



Elections Canada – Dominance-Convergence

March 18, 2009 – Revised Report

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Background, Objectives and Methodology

Background and Objectives

- Through a diversified media plan, Elections Canada informed Canadians about the federal elections that took place on October 14, 2008.
 - The media plan included print, radio, television, cinema, Internet, direct marketing, and public relations.
- The objective of the research was to measure the effectiveness of Elections Canada media campaign surrounding the last federal elections, as it pertains to communication objectives, in order to refine strategies and optimize the media budget allocation for future federal elections.
 - Communication objectives: increase public understanding and awareness of the electoral process and Elections Canada's role in managing that process. This includes information pertaining to the new identification measures to vote.
 - To reach the aforementioned objective, Impact Research conducted a derivative of its Dominance-Convergence research tool.
 - Dominance Convergence is a research tool designed to:
 - Measure the contribution of various communications efforts to an organization's position in the marketplace
 - Forecast the growth, maintenance or erosion of market share.

Objectives and Elements Measured

- The elements measured were:
 - Awareness of Elections Canada
 - Contact with Elections Canada
 - Opinion of Elections Canada
 - Different sources of awareness:
 - Awareness of the day of the vote
 - Awareness of where and when to vote
 - Awareness of voter ID requirements
 - Awareness of advanced polls
 - Sponsor (where/how the information was learnt)
 - Relative influence of various communication channels
 - Profile : age, education, gender, language, region, income, vote at the last federal election

Methodology

Data collection

- Data collection was conducted by telephone surveys – October 16 – November 7, 2008.
- Interviews were administered by bilingual interviewers from Montreal.
- To be eligible, respondents had to identify themselves as Canadian citizens aged 18 years old or more.
 - 45 respondents were excluded from the sample because they were non-eligible voters.
- Respondents are from all across Canada (with a representative sample of the different provinces and territories).
- Those not aware of the federal elections on October 14 were weeded out.
 - 42 respondents were excluded from the sample because they were not aware of the recently past election

Weighting

- Data were weighted according to age, gender and voter turnout.

Questionnaire specifics

- The questionnaire was developed by Impact Research in collaboration with Elections Canada. Impact Research was responsible for data collection, tabulation and reporting.

Margin of error

- The maximal margin of error for a sample of 1,011 is 3.1% at a confidence level of 95%. Where statistical tests indicate that there are significant differences between numbers, it means that 19 times out of 20 (95%), the difference observed between two numbers is due to a real difference in the population and not to a sampling error.

Methodology

Explaining significant differences

- In charts, lowercase letters (in red) indicate a significant difference at a confidence level of 95% between two results.
- In the chart below, only one significant difference is observed: between those who voted and those who did not. The letter “i” beside the number 27 indicate that this score is significantly greater than the number 15 located under the column “i”.

	Total (n=1,011)	Atlantic (n=72) a	Québec (n=245) b	Ontario (n=388) c	West (n=306) d		18 -24 (n=97) e	25 -44 (n=317) f	45+ (n=584) g		Voted (n=829) h	No Vote (n=168) i
	%	%	%	%	%		%	%	%		%	%
Elections Canada	22	26	19	23	21		24	25	19		27 ⁱ	15

The proportion of those who mentioned Elections Canada is greater amongst those who voted (27% vs. 15%).



Conclusions and Recommendations

Conclusions

1. A greater proportion of Canadians spontaneously linked Elections Canada to the communication they saw during the last federal campaign (average: 35%) than were able to mention it as the organization responsible for managing the electoral process (21%). This translates into a positive ROI (Return on Investments) for Elections Canada.
2. General **Media coverage** (31%) and **Direct marketing** (29%) are the two most impactful sources of information pertaining to the electoral process as its been defined in this study. **Advertising** in general (including direct marketing) accounted for slightly more than 50% of mentions.
3. Among all communication channels mentioned as sources of information, **Direct marketing** and **Newspaper advertising** are most linked to Elections Canada whereas **Television advertising** was most cost-efficient at achieving this link.

Recommendations

Problem / Hypothesis

- The objective of the research was to provide Elections Canada with additional tools to refine strategies and optimize the media budget allocation for future federal elections.

Solutions

- The Dominance-convergence conducted following the October 14th federal elections provide some directions as to which decisions should be made in the future. All suggested solutions are in the context of an electoral campaign.
1. Election after election, the VIC is the anchor to which voters can relate, on which they can find all the information needed. Continue to use the VIC as it is the most recognized and impactful component in the communication mix.

Recommendations

Solutions

2. Continue to use a multi-media approach
 - As much as the VIC is the franchise player, the supporting cast increases the number of touch points, raising the ad campaign reach and comprehension (C-31) as well as voters intentions (Source: Impact Research post-test analysis of three Quebec by-elections held in 2007 (St-Hyacinthe Bagot, Outremont, Roberval / Lac St-Jean).
 - As a downfall of using the same format over and over, new information added to the VIC may go unnoticed. In that regard, the use of complementary media can raise voters attention to that new information as well as raise attention to the new information provided on the VIC.
3. Reevaluate the importance of a Phase 1 to promote the day of the vote.
 - Concentrating nearer the day of the vote may be sufficient given this piece of information is relayed to the population by extended media coverage (see p.33)
4. Capitalize on the reported strength of Media coverage as a the primary source of information by fielding a heightened public relations program that is well-monitored so as to ensure the information relayed to the population is correct and the electoral process is well represented.



The Dominance-Convergence

Reading the Dominance-Convergence Graph

- The Dominance-Convergence graph displays results for the most importantly perceived “media” activities surrounding the voting process:
 - Direct Marketing, television ads, newspaper ads, radio ads, media coverage, and word of mouth

Selection of each ring: Only the “media” that were mentioned most often were chosen to be displayed on the Dominance-Convergence graph. Consequently, even though Elections Canada advertised in movie theatres, only a few eligible voters mentioned having heard about the voting process through that communication channel.

How to read the Dominance-Convergence?

- Within each ring: Each ring is split in various colors according to the weight of each sponsor within the “media”. Scores for each sponsor is the average score for all four aspects of communication measured.
- The colors: Each color is associated with a “sponsor”.
 - Red: Elections Canada
 - Green: Government
 - Blue: Political parties
 - Lavender: Media
 - Orange: Specific candidates
 - Grey: Do not know
- Bull’s eye: The bull’s eye displays results to the awareness question – Q2
- The outer ring / Dominance-Convergence: The outer ring displays Q11 results → which is the same question as Q2.
- Width of the Bull’s eye and the outer ring (Dominance-Convergence) are pre-determined.
- ➔ All results in the Dominance-Convergence are on a Mention-based which means that proportions are calculated on total mentions as opposed to the number of respondents.

Reading the Dominance-Convergence Graph

➔ The influence of each “media” is reflected in the width of each ring of the Dominance-Convergence graph.

Weighting of “media” factors: The influence of each “media” (direct marketing, television, newspaper, radio, and media coverage, other) is determined by the proportional weight these elements have on all four aspects of communication combined (date of the vote, advanced voting, where and when to vote, voter ID requirements).

- Scores in the chart below represent the actual importance of each “media”:

Base: Total number of unaided mentions	Day of the vote	Where and when to vote	Voter ID Requirements	Advanced Voting Date	Average *
Direct marketing (DM)	26%	57%	38%	37%	29%
TV ads	11	1	6	5	8
Newspaper ads	6	4	5	5	6
Radio ads	4	1	3	3	4
Media coverage	41	14	24	19	31
Word of mouth	4	6	5	4	6
Other	8	17	19	27	16
Total	100%	100%	100%	100%	100%

With these results, the importance of DM as a communication channel is worth 29% of all channels used for informational purposes.

* Averages do not take into account duplicate mentions by individuals.

Understanding the Dominance-Convergence Graph

1. Most efficient communication activities in terms of reach (Largest rings)

→ Media coverage and Direct marketing

- Media coverage including any form of news report on traditional media as well as on the Internet account for 31% of all mentions whereas direct marketing account for 29%. Both communication activities account for 60% of all mentions. Television ads (8%), newspaper ads (6%), word of mouth (6%) and radio ads (4%) are the other posted “media”.

2. Most successful communication activities in terms of Sponsor ID

→ Newspaper ads and Direct marketing

- Amongst those who recall newspapers ads, 39% of all mentions referred to Elections Canada as the sponsor. A similar score (38%) was observed for direct marketing.
- *Note: The question about the sponsor was not asked of those whose source was media coverage or word of mouth. That is why there is only one color within those two rings.*

→ Interestingly, a lot of respondents associate political parties (blue) / specific candidates (orange) to the electoral process.

3. Awareness vs. Sponsor ID

- For each communication advertising activities displayed in the graph (DM, TV / newspaper / radio ads), Elections Canada obtained a higher sponsor ID (indicated by the red stripes) than the overall awareness (bull's eye) which is indicative of a potential increase in unaided awareness of Elections Canada in the future.

4. Other considerations

- The first row of proportions on the Dominance-Convergence (Voting process; relative importance of communication channels): The proportions indicate the relative importance of each communication activities.
- The chart at the bottom of the Dominance-Convergence (Perceptual Market Shares): Perceptual market share OR Sponsor ID for each communication activities.

