leadership, political participation and the significance of voting. Discussions also covered aspects such as Special Summary Revision, celebration of National Voters' Day, ethical voting without inducement, procedures for new voter registration, the use of digital platforms and election-related applications such as the cVIGIL App, KYC App, and other voter facilitation tools.

Following are some of the suggestions received from different FGDs for improvement of electoral turnout:

➤ Focused Group Discussions with Youth

- Participants emphasized that Aadhaar-linked voter authentication, may enhance fairness and transparency in the electoral process.
- It was suggested that alternative or remote voting mechanisms, including online or technologically enabled voting options may be explored for voters unable to be physically present due to reasons such as examinations, hostel stays, overseas education, internships, or employment commitments.
- Participants highlighted the need to strengthen voter awareness initiatives through greater use of digital platforms and election-related applications such as the cVIGIL App, KYC App, and other voter facilitation portals.



- Some young participants suggested that the voter enrolment process and procedural for obtaining EPIC cards for new eligible voters should be further simplified and made more time-efficient to encourage early registration.
- It was suggested that periodic revision of electoral rolls should be conducted at regular intervals in consultation with local representatives such as Sarpanches, Panches, and the electorate to ensure accuracy and inclusiveness.
- Some participants suggested that the Election Commission should introduce minimum educational qualification parameters for the candidates to be participated in the elections, to promote informed leadership.
- The youth participants in the FGDs emphasized the need to verify electoral rolls before elections to minimize errors, e.g. EPIC cards with mistakes in names and address may be reissued to the voters
- To enhance voter turnout, participants recommended intensive awareness campaigns through print and electronic media, organization of Democracy Melas, and establishment of Electoral Literacy Clubs. Special awareness programmes were also suggested for new voters in schools, colleges, and universities.
- Respondents in the Focused Group Discussions reported greater confidence in Electronic Voting Machines (EVMs) compared to ballot papers, citing ease of use and reliability.
- Participants noted that peaceful and secure conditions are essential to ensure healthy voter turnout and public confidence in the electoral process.
- It was suggested that installation of CCTVs at Polling Stations must be 100%.
- The people suggested that number of Polling Stations should be increased in proportion to the number of eligible voters.
- It was also suggested that there is need to make voters aware about National Voters Day, VVPAT, NOTA, Mobile Apps like c VIGIL and KYC.

➤ **Focused Group Discussions with Women**

- For increasing the women participation in elections, awareness regarding importance of voting should be provided to them by strengthening activities of electorate literacy clubs.
- Provision of separate polling booths for womenfolk has been suggested to overcome the hardships they usually face on polling day.
- Provision of special transport facility for womenfolk was also highlighted for their convenience and greater voter turnout.
- Female Staff, both Security & Executive, should be deployed at the polling stations for their facilitation and safety.
- Local level awareness programmes on VVPAT, NOTA and mobile apps like cVigil should also be carried out for womenfolk extensively.



➤ **Focused Group Discussions with people living in Hilly/Far-flung areas**

- Participants recommended the establishment of additional polling booths at feasible locations, preferably within or near residential areas. In hilly regions, it was suggested that the maximum distance to the nearest polling station should not exceed 2 km to improve voter turnout.

- Provision of special transportation facilities for Persons with Disabilities and women voters was emphasized to facilitate safe and convenient to-and-fro movement on polling day, thereby enhancing participation.
- It was suggested that remote polling stations located in no-network areas should be brought under mobile network connectivity to ensure free and fair conduct of elections, including effective monitoring through web cameras.
- Participants belonging to Scheduled Tribes and nomadic communities suggested that arrangements should be made to enable them to cast their votes at their seasonal or migratory locations.
- The need for adequate waiting sheds at polling stations, particularly in hilly and difficult terrains, was strongly emphasized to ensure voter convenience.



➤ **Focused Group Discussions with Migrants**

- Participants suggested that postal ballot/ online voting facilities may be extended to voters who have migrated to other districts within the UT but remain enrolled in the electoral rolls of their home districts.
- Participants recommended that electoral rolls be updated regularly to ensure timely inclusion or removal of voters, considering life events such as marriage, migration, and death. While acknowledging the important role of Booth Level Officers (BLOs) in the voter registration process, they emphasized the need for systematic and time-bound updating of voter details to enable timely issuance of EPIC cards and ensure smooth participation in elections.



➤ **Focused Group Discussions with Illiterates**

- Participants suggested that special voter awareness camps should be organized and Booth Level Committees constituted to enhance voter awareness and ensure maximum participation in elections.
- It was recommended that Panchayat-level awareness programmes be conducted, with special emphasis on illiterate voters in far-flung areas to educate and motivate them about the importance of exercising their right to vote.
- Participants emphasized the need for demonstration programmes on the use of EVMs and VVPATs, particularly for



uneducated and first-time voters, so that they feel confident and face no difficulty on polling day.

➤ **Focused Group Discussions with Old Aged / PWDs**

- It was suggested that separate queues for senior citizens, persons with disabilities (PwDs), and pregnant women be established on polling day to allow them to cast their votes conveniently.
- Participants recommended the provision of additional wheelchairs at polling stations to facilitate mobility for PwD voters.
- Transport facilities should be arranged for elderly and PwD voters on polling day to ensure that they can reach polling stations without difficulty.
- Special awareness camps should be organized for senior citizens, covering topics such as postal ballot procedures, operation of EVMs, and registration on the Saksham App.
- The option of "Vote from Home" should be made available for physically disabled voters and elderly citizens who face difficulty reaching polling stations.



CHAPTER -6

Conclusion

SUMMARY

Elections play a vital role in the democratic governance of a country by enabling citizens to participate in decision-making. They are the backbone of democracy and are conducted by an independent constitutional body, the Election Commission of India (ECI). Over the years, the ECI has played a significant role in increasing voter participation through various demand-driven initiatives and voter awareness programmes, leading to a steady rise in citizen participation in successive elections. Since elections are the primary means of democratic and peaceful transfer of power based on the will of the majority, the right to vote and participate in elections is considered a fundamental human right, encompassing freedoms such as expression, peaceful assembly, association, and the right to participate in governance through freely elected representatives.

The Endline Knowledge, Attitude, and Practice (KAP) Survey was conducted to assess what people know, think, and do regarding the electoral process in the UT. Despite ongoing efforts, several ground-level challenges persist, including lack of awareness and motivation among citizens, which often discourages them from exercising their voting rights. Addressing these concerns is essential to bring about meaningful improvements in the electoral process. This chapter presents key observations from the survey along with actionable recommendations to enhance understanding of voter knowledge, attitudes, and practices related to elections.

The Systematic Voters' Education and Electoral Participation (SVEEP) programme was launched with the objective of assessing and strengthening voter awareness and participation. Based on the findings of this study, the Election Commission of India aims to design and implement more effective voter education and awareness initiatives for future elections.

The current study was conducted by the Directorate of Economics & Statistics with the objective of supporting an effective campaign strategy. Focus Group Discussions (FGDs) and In-Depth Interviews were undertaken to gather comprehensive insights into public perceptions of elections, the electoral process, and initiatives introduced by the Election Commission. Data were collected using a pre-designed questionnaire, and the analysis is based on the socio-economic and demographic characteristics of the sample respondents.

Socio-Economic and Demographic Profile

- i. Respondents in the age cohort 46 and above years constitute a large share (34.72%) among the total respondents followed by respondents in 26-35 years age cohort (25.27%).
- ii. Gender distribution of respondents constitutes 50.61% males and 49.23% females and Transgender 0.16% out of the total respondents.
- iii. Social group distribution of respondents shows that 68.98% constituted Other Category (General), ST- 16.25%, SC-7.89% & OBC- 6.88%.
- iv. Educational distribution of the respondents shows that a larger share of respondents have studied high school (23.26%).

- v. Occupation-wise distribution of respondents indicates that 35.32% of the respondents are homemakers, followed by agricultural and allied activities and labourer/cultivator (17.67%).

KEY FINDINGS

1. KNOWLEDGE

- i. 93.58% of respondents have been enrolled in Voter List.
- ii. 84.43% of respondents are aware about the option of availing alternative IDs for voting.
- iii. The analysis of media exposure of the respondents shows that major sources for accessing electoral information of the respondents have been Internet/Social-Media/WhatsApp (28.91%) followed by Rallies/Prabhat Pheris/Loudspeaker and Television (28.50%).
- iv. It is observed that around 99.95% of the respondents are aware of the minimum age of registration to be a voter.
- v. Only 11.38 % of the sample respondents are correctly aware of the National Voter's Day.
- vi. NOTA option has been operational in Electoral Voting Machine for past few years; a good majority of the respondents (72.51%) are aware of the same.
- vii. A majority of the respondents (59.23%) are aware of the presence of Braille provision on EVMs. It is also seen that 67.20% of sample respondents are aware of VVPAT. Comparatively people are more aware of the option of the NOTA as compared to VVPAT in the EVM.
- viii. The Urban voters are relatively more aware about the electoral process.

2. ATTITUDE

- i. The data analysis of various reasons for voting among the sample respondents revealed that the foremost reason for their voting is because of their consideration of voting as their duty (41.88%). The other reasons include good candidature (29.75%) and enabling environment (Free & Fair) created by Election Commission (5.90%).
- ii. The major reasons cited by respondents for not voting have been the absence from the constituency (13.90%).
- iii. It has been seen that 89.43% of the respondents agreed that **"Every vote counts"** in a democracy while 52.62% of respondents agreed voting should be made compulsory.
- iv. 5.89% of the respondents opined not to cast their vote in the upcoming Elections.
- v. The most influencing factor affecting voting preference is found to be the choice of Candidate (79.48%).

