



Public Opinion Survey Following the May 13, 2013 Labrador By-election

FINAL REPORT

Submitted to:

Elections Canada

EKOS RESEARCH ASSOCIATES INC.

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EXECUTIVE SUMMARY

On May 13, 2013, a by-election was held in Labrador. Elections Canada commissioned EKOS Research Associates to conduct public opinion research with electors (eligible voters) in this riding in the days immediately following the by-election. A telephone survey was conducted between May 21 and 29, 2013 with a total of 757 eligible voters. Results can be considered to be accurate to within +/-3.6 percent, 19 times out of 20.

Awareness of by-election

- Awareness of the May 13, 2013 by-election was universal among Labrador electors (100 percent).
- Television (65 percent), radio (39 percent), and newspapers (26 percent) were the most commonly cited sources of information about the by-election. Word of mouth was also an important way of learning about the by-election (22 percent). One in ten electors noticed sources specific to Elections Canada, including the householder brochure (six percent) and the Voter information card (five percent).

Information and advertising

- The majority of voters learned about voting procedures from an Elections Canada source, primarily the VIC (50 percent), but also the householder (seven percent), previous elections (four percent), at the polling station (two percent), from a general EC source (two percent), the EC website (one percent), and a local EC office (one percent). One in five found out through media like television (10 percent), radio (nine percent), and newspapers (seven percent).
- More than one in three electors (35 percent) recall seeing or hearing some advertising by Elections Canada about the by-election. Electors who noticed this advertising most often saw it in newspapers (33 percent) and heard it on the radio (18 percent). Although Elections Canada does not produce television ads for by-elections, 14 percent recall a TV ad for this by-election.
- Two in five could not recall the main message of the advertisement (40 percent). One-quarter recalls the advertising mentioned the date of the election (24 percent). Seventeen percent recall a reminder to go to vote.

Interaction with Elections Canada

- Few electors contacted Elections Canada during the campaign (five percent). Among those who contacted Elections Canada, 86 percent said they got the information they needed.

- Although Elections Canada does not call electors to inform them about where or when to vote during elections, 17 percent of electors indicated, when asked, that they recalled having received a telephone call from Elections Canada during the campaign informing them about where and when to vote during the by-election. The self-reported turnout among these electors was not significantly different from the overall population.

Voter information card and registration

- Most electors in each riding received a voter information card (VIC) addressed to them personally, telling them where and when to vote (87 percent).
- Almost all of these electors indicated that their name (96 percent) and address (96 percent) were correct as written on the VIC. Of those who received a VIC with incorrect personal information, half (49 percent) did something to correct the information.
- More than half of electors who received a VIC in the mail could not recall any specific information that was provided on the card other than information on where and when to vote (56 percent). Some recalled seeing their polling station number (14 percent), information about advance polls (10 percent), and a message about identification (10 percent).
- Two in five electors who did not receive a voter information card (41 percent) did nothing specific to find out whether they were registered to vote in the by-election. More than one-quarter (28 percent) found out at the polling station or at an Elections Canada office.
- The majority of voters who received a VIC took their VIC with them to vote (63 percent).

Voting

- As is usually the case in election-related surveys, a higher proportion of respondents claim to have voted in the by-election (82 percent) compared to actual voter turnout (60 percent).¹
- Similarly, when asked whether they had voted in the May 2, 2011 federal general election, almost as many (78 percent) said they had voted, compared to actual voter turnout of 53 percent in Labrador in 2011.

Non-voters

- Three in four non-voters (67 percent) did not vote due to personal reasons such as lack of interest/apathy (15 percent), travelling (14 percent), work (12 percent), and being too busy (nine percent).

¹ Previous post-election surveys by Elections Canada have also found that reported election participation is higher than actual voter turnout. These incongruities are likely due to a combination of sample and social desirability biases.

- Seven in ten electors who did not vote say they would have voted (62 percent) or maybe would have voted (eight percent) had there been the option to vote online.
- One in five non-voters (22 percent) say nothing in particular can encourage them to vote in the next election, but one in ten (10 percent) suggest online voting could encourage them.

Identification

- Almost all electors were aware that they must present proof of identity in order to vote in a federal election (93 percent).
- One in four electors became aware of the voter identification requirements as a result of receiving a VIC in the mail (26 percent). Other top sources of this information were experience of a previous election (19 percent), experience/knowledge generally, and word of mouth (17 percent).
- Virtually everyone who was aware of the proof of identification and address requirements and went to vote had the required documents with them (95 percent), though five percent did not have the required documents.
- Most electors presented a driver's licence as proof of identity and address when they went to vote (86 percent). Seventeen percent of electors presented other documents as their first or second proof of identification or address.
- Six percent presented a voter information card as proof of identification.² Among these, just over one in three also presented their driver's licence.
- Almost everyone feels that it is either very easy (85 percent) or somewhat easy (13 percent) to meet the identification requirements to vote.

Voter experience

- Among those who voted at a polling station on election day, most voters travelled from home (69 percent), while three in ten travelled from their workplace (29 percent). Among those who voted at the advance polls, more left from home to vote (77 percent) compared to those who voted on election day.
- Virtually all electors found the distance to travel to vote to be convenient for them (96 percent). Only a very small number (one percent) had any difficulty reaching their polling station or EC office.

² In the May 13, 2013 by-election, the voter information card was accepted as one of two pieces of authorized identification at polling stations located in long-term care facilities, in seniors' residences, on First Nations reserves and in students' residences located on campus.

- Eight in ten electors voted at a polling station on election day (81 percent). Some voted at advance polls (16 percent) but few voted at a local Elections Canada office (three percent).
- More than half of electors were not aware that it is possible to vote by mail at any time during a federal election (55 percent).
- All electors surveyed (100 percent) were served in English. Nearly everyone (99 percent) was satisfied with the language in which they were served.
- Almost all voters thought that voting was either very easy (84 percent) or somewhat easy (12 percent).
- Overall, 99 percent of voters were satisfied with the services provided by EC staff when they voted (including 88 percent who were very satisfied and 11 percent who were somewhat satisfied).
- Most (94 percent) had the perception that Elections Canada staff where they voted were well trained, including 49 percent who thought staff seemed very well trained.

Accessibility

- Nearly everyone (99 percent) said that the building where they voted was accessible, including nine in ten who found it very accessible and a further one in ten who found it somewhat accessible.
- About one in ten overall (12 percent) say there were not enough directional signs outside the building to help them find the entrance. Almost everyone (94 percent) says there were enough signs inside the building to direct them to the polling station.
- Signs indicating level access for wheelchairs were noticed by 48 percent. Most of those who saw these signs say they were highly visible (77 percent), and one in five (20 percent) say they were somewhat visible.

Trust in election process

- Seven in ten electors feel the by-election was run fairly by Elections Canada (71 percent) and a further 20 percent say it was run somewhat fairly. Just three percent felt it was run somewhat or very unfairly. These results are slightly better than those for the 2011 general election, when 65 percent felt it was run very fairly and 25 percent felt that the election was run somewhat fairly, and the same proportion felt the election was somewhat or very unfairly run.

1. INTRODUCTION AND METHODOLOGY

1.1 CONTEXT

The Chief Electoral Officer of Canada (CEO), an agent of the Parliament of Canada, oversees Elections Canada and exercises direction and supervision over electoral procedures at the federal level. Elections Canada, an independent and non-partisan agency, ensures that electoral activities are compliant with the provisions of the *Canada Elections Act*. Elections Canada also has the mandate to conduct information programs to educate voters; to provide support for boundary reviews of Canada's electoral districts; and to conduct research into alternative voting methods and the use of technology in elections. Elections Canada periodically commissions public opinion research following electoral events to evaluate its performance in fulfilling this mandate.

On May 13, 2013 a by-election was held in the federal electoral district of Labrador. Elections Canada commissioned EKOS Research Associates to conduct public opinion research with electors (eligible voters) in this riding in the days following the by-election. Elections Canada uses evidence from public opinion research to help refine public programs and develop the Chief Electoral Officer's recommendations to Parliament. Public opinion research also contributes to the broader understanding of trends in Canadians' understanding and perceptions of Elections Canada's services and programs and the electoral process, and challenges and barriers that electors may face in participating.

1.2 METHODOLOGY

A telephone survey with a total of 757 electors was conducted. This sample was collected randomly from the public using a random digit dial (RDD) process to select households. The survey data collection was conducted between May 21 and 29, 2013. Individuals within households were randomly selected based on which adult in the household last celebrated a birthday. Results are considered to be accurate to within +/-3.6 percent, 19 times out of 20. In order to test the questionnaire, a small set of interviews was completed and results reviewed, including a thorough vetting of the audio recordings of the interviews, which resulted in minor modifications. The interviews were administered by trained, bilingual interviewers and required an average of 14 minutes to complete. The response rate in the survey was 17 percent.

Survey results were weighted by age and gender to reflect population characteristics, due to a slight under-representation of men and a moderate under-representation of electors under the age of 35. Open-ended responses were reviewed and coded and banner tables created to explore results by key demographic characteristics (e.g., age, gender, education and income).

Overall results are presented in text, charts, and tables. Bulleted text is used to describe specific segments of the sample if they are statistically and substantively different from the overall results for the entire sample. If differences are not noted in the report it may be assumed that they are either not statistically significant in their variation from the overall result or that the difference was deemed to be substantively too small to be noteworthy.

Readers should note that results for the proportion of respondents in the sample that said either “Don’t know” or did not provide a response may not be indicated in the graphical representation of the results. Results may also not total to 100 percent due to rounding.

When relevant, the results from this survey are compared with the May 2, 2011 general election, as a point of reference.³

³ It should be noted that the results from the 2011 general election reflect the overall opinion of electors across Canada (n=3570), while the results from this by-election reflect the opinion only of electors within the electoral district of Labrador (n=757).

2. FINDINGS

2.1 AWARENESS OF BY-ELECTION

a) Overall Awareness

Overall awareness of the May 13, 2013 by-election was universal (100 percent). This frequency is consistent with, if not better than, Canadians' awareness of the 2011 general election (98 percent).

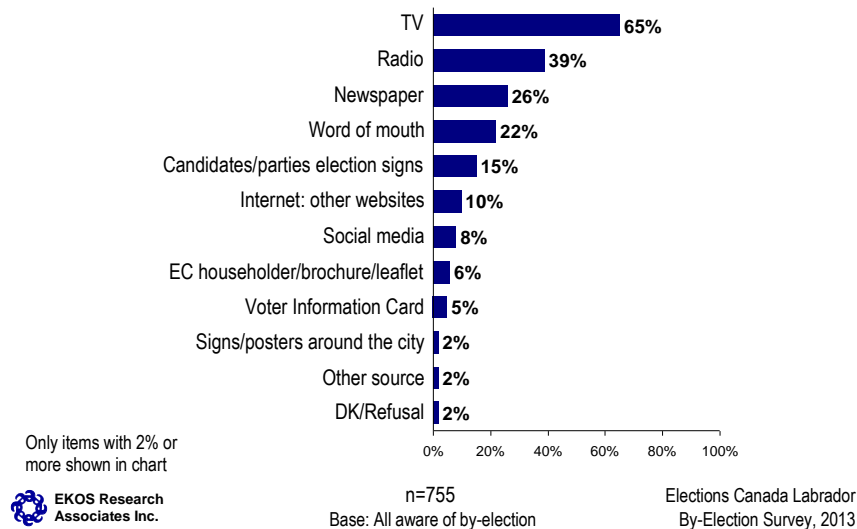
b) Sources of Information About the By-elections

Television (65 percent), radio (39 percent), and newspapers (26 percent) were the most commonly cited sources of information about the by-elections. An additional one percent mentioned other news media generally as their source for election information. Word of mouth was also an important way of learning about the by-election (22 percent). Political candidates' or party election signs alerted 15 percent of voters to the election and a further two percent saw signs and posters around their area. Almost one in five heard about the election from Internet sources: 10 percent through websites, excluding the Elections Canada website (mentioned by less than one percent), and eight percent through social media. One in ten electors noticed sources specific to Elections Canada, including the householder brochure (six percent) and the voter information card (five percent). Other sources cited by one percent each were door-to-door canvassing, phone calls, flyers and pamphlets in the mail, other general mentions of political party or candidate sources, and knowledge through working or volunteering with the election.

Mainstream media sources were also the top sources for information about the general election for Canadians in the 2011 general election, when television and newspaper sources were also much more widely cited as sources (81 and 50 percent respectively, followed by 42 percent who cited radio). In the present by-election survey in Labrador, more frequently cited sources of information include word of mouth, campaign/party election signs, and social media. Elections Canada sources (the VIC, householder, website) were cited by similar proportions compared to 2011 (each at an incidence of six percent or less).

Sources of Awareness

“From which sources do you recall hearing about the by-election?”



- Seven in ten electors ages 35 and older heard about the by-election from TV, compared to 52 percent of younger voters. Radio is more likely to have been a source of information for older electors (46 percent of those 55 and older heard about the by-election through the radio, compared to 28 percent under 35).
- Men (72 percent) are more likely than women (58 percent) to have heard about the election from television.
- Electors in middle-income households (\$40,000 to \$80,000 annual income) are more likely than those with higher and lower incomes to have heard about the election on the radio (45 percent, versus 40 percent of those with higher incomes and 37 percent of those with lower incomes), but slightly less likely to have heard about it through word of mouth (16 percent, versus 23 percent of those with lower incomes and 21 percent of those with higher incomes).
- Radio is a better source for reaching electors who work full-time (41 percent) than those who are not employed (22 percent).

