



***Public Opinion Survey on the
November 9, 2009 By-elections***

FINAL REPORT

Prepared for Elections Canada

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Phoenix SPI is a 'Gold Seal Certified' Corporate Member of the MRIA



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EXECUTIVE SUMMARY

On behalf of Elections Canada, Phoenix SPI conducted a survey regarding the November 9th, 2009 by-elections. The purpose was to evaluate the experience, attitudes, and knowledge of various aspects of the electoral process among electors eligible to vote in the by-elections. The results will be used to assist in evaluating and refining Elections Canada's programs and services to the electorate, and to provide information that will help develop the Chief Electoral Officer's recommendations to Parliament.

A telephone survey was conducted with 2,012 Canadians eligible to vote in the by-elections, distributed equally across the four electoral districts in which the by-elections were held: Cumberland-Colchester-Musquodoboit Valley (Nova Scotia), Hochelaga (Quebec), Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (Quebec), and New Westminster-Coquitlam (British Columbia). Based on a sample of this size, the overall results can be considered accurate to within +/- 2.19%, 19 times out of 20. The results for each of the electoral districts (approximately 500 interviews were conducted in each) can be considered accurate to within +/- 4.4%, 19 times out of 20. The fieldwork was conducted December 9-23, 2009, and the interviews averaged 13 minutes in length.

Awareness of the By-elections

Almost all eligible voters (97%) claimed to be aware of the by-election that took place in their riding on November 9th, 2009. In terms of how they heard about it, respondents pointed most often to the mainstream media – mainly television (50%) and newspapers (49%), but also radio (31%). All other sources were identified by far fewer eligible voters: a flyer received from Elections Canada (17%), signs/billboards in their community (12%), word of mouth (11%), and the Voter Information Card received from Elections Canada in the mail (10%).

Voting in the By-elections

Two-thirds (66%) of eligible voters claim they voted in the November by-elections, while 34% said they did not. Respondents who said they did not vote (n=612) were asked to explain why. In response, non-voters tended to point to **everyday life issues** most often (47%) to explain why they did not vote (e.g. being too busy, work, travelling, injury/illness/H1N1, and family obligations). Following this, 37% identified **political issues** (e.g. lack of interest/apathy, issues related to candidates, political parties, etc.), while 9% cited issues related to the **electoral process** itself (e.g. problems with access, transportation issues, registration/identification problems).

Respondents who did not vote in the by-elections were also asked to identify what, if anything, could be done to encourage them to vote in the next federal election. In response, 60% did not offer any suggestions. Among those who did offer substantive feedback, a range of suggestions were made. Respondents were almost equally likely to identify issues related to the electoral process (19%) and political issues (17%):

- Electoral process issues include more advertising/publicity (5%), followed by a number of suggestions offered by 2% or less, including the ability to vote online, more convenient locations and extended hours for polling stations, fixing personal registration issues, better advance polling, and better notification of election days.
- Political issues include better candidates (9%), more information on candidates (6%), more honest politicians (4%), less frequent/more convenient timing of elections (3%), and need to see more improvement in the country (1%).



Registration and Voter Information Card

In total, 92% said they recalled receiving a Voter Information Card that told them where and when to vote. Respondents who said recalled receiving it (n=1,830) were asked whether their name and address were correct on the card. Virtually everyone (99%) said their address was correct, while almost as many (97%) said their name was correct. Those who recalled receiving the card were also asked to identify what it talked about. Almost one in five (19%) said they recalled information about the advance polls, while 14% recalled the card having the polling station number. Also recalled with some frequency were information about voters needing personal identification to vote (9%), where to vote (8%), when to vote (5%), and the names of the candidates (4%), something that was not on the Voter Information Card. Almost half – 46% – did not recall any specific type of information being provided on the Voter Information Card.

Respondents who could not recall receiving the Voter Information Card (n=135) were asked to identify what they did, if anything, to find out whether they were registered to vote in the by-election. More than half – 53% – said they did nothing. Among those who did take action, 12% said they found out whether they were registered at the polling station, while slightly fewer (10%) said they called Election Canada's 1 800 number.

Voter Participation

The large majority (83%) of respondents who said they voted in their riding's by-election said they voted at a polling station on election day. That said, 14% said they used advance polls, while 2% voted at a local Elections Canada office, and 1% voted by mail. Almost everyone said that casting their vote was very (84%) or somewhat easy (13%).

All respondents were asked how likely they would be to vote online if that opportunity were available. A slight majority (51%) said they would be at least somewhat likely to vote online (34% said *very likely*). Conversely, 41% said they would not be likely to vote online. In addition, 7% volunteered that they do not use or do not have access to the Internet.

Voter Identification

Fully 94% said they were aware that voters must present proof of identity in order to vote. Significantly fewer, but still a large majority (84%), said they were aware that voters must also present proof of address. All those aware of voter identification requirements (n=1,933) were asked to identify how they heard about the requirements. The Voter Information Card was identified most often (32%), by a considerable margin. Beyond this, an array of information sources were identified, including newspapers, television and previous electoral experience (each cited by 16%), learning at the time of voting (14%), word of mouth (12%), a flyer from Elections Canada (10%), and radio (8%). In total, Elections Canada's own communications efforts accounted for, at least in part, the awareness of approximately 43% of respondents who were aware of the identification requirements.

In total, 81% of voters who voted at polling stations¹ said they brought the Voter Information Card with them when they voted. A significantly higher percentage – 98% – said they had the required identification documents with them when they voted. In terms of the types of documents that voters brought with them to prove their identity and address, 83% said they used their driver's license for this purpose. Only one other type of document was identified with any real frequency – a health card, used by 28%. All other

¹ The term "polling station" includes polling stations and advance polls. Voting at local Election Canada offices and by mail involves different identification requirements.



documents were used by small numbers (less than 5%) and include a Canadian passport, utility bill, Social Insurance Number card, birth certificate, Voter Information Card², hospital card, and a provincial/territorial identification card. Virtually everyone (97%) said it was very or somewhat easy to meet the identification requirements.

Voter Experience

By a wide margin, most voters³ (83%) said they went to go vote from their home. Significantly fewer (13%) went to vote from work, while very few went from school (1%) or from other locations (2%). As well, almost everyone felt that the distance to the polling station was convenient (97%), and had no difficulty finding it (97%). Also, virtually everyone (99.6%) was satisfied with the language in which they were served at the polling station (50% said they were served in English, while 49% were served in French).

Almost all voters (99%) expressed satisfaction with the amount of time they had to wait before voting once they arrived at the polling station (89% were *very* satisfied). As well, 98% were satisfied with the services provided by Elections Canada staff when they voted (86% were *very* satisfied).

The perception that the by-elections were conducted in a fair manner was relatively widespread. Fully 83% of all respondents felt that Elections Canada ran the by-elections fairly (52% said *very* fairly). Few (4%) felt that the by-elections were not conducted fairly, while 14% were unsure.

Voter Information Card and Flyer

All eligible voters were asked to identify where they obtained information on voting procedures (i.e. when and where to vote and how to prove their identity and address). Elections Canada materials, by a considerable margin, were mentioned most often: 56% identified the Voter Information Card, while 20% mentioned a flyer received from Elections Canada. In total, therefore, Elections Canada's communications efforts accounted for about 80% of respondents' information sources on voting procedures. Following this, respondents were most likely to identify the media, particularly newspapers (17%), but also television (10%) and radio (6%). Other sources mentioned include family and friends (7%), and experience with previous elections (6%).

Everyone who had not identified the Elections Canada flyer was asked whether they could recall having received such a flyer in the mail. On a prompted basis, just over half (56%) said they recalled receiving the Elections Canada flyer. All those who recalled receiving the flyer were asked to identify what it talked about. The largest number, by far, could not recall anything specific in terms of the flyer's content (58%). However, 16% identified information about the identification and address requirements, while 11% said the flyer provided the date of the election. These are the only two aspects of the flyer recalled with much frequency.

Few eligible voters who were aware of the by-elections (4%) said they contacted Elections Canada during the campaign. Of those who did contact Elections Canada (n=75), 76%

² Two percent of voters (n=20) said they used their Voter Information Card to prove their identity when voting. Since the Voter Information Card is not a valid piece of identification when voting, two possible scenarios to explain this are: 1) certain election workers accepted Voter Information Cards as identification despite the fact that they are not recognized; or 2) some electors presented their Voter Information Card in addition to a valid piece of identification. That said, it is not possible to ascertain how many respondents fall under either scenario.

³ This includes all voters except those who voted by mail.



said they received all of the information/assistance they needed, 12% obtained part of what they needed, and another 12% did not get what they needed.

Advertising

All respondents aware of the by-elections were asked whether they recalled advertising by Elections Canada. In separate questions, they were asked specifically about recall of newspaper and radio ads. Recall was highest for newspaper advertising – 39% claimed to recall such ads compared to 28% who claimed to recall hearing radio ads. In terms of recalled content, the same three items headed the list regardless of the specific type of ad – the election date, enticement to vote, and a reminder to vote. As well, 5-7% of respondents who claim to recall a certain type of ad, said they recalled the names of candidates in the ads. This underscores the difficulty that some Canadians have distinguishing Elections Canada advertising from political ads during an election.

Differences Between Electoral Districts

While there were some significant differences by electoral district, they did not follow any pattern. In addition, on a number of issues respondent feedback was similar, regardless of district. This included the following: awareness of a by-election, reported voting, recall of Voting Information Card, method used to vote, perceived ease of the process for casting a vote, degree of ease meeting voting ID requirements, satisfaction with time it took to vote, and satisfaction with service provided by Elections Canada.

Conclusions and Implications

Awareness of the by-elections among eligible voters was very high in each of the four ridings, with mainstream media identified as the main source of learning about this. And while many eligible voters acknowledged not having voted in the by-elections, the main reasons had to do with everyday life and political issues – relatively few pointed to things related to the electoral process itself. On another issue, while there is interest in online voting, electors are very much divided at this point in time in terms of whether they would be likely to use this method to vote in a federal election.

With respect to the actual voting experience, almost everyone who voted felt that it was easy to cast their vote, brought appropriate identification documents with them (most also brought the Voter Information Card), said it was easy to meet the voter identification requirements, and thought the by-election was conducted fairly. As well, the vast majority felt their polling station was a convenient distance and was easy to find. Moreover, virtually everyone was satisfied with the language in which they were served at the polling station, as well as the services provided by Elections Canada staff.

In terms of Election Canada communications, the survey results are largely positive. Almost everyone recalled receiving the Voter Information Card, said that the name and address on it were correct, and knew about the personal identification and address requirements before they voted (in large part due to Elections Canada materials). While recall of the advertising was not high, consistent information was recalled from the ads, regardless of the medium used (i.e. newspapers or radio).



INTRODUCTION

Phoenix Strategic Perspectives Inc. was commissioned by Elections Canada to conduct a survey of electors eligible to vote in the November 9th, 2009 by-elections.

Background and Objectives

Elections Canada, an independent, non-partisan agency that reports directly to Parliament, is responsible for monitoring and conducting federal elections in Canada. As part of its evaluation program, the Agency wanted to conduct a survey of electors in four electoral districts in which by-elections were held on November 9th, 2009. The purpose of the survey was to evaluate electors' experience, attitudes, and knowledge of the Agency's services and various aspects of the electoral process.

More specifically, surveyed Canadians were consulted on the following issues:

- Ease of vote;
- Satisfaction with the registration and voting processes, including services at the polls (e.g. language used at the polls);
- Attitudes towards the voter identification requirements and ability to meet them;
- Participation rates and reasons for non-voting; and
- Level of penetration of the various communication products and the level of retention of the information conveyed through the products.

The results will be used to assist in evaluating and refining Elections Canada's programs and services to the electorate, and to provide information that will help develop the Chief Electoral Officer's recommendations to Parliament.

Research Design

A telephone survey was conducted with a random stratified sample of 2,012 Canadian electors (i.e. Canadian citizens of at least 18 years of age on November 9th, 2009), distributed equally across the four electoral districts in which the by-elections were held: Cumberland-Colchester-Musquodoboit Valley (Nova Scotia), Hochelaga (Quebec), Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (Quebec), and New Westminster-Coquitlam (British Columbia).

The following specifications applied to the survey:

- Approximately 500 interviews were conducted in each of the ridings. Based on a survey of 2,012 Canadians in total, the overall results can be considered accurate to within +/- 2.19%, 19 times out of 20. The results for each of the four electoral districts can be considered accurate to within +/- 4.4%, 19 times out of 20.
- The fieldwork was conducted December 9th to 23rd, 2009.
- Data collection for this project was accomplished using random digit dialling (RDD).
- All interviewing was conducted in the respondent's official language of choice and averaged 13 minutes in length.
- A draft questionnaire was provided by Elections Canada. Phoenix reviewed the questionnaire and provided comments in writing.



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 ‘electors,’ ‘eligible voters,’ and ‘respondents’ are used interchangeably to denote survey participants.
- Unless otherwise specified, the total number of respondents for each question is 2,012. However, 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. 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 in French and English (telephone version)



AWARENESS OF THE BY-ELECTIONS

This section reports on awareness of the November 9th, 2009 by-elections among eligible voters, including sources of learning about the by-elections.

