Phoenix
Strategic Perspectives Inc.

Survey of Candidates Following the 40th General Election

FINAL REPORT

Prepared for Elections Canada

April 2009

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EXECUTIVE SUMMARY

Elections Canada commissioned Phoenix Strategic Perspectives Inc. to conduct research with candidates who ran in the 40th federal general election. The main objectives were to assess satisfaction with the services provided by Elections Canada to candidates, satisfaction with the administration of the election, trust in the agency for administering it, and to obtain suggestions for improvement for future elections. The research consisted of a census survey of all former candidates. A total of 877 candidates completed the survey. This represents a response rate of 59%, an exceptionally strong response rate for this type of research. Since this is a census survey, not a random sample of candidates, the results can only be generalized to the population surveyed. If this were a random sample survey, the overall results would be considered accurate within +/- 2.2%, 19 times out of 20.

The fieldwork was conducted from January 25th to February 23rd, 2009. The month-long field period was intended to maximize the response rate. Candidates completed the survey primarily via phone, but were also given several self-administered options to solicit greater participation (i.e. online, fax, mail and email).

Overall Perceptions of Elections Canada

Perceptions of Elections Canada's conduct in the election were positive. A majority of candidates (68%) report being satisfied overall with the way the federal election was administered by Elections Canada, and with the way the returning officer in their riding conducted the election (79%).

Experience with Electoral Process

Experiences with the election were generally positive, with most candidates reporting positive experiences with the various processes and activities associated with the administration of the election.

In terms of nomination requirements, 96% of candidates felt their nomination was processed in a timely fashion, 79% found it moderately or very easy to comply with the requirements, and 77% found it moderately or very easy to appoint an official agent. Widespread positive experiences notwithstanding, about one in five candidates encountered difficulties with the requirements (20%) and/or had difficulties appointing an official agent (21%). Most (54%) of those who had difficulties with the nomination requirements (n=180) said they found it difficult to collect enough signatures in their ridings. Candidate who had problems appointing an official agent (n=194) tended to attribute this to difficulty finding someone willing or available (40%), or someone qualified (36%).

A majority of candidates were also satisfied with voter registration. More than half (54%) were satisfied with the way the elector registration went. Those not satisfied (n=142) most often explained that it was due to the new identification requirements resulting in genuine voters being turned away (32%), and their belief that electors were unaware of the registration processes and options (25%). In terms of the actual voting, at least two-thirds of candidates were satisfied with the way the various options for electors to cast a ballot went (68%), with the locations chosen as polling stations (67%), and with the way the vote counting proceeded in their riding (66%).

Candidates were also asked about the new voter identification requirements. The majority (61%) reported that neither they nor their representatives witnessed problems related to the implementation of the new voter identification requirements. Among those who did report problems (n=328), more than half (56%) said that voters did not have proper identification or were unable to vote.

Election Canada Products and Services

Over three-quarters (79%) of surveyed candidates were satisfied with the overall quality of service they received from Elections Canada in the most recent federal election. In terms of information sessions provided by Elections Canada, 75% attended[1] the all candidates briefing, and 66% attended the financial requirements information sessions. Turning to other sources of information, most candidates and their representatives sought information from their local Elections Canada Office (83%) and the Elections Canada website (82%), while almost half (48%) said they used the 1-800-number for candidates. Almost eight in ten (79%) of those who used these sources were satisfied with the information they obtained.

A significant majority of candidates could recall each of the documents provided to them by their local returning officer. The vast majority recall receiving the voters' lists (93%), while a substantial majority recall receiving the authorisation forms for representative appointments (86%), 'Guidelines for Candidates and Representatives' (83%), and a copy of the 'Canada Elections Act' (81%). Two-thirds (67%) recall receiving a copy of the 'Multimedia Kit for Federal Political Entities'.

When it came to the use of tools provided by Elections Canada, 85% of candidates availed themselves of polling division maps, and approximately two-thirds made use of the voters' lists (68%) and the "Bingo Card" (67%).[2] Tools less widely used included the Chief Electoral Officer letter to facilitate access to public places (40%), and the "GeoExplore" web mapping tool[3] (19%). Regarding the latter, the vast majority (84%) of those who did not use or were not aware of GeoExplore expressed interest in using it in the future.

Future Directions

In terms of online technology and voter participation, three-quarters (75%) of candidates are supportive of allowing voters to register online, while less than half (46%) are supportive of online voting. Candidates offered numerous suggestions to improve the conduct of federal elections, although no specific suggestions were mentioned by more than 8%. Taken together, these suggestions can be grouped into four categories:

1) Voting or registration changes (48%)
2) Administrative suggestions (23%)
3) Communications issues (8%)
4) Political financing (2%)

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[1] Refers to someone from the campaign team attending the session, including but not limited to, the candidate him-/herself.
[2] A statement of the electors who have voted on polling day. Respondents were read the following if they asked what this was: "This refers to the new form used to record the identifier number of electors who came to vote that was provided to the candidates or their representatives on a regular basis".
[3] This tool allows the user to locate civic addresses, streets, municipalities, electoral districts and other similar information.

Conclusions and Implications

A primary objective of this research is to improve the administration of future elections. In this regard, the survey findings suggest a number of implications. Overall, candidates of the 40th federal general election appear to hold Elections Canada in high regard. They tend to be satisfied with the administration of the election, the various aspects of ballot casting, the performance of the returning officers, and with the products and services provided to them by Elections Canada. The lack of significant dissatisfaction in most areas explored in the survey suggests that there is a high level of trust in the agency's conduct of the federal election, particularly in key areas such as the overall administration of the election, the various options for ballot casting, vote counting, information dissemination, and the quality of service provided to candidates by Elections Canada.

In terms of moving forward, there are a number of areas that Elections Canada should be cognisant of, which, if addressed, could result in increased satisfaction with the agency among candidates in the next federal election.

While candidates tended to be satisfied with the lists of electors, and most used the lists and found the information about them to be adequate, this was nevertheless an area in which candidates were less likely to express satisfaction. As such, improvement to the quality of the lists would likely be valued. As well, perceptions of the "Bingo Card" were mixed. While feedback was not overly negative, only a minority used the card and found it to be useful.

Assessments of the polling sites were generally positive as well. However, those who were not satisfied expressed concerns about their accessibility with regards to distance from citizens, and location in convenient areas. This suggests that overall satisfaction with the polling sites could be improved by changing their locations in cases where access is an issue.

The new voter identification requirements were a significant focus of candidate feedback. The main issues are voter awareness of the new requirements and a belief that the requirements resulted in legitimate voters being turned away. More than a third of the candidates (or their representatives) witnessed problems with the requirements on Election Day. Moreover, issues surrounding the requirements were offered as the top reasons for not being satisfied with the way the various options for ballot casting went, and with elector registration. Elections Canada could likely increase satisfaction and assuage candidate concerns by revisiting the new requirements and/or engaging in greater communications efforts about them both among volunteers at the polls and electors.

Although most candidates found it easy to comply with the nomination requirements, and to appoint an official agent, some clear concerns were apparent among those who had difficulties. In terms of the nomination requirements, the greatest source of difficulty, by far, was obtaining enough signatures for the nomination papers. Going forward, lessoning this burden, if possible, might result in greater satisfaction with the nomination requirements. Candidates that had problems appointing an official agent primarily found it hard to attract someone willing or qualified to do the job. Given this, it is likely that efforts to provide assistance in this area would be well received. For example, Elections Canada might consider maintaining a registry of individuals wiling and able to perform this role. Alternatively, efforts to make the position more attractive by making the obligations more appropriate for individuals with wider skills sets could help address this problem.

While most candidates could recall receiving all of the information documents from their returning officer, recall was considerably lower regarding the 'Multimedia Kit for Federal Political Entities' compared to other materials. To the extent to which Elections Canada would like candidates to have the information contained in the kit or would like to ensure the materials it produces are useful to the candidates, this issue may be worth exploring (e.g. is lower recall a distribution issue, or is the information less useful to candidates, who in turn then have lower levels of recall compared to the other materials?).

Finally, the research reveals mixed views among candidates in terms of online voting. While many candidates are supportive of online voter registration, they are almost evenly divided when it comes to online voting. Moreover, few freely suggested moving in this direction (i.e. in an unprompted manner). As such, if Elections Canada is seriously considering online voting, the agency might want to proceed with caution in this area, and perhaps strive to better understand candidates' concerns with online voting.

INTRODUCTION

Phoenix Strategic Perspectives Inc. was commissioned by Elections Canada to conduct research related to the 40th federal general election. This research consisted of a survey of candidates.

Background

Elections Canada, an independent, non-partisan agency that reports directly to Parliament, is responsible for monitoring and conducting federal elections in Canada. The agency conducts post-election research after each general election.

In the wake of Canada's 40th federal general election, the agency wanted to conduct a census survey of participating candidates in order to assess satisfaction with the services provided by Elections Canada to candidates, satisfaction with the administration of the election, and trust in the agency for administering it. The main purpose, which was to improve services for future elections, is in line with the agency's new strategic plan as well as its core values.

The agency recently developed a five-year strategic plan (covering 2008-2013) to ensure that it continues to 'deliver its statutory mandate in a fair, transparent, and effective manner'. The three strategic objectives for this five-year period are 'Trust', 'Accessibility' and 'Engagement'. Each of these is attended by a series of strategic initiatives designed to help the agency achieve them. The research conducted with candidates in the last general election will help the agency meet the strategic objectives of its five-year plan. It will also help the agency assess the extent to which it is seen to be living up to core values animating it, which are identified in the strategic plan. Among them are responsiveness to the needs of Canadians involved in the electoral process, as well as continuously earning and maintaining the public's trust.[4]

Research Activities

To address the research objectives, a survey was undertaken among candidates who ran in the last federal general election. In total, 877 candidates out of 1,601 completed the survey between January 25th and February 18th 2009[5]. This represents a very strong response rate of 59%. It is also worth noting that the refusal rate among candidates that were contacted was correspondingly low – just under 8%. Since this is a census survey, not a random sample of candidates, the results can only be generalized to the population surveyed. If this were a random sample survey, the overall results would be considered accurate within +/- 2.2%, 19 times out of 20.

The table on the following page presents a breakdown of survey respondents by key characteristics.

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[4] Ibid
[5] The online survey was available from February 5-23 in order to allow for last minute completions and requests to do the survey.

Breakdown of Completed Interviews	
	877
Electoral Status	
Elected	71
Not elected	806
Party Affiliation	
Member of party represented in House of Commons	510
Member of other party	330
Independent (no party membership)	37
Region	
Atlantic Canada	73
Quebec	208
Ontario	315
Prairies	165
British Columbia	110
Territories	6

For a complete overview of the methodology used in this research, please refer to the methodology note in the appendix.

Note to Readers

- For editorial purposes, the terms 'candidates' and 'respondents' are used interchangeably to denote survey participants.

- Unless otherwise specified, the total number of respondents for each question is 877. At times, the number of respondents who answered certain questions or answered in a certain way is provided. The following method is used to denote this: n=100, which means the number of respondents, in this instance, is 100. The number of respondents changes throughout the report because questions were often asked of sub-samples of the survey population (e.g. users of specific services). Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.

- Some of the graphs do not total up to 100% due to rounding.

- Demographic and other subgroup differences are identified in the report. The text describing these differences throughout the report is put in a box for easy identification. Only sub-group differences that are statistically significant or are part of pattern or trend are reported. The full breakdown of the grouping of characteristics for the subgroup analyses discussed in the report can be found in the report appendix.
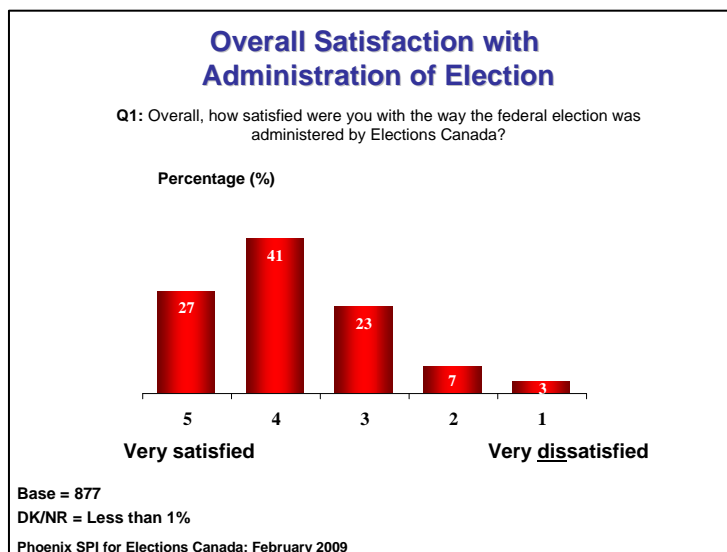
Appended to this report are the following:

- Methodology note
- Breakdown of demographic sub-groups
- Survey questionnaire (telephone version)
- Background letters (main version)
- Interviewer briefing note.

OVERALL PERCEPTIONS OF ELECTIONS CANADA

This section explores general questions about the conduct of the 40th federal general election (40th FGE).

Two-thirds Satisfied with Overall Administration of Election

Overall, 68% of candidates were satisfied with the way the federal election was administered by Elections Canada (i.e. offered scores of 4 or 5 on a 5-point scale), with just over one-quarter (27%) reporting that they were *very* satisfied. As well, 23% said they were neutral, while one in ten report being dissatisfied (scores of 1 or 2).

Overall Satisfaction with Administration of Election

Q1: Overall, how satisfied were you with the way the federal election was administered by Elections Canada?

Percentage (%)

27	41	23	7	3

5 — Very satisfied 4 3 2 1 — Very **dis**satisfied

Base = 877
DK/NR = Less than 1%
Phoenix SPI for Elections Canada: February 2009

The following groups are more likely to be satisfied with the administration of the election: respondents who report being satisfied with the returning officer (77%), and those who report being satisfied with the overall quality of service from Elections Canada (81%). Men (69%) are also more likely to report being satisfied with the administration of the election than women (61%).

Widespread Satisfaction with Returning Officer Performance in Own Riding

Using the same 5-point scale, most candidates (79%) expressed satisfaction with the way the returning officer ran the election in his/her riding, with 51% reporting that they were *very* satisfied. Conversely, 12% were neither satisfied nor dissatisfied, while 8% expressed dissatisfaction.

Satisfaction with Returning Officer Performance in Own Riding

Q2: And how satisfied were you with the way the returning officer ran it in your riding?

Percentage (%)

51	28	12	5	3

5 — Very satisfied 4 3 2 1 — Very **dis**satisfied

Base = 877
DK/NR = Less than 1%
Phoenix SPI for Elections Canada: February 2009
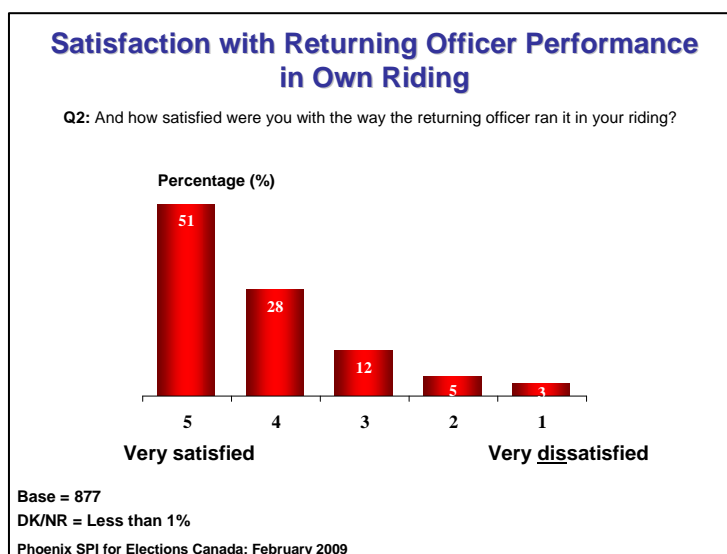
In terms of demographic differences, the following were more likely to be satisfied with the way the returning officer ran the election in their riding:
- Anglophones (81%) vs. Francophones (72%)
- Men (81%) vs. women (74%)
- Those not elected (81%) vs. those elected (61%)
- Members of parties not represented in the House of Commons[6] (87%) vs. members of parties in the House of Commons (74%).

Regionally, candidates in Ontario (83%) and the Prairies (83%) were noticeably more likely to be satisfied than those in Quebec (73%).

Respondents were more likely to be satisfied with the way the returning officer ran the election in their riding if they were satisfied with the overall administration of the election (from 35% of those not satisfied to 91% of those satisfied), and were satisfied with the overall quality of service provided by Elections Canada (from 29% of those not satisfied to 88% of those satisfied).

Stronger Satisfaction with Returning Officer than Overall Election Administration

Candidates were more likely to be satisfied with their returning officer's performance (79%) than with the overall administration of the election (68%).

Overall Satisfaction with Administration of Federal Election Vs. Within Own Riding

Phoenix SPI for Elections Canada: February 2009

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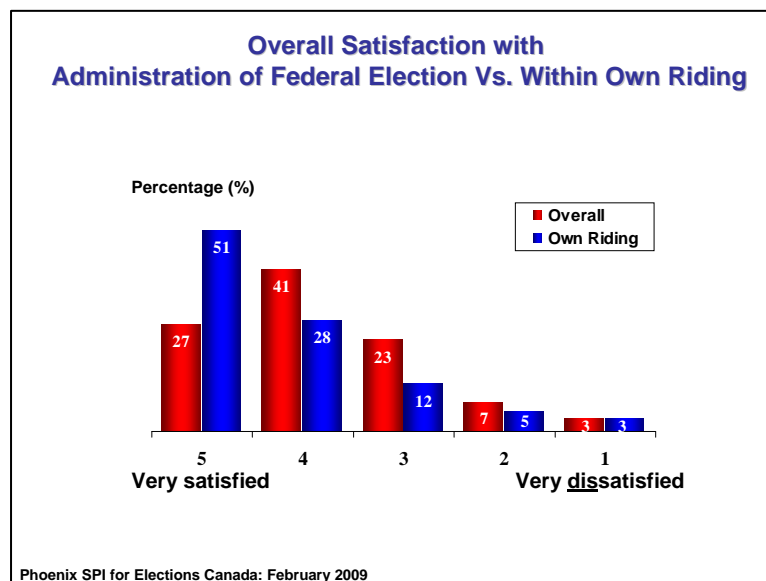
[6] From this point forward, the report will use HOC to denote House of Commons.

EXPERIENCE WITH ELECTORAL PROCESS

This section reports candidates' experiences with various aspects of the electoral process. This includes the nomination requirements, the registration, voting, and counting processes, voter identification, and the appointment and training of election staff.

Nomination Requirements

Most Felt it was Easy to Comply with Nomination Requirements

Almost eight in ten surveyed candidates (79%) found it moderately or very easy to comply with the nomination requirements, while one in five (20%) did not.

Ease of Complying with Nomination Requirements

Q3. How easy was it to comply with the nomination requirements? Would you say this was …?

Percentage

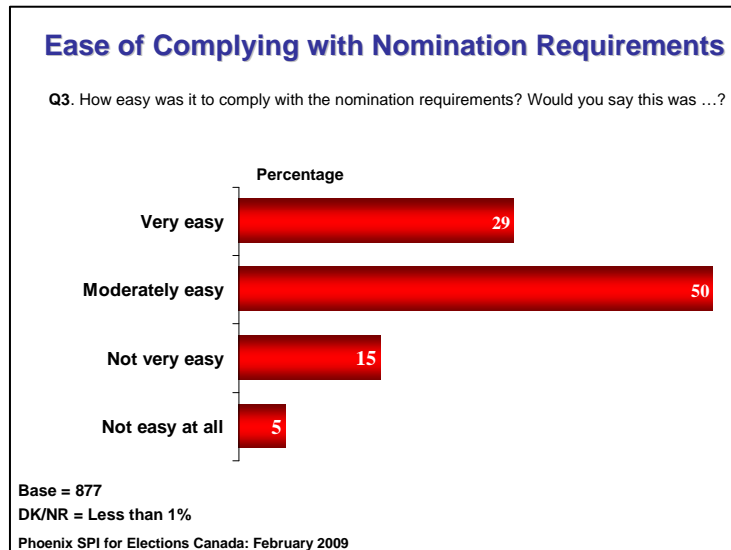|	
Very easy	29
Moderately easy	50
Not very easy	15
Not easy at all	5

Base = 877
DK/NR = Less than 1%
Phoenix SPI for Elections Canada: February 2009

Candidates were more likely to report that they found it *very* easy to comply with the nomination requirements if they were elected (41% vs. 28% of those not elected), were a member of a HOC-represented party (34% vs. 21% of members of a non-represented party), and were satisfied with the overall quality of service from Elections Canada (31% vs. 22-23% of those less satisfied). Those in Atlantic Canada (40%) were more likely than those in Quebec (26%) and B.C. (23%) to find the requirements *very* easy to meet. Moreover, the likelihood of feeling this way increased with age (from 20% of those under 30 to 33% of those 50 and older), and the number of candidacies (from 27% of first time candidates to 34% of the most experienced candidates).