Executive Summary

- The chart below compares efficiency ratios of levels of recall / sponsor ID of the Dominance-Convergence to the costs of each communication activities.
- Two efficiency ratios were calculated: 1) costs of one recall point and 2) costs of one recall-sponsor ID point which is the proportion of mentions that refer to the media AND which are associated to Elections Canada.
 - According to both efficiency scores, TV is the most efficient media. Each percentage point of recall cost \$161,428, close to one-quarter less than that of newspaper or radio.
 - Newspaper proves to be more efficient than radio when sponsor ID is considered (\$1.5M vs. \$2M)

Communication activities	Media Costs	Recall	Efficiency of recall (costs per percentage point)	Recall + Sponsor ID	Efficiency of combo (recall + sponsor ID)
Direct marketing	n/a	29%	n/a	11%	n/a
Television ads	\$1,291,426	8%	\$161,428	2.5%	\$516,570
Newspaper ads	\$2,400,350	6%	\$580,014	2.3%	\$1,513,080
Radio ads	\$3,480,085	4%	\$600,087	1.2%	\$2,000,292
Media coverage	n/a	31%	n/a	n/a	n/a

Note: Media costs do not include the development of the ads.



Profile

Profile

	Total (n=1,011)		Total (n=1,011)		Total (n=1,011)
Language	%	Gender	%	Income (Q22)	%
English	75	Male	50	Less than \$20,000	7
French	25	Female	50	Between \$20,000 and \$39,999	14
Education (Q20)		Age (Q21)		Between \$40,000 and \$59,999	16
Elementary	3	18 to 24	15	Between \$60,000 and \$79,999	14
High school	35	25 to 34	17	Between \$80,000 and \$99,999	10
College or CEGEP	27	35 to 44	20	More than \$100,000	17
University	31	45 to 64	32	I prefer not to answer	22
I don't know	4	65 or more	15	Vote during the last federal elections (Q19)	%
Region		Refusal	1	Yes	57
Atlantic	7	<i>Mean</i>	45 yrs	No	42
Québec	24			I prefer not to answer	1
Ontario	39				
West of Canada	30				

Data were weighted according to age, gender and voter turnout.

Base: All respondents (n=1,011)



Survey results



Awareness and Points of Contact with Elections Canada

Awareness and Familiarity with Elections Canada

Awareness level of Elections Canada

- Overall, 90% had heard of Elections Canada prior to the survey.
 - Aided awareness level is greater amongst those 25 years or older (92%+), amongst those with a household income above \$60,000 (96% vs. 87%), amongst those who voted (95% vs. 86%), as well as amongst those residing west of Ontario (95% vs. below 90%).

Opinion of Elections Canada

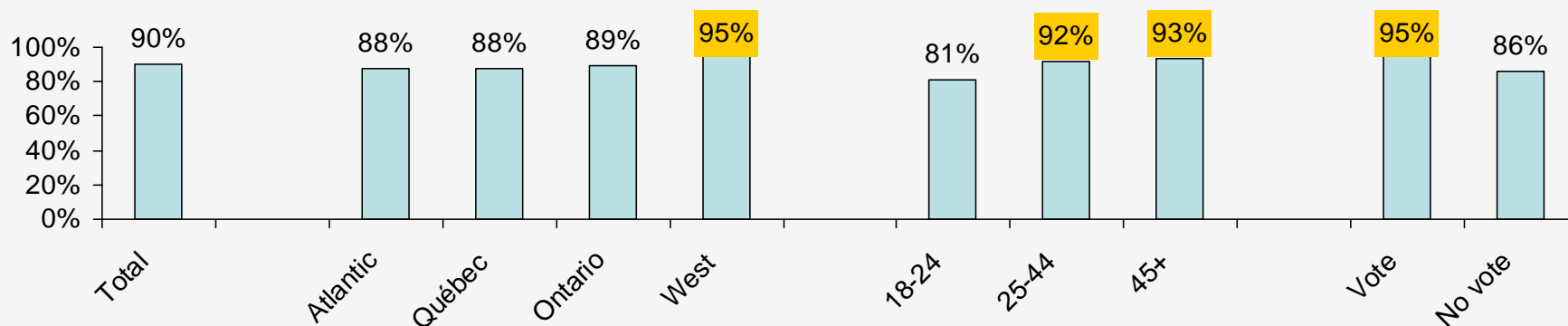
- Opinion of Elections Canada is rather low. On a 10-point scale, average opinion score sits at 6.6.
 - Overall, opinion towards Elections Canada is more favourable amongst 18-24 (7.1 vs. 6.7 or lower), those with a university degree (7.0 vs. 6.5), and amongst those who voted (7.0 vs. 6.1).

Points of contact with Elections Canada

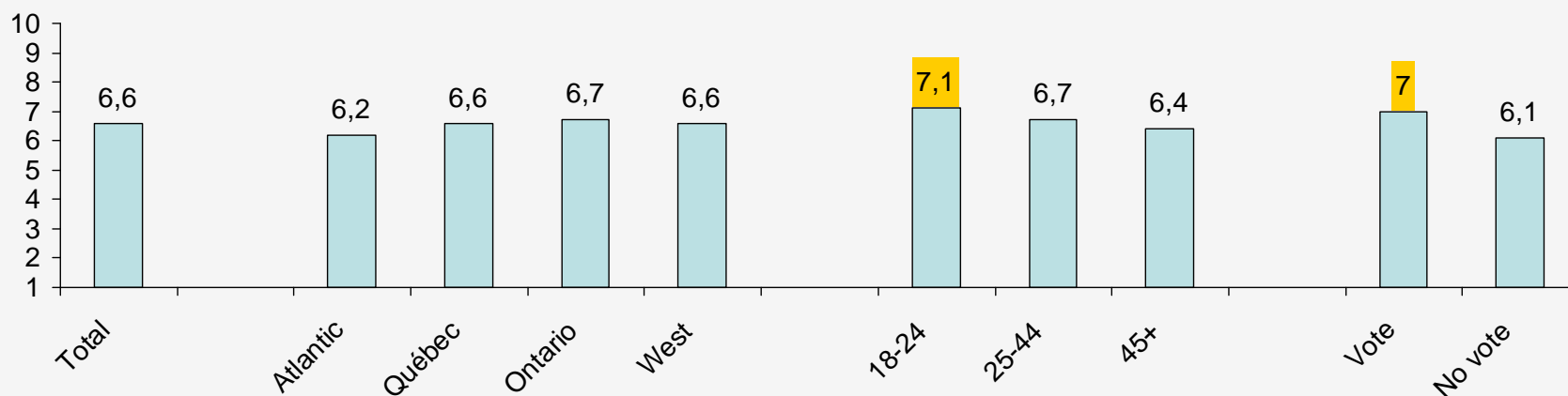
- Amongst those who had heard of Elections Canada...
 - 9% claimed to have contacted the organisation during the recent election (October 14, 2008). The proportion is lowest in Atlantic Canada (1%). Surprisingly, the proportion is comparable whether or not the respondent voted.
 - Most of those who contacted Elections Canada did it via the telephone (66%).
 - 11% visited Elections Canada website during the last election. The proportion is greater amongst those with a university degree (15% vs. 8%) and those who voted (12% vs. 7%). The visit rate decreases with age (21% amongst 18-24, 13% amongst the 25-44, and 5% amongst the 45 and over).

Aided Awareness and Opinion of Elections Canada

Q14: Had you ever heard of Elections Canada?



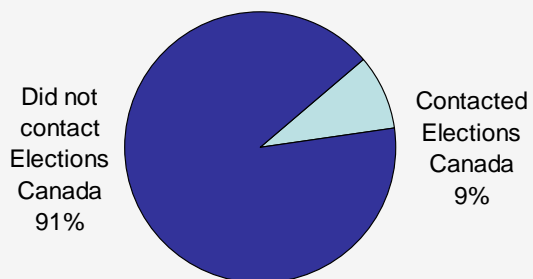
Q18: Using a 10-point scale, where 1 means very negative and 10 means very positive, what is your opinion of Elections Canada?



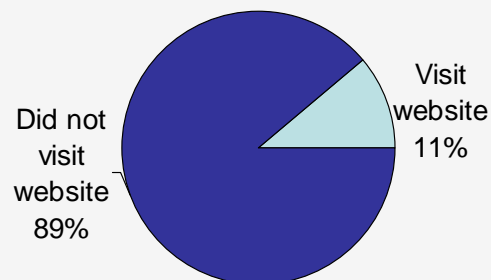
Base: All respondents (n=1,011)

Points of Contact with Elections Canada

Q15: Did you contact Elections Canada during the recent election?



Q17: Did you visit www.elections.ca, that is Elections Canada's web site during the recent federal election?



Q16: How did you contact them?

	Total (n=84)
	%
By telephone	66
Face to face	13
By email	13
By mail	9
Via their website	5
I don't know	4

Base: Respondents aware of Elections Canada (n=937)



Association of Elections Canada with Voting Process

Association of Elections Canada with the Voting Process

- Close to half of all mentions are not associated to any organisation linked with the information surrounding the voting process (date, time and place to vote, voter ID requirements).
- With 21% of all mentions, Elections Canada is the organization that received the highest number of mentions when eligible voters think about information on the voting process. Overall, 18% of all mentions refer to “political parties”, 6% to the government, and another 4% for a specific candidate.
- The unaided awareness of Elections Canada is greater amongst those who voted (26% vs. 15%).
- Once all the specific questions related to the day of the vote, the time and place to vote, the information regarding advanced polls (Q3-Q10), voter ID requirements are asked, Elections Canada awareness level jumped from 21% to 29%.
 - The awareness level increased in Ontario and in the West.