Widespread Awareness of By-elections

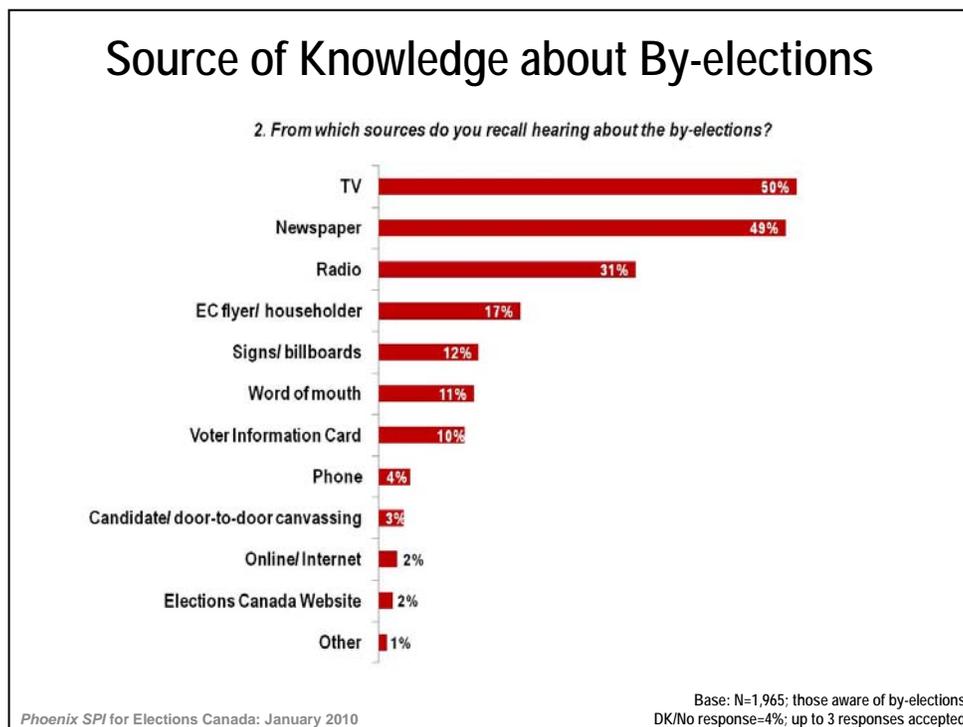
Almost all eligible voters (97%) claimed to be aware of the by-election that took place on November 9th, 2009 in their riding.

The large majority of eligible voters (93% or more), regardless of electoral district or demographic characteristics, said they were aware of the federal by-elections that took place on November 9th, 2009.

Mainstream Media – Top Sources for Learning about By-elections

In terms of how they heard about the November by-elections, respondents pointed most often to the mainstream media. Heading the list in this regard is television (50%) and newspapers (49%), followed by radio (31%). All other sources were identified by far fewer eligible voters. These include the flyer (i.e. brochure/householder) received from Elections Canada (17%), signs and billboards in their community (12%), word of mouth (11%), and the Voter Information Card received from Elections Canada in the mail (10%) (multiple responses accepted).

Also mentioned by relatively small numbers (less than 5%) are learning about the by-election from the candidates, including by telephone and door-to-door canvassing, and through the Internet, both in general and specifically through Elections Canada's website.



Differences between electoral districts regarding sources of information about the by-elections included the following:

- Television was more likely to be identified as a source of information in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (69%) than in Hochelaga (49%), Cumberland-Colchester-Musquodoboit Valley (46%), and New Westminster-Coquitlam (34%).
- Radio was more likely to be identified in Cumberland-Colchester-Musquodoboit Valley (44%) than in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (32%), New Westminster-Coquitlam (26%), and Hochelaga (20%).
- Newspapers were more likely to be identified in New Westminster-Coquitlam (56%) than in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (47%), and Hochelaga (40%).
- The Elections Canada flyer was more likely to be identified in New Westminster-Coquitlam (21%) and Hochelaga (20%) and Cumberland-Colchester-Musquodoboit Valley (16%) compared to Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (11%).
- The Voter Information Card was more likely to be identified in New Westminster-Coquitlam (14%), Cumberland-Colchester-Musquodoboit Valley (12%), and Hochelaga (11%) than in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (4%).

Demographic differences included the following:

- Television was more likely to be identified by people at home full-time (54%) than employed individuals (48%), by those with a high school diploma or less (53%) than those with a university degree (46%), and by Francophones (59%) than Anglophones (41%).
- Newspapers were more likely to be identified by people at home full-time (53%) and employed individuals (50%) than unemployed individuals (34%) and students (30%). They were also more likely to be identified by Anglophones (53%) than Francophones (44%). The likelihood of identifying newspapers also increased with income (from 43% of those with an income under \$40,000, to 48% of those with an income between \$40-\$60,000, to 52% of those with an income between \$60-\$100,000, to 62% of those with an income of \$100,000 or more).
- Radio was more likely to be identified by employed individuals (34%) and people at home full-time (31%) than by unemployed individuals (18%) and students (15%). It was also more likely to be identified by Anglophones (35%) than Francophones (26%).
- The flyer was somewhat more likely to be identified by women (19%) than men (15%).
- The likelihood of identifying signs/billboards decreased with age (from 20% of 18-24 year olds to 15% of 25-44 year olds, to 10% of 45-64 year olds, to 6% of those 65 and older).
- The Voter Information Card was more likely to be identified by employed individuals (12%) than people at home full-time (8%), by Anglophones (13%) than Francophones (8%), and by those with a university degree (12%) than those with a high school diploma or less (8%).

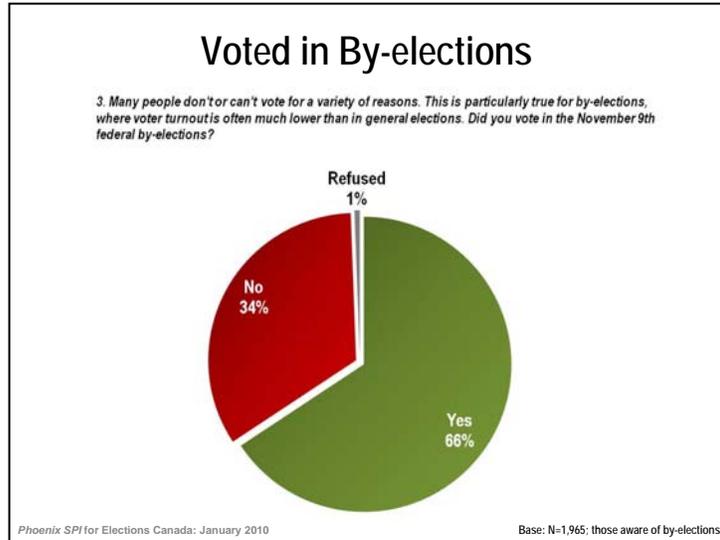


VOTING IN THE BY-ELECTIONS

This section explores issues related to voting in the November by-elections.

Two-Thirds Claim to Have Voted in By-elections

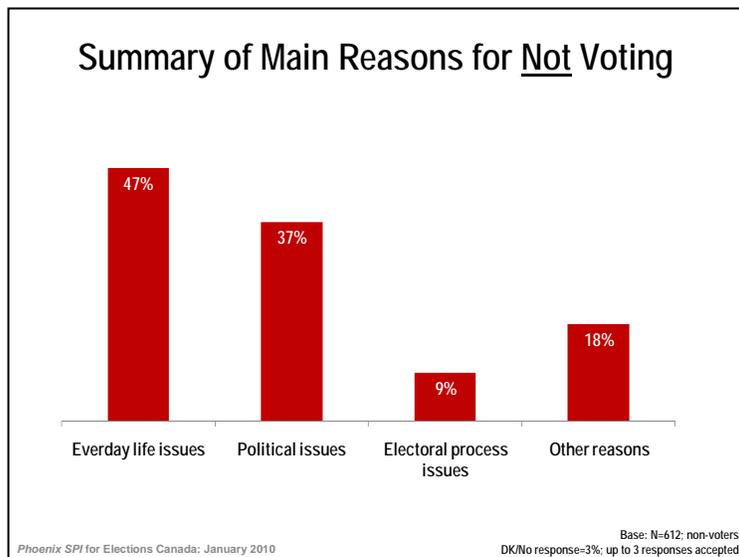
Two-thirds (66%) of respondents claimed that they voted in the November by-elections, while 34% said they did not. When interpreting these results, it is important to keep in mind that 1) non-voters are more likely to refuse answering surveys about elections, and 2) social desirability may lead to over-reporting of voting behaviour. Official turnout in each of the four ridings was as follows: Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (37%), Cumberland-Colchester-Musquodoboit Valley (36%), New Westminster-Coquitlam (30%), Hochelaga (23%).



Respondents, regardless of electoral district, were similarly likely to have reported voting in the November by-elections. Demographically, people at home full-time were most likely to say they voted (78% vs. 62% of employed individuals, 56% of unemployed individuals, and 51% of students), and individuals with a university degree (70%) were more likely to report this than those with a high school diploma or less (63%). In addition, the likelihood of reporting having voted increased with age (from 49% of 18-24 year olds to 55% of 25-44 year olds, to 71% of 45-64 year olds, to 83% of those 65 and older).

Daily Life Issues – Main Reasons for Not Voting

Respondents who said they were not able to vote in the by-election (n=612) were asked to identify the reasons why they did not vote (multiple responses accepted). The graph below groups these reasons into three main categories. As can be seen, non-voters tended to point to everyday life issues most often (47%) to explain why they did not vote. Following this, 37% identified political issues, while 9% cited issues related to the electoral process itself. A





further 18% identified a range of other issues that do not fit in any of the three categories. Note that percentages in the graph exceed 100% because respondents were able to provide multiple responses.

Issues included in the **everyday life**⁴ category include being too busy (15%), work (13%), travelling (10%), injury/illness/H1N1 (5%), family obligations (3%), and weather (less than 1%).

Items in the **political issues** category are lack of interest/apathy (17%), candidate-related issues (6%), meaninglessness of the vote (5%), issues related to political parties, politicians, party leaders and campaigns (4%), lack of competition (2%), cynicism (2%), regional discontent (1%), electoral system (1%), and government-related issues (1%).

Electoral process issues include problems with access to the polls (3%), transportation issues (2%), registration problems (2%), and lack of identification (2%).

Issues included in the 'other' category are lack of information/knowledge (10%), forgetting to vote (6%), attention turned elsewhere (1%), and religious beliefs (1%).

When it came to reasons for not voting, electors in New Westminster-Coquitlam (57%) were much more likely to point to everyday life issues than electors in Cumberland-Colchester-Musquodoboit Valley (38%). On the other hand, electors in New Westminster-Coquitlam were the least likely to point to political issues (25% vs. 45% in Cumberland-Colchester-Musquodoboit Valley, 39% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup, and 38% in Hochelaga).

Demographic differences included the following:

- Everyday life issues were more likely to be identified as a reason for not voting among 25-44 year olds (52%) than among 45-64 year olds (39%). Perhaps not surprisingly, disabled individuals (20%) were much more likely to point to an injury or illness than individuals without a disability (4%).
- Political issues were more likely to be identified by those 25 and older (35% of 25-44 year olds, 47% of 45-64 year olds, and 39% of those 65 and older vs. 21% of 18-24 year olds). Such issues were also much more likely to be identified by employed individuals (41%) than students (20%).

Suggestions to Encourage Non-Voters to Vote

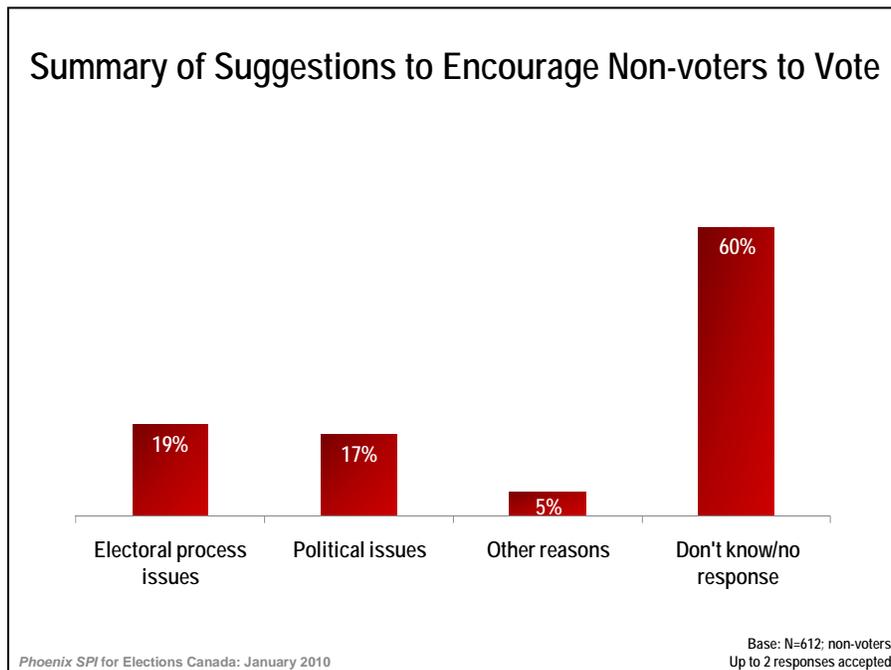
Respondents who did not vote in the by-elections (n=612) were also asked to identify what, if anything, could be done to encourage them to vote in the next federal election. In response, 60% did not offer any suggestions. Among those who did offer substantive feedback, a range of suggestions were made. Once again, respondent feedback has been grouped using the categories that were used to group responses to the previous question.

⁴ The numbers in this breakdown of responses for the various categories may not sum to the totals in the previous graph for each category for the following reasons: rounding, the inclusion of numerous issues identified by small numbers, and because if a respondent identified more than one issue within a category (e.g. everyday issues), they are only counted once when the aggregate results are presented.