Obtaining Enough Signatures – Main Difficulty Experienced in Nomination Process

Candidates who had trouble with the nomination requirements (n=180) identified a number of reasons to explain why this was the case. That said, one was identified far more often than any others – 54% said it was difficult to collect enough signatures in their riding. Following this, candidates cited issues falling under two main categories: aspects of the nomination requirements and administrative problems. In terms of nomination requirements (in addition to obtaining enough signatures), candidates report issues with the required $1,000 deposit (14%), trouble meeting the deadline (12%), travelling (4%), and difficulty appointing an official agent (2%). Administrative problems include too much paperwork or bureaucracy (11%), procedures and requirements that were not adequately explained (11%), process difficulties for independent candidates and small or new parties (7%), returning officers being difficult to deal with (2%), and the absence of someone who was available to answer questions (2%).

Difficulties Complying with Nomination Requirements

Q4: Why was this not easy?

Percentage (%)

Category	Value
Difficult to get enough signatures	54
Difficult to get $1000 deposit	14
Difficult to meet deadline	12
Too much paperwork/bureaucracy	11
Procedures/requirements not explained	11
Difficult as independent/small party/new	7
Too much travelling	4
Difficult to appoint official agent	2
Returning officer hard to deal with	2
No one to answer questions	2
Other	8

Base = 180; those who had difficulty complying with nomination requirements
DK/NR = 3%
Up to three responses accepted
Phoenix SPI for Elections Canada: February 2009

Difficulties grouped into the 'other' category include no access to the voters list when applying, setting up the bank account, finding a chartered accountant for auditing, English being their second language, reliance on faxes and regular mail, and no Electoral District Association in the riding.

Difficulties with nomination requirements vary by sub-group.

Candidates aged 30-49 (65%) were more likely than those aged 50 or more (49%) to have difficulty getting the required number of signatures. The following were more likely to report difficulties obtaining the $1000 deposit: male candidates (16% vs. 5% of female candidates), members of parties not represented in the HOC (20% vs. 7% of those whose parties are represented in the HOC), and those who did not attend[7] the financial requirements information session (24% vs. 8% of those who attended the session).

Interestingly, those who were not successful in the last election were the only ones to report that they encountered the top three difficulties.

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[7] For editorial purposes, sub-group analyses will use the term 'attend' to refer to attendance by either the candidate or a representative from their campaign.

Nearly All Felt Nominations Processed in Timely Fashion

Candidates were almost unanimous (96%) in reporting that the returning officer processed their nomination in a timely fashion. Among the rest, 3% did not find this to be the case, while 1% were unsure.

Nomination Processed in Timely Fashion?

Q5: In your view, did the returning officer process your nomination in a timely fashion?

No
3%

DK/NR
1%

Yes
96%

Base = 877

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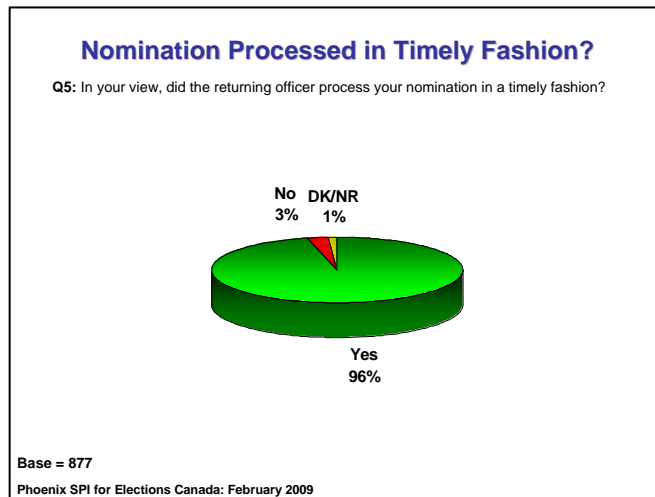
Respondents were more likely to report that their nomination was processed in a timely manner the more satisfied they were with:
- The administration of the election (from 89% of those dissatisfied to 97% of those satisfied)
- The performance of their local returning officer (from 81% of those dissatisfied to 99% of those satisfied)
- The overall quality of service received form Elections Canada (from 83% of those dissatisfied to 98% of those satisfied).

Appointing Official Agent Generally Easy For Most Candidates

Just over three-quarters of candidates (77%) felt that it was at least moderately easy for them to appoint an official agent. Conversely, slightly more than one in five (22%) reported experiencing some difficulty in this regard.

Ease of Appointing Official Agent

Q6. How easy was it for you to appoint an official agent? Would you say this was …?

Percentage

Very easy	43
Moderately easy	34
Not very easy	15
Not easy at all	7

Base = 877
DK/NR = Less than 1%
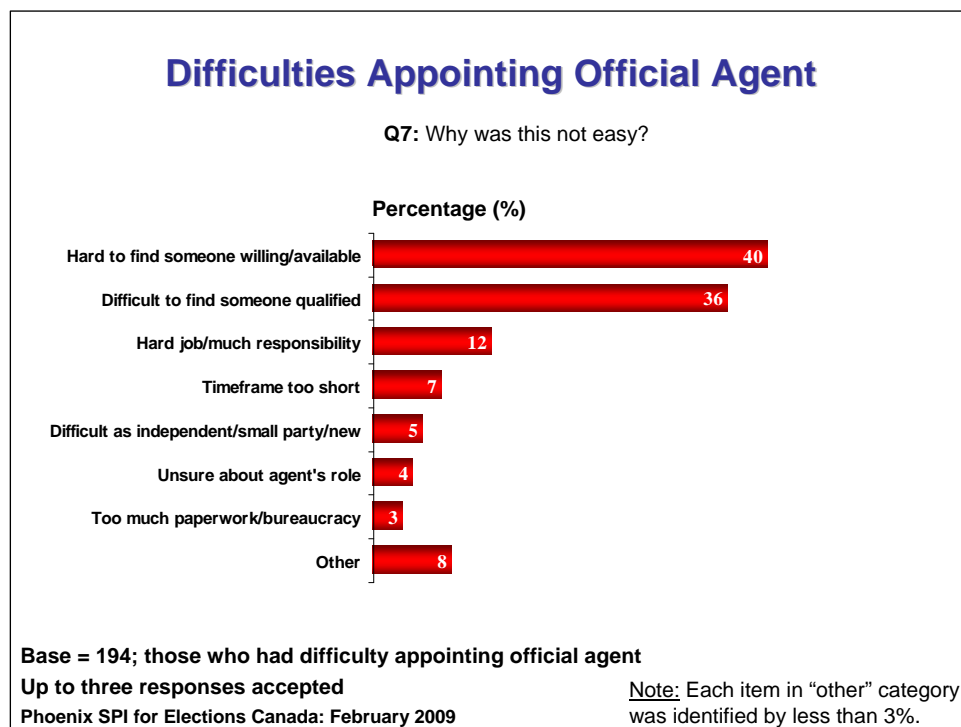Phoenix SPI for Elections Canada: February 2009

Candidates were more likely to report difficulty appointing an official agent if they were at least 30 years of age (28% of those 30-49 and 20% of those 50 or older vs. 13% of those under 30), not elected (24% vs. 9% of those elected), and if this was their first candidacy (26% vs. 16% of those who ran once before and 17% of those who ran more than twice).

The following were more likely to say it was *very* easy to appoint an official agent. Candidates that…

- ran in Atlantic Canada ridings (51%)
- ran as a candidate only once (39%) versus those who ran twice (52%) or three times or more (50%)
- were satisfied with the overall quality of service from Elections Canada (46%) vs. those with a neutral view (30%) and those that were dissatisfied (40%), and
- were 50 or older (46%) versus those 30 to 49 years of age (37%).

Difficulty Finding Willing or Qualified People – Top Difficulties Appointing Official Agents

Among those who encountered difficulties when appointing an official agent (n=194), candidates were most likely to mention that they found it hard to find someone willing or available (40%), or someone qualified to do the job (36%). Considerably fewer (12%) explained that the job was simply too difficult or involved too much responsibility.

Difficulties Appointing Official Agent

Q7: Why was this not easy?

Percentage (%)

Hard to find someone willing/available	40
Difficult to find someone qualified	36
Hard job/much responsibility	12
Timeframe too short	7
Difficult as independent/small party/new	5
Unsure about agent's role	4
Too much paperwork/bureaucracy	3
Other	8

Base = 194; those who had difficulty appointing official agent
Up to three responses accepted
Phoenix SPI for Elections Canada: February 2009

Note: Each item in "other" category was identified by less than 3%.

Relatively few pointed to other problems with regards to appointing an official agent. These include the timeframe being too short (7%), difficulties experienced by independent candidates and small or new parties (5%), lack of clarity about the agent's role (4%), and too much paperwork or bureaucracy (3%).

Difficulties grouped into the 'other' category include interpersonal issues, banks' desire to be non-partisan by not opening accounts for candidates' campaigns, not enough compensation, not having ties to the community ("parachuted in"), and some candidates' ability to pay more.
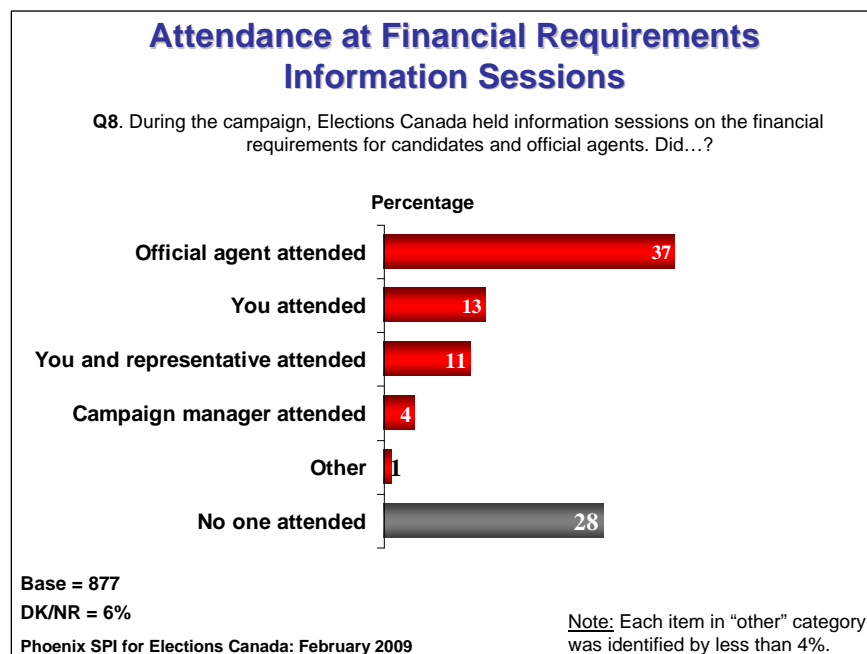
Difficulty finding someone willing or available to do the job was more likely to be reported by candidates in Quebec (54%) and the Prairies (44%), and least likely by those in Atlantic Canada (19%). The following were also more likely to have encountered this problem:

- Those aged 30 to 49 (49%) compared to candidates 50 and older (32%)
- Those that were not elected (41%) compared to those that were (14%).

Official Agents Most Likely to Attend Financial Requirements Information Sessions

Two-thirds of surveyed candidates report that someone from their campaign attended the Elections Canada information sessions on the financial requirements for candidates and official agents. This includes 37% who said the information sessions were attended by their official agent, 13% who said they personally attended, 11% who went accompanied by a representative, and 4% who said their campaign manager went to the sessions on their behalf.

Over one-quarter (28%) said that no one from their campaign attended, while 6% were uncertain about whether anyone attended on their behalf.

Attendance at Financial Requirements Information Sessions

Q8. During the campaign, Elections Canada held information sessions on the financial requirements for candidates and official agents. Did…?

Percentage

Official agent attended	37
You attended	13
You and representative attended	11
Campaign manager attended	4
Other	1
No one attended	28

Base = 877
DK/NR = 6%
Phoenix SPI for Elections Canada: February 2009

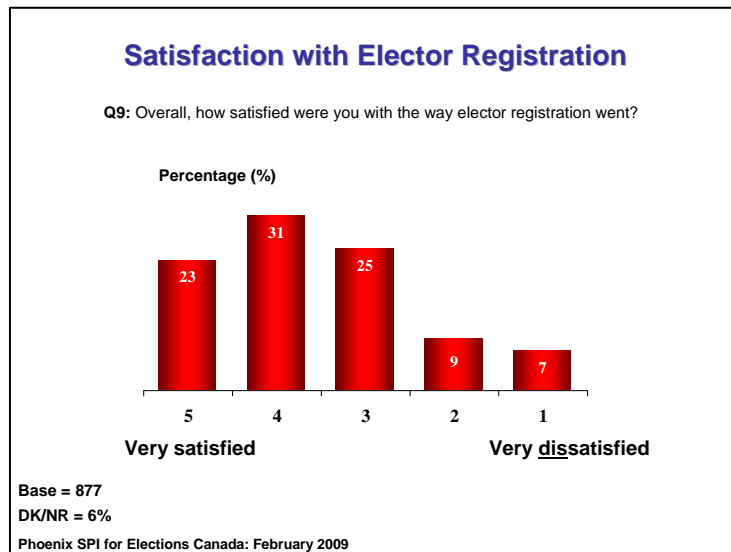Note: Each item in "other" category was identified by less than 4%.

Candidates were more likely to say that their official agent attended the information session if they were older (28% of those under 30 vs. 37% of those 30 to 49 and 40% of those 50 and older), elected (49% vs. 36% of those not elected), and a member of a political party represented in the House of Commons (48% of HOC-represented party members vs. 25% of non-HOC party members vs. 11% of independents).

Registration, Voting and Counting Processes

Slight Majority Satisfied with Elector Registration

Overall, slightly more than half (54%) of surveyed candidates were satisfied with the way elector registration went (scores of 4 or 5 on a 5-point scale). Conversely, one-quarter (25%) were neutral, while 16% expressed dissatisfaction (scores of 1 or 2).

Satisfaction with Elector Registration

Q9: Overall, how satisfied were you with the way elector registration went?

Percentage (%)

5	4	3	2	1
23	31	25	9	7

Very satisfied   Very <u>dis</u>satisfied

Base = 877
DK/NR = 6%
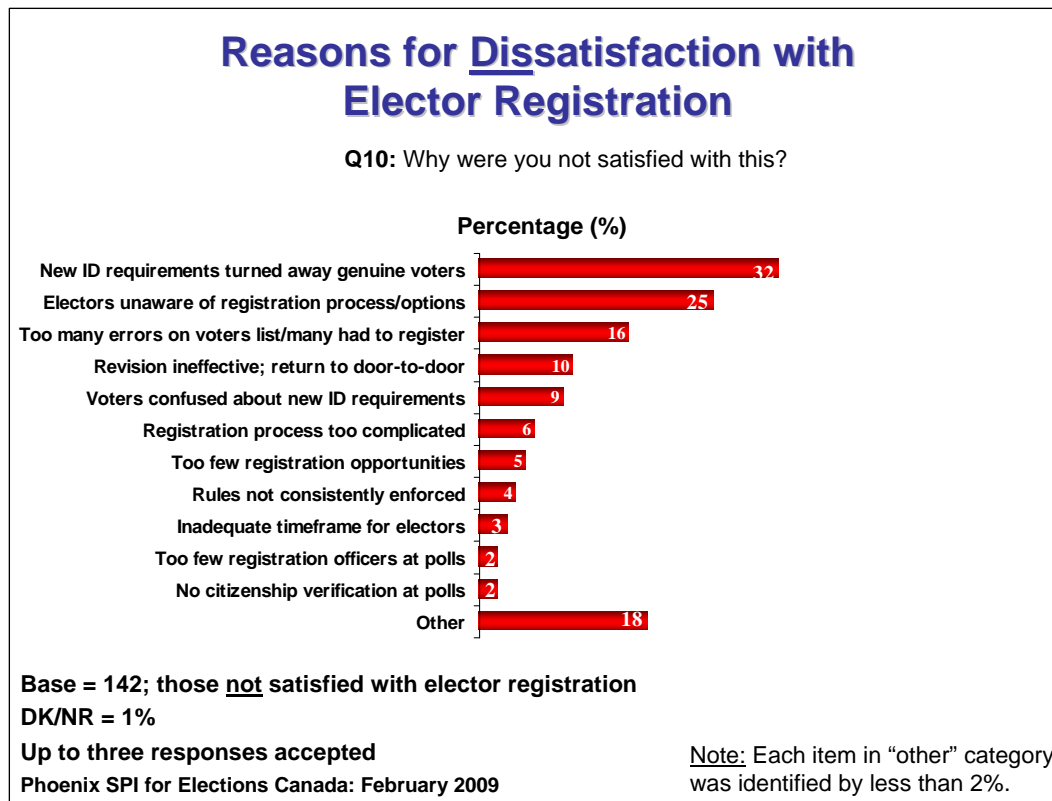Phoenix SPI for Elections Canada: February 2009

Candidates in Quebec were the most likely to have been satisfied with the way elector registration went (65% vs. 42% in Atlantic Canada, 46% in the Prairies, 49% in B.C., and 55% in Ontario), as were Francophones (63% vs. 51% of Anglophones), and men (58% vs. 44% of women).

In addition, candidates were more likely to be satisfied with elector registration the more satisfied they were with the overall administration of the election (from 22% of those dissatisfied to 66% of those satisfied), the performance of the riding's returning officer (from 26% of those dissatisfied to 60% of those satisfied), and the quality of service from Elections Canada (from 15% of those dissatisfied to 63% of those satisfied).

Top Sources of Dissatisfaction with Elector Registration – New ID Requirements, Elector Awareness of Process

Candidates that were not satisfied with the way elector registration went (n=142) offered numerous reasons to explain why. The most frequently-provided responses were that the new identification requirements turned away genuine voters (32%), and that electors were unaware of the registration processes and options (25%) (multiple responses accepted). One in ten (10%) felt the revision process was ineffective and sought a return to door-to-

door enumeration, while slightly fewer (9%) felt that voters were confused about the new identification requirements.

Reasons for <u>Dissatisfaction</u> with Elector Registration

Q10: Why were you not satisfied with this?

Percentage (%)

New ID requirements turned away genuine voters	32
Electors unaware of registration process/options	25
Too many errors on voters list/many had to register	16
Revision ineffective; return to door-to-door	10
Voters confused about new ID requirements	9
Registration process too complicated	6
Too few registration opportunities	5
Rules not consistently enforced	4
Inadequate timeframe for electors	3
Too few registration officers at polls	2
No citizenship verification at polls	2
Other	18

Base = 142; those <u>not</u> satisfied with elector registration
DK/NR = 1%
Up to three responses accepted
Phoenix SPI for Elections Canada: February 2009

Note: Each item in "other" category was identified by less than 2%.

Reasons offered infrequently include the registration process being too complicated (6%), too few registration opportunities (5%), inconsistent enforcement of rules (4%), an inadequate timeframe for electors to register (3%), too few registration officers at the polls (2%), and that citizenship was not verified at polling stations (2%).

Candidates in Atlantic Canada ridings were the most likely to have felt that genuine voters were turned away (67% vs. 18% in Quebec, 23% in Ontario, 26% in the Prairies, and 39% in B.C.). Those for whom this was their second candidacy were the least likely to report this problem (12% vs. 35% of those with three or more candidacies, and 36% of first-time candidates).

Two-thirds Satisfied with all Aspects of Ballot Casting

Two-thirds of candidates were satisfied with each aspect of ballot casting in the 40th federal general election. More specifically, 68% were satisfied with the way the various options for electors to cast a ballot went[8], 67% with the locations chosen as polling stations, and 66% with the way the vote counting proceeded in their riding. For each of these, however, satisfaction was more likely to be moderate than strong.

Those not satisfied tended to be neutral as opposed to dissatisfied with each of these aspects. In terms of areas of dissatisfaction, candidates were most likely to be dissatisfied

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[8] One percent were unable to evaluate this, as they had mixed feelings about the various options.

with the location of the polling stations (13%), followed by the various ballot casting options (9%), and the vote counting in their riding (6%). Few were *very* dissatisfied (2-4%).

Uncertainty ranged from 2% to 11%, and was highest regarding the vote counting in the candidates' own ridings.

