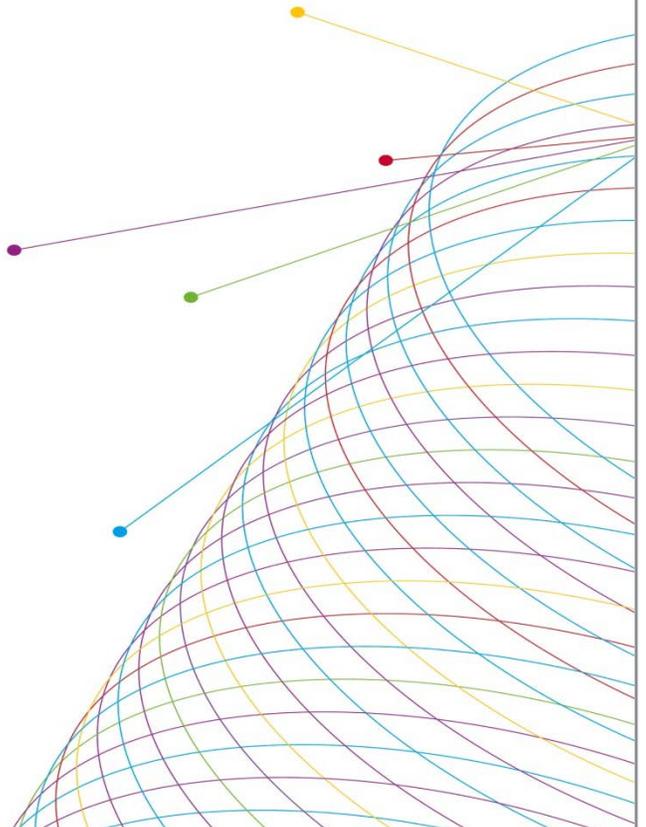


EVALUATION OF THE ELECTORAL REMINDER PROGRAM (ERP) FOR THE 42ND CANADIAN FEDERAL ELECTION

PREPARED FOR: ELECTIONS CANADA

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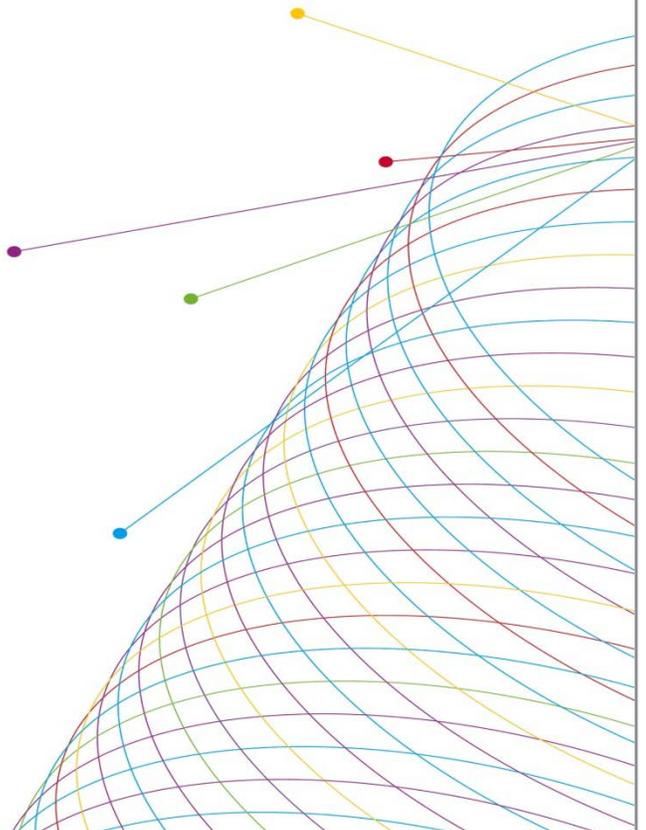


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EXECUTIVE SUMMARY

Nielsen is pleased to present this report to Elections Canada highlighting the findings from the evaluation of the Electoral Reminder Program (ERP) for the 42nd Canadian federal election surveys.

Nielsen conducted a multi-phase research program leading up to, and directly following, the 42nd Canadian federal election. The purpose of the research program was to evaluate Elections Canada's ERP. The research program included five waves of an online tracking survey, a telephone post-campaign evaluation survey for comparison purposes, and a series of in-person and online focus groups. Each phase was customized to target audiences of interest to Elections Canada.

The following represent the key findings of this research program:

- **Voter knowledge increased significantly over the course of the campaign.** By election day, the majority of electors surveyed felt informed about where, when and the ways to vote. ID requirements were well known by the vast majority of electors. For the various ways to vote, knowledge of advance polls was high (the vast majority of electors), but lower for local Elections Canada offices and by mail. A majority also believed that registration was required to vote and that it should be updated if voter information changes.
- **Overall, the ERP responded to electors' information needs.** Satisfaction with the information received from Elections Canada regarding the voting process increased as the communications program progressed. By the end of the ERP, very few electors had information needs that had not been met.
- **Elections Canada was seen as the key source for information on the voting process in the Benchmark survey, and this increased steadily throughout the campaign.** Elections Canada was the organization that was named most frequently as a voter's go-to source for information. The majority of electors were familiar with Elections Canada and viewed it as the most trusted and most credible source of information related to the voting process.
- **By target group, general population electors and electors with a disability were the most knowledgeable and aware of the voting process.** Aboriginal electors had a fair level of knowledge regarding the voting process as well. Students and new voters had a lower level of knowledge of the voting process throughout the communications program. However, in all target groups, knowledge and awareness of the voting process increased by the end of the ERP.
- **Between the Benchmark survey and post-campaign survey, the unaided recall of ads and communications pieces related to the voting process doubled from two in five to four in five electors.** For context, typical unaided recall of campaigns evaluated with the Advertising Campaign Evaluation Tool (ACET) surveys¹ by Nielsen is less than half of respondents.

¹ ACET is a standard tool used by the government of Canada that tests awareness, recall and comprehension of advertisements.

- **Unaided recall of ads or communications pieces that were thought to be funded by Elections Canada increased over the course of the ERP from one in twenty to one in four electors.** Although this was lower than what Nielsen typically sees when conducting ACET surveys, it was likely a result of the volume of election-related ads and communications pieces distributed by other organizations.
- **Unaided recall of the messages of the ads or communications pieces went from focusing on partisan messages at the beginning of the election campaign to voting logistics, such as where, when and the ways to vote, by the end of the campaign.** Throughout, a commonly interpreted message was to be reminded or encouraged to vote. Recall of the date of the election was also high throughout the campaign.
- **The most commonly recalled ads or communications pieces were on television.** By the end of the campaign, unaided recall of direct mail (which includes the voter information card, or VIC, and reminder brochure) increased to second-most, followed by newspaper. Radio and out-of-home and Internet ads were recalled by fewer electors.
- **Of the specific communications pieces tested, the VIC and reminder brochure were by far the most recalled pieces.** This was expected given the wide reach of these pieces, with the VIC distributed to all registered voters and the reminder brochure distributed to all households. Moreover, the VIC was personalized with information specific to an individual voter, which is more effective than typical, more generic advertising campaigns.
- **The VIC was seen as the most important piece to facilitate voting.** Many who believed they were registered to vote knew that they were registered because they had received their VIC in the mail. In the qualitative focus groups, many described the VIC as the communications piece that initiated the voting process for them given that it contained information specific to where, when and the ways they could vote.
- **Overall recall of the ads increased as the campaign progressed.** The ERP was a continual campaign for 37 days that transitioned from one key message to the next. Recall was lower for the Registration campaign (which ran from September 14 to 20) and higher for the Election Day campaign (October 13–19); the VIC ad campaign (October 4–8) and Advance Poll campaign (October 7–12) were mid-level in comparison. The high level of recall in the Election Day campaign may have been a result of the cumulative recall of earlier ads since all ads had the election date in them. The level of recall was in line with other ad campaigns Nielsen has tested using the ACET.
- **Recalling any of the prompted Elections Canada advertisements or communications pieces led some electors to feel prepared to vote or to decide to vote.** For others, they were not spurred into action since the ads or communications pieces communicated information that they already knew.
- **The majority of Elections Canada website users were satisfied with their experience.** Visits to the website remained consistent over the ERP evaluation period. Although voting location was consistently searched by website users, some information needs changed; information sought by website users in the early stages of the ERP focused on the registration process, but shifted to ID requirements in the later stages of the ERP.

- **Finally, reported actual behaviours related to the voting process reflected the success of the ERP.** The majority of respondents claimed to be registered to vote in a federal election. Various ways of voting were used, with in-person on election day used by two thirds of respondents and advance polls used by almost one third of respondents. A driver's licence was the most common form of identification used to prove identity and address when voting.

INTRODUCTION

Nielsen is pleased to present this report to Elections Canada highlighting the findings from the evaluation of the Electoral Reminder Program (ERP) for the 42nd Canadian federal election surveys. It is based on quantitative and qualitative research conducted to better understand the perceptions and awareness of Canadians of Elections Canada's ERP.

Objectives

The ERP was an important program for Elections Canada. It targeted many audiences and was aimed at providing the key information to eligible voters in preparation for the 42nd Canadian general election. Specifically, its goal was to inform Canadians about when, where and the ways to register and vote. As this was a significant program undertaken, Elections Canada needed to evaluate the ERP. Specifically, the objectives of the evaluation were to understand:

- Program rationale and relevance:
 - Is the ERP responding to stakeholders' information needs?
- Program design and implementation:²
 - To what extent are ERP products and/or activities reaching intended audiences?
- Program impact:
 - To what extent are intended immediate outcomes being achieved?
 - Recall
 - Comprehension
 - Awareness
 - Call to action
 - Accessibility and/or usability of website
 - To what extent are intended intermediate outcomes being achieved?
 - Knowledge
 - Elections Canada as primary source of election information
 - To what extent are ultimate outcomes being achieved?
 - Actual experience

Methodology

QUANTITATIVE SURVEYS

A five-phase quantitative online panel survey, as well as a quantitative post-campaign telephone survey, was used to gauge recall of Elections Canada communications materials and the overall effectiveness of key aspects of Elections Canada's communications campaign by gauging Canadians' knowledge,

² This section of the evaluation was measured using tools and data sources other than the public opinion research conducted by Nielsen.

understanding and perceptions of the voting process. The quantitative program began with a benchmark online study prior to the launch of the campaign, followed by several waves of online tracking as each phase of the ERP was rolled out, ending with an online and telephone post-campaign review. Each phase of the communications campaign was targeted to specific audiences, and this was reflected in the surveying that was completed at each phase.

The survey also provided an opportunity to test phone vs. online-mode completion in the post-campaign evaluation; those findings are presented under separate cover.

Respondents for this survey program were selected from among those who had registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the Canadian population. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated.

The following table summarizes the ERP focus, dates and target audiences in each survey phase.

Table 1 – Summary of ERP evaluation survey phases

Phase: Campaign Period	Survey Fielding Dates	Target Audience
Phase 1: Benchmark survey	August 10–20, 2015	General public, youth, students, ethnocultural and Aboriginal electors, those with disabilities
Phase 2: Registration campaign	September 21–October 4, 2015	Young Canadians, new citizens, recent movers, ethnocultural and Aboriginal electors
Phase 3: VIC/Advance polls/Reminder registration campaign	October 9–18, 2015	General public, youth, students, ethnocultural and Aboriginal electors, those with disabilities
Phase 4: Election Day campaign	October 20–November 1, 2015	General public, youth, students, ethnocultural and Aboriginal electors, those with disabilities
Phase 5: Post-campaign survey	October 20–November 1, 2015	General public, youth, students, ethnocultural and Aboriginal electors, those with disabilities

The following table presents the number of surveys completed in each phase by target audience.

Table 2 – Summary of ERP evaluation target audiences by survey phase

Target Group	Phase 1: Benchmark	Phase 2: Registration	Phase 3: VIC/AP/RB	Phase 4: Election Day	Phase 5: Post-campaign
Total	1,256	1,519	1,112	1,046	1,072
Students	100	518	104	101	105
Aboriginal electors	104	109 ³	291 ³	122 ³	95
New voters	95	500	101	118	95
Disabled electors	108	–	93	94	88
General population	849	501	814	733	689
Ethnocultural electors ⁴	106	–	111	162	170

The questionnaire used to complete the survey was based on the Advertising Campaign Evaluation Tool (ACET), a standard tool used by the government of Canada that tests awareness, recall and comprehension of advertisements. Additional sections were included to gauge electors' awareness and knowledge of responsibilities and actions. The bilingual survey took an average of 15 minutes to complete in each phase. The survey data were weighted to reflect the Canadian population by target group, region, age and gender.

³ Phases 2, 3 and 4 of the Aboriginal survey used a partner to drive traffic to the online survey; as such, these completions are not combined with the core samples for these phases.

⁴ For the purposes of this evaluation, ethnocultural electors are defined as those whose mother tongue is neither French nor English. They are a subset of the specific groups that were targeted for quotas and as such should not be added to other target groups to determine the total sample size.

The following table presents the advertisements and communications pieces tested in each phase.

Table 3 – Summary of ERP evaluation ads and communications pieces tested by phase

Phase	Phase 2	Phase 3			Phase 4
Date	September 21 - October 4, 2015	October 9–18, 2015			October 20 - November 1, 2015
Campaign/Medium	Registration	VIC	Advance Polls	Communications Pieces	Election Day
Out of home: public transit/campus	✓ (X ballot) ✓ (birthday cake)	✓	✓	–	–
Out of home: Tim Hortons	✓ (X ballot) ✓ (birthday cake)	✓	✓	–	–
Print ad	✓	✓	✓	–	✓
Radio ad	✓	✓	✓	–	✓
TV ad	✓	✓	✓	–	✓
Internet ad	✓	✓	✓	–	✓
Facebook ad	✓	✓	✓	–	✓
Twitter ad	✓	–	–	–	✓
Student postcard	✓	–	–	–	–
Voter information card	–	–	–	✓	–
Reminder brochure	–	–	–	✓	–
ID tear-off sheet/poster	–	–	–	✓	✓

QUALITATIVE FOCUS GROUPS

The primary focus of the qualitative phase was to conduct an in-depth evaluation of the effectiveness of the communications campaign. The ERP advertising and communications pieces (i.e. direct-mail campaign and direct marketing products) were tested to better understand the successful and less successful aspects of the campaign. Seventeen in-person and online focus groups were conducted across the country with Elections Canada's target groups: youth 18–24, the general population 25+, Aboriginal electors, ethnocultural electors and those with disabilities.

The following grid outlines the cities and target audience of each session.

Table 4 – Summary of ERP evaluation focus groups

	General Population (25+)	General Population (18-24)	Aboriginal Electors	Ethno-cultural Electors	Disabled Electors	Total
Halifax, NS	1	1				2
Montreal, QC	1 (French)	1 (French)		1 (English)		3
Mississauga, ON	1	1		1		3
Winnipeg, MB			2			2
Vancouver, BC		1	1	1		3
Online		1			3	4
Total	3	5	3	3	3	17

The sessions were standard in-person or online focus groups of two hours in length. Ten people were recruited and confirmed, aiming for between eight and ten participants. They each received an honorarium of \$75 in appreciation for their time. The sessions were conducted in the evening.

In Reading This Report

This report includes an executive summary and a detailed analysis of the tracking results. Appended to this report is the questionnaire used to complete the survey, the recruitment screener used to invite participants to the focus groups and the discussion guide used by the moderator during the focus groups.

Readers should keep in mind the following in reading this report:

- Percentages may not add up to 100% due to rounding.
- Closed-ended questions (e.g. level of feeling informed) were asked using a 0-to-10 scale, with 10 being the best possible score, 0 being the worst possible score and 5 being neutral.
- The percentages shown for the highest response categories (sometimes referred to as “top 3 box” or “at least somewhat familiar”) were calculated by adding the raw scores and dividing by the total. As a result, they may be different than simply adding the percentages from the graphs.
- To avoid leading respondents to the “correct answers,” many of the questions were open ended. As such, the intensity of the results is naturally lower than if respondents had been asked to select answers from lists provided.
- Results of unaided recall may include ads and/or communications pieces beyond Elections Canada. For example, responses such as “direct mail” include material beyond the voter information card (VIC), reminder brochure and possibly registration letters. Results of aided recall are based on a written description of the ad or communications piece.
- In some graphs, the survey question text may be shortened to convey the meaning of the question while maintaining a readable font size. The full questionnaire distributed to respondents may be found in Appendix A.

- Statistical significance testing has been applied to determine whether, statistically speaking, differences exist among comparison groups or whether two numbers can be considered statistically the same.
- Where applicable, responses that differ between survey phases are noted. An arrow (↑) or an asterisk (*) indicates that a measure has significantly changed at the 95% confidence interval. As a result, we are 95% certain that there has been a change between phases and it is not due to chance.

DETAILED FINDINGS

This report is divided into five broad sections, most of which have subsections. The first presents an overview of participation in the 42nd general election, held on October 19, 2015. The second section explores respondents' perceptions of Elections Canada. The third section provides an overview of unaided and aided recall of the ERP ads and communications pieces, while the fourth provides an overview of website visits and use during the campaign period. The last section reviews respondents' level of knowledge throughout the survey evaluation period.

Participation in the Federal Election

Self-reported actual behaviours related to the voting process reflected the success of the ERP. The large majority of survey respondents are self-reported voters, and an even higher percentage report to have been registered to vote. Voting in person on election day was the most popular way to cast a ballot, followed by voting at advance polls. Most voters used their driver's licence as a form of identification; some also brought their VIC.

To begin, self-reported voter behaviour in the 2015 election was slightly higher than the actual voter turnout. In the survey, 85% reported to have voted in the federal election held on October 19, 2015. According to Elections Canada, voter turnout was 68.3%.⁵ When comparing our target audiences, there were differences in claimed participation. Almost all in the general population (90%), disabled (86%) and Aboriginal elector (84%) groups reported that they voted in the election, compared to 77% of students and 48% of new voters. This is typical when researching voter behaviour as social desirability comes into play – meaning that respondents may sometimes give what they think is the “right” answer instead of reporting their true behaviour. It should be noted that other research shows that those who participate in surveys may also be more engaged and in fact more likely to vote.

A similar percentage of respondents (90%) reported to be registered to vote in a federal election. By target audience, general population (95%), disabled (93%) and Aboriginal electors (83%) were more likely to report that they were registered to vote than students (77%) and new voters (66%).

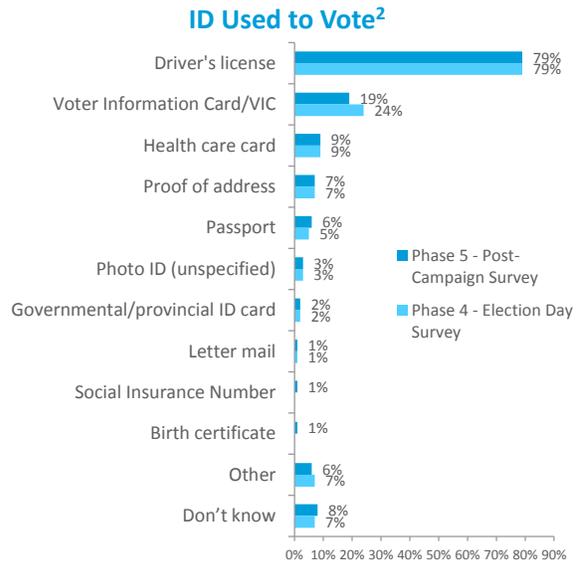
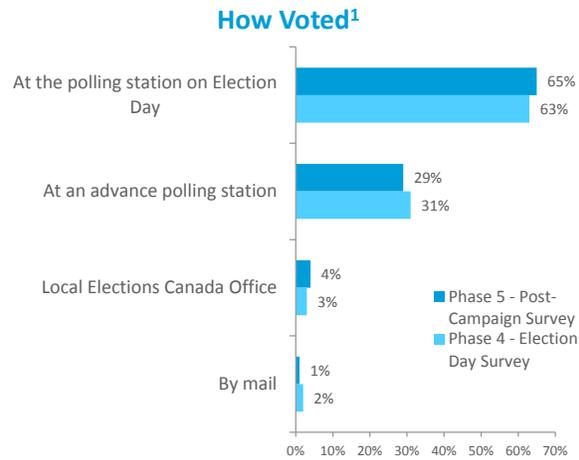
When voting, two thirds of respondents used a polling station (65%), while one third voted in advance polls (29%). A few (4%) voted at a local Elections Canada office. These results were consistent across target groups.

The majority of respondents (79%) claimed to have brought their driver's licence as a piece of identification in order to vote. One in five (19%) also brought their VIC, although it is unclear whether this was because they thought it was a form of identification or because it facilitated the voting process. The results were consistent across target audiences.

⁵ See <http://www.elections.ca/res/rep/off/ovr2015app/41/table4E.html>.

Graph 1 – Voting in the recent federal election

Self-reported Voters: **85%**
 Self-reported Registered to Vote: **90%**



BASE¹: Respondents who voted in the federal election on October 19 (Phase 4 n=864; Post-campaign n=904)

Q36a. And what option did you use to vote in the recent federal election that took place on October 19th?

BASE²: Respondents who voted in the federal election on October 19 and voted at a polling station on election day, at an advance poll or at a local Elections Canada office (Phase 4 n=847; Post-campaign n=891)

Q36b. What piece(s) of identification did you bring with you when you voted in the recent federal election?

²Unaided responses with 1% or more in post-campaign evaluation shown. Multiple responses were accepted.

Perceptions of Elections Canada

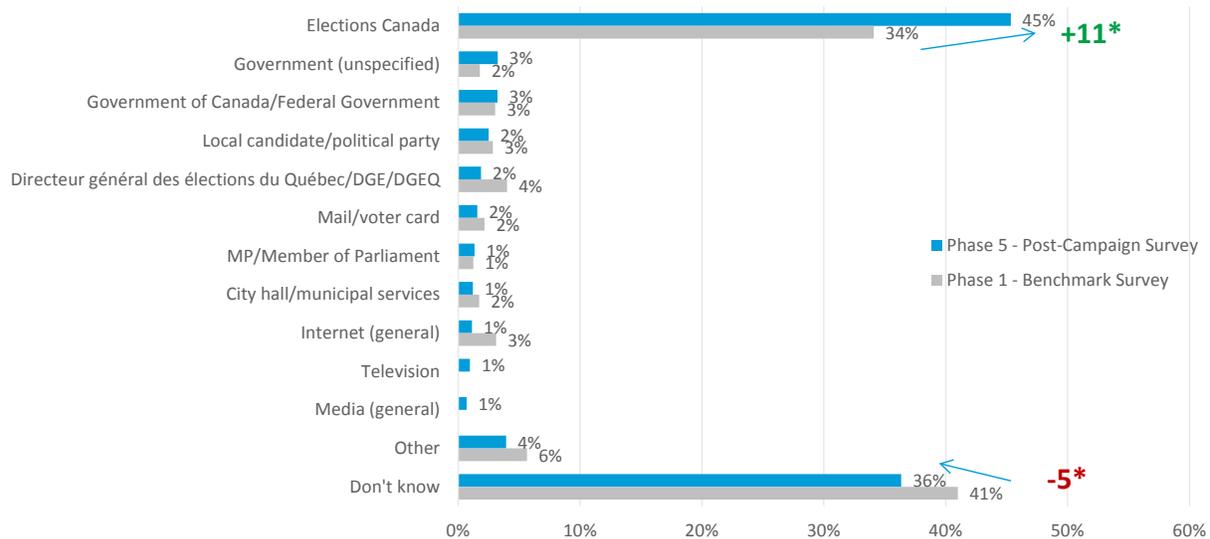
Perceptions of Elections Canada are positive. The findings in this section support the ERP objective of Elections Canada being the primary source of election information.

