Survey of Candidates of the 41st Federal General Election

FINAL REPORT

Prepared for Elections Canada

2011

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This report is formatted for double-sided printing.

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EXECUTIVE SUMMARY

Elections Canada commissioned Phoenix SPI to conduct a survey among candidates who ran in the 41st federal general election held on May 2nd, 2011. As a follow-up to the baseline survey conducted with candidates of the 2008 federal general election, the main objectives of this survey were to assess candidates' experience and measure various attitudes, including trust in the Agency, perceptions of the Canadian electoral system, satisfaction with the administration of the election and with services provided to candidates by the Agency. Another objective was to track key issues and changes in perceptions compared to 2008.

The research consisted of a census of candidates who ran in the 2011 federal general election. Since the objective was to reach as many candidates as possible, there was no sampling and therefore no margin of error involved. A total of 1,008 candidates completed the survey between May 16th and June 30th, 2011. A response rate of 67% is exceptionally strong for this type of study and represents an increase of 8 percentage points over the 2008 baseline survey (59%). Moreover, the proportion of *elected* candidates who participated in the survey this year went from 71 in 2008 (23%) to 114 in 2011, an increase of 14 percentage points.

Overview of Key Findings

- 81% of candidates expressed satisfaction with the overall quality of service received from Elections Canada (vs. 79% in 2008), and 72% expressed satisfaction with the way the election was administered by the Agency (vs. 68% in 2008).

- 81% found it easy to comply with nomination requirements (vs. 79% in 2008). Those who did not most often identified difficulties collecting the required number of signatures in their riding (60%). This was also the problem most often identified in 2008 (54%).

- 59% expressed satisfaction with the elector registration process (vs. 54% in 2008).

- Overall, attendance at "all candidates briefings" has not changed over time, (74% vs. 75% in 2008), but in-person candidate attendance has decreased (37% vs. 47% in 2008).

- 83% of candidates who used Elections Canada information services were satisfied with the information they or their representatives obtained (vs. 79% in 2008).

- In terms of accessibility and directional signage at voting locations …
  - 80% were satisfied with the number of signs inside the building that indicated to electors where to go to vote.
  - 65% expressed satisfaction with the number of signs outside the building that pointed to the entrance of the polling centre.
  - Half were satisfied with the number of signs that indicated the polling centre had level access for wheelchairs.

- While support for online elector registration has not changed since 2008 (74% vs. 75% in 2008), support for Internet voting has increased (from 46% in 2008 to 51% in 2011).

Overall Perceptions of Elections Canada

Perceptions of Elections Canada's conduct in the 2011 federal general election were positive. Most candidates reported being satisfied with the overall quality of service received from Elections Canada (81%), the way the federal election was administered by the Agency (72%), the way the returning officer in their riding conducted the election (81%) as well as their interactions with the returning officer (86%). These results are consistent with the findings from the 2008 baseline survey.

Experience with Electoral Process

Underscoring candidates' favourable impressions of Elections Canada, their experiences with various aspects of the electoral process during the recent federal election were generally positive.

Regarding candidates' nomination process, 97% felt their nomination was processed in a timely fashion, 81% found it moderately or very easy to comply with the requirements, and 82% found it moderately or very easy to appoint an official agent. Over time, impressions have remained the same or improved slightly. Positive experiences notwithstanding, some candidates (17%) encountered difficulties with the nomination requirements and had difficulties appointing an official agent. Quite similar to the 2008 baseline survey, the main difficulty with the nomination requirements, cited by 60% of candidates who had problems in this area, was collecting enough signatures in their ridings. Many candidates who had problems appointing an official agent mentioned that they found it hard to find someone willing or available to do the job (59%, up from 40% in 2008). There is a growing perception that the job is somehow too demanding (41% vs. 12% in 2008).

Turning to candidates' perceptions of elector registration, 59% were satisfied with the way this process went, which represents a four percent increase from 2008.

When the focus shifts to voting, most candidates were satisfied with the way the vote counting proceeded in their riding (69%), the locations chosen as polling stations (67%), and how the various options for electors to cast a ballot went (65%). Perceptions are virtually identical to those observed in 2008. Not only were candidates satisfied with the actual voting, most (72%) reported that neither they nor their representatives witnessed any problems related to the implementation of the voter identification requirements. Compared to the baseline, fewer witnessed problems with the voter identification requirements – 26% in 2011 vs. 37% in 2008. Among those who did report problems, the single greatest proportion, 39%, said that voters did not have proper identification or were unable to vote. With regard to the list of accepted ID documents, a greater proportion of candidates was satisfied and reported no problems in 2011 (71% up from 54% in 2008).

Elections Canada Products and Services

Looking first at information services provided by Elections Canada, 74% of candidates or representatives of their campaign attended the "all candidates briefing" and 81% of attendees found it useful (compared to 83% in 2008). In addition, many candidates (or their representatives) sought information from the Elections Canada website (84%) or their local Elections Canada Office (82%). That said, fewer than half (42%) used Elections Canada's 1-800 support line (down from 48% in 2008). Although use of these information services varied, most who used them were satisfied with the information obtained (83%; up from 79% in 2008).

Turning to elections materials, a majority of candidates recalled receiving documents from their returning officer. Most could recall the voters' lists (92%), the authorisation forms for representative appointments (85%), and the Guidelines for Candidates' Representatives (84%). Fewer, but still strong majorities of candidates remembered receiving a copy of the *Canada Elections Act* (74%) and the Multimedia Kit for Federal Political Entities (70%). Compared to 2008, there has been a notable decline in recall of the *Canada Elections Act*, from 81% in 2008 to 74% in 2011, and a slight increase in recall of the Multimedia Kit for Federal Political Entities (67% in 2008 vs. 70% in 2011).

Focusing on the various tools provided to candidates by Elections Canada, 81% of candidates availed themselves of polling division maps, 64% made use of the voters' lists (down from 68% in 2008), and 49% used the "Bingo Card" (down from 67% in 2008). No other tools were used by a majority of candidates. Less widely used tools included the Chief Electoral Officer letter to facilitate access to public places (45%; up from 40% in 2008), and "GeoExplore" (23%; up from 19% in 2008).

Finally, 80% of candidates were satisfied with the number of signs inside the building that indicated where to go to vote, 65% with the number of signs outside the building that pointed to the entrance of the polling centre, 50% with the number of signs that indicated the polling centre had level access for wheelchairs.

Future Directions

In terms of online technology and voter participation, more candidates support online elector registration than online voting. Specifically, three-quarters (74%) of candidates are supportive of allowing voters to register online, while half (51%) are supportive of online voting. Over time, support for online elector registration has not changed, but support for online voting has increased somewhat (up from 46% in 2008).

Looking ahead, candidates offered numerous suggestions to help improve the conduct of future federal elections. That said, no specific suggestions were mentioned by more than 10% of surveyed candidates. Nevertheless, taken together, these suggestions can be grouped into four broad categories: 1) voting or registration changes (42%), 2) administrative suggestions (24%), 3) communications issues (17%), and 4) regulatory changes (16%).

Conclusions and Implications

The research findings are very similar to those of the baseline survey following the 2008 general election. There continues to be widespread satisfaction with Elections Canada, and candidates generally reported positive experiences with various aspects of the electoral process. Candidates were particularly satisfied with the administration of the federal election, the performance of the returning officers, and the overall quality of service received from Elections Canada. Moreover, many found it easy to comply with the nomination requirements and to appoint an official agent, most candidates were satisfied with elector registration and voting process, and few witnessed problems with the implementation of the voter identification requirements. And compared to 2008, there was less witnessing of voter identification problems.

To the extent that there were changes over time, these are most evident when it comes to use and perceptions of Elections Canada's products and services. Use of Elections Canada's 1-800 support line, the voters' lists, and the "Bingo Card" have all declined since

2008, and there has been a notable decline in recall of the *Canada Elections Act*. Conversely, there has been a slight increase in recall of the Multimedia Kit for Federal Political Entities among candidates, a modest increase in use of the Chief Electoral Officer letter and "GeoExplore", as well a small increase in satisfaction with the information obtained from Elections Canada's information services.

In terms of moving forward, there are several areas that Elections Canada may wish to focus on. When it comes to the nomination process, some candidates continue to experience difficulty collecting the required number of signatures in their riding and/or finding someone willing or available to fulfill the position of official agent. In addition, satisfaction with elector registration is not strong. Efforts to simplify elector registration may help to improve candidates' satisfaction in this area. While not new to this election, the voter identification requirements are still perceived by candidates as an obstacle for some electors, albeit to a lesser degree. The main issue was voters not having proper identification or being unable to vote due to their inability to satisfy ID requirements. Finally, support for online voting has increased; as such, this may be an area that Elections Canada will want to monitor.

INTRODUCTION

Phoenix SPI was commissioned by Elections Canada to conduct a survey of candidates who ran in the 2011 federal general election.

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 post-election evaluation program, Elections Canada wanted to conduct a census survey of candidates who ran in the 41ˢᵗ federal general election held on May 2ⁿᵈ, 2011. This research was consistent with, and supportive of, the three strategic objectives of the Agency's five-year strategic plan (covering 2008-2013); specifically 'Trust', 'Accessibility', and 'Engagement'[1].

As a follow-up to the baseline survey conducted with candidates of the 2008 general election, the main objectives of this survey were to:

1. Assess candidates' trust in the Agency;
2. Measure perceptions of the Canadian electoral system; and
3. Assess satisfaction with the administration of the election, as well as with the services provided to candidates by the Agency.

In addition, the survey was designed to track key issues to determine changes in perceptions over time, and to help the Agency identify areas for improvement.

Research Plan

To address the research objectives, a census survey was undertaken among candidates who ran in the last federal general election. In total, 1,008 candidates out of 1,587 completed the survey between May 16ᵗʰ and June 30ᵗʰ, 2011. This represents a strong response rate of 67%, up from 59% in 2008 (once invalid/out-of-service telephone numbers that could not be updated were excluded from the universe). It is also worth noting that the refusal rate among candidates that were contacted was correspondingly low at only 9%. Since this was a census, there was no sampling involved and therefore no margin of error.

Elections Canada provided a questionnaire largely based on what had been developed for the 2008 general election. New subjects covered in 2011 included polling site accessibility, including directional signage inside and outside and signs indicating level-access. Phoenix reviewed the questionnaire and provided comments in writing.

For a more fulsome overview of the methodology used in this research, please refer to the methodology note included under separate cover.

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[1] Elections Canada. 2008-2013 Strategic Plan.

Note to Readers

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

- All results in the report are expressed as a percentage, unless otherwise noted.

- Unless otherwise specified, the total number of respondents for each question is 1,008. The number of respondents changes throughout the report, however, 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.

- Throughout the report, percentages may not always add to 100 due to rounding.

- For key issues, results are compared to the findings from the baseline survey of candidates that was conducted following the 2008 general election.

- Sub-group differences are identified throughout the report. The text describing these differences appears in sections titled "Sociodemographic Differences" identified with shaded boxes for easy identification[2]. Only differences that are significant at the 95% confidence level or 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.

Included under separate cover (available on request) are the following:

- Research design and fielding specifications note
- Response rate and call disposition information
- Identification of subgroup characteristics
- Survey questionnaire (telephone and online versions)
- Background letters (main version)
- Interviewer briefing note.

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[2] In the HTML version published on Elections Canada's website (www.elections.ca), these boxes are delineated by a hidden tag inserted before, labeled "Beginning of box" and one inserted after, labeled "End of box" in order to enhance accessibility of the document.

OVERALL PERCEPTIONS OF ELECTIONS CANADA

This section explores general questions about the conduct of the 2011 federal general election.

Four in Five Satisfied with Overall Service Quality from Elections Canada

Four in five (81%) surveyed candidates expressed satisfaction with the overall quality of service they received from Elections Canada in the 2011 general election. Of those who were not satisfied, 12% were neutral and 7% were dissatisfied.

Satisfaction is virtually unchanged since the 2008 baseline survey when 79% of the candidates said they were satisfied with the service they received from Elections Canada.