Respondents were almost equally likely to identify issues related to the electoral process (19%) and political issues (17%). More specifically, the suggestions were as follows⁵:

- **Electoral process** issues include more advertising/publicity (5%), ability to vote online (2%), more convenient location of polling stations (2%), polling stations open for extended hours (2%), fix personal registration issues (1%), better advance polling (1%), and better notification of election days (1%). These issues also include the following suggestions made by individual respondents: making voting mandatory, giving people the day off work on election days, and introducing public awareness campaigns about the importance of voting.
- **Political issues** include better candidates (9%), more information on candidates (6%), more honest politicians (4%), less frequent elections/more convenient timing of elections (3%), and need to see more improvement in the country (1%).
- Suggestions included in the 'other' category include promoting employment so that electors have a greater stake in politics, increasing pensions, protecting minimum wages, and trying to appeal to youth voters.



⁵ The numbers in this breakdown of responses for the various categories may not sum to the totals in the previous graph for each category for the following reasons: rounding, the inclusion of numerous issues identified by small numbers, and because if a respondent identified more than one issue within a category (e.g. everyday issues), they are only counted once when the aggregate results are presented.



REGISTRATION AND VOTER INFORMATION CARD

This section explores issues related to voter registration and the Voter Information Card.

Widespread Recall of Voter Information Card

In total, 92% said they recalled receiving a Voter Information Card that was addressed to them and told them where and when to vote. Conversely, 7% did not recall receiving the card.

The large majority of electors in all districts (90% or more) recalled receiving a Voter Information Card, but those in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (95%) were the most likely to recall this.

As well, the following were more likely to recall receiving a Voter Information Card:

- Electors 25 and older (91% of 25-44 year olds, 96% of 45-64 year olds, and 95% of those 65 and older vs. 76% of 18-24 year olds).
- Employed individuals (92%), unemployed individuals (90%), and people at home full time (95%) compared to students (74%).

Those who said they voted in the by-election (96%) were more likely than those who said they did not (83%) to recall receiving a Voter Information Card.

Respondents who recalled receiving the Voter Information Card (n=1,830) were asked whether their name and address were correct on the card. Virtually everyone (99%) said their address was correct, while almost as many (97%) said their name was correct.

The vast majority of electors who recalled receiving a Voter Information Card (94% or more), regardless of electoral district or demographic characteristics, said their name was correct. As well, nearly all electors who recalled receiving a Voter Information Card (97% or more), regardless of electoral district or demographic characteristics, said their name was correct.

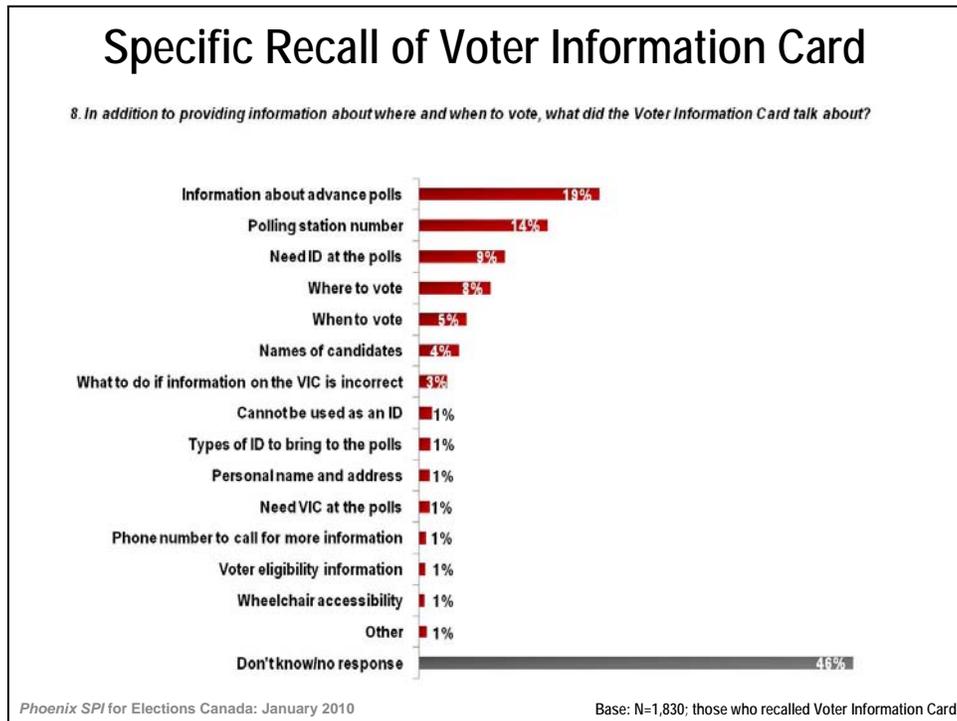
The small number of respondents (n=35) who said that either piece of information was incorrect (i.e. name or address) were asked whether they did anything to make corrections to the incorrect information on the Voter Information Card they received. In response, 44% said they did take action to correct the information.

Information Recalled from Voter Information Card

Respondents who recalled receiving the Voter Information Card (n=1,830) were asked to identify what the card talked about, in addition to providing information about where and when to vote. Almost one in five (19%) said they recalled information about the advance polls, while 14% recalled the card having the polling station number. Also recalled with some frequency were information about voters needing personal identification to vote (9%), where to vote (8%), and when to vote (5%), and the names of the candidates (4%), something that was not on the Voter Information Card.



Almost half – 46% – did not recall any specific type of information being provided on the Voter Information Card.



Electors in New Westminster-Coquitlam (23%), Cumberland-Colchester-Musquodoboit Valley (20%) and Hochelaga (20%) were more likely to think the Voter Information Card provided information about advance polls than those in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (15%). For their part, electors in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup were most likely to think it identified the polling station number (21% vs. 15% in Hochelaga, 9% in New Westminster-Coquitlam and 9% in Cumberland-Colchester-Musquodoboit Valley). Electors in New Westminster-Coquitlam were the most likely to think it talked about the need for personal identification at the polls (14% vs. 10% in Cumberland-Colchester-Musquodoboit Valley, 9% in Hochelaga, and 4% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup).

Demographic differences included the following:

- Individuals with a university degree were more likely than those with a high school diploma or less to think the card provided the following: information about advance polls (25% vs. 15% of those with a high school diploma or less), the polling station number (17% vs. 12% of those with high school or less), and information about the need for personal identification at the polls (13% vs. 6% of those with high school or less).
- Francophones (19%) were twice as likely as Anglophones (9%) to think the card identified the polling station number. For their part, Anglophones were twice as likely to think the card discussed the need for personal identification at the polls (12% vs. 6% of Francophones), and where to vote (10% vs. 5% of Francophones).
- Individuals with incomes of \$100,000 or more were most likely to think the card discussed the need for personal identification at the polls (15% vs. 7% of those



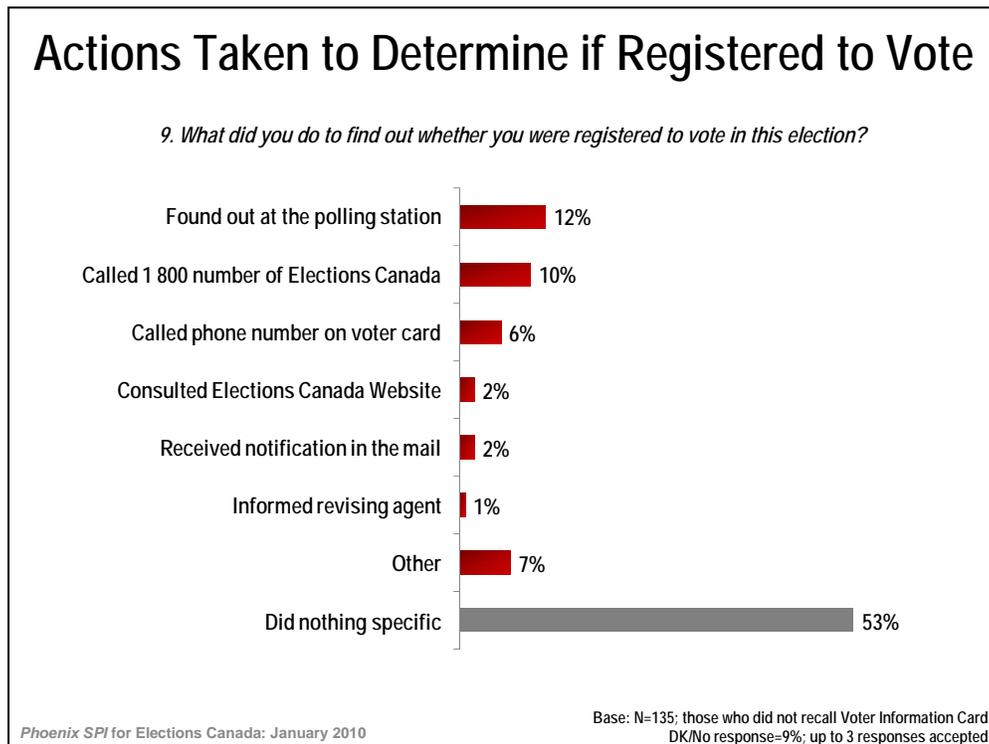
with incomes under \$40,000, 8% of those with incomes between \$40-\$60,000, and 9% of those with incomes between \$60-\$100,000).

Most Did Not Take Action to Determine if Registered to Vote

Respondents who could not recall receiving the Voter Information Card (n=135) were asked to identify what they did, if anything, to find out whether they were registered to vote in the by-election. More than half – 53% – said they did nothing to find out if they were registered. Among those who did take action, 12% said they found out whether they were registered at the polling station, while slightly fewer (10%) said they called Election Canada's 1 800 number.

Other actions taken by small numbers (2% or less) included visiting Elections Canada's website and being informed by the revising agent. Actions grouped in the 'other' category are going to the returning office, trying to get information through a municipal newspaper, speaking to friends, as well as comments from people who said they were not registered to vote because they recently moved or have been out of the country.

It is worth noting that 6% said they called the phone number on the Voter Information Card, and 2% said they received notification in the mail (presumably a Voter Information Card) – even though these respondents said they did not recall receiving the Voter Information Card.



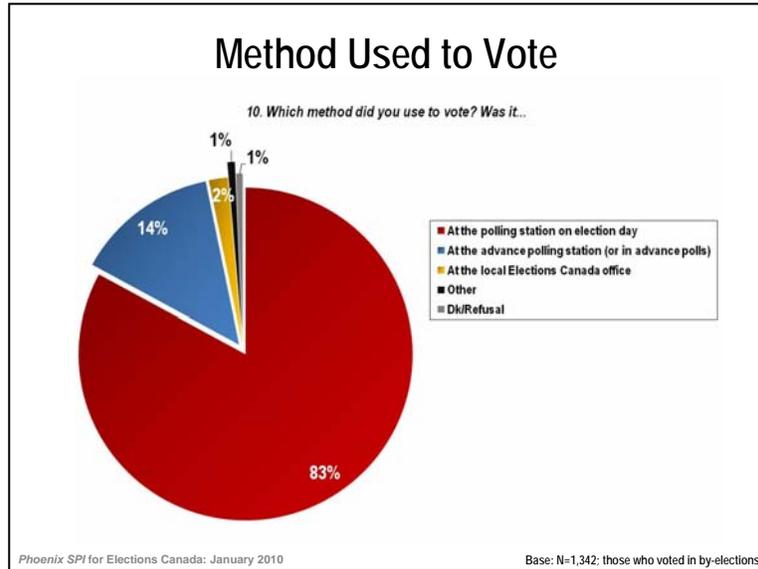


VOTER PARTICIPATION

This section presents respondent feedback on issues related to voter participation, including the method used to vote, ease of voting, and the likelihood of voting online should this become available.

Most Voted on Election Day at Polling Station

The large majority (83%) of respondents who said they voted in their riding's by-election reported having voted at a polling station on election day. That said, 14% reported having used advance polls, while 2% voted at a local Elections Canada office, and 1% voted by mail.

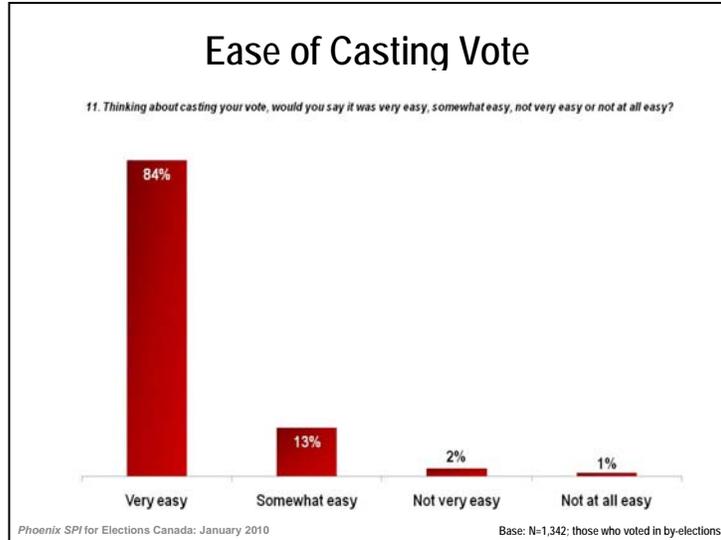


There were no significant differences between electors in the various districts in terms of the method used to vote. Demographically, voting at the polling station on election day was much more likely to be done by individuals without a disability (84%) than by those with a disability (65%). This was also more likely to be done by employed individuals (88%) and unemployed individuals (85%) than by people at home full-time (75%). In addition, the likelihood of voting at the polling station on election day decreased with age (from 94% of 18-24 year olds to 89% of 25-44 year olds, to 80% of 45-64 year olds, to 76% of those 65 and older). Conversely, voting in advance polls was much more common among those with a disability (26%) than those without one (13%), and the likelihood of doing so increased with age (from 5% of 18-24 year olds to 8% of 25-44 year olds, to 17% of 45-64 year olds, to 19% of those 65 and older).



