

Community Relations Officer Evaluation Survey

40th General Election



10545-009
December 2008

Leger Marketing was mandated by Elections Canada to provide results of the proceedings of the 40th General Election in order for Elections Canada to provide its team members insight on the elections.

The present document conveys results obtained from the questionnaires pertaining to the Community Relations Officer – 40th General Election. In total, 219 questionnaires were entered and results are based on information gathered from these questionnaires.

Overall averages, levels of satisfaction, agreement and usefulness are presented to establish what has worked and what hasn't. Whenever possible results from the 39th General Election (2006) are presented for comparison purposes. A summary of pertinent elements is available at the beginning of the various sections of the report.

Percentages followed by a blue arrow pointing upwards ↑ indicate statistical differences that are superior to the result obtained in 2006. Conversely, red arrows pointing downwards ↓ signal significant differences that are lower in comparison to the 2006 result.

Detailed Results

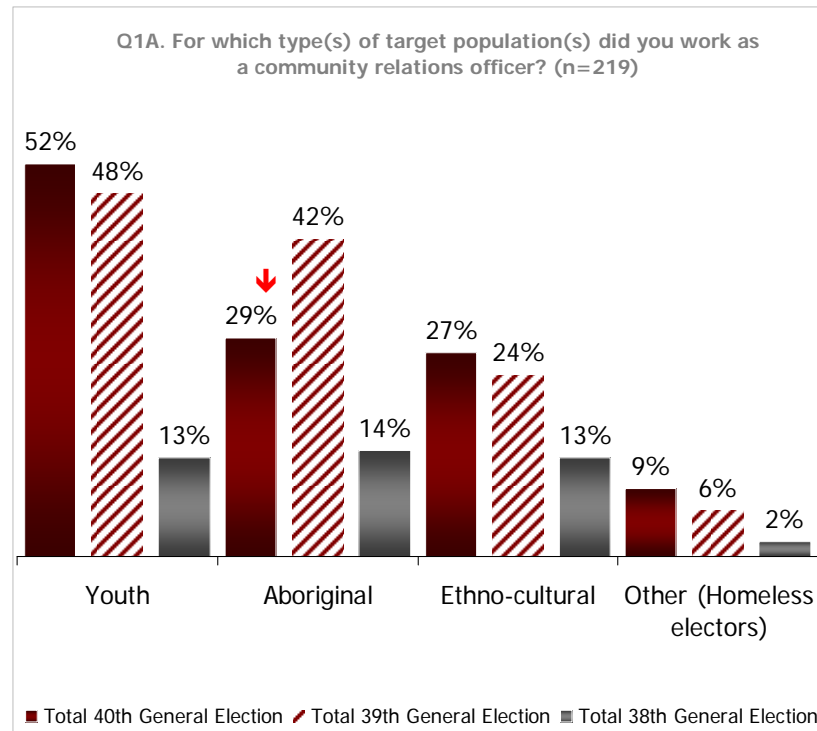
Part A : General

Part A: Highlights

- Half of the CROs who participated in the 40th General Election and answered the survey were assigned to the youth community (52%), 29% were asked to work with Aboriginal communities as a target population, 27% worked with the homeless and 9% among other target population notably homeless electors.
- On average, CROs worked 20 hours before the election, 12 hours the day of the election and 75 hours in total during the election period.
- More than half of those surveyed (58%) also worked other positions during the election namely Poll Clerk (24%), Central Poll Supervisor (22%), DRO (20%), Office Clerk (15%) and Revising Agent (13%).
- Generally speaking, three-quarters of the CROs surveyed (73%) spent most of their time in the field, while one in five respondents spent as much time in the field as in the office.
- For the most part, the CRO's supervision was ensured by the RO (72%) or the ARO (26%).
- One-third of the CROs encountered some problems in assuming their role. Among which the lack of adequate material (19%), problems with or contacting student administrators or associations (12%), tight deadlines (8%), lack of interest among electors (8%) and lack of clarity for their position (8%).
- As a whole, the CRO job description reflected the duties undertaken (85%). The RO was clear in conveying the CRO responsibilities upon the initial hiring process (84%).
- Most CROs felt like an important member of Elections Canada (79%).
- ROs were not as clear as during the last election with regards to instructing CROs not to contact any media (77%).
- Less than one in five CROs had a change in their responsibilities during their assignment.

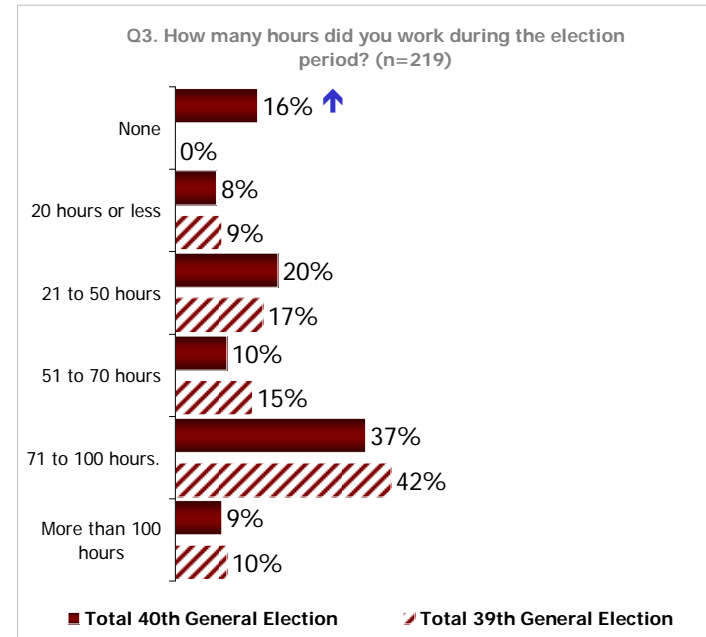
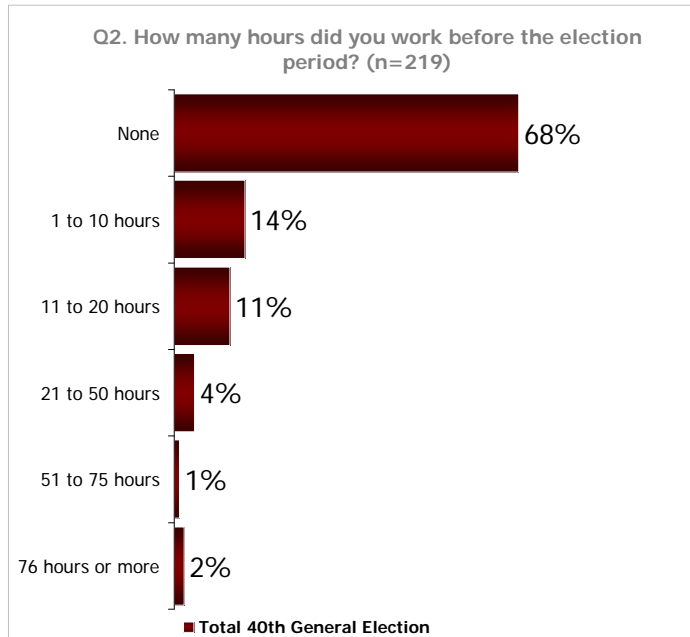
Groups CROs Worked With

- More than half of the CROs surveyed (52%) worked with the Youth community, 29% of them worked with the Aboriginal community, 27% with ethno-cultural communities and 9% of them did some work with homeless electors.
- These results are similar to the 39th General Election. There is, however, one exception the proportion of CROs who worked with Aboriginal communities has decreased significantly in comparison to the 39th General Election held in 2006 (-13%).
- A greater percentage of respondents from the Prairies worked with Aboriginal communities (50%). In Quebec, 67% of the CROs surveyed indicated having worked with the Youth community, while a statistically higher proportion of Ontario CROs worked with ethno-cultural communities (44%).



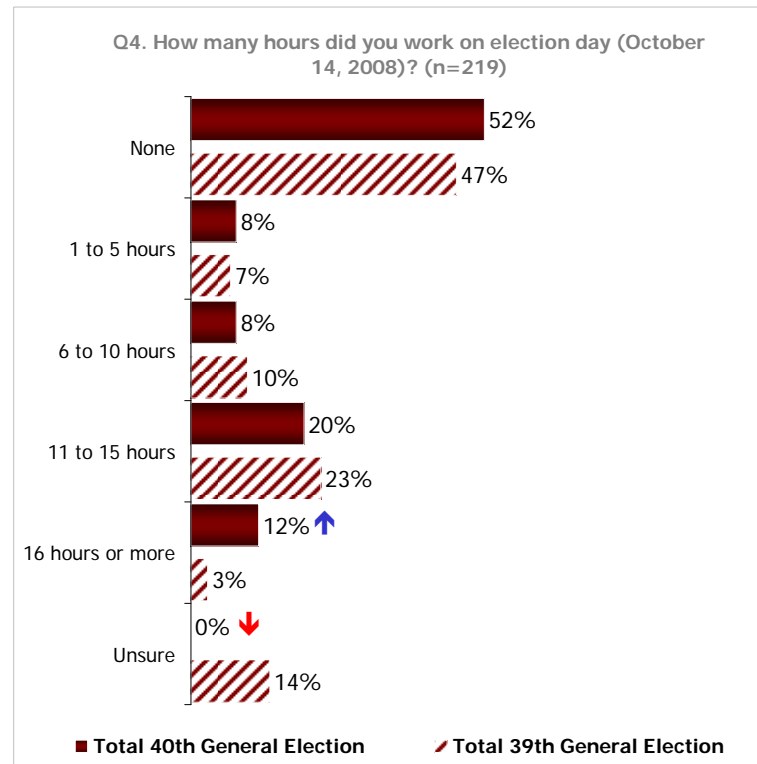
Hours Worked as CRO Before and During the Election

- More than two-thirds of the CROs (68%) did not work before the election period. One-quarter of them worked 20 hours or less and 7% of the CROs worked more than 20 hours. On average, CROs who worked before the election period allocated 20 hours of their time.
- During the actual election period, 16% of the CROs did not work. The majority of them spent 71 to 100 hours working during the election (37%). On average, respondents worked 75 hours or 63 hours if we include those who did not work during the election period.



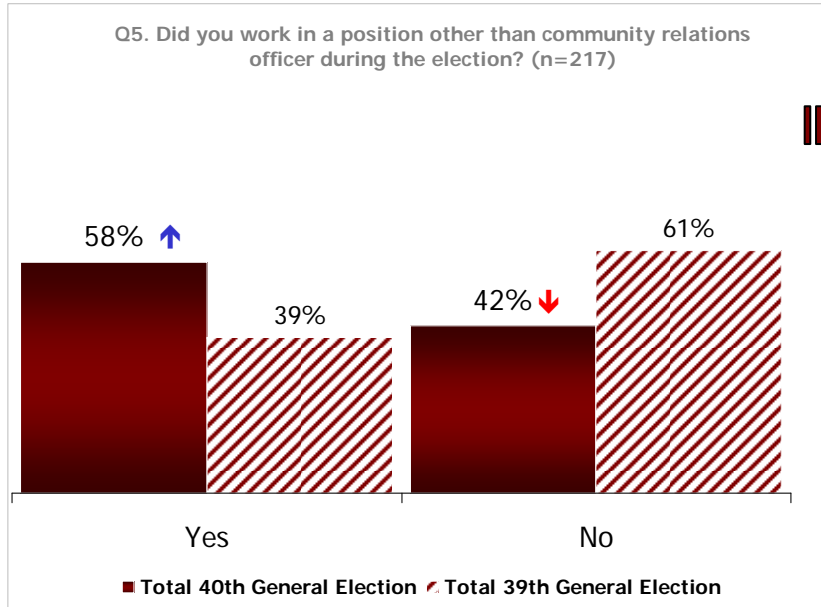
Hours Worked as CRO on Election Day

- On election day, respondents worked 12 hours on average during the course of the day. One in five respondents (20%) worked 11 to 15 hours, while half of them (52%) did not work.
- There is a statistical increase in the percentage of respondents who worked 16 hours or more (+9%).