3. PRACTICES & PARTICIPATION

- i. Booth level officers have been the major medium for enrolment among the respondents (86.37%).
- ii. Among 5580 sample respondents, 358 (6.41%) reported that their names have not been enrolled in the voter list.

- iii. The facilities available at polling stations include the provision of ramp, drinking water, toilets, sitting arrangements, signage's for directions and provision of separate entry and exit in the polling booth etc.
- iv. The main difficulty faced by females is 'long queue' which has got 74.70% of total responses.
- v. The average voting turnout in sample polling station is 60.50% during Assembly Election 2024.

4. Impact of SVEEP

- i. Majority of the respondents (67.37%) stated that they recall the voter/election-related campaigns of the Election Commission of India. Only 26.72% do not recall such campaigns and another 5.91% of the respondents are unaware of such campaigns.
- ii. Out of 184 PwD respondents, 98.22% (166) respondents reported that Ramp facility was available at the polling station, out of which 82.84% (140) stated that the ramp was prominently marked by appropriate signage, a quarter of respondents 44.38% (75) reported that the ramp was steep/narrow, while as 59.17% (100) respondents stated that ramp had double height rounded handrails.
- iii. An overwhelming majority 94.57% of PwDs respondents have reported that they were contacted by BLO (Booth Level Officer) for availing facilities on the day of voting at polling station. This was followed by 65.76% respondents stating that they "Know PwDs have option to cast vote from Home" and 59.78% respondents affirmed that they have come across Publicity information showing arrangements made for PwDs and Senior Citizens.
- iv. 57.61% PwDs have come across any Publicity/voter edutainment material.
- v. 47.28% PwDs were aware of the facility of Postal ballots extended to senior citizens and persons with benchmark Disability.
- vi. Main difficulties faced by PwDs as stated by them are "No Separate Queues", followed by "Lack of facilities including drinking water toilet and ramp" and "Long Queue".

5. Focused Group Discussions

The detailed analysis of the discussions held across varied groups suggested that the importance of greater participation in democracy by means of voting is highly acknowledged by the people. They also recognize casting of vote as a fundamental right and constitutional duty for smooth functioning of the state. Some of the important recommendations that flow out of these group discussions are as under:

- i. There is adequate representation for consideration of online voter registration.
- ii. The BLOs should update the voting lists regularly so that mistakes in the names and parentage of the voters may be timely corrected for ensuring maximum participation in the elections.
- iii. Electoral rolls should be updated periodically in view of the expired, married and migrated persons.
- iv. Additional Polling stations may be set up at places in proportion to the voter population so that the voters can cast their votes comfortably in hard areas.
- v. Awareness programmes/camps regarding the usage and functioning of EVMs and various election-related apps like cVIGIL App, KYC be organised for general public.
- vi. Separate queues for Senior Citizens, PwDs and pregnant women may be made mandatory during poll day so that they can cast their votes without any inconvenience.

- vii. Provision of special transport facility in each and every polling station for womenfolk, PwDs, and senior citizens may be arranged on the poll day for their convenience and greater turnout.
- viii. Radio/TV advertisements may be made target group specific.
- ix. Usage and access of election-related websites, Call Centres, print materials need to be publicized in Schools, Colleges and Gram Panchayats.

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Table:1 Sample Size (Total)											
Name of Division	District	No. of Assembly Constituencies	Total Polling Station	Respondents							
				Rural	Urban	Total	Male	Female	Trans gender	Total	PwD
Kashmir	Anantnag	7	844	381	53	434	219	215	0	434	14
	Bandipora	3	312	145	41	186	86	99	1	186	6
	Baramulla	7	908	420	14	434	216	218	0	434	15
	Budgam	5	639	270	40	310	155	155	0	310	10
	Ganderbal	2	267	113	11	124	65	59	0	124	4
	Kulgam	3	372	186	0	186	96	90	0	186	6
	Kupwara	6	622	362	10	372	184	188	0	372	9
	Pulwama	4	481	218	30	248	114	134	0	248	10
	Shopian	2	251	124	0	124	65	59	0	124	4
	Srinagar	8	932	43	453	496	243	252	1	496	16
Kashmir Division	47	5628	2262	652	2914	1443	1469	2	2914	94	
Jammu	Doda	3	534	176	10	186	96	90	0	186	7
	Jammu	11	1494	331	351	682	365	310	7	682	22
	Kathua	6	704	351	21	372	202	170	0	372	12
	Kishtwar	3	429	186	0	186	88	98	0	186	6
	Poonch	3	483	186	0	186	98	88	0	186	6
	Rajouri	5	745	310	0	310	152	158	0	310	10
	Ramban	2	365	114	10	124	62	62	0	124	5
	Reasi	3	436	186	0	186	95	91	0	186	7
	Samba	3	366	154	32	186	87	99	0	186	6
	Udhampur	4	654	208	40	248	136	112	0	248	9
	Jammu Division	43	6210	2202	464	2666	1381	1278	7	2666	90
UT Of J&K	90	11838	4464	1116	5580	2824	2747	9	5580	184	

Table:2 District Wise rural urban stratification				
Name of Division	District	Respondents		
		Urban	Rural	Total
Kashmir	Anantnag	381	53	434
	Bandipora	145	41	186
	Baramulla	420	14	434
	Budgam	270	40	310
	Ganderbal	113	11	124
	Kulgam	186	0	186
	Kupwara	362	10	372
	Pulwama	218	30	248
	Shopian	124	0	124
	Srinagar	43	453	496
	Kashmir Division	2262	652	2914
Jammu	Doda	176	10	186
	Jammu	331	351	682
	Kathua	351	21	372
	Kishtwar	186	0	186
	Poonch	186	0	186
	Rajouri	310	0	310
	Ramban	114	10	124
	Reasi	186	0	186
	Samba	154	32	186
	Udhampur	208	40	248
	Jammu division	2202	464	2666
UT of J&K	4464	1116	5580	

Table:3 Gender wise stratification						
Name of Division	District	Respondents				
		Male	Female	Transgender	Total	PwD
Kashmir	Anantnag	219	215	0	434	14
	Bandipora	86	99	1	186	6
	Baramulla	216	218	0	434	15
	Budgam	155	155	0	310	10
	Ganderbal	65	59	0	124	4
	Kulgam	96	90	0	186	6
	Kupwara	184	188	0	372	9
	Pulwama	114	134	0	248	10
	Shopian	65	59	0	124	4
	Srinagar	243	252	1	496	16
Kashmir Division	1443	1469	2	2914	94	
Jammu	Doda	96	90	0	186	7
	Jammu	365	310	7	682	22
	Kathua	202	170	0	372	12
	Kishtwar	88	98	0	186	6
	Poonch	98	88	0	186	6
	Rajouri	152	158	0	310	10
	Ramban	62	62	0	124	5
	Reasi	95	91	0	186	7
	Samba	87	99	0	186	6
	Udhampur	136	112	0	248	9
Jammu division	1381	1278	7	2666	90	
UT of J&K		2824	2747	9	5580	184

Table: 4 Educational classification of Sample Respondents				
S.No	Education Level	Total Number of Respondents	%age	
1	Student	422	7.56	
2	Unemployed	418	7.49	
3	Govt/Semi Government Services	483	8.66	
4	Private Service	526	9.43	
5	Self Employed	607	10.88	
6	Labour /Cultivator/Agricultural and allied activities	986	17.67	
7	Home Maker	1971	35.32	
8	and others	167	2.99	
All Groups		5580	100	

Table:5 Area wise stratification of number of respondents					
Row Labels	Rural Hilly	Rural Non Hilly	Urban Hilly	Urban Non Hilly	Grand Total
Male	1216	1069	22	517	2824
Female	1188	986	28	545	2747
Transgender	3	2		4	9
Grand Total	2407	2057	50	1066	5580

Table:6 Social Category Wise No. of respondents			
S.No.	Social group	Total Number of Respondents	%age
1	Schedule Tribe	907	16.25
2	Schedule Caste	440	7.89
3	Other Backward Class	384	6.88
4	General	3849	68.98
All Respondents		5580	100.00

Table:7 Age Group Wise Total Respondent			
S.No.	Group	Total respondent	Percentage
1	18-25 years	1005	18.01
2	26-35 years	1410	25.27
3	36-45 years	1228	22.01
4	46-79 years	1852	33.2
5	80 years and above	85	1.52
All Respondents		5580	100.00

Table 8: Educational Qualification of Sample Respondents				
S.No	Education Level	Total Number of Respondents	Division wise number of respondents	
			Kashmir	Jammu
1	Illiterate	1217	687	530
2	Primary School	976	495	481
3	High School	1298	662	636
4	Higher Secondary	972	445	527
5	Diploma Certificate	48	31	17
6	Graduate and Above	1069	594	475
All Groups		5580	2914	2666

Classification of Respondents		Total respondents	No of Respondents reported not having voter cards
1	2	3	4
Sector	Urban	1116	23
	Rural	4464	140
Total Respondents		5580	163

Gender-wise			
Gender-wise	Male	2824	63
	Female	2747	100
	Transgender	9	0
Total Respondents		5580	163

Division	18-25	26-35	36-45	46-79	80+	Total
Jammu	473	688	557	893	55	2666
Kashmir	532	722	671	958	31	2914
Total Respondents	1005	1410	1228	1852	85	5580