Perceptions of Ballot Casting

Q11a-c: Please indicate your level of satisfaction with each of the following, using a 5-point scale, where '1' is very <u>dis</u>satisfied, and '5' is very satisfied.

Percentage (%)

The way the various options for electors to cast a ballot went.
29 | 39 | 19 | 6 | 3

The locations chosen as polling stations for the advance polls and on election day.
29 | 38 | 16 | 9 | 4

The way the vote counting proceeded in your riding.
32 | 34 | 16 | 4 | 2

0   25   50   75   100

■ **5 Very satisfied** ■ 4 ■ 3 ■ 2 ■ **1 Very dissatisfied**

Base = 877
DK/NR = 2-11%

Phoenix SPI for Elections Canada: February 2009   **It depends = Less than 1%**

Perceptions of ballot casting vary considerably across the various sub-groups. Satisfaction with the ballot casting options was most likely among candidates in Quebec (72%) and least likely among those in Atlantic Canada (56%), as well as those aged 30 to 49 (73%) compared to those 50 and older (65%). These were the only significant differences by age and region.

The following demographic differences were also apparent:

- Men were more likely than women to be satisfied with the way the ballot casting options went (71% vs. 61% of women), and the way the vote counting proceeded (69% vs. 58% of women).
- Candidates that were <u>not</u> elected were more likely than those that were elected to be satisfied with the way the ballot casting options went (69% vs. 55% of those that were elected) and the locations chosen for the polls (68% vs. 52% of those that were elected).
- Members of HOC-represented parties were the least likely to be satisfied with the way the ballot casting options went (65% vs. 73% of those that were members of parties not represented in the HOC), and the locations chosen for the polls (62% vs. 74% of members of non-HOC-represented parties, and 81% of independents).

The more satisfied candidates were with other aspects of the election and electoral process, the more likely they were to be satisfied with each aspect of ballot casting.

Respondents were more likely to be satisfied with the various options for casting a ballot if they were satisfied with the administration of the election (from 50% of those dissatisfied to 76% of those satisfied), the returning officer's performance (from 50% of those dissatisfied to 72% of those satisfied), the overall quality of service from Elections Canada (from 42% of those dissatisfied to 75% of those satisfied), and elector registration (from 44% of those dissatisfied to 84% of those satisfied).
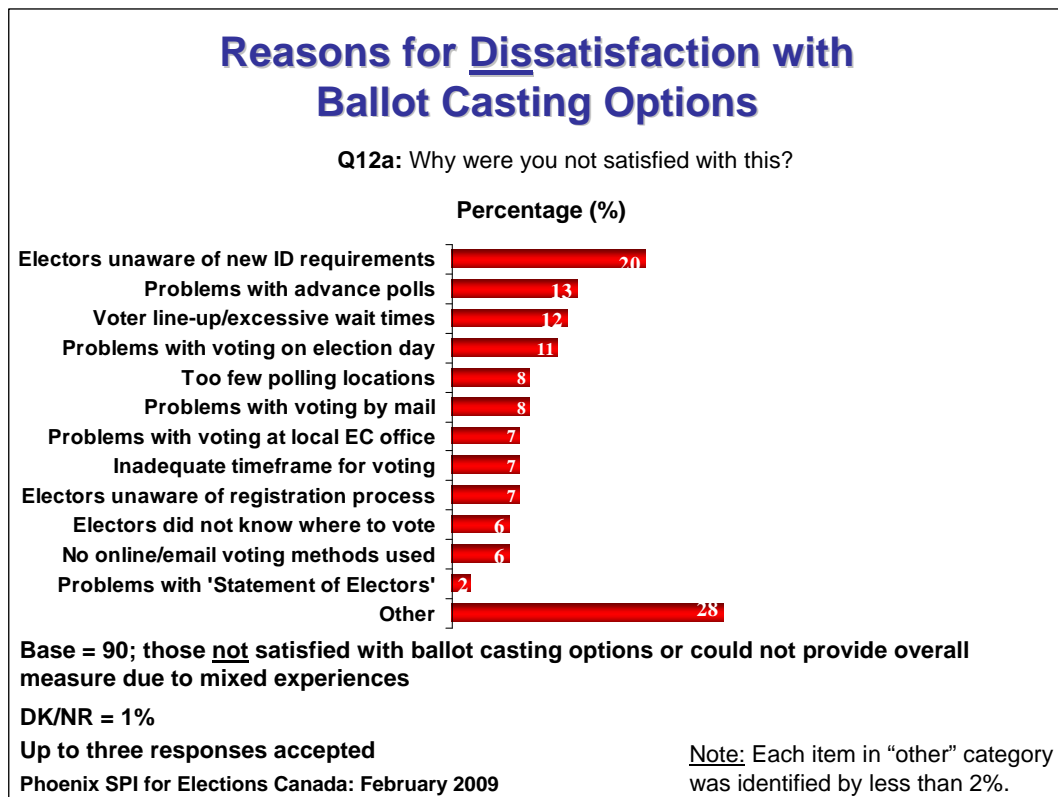
Respondents were more likely to be satisfied with the locations of the polling stations if they were also satisfied with the administration of the election (from 46% of those dissatisfied to 75% of those satisfied), the returning officer's performance (from 49% of those dissatisfied to 72% of those satisfied), the overall quality of service from Elections Canada (from 46% of those dissatisfied to 73% of those satisfied), and elector registration (from 48% of those dissatisfied to 81% of those satisfied).

Similarly, candidates were more likely to be satisfied with the way the vote counting proceeded if they were also satisfied with the administration of the election (from 33% of those dissatisfied to 76% of those satisfied), the returning officer's performance (from 39% of those dissatisfied to 72% of those satisfied), and the overall quality of service from Elections Canada (from 38% of those dissatisfied to 74% of those satisfied). Those satisfied with elector registration were also more likely to be satisfied with the vote counting (82%) compared to those with a neutral view (48%) and those dissatisfied (54%).

Varied Reasons Cited for Dissatisfaction with Ballot Casting Options

Candidates who were not satisfied with the ballot casting options (n=90) offered varied reasons to explain why. Broadly, these reasons can be grouped into three themes – identification and registration issues, issues with the specific methods of voting, and problems with procedures. Turning first to identification and registration issues, 20% felt that electors were unaware of the new identification requirements[9], 7% that electors were unaware of the registration process, and 2% that there were problems with the 'Statement of Electors'.
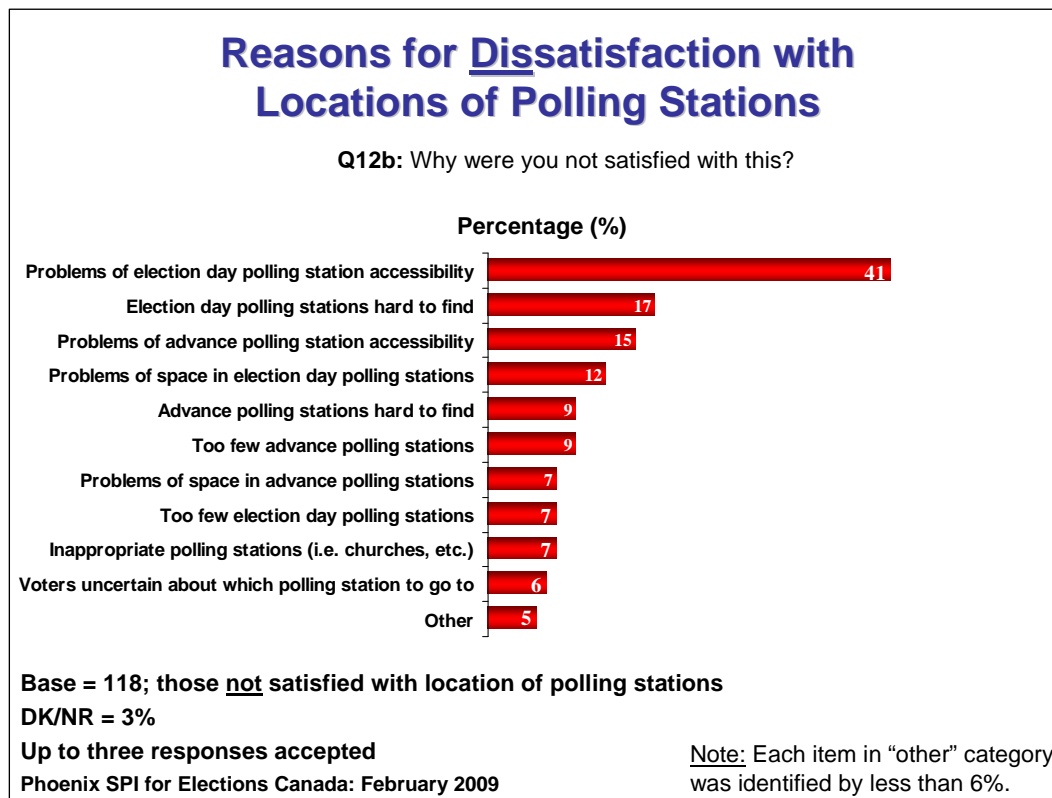
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[9] This was also the most widespread reason for dissatisfaction (20% vs. 13% or less for other reasons).

Reasons for <u>Dissatisfaction</u> with Ballot Casting Options

Q12a: Why were you not satisfied with this?

Percentage (%)

Reason	%
Electors unaware of new ID requirements	20
Problems with advance polls	13
Voter line-up/excessive wait times	12
Problems with voting on election day	11
Too few polling locations	8
Problems with voting by mail	8
Problems with voting at local EC office	7
Inadequate timeframe for voting	7
Electors unaware of registration process	7
Electors did not know where to vote	6
No online/email voting methods used	6
Problems with 'Statement of Electors'	2
Other	28

Base = 90; those <u>not</u> satisfied with ballot casting options or could not provide overall measure due to mixed experiences

DK/NR = 1%

Up to three responses accepted

Phoenix SPI for Elections Canada: February 2009

<u>Note:</u> Each item in "other" category was identified by less than 2%.

Issues with specific voting methods include problems with the advance polls (13%), with voting on Election Day (11%), voting by mail (8%), and voting at local Elections Canada offices (7%). Some were also critical that no online or email voting methods were used (6%). Focusing on procedural issues, candidates were dissatisfied with voter line-ups and excessive wait times (12%), felt there were too few polling locations (8%), that the timeframe for voting was inadequate (7%), and that electors did not know where to vote (6%).

Accessibility – Main Reason for Dissatisfaction with Location of Polling Stations

Candidates who were not satisfied with the locations chosen for the advance polls and on Election Day (n=118) most often pointed to accessibility issues. More specifically, many candidates identified problems with polling station accessibility on Election Day (41%), while some did so for the advance polls (15%). The former was cited much more often than any other reason. Accessibility includes issues such as the polls being too far for constituents to reach, not being in public places, not being close enough to rural communities, the removal of polls from some senior citizen homes, and lengthy driving times to reach the polls.

Reasons for Dissatisfaction with Locations of Polling Stations

Q12b: Why were you not satisfied with this?

Percentage (%)

Reason	%
Problems of election day polling station accessibility	41
Election day polling stations hard to find	17
Problems of advance polling station accessibility	15
Problems of space in election day polling stations	12
Advance polling stations hard to find	9
Too few advance polling stations	9
Problems of space in advance polling stations	7
Too few election day polling stations	7
Inappropriate polling stations (i.e. churches, etc.)	7
Voters uncertain about which polling station to go to	6
Other	5

Base = 118; those not satisfied with location of polling stations

DK/NR = 3%

Up to three responses accepted

Phoenix SPI for Elections Canada: February 2009

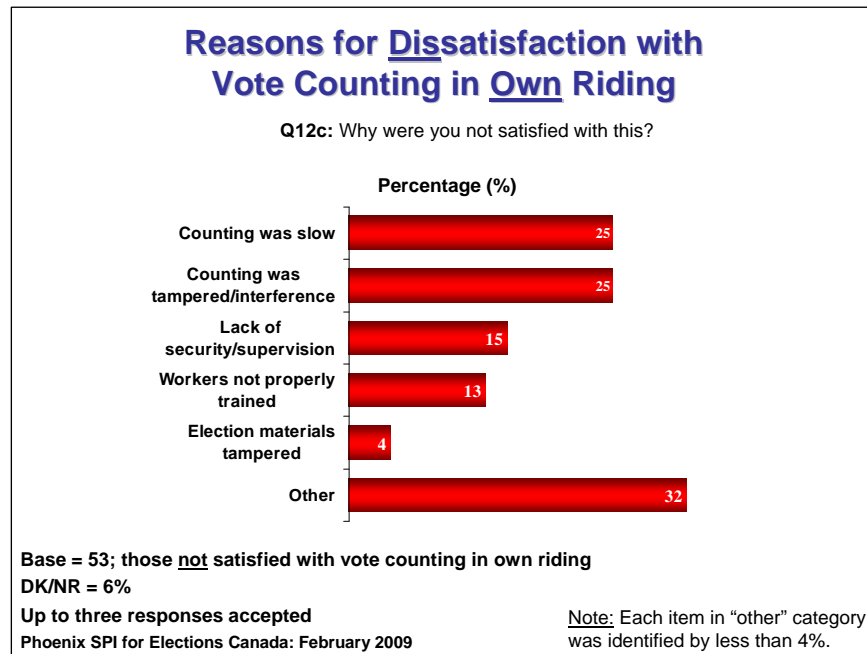Note: Each item in "other" category was identified by less than 6%.

Other reasons focused on the actual locations chosen for the polling stations, the number of stations, and their set-up. Focusing on the locations themselves, candidates found them hard to find either on Election Day (17%) or for the advance polls (9%). As well, some locations were seen to be inappropriate (i.e. churches, funeral parlours) (7%). In terms of quantity, some candidates felt that there were too few advance polling stations (9%) or Election Day polling stations (7%). Those citing problems with the stations' set-up pointed to problems of space on Election Day (12%) and at the advance polls (7%). Some also explained their dissatisfaction with the polling station locations by noting that electors were uncertain about which station to go to (6%).

Reasons for dissatisfaction grouped into the 'other' category include a lack of available rental facilities, a lack of advertising in the riding, advertising not being multilingual, and stations that were too close to rival party headquarters.

Slowness, Perceived Tampering – Top Reasons for Dissatisfaction with Vote Counting in Own Riding

Candidates that were dissatisfied with the way the vote counting proceeded in their own riding (n=53[10]) were most likely to say that the counting was too slow (25%), or to perceive tampering or interference (25%). Following this, 15% felt there was a lack of security or supervision, and 13% felt that workers were not properly trained. A small number felt that the election materials were tampered with (4%).

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[10] Due to the small sample size, caution is to be used in interpreting these results.

Reasons for Dissatisfaction with Vote Counting in Own Riding

Q12c: Why were you not satisfied with this?

Percentage (%)

Counting was slow	25
Counting was tampered/interference	25
Lack of security/supervision	15
Workers not properly trained	13
Election materials tampered	4
Other	32

Base = 53; those not satisfied with vote counting in own riding
DK/NR = 6%
Up to three responses accepted
Phoenix SPI for Elections Canada: February 2009

Note: Each item in "other" category was identified by less than 4%.

A considerable number of unique issues were identified by only one or two respondents and grouped into the 'other' category. These include improper sealing of envelopes, partisan supporters administering the vote, representatives excluded from the count, no vote counting machines used, a need for electronic voting machines at the polls, issues with the recounts in general, and the potential for human error.

Voter Identification

Some Witnessed Problems with New Voter ID Requirements

A majority of candidates (61%) report that neither they nor their representatives witnessed problems related to the implementation of the new voter identification requirements. That said, more than one-third (37%) did witness problems with the new requirements.

Witness Any Problems with New Voter ID Requirements?

Q13: Did you or your representatives witness any problems related to the implementation of the new voter identification requirements?

DK/NR 2%

Yes 37%

No 61%

Base = 877

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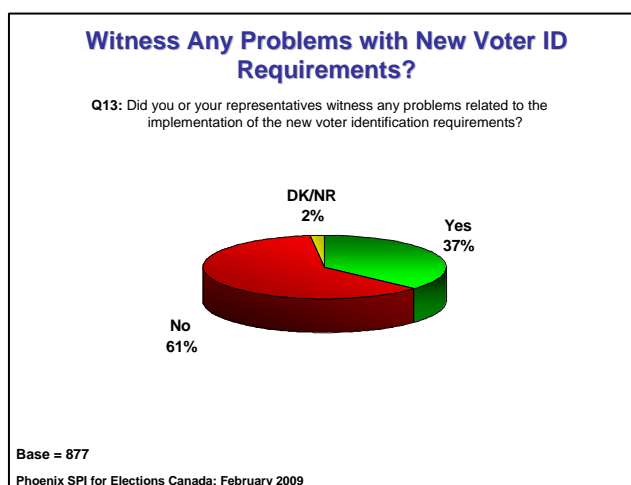
In terms of demographic differences, candidates in Saskatchewan (67%), Atlantic Canada (64%), and Manitoba (51%) were more likely to have witnessed problems with the new voter identification requirements compared to those in Quebec (23%), Ontario (33%), Alberta (35%), and B.C. (42%). The following candidates were also more likely to have witnessed problems with the new voter ID requirements: Anglophones (40%) compared to Francophones (27%), women (46%) compared to men (34%), elected candidates (46%) compared to those not elected (37%), and members of HOC-represented political parties (43%) compared to of members of other political parties (32%) and independents (19%).
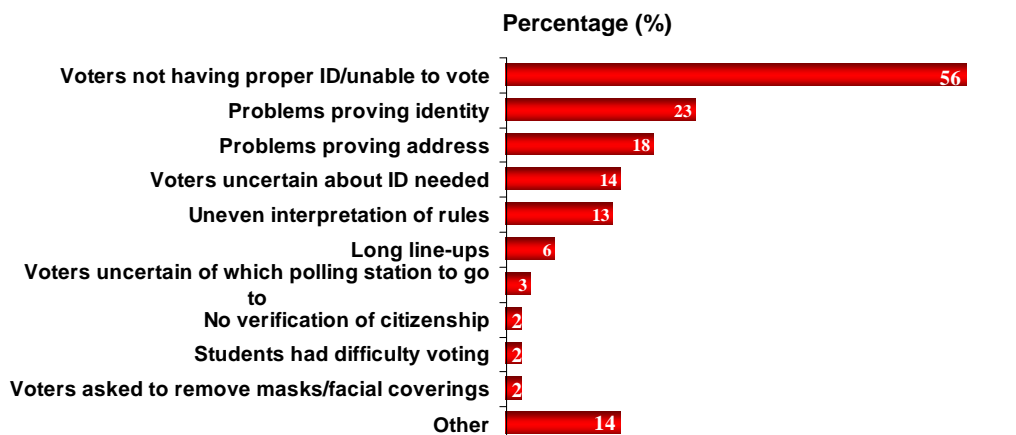
As well, candidates who were more likely to have witnessed problems with voter identification were more likely to be dissatisfied with the overall administration of the election (from 32% of those satisfied to 49% of those dissatisfied), the performance of their riding's returning officer (from 35% of those satisfied to 51% of those dissatisfied), and the overall quality of service from Elections Canada (from 34% of those satisfied to 54% of those dissatisfied).

Improper ID/Unable to Vote – Top Problem Witnessed with New ID Requirements

Candidates who indicated that they or their representatives witnessed problems with the new voter identification requirements (n=328) identified a number of issues. More than half (56%) mentioned that voters did not have proper identification or were unable to vote. Other issues include voters having problems proving their identity (23%), proving their address (18%), or being uncertain about the identification needed (14%). Candidates also pointed to a perceived uneven interpretation of the rules by election officers (13%).

Problems Witnessed with New Voter ID Requirements

Q14: What problems did you witness?

Percentage (%)

Category	Value
Voters not having proper ID/unable to vote	56
Problems proving identity	23
Problems proving address	18
Voters uncertain about ID needed	14
Uneven interpretation of rules	13
Long line-ups	6
Voters uncertain of which polling station to go to	3
No verification of citizenship	2
Students had difficulty voting	2
Voters asked to remove masks/facial coverings	2
Other	14

Base = 328; those who witnessed problems with new voter ID requirements

DK/NR = Less than 1%

Up to three responses accepted

Phoenix SPI for Elections Canada: February 2009

Note: Each item in "other" category was identified by less than 2%.

Issues witnessed with less frequency were long line-ups (6%), voter uncertainty regarding which polling stations to go to (3%), no verification of citizenship (2%), students that had difficulty voting (2%), and voters being asked to remove masks or facial coverings (2%).

Issues found in the 'other' category include perceptions that the new requirements were unjustified, the lack of outreach for multilingual electors, swearing in voters by strangers at the polls, police presence, difficulties for the poor to comply with the new requirements, new rules not being well communicated, lists that did not accommodate people who had moved, and errors on voters lists generally.