2.2 VOTER INFORMATION

a) Voting Procedures

Electors were asked about where they got information about voting procedures such as where and when to vote and what was needed to prove their identity and address in order to vote. Overall, Elections Canada materials were mentioned by the majority of electors, primarily the VIC (50 percent). A further 17 percent found out through another Elections Canada source such as the householder (seven percent), previous elections (four percent), at the polling station (two percent), from a general EC source (two percent), the EC website (one percent), and a local EC office (one percent). One in five found out through media like television (10 percent), radio (nine percent), and newspapers (seven percent). Some heard about the voting procedures through family, friends or others (16 percent). Previous knowledge or experience was cited by six percent (i.e., small community and all major events are held at this location). A handful mentioned social media (three percent), political parties or candidates (two percent), pamphlets/brochures (two percent), the Internet or a website (two percent); or through work/volunteering, mail, or telephone (one percent each). One percent did not get information from any source or did not intend to vote, and three percent did not know or could not remember where they got their information.

The prevalence of citing the VIC as an information source on voting procedures for the by-election is lower than it was for Canadian electors in the 2011 general election (66 percent). More Labrador electors cited family/friends/parents as information sources, compared to 2011 (seven percent). All other information sources were cited with similar frequency by Labrador electors in this by-election compared to all Canadian electors in the 2011 general election.

Table 2.1: Sources of information on voting procedures

Where did you get information on voting procedures for this by-election? By that I mean, when and where to vote and how to prove your identity and address before voting.*	%
Voter information card	50%
Friends/family/parents	16%
Television	10%
Radio	9%
Newspapers	7%
EC householder – brochure/leaflet/reminder card (received in the mail)	7%
Previous experience	6%
Previous elections	4%
Social media (Facebook, Twitter, etc.)	3%
Political parties/candidates	2%
Pamphlets/brochures	2%
Internet/website	2%
Elections Canada (general)	2%

Where did you get information on voting procedures for this by-election? By that I mean, when and where to vote and how to prove your identity and address before voting.*	%
At the polling station, when voting	2%
Telephone (1- 800 number)	1%
Elections Canada website	1%
Local Elections Canada office in the electoral district	1%
Through work/volunteering	1%
Through mail (general)	1%
Other	6%
None/Did not intend to vote	1%
Don't know/Refusal	3%

n=755; Base: electors aware of the by-election.

*Up to three responses accepted.

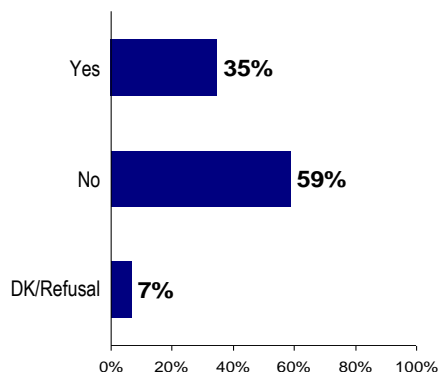
- Higher-income electors are more likely than others to have found out about the voting procedures through a VIC (55 percent of those with incomes over \$80,000).
- Electors who are not employed are less likely than others to have found out about the voting procedure from their VIC (38 percent), and are more likely to have found out through social media (13 percent).
- Lower-income electors are more likely than the average to have heard about the voting procedures through friends and family (25 percent).
- Electors 55 and older and retired voters are somewhat more likely than the average to have got information on voting procedures from newspapers (11 to 15 percent) and television (15 to 20 percent) compared with eight percent or less of those under 55.
- Younger electors are more likely to have learned about the election through friends and family (22 percent), compared to older electors (12 to 13 percent). Younger electors are also more likely than the average to have got information from social media, though the incidence is still very small and many other sources are more popular (seven percent, versus one percent of older voters).

b) Elections Canada Advertisement

Electors were asked whether they recalled seeing or hearing any Elections Canada advertising about the by-election. More than one in three electors (35 percent) recall some advertising by Elections Canada. Awareness is marginally lower than awareness among Canadian electors of advertising during the 2011 election (40 percent).

Recall of EC Advertisements

“Did you notice an advertisement from Elections Canada about the May 13th by-election? By this I mean an advertisement by Elections Canada about the voting process.” “I do not mean advertising by political parties or news stories about the by-election.”



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n=755
Base: All aware of by-election

Elections Canada Labrador
By-Election Survey, 2013

- Recall of an advertisement is fairly even across segments.

c) Advertisement Sources

Electors who noticed this advertising most often saw it in newspapers (33 percent). Almost one in five recall hearing an ad from Elections Canada on the radio (18 percent). Although Elections Canada does not produce television ads for by-elections, 14 percent recall an EC advertisement on television. Some also mentioned the EC householder or a pamphlet generally (nine and six percent, respectively) and six percent cited their VIC as the source of the advertising. One percent mentioned receiving mail generally. Some saw posters and signs around their area (seven percent), the Elections Canada website (two percent) or the EC office in their electoral district (one percent). Eighteen percent did not recall where they saw or heard the advertising from Elections Canada.

Table 2.2: Recall of placement of advertising

Where did you notice advertising by Elections Canada about the by-election?*	%
Newspapers	33%
Radio	18%
Television	14%
EC householder – brochure/leaflet/reminder card (received in the mail)	9%
Signs/posters around area	7%
Voter information card	6%
Pamphlets/brochures	6%
Elections Canada website	2%
Mail	1%
Local Elections Canada office in the electoral district	1%
Other	6%
Don't know/Refusal	18%

n=309; Base: Electors aware of by-election

*Up to three responses accepted.

- 35-to-54-year-olds are more likely to have noticed advertising in newspapers (44 percent, compared to 15 percent of younger electors and 34 percent of older electors).
- Electors with incomes between \$40,000 and \$80,000 are more likely than the average to have mentioned the VIC (12 percent, versus six percent of lower-income electors and two percent of higher-income electors). Higher-income electors are more likely to have noticed newspaper advertising (39 percent, versus 24 to 34 percent of lower-income electors).

d) Content Recall

Electors who noticed some advertising were asked to recall what the main message was in the advertisement. One-quarter of those who recall the advertising mentioned the date of the election (24 percent). A further eight percent recall information on the advance polling dates. Seventeen percent recall a reminder to go to vote and a further five percent indicate the message was an enticement to vote. One in ten (11 percent) recall information about voters needing to prove their identity and address in order to vote. One percent recall a notice of the upcoming by-election. Some remember seeing or hearing specific information such as the hours of the polling stations (eight percent), where to go to vote (eight percent), or a telephone number (one percent). A few recall messages about ways to vote, including how to vote (instructions, eligibility – three percent) and voting by mail (one percent) or voting at the local EC office (one percent). Five percent recall information on candidates and party platforms. Two in five (40 percent) did not recall what the advertising talked about.

In 2011, the most commonly recalled content was virtually the same as that recalled in the present survey: 20 percent recalled the election date (including advance polling dates), and 18 percent recalled a reminder or an enticement to vote. In the 2011 post-election survey, fewer Canadian electors overall said they did not recall the advertising content or refused to answer (23 percent).

Table 2.3: Recall of EC advertising content

What did the advertising talk about?*	%
Election date	24%
Reminder to vote	17%
Voters must prove their ID/address before voting	11%
Advance polling dates	8%
Polling station opening hours	8%
Where to go to vote	8%
Enticement to vote	5%
Candidates'/parties' platforms and ridings	5%
How to vote (instructions, requirements)	3%
Telephone number	1%
Voting at the local Elections Canada office	1%
The upcoming by-election, what it is	1%
Voting by-mail	1%
Other	4%
Don't know/Refusal	40%

n=321; Base: those who recall EC advertising

*Up to three responses accepted.

- Women are more likely to recall that the advertising was a reminder to vote (23 percent, compared to 12 percent of men).
- Higher-income electors are more likely to recall that the advertising included the election date (28 percent, compared to 20 percent of those with incomes under \$40,000 and 19 percent of those with incomes between \$40,000 and \$80,000). Middle-income electors are more likely than average to have noticed the dates of advance polls (14 percent) and information on how to vote (eight percent). Lower-income electors are more likely to have noticed a reminder to vote (28 percent) or an enticement to vote (12 percent).
- Younger electors are more likely to recall information about candidates' and parties' platforms (10 percent).

2.3 INTERACTION WITH ELECTIONS CANADA

a) Attempts to Contact Elections Canada

Few electors contacted Elections Canada during the campaign (five percent). Among those who did contact Elections Canada (n=45), 86 percent said they got the information they needed. One in ten said their questions were partially answered (nine percent). Four percent said they did not get the information they needed.

- Electors who are retired are more likely to have contacted Elections Canada during the campaign (11 percent, compared to five percent of employed electors and three percent of unemployed electors).

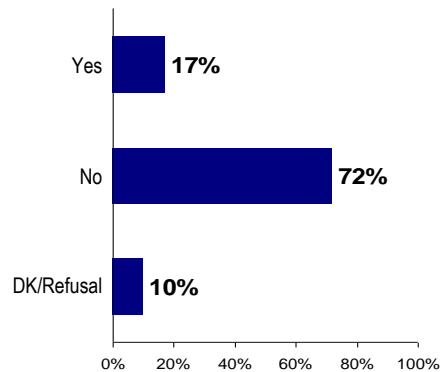
Generally speaking, these figures are almost identical to results from the 2011 post-election survey, when six percent contacted Elections Canada and more than four out of five (87 percent) got the information they needed.

b) Calls from Elections Canada

Although Elections Canada does not call electors on the telephone to inform them about where or when to vote during elections, 17 percent of electors indicated, when asked, that they recalled having received a telephone call from Elections Canada during the campaign informing them about where and when to vote during the by-election.

Telephone Calls from EC

“So far as you can recall, did you receive a telephone call from Elections Canada informing you about where and when to vote during this by-election?”



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n=755
Base: All aware of by-election

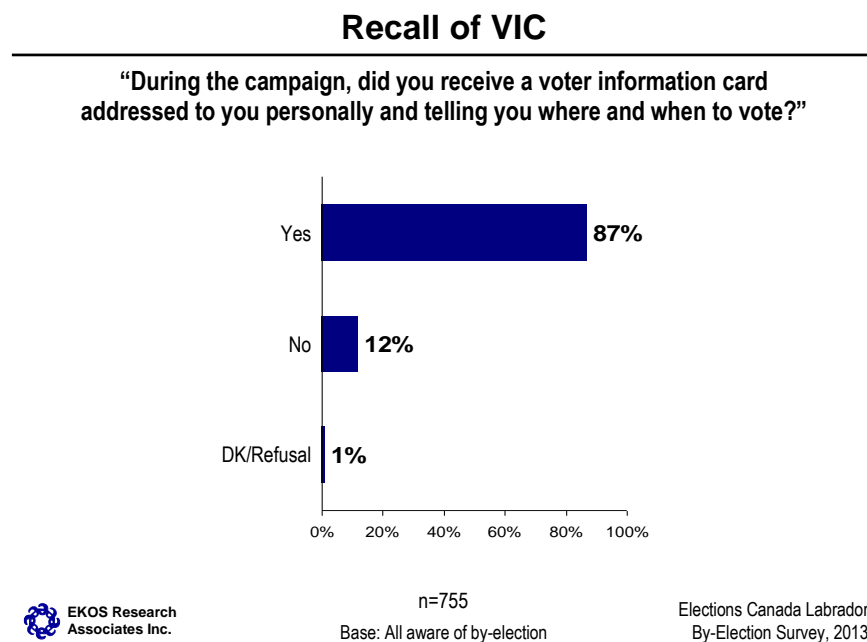
Elections Canada Labrador
By-Election Survey, 2013

- Younger voters (25 percent of those under age 35) are more likely to say they recall receiving a telephone call from Elections Canada, compared to 10 to 20 percent of voters over age 35.
- Men (20 percent) are marginally more likely than women (15 percent) to recall having received a phone call.
- Electors with incomes under \$40,000, as well as electors who are not employed (26 percent each) are more likely to recall having received a phone call, compared to higher-income, retired, and employed electors (15 to 21 percent).
- Electors who say they received a phone call from Elections Canada are no more or less likely to have voted in the by-election.

2.4 VOTER INFORMATION CARD AND VOTER REGISTRATION

a) Recall of VIC

Elector recall about having received a voter information card (VIC) addressed to them personally and informing them where and when to vote was 87 percent. As a reference point, the proportion of Canadian electors who recalled receiving a VIC in 2011 was 91 percent.

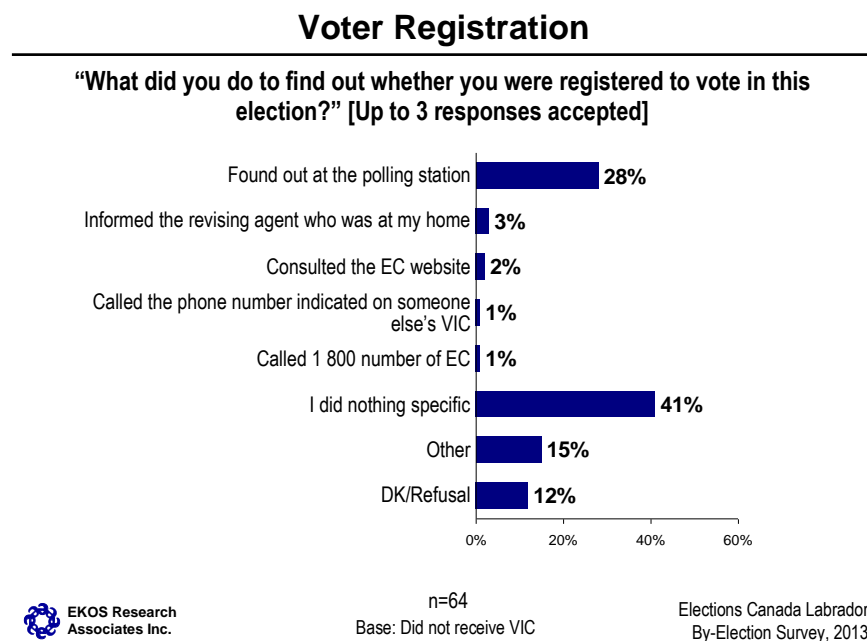


- Younger voters are least likely to report having received a voter information card: 74 percent under the age of 35 say they received one (compared to 91 to 95 percent of older electors).
- Retired electors (95 percent) and employed electors (89 percent) are also more likely to recall having received a VIC, compared to those who are not employed (67 percent).

b) Voter Registration

Two in five electors who did not receive a voter information card (41 percent) did nothing specific to find out whether they were registered to vote in the by-election. More than one-quarter (28 percent) say they found out at the polling station or at an Elections Canada office. A few found out through a revising agent at their home (three percent) or by visiting the Elections Canada website (two percent) or by calling Elections Canada (one percent called the phone number on someone else's VIC and the same proportion say they called the 1-800 Elections Canada number).