Satisfaction with Overall Service Quality from Elections Canada

Q34. All things considered, how satisfied were you with the overall quality of service you received from Elections Canada in the most recent federal election?

37%	44%	12%	5%	2%
5 - Very Satisfied	4	3 - Neither	2	1 - Very Dissatisfied

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=1,008

Sociodemographic Differences

Compared to 81% overall, candidates from Quebec (87%), those under 30 years of age (88%), and men (83%) were more inclined to be satisfied with Elections Canada and the quality of service they received from the Agency.

Most Satisfied with Overall Administration of Election

Underscoring overall satisfaction, 72% of candidates were satisfied with the way the federal election was administered by Elections Canada, with one-third (32%) reporting that they were *very* satisfied. Most of the rest (19%) were neutral, while 8% were dissatisfied with the administration of the 2011 general election.

This represents a slight increase in satisfaction since

Satisfaction with Administration of Election

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

32%	40%	19%	5%	3%
5 - Very Satisfied	4	3 - Neither	2	1 - Very Dissatisfied

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=1,008

2008 (72% vs. 68% in 2008).

Sociodemographic Differences

Compared to the most experienced candidates, first-time candidates were more likely to be satisfied with the administration of the election (75% vs. 66%). As one would expect, the likelihood of being satisfied with the administration of the election was higher among candidates who were satisfied with the overall quality of service provided by Elections Canada (84% vs. 9% of those dissatisfied) and with the performance of the returning officer in their riding (83% vs. 20% of those dissatisfied).

Widespread Satisfaction with Returning Officer Performance

Candidates were more likely to be satisfied with the performance of their returning officer than with the overall administration of the election. Four in five (81%) expressed satisfaction with the way the returning officer ran the election in their riding, with half (52%) reporting that they were *very* satisfied. Conversely, 11% were neither satisfied nor dissatisfied, and 8% were dissatisfied.

Satisfaction is virtually unchanged since 2008 (81% in 2011 compared to 79% in 2008).

Satisfaction with Returning Officer Performance

Q2. How satisfied were you with the way the returning officer ran it in your riding?

52%	29%	11%	5%	3%
5 - Very Satisfied	4	3 - Neither	2	1 - Very Dissatisfied

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates   Base: N=1,008

Sociodemographic Differences

Candidates from Atlantic Canada (91%) and those under 30 years of age (87%) were generally more inclined to be satisfied with the performance of the returning officer. The likelihood of being satisfied with the returning officer was higher among those who were satisfied with the overall quality of service provided by Elections Canada (89% vs. 38% of those who were dissatisfied) and those who were satisfied with the way the federal election was administered by Elections Canada (92% vs. 41% of those dissatisfied).

Strong and Widespread Satisfaction with Interactions with Returning Officer

Overall, 86% of candidates were satisfied with their interactions with the returning officer in their riding, with 63% saying they were *very* satisfied. Of those who were not satisfied, 8% were neutral and 5% were dissatisfied. Satisfaction has not changed since 2008, when 85% of candidates reported being satisfied with their interactions with the returning officer.

Satisfaction with Interactions with Returning Officer

Q16. Overall, how satisfied were you with your interactions with the returning officer?

5 - Very Satisfied	4	3 - Neither	2	1 - Very Dissatisfied
63%	23%	8%	3%	2%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=1,008
Does not apply: 1%

Sociodemographic Differences

The likelihood of being satisfied with their interactions with the returning officer increased as age decreased, from 85% of candidates 50 years of age and older to 94% of those under 30. In addition, it was higher among men (88%), as well as candidates who were satisfied with the performance of the returning officer (96%), the overall administration of the election (95%), and the quality of service received from Elections Canada (94%).

EXPERIENCE WITH ELECTORAL PROCESS

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

Nomination Requirements

The first part describes the results for the questions dealing with candidates' nomination requirements.

Most Felt it was Easy to Comply with Nomination Requirements

Most candidates found it moderately (51%) or very (30%) easy to comply with the nomination requirements. Conversely, 17% did not feel this way. There has been virtually no change in perceptions of the nomination requirements since 2008, when 79% of candidates said it was easy to comply with the requirements.

Ease of Complying with Nomination Requirements

Q3. How easy was it to comply with the nomination requirements?

Very easy	30%
Moderately easy	51%
Not very easy	12%
Not easy at all	5%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates   Base: N=1,008; DK: 1%

Sociodemographic Differences

Compared to candidates from Ontario (77%), those from Quebec (86%) were more likely to have found it easy to comply with the nomination requirements. The same was true of candidates who were elected (90% vs. 80% of those not elected) and members of parties in the House of Commons[3] (85% vs. 64-65% of members of parties not represented in the HOC and non-affiliated members of Parliament). As well, the likelihood of finding the nomination requirements easy to comply with was higher among candidates who were satisfied with the overall administration of the election (84% vs. 70%) and with the quality of service provided by Elections Canada (83% vs. 63%).

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[3] From this point forward, 'HOC' will be used to denote House of Commons.

Obtaining Enough Signatures – Main Difficulty Experienced in Nomination Process

Candidates who had trouble complying with the nomination requirements (n=176) pointed to a number of reasons to explain why this was the case. The most prevalent reason amongst these, which account for 60%, was related to difficulties in collecting the required number of signatures in their riding. This was the same issue identified most often by candidates of the 2008 general election – 54% pointed to this as the main difficulty they experienced with the nomination process. Beyond this, the issues identified by candidates tended to fall into two categories: administrative problems or nomination requirements.

Administrative problems included too much paperwork or bureaucracy (26%), process difficulties for independent candidates and small or new parties (15%), procedures and requirements that were not adequately explained (9%), and returning officers being difficult to deal with (3%). Among administrative problems, two were more likely to be identified in 2011 than in 2008: too much paperwork or bureaucracy (26% vs. 11% in 2008), and difficulties for independent candidates and small or new parties (15% vs. 7% in 2008).

In terms of nomination requirements (in addition to obtaining enough signatures), candidates reported issues with the required $1,000 deposit (15%), trouble meeting the deadline (10%), too much travelling (6%), and difficulty appointing an official agent (5%). The likelihood of identifying issues related to nomination requirements has changed very little compared to 2008.

Difficulties Complying with Nomination Requirements

Q4. Why was this not easy?

Category	Percentage
Difficult to get required # of signatures	60%
Too much paperwork/bureaucracy	26%
Difficult to get $1,000 deposit	15%
Difficulties as independent/small/new party	15%
Difficult to meet the deadline	10%
Procedures/requirements not explained	9%
Too much travelling	6%
Difficult to appoint official agent	5%
Returning officer difficult	3%
Other	3%

Up to 3 responses accepted
Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=176; those who said it wasn't easy
Refused: 1%

Sociodemographic Differences

Candidates in British Columbia (76%) and Ontario (71%) were more likely to point to difficulties getting the required number of signatures. The likelihood of mentioning this as an issue increased with the number of candidacies, from 53% of first-time candidates to 73% of the most experienced candidates.

Virtually Everyone Felt Nominations Processed in Timely Fashion

Candidates were almost unanimous (97%) in reporting that the returning officer processed their nomination in a timely fashion. Compared to 2008, there has been no change in assessments of timeliness (97% vs. 96% in 2008).

Timeliness of Nomination Processing

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

No
3%

Yes
97%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates   Base: N=1,008; DK: 1%

Sociodemographic Differences

The likelihood of reporting that the returning officer processed their nomination in a timely fashion increased slightly as age and the number of candidacies decreased. As well, it was higher among candidates who were satisfied with the administration of the election (98% vs. 91%), the performance of the returning officer in their riding (99% vs. 81%), and the overall quality of service provided by Elections Canada (98% vs. 87%).

Appointing Official Agent at Least Moderately Easy for Most Candidates

In total, 82% felt that it was moderately (34%) or very (48%) easy for them to appoint an official agent. This represents a slight increase since 2008 when 77% of candidates said it was at least moderately easy to appoint an agent. Conversely, 18% reported experiencing some difficulty in this regard.

Ease of Appointing Official Agent

Q6. How easy was it for you to appoint an official agent?

Very easy   48%

Moderately easy   34%

Not very easy   13%

Not easy at all   5%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates   Base: N=1,008

Sociodemographic Differences

The likelihood of saying it was easy to appoint an official agent was higher among candidates under 30 years of age (88%), those elected (88%), and candidates who felt the nomination requirements were easy to comply with (85%). Conversely, the following candidates were less likely to find this task easy: those dissatisfied with the performance of the returning officer (77%), the administration of the election (72%), and the overall quality of service provided by Elections Canada (72%).

Appointment of Official Agents – Main Difficulties

Among those who encountered difficulties when appointing an official agent (n=176), candidates were most likely to mention that they found it hard to find someone willing or available to do the job (59%). Smaller proportions explained that the job was simply too difficult or involved too much responsibility (41%) or that it was difficult to find someone qualified (36%). As the graph on the next page depicts, relatively few pointed to other problems with regards to appointing an official agent.

Difficulties Appointing Official Agent

Q7. Why was this not easy?

Hard to find someone willing/available	59%
Hard job/much responsibility	41%
Difficult to find someone qualified	36%
Too much paperwork/bureaucracy	8%
Time frame too short	7%
Unsure about agent's role	6%
Difficulties as independent/small/new party	5%
Job is too time consuming	3%
Other	2%

Up to 3 responses accepted

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=176; those who said it wasn't easy

Overall, these results are generally consistent with those from 2008, where surveyed candidates were most likely to mention that they found it hard to find someone willing or available, that the job is hard/requires too much responsibility, and that it was difficult to find someone qualified to do the job. As was the case in 2008, these were the top three issues identified by candidates. That said, more candidates had trouble finding someone willing/available this year than in 2008 (59% vs. 40%) and felt that the job is too hard/involves too much responsibility (41% vs. 12%).

Elector Registration, Voting and Counting Processes

Slight Majority Satisfied with Elector Registration

A slight majority (59%) of surveyed candidates said they were satisfied with the way elector registration went. Most of the rest (22%) were neither satisfied nor dissatisfied, while 14% were dissatisfied. This represents a small increase in satisfaction from the 2008 baseline survey when 54% of candidates reported being satisfied with elector registration.

Satisfaction with Elector Registration

Q8. Overall, how satisfied were you with the way elector registration went?

26%	33%	22%	8%	6%
5 - Very Satisfied	4	3 - Neither	2	1 - Very Dissatisfied

Base: N=1,008
DK: 5%; Refused: 1%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

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Sociodemographic Differences

Compared to 59% among all candidates, the likelihood of being satisfied with elector registration was higher among independent candidates (72%), candidates from Quebec (65%), men (63%), and those who ran for the first time (63%). In addition, candidates who were satisfied with the administration of the election (70%), the performance of the returning officer (66%), and the quality of service received from Elections Canada (66%) were more inclined to say they were satisfied with elector registration.

Numerous Sources of Dissatisfaction with Elector Registration

Candidates who were not satisfied with the way elector registration went (n=133) offered numerous reasons to explain why. The most frequently-cited responses, each mentioned by 26% of candidates, include the perception that the process is too complicated, that the identification requirements turned away genuine voters[4], and that there were too many errors on the list or too many electors who needed to be registered. Following this, 18% felt that the rules were not enforced consistently, 13% that the timeframe was inadequate for electors, and 10% that electors were unaware of the registration process.

All other reasons, mentioned much less frequently, include insufficient number of registration officers at the polls (7%), revision ineffective or a word in favour of the old enumeration system (7%), voters being confused about voter ID requirements (6%), too few opportunities for registering (3%) and not enough revising agents (2%).

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[4] Note that ID requirements are not the same for registering and for voting. Though candidates did not specify which set of rules they had in mind, it should be noted that ID requirements at the time of voting have been more contentious since their introduction in 2007.

Reasons for Dissatisfaction with Elector Registration

Q9. Why were you not satisfied with this?