Voting Judged to be Easy

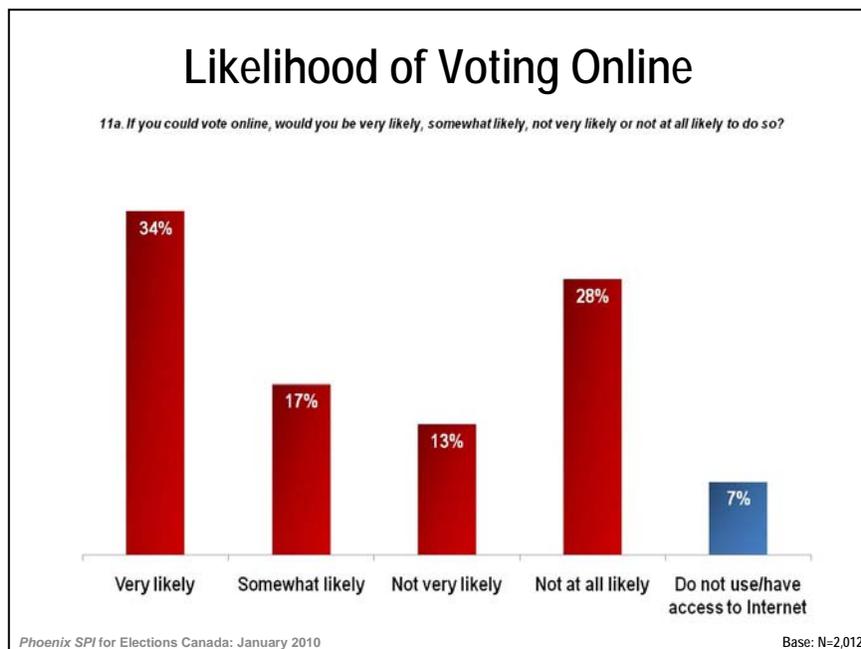
Very few voters found the process of casting a vote to be difficult. Rather, almost everyone said that casting their vote was very (84%) or somewhat easy (13%). Only 3% felt that this was not easy.



The large majority of electors who voted (92% or more), regardless of electoral district or demographic characteristics, described the process as easy. Voters in New Westminster-Coquitlam (88%), Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (85%) and Cumberland-Colchester-Musquodoboit Valley (83%) were more likely to describe the process as *very easy* than those in Hochelaga (78%).

Likelihood of Voting Online

All respondents were asked how likely they would be to vote online if that opportunity were available to them. A slight majority (51%) said they would be at least somewhat likely to vote online (34% said *very likely*). Conversely, a significant minority – 41% – indicated that they would not be likely to vote online (28% said *not likely at all*). In addition, 7% volunteered that they do not use or do not have access to the Internet.





A majority of electors in all districts except Montmagny-L'Islet-Kamouraska-Rivière-du-Loup said they would be at least somewhat likely to vote online if this were possible (59% in New Westminster-Coquitlam, 53% in Cumberland-Colchester-Musquodoboit Valley, and 51% in Hochelaga vs. 43% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup). Electors in New Westminster-Coquitlam were most likely to say they would be *very likely* to do this (44% vs. 36% in Cumberland-Colchester-Musquodoboit Valley, 32% in Hochelaga, and 26% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup).

In terms of demographic differences, the following were more likely to say they would be at least somewhat likely to vote online if this were possible:

- Students (80%) compared to employed individuals (61%), unemployed individuals (52%), and people at home full-time (30%).
- Those with at least some post-secondary education (64% of those with some university education, 63% of those with a university degree, and 59% of those with college education vs. 36% of those with a high school diploma or less).
- Individuals without a disability (53%) compared to those with a disability (35%).
- Anglophones (56%) compared to Francophones (47%).

The likelihood of voting online decreased noticeably with age (from 80% of 18-24 year olds to 63% of 25-44 year olds, to 47% of 45-64 year olds, to 23% of those 65 and older). However, this also increased noticeably with income (from 38% of those with incomes under \$40,000, to 55% of those with incomes between \$40-\$60,000, to 68% of those with incomes between \$60-\$100,000, to 72% of those with incomes of \$100,000 or more).

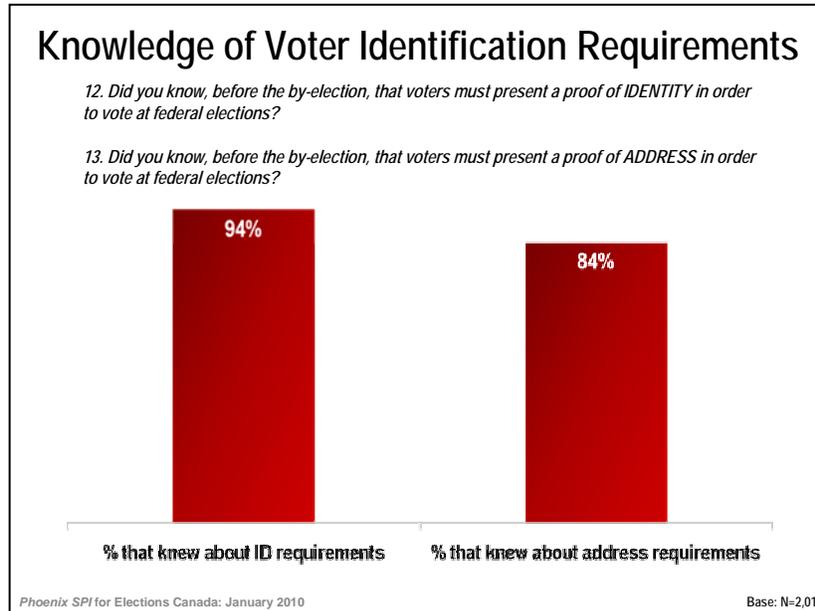
Those who said they did not vote in the by-election (44%) were more likely than those who said they did (30%) to indicate that they would be *very likely* to vote online if this option were available.

VOTER IDENTIFICATION

This section reports on issues related to voter identification requirements associated with voting in federal elections.

Widespread Awareness of Need for Voter ID, Less So for Address Requirements

Fully 94% said they were aware, before the by-election, that voters must present proof of identity in order to vote at federal elections. Significantly fewer, but still a large majority (84%), said they were aware, before the by-election, that voters must present proof of address in order to vote at federal elections.



Electors in Cumberland-Colchester-Musquodoboit Valley were the most likely to say they did not know that voters must present proof of identity in order to vote at federal elections (12% vs. 5% in New Westminster-Coquitlam, 3% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup and 3% in Hochelaga). Disabled people (11%) were more likely to say they did not know this than people without a disability (5%), and Anglophones (8%) were more likely to say this than Francophones (3%).

Electors in Cumberland-Colchester-Musquodoboit Valley were the most likely to say they did not know that voters must present proof of address in order to vote at federal elections (24% vs. 14% in New Westminster-Coquitlam, 12% in Hochelaga, and 11% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup).

In terms of demographic characteristics, the following were more likely to say they did not know about the need for proof of address:

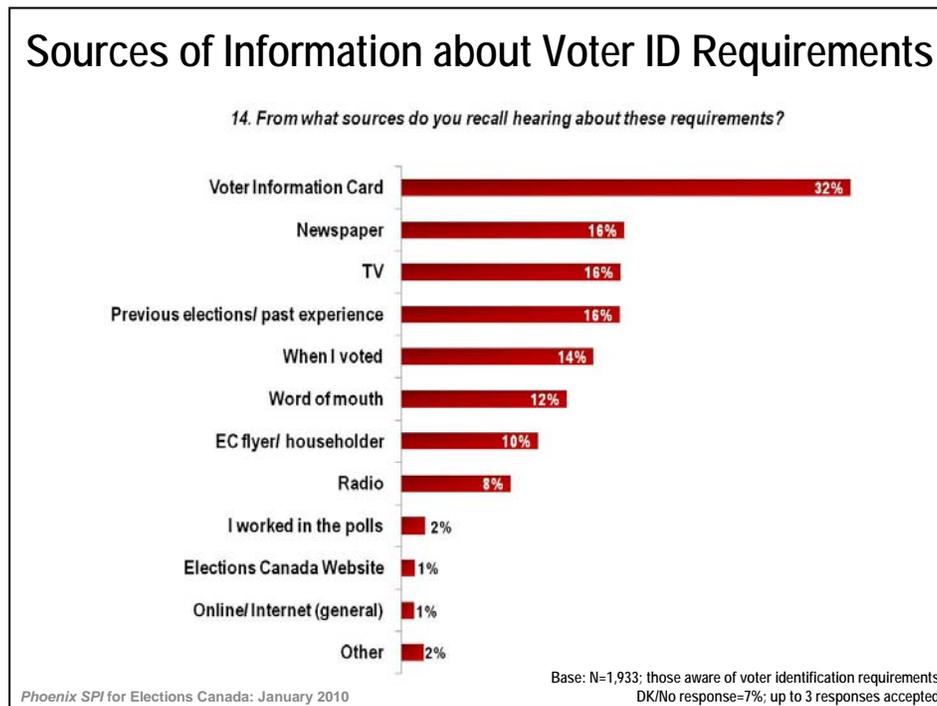
- Unemployed individuals (21%) and employed individuals (17%) compared to students (7%).
- Anglophones (19%) compared to Francophones (12%).
- Men (17%) compared to women (14%).



Elections Canada – Top Source of Learning about Voter ID Requirements

All those aware of the voter identification requirements (n=1,933) were asked to identify how they heard about these requirements. The Voter Information Card was identified most often, by a considerable margin, cited by almost one-third (32%). Beyond this, an array of information sources were identified, including newspapers, television and previous electoral experience (each cited by 16%), learning at the time of voting (14%), word of mouth (12%), a flyer from Elections Canada (10%), and radio (8%). All other sources were identified by small numbers.

In total, Elections Canada's own communications efforts accounted for, at least in part, the awareness of approximately 43% of respondents who were aware of the voter identification requirements.



Differences between electoral districts regarding sources of information about voting requirements in federal elections included the following:

- The Voter Information Card was most likely to be identified in New Westminster-Coquitlam (40% vs. 32% in Cumberland-Colchester-Musquodoboit Valley, 29% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup, and 28% in Hochelaga).
- Television was most likely to be identified in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (27% vs. 17% in Hochelaga, 11% in Cumberland-Colchester-Musquodoboit Valley, and 8% in New Westminster-Coquitlam).
- The Elections Canada flyer was most likely to be identified in Hochelaga (17% vs. 9% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup, 8% in New Westminster-Coquitlam, and 4% in Cumberland-Colchester-Musquodoboit Valley).
- Newspapers were more likely to be identified in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (18%) than in Hochelaga (13%).



Demographic differences included the following:

- Newspapers were most likely to be identified by people at home full-time (23% vs. 14% of employed individuals, 12% of unemployed individuals and 1% of students). As well, the likelihood of identifying newspapers increased with age (from 7% of 18-24 year olds to 10% of 25-44 year olds, to 19% of 45-64 year olds, to 24% of those 65 and older).
- Television was more likely to be identified by people at home full-time (20%) than students (7%), and by Francophones (22%) than Anglophones (9%). It was also more likely to be identified by those with a high school diploma or less (22% vs. 12% of those with college education, 9% of those with some university education, and 12% of those with a university degree), and by those in the lowest income bracket (20% of those with incomes under \$40,000 vs. 12% of those with incomes between \$40-\$60,000, 15% of those with incomes between \$60-\$100,000, and 10% of those with incomes of \$100,000 or more). Finally, the likelihood of identifying television increased with age (from 9% of 18-24 year olds to 13% of 25-44 year olds, to 18% of 45-64 year olds, to 21% of those 65 and older).
- Previous experience was most likely to be identified by those with at least some post-secondary education (17% of those with college education, 23% of those with some university education, and 19% of those with a university degree vs. 10% of those with a high school diploma or less).
- The Voter Information Card was more likely to be identified by those with a university degree (37%) than those with a high school diploma or less (26%), and by Anglophones (37%) than Francophones (28%).
- Radio was more likely to be identified by Anglophones (10%) than Francophones (6%).
- The flyer was more likely to be identified by unemployed individuals (17%) and people at home full-time (12%) than by employed individuals (8%), and by those in the lowest income bracket (13% of those with incomes under \$40,000 vs. 7% of those with incomes between \$40-\$60,000, 8% of those with incomes between \$60-\$100,000, and 7% of those with incomes of \$100,000 or more).

Most Had Voter Information Card and ID When Voting

In total, 81% of voters who voted at polling stations⁶ said they brought the Voter Information Card with them when they voted. Conversely, 18% said they did not do this. A significantly higher percentage – 98% – said they had the required identification documents with them when they voted.

The Voter Information Card was much more likely to have been brought to the polling station by electors in Cumberland-Colchester-Musquodoboit Valley (90%), New Westminster-Coquitlam (86%), and Hochelaga (85%), than by those in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (66%).

⁶ In this section, the term "polling station" includes polling stations and advance polls. Voting at local Election Canada offices and by mail involves different identification requirements.