Using the results from the 2011 general election as a reference point, it can be noted that among electors who did not receive their VIC, 34 percent did nothing in particular to find out whether they were registered. The top method for finding out about their registration was still at the polling station (24 percent), followed by calling Elections Canada (11 percent).



c) Accuracy of VIC

Of the electors who did receive a VIC in the mail, almost everyone indicated that their name (96 percent) and address (96 percent) were correct as written on the VIC. Of those who received a VIC with incorrect personal information, half (49 percent) did something to correct the information. These figures are virtually identical to 2011 (97 and 98 percent respectively received a VIC with the correct name and address), and half of those with incorrect information did something to correct the information.

d) Recall of VIC Content

More than half of electors who received a VIC in the mail could not recall any specific information that was provided on the card other than information on where and when to vote (56 percent). Fourteen percent recalled seeing their polling station number and ten percent recalled information about advance polls. One in ten recalled a message about identification: some remembered a notice that voters need to show identification at the polls (seven percent), that the VIC cannot be used as a piece of identification (two percent), and what identification is acceptable (one percent). More than one in ten responded that the card had information on where to vote (seven percent) and when to vote (five percent). A few recalled messages about why or how to get in touch with Elections Canada, such as the Elections Canada telephone number (four percent), what to do if information on the VIC is incorrect (two percent), and the website (one percent). Six percent recalled seeing a reminder or enticement to vote. A small number recalled information for voting by mail or special ballot (two percent), accessibility options for voting (two percent), and information about candidates or parties (one percent).

Table 2.4: Recall of VIC content

"In addition to providing information about where and when to vote, what did the voter information card talk about?"*	%
Polling station number	14%
Information about advance polls	10%
Voters need to show ID at the polls	7%
Where to vote	7%
Reminder/Enticement to vote	6%
When to vote (date and times)	5%
Telephone number	4%
Voter information card cannot be used as an ID	2%
Voting by mail/at local Elections Canada office/Special Voting Rules	2%
Accessibility needs/disability requirements and options for voting	2%
What to do if information on the VIC is incorrect	2%
Candidate information, party representatives, who was running	1%
Website (elections.ca)	1%
What identification was acceptable to present/to bring	1%
Other	3%
Don't know/Refusal	56%

n=686; Base: those who recall receiving a VIC

*Up to three responses accepted.

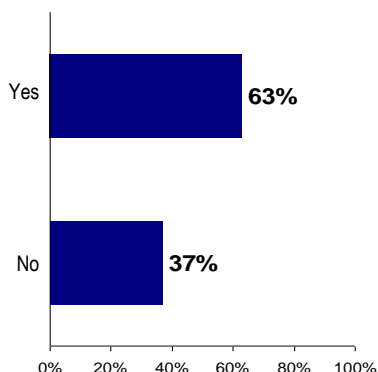
- Younger voters (four percent of those under 35 years old) are less likely than older voters (17 to 18 percent) to recall seeing their polling station number on the VIC.
- Higher-income electors (13 percent of those with incomes over \$80,000) are more likely than those with incomes under \$40,000 (five percent) to recall seeing information about advance polls.
- Unemployed electors are more likely to have recalled messages about where to vote (14 percent) and when to vote (10 percent) compared to fewer than one in ten employed or retired electors.

e) Voter Information Card Brought to Vote

The majority of voters who received a VIC took their VIC with them to vote (63 percent). As a point of reference, the 2011 post-election survey showed that this was the case for more than four out of five (83 percent) Canadian electors.

VIC at Polling Station

“Did you bring your Voter Information Card with you to the polling station?”



EKOS Research
Associates Inc.

n=569
Base: Voters/Received VIC

Elections Canada Labrador
By-Election Survey, 2013

- Voters between ages 35 and 54 (56 percent) are less likely than younger voters (73 percent) and older voters (68 percent) to have taken their VIC with them to vote.
- Voters with incomes under \$40,000 (77 percent) are more likely than voters with higher incomes (58 to 62 percent) to have taken their VIC with them to vote.

2.5 VOTING IN THE BY-ELECTION

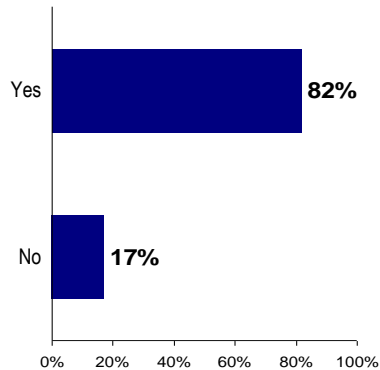
a) By-election


As found in previous post-election surveys,⁴ a higher proportion of respondents claim to have voted in the by-election compared to the actual voter turnout rate.⁵ In Labrador, 82 percent surveyed said they voted, compared to the measured voter turnout of 59.6 percent.

This large difference in actual voter turnout versus self-reported turnout was also observed in the 2011 post-election survey, when 84 percent of Canadian electors said they voted, compared to the actual voter turnout rate of 60 percent.

Reported Participation in By-Election

“Many people don't or can't vote for a variety of reasons. This is particularly true for by-elections, where voter turnout is often much lower than in general elections. Did you vote in the May 13th federal by-election?”



 EKOS Research
Associates Inc.

n=757
Base: All electors

Elections Canada Labrador
By-Election Survey, 2013

⁴ Previous post-election surveys by Elections Canada have also found that reported election participation is higher than actual voter turnout. These incongruities are likely due to a combination of sample and social desirability biases.

⁵ Based on Elections Canada preliminary turnout result for the May 13 by-election.

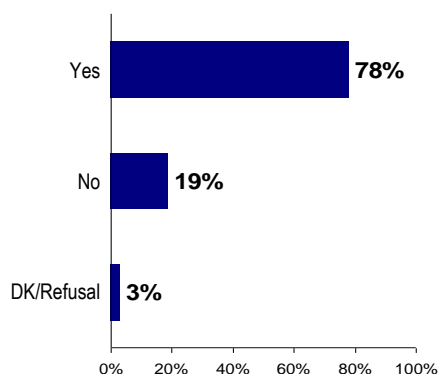
- Reported participation is lowest among younger Canadians: 68 percent of electors under age 35 said they voted, compared with 87 percent of electors between 35 and 54 years old, and 92 percent of electors over age 55.
- Reported participation is also lower among not employed (69 percent) compared to electors who are employed (83 percent). Related to age, participation is highest among retired electors (93 percent).

b) 2011 General Election

Asked whether they had voted in the May 2, 2011 federal general election, 78 percent said they had voted, compared to actual voter turnout of 53 percent in Labrador in 2011.⁶ Official Canada-wide participation in the May 2, 2011 federal general election was 61 percent.

Participation in 2011 General Election

“Did you vote in the May 2nd, 2011, federal general election?”



EKOS Research
Associates Inc.

n=757
Base: All electors

Elections Canada Labrador
By-Election Survey, 2013

⁶ Elections Canada (2011). 41st General Election – Poll-by-Poll Results – Raw Data. Retrieved June 3, 2013 from http://www.elections.ca/scripts/resval/ovr_41ge.asp?ddlEDRes_prov=10&lang=e.

- Consistent with patterns for reporting participation in the by-election, younger electors (57 percent of those under age 35) are less likely to have voted in the general election, compared to 86 percent of 35-to-54-year-olds and 92 percent of those 55 years and older.
- Retired electors (93 percent) and employed electors (81 percent) are more likely than unemployed electors (48 percent) to have voted.
- Higher-income electors (83 percent of those with incomes over \$80,000) are more likely to have voted than those with lower incomes (77 percent).

c) Reasons for Not Voting in the By-election

Non-voters were asked the main reason why they did not vote in the by-election.⁷ The majority did not vote due to personal reasons (67 percent). Personal reasons for not voting include lack of interest/apathy (15 percent); travelling (being out of town, travelling abroad: 14 percent); work (12 percent); being too busy (nine percent); health issues, injuries, or illness (five percent); forgetting to vote (five percent); transportation issues (four percent); family obligations (four percent) and a general lack of information (two percent).

Some non-voters said they did not vote due to political reasons (17 percent). Political reasons for not voting are issues related to candidates (six percent); politicians (three percent); political parties and political party leaders (one percent each); cynicism (three percent); and perceived meaninglessness of the vote (five percent).

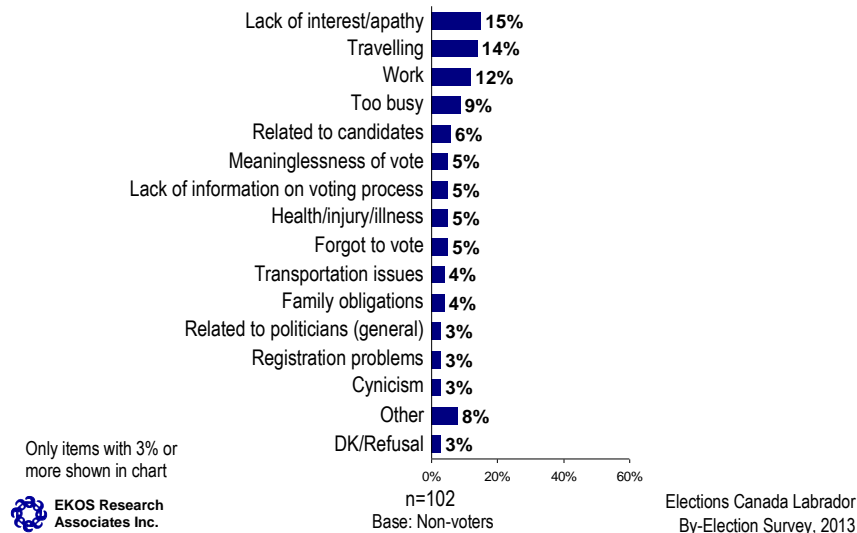
Twelve percent cited issues having to do with the electoral process/procedures as reasons for not voting. Reasons having to do with the electoral process include as well as lack of information specifically related to the voting process (five percent), registration problems (three percent), problems accessing the polls (one percent), no documents to prove identification (one percent), and the polling station being too far away from home (two percent).

In 2011, everyday life issues were also the top reasons for not voting (60 percent), followed by political issues (30 percent) and electoral process issues (six percent).

⁷ Totals in this section do not equal 100 due to rounding, and respondents reporting multiple issues in multiple categories.

Reasons for Not Voting

“What is the main reason you did not vote?”

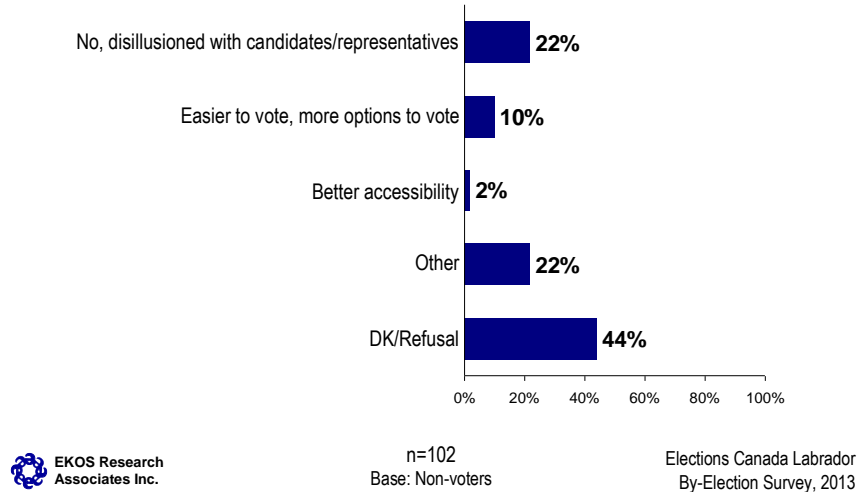


Non-voters were asked, as an open-ended question, whether anything in particular could be done to encourage them to vote in the next federal election. More than two in five (44 percent) could not think of anything that would encourage them to vote or refused to answer. More than one in five (22 percent) said that nothing can encourage them to vote next time (e.g., they are too disillusioned with candidates and politicians). One in ten non-voters (10 percent) said they might vote next time if it were easier to vote and there were more voting options (such as online voting), and a small number said better accessibility would encourage them to vote. One in five (22 percent) mentioned something else, typically reasons why they did not vote in the recent by-election (e.g., “Something came up”) and reasons why they might not vote next time (e.g., “Depends on who’s running”).

In 2011, more than a third (36 percent) said that there was nothing that could be done to encourage them to vote, while one in five mentioned encountering electoral process barriers (21 percent) or mentioned political issues (24 percent).

Suggestions to Encourage Non-Voters to Vote

“Is there something that would have encouraged you to vote in the next federal election?”