Registration process too complicated	26%
ID requirements turned away genuine voters	26%
Too many errors on list/many had to register	26%
Rules not consistently enforced	18%
Inadequate timeframe for electors	13%
Electors unaware of registration process/options	10%
Too few registration officers at polls	7%
Revision ineffective/return to door-to-door	7%
Voters confused about ID requirements	6%
Too few registration opportunities	3%
Not enough revising agents	2%
Other	7%

Up to 3 responses accepted

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=133; those not satisfied

Most Candidates Satisfied with All Aspects of the Voting Process

Most candidates were satisfied with each aspect of the voting process. Specifically, 69% were satisfied with the way the vote counting proceeded in their riding, 67% with the locations chosen as polling stations, and 65% with the way the various options for electors to cast a ballot went. Those candidates who were not satisfied with each of these aspects tended to be neutral as opposed to dissatisfied.

Satisfaction with Aspects of Ballot Casting

Q10a-c. 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.

	5 - Very Satisfied	4	3	2	1 - Very Dissatisfied
The way the vote counting proceeded in your riding.	37%	32%	17%	3%	2%
The locations chosen as polling stations for advance polls and on election day.	30%	37%	21%	7%	4%
The way the various options to cast a ballot went.	32%	33%	21%	7%	4%

■ 5 - Very Satisfied ■ 4 ■ 3 ■ 2 ■ 1 - Very Dissatisfied

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=1,008
DK: 2-9%; Depends: 1%

Perceptions are virtually identical to those offered by candidates in 2008.

Sociodemographic Differences

To the extent that subgroup differences were evident when it came to perceptions of the voting process, men and candidates from Quebec were more inclined to express satisfaction with the way the various options to cast a ballot went and the way the vote counting proceeded in their riding. Candidates who were satisfied with the administration of the election, the performance of the returning officer in their riding, the overall quality of service received from Elections Canada, and the elector registration process were more likely to offer positive assessments of the voting process.

Lack of Training – Top Reason for Dissatisfaction with Vote Counting in Riding

Candidates dissatisfied with the way the vote counting proceeded in their riding (n=53)[5] were most likely to attribute this to their perception that the workers were not properly trained (43%). In addition, similar proportions felt the counting was too slow (32%) or that there was tampering or interference in the process (30%). Following this, 15% said there was a lack of security or supervision. A small number were dissatisfied because they felt the election materials were tampered with (6%) and questions were not adequately answered (4%).

Reasons for Dissatisfaction with Vote Counting in Riding

Q11c. Why were you not satisfied with this?

Workers not properly trained	43%
Counting was slow	32%
Counting was tampered/interference	30%
Lack of security or supervision	15%
Election materials tampered	6%
Questions not adequately answered	4%
Other	8%

Up to 3 responses accepted
Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=53*; those not satisfied
*Exercise caution when interpreting due to small base.

Accessibility – Main Reason for Dissatisfaction with Location of Polling Stations

Candidates who were not satisfied with the locations chosen as polling stations for the advance polls and on election day (n=109) most often pointed to accessibility generally to explain their dissatisfaction. Approximately one-third (32%) cited problems with the accessibility of polling stations on election day and 22% with the accessibility of the advance polling stations.

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[5] Caution is to be used in interpreting these results due to the small sample size.

Reasons for Dissatisfaction with Location of Polling Stations

Q11b. Why were you not satisfied with this?

Reason	%
Problems re: accessibility on polling day	32%
Inappropriate polling stations	25%
Problems re: accessibility of advance polling	22%
Not enough polling stations on polling day	19%
Polling stations on election day hard to find	15%
Problems re: space in polling stations	12%
Not enough advance polling stations	9%
Advance polling stations hard to find	8%
Problems re: space in advance polling stations	6%
Voters uncertain about which stations to go to	6%
Inconvenient timeframe/date for voting	4%
Other	4%

Up to 3 responses accepted

Base: N=109; those not satisfied
Refused: 1%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Other more specific reasons related to the locations chosen for the polling stations. Some were seen to be inappropriate (i.e. churches) (25%), while others were felt to be hard to find either on election day (15%) or for the advance polls (8%). As well, in terms of quantity, some candidates thought there were too few polling stations on election day (19%) or for advance voting (9%). Others cited issues with the stations' set-up, including problems of space on election day (12%) and at the advance polls (6%). Finally, some also explained their dissatisfaction with the polling station locations by noting that voters were uncertain about which station to go to (6%) and that the timeframe for voting was inconvenient (4%).

Problems regarding accessibility on polling day were less likely to be identified in this election (32% vs. 41% in 2008). On the other hand, there was a greater likelihood of identifying inappropriate polling locations (25% vs. 7% in 2008), and not enough polling stations on polling day (19% vs. 7%).[6]

Varied Reasons Offered for Dissatisfaction with Ballot Casting Options

Candidates who were not satisfied with the ballot casting options (n=122) offered varied reasons to explain why. The top three reasons, each mentioned by approximately one-fifth of candidates who expressed dissatisfaction, were lack of online or email voting (21%), inadequate timeframe for voting (20%), and voting problems at the advance polls (19%). When the feedback is grouped together, three broad themes emerge: issues with identification and registration, issues with the specific methods of voting, and problems with voting procedures.

Looking first at identification and registration, 13% felt the registration process was too complicated, 7% that electors were unaware of the identification requirements, and 7% that electors were unaware of the registration process.
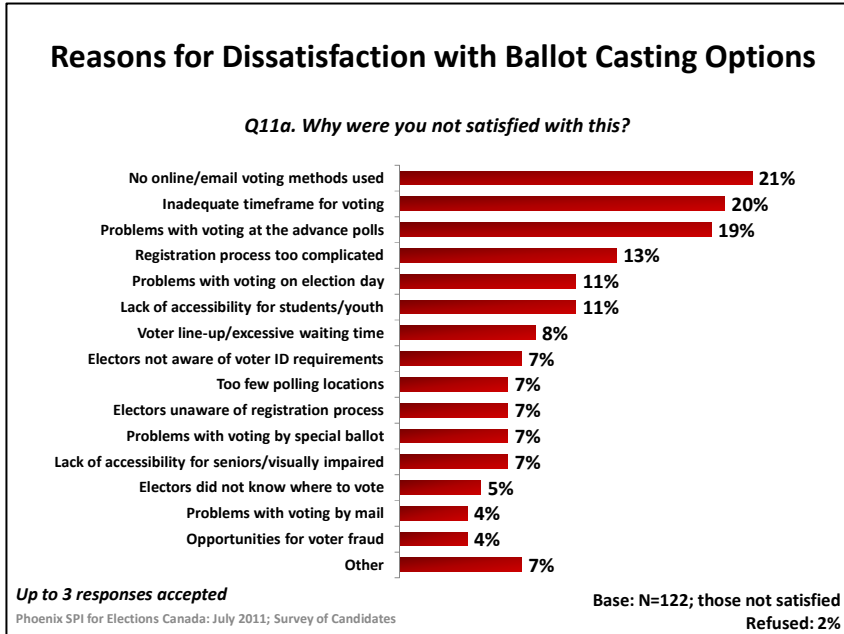
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[6] Caution should be exercised when interpreting these differences given the relatively limited number of candidates expressing dissatisfaction in this area (i.e. n=109 in 2011 and n=118 in 2008).

Issues with specific voting methods included problems with voting at the advance polls (19%), voting on election day (11%), voting by special ballot (7%), and voting by mail (4%). In addition, one in five were critical that no online or email voting was used.

Finally, focusing on procedural issues, candidates were dissatisfied with the timeframe for voting (20%), the lack of accessibility for

Reasons for Dissatisfaction with Ballot Casting Options

Q11a. Why were you not satisfied with this?

No online/email voting methods used	21%
Inadequate timeframe for voting	20%
Problems with voting at the advance polls	19%
Registration process too complicated	13%
Problems with voting on election day	11%
Lack of accessibility for students/youth	11%
Voter line-up/excessive waiting time	8%
Electors not aware of voter ID requirements	7%
Too few polling locations	7%
Electors unaware of registration process	7%
Problems with voting by special ballot	7%
Lack of accessibility for seniors/visually impaired	7%
Electors did not know where to vote	5%
Problems with voting by mail	4%
Opportunities for voter fraud	4%
Other	7%

Up to 3 responses accepted

Base: N=122; those not satisfied
Refused: 2%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

students and youth (11%) as well as for seniors and those visually impaired (7%), voter line-ups and excessive wait times (8%), the number of polling locations (i.e. the perception that there were too few stations) (7%), that electors did not know where to vote (5%), and the opportunities for voter fraud (4%).

Voter Identification

Most Did Not Witness Problems with Voter ID Requirements

Most candidates (72%) said that neither they nor their representatives witnessed any problems related to the implementation of the voter identification requirements. That said, one-quarter (26%) did witness problems.

Fewer candidates stated that they had witnessed any problems with the implementation of voter identification requirements in 2011 (26%) than in 2008 (37%).

Problems Related to Implementation of Voter ID Requirements

Q12. Did you or your representatives witness any problems related to the implementation of the voter identification requirements?

	2011	2008
Yes, had problems	26%	37%
No problems	72%	61%

■ 2011 ■ 2008

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Sociodemographic Differences

Compared with 26% overall, the likelihood of witnessing problems with voter identification was higher among candidates from Atlantic Canada (45%), those elected (40%), the most experienced candidates (35%), and those 30 years of age and older (28%). As well, candidates who were dissatisfied with elector registration (54%), the administration of the election (42%) and the performance of the returning officer in their riding (43%) were more likely to have witnessed problems.
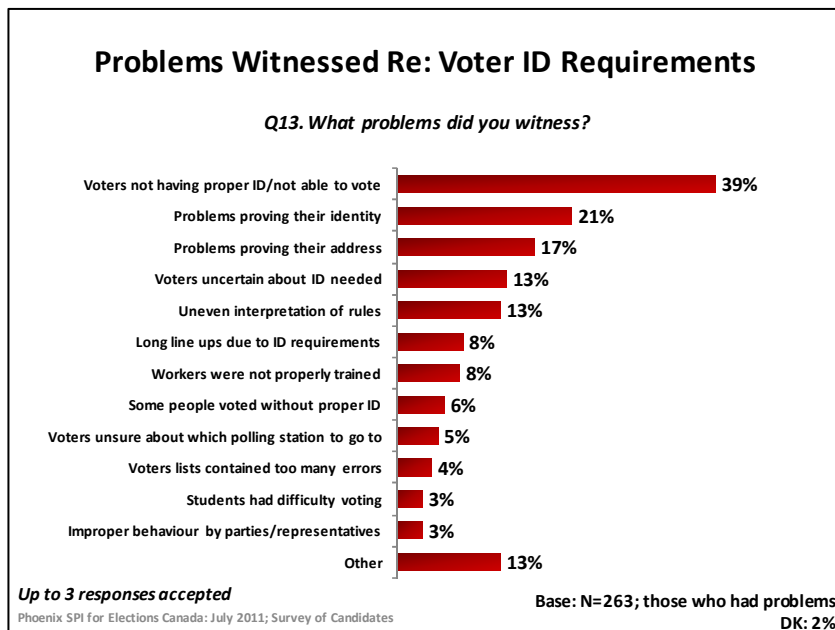
Improper ID/Unable to Vote – Top Problem with Voter ID Requirements

Candidates who indicated that they or their representatives witnessed problems with the voter identification requirements (n=263) identified a number of issues. That said, the top problem, cited by 39%, was voters not having proper identification or being unable to vote.

Other issues included voters having problems proving their identity (21%) address (17%), and being uncertain about the identification needed (13%). Thirteen percent of candidates pointed to what they perceived as the uneven interpretation of the rules by election officers.

All other reasons were identified by 8% or less. They include long line ups due to ID requirements (8%), poll staff insufficiently trained (8%), some electors voting without the proper IDs (6%), voters unsure about which polling station to go to (5%), voters list containing too many errors (4%), student facing difficulties voting (3%) and improper behaviours by party representatives (3%).

Problems included in the 'other' category are no verification of citizenship, lack of service in voter's language, voter line-up and excessive waiting time, voter fraud and people voting multiple times, as well as voters being asked to remove facial coverings, among other issues.