Unprompted, Elections Canada is the top-of-mind organization for information on the voting process. Many would go to Elections Canada if they needed to lodge a complaint, needed more information about voter registration or needed more information about the voting process. When prompted, the majority of respondents are familiar with Elections Canada and view the organization as the most credible and trusted source for voting-process information. Further, the majority are satisfied with the information provided by Elections Canada.

Throughout the communications program, Elections Canada was the top-of-mind organization for information on the voting process for the majority of electors. One third (34%) of respondents mentioned Elections Canada without prompting in the Benchmark survey. By the post-campaign evaluation, the percentage had increased to 45%, which is a statistically significant increase. In all survey phases, there were very few mentions of other organizations for information about the voting process. About two in five respondents were not able to name an organization (41% in the Benchmark survey and 36% in the post-campaign evaluation, which is a statistically significant change).

General population electors were more likely than other target audiences to name Elections Canada as the top-of-mind organization for voting-process information. In the Benchmark survey, 38% of general population electors mentioned Elections Canada; this increased to 49% in the post-campaign evaluation, a statistically significant change. This is compared to 25% of students, 20% of new voters, 27% of disabled electors and 34% of Aboriginal electors in the Benchmark survey and 32% of students, 37% of new voters, 42% of disabled electors and 33% of Aboriginal electors in the post-campaign evaluation. For these other target audiences, the changes by phase were not statistically significant, with the exception of the 17-point increase among new voters.

Graph 2 – Top-of-mind organization for electoral-process information



Unaided responses with 1% or more shown.

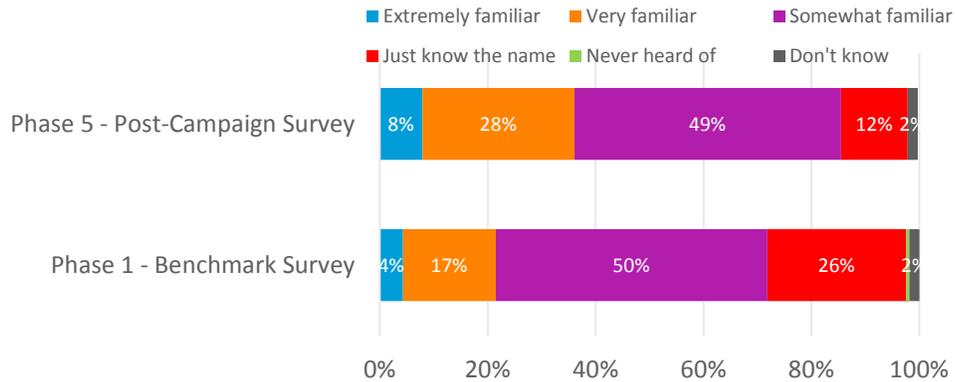
BASE: All respondents (Benchmark n=1,256; Post-campaign n=1,072)

Q34. Who or which organization first comes to mind when you think about information on the voting process?

The majority of respondents were at least somewhat familiar with Elections Canada at each stage of the ERP evaluation. Following the ERP, 86% of respondents were at least somewhat familiar with Elections Canada, including 8% who were extremely familiar, 28% who were very familiar and 49% who were somewhat familiar. This reflected an increase from the Benchmark result of 72% of electors being at least somewhat familiar.

Familiarity with Elections Canada saw a directional increase over the course of the campaign across all target groups. Familiarity was higher among disabled (91%), Aboriginal (88%) and general population (87%) electors and lower among students (68%) and new voters (76%).

Graph 3 – Familiarity with Elections Canada

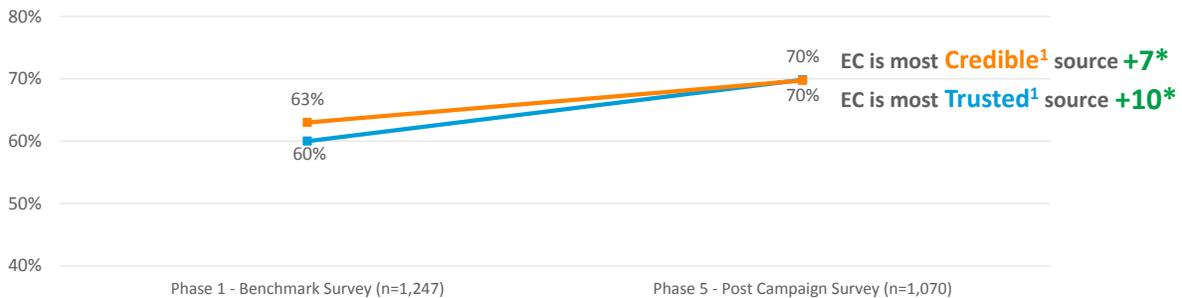


BASE: All respondents (Benchmark n=1,256; Post-campaign n=1,072)

Q38. Overall, how familiar would you say you are with Elections Canada? Would you say you are ...

Most eligible voters felt that Elections Canada was the most trusted and credible source of information about the electoral process. In the Benchmark survey, three in five electors strongly agreed (a rating of 8, 9 or 10 out of 10) that Elections Canada was the most credible (63%) and trusted (60%) source of information, including one third (30%) who gave the highest rating possible (10 out of 10). This increased to 70% for each measure in the post-campaign survey, including close to two in five (38% and 37%, respectively) who gave the highest rating possible.

Graph 4 – Elections Canada as most trusted and credible source



¹Results shown are top 3 box.

BASE: Respondents who have heard of Elections Canada (Benchmark n=1,247; Post-campaign n=1,070)

Q39. To what extent do you agree or disagree with each of the following statements?

- A. Elections Canada is the most credible source of information about the electoral process.
- B. Elections Canada is the most trusted source of information about the electoral process.

The following table highlights the differences in opinion when comparing the target audiences.

Table 5 – Elections Canada as most trusted and credible source: results by target group

	Most Trusted Source		Most Credible Source	
	Benchmark	Post-campaign	Benchmark	Post-campaign
Overall	63%	70%	60%	70%
Students	50%	50%	51%	57%
Aboriginal electors	55%	59%	48%	61%
New voters	41%	55%	42%	56%
Disabled electors	62%	84% ↑	59%	80% ↑
General population	67%	72% ↑	63%	72% ↑

Results shown are top 3 box.

BASE: Respondents who have heard of Elections Canada (Benchmark n=1,247; Post-campaign n=1,070)

Q39. To what extent do you agree or disagree with each of the following statements?

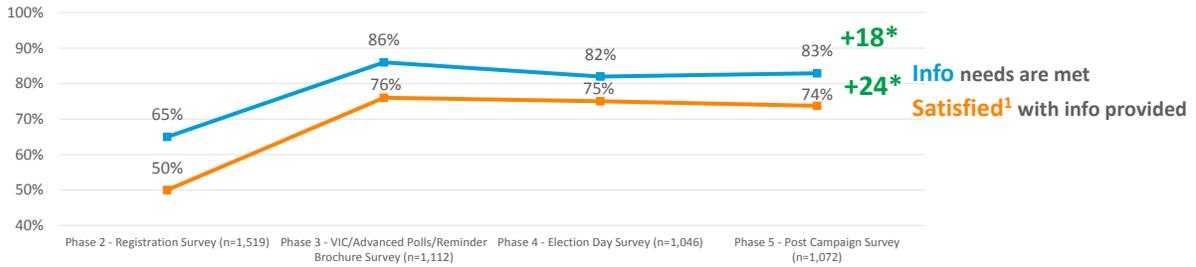
- A. Elections Canada is the most credible source of information about the electoral process.
- B. Elections Canada is the most trusted source of information about the electoral process.

Many electors were satisfied with the information they had received from Elections Canada. By the post-campaign survey, three in four (74%) had high levels of satisfaction, including two in five (40%) who were completely satisfied (a rating of 10 out of 10) with the information received and one third (33%) who were very satisfied (8 or 9 out of 10). This was a substantial increase from the 50% of Benchmark survey respondents who had high levels of satisfaction.

Disabled electors (84%) and the general population group (78%) had higher satisfaction than Aboriginal electors (65%), new voters (59%) and students (43%).

By the conclusion of the ERP, the majority of respondents (83%) had had their information needs met, up from 65% in the Benchmark survey. Of those who needed more information, most were not able to name what they had needed (45%). Early in the communications program, specific mentions varied (55% where to vote, 22% VIC and 15% voting date). By the end of the communications program, the main mention was of voting locations (19%).

Graph 5 – Satisfaction with voting-process information and meeting informational needs



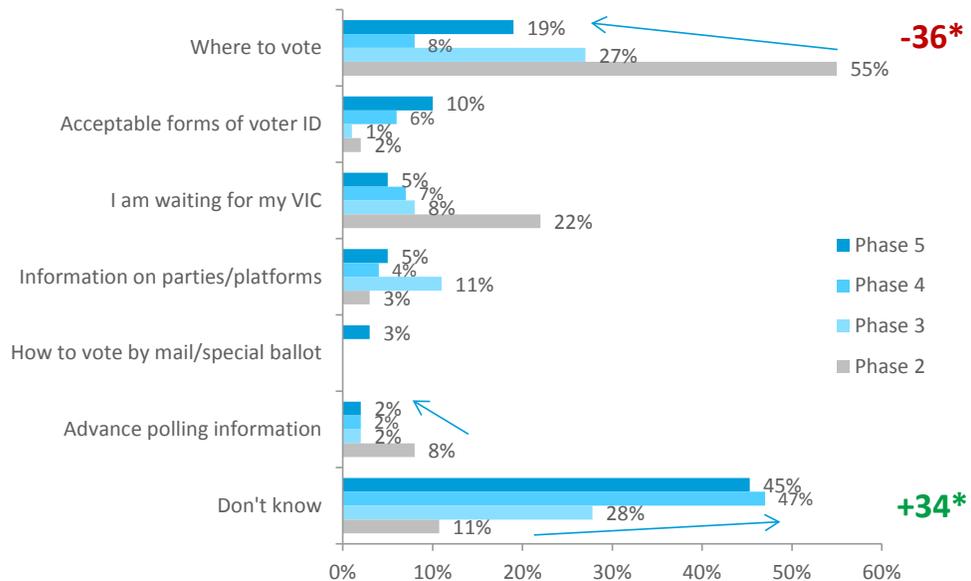
¹Results shown are top 3 box.

BASE: All respondents (Phase 2 n=1,519; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)

Q40b. *Is/Was there any information on the voting process that you need(ed), but that you have/did not receive(d)?*

Q40a. *Overall, how satisfied are/were you with the information received from Elections Canada regarding the voting process, meaning where, when and the ways to vote in the federal election?*

Graph 6 – Unaided voting-process information not yet received

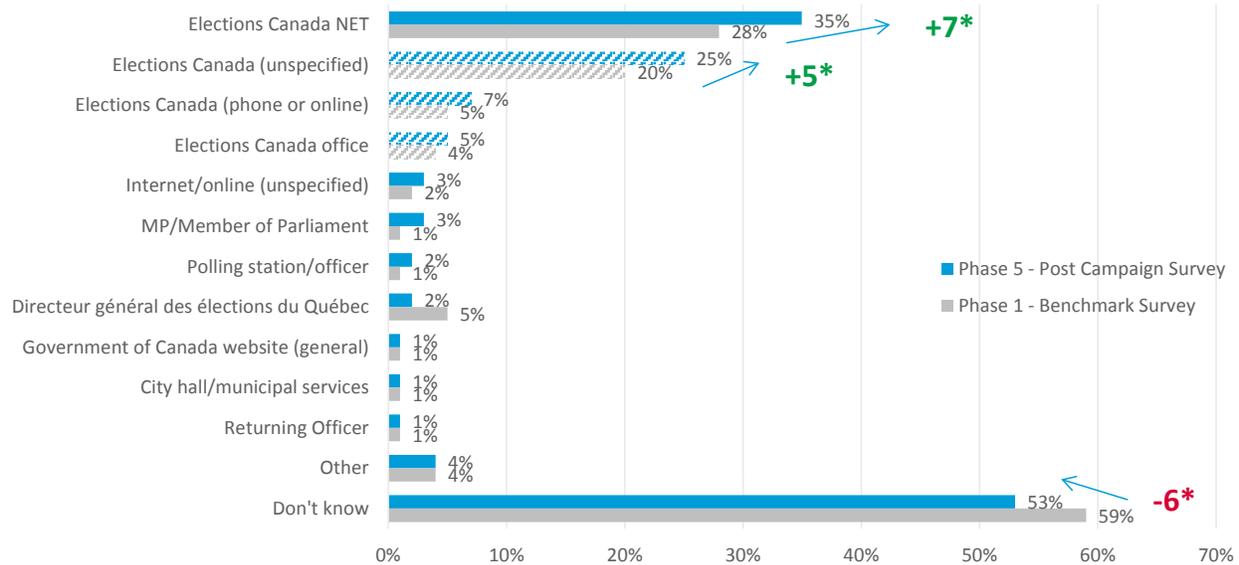


Unaided responses with 2% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

BASE: Those who had information needs that were not met (Phase 2 n=330; Phase 3 n=68; Phase 4 n=109; Post-campaign n=93)

Q40c. *What information on the voting process do/did you need that you have/did not receive(d)?*

Knowledge of how to submit a complaint was generally low, but did increase as the ERP was rolled out. In the post-campaign evaluation, about half of electors (53%) did not know what to do should they wish to lodge a complaint about the voting process. This reflected a decrease from the 59% reported in the Benchmark survey. As the ERP went on, more respondents indicated that they would look to Elections Canada in some form (35%, up from 28% in the Benchmark survey) should they have a complaint.

Graph 7 – Unaided knowledge of where to lodge a complaint about the voting process

Unaided responses with 2% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

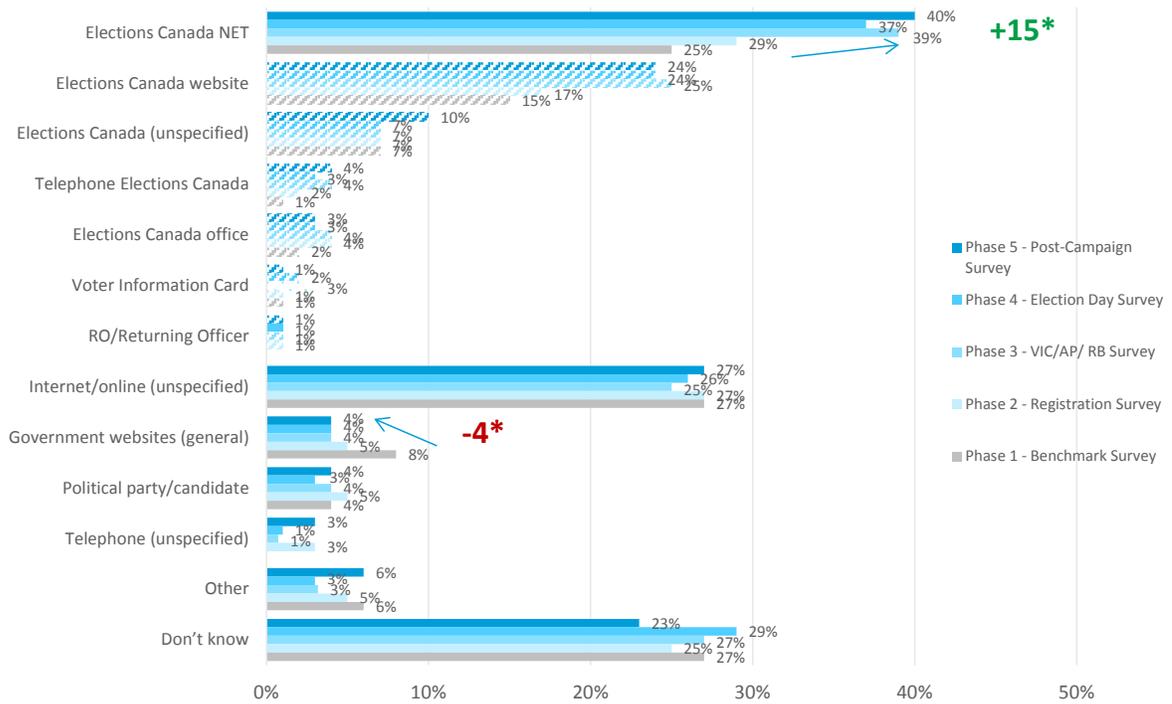
BASE: All respondents (Benchmark n=1,256; Post-campaign n=1,072)

Q37. There may be instances when people may want to lodge a complaint about the voting process. If you wanted to file a complaint, where would you go?

Electors would have likely gone to Elections Canada in some form if they had required information about the voting process. In the Benchmark survey, one quarter (25%) indicated that they would go to Elections Canada; this increased to 40% of electors by the post-campaign survey. A similar proportion, during any phase of the survey evaluation, would have conducted a general Internet search (27%).

This trend was consistent by target audience.

Graph 8 – Unaided sources of information about the voting process

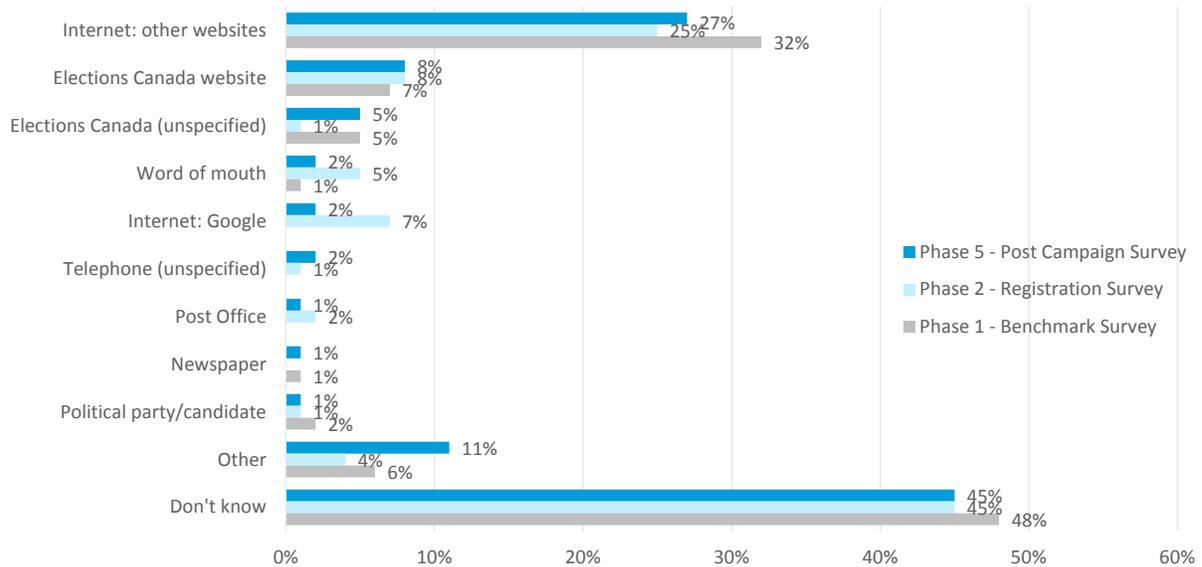


Unaided responses with 3% or more in the post-campaign evaluation are shown. Multiple responses were accepted.
BASE: All respondents (Benchmark n=1,256; Phase 2 n=1,519; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)

Q33a. If you needed it, where would you go for more information about where, when and the ways to vote or other information about the electoral process?

Electors who were not registered to vote would have conducted a general search on the Internet if they had required information about voter registration. However, almost half of unregistered electors did not know where to go for this information. This makes sense given that those who were not registered were less likely to be familiar with Elections Canada or feel knowledgeable about where, when and the ways to vote.

These findings were consistent throughout the campaign evaluation and across target audiences.

Graph 9 – Unaided sources of information about registering to vote

Unaided responses with 1% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

BASE: Respondents who are not registered to vote (Benchmark n=223; Phase 2 n=419; Post-campaign n=106)

Q26. If you required it, where would you go to get more information about registering to vote?

Recall

Both unaided and aided recall of Elections Canada advertisements and communications pieces increased as the ERP was rolled out. By the end of the campaign, one in four electors who recalled (unaided) an ad or communications piece about the voting process (the majority of respondents) attributed it to Elections Canada and were able to cite intended messages such as where, when and the ways to vote. When respondents were prompted with descriptions of specific Elections Canada ads and communications pieces, the VIC and reminder brochure had the highest aided recall. The Election Day advertising campaign had the highest aided recall of any campaign tested. A few electors were aware that the ads and communications pieces were in accessible formats and in languages other than French and English.

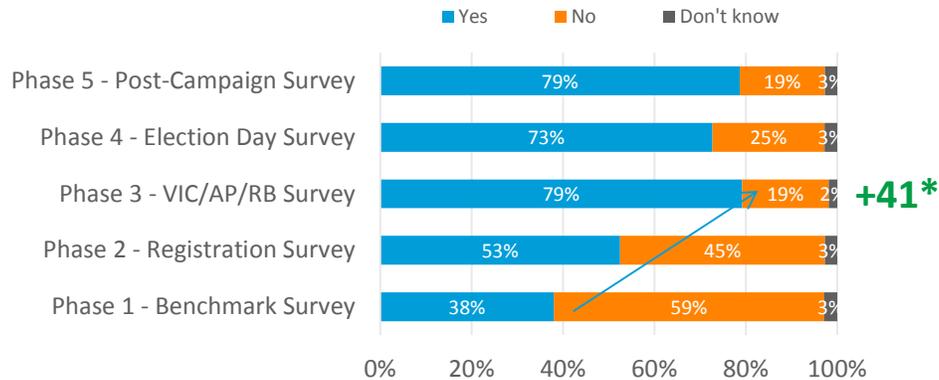
UNAIDED RECALL

The likelihood that an elector would recall, without prompting, an ad or communications piece about the voting process increased as the ERP was rolled out. By Phase 3, the majority (79%) of respondents recalled an ad or communications piece; this remained the percentage of electors to have this type of recall through to the post-campaign survey (79%) – this is a 41 percentage-point (ppt) increase.

Each target audience saw an increase in unaided recall of ads or communications pieces between the Benchmark and post-campaign surveys. Students (41%), new voters (38%) and disabled (36%), Aboriginal (41%) and general population (38%) electors began with similar levels of unaided recall. After the election, disabled (86%) and general population (80%) electors were more likely than students

(59%), new voters (68%) and Aboriginal electors (71%) to have unaided recall of ads and communications pieces related to the voting process.