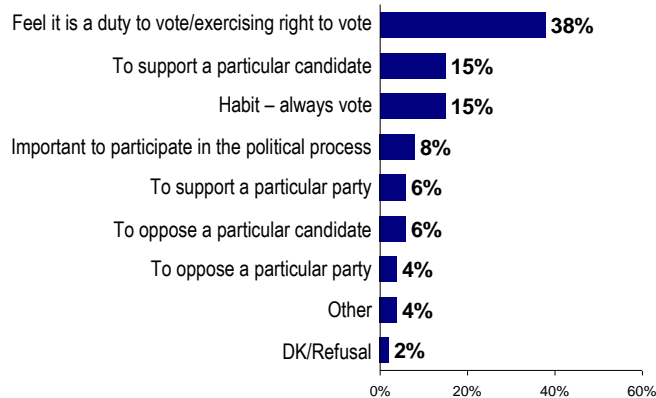
d) Reasons for Voting


Among those who did vote, the main reason was centred on the sense of duty in exercising their right to vote (38 percent), and a further eight percent voted because they feel it is important to participate in the political process. More than three in ten voted for a political reason, such as to support a certain candidate (15 percent) or party (six percent), or to oppose a particular candidate (six percent) or party (four percent). Fifteen percent said they voted out of habit (i.e. they always vote). Four percent voted for other reasons.

In 2011, a similarly strong proportion of Canadian electors (41 percent) voted out of civic duty. Collectively, partisan/political reasons (supporting or opposing a particular candidate or party) were cited by one in four (24 percent). Voting out of habit was a similarly common response in 2011 (19 percent).

Reasons for Voting

“What was the main reason you voted?”



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n=637
Base: Voters

Elections Canada Labrador
By-Election Survey, 2013

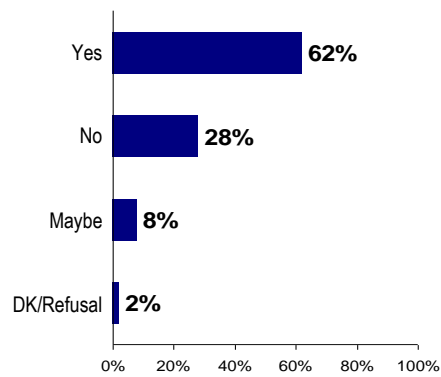
- More affluent electors (43 percent of those with incomes greater than \$80,000) are more likely than less affluent electors (31 to 36 percent) to have voted because they feel it is their duty or right to do so. Less affluent electors (23 percent of those with incomes under \$40,000) are more likely to have voted mainly to support a particular candidate (compared to 11 to 17 percent of higher-income voters).
- Younger electors (under 35 years old) are more likely than older electors to have voted because they believe it is important to participate in the political process (15 percent). Unemployed electors (19 percent) are also more likely than retired electors (eight percent) or employed electors (seven percent) to have voted for this reason.


e) Online Voting

Seven in ten electors who did not vote say they would have voted (62 percent) or maybe would have voted (eight percent) had there been the option to vote online. In 2011, 57 percent said they would have voted online if it had been possible to do so.

Potential for Online Participation

“Would you have voted IF you were able to vote on the Internet using the Elections Canada Web site?”



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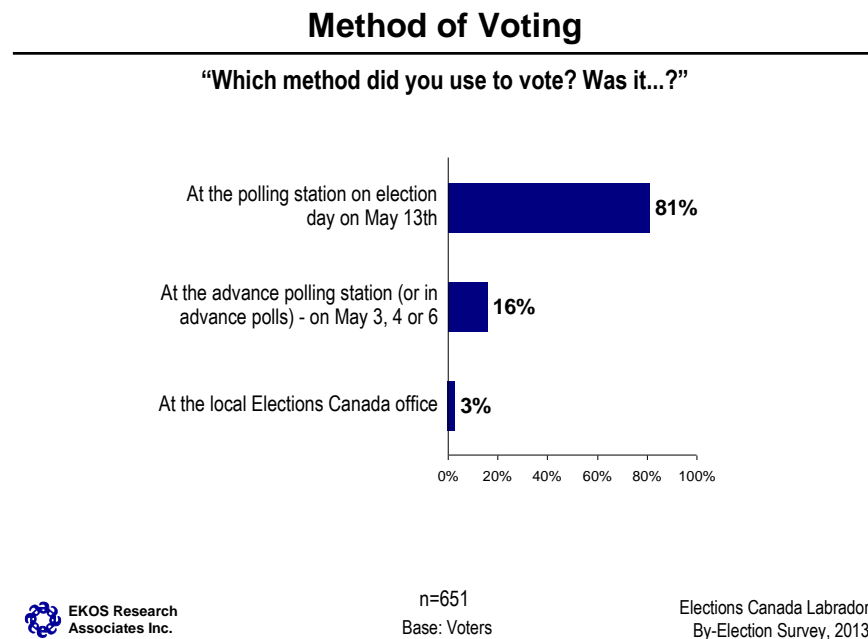
n=102
Base: Non-voters

Elections Canada Labrador
By-Election Survey, 2013

2.6 VOTER PARTICIPATION

a) Method of Voting

Eight in ten electors voted at a polling station on election day (81 percent). Some voted at the advance polls, held May 3, 4 and 6 (16 percent). Only a few voted at a local Elections Canada office (three percent). No one said they voted by mail. These figures are almost identical to 2011, when 80 percent of Canadian voters said they voted at the polling station on election day, 17 percent at advance polls, two percent at an Elections Canada office, and fewer than one percent by mail.

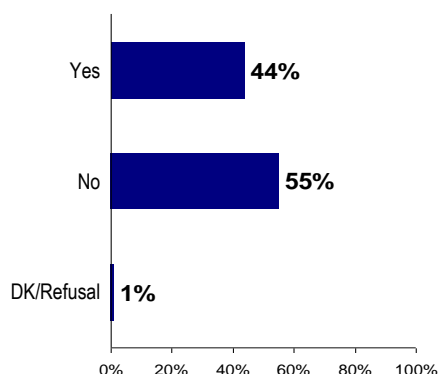


b) Awareness of Voting Options

More than half of electors were not aware that it is possible to vote by mail at any time during a federal election (55 percent), as found among Canadian electors in 2011 (57 percent).

Awareness of Voting by Mail

“Did you know that it is possible to vote by mail at any time during a federal election?”



EKOS Research
Associates Inc.

n=757
Base: All electors

Elections Canada Labrador
By-Election Survey, 2013

- Awareness of being able to vote by mail is lower among younger electors (33 percent of those under age 35) particularly compared to those who are 55 and older (55 percent).
- Awareness is also lower among electors who are not employed (32 percent), particularly compared to retired electors (54 percent).
- Awareness of being able to vote by mail is higher among middle-income electors (54 percent) compared to those with higher incomes (44 percent) and lower incomes (42 percent).

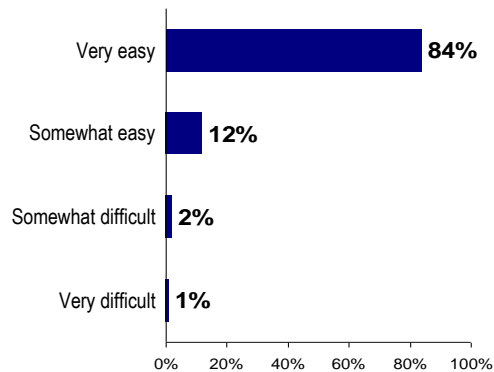
c) Ease of Voting

Almost all voters thought that voting was easy. Most say it was very easy (84 percent) and a few more say it was somewhat easy (12 percent). Only three percent found it very or somewhat difficult.

As a point of reference, more than nine in ten electors (92 percent) said that casting their vote was very easy and seven percent thought it was somewhat easy in the 2011 general election.

Perceived Ease of Voting

“Thinking about casting your vote, would you say it was...?”



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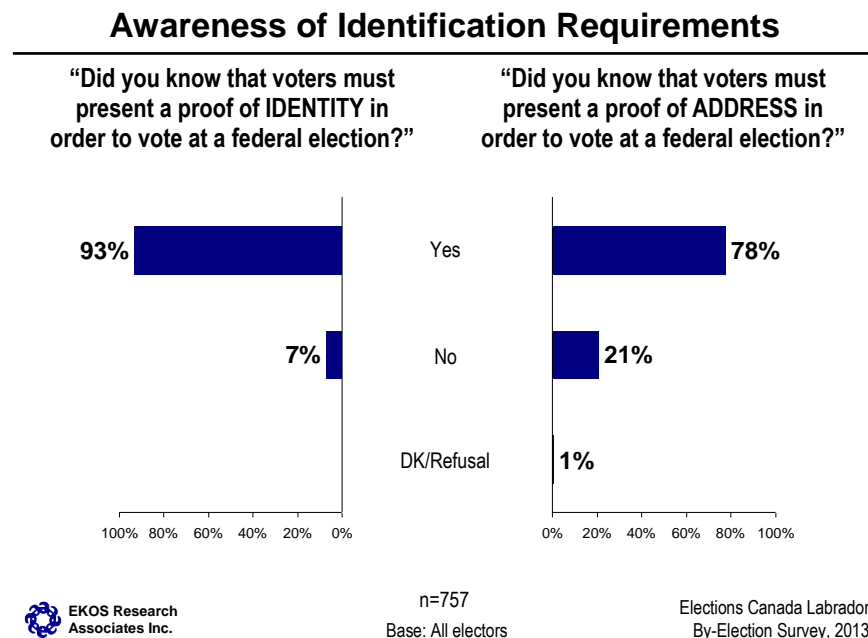
n=651
Base: Voters

Elections Canada Labrador
By-Election Survey, 2013

2.7 PROOF OF IDENTITY/ADDRESS REQUIREMENTS

a) Awareness of Requirements

Almost all electors were aware that they must present proof of identity in order to vote in a federal election (93 percent). Significantly fewer, but still the majority, were aware that proof of address must also be presented in order to vote in an election (78 percent). In the 2011 post-election survey for the federal general election, 97 percent reported being aware of the proof-of-identity requirements, while 89 percent said that they were aware of the proof-of-address requirements.



- Awareness that proof of address must be provided is slightly lower among electors who are not employed (68 percent) compared to 80 percent of employed electors and 82 percent of retired electors.

b) Source of Awareness

One in four electors became aware of the voter identification requirements as a result of receiving a VIC in the mail (26 percent). The experience of a previous election was reported as the information source by one in five electors (19 percent) and experience/knowledge generally was further cited by 17 percent. Word of mouth was an information source for 17 percent. One in ten (11 percent) say they found out about the requirements when they voted. Other sources were each cited by fewer than one in 20 electors, including television (five percent), the EC householder (four percent), newspapers (three percent), radio (five percent), Internet sources (five percent including one percent through the Elections Canada website and two percent through social media), work (two percent), school (one percent), party candidates (one percent), or by being in a small town (e.g., “Just knowing”, one percent).

The VIC was cited as a source of information by 41 percent in 2011 (41 percent), while previous experience/knowledge (including previous elections) was mentioned by 36 percent.

Table 2.5: Sources of Awareness of Voting Identification Requirements

From what sources do you recall hearing about voter identification requirements?	%
Voter information card (received in the mail)	26%
Previous election	19%
Experience/prior knowledge	17%
Word of mouth (friends, relatives, colleagues)	17%
When I voted	11%
Radio	5%
TV	5%
EC householder – brochure/leaflet/reminder card (received in the mail)	4%
Newspaper	3%
Through work	2%
Through candidates'/parties' campaigns	2%
Internet: other websites	2%
Social media (Facebook, Twitter, etc.)	2%
Through school	1%
Elections Canada website	1%
Small town (i.e., everyone knows one another/where events are held)	1%
Other source	3%
Don't know/Refusal	6%

n=711; Base: those aware of ID and/or address requirements

- Higher-income electors are more likely to have known about the requirements from a previous election (23 percent) or from prior knowledge/experience in general (21 percent).

- Electors who are not employed, as well as those under the age of 35 are even more likely than the average to have learned about the requirements through word of mouth (37 percent and 28 percent, respectively).
- Although television was not a frequently reported source in general, electors aged 55 and older (12 percent) and retired electors (15 percent) are somewhat more likely to have heard about the requirements through television.

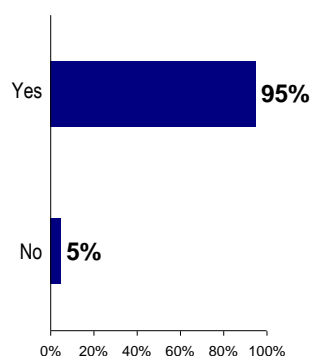
c) Compliance with Identification Requirements

Virtually everyone who was aware of the proof of identification and address requirements and went to vote had the required documents with them (95 percent). Just five percent did not have the required documents. Compliance with documentation requirements was marginally higher among Canadian electors overall in 2011 (99 percent).

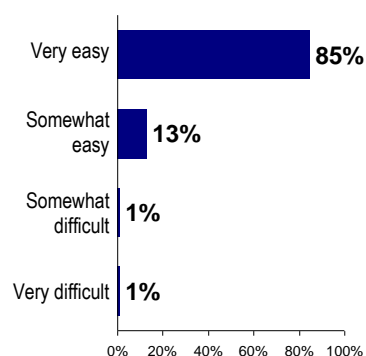
Almost everyone feels that it is easy to meet the identification requirements to vote. Just two percent say that requirements are difficult to meet, while 98 percent of the overall population feel that they are easy to meet, including more than eight in ten who feel the requirements are very easy to meet. Nearly identical proportions held these views in 2011 (83 percent very easy, 14 percent somewhat easy, two percent somewhat or very difficult).

Ease of Meeting Requirements

“Did you have the required identification documents with you?”



“Overall, how easy is it to meet the identification requirements? Would you say that it is...?”