Row Labels	not aware	Lost	Not received	No time for photograph	No information	Lack of time	Cumbersome process	not interested	Grand Total
18-25	3	9	37	7	5	1	1	4	67
26-35	3	13	21	3	0	0	0	6	46
36-45	2	7	8	1	0	0	0	0	18
46-79	1	13	8	1	4	0	0	3	30
80 and above	0	0	0	0	0	0	0	2	2
Grand Total	9	42	74	12	9	1	1	15	163

Classification of Respondents	Total respondents	No of Respondents reported not having voter cards	No. of Respondents giving reasons for not having voter card								
			Not aware, how to procure this card	Lost by self	Applied for but not Received	Could not get time to get photographed	Did not get information when they are making	Lack of time	Cumbersome procedure	Not Interested in getting the same	
1	2	3	4	5	6	7	8	9	10	11	12
Sector	Urban	1116	23	3	1	7	5	2	1	0	4
	Rural	4464	140	6	41	67	7	7	0	1	11
	Total	5580	163	9	42	74	12	9	1	1	15

Division	Having voter's card/EPIC	Not having voter Cards	Total
Kashmir	2778	136	2914
Jammu	2639	27	2666
Total (UT)	5417	163	5580

Classification of Respondents	Total respondents	No of Respondents reported not having voter cards	Out of Col. 4, No. of Respondents giving reasons for not having voter card as								
			Not aware, how to procure this card	Lost by self	Applied for but not Received	Could not get time to get photographed	Did not get information when they are making	Lack of time	Cumbersome procedure	Not Interested in getting the same	
1	2	3	4	5	6	7	8	9	10	11	12
Gender-wise	Male	2824	63	2	20	24	5	4	1	1	6
	Female	2747	100	7	22	50	7	5	0	0	9
	Transgender	9	0	0	0	0	0	0	0	0	0
	Total	5580	163	9	42	74	12	9	1	1	15

Table:16 Reasons for 18+ not enrolled reasons	
18+ not enrolled reasons	Persons
Lack of awareness	35
Lack of interest	37
Lack of avlid documents	80
Lengthy process	11
No permanent process	2
Total	165

Table:17 Reasons for not having Epic Card											
Classification of Respondents	Total respondents	No of Respondents reported not having voter cards	Out of Col. 4, No. of Respondents giving reasons for not having voter card as								
			Not aware, how to procure this card	Lost by self	Applied for but not Received	Could not get time to get photographed	Did not get information when they are making	Lack of time	Cumbersome procedure	Not Interested in getting the same	
1	2	3	4	5	6	7	8	9	10	11	12
Age - group	18-25 years	1005	67	3	9	37	7	5	1	1	4
	26-35 years	1410	46	3	13	21	3	0	0	0	6
	36-45 years	1228	18	2	7	8	1	4	0	0	0
	46-79 years	1852	30	1	13	8	1	0	0	0	3
	80 years and above	85	2	0	0	0	0	0	0	0	2
Total Respondents	5580	163	9	42	74	12	9	1	1	1	15

Table:18 Awareness about enrolment in Voter list						
Division	Total Respondents	No of Respondents reported to have				
		Awareness about Voter's List	Name enrolled in Voters List	Out of Col. 4, Correct name enrolled in voter list	Awareness about Voting with alternative ID	Appointment of local persons by Govt. to help for enrolment
1	2	3	4	5	6	7
Kashmir	2914	2717	2643	2643	2237	2648
Jammu	2666	2625	2579	2579	2474	2599
Total (UT)	5580	5342	5222	5222	4711	5247

Table:19 Reasons of Non-enrolment HH members with 18+(age in years) other than respondents						
Sector wise	Total Respondents	Lack of awareness	Lack of interest	Lack of valid documents	Lengthy (difficult) procedure	Not permanent resident)
Urban	1116	11	12	11	8	1
Rural	4464	24	25	69	3	1
Total	5580	35	37	80	11	2

Table:20 Reasons of Non-enrolment HH members with 18+(age in years) other than respondents						
Sector wise	Total Respondents	Lack of awareness	Lack of interest	Lack of valid documents	Lengthy (difficult) procedure	Not permanent resident)
MALE	2824	15	12	39	6	2
FEMALE	2747	20	15	41	5	0
TRANSGENDER	9	0	0	0	0	0
Total	5580	35	27	80	11	2

Table:21 Source of information about name is enrolled											
Sector-wise and Age-wise	Total Respondents	Total Respondents having EPIC Card	No. of respondents enrolled in voter list							Any other medium	Total
			Friends/Relatives	Newspapers	Local Community leaders	BLO	TV	Social Media/Website			
1	2	3	4	5	6	7	8	9	10	11	
Urban	1116	1093	82	3	9	969	1	2	1	1067	
Rural	4464	4324	502	2	92	3541	2	10	6	4155	

Table:22 Social group wise reasons for non-enrolment		
Sector wise	Total	No. of Sample respondents

	Respondents enquired	Lack of awareness	Lack of interest	Lack of valid documents	Lengthy (difficult) procedure	Not permanent resident)	Total
ST	907	4	5	24	1	0	34
SC	440	0	2	6	0	0	8
OBC	384	1	3	3	0	0	7
Others	3849	30	27	47	10	2	116
All Respondents	5580	35	37	80	11	2	165

Table: 23 Sector-wise - Awareness level					
S. No.	Awareness	No. of sample respondents			
		Urban	Rural	Total	
1	Age of Registration	1116	4461	5577	
2	Date of determining Qualifying Age of Registration	823	2634	2775	
3	National Voters Day	107	528	635	
4	NOTA	862	3184	4046	
5	Braille	649	2656	3305	
6	VVPAT	768	2982	3750	
	All Respondents	1116	4464	5580	

Table: 24 Reasons of Non-enrolment HH members with 18+(age in years) other than respondents						
Sector wise	Total Respondents	Lack of awareness	Lack of interest	Lack of valid documents	Lengthy (difficult) procedure	Not permanent resident)
ST	907	4	5	24	1	0
SC	440	0	2	6	0	0
OBC	384	1	3	3	0	0
Others	3849	30	27	47	10	2
All Respondents	5580	35	37	80	11	2

Table: 25 Voters knowledge by Gender-wise					
S.No.	Awareness about	Number of respondents			
		Male	Female	Trans gender	Total
1	Age of Registration	2822	2746	9	5577
2	Date of determining qualifying age	1848	1601	8	3449
3	National Voters Day	356	278	1	635
4	NOTA	2234	1804	8	4046
5	Braille	1520	1780	5	3305
6	VVPAT	2047	1696	7	3750
	All Respondents	2824	2747	9	5580

Table: 26 Source of awareness regarding Elections (Social Group Wise)				
	SC	ST	OBC	OTHERS
Newspapers/magazine	53	56	33	386
Tv Advertisements and programmes	224	225	168	1356
Radio and FM Channels	28	56	46	415
Activities like rallies, prabhatpheries, loudspeaker announcement	177	403	99	1294
Govt. offices circulars	13	24	16	148
Poster hoarding and publicity materials	102	199	62	648
NGO and Civil society Group	10	3	18	41
Internet/Social Media/Whastapp	179	386	127	1310
SMS	64	39	65	427
PwD App	1	0	1	8
At Polling Stoation	27	19	14	276
Others	2	6	3	47

Table: 27 Source of awareness regarding Elections (Gender Wise)			
	Male	Female	Transgender
Newspapers/magazine	300	226	2
Tv Advertisements and programmes	1051	917	5
Radio and FM Channels	318	227	0
Activities like rallies,prabhatphries,loudspeaker announcement	1022	950	1
Govt. offices circulars	117	84	0
Poster hoarding and publicity materials	579	431	1
NGO and Civil society Group	38	34	0
Internet/Social Media/Whastapp	1120	880	2
SMS	335	260	0
PwD App	1	9	0
At Polling Stoation	186	150	0
Others	26	32	0

Table: 28 Source of awareness regarding Elections (Sector Wise)			
	R	U	Total

Newspapers/magazine	368	160	528
Tv Advertisements and programmes	1411	562	1973
Radio and FM Channels	332	213	545
Activities like rallies, prabhatphries, loudspeaker announcement	1690	283	1973
Govt. offices circulars	147	54	201
Poster hoarding and publicity materials	840	171	1011
NGO and Civil society Group	36	36	72
Internet/Social Media/Whastapp	1629	373	2002
SMS	408	187	595
PwD App	9	1	10
At Polling Stoation	256	80	336
Others	37	21	58

Table: 29 Recall Rate of the campaign of Election Commission of India

Classification	Total Respondents	No. of Respondents			
		Yes	No	Don't Know	
Sector	Rural	4464	3029	1198	237
	Urban	1116	730	293	93
	Total	5580	3759	1491	330

Table: 30 Recall Rate of the campaign of Election Commission of India

Gender		Total	No. of Respondents		
			Yes	No	Don't Know
Gender	Male	2824	2001	663	160
	Female	2747	1751	826	170
	Transgender	9	7	2	0
	Total	5580	3759	1491	330

Table: 31 Most Influencing factor affecting voting preference (sector wise)

Sector	Total	Respondents					
		Most Influencing factor					
		Family	Caste	Religion	Candidate	Others	
Sector-wise	Urban	1116	31	6	8	794	277
	Rural	4464	269	12	47	3641	495
	Total	5580	300	18	55	4435	772

Table: 32 Most Influencing factor affecting voting preference (Gender wise)

Gender	Sector	Total	Respondents				
			Most Influencing factor				
			Family	Caste	Religion	Candidate	Others
Gender-wise	Male	2824	106	9	25	2313	371
	Female	2747	193	9	30	2115	400
	Transgender	9	1	0	0	7	1
	Total	5580	300	18	55	4435	772