Demographically, the oldest electors were the most likely to bring the Voter Information Card with them to vote (89% of those 65 and older vs. 81% of 45-64 year olds, 79% of 25-44 year olds, and 70% of 18-24 year olds), and Anglophones (88%) were more likely to do this than Francophones (75%).

The vast majority of electors who went to vote (94% or more) had the required personal identification documents with them.

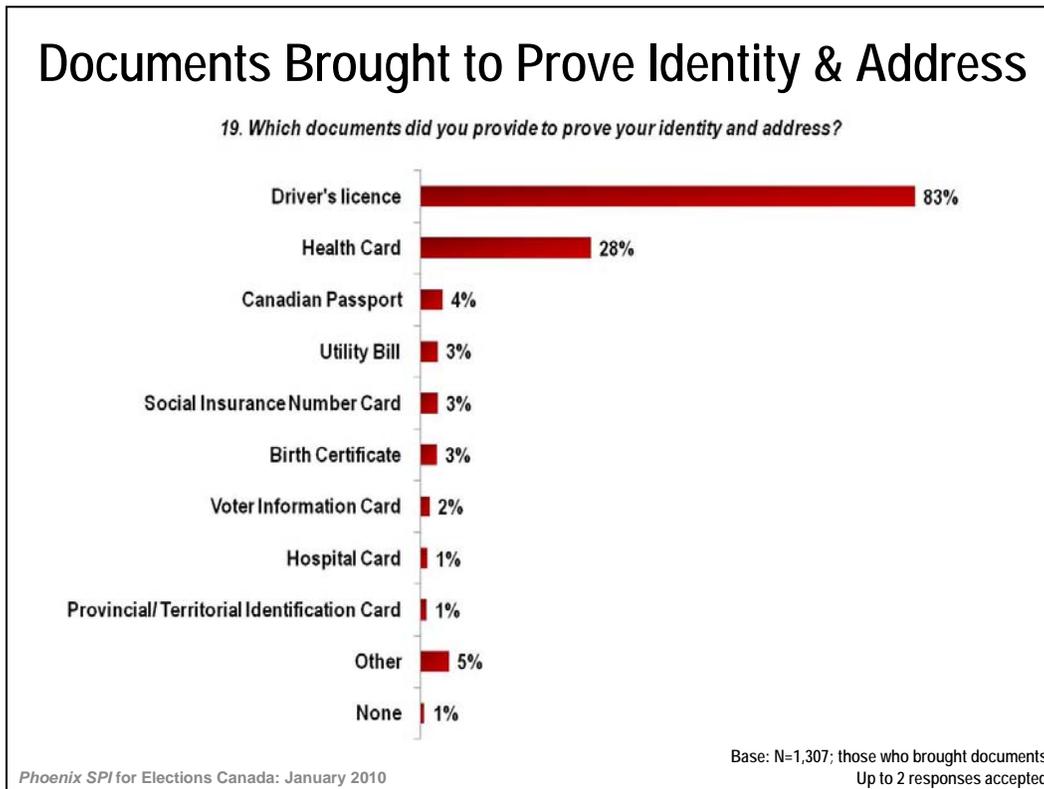
The very small number of voters who said they were missing piece(s) of identification (n=21) said they were missing a document with their photo (n=6), with their address (n=4) or with their name (n=3), or simply had no identification with them (n=8). In terms of what they did, some swore an oath and voted (n=6), went home to find the missing documents and returned to vote (n=6), or had someone verify their identity (n=6). One went home and did not return.

Driver's License – Main ID Used for Voting

In terms of the types of documents that voters brought with them to prove their identity and address, the large majority (83%) said they used their driver's license for this purpose. Only one other type of document was identified with any real frequency – a health card, used by 28% (multiple responses accepted).

All other documents were used by small numbers (less than 5%) and include a Canadian passport, utility bill, Social Insurance Number card, birth certificate, Voter Information Card, hospital card, and a provincial/territorial identification card. Also mentioned by very small numbers and included in the 'other' category are a Veterans Affairs health card, an Old Age Security identification card, a Canadian Forces identity card, credit and debit cards with the voters' name on them, and a certificate of Aboriginal status, among other documents. Two-thirds said they provided one piece of identification, while 33% said they presented two pieces of identification.

Since the Voter Information Card is not a valid piece of identification when voting, two possible scenarios to explain the 2% of voters (n=20) who said they used their Voter Information Card to prove their identity when voting are: 1) certain election workers accepted Voter Information Cards as identification despite the fact that they are not recognized, or 2) some electors presented their Voter Information Card in addition to a valid piece of identification. That said, it is not possible to ascertain how many respondents fall under either scenario.



A driver's license was much more likely to be used for identification at the polls in New Westminster-Coquitlam (90%), Cumberland-Colchester-Musquodoboit Valley (90%), and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (83%), than in Hochelaga (67%). On the other hand, a health card was much more likely to be used in Hochelaga (52%) and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (49%) than in Cumberland-Colchester-Musquodoboit Valley (10%), and New Westminster-Coquitlam (3%).

Demographically, a driver's license was more likely to be used by the following:

- People between 25 and 64 years of age (88% of 25-44 year olds and 87% of 45-64 year olds vs. 76% of 18-24 year olds and 73% of those 65 and older).
- Individuals without a disability (84%) compared to those with a disability (70%).
- Employed individuals (90%) compared to people at home full-time (74%).
- Individuals with at least some post-secondary education (86% of those with college education, 88% of those with some university education, and 90% of those with a university degree vs. 74% of those with a high school diploma or less).
- Individuals outside the lowest income bracket (87% of those with incomes between \$40-\$60,000, 94% of those with incomes between \$60-\$100,000, and 92% of those with incomes of \$100,000 or more vs. 72% of those with incomes under \$40,000).
- Anglophones (90%) compared to Francophones (75%).



A health card was much more likely to be used by Francophones (51%) compared to Anglophones (7%). It was also more likely to be used by the following:

- People 65 and older (39%) compared to 25-44 year olds (24%), and 45-64 year olds (23%).
- Individuals without a disability (29%) compared to those with a disability (20%).
- Unemployed individuals (39%) and people at home full-time (34%) compared to employed individuals (22%).
- Individuals with a college education or less (33% of those with a high school diploma or less and 31% of those with college education, vs. 15% of those with some university education, and 23% of those with a university degree).

As well, the likelihood of using a health card decreased with income (from 38% of those with incomes under \$40,000, to 33% of those with incomes between \$40-\$60,000, to 21% of those with incomes between \$60-\$100,000, to 11% of those with incomes of \$100,000 or more).

Virtually everyone (97%) said it was very (82%) or somewhat easy (15%) to meet the identification requirements. Only 3% judged this to be difficult.

Nearly all electors who went to vote (95% or more), regardless of electoral district or demographic characteristics, said it was easy to meet the identification requirements. Votes in New Westminster-Coquitlam were more likely to describe the requirements as *very easy* to meet (92% vs. 84% in Cumberland-Colchester-Musquodoboit Valley, 78% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup, and 72% in Hochelaga). Electors in the highest income bracket (87%) were more likely to describe the requirements as *very easy* to meet than those in the lowest income bracket (78%), and Anglophones (88%) were more likely to say this than Francophones (75%).



VOTER EXPERIENCE

This section explores issues related to voter experience, including the convenience and ease of finding the polling station, satisfaction with wait times and Elections Canada staff, and ease of voting.

Most Left Home to Vote, Polling Stations⁷ Seen as Convenient, Easy to Find

By a wide margin, most voters⁸ (83%) said they went to go vote from their home. Significantly fewer (13%) went to vote from work, while very few went from school (1%) or from other locations (2%), which include church, shopping, training sessions, and coming back from out of town.

As well, almost everyone felt that the distance to the polling station was convenient for them (97%), and had no difficulty finding it (97%). The small number who did have difficulty finding the polling station (n=32) offered the following reasons to explain why: the address being hard to find (n=27), the room inside the building being hard to find (n=6), and not enough parking at the polling station (n=2).

The oldest electors were most likely to go to vote from home (98% vs. 76% of 18-24 year olds, 72% of 25-44 year olds, and 83% of 45-64 year olds). Home was also more likely to be the point of departure for the following:

- People at home full-time (96%) and unemployed individuals (95%) compared to employed individuals (72%).
- Those with a high school diploma or less (89%) compared to those with a university degree (80%).
- Those in the lowest income bracket (89% of those with incomes under \$40,000 vs. 83% of those with incomes between \$40-\$60,000, 72% of those with incomes between \$60-\$100,000, and 77% of those with incomes of \$100,000 or more).
- Francophones (86%) compared to Anglophones (80%).

Nearly all of the electors who went to vote (96% or more), regardless of electoral district or demographic characteristics, said the voting location was a convenient distance for them. As well, the vast majority of voting electors (93% or more), regardless of electoral district or demographic characteristics, said they had no difficulty finding the voting location.

All electors who went to vote in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup, and virtually all of them in Hochelaga (99%) were served in French. Virtually all the electors who went to vote in New Westminster-Coquitlam and Cumberland-Colchester-Musquodoboit Valley (99.7% in each location) were served in English. Moreover, virtually everyone (99.6%) said they were satisfied with the language in which they were served.

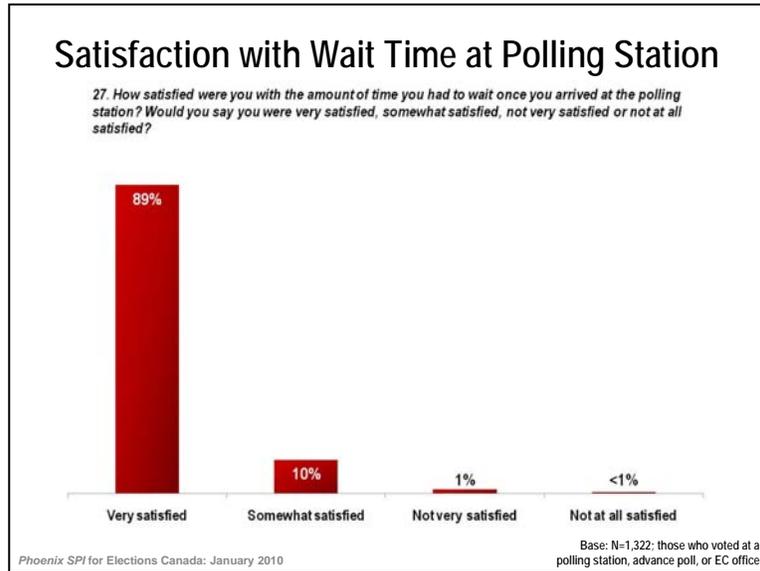
⁷ In this section, the term "polling station" includes polling stations and advance polls.

⁸ This includes all voters except those who voted by mail.



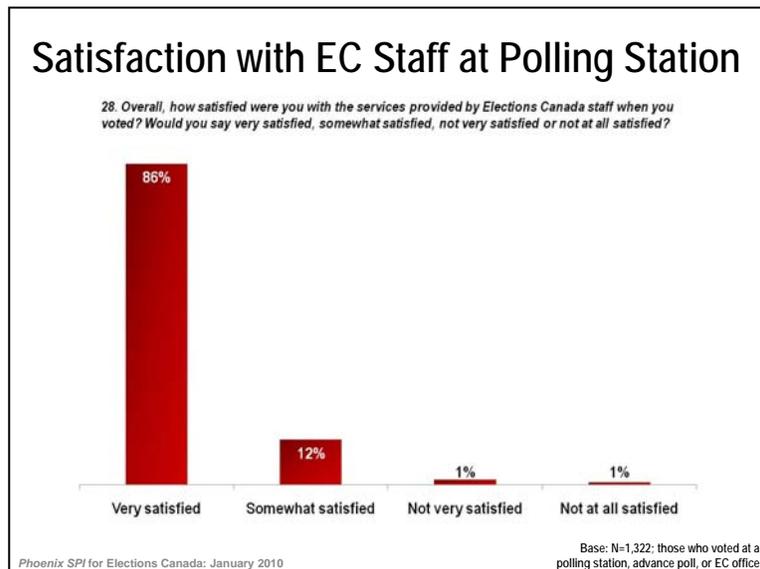
Satisfaction with Wait Time, Elections Canada Staff

Virtually all voters (99%) expressed satisfaction with the amount of time they had to wait before voting once they arrived at the polling station, with the large majority expressing strong satisfaction (89% were very satisfied).



Virtually all of the electors who went to vote (97% or more), regardless of electoral district or demographic characteristics, expressed at least moderate satisfaction with the amount of time they had to wait before voting. Strong satisfaction on this issue was more likely to be expressed by electors in New Westminster-Coquitlam (94%), Cumberland-Colchester-Musquodoboit Valley (92%), and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (89%), than by those in Hochelaga (79%). Anglophone electors (93%) were more likely to express strong satisfaction than Francophone electors (84%), as were electors in the higher income brackets (93% of those with incomes of \$60,000 or more vs. 88% of those with incomes under \$40,000 and 85% of those with incomes of \$40-\$60,000).

Satisfaction was also widespread with the services provided by Elections Canada staff when they voted. Fully 98% were satisfied with this, with 86% reporting having been very satisfied.