Problems Witnessed Re: Voter ID Requirements

Q13. What problems did you witness?

Voters not having proper ID/not able to vote	39%
Problems proving their identity	21%
Problems proving their address	17%
Voters uncertain about ID needed	13%
Uneven interpretation of rules	13%
Long line ups due to ID requirements	8%
Workers were not properly trained	8%
Some people voted without proper ID	6%
Voters unsure about which polling station to go to	5%
Voters lists contained too many errors	4%
Students had difficulty voting	3%
Improper behaviour by parties/representatives	3%
Other	13%

Up to 3 responses accepted

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

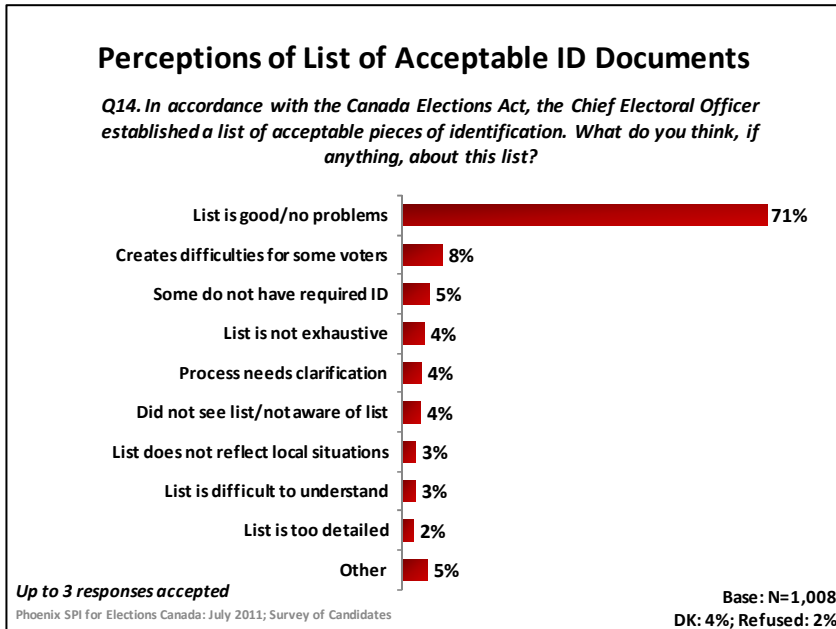Base: N=263; those who had problems
DK: 2%

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 (71%) were satisfied and reported no problems. This represents a considerable increase since 2008 when only 54% expressed satisfaction with the list of acceptable identification documents.

Those who were less content pointed to numerous issues as can be seen in the accompanying graph. The reasons for dissatisfaction include difficulties for some voters (8%), some voters lacking ID documents (5%), list not exhaustive enough (4%), process lacking clarity (4%), list not reflecting local situations (3%), difficult to understand (3%) or too detailed (2%).

Perceptions of List of Acceptable ID Documents

Q14. 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?

Response	%
List is good/no problems	71%
Creates difficulties for some voters	8%
Some do not have required ID	5%
List is not exhaustive	4%
Process needs clarification	4%
Did not see list/not aware of list	4%
List does not reflect local situations	3%
List is difficult to understand	3%
List is too detailed	2%
Other	5%

Up to 3 responses accepted
Phoenix SPI for Elections Canada: July 2011; Survey of Candidates
Base: N=1,008
DK: 4%; Refused: 2%

Sociodemographic Differences

Compared to an overall satisfaction rate of 71%, the likelihood of being satisfied with the list of acceptable documents was higher among candidates from Quebec (86%), those under 30 years (84%), first-time candidates (75%), and men (73%). Candidates were more likely to hold positive perceptions of the list if they were satisfied with elector registration (81%), the overall administration of the election (75%), the performance of the returning officer (74%), and the overall quality of service received from Elections Canada (74%).

Appointment of Election Staff

According to the *Canada Elections Act*, candidates who have been elected or have come second in a general election are entitled, for the next general election, to submit to the returning officer a list of names of those who are to be appointed as revising agents, deputy returning officers and poll clerks. The question dealt with in the text that follows was only asked of candidates who placed first or second in the previous federal general election (n=158).

Majority Did Not Have Problems Providing List of Election Staff Appointees

In 2011, no fewer than 63% of candidates who were entitled to submit a list of names of individuals to be appointed as electoral staff did not experience any challenges or problems in this regard, up from 49% in 2008.

Problems Encountered Providing List of Election Staff Appointees

Q15. 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?

None/no problems	63%
Unable to find people interested/available	10%
Not enough time to find people	8%
Some people on list not eligible	7%
Unable to find competent people	3%
List was provided too late/not allowed	2%
Process was not clear	1%
Other	2%
Did not prepare such a list	3%

Up to 3 responses accepted
Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=158; those who came 1st or 2nd in 40th FGE
DK: 4%; Refusal: 2%

Of those who did encounter problems, candidates were most likely to have been unable to find people interested or available (10%), followed by not having enough time to find suitable people (8%) and finding that people on their list were not eligible (7%). Very few pointed to other problems with staff appointees, including being unable to find competent people (3%), providing list past the deadline (2%) and process unclear (1%).

Compared to 2008, two problems were less likely to be identified: inability to find people interested or available (10% vs. 18% in 2008), and inability to find competent people (3% vs. 10% in 2008).[7]

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[7] Caution should be exercised when interpreting these differences given the relatively small number of candidates who encountered problems in this area in 2008 (n=84).
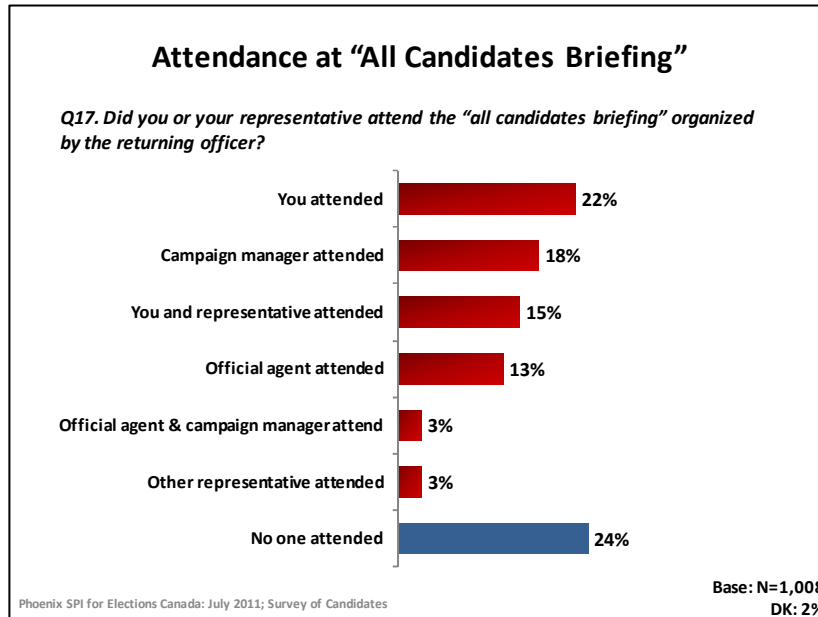
USE & PERCEPTIONS OF ELECTIONS CANADA SERVICES AND PRODUCTS

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

Almost Four in Ten Candidates Attended "All Candidates Briefing" In-Person

Close to four in ten candidates attended the "all candidates briefing" organized by the returning officer. They either attended alone (22%) or were accompanied by a representative (15%). Conversely, one-quarter (24%) did not have anyone on their team attend the meeting, and the rest sent someone on their behalf. This included a campaign manager (18%), official agent (13%), both their agent and campaign manager (3%), or some other representative (3%).

Attendance at "All Candidates Briefing"

Q17. Did you or your representative attend the "all candidates briefing" organized by the returning officer?

You attended	22%
Campaign manager attended	18%
You and representative attended	15%
Official agent attended	13%
Official agent & campaign manager attend	3%
Other representative attended	3%
No one attended	24%

Base: N=1,008
DK: 2%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Overall, attendance remains strong over time, with 74% of candidates attending the briefing either in-person or via a campaign representative sent on their behalf (compared to 75% in 2008). That said, in-person candidate attendance has decreased somewhat (37% in 2011 compared to 47% in 2008).

Sociodemographic Differences

Compared to 37% overall, candidates were more likely to attend the "all candidates briefing" alone if they were: under 30 years (31%), first-time candidates (25%) or, male (24%). Those who ended up not being elected were also more likely to attend (23%). In addition, the likelihood of attending the briefing in person was higher among those satisfied with the administration of the election (24%), the performance of the returning officer (24%), and the quality of service from Elections Canada (23%).

Most Found "All Candidates Briefing" Useful

Four in five (81%) of those who attended the "all candidates briefing" in-person or sent a representative on their behalf (n=745) found it to be useful. Candidates, however, were much more likely to characterize the briefing as moderately useful (53%) rather than very (28%) useful. Relatively few did not find the briefing useful (13%), with 11% saying it was not very useful and 2% not at all useful.

Perceptions have changed little since 2008 when 83% said the "all candidates briefing" was useful.

Perceived Usefulness of "All Candidates Briefing"

Q18. Did you or your representative find the "all candidates briefing" to be...?

Category	Percentage
Very useful	28%
Moderately useful	53%
Not very useful	11%
Not useful at all	2%

Base: N=745; those who attended/had someone attend
DK: 5%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Sociodemographic Differences

Anglophone candidates were more likely to consider the briefing useful (87% vs. 70% of Francophone candidates), as did those who were satisfied with the administration of the election (87%), the performance of the returning officer (85%), and the overall quality of service from Elections Canada (84%).
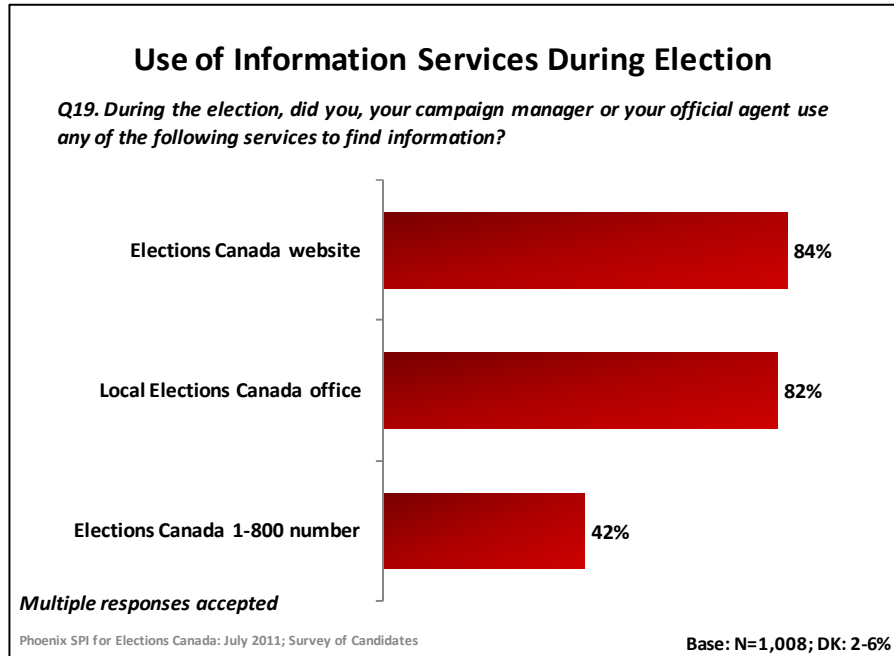
Local Elections Canada Office, Website – Most Widely Used Information Services

Many candidates or their representatives availed themselves of at least one of three Elections Canada information sources during the election. More than four in five sought information from the Elections Canada website (www.elections.ca) (84%) or the local Elections Canada office (82%). Elections Canada's 1-800 support line for candidates was used far less often (42%).

The only noteworthy change over time has been the decline in candidate's use of the 1-800 support line (42% vs. 48% in 2008).