Table: 33 Recall Rate of the campaign of Election Commission of India

Social Group		Total	No. of Respondents		
			Yes	No	Don't Know
Social Group	SC	440	356	71	13
	ST	907	643	221	43
	OBC	384	233	132	19
	Others	3849	2527	1067	255
	Total	5580	3759	1491	330

Table: 34 Number of Voters & Non-Voters

Classification	All Respondents	Voter in Any Election	Non-Voter in Any Election	
Sector-wise	Urban	1116	918	198
	Rural	4464	4257	207
	Total	5580	5175	405

Table: 35 Number of Voters & Non-Voters

Classification	All Respondents	Voter in Any Election	Non-Voter in Any Election	
Gender-wise	Male	2824	2641	183
	Female	2747	2526	221
	Transgender	9	8	1
	Total	5580	5175	405

Table: 36 Were there any inducement from any group

	Yes	NO	Total
Male	9	2815	2824
Female	6	2741	2747
Transgender	0	9	9
Total	15	5565	5580

Table: 37 Was there any use of Muscle/Money power

	Yes	NO	Total
Male	12	2812	2824
Female	3	2744	2747
Transgender	0	9	9
Total	15	5565	5580

Table: 38 Participation in rallies			
	Yes	NO	Total
Male	365	2459	2824
Female	158	2589	2747
Transgender	0	9	9
Total	523	5057	5580

Table: 39 Knowledge about cVigil app			
	Yes	NO	Total
Male	186	2638	2824
Female	124	2623	2747
Transgender	0	9	9
Total	310	5270	5580

Table: 40 Knowledgeabout KYC app			
	Yes	NO	Total
Male	396	2428	2824
Female	270	2477	2747
Transgender	0	9	9
Total	666	4914	5580

Table: 41 Inducement of any kind			
Gender	Yes	NO	Total
Male	5	2819	2824
Female	2	2745	2747
Transgender	0	9	9
Total	7	5573	5580

Table: 42 Respondents who have used alternate IDs for voting	
Type of alternate_id_used	Persons
Licences	109
Ration Card	434
Bank Copy	51
Voter Slip	3180
Any other	474
Total	4248

Table:43 Number of Respondents reported any kind of luring									
	Distributing cash among women through self help Group	Funding of Local Club to organise cricket/foob all matches	Distributing TV, Radio, Projector etc.	Distributing Bangles, Purses, Vanity cases etc.	Distributing Liquor	Distributing Food Packets	Distributing coupons for free Diesel, Petrol, LPG, Kerosene	Distributing cash for Construction	Any other
Yes	3	3	2	1	3	1	2	1	4
NO	5577	5577	5578	5579	5577	5579	5578	5579	
Total	5580	5580	5580	5580	5580	5580	5580	5580	5580

Table: 44 Education Level of Respondents having Knowledge about voting concepts				
Education Level	Illiterate	upto High school	Graduate & above including Professional/Tech. Courses	All respondents
No of Respondents having Knowledge about voting concepts	1217	1298	1069	5580

Table:45 Most Influencing factor affecting voting preference (sector wise)							
	Sector	Total	Respondents				
			Most Influencing factor				
			Family	Caste	Religion	Candidate	Others
Sector-wise	Urban	1116	31	6	8	794	277
	Rural	4464	269	12	47	3641	495
Total	J&K	5580	300	18	55	4435	772

Table: 46 Most Influencing factor affecting voting preference (sector wise)			
	Sector	Total	Respondents

			Most Influencing factor				
			Family	Caste	Religion	Candidate	Others
Gender-wise	Male	2824	106	9	25	2313	371
	Female	2747	193	9	30	2115	400
	Transgender	9	1	0	0	7	1
Total		5580	300	18	55	4435	772

Table:47 Number of Voters & Non-Voters				
Classification		All Respondents	Voter in Any Election	Non-Voter in Any Election
Sector-wise	Urban	1116	918	198
	Rural	4464	4257	207

Table:48 Number of Voters & Non-Voters				
Classification		All Respondents	Voter in Any Election	Non-Voter in Any Election
Gender-wise	Male	2824	2641	183
	Female	2747	2526	221
	Transgender	9	8	1

Table: 49 Number of Voters & Non-Voters				
Classification		All Respondents	Voter in Any Election	Non-Voter in Any Election
Age-group	18-25	1005	902	103
	26-35	1410	1307	103
	36-45	1228	1146	82
	46-79	1852	1739	113
	80 & above	85	81	4

Table:50 Number of Voters & Non-Voters				
Classification		All Respondents	Voter in Any Election	Non-Voter in Any Election
Social-group	SC	440	433	7
	ST	907	892	15
	OBC	384	376	8
	Others	3849	3474	375
Total		5580	5175	405

Table:51 Reasons for Participation in Elections														
Division	I am political party sympathizer	Casted vote due to threat or coercion	Head of family said to vote	Influenced by friends	Wanted to defeat a particular candidate or political party	It was my duty	Because of repeated appeal and advertisement by Election Commission	Because of enabling environment (Free & Fair) created by Election Commission	I got registered in Electoral roll	Candidate was good	Candidate was of my choice & of my community and religion	Candidate visited me personally	Money/Liquor/inducement was offered	Any other
Kashmir	109	1	182	62	69	1314	59	198	96	1029	135	13	3	138
Jammu	108	1	152	51	24	1892	75	254	280	1248	104	27	0	31
Total	217	2	334	113	93	3206	134	452	376	2277	239	40	3	169

Table:52 Reasons for Participation in Elections														
Division	I am political party sympathizer	Casted vote due to threat or coercion	Head of family said to vote	Influenced by friends	Wanted to defeat a particular candidate or political party	It was my duty	Because of repeated appeal and advertisement by Election Commission	Because of enabling environment (Free & Fair) created by Election Commission	I got registered in Electoral roll	Candidate was good	Candidate was of my choice & of my community and religion	Candidate visited me personally	Money/Liquor/inducement was offered	Any other
Urban	15	1	28	29	11	621	37	130	110	364	27	3	2	21
Rural	202	1	306	84	82	2585	97	322	266	1913	212	37	1	148
Total	217	2	334	113	93	3206	134	452	376	2277	239	40	3	169

Table:53 Reasons for Non-Participation Elections (Age group wise)							
Age Groups	18-25	26-35 years	36-45	46-79	80 &	JK-UT	

	years		years	years	above	
I did not have electoral photo ID card	16	3	0	0	0	19
I did not know my polling station	0	0	0	0	0	0
Polling station was at distance (I had transportation logistic prob.)	1	4	1	5	2	13
Long queue and I did not have time	8	7	11	16	0	42
No faith in political system	2	1	4	3	2	12
Did not vote as community or religious leader	0	0	0	0	0	0
Head of family said not to vote	3	2	3	1	0	9
Voting is not essential for maintenance of democracy	0	4	1	1	0	6
There was no good candidate	22	29	25	33	1	110
Candidate was not of my choice & community	8	8	9	12	0	37
I just did not want to vote as nothing will change	14	38	29	35	2	118
I was not in my constituency due to Education / Marriage / Work / Permanently shifted / Temporary absence / Other reasons	148	204	116	188	13	669
I was afraid/felt insecure to go to polling station	0	0	0	0	0	0
My name was not on electoral roll	42	9	2	2	0	55
I was not aware of the poll date & time	2	1	2	2	0	7
I was not aware of the fact voting can be done with alternative doc.	0	1	0	2	0	3
Any other, specify	26	19	17	37	4	103

Table:54 Source of information about enrolment of name in the voter list

Sector-wise and Age-wise	Total Respondents	Total Respondents having EPIC Card	Friends/Relatives	Newspapers	No. of respondents					Any other medium	Total
					Local Community leaders	BLO	TV	Social Media/Website			
1	2	3	4	5	6	7	8	9	10	11	
Urban	1116	1093	82	3	9	969	1	2	1	1067	
Rural	4464	4324	502	2	92	3541	2	10	6	4155	
Total	5580	0	584	0	92	3541	0	10	6	4155	

Table:55 Source of information about enrolment of name in the voter list

Sector-wise and Age-wise	Total Respondents	Total Respondents having EPIC Card	Friends/Relatives	Newspapers	No. of respondents					Any other medium	Total
					Local Community leaders	BLO	TV	Social Media/Website			
18-25 years	1005	938	104	0	13	818	1	2	2	940	
26-35 years	1410	1364	145	1	14	1184	0	5	0	1349	
36-45 years	1228	1210	125	2	21	1008	0	3	2	1161	
46-79 years	1852	1822	201	2	52	1438	2	2	2	1699	
80 years & above	85	83	9	0	1	62	0	0	1	73	
All Respondents	5580	5417	584	5	101	4510	3	12	7	5222	

Table:56 Awareness level (Social group-wise)

Social Group	Total Respondents	No of Respondents having Knowledge about					
		Age of Registration	Date of Determining Qualifying Age	National Voters Day	NOTA	Braille	VVPAT
SC	440	440	281	27	325	211	353
ST	907	907	492	93	672	461	548
OBC	384	384	237	28	268	237	238
Others	3849	3846	2447	487	2781	2396	2611
All Respondents	5580	5577	3457	635	4046	3305	3750

Table:57 Awareness level (Educational Level)