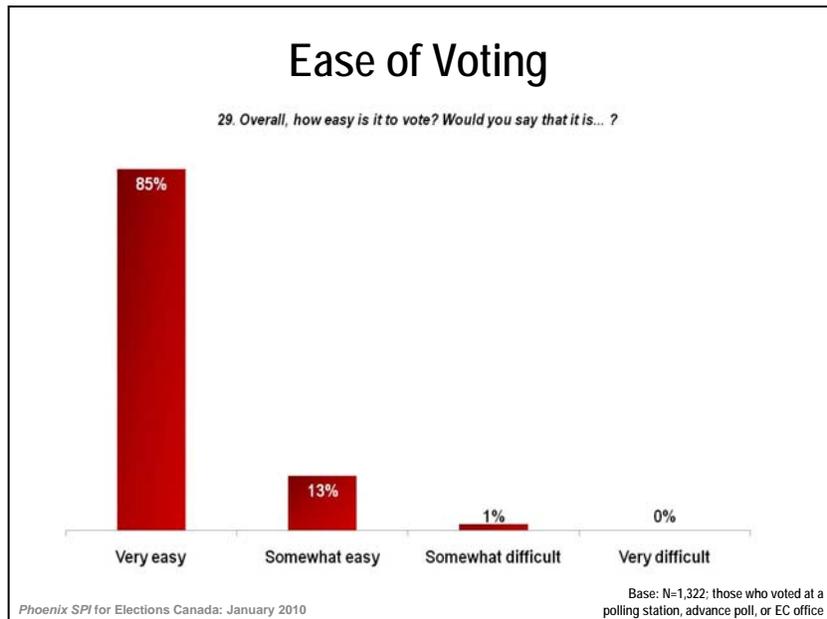




Virtually all of the electors who went to vote (95% or more), regardless of electoral district or demographic characteristics, expressed at least moderate overall satisfaction with the service provided by Elections Canada staff when they voted. Strong satisfaction was more likely to be expressed by electors in New Westminster-Coquitlam (93%), Cumberland-Colchester-Musquodoboit Valley (87%), and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (86%), than by those in Hochelaga (76%). Anglophone electors (90%) were more likely to express strong satisfaction than Francophone electors (81%), as were electors in the higher income brackets (90% of those with incomes of \$60-\$100,000 and 91% of those with incomes of \$100,000 or more vs. 83% of those with incomes of under \$40,000 and 82% of those with incomes of \$40-\$60,000).

Virtual Consensus that Voting was Easy

There was a virtual consensus that it was easy to vote, with 85% viewing this as *very* easy, and almost all the rest judging it to be somewhat easy (13%).



Almost all voters (97% or more), regardless of electoral district or demographic characteristics, described the voting process as at least somewhat easy. The impression that it is *very* easy was more likely to be expressed by voters in New Westminster-Coquitlam (96%), Cumberland-Colchester-Musquodoboit Valley (87%), and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (84%), than by those in Hochelaga (75%). Anglophone electors (91%) were more likely to think this than Francophone electors (80%), and this perception increased with income (from 80% of those with incomes of under \$40,000, to 86% of those with incomes of \$40-\$60,000, to 91% of those with incomes of \$60-\$100,000, to 93% of those with incomes of \$100,000 or more).



VOTER INFORMATION CARD AND FLYER

This section explores issues related to the Voter Information Card, Elections Canada’s flyer, and whether assistance or information was required from Elections Canada staff.

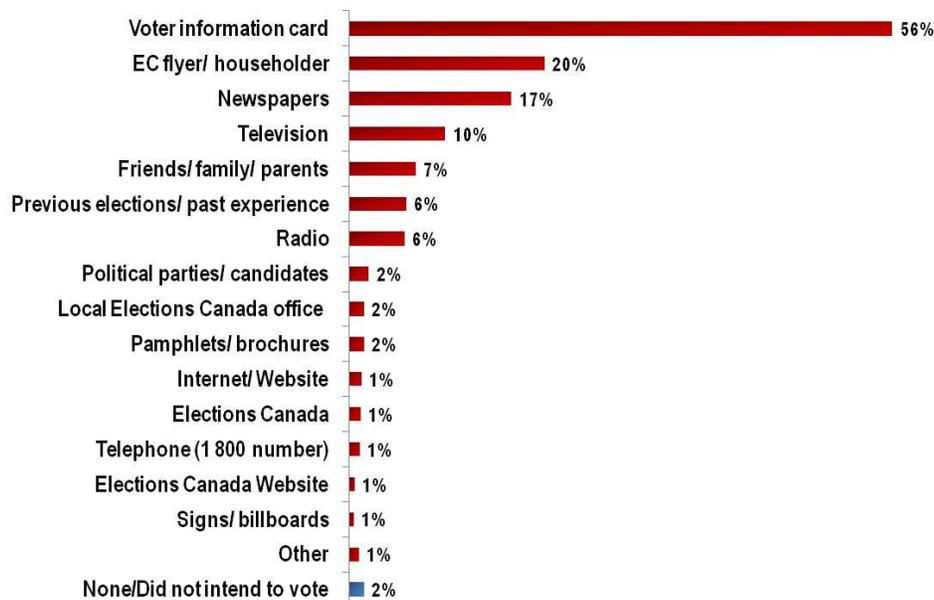
Main Sources of Information on Voting Procedures – VIC, Elections Canada Flyer

All eligible voters were asked to identify where they obtained information on voting procedures for this by-election (i.e. when and where to vote and how to prove their identity and address before voting). Elections Canada materials, by a considerable margin, were mentioned most often: 56% identified the Voter Information Card, while 20% mentioned a flyer received from Elections Canada (multiple responses accepted). In total, therefore, Elections Canada’s communications efforts accounted for about 80% of respondents’ information sources on voting procedures.

Following this, respondents were most likely to identify the media, particularly newspapers (17%), but also television (10%) and radio (6%). Other sources mentioned include family and friends (7%), experience with previous elections (6%). A host of other sources of information were identified by small numbers (2% or less).

Source of Information on By-election Voting Procedures

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



Phoenix SPI for Elections Canada: January 2010

Base: N=1,965; those aware of by-elections
DK/Not Applicable =4%; up to 3 responses accepted

Those who said they voted in the by-election (62%) were more likely than those who said they did not (45%) to say they got information on voting procedure for the by-election from the Voter Information Card.



The Voter Information Card was more likely to be identified in New Westminster-Coquitlam (64%) and Cumberland-Colchester-Musquodoboit Valley (62%) than in Hochelaga (52%) and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (47%). On the other hand, the Elections Canada flyer was much more likely to be identified in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (29%) and Hochelaga (28%) than in Cumberland-Colchester-Musquodoboit Valley (14%) and New Westminster-Coquitlam (10%). Newspapers were more likely to be identified in New Westminster-Coquitlam (20%), Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (20%), and Cumberland-Colchester-Musquodoboit Valley (16%) than in Hochelaga (11%). Television was most likely to be identified in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (15% vs. 11% in Hochelaga, 7% in New Westminster-Coquitlam and 7% in Cumberland-Colchester-Musquodoboit Valley).

Demographically, the Voter Information Card was more likely to be identified by:

- Those between the ages of 25-64 (60% of 25-44 year olds and 59% of 45-64 year olds vs. 46% of 18-24 year olds and 50% of those 65 and older).
- Employed individuals (61%) compared to unemployed individuals (44%) and people at home full-time (53%).
- Those with at least some post-secondary education (60% of those with college education, 70% of those with some university education, and 65% of those with a university degree vs. 46% of those with a high school diploma or less).
- Those in the highest income bracket (69%) compared to those in the lowest (49%).
- Anglophones (63%) compared to Francophones (50%).

The Elections Canada flyer was more likely to be identified by:

- Unemployed individuals (27%) and people at home full-time (24%) than employed individuals (17%).
- Those with a high school diploma or less (24% vs. 19% of those with college education, 12% of those with some university education, and 17% of those with a university degree).
- Those in the lowest income bracket (25% of those with incomes under \$40,000 vs. 19% of those with incomes between \$40-\$60,000, 19% of those with incomes between \$60-\$100,000, and 12% of those with incomes of \$100,000 or more).
- Francophones (29%) compared to Anglophones (12%).

Newspapers were most likely to be identified by people at home full-time (21% vs. 17% of employed individuals, 9% of unemployed individuals, and 7% of students). As well, the likelihood of identifying newspapers increased with age (from 11% of 18-24 year olds to 12% of 25-44 year olds, to 20% of 45-64 year olds, to 23% of those 65 and older).

Television was more likely to be identified by people at home full-time (13%) than employed individuals (8%), and by those with a high school diploma or less (15%) than those with a university degree (5%). Also, the likelihood of identifying television increased with age (from 7% of 18-24 year olds to 8% of 25-44 year olds, to 10% of 45-64 year olds, to 15% of those 65 and older).

**Recall of Elections Canada Flyer**

All eligible voters who had not identified the Elections Canada flyer in response to previous questions were asked whether they could recall having received a flyer (folded in four) in the mail from Elections Canada. Those who still could not recall the flyer were provided with additional information about it⁹ and asked if they could recall receiving the flyer.

The following table presents the results. In total, just over half (56%) said they recalled receiving the Elections Canada flyer.

| Total Recall of Elections Canada Flyer | |
|---|------------------------|
| | Recall* (N) |
| Unaided Recall | 413 |
| 1st Aided Recall | 541 |
| 2nd Aided Recall** | 149 |
| Total | 1,103 |
| Total Recall of Elections Canada Flyer | 56% |

*Unweighted data
**Excludes 'maybe'
Base: N=1,965; those aware of by-elections

Phoenix SPI for Elections Canada: January 2010

Total recall of the Elections Canada flyer (i.e. unaided and aided recall combined) was highest in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (64% vs. 56% in Hochelaga, 49% in Cumberland-Colchester-Musquodoboit Valley, and 44% in New Westminster-Coquitlam). In terms of demographic differences, recall of the flyer was more likely among the following:

- People at home full-time (62%) and unemployed individuals (61%) compared to employed individuals (47%).
- Those with a high school diploma or less (58%) compared to those with some university education (42%), and those with a university degree (49%).
- Those in the lowest income bracket (58%) compared to those in the highest income bracket (46%).
- Francophones (60%) compared to Anglophones (47%).

As well, recall of the flyer was higher among older electors (57% of 45-64 year olds and 63% of those 65 and older vs. 46% of 18-24 year olds and 46% of 25-44 year olds).

⁹ The following additional information was provided to respondents: "This flyer informed you on the different ways to vote and on the accepted proofs of identity. It also showed the top of a person in black with a white X on the head."

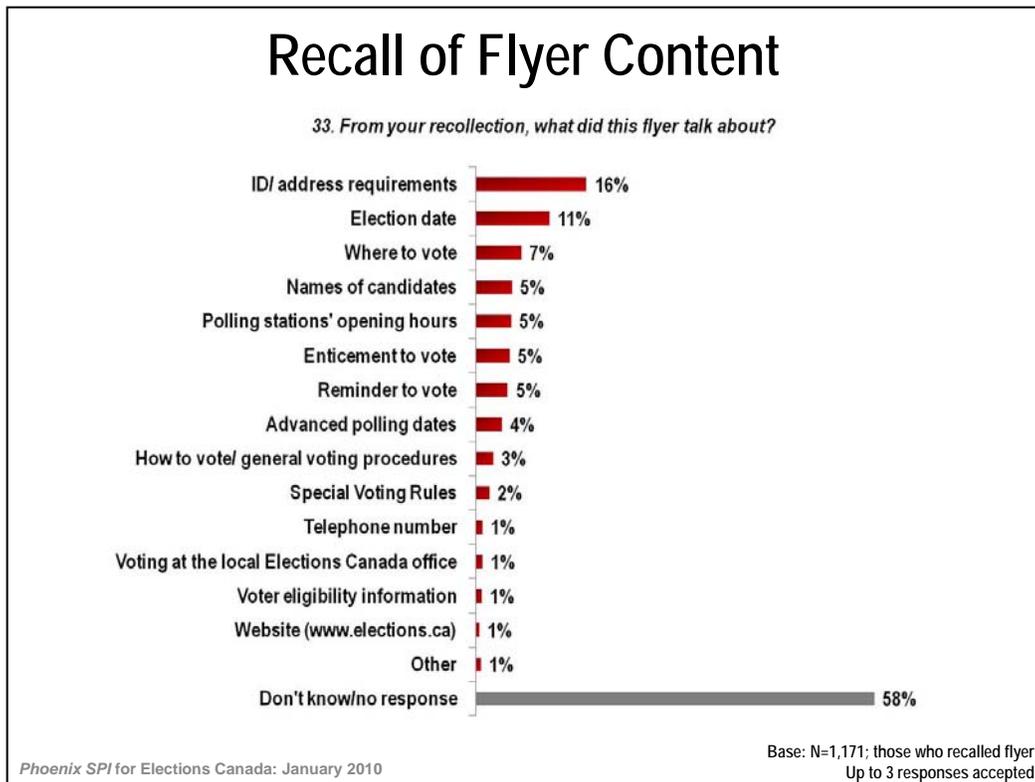


Main Information Recalled from EC Flyer – ID/Address Requirements, Election Date

All electors who recalled receiving the Elections Canada flyer were asked to identify what the flyer talked about. The largest number, by far, indicated that they could not recall anything specific in terms of the flyer’s content (58%). In terms of recalled content, 16% identified information about the identification and address requirements associated with voting, while 11% said that the flyer provided the date of the election. These are the only two aspects of the flyer recalled with much frequency.

A broad range of other things were recalled by relatively small numbers and are presented in the graph below. These include things like the location and hours of the polling station, encouragement to vote, and providing a reminder to vote.

That a small proportion thought the flyer included the names of candidates suggests that some respondents confused the Elections Canada flyer with campaign material put out by one or more of the political parties.



Recollection of the content of the Elections Canada flyer did not vary significantly by electoral district or by demographic characteristics.