Graph 10 – Unaided recall of ads or communications pieces about the voting process (overall)

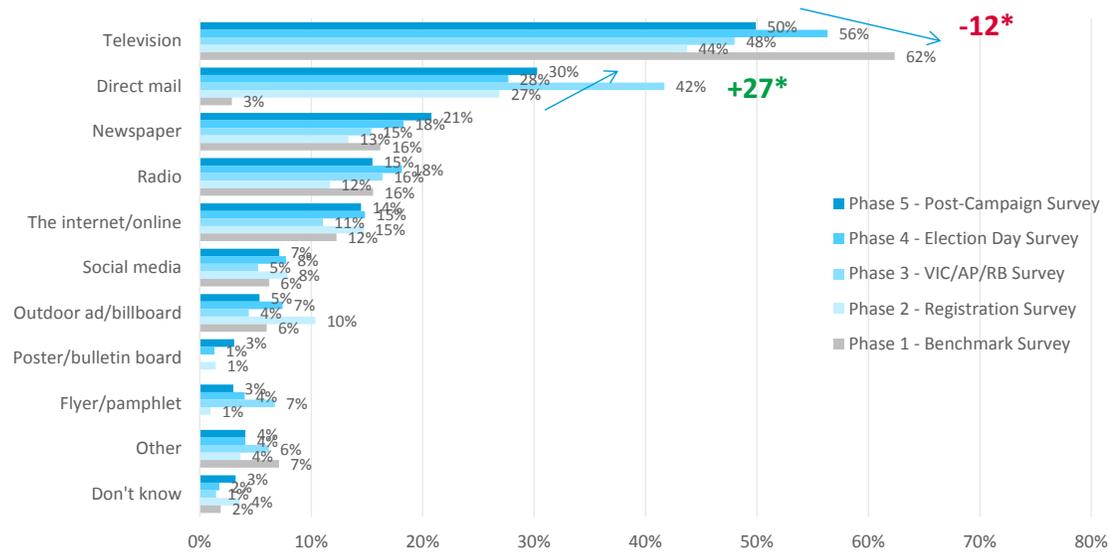


BASE: All respondents (Benchmark n=1,256; Phase 2 n=1,519; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)

Q12a. Over the past few weeks or so, have you seen, heard or read any advertising or communications about the voting process, meaning where and when and the ways to vote in the next/recent Canadian federal election?

TV ads saw the highest unaided recall of any medium; unaided recall of this medium went from a high of 62% in the Benchmark survey to 50% in the post-campaign evaluation. It is possible that the decreased proportion in the recall of telephone ads was a result of the different types of ads and communications pieces being distributed by the end of the campaign. Direct mail started low (3%) and saw steady increases in recall in each phase (to a high of 42% following distribution of the VIC and settling at 30% in the post-campaign survey). Radio and newspaper ads were also among the top media recalled in each phase. These four media were also those that most respondents mentioned having consumed in the weeks prior to completing the survey.

Graph 11 – Unaided recall of ads or communications pieces about the voting process (medium)



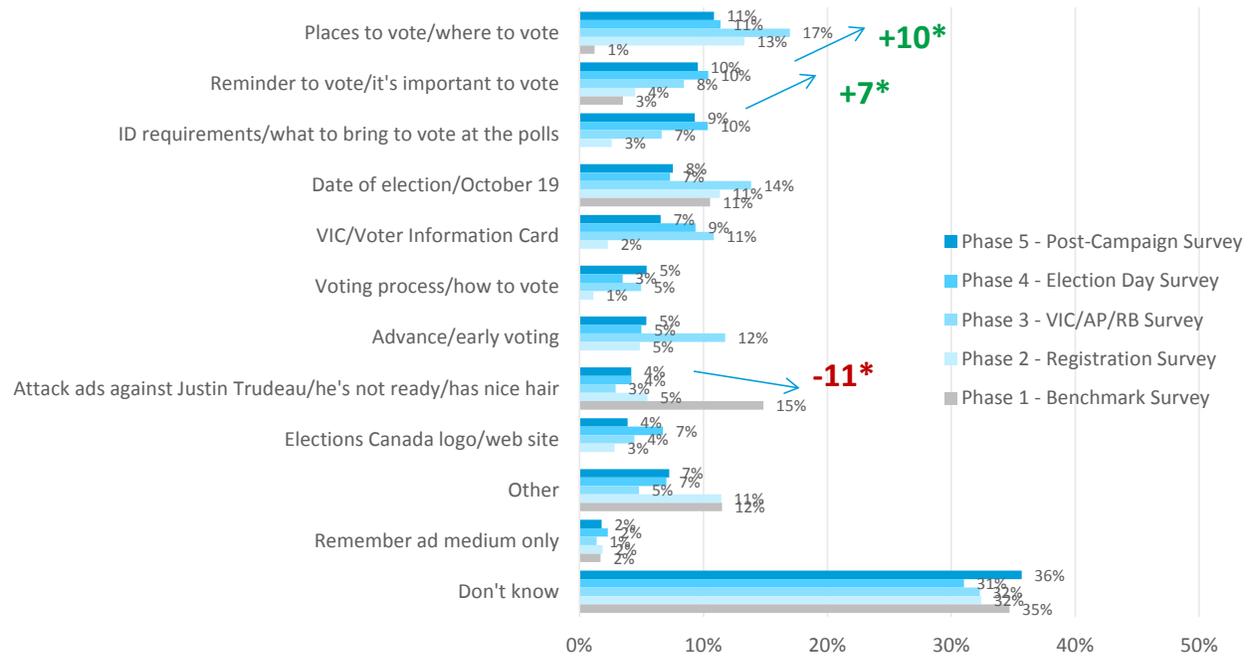
Unaided responses with 3% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

BASE: Those who have seen, read or heard an ad or communications piece in the last few weeks (Benchmark n=472; Phase 2 n=901; Phase 3 n=895; Phase 4 n=777; Post-campaign n=840)

Q13a. And, where did you see this advertising or communications?

In the Benchmark survey conducted before the ERP ads and communications pieces started, most of the unaided recall of ads and communications pieces was about partisan messages: mainly information from, and attack ads about, candidates. By election day, unaided recall was highest for topics related to Elections Canada’s key messages: places to vote, being reminded to vote, ID requirements, election date, the VIC, the voting process and advance polls.

Graph 12 – Unaided recall of ads or communications pieces about the voting process (main message)



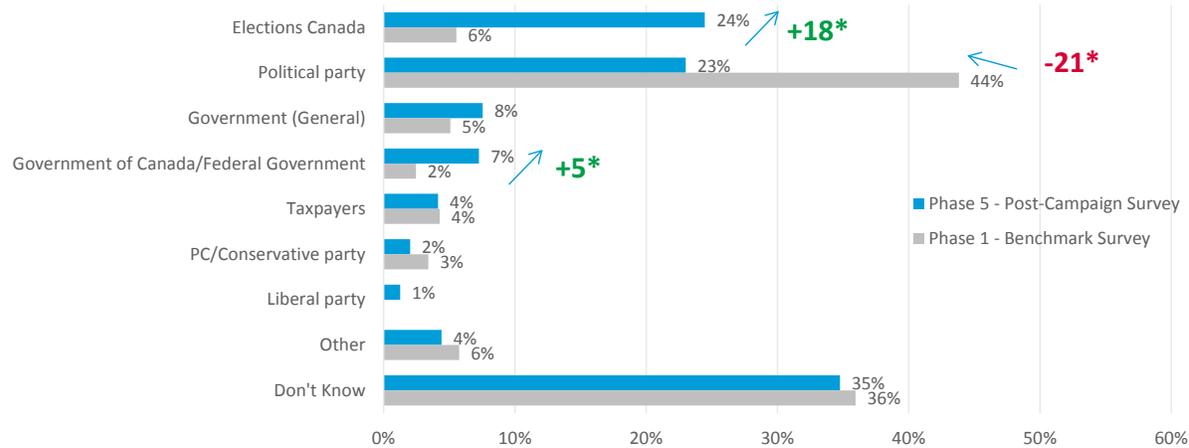
Unaided responses with 4% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

BASE: Those who have seen, read or heard an ad or communications piece in the last few weeks (Benchmark n=472; Phase 2 n=901; Phase 3 n=895; Phase 4 n=777; Post-campaign n=840)

Q14a. What can you remember about this advertising or communications? What words, sounds or images come to mind?

As the ERP was rolled out, more electors recalled messages that were perceived to be funded by Elections Canada rather than by other sources. In the Benchmark survey, almost half (44%) of electors recalled messages that they believed to be funded by a political party; by the post-campaign survey, this had decreased to 23% in favour of Elections Canada (24%, up from 6% in the Benchmark survey).

In general, students and new voters were less likely to specifically name Elections Canada as the sponsor of an ad, although they did frequently mention “Government” or “Federal government,” so it is possible that they do not distinguish a difference.

Graph 13 – Unaided recall of ads or communications pieces about the voting process (sponsor)

Unaided responses with 1% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

BASE: Those who have seen, read or heard an ad or communications piece in the last few weeks (Benchmark n=540; Post-campaign n=928)

Q17a. With regard to the ads or communications you have seen or heard, in your opinion, who produced them? In other words, who funded them?

AIDED RECALL

To measure aided recall of ERP ads and communications pieces, respondents were given descriptions of several items.

By far, the VIC and reminder brochure were the communications pieces that had the highest recall among all target groups. This is not surprising given that these pieces had the widest reach (i.e. the VIC went to all registered voters, and the reminder brochure went to all households). Recall of these pieces was higher for general population as well as ethnocultural and disabled electors and lower for students and new voters; Aboriginal electors had mid-range recall.

The ID tear-off sheets and posters were the next highest-recalled items by all groups. There is a possibility that there was some confusion between the ID tear-off sheets and the reminder brochure, which included the exact same list of ID.

Aided recall of Elections Canada's ads steadily increased in each phase, with the highest recall of all ads seen in Phase 4 (conducted immediately after the election), evaluating the Election Day ads. As seen with the communications pieces, the general population and disabled groups behaved similarly when it came to recall of ads, with higher recall of each ad compared to students and new voters.

The pieces that were most effective (i.e. those with highest recall) were the TV and radio advertisements.

The focus groups revealed an important view from those with a disability: they may become informed through ads, but the accessibility of the ways information is tailored to them needed to be improved. For example, some participants felt that Elections Canada could maintain a list of registered voters who

identified a preferred method of communication, such as a Braille VIC. Additionally, accessibility considerations at the polls could be better documented, such as more specific accessibility standards for each polling station, including chairs to sit in while waiting to vote.

For students and new voters, although the highest unaided recall was also for TV ads, they were more likely than other groups to recall ads on the Internet – in particular, Internet banner ads and Facebook ads. For students, they also had high recall of ads on their school campus. Radio ads were often ranked fourth in recall, although the percentage recalling radio ads was in line with the general population.

The following table presents the aided recall of the communications pieces tested. Recall of each communications piece is ranked highest to lowest, and a checkmark (✓) indicates the top two pieces recalled.

Table 6 – Summary of aided recall of communications pieces tested by target audience

Communications Piece	Overall	Students	New Voters	Aboriginal Electors	Disabled Electors	General Population	Ethnocultural
VIC	✓85%	✓64%	✓61%	✓78%	✓93%	✓89%	✓85%
Reminder brochure	✓60%	41%	✓52%	50%	✓66%	✓62%	✓65%
Phase 4 ID tear-off sheet/poster	56%	✓43%	44%	✓59%	✓66%	58%	62%
Phase 3 ID tear-off sheet	45%	34%	36%	34%	56%	46%	47%
Student postcard	9%	11%	15%	25%	–	8%	8%

BASE: All respondents (Phase 2 n=1,519; Phase 3 n=1,112; Phase 4 n=1,046)

QAD11;26–28;35. Do you remember receiving a [INSERT FORMAT] over the past few weeks or so describing how to [INSERT MESSAGE]?

The following table presents the aided recall of the advertisements tested, by audience. Recall of each advertisement is ranked highest to lowest, with the top five ads recalled indicated with a checkmark (✓). Ad campaigns are grouped by colour: the Registration ad campaign is blue; the VIC ad campaign is purple; the Advance Poll campaign is orange; and the Election Day ad campaign is grey.

Table 7 – Summary of aided recall of advertisements tested by target audience

Advertisement	Overall	Students	New Voters	Aboriginal Electors	Disabled Electors	General Population	Ethnocultural Electors
Election day – radio ad	✓38%	✓38%	✓30%	✓61%	✓43%	✓38%	✓37%
Election day – print ad	✓34%	✓39%	22%	26%	✓41%	✓34%	✓38%
VIC – radio ad	✓32%	24%	12%	✓54%	✓38%	✓35%	✓42%
Advance polls – radio ad	✓31%	27%	19%	36%	✓37%	✓32%	✓29%
Election day – TV ad	✓29%	25%	22%	33%	✓39%	✓28%	19%
Election day – Internet ad	✓29%	✓48%	✓42%	✓46%	33%	25%	✓33%
VIC – print ad	28%	✓35%	✓26%	30%	29%	27%	28%
VIC – TV ad	25%	29%	17%	17%	25%	26%	18%
Registration – radio ad	19%	23%	✓24%	28%	–	18%	14%
Election day – Facebook ad	18%	31%	✓27%	27%	27%	14%	14%
Registration – Internet ad	15%	30%	19%	19%	–	13%	15%
Advance poll – print ad	12%	18%	3%	12%	13%	12%	20%
VIC – out of home: public transit/campus	12%	✓39%	4%	17%	13%	10%	22%
VIC – Internet ad	12%	23%	14%	16%	12%	11%	21%
Registration – print ad	10%	10%	13%	24%	–	9%	11%
Registration – TV ad	10%	13%	12%	✓37%	–	10%	3%
VIC – Facebook ad	10%	25%	5%	12%	12%	9%	5%
Advance polls – TV ad	9%	11%	7%	23%	10%	9%	10%
Registration – out of home: public transit/campus – X ballot mark	8%	22%	13%	4%	–	6%	7%
Election day –	8%	10%	7%	4%	14%	7%	6%

Advertisement	Overall	Students	New Voters	Aboriginal Electors	Disabled Electors	General Population	Ethnocultural Electors
Twitter ad							
Advance polls – Internet ad	7%	20%	1%	16%	7%	6%	6%
Registration – out of home: public transit/campus – birthday cake	7%	21%	13%	5%	–	5%	7%
Advance Poll – Public Transit/campus	6%	12%	5%	6%	8%	5%	7%
Registration – out of home: Tim Hortons	6%	10%	10%	2%	–	5%	2%
VIC – out of home: Tim Hortons	6%	17%	2%	6%	3%	5%	1%
Advance polls – Facebook ad	5%	11%	–	10%	3%	5%	7%
Advance polls – Tim Hortons	5%	12%	9%	1%	3%	5%	6%
Registration – out of home: Tim Hortons – birthday cake	5%	9%	8%	1%	–	4%	2%
Registration – Facebook ad	5%	13%	13%	✓37%	–	3%	2%
Registration – Twitter ad	5%	6%	9%	4%	–	4%	1%

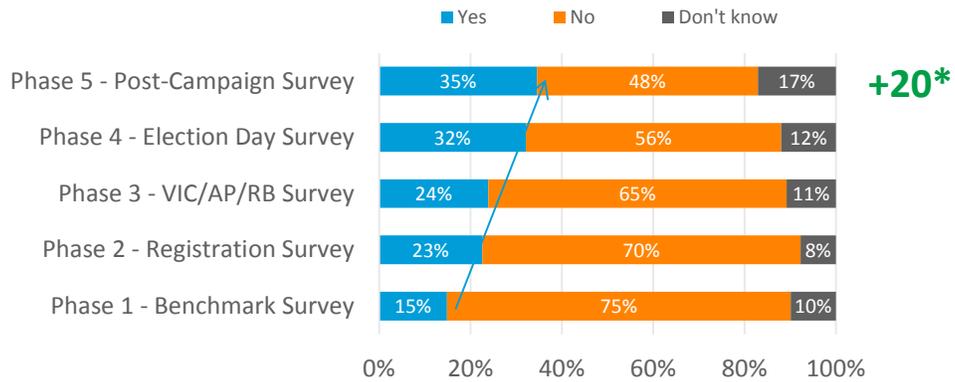
BASE: All respondents (Phase 2 n=1,519; Phase 3 n=1,112; Phase 4 n=1,046)

QAD1–10;12–25;29–34. Do you remember receiving a [INSERT FORMAT] over the past few weeks or so describing how to [INSERT MESSAGE]?

Aided recall of the “Ready to Vote” slogan was measured in each survey phase. As the ERP was rolled out, aided recall of the slogan increased from 15% in the Benchmark survey to 35% in the post-campaign survey.

Almost all target audiences’ recall of the “Ready to Vote” slogan increased from the Benchmark survey to the post-campaign survey. New voters’ recall of the slogan increased directionally over the course of the communications program (although the difference is not statistically significant). When comparing recall of the “Ready to Vote” slogan by target audience, students had the highest aided recall of the slogan (44%) in the post-campaign survey.

Graph 14 – Aided recall of the “Ready to Vote” slogan



BASE: All respondents (Benchmark n=1,256; Phase 2 n=1,519; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)

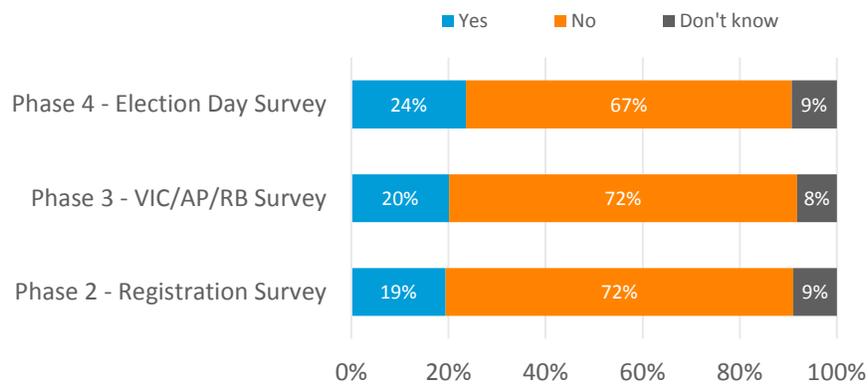
Q40. Do you recall hearing or seeing the slogan “Ready to Vote”?

ACCESSIBILITY AND LANGUAGES

Respondents who recalled at least one of the Elections Canada ERP ads or communications pieces were asked whether they were aware that any of the ads or communications pieces were available in an accessible format. About one in five respondents recalled an accessible format between Phase 2 (19%) and Phase 4 (24%).

Recall was consistent by phase and target audience.

Graph 15 – Awareness of accessible advertisements and communications pieces



BASE: Those who have seen, read or heard an advertisement or communications piece (Phase 2 n=748; Phase 3 n=1,048; Phase 4 n=817)

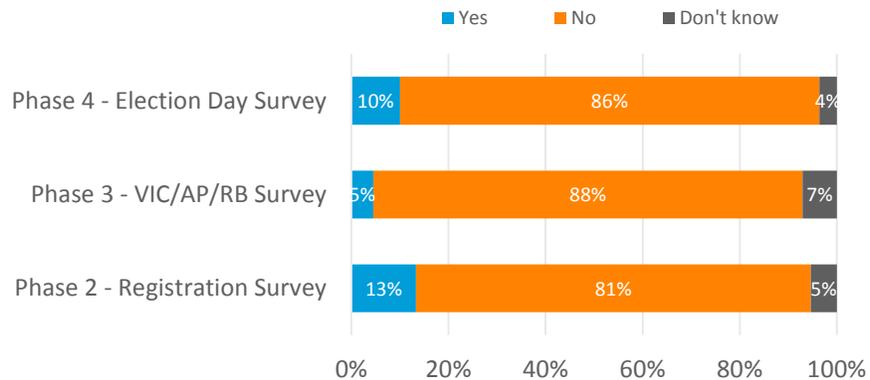
QACCESSIBLEFORMAT1. Are you aware that the advertisements and communications pieces we have previously described are available in accessible formats?

Aboriginal and/or ethnocultural electors who recalled at least one of the Elections Canada ERP ads or communications pieces were asked whether they were aware that any of the ads or communications

pieces were available in a language other than English or French. About one in ten respondents recalled a language other than English or French between Phase 2 (13%) and Phase 4 (10%).

Recall was consistent by phase and target audience.

Graph 16 – Awareness of advertisements and communications pieces in languages other than English or French



BASE: Those who have seen an advertisement and identify as Aboriginal or whose first language is neither English nor French (Phase 2 n=122; Phase 3 n=145; Phase 4 n=213)

QSPECIALLANG1. Thinking about the advertisements and communications pieces we have previously described, have you seen, read or heard any in a language other than English or French?

Website

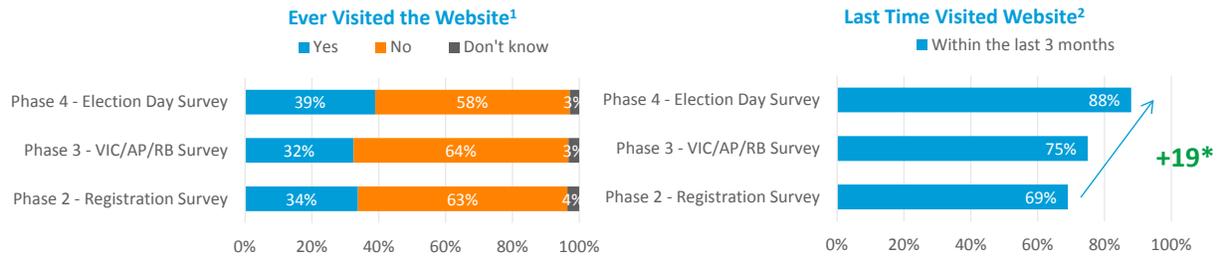
Survey respondents were asked to evaluate Elections Canada's website to understand visits and user experience. Among website users, satisfaction with the website is high. Almost all users were able to find the information they were looking for, which ranged from voter registration information⁶ to where to vote and what identification to bring to cast a ballot.

About one third of respondents indicated that they visited the Elections Canada website from the Registration survey (34%) to the Election Day survey (39%). Consistent with other findings related to the Internet, students (53%) were more likely than other target audiences to have ever visited the Elections Canada website.

The percentage of website visitors whose last visit was within three months of completing the survey increased from 69% in the Phase 2 survey to 88% in the Phase 4 survey. This increase was seen in each target audience.

⁶This evaluation asked about respondents' experience of the website as a whole and did not focus on the online registration service.

Graph 17 – Visits to the Elections Canada website



BASE¹: All respondents (Benchmark n=1,256; Phase 2 n=1,519; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)

QWEB1. Have you ever visited the Elections Canada website?

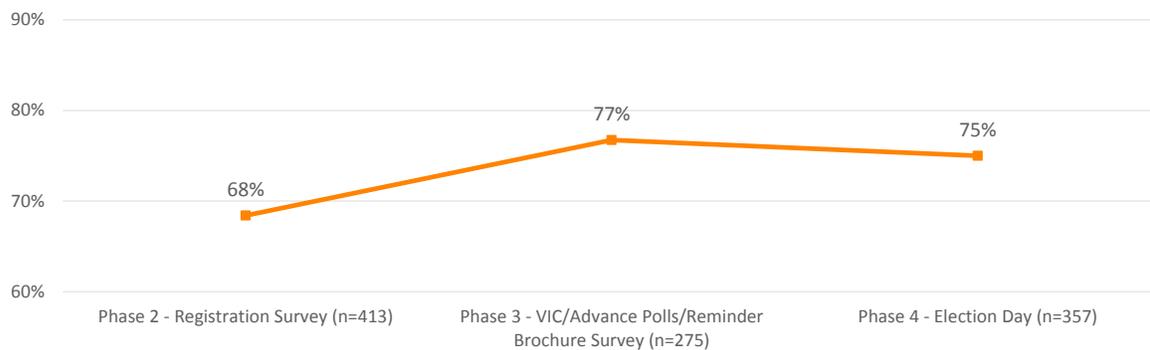
BASE²: Respondents who visited the Elections Canada website (Phase 2 n=563; Phase 3 n=360; Phase 4 n=406)

QWEB2. When did you last visit Elections Canada's website?

Satisfaction with the Elections Canada website was high among those who visited it within three months of completing the survey. In fact, three quarters (75%) of respondents were very satisfied with the website. This was consistent since Phase 2 (68%), when this measure was first introduced. Satisfaction was consistent across target audiences.