Unaided Association with Organisation in Charge of Voting Process

Q2: Who or which organization first comes to mind when you think about information on the voting process? By that I mean the date, time and place to vote, the means with which to identify yourself at the polls, or any other information related to the electoral process. Are there any other sources? **(TOTAL MENTIONS)**

	Total (n=1,011)	Atlantic (n=72) a	Québec (n=245) b	Ontario (n=388) c	West (n=306) d		18 -24 (n=97) e	25 -44 (n=317) f	45+ (n=584) g		Voted (n=829) h	No Vote (n=168) i
	%	%	%	%	%		%	%	%		%	%
Elections Canada	21	22	18	22	22		22	24	19		26 ⁱ	15
Political Party	18	20	17	18	17		12	20	18		19	15
Government	6	5	7	6	7		8	7	5		7	6
A candidate	4	2	3	5	3		4	3	4		3	4
Other	7	7	2	6	11		11	6	6		8	5
I don't know	44	44	53 ^{cd}	43	40		43	40	48 ^f		37	55 ^h

Base: All respondents (n=1,011)

Dominance Convergence – Semi-Aided Association with Organisation in Charge of Voting Process

Q11: From whom or which organisation did you hear the most during the last federal elections concerning the voting process? By that I mean all the activity we just spoke about: the date of the federal election, the date for advanced voting, the location and opening hours of your polling station as well as the necessary identification needed to vote. Are there any other sources? **(TOTAL MENTIONS)**

	Total (n=1,011)	Atlantic (n=72) a	Québec (n=245) b	Ontario (n=388) c	West (n=306) d		18 -24 (n=97) e	25 -44 (n=317) f	45+ (n=584) g		Voted (n=829) h	No Vote (n=168) i
	%	%	%	%	%		%	%	%		%	%
Elections Canada	29	32	22	31 ^b	31 ^b		27	34 ^g	27		33 ⁱ	24
Political Party	17	19	32 ^{abd}	14	11		16	18	17		17	17
Government	6	6	4	6	6		9	4	6		6	5
A candidate	4	1	2	5	4		2	3	5		4	3
Other	14	15	5	14	13		15	16	12		16	14
I don't know	30	27	35 ^r	30	25		31	25	33 ^f		24	37 ^h

Base: All respondents (n=1,011)



Various Elements of the Voting Process

- Advanced Voting
- Day of the Vote
- When and Where
- Voter ID Requirement

Information About the Voting Process

Source of awareness – Direct marketing, the key ingredient

- For the four elements of the voting process measured in the survey (advanced voting, date of the vote, when and where to vote, and voter ID requirements), advertising was key. In all four cases, more than 50% of all mentions referred to advertising under various forms.
- Media coverage (which excludes word of mouth) was also important, although to a lesser extent. Between 14% (when and where to vote) and 41% (date of the vote) of all mentions referred to media coverage. Hence, media coverage was most successful in communicating the date of the vote.
 - Amongst the different **advertising** elements mentioned, direct marketing (which includes VIC, Reminder Card, brochures in general) was clearly the strongest. Direct Marketing scores ranged from 26% of all mentions (date of the vote) to 57% (when and where to vote).

Sponsors

- Those who mentioned having heard of at least one of the four elements of the voting process measured (advanced voting, date of the vote, when and where to vote and voter ID requirements) via some form of advertising, were asked to mention who the sponsor(s) of the ad(s) was(were).
 - Elections Canada consistently came out on top. Sponsor ID for Elections Canada ranged from 29% (date of the vote) to 38% (when and where to vote).
 - The “government” was mentioned by between 10% and 12% and political parties (in general or a specific party) by between 4% and 12%.
- ➔ It is important to note that the proportion of those not able to mention a single sponsor was high for all four measures of the voting process (between 40% and 44%).

Reading Notes

For questions 3-5-7-9, mentions are divided in two main categories: 1) Advertising and 2) Media coverage and word of mouth.

1) **Advertising includes a) Media advertising and b) Non-media advertising**

a) Media advertising includes all media that can be attributed to Elections Canada

- Direct marketing (Voter Information Card (or VIC), Reminder Card, and what was categorized as “brochure / flyer”)
- Newspaper ads
- Television ads
- Radio ads
- Cinema ads
- Internet / banner ads

b) Political advertising includes all media that cannot be associated with Elections Canada.

- Political ads
- Outdoor posters
- Telephone calls from candidates

2) **Media coverage and word of mouth includes all types non-officially sponsored information (television shows and newscast, newspaper and magazines, Internet) and word of mouth (live or indirect such as Internet blogs and postings).**

Awareness About Advanced Voting

Q3: Where did you get your information about the dates for advanced voting? Were there any other sources? (TOTAL MENTIONS)

<i>All respondents Base: All mentions (1,309 in total)</i>	Total (n=1,011)	Atlantic (n=72) a	Québec (n=245) b	Ontario (n=388) c	West (n=306) d		18 -24 (n=97) e	25 -44 (n=317) f	45+ (n=584) g		Voted (n=829) h	No Vote (n=168) i
	%	%	%	%	%		%	%	%		%	%
Advertising	53	68 ^{bcd}	55	55 ^d	46		52	52	54		59 ⁱ	47
Media advertising	51	65 ^{bd}	51	53 ^d	43		46	50	53		56 ⁱ	44
Direct mail	37	50 ^{bd}	33	40 ^d	32		35	36	38		42 ⁱ	30
VIC (DM)	29	39 ^b	24	33 ^b	27		23	29	32		34 ⁱ	23
Newspaper advertising	5	4	6	5	5		2	4	7 ^{ef}		7 ⁱ	3
TV advertising	5	5	7	4	4		2	6 ^e	5 ^e		4	6
Brochure/flyer (DM)	4	8	6 ^r	4	2		5	5	3		4	5
Reminder card (DM)	3	4	4	4	3		7	3	3		4	2
Radio advertising	3	3	4	3	2		2	3	3		3	3
Political advertising	3	3	4	2	3		7 ^g	3	3		2	3
Outdoor posters	2	3	4 ^c	1	2		7 ^g	2	1		2	3
Media coverage + WOM	23	23	18	22	28 ^b		22	23	23		21	24
TV news	8	8	7	7	9		8	7	8		6	9
Newspapers articles	5	4	2	4	8 ^{bc}		1	4 ^e	6 ^b		6 ⁱ	3
Radio news	5	5	2	4	8 ^b		7	4	5		5	4
Word of mouth	4	4	5	5	2		5	5	3		2	6 ^h
I don't know	8	1	12 ^a	7 ^o	9 ^a		3	9 ^e	9 ^e		7	9

Awareness About Advanced Voting – Sponsor(s)

Q4: Where did you get your information about the dates for advanced voting? Were there any other sources?
(TOTAL MENTIONS)

	Total (n=605)	Atlantic (n=56) a	Québec (n=147) b	Ontario (n=239) c	West (n=164) d		18 -24 (n=56) e	25 -44 (n=182) f	45+ (n=358) g		Voted (n=517) h	No Vote (n=85) i
	%	%	%	%	%		%	%	%		%	%
Elections Canada	35	37	28	34	42^b		44	34	33		37	33
Government	12	13	8	13	15		18	13	10		12	13
Political party	8	13	7	6	8		11	9	5		5	11
I don't know	41	34	53 ^{ad}	41	33		25	38	48 ^{ef}		42	39

Respondents who answered Q4: Those who mentioned “advertising” in any form to the previous questions
Base: All mentions (n=656)

Date of the Vote

Q5: Where did you get information about the date of the election, that is October 14th? Were there any other sources? (TOTAL MENTIONS)

All respondents, Base: All mentions (1,784 in total)	Total (n=1,011)	Atlantic (n=72) a	Québec (n=245) b	Ontario (n=388) c	West (n=306) d		18 -24 (n=97) e	25 -44 (n=317) f	45+ (n=584) g		Voted (n=829) h	No Vote (n=168) i
	%	%	%	%	%		%	%	%		%	%
Advertising	52	57 ^r	62 ^{cd}	52 ^d	43		51	52	51		54	48
Media advertising	48	54 ^r	57 ^{cd}	48 ^d	40		46	48	48		52 ⁱ	43
Direct mail	26	35 ^r	24	29 ^d	40		26	27	24		27	23
VIC (DM)	21	29 ^r	19	24	18		18	23	21		23 ⁱ	18
Brochure/flyer (DM)	3	3	3 ^d	3 ^d	1		4	2	2		2	4
TV advertising	11	7	18 ^{acd}	8	10		10	11	11		10	12
Newspaper advertising	6	5	6	7	7		6	5	8 ^f		8 ⁱ	4
Radio advertising	4	7	7 ^{cd}	3	3		1	4 ^e	5 ^e		5 ⁱ	3
Political advertising	4	3	5	4	2		5	4	3		2	6 ^h
Outdoor posters	3	3	4	2	2		5	2	2		2	4
Media coverage + WOM	45	43	32	46 ^b	54 ^{bc}		41	47	46		45	45
TV news	22	16	19	23	25 ^{ab}		16	25 ^e	22		21	24
Newspaper article	9	10	7	7	11 ^{bc}		6	7	11 ^{ef}		10 ⁱ	6
Radio news	8	7	2	10 ^b	10 ^b		5	9	8		9	7
Word of mouth	4	7	3	4	4		6	4	3		2	6 ^h
I don't know	3	-	6 ^e	2	3		9 ^{fg}	2	3 ^f		1	6 ^h

