

Table 4. Relationship between 'PTV' and 'vote' for all respondents

PTV	0	1	2	3	4	5	6	7	8	9	10	Total
Voted for Party	231	17	31	24	37	123	219	495	838	861	1,277	4,153
Did Not Vote for Party	17,997	2,873	2,604	2,345	2,398	3,343	3,273	2,953	2,188	1,053	503	4,1530
% Conversion rate	1.3%	0.6%	1.2%	1.0%	1.5%	3.5%	6.3%	14.4%	27.7%	45.0%	71.7%	
Total	18,228	2,890	2,635	2,369	2,435	3,466	3,492	3,448	3,026	1,914	1,780	45,683

Table 5. Conversion rates for recommended versus non recommended parties

PTV	0	1	2	3	4	5	6	7	8	9	10	N
% Conversion rate when recommended	4.7%	0.6%	1.6%	3.3%	1.5%	4.7%	13.0%	22.5%	44.3%	63.1%	84.3%	
N	942	172	186	180	205	337	345	378	461	398	549	4,153
% Conversion rate when not recommended	1.1%	0.6%	1.1%	0.8%	1.5%	3.4%	5.5%	13.4%	24.7%	40.2%	66.1%	
N	17,286	2,718	2,449	2,189	2,230	3,129	3,147	3,070	2,565	1,516	1,231	41,530