Use of Information Services During Election

Q19. During the election, did you, your campaign manager or your official agent use any of the following services to find information?

Elections Canada website — 84%

Local Elections Canada office — 82%

Elections Canada 1-800 number — 42%

Multiple responses accepted

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates
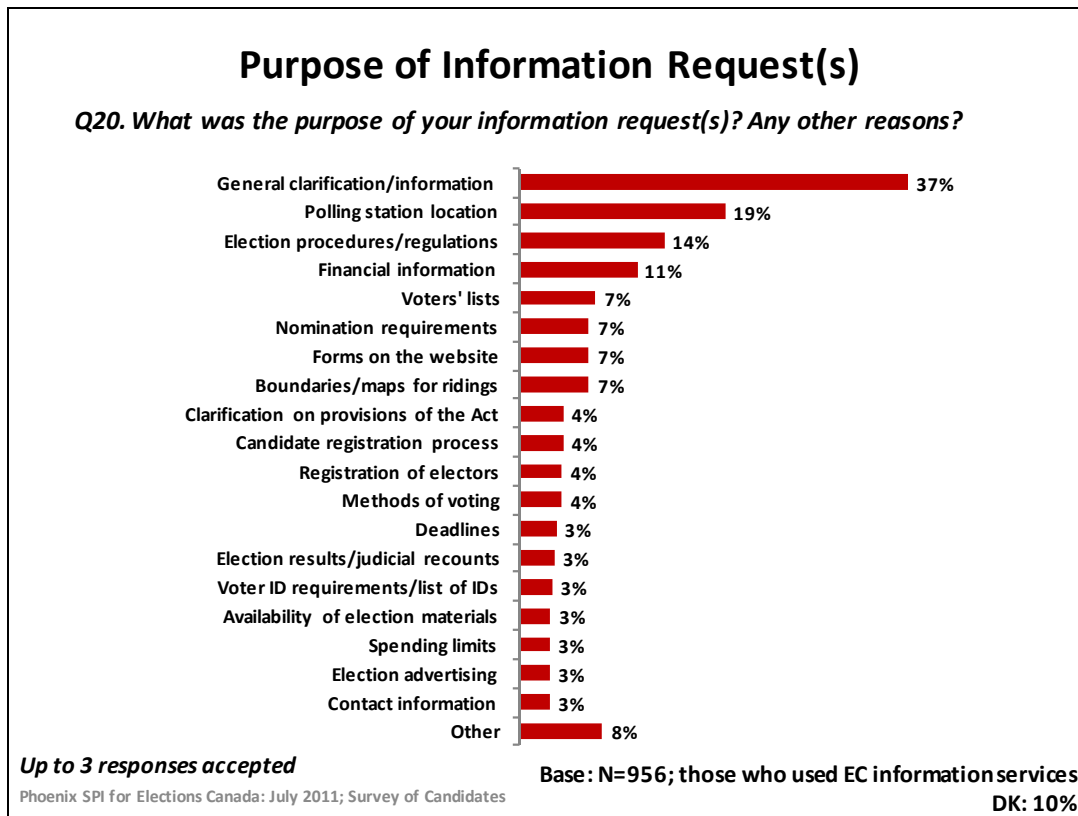
Base: N=1,008; DK: 2-6%

Sociodemographic Differences

When it comes to use of the local Elections Canada office, candidates who were elected (90% vs. 81% of those not elected) and those who attended the "all candidates briefing" (86% vs. 68% of those who did not send a representative) were more likely to have used this information service. Use of the Elections Canada website was higher among candidates from Ontario (87%) compared to those in Quebec (81%) and increased as age decreased, from 81% of candidates 50 years and older to 90% of those under 30. Those satisfied with the overall administration of the election and the quality of service received from Elections Canada were more inclined to have used the website (87% and 86% respectively) and their local Elections Canada office (83% and 84% respectively).

Candidates Requested Information for Variety of Reasons

Candidates and their representatives who used one or more of Elections Canada's information services (n=956) reported doing so for a wide variety of reasons. By far, however, the main purpose, cited by 37% of candidates, was to obtain general clarification or information. Beyond this, 19% requested information about the location of polling stations, 14% about election procedures and/or regulations, and 11% about financial information.

Purpose of Information Request(s)

Q20. What was the purpose of your information request(s)? Any other reasons?

Category	%
General clarification/information	37%
Polling station location	19%
Election procedures/regulations	14%
Financial information	11%
Voters' lists	7%
Nomination requirements	7%
Forms on the website	7%
Boundaries/maps for ridings	7%
Clarification on provisions of the Act	4%
Candidate registration process	4%
Registration of electors	4%
Methods of voting	4%
Deadlines	3%
Election results/judicial recounts	3%
Voter ID requirements/list of IDs	3%
Availability of election materials	3%
Spending limits	3%
Election advertising	3%
Contact information	3%
Other	8%

Up to 3 responses accepted

Base: N=956; those who used EC information services
DK: 10%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Compared to 2008, there has been a noticeable increase in the likelihood of seeking general clarification/information (37% vs. 12% in 2008). There has also been an increase in the likelihood of seeking information on polling station location (19% vs. 6% in 2008), and election procedures/regulations (14% vs. 7% in 2008). Conversely, there has been a decrease in the likelihood of seeking clarification on provisions of the Act (4% vs. 10% in 2008).

As well, numerous other reasons were offered by fewer than one in ten. For the most part, most of the information requests can be grouped into the following broad themes:

Purpose of candidates information requests (2011 general election)

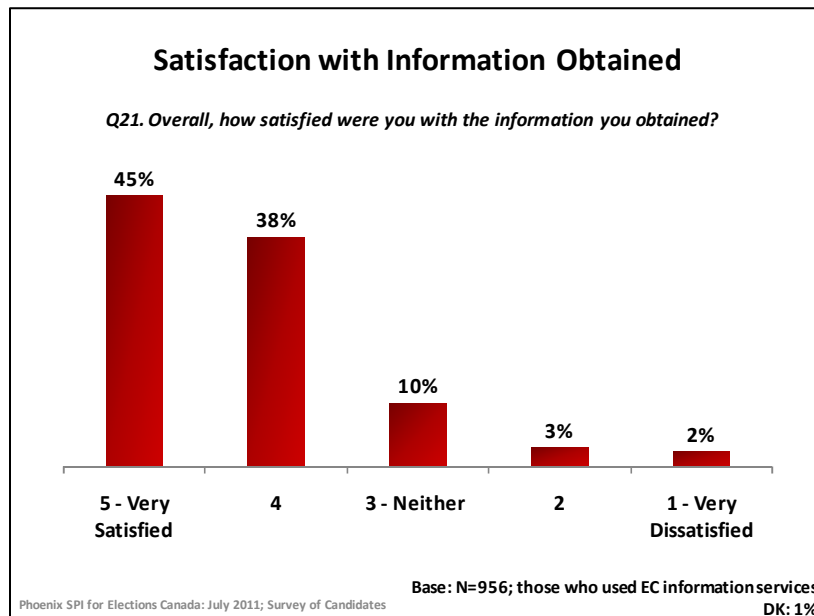| Candidate Administration	%
• Financial information	11%
• Nomination requirements	7%
• Forms on the website	7%
• Candidate registration process	4%
• Spending limits	3%
• Election advertising	3%
Voting	
• Polling station location	19%
• Registration of electors	4%
• Methods of voting	4%
• Election results/judicial recounts	3%
• Voter ID requirements/list of IDs	3%

Election Materials	
• Voters' lists	7%
• Boundaries/maps for ridings	7%
• Availability of election materials (maps, etc.)	3%
General Information/Clarifications	
• General clarification/information	37%
• Election procedures/regulations	14%
• Clarification on provisions of the Act	4%
• Deadlines	3%
• Contact information	3%

Most Satisfied with Information Obtained

In total, 83% of candidates who used Elections Canada information services were satisfied with the information they (or their representatives) obtained. Notably, 45% said they were *very* satisfied. As well, a further 10% reported being neutral, and 5% expressed dissatisfaction.

Satisfaction has increased slightly since 2008 when 79% of candidates were satisfied with the information.

Satisfaction with Information Obtained

Q21. Overall, how satisfied were you with the information you obtained?

5 - Very Satisfied	4	3 - Neither	2	1 - Very Dissatisfied
45%	38%	10%	3%	2%

Base: N=956; those who used EC information services
DK: 1%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates
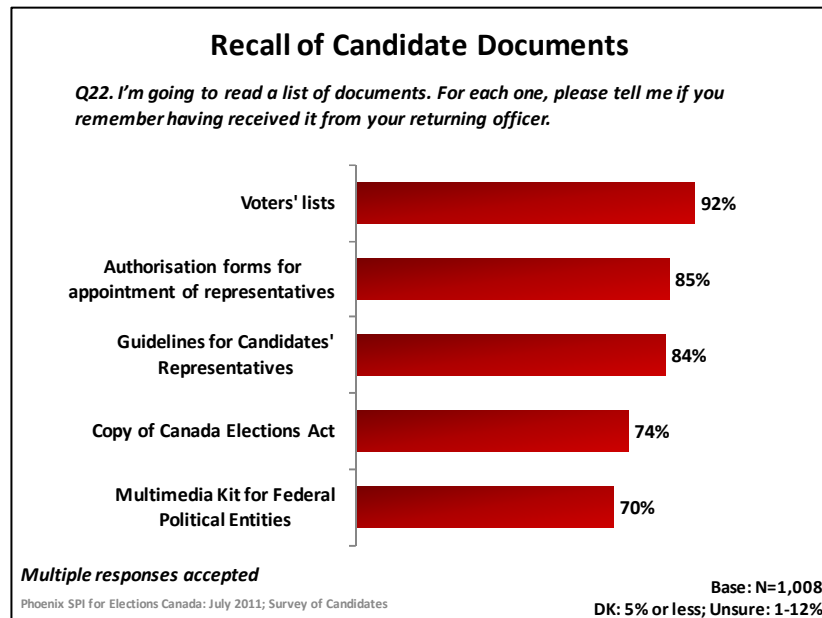
Sociodemographic Differences

Compared to candidates from Ontario (81%) and the Prairies (77%), those from Quebec (88%) appeared to be more satisfied with the information they obtained from Elections Canada's information services. The likelihood of being satisfied with the information was higher among candidates who were satisfied with the administration of the election (89%), the overall quality of service received from Elections Canada (89%), and the performance of the returning officer (86%).

Widespread Recall of All Candidate Documents

A majority of candidates recalled receiving documents from their returning officer. Most remembered having received voters' lists (92%), the authorisation forms for representative appointments (85%), and the Guidelines for Candidates' Representatives (84%). Fewer, but still strong majorities of candidates remembered receiving a copy of the *Canada Elections Act* (74%) and the Multimedia Kit for Federal Political Entities (70%).

Compared to 2008, recall of most of the various candidate documents has changed little (by no more than one percentage point). That being said, there has been a notable decline in recall of the *Canada Elections Act*, from 81% in 2008 to 74% in 2011, and a slight increase in recall of the Multimedia Kit, from 67% in 2008 to 70% in 2011).

Recall of Candidate Documents

Q22. 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.