Very few website visitors who answered the surveys in each phase were dissatisfied. Reasons for dissatisfaction with the website related to the information sought being unavailable or hard to find on the website. Given the small sample size of this question (i.e. fewer than 20 responses in each phase), reasons for dissatisfaction are not graphically shown.

Graph 18 – Satisfaction with the Elections Canada website



Results shown are top 3 box.

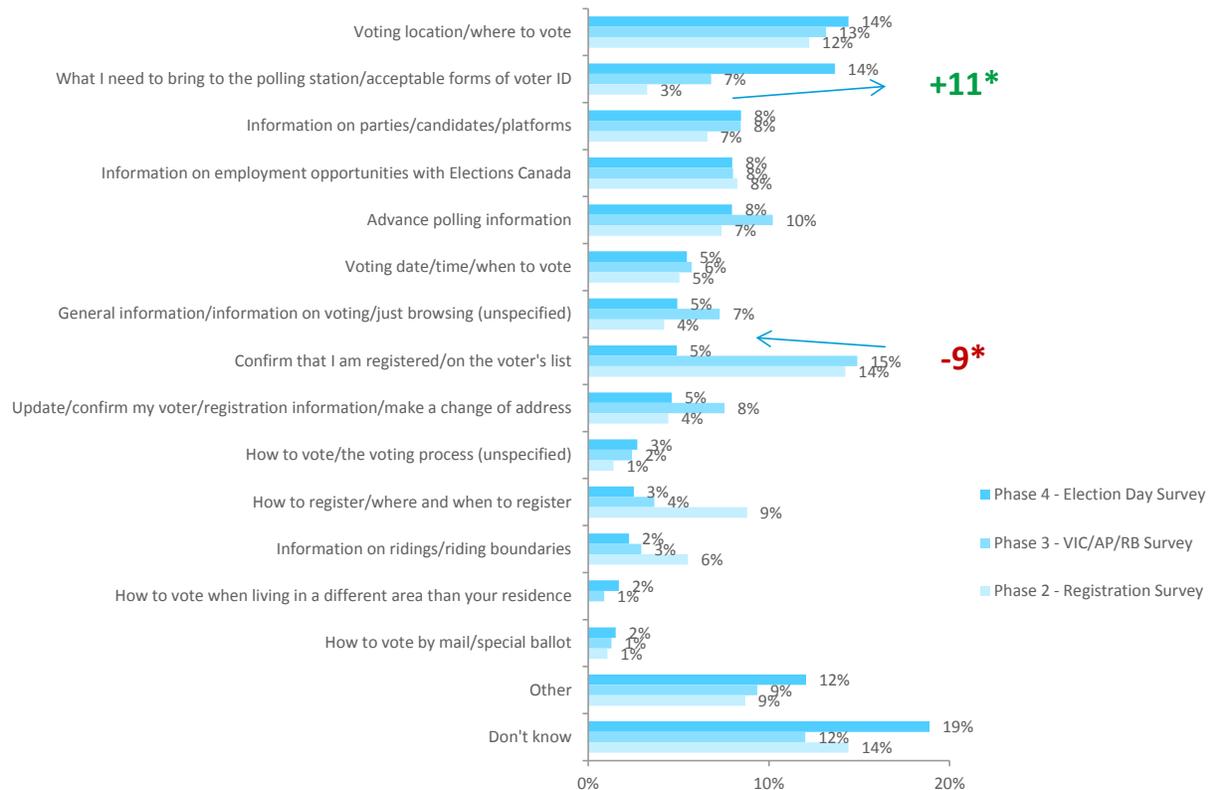
BASE: Respondents who visited the Elections Canada website in the last three months (Phase 2 n=413; Phase 3 n=275; Phase 4 n=357)

QWEB6. Overall, how satisfied were you with your experience using Elections Canada's website during this federal election?

Between the Phase 2 survey and the Phase 4 survey, the type of information sought on the Elections Canada website saw some directional changes (i.e. not statistically significant, but observed). Registration-related needs, such as confirming that a person was registered to vote (14%) or how to

register to vote (9%), declined as election day approached (to 5% and 3%, respectively). Instead, users started more frequently looking for what a person needed to bring to the polling station in order to vote (3% in the Benchmark survey to 14% in the Phase 4 survey). Queries of where to vote were consistent throughout the campaign (12% in the Benchmark survey and 14% in the Phase 4 survey).

Graph 19 – Unaided information sought on the Elections Canada website



Unaided responses with 2% or more in Phase 4 are shown. Multiple responses were accepted.

BASE: Respondents who visited the Elections Canada website in the last three months (Phase 2 n=413; Phase 3 n=275; Phase 4 n=357)

QWEB5. Thinking of your last visit to Elections Canada's website, what kind(s) of information were you looking for?

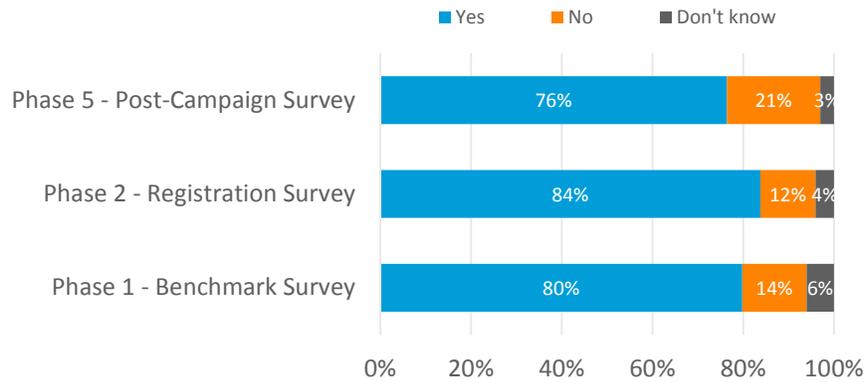
Knowledge

The goals of the ERP were to increase knowledge of where, when and the ways to register and vote as well as of voter identification requirements.

KNOWLEDGE OF REGISTRATION

The majority of electors thought that a person needed to be registered to vote in a federal election. This remained consistent between the Benchmark survey (80%) and post-campaign survey (76%) and across target audiences.

Graph 20 – Knowledge of the need to register to vote

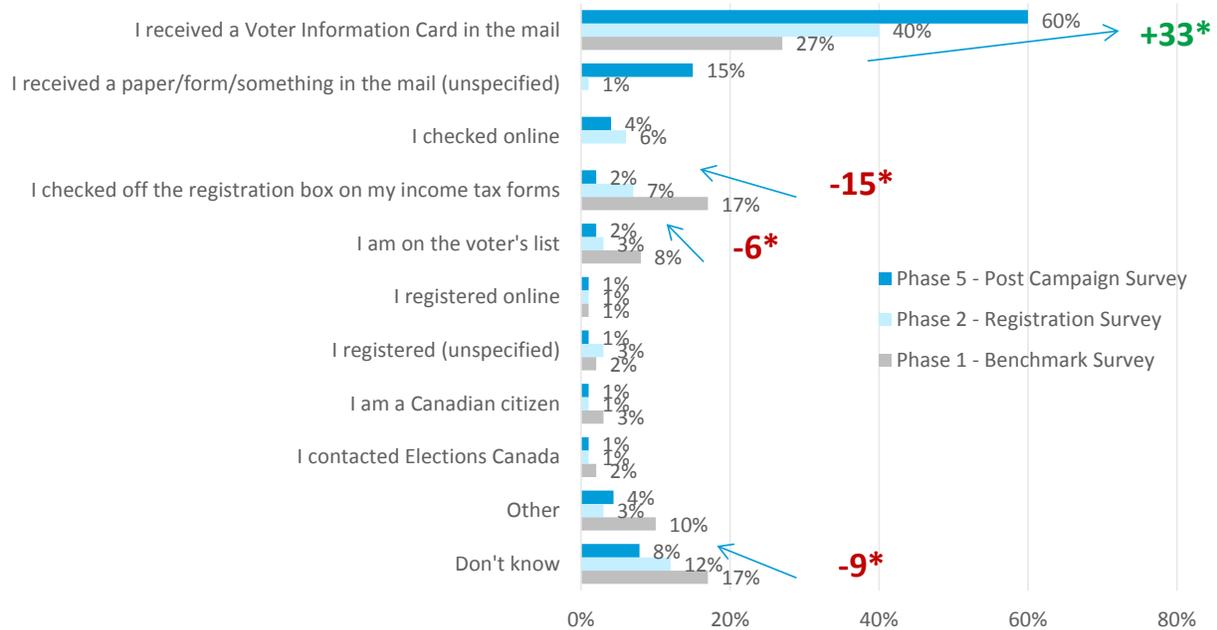


BASE: All respondents (Benchmark n=1,256; Phase 2 n=1,519; Post-campaign n=1,072)

Q22. To the best of your knowledge, does a person need to be registered to vote in a Canadian federal election?

As the election period progressed, those who claimed to be registered to vote increasingly attributed this knowledge to receiving a VIC in the mail (27% in the Benchmark survey vs. 60% in the post-campaign survey). Fewer respondents attributed their registration to previous actions, such as having checked off the registration box on their income tax form, in the post-campaign survey (2%) than in the Benchmark survey (17%).

Graph 21 – Unaided knowledge of how registered respondents registered to vote



Unaided responses with 1% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

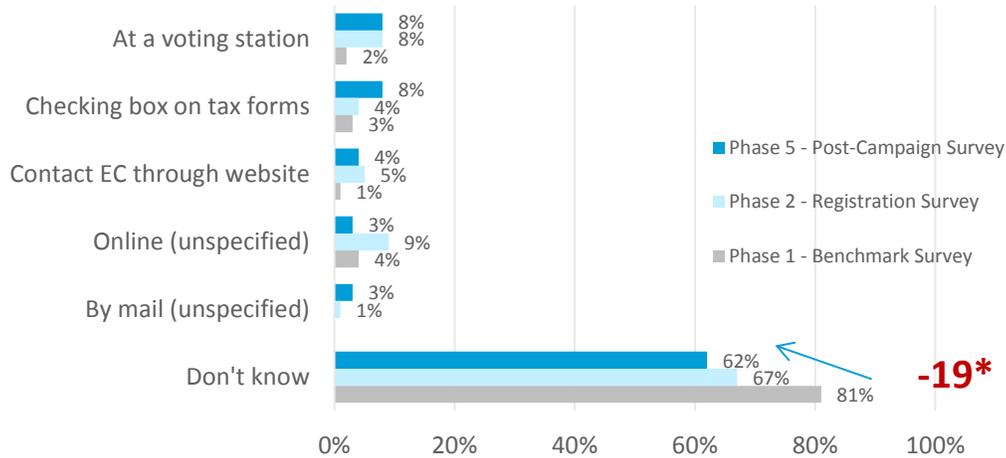
BASE: Respondents who are personally registered to vote (Benchmark n=1,022; Phase 2 n=1,100; Post-campaign n=966)

Q24. How do you know that you are registered to vote?

Among those who were not registered to vote, the process of becoming registered was unclear. The majority did not know how to register, although the percentage decreased from the Benchmark survey (81%) to the post-campaign survey (62%). The few who provided a valid response mentioned registering to vote at a voting station or checking a box on an income tax form. This remained statistically the same between the Benchmark (2% and 3%, respectively) and post-campaign surveys (8%).

Responses were similar across target audiences.

Graph 22 – Unaided knowledge of non-registered respondents on ways to register to vote

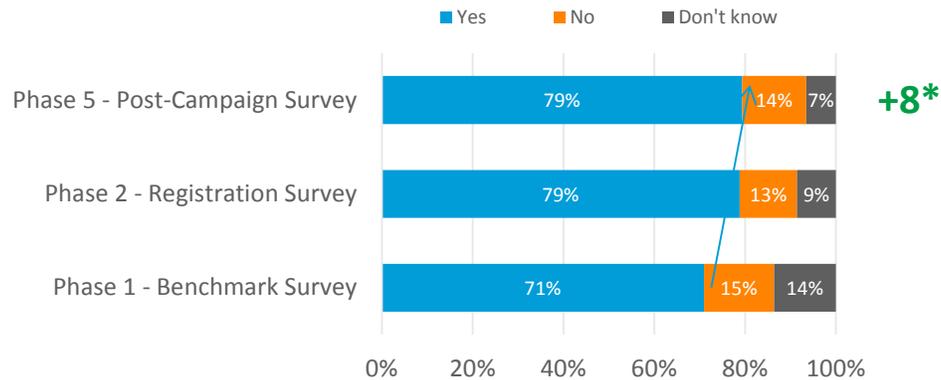


Unaided responses with 3% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

BASE: Those who are aware of the need to be registered to vote, but did not register (Benchmark n=181; Phase 2 n=358; Post-campaign n=75)

Q25. How do you get registered to vote?

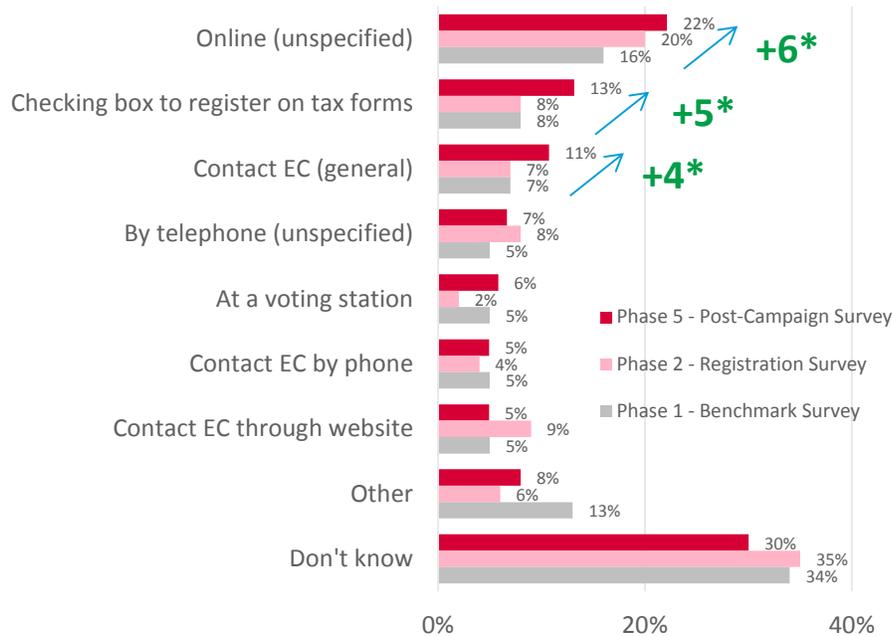
Among those who believed they needed to be registered to vote, the majority thought that they needed to update their registration if their information changed. The percentage of electors who believed this increased significantly between the Benchmark survey (71%) and the post-campaign survey (79%). This was consistent across target audiences.

Graph 23 – Knowledge of the need to update voter registration if information changes

BASE: Those who believe that a person needs to be registered to vote (Benchmark n=1,014; Phase 2 n=1,211; Post-campaign n=829)

Q27. To the best of your knowledge, do you need to update your voter registration if your information changes?

Those who believed that voter registration information should be updated if it changed more frequently mentioned going online to update it. As the ERP was rolled out, electors were somewhat more likely to say that they would go online (22%, up 6 points since the Benchmark) or check a box on their income tax form (13%, up 5 points since the Benchmark) to update their voter registration information. In all waves of surveying, about one third did not know how they would update their registration information if it changed.

Graph 24 – Unaided knowledge of how to update voter registration information

Unaided responses with 5% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

BASE: Those who believe that voter registration needs to be updated if information changes (Benchmark n=721; Phase 2 n=940; Post-campaign n=651)

Q28. How would you update your voter registration information?

KNOWLEDGE OF VOTING PROCESS

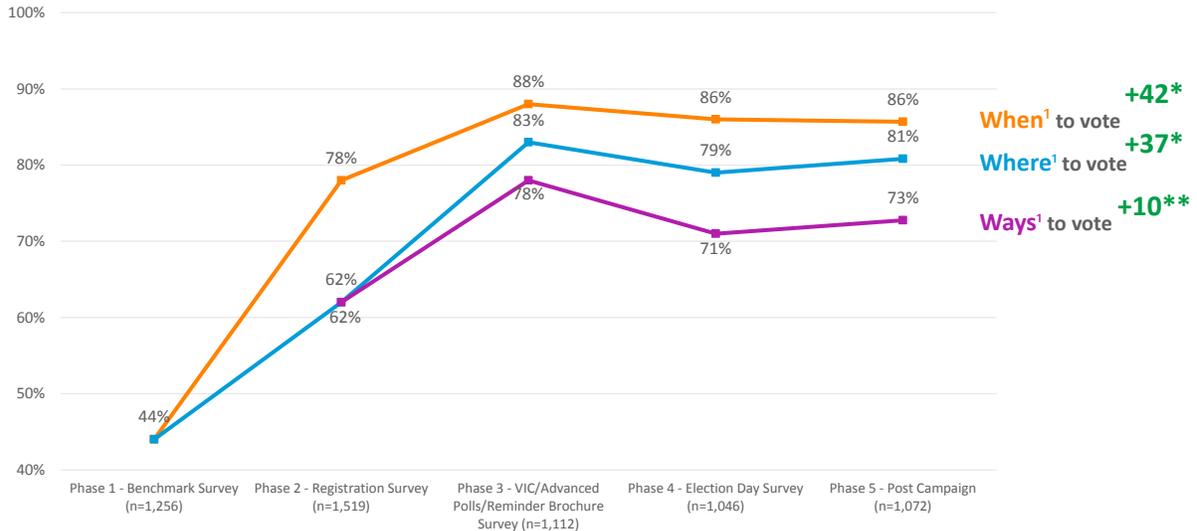
Knowledge of the voting process increased as the ERP was conducted. More felt knowledgeable about where, when and the ways to vote in addition to demonstrating an increase in knowledge by identifying the various ways to vote and what identification is required to cast a ballot. The VIC is an important communications piece as this is how many electors learn of the identification requirements or know that they are registered to vote.

Electors were asked how informed they felt they were about when, where and the ways to vote in the federal election. From the Benchmark survey to the post-campaign evaluation, the percentage of knowledge claimed by electors doubled. The level of knowledge increased over the course of the campaign (and distribution of ERP ads and communications pieces) and began to plateau in Phase 3, right before election day.

In the Benchmark survey, fewer than half (44%) felt well informed (a rating of 8, 9 or 10 on a 10-point scale) about when and where to vote, while one quarter (23%) felt somewhat informed (a rating of 6 or 7). By the post-campaign survey, the percentage of electors who felt well informed had increased to 86% for when to vote, 81% for where to vote and 73% for the ways to vote; for each measure, another one in ten felt somewhat informed (8%, 10% and 14%, respectively).

Electors were somewhat less likely to feel knowledgeable about the ways to vote than they were about when and where to vote. However, the majority still felt well informed about the ways to vote.

Graph 25 – Feeling informed about when, where and the ways to vote



¹Results shown are top 3 box. **Ppt change since Phase 2 when “ways to vote” was first introduced.

BASE: All respondents (Benchmark n=1,256; Phase 2 n=1,519; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)

Q33. Overall, how well informed do you feel you are/were about the following voting processes in the recent federal election?

- A. Where to vote
- B. When to vote
- C. Ways to vote

For the general population and disability groups, knowledge of when to vote was generally high to begin with and remained high over the course of the communications program. The majority also felt knowledgeable about where and the ways to vote, although these measures saw small improvements by Phase 3.

Knowledge was lower for students and new voters, and it increased over the course of the campaign. By the election, the majority knew when to vote. However, about half knew where to vote and the ways to vote, although both of these measures saw increases after each phase of the ERP campaign.

The following table presents the percentage of electors, overall and by target group, who felt informed (a rating of 6, 7, 8, 9 or 10 out of 10).

Table 8 – Feeling informed about where, when and the ways to vote (results by target group)

6 to 10 out of 10	Phase 1 Benchmark	Phase 2 Registration	Phase 3 VIC/AP/RB	Phase 4 Election Day	Phase 5 Post-campaign
Overall					
Where/when to vote	67%	–	–	–	–
Where to vote	–	73%	89%	89%	90%
When to vote	–	86%	93%	94%	94%

6 to 10 out of 10	Phase 1 Benchmark	Phase 2 Registration	Phase 3 VIC/AP/RB	Phase 4 Election Day	Phase 5 Post-campaign
Ways to vote	–	77%	88%	86%	87%
Students					
Where/when to vote	38%	–	–	–	–
Where to vote	–	66%	78%	69%	76%
When to vote	–	80%	86%	82%	90%
Ways to vote	–	67%	74%	73%	76%
New Voters					
Where/when to vote	36%	–	–	–	–
Where to vote	–	60%	60%	74%	82%
When to vote	–	69%	71%	84%	87%
Ways to vote	–	57%	59%	62%	67%
Aboriginal Electors					
Where/when to vote	59%	–	–	–	–
Where to vote	–	63%	77%	76%	85%
When to vote	–	76%	87%	88%	93%
Ways to vote	–	52%	69%	65%	81%
Disabled Electors					
Where/when to vote	73%	–	–	–	–
Where to vote	–	–	91%	87%	96%
When to vote	–	–	96%	96%	97%
Ways to vote	–	–	92%	92%	94%
General Population					
Where/when to vote	73%	–	–	–	–
Where to vote	–	74%	92%	92%	93%
When to vote	–	88%	96%	96%	95%
Ways to vote	–	79%	92%	89%	90%

Results shown are top 5 box.

BASE: All respondents (Benchmark n=1,256; Phase 2 n=1,519; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)

Q33. Overall, how well informed do you feel you are/were about the following voting processes in the recent federal election?

- A. Where to vote
- B. When to vote
- C. Ways to vote

Electors were asked to identify the ways to vote in a federal election. Two question formats were used – one unaided format, where a choice list was not offered, and a second aided format, where a choice list was offered.

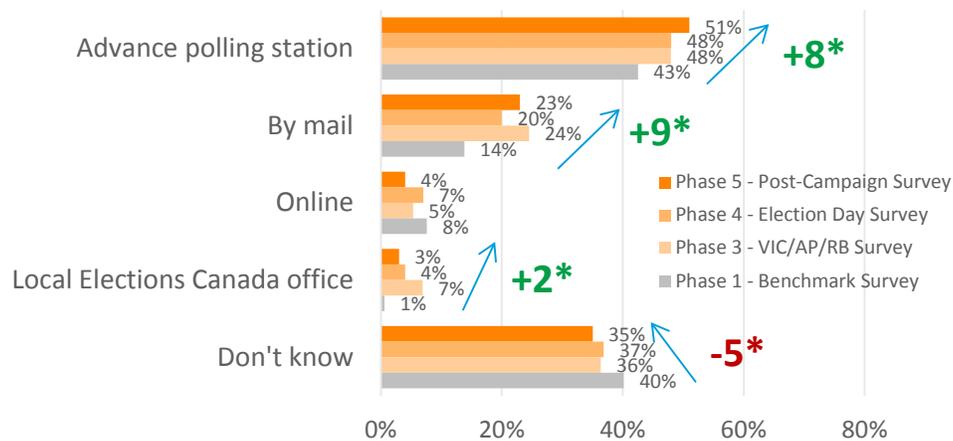
The most common unprompted mention of a way to vote other than on election day was at the advance polls. Just under half of electors (43%) offered this answer in the Benchmark survey, and it increased 8 points to fully half (51%) in the post-campaign survey. Some also mentioned voting by mail, which

increased from 14% in the Benchmark survey to 23% in the post-campaign evaluation. Very few knew about voting at a local Elections Canada office: 1% offered this option in the Benchmark survey; this increased to 7% in the Phase 2 survey and settled at 3% in the post-campaign survey.