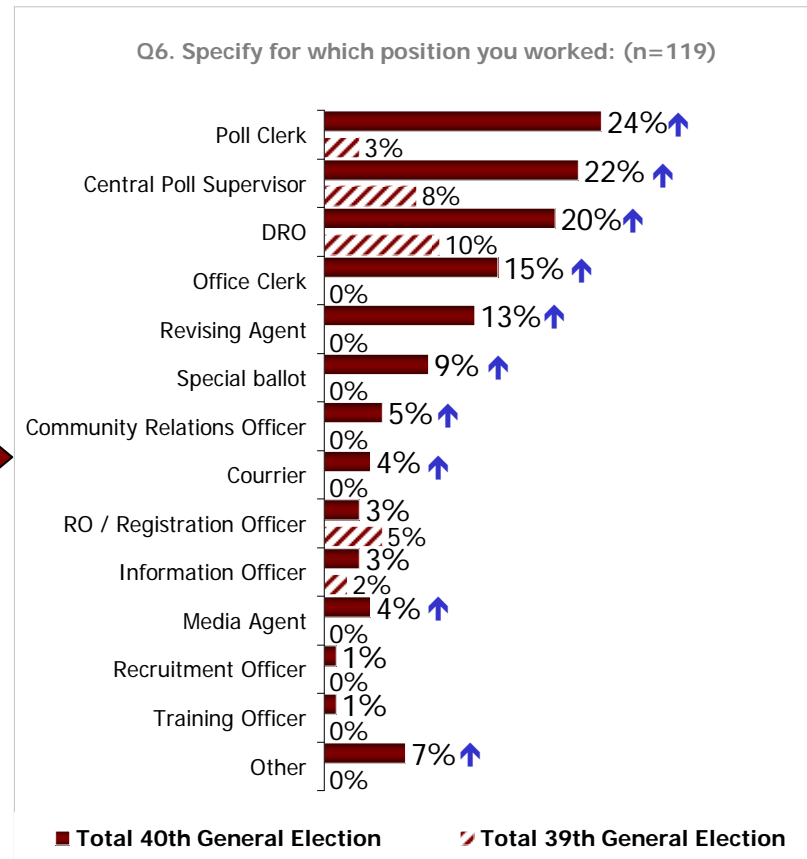


Other Positions Occupied by the CRO

- Nearly six out of ten CROs (58%) also worked another position during the election. This indicates a statistical increase in the percentage of CROs who also assumed another position.
- There's a significant increase in the percentage of CROs who assumed another position. For example, the percentage of respondents who acted as poll clerks as gone up from 3% in 2006 to 24% in 2008. The ratio of Central Poll Supervisors has increased from 8% to 22%. The proportion of DROs has doubled (20% vs. 10%), while the proportion of Office Clerks has moved from 0% to 15% and the percentage of Revising Agents has also gone from nil to 13%.
- On average, respondents worked 30 hours in other positions.
- In sum, not only were CROs asked to assume another position, they also filled positions that CROs did not assume during the 39th General Election.

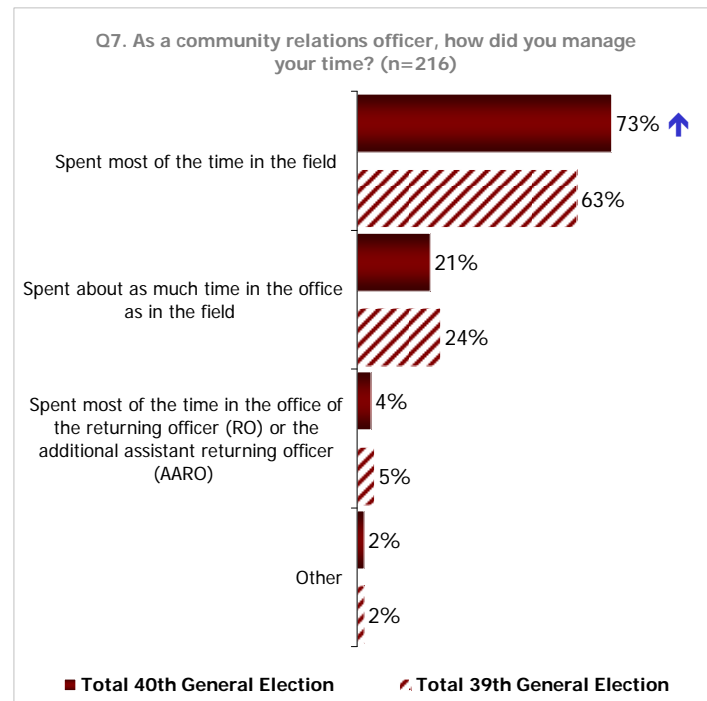


Base : Respondents who worked other positions than CRO



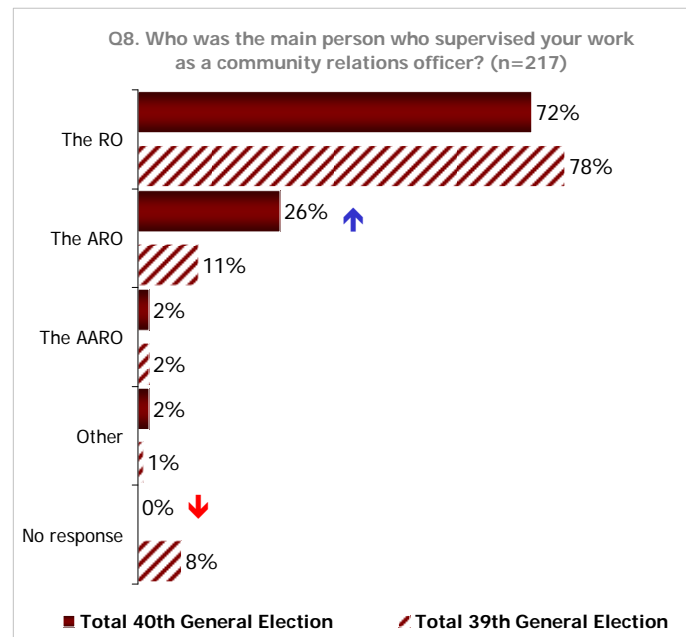
Defining Time Spent

- Nearly three-quarters of the CROs surveyed (73%) indicated that they spent most of their time in the field, a statistical increase in comparison to the last election (+10%).
- One in five CROs (21%) mentioned that they spent as much time in the office as in the field, while 4% of them spent most of the time in the office of the RO or the AARO. This ratio is statistically higher in Ontario (10%)



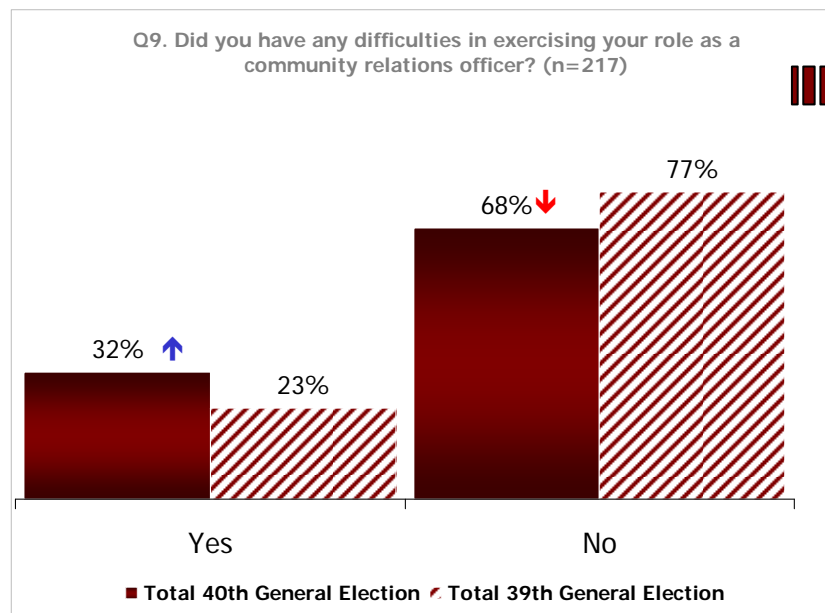
Main Supervisor of Work

- The main person who supervised the CRO's work is the Returning Officer (RO) (72%) followed by the ARO (26%). The increase in the percentage of CROs supervised by the ARO is a statistical one (+15%). A small percentage of CROs were supervised by the AARO (2%) or by another officer (2%).
- A greater proportion of experienced CROs (82%) mentioned having been supervised mainly by the RO. Conversely, new CROs (38%) and Quebec respondents (45%) are more numerous, in proportion, to say that the main supervisor of their work was the ARO.



Problems Encountered as a CRO

- One-third of the CROs (32%) indicated having experienced some difficulties in exercising their role. This is a significant increase in comparison to the last election where one-quarter of them had experienced some difficulties.
- Although not statistically significant due to the small sample size, a greater proportion of respondents from Alberta (54%), Manitoba (46%), Nova Scotia (40%) and Newfoundland (40%) mentioned having had some difficulties exercising their role.
- The major problems encountered revolve around inadequate material or material arriving late (19%), problems contacting schools or student associations (12%), tight deadlines (8%), lack of interest among young voters (8%) and a lack of clarity in the role of CRO (8%).



Q10. What problems did you encounter and how did you solve them? (n=74)

Base : Respondents who experienced some problems as a CRO

	Total 40th General Election
Lack of adequate material (need more student-oriented material, smaller posters) / Late arrival of material	19%
Problems with contacting school administrators or students associations	12%
Tight deadlines	8%
Lack of interest, especially Young people	8%
Lack of clarity in their role of CRO	8%
Communication problems with Elections Canada or other hired EC employees	5%
Problems with contact lists	5%
Difficulties in pursuing some outreach activities	4%
First Nations reserve wanted their own election poll / Had to vote outside the territory	4%
Problems with Aboriginal communities (lack of trust, communication)	4%
Difficulties reaching target groups (homeless, ethno-cultural communities)	4%
Time management constraints (school, work, etc.)	3%
Other	15%

Role, Responsibilities and Overall Attitude : Level of Agreement

- Overall, 85% of the CROs felt that the job description accurately reflected their duties as a CRO. This ratio climbs to 93% in Quebec.
- More than eight out of ten CROs (84%) would agree that their RO clearly outlined what their responsibilities would be.
- Most CROs felt like an important member of Election Canada (79%).
- Three-quarters of the CROs (77%) were instructed by the RO not to contact any media or media agencies. This percentage is a statistical decrease in comparison to the last election.
- Less than one in five CROs (16%) indicated that their responsibilities changed during the course of their assignment. Although not statistically significant, it would seem that a greater percentage of CROs from PEI and New Brunswick saw their responsibilities change during their assignment.

Q11 – Q15. Please indicate your level of agreement with the following statements (use the 5-point scale, where 1 means “strongly disagree” and 5 means “strongly agree”).