Date of the Vote – Sponsor(s)

Q6: Do you remember who produced this information that you saw (or heard)? (TOTAL MENTIONS)

	Total (n=706)	Atlantic (n=54) a	Québec (n=191) b	Ontario (n=271) c	West (n=190) d		18 -24 (n=67) e	25 -44 (n=228) f	45+ (n=398) g		Voted (n=598) h	No Vote (n=101) i
	%	%	%	%	%		%	%	%		%	%
Elections Canada	29	30	22	32^b	30		31	31	28		31	26
Political party	12	16	10	11	13		13	13	10		9	16
Government	10	7	6	12	12		13	10	9		11	8
A candidate	5	7	6	5	4		8	7 ^d	3		3	9
Media	3	2	3	4	3		1	4	4		4	3
I don't know	41	39	52 ^{cd}	36	38		34	36	46 ^f		41	39

Respondents who answered Q6: Those who mentioned “advertising” in any form to the previous questions
Base: All mentions (n=793)

Where and When to Vote

Q7: Where did you get information about voting location and hours? Were there any other sources? (TOTAL MENTIONS)

<i>All respondents</i> <i>Base: All mentions</i> <i>(1,236 in total)</i>	Total (n=1,011)	Atlantic (n=72) a	Québec (n=245) b	Ontario (n=388) c	West (n=306) d		18 -24 (n=97) e	25 -44 (n=317) f	45+ (n=584) g		Voted (n=829) h	No Vote (n=168) i
	%	%	%	%	%		%	%	%		%	%
Advertising	69	73	71	69	65		54	76 ^e	75 ^{ef}		78 ⁱ	56
Media advertising	65	69	65	66	62		49	64 ^e	70 ^e		75 ⁱ	51
Direct mail	57	60	60	57	55		39	58 ^e	53 ^e		67 ⁱ	44
VIC (DM)	48	50	47	48	49		29	49 ^e	55 ^e		57 ⁱ	36
Reminder card (DM)	5	6	6	5	4		5	6	5		5	5
Brochure/flyer (DM)	4	4	6 ^r	4	2		5	3	4		5	3
Newspapers advertising	4	4	3	5	4		5	3	5		5	4
Political advertising	4	4	6	3	3		5	3	4		3	5
Outdoor posters	3	3	6 ^{cd}	2	2		5	2	3		3	4
Media coverage + WOM	20	23	16	23	20		31 ^g	24 ^g	14		17	24 ^h
Word of mouth	6	4	7	6	6		12 ^g	7	4		4	8 ^h
Television news	5	6	3	6 ^b	3		6	6	3		4	6
Newspapers article	4	7 ^b	1	3 ^b	7 ^{bc}		4	4	5		5	4
Radio news	3	2	3	4 ^d	1		3	3	3		2	4
Internet	2	4	3	2	2		3	4 ^g	-		3	2
I don't know	11	4	13 ^a	8	15 ^{ac}		15	9	10		4	20 ^h

Where and When to Vote – Sponsor(s)

Q8: Do you remember who produced this information that you saw (or heard)? (TOTAL MENTIONS)

	Total (n=838)	Atlantic (n=61) a	Québec (n=210) b	Ontario (n=323) c	West (n=244) d		18 -24 (n=65) e	25 -44 (n=260) f	45+ (n=503) g		Voted (n=727) h	No Vote (n=104) i
	%	%	%	%	%		%	%	%		%	%
Elections Canada	38	32	33	36	44^b		33	40	37		40	33
Government	11	3	9	13 ^a	14		19	8	12		12	10
Political party	4	11	2	3	4		5	4	3		3	5
A candidate	3	10 ^b	1	2	4		7	4 ^g	1		3	4
I don't know	44	43	55 ^d	46 ^d	33		36	44	46		41	49

Respondents who answered Q8: Those who mentioned “advertising” in any form to the previous questions

Base: All mentions (n=835)

Voter ID Requirements

Q9: In order to vote in the last federal election, voters had to prove their identity and address. Where did you get your information about these new requirements? Were there any other sources? (TOTAL MENTIONS)

All respondents Base mentions: 1,408 in total	Total (n=1,011)	Atlantic (n=72) a	Québec (n=245) b	Ontario (n=388) c	West (n=306) d		18-24 (n=97) e	25-44 (n=317) f	45+ (n=584) g		Voted (n=829) h	No Vote (n=168) i
	%	%	%	%	%		%	%	%		%	%
Advertising	54	55	57	57	49		50	54	56		59 ⁱ	48
Media advertising	51	55	52	55 ^d	46		43	53	53 ^e		57 ⁱ	43
Direct mail	38	33	34	43 ^{bd}	35		34	37	39		42 ⁱ	31
VIC (DM)	30	24	26	34 ^b	29		24	29	32		34 ⁱ	24
Brochure/flyer (DM)	5	6	6	5	4		8	5	4		5	5
Reminder card (DM)	3	3	2	5	2		3	3	3		3	3
TV advertising	6	9	8 ^{cd}	4	4		4	8	5		6	5
Newspapers advertising	5	6	5	4	4		1	4	6 ^e		6 ⁱ	2
Radio advertising	3	5	4	3	3		4	3	3		3	4
Political advertising	3	-	5	2	3		7 ^f	1	3		2	4
Outdoor posters	3	-	5	2	3		7 ^f	1	2		2	4
Media coverage + WOM	29	32	22	27	36 ^{bc}		33	28	29		30	27
Television news	11	6	9	11	13		11	10	11		11	11
Radio news	6	7	4	6	7		6	6	6		6	6
Word of mouth	5	10	4	5	6		7	7	4		6	5
Newspapers article	5	9 ^b	3	5	7 ^b		4	3	7 ^f		6	4
At the voting office	2	2	4	2	2		1	4	2		3	2
Dnk about new measures	7	4	7	6	8		7	10 ^g	5		4	11 ^h
I don't know	7	7	7	7	7		8	5	8		4	12 ^h

Voter ID Requirements – Sponsor(s)

Q10: Do you remember who produced this information that you saw (or heard)? (TOTAL MENTIONS)

	Total (n=674)	Atlantic (n=49) a	Québec (n=170) b	Ontario (n=268) c	West (n=187) d		18 -24 (n=62) e	25 -44 (n=203) f	45+ (n=400) g		Voted (n=582) h	No Vote (n=86) i
	%	%	%	%	%		%	%	%		%	%
Elections Canada	37	38	31	37	43		39	41	35		42ⁱ	30
Government	12	6	8	13	15		17	10	12		13	10
Political party	6	12	5	6	6		14 ^g	5	4		5	8
A candidate	4	5	1	4	4		8	3	2		3	6
I don't know	40	38	53 ^{cd}	39	31		23	39 ^e	45 ^e		37	45

Respondents who answered Q10: Those who mentioned “advertising” in any form to the previous questions
Base: All mentions (n=656)



Influence of Communication Channels

Influence of Communication Channels

Influence of communication channels

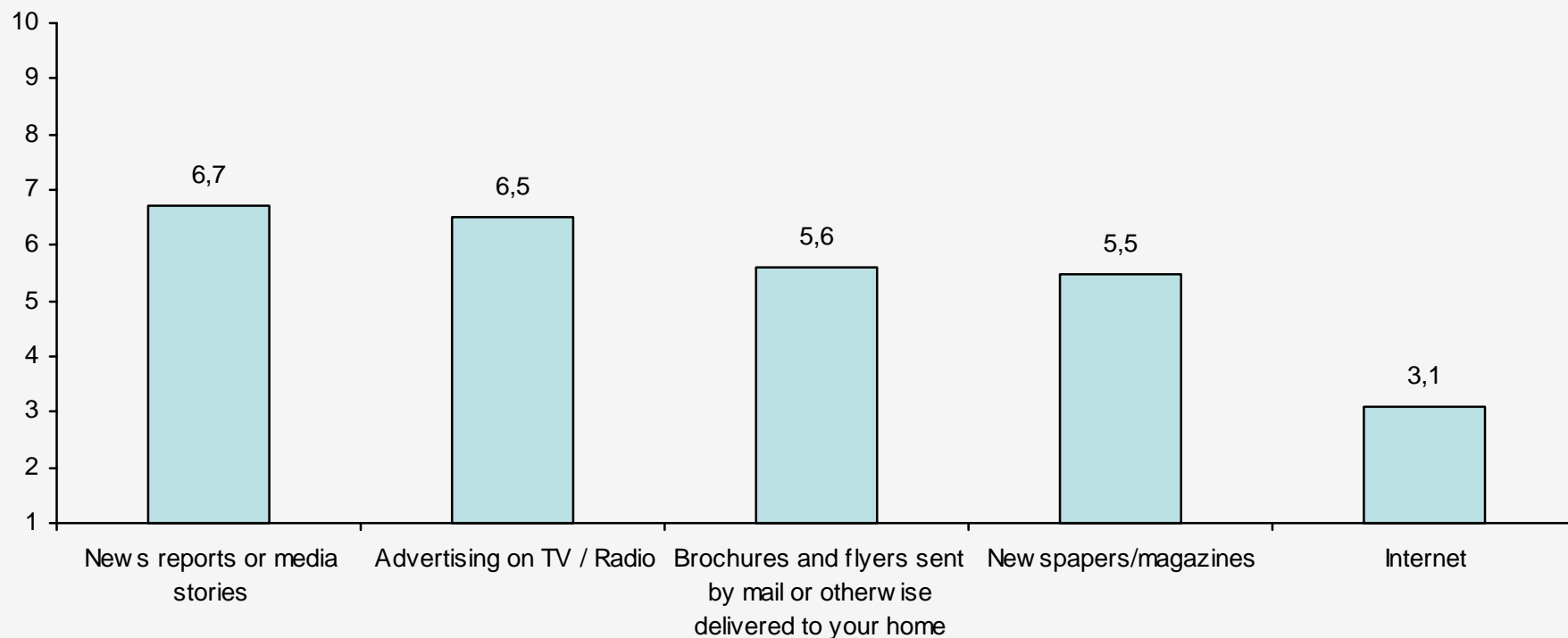
- Respondents had to evaluate the extent to which five specific communication channels informed them on the electoral process. Television and radio advertising (average of 6.5 on a 10-pt scale) ended up first ex-aequo with news report / media stories (6.7). Direct marketing (5.6) and newspaper and magazines (5.5) were third ex-aequo in front of the Internet (3.1).
- Interestingly, Direct Marketing ended up third, although it was perceived to be a crucial element in passing on many information regarding the voting process (see preceding slides). Direct Marketing ended up 1) ahead of Public Relations in most cases and 2) well ahead of any other type of advertising (TV and radio included) in all four cases.