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Associates Inc.**

n=637
Base: Voters

Elections Canada Labrador
By-Election Survey, 2013

d) Documentation Presented to Vote

Overall, most electors presented a driver's licence as proof of identity and address when they went to vote (86 percent). Six percent presented a voter information card as proof of identification. Seventeen percent of electors presented other documents as a first or second proof of identification or address, such as health card (three percent), certificate of Indian status (two percent), provincial or territorial ID card (two percent), social insurance card (one percent), Canadian passport (one percent), firearm possession/acquisition licence (one percent), utility bill (one percent), or birth certificate (one percent). Table 2.6 summarizes the frequency of voters presenting various documents as either their first or second proof of identity/address.

A driver's licence was presented by the clear majority of Canadian voters in 2011 (90 percent). The VIC (14 percent), health cards (16 percent), Canadian passports (six percent), utility bills (four percent) and various other documents were also presented more frequently in 2011 as proof of identity or address.

Table 2.6: Document presented as proof of identity/address

Which document did you use to prove your identity and address? (First and second responses combined)	%
Driver's Licence	86%
Voter Information Card	6%
Health Card	3%
Certificate of Indian Status (Status Card)	2%
Provincial/Territorial Identification Card	2%
Firearm Possession and Acquisition Licence or Possession Only Licence	1%
Birth Certificate	1%
Social Insurance Number Card	1%
Canadian Passport	1%
Utility Bill (telephone, TV, public utilities commission, hydro, gas or water)	1%
Other	2%
None	8%
DK/NR	2%

n=109; Base: voters

Up to two responses were accepted; "none" was not accepted as a first response.

- A driver's licence is more likely to have been presented by higher-income electors (92 percent) and employed electors (88 percent) compared to the average. Electors between ages 35 and 54 are also more likely than other age groups to have presented a driver's licence (90 percent).

e) Missing Documentation

Those people without the required documentation (n=37) were asked which documentation they were missing.⁸ Among these, the largest number was missing documentation with their photo (52 percent), some were missing documentation with their address (14 percent), a few were missing documentation with their name (nine percent), and some had no identification at all with them (29 percent). Among these electors with missing documents, six in ten (63 percent) went back to find the missing documents, and all of these people say they voted. About one in ten swore an oath with another registered elector (12 percent). One person who did not have the required documentation reported that they did not vote (six percent).

2.8 VOTING EXPERIENCE

a) Polling Station Distance and Convenience

Among those who voted at a polling station on election day, most voters travelled from home to vote (68 percent). Just under three in ten went from work to the polling station (28 percent). A small proportion (three percent) arrived from another location. Among those who voted at the advance polls, more left from home to go to vote (77 percent) compared to those who voted on election day, who were more likely to have left from work. Only a very small number (n=15) voted at an Elections Canada office; about half of these people went there from home, one-quarter went from work, and one quarter from another location.

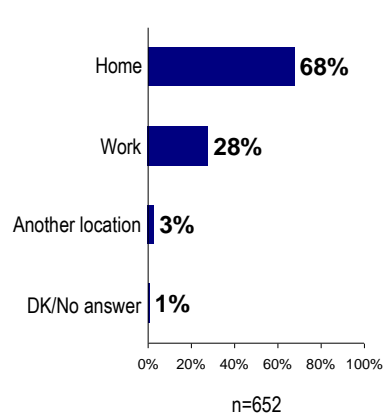
Virtually all electors found the distance to travel to vote to be convenient for them (96 percent). Only a very small number (one percent) had any difficulty reaching their polling station or EC office. Among these electors who experienced difficulties (n=5), three people encountered physical accessibility issues, one found the polling station address was difficult to find, and one said the polling station was not open at the time they expected.

The incidence of leaving from home to vote was higher among voters in the 2011 general election (80 percent, whereas 16 percent left from work, and one percent from elsewhere). Perspectives on convenience are largely consistent with views of Canadian electors in 2011 (97 percent found it convenient, and only one percent had difficulty reaching the polling station).

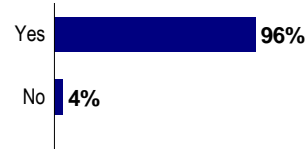
⁸ This question permitted multiple responses; however, each respondent provided only one response.

Convenience of Voting

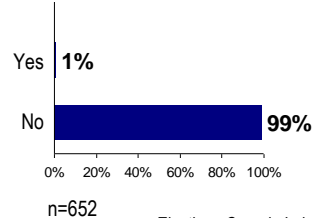
“When you went to vote, did you head to the polling station from home, from work or from another location?”



“Was it a convenient distance for you?”



“Did you have any difficulty reaching the polling station?”



EKOS Research
Associates Inc.

Base: Voters

Elections Canada Labrador
By-Election Survey, 2013

- Lower-income electors are more likely to have found the polling station distance inconvenient (10 percent).
- Though it is a very small incidence, electors who are not employed are more likely than employed or retired electors to have encountered difficulty reaching the polling station or Elections Canada office (six percent).
- Of the electors who reported difficulty reaching the polling station, one was a person with a disability.

b) Language of Service

All electors surveyed (100 percent) were served in English. As in the 2011 general election nearly everyone (99 percent) was satisfied with the language in which they were served; only three people say they were dissatisfied.

c) Waiting to Vote

Nearly everyone was satisfied with the time spent waiting to vote at the polling station (98 percent), as was the case in the 2011 general election (99 percent).

d) Assistance with Voting

Two percent of voters required assistance in order to cast their ballot (n=8). Among these voters, some required assistance from poll staff, a relative, or a friend; a template to mark their ballot; helping finding the voting booth and instructions on voting; and assistance getting their address changed. None of the individuals reporting need for assistance identified as a person with a disability.

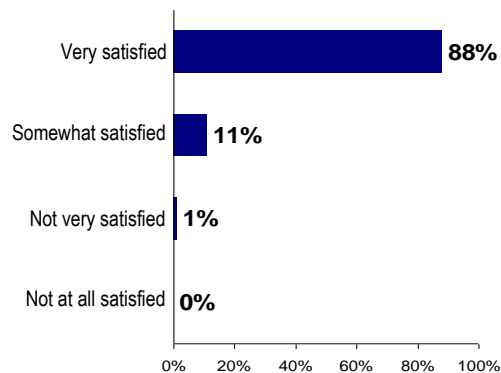
One percent of voters in the general election required assistance to cast their ballot, mainly in the form of assistance by poll staff.

e) Satisfaction with and Perceptions of EC Staff

Overall, 99 percent of voters were satisfied with the services provided by EC staff when they voted (including 88 percent who were very satisfied and 11 percent who were somewhat satisfied). This level of satisfaction is almost identical to 2011 (87 percent very satisfied, and 11 percent somewhat satisfied).

Satisfaction with EC Staff

“Overall, how satisfied were you with the services provided by Elections Canada staff when you voted? Would you say...?”



EKOS Research
Associates Inc.

n=652
Base: Voters

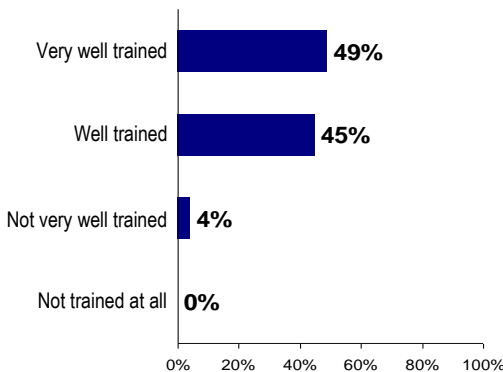
Elections Canada Labrador
By-Election Survey, 2013


- Satisfaction was equally high (e.g., 98 to 100 percent) across all segments.

Almost all voters (94 percent) had the perception that Elections Canada staff at the polling station or office where they voted were well trained, including 49 percent who thought staff seemed very well trained and 45 percent who believe EC staff to be well trained.

Professionalism of EC Staff

“And from your perspective as an elector who went to vote at the polling station, would you say that the Elections Canada staff seemed...?”



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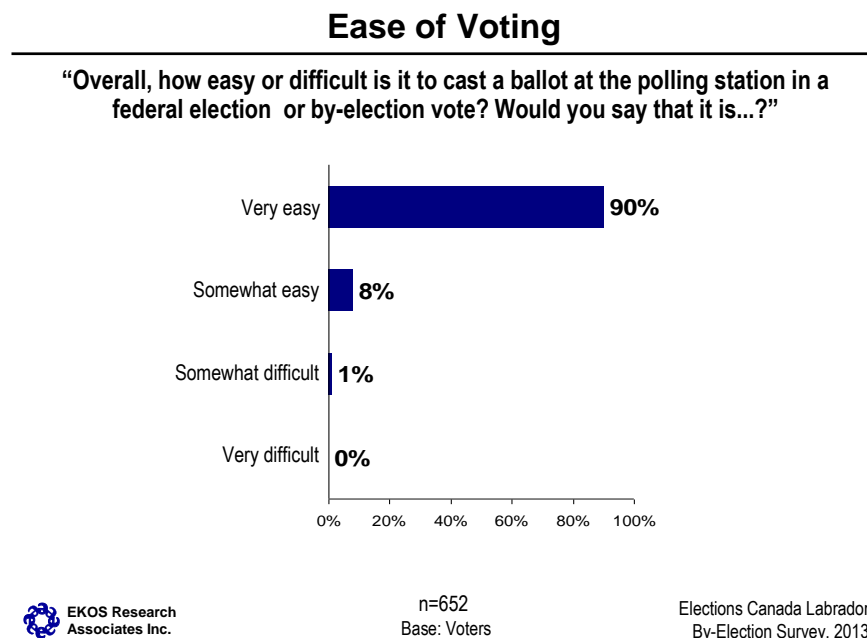
n=652
Base: Voters

Elections Canada Labrador
By-Election Survey, 2013

- Although all segments agreed that EC staff are well trained (92 to 96 percent), the propensity to say that they are “very well trained” is higher among women and those over 55 years of age (55 and 57 percent, respectively). On the other hand, men, electors under 35 and those reporting the highest household incomes are more apt to say that EC staff are “well trained” (52, 58 and 51 percent, respectively), suggesting the possibility of marginally less positive views (or an overall propensity toward providing lower ratings generally in these segments).

f) Ease of Voting

Almost all voters (98 percent) feel that it is easy to cast a ballot in a federal election including nine in ten who feel it is very easy to vote. Just one percent says it is somewhat difficult, and no one says it is very difficult. These views are almost identical to 2011 (92 percent very easy and seven percent somewhat easy).



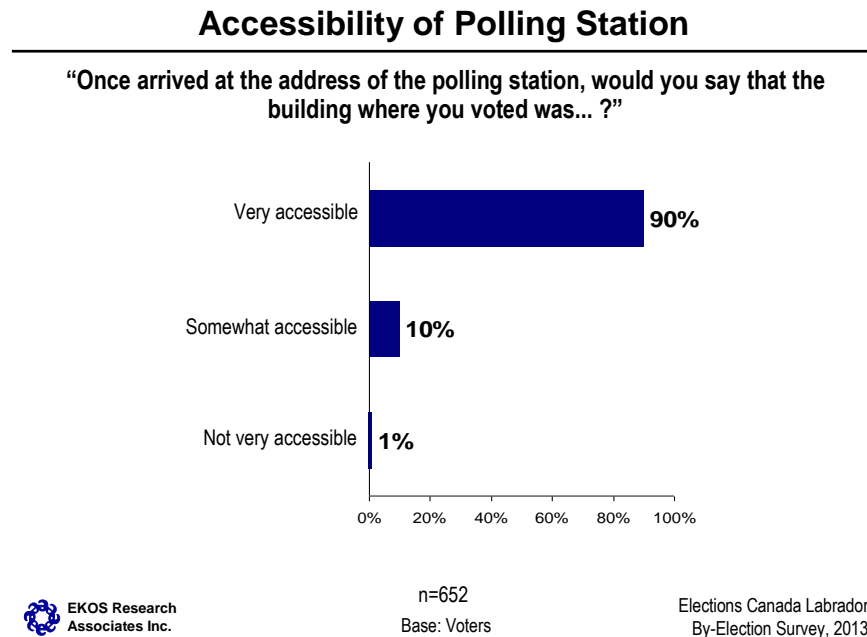
- Although by and large all segments said that they found it easy to cast a ballot, when looking at those who specifically said that it was “very easy”, slightly fewer of the unemployed, those reporting household incomes of under \$40,000 (81 and 82 percent) and men (86 percent) said that they found it “very easy” to cast a ballot.

2.9 ACCESSIBILITY

a) Building Accessibility and Signage

Nearly everyone (99 percent) said that the building where they voted was accessible, including nine in ten who found it very accessible and a further one in ten who found it somewhat accessible. Those saying the building was inaccessible (n=4) say they encountered physical accessibility issues (including the lack of a ramp at the main entrance, and a wheelchair ramp that was not up to standard), too few parking spaces, and no designated disabled parking spots.

As a reference point, it should be noted that perceptions of accessibility are almost identical to 2011 (90 percent found the polling station very accessible, and eight percent somewhat accessible).



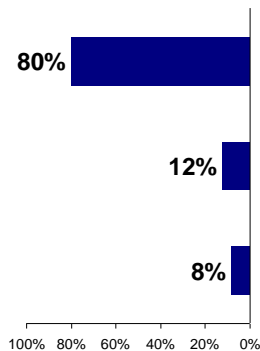
When asked whether there were enough directional signs *outside* the building to help find the entrance to the polling station, most (80 percent) say the quantity of signs was sufficient.

When asked whether there were enough directional signs *inside* the building to help find the way to the room for voting, almost everyone (94 percent) says there were enough signs.