	Total 40th General Election AVERAGE SCORE OUT OF 5	Total 40th General Election SUM OF AGREE & STRONGLY AGREE	Total 39th General Election SUM OF AGREE & STRONGLY AGREE
Q11. The job description accurately reflected your duties as a community relations officer.	4.26	85%	80%
Q12. Your RO clearly outlined your responsibilities as a community relations officer when you were hired.	4.37	84%	89%
Q15. As a community relations officer, you felt like an important member of Elections Canada	4.27	79%	82%
Q14. Your RO instructed you not to contact any media or media agencies.	4.13	77% ↓	93%
Q13. Your responsibilities as a community relations officer were changed during your assignment.	1.89	16%	18%

Part B : Staffing and Training as Community Relations Officers

Part B: Highlights

- CROs helped recruit mostly Poll Clerks, Deputy Returning Officers, Youth, Information Officers and Elders.
- More than eight out of ten CROs (89%) did not help train other staff. A statistically smaller percentage of CROs did train other staff members (14% vs. 22% in 2006).
- Training for the DRO, Poll Clerk and Revising Agent was useful according to respondents. This is a net improvement compared to the last election.
- Training materials for CROs were adequate for 69% of those surveyed. The salary for the CRO, however, still seems a bit low according to respondents.

Staff and Training

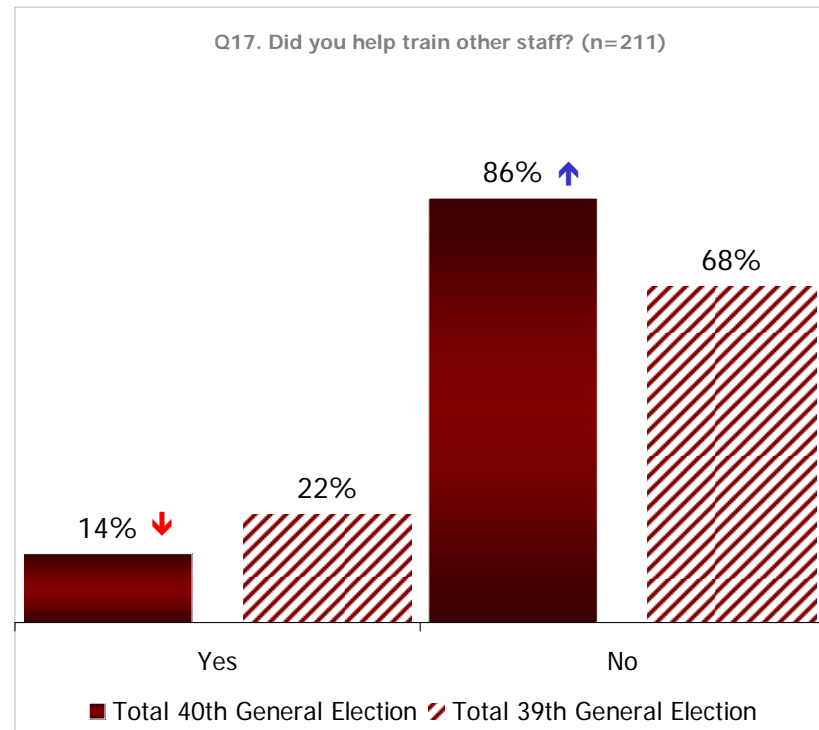
- CROs contributed in helping recruit employees for the election. Recruitment from the target population and outside the target population is similar to that of the 39th Election in 2006.
- Although the number of employees recruited are similar to 2006, the averages, on the other hand, tend to be smaller.

Q16. Indicate the number of employees you helped recruit for the following positions:

	Total 40th General Election				Total 39th General Election			
	From Target Population		Not from Target Population		From Target Population		Not from Target Population	
	Number recruited	Average	Number recruited	Average	Number recruited	Average	Number recruited	Average
Poll clerk	81	4.3	12	4.8	78	7	18	7
Deputy returning officer	66	5.4	8	4.1	66	7	10	11
Youth	51	2.7	3	1.0	39	5	2	1
Information officer	50	3.4	6	1.9	52	6	14	5
Elder	45	3.1	2	1.0	39	5	--	--
Revising agent	31	3.3	6	5.3	33	5	9	1
Other	17	3.0	3	2.3	8	4	1	2

Training of Other Staff

- During the last election, 22% of the CROs helped train other staff members. This time around, 14% of them indicated training other staff. The latter is statistically inferior in Quebec (4%).



Role, Responsibilities and Overall Attitude : Level of Agreement

- More than three-quarters of the CROs (78%) agree that the deputy returning officer or poll clerk training was useful. A similar proportion would concur that the revising agent training was pertinent (77%). Both these percentages represent statistical increases compared to 2006.
- Seven out of ten CROs (69%) would confirm that the training materials for CROs were adequate. This ratio is significantly higher among experienced CROs (74%).
- More than half of the CROs felt that the salary was adequate (56%). Conversely, 44% of them thought it was too low. In Quebec, 72% of the CROs surveyed thought the salary was adequate and 64% of experienced CROs would agree. In Ontario, the percentage of respondents who thought the salary for the CRO position was adequate is statistically inferior (40%).

Q18 – Q21. Please indicate your level of agreement with the following statements (use the 5-point scale, where 1 means “strongly disagree” and 5 means “strongly agree”).

	Total 40th General Election AVERAGE SCORE OUT OF 5	Total 40th General Election SUM OF AGREE & STRONGLY AGREE	Total 39th General Election SUM OF AGREE & STRONGLY AGREE
Q19. The deputy returning officer or poll clerk training was useful.	4.19	78% ↑	54%
Q20. The revising agent training was useful.	4.09	77% ↑	38%
Q18. The training materials for the Community Relations Officer Program were adequate.	3.91	69%	60%
Q21. The salary for the community relations officer position was sufficient.	3.57	56%	57%

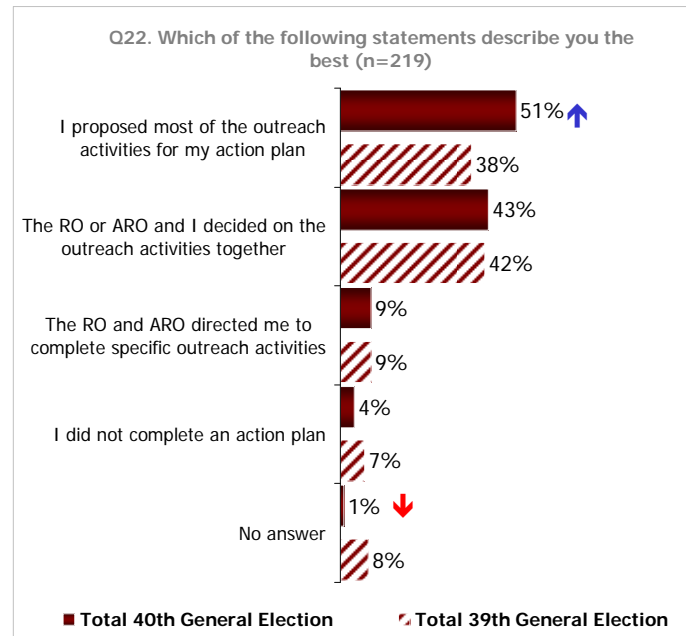
Part C : Tools provided to Community Relations Officers

Part C: Highlights

- Half of the CROs (51%) proposed most of the outreach activities for their action plan. A statistical increase compared to the 2006 election. Furthermore, 43% of respondents indicated that both ROs or AROs and themselves decided on outreach activities together.
- The outreach action plan was a useful tool for nearly eight out of ten respondents (78%). Three-quarters of them used the action plan to make sure they were on track on their outreach activities (76%) and for the most part it reflected the activities undertaken during the election.
- Although results may be perceived to be a bit low, we see an improvement in the ease with which one can order outreach material from EC (58% vs. 44% in 2006) as well as with the time delay between ordering and reception (58%).
- Most sections in the CRO guide were deemed pertinent. We see particularly higher scores for the Goal of the CRO program (91%), the roles assumed by the CRO (90%) as well as the job description and statement of qualifications.
- Potential improvements to the CRO guide pertain to making it more specific to target groups (20%), emphasizing the outreach action plan (17%) and providing additional examples and suggestions (14%).
- Most documents provided by Elections Canada were deemed useful. However, overall scores are below the 50% mark for the "I'm Mailing My Vote!" pamphlet and mini poster as well as bilingual service cards.
- The two main things respondents felt would have helped them in their job is better material for target groups and material available in different languages.

Involvement in Outreach Activities

- Half of the CROs (51%) said they proposed most of the outreach activities for their action plan. The increase of 13% compared to the last election is statistically significant. Two-thirds of BC CROs (66%) proposed most of the outreach activities.
- More than four out of ten CROs (43%) worked in collaboration with the RO or ARO to decide on the outreach activities.
- A small percentage of CROs (9%) said they were directed by the RO or ARO to complete specific outreach activities. An even smaller proportion did not complete an action plan (4%)



Satisfaction with CRO Program

- Generally speaking, three-quarters of those surveyed think that the outreach action plan was a useful tool (78%). Nearly the same percentage of respondents (76%) made use of their action plan to ensure they were on track in their outreach activities and 74% of them said that their action plan accurately reflected their outreach activities during the election.
- Seven out of ten CROs (70%) would agree that the quantity of outreach promotional material was adequate. A smaller percentage felt that the content was adequate (63%) and that the promotional material provided by Elections Canada was very useful for their group of electors (60%).
- Although only 58% of the CROs surveyed feel that it was easy to order outreach materials from EC and that the material was delivered within a reasonable period of time, this is an improvement compared to the 39th election.

Q23 – Q30. Please indicate your level of agreement with the following statements (use the 5-point scale, where 1 means “strongly disagree” and 5 means “strongly agree”).

	Total 40th General Election AVERAGE SCORE OUT OF 5	Total 40th General Election SUM OF AGREE & STRONGLY AGREE	Total 39th General Election SUM OF AGREE & STRONGLY AGREE
Q25. The outreach action plan was a useful tool.	4.13	78%	??
Q23. You used the action plan to make sure you were on track in your outreach activities.	4.13	76%	76%
Q24. Your action plan accurately reflected your outreach activities during the election period.	4.04	74%	78%
Q29. The quantity of outreach promotional materials provided was adequate.	3.92	70%	70%
Q30. The content of outreach promotional materials provided was adequate.	3.68	63%	58%
Q26. Promotional materials provided by Elections Canada were very useful for your group of electors.	3.60	60%	??
Q27. It was easy to order outreach promotional materials from Elections Canada.	3.54	58% ↑	44%
Q28. When you placed orders for outreach promotional materials, you received them within a reasonable time.	3.53	58% ↑	41%

Guide for Community Relations Officers

- Three sections in the Guide for CROs were deemed particularly useful: Goal of the CRO program (91%), Your roles (90%) and Job description and statements of qualifications (84%).
- Four sections were useful to more than seven out of ten CROs: Reporting relationships (77%), Action planning (79%), Media contacts (74%) and Using resources in the community (73%).
- Sample action plans (67%) and Assisting with Registration and Targeted Revision (66%) were perceived to be the least useful among the list of sections evaluated for their usefulness.
- Most of these sections of the guide have had an increase in the level of agreement pertaining to their usefulness.

Q31. How useful were the following sections of the Guide for Community Relations Officers?

	Total 40th General Election AVERAGE SCORE OUT OF 5	Total 40th General Election SUM OF AGREE & STRONGLY AGREE	Total 39th General Election SUM OF AGREE & STRONGLY AGREE
Goal of the Community Relations Officer program	4.31	91% ↑	81%
Your roles (CRO)	4.34	90% ↑	79%
Job description and statement of qualifications	4.15	84%	79%
Reporting relationships	4.10	77% ↑	68%
Action planning	4.09	79%	77%
Media contacts (handling media requests)	4.01	74% ↑	41%
Using resources in the community (Identifying key contacts)	3.94	73%	70%
Sample action plans	3.87	67%	60%
Assisting with Registration and Targeted Revision (The list of eligible electors and targeted revision)	3.79	66%	61%

Improvements to the Guide for CROs

- Respondents suggested a multitude of potential improvements to the guide for CROs such as target-group specific guidelines (20%), emphasizing the outreach action plan (17%), more practical suggestions (14%), job descriptions and required qualifications (8%), more material (5%) and training (5%), adding a contact list (3%) and updating the content of the guide.