Education Level	Total Respondents	No of Respondents having Knowledge about voting concepts					
		Age of Registration	Date of determining qualifying age	National Voters Day	NOTA	Braille	VVPAT
Illiterate	1217	1215	534	81	617	532	634
Primary school upto High school	976	975	542	62	633	522	623
Higher secondary	1298	1298	818	118	1009	796	910
Diploma/ Certificate	972	972	694	152	813	647	743
Graduate & above including Professional/Tech. Courses	48	48	42	6	45	39	41
All respondents	1069	1069	827	216	929	769	799
All respondents	5580	5577	3457	635	4046	3305	3750

Table:58 Responses for every vote counts gender wise

Category	Total Repondents	%age of respondent				
		Strongly	Disagree	Neither	Agree	Strongly

			disagree		Agree nor Disagree		agree
Gender	Male	2824	110	12	151	1784	767
	Female	2747	124	11	181	1817	614
	Transgender	9	0	0	1	8	0

Table:59 Responses for every vote counts Social group wise							
Category		Total Repondents	%age of respondent				
			Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree
Social Group	SC	440	5	0	8	279	148
	ST	907	43	3	18	730	113
	OBC	384	8	0	9	217	150
	Others	3849	178	20	298	2383	970

Table:60 Responses for every vote counts Sector wise							
Category		Total Repondents	%age of respondent				
			Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree
Sector	Rural	4464	209	15	176	2834	1230
	Urban	1116	25	8	157	775	151
All respondents	Total	5580	234	23	333	3609	1381

Table:60 Responses for every vote counts Sector wise							
Category		Total Repondents	%age of respondent				
			Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree
Sector	Rural	4464	209	15	176	2834	1230
	Urban	1116	25	8	157	775	151
All respondents	Total	5580	234	23	333	3609	1381

Table:61 I do not intend to vote in the upcoming elections (Number of Respondents)							
Classification	Category	Total Respondents	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Gender	Male	2824	823	1451	396	126	28
	Female	2747	727	1412	433	145	30
	Transgender	9	2	6	1	0	0

Table:62 I do not intend to vote in the upcoming elections (Number of Respondents)							
Classification	Category	Total Respondents	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Social Group	SC	440	205	219	4	11	1
	ST	907	140	554	60	152	1
	OBC	384	167	140	65	10	2
	Others	3849	1040	1956	701	98	54

Table:63 I do not intend to vote in the upcoming elections (Number of Respondents)							
Classification	Category	Total Respondents	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Sector	Urban	1116	326	592	127	64	7
	Rural	4464	996	2000	1288	60	120

Table:64 Means of Increasing Voting Percentage of Women Voters							
Interventions	JK-UT (Total)	Male	Female	Transgender	Urban	Rural	
Strengthening Electorate Literacy Clubs	2914	1525	1386	3	503	2411	
Arranging Democracy Melas	2182	1196	985	1	542	1640	
Maximizing Use of Social Media	1398	777	618	3	335	1063	
Any Other	152	78	74	0	29	123	
Total	6646	3576	3063	7	1409	5237	

Table:65 Difficulties faced during Voting by PwDs	
	Response

Difficulties faced	JK-UT	Sector		Gender	
		Rural	Urban	Male	Female
Long queue	73	66	7	47	26
No separate queue for senior citizen/PwDs	29	28	1	24	5
Lack of facilities including drinking water toilet and ramp	19	17	2	15	4
Coercion/threat by political party booth operators	2	2	0	2	0
Difficulties in locating my polling station	2	1	1	1	1
Difficulties in getting my voter slip at facilitation centre	4	1	3	3	1
No guidance from polling personnel	6	5	1	4	2
Total Responses	135	120	15	96	39

Table:66 Other facilities provided for PwDs at Polling Station (Sectoral and Gender Basis)

Facilities Available	Responses		
	JK-UT	Gender	
		Male	Female
Have come across any Publicity/voter edutainment material	106	83	23
Contacted by BLO	174	128	46
Came across Publicity information showing arrangements made for PwDs and Senior Citizens	110	84	26
Known Saksham App	24	19	5
Know PwDs have option to cast vote from Home	121	84	37
aware of the facility of Postal ballots extended to senior citizens and persons with benchmark Disability	87	67	20
All PwD respondents	184	133	51

Table:67 Facilities available for Senior Citizens at Polling Stations

Sector	Total Respondents	Number of responses of availability of			
		Separate Queues	Sitting Places	Volunteer Helper	Others
Senior Citizens	85	9	5	3	1
PwD Respondents	184	134	97	91	16

Table:68 Reasons for Non-Participation in Elections (Social class wise)

Reasons	Social group				
	SC	ST	OBC	Others	JK-UT
I did not have electoral photo ID card	2	2	2	13	19
I did not know my polling station	0	0	0	0	0
Polling station was at distance (I had transportation logistic problem)	0	1	1	11	13
Long queue and I did not have time	0	1	1	40	42
No faith in political system	4	4	2	2	12
Did not vote as community or religious leader	0	0	0	0	0
Head of family said not to vote	5	1	1	2	9
Voting is not essential for maintenance of democracy	0	0	0	6	6
There was no good candidate	0	3	0	107	110
Candidate was not of my choice & community	0	1	1	35	37
I just did not want to vote as nothing will change	2	7	1	108	118
I was not in my constituency due to Education / Marriage / Work / Permanently shifted/ Temporary absence / Other reasons	30	45	12	582	669
I was afraid/felt insecure to go to polling station	0	0	0	0	0
My name was not on electoral roll	2	4	11	38	55
I was not aware of the poll date & time	0	0	1	6	7
I was not aware of the fact voting can be done with alternative document	0	0	0	3	3
Any other, specify	3	3	6	91	103

Table:69 Provision of Ramp facility for PwDs

	Total Sample Respondents	No. of respondents reporting availability of ramp at Polling Station	Out of Col. 3, No of respondents reporting			signage helps person visual impairment	could Drinking Water facility used wheels chair users	Parking area provided near entrance	Toilet accessible to wheel chair users
			Prominently marked appropriate signage available	Ramp was steep or narrow	Ramp with double height rounded handrails				
1	2	3	4	5	6	7	8	9	10
Senior Citizens	85	11	9	3	4	5	8	11	10
PwD Voters	184	166	140	75	100	129	127	148	138

Table:70 Social group wise division wise no of respondents

Division	SC	ST	OBC	Others	Division Total
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Jammu	436	651	169	1410	2666
Kashmir	4	256	215	2439	2914
Total	440	907	384	3849	5580

Table:71 EPIC card Status

Having Epic Card	5417
Not having Epic Card	163

Table:72 Occupation wise Epic card status

Occupation	Having Epic Card	Not having Epic Card	Grand Total
Student	381	41	422
Unemployed	398	20	418
Govt./Semi govt.	481	2	483
Private Service	510	16	526
own enterprise	597	10	607
Labour/agriculturist	970	16	986
Home maker	1918	53	1971
others	162	5	167
Grand Total	5417	163	5580

Table:73 Education wise Epic card status

Education Status	Rural	Urban	Grand Total
Diploma/Certi	48	0	48
Grad and above	1031	38	1069
High School	1268	30	1298
High Sec	932	40	972
Illiterate	1185	32	1217
Primary	953	23	976
Grand Total	5417	163	5580

Table:74 District wise status of EPIC card

District	Having EPIC	Not having epic
ANANTNAG	424	11
Bandipora	63	0
BANDIPORA	117	6
Baramulla	412	22
BUDGAM	294	16
Doda	1	0
DODA	180	5
Ganderbal	101	3
GANDERBAL	20	0
Jammu	674	8
Kathua	278	1
KATHUA	93	0
KISHTWAR	186	0
KULGAM	177	9
Kupwara	186	27
KUPWARA	143	15
Poonch	186	0
Pulwama	116	8
PULWAMA	123	1
Rajouri	249	1
RAJOURI	60	0
RAMBAN	124	0
Reasi	182	4
SAMBA	181	5
SHOPIAN	122	2
SRINAGAR	480	16
UDHAMPUR	245	3
Total	5417	163

Table:75 Provision of Ramp facility for PwDS

Disabled_Type	Persons	Found Ramp	Appropriate signage of Ramp was there	Double Handrail on ramp
see	19	17	12	9
speech	14	14	13	5
hearing	13	10	7	6
movement	121	111	97	73
Others	17	14	13	10
Total	184	166	142	103

Table:76 Provision of other facilities for PwDS

Disabled_Type	Persons	Drinking water Facility	Parking Area Provided	Toilet Accessible to Wheelchair
see	19	14	15	14

speech	14	10	10	7
hearing	13	5	12	8
movement	121	87	98	98
Others	17	11	12	11
Total	184	127	147	138

S.No.	Reasons	Respondents
1	not aware	9
2	Lost	42
3	not received	74
4	no time for photograph	12
5	no information of formation of the same	9
6	lack of time	1
7	cumbersome process	1
8	Other	15
Total		163

Social Group	Having Epic Card	Not Having Epic Card	Grand Total
OBC	373	11	384
Others	3712	137	3849
SC	434	6	440
ST	898	9	907
Grand Total	5417	163	5580

Difficulties faced	Total	Rural	Urban	Male	Female	Transgender
Long Queue	73	66	7	47	26	0
No Separate queue for senior citizen/Pwds	29	28	1	24	5	0
Lack of facilities including drinking water toilet and ramp	19	17	2	15	4	0
Coercion threat by political party booth operators	2	2	0	2	0	0
Difficulties in locating my polling station	2	1	1	1	1	0
Difficulties in getting my voter slip at facilitation centre	4	1	3	3	1	0
No guidance from polling person	6	5	1	4	2	0
Total	135	120	15	96	39	0