Preferred means of getting needed information on voting process

- The Internet is the number 1 means to get information about the voting process. Overall, 33% referred to the Internet in general and an additional 10% to Elections Canada website.
 - The use of the Internet is especially strong amongst 18 to 45 year olds.
- The one-on-one approach still has its supporters: 10% of all mentions refer to calling Elections Canada, 7% refer to the parliamentary office, and 5% to a specific candidate.
- ➔ Overall, 20% of all mentions were specifically associated with Elections Canada (either telephone or Internet). In addition, a great number of individuals can get to Elections Canada using a web search engine.
 - Reaching Elections Canada as a means to get information about the federal elections and the electoral process was more often observed in the Atlantic provinces.

Influence of Communication Channels

Q12: I would now like to know to which degree the following elements informed you about the electoral process? Rate each on a scale of 1 to 10, where 1 means that it did not inform you at all and 10 means that it informed you very well. (Average on 10)



Base: All respondents (n=1,011)

Preferred Means of Communication

Q13: What would you do if you wanted to obtain information about the federal election and the electoral process? Are there other means or other sources? (TOTAL MENTIONS)

<i>All respondents</i> <i>Base: All mentions</i>	Total (n=1,011)	Atlantic (n=72) a	Québec (n=245) b	Ontario (n=388) c	West (n=306) d		18 -24 (n=97) e	25 -44 (n=317) f	45+ (n=584) g		Voted (n=829) h	No Vote (n=168) i
	%	%	%	%	%		%	%	%		%	%
Look up on the internet	33	22	43acd	27	34a		39g	43g	23		33	34
Call Elections Canada	10	19b	7	11	10		7	10	13e		11	10
Go to elections.ca	10	16b	7	10	10		13	11g	7		11	10
Contact my parliamentary office	7	5	7	8	7		8	5	9f		7	7
Read the newspaper	6	1	8a	5a	7a		4	6	8		8i	4
Watch TV	6	3	7	6	6		4	6	7		6	6
Ask a friend	5	4	3	6b	5		6	3	6		3	7
Contact a candidate office	5	7	3	5	4		3	4	6		6i	3
Listened to the radio	2	6	3	2	2		-	3e	3e		2	3
Others	3	2	2	2	5		2	2	-		2	-
I don't know	13	15	10	18bd	10		14	7	18f		11	16