Document	Percent
Voters' lists	92%
Authorisation forms for appointment of representatives	85%
Guidelines for Candidates' Representatives	84%
Copy of Canada Elections Act	74%
Multimedia Kit for Federal Political Entities	70%

Multiple responses accepted

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=1,008
DK: 5% or less; Unsure: 1-12%

Sociodemographic Differences

Candidates from Quebec were more likely to recall having received a copy of the *Canada Elections Act* (82%), the Multimedia Kit for Federal Political Entities (77%), and the Voters' lists (96%). As well:

• Those under 30 were more likely to recall the Multimedia Kit (83%)
• Men were more apt to recall the Guidelines for Candidates' Representatives (86%)
• Candidates who were elected were more likely to recall the voters' lists (96%)
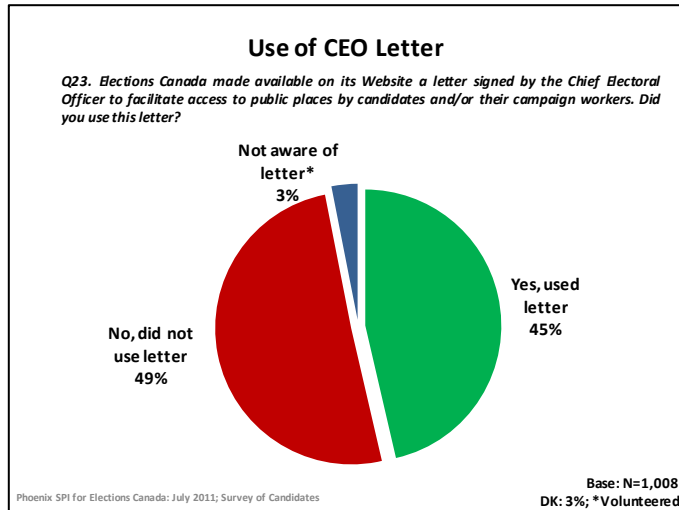• Candidates 50+ years were more likely to recall the authorisation forms (88%).

Finally, recall of most of the documents was higher among candidates who were satisfied with the administration of the election, the returning officer, and Elections Canada, as well as among those who attended the "all candidates briefing", either in-person or via a representative sent on their behalf.

Strong Minority Used CEO Letter to Facilitate Public Access[8]

In total, 45% of candidates reported having used the letter signed by the Chief Electoral Officer to facilitate access to public places by candidates and their campaign workers. Among the rest, 49% did not use the CEO letter and 3% volunteered that they were not aware of it.

The proportion of candidates who claimed to have used the CEO letter was greater in 2011 (45% vs. 40% in 2008).
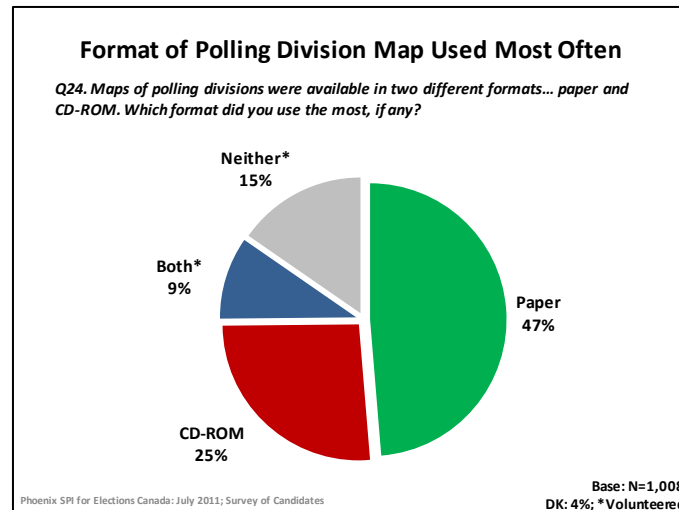
Use of CEO Letter

Q23. 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* 3%
No, did not use letter 49%
Yes, used letter 45%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates
Base: N=1,008
DK: 3%; *Volunteered

Sociodemographic Differences

Region had an impact on use of the CEO letter. Compared to candidates from Ontario (55%) and British Columbia (49%), those from Quebec (37%) and the Prairies (38%) were less likely to say they used the letter during the campaign.

Four in Five Used Polling Division Maps, Paper Format Dominated

Four in five (81%) candidates used maps of polling divisions in at least one of the two available formats. More specifically, 47% used the paper format only, 25% used the CD format only, and 9% used both formats. Fifteen percent volunteered that they did not use the polling division maps.

Use of the maps in electronic format has increased, from 28% in 2008 to 34% in 2011.

Format of Polling Division Map Used Most Often

Q24. Maps of polling divisions were available in two different formats... paper and CD-ROM. Which format did you use the most, if any?

Neither* 15%
Both* 9%
Paper 47%
CD-ROM 25%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates
Base: N=1,008
DK: 4%; *Volunteered

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[8] Candidates were told the following before being asked this question, and the remaining ones in the section: *"For the following questions, we refer to you personally, but they could also include anyone from your campaign team if you had one".*
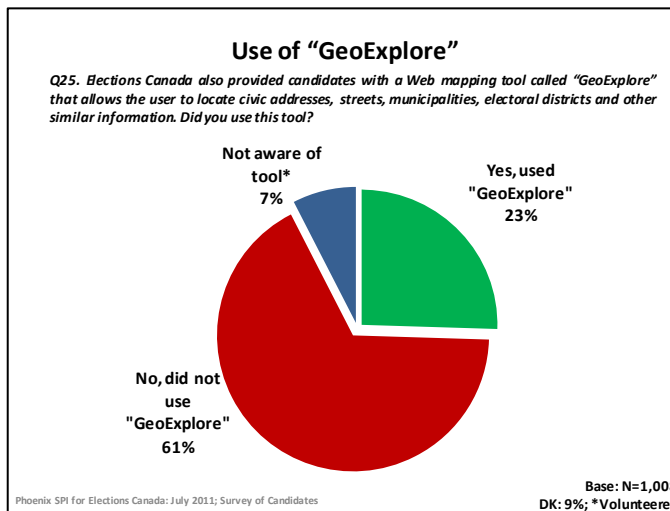
Sociodemographic Differences

Use of the paper format was more likely among candidates from Atlantic Canada (60%) and men (49%). Conversely, the following were more inclined to use the CD-ROM format: candidates from Quebec (28%), British Columbia (28%), and Ontario (27%), as well as candidates running for the second time (31%), who were not elected (26%), and who represented a HOC-party (26%).

Minority Used "GeoExplore"

Close to one-quarter (23%) of candidates said they used the web mapping tool "GeoExplore" that was provided to them by Elections Canada. Conversely, the majority, 61%, did not use "GeoExplore". In addition, 7% claimed to be unaware of the web mapping tool.

Use of "GeoExplore" has increased slightly since 2008, from 19% to 23%.

Use of "GeoExplore"

Q25. 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*
7%

Yes, used "GeoExplore"
23%

No, did not use "GeoExplore"
61%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

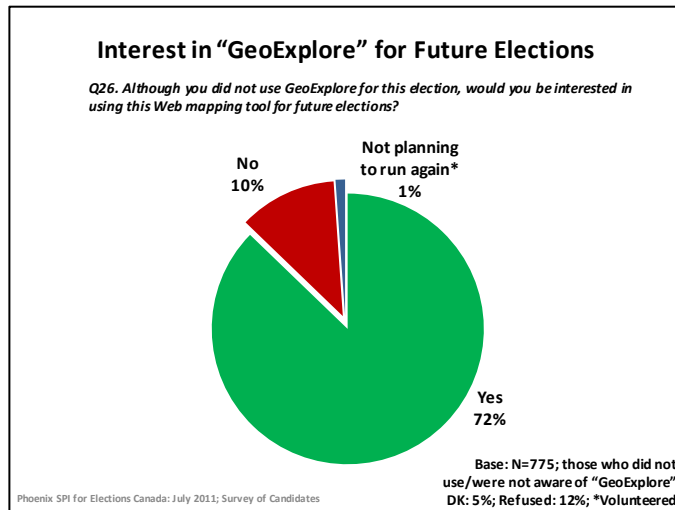Base: N=1,008
DK: 9%; *Volunteered

Sociodemographic Differences

The likelihood of using "GeoExplore" increased with age (from 17% to 27%) and was higher among candidates in Atlantic Canada (28%), Quebec (27%), and Ontario (24%) compared to the Prairies (15%), as well as among those who attended the "all candidates briefing" (26% vs. 13% among those who did not).

Seven in Ten Interested in Using "GeoExplore" in Future

Seven in ten (72%) candidates who did not use or were not aware of "GeoExplore" (n=775) expressed interest in using it for future elections, which represents a lower rate than what was noted in the 2008 baseline survey (84%). One in ten said they would not and 1% volunteered that they do not plan to run in the next election (17% were uncertain or chose not to answer).
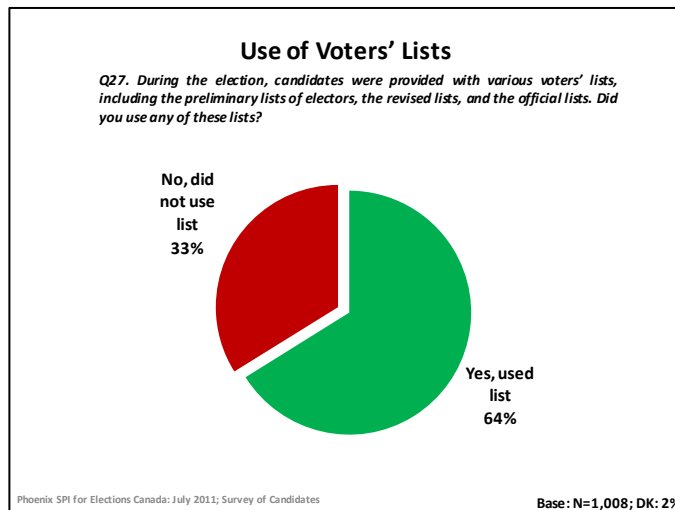
Interest in "GeoExplore" for Future Elections

Q26. Although you did not use GeoExplore for this election, would you be interested in using this Web mapping tool for future elections?

No
10%

Not planning
to run again*
1%

Yes
72%

Base: N=775; those who did not use/were not aware of "GeoExplore"
DK: 5%; Refused: 12%; *Volunteered

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Sociodemographic Differences

The likelihood of expressing interest in using "GeoExplore" in the future increased as age decreased, from 69% of candidates 50 years of age and older to 79% of those under 30. Interest was also higher among first- and second-time candidates and those who ended up not being elected.

Majority Used Voters' Lists

The majority (64%) of candidates used the various voters' lists provided by Elections Canada (i.e. preliminary lists of electors, the revised lists, and the official lists). Conversely, one-third did not use the lists. This represents a slight decline in use since 2008 when 68% of candidates claimed to use the voters' lists.

Use of Voters' Lists

Q27. 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?

No, did
not use
list
33%

Yes, used
list
64%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates
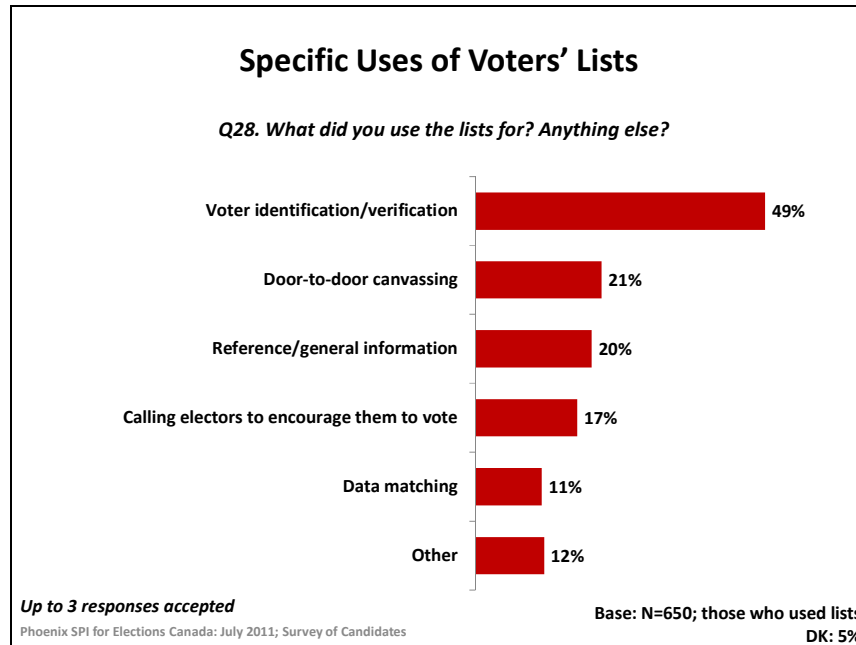
Base: N=1,008; DK: 2%

Sociodemographic Differences

Compared to candidates in British Columbia (56%), those from Atlantic Canada (72%) and Quebec (67%) were more likely to have used the voters' lists. The likelihood of using the various voters' lists increased with age, from 48% of those under 30 to 67% of those 50 years and older, and was higher among candidates who were elected (83%), those endorsed by a party represented in the House of Commons (70%), and those who attended the "all candidates meeting" (72%).