Interventions	Response			
	JK-UT	Male	Female	Transgender
By increasing awareness specifically for SC/ST communities.	3671	1958	1708	5
Engage Nodal Officer for these activities.	1549	844	701	4
Any other	112	61	51	0
Total	5332	2863	2460	9

Interventions	Response		
	JK-UT	Urban	Rural
By increasing awareness specifically for SC/ST communities.	3671	711	2960
Engage Nodal Officer for these activities.	1549	389	1160
Any other	112	36	76
Total	5332	1136	4196

Interventions	Response			
	JK-UT	Male	Female	Transgender
By Strengthening Activities of Electorate Literacy Clubs	1805	972	828	5
By Arranging Democracy Melas	1510	798	712	0
Maximizing Use of Social Media	2520	1374	1146	0
Any Other	315	155	159	13

Interventions	Response		
	JK-UT	Urban	Rural
By Strengthening Activities of Electorate Literacy Clubs	1805	396	1409
By Arranging Democracy Melas	1510	417	1093
Maximizing Use of Social Media	2520	527	1993
Any Other	315	45	270

KAP SURVEY SCHEDULE

Questionnaire number

Confidential when filled

Endline Survey Template

Knowledge, Attitude and Practice (KAP)

Introduction and consent: Greeting! My name is _____ (full name). I work for _____ (name of institute) a search organization based in _____ (place) that regularly conducts surveys on various socio- economic and political issues. Presently we are interviewing people here in _____ (name of town/village) in _____ (state/UT) and collecting information regarding their electoral participation. I'm going to ask you some questions related to registration and participations in elections. Some of the answers to the questions may be personal, but I want you to know that all your answers will be kept completely confidential. There is no compulsion on answering every question and you may choose not to respond to any question. Further, you may also terminate this interview at any time if you are uncomfortable answering the questions. There is no penalty for refusing to take part in this interview nor is there any incentive for participation. However, your honest answers to these questions will help us better understand how people think. We would greatly appreciate your help in responding to this survey. The survey will take about _____ minutes to ask these questions. Would you be willing to participate?

Section A: Identification and quality control

Q.No.	Question	Response	Code	Skip
A1	Consent	Not received	0	END
		Received	1	
A2	Name of state/UT & census code			
A3	Name of district & census code			
A4	Type of residence and region	Rural (Hilly)	1	
		Rural (Non- Hilly)	2	
		Urban (Hilly)	3	
		Urban (Non- Hilly)	4	
A5	Name of AC & code			
A6	Name of polling station & part no.			
A7	Name of village/urban block & code			
A8	Land mark near house			
Sub section A (i): Details of interview				
A9	Date of interview	(In DD-MM format)		
A10	Start time of interview	(In HH:MM, 24 hour format)		
A11	End time of interview	(In HH:MM, 24 hour format)		
A12	Interview result codes	Completed	1	
		Entire HH absent for a longtime	2	
		Postponed	3	
		Refused (Pl. specify reasons)	4	
		HH/dwelling vacant	5	
		Address of HH/dwelling not found	6	

A13	Name of enumerator and ID/code				
A14	Name of supervisor and ID/code				
Sub section A (ii):Quality control					
A15	Field: back check	Yes	1		
		No	2		
A16	Field: scrutiny	Yes	1		
		No	2		
A17	Data entry: double entry	Yes	1		
		No	2		

Section B: Selection of respondent

Q. No.	Question	Response
B1	How many people (including you) Ordinarily reside in this household?	
B2	How many people are older than 18 Years? {as on as per Special Summary Revision (SSR)}	

Sub section B (i): Household (HH) roster

NOTE: LIST ALL THOSE WHO LIVE UNDER THE SAME ROOF, SHARE THE SAME KITCHEN AND ARE ABOVE 18 YEARS OLD STARTING WITH THE HH HEAD. THE NUMBER OF ENTRIES IN THE HH ROSTER (B3) SHOULD BE EQUAL TO THE CODE IN B2.

B3	B4	B5		B6	B7	B8	B9	B10	B11
S. No.	Name	Relation with HH head (Code)		Sex (Code)	Age (in years)	Disabled (Code)	Migrated in last 1 year (Code)	Voted in last Lok Sabha Election (Code)	Voted in last Assembly Election (Code)
1		0	1						
2									
3									
4									
5									
6									
7									
8									

CODE LIST FOR HH ROSTER:

- **Relationship with HH head:** Head=01; Wife/ Husband=02; Son/ Daughter=03; Daughter-in-law/ Son-in-law = 04; Grandchild = 05; Father/ Mother=06; Brother/ Sister = 07; Father-in-law/ Mother-in-law = 08; Nephew/ Niece=09; Brother-in-law/ Sister-in-law = 10; other relatives=11; Servant/ Others = 12
- **Sex:** Male=1; Female = 2; Third gender = 3

- **Disabled:** Yes (in seeing)=1(a); Yes (in speech)=1(b); Yes (in hearing)=1(c); Yes (in movement)=1(d);No=2;
- **Migrated in last 1 year:** Yes = 1, No = 2.
- **Voted in last Lok Sabha/Assembly election :** Yes = 1, No = 2.

Sub section B (ii): Kish grid

INSTRUCTIONS TO SELECT RESPONDENTS FROM KISH GRID:

1. Find out how many people are living in each HH. Only count electorates.
2. Assign each eligible HH member a number, starting with the youngest. For example, let us say in a 10 HHs survey Field Enumerator visited a 4 person HH comprising of Mother, father, a college going son and a grandfather.

Household	TOTAL NUMBER OF ELIGIBLE RESPONDENTS IN HOUSEHOLD							
	1	2	3	4	5	6	7	8+
1st	1	1	1	1	1	1	1	1
2nd	1	2	2	2	2	2	2	2
3rd	1	1	3	3	3	3	3	3
4th	1	2	1	4	4	4	4	4
5th	1	1	2	1	5	5	5	5
6th	1	2	3	2	1	6	6	6
7th	1	1	1	3	2	1	7	7
8th	1	2	2	4	3	2	1	8
9th	1	1	3	1	4	3	2	1
10th	1	2	1	2	5	4	3	2

Search in the column and row relevant to the household visited. For example, if this is the 8th household with 4 eligible members, we have to look at row 8 and column 4. The person labeled at number 4 Household shall be the respondent. If the person chosen isn't available find out when they might be available and try again till 6 attempts after which it shall be treated as casualty.

Sub section B (iii): Skip to Next

The Skip to Next procedure shall be adopted to ensure representation of both the genders proportionately

Sub section B (iv): Persons with Disability

The Persons with Disability (PwD) shall be identified on non-probability sampling: Combination of Quota and purposive sampling to ensure inclusion of persons with disabilities in the sample to the extent of 4% of total sample size.

Q No.	Question	Response	Number	Skip
B12	Number selected from kish grid	Enter code from kish grid		
B13	S.No.of the sampled respondent	Enter code from HH roster/B3		

Section C: Voter registration

Q. No.	Question	Response Code
C1	Do you have a voter's card/EPIC? (If registered as a voter) (Write 1=Yes;	

		2=No)	
C2	If no, why? (Write 1=Not aware ,how to procure this card; 2 = Lost by self; 3=Not Received; 4 = Could not get time to get photographed; 5=Did not get information when they are making; 6 = Lack of time; 7=Cumbersome procedure; 8=Not Interested in getting the same)		
C3	Are you aware of 'Voter's List'?	(Write 1=Yes; 2= No; 3=Can't say/do not know)	
C4	If yes to Q-C3, has your name been enrolled/ included in the voter's list?	(Write 1=Yes; 2= No; 3=Can't say/do not know)	
C5	If no to Q-C3 what was the reason?	(Write 1=Did not know about it; 2=Was not told; 3 = Can't say/ don't know; 4=Was not interested)	
C6	If yes to Q-C4 how did you come to know that your name has been enrolled?	(Write 1=Friends/Relatives; 2 =Newspapers; 3=Local Community leaders; 4=BLO; 5=TV; 6 = Social Media/Website) 7=Any other medium	
C7	If yes to Q-C4, was it correctly written in voter's list?	(Write 1=Yes; 2= No; 3=Can't say/do not know)	
C8	Are there members in your family who are 18+years of age and not registered?	(Write 1=Yes; 2 =No)	
C9	If yes to Q-C8, what are the reasons for them not to enroll in the voter's list?	(Write 1=Lack of awareness; 2 = Lack of interest; 3=Lack of valid documents; 4 = Lengthy (difficult) procedure; 5=Not permanent resident)	
C10	Do you know where to get registered as elector?	(Write 1=Taluka Office; 2=BDO; 3 = Panchayat Office; 4=Collector's Office; 5 = MatdataSahayata Kendra / Voter Centre)	

	6=VHA/NVSP/ECI website and ECI mobile app/through online methods	
C11	Are you aware of the EPIC (Election Photo Identity Card)? (Write 1=Yes; 2=No; 3=Can't say)	
C12	If yes to Q-C11, when did you get the EPIC made? (Write 1 = Before last assembly elections; 2=After last assembly elections; 3=Don't remember)	
C13	How many days did It take for you to get the EPIC? (Write 1=Within 15 days; 2 = Within 1 month; 3=Within six months; 4 =Don't know)	
C14	Was it easy for you to get the EPIC? (Write 1=Yes; 2= No; 3=Can't say/don't remember)	
C15	If no, what were the main problems you witnessed while getting your EPIC? (Write 1 = Long procedure; 2=Unfriendly officials; 3 = Can't say; 4=Inaccessibility of the concerned office)	
C16	Are you aware that you can vote with alternative ID? (1=Yes; 2=No)	
C17	If you did not have EPIC, which alternative ID did you use for voting? (Write 1 = License; 2=Ration Card; 3=Opening Bank account; 4 = Voter Slip; 5=Any other)	
C18	Do you know that Govt. /Election office has appointed local persons to help for enrolment? (Write 1=Yes; 2 =No)	
C19	If yes, to Q-C18 then what is his/her designation? (Write 1 = Booth Level Officer; 2 Identification Officer; 3=Election Agent; 4 =Don't know)	
C20	Has she/he ever visited your house/office? (Write 1=Yes; 2= No; 3=Can't say)	
C21	Do you know where your Polling booth is? (Write 1=Yes; 2 =No)	