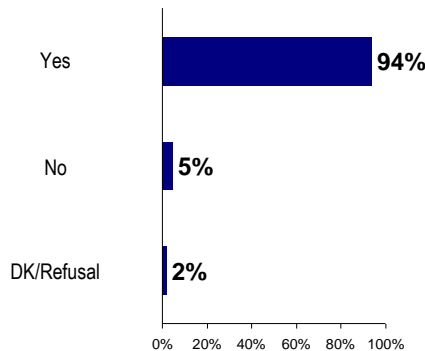
Perceptions of the quantity of directional signs outside and inside the building are almost identical to 2011 (82 percent found there were enough signs outside the building; 95 percent found there were enough signs inside the building).

Polling Station Signage

“Would you say that there were enough directional signs outside of the building to help you find the entrance of the polling station?”

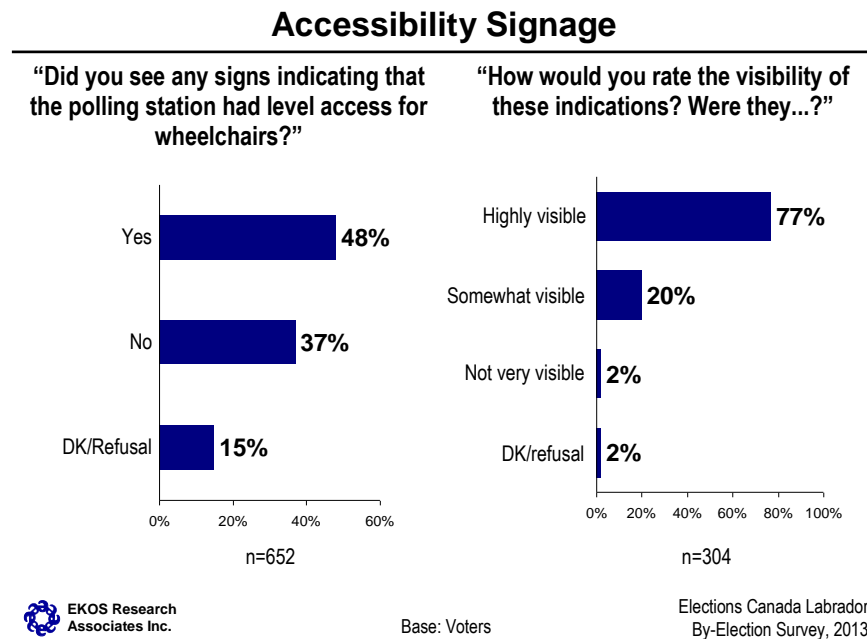


“Once inside, were there enough signs to help you find your way to the room where the vote took place?”



Almost half of electors (48 percent) noticed signs indicating the building where they went to vote had level access for wheelchairs. Most of those who saw these signs say they were highly visible (77 percent), and one in five (20 percent) say they were somewhat visible. Just two percent indicated they were not very visible.

In 2011, 33 percent of Canadian electors reported noticing a level access sign for wheelchairs at the polling station. Among those who recalled seeing one of these signs, 71 percent said they were highly visible, while 23 percent said somewhat visible.



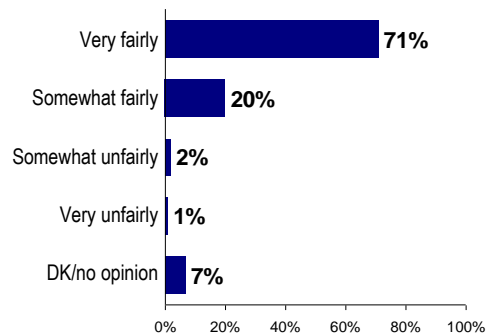
- Higher-income electors are less likely (41 percent) than lower-income electors to have noticed level-access signs. Also, higher-income electors as well as employed electors who noticed the signage are likely to say that it was only somewhat visible.
- Electors reporting a disability provided roughly similar ratings of the visibility of the signs relative to the rest of electors, with 80 percent rating them as highly visible.

2.10 PERCEPTIONS OF FAIRNESS

Nine in ten electors perceive the by-election to have been run fairly by Elections Canada. Seven in ten (71 percent) say it was run very fairly and a further 20 percent say it was run somewhat fairly. Three percent thought that Elections Canada ran the election either very or somewhat unfairly. An additional seven percent did not know or had no opinion. These results are slightly better than those for the 2011 general election, when 65 percent felt it was run very fairly and 25 percent felt that the election was run somewhat fairly.

Fairness of By-Election

“Thinking about the May 13th federal by-election, would you say that Elections Canada ran the election... ?”



EKOS Research
Associates Inc.

n=757
Base: all electors

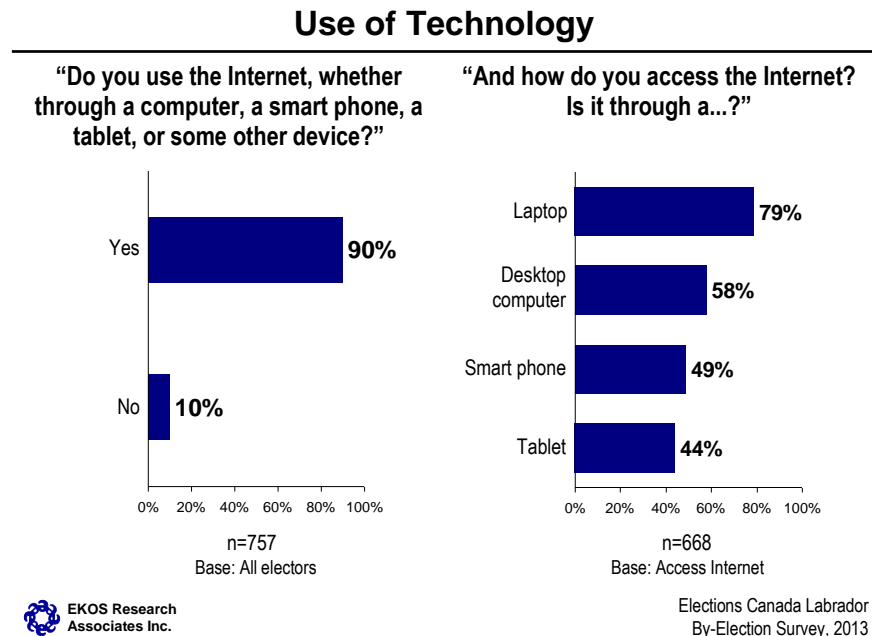
Elections Canada Labrador
By-Election Survey, 2013

- Electors aged 55 and older (76 percent) and women (75 percent) are more likely to say that the by-election was run very fairly compared with their counterparts. Notably, about three in ten electors reporting household incomes of less than \$40,000 (34 percent), and the unemployed (30 percent) said that the by-election was run only “somewhat fairly”. One in four men (24 percent) said the same.
- Though the incidence is very small, unemployed electors (five percent) are more likely than employed and retired electors to say the election was run very unfairly.

2.11 USE OF TECHNOLOGY

Nine in ten electors in Labrador (90 percent) access the Internet. Of these, most access the Internet through a laptop computer (79 percent) and over half use a desktop computer (58 percent). Almost half use a smart phone to access the Internet (49 percent) and more than two in five use a tablet (44 percent).

These questions have been modified since 2011, when electors were asked only about the availability of the Internet in their home: 86 percent of electors had access to the Internet at home, while 14 percent did not.



- Although Internet usage is largely universal among mid- and upper-income-range households (90 and 98 percent, respectively), those electors reporting a household income of under \$40,000 are less likely than the average to use any of these devices to access the Internet (71 percent).
- Older and retired electors are also less likely to access the Internet (73 and 69 percent, respectively).
- Employed electors are more likely than the average to use smart phones (53 percent), laptops (82 percent), desktop computers (60 percent), and tablets (47 percent). This is also true of electors between ages 35 and 54: 54 percent use smart phones, 82 percent use laptops,

66 percent use desktop computers, and 50 percent use tablets. Smart-phone use is particularly high among the youngest cohort (61 percent among those under 35), which is also the least likely to use desktop computers (47 percent).

2.12 SOCIO-DEMOGRAPHICS

The table below provides socio-demographic details for respondents in the sample.

Table 2.7: Socio-demographic variables

	%
Living with either or both parents at time of by-election (Base: voters between the ages of 18 and 35)	
Total:	222
Yes	31%
No	68%
Don't know/Refusal	1%
Ethnic background	
Total:	707
British	35%
Native American/Aboriginal	26%
Inuit	4%
Métis	3%
French	2%
Other Western European	2%
Other visible minorities	1%
Don't know	16%
Refusal	7%
Country of birth	
Total:	757
Canada	97%
United Kingdom	1%
Other	1%
Person with a disability	
Total:	757
Yes	4%
No	96%
Nature of your disability	
Total:	34
Mobility	52%
Diabetes	11%
Blind or visual impairment	10%

	%
Neuro-psychiatric/mental/emotional disability	7%
Deaf or hard of hearing	3%
Coordination or dexterity	2%
Other	8%
Don't know	6%
Refusal	6%
Employment status	
Total:	757
Working full-time (35 hours/week or more)	57%
Working part-time (less than 35 hours/week)	9%
Unemployed or looking for a job	9%
Self-employed	4%
Stay at home full-time	5%
Student	3%
Retired	12%
Disability pension	1%
Type of home	
Total:	757
House	86%
Apartment	7%
Townhouse	6%
Mobile home, trailer	1%
Annual household income	
Total:	757
Under \$20,000	4%
\$20,000 to just under \$40,000	11%
\$40,000 to just under \$60,000	12%
\$60,000 to just under \$80,000	10%
\$80,000 to just under \$100,000	14%
\$100,000 and over	33%
Don't know/Refusal	17%

APPENDIX A

SURVEY QUESTIONNAIRE

PINTRO

PHONE INTRO

Good afternoon/evening. My name is ... and I am calling from EKOS, a public opinion research company. Today we are conducting a study on behalf of Elections Canada. Please be assured that we are not selling or soliciting anything. This survey is registered with the national survey registration system.

[IF ASKED]: The survey will take about 15 minutes to complete.

[IF ASKED]: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system toll-free telephone number is 1-888-602-6742, extension 8728.

[IF ASKED ABOUT THE NATIONAL DO NOT CALL LIST]: Calls made for the purpose of market research, polls or surveys are not considered telemarketing calls. Organizations making these types of calls are not required to register with the National Do Not Call List. The National Do Not Call List toll-free telephone number is 1-866-580-3625. I would like to speak to the person in your household who is a Canadian citizen, is at least 18 years old, and who has had the most recent birthday. Would that be you?

PRIV

This call may be recorded for quality control or training purposes.

X1

Gender:

Male..... 1
Female 2

SCR1

May I confirm that you are a Canadian citizen?

IF NO: This survey must be completed by Canadian citizens. Would there be someone in your household who is a Canadian citizen? IF YES ASK TO SPEAK TO THAT PERSON

Yes..... 1
No..... 2 ->THNK2

SCR2

May I confirm that you were at least 18 years old on May 13, 2013?

IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on May 13, 2013. Would there be someone in your household who was at least 18 years old on May 13, 2013? IF YES ASK TO SPEAK TO THAT PERSON

Yes..... 1
 No..... 2 ->THNK2

SCR3

Between April 10th and May 13th, 2013, did you live in the federal district of Labrador?
 IF NO: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding and were eligible to vote in the May 13th, 2013 by-election. THANK AND DISCONTINUE.

IF UNSURE: INTERVIEWER TO REVIEW LIST OF COMMUNITIES IN THE RIDING WITH RESPONDENT TO DETERMINE WHETHER HE/SHE WAS A RESIDENT OF THE RIDING. IF SO, CONTINUE. IF NOT, DISCONTINUE USING LANGUAGE IN CODE 02.

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

IF PERSON SELECTED IS NOT AVAILABLE OVER INTERVIEW PERIOD, ASK FOR PERSON WITH NEXT MOST RECENT BIRTHDAY AND STEP BACK TO SCR1.

IF IN DOUBT, CONFIRM WHETHER RESPONDENT WOULD LIKE TO BE INTERVIEWED IN ENGLISH OR FRENCH

Yes..... 1
 No..... 2 ->THNK2
 Unsure 3

Q1

Did you know that a federal by-election took place on May 13th in your riding?
 DO NOT READ

IF NO: confirm once again whether the respondent was living in the federal district of Labrador (i.e.: not just the city), using the geographic boundary description provided ("map")

Yes..... 1
 No..... 2 ->CALCQ3
 Don't know/Refusal..... 9 ->CALCQ3

Q2

From which sources do you recall hearing about the by-election?
 PROBE. RECORD UP TO 3 MENTIONS. (DO NOT READ)

EC householder – brochure/leaflet/reminder card (received in the mail)	1
Voter information card (received in the mail)	2
Radio	3
TV	4
Newspaper	5
Elections Canada website	6
Internet: other websites	7
Word of mouth (friends, relatives, colleagues)	8
Candidates'/parties' election signs	9
Social media (Facebook, Twitter, etc.)	10
Other source (SPECIFY)	77
Don't know/Refusal	99
SIGNS/POSTERS AROUND THE CITY	11
NEWS MEDIA (GENERAL MENTION)	12
PHONE/PHONE CALLS (GENERAL MENTION)	13
POLITICAL PARTY/CANDIDATES (EXCLUDES DOOR-TO-DOOR CANVASSING)	14
WORKED/VOLUNTEERED, WORK RELATED TO ELECTIONS/POLITICS..	15
DOOR-TO-DOOR CANVASSING/VISITS	17
FLYER/PAMPHLET BY MAIL (GENERAL MENTION)	18

Q3

Many people don't or can't vote for a variety of reasons. This is particularly true for by-elections, where voter turnout is often much lower than in general elections. Did you vote in the May 13th federal by-election?