The top issues with the new voter identification requirements varied by demographic characteristics. In particular, candidates in Atlantic Canada (83%) and Manitoba (70%) were more likely to have witnessed voters without proper identification not being able to vote compared to those in Saskatchewan (54%), B.C. (52%), Ontario (48%), Quebec (46%), and Alberta (43%).
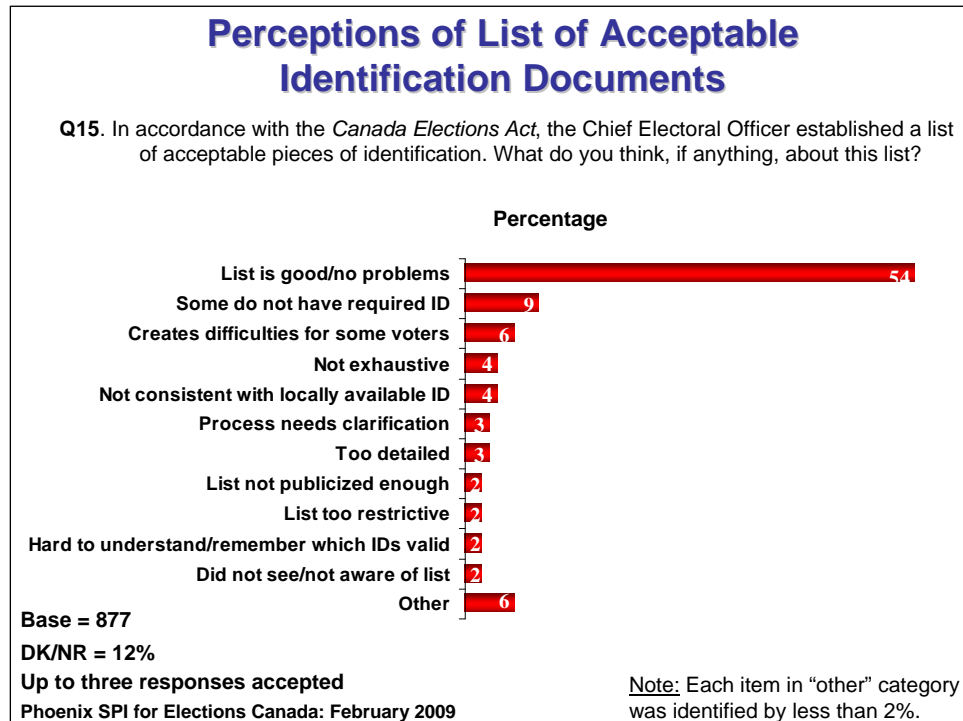
The following candidates were more likely to point to voters having problems proving their identity: candidates in the Prairies (30%), Atlantic Canada (28%) and Ontario (24%) compared to those in B.C. (15%), and Quebec (10%), and Anglophones (25%) compared to Francophones (12%).

Meanwhile, problems with voters proving their addresses were more likely to be noticed by candidates in the Prairies (26%) than those in Ontario (13%) or Quebec (8%), by Anglophones (20%) compared to Francophones (8%), and by women (25%) compared to men (14%).

Majority Hold Positive View of List of Acceptable ID Documents

Asked what, if anything, candidates thought about the list of acceptable pieces of identification established by the Chief Electoral Officer, the majority were satisfied and reported no problems (54%). Those who were less content pointed to numerous issues. Specifically, some candidates stressed that some voters did not have the required ID (9%), and that the list created difficulties for some voters in general (6%), was not exhaustive (4%), or was inconsistent with locally-available identification (4%).

As well, a further 12% were unsure and 2% were not aware of the list or did not see it.

Perceptions of List of Acceptable Identification Documents

Q15. In accordance with the *Canada Elections Act*, the Chief Electoral Officer established a list of acceptable pieces of identification. What do you think, if anything, about this list?

Percentage

Category	Value
List is good/no problems	54
Some do not have required ID	9
Creates difficulties for some voters	6
Not exhaustive	4
Not consistent with locally available ID	4
Process needs clarification	3
Too detailed	3
List not publicized enough	2
List too restrictive	2
Hard to understand/remember which IDs valid	2
Did not see/not aware of list	2
Other	6

Base = 877
DK/NR = 12%
Up to three responses accepted
Phoenix SPI for Elections Canada: February 2009

<u>Note:</u> Each item in "other" category was identified by less than 2%.

Comments grouped into the 'other' category include the list making it more difficult for people with postal addresses and treaty cards, the option for online enumeration, its inefficiency, misunderstandings regarding the registration card, allowing for a passport or drivers license only, and revisiting the 'old' method.

Sub-group variations in terms of perceptions of the list tended to be language-based. Francophones (81% vs. 47% Anglophones) and candidates in Quebec (78% vs. 50% in Ontario, 47% in the Prairies, 43% in B.C., and 40% in Atlantic Canada) were the most likely to hold a positive view of the list. In terms of criticisms of the list, the likelihood of saying that some electors do not have the required identification was greater among candidates that speak English (10%) compared to those that speak French (2%).

Candidates were more likely to hold positive perceptions of the list of acceptable documents if they were satisfied with the overall administration of the election (57% of those satisfied vs. 48% of those dissatisfied) and with the overall quality of service received from Elections Canada (55% of those satisfied vs. 38% of those dissatisfied).
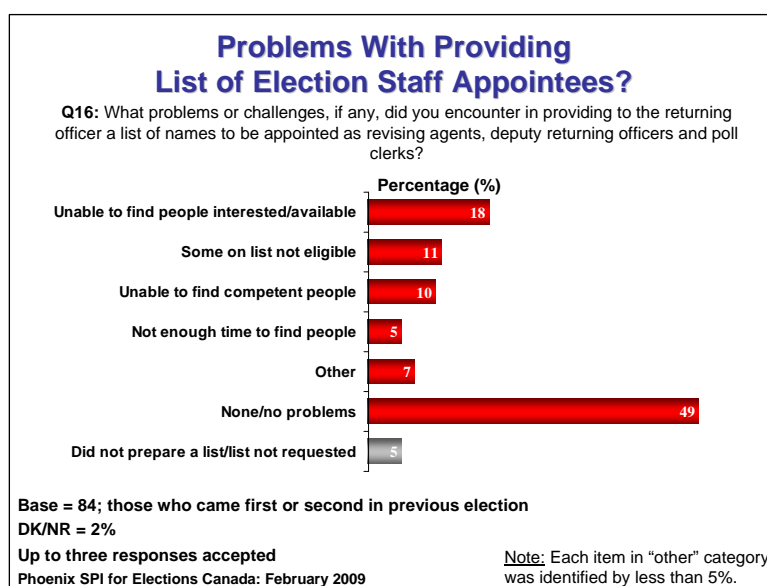
Appointment & Training of Election Staff

The question in this section was only asked of candidates that came first or second in the previous federal general election (n=84).

Almost Half Did Not Have Problems with Providing List of Election Staff Appointees

Just under half (49%) of the surveyed candidates report not encountering any challenges or problems in providing the returning officer with a list of names of those who were to be appointed as revising agents, deputy returning officers and poll clerks.

Of those who did encounter problems (51%), candidates were most likely to have been unable to find people interested or available (18%), followed by some on their list being ineligible (11%), being unable to find competent people (10%), and not having enough time (5%). A further 5% did not provide a list or were not asked to provide one.

Problems With Providing
List of Election Staff Appointees?

Q16: What problems or challenges, if any, did you encounter in providing to the returning officer a list of names to be appointed as revising agents, deputy returning officers and poll clerks?

Percentage (%)

Category	Value
Unable to find people interested/available	18
Some on list not eligible	11
Unable to find competent people	10
Not enough time to find people	5
Other	7
None/no problems	49
Did not prepare a list/list not requested	5

Base = 84; those who came first or second in previous election
DK/NR = 2%
Up to three responses accepted
Phoenix SPI for Elections Canada: February 2009

Note: Each item in "other" category was identified by less than 5%.
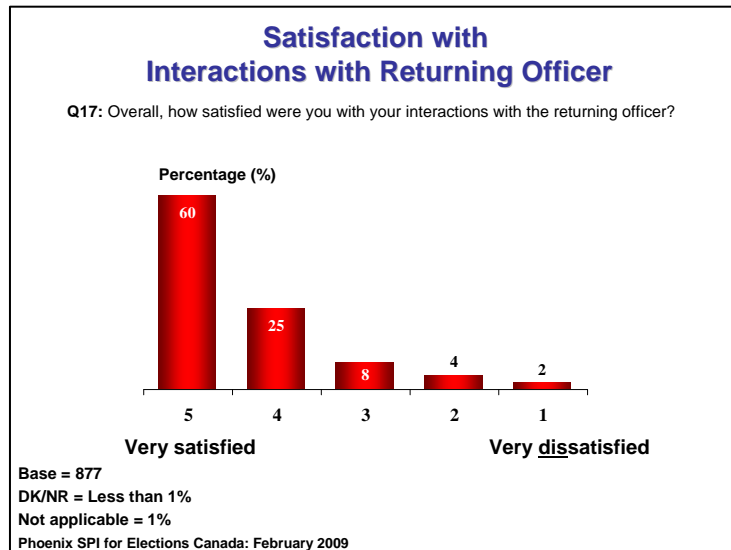
Challenges grouped into the 'other' category include candidates having trouble retaining people for their campaign and placing people on the list, people being reassigned, lists needing to be refreshed, and the manager always taking his/her friends.

SERVICES AND PRODUCTS PROVIDED

This section explores issues related to the services and products provided to candidates and their campaigns by Elections Canada during the election.

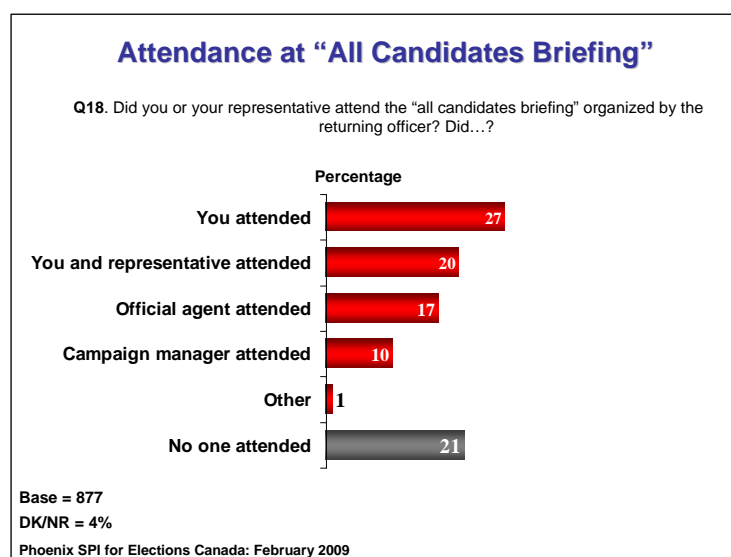**Widespread, Strong Satisfaction with Interactions with Returning Officer**

Overall, 85% of candidates were satisfied with their interactions with the returning officer in their riding, with 60% expressing that they were *very* satisfied. Of those who were not satisfied 8% report holding a neutral view, while 6% were dissatisfied.

**Satisfaction with
Interactions with Returning Officer**

Q17: Overall, how satisfied were you with your interactions with the returning officer?

Percentage (%)

60 · 25 · 8 · 4 · 2

| 5 | 4 | 3 | 2 | 1 |

Very satisfied   **Very dissatisfied**

Base = 877
DK/NR = Less than 1%
Not applicable = 1%
Phoenix SPI for Elections Canada: February 2009

Candidates were more likely to be satisfied with their interactions with the returning officer if they were not elected (86% vs. 73% of those that were elected), and ran as independents (97% vs. 83% of HOC-represented party members, and 88% of members of other parties). In addition, candidates were more likely to be satisfied with their interactions with the returning officer the more satisfied they were with the administration of the election (from 62% of those dissatisfied to 94% of those satisfied), with returning officer performance in their own riding (from 32% of those dissatisfied to 95% of those satisfied), and with the overall service quality from Elections Canada (from 50% of those dissatisfied to 94% of those satisfied).

Half of Candidates Attended "All Candidates Briefing"

Just under half (47%) of surveyed candidates report attending the "all candidates briefing" organized by the returning officer. They either attended alone (27%) or were accompanied by a representative (20%). For some campaign, the candidates' official agent (17%) or campaign manager (10%) attended.

Attendance at "All Candidates Briefing"

Q18. Did you or your representative attend the "all candidates briefing" organized by the returning officer? Did...?

Percentage

You attended	27
You and representative attended	20
Official agent attended	17
Campaign manager attended	10
Other	1
No one attended	21

Base = 877
DK/NR = 4%
Phoenix SPI for Elections Canada: February 2009

Meanwhile, 21% report that no one from their campaign attended.

A number of demographic variations were evident. Candidates were more likely to personally attend the all candidates briefing if they were:

- Francophones (33%) versus Anglophones (25%)
- Men (29%) versus women (22%)
- Not elected (29%) versus those that were elected (8%)
- A member of a political party not represented in the HOC (33%) versus those whose parties are represented (22%)
- Infrequent candidates (30% of first-time candidates and 28% of two-time candidates vs. 18% of more experienced candidates)
- Satisfied with their returning officer (from 15% of those dissatisfied to 29% of those satisfied).

Sending their official agent to the "all candidates briefing" was more common among candidates who reported not being satisfied with the performance of their local returning officer (25%) compared to those who were satisfied (14%).

The likelihood that no one attended this meeting was highest among those in the Prairies (26%) and lowest among those in Ontario (17%). In addition, candidates were less likely to have attended if they were not elected (22% vs. 6% of those that were elected), not a member of a party represented in the HOC (30% vs. 14% of members of HOC-represented parties), and had been a candidate at least once before (27% vs. 17% of first-time candidates).

Large Majority Found "All Candidates Briefing" Useful

A large majority (83%) of those who either report attending the "all candidates briefing" themselves or sending a representative on their behalf found it to be useful. That said, most characterized this as moderately (52%) rather than very useful (31%). Meanwhile, about one in ten (11%) did not find the briefing to be useful.

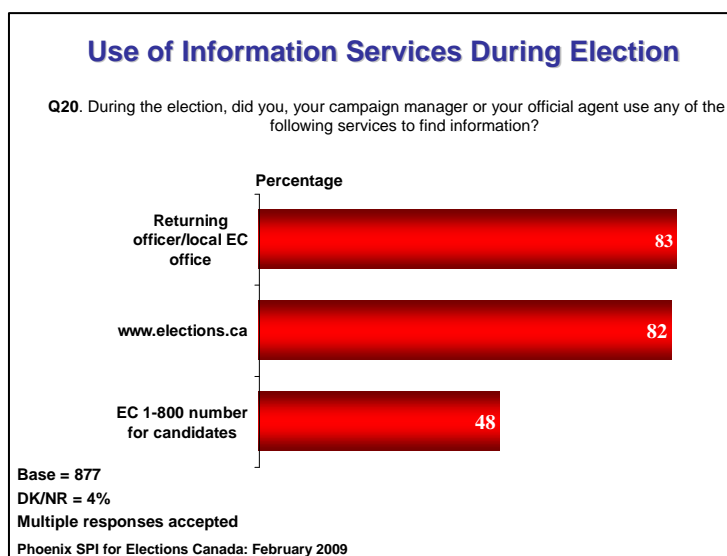Six percent were unsure or gave no response.

Perceived Usefulness of "All Candidates Briefing"

Q19. Did you or your representative find the "all candidates briefing" to be …?

Percentage

Very useful	31
Moderately useful	52
Not very useful	8
Not useful at all	3

Base = 664; those who attended or had someone attend "all candidates briefing"
DK/NR = 6%
Phoenix SPI for Elections Canada: February 2009
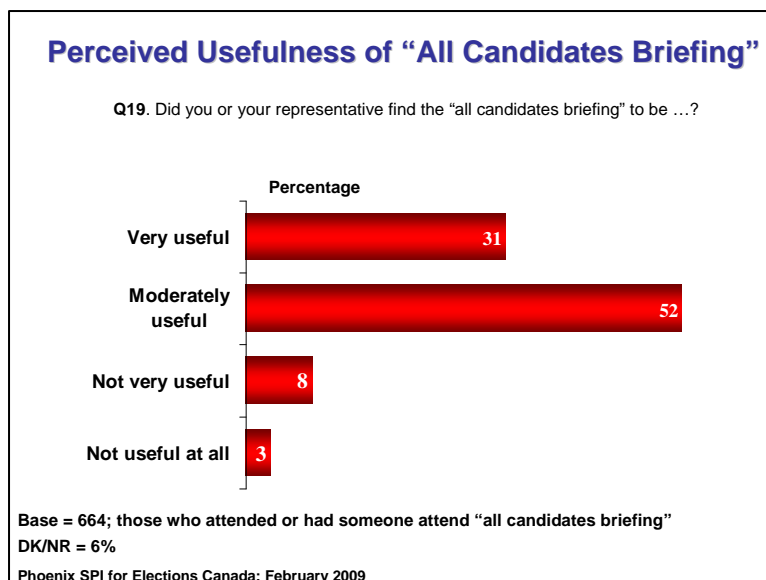
Candidates were more likely to have found the "all candidates briefing" *very* useful if they were older (from 20% of those under 30 to 30% of those 30 to 49 and 34% of those 50 and older), and less likely if they were more experienced (from 33% of first-time candidates to 32% of two-time candidates, and 24% of candidates that ran three or more times).

Those who found the briefing to be useful were more likely to be satisfied with the administration of the election (from 22% of those dissatisfied to 34% of those satisfied) and the performance of the returning officer (from 19% of those dissatisfied to 34% of those satisfied).

Local Elections Canada Office, Website – Most Widely Used Information Services

Nearly all (96%) candidates or their representatives availed themselves of at least one of three Elections Canada information sources.

More specifically, during the election, majorities of candidates and their representatives sought information from the local Elections Canada Office (83%) and the Elections Canada website (82%). The 1-800-number for candidates was used less often (48%).

Use of Information Services During Election

Q20. During the election, did you, your campaign manager or your official agent use any of the following services to find information?

Percentage

Returning officer/local EC office	83
www.elections.ca	82
EC 1-800 number for candidates	48

Base = 877
DK/NR = 4%
Multiple responses accepted
Phoenix SPI for Elections Canada: February 2009

Use of the local Elections Canada office was more likely among candidates in B.C. (88%) than those in Quebec (80%) and Ontario (80%), among members of political parties compared to independents (85% of members of HOC-represented parties and 81% of members of other parties vs. 65% of independents), and those who attended the "all candidates briefing" (85% of attendees vs. 75% of those who did not attend).

Candidates were more likely to have used the Elections Canada website if they were under 50 years old (90% of those under 30 and 87% of those 30 to 49 vs. 78% of those 50 and older) and were members of political parties not represented in the HOC (88% vs. 79% of members of HOC-represented parties and 73% of independents).

Use of Elections Canada's 1-800 number for candidates was more likely among those that are not members of HOC-represented political parties (68% of independents and 56% of members of non-HOC represented parties vs. 41% of candidates whose parties are in the HOC).

Candidates Requested Information for Variety of Reasons, None Dominate

Candidates and their representatives who used Elections Canada information sources (n=840) report doing so for a wide range of reasons. However, none dominate. These reasons can be grouped into the following themes: candidate administration (57%), voting (27%), election materials (18%), and general information and clarifications (32%).
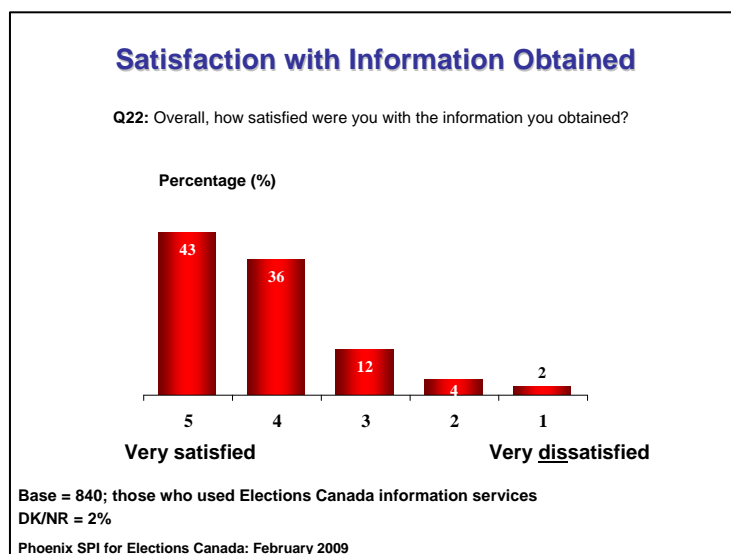

Reasons for Information Request(s)

Q21: What was the purpose of your information request(s)? Any other reasons?