Few Contacted Elections Canada During Campaign

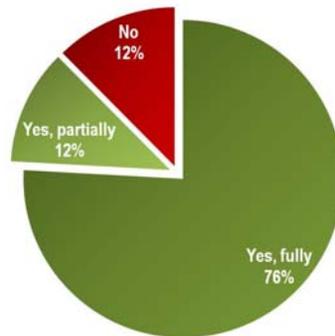
Few eligible voters who were aware of the by-elections (4%) said they contacted Elections Canada for any reason during the campaign. Conversely, 96% indicated that they had not contacted the agency during the election.

Electors in New Westminster-Coquitlam (7%) were more likely to have contacted Elections Canada than those in Hochelaga (3%) and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (2%). Anglophones (5%) were more likely to have done this than Francophones (2%).

Of those who did contact Elections Canada (n=75), approximately three-quarters (76%) said they received all of the information or assistance they needed. An additional 12% said they obtained part of what they needed, while an equal proportion (12%) reported that they did not get what they needed.

Receipt of Information/Assistance Needed

35. Did you get the information or assistance you needed?



Phoenix SPI for Elections Canada: January 2010

Base: N=75; those who contacted EC during campaign



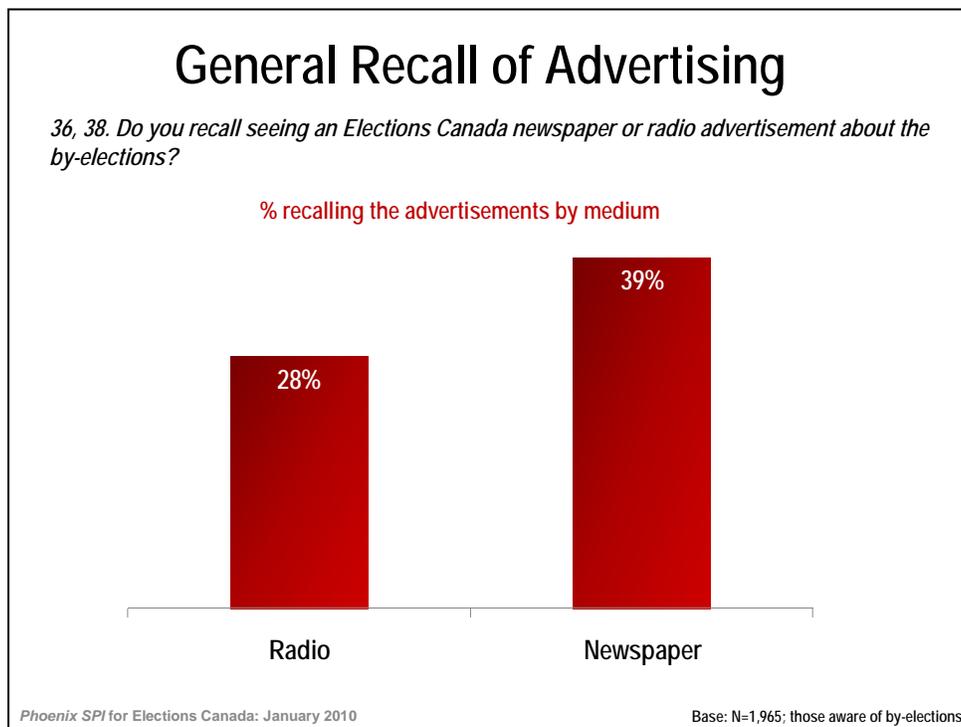
ADVERTISING

This section explores issues related to advertising undertaken by Elections Canada during the campaign. Agency ads ran in newspapers and on radio. Four different ads appeared in newspapers and four were aired on the radio. Each ad had a specific focus depending on its timing in the election period. The four newspaper ads focused respectively on the launch of the election, the Voter Information Card and advance voting (together in the same ad), voter ID requirements, and a reminder to vote on election day. The four radio ads focused respectively on the launch of the election, the Voter Information Card, advance voting, and a reminder to vote on election day.

Recall of Advertising – Higher for Newspapers than for Radio

All respondents aware of the by-elections were asked whether they recalled advertising by Elections Canada. In separate questions, they were asked specifically about recall of newspaper and radio ads.

As can be seen from the accompanying graph, recall was higher for newspaper advertising – 39% claimed to recall such ads, while 28% claimed to recall hearing radio ads.





Elections Canada **newspaper ads** were most likely to be recalled by electors in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (50% vs. 38% in New Westminster-Coquitlam, 34% in Cumberland-Colchester-Musquodoboit Valley, and 33% in Hochelaga).

Demographically, the ads were more likely to be recalled by:

- Older electors (44% of 45-64 year olds and 44% of those 65 and older vs. 35% of 18-24 year olds and 32% of 25-44 year olds).
- People at home full-time (42%) and employed individuals (39%) compared to unemployed individuals (26%).
- Francophones (42%) compared to Anglophones (36%).
- Men (42%) compared to women (36%).

Elections Canada **radio ads** were more likely to be recalled by electors in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (35%) and Cumberland-Colchester-Musquodoboit Valley (35%) than by those in New Westminster-Coquitlam (24%) and Hochelaga (20%). Demographically, such ads were more likely to be recalled by those with a high school diploma or less (31%) than those with a university degree (25%).

Those who said they voted in the by-election (44%) were more likely than those who said they did not (28%) to recall seeing an Elections Canada newspaper advertisement about the by-election.

Aspects of Ads Recalled – Mainly Election Date, Reminder and Enticement to Vote

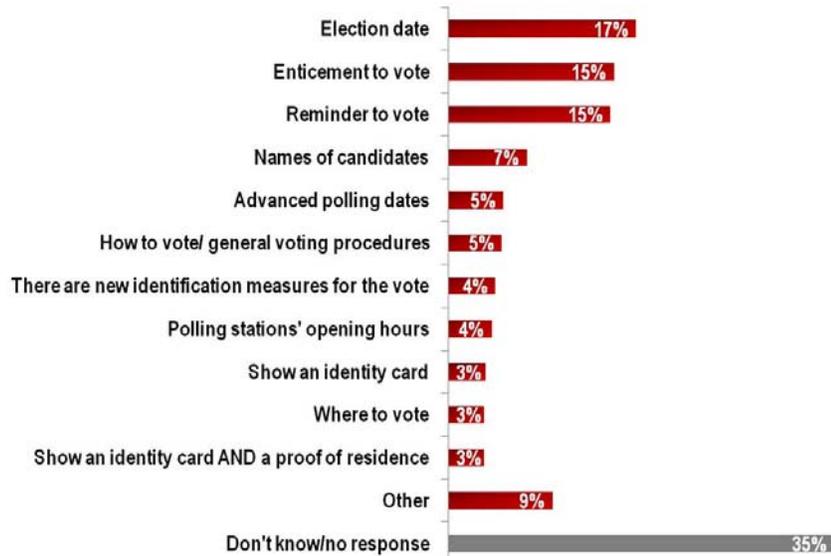
Respondents who recalled each of the various types of ads were asked to identify what they could recall with from the ads that they saw or heard. **For both types of ads**, 5-7% of respondents said they recalled the names of candidates in the ads. This underscores the difficulty that some Canadians have distinguishing Elections Canada advertising from political ads during an election – even after being told that the focus of the questions was on ads by Elections Canada, not advertising by political parties or news stories about the election.

In terms of the newspaper advertising, respondents who said they could recall seeing it (n=795) most often identified the election date (17%), enticement or encouragement to vote (15%), and a reminder to vote (15%) in terms of the ads content. Numerous other items were mentioned by smaller numbers (5% or less), including advance polling dates, information on how to vote, voter identification requirements, and the hours and location(s) of polling stations.

A little more than one-third (35%) said they could not recall anything about the ads.

Specific Recall of Newspaper Ad

37. From your recollection what did this newspaper ad talk about?



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Base: N=795; those who recalled advertising
Up to 3 responses accepted

Electors in Hochelaga (30%) and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (23%) were much more likely to recall the ad enticing people to vote than those in New Westminster-Coquitlam (3%) and Cumberland-Colchester-Musquodoboit Valley (2%).

Demographically, Anglophones (22%) were more likely to recall the ad talking about the election date than Francophones (12%). In addition, the likelihood of recalling the ad talking about the election date increased with income (from 12% of those with incomes under \$40,000, to 17% of those with incomes between \$40-\$60,000, to 20% of those with incomes between \$60-\$100,000, to 27% of those with incomes of \$100,000 or more).

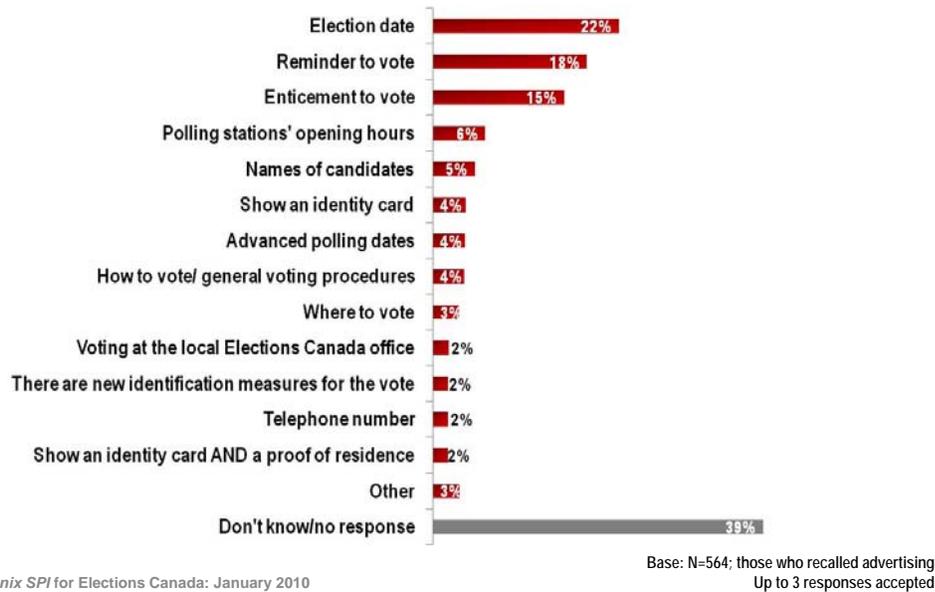
In terms of the radio advertising, respondents who said they could recall hearing it (n=564) most often identified the election date (22%), a reminder to vote (18%), and enticement or encouragement to vote (15%). Numerous other items were mentioned by smaller numbers (6% or less), including the hours and location(s) of polling stations, voter identification requirements, advance polling dates, and information on how to vote, among other things.

More than one-third (39%) said they could not recall anything about the ads.



Specific Recall of Radio Ad

39. From your recollection, what did this radio ad talk about?



Electors in New Westminster-Coquitlam (31%) and Cumberland-Colchester-Musquodoboit Valley (29%) were more likely to recall the ad talking about the election date than those in Hochelaga (16%) and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (12%). A similar pattern was evident in terms of recalling the ad reminding people to vote (26% in Cumberland-Colchester-Musquodoboit Valley and 25% in New Westminster-Coquitlam vs. 14% in Hochelaga and 9% in Montmagny-L'Islet-Kamouraska-Rivière-du-Loup). For their part, electors in Hochelaga (29%) and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (24%) were much more likely to recall the ad enticing people to vote than those in Cumberland-Colchester-Musquodoboit Valley (7%) and New Westminster-Coquitlam (3%).

Demographically, the following were more likely to recall the ad talking about the election date:

- Those with a university degree (34%) compared to those with a high school diploma or less (14%).
- Those outside the lowest income bracket (24% of those with incomes between \$40-\$60,000, 31% of those with incomes between \$60-\$100,000, and 27% of those with incomes of \$100,000 or more vs. 12% of those with incomes under \$40,000).
- Anglophones (30%) compared to Francophones (13%).

The likelihood of recalling the election date also decreased with age (from 31% of 18-24 year olds to 29% of 25-44 year olds, to 19% of 45-64 year olds, to 12% of those 65 and older). The likelihood of recalling that the ad reminded people to vote also decreased with age (from 25% of 18-24 year olds to 19% of 25-44 year olds, to 18% of 45-64 year olds, to 15% of those 65 and older). Anglophones (25%) were also more likely to recall this than Francophones (11%).



RELATED ISSUES

This section explores a few related issues.