Section D: ELECTIONS–KNOWLEDGE, ATTITUDE, BEHAVIOUR, BELIEF, AND PRACTICES

Q. No.	Question	Response
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		Code
D1	Did you vote in previous Assembly Elections? (Write 1=Yes; 2 =No)	
D2	Did you vote in 2024 Parliamentary Elections? (Write 1=Yes; 2 =No)	
D3	<p>If No to D1 or D2 what were the reasons? (Can record more than one reasons)</p> <p>(Write 1 = I did not have electoral photo ID Card; 2=I did not know my polling station; 3=Polling station was at distance(I had transportation logistic problem; 4 = Long queue and I did not have time; 5=No faith in political system (or electoral democracy); 6=Did not vote as community or religious leader said so; 7 = Head of family said not to vote; 8=Voting is not essential for maintenance of democracy; 9 = There was no good candidate; 10 = Candidate was not of my choice or community; 11= I just did not want to vote as nothing will change; 12= I was not in my constituency due to a. Education b. Marriage c. Work d. Permanently shifted e. Temporary absence f. other reasons (please specify) 13=I was afraid /felt insecure to go to the polling station; 14=My name was not on electoral roll; 15=I was not aware of the poll date and time; 16=I was not aware of the fact voting can be done with alternative document; 17= Any Other(Specify).....</p>	
D4	<p>If yes to D1 or D2 what were the reasons? (Can record more than one reasons)</p> <p>(Write 1 = I am political party sympathizer; 2 = Casted vote due to threat or coercion; 3= Head of family said to vote; 4 = Influenced by friends; 5=Wanted to defeat a particular candidate and/or apolitical party; 6 = It was my duty/right; 7=Because of repeated appeal and advertisement by Election Commission; 8=Because of enabling environment(free and Fair)created by Election; 9 = Commission; 10 = I got registered in electoral roll; 11= Candidate was good; 12=Candidate was of my choice and from community and religion; 13 = Candidate visited me personally; 14=Money/Liquor/inducement was offered;</p>	

	15=Any Other (Specify).....	
D5	How did you find the electoral experience during your last voting? (Write 1 = Convenient; 2=Inconvenient; 3 = Taxing; 4=Can't remember)	
D6	What motivated your choice of the candidate during last elections? (Write1=Personally known; 2=Experience; 3=Honesty; 4 = Commitment; 5=Any other specify.....)	
D7	Are there any family members eligible for voting who have not voted? (Write1=Yes; 2 =No)	
D8	If yes to Q-D7,specify possible reasons: (Write 1 = S/he did not have electoral photo ID Card; 2= S/he did not know the polling station; 3=Polling station was at distance (S/he had transportation/logistic problem; 4=Long queue and S/he did not have time; 5 = No faith in political system (or electoral democracy); 6=Did not vote as community or religious leader said so; 7 = Head of family said not to vote; 8=Voting is not essential for maintenance of democracy; 9 = There was no good candidate; 10 = Candidate was not of his/her choice or community; 11 = She/he just did not want to vote as nothing will change; 12= She/he was not in his/her constituency; 13=She/he did not get voter slip even on polling day at the booth; 14=She/he was afraid/ felt insecure to go to the polling station; 15=His/her name was not on electoral roll; 16=Any Other (Specify).....	
D9	Which is the most influencing factor that affects your voting preference? (Write 1=Family; 2=Caste; 3=Religion; 4 = Candidate; 5=Any other)	
D10	The Factor influencing high Voter turnouts: (Write 1 = Money power; 2=Muscle power; 3=Both 1 & 2; 4=Good Candidate; 5 = Favourable environment for voting); 6=Very high awareness for importance of voting; 7=Any other)	

D11	Do you feel there was security threat during elections at any point? (Write 1=Very much; 2 = Somewhat; 3 = Not at all; 4=Can't say)	
D12	Do you think the deployment of police force was sufficient during the last elections? (Write 1 =Very much; 2=Somewhat; 3 = Not at all; 4=Can't say)	
D13	What was your experience at the polling booth during elections? (Write1=Very Good; 2 = Good; 3=Not so good; 4 = Not at all good; 5=Can't Say)	
D14	Whether the polling staff was cooperative during the election process? (Write1=Very Cooperative; 2 = Cooperative; 3=Not so cooperative; 4= Not at all cooperative; 5=Can't say)	
D15	Did you face any difficulties in voting?(Write 1=Yes; 2 =No)	
D16	If Yes to Q-D15, then difficulties were(can record more than one option) (Write 1 = Long queue; 2=No separate queue for senior citizen; 3 = Lack of facilities including drinking water toilet and ramp; 4=Coercion/threat by political party booth operators; 5 = Difficulties in locating my polling station; 6=Difficulties in getting my voter slip at facilitation center; 7 = No guidance from polling personnel; 8=Any other, specify.....)	

Section E: Voter awareness and attitude

Q.No.	Question	Response	Code
E1	Do you know name of your assembly/ parliamentary constituency	1=Yes	
		2=No	
E2	What is the minimum age of registration to be a voter? *Code 3 FOR DON'T KNOW	_____years	
E3	What is the date for determining qualifying age for getting registered on the electoral roll/ voting?	18 th Birthday	1
		1 st January/1 st April/1 st July/1 st October	2
		Don't know	3

E4	Are you aware of Special Summary Revision every year?	1=Yes			
		2=No			
E5	When is the National Voters' Day celebrated?	Incorrect Date	1		
		Correct date	2		
		Don't Know	3		
E6	Do you know about: a. Option of NOTA/none of the above on EVM that could be used if you don't like any candidate b. names of candidates available in Braille on the EVM? c. Voter Verifiable Paper Audit Trail VVPAT, that helps verify your vote?	Responses	a.	b.	c.
		1. Yes, saw it when I cast my vote	1	1	1
		2. Yes, have seen one in Electoral literacy	2	2	2
		3. Yes, have heard/read About it	3	3	3
		4.No	4	4	4
E7	Have you ever accessed Voters website Portal or any other election related website?	1.Yes 2.No 3.Don'tknow			
E8	If yes, for what purpose did you access the website?	1.To search name and other details on the Electoral Roll 2.To register/make modification online 3.To download registration forms 4.To know polling station details 5.Others(please specify)			
E9	Are you aware that just having an EPIC does not provide you the right to vote unless until your name is included in the latest Electoral Roll.	1=Yes			
		2=No			
E10	Are you aware that it is an offence to have an EPIC for more than one place	1=Yes			
		2=No			
E11	Finally, I am going to read out a few more statements and I would like to know your opinion on them. Please tell me if you strongly disagree (=1), disagree(=2),neither agree nor disagree(=3), agree (=4) or strongly agree (=5). There are no correct or incorrect responses so please give me your	Every vote counts			
		Voting should be made compulsory			
		Voting is cumbersome chore			
		Elections are conducted freely And fairly in India			
		EVMS provide accurate results			
		Women should consult male members or elders before voting In elections			
		The influence of money and			

	honest opinion.	Muscle is increasing in elections	
		I do not intend to vote in the Upcoming elections	

Section F: Exposure to SVEEP interventions

Q.No		Response	Code	Skip
F1	Do you recall seeing or reading any vote/ election related campaign of Election Commission of India?	Yes	1	
		No	2	→ G1
		Don't Know	3	
F2	From which source did you receive the election related information? *MULTIPLE CODING POSSIBLE	Newspapers/magazines	1	
		TV advertisements and programmes	2	
		Radio and FM channels	3	
		Activity like Rallies, Prabhat Pheris, loudspeaker announcement	4	
		Government offices circular	5	
		Posters, hoardings and publicity materials.	6	
		NGO and Civil society Group	7	
		Internet/Social Media/Whatsapp	8	
		SMS	9	
		PwD App	11	
		At Polling Station	12	
Others (please specify)	99			
F3	What were the voter information / messages you received? *MULTIPLE CODING POSSIBLE	Date of voting and schedules	1	
		Voting is my right and duty	2	
		Cast vote as per choice and without taking any inducement	3	
		Go Register or Register in voter list	4	
		Go Verify or Verify name in Voter list	5	
		Identity documents allowed for voting	6	
		Facilities provided at Polling Station	7	
		Priority Voting for old and PwDs	8	
		Voter helpline 1950 or Voter Helpline App	9	
		cVIGIL App related	10	
		NVSP portal	11	
		Others (please Specify)	99	
F4	When did you voted last?	Legislative Assembly -2014,	1	