Voter Identification/Verification – Most Frequent Use of Voters' Lists

Candidates who used the voters' lists (n=650) were more inclined to have done so for voter identification and verification. Mentioned more than twice as often as any other reason, voter identification and verification was the reason 49% of candidates used the voters' lists. Following this, much smaller proportions said they used the lists for door-to-door canvassing (21%), for reference/general information (20%), and for calling electors to encourage them to vote, including offering transportation (17%). Eleven percent said they used the lists for data matching.

Specific Uses of Voters' Lists

Q28. What did you use the lists for? Anything else?

Category	Percentage
Voter identification/verification	49%
Door-to-door canvassing	21%
Reference/general information	20%
Calling electors to encourage them to vote	17%
Data matching	11%
Other	12%

Up to 3 responses accepted

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=650; those who used lists
DK: 5%

All other reasons were offered by 3% or less and included things like the following: contacting/communicating with electors, determining voter support locations, mailing materials to electors, locating ethnic groups, and checking voter populations.
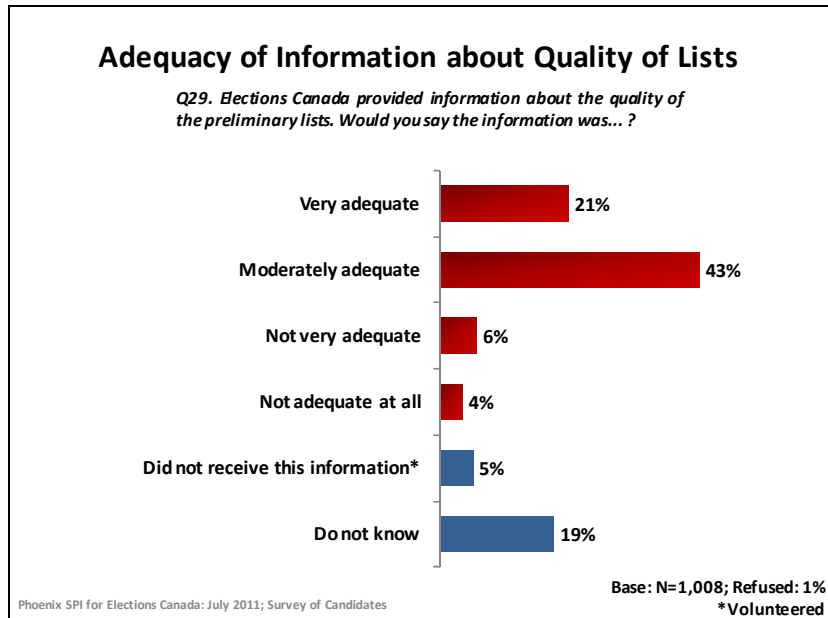
Sociodemographic Differences

The likelihood of using the voters' lists for voter identification/verification was highest among candidates from Quebec, where 60% pointed to this as the reason they used the lists.

Majority Perceive Information Regarding List Quality to be Adequate

The majority (64%) of candidates felt that the information provided to them by Elections Canada regarding the quality of the preliminary voters' lists was adequate. That said, candidates were twice as likely to say the information was moderately adequate (43%) rather than very (21%) adequate. Of the rest, one in ten reported that the information was not adequate and one-quarter offered no opinion as they were either unsure (19%) or did not receive this information from the returning officer (5%).

Perceptions have changed little over time. In 2008, 61% said the information about list quality provided to them was at least moderately adequate (compared to 64% in 2011).
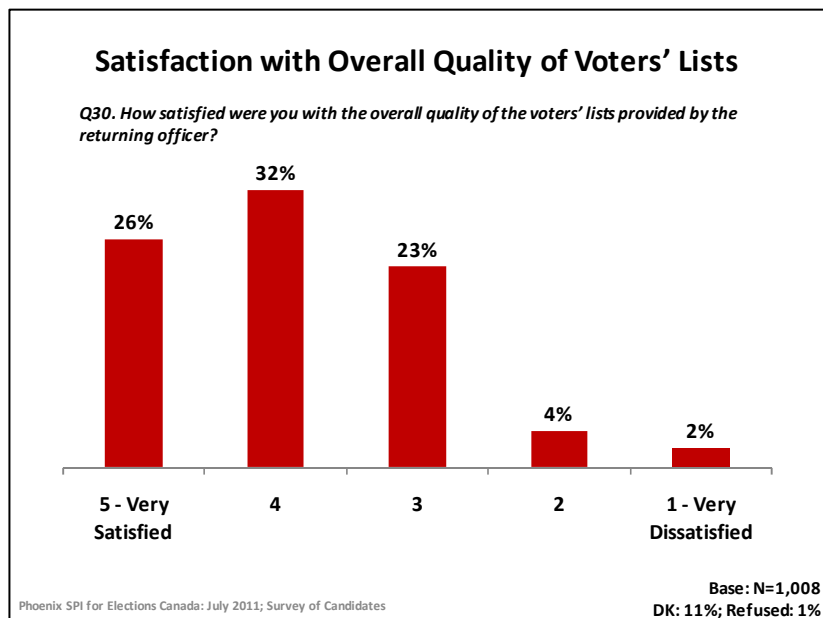
Adequacy of Information about Quality of Lists

Q29. Elections Canada provided information about the quality of the preliminary lists. Would you say the information was... ?

Very adequate	21%
Moderately adequate	43%
Not very adequate	6%
Not adequate at all	4%
Did not receive this information*	5%
Do not know	19%

Base: N=1,008; Refused: 1%
*Volunteered

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Sociodemographic Differences

Men were more likely than women to say the information about the list quality was adequate (67% vs. 60%). The same was true of those candidates who said they were satisfied with the administration of the election (67%) and with the quality of service provided by Elections Canada (68%), as well as those who attended the "all candidates briefing" (67%).

Majority Satisfied With Overall Quality of Voters' Lists

More than half of surveyed candidates (58%) reported being satisfied with the overall quality of the voters' lists provided by Elections Canada. Almost one-quarter (23%) were neither satisfied nor dissatisfied, and 6% expressed dissatisfaction. Satisfaction has increased slightly over time, from 55% in 2008 to 58% in 2011.
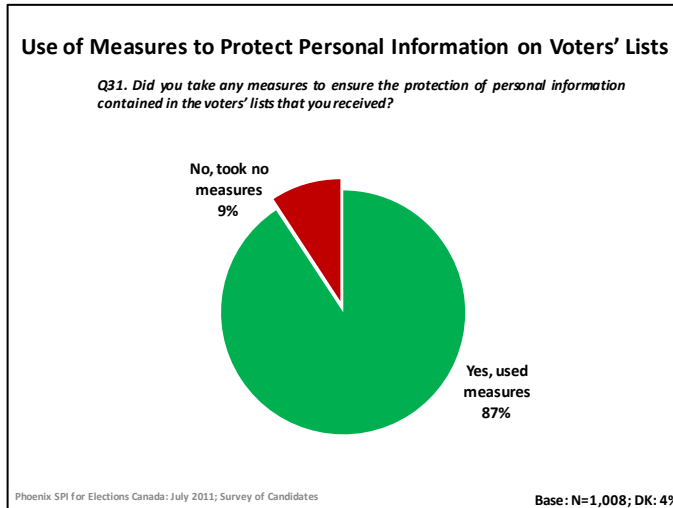
Satisfaction with Overall Quality of Voters' Lists

Q30. How satisfied were you with the overall quality of the voters' lists provided by the returning officer?

5 - Very Satisfied	4	3	2	1 - Very Dissatisfied
26%	32%	23%	4%	2%

Base: N=1,008
DK: 11%; Refused: 1%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Most Took Measures to Protect Personal Information on Voters' Lists

Most candidates (87%) reported taking measures to protect the personal information contained on the voters' lists they received. Only 9% said their campaign team took no measures to protect such information.

The use of measures to protect personal information is virtually unchanged since 2008 when 86% of candidates reported having done so.
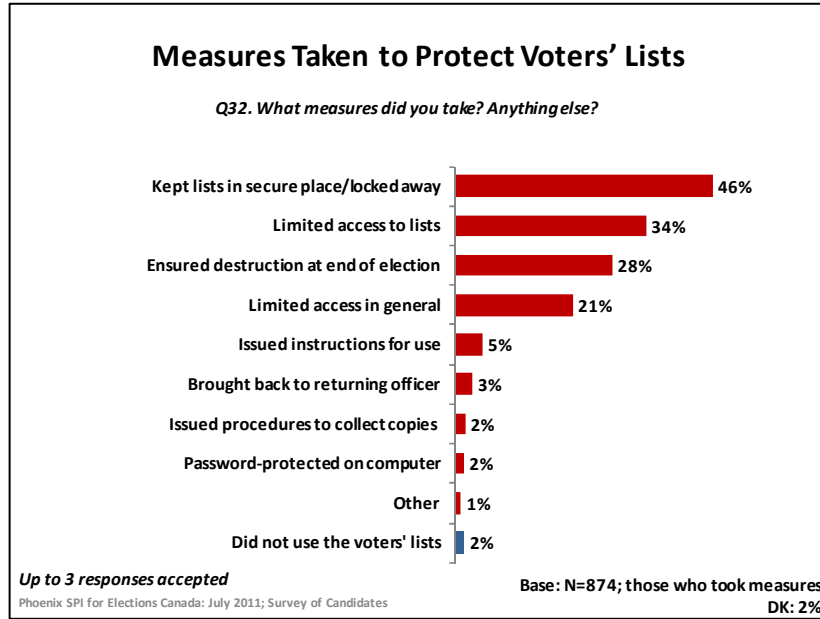
Use of Measures to Protect Personal Information on Voters' Lists

Q31. Did you take any measures to ensure the protection of personal information contained in the voters' lists that you received?

No, took no measures
9%

Yes, used measures
87%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=1,008; DK: 4%

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

The most common measure taken to protect personal information on the voters' lists (n=874) was to have controlled access to the lists, either by keeping the lists in a secure place and/or locked them away (46%), limiting access to the candidate, the campaign manager or official agent (34%) or in general (21%), issuing instructions for use (5%), and storing the files on a password-protected computer (2%).

Measures Taken to Protect Voters' Lists

Q32. What measures did you take? Anything else?

Measure	%
Kept lists in secure place/locked away	46%
Limited access to lists	34%
Ensured destruction at end of election	28%
Limited access in general	21%
Issued instructions for use	5%
Brought back to returning officer	3%
Issued procedures to collect copies	2%
Password-protected on computer	2%
Other	1%
Did not use the voters' lists	2%

Up to 3 responses accepted

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

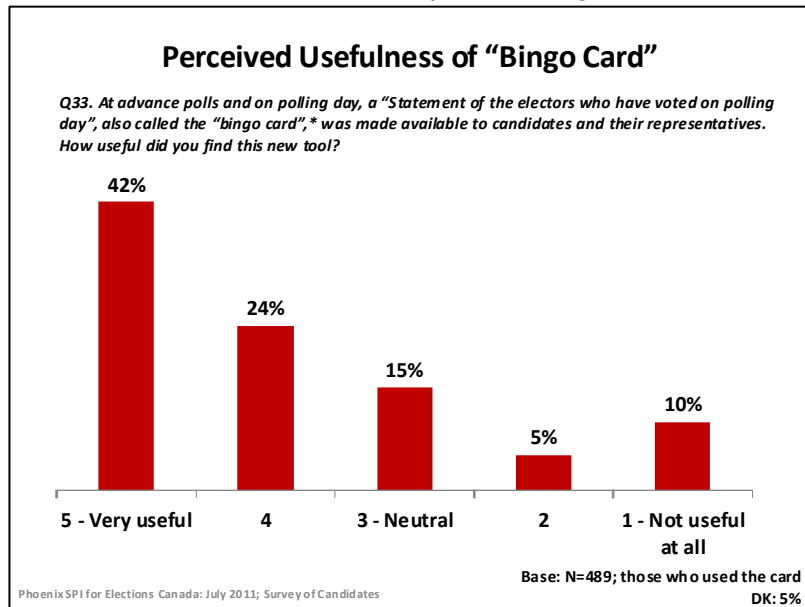Base: N=874; those who took measures
DK: 2%

Other measures focused on managing the lists post-election, including ensuring their destruction at the end of the election (28%), bringing them back to the returning officer (3%), and issuing procedures to collect copies of the list (2%).