Percentage (%)

Reason	%
General clarification/info	12
Nomination requirements	11
Clarification of the Act	10
Voters' lists	9
Financial info	9
Election procedures/regulations	7
Reporting – electoral campaign return	6
Polling station location	6
Forms on the website	6
Availability of election materials	6
Registration of electors	5
Election results/judicial recounts	5
Election advertising	5
Voter ID requirements/list of IDs	5
Methods of voting	4
Spending limits	4
Contribution limits	3
Contact info	3
Boundaries/maps for ridings	3
Candidate registration process	3
Deadlines	3
Advanced polling	2
Filing info/paperwork	2
Info on donations/receipts	2
Other	7

Base = 840; those who used Elections Canada information services

DK/NR = 14%

Up to three responses accepted

Note: Each item in "other" category was identified by less than 2%.

Phoenix SPI for Elections Canada: February 2009

Candidate administration includes information on nomination requirements (11%), financial information (9%), campaign return reporting requirements (6%), forms from the website (6%), election advertising (5%), spending limits, contribution limits, the candidate registration process, deadlines, filing information and paperwork, and information on donations (3% each) and receipts (4%). Information was also sought with respect to voting, such as locations of polling stations (6%), registration of electors (5%), election results and judicial recounts (5%), voter identification requirements (5%), methods of voting (4%) and advanced polling (2%).

Information requests were also used to obtain voters' lists (9%), inquires about the availability of election materials in general (6%), and to obtain maps for ridings and boundary information (3%). Candidates and their representatives also used information services for general clarifications (12%), clarification of the Elections Act (10%), information relating to election procedures and regulations (7%), and to obtain contact information (3%).

The top reasons for information requests varied somewhat within sub-groups. Candidates that were not elected were more likely to point to seeking general information or clarification (12% vs. 6% of those elected). Candidates that were members of non HOC-represented political parties (16% vs. 7% of those whose parties are represented in the HOC) and that did not attend the "all candidates briefing" (15% vs. 9% of those who attended) were more likely to point to nomination requirements. The likelihood of seeking information on nomination requirements also decreased as age increased (from 19% of those under 30 to 12% of those 30 to 49 and 8% of those 50 and older). Candidates that were members of HOC-represented parties (12%) were also more likely to consult Elections Canada information sources for further clarification of the Act compared to independents (3%).

Over Three-Quarters Satisfied with Information Obtained

More than three-quarters (79%) of surveyed candidates who report using Elections Canada information services (n=840) said they were satisfied with the information they (or their representatives) obtained, 43% of which reported being *very* satisfied. As well, 12% report being neutral, while only 6% expressed dissatisfaction.

Satisfaction with Information Obtained

Q22: Overall, how satisfied were you with the information you obtained?

Percentage (%)

43	36	12	4	2
5	4	3	2	1

Very satisfied   **Very dissatisfied**

Base = 840; those who used Elections Canada information services
DK/NR = 2%

Phoenix SPI for Elections Canada: February 2009

Respondents were more likely to be satisfied with information obtained from Elections Canada if they were also satisfied with the administration of the election (from 46% of those dissatisfied to 88% of those satisfied), the performance of the returning officer (44% of those dissatisfied vs. 86% of those satisfied), and the overall quality of service received from Elections Canada (36% of those dissatisfied vs. 89% of those satisfied). Satisfaction with the information received did not vary by candidate demographic characteristics.

Widespread Recall of All Candidate Documents

A majority of candidates recall receiving documents from their returning officer. Most respondents recall receiving the voters' lists (93%), followed by the authorisation forms for representative appointments (86%), the 'Guidelines for Candidates' Representatives' (83%), and a copy of the 'Canada Elections Act' (81%).

Recall of Candidate Documents

Q23: I'm going to read a list of documents. For each one, please tell me if you remember having received it from your returning officer. How about…?

Percentage (%)

Document	Yes	No	Not sure
Voters' lists	93	5	2
Authorisation forms for representative appointments	86	4	10
Guidelines for Candidates' Representatives	83	5	12
Copy of 'Canada Elections Act'	81	8	11
Multimedia Kit for Federal Political Entities	67	11	23

Base = 877

Phoenix SPI for Elections Canada: February 2009
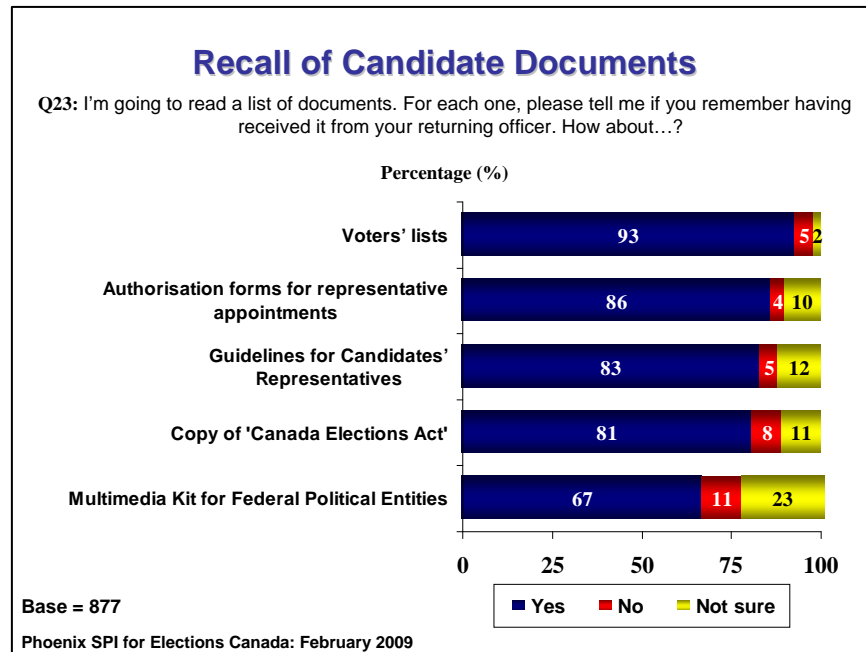
Candidates were less likely to recall receiving the 'Multimedia Kit for Federal Political Entities'. It should be noted that this was also the document they were most unsure about having received – 23% were uncertain about this versus 11% or less for others.

Candidates most likely to recall receiving 'The Multimedia Kit for Federal Political Entities' include:

- Quebec candidates (72%) compared to those in Ontario (63%)
- Men (69%) versus women (59%)
- Those not elected (68%) versus those that were elected (54%)
- Members of parties not represented in the HOC (77%) or independents (78%) versus members of HOC-represented parties (59%)
- First-time (68%) and two-time (71%) candidates compared to those who have run at least three times (59%).

As well, the likelihood of recalling the kit decreased as the age of candidates increased (from 80% of those under 30 to 71% of those 30 to 49 and to 61% of those 50 and older).

Candidates most likely to recall receiving the authorization forms related to the appointment of representatives include:

- Members of HOC-represented political parties (89%) compared to members of parties not represented in the HOC (81%)
- Those that attended the "all candidates briefing" (88%) compared to those who did not attend (80%).

Candidates most likely to recall receiving a copy of the Canada Elections Act include:

- Those in Quebec (85%) and the Prairies (84%) compared to those in B.C. (74%)
- French candidates (86%) compared to English candidates (79%)
- Members of HOC-represented parties (82%) and independents (92%) compared to members of parties not represented in the HOC (76%).

Candidates in Quebec (97%) were slightly more likely to recall receiving the voters' lists compared to those in Ontario (93%), the Prairies (90%) and B.C. (90%). Recall of the list was also more likely among candidates who speak French (97% vs. 92% of Anglophones), and attended the "all candidates briefing" (95% vs. 87% of those that did not attend).

No demographic differences presented themselves in terms of recalling receipt of the 'Guidelines for Candidates' Representatives'. Respondents that were dissatisfied with the administration of the election were less likely to recall receiving these guidelines (72% vs. 83% of those satisfied and 86% of those with a neutral view). On the other hand, those that were satisfied with the overall quality of service from Elections Canada (85%) were more likely than those not satisfied (71%) to recall receiving the guidelines.

Candidates were told the following before being asked the remaining questions in this section:

"For the following questions, we refer to you personally, but they could also include anyone from your campaign team if you had one".

Four in Ten Used CEO Letter to Facilitate Public Access

In total, 40% of candidates report having used the letter signed by the Chief Electoral Officer to facilitate access to public places by candidates and their campaign workers (available on the Elections Canada website). Conversely, almost half (49%) did not use this letter, while 9% report not being aware of it.

Use of CEO Letter to Facilitate Access to Public Places

Q24: Elections Canada made available on its Website a letter signed by the Chief Electoral Officer to facilitate access to public places by candidates and/or their campaign workers. Did you use this letter?

Not aware of letter (volunteered) 9%
DK/NR 3%
Yes 40%
No 49%

Base = 877

Phoenix SPI for Elections Canada: February 2009

Respondents in Ontario (45%), Quebec (39%), and B.C. (43%) were more likely to have used this letter compared to those in Atlantic Canada (26%). Those aged 50 or older (42%) were more likely than those 30 to 49 (35%) to have used it. Respondents that attended the "all candidates briefing" (42%) were also more likely to have used the letter compared to those who did not attend (31%).

Many Used Polling Division Maps, Paper Format Dominated

Overall, 85% of candidates report using maps of polling divisions in at least one of the two available formats. More specifically, 57% used the paper format only, 19% used the CD format only, and 9% used both formats. A further 12% did not use the polling division maps, while 3% report being unsure.

Most-Used Polling Division Map Format

Q25. Maps of polling divisions were available in two different formats… paper and CD-ROM. Which format did you use the most, if any?

Percentage

- Paper — 57
- CD-ROM — 19
- Used both (volunteered) — 9
- Used neither (volunteered) — 12

Base = 877
DK/NR = 3%

Phoenix SPI for Elections Canada: February 2009
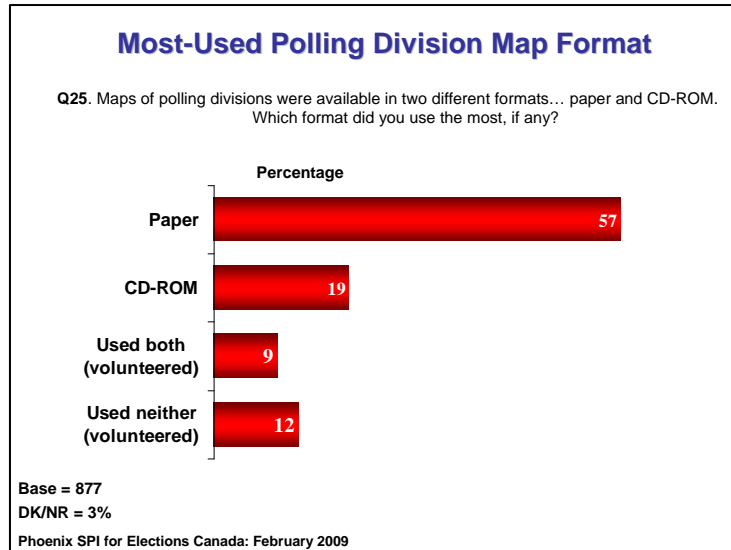
Using the paper format most often was more likely among the following candidates:

- Those in Atlantic Canada (71%) and the Prairies (61%) compared to B.C. (55%), Ontario (57%), and Quebec (49%).
- Anglophone candidates (59%) compared to Francophone candidates (46%).
- Those that attended the "all candidates briefing" (60%) compared to those who did not attend (45%).

Few Used GeoExplore, Though Most Plan to Next Time

Almost one in five (19%) candidates report using the "GeoExplore" web mapping tool[11] provided to them by Elections Canada. The majority, however, were aware of this tool but did not use it (61%). A further 16% were unaware of "GeoExplore", while 5% were unsure.

Use of "GeoExplore"

Q26: Elections Canada also provided candidates with a Web mapping tool called "GeoExplore" that allows the user to locate civic addresses, streets, municipalities, electoral districts and other similar information. Did you use this tool?

- Not aware of tool (volunteered) 16%
- DK/NR 5%
- Yes 19%
- No 61%

Base = 877

Phoenix SPI for Elections Canada: February 2009

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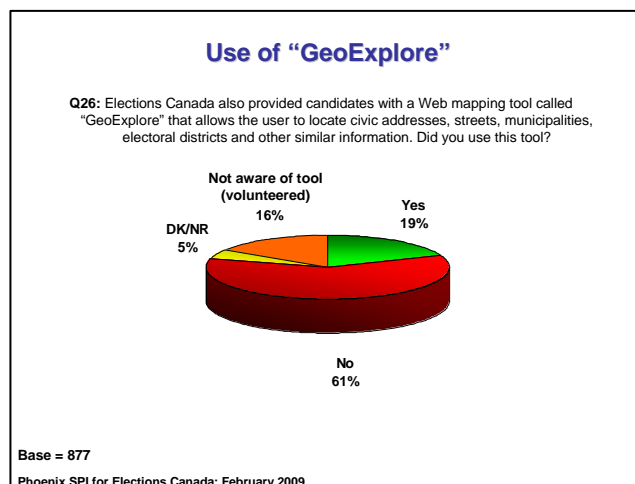
[11] This tool allows the user to locate civic addresses, streets, municipalities, electoral districts and other similar information.

Candidates were more likely to have used GeoExplore if they:

- were elected (31%) compared to those that were not elected (18%)
- belonged to a HOC-represented political party (25%) compared to members of other parties (10%) and independents (14%), and
- had attended the "all candidates briefing" (21%) compared to those who did not (14%).

As well, the likelihood of using this tool increased with age (from 9% of those under 30 to 19% of those 30 to 49 and 21% of those 50 and older). Candidates in Quebec (20% were not aware) were less likely than those in Ontario to be aware of this tool (13% were not aware).

The vast majority of candidates that did not use or were not aware of "GeoExplore" in the 40th federal general election (n=708) expressed interest in using it in future elections (84%). About one in ten (9%) said they would not use it, while 6% indicated being unsure, and 1% do not plan to run in the next election.

Anticipated Future Use of "GeoExplore"

Q27: Although you did not use GeoExplore for this election, would you be interested in using this Web mapping tool for future elections?

Not planning to run again (volunteered) 1%

No 9%

DK/NR 6%

Yes 84%
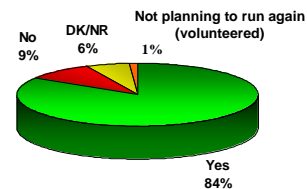
Base = 708; those who did not use/were not aware of "GeoExplore"

Phoenix SPI for Elections Canada: February 2009

Candidates were more likely to express interest in using "GeoExplore" in the future if they were in B.C. (89%) compared to Atlantic Canada (76%), had attended the "all candidates briefing" (86%) compared to those who had not (78%), and were under 50 years of age (90% of those under 30 and 90% of those 30 to 49 vs. 78% of those 50 and older). Interest in using this tool in the future decreased as the number of candidacies increased (from 86% of first-time candidates to 84% of two-time candidates and 78% of those who ran at least three times).

Two-thirds Used Voters' Lists

Approximately two-thirds (68%) of surveyed candidates report using the various voters' lists provided by Elections Canada (i.e. primary lists of electors, the revised lists, and the official lists). Conversely, 30% did not use the lists, while 2% report being unsure.

Use of Voters' Lists

Q28: During the election, candidates were provided with various voters' lists, including the preliminary lists of electors, the revised lists, and the official lists. Did you use any of these lists?

DK/NR 2%

No 30%

Yes 68%
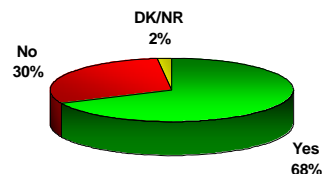
Base = 877

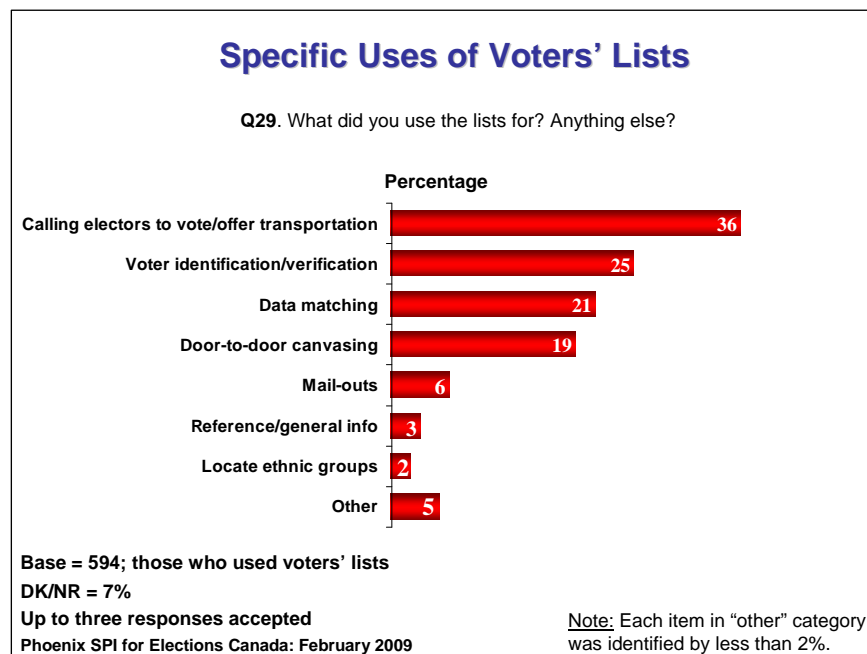Phoenix SPI for Elections Canada: February 2009

Candidates that were more likely to have used the voters' lists were:

- those in Atlantic Canada (75%), Ontario (70%), and Quebec (69%) compared to those in B.C. (56%)
- candidates that were elected (92%) versus those that were not (66%)
- members of a HOC-represented party (80%) compared to members of other parties (51%) and independents (49%), and
- those that attended the "all candidates briefing" (74%) compared to those who did not (46%).

The likelihood of having done this also increased with age (from 56% of those under 30 to 66% of those 30 to 49 and 71% of those 50 and older).

Calling Electors – Most Frequent Use of Voters' Lists

Candidates who used the voters' lists (n=594) report doing so for several reasons. The most common reason was calling electors to encourage them to vote and to offer them transportation, identified by 36%. Following this, one-quarter report using the lists for voter identification and verification, 21% for data matching, and 19% for door-to-door canvassing.

Specific Uses of Voters' Lists

Q29. What did you use the lists for? Anything else?

Percentage

Calling electors to vote/offer transportation	36
Voter identification/verification	25
Data matching	21
Door-to-door canvasing	19
Mail-outs	6
Reference/general info	3
Locate ethnic groups	2
Other	5

Base = 594; those who used voters' lists
DK/NR = 7%
Up to three responses accepted
Phoenix SPI for Elections Canada: February 2009

Note: Each item in "other" category was identified by less than 2%.

Less common uses of voters' lists include mail-outs (6%), as a reference or for general information (3%), and to locate ethnic groups (2%). A further 7% report being unsure what the lists were used for.

Use of voters' lists for voter identification or verification was more likely among candidates from ridings in Atlantic Canada (35%) and the Prairies (33%) compared to those in Quebec (20%).

Use of the lists for data matching was more likely in Ontario (28%) compared to candidates in Atlantic Canada (16%), Quebec (15%), and the Prairies (16%).

Door-to-door canvassing was most common in Quebec (25%) and Ontario (21%) and less so in B.C. (13%) and the Prairies (12%). French candidates (28%) were also more likely than English candidates (16%) to have used the voters' lists in this way.

Majority Perceive Information Regarding List Quality to be Adequate

Generally, 61% of candidates felt that the information provided to them by Elections Canada regarding the quality of the preliminary voters' lists was adequate. That said, they were twice as likely to say it was moderately (41%) rather than *very* adequate (20%). About one in ten (11%) reported that the information was not adequate.

Slightly more than one-quarter (27%) report having no opinion about the adequacy of this information as they were either unsure (19%) or did not receive this information from the returning officer (8%).

**Adequacy of Information
About Quality of Preliminary Lists?**

Q30. Elections Canada provided information about the quality of the preliminary lists. Would you say the information was …?

Percentage

Very adequate	20
Moderately adequate	41
Not very adequate	8
Not adequate at all	3
Did not receive this info (volunteered)	8

Base = 877
DK/NR = 19%
Phoenix SPI for Elections Canada: February 2009

Turning first to regional variations, candidates in Quebec were the least likely to consider the information about the preliminary lists to be *very* adequate (9% vs. 18% in the Prairies, 25% in B.C., 25% in Ontario, and 27% in Atlantic Canada). Members of non HOC-represented parties (26%) were more likely than members of other parties (16%) to consider this information *very* adequate.