Of note is that a few electors provided responses of being able to vote online throughout the campaign, although the percentage decreased from 8% in the Benchmark survey to 4% in the post-campaign evaluation.

As seen in other measures, the general population, disabled electors and Aboriginal electors exhibited a higher level of knowledge than students and new voters and were more likely to provide unprompted mentions of the correct ways to vote in a federal election.

Graph 26 – Unaided knowledge of the ways to vote in a federal election



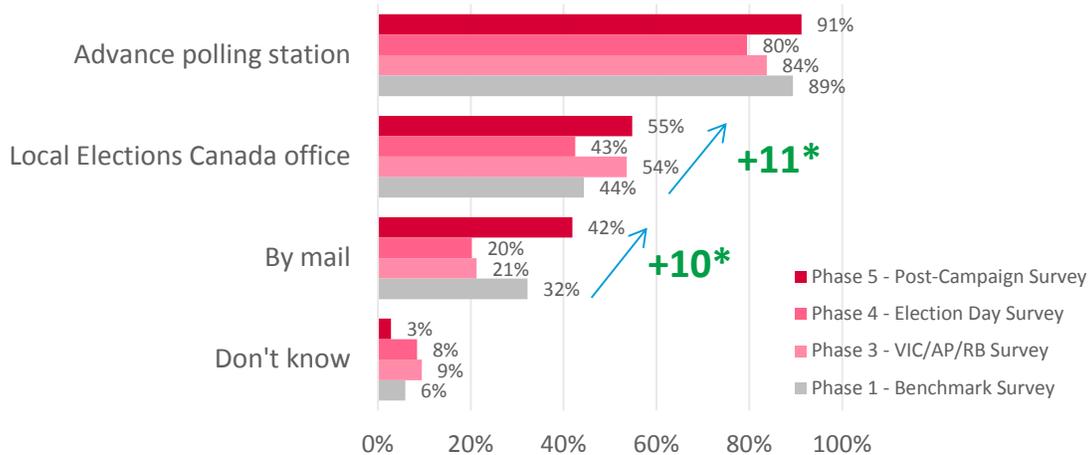
Unaided responses with 3% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

BASE: All respondents (Benchmark n=1,256; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)

Q35. In addition to voting in-person at the polling station on Election Day, in what other ways is it possible to vote in a federal election?

When prompted with a choice list, almost all electors identified that advance polls could have been used to cast a ballot. This was consistent between the Benchmark survey (89%) and the post-campaign evaluation (91%). More electors identified that a local Elections Canada office could have been used to vote when the choice option was presented to them: almost half (44%) identified this option in the Benchmark survey, and this increased 9 points to just over half (55%) in the post-campaign survey. One third of electors (32%) in the Benchmark survey identified that voting could have been done by mail; this increased by 10 points to 42% in the post-campaign survey.

Graph 27 – Aided knowledge of the ways to vote in a federal election



Multiple responses were accepted.

BASE: All respondents (Benchmark n=1,256; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)

Q36. To the best of your knowledge, can you vote in the following ways?

KNOWLEDGE OF PROOF OF ID AND ADDRESS REQUIREMENTS

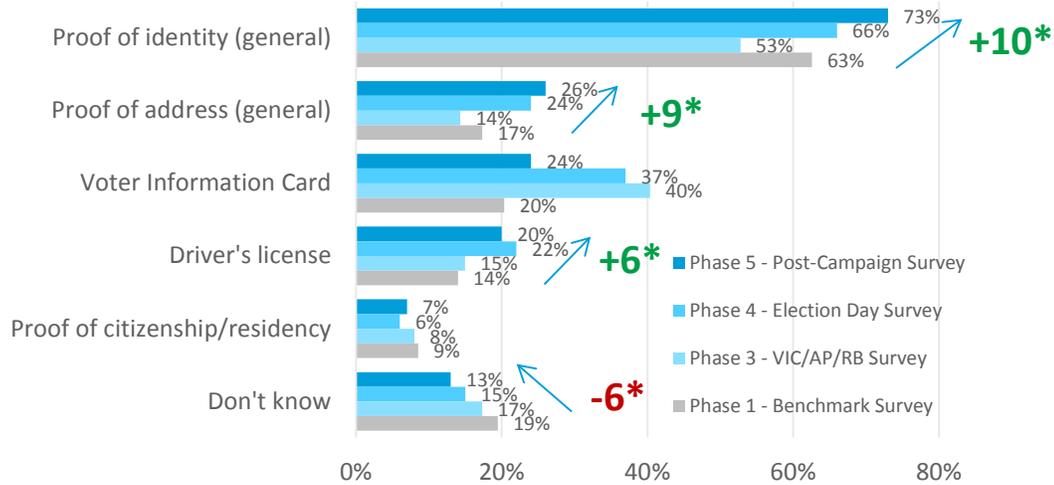
Electors were asked what they needed to bring with them to vote in the federal election. Two question formats were used: unaided and aided formats.

Unprompted, most electors knew what to bring to prove their identity, but fewer specifically mentioned the need to prove their address. As well, given the number of mentions of bringing their driver's licence, it is likely that the underlying assumption was that the driver's licence had everything a person needed to vote, without specifically saying identity and address.

Between the Benchmark survey and post-campaign survey, the percentage of electors who mentioned needing to prove their identity increased 10 points, from 63% to 73%. Although fewer mentioned needing to prove their address, a similar percentage increase was seen between the Benchmark survey (17%) and post-campaign survey (26%).

About one in five electors mentioned in the Benchmark survey (20%) and post-campaign survey (24%) that they needed to bring their VIC to vote. However, by Phase 3, more electors mentioned the VIC (40%), which could be a result of the VIC ad campaign that had recently been conducted. However, it is unclear whether this was because they thought the VIC was a form of ID or because they knew it would facilitate the voting process. The focus groups showed that there is some confusion on this point and that the VIC could more clearly articulate this.

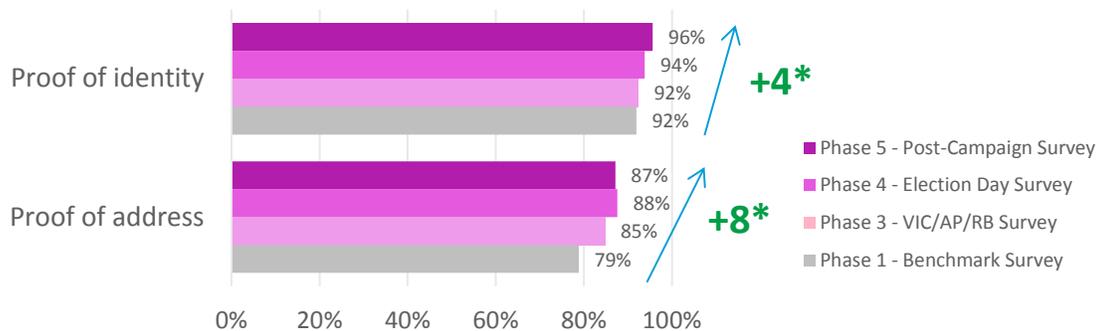
Graph 28 – Unaided knowledge of identification requirements in a federal election



Unaided responses with 7% or more in the post-campaign evaluation are shown. Multiple responses were accepted.
BASE: All respondents (Benchmark n=1,256; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)
 Q29. *If the federal election took place tomorrow, what would you need to provide in order to cast a ballot?*
 Q29a. *As far as you know, what were you required to provide in order to cast a ballot in the federal election?*

When prompted, almost all electors knew that proof of identity and address were required to vote. Moreover, increases were seen from the Benchmark survey to the post-campaign survey in the percentage of electors who knew that proof of identity (92% and 96%, respectively) and address (79% and 87%, respectively) were required.

Graph 29 – Aided knowledge of identification requirements in a federal election

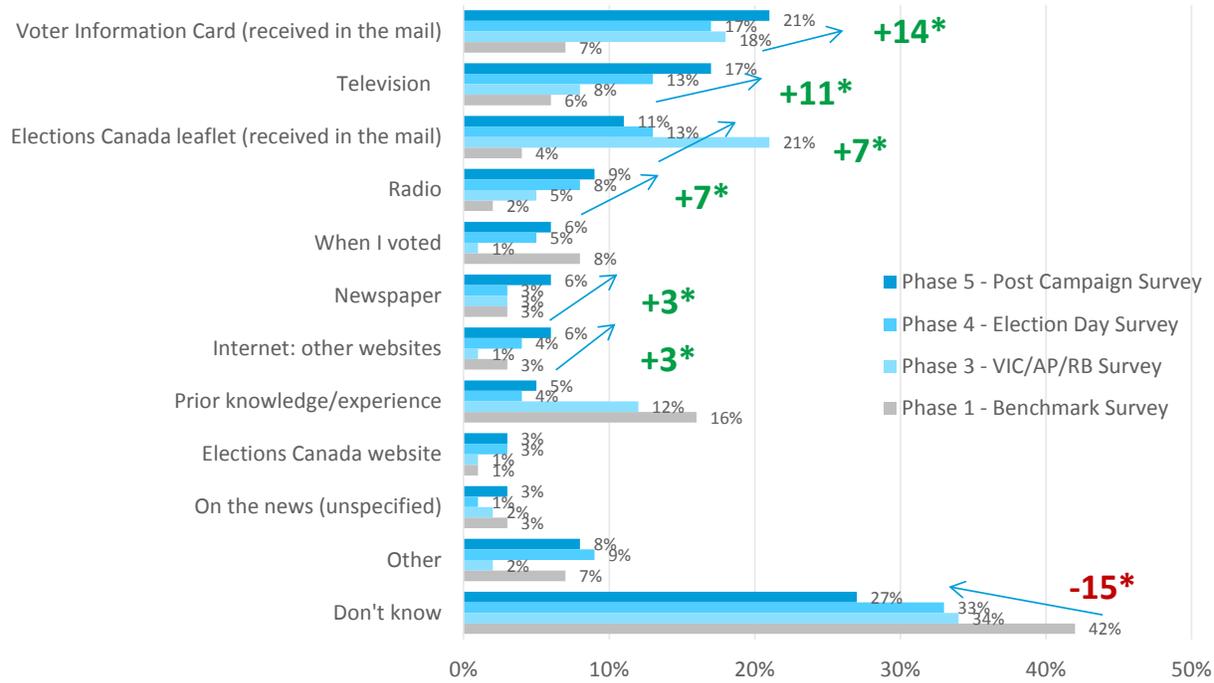


BASE: All respondents (Benchmark n=1,256; Phase 3 n=1,112; Phase 4 n=1,046; Post-campaign n=1,072)
 Q30. *To the best of your knowledge, do voters have to present proof of IDENTITY in order to vote in a Canadian federal election?*
 Q31. *To the best of your knowledge, do voters have to present proof of ADDRESS in order to vote in a Canadian federal election?*

As the ERP campaign rolled out, the source that informed a person’s knowledge of ID requirements changed. In the Benchmark survey, knowledge was more likely to be attributed to prior knowledge (16%) or a previous voting experience (8%). When the VIC and reminder brochure were distributed,

specific mentions of the VIC and a “mailed leaflet” (which may be the respondent’s description of the reminder brochure) increased, and mentions of prior experience decreased, for the remainder of the campaign. Mentions of TV sources increased with each phase of the campaign. Important to note is that, as the campaign progressed, more respondents were able to give an answer rather than simply saying “Don’t know.”

Graph 30 – Unaided source of information about identification requirements



Unaided responses with 3% or more in the post-campaign evaluation are shown. Multiple responses were accepted.

BASE: Respondents who identify that voters do have to present proof of identity or address in order to vote in a Canadian federal election (Benchmark n=1,179; Phase 3 n=1,049; Phase 4 n=1,003; Phase 5 n=1,072)

Q32. Where do you recall hearing about these requirements?

Conclusion

The goal of the ERP was to inform Canadians about when, where and the ways to register and vote. On the whole, the intended outcomes were achieved, including increased knowledge of when, where and the ways to register and vote, increased knowledge of the proof of identification and address requirements, levels of satisfaction with the information provided by Elections Canada and seeing Elections Canada as the primary source of election information. Few voters were left with unanswered questions about the electoral process by election day. Recall and awareness of the ads and communications pieces increased with each campaign phase. For the most part, voters understood the main messages of the ads and the call to action (both intended messages, such as where to go for information on the electoral process, and unintended, such as encouraging Canadians to vote). Overall, the ERP can be considered to be an effective campaign.

There are some opportunities for Elections Canada to improve when developing the campaign in the next federal election. Although all its target audiences saw increases in knowledge over the course of the campaign, students and new voters indicated a lower level of knowledge of the voting process than Aboriginal electors, disabled electors and the general population. Elections Canada should continue to engage its target audiences, with a focus on reaching students and new voters. Another opportunity is to inform voters of alternative ways of voting, such as voting at a local Elections Canada office or by mail. Awareness of these ways of voting was generally lower for all target audiences compared to voting at advance polls and voting in person on election day. The findings from this study can serve as a benchmark for evaluating future ERP campaigns.

APPENDIX A: SURVEY QUESTIONNAIRE

INTRODUCTION

[IF PHONE] [WAVE=5]

Hello, my name is _____. I'm calling on behalf of Nielsen. I'd like to ask you some questions about a recent advertising campaign. Depending on your responses, this survey will take up to 15 minutes to complete. Is now a good time? [IF NOT ARRANGE CALLBACK] Would you prefer I continue in French or English?

Your responses will be kept entirely confidential and anonymous. This survey is registered with the national survey registration system.

1 – Yes – ENGLISH	CONTINUE IN ENGLISH
2 – Yes – FRENCH	CONTINUE IN FRENCH
3 – No, Not a good time – CALL LATER	SPECIFY DATE/TIME
99 – REFUSED	THANK/DISCONTINUE

[INTERVIEWER NOTE: PROBE ONCE FOR OPEN ENDED AND MULTIPLE RESPONSE QUESTIONS THROUGHOUT]

[IF ONLINE] [WAVE=1,2,3,4,5]

Welcome and thank you for your interest in this study. The purpose of this study is to gather Canadians' opinions on current issues of interest to Canadians.

Depending on your responses, this survey could take up to 10 minutes to complete. Your participation in the study is voluntary and completely confidential. All your answers will remain anonymous and will be combined with responses from all other participants.

This survey has been registered with the National Survey Registration System.

During the survey, please do not use your browser's FORWARD and BACK buttons. Instead, please always use the button below to move forward through the survey.

Simply choose your preferred language and click on the forward arrow at the bottom of the page to begin the survey.

[INSERT DROP DOWN MENU FOR ENGLISH OR FRENCH LANGUAGE SELECTION]

[PROGRAMMING NOTE: HIDE THE "BACK" BUTTON/ARROW FROM ALL ONLINE SCREENS]

SECTION 1 – SCREENER

First, we have a few questions to see if you qualify for this study.

[ASK IF PHONE] [WAVE=5]

S1. And, just to confirm, have I reached you on a landline phone or a cell phone?

Landline	1	
Cell phone	2	
Don't know/Refused	9	END

[ASK IF PHONE & S1=2] [WAVE=5]

S1a. For your safety, are you currently driving?

Yes	1	SCHEDULE CALLBACK
No	2	
Don't know/Refused	9	END

[ASK IF PHONE & S1=2] [WAVE=5]

S1b. Does your household have a landline?

Yes	1	[CODE CTYPE AS "BOTH CELLPHONE & LANDLINE"]
No	2	[CODE CTYPE AS "CELLPHONE ONLY"]
Don't know/Refused	9	[CODE CTYPE AS "CELLPHONE ONLY"]

[ASK IF PHONE & S1=1] [WAVE=5]

S1c. Do you have a cell phone?

Yes	1	[CODE CTYPE AS "BOTH CELLPHONE & LANDLINE"]
No	2	[CODE CTYPE AS "LANDLINE ONLY"]
DK/NR	9	[CODE CTYPE AS "LANDLINE ONLY"]

CTYPE – HIDDEN PUNCH

BOTH CELLPHONE & LANDLINE	1
CELLPHONE ONLY	2
LANDLINE ONLY	3

[ASK ALL] [WAVE=1,2,3,4,5]

1. [IF ONLINE] Are you ...

[IF PHONE RECORD GENDER]

Male	1
Female	2

[ASK ALL] [WAVE=1,2,3,4,5]

2. In what year were you born? [IF ONLINE] please enter your response as a four-digit number (for example, 1977).

IF <18 YEARS END

[ASK ALL] [WAVE=1,2,3,4,5]

3. In which province/territory do you reside?

[IF PHONE DO NOT READ]

Newfoundland & Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Québec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Northwest Territories	11
Nunavut	12
Yukon Territory	13

Outside of Canada	14	END
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[ASK ALL] [WAVE=1,2,3,4,5]

4. Are you a Canadian citizen?

[IF PHONE DO NOT READ]

Yes	1	
No	2	END
Don't know	99	END

[ASK ALL] [WAVE=1,2,3,4,5]

5. Do you or does anyone in your household work for any of the following employers?

[IF PHONE READ LIST]

A marketing research firm	1	END
A magazine or newspaper	2	END
An advertising agency or graphic design firm	3	END
A radio or television station	4	END
A public relations company	5	END
The government, whether federal or provincial	6	END
None of the above	7	
Prefer not to say	99	END

Thank you! You qualify for this study. We have a few additional classification questions.

[ASK ALL] [WAVE=1,2,3,4,5]

6. Are you ...?

[IF PHONE READ LIST]

Employed	1	
A homemaker	2	
A student	3	"STUDENT"

Retired	4
Unemployed/currently looking for work	5
Prefer not to say	99

[ASK ALL] [WAVE=1,2,3,4,5]

7. Would you identify yourself as Aboriginal, that is, are you of First Nations, Inuit, or Métis descent?

[IF PHONE DO NOT READ]

Yes	1	“ABORIGINAL”
No	2	
Prefer not to say	99	

[ASK IF Q7=1] [WAVE=2,3,4,5]

7a. Are you First Nation, Métis, or Inuit?

[IF PHONE DO NOT READ]

First Nation	1
Métis	2
Inuit	3
Other	4
Prefer not to say	99

[ASK ALL] [WAVE=1,2,3,4,5]

8. What is the language you first learned to speak and still speak today?

[IF PHONE DO NOT READ]

English	1	
French	2	
Other [specify]	77	“ETHNOCULTURAL”
Prefer not to say	99	

[ASK ALL] [WAVE=1,2,3,4,5]

9. Are you a person with a disability?

[IF PHONE DO NOT READ]

Yes	1	“DISABLED”
No	2	
Prefer not to say	99	

[ASK IF Q9=1] [WAVE=1,2,3,4,5]

10. Please specify the nature of your disability.

[MULTIPLE RESPONSE; IF PHONE DO NOT READ]

Blind or visual impairment	1
Co-ordination or dexterity	2
Deaf or hard of hearing	3
Mobility	4
Speech impairment	5
Developmental or intellectual	6
Emotional/psychological/mental health	7
Pain that is always present	8
Other [specify]	77
Prefer not to say	99

[ASK ALL] [WAVE=1,2,3,4,5]

11. Have you moved in the last 12 months?

[IF PHONE DO NOT READ]

Yes	1	“MOVER”
No	2	
Prefer not to say	99	

[ASK ALL] [WAVE=1,2,3,4]

18. Were you eligible to vote in the [IF WAVE=1, 2 OR 3 “last”] Canadian federal election, held on May 2, 2011? That is, you were 18 years of age and a Canadian citizen on May 2, 2011.

[IF PHONE DO NOT READ]

Yes	1	
No	2	[NEW VOTER IF Q6≠3]
Don't know	99	

[ASK IF Q18=1 OR 99] [WAVE=1,2,3,4]

19. In each election we find that a lot of people were not able to vote for various reasons. Which of the following statements best describes you?

[IF PHONE READ LIST]

I did not vote in the last federal election	1
I thought about voting last time but didn't	2
I usually vote but didn't last time	3
I am sure I voted in the last federal election	4
Don't know	99

[ASK IF Q19≠4] [WAVE=1,2,3,4,5]

20. [IF WAVE=1, 2 OR 3] Have you ever voted in a Canadian federal election? [IF WAVE=4 OR 5] Prior to the election on October 19, had you ever voted in a Canadian federal election?

[IF PHONE DO NOT READ]

Yes	1	
No	2	[NEW VOTER IF Q6≠3]
Don't know	99	

SECTION 2 – ACET QUESTIONING

[SECTION 2 PREAMBLE] The remainder of the survey will focus on preparation for a federal election. By this, we are referring to the **logistics of voting** such as **where** to vote, **when** to vote and **how** to cast a ballot. We are not referring to whom, or which party, to vote for.

[ASK ALL] [WAVE=1,2,3,4,5]

12a. Over the past few weeks or so, have you seen, heard or read any advertising or communications about where and when to vote in the [IF WAVE=1, 2 OR 3, “next” / IF WAVE=4 OR 5, “recent”] Canadian federal election?

Yes	1
No	2
Don't know	99

[ASK IF Q12A=1] [WAVE=1,2,3,4,5]

13a. And, where did you see this advertising or communications? You may enter more than one response.

[MULTIPLE RESPONSE] [IF ONLINE, OPEN-ENDED. DISPLAY CODE 99] [IF PHONE, DO NOT READ LIST]

Television	1
Radio	2
Newspaper	3
Outdoor ad/billboard	4
The internet/online	5
Social media (e.g., Facebook, Twitter, YouTube, etc.)	6
Public transit	7
Magazine	8
Direct mail	9
Other [specify]	77
Don't know	99

[ASK IF Q12A=1] [WAVE=1,2,3,4,5]

14. A. What can you remember about this advertising or communications? What words, sounds or images come to mind? You may enter more than one response.

[OPEN-ENDED. CODE MULTIPLE RESPONSES.]

INSERT RESPONSE	
Don't know	99

[ASK IF Q12A=1] [WAVE=1,5]

17. A. With regard to the ads or communications you have seen or heard, in your opinion, who produced them? In other words, who funded them? You may enter more than one response.

[IF ONLINE OPEN-ENDED DISPLAY CODE 99] [IF PHONE DO NOT READ]

Elections Canada	1
Political party	2
Government of Canada / Federal Government	3
Provincial Government	4
Municipal Government	5
Government (General)	6
Taxpayers	7
Other [specify]	77
Don't know	99

PHASE 2 REGISTRATION

[IF WAVE 2, RANDOMIZE AD1 TO AD11]

[AD1–AD11 PREAMBLE] For the next grouping of questions, we are going to describe specific advertisements and/or communications pieces that you may or may not have seen.

[ASK ALL] [ASK IF WAVE 2]

AD1. Do you remember seeing an ad on public transit or school campus over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person standing beside a black circle with a white X.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD2. Do you remember seeing an ad in Tim Hortons over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person standing beside a black circle with a white X.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD3. Do you remember seeing an ad on public transit or school campus over the past few weeks or so describing how to prepare to vote for the first time in the upcoming federal election? The ad includes a stick-figure person with a birthday cake.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD4. Do you remember seeing an ad in Tim Hortons over the past few weeks or so describing how to prepare to vote for the first time in the upcoming federal election? The ad includes a stick-figure person with a birthday cake.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD5. Do you remember seeing a print ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person with a moving truck.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD6. Do you remember hearing a radio ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad was specifically targeted towards new voters and those who have recently moved.

Yes	1
-----	---

No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD7. Do you remember seeing an animated television ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person with a moving truck, and blowing out candles on a birthday cake.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD8. Do you remember seeing an internet ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election?