DO NOT READ

Yes	1
No	2
Don't know/Refusal	9

Q4A

IF Q3=2

What is the main reason you did not vote?

DO NOT READ – CODE UP TO 3 ANSWERS

Related to government.....	1
Related to politicians (in general).....	2
Related to political parties	3
Related to candidates	4
Related to political party leaders	5
Related to campaign issues.....	6
Related to electoral system	7
Regional discontent	8
Lack of competition.....	9
Lack of information.....	10
Problems with access to the polls	11
Registration problems.....	12
Lack of information on voting process e.g. when/where to vote	13
Meaninglessness of vote.....	14
Lack of interest/Apathy	15
Turned attention elsewhere.....	16
Cynicism.....	17
Health/Injury/Illness	18
Transportation issues	19
Travelling (out of town, abroad...).....	20
Weather issues	21
No documents to prove identification when voting.....	22
No documents to prove identification when registering	23
Too busy	24
Work.....	25
Family obligations	26
Religious beliefs	27
Polling station too far away from home	28
Other source (SPECIFY)	77
Don't know/Refusal.....	99
FORGOT TO VOTE	29

Q4B

IF Q3=2

Would you have voted IF you were able to vote on the Internet using the Elections Canada website?

DO NOT READ

Yes.....	1
No	2
Maybe.....	3
Don't know/Refusal.....	9

Q4C

IF Q3=2

Is there something that would encourage you to vote in the next federal election?

DO NOT READ – RECORD ONLY ONE ANSWER

Answer	77
Don't know/Refusal.....	99

Q5

IF Q3=1

What was the main reason you voted?

DO NOT READ – RECORD ONLY ONE ANSWER

To support a particular party	1
To support a particular candidate	2
To oppose a particular party	3
To oppose a particular candidate	4
Feel it is a duty to vote or exercising the right to vote.....	5
To set an example for children/others	6
Habit – always vote	7
Important to participate in the political process.....	8
Other (SPECIFY)	77
Don't know/Refusal.....	99

PQ6

I would like to ask a few questions about information you may have received in advance of the by-election.

Q6

During the campaign, did you receive a voter information card addressed to you personally and telling you where and when to vote?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

Q7

IF Q6=1

Was your name correct on the card you received?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

Q8

IF Q6=1

And was your address correct on the card?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

Q9

IF Q7=2 OR Q8=2

Did you do anything to make corrections to incorrect information on the card you received?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

Q10

IF Q6=1

In addition to providing information about where and when to vote, what did the voter information card talk about?

DO NOT READ. CODE UP TO 3 ANSWERS

Polling station number.....	1
Voter information card cannot be used as ID	2
Voters need to show ID at the polls.....	3
Information about advance polls	4
What to do if information on the VIC is incorrect.....	5
Reminder/Enticement to vote	6
Telephone number	7
Website (elections.ca).....	8
Voting by mail/at local Elections Canada office/Special Voting Rules	9
Other (SPECIFY)	77
Don't know/Refusal.....	99
WHAT IDENTIFICATION WAS ACCEPTABLE TO PRESENT/TO BRING.....	10
WHERE TO VOTE.....	11
WHEN (DATE AND TIMES)	12
CANDIDATES' INFORMATION, PARTY REPRESENTATIVES, WHO WAS RUNNING.....	13
ACCESSIBILITY NEEDS/DISABILITY REQUIREMENTS AND OPTIONS FOR VOTING	14

Q11

IF Q6=2,9

What did you do to find out whether you were registered to vote in this election?

DO NOT READ. CODE UP TO 3 ANSWERS

Found out at the polling station/local Elections Canada office	1
Called the phone number indicated on someone else's voter information card (i.e., anyone's VIC)	2
Called 1-800 number of Elections Canada	3
Consulted the Elections Canada website	4
Informed the revising agent who was at my home	5
I did nothing specific	98
Other (SPECIFY)	77
Don't know/Refusal.....	99

PQ12

Now, I would like to ask you a few questions about voting in the by-election...

Q12

Which method did you use to vote? Was it...

READ IN ORDER UNTIL RESPONDENT PROVIDES A RESPONSE – CODE ONE ANSWER ONLY

At the polling station on election day on May 13th?	1
At the advance polling station (or in advance polls) – on May 3, 4 or 6?	2
At the local Elections Canada office?	3
By mail?	4
(DO NOT READ) Other (SPECIFY)	77
(DO NOT READ) Don't know/Refusal	99

Q13

Thinking about casting your vote (at the polling station on election day on May 13th/at the advance polling station/at the local Elections Canada office/by mail), would you say it was...

READ

Very easy	1
Somewhat easy	2
Somewhat difficult	3
Very difficult	4
Don't know/Refusal.....	9

Q14

IF Q12 NOT = 4

Did you know that it is possible to vote by mail at any time during a federal election?

DO NOT READ

Yes.....	1
No	2
Don't know.....	98
Refusal.....	99

Q15

Did you know that voters must present proof of IDENTITY in order to vote in a federal election?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

Q16

Did you know that voters must present proof of ADDRESS in order to vote in a federal election?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

Q17

IF Q15=1 OR Q16=1

From what sources do you recall hearing about these requirements?

DO NOT READ UNLESS REQUIRED – CODE UP TO 3 ANSWERS

EC householder – brochure/leaflet/reminder card (received in the mail)	1
Voter information card (received in the mail)	2
Radio	3
TV.....	4
Newspaper.....	5
Elections Canada website	6
Internet: other websites.....	7
Word of mouth (friends, relatives, colleagues).....	8
When I voted	9
Previous election	10
Experience/prior knowledge	11
Social media (Facebook, Twitter, etc.).....	12
Small town – everyone knows where everything is	16
Other source (SPECIFY)	77
Don't know/Refusal.....	99
THROUGH WORK (AT EC OR RELATED).....	13
THROUGH SCHOOL.....	14
CANDIDATES/PARTY CAMPAIGNS	15

Q18

IF Q4A NOT =22

Did you have the required identification documents with you?

DO NOT READ

Yes..... 1
No 2
Don't know/Refusal..... 9

Q19

IF Q18=2,9 OR Q4A NOT =22

Which pieces of identification or documentation were you missing?

READ IF NECESSARY – CODE UP TO 3 ANSWERS

Document with your photo 1
Document with your name 2
Document with your address 3
No identification pieces 4
Other (SPECIFY) 77
(VOLUNTEERED) Don't know/Refusal..... 99

Q20

IF Q18=2,9 OR Q4A NOT =22

What did you do about it?

READ IF NECESSARY

Swore an oath with a respondent 1
Went back to find missing documents 2
(VOLUNTEERED) Other (SPECIFY)..... 77
(VOLUNTEERED) Don't know/Refusal..... 99

PQ21

IF Q18=1 OR Q20 =2

Please see below

Which document did you use to prove your identity and address?

DO NOT READ – PROBE IF ONLY ONE DOCUMENT IS MENTIONED: “DID YOU PROVIDE ANOTHER DOCUMENT?” IMPORTANT: CODE A MAXIMUM OF TWO ANSWERS. RECORD FIRST RESPONSE SEPARATELY FROM SECOND RESPONSE.

Q21A

IF Q18=1 OR Q20 =2

1st Response

Driver's Licence	1
Health Card.....	2
Canadian Passport	3
Certificate of Canadian Citizenship (Citizenship Card)	4
Birth Certificate	5
Certificate of Indian Status (Status Card)	6
Social Insurance Number Card	7
Old Age Security Card	8
Student ID Card	9
Provincial/Territorial Identification Card	10
Liquor Identification Card	11
Hospital/Medical Clinic Card	12
Credit/Debit Card	13
Employee Card	14
Public Transportation Card	15
Library Card	16
Canadian Forces Identity Card	17
Veterans Affairs Canada Health Card	18
Canadian Blood Services/Héma-Québec Card	19
CNIB ID Card	20
Firearm Possession and Acquisition Licence or Possession Only Licence	21
Fishing, Trapping or Hunting Licence.....	22
Outdoors or Wildlife Card/Licence	23
Hospital bracelet worn by residents of long-term care facilities	24
Utility Bill (telephone, TV, public utilities commission, hydro, gas or water).....	25
Bank/Credit Card Statement	26
Vehicle Ownership/Insurance.....	27
Correspondence issued by a school, college or university	28
Statement of Government Benefits (employment insurance, old age security, social assistance, disability support or child tax benefit).....	29
Attestation of Residence issued by the responsible authority of a First Nations band or reserve	30
Government Cheque or Cheque Stub	31
Pension Plan Statement of Benefits, Contributions or Participation	32
Residential Lease/Mortgage Statement	33
Income/Property Tax Assessment Notice.....	34
Insurance Policy	35
Letter from a public curator, public guardian or public trustee	36
One of the following, issued by the responsible authority of a shelter, soup kitchen, student/senior residence, or long-term care facility: Attestation of Residence, Letter of Stay, Admission Form or Statement of Benefits	37
Parolee Identification Card	38
Voter Information Card	97
None (not possible for 1st response)	98
Other (SPECIFY)	77
DK/NR	99

Q21B

IF Q18=1 OR Q20 =2

2nd Response

Driver's Licence	1
Health Card.....	2
Canadian Passport	3
Certificate of Canadian Citizenship (Citizenship Card)	4
Birth Certificate	5
Certificate of Indian Status (Status Card)	6
Social Insurance Number Card.....	7
Old Age Security Card	8
Student ID Card.....	9
Provincial/Territorial Identification Card	10
Liquor Identification Card.....	11
Hospital/Medical Clinic Card.....	12
Credit/Debit Card	13
Employee Card.....	14
Public Transportation Card.....	15
Library Card	16
Canadian Forces Identity Card	17
Veterans Affairs Canada Health Card	18
Canadian Blood Services/Héma-Québec Card	19
CNIB ID Card	20
Firearm Possession and Acquisition Licence or Possession Only Licence	21
Fishing, Trapping or Hunting Licence.....	22
Outdoors or Wildlife Card/Licence	23
Hospital bracelet worn by residents of long-term care facilities	24
Utility Bill (telephone, TV, public utilities commission, hydro, gas or water).....	25
Bank/Credit Card Statement	26
Vehicle Ownership/Insurance.....	27
Correspondence issued by a school, college or university	28
Statement of Government Benefits (employment insurance, old age security, social assistance, disability support or child tax benefit).....	29
Attestation of Residence issued by the responsible authority of a First Nations band or reserve	30
Government Cheque or Cheque Stub	31
Pension Plan Statement of Benefits, Contributions or Participation	32
Residential Lease/Mortgage Statement	33
Income/Property Tax Assessment Notice.....	34
Insurance Policy	35
Letter from a public curator, public guardian or public trustee	36
One of the following, issued by the responsible authority of a shelter, soup kitchen, student/senior residence, or long-term care facility: Attestation of Residence, Letter of Stay, Admission Form or Statement of Benefits	37
Parolee Identification Card.....	38
Voter Information Card	97
None (not possible for 1st response)	98
Other (SPECIFY)	77
DK/NR	99

Q22

Overall, how easy is it to meet the identification requirements? Would you say that it is...?

READ. NOTE: THIS QUESTION REFERS TO RESPONDENT'S OWN EXPERIENCE

Very easy 1
Somewhat easy 2
Somewhat difficult 3
Very difficult 4
(DO NOT READ) Don't know/Refusal 9

Q23

When you went to vote, did you head to the (advance polling station/local Elections Canada office/polling station) from home, from work or from another location?

DO NOT READ. IF NECESSARY, READ: "Was it from..." and probe

Home? 1
Work? 2
Another location? (SPECIFY) -> AQ23; C150 L3 C60..... 77
(DO NOT READ) Don't know/Refusal 99

Q24

Was it a convenient distance for you?

DO NOT READ

Yes..... 1
No 2
Don't know/Refusal..... 9

Q25

Did you have any difficulty reaching the (advance polling station/local Elections Canada office/polling station)?

DO NOT READ. QUESTION REFERS TO DIFFICULTY GETTING TO THE BUILDING.

Yes..... 1
No 2
Don't know/Refusal..... 9

Q26

IF Q25=1

Could you briefly describe these difficulties?

DO NOT READ – CODE UP TO 3 ANSWERS

Physical accessibility.....	1
Polling station address difficult to find.....	2
Room inside the building difficult to find	3
Not enough parking	4
Wrong information on my voter information card (i.e., wrong polling station address).....	5
Imprecise signage (interior/exterior)	6
Other (SPECIFY)	77
Don't know/Refusal.....	99

Q27

Once arrived at the address of the polling station, would you say that the building where you voted was... ?

READ. NOTE: THE QUESTION REFERS TO ACCESS INTO THE BUILDING – I.E., ENTRANCE TO IT

Very accessible.....	1
Somewhat accessible	2
Not very accessible.....	3
Not accessible at all.....	4
Don't know/Refusal.....	9

Q28

IF Q27=3,4

Could you briefly describe what made the building inaccessible?

RECORD ONLY ONE ANSWER – ASK FOR THE MOST IMPORTANT IF MORE THAN ONE [OPEN]. NOTE THAT THIS REFERS TO THE BUILDING ITSELF.

Physical accessibility.....	1
Polling station address difficult to find.....	2
Room inside the building difficult to find	3
Not enough parking	4
Wrong information on my voter information card (wrong address).....	5
Imprecise signage (interior/exterior)	6
Other (SPECIFY)	77
Don't know.....	98
Refusal.....	99

Q29

Would you say that there were enough directional signs outside the building to help you find the entrance of the polling station?

DO NOT READ. NOTE: IF RESPONDENT SAYS DON'T RECALL – CODE AS DK

COULD INCLUDE ANYONE ASSIGNED TO DIRECT YOU FROM OUTSIDE

Yes..... 1
 No 2
 Don't know/Refusal..... 9

Q29A

Once inside, were there enough signs to help you find your way to the room where the vote took place?