Dominance-Convergence Visual Reports and Questionnaire

Dominance-Convergence Visual Reports

Overall Report



Overall

Age Groups



18-24



25+

Territories



Atlantic



Quebec



Ontario



West

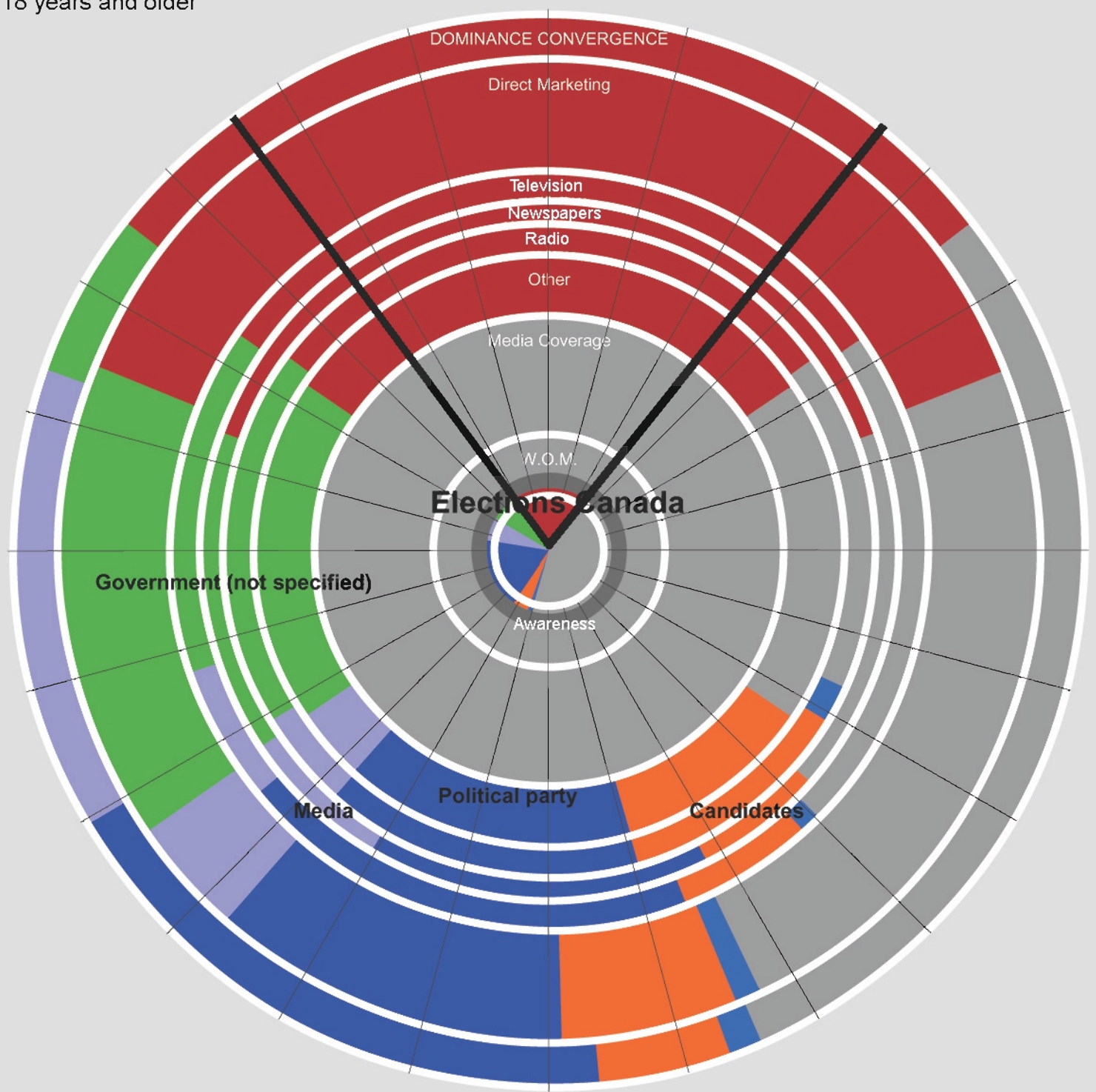
Questionnaire



Questionnaire_Final
_Eng

Dominance Convergence
December 2008
Canada - Overall report
18 years and older

Elections Canada



Main vehicles

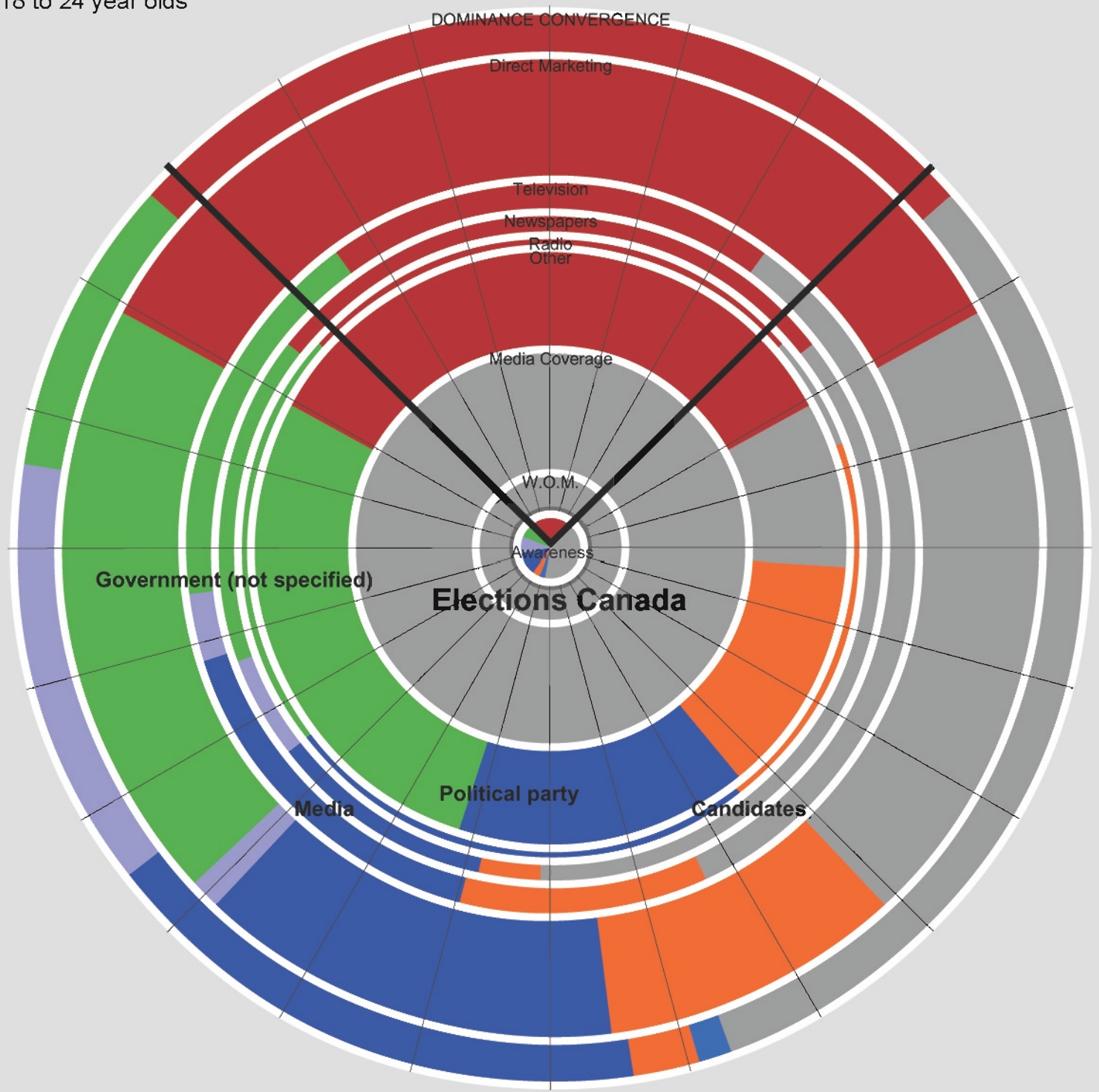
Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.
29%	8%	6%	4%	16%	31%	6%

Voting process ; Relative importance of communication channels

Perceptual Market Share	Awareness	Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.	Dominance Convergence
Elections Canada	21%	38%	31%	39%	30%	31%	0%	0%	29%
Government (not specified)	6%	16%	15%	15%	19%	19%	0%	0%	5%
Media	6%	4%	6%	7%	5%	4%	0%	0%	14%
Political party	18%	12%	20%	16%	16%	16%	0%	0%	18%
Candidates	4%	6%	6%	6%	12%	11%	0%	0%	4%
Others	1%	1%	1%	0%	2%	0%	0%	0%	1%
Do not know	44%	24%	22%	17%	17%	19%	100%	100%	29%

Dominance Convergence
December 2008
Canada
18 to 24 year olds

Elections Canada



Main vehicles

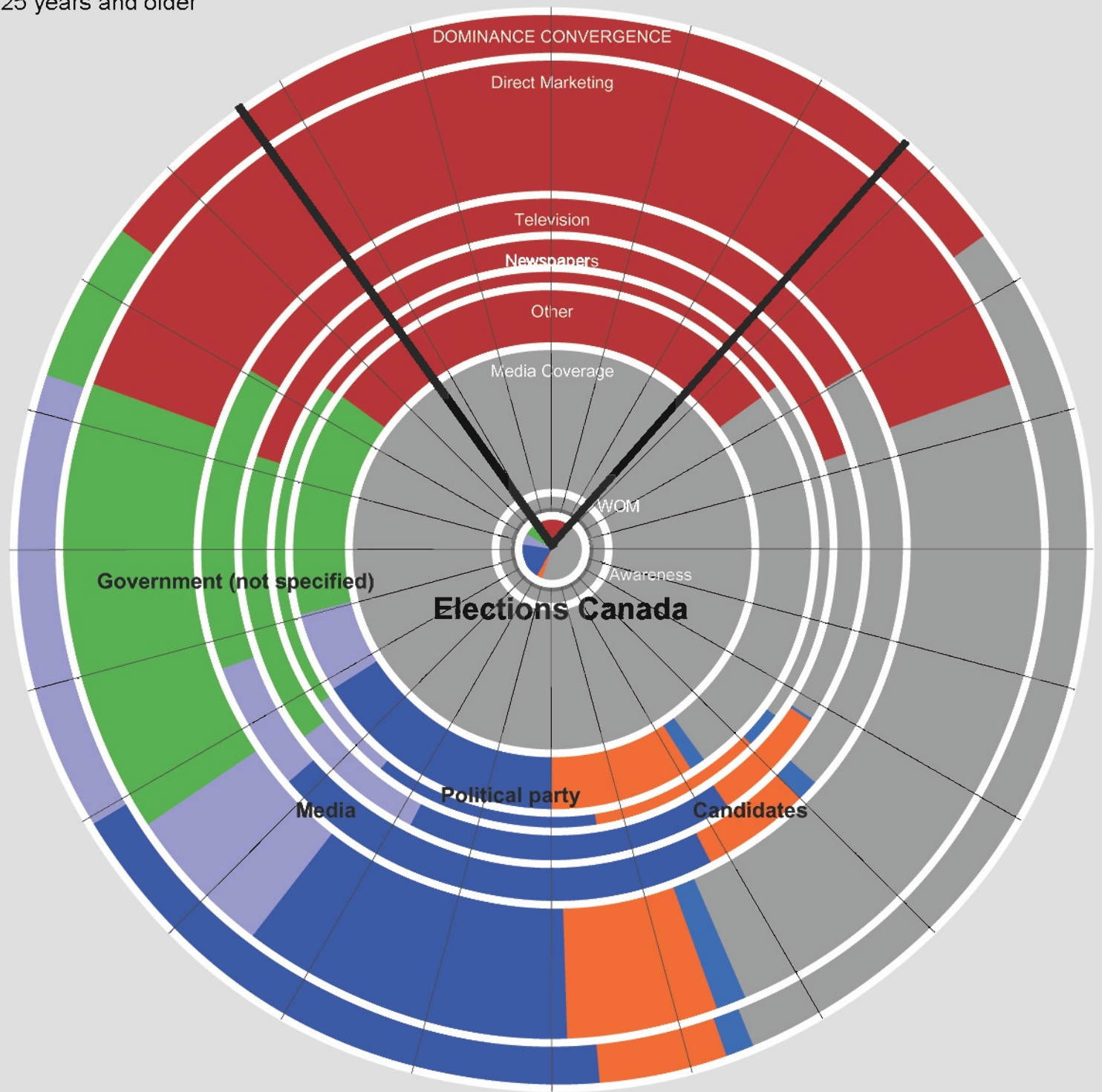
Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.
27%	7%	5%	3%	22%	27%	9%

Voting process ; Relative importance of communication channels

Perceptual Market Share	Awareness	Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.	Dominance Convergence
Elections Canada	22%	34%	20%	29%	27%	34%	0%	0%	27%
Government (not specified)	8%	20%	17%	16%	22%	28%	0%	0%	9%
Media	9%	1%	3%	5%	0%	0%	0%	0%	13%
Political party	12%	14%	16%	11%	25%	16%	0%	0%	17%
Candidates	4%	10%	11%	3%	20%	13%	0%	0%	2%
Others	3%	0%	0%	0%	0%	0%	0%	0%	1%
Do not know	42%	21%	33%	36%	6%	9%	100%	100%	31%