Q32. Which improvements, if any, should be made to the Guide for Community Relations Officers? Specify: (n=64)
MULTIPLE ANSWERS ACCEPTED Base : Respondents who provide some comments

	Total 40th General Election
More community / target-group specific guidelines	20%
Emphasize the outreach action plan	17%
More practical suggestions / more examples	14%
Job descriptions / qualifications required	8%
More material (quantities)	5%
More training needed	5%
Add a contact list	3%
Update the content	3%
More information for voters on material used	2%
Other	23%

Usefulness of EC Documents

- The following table presents the EC documents deemed most useful for CROs, while those on the next page are the ones which were perceived to be the least pertinent.
- The guide for CROs received the highest utilitarian score at 84%. A greater percentage of respondents from Atlantic Canada (95%) and Quebec (93%) found the guide useful. A statistically smaller ratio of BC respondents found the guide useful (70%).
- The Voter information guide also received high marks, 80% of them found it useful.
- Several documents provided by EC were useful for more than seven out of ten CROs. Namely the “I can vote!” poster (75%), the “At election time” mini poster (74%) and large poster (73%), the Voter information Guide (73%) and “Have your say... Vote” (73%).

Q33 – Q49. For each of the following documents that you used, please indicate to what extent you found them useful (use the 5-point scale, where 1 means “totally useless” and 5 means “very useful”). Check the box if you did not use them.

	Total 40th General Election AVERAGE SCORE OUT OF 5	Total 40th General Election SUM OF USEFUL & VERY USEFUL
Q44. Guide for Community Relations Officers (EC 10019)	4.28	84%
Q34. Voter information guide in English (EC 93230) or French (EC 93230-1)	4.19	80%
Q35. I can vote! Poster in English (EC 94018) or French (EC 94018-1)	4.14	75%
Q38. At election time – 8 ½ x 11 mini poster – English/French (EC 94023)	4.11	74%
Q39. At election time – large poster – English/French (EC 94029)	4.11	73%
Q40. Voter information guides “At Election Time” in English (EC 93232) or French (EC 93232-1)	4.04	73%
Q49. Have Your Say...Vote (English/French) (EC 94032)	4.09	73%

Usefulness of EC Documents (cont'd)

- The table below presents the rest of the documents provided by EC. These documents received lower marks for usefulness.
- Overall, two-thirds of those surveyed found the "Service Standards for Student Electors" useful (67%). A similar percentage thought the Voter Information Materials on CD-ROM were useful (66%).
- More than half of the CROs thought that the following materials were useful in their role as CRO: the "Accessibility of the Electoral System- Backgrounder" (57%), the "Seekers DVD" (55%) and the "I can vote!" poster (54%).
- Less than half of those surveyed found the "I'm mailing my Vote!" pamphlet (49%) and poster (44%) pertinent. And, just over one-third of the CROs (36%) thought that the bilingual service cards were useful.

Q33 – Q49. For each of the following documents that you used, please indicate to what extent you found them useful (use the 5-point scale, where 1 means "totally useless" and 5 means "very useful"). Check the box if you did not use them.

	Total 40th General Election AVERAGE SCORE OUT OF 5	Total 40th General Election SUM OF USEFUL & VERY USEFUL
Q45. Service Standards for Ensuring Accessible Registration and Voting Process for Student Electors (EC 10047)	3.87	67%
Q48. Voter Information Materials – Guides and Booklets – CD-ROM (EC 95018)	3.86	66%
Q33. Aboriginal Elder and Youth Program – Information Sheet for Elder and Youth Package of 20 (EC 10046)	3.82	63%
Q47. Voting by special ballot – Backgrounder (English/French) (EC 90540)	3.82	63%
Q46. Accessibility of the Electoral System – Backgrounder (English/French) (EC 90505)	3.70	57%
Q37. Seekers DVD (EC 95019)	3.43	55%
Q36. I can vote! Poster – Inuktitut (EC 94019)	3.39	54%
Q41. I'm Mailing My Vote! – Pamphlet (EC 78605)	3.43	49%
Q42. I'm Mailing My Vote! – 8 ½ x 11 mini poster (EC 94027)	3.31	44%
Q43. Bilingual Service Cards – Package of 10 (EC 10045)	2.91	36%

Improving the CROs Work

- Several elements could be beneficial for CROs to do their work: better material for target groups (24%), having brochures available in various languages (12%), more information on the posters or room to add information (9%), more material (9%), audio-visual material (7%), posters in various languages (6%) and various types of posters (5%).
- Other suggestions were mentioned by less than 5% of those who provided some comments.

Q50. What other products, if any, would have been useful in your work as community relations officer?
MULTIPLE ANSWERS ALLOWED Base : Respondents who provided some comments

	Total 40th General Election
Better material for target groups	24%
Brochures available in various languages	12%
More information on the posters / or room to add info	9%
More material (quantity)	9%
Audio-visual material (PowerPoint, etc...)	7%
Posters in various languages	6%
Posters (design, colors, size, etc...)	5%
More information on new identification rules	3%
Guidelines on helping voters	3%
To be better identified	2%
Lists of community organizations / resources	2%
Poll maps	1%
Other	17%

Part D : Outreach Activities

Part D: Highlights

- It was clearly conveyed to CROs that only posters and media products approved by Elections Canada (95%) were to be used.
- Nine out of ten CROs (88%) were well received in the community they were hired to serve. An equivalent percentage participated in completing the Outreach Progression Report with the RO.
- We see a net improvement in the percentage of respondents who feel that the hours allocated to complete outreach tasks were sufficient (75% vs. 60% in 2006).
- Roughly six out of ten CROs (59%) were aware of the communications plan put in place by EC.
- Target revision and translation scores are similar to those of the last general election. One exception stands out, 16% of the CROs offered translation services compared to 36% in 2006.
- Most information kiosks were set up in colleges and universities followed by high schools, shopping malls, community resource centres, recreation centres and First Nations reserves or Band Council offices.
- Information sessions were also more predominant in colleges and universities followed by high schools and community resource centres.
- Several contacts were made with a multitude of organizations in order to stimulate the Aboriginal vote. Namely First Nations reserves or Band offices, education or training facilities, Aboriginal health centres, Friendship centres, community resource centres and recreational centres.
- CROs indicated that, on average, 63% of their contacts were made on First Nations reserves.
- More than half of the CROs (53%) stated that the AEYP program was put in place in their electoral district compared to 18% in 2006. Nearly all would agree to say that the AEYP program was beneficial mostly because it helps electors understand the voting process and encourages voter turnout.
- The AEYP program was well received in the Aboriginal community according to 79% of the CROs. Two-thirds thought the salary was adequate, but just over half of them felt it was easy to recruit for the AEYP positions.
- Among the youth community, the majority of contacts were made in colleges and universities, high schools, community centres, recreational centres and school papers and associations. More than nine out of ten CROs felt that these contacts were pertinent for the youth target group.
- With regards to the ethno-cultural communities the most predominant places to make contacts are churches, temples and mosques followed by community resource centres and education facilities. Overall, 86% thought the ethno-cultural contacts were beneficial.
- Contacts for homeless electors were mostly the result of successful attempts in shelters and hostels, soup kitchen and food banks as well as recreational centres. These contacts were pertinent according to 78% of the CROs who worked with this target group.

Outreach Activities

- CROs were clearly told by their RO that only EC approved posters and media products were to be used (95%).
- For the most part, CROs were well received in their respective community (88%).
- Nearly nine out of ten CROs (88%) played an integral part in completing the Outreach Progression report with the RO.
- Just over eight out of ten respondents (83%) thought that the documentation on voter identification requirements at the polls were adequate.
- Eight out of ten CROs (82%) said they received positive feedback from community contacts.
- Three-quarters of respondents (75%) thought that the number of hours allocated to complete the outreach tasks were sufficient. This is a significant increase compared to 2006 (+15%).
- Six out of ten CROs (59%) said they were aware of the communication plan put in place by Elections Canada.

Q51 – Q57. Please indicate your level of agreement with the following statements (use the 5-point scale, where 1 means “strongly disagree” and 5 means “strongly agree”).

	Total 40th General Election AVERAGE SCORE OUT OF 5	Total 40th General Election SUM OF AGREE & STRONGLY AGREE	Total 39th General Election SUM OF AGREE & STRONGLY AGREE
Q57. Your RO explained that you were to use only posters and media products approved by Elections Canada.	4.71	95%	93%
Q51. You were well received as a community relations officer by the community that you were hired to serve.	4.39	88%	84%
Q52. You assisted the RO in completing the Outreach Progression Report.	4.42	88%	??
Q55. The documentation on voter identification requirements at the polls was adequate	4.31	83%	??
Q54. Community contacts offered positive feedback.	4.24	82%	81%
Q53. The number of hours allocated for your outreach tasks during the election period was sufficient.	4.09	75% ↑	60%
Q56. You were aware of the communications plan put in place by Elections Canada.	3.66	59%	52%

Target Revision and Translation

- Nearly six out of ten CROs (57%) helped identify areas for targeted revision. Quebec respondents (36%) were less numerous, in proportion, to have participated in identifying areas for targeted revision.
- One-third of the CROs (32%) offered translation services on election day or at the advance polls and 29% of them did some translation services during information sessions.
- One in five respondents (21%) were present to offer translation services to electors at the office of the RO. The proportion is statistically higher in Ontario (29%).
- During training, 16% of the CROs offered translation services.

	Total 40th General Election PERCENTAGE OF YES	Total 39th General Election SUM OF AGREE & STRONGLY AGREE
Q58. Did you help identify areas for targeted revision?	57%	54%
Q60. Did you offer translation services on election day or at the advance polls?	32%	25%
Q62. Did you offer translation services to electors during information sessions?	29%	29%
Q61. Did you offer translation services to electors at the office of the RO?	21%	23%
Q59. Did you offer translation services at training?	16% ↓	36%

Information Kiosks

- Similarly to the last election, the highest number of kiosks initiated by both the CRO and by the organization are in colleges and universities.
- When we take a more in-depth look at contacts initiated by the CROs, we see, that after colleges and universities (87), the highest number of kiosks were set-up in high schools (49), shopping malls (46), community resource centres (34) and recreation centres (30). Less than 30 kiosks were erected in the following locations: First Nations reserves or Band Council offices (25), special events (23), libraries (21), Friendship centres (20) and second language training facilities (19).

Q63. Please indicate the number of information kiosks (actual booths or tables) that you set up in:

	Total 40th General Election				Total 39th General Election			
	Contacts Initiated by CRO		Contacts Initiated by Organization		Contacts Initiated by CRO		Contacts Initiated by Organization	
	Number of Kiosks	Average	Number of Kiosks	Average	Number of Kiosks	Average	Number of Kiosks	Average
Colleges / universities	87	3.0	14	1.9	69	12	24	2
High schools	49	3.1	5	1.6	46	7	10	2
Shopping mall	46	1.7	9	1.3	24	2	5	2
Community resource centres	35	2.6	4	1.5	38	8	8	5
Recreation centres	30	1.7	2	1.5	32	13	5	6
First Nations reserves or Band Council offices	25	1.8	4	2.8	31	13	8	6
Special events	23	2.1	2	1.5	18	3	5	2
Libraries	21	2.1	2	1.0	23	2	2	4
Friendship centres	20	1.5	2	1.5	21	4	2	2
Second language training facilities	19	2.3	4	1.7	14	6	3	2
Other	18	3.2	0	1.0	--	--	--	--
Churches, temples, mosques	9	ND	1	ND	--	--	--	--

Information Sessions

- Information sessions were held in several locations. More than 30 presentations were held in colleges / universities (56), high schools (53), community resource centres (46), First Nations reserves (37), recreation centres (35) and during special events.
- Furthermore, information sessions were also held at Friendship centres (21), libraries (20), second language training facilities (19) and shopping malls (19).
- For the most part, contacts initiated by the organization were held in colleges / universities (11), high schools (6) and second language training facilities.