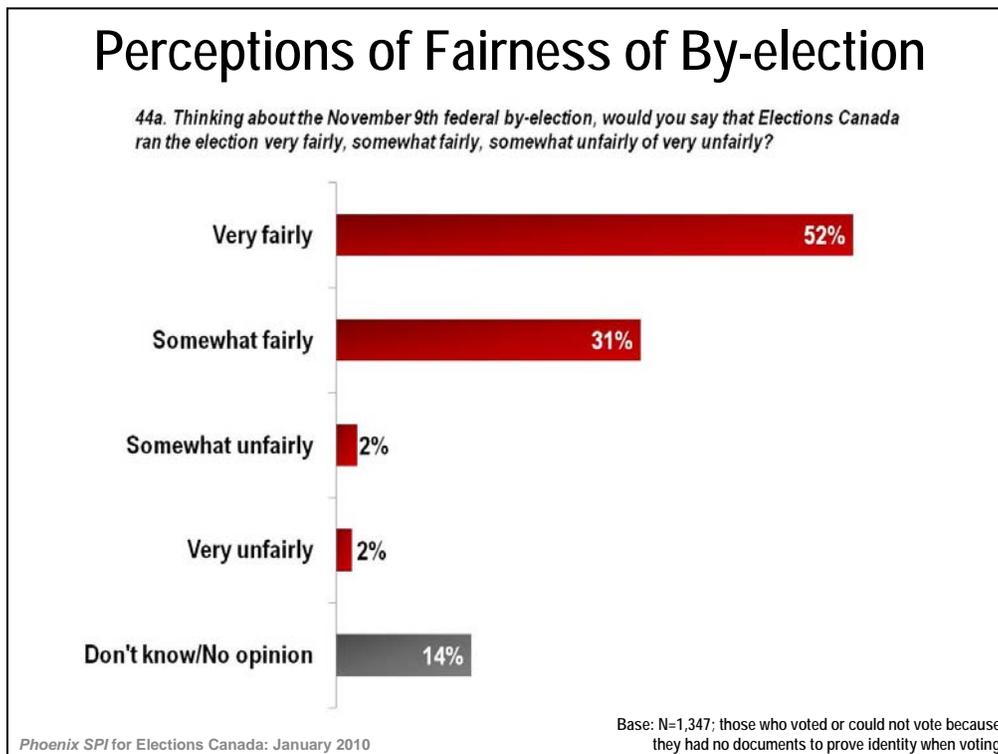
Limited Need for Additional Information

Respondents who voted or went to the polling station to vote were asked whether there was any additional information about the voting process that they did not have and that would have been useful for them to know before going to vote. Fully 91% said that they needed no additional information.

In terms of the type of additional information that would have been useful, 2% identified more information about candidates, 1% information about needing to show identification, and 1% earlier notification/advertising. Included in the 'other' category, all cited by very small numbers, are information about wheelchair accessibility, advance polling dates, how to register, and voting by mail, among other things.

Most View Conduct of By-election as Fair

The perception that the by-elections were conducted by Elections Canada in a fair manner was relatively widespread. Fully 83% of respondents felt that Elections Canada ran the by-elections fairly, with over half (52%) saying *very fairly*. Only 4% felt that the by-elections were not conducted fairly, while 14% were unsure or did not venture an opinion.



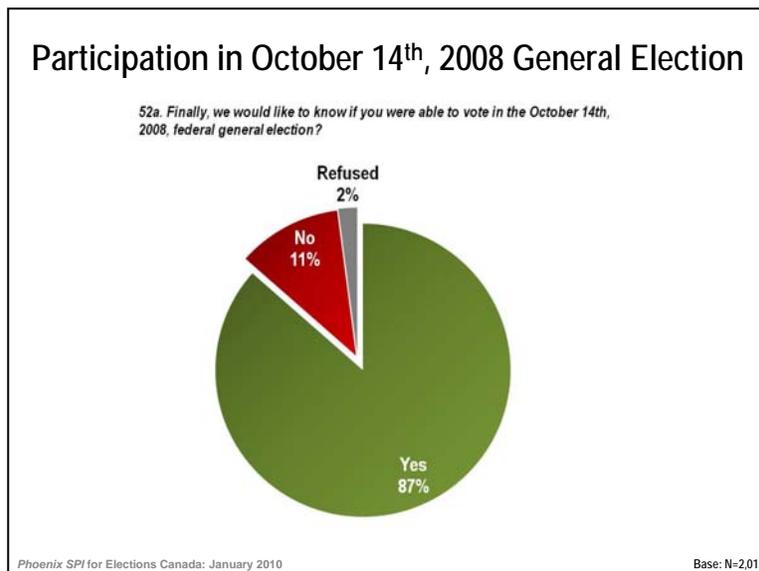


Over three-quarters of the electors in each district felt that the election was conducted at least somewhat fairly. Electors in New Westminster-Coquitlam (69%) were more likely to describe it as *very fair* than those in Cumberland-Colchester-Musquodoboit Valley (59%), Montmagny-L'Islet-Kamouraska-Rivière-du-Loup (41%), and Hochelaga (39%).

Demographically, the election was more likely to be seen as *very fair* by Anglophones (64%) than Francophones (40%), and by men (56%) than women (48%). In addition, the likelihood of describing the election as *very fair* increased with education and income. In terms of education, it increased from 44% of those with a high school diploma or less, to 52% of those with college education, to 56% of those with some university education, to 63% of those with a university degree. In terms of income, it increased from 46% of those with incomes under \$40,000, to 47% of those with incomes between \$40-\$60,000, to 57% of those with incomes between \$60-\$100,000, to 72% of those with incomes of \$100,000 or more.

Most Said They Voted in October 2008 General Election

In total, 87% of all survey respondents said they were able to vote in the October 14th, 2008, federal general election. Only 11% indicated that they did not vote, while 2% declined to respond.



The large majority of electors in all districts (85% or more) reported voting in the last general federal election. Demographically, the following were most likely to report voting:

- Older people (93% of 45-64 year olds and 91% of those 65 and older vs. 83% of 25-44 year olds and 67% of 18-24 year olds).
- People at home full-time (91%), employed individuals (87%) and unemployed individuals (85%) compared to students (64%).
- Those with a university degree (92%) compared to those with a high school diploma or less (81%).
- Those outside the lowest income bracket (88% of those with incomes between \$40-\$60,000, 88% of those with incomes between \$60-\$100,000, and 92% of those with incomes of \$100,000 or more vs. 83% of those with incomes under \$40,000).



SOCIO-DEMOGRAPHIC INFORMATION

The table below provides a detailed breakdown of survey respondents by electoral district and the following demographic characteristics: gender, age, language, country of birth, disability status, education, employment status, and household income. For each subgroup, the table identifies the number of respondents in that group, the percentage of the total sample that they represent, and the margin of error corresponding to the sample size.

| Socio-demographic variables | | <i>n</i> ¹⁰ | % of sample | Margin of error ¹¹ |
|-----------------------------|---|------------------------|-------------|-------------------------------|
| Electoral District | Cumberland-Colchester-Musquodaboit Valley | 501 | 25% | 4.4% |
| | Hochelaga | 504 | 25% | 4.4% |
| | Montmagny-L'Islet-Kamouraska-Rivière du Loup | 501 | 25% | 4.4% |
| | New Westminster-Coquitlam | 506 | 25% | 4.4% |
| Gender | Men | 1,003 | 50% | 3.1% |
| | Women | 1,009 | 50% | 3.1% |
| Age | 18-24 | 90 | 4% | 10.3% |
| | 25-44 | 558 | 28% | 4.2% |
| | 45-64 | 853 | 42% | 3.4% |
| | 65 and older | 459 | 23% | 4.6% |
| | Don't know/no response | 52 | 3% | - |
| Language | English | 1,025 | 51% | 3.1% |
| | French | 987 | 49% | 3.1% |
| Country of birth | Canada | 1,800 | 89% | 2.3% |
| | Other | 212 | 11% | 6.7% |
| Disability status | Disabled person | 169 | 8% | 7.5% |
| | No disability | 1,839 | 91% | 2.3% |
| | Don't know/no response | 4 | - | - |
| Education level | High school diploma or less | 787 | 39% | 3.5% |
| | Community college/vocational/trade school/commercial/CEGEP | 493 | 25% | 4.4% |
| | Some university | 110 | 6% | 9.3% |
| | University degree (completed university or post-graduate/professional school) | 592 | 29% | 4.03% |
| | Don't know/no response | 30 | 1% | - |
| Employment status | Employed (working full-time, working part-time, and self-employed) | 1,085 | 54% | 3% |
| | Unemployed or looking for job | 118 | 6% | 9% |
| | Student | 71 | 4% | 11.6% |
| | At home (stay at home full-time, retired, and disability pension) | 714 | 35% | 3.7% |

¹⁰ The letter *n* represents the unweighted sample size.

¹¹ Expressed in percentage points at a confidence level of 95%



| Socio-demographic variables | | <i>n</i>¹⁰ | % of sample | Margin of error¹¹ |
|------------------------------------|------------------------|------------------------------|--------------------|-------------------------------------|
| | Don't know/no response | 24 | 1% | - |
| Household income | Less than \$40,000 | 763 | 38% | 3.6% |
| | \$40,000–\$59,999 | 366 | 18% | 5.1% |
| | \$60,000–\$99,999 | 378 | 19% | 5% |
| | \$100,000 and over | 227 | 11% | 6.5% |
| | Don't know/no response | 278 | 14% | 5.9% |
| Total sample | | 2,012 | 2,012 | 2.2% |

APPENDIX

Methodology Note

This research consisted of a random digit dialling (RDD) survey of 2,012 eligible voters for the November 9th, 2009 by-election.

The following specifications applied to the survey:

- In total, 2,012 Canadians, 18 years of age and older (on November 9th, 2009) were interviewed by telephone (approximately 500 interviews were conducted in each of the four ridings).
- The fieldwork was conducted between December 9th and 23rd, 2009.
- Interviewing was conducted in the respondent's official language of choice and averaged 13 minutes in length.
- Using an RDD methodology for generating sample phone numbers, sample was drawn using a 'Random B' method. Strictly speaking, 'Random A' uses every eligible block to generate random numbers, even when the blocks have no numbers associated with them, while a 'Random B' sample uses only those blocks that have at least one listed phone number. Samples are selected from blocks according to their density of listed telephone households, yielding a much higher working response rate. This is a more efficient way to generate sample, with a high level of project-ability.
- Screening questions was used to ensure that all respondents were eligible voters (i.e. Canadian citizens at least 18 years of age on polling day) and were residents of the electoral districts between October 7th and November 9th, 2009. The latter was confirmed with respondents in a way that is meaningful to respondents (e.g. providing a description of the riding boundaries or communities included in the riding).
- Quotas by gender and age were applied to ensure that results reflect the distribution of electors by age and gender within each district. The age quotas were soft quotas applied to the following age groups: 18-34, 35-54, and 55 and older. Age quotas were allowed to vary by +/- 5%.¹²
- The 'most recent birthday' method was used to randomize participation within households.
- In advance of the fieldwork, a telephone pre-test was undertaken, with 40 interviews conducted (10 in each electoral district; 20 in each official language). English interviews were conducted in Cumberland-Colchester-Musquodoboit Valley and New Westminster-Coquitlam; French interviews were conducted in Hochelaga and Montmagny-L'Islet-Kamouraska-Rivière-du-Loup. The pre-test interviews were recorded and reviewed by Phoenix team members and Elections Canada officials. The data from the pre-test interviews was included in the final dataset because the questionnaire did not change significantly.
- Calling was conducted at different times of the day and the week to maximize the opportunity to establish contact.
- Up to eight call-backs were attempted to reach potential respondents before a sample record was retired.

¹² For example, if a specific electoral district has a population 25% of which is 55 or older, the hard quota based on 500 interviews would be 125. However, using the soft quota standard of +/- 5%, the number of completed interviews could range from 100-150.

- In order to help reach youth respondents, as quotas begin to be filled in other age groups, potential respondents willing to participate in the survey but not in the 18-24 age group, were asked if there were anyone from that age group in the household. Households with potential youth respondents who were not available were targeted for a larger number of call-backs (i.e. 12-15) and calling hours were expanded in order to try to reach them.
- The sample was carefully monitored throughout the data collection period to ensure effective sample management.
- A detailed interviewer briefing note was prepared by Phoenix (and approved by Elections Canada) to brief interviewers and guide the data collection process.
- The final data were coded and weighted within each riding by age and gender.
- Sponsorship of the study (i.e. Elections Canada) was revealed.

All work performed adhered to or surpassed industry standards as determined by the Marketing Research and Intelligence Association, the industry association for survey research, as well as applicable federal legislation (PIPEDA). The survey was registered with MRIA's national survey registration system.

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):

| Survey of November 2009 By-elections | |
|---|--------------|
| Total Numbers Attempted | 35394 |
| Out-of-scope - Invalid | 9408 |
| Unresolved (U) | 11398 |
| <i>No answer/Answering machine</i> | 11398 |
| In-scope - Non-responding (IS) | 1312 |
| <i>Language barrier</i> | 394 |
| <i>Incapable of completing (ill/deceased)</i> | 180 |
| <i>Callback (Respondent not available)</i> | 738 |
| Total Asked | 13276 |
| <i>Refusal</i> | 10443 |
| <i>Termination</i> | 124 |
| In-scope - Responding units (R) | 2709 |
| <i>Quota Full</i> | 441 |
| <i>Completed Interview</i> | 2012 |
| <i>NQ - Not Canadian Citizen</i> | 54 |
| <i>NQ - Not 18 Years Old</i> | 12 |
| <i>NQ - Did Not Live in Proper District</i> | 190 |
| Refusal Rate | 79.59 |
| Response Rate | 10.98 |

Sub-group Characteristics

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

Banners (All questions):

- Electoral district:
 - Cumberland-Colchester-Musquodaboit Valley
 - Hochelaga
 - Montmagny-L'Islet-Kamouraska-Rivière du Loup
 - New Westminster-Coquitlam

- Age:
 - 18-24
 - 25-44
 - 45-64
 - 65 and older

- Disability status
 - Disabled person
 - No disability

- Employment status
 - Employed (working full-time, working part-time, and self-employed)
 - Unemployed or looking for job
 - Student
 - At home (stay at home full-time, retired, and disability pension)

- Education
 - High school diploma or less
 - Community college/vocational/trade school/commercial/CEGEP
 - Some university
 - University degree (completed university or post-graduate/professional school)

- Household Income
 - Under \$40,000
 - \$40,000 to just under \$60,000
 - \$60,000 to just under \$100,000
 - \$100,000 or more

- Language:
 - French
 - English

- Gender:
 - Male
 - Female