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD9. Do you remember seeing a Facebook ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person with a birthday cake.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD10. Do you remember seeing a Twitter post over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The post includes a stick-figure person beside a black circle with a white X.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 2]

AD11. Do you remember seeing a postcard over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The postcard includes a stick-figure person beside a stack of textbooks.

Yes	1
No	2
Not applicable	99

[ASK IF WAVE 2] [ASK IF ANY OF QAD1 TO QAD11=1]

15b. Thinking about the advertising that you saw/heard, what do you think were the main messages this advertising was trying to get across? You may enter more than one response.

[OPEN-ENDED. ACCEPT MULTIPLE RESPONSES. DISPLAY CODE 99.]

Confirm that I am registered to vote	1
Check, update or complete my registration	2
To register to vote	3
I can register and vote at the polling station	4
Contact Elections Canada if I didn't receive my voter information card	5
Contact Elections Canada if the information on my voter information card is incorrect	6
What I need to bring to the polling station to prove my identity/ID requirements	7
I need to prove my name and address	8
To bring the correct ID to the polling station	9
I can choose which address I consider my home address	10
To bring my voter information card to the polling station	11
Date of the election/October 19/when to vote	12
Different dates I can vote	13
There are other ways to vote	14
Where to vote	15
Contact Elections Canada to confirm the location of my polling station	16

How to vote by taking an oath	17
Call or check online to see if my polling station is accessible	18
Where to get more information	19
Who is eligible to vote	20
Voting process	21
Other [SPECIFY]	22
Don't know	99

[ASK IF WAVE 2] [ASK IF ANY OF QAD1 TO QAD11=1]

16b. What, if anything, did you do as a result of seeing this/these ad(s)? You may enter more than one response.

[OPEN ENDED. ACCEPT MULTIPLE MENTIONS. DISPLAY CODES 88 AND 99.]

Called Elections Canada	1
Went to Elections Canada's website	2
Verified I have the right ID	3
Checked, updated or completed my registration	4
Made note of the election date	5
Decided which way I plan to vote	6
Looked up the address of/directions to my polling station	7
Checked my VIC/Voter Information Card	8
Shared or forwarded the information to another person	9
Other [SPECIFY]	77
Did nothing	88
Don't know	99

[ASK IF WAVE 2 AND Q16b=88 or 99]

16ba. Why did you do nothing as a result of seeing this/these ad(s)? Please be as specific as possible.

[OPEN ENDED. DISPLAY CODE 99]

Don't know

99

[ASK IF WAVE 2] [ASK IF ANY OF QAD1 TO QAD11=1]

17b. With regard to the ads or communications you have seen or heard, in your opinion, who produced them? In other words, who funded them? You may enter more than one response.

[OPEN-ENDED DISPLAY CODE 99]

Elections Canada	1
Political party	2
Government of Canada / Federal Government	3
Provincial Government	4
Municipal Government	5
Government (General)	6
Taxpayers	7
Other [SPECIFY]	77
Don't know	99

[IF WAVE 2, SKIP TO SPECIALLANG1]

PHASE 3 VIC/ADVANCED/REMINDER

[IF WAVE 3, SPLIT SAMPLE AD12 TO AD18 SO THAT EACH RESPONDENT RECEIVES 4 OF THE 7 QUESTIONS. RANDOMIZE THE ORDER IN WHICH ADS ARE PRESENTED.]

[AD12 TO AD18 PREAMBLE. SHOW ALL IF WAVE 3 BEFORE SPLIT SAMPLE] For the next grouping of questions, we are going to describe specific advertisements and/or communications pieces that you may or may not have seen.

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD12. Do you remember seeing an ad on public transit or school campus over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person presenting a card with information about voting.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD13. Do you remember seeing an ad in Tim Hortons over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person presenting a card with information about voting.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD14. Do you remember seeing a print ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person presenting a card with information about voting.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD15. Do you remember hearing a radio ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad refers to a card with information about voting.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD16. Do you remember seeing an animated television ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person presenting a card with information about voting.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD17. Do you remember seeing an internet ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person presenting a card with information about voting.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD18. Do you remember seeing a Facebook ad over the past few weeks that shows a stick-figure person presenting a card with information about voting?

Yes	1
No	2
Not applicable	99

[ASK IF WAVE 3] [ASK IF ANY OF AD12 TO AD18=1]

15c. Thinking about the advertising that you saw/heard, what do you think were the main messages this advertising was trying to get across? You may enter more than one response.

[OPEN-ENDED. ACCEPT MULTIPLE RESPONSES. DISPLAY CODE 99.]

Confirm that I am registered to vote	1
Check, update or complete my registration	2
To register to vote	3
I can register and vote at the polling station	4
Contact Elections Canada if I didn't receive my voter information card	5
Contact Elections Canada if the information on my voter information card is incorrect	6
What I need to bring to the polling station to prove my identity/ID requirements	7
I need to prove my name and address	8
To bring the correct ID to the polling station	9
I can choose which address I consider my home address	10
To bring my voter information card to the polling station	11

Date of the election/October 19/when to vote	12
Different dates I can vote	13
There are other ways to vote	14
Where to vote	15
Contact Elections Canada to confirm the location of my polling station	16
How to vote by taking an oath	17
Call or check online to see if my polling station is accessible	18
Where to get more information	19
Who is eligible to vote	20
Voting process	21
Other [SPECIFY]	22
Don't know	99

[ASK IF WAVE 3] [ASK IF ANY OF AD12 TO AD18=1]

16c. What, if anything, did you do as a result of seeing this/these ad(s)? You may enter more than one response.

[OPEN ENDED. ACCEPT MULTIPLE MENTIONS. DISPLAY CODES 88 AND 99.]

Called Elections Canada	1
Went to Elections Canada's website	2
Verified I have the right ID	3
Checked, updated or completed my registration	4
Made note of the election date	5
Decided which way I plan to vote	6
Looked up the address of/directions to my polling station	7
Checked my VIC/Voter Information Card	8
Shared or forwarded the information to another person	9
Other [SPECIFY]	77

Did nothing	88
-------------	----

Don't know	99
------------	----

[ASK IF WAVE 3 AND Q16c=88 or 99]

16ca. Why did you do nothing as a result of seeing this/these ad(s)? Please be as specific as possible.

[OPEN ENDED. DISPLAY CODE 99]

Don't know	99
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[ASK IF WAVE 3] [ASK IF ANY OF AD12 TO AD18=1]

17c. With regard to the ads or communications you have seen or heard, in your opinion, who produced them? In other words, who funded them? You may enter more than one response.

[OPEN-ENDED DISPLAY CODE 99]

Elections Canada	1
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Political party	2
-----------------	---

Government of Canada / Federal Government	3
---	---

Provincial Government	4
-----------------------	---

Municipal Government	5
----------------------	---

Government (General)	6
----------------------	---

Taxpayers	7
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Other [SPECIFY]	77
-----------------	----

Don't know	99
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[IF WAVE 3, SPLIT SAMPLE AD19 TO AD25 SO THAT EACH RESPONDENT RECEIVES 4 OF THE 7 QUESTIONS. RANDOMIZE THE ORDER IN WHICH ADS ARE PRESENTED.]

[AD19 TO AD25 PREAMBLE. SHOW ALL IF WAVE 3 BEFORE SPLIT SAMPLE] For the next grouping of questions, we are going to describe another set of specific advertisements and/or communications pieces that you may or may not have seen.

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD19. Do you remember seeing an ad on public transit or school campus over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad shows a stick-figure person next to 4 calendars.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD20. Do you remember seeing an ad in Tim Hortons over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad shows a stick-figure person next to 4 calendars.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD21. Do you remember seeing a print ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad shows a stick-figure person next to 4 calendars.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD22. Do you remember hearing a radio ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad identifies when you can vote.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD23. Do you remember seeing an animated television ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad shows a stick-figure person presenting 4 calendars.

Yes	1
No	2

Not applicable	99
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[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE.]

AD24. Do you remember seeing an internet ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person presenting 4 calendars.

Yes	1
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No	2
----	---

Not applicable	99
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[ASK ALL] [ASK IF WAVE 3. SEE ABOVE FOR SPLIT SAMPLE NOTE]

AD25. Do you remember seeing a Facebook ad over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The ad includes a stick-figure person presenting 4 calendars.

Yes	1
-----	---

No	2
----	---

Not applicable	99
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[ASK IF WAVE 3] [ASK IF ANY OF AD19 TO AD25=1]

15d. Thinking about the advertising that you saw/heard, what do you think were the main messages this advertising was trying to get across? You may enter more than one response.

[OPEN-ENDED. ACCEPT MULTIPLE RESPONSES. DISPLAY CODE 99.]

Confirm that I am registered to vote	1
--------------------------------------	---

Check, update or complete my registration	2
---	---

To register to vote	3
---------------------	---

I can register and vote at the polling station	4
--	---

Contact Elections Canada if I didn't receive my voter information card	5
--	---

Contact Elections Canada if the information on my voter information card is incorrect	6
---	---

What I need to bring to the polling station to prove my identity/ID requirements	7
--	---

I need to prove my name and address	8
-------------------------------------	---

To bring the correct ID to the polling station	9
--	---

I can choose which address I consider my home address	10
---	----

To bring my voter information card to the polling station	11
Date of the election/October 19/when to vote	12
Different dates I can vote	13
There are other ways to vote	14
Where to vote	15
Contact Elections Canada to confirm the location of my polling station	16
How to vote by taking an oath	17
Call or check online to see if my polling station is accessible	18
Where to get more information	19
Who is eligible to vote	20
Voting process	21
Other [SPECIFY]	22
Don't know	99

[ASK IF WAVE 3] [ASK IF ANY OF AD19 TO AD25=1]

16d. What, if anything, did you do as a result of seeing this/these ad(s)? You may enter more than one response.

[OPEN ENDED. ACCEPT MULTIPLE MENTIONS. DISPLAY CODES 88 AND 99.]

Called Elections Canada	1
Went to Elections Canada's website	2
Verified I have the right ID	3
Checked, updated or completed my registration	4
Made note of the election date	5
Decided which way I plan to vote	6
Looked up the address of/directions to my polling station	7
Checked my VIC/Voter Information Card	8
Shared or forwarded the information to another person	9

Other [SPECIFY]	77
Did nothing	88
Don't know	99

[ASK IF WAVE 3 (WAVE 6 OCT. 5–18) AND Q16d=88 or 99]

16da. Why did you do nothing as a result of seeing this/these ad(s)? Please be as specific as possible.

[OPEN ENDED. DISPLAY CODE 99]

Don't know	99
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[ASK IF WAVE 3] [ASK IF ANY OF AD19 TO AD25=1]

17d. With regard to the ads or communications you have seen or heard, in your opinion, who produced them? In other words, who funded them? You may enter more than one response.

[OPEN-ENDED DISPLAY CODE 99]

Elections Canada	1
Political party	2
Government of Canada / Federal Government	3
Provincial Government	4
Municipal Government	5
Government (General)	6
Taxpayers	7
Other [SPECIFY]	77
Don't know	99

[IF WAVE 3, RANDOMIZE THE ORDER IN WHICH AD26–AD28 ARE PRESENTED.]

[AD26–AD28 PREAMBLE. SHOW ALL IF WAVE 3] For the next grouping of questions, we are going to describe a set of specific communications pieces that you may or may not have seen.

[ASK ALL] [ASK IF WAVE 3]

AD26. Do you remember receiving a card in the mail over the past few weeks or so that is specific to you and includes information about voting?

Yes	1
-----	---

No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3]

AD27. Do you remember receiving a brochure in the mail over the past few weeks or so describing how to prepare to vote in the upcoming federal election? The brochure has information about the voting process.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 3]

AD28. Do you remember seeing a one page handout or tear off sheet over the past few weeks or so describing what you need to bring with you to vote in the upcoming federal election?

Yes	1
No	2
Not applicable	99

[ASK IF WAVE 3] [ASK IF ANY OF AD26 TO AD28=1]

15e. Thinking about the communications pieces that you saw/heard, what do you think were the main messages these communications pieces were trying to get across? You may enter more than one response.

[OPEN-ENDED. ACCEPT MULTIPLE RESPONSES. DISPLAY CODE 99.]

Confirm that I am registered to vote	1
Check, update or complete my registration	2
To register to vote	3
I can register and vote at the polling station	4
Contact Elections Canada if I didn't receive my voter information card	5
Contact Elections Canada if the information on my voter information card is incorrect	6
What I need to bring to the polling station to prove my identity/ID requirements	7

I need to prove my name and address	8
To bring the correct ID to the polling station	9
I can choose which address I consider my home address	10
To bring my voter information card to the polling station	11
Date of the election/October 19/when to vote	12
Different dates I can vote	13
There are other ways to vote	14
Where to vote	15
Contact Elections Canada to confirm the location of my polling station	16
How to vote by taking an oath	17
Call or check online to see if my polling station is accessible	18
Where to get more information	19
Who is eligible to vote	20
Voting process	21
Other [SPECIFY]	22
Don't know	99

[ASK IF WAVE 3] [ASK IF ANY OF AD26 TO AD28=1]

16e. What, if anything, did you do as a result of seeing these communications pieces? You may enter more than one response.

[OPEN ENDED. ACCEPT MULTIPLE MENTIONS. DISPLAY CODES 88 AND 99.]

Called Elections Canada	1
Went to Elections Canada's website	2
Verified I have the right ID	3
Checked, updated or completed my registration	4
Made note of the election date	5
Decided which way I plan to vote	6

Looked up the address of/directions to my polling station	7
Checked my VIC/Voter Information Card	8
Shared or forwarded the information to another person	9
Other [SPECIFY]	77
Did nothing	88
Don't know	99

[ASK IF WAVE 3 AND Q16e=88 or 99]

16ea. Why did you do nothing as a result of seeing these communications pieces? Please be as specific as possible.

[OPEN ENDED. DISPLAY CODE 99]

Don't know	99
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[ASK IF WAVE 3] [ASK IF ANY OF AD26 TO AD28=1]

17e. With regard to the communications you have seen or heard, in your opinion, who produced them? In other words, who funded them? You may enter more than one response.

[OPEN-ENDED DISPLAY CODE 99]

Elections Canada	1
Political party	2
Government of Canada / Federal Government	3
Provincial Government	4
Municipal Government	5
Government (General)	6
Taxpayers	7
Other [SPECIFY]	77
Don't know	99

[IF WAVE 3, SKIP TO SPECIALLANG1]

PHASE 4 ELECTION DAY

[IF WAVE 4, RANDOMIZE AD29 TO AD35]

[AD29 TO AD35 PREAMBLE. SHOW ALL IF WAVE 4] For the next grouping of questions, we are going to describe specific advertisements and/or communications pieces that you may or may not have seen.

[ASK ALL] [ASK IF WAVE 4]

AD29. Do you remember seeing a print ad over the past few weeks or so describing how to prepare to vote on Election Day? The ad includes a stick-figure person presenting a calendar.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 4]

AD30. Do you remember hearing a radio ad over the past few weeks or so describing how to prepare, to vote on Election Day? The ad includes information about the voting process.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 4]

AD31. Do you remember seeing an animated television ad over the past few weeks or so describing how to prepare to vote on Election Day? The ad includes a stick-figure person presenting a calendar.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 4]

AD32. Do you remember seeing an internet ad over the past few weeks or so describing how to prepare to vote on Election Day? The ad includes information about the voting process.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 4]

AD33. Do you remember seeing a Twitter post over the past few weeks or so describing how to prepare to vote on Election Day? The ad includes a stick-figure person with a calendar.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 4]

AD34. Do you remember seeing a Facebook ad over the past few weeks or so describing how to prepare to vote on Election Day? The ad includes a stick-figure person with a calendar.

Yes	1
No	2
Not applicable	99

[ASK ALL] [ASK IF WAVE 4]

AD35. Do you remember seeing a one page handout, tear off sheet or poster over the past few weeks or so describing what you needed to bring with you to vote in the recent federal election?

Yes	1
No	2
Not applicable	99

[ASK IF WAVE 4] [ASK IF ANY OF AD29 TO AD35=1]

15f. Thinking about the advertising that you saw/heard, what do you think were the main messages this advertising was trying to get across? You may enter more than one response.

[OPEN-ENDED. ACCEPT MULTIPLE RESPONSES. DISPLAY CODE 99.]

Confirm that I am registered to vote	1
Check, update or complete my registration	2
To register to vote	3
I can register and vote at the polling station	4
Contact Elections Canada if I didn't receive my voter information card	5

Contact Elections Canada if the information on my voter information card is incorrect	6
What I need to bring to the polling station to prove my identity/ID requirements	7
I need to prove my name and address	8
To bring the correct ID to the polling station	9
I can choose which address I consider my home address	10
To bring my voter information card to the polling station	11
Date of the election/October 19/when to vote	12
Different dates I can vote	13
There are other ways to vote	14
Where to vote	15
Contact Elections Canada to confirm the location of my polling station	16
How to vote by taking an oath	17
Call or check online to see if my polling station is accessible	18
Where to get more information	19
Who is eligible to vote	20
Voting process	21
Other [SPECIFY]	22
Don't know	99

[ASK IF WAVE 4 OR 6 (WAVE 6 OCT. 19–NOV. 3)] [ASK IF ANY OF AD29 TO AD35=1]

16f. What, if anything, did you do as a result of seeing this/these ad(s)? You may enter more than one response.

[OPEN ENDED. ACCEPT MULTIPLE MENTIONS. DISPLAY CODES 88 AND 99.]

Called Elections Canada	1
Went to Elections Canada's website	2
Verified I have the right ID	3
Checked, updated or completed my registration	4

Made note of the election date	5
Decided which way I plan to vote	6
Looked up the address of/directions to my polling station	7
Checked my VIC/Voter Information Card	8
Shared or forwarded the information to another person	9
Other [SPECIFY]	77
Did nothing	88
Don't know	99

[ASK IF WAVE 4 AND Q16f=88 or 99]

16fa. Why did you do nothing as a result of seeing this/these ad(s)? Please be as specific as possible.

[OPEN ENDED. DISPLAY CODE 99]

Don't know	99
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[ASK IF WAVE 4] [ASK IF ANY OF AD29 TO AD35=1]

17f. With regard to the ads or communications you have seen or heard, in your opinion, who produced them? In other words, who funded them? You may enter more than one response.

[OPEN-ENDED DISPLAY CODE 99]

Elections Canada	1
Political party	2
Government of Canada / Federal Government	3
Provincial Government	4
Municipal Government	5
Government (General)	6
Taxpayers	7
Other [SPECIFY]	77
Don't know	99

[ASK IF (Q7=1 OR Q8=77) AND ANY AD1 TO AD35=1] [ASK IF WAVE 2, 3, OR 4]

SPECIALLANG1. Thinking about the advertisements and communications pieces we have previously described, have you seen, read or heard any in a language other than English or French?

Yes	1
No	2
Don't know	99

[ASK IF SPECIALLANG1=1]

SPECIALLANG2. Where do you recall seeing the ads or communications pieces in a language other than English or French? You may enter more than one response.

[OPEN ENDED. CODE MULTIPLE RESPONSES. DISPLAY CODES 98 and 99]

I only saw the ads or communications pieces in English or French	98
Don't know	99

[ASK IF SPECIALLANG1=1 AND SPECIALLANG2≠98]

SPECIALLANG3. In which language(s), other than English or French, did you see, read or hear these ads or communications pieces? You may enter more than one response.

[OPEN-ENDED. CODE MULTIPLE RESPONSES. DISPLAY CODE 99]

Don't know	99
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[ASK IF ANY AD1 TO AD35=1] [ASK IF WAVE 2, 3 OR 4]

ACCESSIBLEFORMAT1. Are you aware that the advertisements and communications pieces we have previously described are available in accessible formats such as large print, Braille, ASL and audio?

Yes	1
No	2
Don't know	99

[ASK IF (Q9=1) AND ACCESSIBLEFORMAT1=1] [ASK IF WAVE 2, 3 OR 4]

ACCESSIBLEFORMAT2. Have you personally seen, read or heard any of these advertisements or communications pieces in an accessible format?

Yes	1
No	2

Don't know 99

[ASK IF ACCESSIBLEFORMAT2=1] [ASK IF WAVE 2, 3 OR 4]

ACCESSIBLEFORMAT3. In which accessible format(s) did you see, read or hear these ads or communications pieces? You may enter more than one response.

[MULTIPLE MENTION. RANDOMIZE CODES 1 TO 6 AND ANCHOR CODES 77 AND 99 AT THE BOTTOM. CODE 99 IS EXCLUSIVE CHOICE.]

Large print	1
Braille	2
DAISY	3
ASL	4
Audio	5
Closed captioning	6
Other [SPECIFY]	77
Don't know	99

SECTION 3 – VOTING BEHAVIOUR AND KNOWLEDGE

[ASK ALL] [WAVE=1, 2 OR 3]

21. In the next Canadian federal election, taking place on Monday October 19, 2015, are you personally:

[IF PHONE READ LIST]

Certain to vote	1
Very likely to vote	2
Somewhat likely to vote	3
Somewhat unlikely to vote	4
Very unlikely to vote	5
Certain not to vote	6
Don't know	99

[ASK IF WAVE=4 OR 5]

21a. In each election we find that a lot of people were not able to vote for various reasons. Did you vote in the Canadian federal election which took place on Monday, October 19th?

Yes	1
No	2
Don't know	99

[ASK ALL] [WAVE=1, 2 OR 5]

22. To the best of your knowledge, does a person need to be registered to vote in a Canadian federal election?

[IF PHONE DO NOT READ]

Yes	1
No	2
Don't know	99

[ASK ALL] [WAVE=1, 2 OR 5]

23. Are you personally registered to vote in a Canadian federal election?

[IF PHONE DO NOT READ]

Yes	1
No	2
Don't know	99

[ASK IF Q23=1] [WAVE=1, 2 OR 5]

24. How do you know that you are registered to vote? You may enter more than one response.

[MULTIPLE MENTION] [IF ONLINE OPEN END. DISPLAY CODE 99] [IF PHONE DO NOT READ]

I voted in the last federal election	1
I have always been registered	2
My information has not changed since the last federal election	3
I checked off the registration box on my income tax forms	4
I contacted Elections Canada	5

I received a voter card/Voter Information Card in the mail	6
Other [specify]	77
Don't know	99

[ASK IF Q22≠2 AND Q23≠1] [WAVE=1, 2 OR 5]

25. How do you get registered to vote? You may enter more than one response.

[MULTIPLE MENTION] [IF ONLINE OPEN END. DISPLAY CODE 99] [IF PHONE DO NOT READ]

Contact Elections Canada by phone	1
Contact Elections Canada by mail	2
Contact Elections Canada through website	3
Use Elections Canada's online voter registration system	4
Contact Elections Canada (general)	5
By voting in a federal election	6
On income tax form/Checking box to register on tax forms	7
Other [specify]	77
Don't know	99

[ASK IF Q23≠1] [WAVE=1, 2 OR 5]

26. If you required it, where would you go to get more information about registering to vote? You may enter more than one response.