Q64. Please indicate the number of information sessions (did a presentation – no booth) that you held in each of the following:

	Total 40th General Election				Total 39th General Election			
	Contacts Initiated by CRO		Contacts Initiated by Organization		Contacts Initiated by CRO		Contacts Initiated by Organization	
	Number of Sessions	Average	Number of Sessions	Average	Number of Sessions	Average	Number of Sessions	Average
Colleges / universities	57	2.8	11	3.1	48	23	12	9
High schools	55	3.4	6	1.8	51	6	10	3
Community resource centres	53	2.3	4	1.7	40	7	7	9
First Nations reserves or Band Council offices	38	2.5	1	1.0	32	6	8	10
Recreation centres	35	2.1	3	1.0	30	11	5	5
Special events	30	2.1	3	1.7	24	8	8	17
Friendship centres	21	1.8	1	1.0	25	3	5	21
Libraries	20	2.4	2	1.0	23	6	2	2
Second language training facilities	19	3.3	4	1.5	19	5	2	2
Shopping mall	19	2.1	1	2.0	16	18	2	5
Other	11	4.5	1	7.0	--	--	--	--
Churches, temples	8	ND	1	ND	--	--	--	--
Senior's residence / centre	6	ND	--	ND	--	--	--	--
Shelters	6	ND	--	ND	--	--	--	--

Aboriginal Electors 40th General Election

- Several successful contacts were initiated by the CROs notably on First Nations reserves (50), education facilities (34), Aboriginal health centres (28), Friendship centres (24), recreational centres (21) and other Aboriginal organizations or federations (20).

Q65. Indicate the number of contacts made with the following organizations:

	Total 40th General Election					
	Initiated by CRO				Total number of contacts initiated by Organization	
	Number of Successful Contacts		Number of Unsuccessful attempts at Contacts			
	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts
First Nations reserves or band offices	50	7.1	8	3.2	3	5.5
Education/learning/training facilities	34	2.4	1	2.0	0	--
Aboriginal health centres	28	2.3	1	--	1	--
Friendship centres	24	3.7	1	1.0	1	--
Community resource centres	24	4.1	1	2.0	1	--
Drop-ins/recreational centres	21	2.4	0	--	1	--
Other Aboriginal organizations or federations	20	4.1	1	--	1	--
Employment centres	13	2.3	1	1.0	3	1.0
Media	7	1.6	0	--	1	--
Housing authorities	6	1.0	0	--	1	--
Métis settlements	5	2.0	1	--	1	--
Housing advocacy groups	5	1.3	1	1.0	1	--
Inuit hamlets	0	--	1	--	1	--
Other	13	3.6	0	--	0	--

Aboriginal Electors 39th General Election

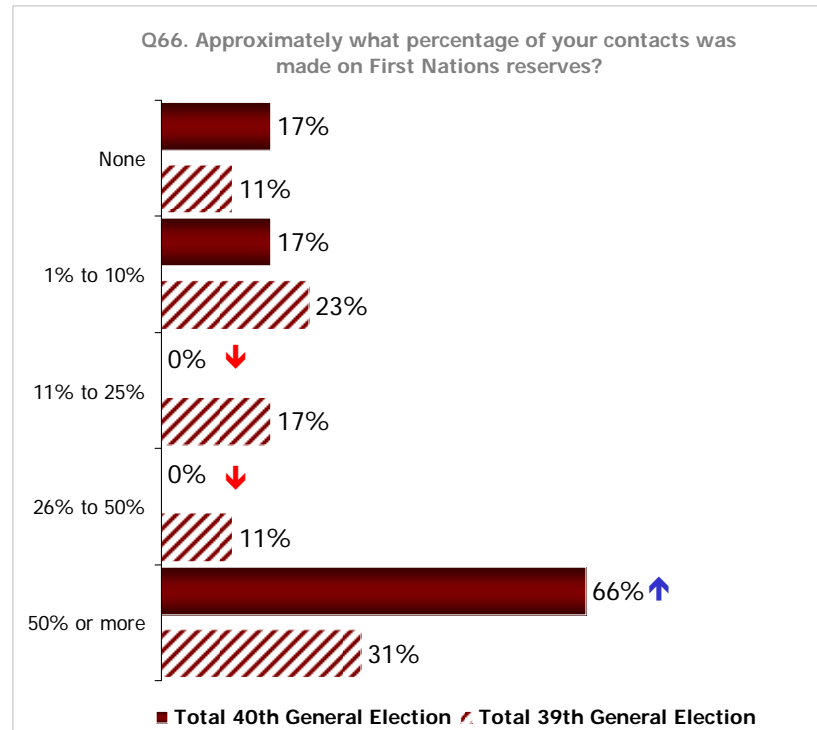
- Results for the 40th General Election are in line with those for the 39th election presented in table below.

Indicate the number of contacts made with the following organizations:

	Total 39h General Election					
	Initiated by CRO				Total number of contacts initiated by Organization	
	Number of Successful Contacts		Number of Unsuccessful attempts at Contacts			
	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts
First Nations reserves or band offices	52	17	18	6	8	2
Aboriginal health centres	28	9	3	3	2	13
Drop-ins/recreational centres	24	15	1	1	3	18
Employment centres	20	3	2	2	2	1
Community resource centres	20	10	2	2	3	11
Media	8	2	--	--	1	1
Métis settlements	5	10	1	2	--	--
Housing advocacy groups	5	2	1	1	1	1
Inuit hamlets	1	6	--	--	--	--

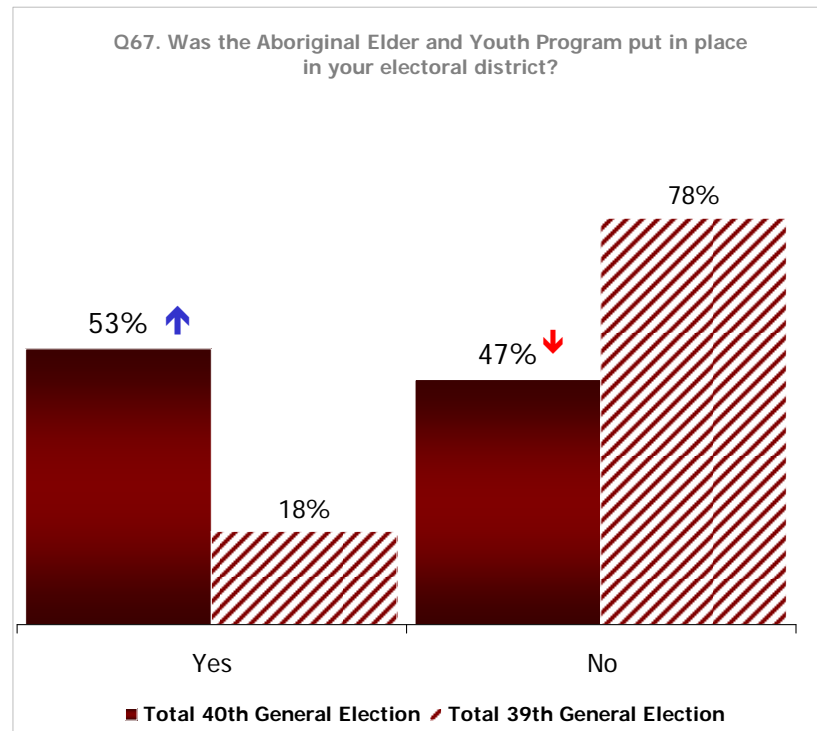
Contacts Made on First Nations Reserves

- On average, CROs say that 63% of their contacts were made on First Nations reserves. Moreover, two-thirds of those surveyed (66%) indicated that more than half of their contacts were made on reserves.



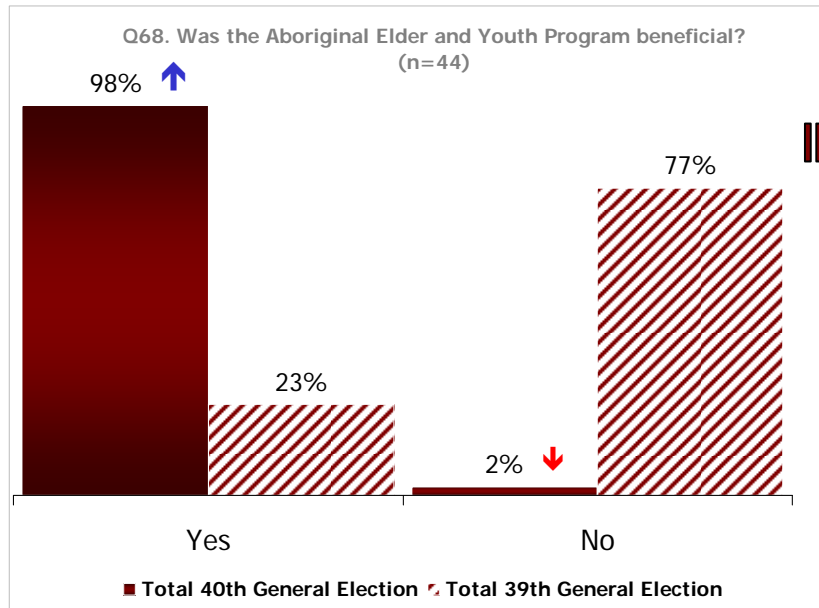
AEYP in place in the Electoral District

- More than half of the CROs (53%) indicated that the AEYP program was put in place in their electoral district. This represents a statistical increase in comparison to the 18% obtained during the last election.



Was the AEYP Beneficial?

- An impressive 98% of respondents mentioned that the AEYP program was beneficial. This represents a significant increase compared to the 23% obtained during the 39th General Election.
- Those who provided some comments on the benefits of the AEYP program said it helps electors understand the voting process and the people behind it (29%), encourages voter turnout (23%), makes electors feel comfortable (11%) and AEYP members help the overall process (11%).



Q68B. Please provide details. (n=35)
Base : Respondents who provided comments

	Total 40th General Election
Helps understand the process / Put a face to the people involved in the process	29%
Encourages voter turnout	23%
It was beneficial / Somewhat beneficial	11%
Makes electors feel comfortable / Helps control the flow of voters	11%
The AEYP members help the process	11%
Attestation of Residence	6%
Other	9%

AEYP General : Level of Agreement

- The AEYP was well received according to 79% of those surveyed. This result tends to be higher in Alberta, British Columbia, Prince Edward Island and New Brunswick.
- Overall, two-thirds of the CROs (67%) feel that the salary for the Aboriginal Elder / Aboriginal Youth position sufficient. However, this percentage slides to 57% in British Columbia and to 40% in Alberta.
- Just over half of the CROs (56%) felt it was easy to recruit for the AEYP program. Respondents in Western Canada had the most difficulty namely in Saskatchewan (43% found it easy) and BC (43%).

Q69 – Q71. Please indicate your level of agreement with the following statements (use the 5-point scale, where 1 means “strongly disagree” and 5 means “strongly agree”).