In terms of attitudinal differences, those who considered the information to be *very* adequate were more likely to be satisfied with the performance of their returning officer (24% vs. 5% of those with a neutral view and 7% of those dissatisfied), the overall quality of service from Elections Canada (23% vs. 9% of those with a neutral view and 10% of those dissatisfied), and the overall administration of the election (25% vs. 10% of those with a neutral view and 6% of those dissatisfied).

More Than Half Satisfied With Overall Quality of Voters' Lists

More than half of surveyed candidates (55%) report being moderately or very satisfied with the overall quality of the voters' lists provided by their retuning officer. Almost one-quarter (24%) were neither satisfied nor dissatisfied, while 11% expressed dissatisfaction with the quality of the voters' lists. A further 10% of surveyed candidates were unsure or provided no response.

Satisfaction with Overall Quality of Voters' Lists

Q31: How satisfied were you with the overall quality of the voters' lists provided by the returning officer?

Percentage (%)

23	32	24	7	4
5	4	3	2	1
Very satisfied				**Very dissatisfied**
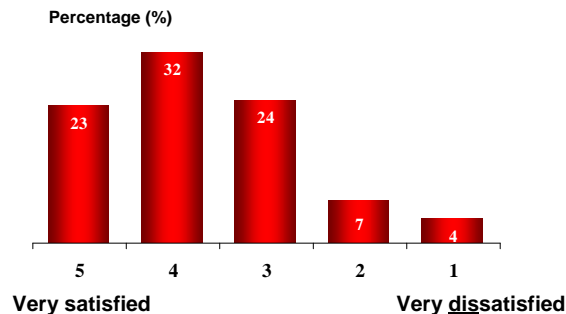
Base = 877
DK/NR = 10%
Phoenix SPI for Elections Canada: February 2009

Satisfaction with the overall quality of the voters' lists was more widespread in Quebec (61%) compared to Ontario (50%), and among Francophones (62%) compared to Anglophones (53%). As well, those who were satisfied with the voters' lists were more likely to be satisfied with the overall administration of the election (from 28% of those dissatisfied to 65% of those satisfied), the performance of the returning officer (from 33% of those dissatisfied to 60% of those satisfied), and the overall quality of service received from Elections Canada (from 27% of those dissatisfied to 63% of those satisfied).

Most Took Measures to Protect Personal Information on Voters' Lists

Most candidates (86%) report taking at least some measures to protect the personal information contained on the voters' lists they received, while 8% took no such measures. Six percent report being unsure about whether their campaign team took any measures to protect such information.

Take Any Measures to Protect Personal Information on Voters' Lists?

Q32: Did you take any measures to ensure the protection of personal information contained in the voters' lists that you received?

No 8%

DK/NR 6%

Yes 86%
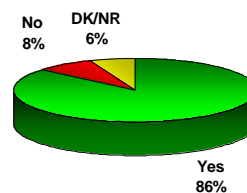
Base = 877
Phoenix SPI for Elections Canada: February 2009

Candidates in Quebec were the most likely to have taken measures to protect private information on the voters' lists (91%), compared to those in B.C. (80%). Such actions were also more likely among those under 50 years of age (90% of those under 30 and 90% of those 30 to 49 vs. 83% of those 50 and older), Francophones (91%) compared to Anglophones (85%), and those that attended the "all candidates briefing" (88%) versus those who did not attend (82%). As well, the more experienced the candidate, the less likely he/she was to have taken measures to protect private information (from 88% of first-time candidates to 87% of two-time candidates and 81% of those who ran three or more times).

Range of Measures Taken to Protect Private Information on Voters' Lists

Candidates who report taking measures to protect personal information on the voters' lists (n=753) were most likely to have ensured that the lists were destroyed after the election (26%). Most other security measures can be grouped into two categories – keeping the lists in a secure location and controlling access to them.

Measures Taken to Protect Voters' Lists

Q33. What measures did you take? Anything else?

Percentage

Measure	Percentage
Ensured list destruction after election	26
Kept in secure place (general)	15
Gave instructions on use of lists	15
Limited access to self/campaign mgr./off'l. Agent	15
Kept locked away	14
Did not share with anyone else	11
Kept in own office	9
Limited access to list (general)	7
Kept in residence	5
Issued procedures to collect copies after event	4
Brought lists back to returning officer	3
Password protected on computer	3
Other	3

Base = 753; those who took measures to protect information on voters' lists

DK/NR = 2%

Up to three responses accepted

Phoenix SPI for Elections Canada: February 2009

Note: Each item in "other" category was identified by less than 3%.

Measures that kept the lists in a secure location include keeping them in a secure place (15%), locked away (14%), in the candidates office (9%), and in the candidates home (5%). Access to the lists was controlled by giving instructions on their use (15%), limiting access to either the candidate, the campaign manager or official agent (15%), not sharing lists with anyone else (11%), limiting access in general (7%), and password protecting the files on a computer (3%).

Additional measures include issuing procedures to collect copies of the lists after an event (4%), and bringing the lists back to the returning officer (3%).

A number of demographic differences were apparent in terms of the measures taken to protect private information on the voters' lists. Ensuring the destruction of the lists was generally more likely as one moves westward (from 20% in Atlantic Canada to 25% in Quebec, 23% in Ontario, 29% in the Prairies, and 34% in B.C.), and among women (33%) compared to men (23%). Candidates in Ontario (18%) were more likely than those in Quebec (11%) to have kept the lists in a secure place, as were Anglophones (16%) compared to Francophones (10%).

Issuing instructions regarding the use of the lists was most common among respondents in Quebec (21%) compared to those in Atlantic Canada (10%), Ontario (12%) and the Prairies (13%), among Francophones (21%) compared to Anglophones (13%), among members of HOC-represented parties (18%) compared to members of other parties (11%), and independents (4%), and among those that attended the "all candidates briefing" (16%) compared to those that did not (9%).

Keeping the lists locked away was more likely among candidates in Atlantic Canada (22%) than those in Quebec (10%), and Anglophones (16%) compared to Francophones (10%). Candidates with less experience were also more likely to do this (from 17% of first-time candidates to 13% of two-time candidates and 7% of those who ran three times or more).

Mixed Perceptions of Usefulness of "Bingo Card"

Two thirds (67%) of candidates report using the "Bingo Card" [12]. Bingo Card users (n=587) expressed mixed perceptions of its usefulness. Although less than half (46%) found this tool to be useful, more than one-quarter (28%) said it was *very* useful. However, 20% were unsure or gave no response, 18% held a neutral view, and 16% thought the "Bingo Card" was not useful (16%).

Perceived Usefulness of "Bingo Card"

Q34: At advance polls and on polling day, a "Statement of the electors who have voted on polling day", also called the "bingo card",* was made available to candidates and their representatives. How useful did you find this new tool?

Percentage (%)

28	18	18	5	11
5	4	3	2	1
Very useful				Not useful at all

Base = 587; those who used the "bingo card"

DK/NR = 20%

Phoenix SPI for Elections Canada: February 2009

The "Bingo card" was most likely to be useful to the following candidates:

- Those in Quebec (40%) compared to B.C. (27%), Atlantic Canada (27%), Ontario (23%), and the Prairies (22%)
- Francophones (43%) versus Anglophones (24%)
- Those that were elected (69%) compared to those that were not (24%)
- Members of HOC-represented parties (40%) compared to members of other parties (11%), and independents (8%)
- Those that have run in more than two elections (37%) versus those that ran in only one (25%) or two (25%)
- Those that had attended the "all candidates briefing" (31%) versus those that had not (16%).

As well, perceived usefulness of the "Bingo Card" increased with age (from 15% of those under 30 to 26% of those 30 to 49 and 31% of those 50 and older).

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[12] A statement of the electors who have voted on polling day. Respondents were read the following if they asked what this was: "This refers to the new form used to record the identifier number of electors who came to vote that was provided to the candidates or their representatives on a regular basis".

Most Satisfied with Overall Service Quality from Elections Canada
Overall, 79% of surveyed candidates report being either moderately or very satisfied with the overall quality of service they received from Elections Canada in the 40th federal election. Those who were not satisfied tended to hold a neutral view (16%) rather than a negative one (5%). Moreover, only 1% were *very* dissatisfied with the overall quality of service received from Elections Canada during the last election.
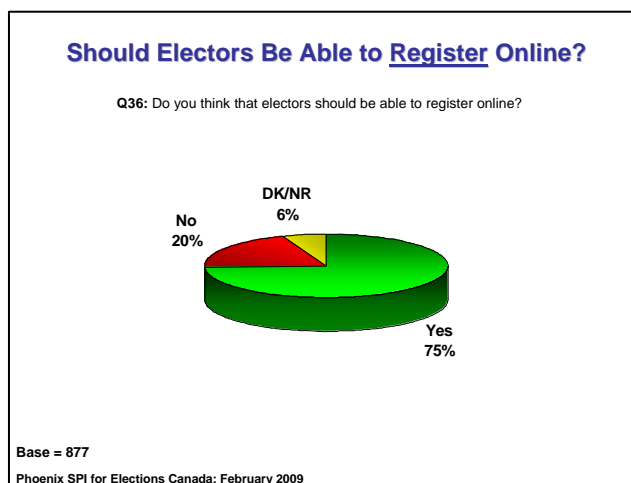
Satisfaction with Overall Service Quality from Elections Canada

Q35: All things considered, how satisfied were you with the overall quality of service you received from Elections Canada in the most recent federal election?

Percentage (%)

5 Very satisfied	4	3	2	1 Very dissatisfied
31	48	16	4	1

Base = 877
DK/NR = Less than 1%
Phoenix SPI for Elections Canada: February 2009
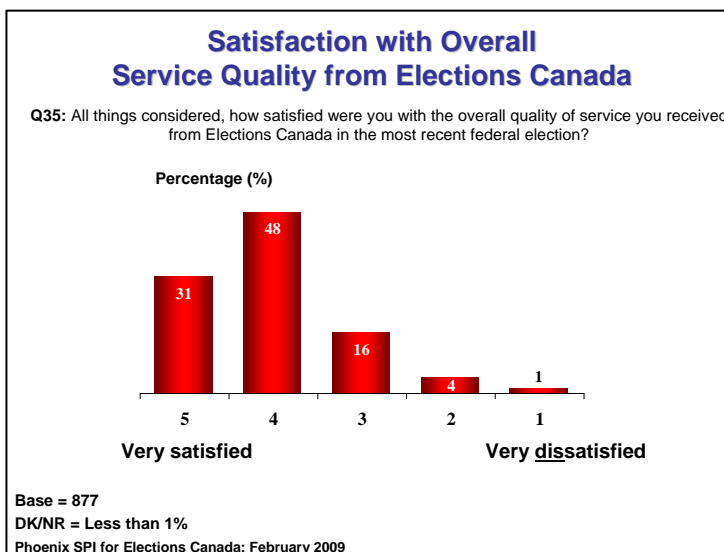
Perceptions of Elections Canada service quality did not vary among most sub-groups. That said, the following differences were evident: Candidates in Ontario (81%) were more likely than those in the Prairies (73%) to be satisfied with the overall quality of service they received. As well, satisfaction with the overall service quality became more likely as candidates were more satisfied with the administration of the election (from 22% of those dissatisfied to 95% of those satisfied) and the performance of their local returning officer (from 35% of those dissatisfied to 88% of those satisfied).

FUTURE DIRECTIONS

This section explores candidates' perceptions on the appropriateness of online technology as it relates to voter participation, as well as suggestions for improving the conduct of future federal elections.

Three-quarters Support Online Elector Registration

Exactly three-quarters (75%) of surveyed candidates felt that electors should be allowed to register online. One in five candidates (20%) disagreed with this, and 6% report being unsure.

Should Electors Be Able to <u>Register</u> Online?

Q36: Do you think that electors should be able to register online?

DK/NR
6%

No
20%

Yes
75%

Base = 877

Phoenix SPI for Elections Canada: February 2009

Support for online elector registration was highest outside of Quebec (70% in Quebec vs. 75% in Ontario, 75% in B.C., 78% in the Prairies, and 81% in Atlantic Canada), among candidates under 50 years of age (80% of those under 30 and 78% of those 30 to 49 vs. 71% of those 50 or older), and members of a political party (76% of members of HOC-represented parties and 74% of members of other parties vs. 54% of independents).

Candidates Divided Over Use of Online Voting

Slightly less than half (46%) expressed support for electors voting online, while 48% did not. A further 6% report being uncertain.

Should Electors Be Able to <u>Vote</u> Online?

Q37: Do you think that electors should be able to vote online?

DK/NR
6%

Yes
46%

No
48%

Base = 877

Phoenix SPI for Elections Canada: February 2009
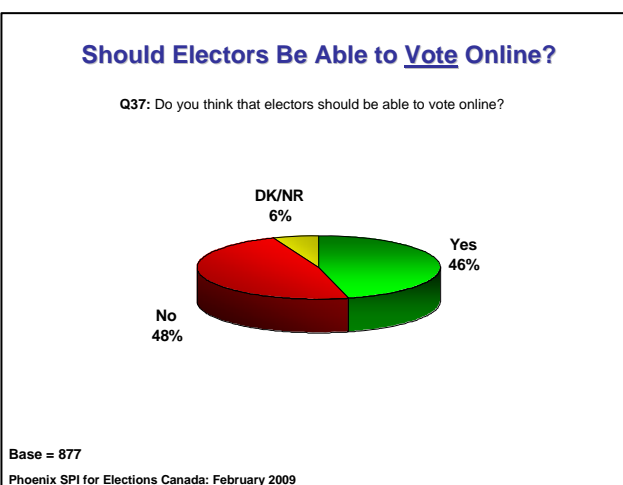
Support for online voting was higher in Ontario (50%) and B.C. (55%) compared to Quebec (41%), among candidates aged 30 to 49 (54%) compared to those under 30 (40%) and those 50 and older (43%), those that were not elected (48%) versus those that were (31%), and members of political parties (46% of members of HOC-represented parties and 49% of members of other parties vs. 30% of independents). Support for this declines as candidates were more experienced (from 50% for first-time candidates to 38% for those most experienced).

Suggestions to Improve Conduct of Federal Elections

Candidates offered numerous suggestions as to how the conduct of federal elections could be improved. No single suggestion clearly stands out given that none was offered by more than 8% of respondents. However, these suggestions can be grouped into four categories – a) administrative suggestions (23%), b) voting or registration changes (48%), c) communications issues (8%), and d) political financing (2%).

Suggestions to Improve Conduct of Federal Elections

Q38: What would you suggest, if anything, to improve the conduct of federal elections?

Percentage (%)

Suggestion	%
Introduce/explore online voting	8
Better training for EC staff	8
Proportional representation	7
Improve voter access/remove barriers	6
Reduce voter eligibility requirements	5
Efforts to increase voter turnout	5
Less paperwork/bureaucracy	5
More election advertising	3
Electronic voter registration	3
More polling locations	3
Make info more accessible to voters	3
Make info more accessible to candidates	3
Increase timeframe for voting/elections	3
Return to door-to-door enumeration	3
Better voter list accuracy	3
Introduce alternative voting methods	2
Better organized info on website	2
Ensure voters fully aware of ID requirements	2
Elections should be on weekends	2
More penalties for breaching reg's.	2
Establish fixed election date	2
More $ support for new/small parties	2
Reduce cost of holding elections	2
Other	18

Base = 877

DK/NR = 23%
Up to three responses accepted

Phoenix SPI for Elections Canada: February 2009

Note: Each item in "other" category was identified by less than 2%.

With regards to administrative issues, candidates suggested better training of Elections Canada staff (8%), reducing paperwork or beaurocracy (5%), adding polling locations (3%), increasing the timeframe for voting and elections (3%), having greater penalties for breaching regulations (2%), and reducing the cost of holding elections (2%).

Suggestions pertaining to voting and registration include exploring or introducing online voting (8%), adopting proportional representation (7%), improving voter access or removing barriers (6%), reducing voter eligibility requirements (5%), implementing efforts to increase voter turnout (5%), using electronic voter registration (3%), a return to door-to-door enumeration (3%), better voter list accuracy (3%), introducing alternative voting methods in general (2%), ensuring voters are fully aware of new identification requirements (2%), holding elections on weekends (2%), and establishing a fixed election date (2%).

In terms of communications matters, candidates referred to having more election advertising (3%), more accessible information for candidates and voters (3%), and better organized information on the Elections Canada web site (2%).

In terms of political financing, a few suggested providing more financial support for new or small parties (2%).

A large number of diverse suggestions were offered by fewer than 2% of candidates and are grouped in the 'other' category. These include, but are not limited to, having more voting officers at the polling stations, reducing the nomination fee or deposit, issuing a permanent voter's card, taking efforts to prevent long line-ups at polls, requiring voters to provide proof of citizenship, consistently enforcing regulations, improving software used for financial reporting, giving greater attention candidate complaints, having better riding maps, expanding advance voting, stopping abuse of campaign expenses, marking voters with ink, lowering the voting age, holding candidates to their promises, candidate consultations/interviews, limiting the use of campaign signs, ensuring access at polls for disabled Canadians, and providing election results in shorter time.

DEMOGRAPHICS

This section provides a description of the demographic and other characteristics of survey respondents. This includes age, language, gender, region, number of candidacies, election outcomes, and political representation.

Age

Candidates in the 40th federal general election tended to be older, more than half (53%) of whom were at least 50 years of age. Following this, 35% were between 30 and 49, and 11% were under 30.

Age

Q39: In what year were you born?

Percentage (%)

Age group	Percentage
Under 30	11
30-39	14
40-49	21
50-59	31
60 and over	22

Base = 877
Refused = 1%
Note: age is determined based on year of birth
Phoenix SPI for Elections Canada: February 2009
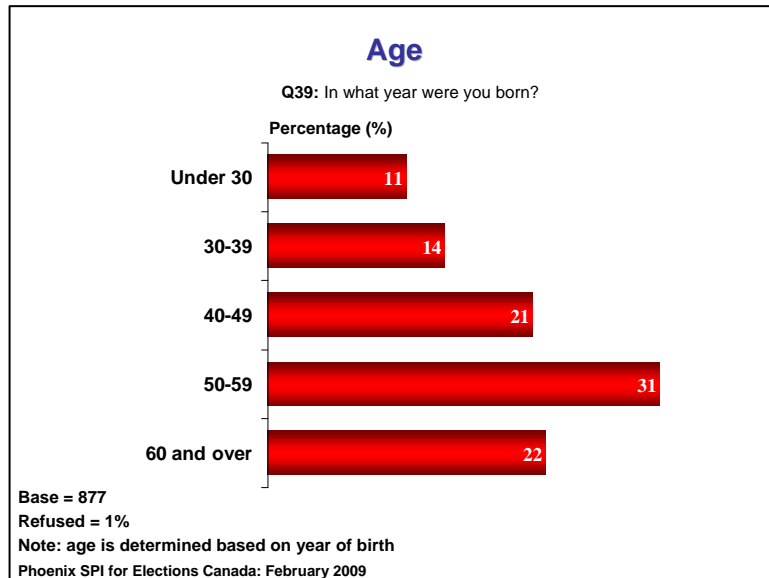
Language

Just over three-quarters (79%) of candidates completed the survey in English, while about one in five (21%) did so in French.

Language

French 21%

English 79%

Base = 877

Phoenix SPI for Elections Canada: February 2009
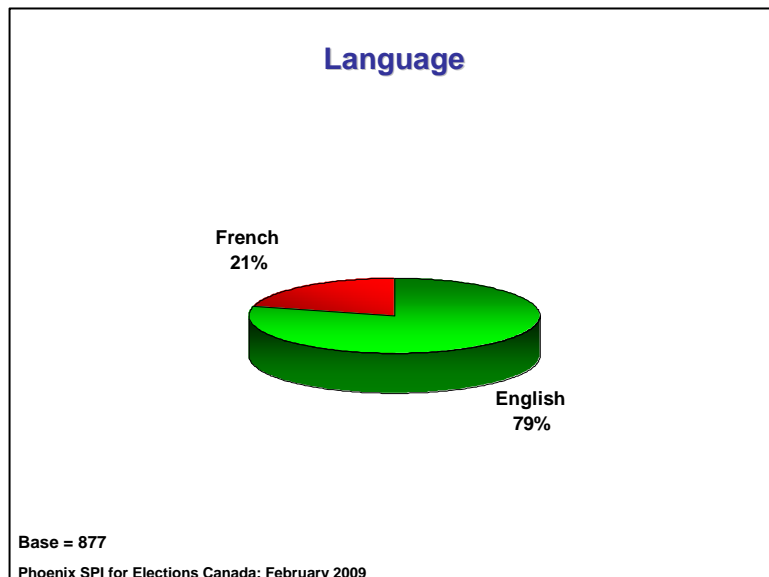
Gender

Most candidates were male (72%), while less than one-third (28%) were female.