Dominance Convergence
December 2008
Canada
25 years and older

Elections Canada



Main vehicles

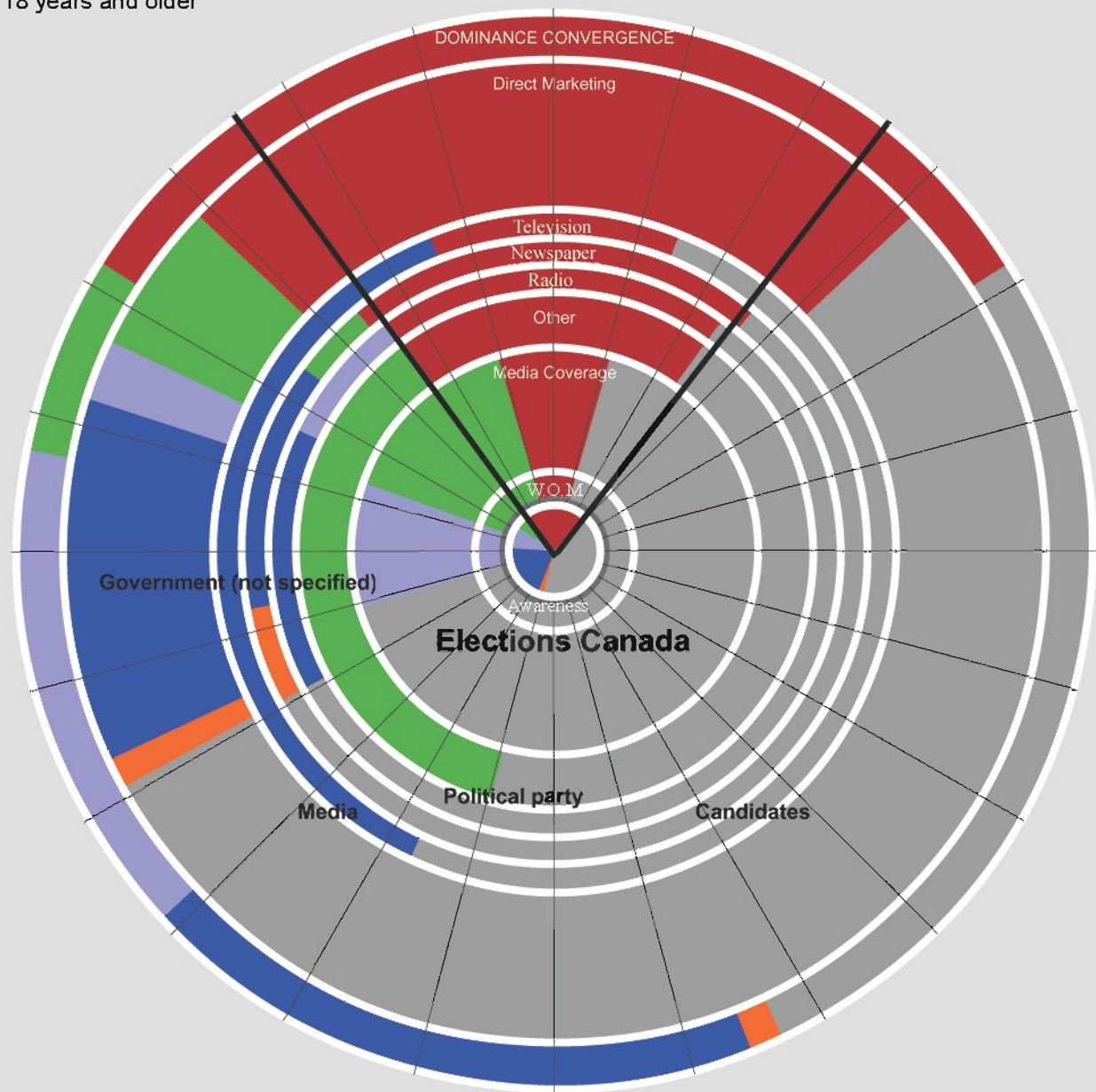
Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.
30%	9%	7%	4%	13%	32%	5%

Voting process ; Relative importance of communication channels

Perceptual Market Share	Awareness	Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.	Dominance Convergence
Elections Canada	21%	39%	33%	40%	30%	30%	0%	0%	30%
Government (not specified)	6%	15%	14%	15%	19%	14%	0%	0%	5%
Media	6%	5%	6%	7%	5%	5%	0%	0%	14%
Political party	19%	11%	21%	17%	13%	16%	0%	0%	18%
Candidates	3%	5%	5%	6%	10%	9%	0%	0%	4%
Others	0%	1%	1%	0%	2%	1%	0%	0%	1%
Do not know	45%	24%	20%	14%	20%	25%	100%	100%	29%

Dominance Convergence
December 2008
Atlantic provinces
18 years and older

Elections Canada



Main vehicles

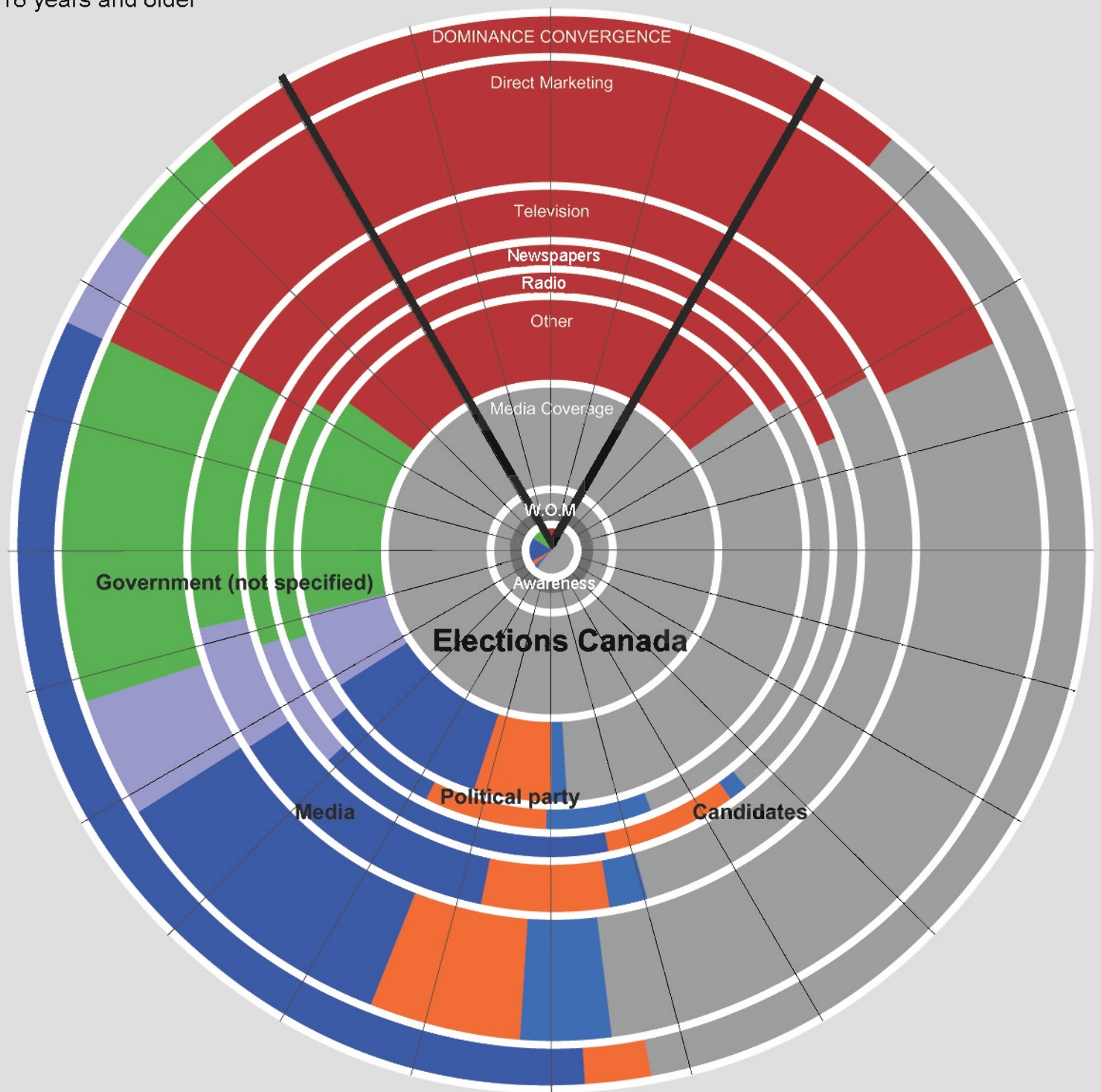
Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.
33%	7%	6%	6%	12%	29%	7%

Voting process ; Relative importance of communication channels

Perceptual Market Share:	Awareness	Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.	Dominance Convergence
Elections Cana	22%	26%	12%	22%	20%	20%	9%	9%	32%
Government (n	5%	5%	0%	4%	0%	36%	15%	15%	6%
Media	8%	2%	0%	0%	8%	0%	10%	10%	15%
Political party	20%	12%	37%	13%	15%	0%	0%	0%	19%
Candidates	2%	1%	0%	5%	0%	0%	0%	0%	1%
Others	0%	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	43%	54%	51%	56%	57%	44%	66%	66%	27%