	Total 40th General Election AVERAGE SCORE OUT OF 5	Total 40th General Election SUM OF AGREE & STRONGLY AGREE	Total 39th General Election SUM OF AGREE & STRONGLY AGREE
Q71. The Aboriginal Elder and Youth Program was well received within the Aboriginal community.	4.28	79%	N/A
Q70. The salary for the Aboriginal Elder/Aboriginal youth position was sufficient.	3.60	67%	N/A
Q69. It was easy to recruit for the Aboriginal Elder and Youth Program.	3.56	56%	N/A

Youth Electors 40th General Election

- The greatest number of contacts were made in colleges and universities (95) followed by high schools (84), community centres (69), recreational centres (61) and in school papers or associations (55). These results are much higher than those of the 39th Election, but in both cases the highest number of contacts were made in colleges and high schools.
- In terms of contacts initiated by the organization, the highest number of contacts were made in colleges / universities (10), high schools (5), housing agencies (4) and in school papers or associations (3).

Q72. Indicate the number of contacts made with the following organizations:

	Total 40th General Election					
	Initiated by CRO				Total number of contacts initiated by Organization	
	Number of Successful Contacts		Number of Unsuccessful attempts at Contacts			
	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts
Colleges/Universities	95	3.6	20	2.1	10	1.5
High schools	84	4.5	25	3.4	5	2.8
Community centres	70	3.1	5	2.6	1	2.0
Drop-ins/recreational centres	61	2.7	5	3.0	1	1.0
School papers and associations	57	2.5	12	1.2	3	1.3
Employment agencies	45	1.8	6	2.8	0	--
Churches/temples/mosques	29	3.2	4	1.3	1	1.0
Housing agencies	21	2.5	3	1.0	4	1.0
Sports organizations	16	3.1	4	1.0	0	--
Other media	12	1.7	4	1.3	2	1.0
Other	14	4.0	4	6.7	1	2.0
Public libraries	10	ND	0	ND	--	--

Youth Electors 39th General Election

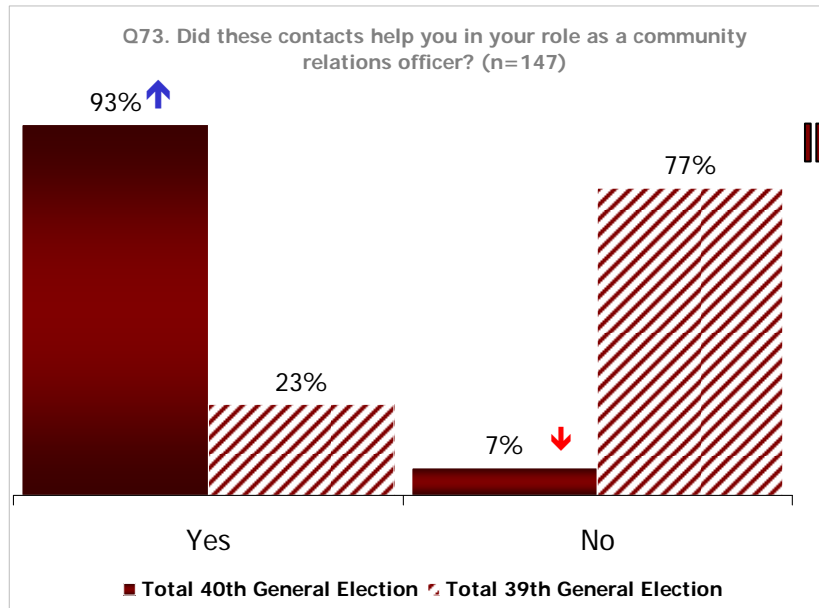
- The results presented below relating to the 39th General Election enable us to clearly see the improvements made in the number of successful contacts made.

Indicate the number of contacts made with the following organizations:

	Total 39th General Election					
	Initiated by CRO				Total number of contacts initiated by Organization	
	Number of Successful Contacts		Number of Unsuccessful attempts at Contacts			
	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts
Colleges/Universities	62	4	24	3	14	2
High schools	61	5	29	4	8	2
Drop-ins/recreational centres	33	3	15	2	3	2
School papers and associations	21	2	8	6	2	1
Employment agencies	16	2	4	1	--	--
Housing agencies	13	2	4	2	--	--
Other media	10	2	1	1	3	1

Pertinence of Contacts for Role as CRO

- More than nine out of ten CROs (93%) believe that these contacts helped them in their role as a community relations officer. During the last election, one-quarter of those surveyed (23%) thought these contacts were beneficial.
- The respondents who did not find that the contacts were beneficial evoked the fact that Band elections were held at the same time, some contacts did not understand the CROs non-partisan role and that contacts had more questions than answers.



Q74. If not, please explain why: (n=4)
 **Base : Respondents who don't feel these contacts were beneficial

	Total 40th General Election
Band elections were being held at the same time	1
No contacts were needed	1
Some contacts did not understand the non-partisan role, plus they did not know how to approach their people	1
Contacts would always come back to CRO for questions	1

Ethnocultural Communities 40th General Election

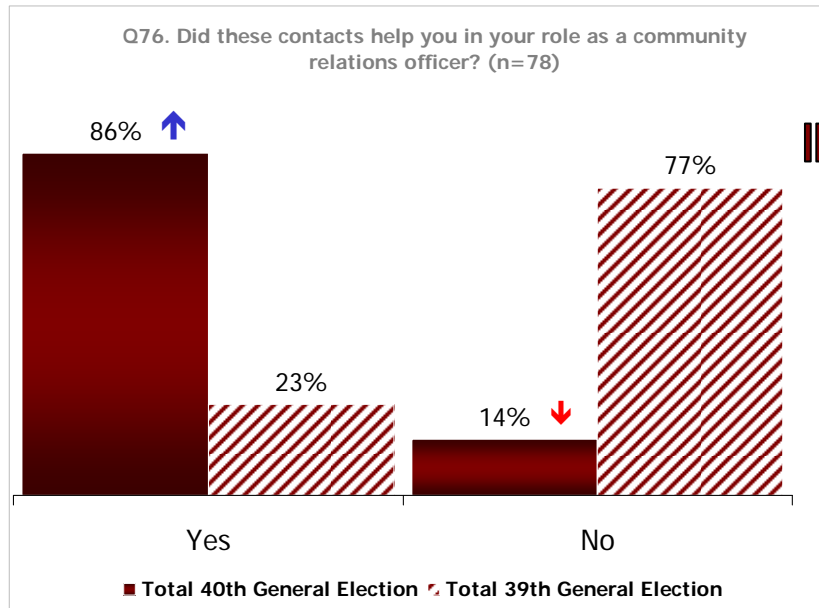
- The majority of successful contacts among the ethnocultural communities were made in churches, temples or mosques (48), in community resource centres (48), education centres (44), recreational centres (33) and employment centres (31).
- A smaller number of contacts were successful in second language centres (29), welcome centres (25), health centres (24), cultural clubs (22) immigration centres (21), advocacy groups (16), housing organizations (14) and media (3).

Q75. Indicate the number of contacts made with the following organizations:

	Total 40th General Election					
	Initiated by CRO				Total number of contacts initiated by Organization	
	Number of Successful Contacts		Number of Unsuccessful attempts at Contacts			
	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts
Churches, temples, mosques	48	4.8	13	2.5	0	--
Community resource centres (Soup kitchens / food banks)	48	4.7	7	3.2	1	1.0
Education	44	4.1	5	3.6	2	1.5
Drop-ins / recreational centres	33	4.3	6	5.2	1	1.0
Employment Centres	31	3.2	5	6.5	1	1.0
Second-language centres and schools	29	3.2	7	3.0	2	1.0
Welcome centres / new citizen groups	25	2.3	3	2.0	0	--
Health centres	24	3.9	3	2.0	0	--
Cultural clubs / arts associations	22	4.8	5	2.0	0	--
Immigration	21	2.2	6	2.7	0	--
Advocacy Groups	16	4.9	2	1.5	0	--
Other housing organizations	14	7.2	6	3.3	0	--
Media	3	2.3	1	5.0	0	--
Other	10	5.3	3	1.0	0	--
Public libraries	6	ND	0	ND	0	--

Pertinence of Contacts for Role as CRO among Ethno-Cultural Communities

- Overall, 86% of the CROs feel that the contacts made in the ethnocultural communities were beneficial in their role as CRO. Once again, this represents a statistical increase compared to the result of the last election.
- Respondents from Ontario were more numerous, in proportion, to state that their contacts proved beneficial (94%).



Q77. If not, please explain why: (n=6)
Base : Respondents who don't feel these contacts were beneficial

	Total 40th General Election
Contacts agreed to help, but did not put the posters up	1
The contact was not for the ethno-cultural community, it was simply an Aboriginal community	1
The contacts felt threatened, unsure	1
It took more time to explain to them the process	1
Other	2

Homeless Electors 40th General Election

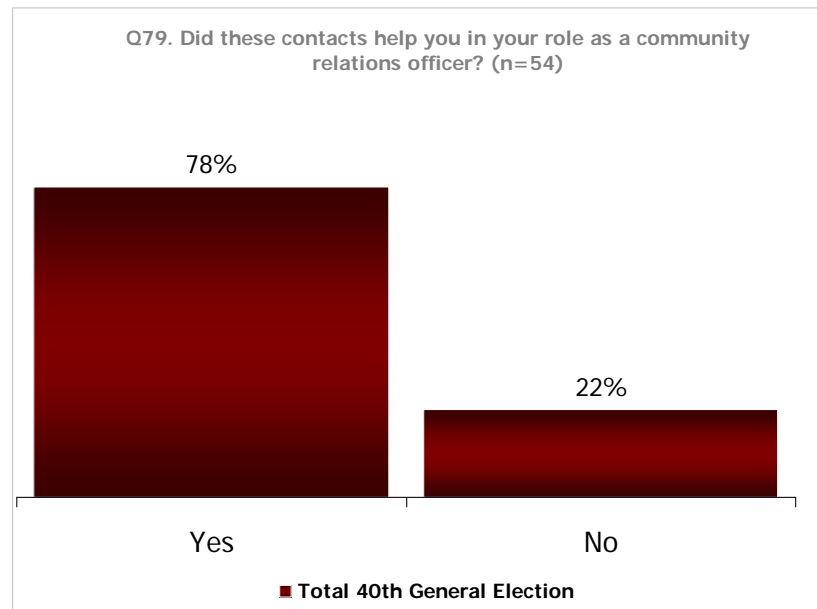
- Contacts were also made to stimulate the homeless vote. We see that a greater number of contacts were made in shelters and hostels (32), food banks (23) and recreational centres (18).
- Other sites that proved useful are social service agencies (14), advocacy groups (13), other housing organizations (11), employment centres (10) and education centres (8).

Q78. Indicate the number of contacts made with the following organizations:

	Total 40h General Election					
	Initiated by CRO				Total number of contacts initiated by Organization	
	Number of Successful Contacts		Number of Unsuccessful attempts at Contacts			
	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts	Number of CROs	Average Number of Contacts
Shelters, hostels	32	4.1	8	3.1	3	2.0
Soup kitchen / food banks	23	3.5	5	4.6	0	--
Drop-ins / recreational centres	18	2.6	2	1.5	0	--
Social service agencies	14	2.2	0	--	1	1.0
Advocacy Groups	13	3.4	1	1.0	2	1.0
Other housing organizations	11	3.2	1	2.0	2	1.0
Employment Centres	10	1.1	2	1.0	0	-
Education	8	3.5	2	1.5	0	--
Other	5	5.4	3	1.0	1	4.0

Pertinence of Contacts for Role as CRO

- More than three-quarters of CROs felt the contacts in the homeless communities were beneficial. This result is much lower in BC (56%).
- Those who thought the contact was not that beneficial said they lacked pertinence.