[MULTIPLE MENTION] [IF ONLINE OPEN END. DISPLAY CODE 99] [IF PHONE DO NOT READ]

Elections Canada householder – brochure / leaflet / reminder card (received in the mail)	1
Radio	2
TV	3
Newspaper	4
Elections Canada Website	5
Internet: other websites	6
Word of mouth (friends, relatives, colleagues)	7

When I vote/Elections Canada polling station	8
Previous election/experience/prior knowledge	9
Social media (Facebook, Twitter, etc.)	10
Political party/candidate	11
Other [specify]	77
Don't know/Refusal	99

[ASK IF Q22=1] [WAVE=1, 2 OR 5]

27. To the best of your knowledge, do you need to update your voter registration if your information changes?

[IF PHONE DO NOT READ]

Yes	1
No	2
Don't know	99

[ASK IF Q27=1] [WAVE=1, 2 OR 5]

28. How would you update your voter registration information? You may enter more than one response.

[MULTIPLE MENTION] [IF ONLINE OPEN END. DISPLAY CODE 99] [IF PHONE DO NOT READ]

Contact Elections Canada by phone	1
Contact Elections Canada by mail	2
Contact Elections Canada through website	3
Use Elections Canada's online voter registration system	4
Contact Elections Canada (general)	5
By voting in a federal election	6
On income tax form/Checking box to register on tax forms	7
Other [specify]	77
Don't know	99

[ASK ALL] [WAVE=1 OR 3]

29. If the federal election took place tomorrow, what would you need to provide in order to cast a ballot? You may enter more than one response.

[MULTIPLE MENTION] [IF ONLINE OPEN END. DISPLAY CODE 99] [IF PHONE DO NOT READ]

Driver's licence	1
Piece of letter mail	2
Proof of address (general)	3
Proof of identity (general)	4
Other [specify]	77
Don't know	99

[ASK WAVE=4 OR 5]

29a. As far as you know, what were you required to provide in order to cast a ballot in the federal election? You may enter more than one response.

[MULTIPLE MENTION] [OPEN END. DISPLAY CODE 99]

Driver's licence	1
Piece of letter mail	2
Proof of address (general)	3
Proof of identity (general)	4
Voter Information Card/VIC	5
Other [SPECIFY]	77
Don't know	99

[ASK ALL] [WAVE=1, 3, 4 OR 5]

30. To the best of your knowledge, do voters have to present proof of IDENTITY in order to vote in a Canadian federal election?

[IF PHONE DO NOT READ]

Yes	1
No	2
Don't know/Refusal	9

[ASK ALL] [WAVE=1, 3, 4 OR 5]

31. To the best of your knowledge, do voters have to present proof of ADDRESS in order to vote in a Canadian federal election?

[IF PHONE DO NOT READ]

Yes	1
No	2
Don't know/Refusal	9

[ASK IF Q30=1 OR Q31=1] [WAVE=1, 3, 4 OR 5]

32. Where do you recall hearing about these requirements? You may enter more than one response.

[MULTIPLE RESPONSE] [IF ONLINE OPEN-ENDED. DISPLAY CODE 99] [IF PHONE DO NOT READ LIST]

Elections Canada householder – brochure / leaflet / reminder card (received in the mail)	1
Voter Information Card (received in the mail)	2
Radio	3
TV	4
Newspaper	5
Elections Canada Website	6
Internet: other websites	7
Word of mouth (friends, relatives, colleagues)	8
When I voted	9
Previous election/experience/prior knowledge	10
Social media (Facebook, Twitter, etc.)	11
Other [specify]	77
Don't know	99

[ASK ALL] [WAVE=1,2,3,4,5]

33. [WAVE=1] Overall, how well informed do you feel you are about where and when to vote? [WAVE=2 OR 3] Overall, how well informed do you feel you are about the voting process, meaning where, when and the ways to vote in the next federal election? [WAVE=4 OR 5] Overall, how well informed do you

feel you were about the voting process, meaning where, when and the ways to vote in the federal election? [IF PHONE] Please use a scale from 0 to 10, where 10 is “very well informed” and 0 is “not informed at all.”

[USE GRID IF WAVE=2, 3, 4 OR 5]

	Not informed at all										Very well informed
Where to vote	0	1	2	3	4	5	6	7	8	9	10
When to vote	0	1	2	3	4	5	6	7	8	9	10
Ways to vote	0	1	2	3	4	5	6	7	8	9	10

[ASK ALL] [WAVE=1,2,3,4,5]

33a. If you needed it, where would you go for more information about where, when and the ways to vote or other information about the electoral process? You may enter more than one response.

[IF ONLINE OPEN-ENDED. DISPLAY CODE 99]

[ASK ALL] [WAVE=1,5]

34. Who or which organization first comes to mind when you think about information on the voting process? By that I mean the date, time and place to vote, the means with which to identify yourself at the polls, or any other information related to the electoral process. You may enter more than one response.

[IF ONLINE OPEN ENDED. DISPLAY CODE 99] [IF PHONE DO NOT READ]

Elections Canada	1
Government of Canada / Federal Government	2
Service Canada	3
City hall/municipal services	4
Local candidate/political party	5
Mail/voter card	6
Internet (general)	7

Television	8
Newspaper	9
Radio	10
Family/friends/neighbours	11
Media (general)	12
Provincial Government	13
Other [SPECIFY]	77
Don't know	99

[ASK ALL] [WAVE=1,3,4,5]

35. In addition to voting in-person at the polling station on Election Day, in what other ways is it possible to vote in a federal election? You may enter more than one response.

[IF ONLINE OPEN-ENDED. DISPLAY CODE 99] [IF PHONE DO NOT READ]

Advance polling station	1
By mail	2
Local Elections Canada office	3
Other [specify]	77
Don't know	99

[ASK ALL; SKIP IF Q35=1, 2 AND 3] [WAVE=1,3,4,5]

36. To the best of your knowledge, can you vote in the following ways? [IF ONLINE ADD: Please select all that apply.]

[MULTIPLE MENTION] [IF PHONE READ LIST]

[IF PHONE, HIDE IF Q35=1] Advance polling station	1
[IF PHONE, HIDE IF Q35=2] By mail	2
[IF PHONE, HIDE IF Q35=3] Local Elections Canada office	3
Don't know	99

[ASK IF Q21A=1] [ASK IF WAVE 4 OR 5]

36a. And what option did you use to vote in the recent federal election that took place on October 19th?

At the polling station on election day	1
At an advance polling station	2
By mail	3
Local Elections Canada office	4
Other [SPECIFY]	77
Don't know	99

[ASK IF Q21A=1 AND Q36A=1, 2, 4 OR 99] [ASK IF WAVE 4 OR 5]

36b. What piece(s) of identification did you bring with you when you voted in the recent federal election? You may enter more than one response.

[OPEN-ENDED] [DISPLAY CODE 99]

Driver's licence	1
Piece of letter mail	2
Proof of address	3
Proof of identity	4
Voter Information Card/VIC	5
Other [SPECIFY]	77
Don't know	99

[ASK ALL] [WAVE=1,5]

37. There may be instances when people may want to lodge a complaint about the voting process. If you wanted to file a complaint, where would you go? You may enter more than one response.

[IF ONLINE OPEN ENDED] [IF PHONE DO NOT READ]

Elections Canada (phone or online)	1
Government of Canada website (general)	2
Service Canada	3
City hall/municipal services	4

Local candidate/political party	5
Other [SPECIFY]	77
Don't know	99

[ASK ALL] [WAVE=1,5]

38. Overall, how familiar would you say you are with Elections Canada? Would you say you are...

[IF PHONE READ LIST]

Extremely familiar	1
Very familiar	2
Somewhat familiar	3
Just know the name	4
Never heard of	5
Don't know	99

[ASK IF Q38≠5] [WAVE=1,5]

39. To what extent do you agree or disagree with each of the following statements? [IF PHONE] Please use a scale of 0 to 10, where 10 means "strongly agree" and 0 means "strongly disagree."

[ROTATE STATEMENTS]

Strongly disagree											Strongly agree	Don't know
0	1	2	3	4	5	6	7	8	9	10		99

- A. Elections Canada is the most credible source of information about the electoral process
- B. Elections Canada is the most trusted source of information about the electoral process

[ASK ALL] [WAVE=1,2,3,4,5]

40. Do you recall hearing or seeing the slogan "Ready to Vote"?

[IF PHONE DO NOT READ]

Yes	1
No	2

Don't know 99

[ASK ALL] [ASK IF WAVE 2, 3, 4, OR 5]

40a. Overall, how satisfied [IF WAVE=2 OR 3 "are"/ IF WAVE=4 OR 5 "were"] you with the information received from Elections Canada regarding the voting process, meaning where, when and the ways to vote in the federal election?

Completely dissatisfied											Completely Satisfied	Don't know
0	1	2	3	4	5	6	7	8	9	10		99

[ASK ALL] [ASK IF WAVE 2, 3, 4, OR 5]

40b. [IF WAVE=2 OR 3 "is"/ IF WAVE=4 OR 5 "Was"] there any information on the voting process that you [IF WAVE=2 OR 3 "need"/ IF WAVE=4 OR 5 "needed"], but that you [IF WAVE=2 OR 3 "have not received"/ IF WAVE=4 OR 5 "did not receive"]?

Yes 1
 No 2
 Don't know 99

[ASK IF Q40B=1] [ASK IF WAVE 2, 3, 4, OR 5]

40c. What information on the voting process [IF WAVE=2 OR 3 "do you need that you have not yet received?"/ IF WAVE=4 OR 5 "did you need that you did not receive?"] You may enter more than one response.

[OPEN ENDED. DISPLAY CODE 99]

Don't know 99

WEBSITE EVALUATION

[ASK IF WAVE=2, 3 OR 4]

WEB1. Have you ever visited the Elections Canada website?

Yes 1
 No 2
 Don't know 99

[ASK IF WAVE=2, 3 OR 4 AND WEB1=1]

WEB2. When did you last visit Elections Canada's website?

Within the past week	1
Within the past 2–3 weeks	2
Within the past month	3
Within the past 3 months	4
Within the past 6 months	5
Within the past 12 months	6
More than one year ago	7
Don't know	99

[ASK IF WAVE=2, 3 OR 4 AND WEB2=1, 2, 3 OR 4]

WEB3. Since the start of the federal election (August 2, 2015), how many times have you visited Elections Canada's website?

[ENTER NUMERIC VALUE. RANGE 1 TO 998]

Don't know	999
------------	-----

[ASK IF WAVE=2, 3 OR 4 AND WEB2=1, 2, 3 OR 4]

WEB4. Thinking of your last visit to Elections Canada's website, what type of device did you use to access the website?

PC or laptop	1
Mobile device (tablet or cell phone)	2
Other	3
Don't know	99

[ASK IF WAVE=2, 3 OR 4 AND WEB2=1, 2, 3 OR 4]

[ACCEPT MULTIPLE MENTIONS. CODE 99 IS EXCLUSIVE CHOICE]

WEB5. Thinking of your last visit to Elections Canada's website, what kind(s) of information were you looking for? You may enter more than one response.

[INSERT OPEN-END TEXT BOX]

Don't know

99

[ASK IF WAVE=2, 3 OR 4]

WEB6. Overall, how satisfied were you with your experience using Elections Canada's website during this federal election?

Completely dissatisfied											Completely Satisfied	Don't know
0	1	2	3	4	5	6	7	8	9	10		99

[ASK IF WAVE=2, 3 OR 4 AND WEB6=0, 1, 2, 3 OR 4] [ACCEPT MULTIPLE MENTIONS. CODE 99 IS EXCLUSIVE CHOICE]

WEB7. Why were you dissatisfied with your experience using Elections Canada's website? You may enter more than one response.

[INSERT OPEN-END TEXT BOX]

Don't know

99

SECTION 4 – DEMOGRAPHICS

Finally, we have a few questions about yourself that will help us analyze the results of this survey.

[ASK ALL] [WAVE=1,2,3,4,5]

41. Do you have a driver's licence?

[IF PHONE DO NOT READ]

Yes 1

No 2

Prefer not to say 99

[ASK ALL] [WAVE=1,2,3,4,5]

42. What is the highest level of education that you have completed?

[IF PHONE READ LIST]

Some high school only 1

Completed high school 2

Some College/University	3
Completed College/University	4
Prefer not to say	99

[ASK ALL] [WAVE=1,2,3,4,5]

43. What is your marital status?

[IF PHONE DO NOT READ]

Single	1
Married/living with someone/common law	2
Separated/divorced	3
Widowed	4
Prefer not to say	99

[ASK ALL] [WAVE=1,2,3,4,5]

44. How many individuals, including yourself, currently live in your household?

RECORD NUMERICAL RESPONSE

Prefer not to say 99

[ASK ALL] [WAVE=1,2,3,4,5]

45. Which of the following categories best describes your total annual household income? That is, the total income of all persons in your household combined, before taxes.

[IF PHONE READ LIST]

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 and above	7

Prefer not to say 99

[ASK ALL] [WAVE=1,2,3,4,5]

46. Were you born in Canada?

[IF PHONE DO NOT READ]

Yes 1

No 2

Prefer not to say 99

[ASK IF Q46=2] [WAVE=1,2,3,4,5]

47. And when did you come to live in Canada?

[IF PHONE READ LIST]

Within the last 5 years 1

6 to 10 years ago 2

More than 10 years ago 3

Prefer not to answer 99

[ASK ALL] [WAVE=1,2,3,4,5]

48. In the last two weeks, have you...

[IF PHONE READ LIST] [RANDOMIZE CATEGORIES]

- A. Read a daily local newspaper
- B. Read a weekly community newspaper
- C. Read a national newspaper
- D. Watched television
- E. Listened to the radio
- F. Used public transit
- G. Read a magazine
- H. [ASK IF PHONE] used the internet [IF ONLINE AUTOPUNCH Q48H=1]
- I. [SHOWN/ASKED DIRECTLY AFTER H] Used social media (e.g., Facebook, Twitter, YouTube, etc.)?
- J. Watched a movie at a movie theatre?

Yes 1

No	2
Don't know	99

[ASK ALL] [WAVE=1,2,3,4,5]

49. We may be organizing a series of discussion groups to further explore these issues with survey respondents. About 8 to 10 people like yourself could be taking part in the groups. The groups would be conducted online and would take less than two hours. For their time, participants would receive an honorarium. If we proceed with discussion groups, would you be interested in participating?

[IF PHONE DO NOT READ]

Yes	1
No	2
Don't know	99

[ASK ONLY IF Q49=1] [WAVE=1,2,3,4,5]

50. Please confirm your name and email address.

RECORD NAME AND EMAIL ADDRESS

Prefer not to say 99 END

[ASK ONLY IF Q49=1] [WAVE=1,2,3,4,5]

51. And what would be the best phone number to reach you if it is decided to hold the focus groups?
(Format: XXX-XXX-XXXX)

RECORD PHONE NUMBER

Prefer not to say 99

Thank you very much for your time in completing this study. For your information, this survey was conducted on behalf of Elections Canada.

APPENDIX B: RECRUITMENT SCREENER

Recruitment Screener

Recruitment Screener Elections Canada ERP Evaluation Focus Groups

Questionnaire # _____

Date of Last Group _____

of previous groups _____

Halifax, NS			Recruit: 8 for 6 to 8 to show per group
Tuesday, October 27 th , 2015			
Group 1: GEN POP	@ 5:30 pm	\$75	
Group 2: YOUNG ADULTS	@ 7:00 pm	\$75	
Mississauga, ON			Honorarium: \$75
Thursday, October 29 th , 2015			
Group 1: GEN POP	@ 5:00 pm	\$75	Definitions: See below
Group 2: YOUNG ADULTS	@ 6:30 pm	\$75	
Group 3: ETHNOCULTURAL \$75	@ 8:00 pm		
Vancouver, BC			Aim for mix of demographics, especially for the GEN POP groups.
Monday, November 2 nd , 2015			
Group 1: YOUNG ADULTS	@ 5:00 pm	\$75	
Group 2: ABORIGINAL	@ 6:30 pm	\$75	
Group 3: ETHNOCULTURAL	@ 8:00 pm		

\$75	
Winnipeg, MB	
Tuesday, November 3rd, 2015	
Group 1: ABORIGINAL	@ 5:30 pm \$75
Group 2: ABORIGINAL	@ 7:00 pm \$75
Montreal, QC	
Wednesday, November 4th, 2015	
Group 1: GEN POP (FRENCH)	@ 5:00 pm \$75
Group 2: YOUNG ADULTS (FRENCH)	@ 6:30 pm \$75
Group 3: ETHNOCULTURAL	@ 8:00 pm \$75
Online Group	
Monday, November 9th, 2015	
Group 1: MOBILITY DISABILITY	@ 4:00 pm \$75
Group 2: VISUAL DISABILITY	@ 6:00 pm \$75
Group 3: HEARING DISABILITY	@ 8:00 pm \$75
Tuesday, November 10th, 2015	
Group 1: HALIFAX YOUNG ADULTS	@ 6:00 pm \$75
Respondent's name: Respondent's phone #: _____ (home) Respondent's phone #: _____ (work) Respondent's fax #: _____ sent? _____ or Respondent's e-mail: _____ sent? Sample source (circle): panel random client referral	Interviewer: Date: Validated: Quality Central: On List: On Quotas:

Definitions

YOUNG ADULTS: Canadian citizens (S2=1), 18–24 years (S5=2) AND NOT ABORIGINAL, ETHNOCULTURAL OR ONLINE GROUP (unless those groups are filled)

GEN POP: Canadian citizens (S2=1), 25+ years (S5>2) AND NOT ABORIGINAL, ETHNOCULTURAL OR ONLINE GROUP (unless those groups are filled)

ABORIGINAL: Canadian citizens (S2=1) and S12=1

ETHNOCULTURAL: Canadian citizens (S2=1) and S13=3

MOBILITY DISABILITY: Canadian citizens (S2=1) and S17b=2 OR 4

VISUAL DISABILITY: Canadian citizens (S2=1) and S17b=1

HEARING DISABILITY: Canadian citizens (S2=1) and S17b=3

[TELEPHONE INTRODUCTION]

Hello, my name is _____ and I'm calling from Nielsen, an international research company.

On behalf of Elections Canada, we're organizing a series of discussion groups among people in your area to gauge reactions to the communications materials that they used to help Canadians know where, when, and ways to vote for the federal election. We are looking for people like yourself who would be willing to participate in an hour and a half long discussion group. For your time, you would be receiving an honorarium of \$75.00. About eight people will be taking part, all of them recruited by telephone, just like you.

Of course, participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a "round table" discussion led by a research professional.

Before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. May I ask you a few questions?

Yes **CONTINUE**

No **THANK AND TERMINATE**

READ TO ALL: "This call may be monitored or audiotaped for quality control and evaluation purposes."

ADDITIONAL CLARIFICATION IF NEEDED:

- to ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- to assess my (the interviewer) work for performance evaluation;
- to ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we’re asking the right questions to meet our clients’ research requirements – kind of like pre-testing).
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they were unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

[ONLINE INTRODUCTION]

Hello, I am contacting you on behalf of Nielsen, an international research company.

Recently you completed a survey sponsored by Elections Canada, and indicated that you may be interested in participating in further research.

On behalf of Elections Canada, we’re organizing a series of groups among people across Canada to gauge reactions to the communications materials that they used to help Canadians know where, when, and ways to vote for the federal election. We are looking for people like yourself who would be willing to participate in an hour and a half long **[IF MOBILITY OR VISUAL DISABILITY “online discussion group” IF HEARING DISABILITY “online chat-room discussion group”]**. For your time, you would be receiving an honorarium of \$75.00 and the groups will be taking place in the evening on November 9th, 2015. About eight people will be taking part in each group.

Of course participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The discussion will be led by a research professional.

If you are interested, please follow the link provided below so we may ask you a few questions to ensure that we get a good mix and variety of people.

[INSERT LINK TO SCREENER QUESTIONS]

SCREENING QUESTIONS

(A)

S1. Do you or any member of your household work ...

	Yes	No
For a marketing research firm	1	2
For a magazine or newspaper	1	2

For a radio or television station	1	2
For a public relations company	1	2
For the government, whether federal or provincial	1	2

IF "YES" TO ANY OF THE ABOVE, THANK AND TERMINATE

S2. Are you a Canadian citizen?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE
DK / DA	9	THANK AND TERMINATE

S3A. Have you participated in a focus group before? A focus group brings together a few people in order to know their opinion about a given subject.

Yes	1	ASK S3B–S3C (MAX 1/2 OF PARTICIPANTS PER GROUP)
No	2	SKIP TO S4
DK / DA9		THANK AND TERMINATE

S3B. And how many of these sessions have you attended?

_____ **IF >3 THANK AND TERMINATE. OTHERWISE, CONTINUE**

DK / DA9	THANK AND TERMINATE
----------	----------------------------

S3C. When was the last time you attended a focus group session?

_____ **IF ≤ 6 MTHS THANK AND TERMINATE. OTHERWISE CONTINUE**

DK / DA9	THANK AND TERMINATE
----------	----------------------------

S4. **DO NOT ASK – NOTE GENDER**

Male	1
Female	2

S5. Could you please tell me what age category you fall in to? Are you ...

Under 18	1	THANK AND TERMINATE
18–24 years	2	"YOUNG ADULT"

25–34 years	3	“GEN POP”
35–44 years	4	“GEN POP”
45–54 years	5	“GEN POP”
55–64 years	6	“GEN POP”
65+ years	7	“GEN POP”
DK/DA	9	THANK AND TERMINATE

S6. Did you vote in the Canadian federal election on October 19th?

Yes	1
No	2
DK/DA	9

ASK IF S6=1

S7a. Was the election on October 19th the first Canadian federal election that you voted in?

Yes	1
No	2
DK/DA	9

ASK IF S6>1

S7b. Have you ever voted in a Canadian federal election?

Yes	1
No	2
DK/DA	9

SEEKING A GOOD MIX OF GENDER, AGE AND VOTE BEHAVIOUR IN EACH GEN POP GROUP

S9. Have you moved in the last 12 months?

Yes	1
No	2
DK/DA	9

S10. Are you currently a full time student?

Yes	1
No	2
DK/DA	9

ASK IF S5=2 "18 TO 24 YRS OLD"

S11. Do you live at home with your parents or family members?

Yes	1
No	2
DK/DA	9

S12. Would you identify yourself as Aboriginal, that is, are you of First Nations, Inuit, or Métis descent?

Yes	1	"ABORIGINAL"
No	2	
DK/DA	9	

S13. What is the language you first learned to speak and still speak today?

English	1	
French	2	
Other	3	"ETHNOCULTURAL"
DK/DA	9	

S14. What is the last level of education that you have completed?

Some high school only	1
Completed high school	2
Some College/University	3
Completed College/University	4
DK/DA	9

S15. Please tell me which of the following categories applies to your total household income for the year 2014.

Under \$20,000	1
\$20,000 to under \$40,000	2
\$40,000 to under \$60,000	3
\$60,000 to under \$80,000	4
\$80,000 to under \$100,000	5
\$100,000 to under \$120,000	6
\$120,000 to under \$150,000	7
\$150,000 or more	8
DK/DA	9

SEEKING A GOOD MIX OF EDUCATION AND INCOME IN EACH GEN POP GROUP

S16. Participants in group discussions are asked to share their opinions and thoughts, how comfortable are you in sharing your opinions in front of others? Are you (read list)

Very comfortable	1	MINIMUM 4 PER GROUP
Fairly comfortable	2	CONTINUE
Comfortable	3	CONTINUE
Not very comfortable	4	THANK AND TERMINATE
Very uncomfortable	5	THANK AND TERMINATE
DK / DA	9	THANK AND TERMINATE

S17. Are you a person with a disability?

Yes	1	ASK S17b
No	2	
DK/DA	9	

S17b. Please specify the nature of your disability.

