“KNOWNS, UNKNOWNS, AND UNKNOWN UNKNOWNS” IN THE 2014 FIJI ELECTION RESULTS

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ABSTRACT

With no data on voter ethnicity, no exit polls, and few post-election analyses, the 2014 Fiji election results remain something of a mystery. This study examines what the erstwhile US Secretary of Defence, Donald Rumsfeld, called the ‘known knowns’, in this case the voting results, and the ‘known unknowns’ of voter ethnicity and motivation. It concludes that any definitive analysis of Taukei electoral choices is currently impossible, not just because there is insufficient polling data but because of the ‘unknown unknowns’ of the dynamics within and between Fiji’s many customary communities.

Keywords: election results, voter motivation, urban vote, rural vote, Taukei vote