Dominance Convergence
December 2008
Province of Québec
18 years and older

Elections Canada



Main vehicles

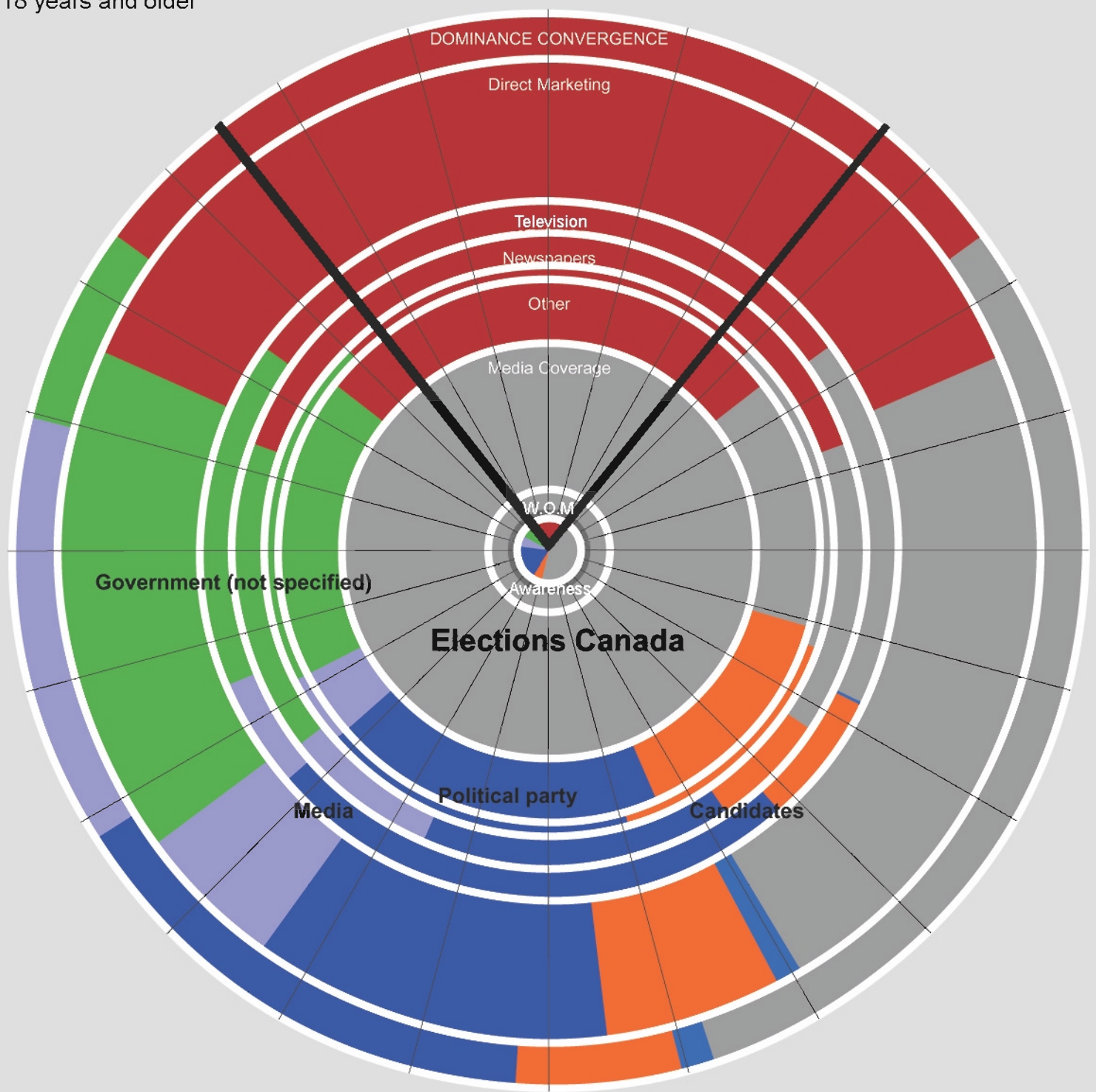
Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.
28%	12%	6%	6%	19%	23%	6%

Voting process ; Relative importance of communication channels

Perceptual Market Share	Awareness	Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.	Dominance Convergence
Elections Canada	16%	36%	34%	38%	32%	30%	0%	0%	22%
Government (not specified)	7%	12%	12%	11%	14%	14%	0%	0%	4%
Media	0%	4%	6%	7%	5%	5%	0%	0%	3%
Political party	17%	10%	13%	16%	7%	11%	0%	0%	33%
Candidates	3%	5%	6%	7%	7%	5%	0%	0%	2%
Others	2%	3%	2%	1%	6%	1%	0%	0%	0%
Do not know	53%	30%	29%	20%	28%	34%	100%	100%	36%

Dominance Convergence
December 2008
Ontario
18 years and older

Elections Canada



Main vehicles

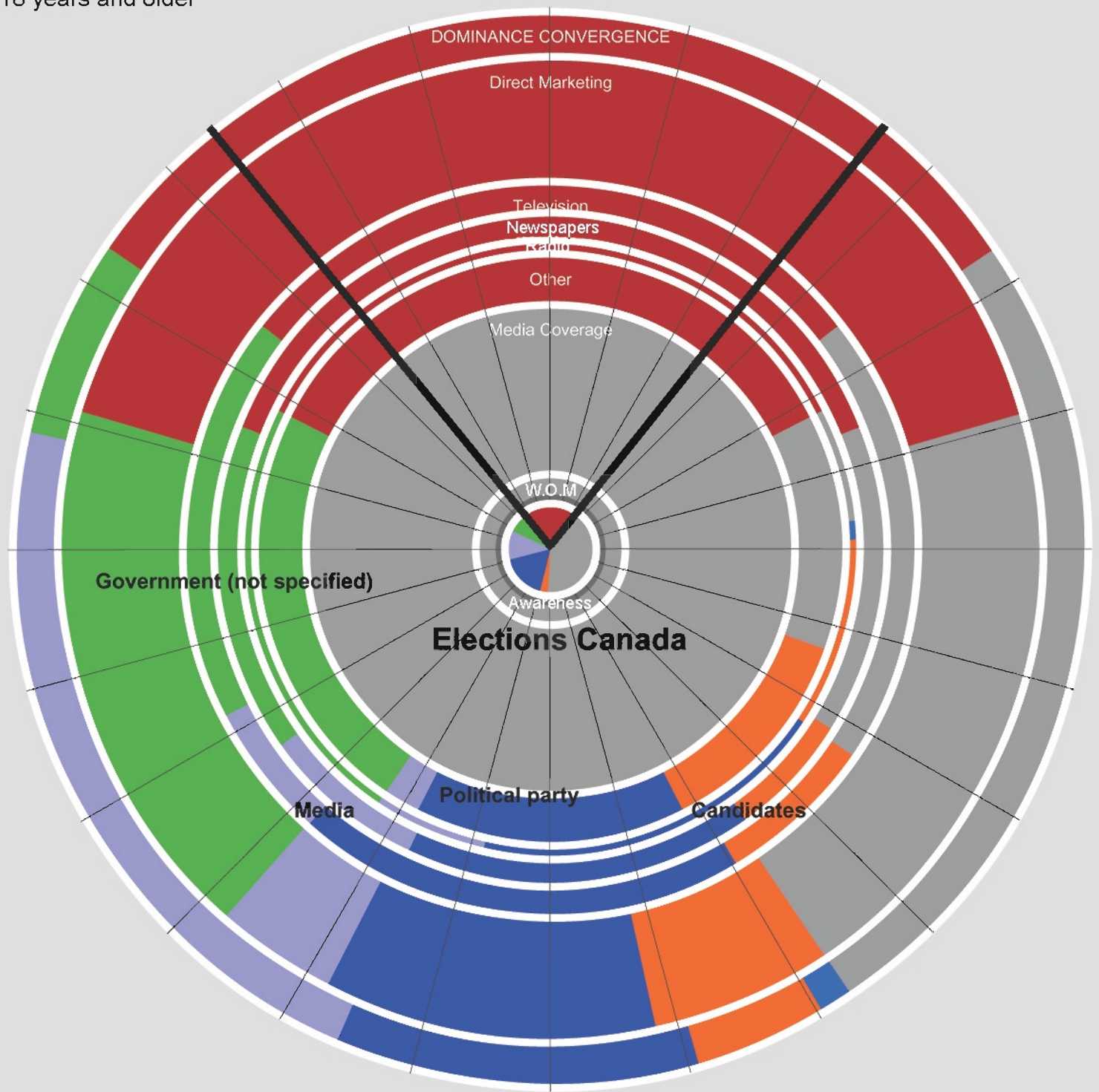
Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.
31%	7%	7%	3%	14%	32%	6%

Voting process ; Relative importance of communication channels

Perceptual Market Share	Awareness	Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.	Dominance Convergence
Elections Canada	22%	37%	30%	39%	25%	29%	0%	0%	30%
Government (not specified)	6%	17%	16%	16%	20%	18%	0%	0%	6%
Media	6%	5%	5%	8%	4%	4%	0%	0%	13%
Political party	18%	12%	25%	16%	18%	20%	0%	0%	15%
Candidates	5%	6%	6%	6%	15%	14%	0%	0%	5%
Others	0%	1%	0%	0%	0%	0%	0%	0%	1%
Do not know	43%	23%	17%	15%	18%	15%	100%	100%	30%

Dominance Convergence
December 2008
Prairies and British Columbia
18 years and older

Elections Canada



Main vehicles

Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.
27%	7%	6%	3%	14%	37%	6%

Voting process ; Relative importance of communication channels

Perceptual Market Share	Awareness	Direct Marketing	Television	Newspapers	Radio	Other	Media Coverage	W.O.M.	Dominance Convergence
Elections Canada	22%	41%	29%	38%	35%	35%	0%	0%	31%
Government (not specified)	7%	18%	18%	16%	23%	23%	0%	0%	8%
Media	11%	4%	6%	8%	6%	2%	0%	0%	22%
Political party	17%	11%	20%	17%	19%	15%	0%	0%	11%
Candidates	3%	6%	7%	6%	10%	12%	0%	0%	4%
Others	0%	0%	0%	0%	1%	0%	0%	0%	1%
Do not know	40%	20%	20%	15%	6%	13%	100%	100%	25%