DO NOT READ

COULD INCLUDE ANYONE ASSIGNED TO DIRECT YOU FROM OUTSIDE

Yes..... 1
 No 2
 Don't know/Refusal..... 9

Q30

Did you see any signs indicating that the (advance polling station/local Elections Canada office/polling station) had level access for wheelchairs?

DO NOT READ

Yes..... 1
 No 2
 Don't know/Refusal..... 9

Q30A

IF Q30=1

How would you rate the visibility of these indications? Were they...

READ. QUESTION REFERS TO SIGNS ABOUT WHEELCHAIR ACCESS

Highly visible 1
 Somewhat visible 2
 Not very visible 3
 Don't know/Refusal..... 9

Q31

IF Q6=1 AND Q21A NOT =97 AND 21B NOT = 97

Did you bring your voter information card with you to the polling station?

DO NOT READ. CODE ONE ANSWER ONLY

Yes..... 1
 No 2
 Don't know/Refusal..... 9

Q32

In which language were you served?

DO NOT READ. CODE ONE ANSWER ONLY

English.....	1
French.....	2
Other (SPECIFY)	77
Don't know/Refusal.....	99

Q32A

Were you satisfied or not with the language in which you were served?

DO NOT READ

Yes, satisfied	1
No, not satisfied.....	2
Don't know/Refusal.....	9

Q33

Would you say that the waiting time for voting was reasonable?

DO NOT READ. QUESTION REFERS TO AMOUNT OF TIME SPENT AT THE POLLING STATION
WAITING TO CAST A BALLOT

Yes.....	1
No	2
Don't know/Refusal.....	9

Q34

Did you need special assistance to cast your ballot?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

Q34A

IF Q34=1

What kind of assistance did you need?

DO NOT READ

Assistance by family/friend	1
Assistance by poll staff.....	2
Template to mark ballot paper.....	3
Sign language interpreter.....	4
Other (SPECIFY)	77
Don't know/Refusal.....	99

Q35

Overall, how satisfied were you with the services provided by Elections Canada staff when you voted? Would you say...?

READ. QUESTION REFERS TO SERVICES PROVIDED BY EC STAFF PRESENT AT THE

POLLING STATION

Very satisfied.....	1
Somewhat satisfied.....	2
Not very satisfied.....	3
Not at all satisfied.....	4
(DO NOT READ) Don't know/Refusal	9

Q36

Overall, how easy or difficult is it to cast a ballot at the polling station in a federal election or by-election? Would you say that it is...?

READ. QUESTION REFERS BROADLY TO THEIR PARTICIPATION IN ELECTORAL PROCESS.

Very easy.....	1
Somewhat easy.....	2
Somewhat difficult	3
Very difficult	4
(DO NOT READ) Don't know/Refusal	9

Q36A

And from your perspective as an elector who went to vote at the polling station, would you say that the Elections Canada staff seemed...

Very well trained.....	1
Well trained	2
Not very well trained	3
Not trained at all	4
(DO NOT READ) Don't know/Refusal	9

PQ37

I would like to ask you some questions about any information you may have required about this by-election...

Q37

Where did you get information on voting procedures for this by-election? By that I mean, when and where to vote and how to prove your identity and address before voting.

CLARIFY IF RESPONDENT MISUNDERSTANDS QUESTION: I do not mean the information that you used to decide which candidate to vote for.

DO NOT READ – CODE UP TO 3 ANSWERS

IMPORTANT NOTE: IF RESPONSE IS “IN THE MAIL” ASK WHAT THEY RECEIVED IN THE MAIL TO FULLY IDENTIFY SOURCE

Voter information card	1
EC householder – brochure/leaflet/reminder card (received in the mail)	2
Television	3
Radio	4
Newspapers	5
Telephone (1-800 number)	6
Pamphlets/brochures	7
Friends/family/parents	8
Internet/website	9
Elections Canada website	10
Elections Canada	11
Political parties/candidates	12
Local Elections Canada office in the electoral district	13
Revising agents/enumerators	14
Social media (Facebook, Twitter, etc.)	15
None/Did not intend to vote	98
Other (SPECIFY)	77
Don't know/Refusal	99
PREVIOUS EXPERIENCE/KNOWLEDGE	16
CANDIDATES'/PARTIES' CAMPAIGNS	17
THROUGH MAIL (GENERAL MENTION)	18
AT THE POLLING STATION, WHEN VOTING	19
THROUGH WORK/VOLUNTEERING	20
PREVIOUS ELECTIONS/VOTES (SPECIFIC MENTION)	21

Q38

Did you notice an advertisement from Elections Canada about the May 13th by-election?
By this I mean an advertisement by Elections Canada about the voting process. I do not mean advertising by political parties or news stories about the by-election.

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

Q39

IF Q38=1,9

Where did you notice it?

DO NOT READ – CODE UP TO 3 ANSWERS

Voter information card	1
EC householder – brochure/leaflet/reminder card (received in the mail)	2
Radio	3
Newspapers	4
Pamphlets/brochures.....	5
Elections Canada website	6
Local Elections Canada office in the electoral district	7
Other (SPECIFY)	77
Don't know/Refusal.....	99
TELEVISION.....	8
MAIL.....	9
ELECTIONS SIGNS/POSTERS AROUND THE CITY	10

Q40

IF Q38=1,9

What did it talk about?

DO NOT READ – RECORD UP TO 3 RESPONSES

Voters must prove their ID/address before voting	1
Reminder to vote	2
Enticement to vote.....	3
Election date	4
Telephone number	5
Website (elections.ca).....	6
Polling station's opening hours	7
Advance polling dates	8
Voting by mail.....	9
Voting at the local Elections Canada office	10
Special Voting Rules	11
Other (SPECIFY)	77
Don't know/Refusal.....	99
CANDIDATES'/PARTY PLATFORMS AND RIDINGS	12
UPCOMING BY-ELECTION, WHY/WHAT ELECTION IS COMING	13
HOW TO VOTE (PROCESS, INSTRUCTIONS, REQUIREMENTS...)	14
WHERE TO GO TO VOTE.....	15
REMINDERS THAT THEY WILL RECEIVE A VOTER REGISTRATION CARD IN THE MAIL.....	16

Q41

Did you contact Elections Canada for any reason during the campaign?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

Q42

IF Q41=1

Did you get the information you needed?

IF YES, PROBE FOR FULLY OR PARTIALLY

Yes, fully	1
Yes, partially	2
No	3
Don't know/Refusal.....	9

Q43

So far as you can recall, did you receive a telephone call from Elections Canada informing you about where and when to vote during this by-election?

DO NOT READ. EMPHASIZE "Elections Canada"

Yes.....	1
No	2
Don't know/Refusal.....	9

Q44

Thinking about the **May 13th** federal by-election, would you say that Elections Canada ran the election... ?

EMPHASIZE "Elections Canada" READ CATEGORIES

Very fairly	1
Somewhat fairly	2
Somewhat unfairly.....	3
Very unfairly	4
Don't know/No opinion.....	9

PS1

Before ending, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

S1

In what year were you born?

Year	77
No Response	99

S2

IF ASI=1995

In what month and on what day were you born?

IF ASKED WHY: This is to verify whether you had been eligible to vote in a federal election prior to the May 13th, 2013 by-election

RECORD THE TWO ANSWERS

Month: 77
Day: 78
Don't know/Refusal..... 99

S3

IF ASI=1978-1995

At the time of the election, were you living with either or both of your parents?

DO NOT READ

Yes..... 1
No 2
Don't know/Refusal..... 9

S4

Other than Canadian, to which ethnic ancestry or background do you belong?

British (English, Scottish, Irish, Welsh) 1
French..... 2
Other Western European (Italian, Spanish, German) 3
Scandinavian (Swedish, Fin, Danish, Norwegian) 4
Eastern European (Polish, Russian, Slav, Greek) 5
Middle Eastern (Lebanese, Turk, Iraqi)..... 6
South Asian (Pakistani, Indian, Sri Lankan) 7
Southeast Asian (Chinese, Vietnamese, Korean) 8
Oceania (Australian, Kiwi, Polynesian) 9
Latin American (Mexican, Brazilian, Chilean) 10
Caribbean (Jamaican, Trinidadian, Haitian) 11
Native American/Aboriginal (Ojibway, Iroquois, Cree...) 12
American (general mention)..... 13
African (Nigerian, Somali, Egyptian)..... 14
Other Visible Minorities (RECORD) 77
Don't know 98
Refusal..... 99

S5

In what country were you born?

INTERVIEWER: Specify place of birth according to current boundaries. United Kingdom includes England, Scotland, Wales, the Isle of Man, the Channel Islands and Northern Ireland.

DO NOT READ

Canada	1
United States.....	2
United Kingdom	3
Germany	4
Italy.....	5
Poland.....	6
Portugal	7
China	8
Hong Kong	9
India.....	10
Philippines	11
Vietnam	12
Other (SPECIFY)	77
Don't know/Refusal.....	99

S6

IF S5=2-12,77,99

In what year did you come to live in Canada?

NOTE: ENSURE RESPONDENT UNDERSTANDS THAT THIS IS THE DATE THAT THEY ARRIVED IN CANADA TO LIVE. NOT THE DATE THAT THEY OBTAINED CITIZENSHIP.
RECORD 4-DIGIT YEAR

Year:	77
Don't know/Refusal.....	99

S7

Are you a person with a disability?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal.....	9

S8

IF S7=1

Could you please specify the nature of your disability.

CODE ALL THAT APPLY – PROBE ONLY IF NEEDED

Blind or visual impairment	1
Coordination or dexterity	2
Deaf or hard of hearing.....	3
Mobility	4
Speech impairment	5
Other (SPECIFY)	77
Don't know	98
Refusal.....	99
NEURO-PSYCHIATRIC/MENTAL/EMOTIONAL DISABILITY	6
DIABETES.....	7
LEARNING/COGNITIVE DISABILITY	8

S9

Which of the following best describes your own present employment status?

DO NOT READ – PROMPT AS NEEDED

Working full-time (35 hours/week or more)	1
Working part-time (less than 35 hours/week).....	2
Unemployed or looking for a job	3
Self-employed	4
Stay at home full-time	5
Student.....	6
Retired	7
(VOLUNTEERED) Disability pension	8
(VOLUNTEERED) Don't know/Refusal	9

S10

Which of the following best describes your type of dwelling? Is it a...

DO NOT READ – PROMPT AS NEEDED

House.....	1
Townhouse	2
Condominium.....	3
Apartment	4
Long-term care centre.....	5
(DO NOT READ) Student residence	6
(DO NOT READ) Other (SPECIFY)	77
(DO NOT READ) Don't know/Refusal	99

S11

What is the highest level of education that you have reached?

DO NOT READ – CODE ONE ONLY

Some elementary	1
Completed elementary.....	2
Some high school	3
Completed high school.....	4
Community college/vocational/trade school/commercial/CEGEP	5
Some university	6
Completed university.....	7
Post-graduate university/professional school	8
Other (SPECIFY)	77
Don't know/Refusal.....	99

S12

Do you use the Internet, whether through a computer, a smart phone, a tablet, or some other device?

DO NOT READ

NOTE: Internet at work = YES

Yes.....	1
No	2
Don't know/Refusal.....	9

S13

IF S12=1

And how do you access the Internet? Is it through a...?

READ LIST; ACCEPT ALL THAT APPLY

Smart phone (iPhone, Blackberry, Android phone, etc.).....	1
Laptop computer.....	2
Desktop computer.....	3
Tablet (e.g. iPad)	4

S14

Which of the following categories best corresponds to the total annual income, before taxes, of all members in your household, for 2012?

EMPHASIZE FOCUS ON HOUSEHOLD INCOME.

READ IN SEQUENCE – CODE ONE ONLY

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 and over	6
(VOLUNTEERED) Don't know/Refusal.....	9

S15

And to better understand how results vary by region, may I have your postal code?

IF REFUSE – PROBE FOR ONLY FIRST THREE DIGITS

77 -> AS15; S3 L1 C3 77
Don't know/Refusal..... 99

S15B

Have I reached you today on a land line or a cell phone?

Land line..... 1
Cell phone..... 2
Don't know/Refused..... 9

S15C

IF S15B=2

Do you have a land line at home?

Yes..... 1
No 2
Don't know/Refused..... 9

S16

Finally, we would like to know whether you voted in the May 2nd, 2011, federal general election?

DO NOT READ

Yes..... 1
No 2
Don't know/Refusal..... 99

THNK

SURVEY COMPLETE

That completes the survey. Thank you for taking part. Your participation is appreciated.

THNK2

NOT ELIGIBLE

Thank you for your co-operation! Based on the information you have provided, unfortunately you are not eligible to complete the remainder of this survey.

APPENDIX B

RESPONSE RATE TABLE

Final disposition		#	Totals
A – Invalid numbers			198
	BC – Blocked by Bell	32	
	BU – Not Live – Fax/Modem	115	
	DU – Duplicate Number	12	
	NF – Invalid Number	39	
B – Unresolved			4,284
	AM – Call back in 2 hrs	3,026	
	AP – Call back – Specific time/date	54	
	FR – French Request	2	
	NA – Call back in 12 hrs	1,186	
	SY – Soft Youth Call – Date Required	16	
D – Ineligible			492
	IG – Ineligible	447	
	LN – Language Barrier	43	
	QF – Quota Filled	2	
E – Non-responding, eligible			1,771
	IR – Incomplete Refusals	17	
	RF – Refusal	1,736	
	UN – Unavailable within Project Timeframe	18	
F – Completed interviews			757
	Complete	757	
TOTALS			7,502
Response rate table			
<u>Method (MRIA formulas)</u>		Outcome	
Empirical method		17.1%	