Almost Half Used "Bingo Card", Majority Found Card Useful

Almost half (49%) the candidates surveyed reported using the "Bingo Card[9]". This represents a significant decline from 2008 when 67% had reported using it.[10]

The majority of "Bingo Card" users (n=489) found the tool to be very (42%) or moderately (24%) useful. Of the rest, 15% held a neutral view, and 15% thought the "Bingo Card" was not useful.

Perceived Usefulness of "Bingo Card"

Q33. 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?*

Rating	%
5 - Very useful	42%
4	24%
3 - Neutral	15%
2	5%
1 - Not useful at all	10%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=489; those who used the card
DK: 5%

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[9] 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".
[10] This tool was used for the first time in a federal general election in 2008.
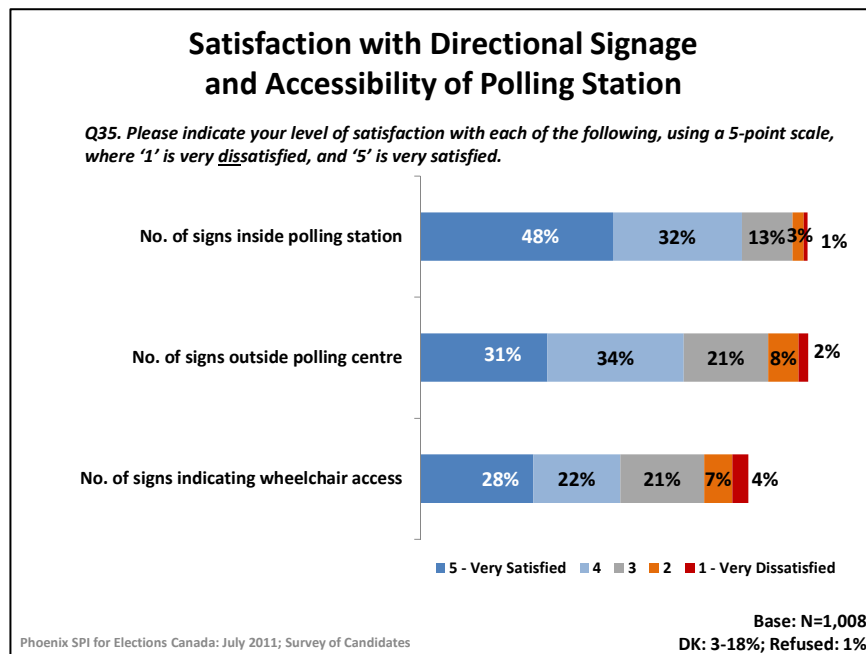
Accessibility

The 2011 survey significantly expanded the number of questions related to polling location accessibility.

Moderate Satisfaction with Directional Signage and Accessibility of Polling Station

Four in five candidates were satisfied with the number of signs inside the building that indicated to electors where to go to vote. Following this, almost two-thirds (65%) expressed satisfaction with the number of signs outside the building that pointed to the entrance of the polling centre, and exactly half were satisfied with the number of signs that indicated the polling centre had level access for wheelchairs. Those not satisfied were more likely to be neutral or to not know or remember anything about the directional signage or accessibility.

Relatively few candidates expressed clear dissatisfaction on any of these signage-related issues. Specifically, 11% were dissatisfied with the number of signs indicating that the polling centre had level access for wheelchairs, 10% were dissatisfied with the number of signs outside the building pointing to the entrance of the polling centre, and 4% were dissatisfied with the number of signs inside the building indicating to electors where to go to vote.

Satisfaction with Directional Signage and Accessibility of Polling Station

Q35. 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.

	5 - Very Satisfied	4	3	2	1 - Very Dissatisfied
No. of signs inside polling station	48%	32%	13%	3%	1%
No. of signs outside polling centre	31%	34%	21%	8%	2%
No. of signs indicating wheelchair access	28%	22%	21%	7%	4%

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=1,008
DK: 3-18%; Refused: 1%

FUTURE DIRECTIONS

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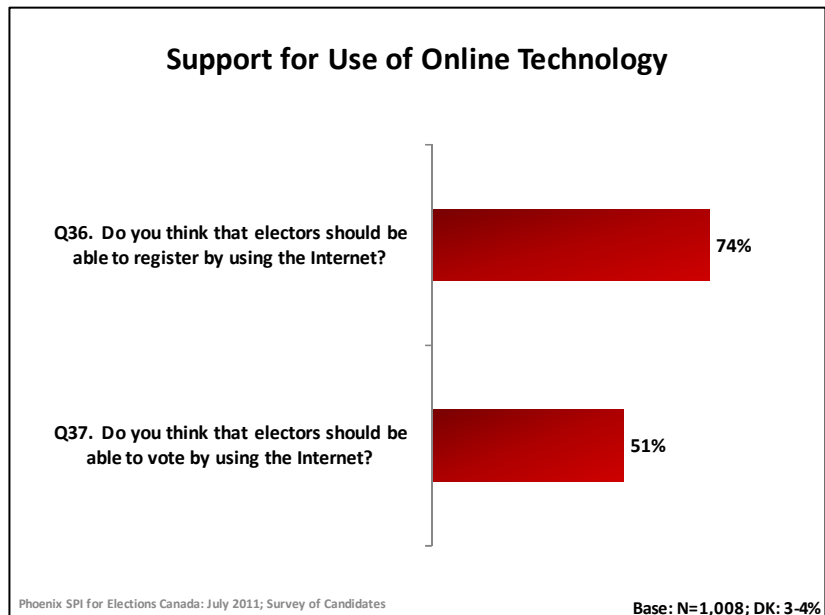
Internet Voting and Registration

This section presents the results for the questions related to candidates' attitudes toward online registration and voting.

More Support for Online Elector Registration than Internet Voting

Almost three-quarters (74%) of surveyed candidates think that electors should be able to register by using the Internet. Candidates were more divided over the use of Internet voting, with far fewer, 51%, expressing support for this method of voting.

While support for online elector registration has not changed since 2008 (74% in 2011 vs. 75% in 2008), support for Internet voting has increased somewhat (from 46% in 2008 to 51% in 2011).

Support for Use of Online Technology

Q36. Do you think that electors should be able to register by using the Internet? **74%**

Q37. Do you think that electors should be able to vote by using the Internet? **51%**

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=1,008; DK: 3-4%

Sociodemographic Differences

Candidates from Atlantic Canada (82%) and first-time candidates (79%) were more supportive of online elector registration. Support for Internet voting increased as respondents' number of candidacies decreased (from 38% of the most experienced candidates to 58% of first-time candidates) and was higher among non-elected candidates (54% vs. 37% of those elected) and candidates who were members of a party represented in the House of Commons (54% vs. 49% of independent candidates and 33% of members of non-HoC parties). Variations by age regarding support for online elector registration were small and not statistically significant. Online voting received the support of a majority of candidates under 30 (53%) and 50 and older (55%), compared to 47% of those 30-49 years of age.

Suggestions to Improve Conduct of Federal Elections

Candidates offered numerous suggestions to improve the conduct of federal elections. However, no single suggestion clearly stands out given that none was offered by more than 10% of respondents. In fact, one-quarter of candidates offered no suggestions: 20% said they did not know how to improve the conduct of federal elections and 6% chose not to respond to the question. The range of suggestions offered for Elections Canada's consideration can be seen in the accompanying graph and are enumerated in the accompanying table. Suggestions have changed little since 2008, with the introduction of electronic methods of voting leading the list then as now.

Suggestions to Improve Conduct of Federal Elections

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

Suggestion	%
Introduce electronic methods of voting	10%
Better training for Elections Canada staff	7%
Improve access/remove barriers	7%
Less paperwork/bureaucracy	6%
More accessible candidates' information	5%
More involvement in media debates/appearances	5%
Efforts to increase voter turnout	4%
More accessible voters' information	4%
More polling locations	4%
Consistent enforcement of regulations	3%
Increase time frame for voters/elections	3%
Ban/regulate negative advertising	3%
Proportional representation	3%
Make voting mandatory	3%
Return to door-to-door enumeration	2%
Provide more $ support to new/small parties	2%
Improve accuracy of voter lists	2%
Reduce number of signatures for nominations	2%
Establish a fixed election date	2%
Other	32%
Do not know	20%

Up to 3 responses accepted

Phoenix SPI for Elections Canada: July 2011; Survey of Candidates

Base: N=1,008; Refused: 6%

When the suggestions are grouped together, several themes emerge from the feedback: 1) voting or registration changes, 2) administrative suggestions, 3) communications aspects, and 4) regulatory changes.

1. Voter/Registration Changes

Introduce electronic methods of voting	**10%**
Improve accessibility for voters/remove barriers	**7%**
Efforts to increase voter turnout	**4%**
Increase time frame for voters/elections	**3%**
Proportional representation	**3%**
Voting should be made mandatory	**3%**
Return to door-to-door enumeration	**2%**
Improve accuracy of voter lists	**2%**
Establish a fixed election date	**2%**
Introduce electronic methods of registration	**1%**

More dates available for advanced polls	1%
Do not use electronic methods of voting/registration	1%
Election date was inconvenient for university students	1%
Issue a permanent voter's card	1%
More polls on university campuses	1%
TOTAL	**42%**

2. Administration

Better training for Elections Canada staff	7%
Less paperwork/bureaucracy	6%
More polling locations	4%
More attention given to candidate complaints	1%
Limit the amount of signage	1%
Polling staff should be neutral	1%
Efforts to prevent long line-ups/waiting times	1%
More voting officers at the polling stations	1%
Ensure that candidates have access to public areas	1%
Reduce costs of holding elections	1%
TOTAL	**24%**

3. Communication

Make information more accessible to candidates	5%
More involvement in media debates and media appearances	5%
Make information more accessible to voters	4%
Better organization of information on website	1%
Inform the public about the candidates	1%
More election advertising	1%
TOTAL	**17%**

4. Regulatory

Consistent enforcement of regulations	3%
Ban/regulate negative advertising	3%
Provide more financial support to new/small parties	2%
Reduce number of signatures required for nominations	2%
Increased penalties for candidates who breach regulations	1%
Limit campaign spending	1%
Reduce the nomination deposit/fee	1%
Stricter ID requirements	1%
Voters should be required to provide proof of citizenship	1%
Reduce requirements for voter eligibility	1%
TOTAL	**16%**

PROFILE OF SURVEYED CANDIDATES

The table depicts the demographic and other characteristics of respondents.

Candidate Population*

Base (N=1,008)	N	%
Elected	114	11%
Not elected	894	89%

Region*

Base (N=1,008)	N	%
Atlantic Canada	80	8%
Quebec	298	30%
Ontario	342	34%
Prairies	162	16%
British Columbia	116	12%
Territories	10	1%

Language*

Base (N=1,008)	N	%
English	710	70%
French	298	30%

Age

Base (N=1,008)	N	%
Under 30	110	11%
30-39	142	14%
40-49	217	22%
50-59	232	23%
60 and over	300	30%
Refused	7	1%

Gender*

Base (N=1,008)	N	%
Female	287	28%
Male	721	72%

Experience

Base (N=1,008)	N	%
First-time candidate	569	56%
Second-time candidate	188	19%
Ran in three elections or more	248	25%

Political Representation*

Base (N=1,008)	N	%
Party represented in House of Commons	839	83%
Other political party	126	12%
No party affiliation/independent	43	4%

Administrative data.