		Lok sabha 2014,	2	
		Lok sabha 2019	3	
		Lok sabha 2024	4	
		Legislative Assembly 2024	5	
		Any other election	99	
F5	If not voted, What was main reason?	None of the candidate was worthy enough to vote.	1	
		No election campaign was done by candidate or party.	2	
		I considered voting as meaningless.	3	
		Was busy in routine works.	4	
		Was not available at home/ village for voting	5	
		Any other	99	
F6	As per your opinion, which is the best mode of election related awareness, which election authority should adopt?	Radio-FM	1	
		TV-Cable TV	2	
		News, advertisement in paper - print media	3	
		Pamphlet- Flex-Poster	4	
		Social Media &Whats App.	5	
		Loudspeaker announcement through Van.	6	
		Any other	99	
F7	What you expect BLO should do?	He should visit house to house and take applications etc.	1	
		He should distribute voter slips.	2	
		He should establish facilitation counter at polling booth	3	
		All the above activities	4	
		Any other	99	
F8	How to increase voting turnout percentage of women? *MULTIPLE CODING POSSIBLE	By engaging SHGs, ASHA, Anganwadi Worker.	1	
		By providing women specific awareness material.	2	
		Women-booth awareness groups.	3	
		Any other.	99	
F9	How to increase voting percentage of 1 st time voter/ youths of 18 to 25 years? *MULTIPLE CODING POSSIBLE	By strengthening activities of Electorate Literacy Clubs.	1	
		By arranging Democracy Melas	2	
		Maximizing use of social media.	3	
		Any other	99	
F10	How to increase voting percentage of Disabled	By providing transport facility on poll day.	1	
		By increasing awareness	2	

	persons? *MULTIPLE CODING POSSIBLE	specifically for disabled persons		
		Engage Nodal Officer for these activities.	3	
		Any other	99	
F11	How to increase voting percentage of Old aged persons (above 80) voters? *MULTIPLE CODING POSSIBLE	By providing transport facility on poll day	1	
		By increasing awareness specifically for Old age persons	2	
		Engage nodal officer for these activities.	3	
		Any other	99	
F12	How to increase voting percentage of ST/SC voters? *MULTIPLE CODING POSSIBLE	By increasing awareness specifically for SC/ST communities.	1	
		Engage Nodal Officer for these activities.	2	
		Any other	99	
F13	Do you know objectives of National Voters Day?	No, I don't know	1	
		It is for spreading awareness on election and importance of voting	2	
		It is to enroll all eligible voters	3	
		Both objectives with codes 2 &3	4	
F14	Do you know about chunaopathshala / Election Literacy Clubs?	No I don't know	1	
		It is for spreading awareness on election and voting in Schools – Colleges.	2	
		It is to enroll all eligible youths as voters	3	
		Both objectives with codes 2 &3	4	
F15	How you come to know about Special Summary Revision (SSR) for enrolling as voter in voter list? *MULTIPLE CODING POSSIBLE	No, I don't know	1	
		I came to know from Print media, poster/ flex	2	
		I came to know from Radio/FM.	3	
		I came to know from TV/Cable	4	
		I came to know from Social media.	5	
		I came to know from Tehsildar – BDO- BLO officer	6	
F16	Have you ever heard about Systematic Voter Electoral Education and Participation (SVEEP)?	Yes, I have heard about SVEEP.	1	
		No, I Havn't .	2	

	If Yes, How? *MULTIPLE CODING POSSIBLE	I came to know through Print media, poster/ flex	1	
		I came to know through Radio/FM.	2	
		I came to know through TV/Cable	3	
		I came to know through Social media	4	
		I came to know from Tehsildar – BDO- BLO officer	5	
F17	How far the election related awareness program of the election department increase the voting?	Up to 10%	1	
		10 to 25%	2	
		25 to 50%	3	
		50 to 75%	4	
		75to100%	5	
F18	Which of the following factor is important for increasing voting turnout?	Election related awareness by election department.	1	
		Reputed and well qualified candidate in election.	2	
		Relevant issues raised during campaign.	3	
		Competition among candidates/parties.	4	
		Any other.	99	

Section G: Back ground information

Q No.	Question	Response	Code
G1	What's your educational qualification?	Illiterate	1
		Primary school	2
		High school	3
		Higher secondary	4
		Diploma/Certificate	5
		Graduate & above including Professional/Technical Courses	6
G2	What's your occupation?	Student	1
		Unemployed	2
		Government Service/Semi Government	3
		Private Service	4
		Own enterprise / selfemployed	5
		Laborer/Cultivator/Agricultural And allied activities	6
		Homemaker	7
		Others(please specify)	8
		SC	1
		ST	2

G3	What's your social group?	OBC	3			
		Others	4			
G4	How often do you:	Responses	a.	b.	c.	d.
	a. read a news paper or Magazine?	1.Almosteveryday	1	1	1	1
	b. listen to the radio?	2.At least once a week	2	2	2	2
	c. watch television?	3.Less than once a week	3	3	3	3
	d. Internet(Facebook, Whats App etc.)?	4.Not at all	4	4	4	4
G5	During elections, which of the following sources did you rely on the most to get news onelections and politics?	Newspaper / Magazine	1			
		Television	2			
		Radio	3			
		Internet	4			
		Mobile phone	5			
		Family/relatives/friends	6			
		Others(please specify)	99			

Section H: Only for Persons with Disabilities (PwDs)

H1	Have you come across any publicity/Voter edutainment material aimed at participation of PwD Voters?	Yes-1/No-2
H2	Have you been contacted by BLO of your area?	Yes-1/No-2
H3	Have you come across any publicity information provided by election Commission of India showing arrangement made for disabled, senior citizens and sick people at the polling station?	Yes-1/No-2
H4	Which of the following services were provided at your polling booth? (Multiple answers, if applicable, May be provided)	1- Separate queues 2- Sitting places 3- Volunteer helper 4- Others (specify)
H5	Did you find a Ramp?	Yes-1/No-2
	Was it marked prominently by appropriate signage?	Yes-1/No-2
	Was the ramp steep or narrow?	Yes-1/No-2
	Did the ramp have double height rounded hand rails?	Yes-1/No-2
H6	Did the signage/ information system help persons with visual impairment to move around safely?	Yes-1/No-2
H7	If it was an old building or congested building with space shortage, whetherTemporary provisions of accessibility were made available?	Yes-1/No-2
H8	Could the drinking water point be used by wheel chair users?	Yes-1/No-2
	Was it double heighted?	Yes-1/No-2
H9	Was an accessible parking area provided near the entrance?	Yes-1/No-2
H10	Was the toilet accessible to wheel chair users?	Yes-1/No-2
H11	Do you know Saksham App developed by ECI for PwDs	Yes-1/No-2
H12	Have you Used it in the past?	Yes-1/No-2
	If yes, What was your experience in using ECI Saksham App	User friendly-1/Not User friendly-2

H13	How you rate the process of registration?	1-Easy 2-Neither easy nor difficult 3-Difficult
H14	Please elaborate the difficulties you faced, if any, in the process of voting (can record more than 1 option)	1- Long queue 2- No separate queues for PWDs/senior citizens. 3- Lack of facilities including drinking water, toilet and ramp. 4- Coercion/threat by political party booth operators. 5- Difficulties in locating my polling station. 6- Difficulties in getting my voter slip at facilitation center. 7- No guidance from polling personnel.
H15	Difficulties faced in the process of registering yourself as electoral.	Yes-1/No-2
H16	Do you know that PwDshave the option to cast a vote from home?	Yes-1/No-2
H17	Did you cast your vote from home in any elections? If yes, What was your experience?	Yes-1/No-2
H18	Are you aware of the facility of Postal ballots, extended to senior citizens above 80 years and person with benchmark Disabilities.	Yes-1/No-2

Section I: Inducement

Q.No.	Question	Response/Code
I1	Were there any inducements from any groups to influence voting? (Write 1=Yes; 2 =No)	
I2	Was there use of money power/ muscle power by candidates/ political parties to influence voters during the last elections? (Write 1=Yes; 2 =No)	

I3	Do you participate in rallies /meetings organized by political parties/ candidates? (Write 1=Yes; 2 =No)	
I4	If yes to Q-I3, Who bears the expenditure incurred on participating in those rallies? (Write 1 = Own expense; 2=Organizing party)	
I5	Do you know about cVIGIL App? (Write 1= Yes;2= No)	
I6	Do you know about KYC App? (Write 1= Yes;2=No)	
I7	Were any of the following inducements used to lure you during the last elections:[Multiple options Applicable](Write 1= Yes;2=No)	
	If Yes (Write 1= Distributing cash among women through self help groups; 2= Funding of local club to organize cricket/football matches; 3=Distributing TV, Radio, Projector etc. for smallgroups/communities/ schools; 4=Distributing Purse, Bangles, Vanity Case among women; 5 = Distributing liquor; 6=Distributing food packets; 7 = Distributing coupons for free Diesel, Petrol, LPG, Kerosene; 8=Distributing cash for construction of toilets, hand pumps and buying of mobile phones and laptops; 9=Any other, specify	

Any other Suggestion / Input.

Abbreviations

1. AC Assembly Constituency
2. ECI Election Commission of India
3. EPIC Electoral Photo Identity Card
4. EVM Electronic Voting Machine
5. FGD Focused Group Discussion
6. KAP Knowledge Attitude and Practices
7. NGO Non-Government Organization
8. NOTA None of The Above
9. OBC Other Backward Classes
10. PWD Persons with Disabilities
11. SC Scheduled Caste
12. SMS Short Messaging Service
13. ST Scheduled Tribe
14. SVEEP Systematic Voters Education and Electoral Participation
15. BLO Booth Level Officer
16. PRI Panchayati Raj Institutions



UNION TERRITORY OF JAMMU & KASHMIR
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DIRECTORATE OF ECONOMICS & STATISTICS, J&K
JAMMU AND KASHMIR GOVERNMENT



jandk-des@jk.gov.in
www.jkplanning.gov.in, www.ecostatjk.nic.in

Printed at Ranbir Government Press, Jammu