Part E : General Comments

Part E: Highlights

- A strong percentage of CROs said that being a community relations officer was a positive experience (93%), that it was helpful in raising awareness (83%) and if they were offered the position again they would participate once more (83%).
- There is room for improvements in the outreach activities. Respondents would like to have material that is more adapted to target groups (12%). Respondents would also like promotional material to arrive sooner (7%) and that outreach activities be conducted on location (7%).
- Elements CROs feel should be reviewed or modified pertain to the number of hours to conduct the activities (11%) followed by better material adapted to target populations (10%) and better training (8%).
- Generally speaking, CROs think that their work was instrumental in reaching over 600 people.

General Comments : Level of Agreement

- More than nine out of ten CROs (93%) would say that being a community relations officer was a positive experience.
- As a whole, 87% of them feel that the CRO program was helpful in raising awareness about the electoral process in their target group.
- More importantly, 83% of the CROs would accept if they were offered the position again. This result is much lower in Nova Scotia (60%).

Q81 – Q83. Please indicate your level of agreement with the following statements (use the 5-point scale, where 1 means “strongly disagree” and 5 means “strongly agree”).

	Total 40th General Election AVERAGE SCORE OUT OF 5	Total 40th General Election SUM OF AGREE & STRONGLY AGREE	Total 39th General Election SUM OF AGREE & STRONGLY AGREE
Q81. Overall, being a community relations officer was a positive experience.	4.57	93%	88%
Q83. Overall, the Community Relations Officer Program was helpful in raising awareness about the electoral process within your target groups.	4.38	87%	??
Q82. If you were offered the position of community relations officer in the future, you would accept it	4.37	83%	85%

Potential Improvements to the Outreach Activities

- In order to improve the outreach activities, respondents suggested to create material that is more adapted to target groups (12%). Respondents would like promotional material to arrive sooner (7%) and outreach activities should be conducted on location (7%).
- Respondents would like to see more media promotion (6%) and improved promotional material (6%).
- Outreach activities should be conducted sooner and more often (6%) along with an increase in community involvement (5%).
- One in ten CROs (10%) consider the outreach activities to be fine as is.

Q84. What could Elections Canada do to improve its outreach activities? (n=217)

MULTIPLE ANSWERS ALLOWED Base: Respondents who provided comments

	Total 40th General Election	Total 39th General Election
Material better designed for target groups (in their own language, youth oriented...)	12%	--
Nothing / Fine as is	10%	7%
Promo material provided in a timely manner / sooner	7%	--
Reach target groups on location (mosques, temples, schools, etc...) / Focus on schools	7%	5%
More media promotion	6%	24%
Improve promo material (design, layout)	6%	--
Do outreach more often / More time allowed for conducting outreach activities / start outreaching sooner	6%	6%
Community involvement / Contact community organizations / improve contact with target groups	5%	8%

Potential Improvements to the Outreach Activities (cont'd)

- The following table presents other potential improvements that could improve outreach activities. These suggestions represent less than 5% of overall improvements evoked.

Q84. What could Elections Canada do to improve its outreach activities? (n=217)
MULTIPLE ANSWERS ALLOWED Base: Respondents who provided comments

	Total 40th General Election	Total 39th General Election
Material available in sufficient quantities	4%	--
Provide a contact list (community organizations, etc...)	4%	--
Permanent work with community / target groups (not just during the elections)	4%	--
More online activities / computer integration	3%	--
More / better training	3%	--
Hire more staff / students / More resources (personnel, information,...)	3%	5%
Better / more material	2%	9%
Increase travelling allowance	1%	--
More guidelines	1%	--
Provide the polling list in order to contact target group directly	1%	--
More hours / time	--	7%
Have more access to information	--	6%
Find good CRO for each region	--	6%
School curriculum should include election information	--	5%
Target youth	--	11%
Other	16%	11%

Elements of the Outreach Activities that should be Reviewed or Modified

- Respondents were asked to identify elements of the outreach program that should be reviewed or modified and the primary area they would like to see addressed is the number of hours to conduct the activities (11%) followed by better material adapted to target populations (10%) and better training (8%).
- Other key elements mentioned by respondents: more advertisement and visibility (7%), more promotional material (6%) and more guidelines and information to conduct outreach activities (5%).
- Nearly one in five respondents (17%) think the outreach activities are fine as is.

Q85. Which aspects of the Community Relations Officer Program do you think that need to be reviewed or modified? (n=170) MULTIPLE ANSWERS ALLOWED
Base : Respondents who provided comments

	Total 40th General Election	Total 39th General Election
Nothing / Fine as is	17%	12%
Increase the hours / more time	11%	12%
Better materials / More adapted tools / information for target groups / more specific	10%	10%
Better / more training	8%	--
More publicity in the media / more visibility on location	7%	4%
More promotional material (quantities, diversity)	6%	--
Provide more information / Provide an outreach plan / more guidelines	5%	10%

Elements of the Outreach Activities that should be Reviewed or Modified (cont'd)

- The following table below shows other elements that respondents feel should be modified or reviewed. All of them represent less than 5% of the suggestions given.

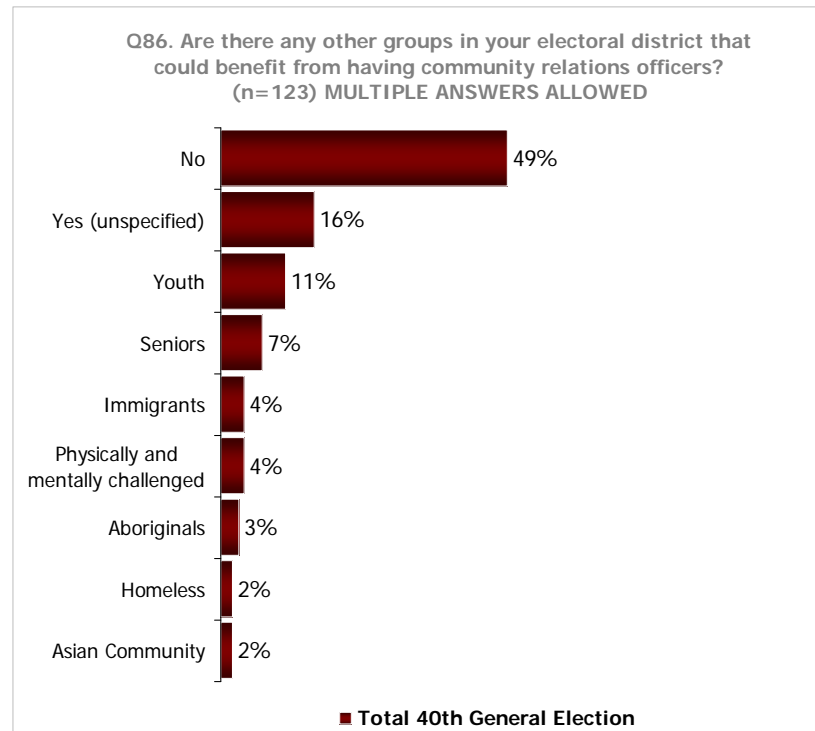
Q85. Which aspects of the Community Relations Officer Program do you think that need to be reviewed or modified? (n=170) MULTIPLE ANSWERS ALLOWED

Base : Respondents who provided comments

	Total 40th General Election	Total 39th General Election
More budget / resources	4%	--
Receive information materials sooner	3%	4%
More meetings / teaming CROs	3%	--
The outreaching should be permanent	3%	--
Target specific groups through internet / interactive tools	2%	--
A more dynamic / proactive approach	2%	--
Get more involved with youth and other target groups 08	2%	4%
Increase salary / Better wages	1%	4%
Audio-visual support / tools	1%	--
Better coordination	--	10%
Description of role	--	8%
Posters specific to youth	--	5%
Encourage education about elections	--	4%
Other	14%	11%

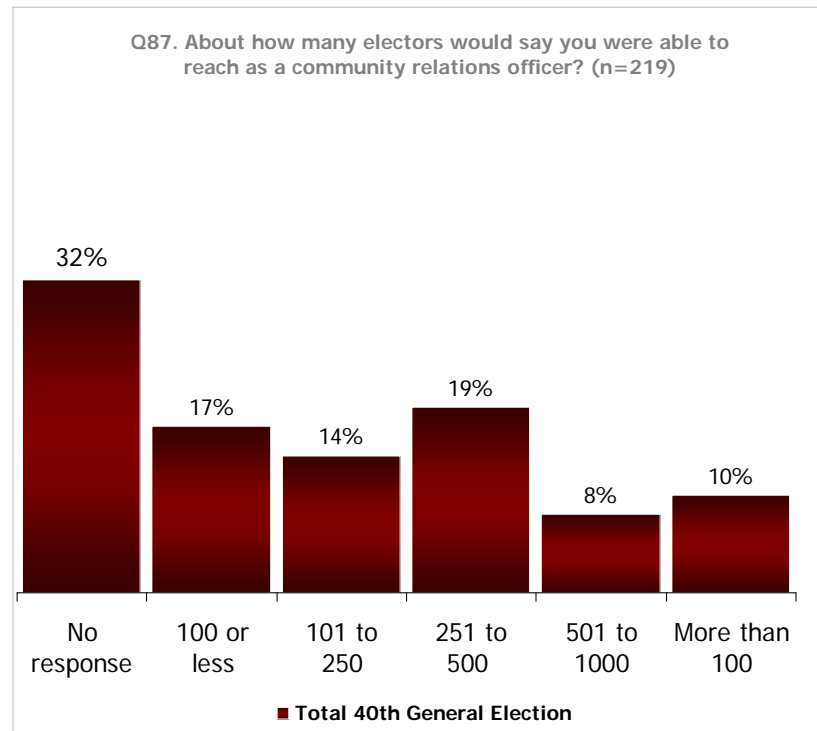
Groups Who Could Benefit from a CRO

- Generally speaking, half of those who responded (49%) don't feel any other groups in their electoral district would have benefited from having a CRO.
- One in ten respondents (11%) felt the youth community would have benefited from a CRO, 7% thought a CRO could have made a difference with seniors, 4% for immigrants and disabled electors, 3% for Aboriginal voters and 2% for homeless electors and the Asian community.
- Nearly one in five respondents (16%) stated that some other group would have benefited, but without providing any additional information.



Number of Electors Reached as a CRO

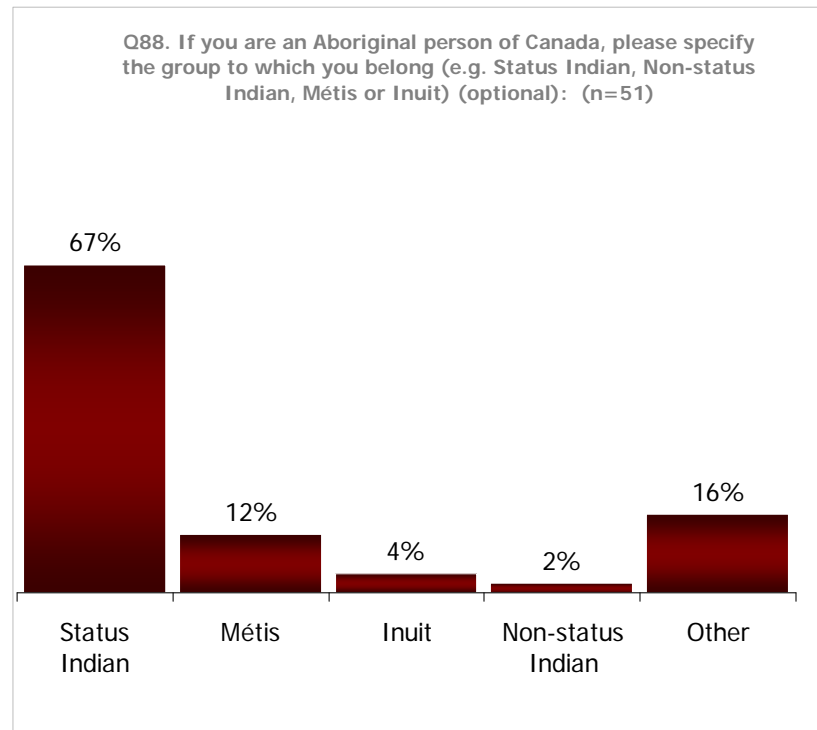
- On average, CROs believe that over 600 people were reached as a result of the CROs work.
- One-third of those surveyed (32%) indicated that no one was reached as a result of the CROs work.