Gender

Female
28%

Male
72%

Base = 877

Phoenix SPI for Elections Canada: February 2009
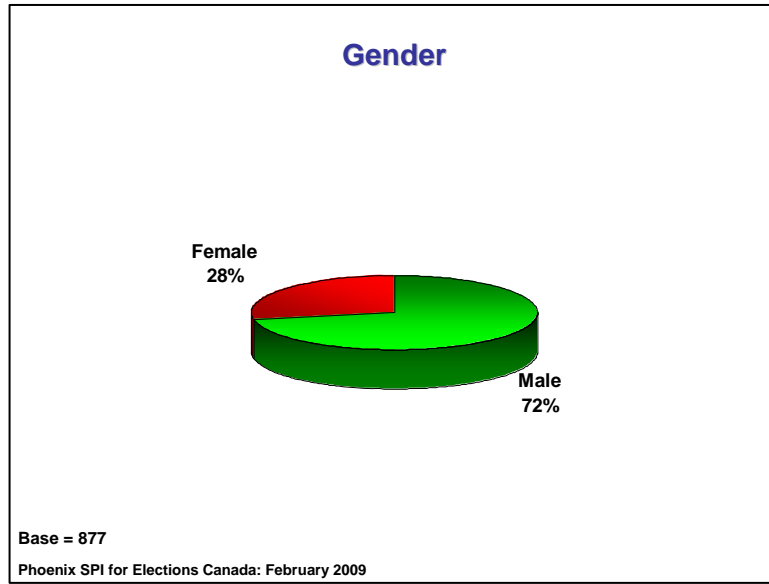
Region

Consistent with the number of ridings in each region, the greatest proportion of candidates were in Ontario (36%), followed by Quebec (24%), the Prairies (19%), and B.C. (13%). A smaller percentage of candidates were from Atlantic Canada (8%) or the territories (1%).

Region

Percentage (%)

B.C. 13

Prairies 19

Ontario 36

Quebec 24

Atlantic Provinces 8

Territories 1

Base = 877

Phoenix SPI for Elections Canada: February 2009
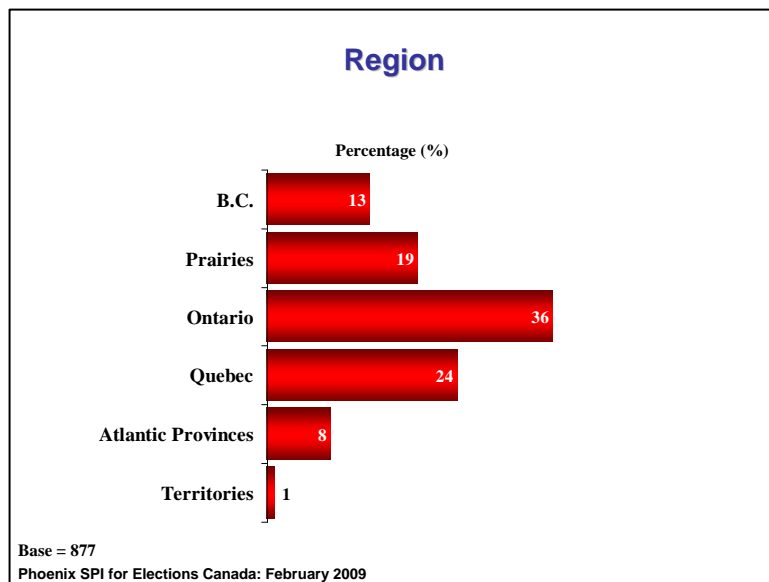
Total Number of Candidacies

In total, 61% of surveyed candidates report that the 40th federal general election was their first time running for office at the federal level. More than one-quarter (27%) said that this was either their second or third candidacy, while 12% mention having participated in more federal elections than this.

Total Number of Candidacies

Q40. Including the October 2008 election, how many times have you run as a candidate at the federal level?

Percentage

Category	Percentage
Once	61
Twice	16
Three times	11
Four times	4
Five or more times	8

Base = 877
DK/NR = Less than 1%
Phoenix SPI for Elections Canada: February 2009
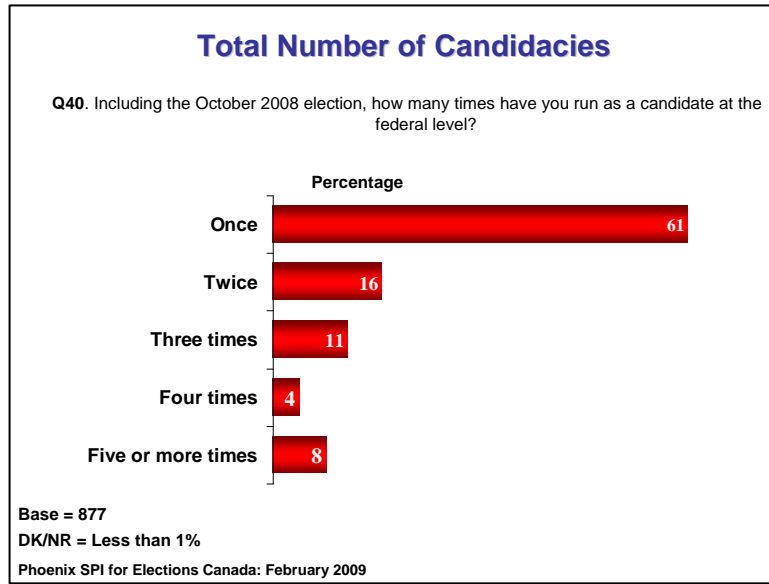
40th General Election Outcome

Overall, 8% of surveyed candidates are sitting Members of Parliament.

40th General Election Outcome

Percentage

Category	Percentage
Elected	8
Not elected	92

Base = 877
Phoenix SPI for Elections Canada: February 2009
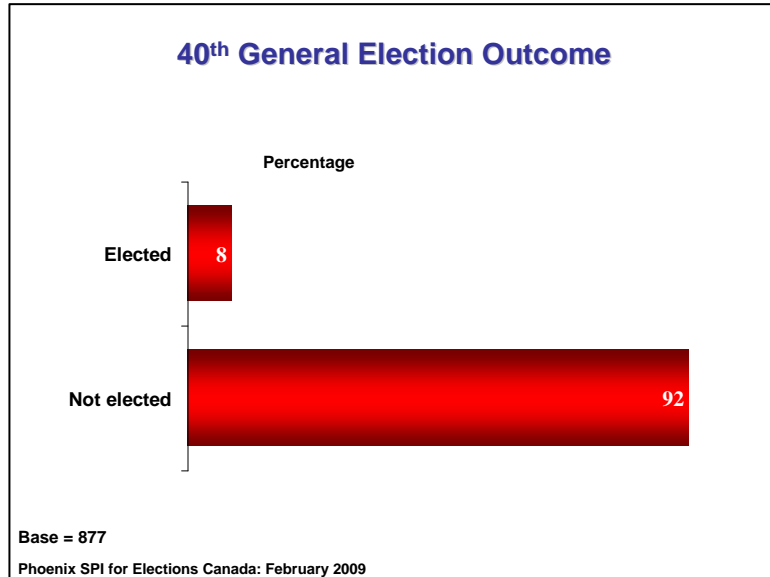
Political Representation

A majority of candidates are members of political parties currently represented in the House of Commons (58%), while almost all other respondents belong to parties not currently represented (38%). In total, 4% are unaffiliated.

Political Representation

Not affiliated
4%

Other
parties
38%

Party
represented
in HOC
58%

Base = 877
Phoenix SPI for Elections Canada: February 2009
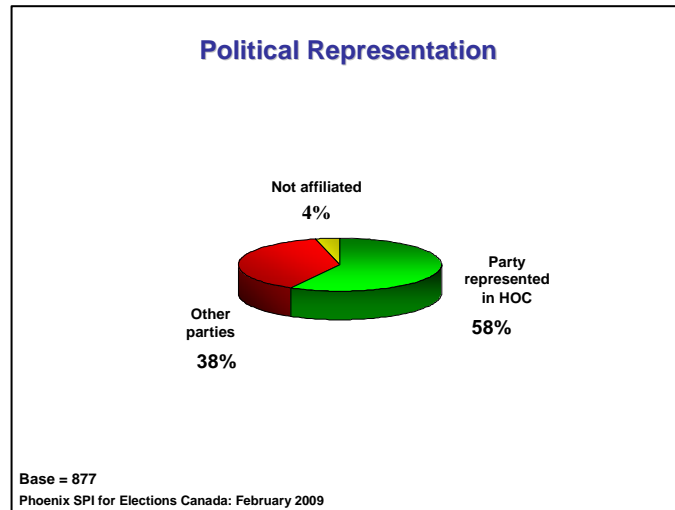
APPENDIX

Methodology Note

This research consisted of a census survey of candidates of the 40th federal general election.

The following specifications applied to the survey:

- A mixed-mode data collection strategy was used to survey candidates. The primary mode of data collection was telephone interviewing, with additional self-administered methodologies (i.e. online, fax, mail, and e-mail) included to help maximize the response rate[13]. In total, 851 interviews were conducted by phone, 23 online[14], and 3 by mail.

- The sample was provided, in electronic format, by Elections Canada based on the information contained in the candidates' nomination papers. It contained the candidate's complete name, full mailing address with postal code, phone number(s), where available, and party affiliation and federal riding. Phoenix augmented the list by completing as many missing phone numbers as possible.

- In advance of the fieldwork, a notification letter was sent on Elections Canada letterhead to all candidates. The letter explained the background and purpose of the research/consultation, introduced Phoenix as the firm conducting it, offered assurances of confidentiality, and encouraged participation. The letter, signed by Marc Mayrand (Chief Electoral Officer), contained a phone number at Elections Canada for those who wished to validate the legitimacy of the research/ consultation and answer any questions that candidates may have about it. As well, a 1-800 number was included in the letter for candidates to use to call Phoenix to schedule an interview (if they so desired).

- All 1,601 candidates were contacted by phone (except those for whom no phone numbers were available) and invited to complete the survey at that time or to schedule one at a more convenient time. Those for whom phone numbers could not be obtained were sent a mail package, containing a modified background letter and a copy of the questionnaire. The modified letter contained a password and URL to access the survey, in addition to the 1-800 number to contact Phoenix to schedule an interview.

- Candidates who initially declined to take part in the research were offered the opportunity to complete the survey via an alternate self-administered mode of data collection. This was also available to respondents who specifically requested a self-administered method.

The following specifications also applied to the survey:

- The questionnaire, designed in close consultation with Elections Canada, was pre-tested in English and in French, and interviews were recorded for review by Phoenix and Elections Canada. This resulted in making adjustments that limited the response burden on candidates and ensured further data quality. The results of these interviews were included in the final dataset.

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[13] A mixed-mode approach not only increases the likelihood of contacting hard-to-reach respondents, it offers all respondents the opportunity to take part in the research using a method that they find convenient.
[14] Before going live, the programming was tested by Phoenix and reviewed by Elections Canada to ensure proper functioning.

- As an additional quality control measure, top-line frequencies were run after 50 interviews were completed in order to confirm that respondents were being routed correctly through the programmed survey.

- A detailed interviewer briefing note was prepared by Phoenix (and approved by Elections Canada) to brief interviewers and guide the data collection process.

- A small team of elite interviewers was used for this study. In terms of experience, all individuals assigned to this study had worked for at least two years conducting telephone interviews.

- All interviewing was conducted in the respondent's official language of choice.

- Calling was conducted at different times of the day and the week to maximize opportunities for contact and up to 10 call-backs were attempted before a sample record was retired. Voicemail messages were left on the third call attempt, referencing the letter and providing a 1-800 number for candidates to contact Phoenix to schedule or conduct the interview.

- In cases where contact resulted in a refusal, a senior interviewer re-contacted the candidate between three and five days following the refusal to emphasize the importance of his/her participation and attempt to schedule an interview by phone or alternative method. If the candidate still declined to take part, no further contact attempt was made. Similarly, respondents who said they would complete the survey using one of the self-administered methods, but who did not actually complete it (after the reminder regime has run its course), were contacted one last time by a senior interviewer to try to complete the interview.

- The sample was carefully monitored throughout the data collection period to ensure effective sample management.

- Sponsorship of the study (i.e. Elections Canada) was revealed.

- The survey was registered with the National Survey Registration System, and respondents were informed about this.

The following table presents information about the final call dispositions for this survey, as well as calculation of the response rate (using MRIA's Empirical formula):

40th FGE Candidates Call Distribution	
Total Numbers Attempted	1601
Out-of-scope Invalid (i.e. not in service, faxes, pagers, businesses)	107
Unresolved (U)	539
No answer/Answering machine	539
In-scope - Non-responding (IS)	2
Language barrier	0
Incapable of completing (ill/deceased)	2
Callback (Respondent not available)	0
Total Asked	953
Refusal	75
Termination	1
In-scope - Responding units (R)	877
Completed Interview	877
Refusal Rate	8%
Response Rate	59%

Sub-group Characteristics

The following is a breakdown of the sub-groups reported on in this study.

Demographic Banners (All Questions):

- Region (admin data):
    - Atlantic Canada
    - Quebec
    - Ontario
    - The Prairies (SK/MB/Alberta)
    - British Columbia
    - Territories

- Age (Q39):
    - Under 30 years
    - 30-49
    - 50 years and older

- Language (admin data):
    - French
    - English

- Gender (admin data):

- Number of Candidacies (Q40):
    - One
    - Two
    - Three or more

- 40th General Election Outcome (admin data):
    - Elected
    - Not elected

- Political affiliation (admin data):
    - HOC represented party
    - Other political parties
    - No party affiliation/independents

Attitudinal Banners (all questions):

- Overall satisfaction with administration of election (Q1)
    - Satisfied (scores of 4-5)
    - Neutral (3)
    - Dissatisfied (scores of 1-2)

- Satisfaction with returning officer performance in own riding (Q2)
    - Satisfied (scores of 4-5)
    - Neutral (3)
    - Dissatisfied (scores of 1-2)

- Satisfaction with overall service quality from Elections Canada (Q35)
    - Satisfied (scores of 4-5)
    - Neutral (3)
    - Dissatisfied (scores of 1-2)

In addition to the above sub-groups, the following were run for specific sections and sub-sections of the questionnaire:

Nomination Requirements Sub-section Only:

- Ease of complying with nomination requirements (Q3)
  - Relatively easy (Very easy/moderately easy)
  - Relatively difficult (Not easy at all/not very easy)

- Attendance at financial requirements information sessions (Q8)
  - Self or representative attended (includes official agents, campaign managers, and other representatives)
  - No one attended

Registration, Voting and Counting Processes Sub-section Only:

- Satisfaction with elector registration (Q9)
  - Satisfied (scores of 4-5)
  - Neutral (3)
  - Dissatisfied (scores of 1-2)

Services and Products Provided Section Only:

- Attendance at all candidates meeting (Q18)
  - Self or representative attended (includes official agents, campaign managers, and other representatives)
  - No one attended

Survey Questionnaire (phone version)

INTRODUCTION

Hello, my name is _____. I'm calling on behalf of Phoenix, a public opinion research company. We have been commissioned by Elections Canada to conduct a survey with candidates who ran in the October 2008 federal election. The purpose is to explore their experiences during the election, including their perceptions of the services provided by Elections Canada. This survey is registered with the national survey registration system.

The Chief Electoral Officer, Marc **Mayrand** [pronounce: MAY-RAN] recently sent a letter to each candidate about this initiative.

a) May I please speak with _____? IF SPEAKING WITH CANDIDATE, CONTINUE

    Yes 1   REPEAT INTRO IF NEW PERSON
    No... 2   SKIP TO PARAGRAPHS C/D

b) Your participation in the survey is voluntary and all responses will be kept strictly confidential – no individuals or organizations will be identified in any way. Are you willing to take part? We can do it now or at a time more convenient for you.

    Yes, now... 1   PROCEED WITH SURVEY
    Yes, call later.. 2   SPECIFY DATE/TIME
    REFUSED………………………………………..3   PARAGRAPHS C/D*

*INCLUDE C ONLY IF THE RESPONDENT SEEM TO QUESTION THE VALIDITY OF THIS PROJECT, OTHERWISE GO DIRECTLY TO D

c) May I re-send you the letter sent by Elections Canada that provides background information about this study? I can send this by email or fax.

    Yes 1   GET FAX/EMAIL ADDRESS
    No………………………..………………………   2   THANK/DISCONTINUE

d) If more convenient, we could send the survey by email or fax with instructions for completing it and returning it to Phoenix. Or, the survey could also be completed online. In this case, we would send you an email with a password and link to the questionnaire. Or, I can give you a 1-800 number that can be called to schedule an interview at your convenience. Which would you prefer?

    Request for fax/email version of survey 1   GET FAX/EMAIL ADDRESS
    Request for online survey …………………..2   GET EMAIL ADDRESS
    Request for 1-800 number …………………..3   PROVIDE 1-800 NUMBER

REFUSED…………………………..……4   THANK/DISCONTINUE

INTERVIEWER AND PROGRAMMING NOTES:

SURVEY LENGTH: IF GATEKEEPER/RESPONDENT ASKS ABOUT THE LENGTH OF THE SURVEY, INFORM HIM/HER THAT IT TAKES ABOUT 15 MINUTES TO COMPLETE, DEPENDING ON RESPONSES TO SOME OF THE QUESTIONS.

RESEARCH VALIDITY: IF GATEKEEPER/RESPONDENT QUESTIONS VALIDITY OF THE RESEARCH OR HAS QUESTIONS ABOUT IT, INVITE HIM/HER TO CALL ELECTIONS CANADA AT 1-800-463-6868 (TOLL FREE FROM ANYWERE IN CANADA). VOLUNTEER TO FAX OR EMAIL A COPY OF THE BACKGROUND LETTER, IF HELPFUL, WHICH THEY SHOULD HAVE PREVIOUSLY RECEIVED IN THE MAIL.

CONTACT INFORMATION: IF GATEKEEPER/RESPONDENT ASKS HOW WE GOT THEIR NAME AND/OR CONTACT INFORMATION, INFORM HIM/HER THAT IT WAS PROVIDED BY ELECTIONS CANADA BASED ON INFORMATION CONTAINED IN THEIR NOMINATION PAPER. SIMILAR INFORMATION WAS PUBLICLY AVAILABLE DURING THE ELECTION ON THE ELECTIONS CANADA WEBSITE.

COMPLETION OF SURVEY BY FAX/EMAIL OR ONLINE: IF RESPONDENT WANTS TO COMPLETE THE SURVEY BY FAX/EMAIL OR ONLINE, OBTAIN/CONFIRM FAX NUMBER OR EMAIL ADDRESS; INFORM RESPONDENT THAT THE SURVEY WILL BE SENT WITH INSTRUCTIONS FOR COMPLETION/RETURN.

SURVEY REGISTRATION SYSTEM: IF GATEKEEPER/RESPONDENT ASKS ABOUT NATIONAL SURVEY REGISTRATION SYSTEM, SAY:

The registration system has been created by the 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's toll-free phone number is 1-800-554-9996.

OTHER INQUIRIES: FOR ANY MATTER OUTSIDE THE SCOPE OF THIS SURVEY, REFER RESPONDENT TO ELECTIONS CANADA'S 1-800-463-6868 TOLL FREE LINE.

FOCUS ON RECENT FEDERAL ELECTION: THE FOCUS OF THIS SURVEY IS ON THE MOST RECENT FEDERAL ELECTION, HELD ON OCTOBER 14, 2008. IT IS NOT ON ANY OTHER ELECTION. THIS SHOULD BE REITERATED TO RESPONDENTS, AS NEEDED (I.E. THE FOCUS IS NOT ON ANY PREVIOUS ELECTIONS THE CANDIDATE MAY HAVE RUN IN).

RESPONDENTS' REPORT: AS A TOKEN OF APPRECIATION, RESPONDENTS WILL BE SENT BY EMAIL A COPY OF THE RESEARCH HIGHLIGHTS AT THE COMPLETION OF THE STUDY. IDENTIFY THIS IF USEFUL TO SECURE AGREEMENT TO PARTICIPATE.

SCALE INSTRUCTIONS: RESPONSE CATEGORIES/INSTRUCTIONS FOR SOME OF THE SCALE QUESTIONS ARE REPETITIVE. ADJUST THE FREQUENCY OF REPEATING THE INSTRUCTIONS TO ENSURE CLARITY BUT AVOID BOREDOM.