Blind or visual impairment	1	“ONLINE GROUP: VISUAL DISABILITY”
Co-ordination or dexterity	2	“ONLINE GROUP: MOBILITY DISABILITY”
Deaf or hard of hearing	3	“ONLINE GROUP: HEARING DISABILITY”
Mobility	4	“ONLINE GROUP: MOBILITY DISABILITY”
Speech impairment	5	
Developmental or intellectual	6	
Emotional/psychological/mental health	7	
Pain that is always present	8	
Other	77	
DK/DA	99	

[IF “ONLINE GROUP” ASK S18A–S18B]

S18A. Do you have high speed internet access?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

[SKIP IF HEARING DISABILITY]

S18B. Does your computer have working speakers?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

[SKIP IF VISUAL DISABILITY]

S19. Sometimes participants are asked to read text and/or review images during the discussion. Is there any reason why you could not participate?

Yes	1	THANK AND TERMINATE
No	2	CONTINUE
DK / DA	9	THANK AND TERMINATE

TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.

INVITATION

11. The [IF ONLINE GROUP ADD: online] group discussion will take place on **DATE @ TIME** for one and a half hours and participants will receive \$75.00 for their time. Would you be willing to [IF IN PERSON GROUP: “attend”; IF ONLINE GROUP: “participate”]?

YES	1	CONTINUE
No	2	

[ASK IF ONLINE SCREENING]

12. We would like to follow up with you closer to the date of the online group. Would you prefer to communicate via telephone or email?

Telephone	1	ASK I2b
Email	2	CONTINUE

- 12b. Please provide us with the best telephone number to reach you at below.

XXX-XXX-XXXX

[IF ONLINE SCREENING AND I1=1] Thank you. We will contact you closer to the date of the online group to confirm your participation.

[READ IF NOT ONLINE GROUP] Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

<p>Halifax, NS October 27th CRA 7071 Bayers Road, Suite 5001</p>
<p>Mississauga, ON October 29th Infoquest - 6655 Kitimat Road, Suite 12</p>
<p>Vancouver, BC November 2nd NRG - 1100 Melville Street, Suite 1380, 13th floor</p>
<p>Winnipeg, MB</p>

November 3rd
NRG -
213 Notre Dame Avenue,
Suite 804

Montreal, QC
November 4th
Nielsen Opinion Quest -
1080 Beaver Hall Hill, 4th Floor

Online Group
November 9th, 2015

PRIVACY QUESTIONS

Thank you for agreeing to take part in our sessions. We will be providing your name to the facility so that they can sign you in and check your ID when you arrive. The groups will be audio- and/or videotaped for the researchers to use when doing their reporting, please note these materials will not be used for any other purpose and will be destroyed once the project is fully completed. Also once the groups are completed your name will be submitted to the MRIA's (Marketing Research and Intelligence Association) Qualitative Central system as a focus group participant, you will not be contacted for any reason for being on this list. Do you agree with this?

Yes 1 Go to invite

No 2 **Ask follow up so that you can log the call appropriately.**

Can you please tell me which item is causing you concern?

Provided Name to facility 1 **NQP1**

Audio taping 2 **NQP2**

Video taping 3 **NQP3**

MRIA List 4 **NQP4**

If possible try to address their concern if not Thank and Terminate

AS REQUIRED, ADDITIONAL INFO FOR THE INTERVIEWER:

Please be assured that this information is kept confidential and is strictly accessed and used by professional market research firm to review participation and prevent "professional respondents" from attending sessions. Research firms participating in MRIA's Qualitative Central require your consent to be eligible to participate in the focus group – the system helps ensure the integrity of the research process.

AS REQUIRED, NOTE ABOUT MRIA:

The Marketing Research and Intelligence Association is a non-profit organization for marketing research professionals engaged in marketing, advertising, social, and political research. The Society's mission is to be the leader in promoting excellence in the practice of marketing and social research and in the value of market information.

[READ IF NOT ONLINE GROUP] We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, driver's licence). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **[1-800 NUMBER]** at our office. Please ask for **[NAME]**. Someone will call you the day before to remind you about the discussion.

So that we can call you to remind you about the **[IF ONLINE GROUP ADD "online"]** focus group or contact you should there be any changes, can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____

Last Name _____

Email

Daytime phone number _____

Evening phone number _____

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse THANK & TERMINATE.

[READ IF ONLINE GROUP] We will also follow up with you by email with all the instructions necessary for you to take part in the discussion.

Recruitment Letter for Online Groups with Disabled Electors

Recruitment Letter

Elections Canada ERP Evaluation

Hello,

Nielsen (an international research company), is organizing a series of online discussion groups on behalf of Elections Canada. The groups will be among people across Canada to gauge reactions to the communications materials that they used to help Canadians know where, when, and ways to vote in the recent federal election.

We are looking for people like yourself who would be willing to participate in an hour and a half long **[IF MOBILITY OR VISUAL DISABILITY** “online discussion group”; **IF HEARING DISABILITY** “online chat-room discussion group”]. For your time, you would be receiving an honorarium of \$75.00 and the groups will be taking place in the evening on November 9th, 2015. About eight people will be taking part in each group.

If you are interested in participating, please contact Nielsen using the contact information listed below. You will be given some information about the group format and asked for your consent on the privacy-related items described in the next paragraph.

The online groups will be recorded for the researchers to use when doing their reporting. Please note these materials will not be used for any other purpose and will be destroyed once the project is fully completed. Also once the groups are completed your name will be submitted to the MRIA’s (Marketing Research and Intelligence Association) Qualitative Central system as a focus group participant. This is a “best practice” in the marketing research industry (to maintain the integrity of focus group research) and you will not be contacted for any reason for being on this list.

Of course participation is voluntary. We are interested in learning your opinions, no attempt will be made to sell you anything or change your point of view. The discussion will be led by a research professional who has experience conducting online groups.

If you have any questions, concerns or are interested in participating, please contact Patricia Bowman from the research company by November 4, 2015:

Patricia Bowman
Associate Manager
Nielsen
Phone: (613) 751-5095

Email: patricia.bowman@nielsen.com

APPENDIX C: DISCUSSION GUIDE

Elections Canada

ERP Focus Groups

Discussion Guide – Draft October 21, 2015

INTRODUCTION

(5 MINUTES)

Welcome participants and explain the process:

- Moderator introduces him/herself and his/her role
- The role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest
- Role of participants: speak/chat openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other
- Results are confidential and reported all together/individuals are not identified/participation is voluntary
- The length of the session
- IN-PERSON GROUPS: Audio- and videotaping of the discussion, one-way mirror and colleagues viewing in the back room
- ONLINE GROUPS: Recording of the discussion
- Turn off cellphones for the duration of the discussion
- Get participants to introduce themselves (first name only) and their favourite hobby

General Knowledge About Voting

(10 minutes)

We are going to be talking/chatting about elections today. Specifically, the last federal election that was held on October 19, 2015. We are going to be focusing on the process of voting – *not the outcome, parties, or candidates.*

IN-PERSON GROUPS: Quick show of hands, how many of you voted in the last federal election...

ONLINE GROUPS: How many of you voted in the last federal election? Type in the chat window or say if you did or did not.

- For those who voted, when did you vote? Did you vote on election day or at another time?
- How easy or difficult of a process was it to vote? Tell me more about that. [MODERATOR: redirect conversation if respondents are stuck on “long lineups” at the polls.]
 - What made it easy?
 - What made it difficult?
- For those who didn’t vote, what is your perception of how easy or difficult the process is to vote? Tell me more about that.
 - Did that play a role in why you didn’t vote?
- BOTH VOTERS AND NON-VOTERS: Did you look for information about how, when and where to vote?

- Where did you go for this information?
 - Did you seek it out or wait for it to be given to you?
 - (If wait for information) Who supplied that information?
- At what point, if at all, did you start thinking about where, when and how you would go about voting? (Note this is NOT about which candidate to vote for)
- As far as you know, what were the different ways in which you could have voted in the election?
 - Were you aware of the Advance Polls?
 - [MODERATOR: Ask these follow-up questions for all voting options]
 - How did you learn about them?
 - Who are they for? i.e. Can everyone use them? Where did you learn about that?
 - Were you aware of voting at an Elections Canada office?
 - Were you aware of voting by mail?
- To the best of your knowledge, what, if anything, did you need to have with you in order to vote?
 - What did you bring with you to vote? [PROBE: ID/Address]
 - Did you have any difficulties proving your ID or address? If so, what happened?
- As far as you know, do you need to register to vote?
 - Do you need to register for each election? Why do you say that?
 - Did you register to vote?
 - If not, why didn't you register to vote?
 - How did you register vote? [PROBE: Online/By mail/Elections Canada office/Poll location]
 - How easy or difficult was it to register to vote?
 - How can you get more information about registering to vote?
- YOUTH GROUP: If you live away from home for school, did you know in which location you could vote? In which riding you could vote?
 - Was there a polling place on or around your campus? [PROBE: Advance Polls /Special Elections Canada office/On Election Day]
- If you are, or someone you know is, a person with a disability, were you aware of the accessible voting options available?
 - What options are available? How did you learn about them?
 - AVAILABLE OPTIONS: Voting screens, magnifiers, tactile and Braille voting templates, Braille list of candidates, large-print list of candidates
 - DISABILITY GROUP: Did this meet your needs? Did it meet your expectations? Tell me about that.
 - DISABILITY GROUP: For those who voted in person, how accessible was your polling place to you? Were your voting needs met? Was there anything that could have been made available to you to make your voting experience easier?

CREATIVE TESTING**(50 minutes)**

CONSULTANT NOTE: SELECTION OF ADS/COMMUNICATIONS PIECES ARE PRESENTED IN A SEPARATE DOCUMENT

Tonight we are going to be reviewing some materials that were distributed during the last federal election to inform electors about the election process. Prior to and during the election period, Elections Canada conducted a multi-channel advertising and communications campaign to help Canadians understand when, where and the ways to vote. Tonight we will be seeing/hearing information pieces and elements across different media from various phases of the campaign in order to learn how it could be improved.

MODERATOR WILL PROVIDE EACH PARTICIPANT WITH A HANDOUT TO KEEP TRACK OF ADS AND RATE 'OVERALL IMPRESSION' AND 'LIKELIHOOD TO ACT' ON A SCALE OF 0 TO 10. MODERATOR SHOWS AD TO PARTICIPANTS. MODERATOR WILL ASK PARTICIPANTS TO REVIEW AND RECORD ANY COMMENTS ABOUT THE AD ON THEIR OWN BEFORE DISCUSSING AS A GROUP.

MODERATOR WILL ALSO ASK PARTICIPANTS TO WRITE DOWN MAIN MESSAGE.

ADS WILL BE PRESENTED AND DISCUSSED ONE AT A TIME.

General Impressions and Recall (ALL MATERIALS)

- To begin, do you recall seeing/hearing this ad during the election? show of hands/type in the chat window/say whether you did or did not see it.
 - Where did you see it?
- What are your overall impressions of this ad? Why do you say that?
- What caught your attention first? Then what? Why is that?
- What are your impressions of [MEDIUM] ads in general? Why is that? Did you treat this [MEDIUM] ad differently than others you have seen?

Comprehension of Action

- For those who saw/heard it, what did you do when you [saw/heard] this? Why is that? [CAPTURE BOTH THOSE WHO DID AND DID NOT DO ANYTHING]
- ALL: What actions, if any, would you take if you [saw/heard] this? Why is that?
- TWEET/SHARE: Did any of you [re-tweet it / share it on Facebook], or send a reply/comment? Why? Why not? [MODERATOR: Clarify that the item in question was a Twitter ad, not a tweet]
 - BANNER AD: Did anyone click on the banner ad? Why? Why not?
 - IF YES: What did you find when you clicked it?
 - IF YES: What made you want to click on it?
 - ALL: After seeing/hearing any type of ad, did you go to the Elections Canada website? Why/why not?
 - IF YES: What was your impression of the site? Why is that?
 - Was it easy to navigate? Why/why not?
 - IF YES: Did you find what you were looking for?

- Were you aware that the website is programmed in accessible formats?
 - How did you learn about this?
 - DISABILITY GROUP: Did this meet your needs? Did it meet your expectations? Tell me about that.
- ALL: After seeing/hearing an ad, did you call the number? Why/why not?
 - IF YES: How was that experience?
 - Did you get what you were looking for?

General Messaging/Ease of Understanding (ALL MATERIALS)

- What is the main message? Why do you say that/feel that way?
- Is the ad clear and easy to understand? Why/why not?
- Would you search for more information? Why/why not?
 - If so, where would you go to search for more information?
- What part of the ad was most helpful? Why is that?
- Was there too much, too little, or the right amount of information?
 - What else (if anything) should be added? Why is that?
- Was there anything missing? Why do you say that?
- Was there anything that surprised you, was different from what you thought previously? What was new to you?
- ABORIGINAL/ETHNOCULTURAL GROUPS: Were you aware of information about the electoral process available in [31 ethnocultural / 12 Aboriginal] languages?
 - IF YES: Did you use this information? Tell me about that. [PROBE: For yourself? For others?]
 - IF NO: Would you have used this information if you had known about it? Tell me about that. [PROBE: For yourself? For others?]

Layout

BANNER (Internet)/TV/PRINT/TWEET/ID TEAR-OFF SHEET:

- What are your overall impressions of the look/layout of this ad? Why do you say that?
 - PROMPT: What about the colours?
 - PROMPT: How about the font size?
- What did you like/dislike about the layout? Why is that?
- Is the ad laid out in a way that's easy to follow?
 - If not, what would make it easier to follow?
- What is your impression of the character?
 - What do you like about the character?
 - What don't you like about the character?
- How, if at all, would you improve the layout of this ad?

ADDITIONAL PROMPT FOR TV & RADIO:

- What do you think about the tone of the ad? What about the announcer's voice? Why do you say that?
- PROMPT: What did you like/dislike about it?

STUDENT POSTCARD

I would like to take a few minutes to review a postcard that was also produced as part of this campaign. Please take a couple of minutes to review the postcard.

- Do you recall receiving this document during the election period? Show of hands/type in the chat window ...
 - IF YES: What did you do with it? Did you read it?

General Impressions

- What are your overall impressions of this? Why do you say that?
- What caught your attention? Why is that?
- What are your impressions of the layout? Is it too busy? Not enough information? Why do you say that?

Registration/Voting/Identification

- Is the registration process clear? What did you need to do to register? What were the requirements?
- Is the voting process clear? Do you know where and how you can cast a ballot?
- Is it clear what identification, if any, you needed to vote? What did you need? What were the requirements?
 - Based on this document, what ID would you take to vote? Why is that?
- Does the information stand out? Does it need to stand out more? Why do you say that? Is there anything that could be improved in the layout?
- IF SO: how could it be to make it more noticeable?

REMINDER BROCHURE

I would like to take a few minutes to review a brochure that was also produced as part of this campaign. Please take a couple of minutes to review the brochure.

Do you recall receiving this document in the mail during the election period? Show of hands/type in the chat window ...

- IF YES: What did you do with it? Did you read it?

General Impressions

- What are your overall impressions of this? Why do you say that?
- What caught your attention? Why is that?
- What are your impressions of the layout? Is it too long? Too short? Why do you say that?

Identification

- Is it clear what identification, if any, you needed to vote? What did you need? What were the requirements?
 - Based on this document, what ID would you take to vote? Why is that?
- Does the information stand out? Does it need to stand out more? Why do you say that? Is there anything that could be improved in the layout?
 - IF SO: how could it be to make it more noticeable?
- Were you aware that the reminder brochure was available in accessible formats?
 - What accessible formats come to mind? How did you learn about them?
 - [POSSIBLE FORMATS: Braille, Audio, Daisy, large print]
 - DISABILITY GROUP: Did this meet your needs? Did it meet your expectations? Tell me about that.
 - Did you receive a copy in an alternative format?

VOTER INFORMATION CARD (VIC)

I would like to take a few minutes to review an information card that was also produced for all registered voters as part of this campaign. Please take a couple of minutes to review the card.

- Do you recall receiving a document like this in the mail, personalized for you, during the election period? Show of hands/type in the chat window/say whether you did or did not receive it ...
 - IF YES: What did you do with it?
 - IF VOTED AND YES: Did you bring it with you to vote?
 - IF YES: Did you try to use it as a piece of ID? Why/why not?
- Did anyone receive a card that had incorrect information (i.e. name and address) on it?
 - What did you do?
 - Was it clear what to do in this situation? Why/why not?
- Did you notice the instruction at the top of the card to go to elections.ca if you received this card with someone else's name on it?
 - IF NO: How could this be more noticeable?

Other Impressions

- What are your overall impressions of this? Why do you say that?
- What caught your attention? Why is that?
- What are your impressions of the layout? Is it too long? Too short? Why do you say that?

OVERALL FEEL OF CAMPAIGN

(10 MINUTES)

- After seeing/hearing any ads during the election, did you have a better understanding of when, where and the ways to vote and the need to be registered? Why do you say that/feel that way?
- Which pieces, if any, stood out for you during the campaign/today? Why is that?
- Did you need more information about anything? What could be added to provide you with more information?

- Is there another way that Elections Canada should be communicating this information to you? How?
- DISABILITY GROUPS: Were your information needs met? Was there any information that you needed, but that you did not receive?
- DISABILITY GROUPS: Were your accessibility needs met? Was there a format that you needed to receive this information in, but that was not available to you?
- DISABILITY GROUPS: What can Elections Canada do better to meet your voting needs?

MEDIA CONSUMPTION

(10 MINUTES)

Let's spend the last few minutes talking about the types of media you use to stay informed ...

HOW INTERESTED ARE YOU IN CURRENT ISSUES AND EVENTS?

- How do you prefer to get information on current issues and events?
- [ALL GROUPS EXCEPT VISUAL DISABILITY GROUP] Do you generally pay attention to outdoor ads, such as interior bus ad or bus shelter ads?
 - What is your overall impression of outdoor ads? Why do you say that/feel that way?
- [ALL GROUPS EXCEPT VISUAL DISABILITY GROUP] IF NEEDED: Do you generally pay attention to banner (internet) ads? Why/why not?
 - What is your overall impression of banner ads?
 - How likely would you be to click on a banner ad? Why/why not?
- [ALL GROUPS EXCEPT VISUAL DISABILITY GROUP] IF NEEDED: Do you generally pay attention to ads on your social media accounts, for example Facebook/Twitter feed?
 - What is your overall impression of ads that appear in your Facebook/Twitter feed?
 - Did you follow Elections Canada on Facebook or Twitter?
- IF NEEDED: Do you generally pay attention to television ads? Why/why not?
 - What is your overall impression of television ads?
- [ALL GROUPS EXCEPT HEARING DISABILITY GROUP] IF NEEDED: Do you generally pay attention to radio ads? Why/why not?
 - What is your overall impression of radio ads?
- [ALL GROUPS EXCEPT VISUAL DISABILITY GROUP] IF NEEDED: Do you generally pay attention to print ads? Why/why not?
 - What is your overall impression of print ads?

Conclusion**(5 minutes)**

MODERATOR WILL [IN-PERSON GROUPS] GO BACK TO THE VIEWING ROOM / [ONLINE GROUPS] SEND A MESSAGE TO THE CLIENTS TO SEE IF THERE ARE ANY ADDITIONAL QUESTIONS PRIOR TO CONCLUDING THE DISCUSSION.

- This concludes what we needed to cover tonight. We really appreciate you taking the time to share your views. Your input is very important and insightful.
- [IN-PERSON GROUPS] please leave all papers on the table.
- [IN-PERSON GROUPS] don't forget to see our host before you leave to receive your honorarium. [ONLINE GROUPS] you will receive your honorarium in the mail in the next couple of weeks.
- Good night!
- Group 1: remind participants not to talk about the discussion to ensure second group doesn't have any "hints" coming in.

APPENDIX D: COMPARISON OF BENCHMARK AND POST-CAMPAIGN

	Phase 1 Benchmark	Phase 5 Post-campaign
Ad/Communications Recall		
Unaided recall of ads/communications (adjusted)*	38%	79% ↑
Unaided recall of ad produced by Elections Canada	6%	24% ↑
Aided recall of “Ready to Vote” slogan	15%	35% ↑
Overall Knowledge		
Overall knowledge (top 3 box on 10-point scale)	When and where: 44%	When: 86% ↑ Where: 81% ↑ Ways: 73% ↑
Top cited source if they need more information	<ul style="list-style-type: none"> • Internet: 27% • Elections Canada (all): 25% 	<ul style="list-style-type: none"> • Elections Canada (all): 40% ↑ • Internet: 27%
Registration Knowledge		
Those who believe registration is required to vote	80%	76%
Those who self-identify that they are registered to vote	84%	90% ↑
Reasons for thinking they are registered (among those who believe they are registered to vote)	<ul style="list-style-type: none"> • Received VIC: 27% • Tax form: 17% • Voted before: 10% • Always registered: 10% • Received something in the mail: 0% 	<ul style="list-style-type: none"> • Received VIC: 60% ↑ • Tax form: 2% ↓ • Voted before: 0% ↓ • Always registered: 0% ↓ • Received something in the mail: 15% ↑
Don't know how to register (among those who were aware of requirement to register, but did not think they were registered)	81%	62% ↓
Those who don't know where to get more information on how to register to vote (among those who did not think they were registered)	48%	45%
Those who think they need to update their registration if their information changes (among those who think they are registered)	71%	79% ↑
Those who don't know how to update their registration if their information	34%	30%

	Phase 1 Benchmark	Phase 5 Post-campaign
changes (among those who did not think they were registered)		
Identification Requirements		
Unaided awareness: proof of identity	63%	73% ↑
Unaided awareness: VIC	20%	24%
Unaided awareness: proof of address	17%	26% ↑
Unaided awareness: driver's licence	14%	20% ↑
Aided awareness: proof of identity	92%	96% ↑
Aided awareness: proof of address	79%	87% ↑
Aided awareness: identity and address	77%	86% ↑
Other Ways to Vote		
Unaided awareness: advance polls	43%	51% ↑
Unaided awareness: mail	14%	23% ↑
Unaided awareness: local Elections Canada office	1%	3% ↑
Aided awareness: advance polls	89%	91%
Aided awareness: mail	44%	42% ↑
Aided awareness: local Elections Canada office	32%	55% ↑
Perceptions of Elections Canada		
Top of mind: organization with information on the voting process	Elections Canada: 34% (all others 3% or less)	Elections Canada: 45% ↑ (all others 3% or less)
Familiarity with Elections Canada (at least somewhat familiar: 3, 4 or 5 on 5-point scale)	72%	86% ↑
Familiarity with Elections Canada (at least very familiar: 4 or 5 on 5-point scale)	21%	36% ↑
Elections Canada is most credible source (top 3 box on 10-point scale)	63%	70% ↑
Elections Canada is most trusted source (top 3 box on 10-point scale)	60%	70% ↑

**This adjusted figure does not include those who said that they recalled an ad or communications piece, but could not describe where they saw/heard it or the message.*

the 1990s, the number of people in the UK who are aged 65 and over has increased from 10.5 million to 13.5 million, and the number of people aged 75 and over has increased from 4.5 million to 6.5 million (Office for National Statistics 2002).

There is a growing awareness of the need to address the needs of older people, and the UK Government has set out a strategy for the 21st century (Department of Health 2001). The strategy is based on the principle of 'active ageing', which is defined as 'the process of optimising opportunities for health, participation in society, and security in old age' (Department of Health 2001, p. 10).

The strategy is based on three pillars: health, participation and security. The Department of Health has set out a number of objectives for each pillar, and has identified a number of key areas for action. The key areas for action are: health, participation, security, and the environment. The Department of Health has set out a number of objectives for each pillar, and has identified a number of key areas for action.

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