Part F : Profile

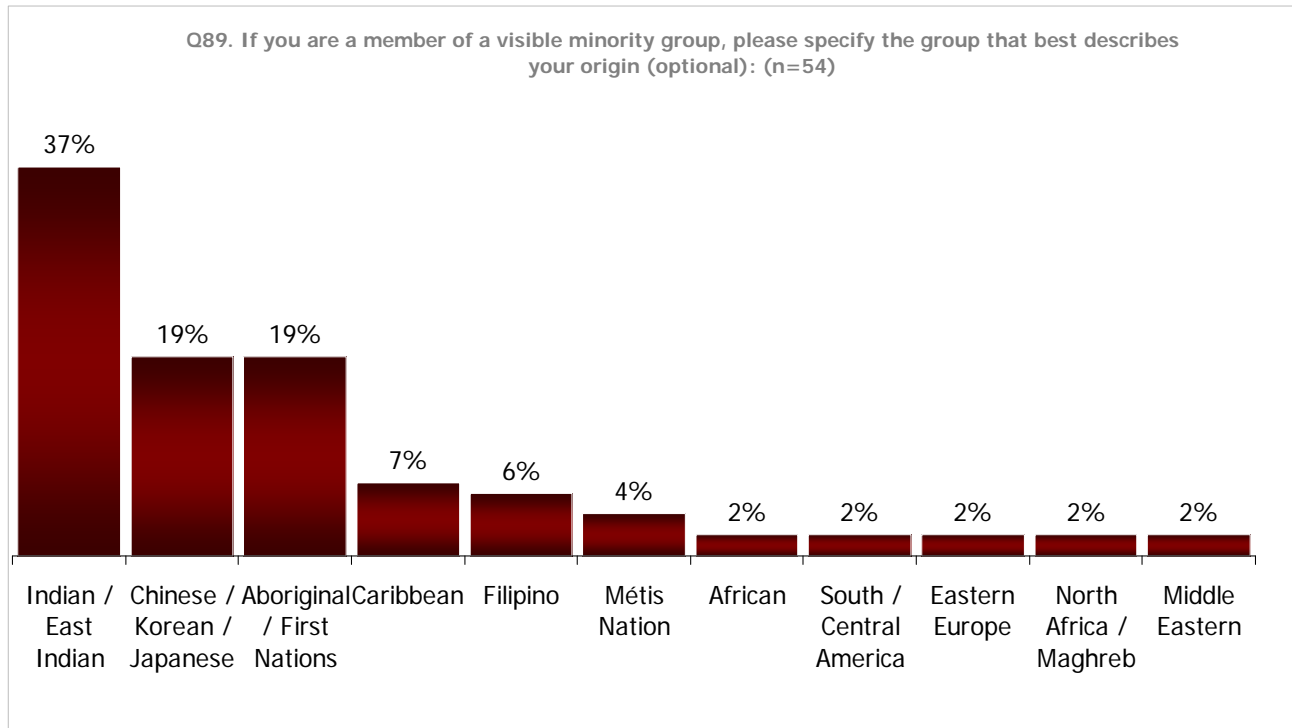
Aboriginal Groups

- Two-thirds of those surveyed mentioned they were a Status Indian (67%), 12% Métis, 4% Inuit, 2% non-status Indian and 16% indicated another group.



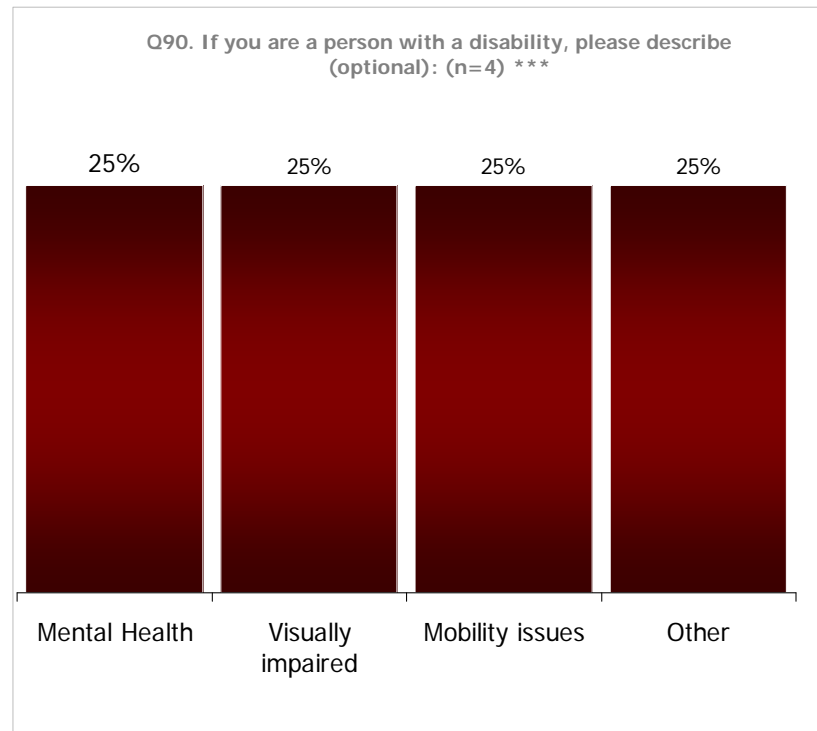
Visible Minorities

- Respondents were from various ethnic backgrounds. From East Indian (37%), to Asian (19%), to members of First Nations (19%) many different ethno-cultural communities were represented among CROs.



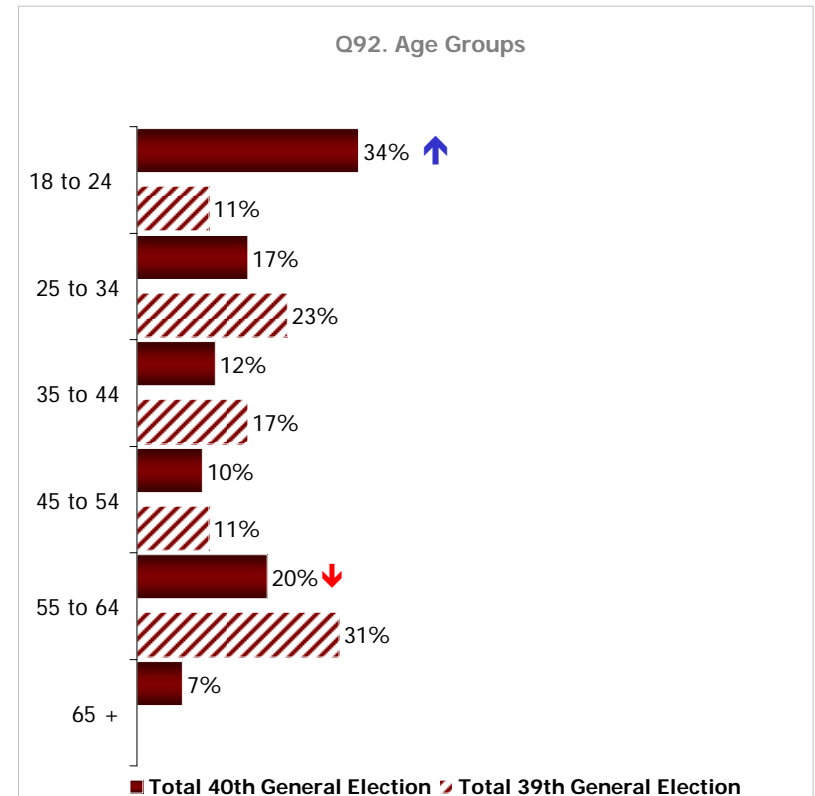
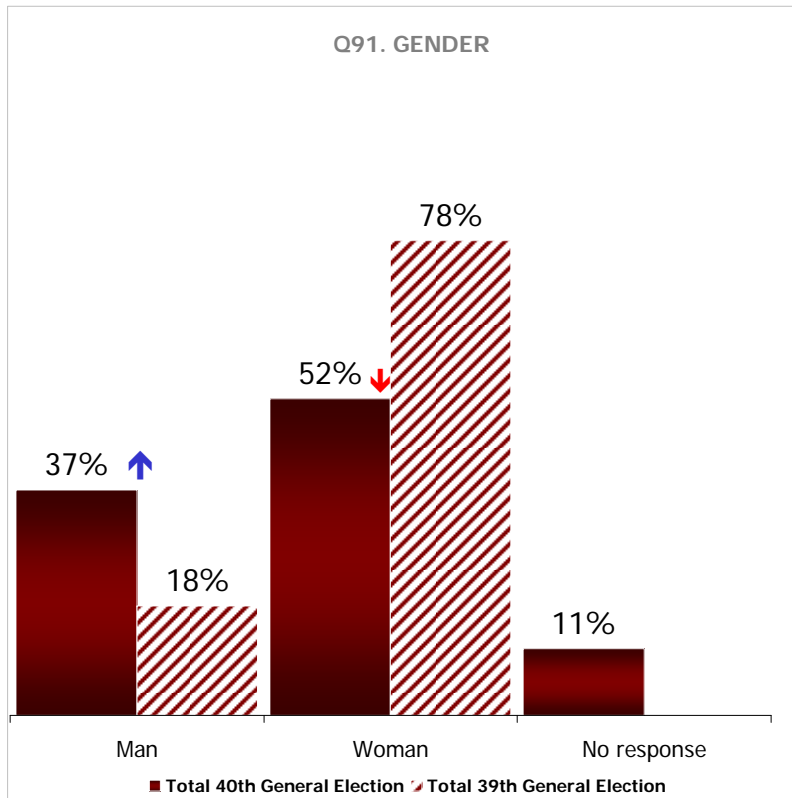
People with Disabilities

- Four respondents identified themselves as a person with a disability. This information is presented for informational purposes and carries no statistical weight due to the small sample size.



Gender and Age of CROs

- Overall, 37% of the CROs surveyed were men, while 52% of them were women. One in ten respondents did not answer (11%).
- One-third of the CROs (34%) were between the ages of 18 and 24, three out of ten respondents were between the ages of 25 and 44 (29%), and more than one-third were over the age of 45 (37%).



Languages Known among CROs

- Since several communities were present, many various ethno-cultural communities were represented by a member of their respective communities.
- English (89%), French (40%), Spanish (10%), Mandarin (6%), Cantonese (5%), Hindi (5%) and Punjabi (5%).

Q93. Please indicate the languages in which you can communicate effectively:
Base : Respondents who know additional languages

	Speak AND/OR Write AND/OR Read
English	89%
French	40%
Spanish	10%
Mandarin	6%
Cantonese	5%
Hindi	5%
Punjabi	5%
Gujarati	3%
Arabic	2%
Mic Mac /MigMag	2%
Ojibwa	2%
Urdu	2%
Cree	2%
Creole	2%
German	1%
Italian	1%
Bengali	1%
Japanese	1%
Tagalog / Filipino	1%
Russian	1%
Swahili	1%
Ukrainian	1%
Polish	1%
Other	5%