'DON'T KNOW/NO RESPONSE' OPTION: UNLESS OTHERWISE SPECIFIED, ALL QUESTIONS IN THE SURVEY WILL ALLOW FOR 'DON'T KNOW/NO RESPONSE' OPTION. DK/NR IS ONLY SPECIFIED WHERE IT RELATES TO SKIP LOGIC.

'NOT APPLICABLE' OPTION: WHERE RELEVANT A 'N/A = NOT APPLICABLE' OPTION WILL BE AVAILABLE TO RESPONDENTS.

SECTION HEADINGS: THESE SHOULD NOT BE READ TO RESPONDENTS.

PART I: OVERALL PERCEPTIONS OF ELECTION

To begin, I'd like to ask you some general questions about the recent federal election.

1. Overall, how satisfied were you with the way the federal election was administered by Elections Canada? Please use a 5-point scale, where '1' is very <u>dis</u>satisfied, '5' is very satisfied, and '3' is neither satisfied nor dissatisfied.

2. And how satisfied were you with the way the returning officer ran it in your riding? Please use the same 5-point scale, where '1' is very <u>dis</u>satisfied, '5' is very satisfied, and '3' is neither satisfied nor dissatisfied.

PART II: EXPERIENCE WITH ELECTORAL PROCESS

Nomination Requirements

I'd now like to ask you some questions about your experience during the recent federal election with the <u>nomination process</u>.

3. How easy was it to comply with the nomination requirements? Would you say this was very easy, moderately easy, not very easy or not easy at all?

<u>IF 'NOT VERY/NOT AT ALL EASY', ASK:</u>

4. Why was this not easy? (DO <u>NOT</u> READ. ACCEPT UP TO THREE RESPONSES)

    Difficult to get required number of signatures
    Difficult to get $1000 deposit
    Difficult to meet the deadline
    Difficult to appoint official agent
    Returning officer difficult to deal with
    Other, specify: _____

5. In your view, did the returning officer process your nomination in a timely fashion?

    Yes
    No

6. How easy was it for you to appoint an official agent? Would you say this was very easy, moderately easy, not very easy or not easy at all?

<u>IF 'NOT VERY/NOT AT ALL EASY', ASK:</u>

7. Why was this not easy? (DO <u>NOT</u> READ. ACCEPT UP TO THREE RESPONSES)

    Difficult to find someone qualified
    Time frame too short
    Other, specify: _____

8. During the campaign, Elections Canada held information sessions on the financial requirements for candidates and official agents. Did…? (READ LIST. ACCEPT ONE RESPONSE)

> You personally attend
> Your official agent attend
> Your campaign manager attend
> You and a representative attend, or
> No one attended?
> Other, specify:_____

Registration, Voting and Counting Processes

I'd now like to ask you some questions about your experience during the election with the registration, voting and counting processes.

9. Overall, how satisfied were you with the way elector registration went? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied.

IF 'NOT SATISFIED (SCORES OF 1-2)', ASK:

10. Why were you not satisfied with this? (DO NOT READ. ACCEPT UP TO THREE RESPONSES)
> Genuine voters were turned away due to the new ID requirements
> Not enough opportunities for electors to register
> Registration process too complicated
> Not enough revising agents
> Not enough registration officers at the polls
> Electors not aware of registration process/options
> Voters lists contained too many errors/too many electors had to register
> Revision ineffective; return to door-to-door enumeration system
> Other, specify: _____

11. Please indicate your level of satisfaction with each of the following, using a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied. How about…? (READ/RANDOMIZE LIST)

	1	2	3	4	5	It depends (**11a only**)*
a) The way the various options for electors to cast a ballot went**.						
b) The locations chosen as polling stations for the advance polls and on election day.						
c) The way the vote counting proceeded in your riding.						

*NOTE: AT Q11A, CANDIDATE MAY HAVE DIFFERENT VIEWS ABOUT SOME OF THE OPTIONS AVAILABLE FOR VOTING AND THEREFORE BE UNSURE OF AN OVERALL RATING. IN THIS CASE, SELECT 'IT DEPENDS'.
**NOTE: IF CANDIDATE ASKS WHAT THE OPTIONS ARE, SAY 'THIS INCLUDES VOTING ON ELECTION DAY, AT ADVANCE POLLS, BY MAIL OR IN PERSON AT A LOCAL ELECTIONS CANADA OFFICE"

IF 'NOT SATISFIED (SCORES OF 1-2)' FOR ANY OF THE ABOVE OR IF SELECTED 'IT DEPENDS FOR Q11A, ASK:

12. Why were you <u>not</u> satisfied with this? (DO <u>NOT</u> READ. ACCEPT UP TO THREE RESPONSES) [EACH SUB-QUESTION SHOULD BE INSERTED <u>RIGHT AFTER</u> ITEMS 11 A-C ONLY IF ANSWER IS 1 OR 2]

12 a) <u>List of options</u>:
   Voter line-up/excessive waiting time
   Problems with voting at the advance polls
   Problems with voting on election day
   Problems with voting at office of returning officer (local Elections Canada office)
   Problems with voting by mail
   Electors were not aware of the new voter ID requirements
   Problems with the "Statement of the electors who have voted on polling day" (also called the "bingo card")
   Other/specify: _____

12 b) <u>List of options</u>:
   Advance polling stations hard to find
   Polling stations on election day hard to find
   Problems related to space in advance polling stations
   Problems related to space in polling stations on polling day
   Not enough advance polling stations
   Not enough polling stations on polling day
   Problems related to accessibility of advance polling stations
   Problems related to accessibility of polling stations on polling day
   Other/specify: _____

12 c) <u>List of options</u>:
   Counting was tampered; there were interference in the process
   Election materials tampered (seals on ballot boxes, etc.)
   Lack of security or supervision
   Other/specify: _____

Voter Identification

13. Did you or your representatives witness any problems related to the implementation of the new voter identification requirements?

   Yes   1
   No   2   SKIP NEXT QUESTION

<u>IF 'YES', ASK NEXT QUESTION:</u>

14. What problems did you witness? (DO <u>NOT</u> READ. ACCEPT UP TO THREE RESPONSES)

   Voters not having proper identification/not able to vote
   Long line ups due to identification requirements
   Problems proving their identity
   Problems proving their address
   Uneven interpretation of the rules by election officers
   Other, specify: _____

15. In accordance with the *Canada Elections Act*, the Chief Electoral Officer established a list of acceptable pieces of identification. What do you think, if anything, about this list? (DO NOT READ. ACCEPT UP TO THREE RESPONSES)

       List is too detailed
       List is not exhaustive
       List is difficult to understand; difficult to remember which IDs are valid
       List does not reflect local situations / inconsistent with IDs available locally
       Did not see list / not aware of list
       Other, specify: _____

Appointment & Training of Election Staff

ONLY ASK NEXT QUESTION IF CANDIDATE CAME FIRST OR SECOND IN PREVIOUS ELECTION – USE FIELD FROM SAMPLE LIST TO DETERMINE (n = 616)

Focusing now on the appointment of election staff,

16. What problems or challenges, if any, did you encounter in providing to the returning officer a list of names to be appointed as revising agents, deputy returning officers and poll clerks? (DO NOT READ. ACCEPT UP TO THREE RESPONSES)

       Not enough time to find people
       Unable to find people interested/available
       Unable to find competent people
       List was provided too late/not allowed
       Some people on list not eligible/not allowed/disqualified
       None/no problems
       Did not prepare such a list/ returning officer did not request such a list
       Other, specify: _____

PART III: SERVICES AND PRODUCTS PROVIDED

I'd now like to ask you some questions about the services and products provided by Elections Canada during the election.

17. Overall, how satisfied were you with your interactions with the returning officer? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied. (ACCEPT 'DOES NOT APPLY' IF CANDIDATE HAD NO INTERACTIONS WITH RETURNING OFFICER)

18. Did you or your representative attend the "all candidates briefing" organized by the returning officer? Did…? (READ LIST. ACCEPT ONE RESPONSE)

You personally attend	1	
Your official agent attend	2	
Your campaign manager attend	3	
You and a representative attend, or	4	
No one attended	6	SKIP NEXT QUESTION
Other, specify:_____	5	

19. Did you or your representative find the "all candidates briefing" to be very useful, moderately useful, not very useful or not useful at all?

20. During the election, did you, your campaign manager or your official agent use any of the following services to find information? (READ/ROTATE LIST. ACCEPT ALL THAT APPLY)

> The local Elections Canada office
> Elections Canada's 1-800 support line for candidates
> Elections Canada's website (www.elections.ca)

21. What was the purpose of your information request(s)? Any other reasons? (DO NOT READ. ACCEPT UP TO THREE RESPONSES)

> Nomination requirements
> Spending limits
> Contribution limits
> Reporting – electoral campaign return
> Election advertising
> Voters' lists,
> Registration of electors
> Methods of voting
> Voter identification requirements/list of IDs
> Clarification on provisions of the Act
> Availability of election materials (maps, etc.)
> Election results/judicial recounts
> Other, specify: _____

22. Overall, how satisfied were you with the information you obtained? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied.

23. I'm going to read a list of documents. For each one, please tell me if you remember having received it from your returning officer. How about…? (READ/RANDOMIZE ITEMS)

	Yes	No	Not Sure
a) A copy of the *Canada Elections Act.*			
b) The Multimedia Kit for Federal Political Entities.			
c) The Guidelines for Candidates' Representatives.			
d) The authorisation forms related to the appointment of representatives.			
e) The voters' lists.			

For the following questions, we refer to you personally, but they could also include anyone from your campaign team if you had one.

24. Elections Canada made available on its Website a letter signed by the Chief Electoral Officer to facilitate access to public places by candidates and/or their campaign workers. Did you use this letter?

> Yes
> No
> VOLUNTEERED: Was not aware of letter

25. Maps of polling divisions were available in two different formats… paper and CD-ROM. Which format did you use the most, if any?

> Paper
> CD-ROM
> VOLUNTEERED: Used both
> Used neither

26. Elections Canada also provided candidates with a Web mapping tool called "GeoExplore" that allows the user to locate civic addresses, streets, municipalities, electoral districts and other similar information. Did you use this tool?

> Yes   1   SKIP NEXT QUESTION
> No   2
> VOLUNTEERED: Was not aware of this tool

IF 'NO' OR NOT AWARE OF TOOL, ASK:

27. Although you did not use GeoExplore for this election, would you be interested in using this Web mapping tool for future elections?

> Yes   1
> No   2
>
> ACCEPT IF VOLUNTEERED: 'Do not plan on running again'

28. During the election, candidates were provided with various voters' lists, including the preliminary lists of electors, the revised lists, and the official lists. Did you use any of these lists?

> Yes   1
> No   2   SKIP NEXT QUESTION

IF 'YES', ASK:

29. What did you use the lists for? Anything else? (DO NOT READ. ACCEPT UP TO THREE RESPONSES)

> Calling electors to encourage them to vote / offer transportation, etc.
> Data matching
> Mail-outs
> Other, specify: _____

30. Elections Canada provided information about the quality of the preliminary lists. Would you say the information was very adequate, moderately adequate, not very adequate or not adequate at all? (ACCEPT IF VOLUNTEERED: 'Did not receive this information from returning officer)

31. How satisfied were you with the overall quality of the voters' lists provided by the returning officer? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied.

32. Did you take any measures to ensure the protection of personal information contained in the voters' lists that you received?

Yes	1	
No	2	SKIP NEXT QUESTION
DK	9	SKIP NEXT QUESTION

IF 'YES', ASK:

33. What measures did you take? Anything else? (DO NOT READ. ACCEPT UP TO THREE RESPONSES)

    Issued instructions regarding use of voters' lists
    Issued procedures to collect copies of voters' lists back after event
    Ensured their destruction at end of the election
    Brought them back to returning officer
    Other/specify: _____

34. At advance polls and on polling day, a "Statement of the electors who have voted on polling day", also called the "bingo card",* was made available to candidates and their representatives. How useful did you find this new tool? Please rate your answer using a 5-point scale, where '1' is not useful at all, and '5' is very useful. If you do not recall such a tool or did not use it, please indicate this (NOTE: RECORD AS "Not Applicable").

    *IF ASKED, READ: This refers to the new form used to record the identifier number of electors who came to vote that was provided to the candidates or their representatives on a regular basis.

35. All things considered, how satisfied were you with the overall quality of service you received from Elections Canada in the most recent federal election? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied.

PART IV: RELATED ISSUES

Turning to online technology and voter participation,

36. Do you think that electors should be able to register online?

    Yes
    No

37. Do you think that electors should be able to vote online?

    Yes
    No

38. What would you suggest, if anything, to improve the conduct of federal elections?
    ACCEPT UP TO THREE SUGGESTIONS
    _____
    _____
    _____

PART V: SOCIO-DEMOGRAPHIC PROFILE

I have two last questions for background and statistical purposes only.

39. In what year were you born?

    Record year: _____

40. Including the October 2008 election, how many times have you run as a candidate at
    the federal level? (ACCEPT ABSOLUTE NUMBER ONLY, NOT A RANGE. IF ASKED,
    INCLUDE FEDERAL GENERAL ELECTIONS AND BY-ELECTIONS)

    Record number of times as candidate: _____

This concludes the survey. If you wish, we can send you a summary of the results once
the study is completed.

    IF INTERESTED: In this case, could you provide us an e-mail address where to send
    it?
    Email Address: _____

    NO EMAIL ADDRESS: Would you like it sent by fax?
    IF INTERESTED: What is your fax number?
    Fax Number:_____

    IF NO EMAIL AND NO FAX NUMBER: Elections Canada will publish a report on its
    Website once completed. You will be able to access the summary there.

    IF ASKED: Their Website address is www.elections.ca.
    IF ASKED: Elections Canada did not indicate when the results would be published.

SHOULD A PAPER HARDCOPY BE REQUESTED: We can do this if you provide the address where you want this to be shipped.

Address:_____ (MPs may answer "On the Hill, to the House of Commons, to the Ottawa office, etc. in which case only their name will be needed.)

Thank you for your time and feedback.

DO <u>NOT</u> ASK – PRE-CODED

- Language of interview
- Province/territory
- Gender
- Elected at the 40th election: Yes/No
- Arrived 1st or 2nd in 39th general election: Yes/No (used to filter question on the list of prospects to be appointed as election officers – Q16 – this variable is not needed for the final database provided to the client)
- Political affiliation

    Party represented in the House of Commons (PC, Lib, NPD, BQ)
    Other political parties
    No party affiliation/Independent candidates

Background Letter

The Chief Electoral Officer • Le directeur général des élections

Our file: 2009-005944
January 22, 2009

[Addressed to all candidates
in the 40th general election]

As part of our evaluations of the 40th general election and consistent with our commitment to work collaboratively with parliamentarians, political parties and other stakeholders, we are seeking the feedback of all candidates in the last election.

Elections Canada has commissioned Phoenix Strategic Perspectives Inc., an independent research company, to carry out this study. During the next few weeks, its representative will be contacting you by telephone at the number you provided with your nomination paper, to invite you to take part in a brief telephone interview of about 15 minutes in length. If you wish, you may contact Phoenix to schedule an interview at a time that is convenient for you by calling 1-866-642-1129 (toll-free).

This study is mainly about the following topics:

- Your perceptions of the conduct and administration of the 40th general election
- Your experiences with the various aspects of the electoral process (nomination, voter registration, voting, voter identification, appointment and training of election staff)
- Elections Canada services and products provided to candidates and their campaign managers and official agents

Please be assured that all provided information will be treated in strict confidence. The findings from this research will be reported in aggregate form only. The names of participants will not be divulged to anyone including Elections Canada. Upon completion of this project, the results will be sent to each participant.

I wish to thank you in advance for the valuable time that you will devote to this initiative. Your feedback helps us to improve the overall conduct of elections and our services to both electors and political entities.

Yours truly,

Marc Mayrand
Chief Electoral Officer

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Interviewer Briefing Note

Elections Canada
Survey of Candidates
– Interviewer Briefing Note –

Elections Canada is conducting a survey of candidates that ran in the 40th Federal General Election (i.e. the last election, held October 14th 2008). The agency conducts post-election research after each general election. The current research is a census survey, in which all candidates will be contacted. Elections Canada would like feedback from candidates in terms of their satisfaction with the administration of the election, and their perceptions of related issues. Ultimately, the objective of the survey is to help Elections Canada to improve its services for future elections.

This research is being positioned as an engagement exercise with candidates to improve Elections Canada's performance. This language is appropriate when discussing the research with candidates.

General Issues

Notification Letter

When calling commences, candidates will have already received a notification letter from Marc Mayrand, the Chief Electoral Officer of Canada. The letter (appended to this note) encourages candidates to participate and notifies them that they will be contacted for the research. It can be accessed on-line at www.elections.ca/candidate/.

Need for High Response Rate

A very high response rate has been targeted for this survey. Accordingly, efforts need to be made at every step of the research process to maximize buy-in and the response rate. In this vein, up to 10 call-backs are to be attempted for each record before it is retired. After three attempts, interviewers are to leave a voice message, referencing the background letter and providing a 1-800 number for candidates to use to schedule an interview.

It is possible that you will encounter phone numbers that are no longer available or out of service. Please record this information and bring it to the supervisor's attention. There are multiple numbers available for some candidates, and a process in place to determine which ones should be used first. The numbers are a mix of work, home and cell phone numbers. So, sometimes there will likely be gatekeepers (i.e. receptionists, admin assistants, etc.), while other times there will not.

In total, 99 candidate records have cell phone numbers, with 51 having only cell phones. When contact is made with these candidates by cell phone, offer the following options: 1) complete the interview by cell phone at that time (as long as there are no safety issues – e.g. cannot conduct the interview with someone driving) or schedule another time, 2) give them the 1-800 number to call to complete the survey at a convenient time, or 3) ask for a landline number and time that the candidate can be called back.

Gatekeepers

It is expected that in some cases you will not be able to reach the candidate directly at first. Many of these individuals are very senior level people and will be attended by aides, assistants, administrators, or others. In some cases, these individuals will be able to schedule an interview time. That said, it some cases it will be necessary to speak with the candidate personally to schedule one. Gatekeepers will ask you about the reasons for your call, so please refer to the advance letter sent to the candidate, in addition to the intro language in the questionnaire itself.

Who Should Complete the Survey?

This is a survey of candidates on issues related specifically to them. So, every effort should be made to get the candidates themselves to complete the survey. No proxy respondents can be accepted.

Survey Completion Options and Treatment of Refusals

The primary method of data collection will be telephone interviewing, but this will be augmented by other methods. The questionnaire script you will use when contacting candidates by phone will, as is normally done, ask you to invite them to complete the survey at that time or schedule a time that is more convenient.

Candidates that initially refuse are to be told that their feedback is extremely valuable and offered the opportunity to complete the survey online or via fax/e-mail/mail if that is more convenient for them. If either of these is selected, the questionnaire script will ask you to collect appropriate contact information. Please ensure this is accurate by repeating it back to them.

Sample

The sample contains 1600 candidates. This is the full population of candidates from the last election[15]. As noted, candidates will have an office, home, or cellular number, all three numbers, or a combination of two.

Focus on Recent Federal Election

The focus of this survey is on the most recent federal election, held on October 14, 2008. It is not on any other election. This should be reiterated to respondents, as needed (i.e. the focus is not on any previous elections the candidate may have run in)

Respondents' Report

As a token of appreciation, respondents will be sent by email a copy of the research highlights at the completion of the study. Identify this if useful to secure agreement to participate.

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[15] Would have been 1601, but one candidate has died since.

Q&A Note

Appended to this note is a Q&A document that provides additional background information on the project.

<div style="background-color:blue;color:white;font-weight:bold;padding:4px;">Potentially-Sensitive Issues</div>

Lawsuit Regarding Election Advertising

At this time, the Conservative Party of Canada is suing Elections Canada over an investigation into their election advertising expenditures during the previous (39th) federal general election, and an investigation by the Commissioner of Canada Elections is ongoing. The issue relates directly to the interpretation of rules governing the financial relationships between local candidates and the national party. It is possible that there might be some resistance to participating in this research among some Conservative Party candidates. Be sensitive to this, and re-enforce that Phoenix is an independent contractor, that the research is conducted in accordance with privacy laws designed to protect respondents' privacy, and that they will not be personally linked to any information provided. If useful, it could also be mentioned that no questions pertain to advertising expenditures.

Source of Candidate Contact information

Candidates may ask how their contact information was obtained. You may inform them that Elections Canada provided this information to Phoenix, based on information contained in the nomination paper submitted to the returning officer.

For any other inquiries or matter exceeding the scope of this survey, refer to Elections Canada's 1-800-463-6868 toll free line.